

**Meeting Date:** 10/8/2013

**Report Type:** Consent

**Report ID:** 2013-00723

**Title: Ordinance Amending Chapter 15.148 of the City Code Relating to Sign Regulation (M07-015) [Passed for Publication 10/1/2013; published 10/03/2013]**

**Location:** Citywide

**Issue:** Some local business owners have recently expressed concern that the City's sign regulations—in particular, the restrictions on A-frame signs—are unduly restrictive and inconsistently applied. To address these concerns, staff recommends that the City Council adopt an ordinance amending sections 15.148.025 (message substitution), 15.148.030 (sign permit generally required), 15.148.050 (application for a sign permit), 15.148.060 (issuance of sign permits), 15.148.090 (inspection of signs), 15.148.600 (exempt signs), 15.148.670 (other prohibited signs), and 15.148.1170 (definitions) of the Sacramento City Code.

**Recommendation:** Pass an Ordinance amending sections 15.148.025, 15.148.030, 15.148.050, 15.148.060, 15.148.090, 15.148.600, 15.148.670, and 15.148.1170 of the Sacramento City Code, relating to sign regulation.

**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:** Planning

**Dept ID:**

**Attachments:**

1-Description/Analysis

2-Amendatory Ordinance for Phase 1 Sign-Code Revision (Cumulative Redlined Draft #6) [PL13-4706; 9-25-13]

3-Amendatory Ordinance for Phase 1 Sign-Code Revision (Clean Draft #6) [PL13-4706; 9-25-13]

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### City Attorney Review

Approved as to Form

Joseph Cerullo

10/2/2013 9:44:16 AM

**Approvals/Acknowledgements**

Department Director or Designee: Max Fernandez - 9/27/2013 9:51:11 AM

## Description/Analysis

**Issue Detail:** Some local business owners have recently expressed concern that the City's sign regulations—in particular, the restrictions on A-frame signs—are unduly restrictive and inconsistently applied. To address these concerns, staff recommends that the City Council adopt an ordinance amending sections 15.148.025 (message substitution), 15.148.030 (sign permit generally required), 15.148.050 (application for a sign permit), 15.148.060 (issuance of sign permits), 15.148.090 (inspection of signs), 15.148.600 (exempt signs generally), 15.148.670 (other prohibited signs), and 15.148.1170 (definitions). These amendments are the first phase of a comprehensive revision of the sign code that staff will present to the City Council later this year. The comprehensive revision is needed because most of the provisions in the sign code were enacted in the early 1970s (Ordinance No. 2868, adopted in March 1971) and early 1980s (Ordinance Nos. 81-093, 82-043), and since then there have been a number of developments in federal and state law, both statutory and judicial, that potentially call those provisions into question. Many provisions are also obsolete or technically inaccurate and do not adequately address contemporary uses of signage.

The first-phase amendments now before the City Council will delete the prohibition of A-frame signs and will expressly allow the use of A-frame signs to display messages other than general advertising. Staff is not proposing detailed regulations for A-frame signs at this time but will do so next month in the comprehensive revision. The first-phase amendments will also eliminate content-based exemptions that could be viewed as unconstitutional.

**Policy Considerations:** The first-phase amendments are needed to ensure that the sign code will continue to further the important City interests in traffic safety and community aesthetics by eliminating signs that are excessive, distracting, or confusing and by preserving and improving the City's appearance. More generally, sign regulations safeguard and enhance property values; protect public and private investment in buildings and open spaces; and promote the public health, safety (especially of motorists and pedestrians), and general welfare.

**Economic Impacts:** None.

**Environmental Considerations:** Under the CEQA Guidelines, the first-phase amendments qualify as continuing administrative activities that do not constitute a "project." So the first-phase amendments are exempt from CEQA. (Cal. Code Regs., tit. 14, §15378(b)(2).)

**Sustainability:** There are no sustainability considerations with this report.

**Commission/Committee Action:** The City Manager has determined that the first-phase amendments are urgent and necessary and should be immediately considered by the City Council.

**Rationale for Recommendation:** The first-phase amendments will bring the sign code more in line with the contemporary needs of local businesses while still protecting the City's interests in safety and aesthetics.

**Financial Considerations:** None.

**Emerging Small Business Development (ESBD):** There are no ESBD considerations with this report.

ORDINANCE NO. 2013 - \_\_\_\_\_

Adopted by the Sacramento City Council

**AN ORDINANCE AMENDING VARIOUS SECTIONS OF  
CHAPTER 15.148 OF THE SACRAMENTO CITY CODE  
RELATING TO SIGN REGULATION**

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

SECTION 1. Section 15.148.025 of the Sacramento City Code is amended to read as follows:

**15.148.025 Message substitution.**

A. Subject to the consent of the land owner and the sign owner, a constitutionally protected noncommercial message of any type may be substituted, in whole or in part, in place of any commercial message or any other noncommercial message on a sign if, ~~provided that~~ the sign structure or mounting device is legal without consideration of message content. Similarly, an onsite commercial message may be substituted for another commercial message on an on-site sign if the substitution does not also involve a change of the physical structure or mounting device for the sign. Such message substitutions ~~of message~~ may be made without any additional approval or permitting. ~~This provision prevails over any more specific provision to the contrary within this chapter.~~

B. The purposes ~~s~~ of this ~~provision section is are~~ to prevent any inadvertent favoring of commercial speech over noncommercial speech, ~~or favoring~~ of any particular noncommercial message over any other noncommercial message and to allow a change of commercial messages on an on-site sign without a new permit.

C. This ~~provision section~~ does not create a right to increase the total amount of signage on a parcel, nor does it affect the requirement that a sign structure or mounting device be properly permitted. This ~~provision section~~ does not allow the substitution of an off-site commercial message in place of an on-site commercial message or the conversion of a sign to general advertising for hire.

D. In addition to message substitution, whenever a parcel has a right to display area ~~which that~~ is unused, that area may be used for constitutionally protected non-commercial messages on temporary signs, without permits or approvals; it may also be used for display of

noncommercial messages on permanent structures, if the structure is properly permitted.

E. This section prevails over any more specific provision to the contrary within this chapter.

SECTION 2. Section 15.148.030 of the Sacramento City Code is amended to read as follows:

**15.148.030 Sign permit generally Rrequired.**

Except as otherwise provided in this ~~article~~chapter, it is unlawful for any person to erect, alter, install, or relocate, or to direct or order a person in his or her employ to erect, alter, install, or relocate, a sign within the city without first obtaining a sign permit or permits from the ~~director of building inspections~~chief building official ~~as required by this article~~.

SECTION 3. Section 15.148.050 of the Sacramento City Code is amended to read as follows:

**15.148.050 Application for a sign permit.**

An application for a sign permit ~~shall~~must be ~~made~~submitted to the ~~chief building official~~ director of building inspections upon a form provided by the city, ~~and shall~~must be accompanied by payment of all required fees, and must include the following information and documents: such information as may be required to assure compliance with all appropriate laws and regulations of the city, including

A. Drawings to scale, indicating the sign ~~legend or advertising message~~, location, dimensions, and construction; the associated electrical wiring and components; and the method of attachment; and the character of structural members to which ~~attachment is to be made~~the sign will be attached. If ~~the chief building official~~ director of building inspections deems it necessary, ~~he or she~~ may also require that the applicant ~~a licensed engineer~~ furnish additional information and documents, prepared by an engineer who is registered under the California Professional Engineers Act, concerning the structural design and proposed attachments.

B. Any permits or other entitlements required under title 17 of this code or required by other governmental entities with jurisdiction (e.g., Caltrans).

C. Any other information and documents the chief building official may need to determine whether the proposed sign complies with all applicable laws and regulations.

SECTION 4. Section 15.148.060 of the Sacramento City Code is amended to read as follows:

**15.148.060 Issuance of sign permits~~generally~~—~~Term~~.**

A. Within 30 days after submission of an application for a sign permit, the chief building official shall do one of the following:~~The director of building inspections shall issue a permit~~

1. for the erection, alteration, or relocation of a sign within the city when an application therefor has been properly made and If the chief building official determines that the proposed sign complies with all appropriate applicable laws and regulations of the city, then the building official shall issue the permit.

2. If the chief building official determines that the application is incomplete or that the proposed sign does not comply with all applicable laws and regulations, then the chief building official shall issue a notice to the applicant that identifies the deficiencies. Within 30 days after receiving the notice, the applicant may correct the deficiencies and resubmit the application without paying any additional fees, and the chief building official shall process the resubmission in the same way that new applications are processed. Only one resubmission is allowed. If the chief building official determines that a resubmitted application is still incomplete or that the proposed sign still does not comply with all applicable laws and regulations, then the application will be deemed denied.

B. An application will be deemed denied if the chief building official does not act on it as required by subsection A.1 or A.2 of this section within 30 days after the application is submitted or resubmitted unless the applicant has waived the 30-day requirement.

C. Every sign permit issued by the ~~director of building inspections~~chief building official under the provisions of this article shall will expire ~~by limitation and become null and void~~, if the work authorized by such ~~the~~ permit is not commenced within ~~sixty (60)~~60 days ~~from~~after the

date of ~~such the~~ permit, or if the work ~~authorized by such permit~~ is suspended or abandoned for ~~a period of one hundred twenty (120)~~ 120 consecutive days or more ~~at any time~~ after the work is commenced. Before ~~such the~~ work ~~can may~~ be commenced or resumed ~~thereafter~~ after expiration, a new permit ~~shall must~~ first be obtained, and the fee therefor ~~shall will~~ be one-half the amount required for a new permit for ~~such the~~ work, except as follows: if provided no changes have been made or will be made in the original plans and specifications for ~~such the~~ work; ~~and provided further, that such, or if the~~ suspension or abandonment ~~has not exceeded~~ exceeds one year, then the fee will be the same as the fee for a new permit.

D. The ~~director of building inspections~~ chief building official may, in writing, suspend or revoke a sign permit ~~issued under provisions of this article~~ whenever the permit is issued on the basis of a material omission or misstatement of fact, or in violation of ~~any ordinance or any of the provisions of this article~~ chapter or any ordinance.

SECTION 5. Section 15.148.090 of the Sacramento City Code is amended to read as follows:

#### **15.148.090 Inspection of signs.**

A. A person or entity that erects, alters, installs, or relocates ~~erecting, altering or relocating~~ a sign shall notify the chief building official within three business days after ~~director of building inspections upon~~ completion of the work for which a sign permit or permits have been issued.

B. Upon receiving the notice, the chief building official shall inspect the sign and notify the person or entity that erected, altered, installed, or relocated the sign of any deficiencies. If all identified deficiencies are not cured to the chief building official's reasonable satisfaction within 10 days after the notice of deficiencies, then the chief building official may, in writing, suspend or revoke the sign permit.

SECTION 6. Section 15.148.600 of the Sacramento City Code is amended to read as follows:

#### **15.148.600 Exempt signs ~~G~~generally.**

The ~~provisions of this article, including the requirements for permits, shall not apply to the~~ signs specified in this section are exempt from the other provisions of this chapter, and the display ~~nor shall the~~ area of such signs is not to be included in the cumulative display area of signs permitted allowed for any parcel, use, or occupancy ~~or use~~:

~~\_\_\_\_\_A.\_\_\_\_\_ Directional or Instructional Signs. Signs which provide direction or instruction and are located entirely on the property to which they pertain and do not in any way advertise a business and do not exceed four square feet in area, such as signs identifying rest rooms, public telephones, walkways, or signs providing direction such as parking lot entrance and exit signs and those of similar nature.~~

~~\_\_\_\_\_B.\_\_\_\_\_ Memorial Signs or Tablets. Memorial signs or tablets, names of buildings, and dates of building erection when cut into the surface or façade of a building.~~

~~\_\_\_\_\_C.\_\_\_\_\_ Public Notices. Official notices posted by public officers or employees in the performance of their duties.~~

~~\_\_\_\_\_D.\_\_\_\_\_ Governmental Signs. Governmental signs for control of traffic and other regulatory purposes, street signs, danger signs, railroad crossing signs, and signs of public service companies indicating danger and aids to service or safety.~~

~~E.\_\_\_\_\_ Real Estate Signs. One real estate sign on any lot or parcel, provided such sign is located entirely within the property to which the sign applies, is not directly illuminated, does not exceed six square feet in area, and is removed within seven days after the sale, rental, or lease has been accomplished.~~

FA. Flags. The flags, emblems, or insignias of any nation or political subdivision. ~~Flags that display messages other than general advertising and are displayed on private property in a manner that complies with section 15.148.620. The cumulative display area of all flags on a parcel, calculated by measuring one side of each flag, may not exceed one square foot for every three linear feet of street frontage.~~

B. A-Frame Signs. Portable signs that are capable of standing without support or attachment and are hinged or designed to fold up for easy moving by hand, but only if used to display messages other than general advertising and only if displayed in a manner that complies with section 15.148.620 and does not constitute a nuisance or hazard to vehicular traffic, pedestrians, or adjacent properties. Such signs are generally known as A-frame signs, sandwich signs, or sandwich-board signs and typically resemble the letter "A" but may also resemble the letters "T" (upright or inverted) or "U" or "H." Each person or entity that displays a portable sign on a city sidewalk is solely responsible for all injuries and damage caused by the sign and shall indemnify the city against all liabilities, claims, demands, damages, and costs arising in any way from the sign.

C. Small Signs. Unilluminated signs that have a display area not exceeding four square feet; display messages other than general advertising; comply with section 15.148.620; and do not constitute a nuisance or hazard to vehicular traffic, pedestrians, or adjacent properties. The cumulative display area of all such signs on a parcel may not exceed one square foot for each five linear feet of street frontage.

~~G.—Symbols or Insignias. Religious symbols, commemorative plaques of recognized historical agencies, or identification emblems of religious orders or historical agencies, provided that no such symbol, plaque, or identification emblem shall exceed four square feet in area, and provided further that all such symbols, plaques and identification emblems shall be placed flat against a building.~~

~~H.D. Interior Signs. Signs located within the interior of any building or stadium, or within an enclosed lobby or court of any building, and signs for and located within the inner or outer lobby, court, or entrance of any theater; provided however, that no sign shall will be exempt hereunder unless it is designed, located, and intended to be viewed primarily from inside the premises and not from the public right-of-way. (Note: All illuminated signs, including interior illuminated signs, require electrical permit.)~~

E. Temporary Signs. Sign that display messages other than general advertising and meet the following criteria are exempt "temporary signs":

~~Temporary signs not exceeding four square feet in area pertaining to drives or events of civic, philanthropic, educational or religious organizations, provided that such signs are posted only during such drive or no more than thirty (30) days before such event and are removed no more than fifteen (15) days after such event.~~

~~J.—House Numbers and Name Plates. House numbers and name plates not exceeding two square feet in area for each residential building.~~

~~K.—Political and Campaign Signs. Political or campaign signs on behalf of candidates for public office or measures on election ballots provided that such signs are subject to the following regulations:~~

~~1.—Such signs may be erected not earlier than ninety (90) days prior to the election and shall be removed within fifteen (15) days following such election.~~

~~21.~~ In any R, A, or OB zone, ~~one or more~~ temporary signs are ~~permitted~~ allowed on a parcel so long as the cumulative display area of all temporary signs on the parcel does ~~of land provided all such signs, in the aggregate, do not exceed 10 ten (10) square feet, and if detached, shall not exceed six feet in height. Such sign shall not be erected in such a manner as to constitute a roof sign.~~

~~32.~~ In any SC, HC, C, or M zone, ~~one or more~~ temporary signs are ~~permitted~~ allowed on a parcel of land provided all such so long as the cumulative display area of all temporary signs on the parcel does not ~~signs do not, in the aggregate, exceed 50 a sign area of fifty (50) square feet. Such signs shall not be erected in such a manner as to constitute a roof sign. Notwithstanding the provisions of this subparagraph, a sign may be placed upon any legally existing sign structure.~~

~~43.~~ ~~No sign shall~~ A temporary sign may not be located within or over the public right-of-way, except as follows: a temporary sign may be placed. ~~This provision shall not be construed to prohibit the placement of signs~~ in that area of public right-of-way between the face of the street curb and the street side edge of the sidewalk (commonly referred to as the planting strip or the mowing strip) so long as. ~~Nothing in the preceding sentence shall be construed to permit the placement of any the sign does not that would~~ violate any provision of this code, including but not limited to ~~Chapter 12.28 of this code~~ (relating to obstructions to visibility at intersections), section 12.56.060 (relating to protection of trees), and section 15.148.620 (relating to traffic hazards); does not violate any other law or regulation; and does not otherwise constitute a nuisance or hazard to vehicular traffic, pedestrians, or adjacent properties.

4. A temporary sign may be staked in the ground; may be tacked, pasted, or otherwise temporarily affixed to legally existing fences, structures, and buildings; and may be taped, painted, or otherwise temporarily affixed to the interior or exterior surfaces of building windows.

5. A temporary sign may not be illuminated, may not be a roof sign, and may not exceed six feet in height. Temporary signs may not be displayed on a parcel more than a total of 180 days in a calendar year.

SECTION 7. Section 15.148.670 of the Sacramento City Code is amended to read as follows:

**15.148.670 Other prohibited signs.**

Except as otherwise provided in ~~Article IX of~~ this chapter, the following signs are prohibited:

A. Signs ~~which~~ that are located on or project over the roof of a building or structure~~;~~.

~~B. Canvas signs and banners;~~

~~C. Flags, other than those of any nation, state or political subdivision;~~

~~B~~B. Pennants, streamers, bunting, and wind signs~~;~~.

~~E. "A" frame and portable signs of any nature;~~

~~F~~C. Sidewalk clocks~~;~~.

~~G~~D. Statues, real or simulated, utilized for advertising purposes.

SECTION 8. Section 15.148.1170 of the Sacramento City Code is amended by adding the following definitions:

"Business Day" means any day the city's offices located at 300 Richards Boulevard, Sacramento, California, are open to the public.

"Display area" means the entire area within a single continuous perimeter composed of squares or rectangles that enclose the extreme limits of the advertising message, announcement, declaration, demonstration, display, illustration, insignia, surface, or space of a similar nature, together with any frame or other material, color, or condition that forms an integral part of the display and is used to differentiate the sign from the wall or background against which it is placed, excluding the necessary supports or uprights on which the sign is placed. Where a sign has two or more display faces, the area of all faces will be included in determining the area of the sign, except that only one face of a double-faced sign will be considered in determining the display area, provided that both faces are parallel and the distance between faces does not exceed two feet. Further, where a sign consists only of individual letters, numerals, symbols, or other similar components and is painted on or attached flat against the wall of a building, and where the individual components are without integrated background definition and are not within a circumscribed frame area, the total area of the sign will be the sum of the areas of the squares or rectangles surrounding each individual sign component.

| "General advertising" and "general advertising for hire" means the enterprise of advertising or promoting other businesses or causes using methods of advertising, in contrast to self-promotion or on-site advertising.

Ayes:

Noes:

Abstain:

Absent:

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MAYOR

Attest:

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City Clerk

Passed for Publication

Published:

Effective:

**ORDINANCE NO. 2013 - \_\_\_\_\_**

Adopted by the Sacramento City Council

**AN ORDINANCE AMENDING VARIOUS SECTIONS OF  
CHAPTER 15.148 OF THE SACRAMENTO CITY CODE  
RELATING TO SIGN REGULATION**

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

SECTION 1. Section 15.148.025 of the Sacramento City Code is amended to read as follows:

**15.148.025 Message substitution.**

A. Subject to the consent of the land owner and the sign owner, a constitutionally protected noncommercial message of any type may be substituted, in whole or in part, in place of any commercial message or any other noncommercial message on a sign if the sign structure or mounting device is legal without consideration of message content. Similarly, an onsite commercial message may be substituted for another commercial message on an on-site sign if the substitution does not also involve a change of the physical structure or mounting device for the sign. Such message substitutions may be made without any additional approval or permitting.

B. The purposes of this section are to prevent any inadvertent favoring of commercial speech over noncommercial speech or of any particular noncommercial message over any other noncommercial message and to allow a change of commercial messages on an on-site sign without a new permit.

C. This section does not create a right to increase the total amount of signage on a parcel, nor does it affect the requirement that a sign structure or mounting device be properly permitted. This section does not allow the substitution of an off-site commercial message in place of an on-site commercial message or the conversion of a sign to general advertising for hire.

D. In addition to message substitution, whenever a parcel has a right to display area that is unused, that area may be used for constitutionally protected non-commercial messages on temporary signs, without permits or approvals; it may also be used for display of noncommercial messages on permanent structures, if the structure is properly permitted.

E. This section prevails over any more specific provision to the contrary within this chapter.

SECTION 2. Section 15.148.030 of the Sacramento City Code is amended to read as follows:

**15.148.030 Sign permit generally required.**

Except as otherwise provided in this chapter, it is unlawful for any person to erect, alter, install, or relocate, or to direct or order a person in his or her employ to erect, alter, install, or relocate, a sign within the city without first obtaining a sign permit or permits from the chief building official.

SECTION 3. Section 15.148.050 of the Sacramento City Code is amended to read as follows:

**15.148.050 Application for a sign permit.**

An application for a sign permit must be submitted to the chief building official upon a form provided by the city, must be accompanied by payment of all required fees, and must include the following information and documents:

A. Drawings to scale indicating the sign location, dimensions, and construction; the associated electrical wiring and components; and the method of attachment and the character of structural members to which the sign will be attached. The chief building official may also require that the applicant furnish additional information and documents, prepared by an engineer who is registered under the California Professional Engineers Act, concerning the structural design and proposed attachments.

B. Any permits or other entitlements required under title 17 of this code or required by other governmental entities with jurisdiction (e.g., Caltrans).

C. Any other information and documents the chief building official may need to determine whether the proposed sign complies with all applicable laws and regulations.

SECTION 4. Section 15.148.060 of the Sacramento City Code is amended to read as follows:

**15.148.060 Issuance of sign permits.**

A. Within 30 days after submission of an application for a sign permit, the chief building official shall do one of the following:

1. If the chief building official determines that the proposed sign complies with all applicable laws and regulations, then the building official shall issue the permit.

2. If the chief building official determines that the application is incomplete or that the proposed sign does not comply with all applicable laws and regulations, then the chief building official shall issue a notice to the applicant that identifies the deficiencies. Within 30 days after receiving the notice, the applicant may correct the deficiencies and resubmit the application without paying any additional fees, and the chief building official shall process the resubmission in the same way that new applications are processed. Only one resubmission is allowed. If the chief building official determines that a resubmitted application is still incomplete or that the proposed sign still does not comply with all applicable laws and regulations, then the application will be deemed denied.

B. An application will be deemed denied if the chief building official does not act on it as required by subsection A.1 or A.2 of this section within 30 days after the application is submitted or resubmitted unless the applicant has waived the 30-day requirement.

C. Every sign permit issued by the chief building official will expire if the work authorized by the permit is not commenced within 60 days after the date of the permit or if the work is suspended or abandoned for 120 consecutive days or more after the work is commenced. Before the work may be commenced or resumed after expiration, a new permit must first be obtained, and the fee therefor will be one-half the amount required for a new permit for the work, except as follows: if changes have been made or will be made in the original plans and specifications for the work, or if the suspension or abandonment exceeds one year, then the fee will be the same as the fee for a new permit.

D. The chief building official may, in writing, suspend or revoke a sign permit whenever the permit is issued on the basis of a material omission or misstatement of fact or in violation of this chapter or any ordinance.

SECTION 5. Section 15.148.090 of the Sacramento City Code is amended to read as follows:

**15.148.090 Inspection of signs.**

A. A person or entity that erects, alters, installs, or relocates a sign shall notify the chief building official within three business days after completion of the work for which a sign permit or permits have been issued.

B. Upon receiving the notice, the chief building official shall inspect the sign and notify the person or entity that erected, altered, installed, or relocated the sign of any deficiencies. If all identified deficiencies are not cured to the chief building official's reasonable satisfaction within 10 days after the notice of deficiencies, then the chief building official may, in writing, suspend or revoke the sign permit.

SECTION 6. Section 15.148.600 of the Sacramento City Code is amended to read as follows:

**15.148.600 Exempt signs generally.**

The signs specified in this section are exempt from the other provisions of this chapter, and the display area of such signs is not to be included in the cumulative display area of signs allowed for any parcel, use, or occupancy:

A. Flags. Flags that display messages other than general advertising and are displayed on private property in a manner that complies with section 15.148.620. The cumulative display area of all flags on a parcel, calculated by measuring one side of each flag, may not exceed one square foot for every three linear feet of street frontage.

B. A-Frame Signs. Portable signs that are capable of standing without support or attachment and are hinged or designed to fold up for easy moving by hand, but only if used to display messages other than general advertising and only if displayed in a manner that complies with section 15.148.620 and does not constitute a nuisance or hazard to vehicular traffic, pedestrians, or adjacent properties. Such signs are generally known as A-frame signs, sandwich signs, or sandwich-board signs and typically resemble the letter "A" but may also resemble the letters "T" (upright or inverted) or "U" or "H." Each person or entity that displays a portable sign on a city sidewalk is solely responsible for all injuries and damage caused by the sign and shall indemnify the city against all liabilities, claims, demands, damages, and costs arising in any way from the sign.

C. Small Signs. Unilluminated signs that have a display area not exceeding four square feet; display messages other than general advertising; comply with section 15.148.620; and do not constitute a nuisance or hazard to vehicular traffic, pedestrians, or adjacent properties. The cumulative display area of all such signs on a parcel may not exceed one square foot for each five linear feet of street frontage.

D. Interior Signs. Signs located within the interior of any building or stadium, or within an enclosed lobby or court of any building, and signs for and located within the inner or outer lobby, court, or entrance of any theater; provided however, that no sign will be exempt hereunder unless it is designed, located, and intended to be viewed primarily from inside the premises and not from the public right-of-way. All illuminated signs, including interior illuminated signs, require electrical permit.

E. Temporary Signs. Sign that display messages other than general advertising and meet the following criteria are exempt "temporary signs":

1. In any R, A, or OB zone, temporary signs are allowed on a parcel so long as the cumulative display area of all temporary signs on the parcel does not exceed 10 square feet.

2. In any SC, HC, C, or M zone, temporary signs are allowed on a parcel so long as the cumulative display area of all temporary signs on the parcel does not exceed 50 square feet.

3. A temporary sign may not be located within or over the public right-of-way, except as follows: a temporary sign may be placed in that area of public right-of-way between the face of the street curb and the street side edge of the sidewalk (commonly referred to as the planting strip or the mowing strip) so long as the placement of the sign does not violate any provision of this code, including but not limited to chapter 12.28 (relating to obstructions to visibility at intersections), section 12.56.060 (relating to protection of trees), and section 15.148.620 (relating to traffic hazards); does not violate any other law or regulation; and does not otherwise constitute a nuisance or hazard to vehicular traffic, pedestrians, or adjacent properties.

4. A temporary sign may be staked in the ground; may be tacked, pasted, or otherwise temporarily affixed to legally existing fences, structures, and buildings; and may be taped, painted, or otherwise temporarily affixed to the interior or exterior surfaces of building windows.

5. A temporary sign may not be illuminated, may not be a roof sign, and may not exceed six feet in height. Temporary signs may not be displayed on a parcel more than a total of 180 days in a calendar year.

SECTION 7. Section 15.148.670 of the Sacramento City Code is amended to read as follows:

**15.148.670 Other prohibited signs.**

Except as otherwise provided in this chapter, the following signs are prohibited:

- A. Signs that are located on or project over the roof of a building or structure.
- B. Pennants, streamers, bunting, and wind signs.
- C. Sidewalk clocks.
- D. Statues, real or simulated, utilized for advertising purposes.

SECTION 8. Section 15.148.1170 of the Sacramento City Code is amended by adding the following definitions:

“Business Day” means any day the city’s offices located at 300 Richards Boulevard, Sacramento, California, are open to the public.

“Display area” means the entire area within a single continuous perimeter composed of squares or rectangles that enclose the extreme limits of the advertising message, announcement, declaration, demonstration, display, illustration, insignia, surface, or space of a similar nature, together with any frame or other material, color, or condition that forms an integral part of the display and is used to differentiate the sign from the wall or background against which it is placed, excluding the necessary supports or uprights on which the sign is placed. Where a sign has two or more display faces, the area of all faces will be included in determining the area of the sign, except that only one face of a double-faced sign will be considered in determining the display area, provided that both faces are parallel and the distance between faces does not exceed two feet. Further, where a sign consists only of individual letters, numerals, symbols, or other similar components and is painted on or attached flat against the wall of a building, and where the individual components are without integrated background definition and are not within a circumscribed frame area, the total area of the sign will be the sum of the areas of the squares or rectangles surrounding each individual sign component.

“General advertising” and “general advertising for hire” mean the enterprise of advertising or promoting other businesses or causes using methods of advertising, in contrast to self-promotion or on-site advertising.

Ayes:  
Noes:  
Abstain:  
Absent:

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MAYOR

Attest:

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City Clerk  
Passed for Publication  
Published:  
Effective: