

ORDINANCE NO. 2007-083

Adopted by the Sacramento City Council

October 30, 2007

AN ORDINANCE ADDING SECTIONS 15.148.025 and 15.148.026 TO TITLE 15 OF THE SACRAMENTO CITY CODE TO ESTABLISH MESSAGE SUBSTITUTION PROVISIONS IN THE CITY'S SIGN REGULATIONS

BE IT ENACTED BY THE COUNCIL OF THE CITY OF SACRAMENTO

SECTION 1

Section 15.148.025 is added to Chapter 15.148 of the Sacramento City Code, to read as follows:

15.148.025 Message substitution.

Subject to the consent of the land owner and the sign owner, a noncommercial message of any type may be substituted, in whole or in part, in place of any commercial message or any other noncommercial message, provided that the sign structure or mounting device is legal without consideration of message content. Such substitution 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. The purpose of this provision is to prevent any inadvertent favoring of commercial speech over noncommercial speech, or favoring of any particular noncommercial message over any other noncommercial message. This provision 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 does not allow the substitution of an off-site commercial message in place of an on-site commercial message. In addition to message substitution, whenever a parcel has a right to display area which is unused, that area may be used for non-commercial messages on temporary signs, without permits or approvals; it may also be used for display of non-commercial messages on permanent structures, if the structure is properly permitted.

SECTION 2

Section 15.148.026 is added to Chapter 15.148 of the Sacramento City Code, to read as follows:

15.148.026 Location of noncommercial messages.

Throughout this chapter, the on-site/off-site distinction applies only to commercial messages on signs. There is no location criterion for noncommercial messages on signs.

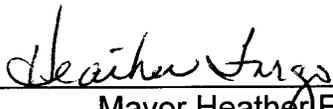
Adopted by the City of Sacramento City Council on October 30, 2007 by the following vote:

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

Noes: None.

Abstain: None.

Absent: None.



Mayor Heather Fargo

Attest:



Shirley Concolino, City Clerk

Passed for Publication October 16, 2007

Published October 19, 2007

Effective November 29, 2007