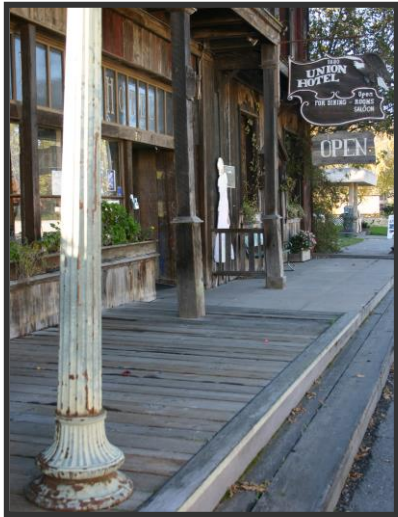
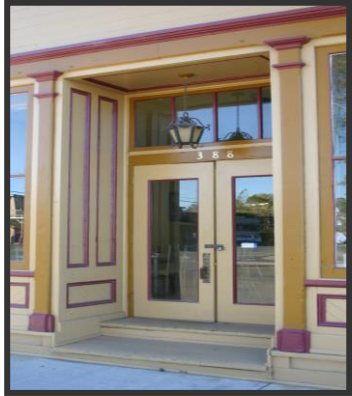


EXHIBIT 1: OLD TOWN ORCUTT DESIGN GUIDELINES AMENDMENTS

*The following text shows the amendments to the Old Town Orcutt Design Guidelines for consistency with the Outdoor Lighting, Signs, and Miscellaneous Ordinance Amendments, Case No. 24ORD-00001. Additions are shown in **red underlines text** and deletions are shown in **red strikethrough text**. Except as provided herein, the Old Town Orcutt Design Guidelines shall remain unchanged and in full force and effect.*

Old Town Orcutt



DESIGN GUIDELINES

ADOPTED JULY 2006

AMENDED DECEMBER 2024

Adopted by Board of Supervisors Resolution 06-236
July 25, 2006

OLD TOWN ORCUTT DESIGN GUIDELINES

ADOPTED JULY 2006 | AMENDED DECEMBER 2024

Adopted by Board of Supervisors Resolution 06-236
July 25, 2006

AMENDED BY BOARD OF SUPERVISORS RESOLUTION, 24-
DECEMBER 2024

PREPARED FOR:

COUNTY OF SANTA BARBARA

7: SIGNAGE AND LIGHTING



Fig. 7.1: Older style lettering (with serifs) painted on the upper portion of the falsefront is appropriate to Old Town Orcutt.



Fig. 7.2: Two examples of hanging signs painted on wood background with edge trim



Fig. 7.3: Low mounted carved business sign with upper and lower case letters



Fig. 7.4: Signage applied to windows in an appropriate style for Old Town Orcutt

The signs and lighting guidelines are intended for business identification as well as to augment the expression of the local history. Signs for commercial development should be designed as an integral part of the structure they serve and relate in lettering style and form to the Old Town Orcutt character identified in the guidelines below. Lighting is also an important design element that both enhances the major architectural features of the structures and augments the character and safety of the community, thereby increasing the potential for extended beneficial use of the pedestrian overlay area in the evening hours. (Guidelines for this section are identified with the prefix “SG” for signage.)

Sign Guidelines

SG-1 Signage

Signs should be designed as an integral site and architectural element of new construction in Old Town Orcutt. They should be clear, concise, and informative. They should be constructed of high quality, low maintenance, and long lasting materials.

- Attachment of the sign to the structure should be integrated as part of the architectural design of the building.
- In keeping with the old western theme, interior illuminated cabinet signs are discouraged, as are flashing signs. “Luminous tube” signs are strongly discouraged.
- Signs should not cover up windows or important architectural features.

SG-2 Design Character

Signs are encouraged to have borders, trim, and be recessed into their frames. They should be painted on the walls of the structure or on wood or other durable material that avoids a shiny or modern flavor.

- ~~Wall signs shall be proportional to the wall space available. They shall not project more than 4” beyond the surface of the structure.~~
- ~~Wall signs are not to exceed one eighth of the square footage of the building facade~~

~~of that portion of the first floor occupied by the enterprise and upon which facade the wall sign is to be located.~~

- ~~• Hanging and projecting signs above walkways shall have a minimum of eight feet of clearance above the pavement and should have a maximum of six square feet per sign.~~
- Awning signs (typically auto-oriented) shall not cover more than 25% of the total awning area and should be limited to text such as the name of a store. Large logos and trademarks should be discouraged.
- Substances such as plastic or modern frameless glass or metals are discouraged.

SG-3: Lettering Styles

Typically signs of this era in the west were hand painted and therefore tended to use lettering styles that lent themselves to this medium. Most of the styles were characterized by serifs. Such styles as Helvetica or Arial would have not have been utilized. We have sought to provide illustrated examples of appropriate typefaces or styles such as in Figures 7.1 through 7.5.

SG-4 Directional Signs

Signs giving guidance to parking lots, bus stops, bicycle paths, or similar uses should be mounted on lampposts or buildings where possible to avoid the additional clutter of posts in the public right-of-way. These signs should meet County standards as far as size but be compatible in style with the above design guidelines.

Building Lighting

Lighting for commercial developments should be considered as an important component of design plans. Lighting defines the evening and night time character of the community almost as much as the architectural features during the day.



Fig. 7.5: An example of a more elaborate style of window signage that is appropriate.



Fig. 7.6: While well proportioned, this style of signage is not appropriate for Old Town as it is out of character with the western theme.



Fig. 7.7: Example of a carved wood directional sign



Fig. 7.8: Example of a cast metal directional sign