

Katherine Douglas

Public Comment - Group 1

From: Kiwi Lee <fitkiwi@aol.com>
Sent: Saturday, January 25, 2025 12:16 PM
To: sbcob
Subject: outdoor string lights

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PLEASE PROTECT OUR NIGHT
SKIES!

NO more unshielded outdoor lighting!

We live in Solvang! The local code enforcement officer refuses to site offenders in our area even though Solvang is a night sky city!

PLEASE educate other cities on the importance of reducing light pollution and protecting our night skies!

Thank you!!!

Karry Lee
Solvang Resident

Katherine Douglas

From: Michael Donohue <md@mdonohue.net>
Sent: Monday, January 27, 2025 9:20 AM
To: sbcob
Subject: follow up
Attachments: Revised Project Lift Lompoc 122024.docx.pdf; Summary of Project Uplift Lompoc .pdf

Caution: This email originated from a source outside of the County of Santa Barbara. Do not click links or open attachments unless you verify the sender and know the content is safe.

Catherine,

Thank you for your guidance on the submittal and posting process for documents being reviewed for the sign ordinances hearing on February 11th in Santa Maria. The two documents are attached.

All the best,

Michael Donohue,

310-384-3537

md@mdonohue.net

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Lift and Inspire Lompoc!

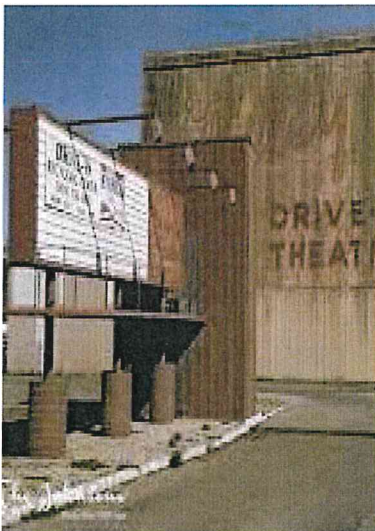
Project Uplift

The Rejuvenation of the Lompoc Valley Drive-in Theater Signage

Overview

The Lompoc Drive-in sign and its surrounding property have long been considered an eyesore. It is now time to reimagine this landmark as a symbol of Lompoc's revitalization—a beacon that proudly welcomes all who enter or pass by "Rocket Town." This transformation will not only enhance the visual appeal of the area but also reflect the dynamic spirit and forward-looking vision of our community.

The Calvert family, in collaboration with MD&A, is committed to rejuvenating the Lompoc Drive-in property through a comprehensive upgrade. The centerpiece of this project is the revitalization of the theater's iconic signage. This includes repainting the large, analog screen sign and replacing the smaller front sign with two state-of-the-art LED screens, each measuring 14 feet tall by 48 feet wide. These digital signs will not only modernize the site but also generate taxable advertising revenue for both the county and the state. Furthermore, the entire project is designed to be solar-powered and environmentally sustainable, aligning with our community's commitment to eco-friendly development. (See attached current photo and visualization for reference)



The before and after visualization of Project Up Lift.



Assumptions

Digital LED advertising has become an increasingly cost-effective and efficient method for reaching people in transit. Across many states, counties, and cities, digital signage has been widely adopted, with only a few exceptions. This technology has proven to be a significant source of revenue while simultaneously serving as a valuable tool for public communication. In most cases, where static images are displayed, the timing and brightness of these images are carefully calibrated to match the characteristics of traditional large-format billboards.

The advanced technical capabilities of digital signage systems include automated dimming features, which adjust the brightness of images throughout a 24-hour period. This ensures that the signs do not cause disruptions to drivers or nearby residents, regardless of the time of day or night. Additionally, these systems offer the ability to broadcast emergency alerts and community messages within seconds, providing an essential public service with unparalleled speed and efficiency.

The Potential

This project is situated along a heavily trafficked route in a prime location. According to Caltrans' 2022 traffic data, an average of 26,000 vehicles pass through this stretch daily, equating to approximately 728,000 vehicles over a four-week period. Based on these traffic figures, the **estimated annual tax revenue for the county is projected to be between \$75,000 and \$100,000.**

The digital signage will feature 6 to 10 advertisement slots in a continuous loop, with each static image displayed for 7 seconds. The content loops can differ on each side of the sign, offering flexibility. Typically, loops contain 6 to 8 spots, although market demand will ultimately determine the number. We anticipate that the advertising slots will attract a mix of local, regional, and some national advertisers. The advertisers depicted in our visualizations are fictitious, as we currently have no agreements with any specific advertisers.

Allowing digital signage in the North County is a logical step for residents, businesses, the county, and local governments—provided that measures are in place to ensure that digital signage does not negatively impact the quality of life for nearby residents.



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In this particular case, we are confident that the proposed signs will not pose any issues for residents. The homes in the vicinity are situated at a higher elevation of over 180 feet and are more than 800 feet away from the signs. Additionally, the light emitted from the sign on the residential side will be carefully controlled to produce a lumen output lower than that of the nearby flagpole lights. These flagpole lights are at the same elevation as the houses and only 120 feet away, yet their light output has not posed any disturbance to the residents. (See attached nighttime photo for reference)

The Consideration

It is important to recognize the distinct differences between North County and South County. What might be seen as a disruption to residents of coastal Montecito or Santa Barbara could be viewed as a welcomed enhancement in Lompoc.

We urge the county to take these regional differences into account when drafting ordinances, ensuring the flexibility to approve projects that are well-suited to their specific locations. Imagine the potential of approving 20 similar sites, generating significant revenue for all stakeholders, including the county.

This project has received strong support within Lompoc. We have conducted informal surveys with city council members and the broader community, and the feedback has been overwhelmingly positive. The reasons for this support are clear and compelling.

We believe that this project exemplifies how thoughtful signage development can directly benefit a community, uplifting it much like the rockets launched just up the road at Vandenberg Space Force Base.

Thank you for your consideration.

The Calvert Family and Michael Donohue and Associates



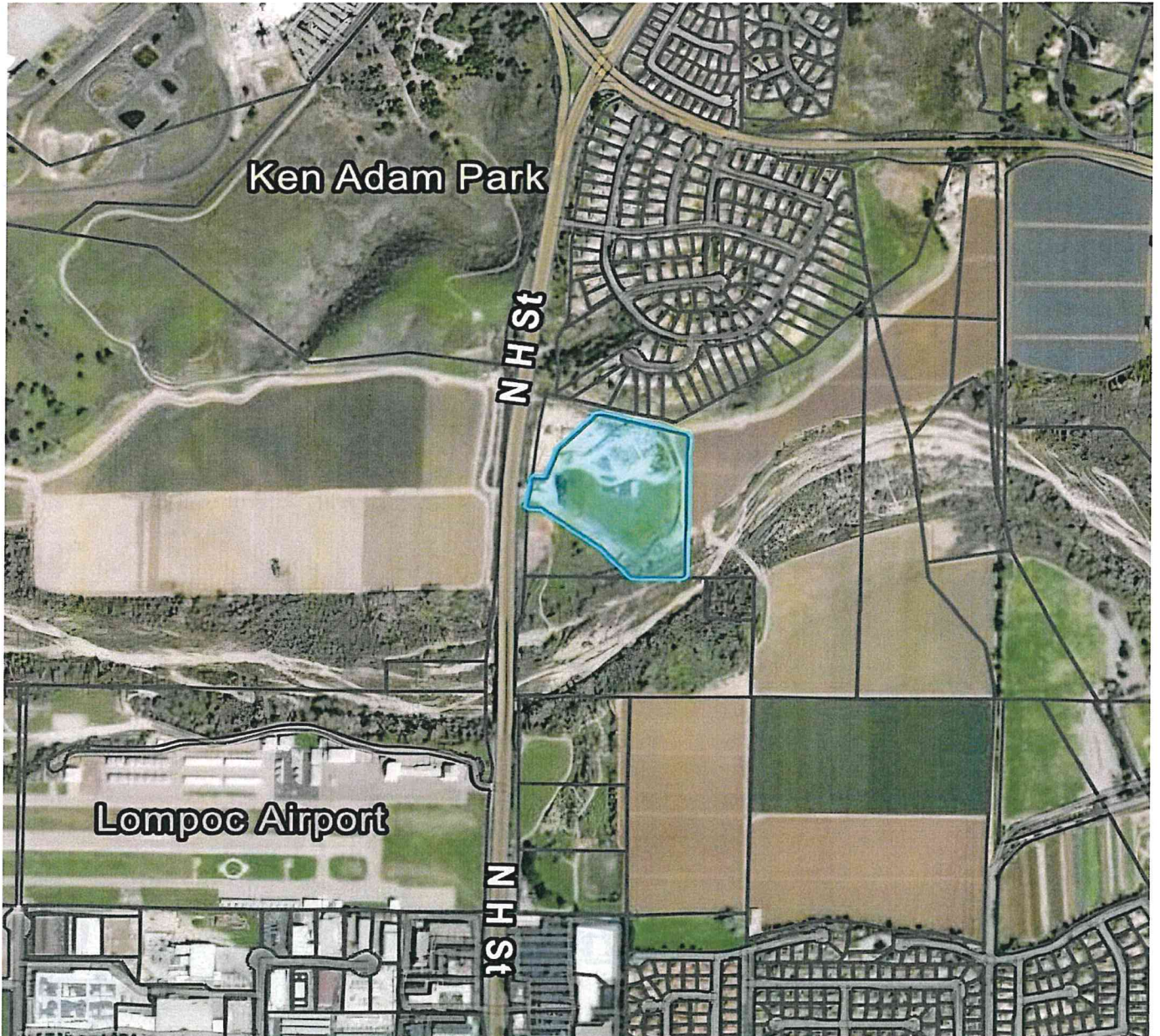
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Exhibits:

The drive-in theater property accented in green.



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Further Magnification



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The Flagpole Lights directly across from the houses as seen from the Drive In theater



These lights are directly across the street from the homes on the western edge of La Purisima Highlands at the same elevation.

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Project Uplift: Lompoc Drive-In Revitalization

Presented to the Santa Barbara County Planning Commission and Board of Supervisors

Overview: Project Uplift aims to rejuvenate the historic Lompoc Drive-In Theater and enhance the surrounding area, transforming it into a visually appealing and welcoming gateway to Lompoc and the Santa Rita Valley.

Key Elements:

- **Beautification:** The revitalization will improve the aesthetic of the theater and its environment, creating an attractive entrance to Lompoc and the region.
- **Digital Signage:** New digital signs will be installed, providing valuable advertising space for local and regional businesses while offering public service messages and alerts to the community.
- **Community Benefits:** The community is expected to warmly embrace the upgraded signage, which will not only enhance local pride but also serve as a tool for communication and commerce.

Economic Impact:

- **Revenue Generation:** The digital signage will produce a steady stream of advertising revenue, benefiting both the City of Lompoc and Santa Barbara County.
- **Win-Win Proposition:** Project Uplift presents a positive opportunity for both the local community and the county, as it enhances public infrastructure while generating financial returns.

Conclusion: Project Uplift offers significant aesthetic, economic, and communicative benefits for Lompoc and the surrounding areas. It's a future-oriented investment for the community and the county.



The before and after visualization of Project Up Lift.

Katherine Douglas

From: Marjorie Popper <mpopper@silcom.com>
Sent: Wednesday, January 29, 2025 12:30 PM
To: sbcob
Subject: Countywide Outdoor Lighting Ordinance

Caution: This email originated from a source outside of the County of Santa Barbara. Do not click links or open attachments unless you verify the sender and know the content is safe.

Dear Supervisors,

I would like to express my support for the Countywide Outdoor Lighting Ordinance. Protecting the night sky from excess light will benefit people, as well as plants and animals. As a resident of the Santa Ynez Valley, I feel especially grateful to be able to see an abundance of stars, often including the milky way, on a clear night. The proposed ordinance goes a long way toward making sure we can preserve the dark skies we currently enjoy.

One deficit of the proposed ordinance, as written, is that it doesn't address string lighting, which has become increasingly popular. String lights are festive and attractive, but, when overused and unshielded, they can contribute to light pollution. Perhaps an addition to the ordinance requiring string lights to be shielded can address this issue.

Thank you for your work towards protecting night skies for everyone in Santa Barbara County.

Sincerely,

Marjorie Popper
1875 Still Meadows Road
Ballard, CA 93463