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DEPARTMENT OF
PLANNING AND DEVELOPMENT

CITY OF SACRAMENTO
CALIFORNIA

1231 I STREET
SACRAMENTO, CA

February 19, 1991

ADMINISTRATION
ROOM 300
95814-2987
916-449-5571

Transportation and Community Development Committee
Sacramento, California

ECONOMIC DEVELOPMENT
ROOM 300
95814-2987
916-449-1223

Honorable Members in Session:

NUISANCE ABATEMENT
ROOM 301
95814-3982
916-449-5948

**SUBJECT: SIGN ORDINANCE - ON-SITE POLE SIGNS
& OFF-SITE POLE SIGNS**

LOCATION: City-Wide

SUMMARY

Councilmember Terry Kastanis and Lyla Ferris requested Planning Staff to review the City Sign Ordinance and consider changing the regulations for On-site and Off-site pole signs. Since 1970, when the current Sign Ordinance was adopted, several changes have been made to the sign regulations in order to control and eliminate proliferation of signs throughout the City. To improve the appearance of buildings and signage, over twenty-eight (28) Planned Unit Development (PUD) with specific sign guidelines have been adopted by the Planning Commission and City Council. This report is submitted for Committee information and discussion only.

BACKGROUND

At the request of Councilmember Lyla Ferris and Terry Kastanis, staff has reviewed the regulations pertaining to off-site and on-site pole signs and the possibility of changing these regulations to reduce sign clutter and improve the visual appearances of the streetscape throughout the City.

This report outlines the existing goals and regulations pertaining to pole signs (both on-site and off-site) and explains methods the staff and Planning Commission has used to improve and create better signage throughout the City. Attached to this report is a pole sign matrix and various sections of the City Sign Ordinance related to pole signs (detached signs).

The following are goals of the City Sign Ordinance:

1. Eliminate potential hazards to motorists and pedestrians;
2. Encourage signs which, by their good design, are integrated with and harmonious to the buildings and sites which they occupy;
3. Preserve and improve the appearance of the City as a place in which to live and to work;
4. Safeguard and enhance property values;
5. Protect public and private investment in buildings and open spaces, and
6. Promote the public health, safety and general welfare.

Off-site Pole Signs (detached sign)

The Sign Ordinance per Section 3.66(b) allows off-site signs only in the Heavy Commercial (C-4) and Light and Heavy Industrial (M-1 & M-2) zones. Also, the Planning Director can issue an off-site sign replacement permit only in the C-2 zone. The maximum size of off-site signs is 300 square feet in area and must be detached (pole or monument). These off-site signs must be located a minimum of 500 feet apart from any other off-site sign. The maximum height limit in the C-2 zone is 30 feet and in the C-4, M-1 & M-2 zones is 35 feet. In addition, no off-site signs shall be located in the area bounded by Interstate 5 to the West, 17th Street to the East, H Street to the North and Q Street to the South.

This off-site sign regulation was changed several years ago after a sign company received sign permits to install several signs in the C-2 zone. The regulations allowed signs off-site in the C-2 zone and allowed a distance separation of 300 feet. After several hearings, the Commission and Council amended the ordinance to prohibit off-site signs in the C-2 zone unless a sign replacement permit is obtained; and increased the distance separation from 300 to 500 feet. The Sign Industry was in opposition to these changes.

Section 3.191 of the Sign Ordinance prohibits erection of new off-site signs or alteration of existing off-site signs within 660 feet of a freeway route if the sign is visible from the freeway.

Staff suggests the following off-site pole sign changes for consideration:

1. Prohibit off-site pole signs in the Central City Design Review District and Redevelopment Areas.
2. Require a specific setback for off-site pole sign.
3. Reduce the maximum 300 square feet per sign for off-site pole sign.
4. Establish distance regulations between on-site and off-site pole signs.
5. Residential areas - clarify language for off-site pole signs.
6. Enforcement of illegal off-site pole signs.

On-site Pole Signs (detached signs)

The current City Sign Ordinance allows residential users attached building signs and detached signs. The Ordinance regulates the number, size, locations and height of signs. Pole signs are only allowed in the following zones: Agriculture Zone (A), Shopping Center (SC), Highway Commercial (HC), General Commercial (C-2), Central Business District (C-3), Heavy Commercial (C-4), Light Industrial (M-1), and Heavy Industrial (M-2). The maximum height allowed in these zones is 35 feet except in M-1 and M-2 zones which is 40 feet. The M-1S and M-2S (Industrial Park Zones) has a maximum height of ten(10) feet for detached signs.

Other zones such as Office Building (OB), Residential-Office (R-O), Hospital (H), Limited Commercial (C-1), and Multi-Family zone permits a monument sign with a maximum height of six feet. See the attached matrix (exhibit A).

The Sign Ordinance has been amended several years ago to address the pole signs (detached signs). Section 3.190 regulates signs which are visible and within 660 feet of a freeway or state highway. This section was changed by reducing the height of on-site pole signs from 35 feet to 12 feet and requiring a monument type sign with a maximum of 24 square feet of sign area. However, users that provide freeway services such as motels, hotels, restaurants and gas stations were permitted pole signs with a 35 foot height limit. This change only applied to new signs. Section 3.110 regulates alteration of existing signs. This regulation basically requires that if a user wants to change a copy, message or sign legend of a non-conforming sign, the sign must comply with the existing sign regulations. Another recent amendment was made to Section 3.67 which regulates signage in the Industrial Park Zones (M-1S & M-2S). This change provided for a ten foot setback for the detached sign and reduced the height from 35 feet to 10 feet.

FINANCIAL CONSIDERATION

If the Transportation and Community Development Committee directs staff to prepare an Ordinance Amendment to regulate non-conforming signs, staff will return with a time frame and cost analysis at a subsequent meeting.

RECOMMENDATION

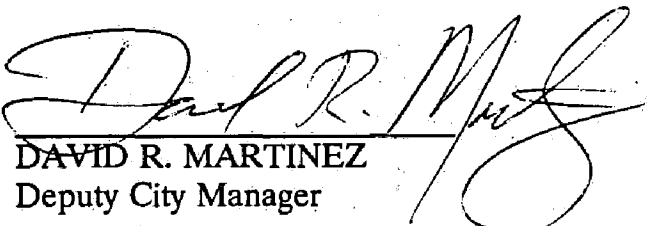
This report is submitted for Committee information and discussion only. Following discussion, specific recommendations will be made.

Respectfully submitted,


MICHAEL M. DAVIS, DIRECTOR

Planning & Development Department

Recommendation Approved for Committee Action:


DAVID R. MARTINEZ
Deputy City Manager

Contact Person:

Will Weitman, Principal Planner
(916) 449-5604

February 19, 1991
City-Wide

MMD:WW:pc
TCDPOLE.SGN

Attachment

ON-SITE DETACHED SIGN: EXHIBIT A

Zones	R-1 Non-Residential	Multi-Family R2A,2B,R3,R4	A	OB,RO,H	C-1	C-2,C-3 C-4,SC,HC	M-1 M-2	M-1S M-2S	F
Height	6'	6'	35'	6'	6'	35'	40'	10'	
Sign Type	Monument Type	Monument Type	Detached (pole)	Detached (pole)	Monument	Detached (pole)	Detached (pole)	Monument	
Size	16 sq. ft.	12 sq. ft.	32 sq. ft.	16 sq. ft.	1 sq. ft. for each front foot of street frontage	1 sq. ft. for each front foot of street frontage	1 sq. ft. for each front foot of street frontage	1 sq. ft. for each front foot of street frontage	
Location (setback)	10 foot setback	10 foot setback	same as building setback	same as building setback	10 foot setback	None required	None required	10 foot setback	
Other Notes				Additional signage for hospital requires S.P. from CPC					S.P. from CPC

WW:ob
onsite.a

OFF-SITE DETACHED SIGN: EXHIBIT B

Zones	C-4, M-1, M-2		
Height	35 feet		
Area (sq. ft.)	300 sq. ft.		
Sign Type	Pole		
Location	Same as building setback		

WW:ob
offsite.b

Said signs shall be placed flat against the building, on an architectural projection, or attached to the underside thereof, subject to the provisions of Sections 3.106 and 3.107 of this Article.

- (b) No height limit is specified for signs placed flat against the wall of a building, or for other attached signs provided all other provisions of this Article are complied with.

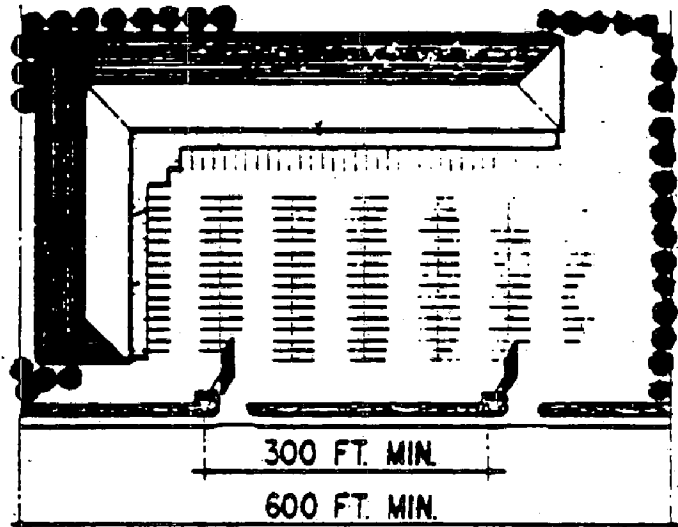
SECTION 3.68. C-2, C-3, C-4 - COMMERCIAL; M-1 AND M-2 - INDUSTRIAL ZONES

Within the C-2, C-3, C-4 (Commercial) and M-1 and M-2 (Industrial) zones, onsite signs and offsite signs are subject to the following regulations:

(a) Onsite Signs:

- (1) One detached sign for each developed parcel not exceeding one square foot of sign area for each lineal foot of street frontage abutting the developed portion of said parcel, provided that:

- a) Where a developed parcel has in excess of three hundred feet of street frontage, one additional detached sign may be erected for each additional three hundred feet of street frontage in excess of the first three hundred feet of street frontage abutting the developed portion of said parcel.



- b) Where a developed parcel is permitted to have more than one detached sign under these regulations, the distance between said detached signs on each parcel shall be not less than three hundred feet.
- c) Subject to the provisions of Division 4 of this Article the total area of all detached signs on each parcel shall not exceed one square foot of sign area for each lineal foot of street frontage of the developed portion of said parcel.
- (2) Two attached signs for each occupancy. Said signs shall not exceed a total aggregate area of three square feet of sign area for each front foot of building occupancy. Said signs may be placed flat against a building, may be projected or nonprojecting signs and may be located on an architectural projection or attached to the underside of an architectural projection subject to the provisions of Sections 3.106 and 3.107 of this Article.

(3) The maximum height limit for detached signs shall be as follows:

In C-2, C-3 and C-4 zones:	35 feet
In M-1 and M-2 zones:	40 feet

No height limit is specified for signs placed flat against the wall of a building or for other attached signs provided all other provisions of this Article are complied with.

1) Offsite Signs:

Except as otherwise prohibited by this Article, offsite signs may be erected and maintained in the C-4, M-1 and M-2 zones only.

- (1) All offsite signs must be detached signs.
- (2) No offsite sign shall be located nearer than five hundred feet to any other offsite sign on the same side of the street as such offsite sign. When an offsite sign is located on one street but is oriented to be viewed primarily from another street, no such sign shall be located nearer than five hundred feet to any other offsite sign on the same side of the street on which it is located or any other offsite sign located on the nearest side of the street to which said sign is oriented.
- (3) An offsite sign shall not exceed 300 square feet in area.
- (4) The maximum height limit for an offsite sign shall be 30 feet in the C-2 zone and 35 feet in the C-4, M-1 and M-2 zones.
- (5) No offsite sign shall be located in the area bounded by Interstate 5 to the west, 17th Street to the east, H Street to the north and Q Street to the south.
- (6) After October 29, 1981, no person shall erect an offsite sign in the C-2 zone unless the Planning Director has issued a C-2 offsite sign replacement permit for such sign. The Planning Director shall issue a C-2 offsite sign replacement permit only if: a) the total number of existing "Replaceable" offsite signs located in the C-2 zone is less than the total number of "Replaceable" signs listed in the final C-2 offsite sign roster and; b) the owner of the proposed sign does not own or possess any other form of property interest in an existing "Non-Replaceable" offsite located anywhere in the City. The C-2 offsite sign final roster shall be prepared as follows:
 - a) The owner, or his designee, of every offsite sign located in the C-2 zone on October 29, 1981, shall submit to the Planning Director on or before December 28, 1981, a written description of the location, date of original erection, date

of any structural alteration, date of any relocation, and, if available, a copy of the City Sign Permit or Building Permit issued for each sign.

b) On or before April 19, 1982, the Planning Director shall prepare a tentative roster, listing each offsite sign located in the C-2 zone on October 29, 1981, and designating each sign as either "Replaceable" or "Non-Replaceable". For roster classification purposes only, an offsite sign shall be designated:

1) "Replaceable" if it was erected in conformance with the provisions of this Article in effect on the date of erection and, if the sign was subsequently altered or relocated, such alteration or relocation conformed with the provisions of this Article then in effect.

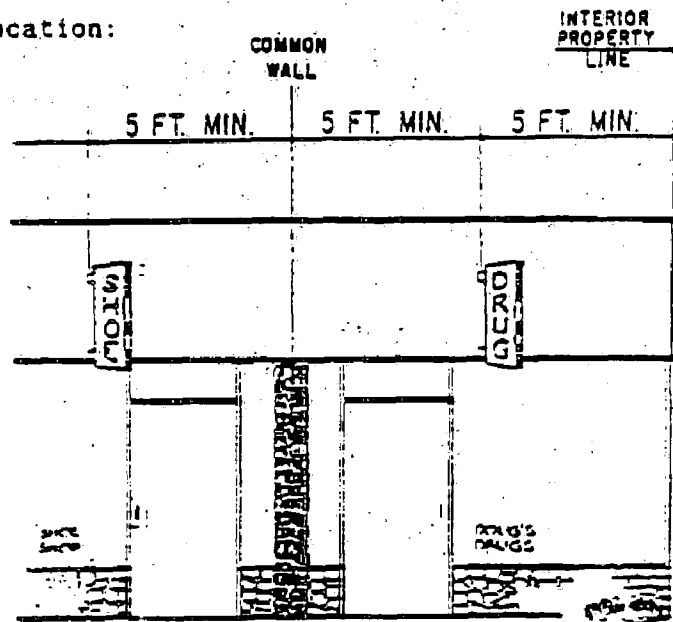
2) "Non-Replaceable" if: a) it was erected, altered or relocated without issuance of a permit or permits as required by City Code Section 3.40, or in violation of the terms of said permit or permits or; b) it existed in 1970, was rendered non-conforming by the enactment of Ordinance No. 2868, and the amortization period specified in City Code Section 3.181(a) has passed.

c) The Planning Director shall mail the tentative roster to all persons who submitted information regarding an offsite sign, pursuant to subsection a) above, and all other persons who have requested a roster. Notice of the availability of the tentative roster shall be published at least once in a newspaper of Citywide circulation.

d) Any person who has received actual notice of the tentative roster shall notify, in writing, the Planning Director on or before May 17, 1982, if he believes the tentative roster is incorrect or incomplete. On or before July 12, 1982, the Planning Director shall prepare a final roster.

(c) General Provisions Relating to Location:

No sign shall be located nearer than five feet to any common wall or other point common to two separate occupancies on the same parcel. This regulation, however, shall not apply to signs painted on or otherwise attached flat against the wall or architectural projection of a building on the same parcel.



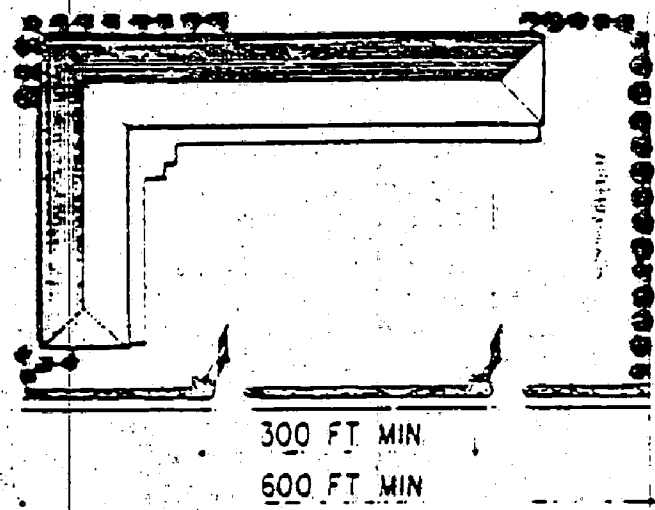
With the exception of offsite signs, a sign may be located within or project into a required front or street sideyard setback area. However, no sign may project into or over an abutting public right-of-way except as otherwise provided in this Article. Offsite signs shall be located so as to provide and maintain the same front and street sideyard setbacks as are required for a building on the same parcel.

SECTION 3.67. M-1(S) AND M-2(S) - INDUSTRIAL PARK ZONES

Within the M-1(S) and M-2(S) (Industrial Park) zones, signs advertising the business or products of the occupant are permitted as follows:

- (a) One detached sign for each developed parcel not exceeding one square foot of sign area for each lineal foot of street frontage abutting the developed portion of said parcel provided that:

- (1) Where a developed parcel has in excess of three hundred feet of street frontage, one additional detached sign may be erected for each additional three hundred feet of street frontage in excess of the first three hundred feet of street frontage abutting the developed portion of said parcel.



- (2) Where a developed parcel is permitted to have more than one detached sign under these regulations, the distance between said detached signs on each parcel shall be not less than three hundred feet.
- (3) Subject to the provisions of Division 4 of this Article, the total area of all detached signs on each parcel shall not exceed one square foot of sign area for each lineal foot of street frontage of the developed portion of said parcel.
- (b) Two attached signs for each occupancy. Said signs shall not exceed a total aggregate area of three square feet of sign area for each front foot of building occupancy.
- (c) No detached sign shall exceed a height of 35 feet. No height limit is specified for signs placed flat against the wall of a building or for other attached signs provided all other provisions of this Article are complied with.
- (d) No sign shall project into any required front, sideyard or rear yard setback area.

DIVISION 11

SPECIAL SIGNS AND SIGN DISTRICTS

SECTION 3.190. FREEWAY DESIGNATION

All freeways within the City, constructed or to be constructed are hereby classified as landscaped freeways.

SECTION 3.191. FREEWAY - OFFSITE SIGNS

After the effective date of this Article, no new or additional offsite signs shall be erected, nor any existing offsite sign shall be altered or relocated within 660 feet of the exterior right-of-way line of any portion of a freeway or of a route for a freeway which has been adopted by the State Highway Commission, if the copy of said offsite sign is or would be visible by persons traveling on such freeway or proposed freeway.

SECTION 3.192. FREEWAY - OTHER SIGNS

No onsite signs shall be altered or relocated within six hundred sixty feet of the exterior right-of-way line of any portion of a freeway or of a route for a freeway which has been adopted by the State Highway Commission, if the copy of such onsite sign is or would be visible by persons traveling on those portions of the freeway or proposed freeway located within six hundred sixty feet of the sign, unless such signs comply with all applicable regulations of this Article and with the following additional regulations. Where the regulations of this Section 3.192 conflict with regulations of another Section, the more restrictive regulation shall prevail.

(a) Detached signs in the C-2, C-3, C-4, SC Commercial Zones; M-1, and M-2 Industrial Zones.

- (1) Detached signs shall have a maximum area of 24 square feet.
- (2) Detached signs shall have a maximum height of 12 feet measured from grade level.
- (3) Detached signs shall be of a monument type and shall be located within a landscaped planter of at least a four-foot radius measured from the perimeter of the sign.
- (4) Notwithstanding the above, motels, hotels, restaurants and gas stations located in the C-2, C-3, C-4, SC Commercial Zones, M-1 and M-2 Industrial Zones are permitted to have the signage allowed in the Highway Commercial Zone due to the freeway services these uses provide.

(b) Detached signs in the H-C Commercial Zone.

- (1) Detached signs shall have a maximum area of 200 square feet.
- (2) Detached signs shall have a maximum height of 35 feet.
- (3) Detached signs shall be constructed in a style and out of materials compatible to the structure located on the same site and shall be located within a landscaped planter of at least a four-foot radius measured from the perimeter of the sign.
- (4) One detached sign for each developed parcel not exceeding one square foot of sign area for each lineal foot of street frontage abutting the developed portion of said parcel.

(c) Attached signs in all zones.

- (1) Attached signs shall have a maximum area of one square foot for each front foot of first floor building occupancy provided that in no event shall the total area of attached signs visible by persons traveling on the freeway exceed 200 square feet for each occupancy.

- (2) Attached sign shall have a maximum height of 20 feet measured from grade level.

- (3) Attached signs for office building shall be permitted as follows:

a) Materials, Construction and Design

- 1) Signs may be constructed of solid metal individual letters, marble, granite, ceramic tile or other comparable materials which are complimentary to the material of the building exterior. Examples of acceptable metal materials are chrome, brass, stainless steel or fabricated sheet metal. Plastic or wood signs are specifically prohibited.

- 2) Individual solid metal letters shall be applied to the building face with a non-distinguishable background. Letters shall be pegged-out from the building face at least one and one-half (1 1/2) inches and be reverse pan channel construction in one of the following:

- i) fabricated aluminum letters with a polished chrome plated finish in fourteen (14) gauge aluminum with three (3) inch returns; or

- ii) fabricated polished brass letters with clear lacquer finish in fourteen (14) gauge brass plate with three (3) inch returns; or

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.

SECTION 3.109. SIGNS - FOR OTHER THAN GROUND FLOOR USE

On any SC, HC, C or M zoned property where there are uses above the ground floor of a building and such uses are different from the ground floor uses, one additional sign per building placed flat against the building may be erected for all such use or uses. Said sign shall not exceed an area in excess of one square foot of sign area for each two lineal front feet of building frontage.

SECTION 3.110. MOVING, RELOCATING OR ALTERING OF SIGNS

No existing sign may be moved or relocated to any other parcel, building, structure or portion thereof, unless said sign complies with all other provisions of this Article, or is altered so as to comply therewith. No existing sign may be moved or relocated on the same parcel, building, structure or portion thereof, unless said sign also complies with all other provisions of this Article, or is altered so as to comply therewith.

No existing sign may be altered unless said sign, after alteration thereof complies with all other provisions of this Article. Alteration shall be deemed to include a change of copy, message or sign legend, or portion thereof except where such change is a normal increment of the sign function common to such signs as a billboard, theater marquee, reader board, bulletin board or other similar sign.

SECTIONS 3.111. TO 3.119. RESERVED

DIVISION 9

NON-CONFORMING SIGNS AND USES

SECTION 3.180. SIGNS FOR LEGAL NON-CONFORMING USES

Subject to the provisions of this Section, signs for a legal non-conforming use as defined in the Comprehensive Zoning Ordinance of the City are permitted. Signs for a legal non-conforming use shall be deemed to comply with the provisions of this Article if they comply with the sign regulations for the most restrictive zoning district which permits the non-conforming use as an allowed use. Such signs shall be permitted only so long as the non-conforming use is permitted. Any such sign legally existing on the effective date of this Article but which does not comply with the regulations of this Article and shall be deemed to be a non-conforming sign under the provisions of this Article and shall be subject to alteration or removal in accordance with the provisions of Section 3.181 of this Article. Notwithstanding any provision to the contrary herein, no new or additional detached sign after the effective date of this Article for a non-conforming use shall be permitted. The owner of the property on which the sign is located shall have the primary responsibility for removing the signs required to be removed or altered under this Division.

SECTION 3.181. ALTERATION OR REMOVAL - CERTAIN NON-CONFORMING SIGNS

Certain existing signs become non-conforming under the provisions of this Article. At no cost to the City, the signs described in this Section shall be removed, or altered so as to comply with the provisions of this Article, within the time limit specified in this Section.

- (a) The following non-conforming signs shall be removed within one year from the effective date of Ordinance No. 2868.
 - (1) Canvas signs, banners, flags, pennants, streamers, bunting and wind signs.
 - (2) "A" frame signs, portable signs and signs on advertising vehicles.
 - (3) Statuary or representative figures used for advertising purposes.
 - (4) Signs emitting sound, odor, or visible matter and exposed neon tubing, incandescent lighting or other artificial lighting or an equivalent effect used for the purpose of outlining a building.
- (b) Within three years after the effective date of Ordinance No. 2868:
 - (1) Animated signs.
 - (2) Moving signs, except as otherwise provided in Section 3.89.

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(3) Within ten years from the date such signs were erected, or within five years from the effective date of Ordinance No. 2868, whichever occurs last:

- a) Offsite signs in zones where not permitted.
- b) Offsite signs in civic improvement districts, in accordance with the provisions of Section 3.205 of this Article.
- c) Roof signs except as otherwise provided in Section 3.90.
- d) Signs in excess of the number specified by Ordinance No. 2868.
- e) Sidewalk clocks.

(4) Any offsite sign existing on the effective date of Ordinance No. 2868 which is within six hundred sixty feet of a freeway and the copy of such offsite sign is readily visible by persons traveling on such freeway, shall, without cost to the City, be removed within ten years from the effective date of Ordinance No. 2868 or within three years from the date when the project for the landscaping of a section or sections of a freeway shall have been completed and accepted, whichever is earlier.

(c) Offsite signs existing on October 29, 1981, and rendered non-conforming by Ordinance No. 81-093 may remain. However, the structure of such signs may not be modified or replaced except as otherwise provided in this Article.

SECTION 3.182. NON-CONFORMING SIGNS - NOTICE

Upon the effective date of this Article, the Director of Building Inspections shall compile a list of signs in existence on the effective date of this Article which are required to be removed or altered so as to comply with the provisions of Section 3.181 and this Division. The list shall include all signs other than the signs described in Subsection (a) of Section 3.181. Upon the completion of such list the Director of Building Inspections shall notify by mail the owners of property upon which such signs are located that compliance with this Article is required within the time limit specified. For the purpose of notification, the last known name and address of the owner or owners of the property involved shall be used as shown on the last equalized assessment roll. Notification of the owners of the property involved shall be deemed to be notification of the owners of the signs involved, unless the name and address of the owner of the sign appears thereon, in which event notice will be sent to such sign owner. Notwithstanding any provision to the contrary herein, failure to notify the owner of the property or sign or the failure of said owner to receive such notice shall not relieve such owner of the duty to comply with the provisions of Section 3.181 or of this Division of Article.