

(6) COMMUNITY SIGNAGE DESIGN STANDARDS

ATTACHMENT 1
TULARE COUNTY GENERAL PLAN POLICIES

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TULARE COUNTY GENERAL PLAN 2030 UPDATE POLICIES

LAND USE ELEMENT

LU-7.4 Streetscape Continuity

The County shall ensure that streetscape elements (e.g., street signs, trees, and furniture) maintain visual continuity and follow a common image for each community.

LU-7.8 Building Abatement

The County shall continue its abatement program of assisting private property owners who are looking to remove unsightly trailers, signage, and trash. The County shall also focus on abatement of dilapidated buildings and structures.

SCENIC LANDSCAPES ELEMENT

SL-1.1 Natural Landscapes

During review of discretionary approvals, including parcel and subdivision maps, the County shall as appropriate, require new development to not significantly impact or block views of Tulare County's natural landscapes. To this end, the County may require new development to:

1. Be sited to minimize obstruction of views from public lands and rights-of-ways,
2. Be designed to reduce visual prominence by keeping development below ridge lines, using regionally familiar architectural forms, materials, and colors that blend structures into the landscape,
3. Screen parking areas from view,
4. Include landscaping that screens the development,
5. Limit the impact of new roadways and grading on natural settings, and
6. Include signage that is compatible and in character with the location and building design.

SL-1.2 Working Landscapes

The County shall require that new non-agricultural structures and infrastructure located in or adjacent to croplands, orchards, vineyards, and open rangelands be sited so as to not obstruct important viewsheds and to be designed to reflect unique relationships with the landscape by:

1. Referencing traditional agricultural building forms and materials,
2. Screening and breaking up parking and paving with landscaping, and
3. Minimizing light pollution and bright signage.

SL-2.2 Gateways to the Sequoias

The County shall ensure that the "gateway highways" (State Highway 190 and State Highway 198) to the Sequoias feature the County's unique history and scenery by:

1. Maintaining the rural character of roadway rights-of-ways, highway signage, and related roadway and structure design,
2. Protecting primary viewsheds from development,

3. Prohibiting development of highway commercial projects that do not respond to their physical or cultural context, and
4. Featuring the community centers/main streets of the gateway communities of Three Rivers and Springville.

SL-2.4 New Billboards

Unless superseded by State law, the County shall prohibit billboards and other forms of off-site advertising along State scenic highways, County scenic routes, and within areas designated for agriculture and open space.

SL-2.5 Billboard Removal

The County shall seek to reduce the number of billboards along State scenic highways and County scenic routes.

SL-2.6 Billboard Placement

The County shall control the placement of billboards throughout the unincorporated County to preserve.

SL-4.2 Design of County Roads

The County's reinvestment in rural County roads outside urban areas should, in addition to meeting functional needs and safety needs, preserve the experience of traveling on the County's "country roads" by:

1. Maintaining narrow as possible rights-of-ways,
2. Limiting the amount of curbs, paved shoulders, and other "urban" edge improvements,
3. Preserving historic bridges and signage, and
4. Promote County road safety by identifying appropriate areas for traffic pull-out.

PUBLIC FACILITIES AND SERVICES ELEMENT

PFS-7.3 Visible Signage for Roads and Buildings

The County shall strive to ensure all roads are properly identified by name or number with clearly visible signs.

FOOTHILL GROWTH MANAGEMENT PLAN

FGMP-1.7 Commercial Recreation

The County shall encourage commercial recreation uses near unique natural features, thus enabling the visiting public to enjoy the recreational and visual amenities the area has to offer. Criteria for the location and approval of commercial recreation are as follows:

1. The use shall have access from a State Highway,
2. The use shall meet the policies and development standards of the FGMP,
3. The use shall not detract from the visual amenities of the foothills. Landscaping, sufficient setback distances, and well designed buildings and signs are tools that shall be used to protect the visual environment, and
4. Proposed commercial recreation shall be consistent with uses outlined in the Planned Development-Foothill Zone.