



REPORT TO COUNCIL

City of Sacramento

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915 I Street, Sacramento, CA 95814-2604
www. CityofSacramento.org

Staff Report
October 16, 2007

**Honorable Mayor and
Members of the City Council**

**Title: An Interim Ordinance Restricting New Offsite Signs in the City of
Sacramento (M07-079)**

Location/Council District: Citywide

Recommendation: Conduct a public hearing and upon conclusion 1) adopt an
Ordinance restricting new offsite signs in the City of Sacramento.

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

Presenters: Joy Patterson, Principal Planner

Department: Development Services

Division: Current Planning

Organization No: 4881

Description/Analysis

Issue: On September 25, 2007, the Council held the second workshop on updating the City's Sign Code. At that meeting, the Council discussed billboards and other signage, and at the end of that meeting, directed staff to prepare an interim ordinance that would restrict new offsite signs, including billboards, to those that were the subject of a relocation agreement. The interim ordinance attached as Attachment 1 would establish this restriction by not allowing offsite signs unless approved pursuant to a relocation agreement. This interim ordinance would continue until the new sign code is adopted, projected to occur in the spring of 2008. The purpose of the interim ordinance is to preserve the Council's options while considering comprehensive amendments to the Sign Code.

Policy Considerations: Revising sections of the City Code associated with signs and their allowed locations is consistent with the City's Strategic Plan areas of Culture and Entertainment, Economic Development, and Enhancing Public Safety. Restricting new offsite signs while deciding what the City's policy should be with regard to such signage is reasonable and appropriate.

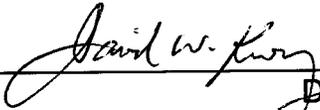
Environmental Considerations: The proposed ordinance is exempt from the provisions of the California Environmental Quality Act (Section 15061(b)(3)).

Commission/Committee Action: None. At the September 27, 2007 workshop, the Council directed staff to bring the restriction on new offsite signs, including billboards, at an early opportunity, without first going to the Law and Legislation Committee.

Rationale for Recommendation: Limiting new offsite signs while the City decides whether it wishes to change its policy regarding these signs is appropriate.

Financial Considerations: The recommendations contained in this report do not result in a fiscal impact.

Emerging Small Business Development (ESBD): No goods or services are being provided under this report.

Respectfully Submitted by: 
David Kwong
Planning Manager

Approved by: 
William Thomas
Director of Development Services

Recommendation Approved:


for Ray Kerridge
City Manager

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ORDINANCE NO.

Adopted by the Sacramento City Council

Date Adopted

**AN INTERIM ORDINANCE ESTABLISHING
RESTRICTIONS ON NEW OFFSITE SIGNS IN THE
CITY OF SACRAMENTO**

BE IT ENACTED BY THE COUNCIL OF THE CITY OF SACRAMENTO

SECTION 1: Background

- A. Offsite signs, including billboards, by their very nature can cause long-lasting aesthetic harm, and produce visual clutter which distracts from the attractiveness of the city.
- B. The City is in the process of conducting a full review of its entire sign regulation system, and plans to rewrite and update all city law dealing with signs and billboards. The City Council has already held two public hearings on key policy issues, and more are planned.
- C. Rather than risk the possibility of new off-site signs being constructed before the City's new sign regulation system is complete, and before the Council has made a final choice as to new billboard policy, the City wishes to prohibit the construction of all new billboards, while leaving open the possibility of negotiating relocation agreements, at least until the new sign regulation system is complete.

SECTION 2: Operative Provisions

- A. **New Off-site Signs Prohibited.** Notwithstanding the provisions of Chapter 15.148 of Title 15 of the Sacramento City Code, the construction, erection, installation, or use of new billboards is prohibited throughout the entire city.
- B. **Scope.** This prohibition does not limit the City's ability to enter into relocation agreements regarding existing billboards, as encouraged by Business and Professions Code section 5412, even if such an agreement involves the installation of one or more new signs in exchange for the removal of one or more existing signs. This prohibition on new billboards has no effect on existing billboards which were legal when constructed, and which are currently in conformance with all applicable laws, rules and regulations. This prohibition does not limit the City's ability to condemn any existing billboard. This Ordinance supersedes all contrary or conflicting provisions of City law adopted before the effective date of this Ordinance.
- C. **Definition.** For purposes of this Ordinance, the term "offsite sign" shall have the

same meaning as set forth in the definitions in Section 15.148.1170.

- D. No Sunset. Even though this Ordinance is adopted in anticipation of being replaced by a new sign regulation system, this Ordinance has no automatic expiration date, and shall remain in effect until repealed or superseded.

