

## **ORDINANCE NO. 2007-024**

Adopted by the Sacramento City Council

April 3, 2007

### **AN INTERIM ORDINANCE ESTABLISHING SPECIFIC REGULATIONS PERTAINING TO TETHERED INFLATABLES FOR MODEL HOMES (M07-007)**

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

#### **SECTION 1.**

The City Council of the City of Sacramento finds and declares as follows:

- A. There has been interest in allowing a different type of directional signage for model home complexes. Model home complexes are often difficult to find as they are in new areas that may not be mapped or have street signs.
- B. A one (1) year interim ordinance will allow the City of Sacramento to measure the impacts of tethered inflatables on surrounding land uses and allow staff to evaluate whether this type of directional device is appropriate for this type of land use and for other temporary uses.

#### **SECTION 2.**

- A. Notwithstanding the provisions of section 15.148.720, which prohibits the use of fixed balloons as signs, the use of one fixed balloon may be approved as part of a model home complex temporary sales office permit under Section 17.24.050(48) of the Sacramento City Code, subject to the following development standards:
  - (1) A fixed balloon may be approved only for model homes in new housing developments.
  - (2) Only one (1) fixed balloon shall be allowed for a housing development.
  - (3) The maximum size of the fixed balloon shall be ten feet (10') in height by fifteen feet (15') in length by ten feet (10') in width.
  - (4) No pennants, banners, or other materials of any nature shall be attached to the cord or rope of the fixed balloon.
  - (5) The fixed balloon shall not be illuminated.
  - (6) The fixed balloon may be used only between the hours of 10:00 AM and 6:00 PM on Fridays, Saturdays, Sundays and holidays recognized by the

City of Sacramento.

- (7) The fixed balloon shall be safely secured to a fixed structure or the ground to the satisfaction of the Chief Building Official, and shall not be flown when wind speeds are in excess of fifteen (15) miles per hour.
- (8) The height of the fixed balloon when aloft shall not exceed fifty (50) feet from the ground.

**SECTION 3.**

This ordinance is enacted by the City Council as an interim ordinance. It is anticipated that permanent, comprehensive regulations governing fixed balloons as signs, consisting of amendments to Title 15 of the City Code, will be considered for adoption within one year, and that this interim ordinance will be repealed at that time.

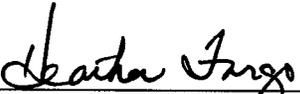
Adopted by the City of Sacramento City Council on April 3, 2007 by the following vote:

Ayes: Councilmembers, Cohn, Fong, Hammond, McCarty, Pannell, Sheedy, Tretheway, Waters and Mayor Fargo.

Noes: None.

Abstain: None.

Absent: None.

  
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Mayor Heather Fargo

Attest:

  
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Shirley Concolino, City Clerk

Passed for Publication March 27, 2007  
Published March 30, 2007  
Effective May 3, 2007