

## The Sea Ranch Association

### Administrative Sign Policy, Standards and Process

Aug 11, 2013

**Sign Standards Concept:** The Sea Ranch has a long history of distinctive signs that convey the unique character of the community through simple design and natural materials. The goal of sign standards is to promote consistency in size, color, layout, font, and logo by providing guidance on design, use, and maintenance of signs.

**Administrative Sign Policy:** The Administrative Policy of the Sea Ranch Association is to have minimum necessary signs for safety, way-finding, information, TSRA boundary management, and owner privacy.

**Meeting Sign Standards:** Sign designs and installations must be consistent with the established design guide for color, font, and act as a reinforcement of the TSR community philosophy/practices. Signs must effectively serve their intended purposes to aid owners, staff, authorized visitors, and the public.

**Responsibility:** The Association's office of Design Compliance and Environment Management (DCEM) has overall responsibility for sign design, location, installation, inventory, effectiveness review, and removal. DCEM manages overall sign process, boundary signs, house numbers, facilities signs and temporary signs for environmental management. The Design Committee in collaboration with DCEM sets standards for exterior signs, reviews sign systems for new buildings or renovations, approves locations for exterior signs and provides design guidance for miscellaneous sign projects. Facilities & Resources Dept. (F&R) is responsible for producing, installing, maintaining and removing signs.

Various groups support DCEM and the DC in this responsibility by providing input and oversight regarding different sign categories:

- Archives Committee – 50<sup>th</sup> Anniversary historical points
- Coastal National Monument Stewardship Taskforce - California Coastal Monument signs
- Security Committee - safety/traffic signs
- Trails Committee - trail signs
- TSRA Safety and Security Department – safety/traffic/temporary safety signs
- TSRA Facilities and Resources Department - fabrication, installation and maintenance of signs

- TSRA Design, Compliance and Environmental Management Department - management of overall sign process, inventory of signs, boundary signs, house numbers, facilities signs, and temporary signs for environmental management.

**Sign Addition or Removal.** In order to maintain consistency with the Administrative Sign Policy, a Sign Addition/Removal Process has been established to provide guidance and clarity (see **Attachment A** for process flow diagram). Considerations and criteria are provided below for any sign proposal to ensure the policy is met and to provide reasonable consistency for signs at TSR. Any TSR owner or staff can make recommendations on sign additions or removal by contacting either DCEM or the appropriate committee/staff organization.

**Sign Proposal Considerations:** Proponents of new signs should answer the following questions, as applicable, before presenting them to DCEM or the appropriate committee along with their proposed sign design.

- a) Does the proposed sign meet TSRA Administrative Sign Policy?
- b) Does the sign design meet all design-guide standards?
- c) What is the purpose of the sign?
- d) What design is proposed?
- e) Where will the sign be located?
- f) Why is this location best?
- g) At what distance must the sign be legible?
- h) How many other signs are located within 100 feet of the proposed sign?
- i) Can the sign be consolidated with other existing signs?
- j) Is the proposed sign(s) required or necessary to protect legal rights, e.g., boundary or privacy. Does the design meet TSRA legal guidance for location, frequency, size, and font?
- k) Is the sign required for traffic control and does it meet traffic control design standards such as frequency, consistency with highway sign standards, and configurations?
- l) Is there sufficient data/causation to justify proceeding with the proposal?
- m) Who is the target audience for these signs, e.g., owners, renters, or groups with authorized special access to TSR? How will this proposal benefit the intended target?
- n) "Limit" signs such as those for boundary management, owner privacy, or safety and security require enforcement to protect legal rights. How will they be enforced? Is the enforcement process supported by TSRA staff and others as appropriate?
- o) How and when will the sign's effectiveness be evaluated?
- p) What is the remedy for a sign that doesn't meet desired outcomes?
- q) What alternatives to signs have been explored or offered in lieu of proposed sign installation?
- r) Will installation of a proposed sign addition(s) create a sense of 'sign clutter' because of other signs in the area? If there is a sense of sign clutter, what alternatives can be employed to reduce the sense of clutter?

**Sign Evaluation Process:** Sign proposals are submitted to DCEM or to an appropriate committee for consideration. The following process will be used to evaluate the proposal. (A detailed flow diagram for the complete process is presented in **Attachment A.**)

- a) A site visit will be conducted by DCEM staff to understand the proposal and any alternatives.
- b) DCEM will determine if consultation with other groups is needed:
  1. Design Committee for design aesthetics and impact.
  2. Planning Committee for large quantity, new, or unusual signs that may have planning implications and a need for community input.
  3. Any other office that must review and approve the process.
- c) DCEM will send approved sign proposal to F&R for fabrication and installation.

**Sign Installation and Maintenance:** This task is accomplished primarily by F&R.

- a) Signs are fabricated and installed at location(s) identified by DCEM.
- b) Signs are monitored periodically and corrective action is taken as appropriate.

**Sign Evaluation and Revision/Removal:** The sign proponent is responsible for evaluating the effectiveness of signs that are approved and installed.

- a) Develop a metric for monitoring the effectiveness of signs.
- b) Take action to revise or remove signs that are determined to be ineffective.
- c) Evaluate the effectiveness of any revised sign and take action as required.

**Sign Design Standards:** Adherence to the established sign standards result in a consistent and cohesive look and feel to TSR:

**Font:** Helvetica; the particular Helvetica size and style (light, medium, bold, heavy) shall be consistent with sign size and readability. To improve readability “all Caps” should be avoided or limited to single words at top of sign, e.g., WARNING, CAUTION, or BEWARE.

**Lettering color:** Black

**Sign background:** White; where appropriate a TSR Rams Horn logo may be placed on the sign but should not overlap lettering or “fall off the edge.”

**Sign size:** Depends on location and requirement for readability.

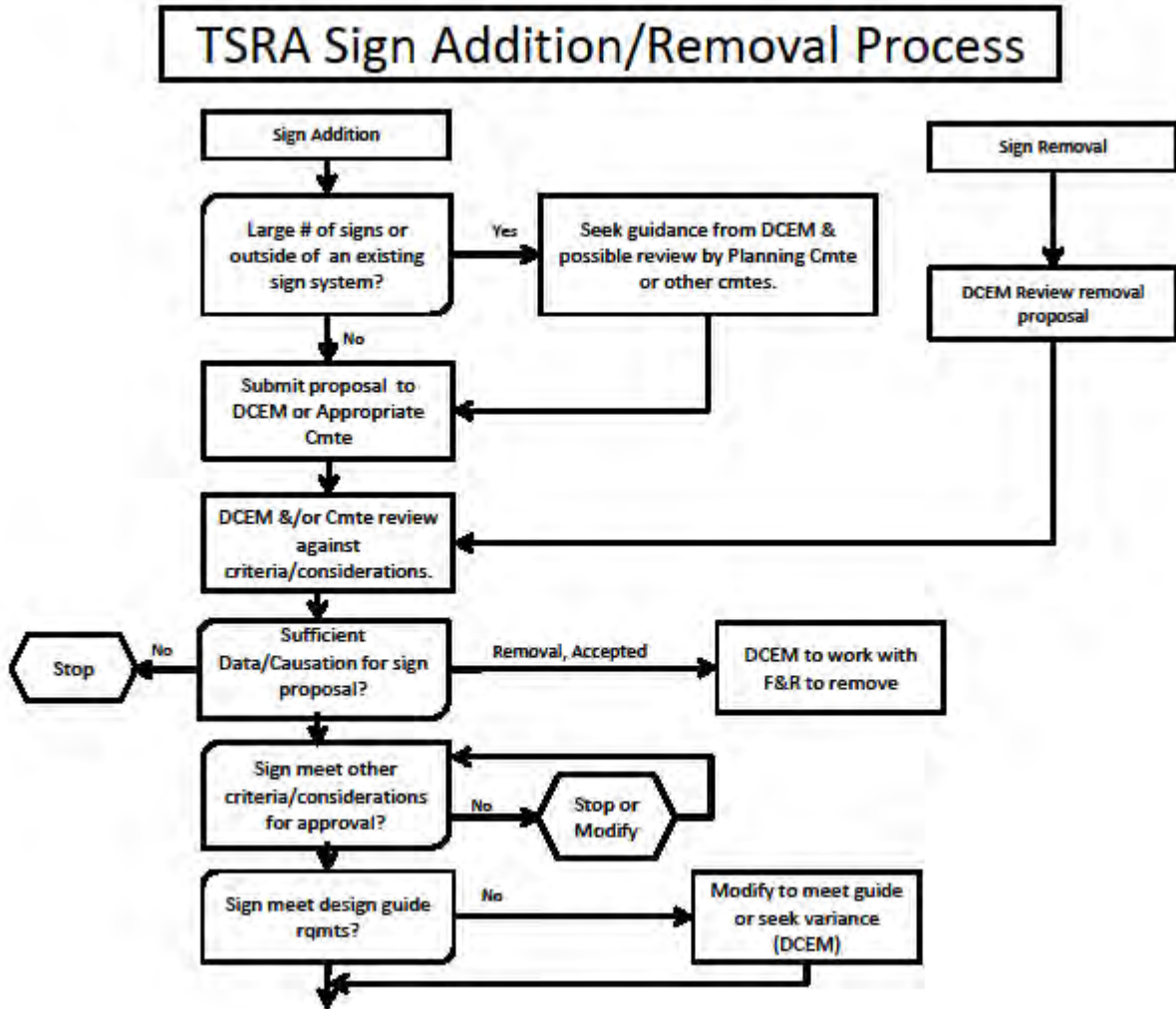
Any exceptions to sign standards must be reviewed and approved by DCEM and the Design Committee.

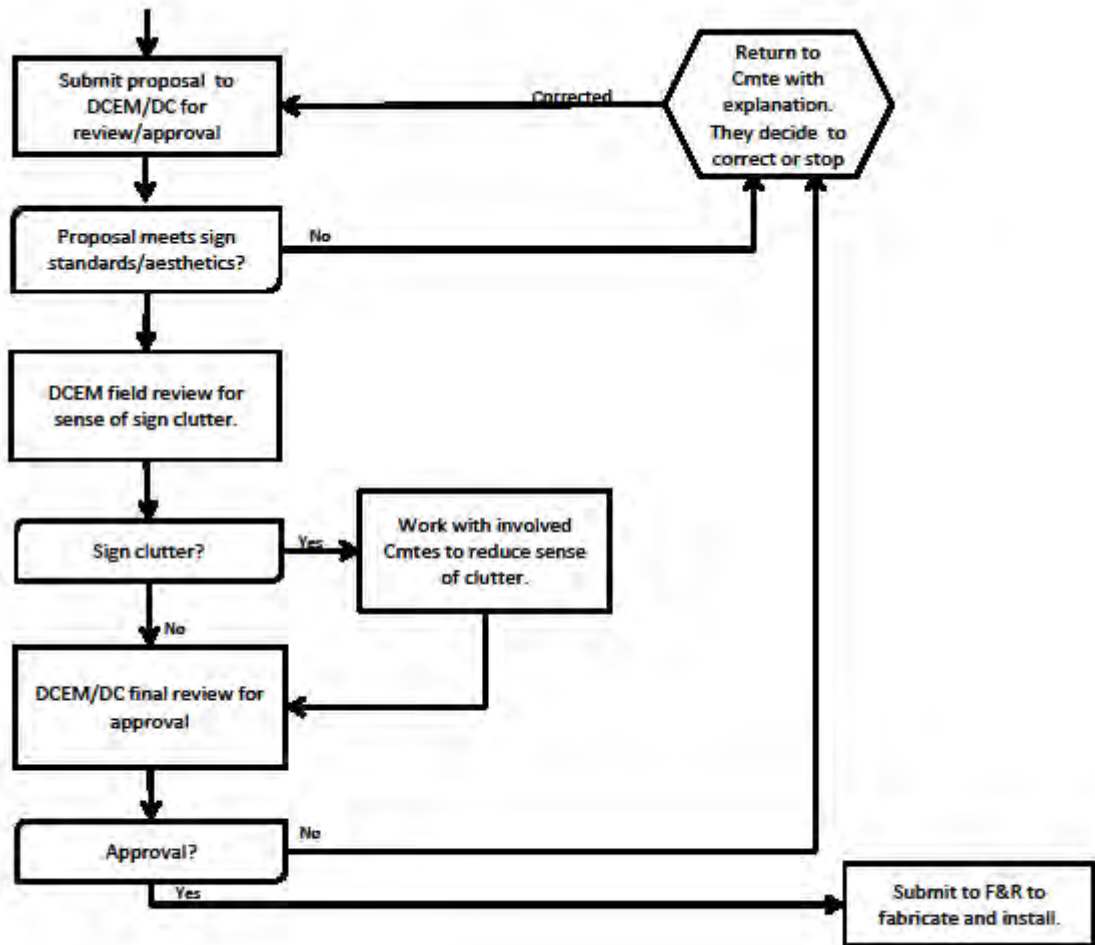
See **Attachment B** for examples of standard sign design for TSR.

See **Attachment C** for TSR and other references regarding TSR signs.

Attachment A

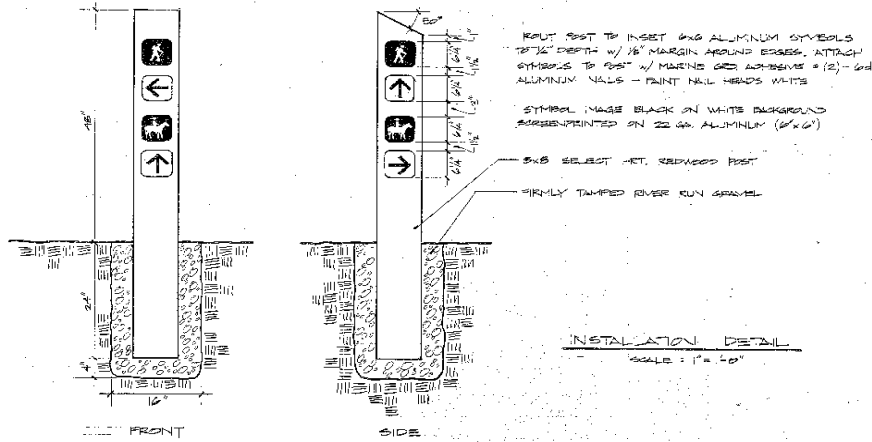
Sign Process Flow Diagram





# Attachment B1

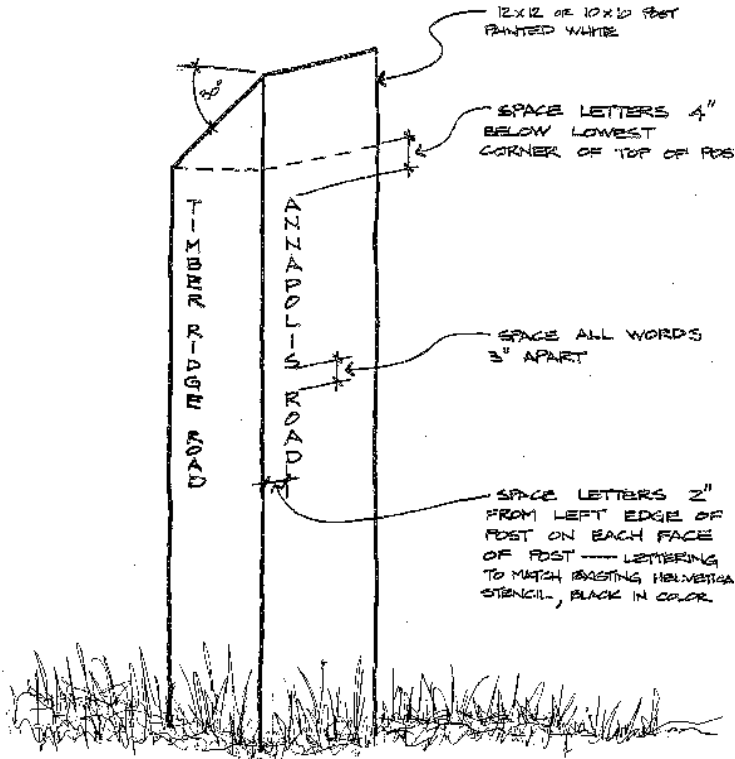
## TRAIL POST SIGN DESIGN STANDARD



Trail Posts/Signs: 8"x8" post routed to accept painted aluminum 6"x6" plaques, black on white background; plaques include 3 kinds of directional arrows plus standard symbols for equestrian, bicyclist, hiker, and 'no bikes' and 'no smoking'.

Attachment B2

STREET SIGNPOST DESIGN STANDARD



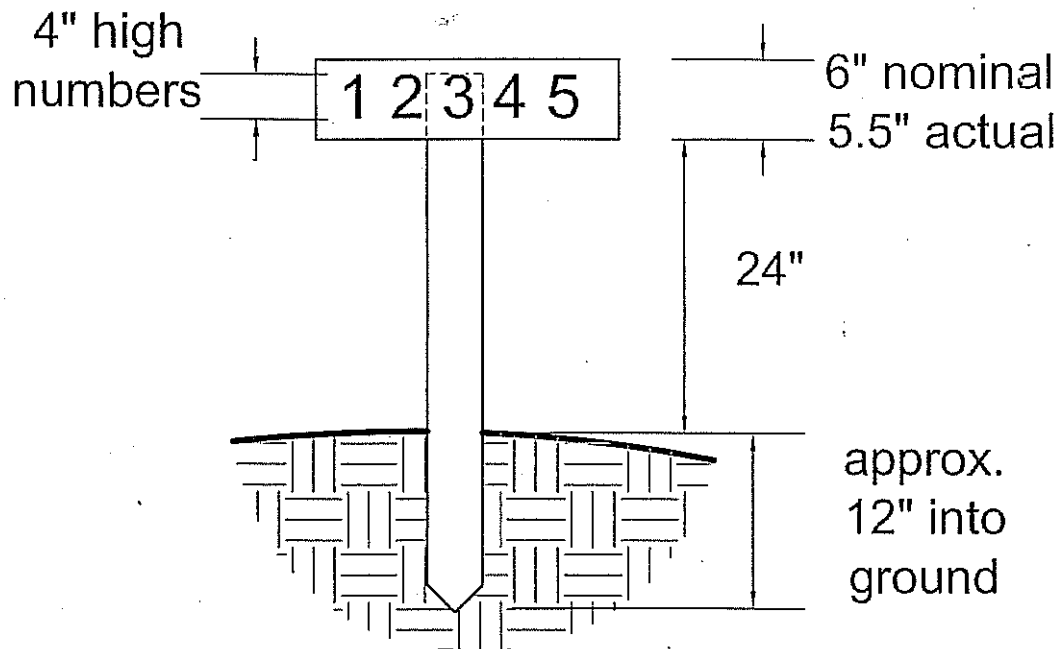
LETTERING DETAIL  
TYPICAL STREET MARKER  
TSRA • CLN • 7-23-80

## Attachment B3

### SPECIFICATIONS FOR HOUSE NUMBER SIGNS

You may be aware, each lot on The Sea Ranch has been assigned a designated 2, 3, or 5 digit house number address by Sonoma County. In order to identify your house in case of fire or other emergency, it is important that an appropriate sign identifying that address be placed on your property.

The approved "standard" for house number identification is as follows:



The sign shall be of 1 inch x 6 inch clear redwood with 4-inch Gothic-style letters mechanically routed with 1/2 inch minimum stroke width and painted with bright white enamel paint or a white reflective film overlay.

The sign should be mounted on a 2 inch x 3 inch redwood post approximately 36 inches long (24 inches above ground and 12 inches below).

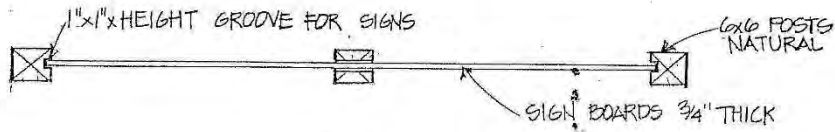
The sign shall be installed 10-15 feet off the public roadway and within 10 feet of either side of the driveway. The sign may be mounted on the fence where visible from roadway.

Signs not conforming to the above standards must be submitted to the Department of Design Review and Environmental Management for staff review and approval.



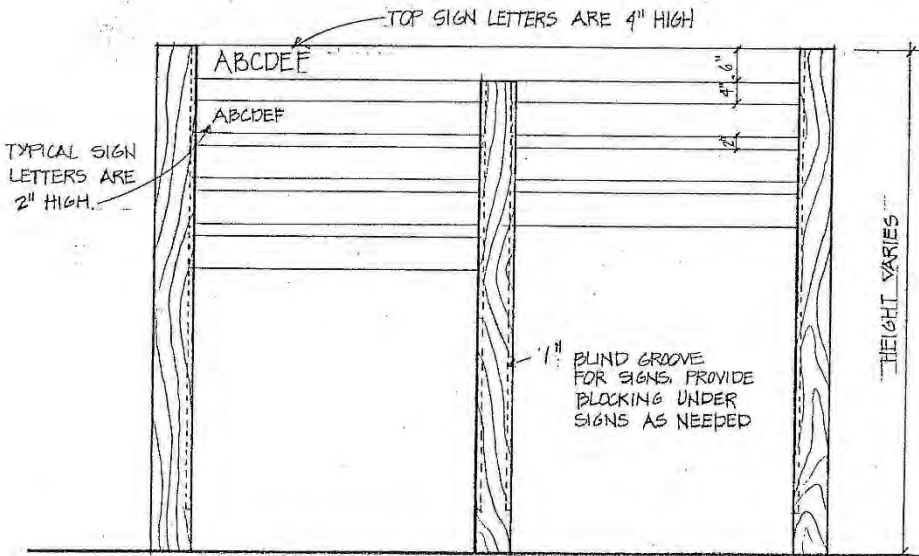
Attachment B4

COMMERCIAL DISTRICT SIGN DESIGN STANDARDS



PLAN

NOTE:  
LETTERS ARE BLACK PAINTED  
ON WHITE SIGNBOARD.



ELEVATION

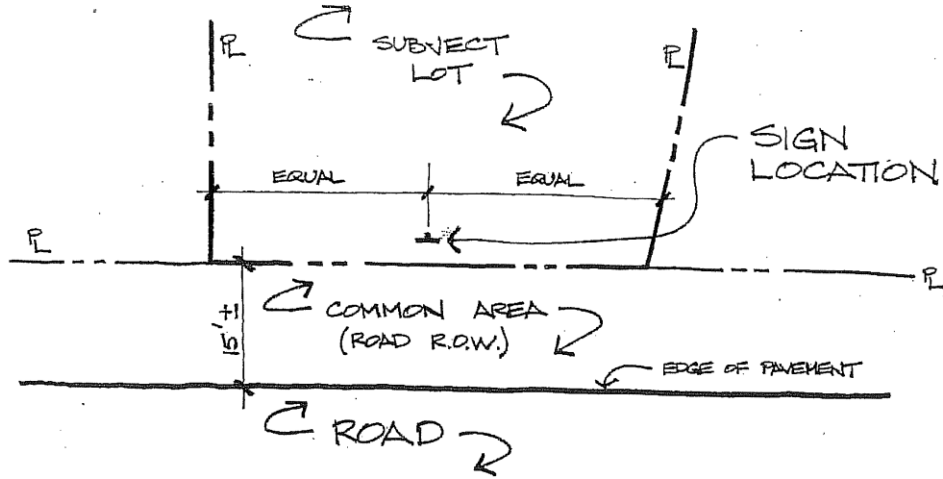
SIGN STANDARDS FOR UNIT 26

(LETTER STYLE: HELVETICA)

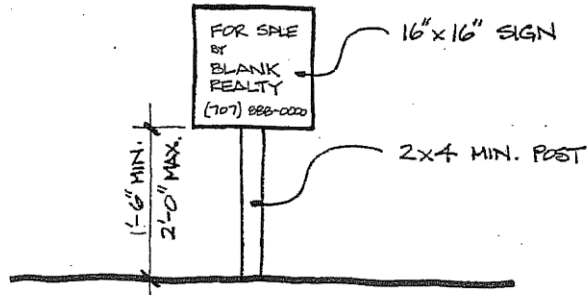
THE SEA RANCH, CALIFORNIA

Attachment B5

TEMPORARY SIGNS - REAL ESTATE FOR SALE



PLAN  
NO SCALE



ELEVATION  
NO SCALE

**STANDARD FOR SALE SIGN**  
The Sea Ranch Association  
No Scale - CLN - 4/12/83 2 OF 2

## **Attachment C**

### **TSR Sign References**

#### **Sea Ranch Rules – Section 6.12 Signs**

Personal noncommercial signs, posters, flags, or banners, on or in the owner's private area are allowed in accordance with the California Civil Code. No other signs shall be permitted except house address identification numbers, "job identification" signs and "for sale" or "for rent" signs. TSRA maintains standard house number, "for sale" or "for rent" sign formats to be used by all owners and real estate offices. Construction related signs shall be limited to two per site and a maximum area of six square feet, and shall be of earth-tone or black and white.

#### **Sea Ranch CC&R Section 3.03**

- (h) No signs whatsoever, including but without limitation, commercial, political and similar signs, visible from neighboring property, shall be erected or maintained upon any private area, except
- (1) such signs as may be required by legal proceedings,
  - (2) residential identification signs of a combined total face area of three (3) square feet or less for each residence,
  - (3) during the time of construction of any residence or other improvement, job identification signs having a maximum face area of six (6) square feet per sign and of the type usually employed by contractors, subcontractors and tradesmen, and
  - (4) not more than one "for sale" or "for rent" sign having a maximum face area of three (3) square feet, provided that if at the time of any such desired use the Association is providing "for sale" and "for rent" signs for the use of Owners, the sign provided by the Association and no other shall be used.