

ORDINANCE NO. 2007-102

Adopted by the Sacramento City Council

December 11, 2007

ADDING SECTION 15.148.193 TO CHAPTER 15.148 (THE SIGN CODE) OF TITLE 15 OF THE SACRAMENTO CITY CODE RELATING TO SIGNS IN THE RAILYARDS SPECIAL PLANNING DISTRICT (M07-067)

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

SECTION 1. Section 15.148.195 is added to Chapter 15.148 (the Sign Code) of Title 15 of the Sacramento City code (the Zoning Code) to read as follows:

15.148.193. Sacramento Railyards SPD.

The following sign regulations shall apply in the Railyards SPD.

A. General Requirements.

1. A sign program shall be submitted with each individual project application for a planning director urban development permit. The sign program shall address:
 - a. Proposed location of signage;
 - b. Dimensions of signage area;
 - c. Materials and design guidelines including colors, letter types and sizes, use of logos/graphics, illumination method.

B. Design Requirements.

1. Sign design shall conform to the Railyards Design Guidelines.
2. The location of signs shall be only as shown on the approved plans by the planning director.
3. All electrical signs shall bear the UL label and their installation must comply with all local building and electrical codes.
4. Installation of all signage shall be in accordance with the approved drawings by the planning director.

C. Types of Signage.

1. Flat mounted wall signs;
2. Individual letters;
3. Wall plaques;
4. Logos;
5. Objects;
6. Window/awning graphics;
7. Projecting signs;

D. Quality of Materials.

High-quality materials and finishes are required, and signage material must be weather-proof.

E. Location and Size.

1. Attached Signs.

a. Maximum number of flat/projecting signs: two per occupant, or one per building face plus one for each occupancy;

b. Maximum area of flat sign: fifteen (15) square feet per 1,000 square feet of gross leasable area for the first 3,000 square feet, with an additional allowance of ten (10) square feet per 1,000 square feet of gross leasable area thereafter, not to exceed a total of one hundred (100) square feet;

c. Maximum height of flat sign: three (3) feet.

2. Projecting Sign (No More Than One Per Occupant).

a. Maximum area one side: twenty (20) square feet;

b. Maximum height of sign: ten (10) feet;

c. Maximum distance from building face to outer edge of sign: four (4) feet;

d. Minimum height from sidewalk to bottom of sign: eight (8) feet.

3. Suspended Signs.

- a. Maximum number of suspended signs: one (1) per occupant;
- b. Maximum area each face: nine (9) square feet;
- c. Maximum height: one (1) foot six (6) inches;
- d. Minimum height from sidewalk to bottom of sign: eight (8) feet.

4. Awning/Canopy Signage.

- a. Maximum height of letters: twelve (12) inches;
- b. Logos/Graphics: an emblem, insignia, logo, graphic or other similar feature or copy not exceeding twenty-five percent (25%) of surface area may be painted, placed, or installed on any awning or canopy provided that such feature complies with all other applicable provisions of this division.

5. Banners.

- a. Total maximum area per banner: forty (40) square feet;
- b. Maximum number of banners: subject to planning director approval;
- c. Banners in Alleys. A banner which projects above a public alley shall be located not less than ten (10) feet above the alley grade, projecting pole mount must be no less than fourteen (14) feet above alley grade, and banner shall not project more than two (2) feet from the building face.

6. Special Signage.

- a. Subject to the review and approval of the planning director, retail businesses and facilities that are entertainment or culturally oriented and contribute to the active nightlife of the Railyards SPD area may be allowed creative signage which does not conform to the requirements of this chapter.
- b. Examples of special signs include but are not limited to the following: exposed neon tubing, flashing, or traveling lights on theater marquees or nightclubs, etc.

7. Office Towers—Attached Signs.

Signage on office buildings above the street-wall or building base is allowed subject to the following provisions:

- a. **Design.** The signage must be integral in design to the architectural style of the building. The specific sign program shall be developed by a professional graphic artist or designer with demonstrated ability in sign design.
- b. **Number.** No more than one sign per building face.

c. **Materials, Construction and Design.** Signs may be constructed of solid metal, marble, granite, ceramic tile or other comparable materials which convey a rich quality, complimentary to the material of the building exterior. Examples of acceptable metal materials are chrome, brass, stainless steel or fabricated and painted sheet metal. Plastic or wood signs are specifically prohibited.

d. **Illumination.** Signs may be no illuminated or internally illuminated to create a halo back lighted effect. Internally illuminated signs shall be lighted with white neon tubing and thirty milliamperes transformers. Lighting shall not produce a glare on other properties in the vicinity, and the source of light shall not be visible from adjacent property or a public street. Internally lit plastic signs are prohibited.

e. **Location.** Signs must be attached to and parallel to a building face. A sign may not project above the wall on which it is located. A sign may be located in the "upper signage area." "Upper signage area" shall be defined as the area bounded by the (1) top of the windows of the tallest floor of the building; (2) the building parapet line; and (3) the two vertical edges of the building face on which the sign is attached. A sign may be located outside the "upper signage area" if in a sign zone approved as part of the building design approval, or in a location approved by the planning director.

f. **Maximum Sign Area.** A sign located in the "upper signage area" shall not exceed ten percent (10%) of that area. The length of sign shall not exceed twenty-five percent (25%) of the length of linear building face on which the sign is affixed. The planning director shall determine the maximum size of the following types of signs:

- i. Signs located other than as specified above;
- ii. Signs located on buildings with a unique or unusual architectural design.

g. If not specifically approved as part of the design approval for the building, the following types of signs shall require a zoning administrator's special permit pursuant to Chapter 17.212:

- i Signs not located in the "upper signage area," as defined in subsection (E)(7)(e) of this section.
- ii Signs which use construction materials other than marble, granite, ceramic tile or individual solid metal letters pursuant to subsection (E)(7)(c) of this section.

F. Sidewalk Clocks/Thermometer.

A sidewalk clock or thermometer consistent with the architectural design of a building, storefront or streetscape theme is permitted subject to the review and approval of the planning director. If the sidewalk clock is to be located in the public right-of-way or on public property, a revocable permit shall be required.

Adopted by the City of Sacramento City Council on December 11, 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

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