



110 S. PINE STREET #101 (ON HERITAGE WALK) • SANTA MARIA, CALIFORNIA 93458-5082 • 805-925-0951 • TDD 925-4354

POLITICAL SIGNS AND BANNERS (Temporary Signs, Section 12-34.05(d))

Political (temporary) signs and banners are welcomed in the City of Santa Maria. An application is required, which is processed through the Community Development Department. Political signs fall under the category of a "Temporary Sign/Banner" as provided in Section 12-34.05(d) of the City's Zoning Ordinance.

All candidates placing signs or authorizing the placement of signs must fully comply with the Zoning Ordinance. Please read the sign ordinance section in its entirety prior to affixing a sign or banner to a structure or mounting it in the ground. The basic provisions for the use of political signs are as follows:

(d) Temporary Sign/Banner.

(1) Maximum Height: Not to exceed roof eave line of nearest building or building to which it is affixed.

(2) Maximum Area: A banner or temporary sign may be installed at a ratio of 32 square feet of sign area (in commercially or industrially zoned properties), or 6 square feet of sign area (in residentially zoned properties) for each 75 feet of width of the side(s) of a building facing a public street.

For instance:

Building Width (feet)	Sign Area (square feet) Commercial / Industrial Zones	Sign Area (square feet) Residential Zones
75	32	6
150	64	12
225	96	18
300	128	24

(3) Permitted Zones: R-1, RSL-1, R-2, R-3, RMH, C-1, C-2, CPO, CC, FS, C-M, M-1, M-2, SP (subject to specific plan), PF, AS I, II and III zoning districts.

(4) Sign Permit Needed: Yes.

(5) Permitted Time: Temporary signs may be displayed for up to two 30-consecutive day periods during a six-month time frame, not exceeding 120 display

days within twelve months. The applicant shall specify the desired dates of display, any consecutive period(s) for display, and the 12 months within which the display will occur on the application for temporary sign permit. A temporary sign permit may be renewed upon expiration of the 12 months specified in a temporary sign application.

(6) Banners shall be made of flexible, non-rigid material that cannot support itself.

(7) Temporary signs shall not be subtracted from the total allowable permanent sign area.

(8) A maximum of two temporary signs may be permitted as long as the total allowable temporary sign area is not exceeded.

(9) Temporary signs are permitted on vacant lots and are subject to all other applicable provisions of Sections 12-34.05.

The sign ordinance was revised to ensure that candidates running in two elections (primary and general) would be allowed to display signs for up to sixty (60) consecutive days for each election. If you ran in the June primary and already posted signs for sixty (60) consecutive days, then you will only be permitted to post signs sixty (60) days prior to the November 8, 2022, general election (September 10, 2022). If you did not run on the June ballot, you may post your signs for two (2) non-consecutive sixty (60) day period or up to one hundred and twenty (120) consecutive days before the November 8, 2022, election (July 12, 2022). You select the sixty (60) or one hundred and twenty (120) period(s) you wish to post your signs.

Permits must be approved ahead of time for placement of the signs and may be obtained anytime.

One other important item to know is that signs may NOT be located within the City's right-of-way. You may visit the Public Works Department at 110 S. Pine Street, Ste 221 to determine where the right-of-way is on a particular property.

A copy of the sign permit can be found at:

<https://www.cityofsantamaria.org/home/showdocument?id=15093>

If you have any questions, please call the department at (805) 925-0951 x 2244.