



REPORT TO LAW & LEGISLATION COMMITTEE City of Sacramento

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915 I Street, Sacramento, CA 95814-2671

Staff Report
March 20, 2007

Honorable Members of the
Law and Legislation Committee

Title: Interim Ordinance relating to tethered inflatables for model home complexes (M07-007)

Location/Council District: Citywide

Recommendation: Staff recommends the Committee recommend approval of the interim ordinance to allow tethered inflatables for model home complexes and forward to City Council.

Contact: Chris Dougherty, Assistant Planner, 808-5680; Joy Patterson, Principal Planner, 808-7158

Presenters: Chris Dougherty, Assistant Planner, 808-5680

Department: Development Services

Division: Current Planning

Organization No: 4881

Description/Analysis

Issue: Councilmember Tretheway requested staff to investigate and report back to the City Council on an interim ordinance that would allow new subdivisions with homes for sale to have a tethered inflatable, or fixed balloon sign, to assist in directing people to the model homes for the subdivisions. New subdivisions are most often located in newer areas of the City which haven't been mapped and do not have all the street signs in place. In addition, because the subdivision is a construction area, streets are often temporarily blocked, also making it difficult to maneuver in the area.

The Zoning Code currently allows sales offices for new subdivisions and model home complexes on a temporary basis subject to meeting the development standards of the code (Title 17.24.050.48). The permit is good for two years and can be renewed for additional one year periods. Upon expiration of the model home complex/temporary sales office permit or upon completion of the sales at

the site, all temporary paving, parking, and other temporary improvements are required to be removed and the property reverted back to a permitted use in the zone (typically a single family home). While signage is permitted for a model home complex, the sign regulations of the City Code currently does not permit fixed balloon signs within the City.

Staff has prepared an interim ordinance (Attachment 1) that would permit one temporary fixed balloon in conjunction with the permit for the temporary sales office or model home complex. The non-illuminated balloon would be restricted in size and height and would only be permitted to be flown on Fridays, weekends and recognized City holidays and when weather conditions were appropriate. The interim ordinance would be in effect for a year period. This would allow staff to evaluate the impact of the balloons on surrounding land uses as part of the sign ordinance update and also evaluate whether or not the fixed balloon would be appropriate for other land uses on a temporary basis.

Policy Considerations: The proposed interim ordinance is consistent with the City's Strategic Plan Area of Economic Development.

Committee/Commission Action: None

Environmental Considerations: The proposed interim ordinance is not considered a project and therefore has no potential for an effect on the environment as stated by the provisions of the California Environmental Quality Act (Section 15061 (b) (3)).

Rationale for Recommendation: This interim ordinance to allow tethered inflatables will assist potential home buyers in locating model home complexes in new subdivisions.

During the one (1) year the proposed interim ordinance would be in effect staff will be able to evaluate the impact of the fixed balloons on surrounding land uses as part of the sign ordinance update and also evaluate whether or not the fixed balloon would be appropriate for other land uses on a temporary basis.

Financial Considerations: This project has no fiscal considerations

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

Respectfully Submitted by: 
David Kwong
Planning Manager

Approved by: 
William Thomas
Director of Development Services

Recommendation Approved:


for Patti Bishara

GUSTAVO F. VINA
Assistant City Manager

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ORDINANCE NO.

Adopted by the Sacramento City Council

**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) years 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 area of the fixed balloon shall be one hundred and twenty five (125) square feet.
- (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 on Fridays, Saturdays, Sundays and

holidays recognized by the City of Sacramento.

(7) The fixed balloon shall not be flown when wind speeds are in excess of fifteen (15) miles per hour.

(8) The fixed balloon shall not exceed a total height of 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 processed within one year, and that this interim ordinance will be repealed at that time.