

ORDINANCE NO. 2019-0035

Adopted by the Sacramento City Council

October 22, 2019

AN ORDINANCE DELETING SECTION 15.148.191, ADDING SECTION 15.148.191, AND AMENDING SECTIONS 15.148.680 AND 15.148.1170 OF THE SACRAMENTO CITY CODE, RELATING TO SIGNS

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

SECTION 1.

Section 15.148.191 of the Sacramento City Code is hereby deleted.

SECTION 2.

Section 15.148.191 is hereby added to the Sacramento City Code to read as follows:

15.148.191 ESC sign district.

- A. Definitions. The following definitions apply in this section in addition to the definitions in sections 1.04.020 and 15.148.1170 and chapter 17.108.

“Aerial-view sign” means a sign that is on the roof of a building, is approximately parallel with the roof plane, is intended to be viewed from the sky, is not viewable from any street, and does not exceed the height of the building’s parapet, including luminaires or other means of illumination on the parapet (a “luminaire” is a complete lighting unit consisting of a lamp or lamps together with the parts designed to distribute the light, to position and protect the lamps, and to connect the lamps to the power supply).

“Applicant” means any person that applies for a permit to erect, alter, install, or relocate a sign within the ESC sign district.

“Attached plaza-entry sign” means a sign that is located at an entrance to zone A and is mounted on, and parallel to, a wall.

“Attached plaza sign” means a sign within the plaza that is composed of channel letters, is at least 200 feet from an entrance to zone A, and is attached to an existing structure supported in whole or in part by a building or other structure.

“Awning sign” means a sign located anywhere on the surface of an awning.

“Banner” means a sign that is constructed of fabric, canvas, metal, or similar durable material and is attached to a light pole or building and fixed in place.

“Detached plaza-entry sign” means a sign on a structure that is at an entrance to zone A and is supported wholly by the ground (i.e., not supported in whole or in part by a building or other structure).

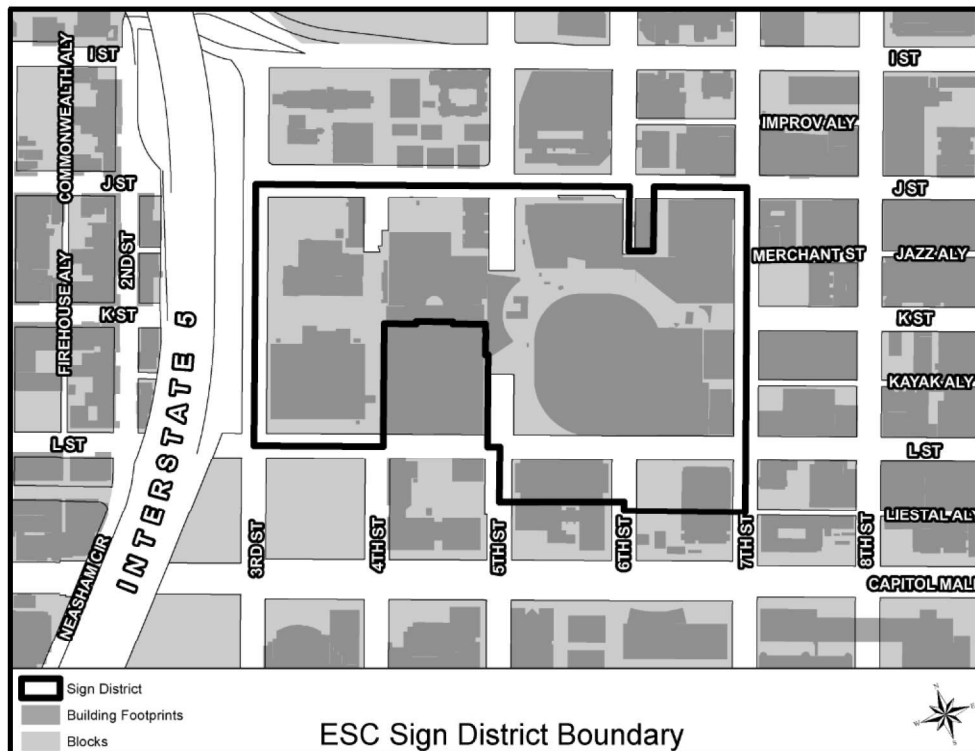
“Digital display” means a sign that displays still images, scrolling images, moving images, or flashing images, including video and animation, through the use of grid lights, cathode-ray or laser projections, light-emitting-diode displays, plasma screens, liquid-crystal displays, fiber optics, or other electronic media or functionally equivalent technology.

“Director” means the design director or preservation director, or the designee of either, as is appropriate under the circumstances.

“Effective date” means November 21, 2019.

“ESC” means the Entertainment and Sports Center special planning district established by chapter 17.442.

“ESC sign district” means the special sign district that has the boundary shown on this map:



“ESC monument sign” means a low-profile, freestanding sign that is erected with its base on the ground or on a solid-appearing support substantially equivalent in width and depth to the base of the sign.

“Facade” means the exterior wall of a building, including windows and doors, extending vertically from grade to the top of a parapet or eave and horizontally

across the entire width of the building's elevation (i.e., a two-dimensional representation of the wall).

"Freeway facade" means a facade that is oriented toward Interstate 5 and is within 660 feet of the Interstate 5 right-of-way, determined by measuring 660 feet from the edge of the right-of-way along a line perpendicular to the center line of the main-traveled way.

"Frontage" means the width of a facade that abuts a public right-of-way or the plaza.

"Glare" means the sensation of annoyance, discomfort, or loss in visual performance or visibility produced by luminance within the visual field that is sufficiently greater than the luminance to which the eyes are adapted.

"Grade" means the lowest point of elevation of the finished surface of the ground, paving, or sidewalk within the area between a building and the property line or, when the property line is more than 5 feet from the building, between the building and a line 5 feet from the building. Light wells, stair wells, and driveways will not be considered in determining the lowest point of elevation.

"Historic properties" means those properties (a) determined to be a historic resource or cultural resource under the California Environmental Quality Act, the National Environmental Policy Act, or any other California or federal law; or (b) listed or nominated for listing on the Sacramento Register of Historic & Cultural Resources.

"Include" and its variants are terms of enlargement rather than of limitation. For example, "includes" means "includes but not limited to" and "including" means "including but not limited to."

"Inflatable sign" means an object that is used as a temporary sign; is inflated with air or a lighter-than-air substance such as helium; and is attached to the ground or a structure and held in place by a cord, rope, cable, or similar means. Inflatable signs may be in various shapes, made of flexible fabric, and equipped with a portable motorized blower that provides a constant flow of air into the object.

"Level 1" means the vertical space below a horizontal plane that is 20 feet above grade.

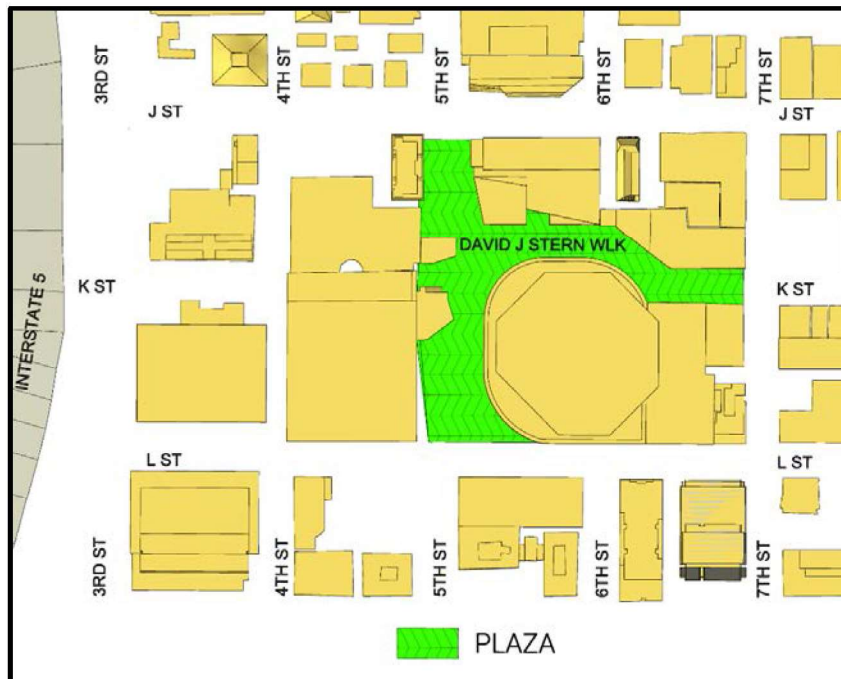
"Level 2" means the vertical space between horizontal planes that are 20 feet and 75 feet above grade.

"Level 3" means the vertical space above a horizontal plane that is 75 feet above grade.

“Mural” means original work of visual art that (a) is painted directly upon the facade of a building with the permission of the building owner; (b) is 6 square feet or larger; and (c) does not display a message that advertises any business, service, or merchandise.

“Non-animated sign” means any sign other than an animated sign. A sign with images, parts, or illumination that changes less than one time in a 24-hour period qualifies as a non-animated sign.

“Plaza” means the off-street area within the ESC sign district that is identified on the following map:



“Plaza kiosk” means a small, pedestrian-oriented, free-standing structure that is within the plaza and used to display information.

“Pole sign” means a sign that is affixed to one or more poles or posts and is not an ESC monument sign or a plaza kiosk.

“Primary facade” means the facade with the building’s primary entrance.

“Projected-image sign” means an animated or non-animated sign projected on the face of a wall from an electronic device that is not on the plane of the wall.

“Secondary facade” means a facade that faces a public way and does not have the building’s primary entrance.

“Sunrise” means the time of sunrise in Sacramento on the day in question, as determined by the United States Naval Observatory.

“Sunset” means the time of sunset in Sacramento on the day in question, as determined by the United States Naval Observatory.

“Suspended sign” means a double-face sign that hangs from a bracket or support attached underneath a building projection, eave, canopy, awning, or colonnade.

“Temporary sign” means a sign, other than a banner, that is not permanently affixed to the ground, a building, or a structure.

“Wall sign” means a sign that is on the exterior wall of a building, has its exposed face in a plane approximately parallel to the plane of the wall, and is (a) attached to the wall using a frame; (b) painted on the wall; (c) projected onto the wall (i.e., a projected-image sign); or (d) printed on any material (including vinyl, mesh, and window film) that is attached to the wall by an adhesive or other materials or methods.

“Window sign” means a sign installed on the interior side of a building window and intended to be visible from the exterior of the building. “Window sign” includes any sign that is within a building’s interior and oriented to be visible from the street or any sidewalk or other pedestrian way.

“Zone A” means the interior of the ESC sign district and all entry ways into the ESC sign district, as shown in subsection D.1.

“Zone B” means the perimeter of the ESC sign district except for entry-way areas into the interior of the ESC sign district, as shown in subsection D.1.

B. Purpose and principles.

1. Purpose. The ESC is intended to create an iconic civic open space—comprising the Golden 1 Center and Downtown Commons—and to energize that space through events, activities, and programming year-round. Because signage is an important tool to help achieve and sustain this goal, this section is intended to create a dynamic and creative sign program for the ESC and surrounding area; to preserve the character of the ESC; to implement the adopted development guidelines for the ESC; and to allow for signage that otherwise would be prohibited under chapter 15.148 (Signs) or title 17 (Planning and Development Code)—in sum, to authorize types and location of signage that will enhance the public’s overall experience at the ESC and complement the buildings, structures, and public spaces within the ESC. This section is also intended to protect public health and safety by regulating the type, number, and location of signs within the ESC that might distract motorists and pedestrians or be a nuisance for the occupants of buildings near the ESC.

2. Principles.

- a. All signage on the exterior or visible from the exterior of a structure must be designed to carefully integrate with the structure's architecture and should enhance the appearance of the structure as well as contribute to the overall character of the streetscape and the ESC sign district.
- b. The location and size of all signs must preserve sight lines and enhance visual corridors to foster wayfinding and circulation.
- c. All signs on a facade must relate proportionately in placement and size to other building elements, and sign style, materials, and color should complement the facade.
- d. Signs must be compatible with architectural features such as vertical piers and trim work and should be placed in accordance with facade rhythm, scale, and proportion, including windows, storefronts, and entries.
- e. All signs must be composed of high-quality materials that enhance the character of the ESC sign district.
- f. Signs proposed for historic properties must be installed in a manner that avoids adverse effects on the properties' historic materials, character-defining features, and structural integrity.

C. General requirements.

1. Exclusivity. Only signs described in this section, in section 15.148.190, or in section 15.148.600 are allowed within the ESC sign district. Signs not allowed under one or more of those sections are prohibited, as are signs described in subsection F.
2. Existing signs. Signs and sign-support structures that exist on the effective date and were authorized by this chapter before the effective date may continue as provided in this chapter even if not allowed by this section. The display area of such signs will count against the display area allowed by this section.
3. Design. Each sign must be integral in design to the architectural style of the building to which it is affixed and must comply with chapter 4 (Central Core Private Realm Design Guidelines) in section 3 (Central Core Design Guidelines) of the Central City Urban Design Guidelines.
4. Sign zones. For sign-regulation purposes, the ESC sign district is divided into zones A and B, with three vertical height levels (1, 2, and 3) within each zone, as shown in subsection D.2.
 - a. Signs within more than one zone or level.

- i. When a single sign is proposed to cross more than one zone or more than one level, the sign must be of a type allowed in each zone and level.
 - ii. The total display area of the sign must not exceed that allowed in the most permissive zone or level.
 - iii. Where the sign is subject to different animation, hours-of-operation, or other regulations, the entire sign will be subject to the most-restrictive applicable regulations.
 - iv. Sign separations are not required for a single sign located in more than one zone or level.
 - b. Wall signs within level 2. Wall signs within level 2 must be at least 400 square feet and must be compatible with the building architecture and articulation. One wall sign is allowed for a building on a parcel with less than 200 linear feet of frontage. Two wall signs are allowed for a building on a parcel with at least 200 but less than 300 linear feet of frontage. Three wall signs are allowed for a building on a parcel with 300 or more linear feet of frontage.
 - c. Second-floor commercial-tenant spaces.
 - i. The director may apply the level 1 sign regulations to second-floor retail- or restaurant-tenant spaces that are within level 2 but have store fronts and primary entrances on publicly accessible space within level 1.
 - ii. The director's application of the level 1 regulations to such tenant spaces must not extend beyond 40 feet above grade.
 - iii. The width of a second-floor tenant space to which the director applies the level 1 sign regulations must not exceed the width of the tenant's store front along the publicly accessible space.
- 5. General advertising.
 - a. Except as otherwise provided in this section, signs that display general advertising are prohibited within levels 1 and 2.
 - b. Signs that display general advertising are prohibited in level 3.
- 6. Allowed signs. Except as otherwise provided in subsection F, all signs identified in subsection D are allowed within the ESC sign district, subject to the requirements in subsection D and the following:
 - a. Aerial-view signs.
 - i. One permanent aerial-view sign is allowed for each building.

- ii. Must not project beyond the parapet or roof edge.
 - iii. A maximum of 30% of roof-surface area is allowed for signage.
 - iv. Light fixtures must not be mounted above, or extended above, roof-mounted structures or the parapet. The sign lighting must not produce glare on public streets or public sidewalks or on adjacent buildings. An aerial-view sign may transition between colors with a transition time of not less than 1 second and with each color displayed for at least 8 seconds, but it must not go blank during a transition and must not use flashing, scintillating, blinking, or traveling lights or any other means not providing constant illumination.
- b. Awning signs are allowed only within level 1.
- c. Detached plaza-entry signs.
- i. Up to four detached plaza-entry signs are allowed.
 - ii. Must undergo site plan and design review under title 17.
 - iii. Maximum width is 10 feet.
 - iv. Maximum total display area on each side (including the base) is 120 square feet.
 - v. Display areas must have at least 60% open area or transparency to allow visual access beyond or through the sign. For example:



- vi. Must be similar in their physical characteristics and visually compatible with buildings and other structures in the ESC sign district.
- vii. Must not have vinyl wraps or appliqué.

- d. Attached plaza-entry signs.
 - i. Up to two attached plaza-entry signs are allowed.
 - ii. Must undergo site plan and design review under title 17.
 - iii. Maximum width is 4 feet.
 - iv. Maximum total display area is 16 square feet.
 - v. Display areas must have at least 60% open area or transparency to allow visual access beyond or through the sign (see the example in subsection C.6.c.v.).
 - vi. Must be similar in their physical characteristics and visually compatible with buildings and other structures in the ESC sign district.
 - vii. Must not have vinyl wraps or appliqué.
- e. Plaza kiosks.
 - i. Up to eight plaza kiosks are allowed.
 - ii. Must undergo site plan and design review under title 17.
 - iii. Maximum width is 4.5 feet.
 - iv. Maximum height is four times the width.
 - v. Maximum total display area on each side, including the base and any digital displays, is 50 square feet.
 - vi. May have two digital displays. Only one digital display, with a maximum display area of 20 square feet, is allowed on a side. Each digital display must comply with subsection C.6.g and must be permanently attached to the plaza kiosk.
 - vii. Must be similar in their physical characteristics and visually compatible with buildings and other structures in the ESC sign district.
 - viii. Must not have vinyl wraps or appliqué.
 - ix. May display general advertising if located at least 100 feet from each public right-of-way in the vicinity. For plaza kiosks located closer than 100 feet to a public right-of-way, general advertising may be displayed but must not be visible from, or oriented toward, areas outside the ESC sign district.

- f. Attached signs must be within 10 degrees of parallel to the facades to which they are attached.
- g. Digital displays.
 - i. May be animated or non-animated signs and may use flashing, scintillating, blinking, or traveling lights or any other similar means of providing illumination.
 - ii. If a series of still images is shown, then each image must be displayed for at least 8 seconds. The transition between still images, if not instantaneous, must be a fading transition with a transition time between the still images of not less than 1 second and not more than 2 seconds, and with the digital display never going blank during a transition.
 - iii. The maximum pixel pitch is as follows:
 - (A) 12 mm for a digital display attached to a solid wall in level 1.
 - (B) 16 mm for a digital display attached to a solid wall in level 2 other than a garage wall.
 - (C) 30 mm for a digital display attached to a garage wall in level 2.
 - iv. Must be equipped with a sensor or other device that automatically adjusts the brightness of the display according to changes in ambient lighting to comply with a brightness limitation of 0.3 foot-candles above ambient lighting. The transition from the allowed daytime brightness to the allowed nighttime brightness levels, beginning at 45 minutes before sunset and ending 45 minutes after sunset, must occur smoothly at a consistent rate. An automatic photometric sensor must be provided for automatic dimming.
 - v. The maximum brightness of any digital display is 450 candelas per square meter during the nighttime and 7,500 candelas per square meter during the daytime. The brightness of a digital display must be measured as follows, at the display owner's expense, by a testing agency approved by the chief building official or his or her designee:

Step One. Measure the display's brightness at night and during the day by focusing on the direct center of the display from a point that is 6 feet above grade and 20 feet away from the plane of the display (determined by a line that is within 6 degrees of a line perpendicular to the plane of the display).

Step Two. Use the following formula to determine the “measurement distance” (the “display area” in the radicand is in square feet):

$$\text{Measurement Distance (in feet)} = \sqrt{\text{Display Area} \times 100}$$

Step Three. Use the following formulas to calculate the display’s equivalent maximum brightness during the day and at night:

Equivalent Maximum Nighttime Brightness
$B_n = 180,000 \div D^2$

B_n = the equivalent maximum nighttime brightness
 D = the measurement distance calculated in Step Two

Equivalent Maximum Daytime Brightness
$B_d = 3,000,000 \div D^2$

B_d = the equivalent maximum daytime brightness
 D = the measurement distance calculated in Step Two

Step Four. Measure the display’s brightness at night and during the day by focusing on the direct center of the display from a point that is 6 feet above grade and D feet away (i.e., the measurement distance calculated in Step Two) from the plane of the display as determined by a line that is within 6 degrees of a line perpendicular to the plane of the display. If a brightness so measured exceeds the relevant equivalent maximum brightness calculated in Step Three, then the display’s illumination must be adjusted so that it does not exceed that equivalent maximum brightness.

- vi. Based on new or updated information or studies, the city council may amend the standards and other provisions set forth in this section in order to mitigate effects on the visual environment or on residential properties or other sensitive receptors; to reduce driver distractions or other hazards to traffic; or to otherwise protect and promote the public health, safety, and welfare. The city council may apply the amended standards to existing signs and digital displays.
- vii. Digital displays are subject to approval by the director. As part of this process, the director shall consult with the chief building official on the design and operational elements of any digital display. When deciding whether to approve the drawings, the director (a) shall consider all of the factors relating to the proposed digital display and, based on the evidence submitted, make the findings set forth in subsections E.1 through E.8 of

section 15.148.1110 that apply to the digital display; but (b) shall not consider the content or graphic design of messages other than to determine legality under federal or state law.

- viii. Must be integral in design to the architectural style of the building or structure to which it is attached.
- ix. May display general advertising.
- h. Inflatable signs.
 - i. Allowed only in zone A.
 - ii. Must be equipped with a rapid-deflation device acceptable to the city.
 - iii. May be attached to a building but must not cover doors, vents, rescue windows, or other openings that serve building occupants.
- i. Window signs.
 - i. Must not obscure more than 25% of the glazing area.
 - ii. May display general advertising.
- j. Wall signs.
 - i. If not a temporary sign, must be integrated into the building architecture.
 - ii. Must not exceed 150 feet in height except on historic properties (see subsection E), on a freeway facade, and in zone A, where they may be up to 225 feet in height.
 - iii. If composed of vinyl or other material rather than painted, must be mounted on a solid substrate-and-frame system that is attached to the facade by means approved by the fire department and the community development department.
 - iv. Must not restrict the use of doors, vents, windows, or other openings that serve occupants of the building.
 - v. Must not be attached to a building with eye bolts or other similar means that does not use a frame.
 - vi. May display general advertising.
- k. Banners.
 - i. Maximum size is 40 square feet.

- ii. Maximum number: one for each facade and up to two on each light pole that exists on the effective date.

I. ESC monument signs.

- i. One for each parcel, but only if the parcel has a driveway to a public right-of-way.
- ii. Must undergo site plan and design review under title 17.
- iii. Maximum width is 3.5 feet.
- iv. Must be at least 20 feet from each driveway entry to a public right-of-way.
- v. The total display area on each side, including the base and any digital displays, must not exceed 30 square feet.
- vi. May have one digital display with a maximum display area of 8 square feet. The digital display must comply with all requirements of subsection C.6.g.
- vii. Must be similar in its physical characteristics and visually compatible with buildings and other structures in the ESC sign district.
- viii. Must not have vinyl wraps or appliqué.

m. Projecting signs.

- i. Must be attached to the primary structure of the building and not attached to a cantilevered structure.
- ii. Must be spaced at least 20 feet apart measured from the sign edges.
- iii. Maximum width is 4 feet.
- iv. Maximum display area on each side is 40 square feet.
- v. The bottom of the sign must be at least 8 feet above grade.

n. Suspended signs.

- i. Must be spaced at least 20 feet apart measured from the sign edges.
- ii. Maximum vertical dimension is 4 feet.
- iii. Maximum display area on each side is 8 square feet.
- iv. The bottom of the sign must be at least 8 feet above grade.

- o. Pole signs that exist on the effective date and pole signs approved by a director-level deviation. Changes to a pole sign that exists on the effective date require director approval.
- p. Outdoor paving-and-walkway signs (i.e., non-permanent sign or graphic affixed to any at-grade walking surface, including ramps and stairs).
 - i. No more than 10 outdoor paving-and-walkway signs are allowed in the ESC sign district.
 - ii. The display area must be no greater than 20 square feet.
 - iii. Must be removed within 90 days after installation.
 - iv. Must be composed of non-slip materials and not pose a tripping hazard.
 - v. May display general advertising.
- q. Temporary signs.
 - i. Allowed only in zone A.
 - ii. May be displayed on a parcel for 15 or fewer consecutive days at a time and for not more than 90 days total in any calendar year. The director may extend these time limits when the temporary signs are associated with an event scheduled for more than 15 consecutive days. Each parcel may have up to two temporary signs at one time.
 - iii. The owner of the parcel where one or more temporary signs will be located must apply for a temporary sign permit. The application must specify the date or dates the signs will be displayed, the types of signs to be used, the number of signs, and the sizes and locations of the signs.
 - iv. May be inflatables, portable signs, temporary wall signs (surface applied vinyl or similar), or other similar temporary devices or media.
 - v. A temporary wall sign must not exceed 700 square feet and is not subject to height restrictions
 - vi. Must not be displayed on, or attached to, any public property or any structure on public property, including telephone or utility poles, traffic-control signs or devices, and streetlights.
 - vii. Must not interfere with or restrict vehicular or pedestrian access or visibility.

- viii. If composed of mylar or other transparent film-like material, such as perforated vinyl, may be applied directly to windows but must comply with the fire department's emergency-access requirements.
 - ix. This subsection C.6.q controls over inconsistent provisions of subsection 15.148.600.E.
- r. Attached plaza signs.
 - i. Allowed only in zone A, level 2.
 - ii. Up to two attached plaza signs are allowed.
 - iii. Must undergo site plan and design review under title 17.
 - iv. Must not be more than 8 feet wide.
 - v. The total display area on each side (not including the base) must not exceed 180 square feet.
 - vi. Display areas must have at least 50% open area or transparency to allow visual access beyond or through the sign (see the example in subsection C.6.c.v.)
 - vii. Must not have vinyl wraps or appliqué.
 - viii. May display general advertising.
- 7. Allowed display area on facades. The display area allowed on a facade is set forth in subsection D.4 except as otherwise provided in subsection C.10 for signs on freeway facades.
 - a. Limit of tenant frontage. The frontage for a tenant within a building is measured between demising walls or other identifiable delineations of the tenant's space. "Demising wall" means a vertical wall that separates two adjacent tenants from each other or a tenant from one of the building's common areas.
 - b. Aggregation or transfer of unused allowed display area on facades. The unused allowed display area of one facade cannot be transferred to, or aggregated with, the allowed display area on another facade. The display area on a facade must not exceed the maximum percentage specified for it in subsection D.4.
 - c. Wrap-around signs. A building at the corner of an entrance to the ESC sign district may have a single sign that wraps around and connects two adjoining facades. The allowed display area for the wrap-around sign will be the combined allowed display areas of the two facades, except that if one facade is in zone A and the other is in

zone B, then, for the purpose of calculating the display area allowed for the sign, zone A will be deemed to extend up to 20 linear feet into the facade within zone B.

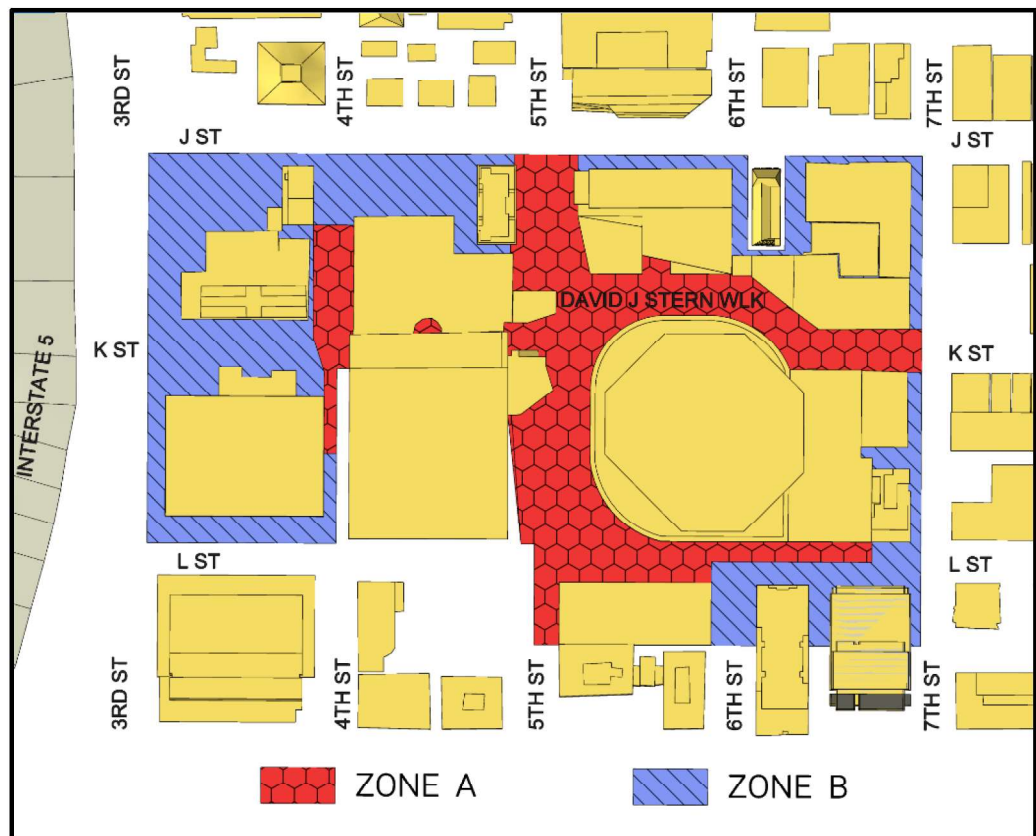
8. Calculation of display area. Display area must be calculated in accordance with the definition of that term in section 15.148.1170, subject to the following:
 - a. Temporary signs are excluded from calculation of permanent display area.
 - b. Projected-image signs are excluded from calculation of permanent display area.
9. Sign types and heights. Only temporary signs, roof signs, aerial-view signs, channel letters, and (where allowed) wall signs may be located more than 225 feet above grade.
10. Signs on freeway facades.
 - a. Must comply with Caltrans requirements.
 - b. May have a display area of not more than 4,200 square feet.
 - c. If the sign is within both level 2 and level 3, the entire sign will be deemed to be within level 2 for purposes of subsections C.5 and C.6.g and subsections D.3 and D.4.
 - d. May display general advertising.
11. Sign classification. All signs will be classified as either animated signs or non-animated signs, as defined by this chapter and as set forth in subsection D.3.
12. Illumination. All signs within the ESC sign district may be illuminated.
 - a. Signs may be illuminated by either internal or external means. Methods of signage illumination may include electric lamps, such as neon tubes, fiber optic, light-emitting diodes, incandescent lamps, shielded spotlights, and wall-wash fixtures.
 - b. Illumination must not produce glare for occupants of adjacent buildings, and all illuminated signs must be designed, located, or screened so that light from the signs is not directly visible from any residential units that are outside the ESC sign district.
 - c. A sign must not be arranged and illuminated in a manner that will produce a light intensity of greater than 3-foot candles above ambient lighting measured at the sign. This measurement will be taken by focusing on the center of sign from a point that is 6 feet

above grade and 20 feet away from the plane of the sign (as determined by a line that is within 6 degrees of a line perpendicular to the plane of the sign).

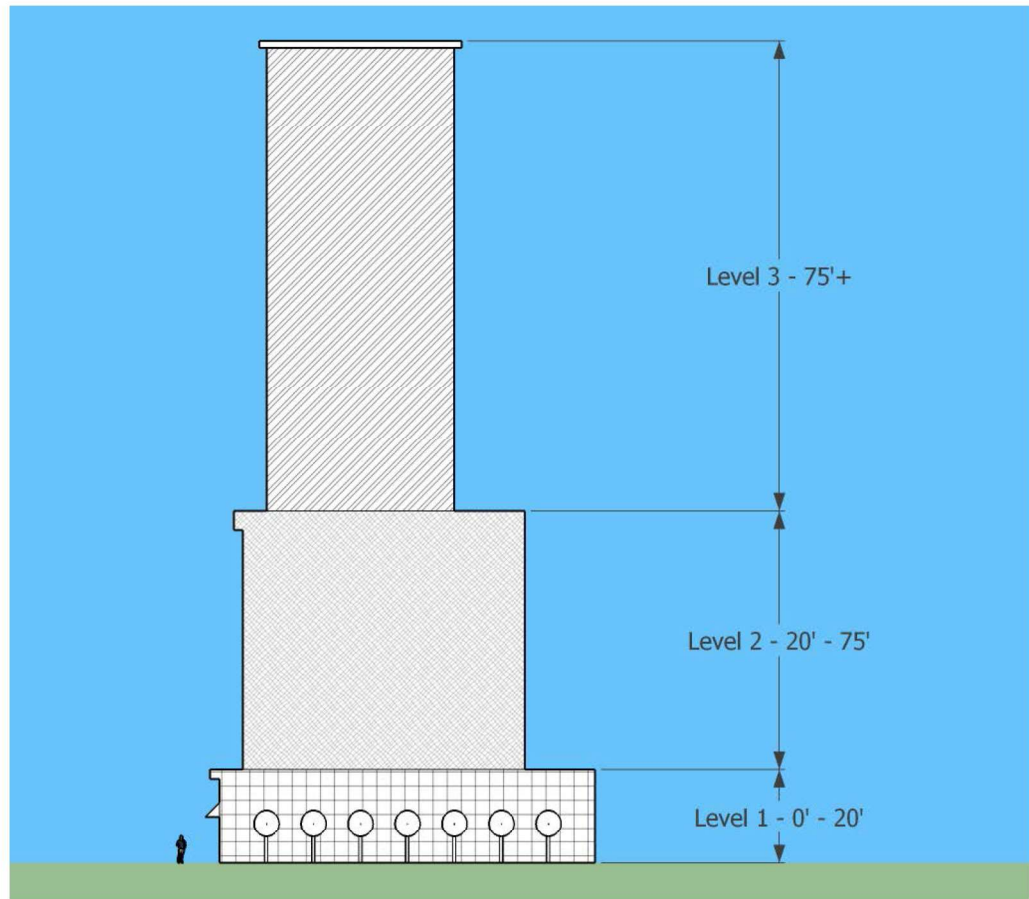
- d. All signs must meet Illuminating Engineering Society of North America (IESNA) standards for lighting.
 - e. Electrical conduits must not be exposed to view.
13. Sign hours of operation. Illuminated signs and animated signs must be limited in their hours of operation as set forth in subsection D.4, to the extent applicable.
14. Sign frames. A sign must not extend beyond the edge of its frame, which is subject to the following:
- a. Must be composed of square tubing with 3-inch sides or larger.
 - b. Must have a solid substrate for adhesive materials such as vinyl unless the sign is temporary.
 - c. Connection points (ratchets, eyelets, tensioners, hooks, etc.) between the sign and the frame and between the frame and the structure to which it is attached must not be visible.
 - d. Must not have catwalks.
 - e. Must comply with the fire department's emergency-access requirements.
15. Signs that are damaged or otherwise in disrepair must be removed or replaced within 15 calendar days after the city issues a notice demanding repair to the sign owner.
16. Public-art projects that are approved under chapter 2.84 are not subject to this section or to site plan and design review.

D. Zone map, sign levels, sign types, illumination hours, display areas.

1. Map of zones.



2. Vertical sign levels.



3. Types of signs allowed in the ESC sign district.

	Zone A			Zone B		
	Level 1	Level 2	Level 3	Level 1	Level 2	Level 3
Aerial-View Sign	N	N	N	N	N	N
Attached Plaza-Entry Sign	A/N	X	X	N	X	X
Attached Plaza Sign	X	N	X	X	X	X
Awning Sign	N	X	X	N	X	X
Banner Sign	N	X	X	N	X	X
Channel Letters	N	N	N	N	N	N
Detached Plaza-Entry Sign	A/N	X	X	X	A/N	X
Digital Display	A	A	X	X	A	X
Inflatable Sign	N	X	X	X	X	X
ESC Monument Sign	N	X	X	N	X	X
Projected-Image Sign	A/N	A/N	A/N	A/N	A/N	A/N
Projecting Sign	A/N	A/N	X	A/N	A/N	X
Roof Sign	X	N	N	X	N	N
Suspended Sign	N	N	X	N	N	X
Temporary Sign	A/N	N	N	A/N	N	N
Wall Sign	N	A/N	A/N	N	A/N	A/N
Window Sign	N	X	X	N	X	X

A = Animated

N = Non-Animated

A/N = Both Animated and Non-Animated

X = Not Allowed

4. Maximum number of signs and maximum display area on facades; hours of illumination

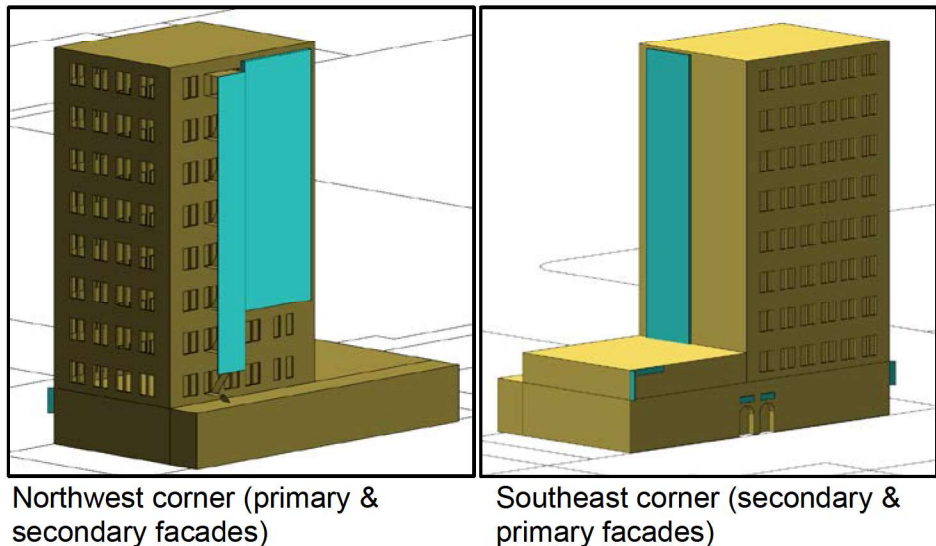
				NON-ANIMATED SIGNS	ANIMATED SIGNS
		Maximum number of signs per level for a facade	Maximum display area per level for a facade	Allowed hours for illumination	Allowed hours for illumination/animation
Zone A	Level 1	No maximum	30% of facade	No Restriction	Sunday-Thursday: Sunrise to Midnight Friday-Saturday: Sunrise to 2 AM
	Level 2	Three per facade	30% of facade	Sunday-Thursday: Sunrise to Midnight Friday-Saturday: Sunrise to Midnight	Sunday-Thursday: Sunrise to Midnight Friday-Saturday: Sunrise to 2 AM
	Level 3	One per facade	5% of facade	No Restriction	Not Allowed

Zone B	Level 1	No maximum	20% of facade	No Restriction	Not Allowed
	Level 2	Two per facade	20% of facade	Sunday-Thursday: Sunrise to 10 PM Friday-Saturday: Sunrise to Midnight	Sunday-Thursday: Sunrise to 10 PM Friday-Saturday: Sunrise to Midnight
	Level 3	One per facade	5% of facade	No Restriction	Not Allowed

E. Historic properties. All signs on historic properties must undergo site plan and design review under title 17. All historic signs must be retained. All large-format signs (e.g., wall signs) and murals must comply with the Secretary of the Interior's Standards for the Treatment of Historic Properties. The only signs and murals allowed on historic properties are those authorized by this subsection E, and, except as otherwise provided, those signs and murals are subject to the requirements of this subsection and not to the requirements for zones A and B and levels 1, 2, and 3. Where a sign is to be installed on a historic surface with grout lines (e.g., terra cotta or brick), all connections and penetrations must be made in the grout lines.

1. California Fruit Building (1000 4th Street).
 - a. A single projecting sign may be installed at the northeast corner, similar in size to the historic projecting sign previously installed there.
 - b. Either a single projecting sign or a single sign composed of channel letters may be installed on the third floor of the southeast corner, with a maximum display area of 20 square feet.
 - c. Either a wall sign (which may display general advertising) or a mural may be installed on the south facade (southwest corner shear wall), with a maximum total display area of 2,000 square feet.

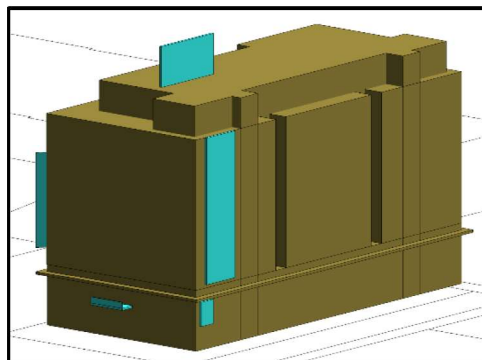
- d. Either a wall sign (which may display general advertising) or a mural may be installed on the west facade (southwest corner windowless-wall section), with a maximum total display area of 2,000 square feet.
- e. Projected-image signs are allowed on primary facades for not more than 60 days each calendar year and on secondary facades throughout the year, in each case from 45 minutes before sunset until 10:00 p.m. on Sunday, Monday, Tuesday, Wednesday, and Thursday and until midnight on Friday and Saturday.
- f. A single full-height banner not exceeding 7 stories high and 1,100 square feet may be attached to the west facade's exterior stairwell instead of wall signs and projected-image signs. The banner may display general advertising, but neither it nor its mounting devices may extend past or wrap around the stairwell (north and south faces) or impede the use of, or access to, the stairwell in any way.



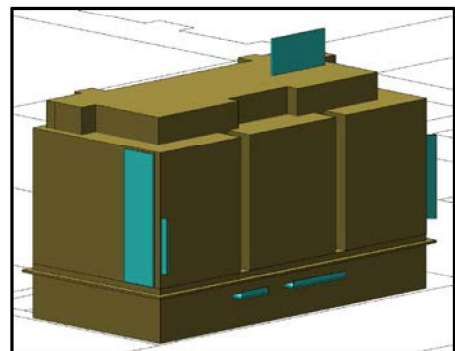
2. Travelers Hotel (428 J Street).

- a. The historic street-level signs and awning signs may be repaired, replaced, or modified only if their size, style, and orientation remain substantially the same as they were on the effective date.
- b. Suspended signs that comply with subsection C.6.n may be installed underneath awnings.
- c. An attached wall sign may be installed on the west private-alley side; the sign must not exceed 60 square feet, and the top of the sign must not exceed 20 feet above grade.

- d. Either a wall sign (which may display general advertising) or a mural may be installed on the secondary facade (northwest corner), with a maximum total display area of 1,400 square feet.
- e. Either a wall sign (which may display general advertising) or a mural may be installed on the secondary facade (southeast corner), with a maximum total display area of 1,000 square feet.
- f. Projected-image signs are allowed on primary facades for not more than 60 days each calendar year and on secondary facades throughout the year, in each case from 45 minutes before sunset until 10:00 p.m. on Sunday, Monday, Tuesday, Wednesday, and Thursday and until midnight on Friday and Saturday.
- g. A single projecting sign may be installed at the corner of 5th and J Streets, similar in size to the historic projecting sign previously installed there.
- h. One additional projecting sign may be installed at the southeast corner.
 - i. The sign must be mounted perpendicularly to the east facade, with a vertical dimension not exceeding 20 feet and a display area not exceeding 60 square feet.
 - ii. The bottom of the sign must be at least 8 feet above grade, and the top must be no higher than the top of the sign described in subsection E.2.g.
 - iii. The sign may be mounted in the brick area within the grout joints.
- i. A single roof-mounted sign may be installed, similar in style, size, and location of the historic roof sign.



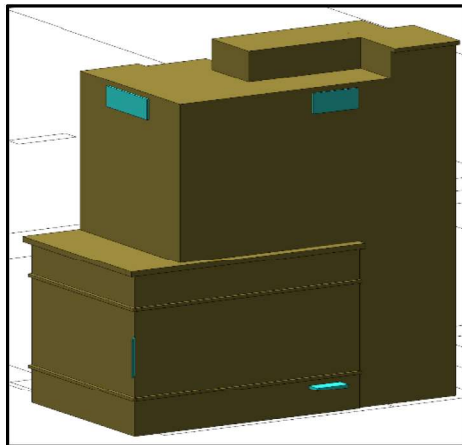
Northwest corner (primary & secondary facades)



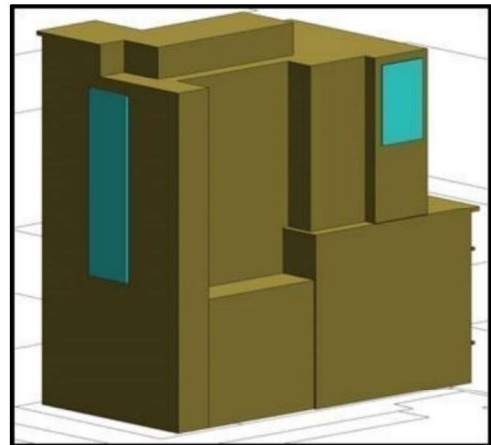
Southeast corner (secondary & primary facades)

3. Hotel Clayton (1118 7th Street).

- a. The historic street-level signs, the entry entablature, and the 7th Street awning sign (northeast entry) may be repaired, replaced, or modified only if their size, style, and orientation remain substantially the same as they were on the effective date.
- b. The size, style, and orientation of the street-level signs along 7th and L Streets must complement the existing building design.
- c. A single projecting sign with a display area of not more than 60 square feet may be installed at the southeast corner of the building
- d. Two attached signs, each sign meeting the size restrictions in section 15.148.190.E.7, may be installed at the top of any new construction or new additions but must not be attached to the historic structure.
- e. Projected-image signs are allowed on primary facades for not more than 60 days each calendar year and on secondary facades throughout the year, in each case from 45 minutes before sunset until 10:00 p.m. on Sunday, Monday, Tuesday, Wednesday, and Thursday and until midnight on Friday and Saturday.
- f. Either a wall sign (which may display general advertising) or a mural may be installed on one of the secondary facades, with a maximum total display area of 900 square feet.



Southeast corner (primary facades)



Northeast corner (secondary facades)

- F. Prohibited signs. Except as otherwise provided, the following signs are prohibited in the ESC sign district:
1. Internally illuminated awning signs.

2. Can signs, which are signs whose text, logos, and symbols are surface-applied vinyl or paint on the plastic or metal face of an enclosed or channel cabinet.
 3. Formed plastic faced box or injection molded plastic signs.
 4. Luminous and non-luminous vacuum-formed letters or faces.
 5. Signs that emit or produce odors, flames, water, gas, or noise.
 6. Signs that obstruct more than 25% of any window or door within level 1 or of any window allowed under subsection C.4.c for second-floor tenant spaces.
 7. Pole signs not allowed under subsection C.6.o.
- G. Compliance. A permit will not be issued for a sign unless the sign complies with this chapter, as determined by the director, except as otherwise provided by this section. When determining compliance, the director shall not consider the content of messages on the sign except to the extent needed to comply with federal or state law.
- H. Term of ESC sign district and removal of signs.
1. This section 15.148.191 expires automatically, as do all permits issued under this section and all rights created by those permits, at 11:59 p.m. on December 31, 2034.
 2. This section 15.148.191 terminates automatically, as do all permits issued under this section and all rights created by those permits, if the document titled "Declaration of Conditions, Covenants, and Restrictions of Golden 1 Center Sign District," which was recorded on October 18, 2019, with the Sacramento County Clerk/Recorder as document number 201910181084, is terminated, invalidated (in whole or part), or amended in any way.
 3. All permits issued under this section and all rights created by those permits terminate automatically upon the judicial invalidation of this section (in whole or part).
 4. This section and any permits issued under it do not confer any rights, vested or otherwise (including status as a nonconforming use), that will survive the expiration, termination, or invalidation (in whole or part) of this section.
 5. Each sign within the ESC sign district must be removed, at no expense to the city, within 30 days after either of the following occurs, and a sign not so removed is subject to article X (Removal and Disposition of Signs) of this chapter:

- a. Expiration, termination, or invalidation of the permit issued for the sign under this section.
 - b. Expiration, termination, or invalidation (in whole or part) of this section.
- 6. Any signs within the ESC sign district that do not comply with this chapter as it reads when this section expires, terminates, or is invalidated (in whole or part) must be removed, at no expense to the city, within 30 days after this section expires, terminates, or is invalidated (in whole or part).

I. Approval and review procedures.

- 1. Permits. A sign permit issued under article II (Permits) of this chapter is required for all signs within the ESC sign district, including temporary signs but excluding exempt signs.
- 2. Director-level deviations. Certain sign types may be allowed subject to approval by the director under site plan and design review as provided in title 17. If a proposed sign deviates from the requirements of this section and the applicant desires the proposed sign, then the applicant may apply for a director-level deviation. The director may approve the deviation only if the sign type is allowed in the sign zone at issue and only if the director makes all of the following findings:
 - a. The proposed sign is appropriately scaled to the architectural character of all buildings, existing signs, and structures on the parcel.
 - b. The proposed sign and the existing signs result in a complementary enhancement to the architecture and open spaces on the parcel and result in a visually uncluttered appearance.
 - c. The proposed sign complies with all applicable requirements of this section, including requirements concerning display area, total signage facade coverage, sign type, sign height, and operating hours.
 - d. The proposed sign is consistent with the purposes and principles of the ESC sign district.
- 3. Appeals and reconsiderations. Appeals to the planning and design commission of design-director action and appeals to the preservation commission of preservation-director action must follow the procedures set forth for director-level decisions in section 17.812.060. Reconsideration of a staff-level action must follow the procedures set forth in section 17.812.020.
- 4. Content neutrality. All decisions by the city under this subsection I must be based solely considerations unrelated to the content of any messages

on a sign except to the extent consideration of content is needed to comply with federal or state law.

J. Violations and administrative penalties.

1. Purpose. This subsection J applies only to violations of this section and violations of any permit issued for a sign within the ESC sign district. The administrative penalties established by this section are in addition to any other penalties and remedies established by law, including sections 1.28.010, 15.148.1160, and 17.112.010.
2. Authority and general provisions.
 - a. The owner of the property on which a sign is located, the owner of the sign, and the owner of the sign-support structure are responsible parties for complying with this section and any order-to-comply issued under this section, and they are jointly and severally liable for the administrative penalties assessed under this section.
 - b. Each day that a violation of this section continues is a new and separate offense.
 - c. Penalties begin to accrue on the 16th day after the date an order-to-comply is issued, as shown on the order-to-comply, unless the violation is corrected before midnight on the 15th day after that date.
 - d. After correcting the violation, a responsible party must contact the representative of the city's community development department who issued the order-to-comply and request a re-inspection. Any penalties assessed will cease to accrue starting on the day that the community development department determines, through the re-inspection, that the violation has been corrected.
 - e. If the city's community development department rescinds an order-to-comply, then the violation will be considered corrected, and no penalties will be due.
 - f. The city official who determines the amount of the administrative penalty to be imposed in accordance with the table in subsection J.3 shall consider the seriousness of the violation, the responsible party's efforts to correct the violation, the injury or damage suffered by any member of the public, any violations of the same provision or a similar provision in the previous three years, the city staff time expended investigating or addressing the violation, and the amount of administrative penalties that have been imposed in similar situations. But the city official shall not consider the content of the message displayed on the sign except to the extent consideration of content is needed to comply with federal or state law.

3. Amounts of administrative penalties. The administrative penalties for violations of this section are as follows, and the amounts depend on the display areas of the signs in violation:

DISPLAY AREA OF SIGN IN VIOLATION (square feet)	ADMINISTRATIVE PENALTIES PER DAY OF VIOLATION		
	First Violation	Second Violation	Third Violation and All Subsequent Violations
Less than 20	Up to \$500	Up to \$500	Up to \$500
20 to less than 150	Up to \$2,500	Up to \$4,000	Up to \$8,000
150 to less than 300	Up to \$4,000	Up to \$8,000	Up to \$16,000
300 to less than 450	Up to \$6,000	Up to \$12,000	Up to \$24,000
450 to less than 600	Up to \$8,000	Up to \$16,000	Up to \$32,000
600 to less than 750	Up to \$10,000	Up to \$20,000	Up to \$40,000
750 or more	Up to \$12,000	Up to \$24,000	Up to \$48,000

- K. Appeals of administrative penalties. The procedures in subsection 1.28.010.D.4 govern appeals of the administrative penalties assessed under this section, except that the appeal fee is the lesser of 10% of the penalties or \$500 rather than the fee prescribed in subsection 1.28.010.D.4.b.

SECTION 3.

- A. Subsection D is hereby added to section 15.148.680 of the Sacramento City Code to read as follows:

D. This section does not affect signs that are allowed under section 15.148.191 to display general advertising.

- B. Except as amended by subsection A above, section 15.148.680 remains unchanged and in full effect.

SECTION 4.

- A. Section 15.148.1170 of the Sacramento City Code is hereby amended as follows:

1. The definition of “animated sign” is amended to read as follows:

“Animated sign” means a sign that is designed and constructed (a) to display a message through a sequence of progressive changes of parts, lights, or degrees of lighting; or (b) to incorporate physical motion.

2. The definition of “sign” is amended to read as follows:

“Sign” means any visually communicative image placed on public display and visible from the exterior of any portion of the public right-of-way or other place that is open to passage by the public. It includes every advertising message, announcement, declaration, demonstration, display, projected image, illustration, insignia, surface, statue, object, or space erected or maintained in view of the observer for identification, advertisement, or promotion of the interests of any person, entity, product, or service.

- B. Except as amended by subsection A above, section 15.148.1170 remains unchanged and in full effect.

Adopted by the City of Sacramento City Council on October 22, 2019, by the following vote:

Ayes: Members Ashby, Carr, Hansen, Harris, Jennings, Schenirer, Warren and Mayor Steinberg

Noes: None

Abstain: None

Absent: Member Guerra

Attest: **Mindy Cuppy** Digitally signed by Mindy Cuppy
Date: 2019.10.25 16:10:16
-07'00'

Mindy Cuppy, City Clerk

The presence of an electronic signature certifies that the foregoing is a true and correct copy as approved by the Sacramento City Council.

Passed for Publication: October 15, 2019

Published: October 18, 2019

Effective: November 21, 2019