

**ATTACHMENT I: MONTECITO ARCHITECTURAL GUIDELINES AND DEVELOPMENT STANDARDS  
RESOLUTION  
RESOLUTION OF THE BOARD OF SUPERVISORS  
COUNTY OF SANTA BARBARA, STATE OF CALIFORNIA**

IN THE MATTER OF ADOPTING AMENDMENTS TO )  
THE MONTECITO ARCHITECTURAL GUIDELINES )  
AND DEVELOPMENT STANDARDS REGARDING )  
SIGNS. )

RESOLUTION NO.: 25- 22

**WHEREAS**, on May 16, 1995, by Resolution 95-245, the Board adopted the *Montecito Architectural Guidelines and Development Standards* to provide guidance on locally appropriate architectural and landscape design to ensure compatibility with the semi-rural character of Montecito; and

**WHEREAS**, on February 27, 2018, by Resolution 18-42, the Board most recently amended and republished the *Montecito Architectural Guidelines and Development Standards*; and

**WHEREAS**, the Montecito Planning Commission held a duly noticed public hearing on the proposed amendments, at which hearing the amendments were explained and comments invited from the public; and

**WHEREAS**, citizens, public agencies, and community groups have been provided opportunities to be involved in the preparation of the limited update of the *Montecito Architectural Guidelines and Development Standards* in duly noticed public hearings; and

**WHEREAS**, the Montecito Planning Commission, after holding duly noticed public hearings on the above described amendments, endorsed and transmitted to the Board of Supervisors said recommended amendments by resolution; and

**WHEREAS**, the Board of Supervisors received and considered the Montecito Planning Commission's recommended actions and held a duly noticed public hearing on the proposed amendments at which hearing the amendments were explained and comments invited from the public; and

**WHEREAS**, the proposed amendments are consistent with the Coastal Act of 1976, the County Comprehensive Plan, including the Coastal Land Use Plan and the Montecito Community Plan, and the requirements of the state planning and zoning laws.

**NOW, THEREFORE, IT IS HEREBY RESOLVED** as follows:

1. The above recitations are true and correct.
2. The Board of Supervisors now finds that it is in the public interest to provide orderly development of the County and important to the preservation of health, safety, and general welfare of the residents of the County to adopt amendments to the *Montecito Architectural Guidelines and Development Standards* as provided in Exhibit 1. Except as provided in Exhibit 1, the *Montecito Architectural Guidelines and Development Standards* shall remain unchanged and in full force and effect.
3. Inland Area: This resolution and the amendments to the Montecito Architectural Guidelines and Development Standards shall take effect and be in force 30 days from the date of its passage. The amendments to the *Montecito Architectural Guidelines and Development Standards* shall apply to projects in the inland area that have not received preliminary approval by the MBAR as of the effective date the amendments, except as otherwise required by State law.

4. Coastal Zone: This resolution and the amendments to the *Montecito Architectural Guidelines and Development Standards* and any portion of this resolution approved by the Coastal Commission shall take effect and be in force 30 days from the date of its passage or upon the date that it is certified by the Coastal Commission pursuant to Public Resources Code §30514, whichever occurs later. The certified amendments to the *Montecito Architectural Guidelines and Development Standards* shall apply to projects in the Coastal Zone that have not received preliminary approval by the MBAR as of the effective date of the amendments, except as otherwise required by State law.
5. The Chair and the Clerk of this Board are hereby authorized and directed to sign and certify all documents and other materials in accordance with this Resolution to reflect the above mentioned action by the Board of Supervisors.

**PASSED, APPROVED, AND ADOPTED** by the Board of Supervisors of the County of Santa Barbara, this 11th day of February, 2025 by the following vote:

AYES: Supervisors Lee, Capps and Hartmann

NOES: Supervisors Nelson and Lavagnino

ABSENT: None

ABSTENTIONS: None

ATTEST:  
MONA MIYASATO  
COUNTY EXECUTIVE OFFICER  
CLERK OF THE BOARD

By Sheila LaGuerra  
Deputy Clerk of the Board

By Laura Capps  
LAURA CAPPS, CHAIR  
BOARD OF SUPERVISORS

APPROVED AS TO FORM:  
RACHEL VAN MULLEM  
COUNTY COUNSEL

By Rachel Van Mullem  
Deputy County Counsel

EXHIBIT: 1. *Montecito Architectural Guidelines and Development Standards* Amendments

**EXHIBIT 1: MONTECITO ARCHITECTURAL GUIDELINES AND DEVELOPMENT STANDARDS  
AMENDMENTS**

*The following text shows the amendments to the Montecito Architectural Guidelines and Development Standards for consistency with the Outdoor Lighting, Signs, and Miscellaneous Ordinance Amendments, Case No. 24ORD-00002. Additions are shown in **red underlined text** and deletions are shown in **red strikethrough text**. Except as provided herein, the Montecito Architectural Guidelines and Development Standards shall remain unchanged and in full force and effect.*

# MONTECITO

## Architectural Guidelines and Development Standards



Architect: Alexander Bertrand Harmer 1931

Watercolor: John Watson

Planning and Development Department  
Adopted May 16, 1995 | Limited Update ~~February 27, 2018~~ December 2024



## V. OTHER CATEGORIES

### E. SIGNAGE

1. **Definition:** Signage is any device or projected image which is used to advertise, identify, direct or inform persons concerning enterprises, products, goods or services.
2. **General Statement:** Signs have a strong visual impact on the character of the community. As a prominent part of the scenery, signs attract or repel the viewing public, affect the safety of vehicular traffic, and help set the tone of the neighborhood when they are suitable and appropriate.

The following guidelines are intended to protect and enhance the residential and pedestrian character of the community. Limits on the size, type, and location of signs minimize their distracting effect on both pedestrians and drivers.

Signs should serve primarily to identify an establishment, organization, institution, or enterprise. Signs should not subject people to excessive competition for visual attention. Signs should harmonize with buildings and the neighborhood.

In addition to these Guidelines, signs are subject to the requirements of the County's Chapter 35, ~~Article I Sign Ordinance~~ Section 35-138 of Article II in the Coastal Zone and Chapter 35.438 of the MLUDC in the Inland Area.

#### 3. Guidelines:

~~a. — No signs except public road, directional, and ground entrance signs shall be installed on parkways or road sides.~~

~~b. — Signs shall not conflict with traffic control signs in color, shape, working, or location.~~

~~c. — The following signs are prohibited:~~

~~1) — Billboards~~

~~2) — Portable~~

~~a.d.~~ The following signs are discouraged:

- 1) Signs which rotate, move, glare, flash, change, reflect, blink, or appear to do any of the above
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- 2) Sign poles
- 3) Mobile signs
- 4) Internally illuminated signs unless traditional materials and methods are used and approved by MBAR

~~e. Signs or lettering on awnings and canopies shall be limited to the valance area.~~

b.f. The following materials and methods are desirable:

- 1) Sign face, supports, and standards of resawn or rough sawn wood and/or wrought iron with painted or stained background and lettering
- 2) Sign face, supports, and standards of smooth wood trimmed with moldings of historically based design and lettering
- 3) Signs painted directly on the face of a building
- 4) Wood cutouts, wrought iron or other metal silhouettes further identifying a business
- 5) Lighting standards in style typical of a building's architecture and period

c.g. The following materials and methods are not allowed:

- 1) Contemporary finish materials such as plastic, aluminum, and stainless steel
  - 2) Imitation wood or imitation marble
  - 3) Fluorescent paint
  - 4) Exposed spot lights, exposed neon tubing, and exposed lights or electrical conduits
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