CITY OF SANTA CRUZ
MUNICIPAL WHARF SIGN GUIDELINES

1.01. Purpose.

a. These Guidelines are intended to provide Wharf Tenants with general criteria regarding appropriate business signage.

b. All advertising devices and signs shall comply with the regulations set forth at Santa Cruz Municipal Code ("SCMC") Chapter 24.12 Part 4 entitled "Advertising Devices, Signs and Billboards" made part hereof by reference.

c. In the event of conflict or inconsistency between these Guidelines and SCMC Chapter 24 Part 4, SCMC Chapter 24.12 Part 4 shall prevail.

2.01. City Approval. AII exterior signs must be approved in writing by the City Wharf Staff Committee. Certain types and sizes of signs require zoning and building or electrical permits.

3.01. Sign Application Process.

a. Tenants shall submit an application for all new signage to the City's Wharf Property Manager. The application shall consist of:

   i. Dimensioned drawings of the sign;

   ii. Type of material, color, lighting, and other sign characteristics;

   iii. Sketch or photograph showing proposed location with approximate dimensions to ground, roof, doors, and windows.

b. The Wharf Property Manager will forward the application to the City Staff Wharf Committee for review and action.

c. Upon City Staff Wharf Committee action, the Wharf Property Manager shall inform the Tenant of the decision. If the application is approved, the Tenant will be notified of any other City approvals required.

4.01. Sign Criteria.

a. Types. The following types of signs are appropriate for use on the Wharf:

   i. Signs painted directly on buildings.

   ii. Signs mounted directly on building walls.

   iii. Individual letters and numerals mounted directly on building walls.

   iv. Neon signs.

   v. Iconic signs.

   vi. Window signs.

vii. Hanging Signs.

b. Size. Each Wharf business is allowed thirty (30) square feet of total sign area. The following configurations are acceptable:

i. One 6'x5' sign;

ii. Three 2'x5' signs;

iii. One 4'x5' sign, one 2x2' sign, and one 3'x2' sign;

iv. Other configurations as approved by City Staff Wharf Committee.

c. Location.

i. Signs should normally be located at or near pedestrian eye level.

ii. Signs shall not project above the roof line or project over the sidewalk unless there is an 8' high clearance over the sidewalk.

iii. Neon signs are permitted on building exteriors and in windows.

iv. Other types of signs positioned in windows are discouraged in order to allow views into and through business spaces.

5.01. Sign Design Considerations.

a. Given the nature of the Wharf and its environs, marine-oriented themes are most appropriate.

b. Signs Painted Directly on Buildings - This type of sign lends itself well to buildings on the Wharf and could develop an overall visual theme. The size of such signs is dependent on the section of the building where they are proposed. Large wall sections could appropriately contain larger signs.

c. Signs Mounted on Building Walls - Useful for locations where painting directly on building walls is not desirable. Carved wooden or composite material signs with a marine-related theme can work well. Wall-mounted signs are to be flush with the building surface.

d. Individual Letters Mounted on the Building - Letters should not exceed 12" in height and should not project more than 2" from the building wall. Plastic letters are not allowed, nor are self-illuminated letters. Letters in colors that appropriately contrast with the background are most effective.

e. Neon Signs - Neon signs provide light, color, and vibrancy, and are especially effective after dark. Neon signs are appropriate for display in windows, provided that they are in scale with the window size and do not completely obscure views through the window. Neon signs may also be mounted directly on the building wall to supplement a painted sign. Flashing or blinking neon signs are not permitted.

f. Iconic Signs - Iconic signs are hanging or projecting signs which depict a physical object such as an anchor or a boat, as contrasted with signs which utilize lettering to

convey the sign's message. Iconic signs that are in scale with the structure and use of the building are most effective. Iconic signs may not present obstructions to pedestrian traffic, and an 8' overhead clearance is required for any iconic sign overhanging a pedestrian walkway.

g. Window Signs - Painted signs or decals on glass should be designed so that viewsa into and through the business is maintained.

h. Hanging Signs - Small hanging signs beneath an overhang or canopy may be approved if they are incidental and purposeful (e.g., advertising an "Annual Sale").

i. Sign Lighting - Flood lighting of signs is allowed provided that lights are directed away from pedestrians.

j. Banners and Flags - Banners, flags and pennants may be used for specific and limited purposes, but when used to excess may actually detract from the desired result. These advertising devices must be approved on a case-by-case basis.

k. Temporary Signs and Posters - These advertising devices are generally discouraged but may be used for no longer than fourteen days at a time with prior approval. They may not obstruct views into and through buildings.

l. Menus - Food establishments may display menus securely fixed to the wall or in an enclosed display case. A display case may be lighted.

m. Addresses - All businesses should display clearly legible address numbers. They may be incorporated into signage as appropriate.

n. Sandwich Board and Movable Freestanding Signs - Are not permitted.