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# CITY OF SACRAMENTO

CITY MANAGER'S OFFICE  
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MAR 21 1980

**CITY PLANNING DEPARTMENT**  
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Marty Van Duyn  
[REDACTED]  
PLANNING DIRECTOR

March 20, 1980

**APPROVED**  
BY THE CITY COUNCIL  
MAR 25 1980  
OFFICE OF THE  
CITY CLERK

City Council  
Sacramento, California

Honorable Members in Session:

**SUBJECT:** Revocable Permits to construct awnings in the  
Central City

SUMMARY

The City Council has requested the staff prepare a report regarding the frequency of permit applications for constructing awnings over public rights-of-way and the control of signage on the awnings.

A total of eight revocable permits to install awnings were approved by the City Council in 1979. Signs on awnings, as permitted by the Sign Ordinance, normally prevent a proliferation of the usual signage for building fronts that project or are attached to the building.

The staff recommends the existing sign standards be applied in allowing printed letters on the awnings or canopies to be reviewed as part of the revocable permit procedure.

BACKGROUND

According to the City Sign Ordinance No. 2868, Fourth Series, Section 3.108, "Signs consisting of one line of letters not exceeding eight inches in height may be painted, placed, or installed upon the hanging border only of any awning or canopy erected and maintained in accordance with Sections 38.54 to 38.60 of the Sacramento City Code. An identification emblem, insignia, initial or other similar feature not exceeding an area of four square feet, may be painted, placed or installed elsewhere on any awning or canopy provided that any sign, emblem, insignia or other such similar item shall comply with all other appropriate provisions of this Article."

The Planning staff believes the existing regulations are appropriate in that:

- a. Signs on awnings or canopies prevent further clutter and proliferation of illuminated can signs that are projecting or attached to the building.
- b. If the owner has one projecting can sign, only one additional sign can be allowed on the awning or attached flat to the building.
- c. Awnings when designed with a compatible size and color would aesthetically improve the appearance of the building facade.

In 1979, a total of eight revocable permits to install awnings in the Central City were approved by the City Council. A majority of these awnings contained printed letters for business identification. The Council has authority to approve awnings as well as printed matter on these awnings when issuing a revocable permit.

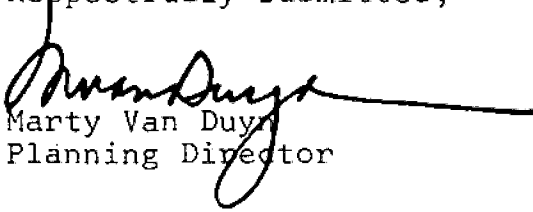
New building projects in the Central City or projects which require renovation and have an awning or canopy element on the building facade would be reviewed by the Architectural Review Board.

The staff believes the present Sign Ordinance limitation for signs on awnings and canopies is appropriate.

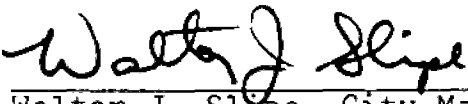
#### RECOMMENDATION

The staff recommends that the City Council continue issuance of revocable permits for awnings and canopies and allow printing matter on the canopies and awnings as indicated in the Sign Ordinance. As a matter of practice, the staff will request that signage be shown as part of the exhibit material on any revocable permit application.

Respectfully submitted,

  
Marty Van Duyk  
Planning Director

RECOMMENDATION APPROVED:

  
Walter J. Slupe, City Manager

MVD:jm

March 25, 1980  
All Districts