

Meeting Date: 3/8/2016

Report Type: Staff/Discussion

Report ID: 2016-00306

Title: Ordinance Adding Section 15.148.920 to the Sacramento City Code Relating to Signs for Large Entertainment Venues (M16-003)

Location: Citywide

Recommendation: 1) Review and recommend approval of the proposed ordinance; and 2) pass a Motion forwarding to City Council for approval.

Contact: Sandra Yope, Senior Planner, (916) 808-7158; Joy Patterson, Principal Planner (916) 808-5607, Community Development Department

Presenter: None

Department: Community Development Dept

Division: Current Planning

Dept ID:

Attachments:

1-Description/Analysis

2-Ordinance

City Attorney Review

Approved as to Form

Matthew Ruyak

3/3/2016 10:12:33 AM

Approvals/Acknowledgements

Department Director or Designee: Ryan Devore - 3/2/2016 6:32:44 PM

Description/Analysis

Issue Detail: City Code chapter 15.148 (Signs) does not allow signs for large entertainment or sports venues beyond those that are generally allowed in the zone. Nor does chapter 15.148 allow for creative signage that uses new technologies (e.g., digital signs) generally found at large entertainment venues in other jurisdictions. Accordingly, the proposed ordinance amends chapter 15.148 by adding new section 15.148.920, which specifically identifies allowed signage for large single-space entertainment venues (auditoriums, arenas, stadiums) based on the number of permanent fixed seats. Among other things, the new section does the following:

- Allows for large attached digital signs that may display general advertising for hire (to help with sponsorships of the venues)
- Identifies the allowed sign types and the allowed number of each sign type for the primary tenant and a secondary tenant
- Allows for one aerial-view sign for each venue
- Defines terms unique to the new section

The new section allows for appropriate signage to identify large venues that serve as landmark destinations and have multiple entryways. It thus will authorize dynamic and creative signage that will energize that venue and the immediate area. Facilities that will benefit from these changes include the Community Center Theater, Memorial Auditorium, the Golden One Center, and future venues such as a soccer stadium or a new performing-arts center.

Policy Considerations: Sign regulations are used to preserve and improve the appearance of the City as a place in which to live; to safeguard and enhance property values; to protect public and private investment in buildings and open spaces; and to promote the public health, safety, and general welfare.

Economic Impacts: Not applicable.

Environmental Considerations: The Master EIR for the 2035 General Plan evaluated the cumulative effects of signage allowed within the City. The new section would allow signage for large venues and would not result in any significant cumulative effect not considered in the Master EIR. Each digital display allowed by the new section would be subject to review and approval by the design director, which would include review of the individual display's environmental effects. No new significant effect would result, and no additional CEQA review is required. CEQA Guidelines section 15061(b)(3).

Sustainability: Not applicable.

Rationale for Recommendation: Large entertainment venues have unique signage needs because of their size and the nature of their use. Chapter 15.148 does not currently accommodate these venues. The proposed ordinance authorizes signage that will enable these venues to be more recognizable and successful.

Financial Considerations: Not applicable.

Local Business Enterprise (LBE): Not applicable.

ORDINANCE NO. 2016-XXX

Adopted by the Sacramento City Council
March __, 2016

AN ORDINANCE ADDING SECTION 15.148.920 TO THE SACRAMENTO CITY CODE, RELATING TO SIGNS FOR LARGE ENTERTAINMENT VENUES

BE IT ENACTED BY THE COUNCIL OF THE CITY OF SACRAMENTO:

SECTION 1.

Section 15.148.920 is added to the Sacramento City Code to read as follows.

15.148.920 Signs for large entertainment venues

A. The following definitions apply in this section:

“Aerial-view sign” means a sign that meets all of the following criteria: it is applied or placed upon the roof of a building or structure, approximately parallel with the roof plane; it is intended to be viewed from the sky; it is not viewable from any street; and it does not exceed the height of the building’s or structure’s parapet.

“Digital display” means a sign face, building face, or any building or structural component that displays still images, scrolling images, moving images, or flashing images, including video and animation, through the use of grid lights, cathode-ray projections, light-emitting diodes (LEDs), plasma screens, liquid-crystal displays (LCDs), fiber optics, or other electronic media or technology that is independent of, attached to, integrated into, or projected onto a building or structural component and that may or may not be changed locally or remotely through electronic or other means.

“Large entertainment venue” means a permanent building or structure that is used primarily for entertainment (including sporting events and cultural events) and has at least 2,000 fixed permanent seats within a single auditorium, arena, or stadium.

“Primary tenant” means the tenant of a large entertainment venue who has the largest leasehold, measured in square feet of floor area. The owner of a large entertainment venue is the primary tenant if there is not leasehold interest.

“Secondary tenant” means the tenant of a large entertainment venue who has the second largest leasehold, measured in square feet of floor area.

“Suspended sign” means a double-face sign that hangs from a bracket or support attached underneath a building projection, eave, canopy, awning, or colonnade.

B. Large entertainment venues with 2,000 to 10,000 seats are allowed the following signage:

1. Digital displays

- a. A digital display must be an attached sign.
- b. No more than one digital display is allowed for the primary tenant. No digital signs are allowed for secondary tenants.
- c. The maximum display area is 350 square feet.
- d. General advertising for hire is allowed.
- e. Digital displays must meet the following criteria:
 - i. Digital displays with changing messages must use either an instant transition between messages or a fading transition with a transition time between messages of not less than 1 second and not more than 2 seconds.
 - ii. A digital display must not go blank during a transition.
 - iii. A digital display must not use a pitch greater than 16 mm.
 - iv. Digital displays must be equipped with a sensor or other device that automatically adjusts the brightness of the display according to changes in ambient lighting to comply with a brightness limitation of 0.3 foot candles above ambient lighting. Digital displays must transition smoothly at a consistent rate from the allowed daytime brightness to the allowed nighttime brightness levels, beginning at 45 minutes before sunset and ending 45 minutes after sunset. An automatic photometric sensor must be provided for automatic dimming.
 - v. Upon the request of the chief building official or his or her designee, the display owner, at the owner's expense, shall have a city-approved testing agency measure the brightness of a digital display as follows:

Step One. Measure the display's brightness at night and during the day by focusing on the direct center of the display from a point that is 6 feet above grade and 20 feet away

from the plane of the display (determined by a line that is within 6 degrees of a line perpendicular to the plane of the display). If brightness so measured exceeds 450 candelas per square meter during the night or 7,500 candelas per square meter during the day, then the display's illumination must be adjusted so that it does not exceed 450 or 7,500 candelas, as applicable.

Step Two. Determine the "measurement distance" using the following formula (the "display area" in the radicand is the area of the display in square feet):

$$\text{Measurement Distance (in feet)} = \sqrt{\text{Display Area} \times 100}$$

Step Three. Use the following formulas to calculate the display's maximum allowed brightness at night and during the day:

Nighttime Maximum Brightness
$B_n = 180,000 \div D^2$

B_n = the maximum brightness allowed at night
 D = the measurement distance calculated in Step Two

Daytime Maximum Brightness
$B_d = 3,000,000 \div D^2$

B_d = the maximum brightness allowed during the day
 D = the measurement distance calculated in Step Two

Step Four. Measure the display's brightness at night and during the day by focusing on the direct center of the display from a point that is 6 feet above grade and D feet away (i.e., the measurement distance calculated in Step Two) from the plane of the display as determined by a line that is within 6 degrees of a line perpendicular to the plane of the display. If a brightness so measured exceeds the applicable maximum brightness calculated in Step Three, then the display's illumination must be adjusted so that it does not exceed that maximum brightness.

- f. Based on new or updated information or studies, the city council may amend the standards and other provisions set forth in this section in order to mitigate effects on the visual environment or on

residential or other properties, to reduce driver distractions or other hazards to traffic, or to otherwise protect and promote the public health, safety, and welfare. The city council may apply the amended standards to existing signs and digital displays.

- g. Digital displays are subject to approval by the design director (defined in section 17.108.050). As part of this process, the design director shall consult with the chief building official on the design and operational elements of any digital display. When deciding whether to approve the drawings, the design director (i) shall consider all of the factors relating to the proposed digital display and, based on the evidence submitted, make the findings set forth in subsections E.1 through E.8 of section 15.148.1110 that apply to the digital display; and (ii) shall not consider the content or graphic design of messages other than to determine legality under federal or state law.

2. Aerial-view signs

- a. One permanent aerial-view sign is allowed for the primary tenant. No aerial-view signs are allowed for secondary tenants.
- b. There are no size requirements.

3. Attached signs

- a. Four attached flat signs are allowed for the primary tenant. One attached flat sign is allowed for the secondary tenant.
- b. The maximum area of each sign is 45 square feet.
- c. The maximum vertical dimension of each sign is 3 feet, measured from the top of the sign to the sidewalk or ground.

4. Projecting signs

- a. Two projecting signs are allowed for the primary tenant. One projecting sign is allowed for the secondary tenant.
- b. The area of each sign for the primary tenant must not exceed 200 square feet. The area of the single sign for the secondary tenant must not exceed 45 square feet.
- c. The maximum vertical dimension of each sign is 35 feet.
- d. The maximum width of each sign for the primary tenant is 6 feet. The maximum width of the sign for the secondary tenant is 3 feet.

- e. The minimum height of each sign is 10 feet measured from the bottom of the sign to the sidewalk or ground.
- 5. Suspended signs
 - a. The primary tenant is allowed three suspended signs. The secondary tenant is allowed one suspended sign.
 - b. The maximum area of each sign is 16 square feet.
 - c. The maximum vertical dimension of each sign is 4 feet.
 - d. The minimum height of each sign is 8 feet measured from the bottom of the sign to the sidewalk or ground.
 - 6. Each sign or digital display must be integral in design to the architectural style of the building or structure to which it is affixed. The secondary tenant's signs must be consistent in materials and design with the primary tenant's signs.
- C. Large entertainment venues with more than 10,000 seats are allowed the following signage:
- 1. Large digital displays
 - a. A digital display must be an attached sign.
 - b. Two digital displays are allowed. No digital displays are allowed for secondary tenants.
 - c. The maximum display area is 700 square feet
 - d. General advertising for hire is allowed.
 - e. Digital displays must meet the following criteria:
 - i. Digital displays with changing messages must use either an instant transition between messages or a fading transition with a transition time between messages of not less than 1 second and not more than 2 seconds.
 - ii. A digital display must not go blank during a transition.
 - iii. A digital display must not use a pitch greater than 16mm.
 - iv. Digital displays must be equipped with a sensor or other device that automatically adjusts the brightness of the display according to changes in ambient lighting to comply with a brightness limitation of 0.3 foot candles above

ambient lighting. Digital displays must transition smoothly at a consistent rate from the allowed daytime brightness to the allowed nighttime brightness levels, beginning at 45 minutes before sunset and ending 45 minutes after sunset. An automatic photometric sensor must be provided for automatic dimming.

- v. The maximum brightness of any digital display is 450 candelas per square meter during the nighttime and 7,500 candelas per square meter during the daytime. The brightness of a digital display must be measured as follows, at the display owner’s expense, by a testing agency approved by the chief building official or his or her designee:

Step One. Measure the display’s brightness at night and during the day by focusing on the direct center of the display from a point that is 6 feet above grade and 20 feet away from the plane of the display (determined by a line that is within 6 degrees of a line perpendicular to the plane of the display).

Step Two. Use the following formula to determine the “measurement distance” (the “display area” in the radicand is the area of the display in square feet):

$$\text{Measurement Distance (in feet)} = \sqrt{\text{Display Area} \times 100}$$

Step Three. Use the following formulas to calculate the display’s equivalent maximum brightness during the day and at night:

Equivalent Maximum Nighttime Brightness
$B_n = 180,000 \div D^2$

B_n = the equivalent maximum nighttime brightness
 D = the measurement distance calculated in Step Two

Equivalent Maximum Daytime Brightness
$B_d = 3,000,000 \div D^2$

B_d = the equivalent maximum daytime brightness
 D = the measurement distance calculated in Step Two

Step Four. Measure the display’s brightness at night and during the day by focusing on the direct center of the display

from a point that is 6 feet above grade and D feet away (i.e., the measurement distance calculated in Step Two) from the plane of the display as determined by a line that is within 6 degrees of a line perpendicular to the plane of the display. If a brightness so measured exceeds the relevant equivalent maximum brightness calculated in Step Three, then the display's illumination must be adjusted so that it does not exceed that equivalent maximum brightness.

- f. Based on new or updated information or studies, the city council may amend the standards and other provisions set forth in this section in order to mitigate effects on the visual environment or on residential or other properties, to reduce driver distractions or other hazards to traffic, or to otherwise protect and promote the public health, safety, and welfare. The city council may apply the amended standards to existing signs and digital displays.
 - e. Digital displays shall be subject to approval by the design director (defined in section 17.108.050). As part of this process, the design director shall consult with the chief building official on the design and operational elements of any digital display. When deciding whether to approve the drawings, the design director (i) shall consider all of the factors relating to the proposed digital display and, based on the evidence submitted, make the findings set forth in subsections E.1 through E.8 of section 15.148.1110 that apply to the digital display; and (ii) shall not consider the content or graphic design of messages other than to determine legality under federal or state law.
2. Aerial-view signs
- a. One permanent aerial-view sign is allowed. No aerial-view signs are allowed for secondary tenants.
 - b. There are no size requirements.
3. Attached signs
- a. Nine attached flat signs are allowed for the primary tenant. One attached flat sign is allowed for the secondary tenant.
 - b. The maximum area of each sign is 45 square feet.
 - c. The maximum vertical dimension of each sign is 3 feet.

4. Projecting signs
 - a. Three projecting signs are allowed for the primary tenant. One projecting sign is allowed for the secondary tenant.
 - b. The area of each sign for the primary tenant must not exceed 400 square feet. The area of the single sign for the secondary tenant must not exceed 60 square feet.
 - c. The maximum vertical dimension of each sign is 55 feet.
 - d. The maximum width of each sign for the primary tenant is 8 feet. The maximum width of each sign for the secondary tenant is 4 feet.
 - e. The minimum height for each sign is 10 feet measured from the bottom of the sign to the sidewalk or ground.
5. Suspended signs
 - a. The primary tenant is allowed five suspended signs. The secondary tenant is allowed one suspended sign.
 - b. The maximum area of each sign is 16 square feet.
 - c. The maximum vertical dimension of each sign is 4 feet.
 - d. The minimum height of each sign is 8 feet measured from the bottom of the sign to the sidewalk or ground.
6. Each sign or digital display must be integral in design to the architectural style of the building or structure to which it is affixed. The secondary tenant's signs must be consistent in materials and design with the primary tenant's signs.