These guidelines address the placement and design of wireless communication facilities (cell phones, paging) throughout the City of Santa Maria. These guidelines do not apply to FM, AM, or Ham radio antennas.

**Locational Requirements**

- The City of Santa Maria strongly encourages collocation on existing poles, buildings, or other structures. If collocation is not proposed, a written explanation on the reasons for not collocating shall be provided.
- New freestanding poles or towers are discouraged when building mounted and screened or collocated facilities are feasible.
- New monopoles or towers should be designed to be as high as the zoning district allows to accommodate future collocated facilities at a lesser height.
- New facilities are discouraged from all residential zones and along bikeway corridors identified in the City's General Plan. Facilities should be located in commercial or industrial zones.

**Measures to Reduce Visual Impacts**

- New facilities should be sited and mounted so as to minimize visual impacts from adjacent land uses and transportation corridors.
- The antennas should be located out of the skyline as much as possible. Alternative antenna designs that are less obtrusive should be considered.
- The least visually obtrusive support structure as viewed from the most visible public viewpoint should be used. Natural wood poles, steel poles, concrete poles, existing buildings, or lattice towers are generally acceptable support structures.
- Lighting of the facility, other than lighting for emergency repairs, is discouraged.
- Camouflaging of a stand-alone tower as a tree would be considered on a case-by-case basis.
- If the facility will be located on a building, all equipment and antennas should be architecturally integrated into the building to minimize visibility from adjacent land uses and public right-of-ways. Ancillary structures should replicate and compliment the architectural details of the primary building.
- All ancillary equipment should be fully screened.
- All poles, towers, and ancillary buildings should conform to the height limit of the applicable zoning district. The height of antennas on top of buildings should be in proportion to the height of the building and integrated into the building.
- If landscaping is removed to install the facility, landscaping should be replaced on the property at a 2:1 ratio for the area removed.

**Color Scheme**

- The color of the equipment should match the backdrop from the most visible public viewpoint.
- If an existing facility is located at the proposed site, and the existing facility has a color scheme that successfully reduces visual impacts, then the existing facility should serve as a guide for the color scheme of the proposed facility.
- Equipment visible against the skyline should in most cases be a medium grayish color. A sky blue color should only be used with caution since it tends to be more visible on overcast or foggy days.

**Utilities**

- If a site has existing carriers, it is preferable to have the new facility tie into existing electric and/or telephone pedestals of the existing carriers at the lease site. This is not always possible and requires the cooperation of competitors.