



Santa Cruz County Community Development Department

Airport - *Larry Tiffin*
Building - *Robert Banzhof*

Mary Dahl, Director

RE: Interpretation of Santa Cruz County Zoning and Development Code

I have been requested to make an interpretation as to whether a monument sign situated on private property at the northeast corner of the East Frontage Road and Bridge Road in Tubac constitutes an off-site sign and, therefore, would be prohibited in accordance with Section 1710(A) of the Zoning and Development Code. The short answer is no.

The monument sign in question is intended to identify the adjacent land uses and would contain the following copy:

Tubac Golf Resort
Model Homes
Spa
Restaurant
Golf Lots

The Zoning and Development Code defines an off-site sign as “signs, billboards and other outdoor advertising structures that do not advertise a business or activity located on the property where the sign is erected” (emphasis added). The monument sign as proposed, while not identifying a business on the specific parcel where it is situated, does provide direction and identification for those activities and businesses owned and offered by the property owner on the premises, which can otherwise be interpreted as the property. The parcel proposed for the monument is immediately adjacent to the golf lots which contain the model homes. That development is adjacent to the resort property which includes the spa and restaurant.

It is generally understood that the prohibition on off-site signs in the Code is intended to limit and eventually, eliminate billboards. It has been broadly used to enforce against small, innocuous directional signs that are intended to help visitors find their way. While we do not want to end up with a spate of well-intentioned small “off-site” signs creating clutter, a reasonable interpretation of the meaning and purpose of the off-site sign prohibition is long overdue.

Provided the monument sign conforms to the area and height restrictions for a free-standing sign in a commercial area, it shall be allowed at this location as an identification sign for the activities offered at the Tubac Golf Resort and Tubac Golf Resort Development project.

Approved November 10, 2011 by Mary Dahl, Director of Community Development: