



# CITY OF SACRAMENTO

## CITY PLANNING DEPARTMENT

725 "J" STREET

SACRAMENTO, CALIF. 95814

TELEPHONE (916) 449-5604

MARTY VAN DUYN

PLANNING DIRECTOR

July 16, 1981

City Council  
Sacramento, California

Honorable Members in Session:

**SUBJECT:** An Emergency Ordinance of various sections of Article II of Chapter 3 of the Sacramento City Code relating to signs located within 660 feet of the exterior right-of-way of an existing or designated freeway or route (M-364)

### BACKGROUND INFORMATION

The above referenced Sign Ordinance Amendment was originally scheduled to be considered by the City Council on May 26, 1981. At that time, the Council voted to continue the ordinance amendment to July 21, 1981 in order to see the outcome of a Supreme Court case involving outdoor advertising and how it would affect the proposed ordinance. In addition, the continuance would allow additional time for the sign companies to meet with staff.

Representatives of the sign companies are requesting a continuance in order to avoid consideration of both sign ordinance amendments on the same evening because they are two separate issues.

Staff has no objection to the continuance because it would allow additional time to evaluate the Supreme Court decision on the Metro-Media case. Also, staff is currently reviewing an alternate ordinance with the sign company representatives.

Attached is an ordinance that would extend the moratorium to August 11, 1981. If the Council grants the continuance, staff suggests that the moratorium ordinance be adopted. The sign company representatives indicated no objection to the extension of the moratorium.

**APPROVED**  
BY THE CITY COUNCIL  
*Cont. to 8-11-81*  
JUL 21 1981

OFFICE OF THE  
CITY CLERK

City Council

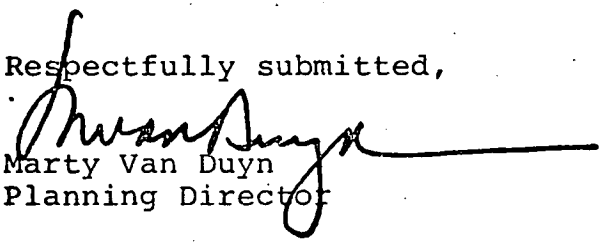
-2-

July 16, 1981

RECOMMENDATION

Staff recommends that the Sign Ordinance Amendment be continued to August 11, 1981 and that the Council extend the moratorium by adopting the attached ordinance.

Respectfully submitted,

  
Marty Van Duyn  
Planning Director

FOR CITY COUNCIL INFORMATION  
WALTER J. SLIPE  
CITY MANAGER

MVD:HY:bw  
Attachments  
M-364

July 21, 1981  
All Districts

81-069

ORDINANCE NO.

ORDINANCE EXTENDING MORATORIUM ON ISSUANCE OF SIGN PERMITS FOR ONSITE SIGNS LOCATED NEAR FREEWAYS ESTABLISHED BY ORDINANCE NO. 81-014, AS AMENDED BY ORDINANCE NO. 81-020, AND AS EXTENDED BY ORDINANCE NO. 81-034, AND DECLARING THIS ORDINANCE AN EMERGENCY MEASURE TO TAKE EFFECT IMMEDIATELY

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

SECTION 1.

The effective date of Ordinance No. 81-014, as amended by Ordinance No. 81-020, and extended by Ordinance No. 81-034, to the extent all said ordinances relate to onsite signs, is hereby extended from July 29, 1981 to and including August 11, 1981.

SECTION 2.

This Ordinance is hereby declared to be an emergency measure to take effect immediately. The facts constituting the emergency are set forth in Section 5 of Ordinance No. 81-014 and are incorporated by reference. Protection of the public health, safety and welfare requires an extension of the moratorium on certain onsite signs until the regulations, described in Section 5 of Ordinance No. 81-014, relating to such signs become effective.

DATE ENACTED:

DATE EFFECTIVE:

\_\_\_\_\_  
MAYOR

ATTEST:

\_\_\_\_\_  
CITY CLERK

APPROVED  
BY THE CITY COUNCIL

JUL 21 1981

OFFICE OF THE  
CITY CLERK

M-364

1576 SILICA AVE.  
SACRAMENTO, CALIF.  
P. O. BOX 15100 - 95813



TELEPHONE (916) 927-0527

June 29, 1981

Secretary to City Council  
City of Sacramento  
City Hall, 915 "I" Street  
Sacramento, California 95814

Re: City Council Agenda  
Meeting of July 21, 1981

Dear Secretary to the City Council:

It is apparent that most people categorize BILLBOARDS and ON-PREMISE signs as the same. The two are a totally different issue and should be considered separately.

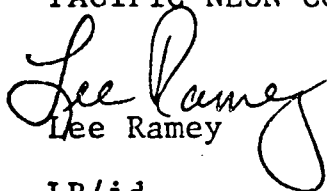
We request that the ON-PREMISE signs hearing not be held on the same evening as the BILLBOARDS, but subsequent to the meeting on July 21, 1981.

Planning staff agreed with this recommendation at a meeting that was held on June 26, 1981.

Should you need any further information please feel free to call.

Most sincerely yours,

PACIFIC NEON COMPANY

  
Lee Ramey

LR/jd

-4-