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CITY OF SACRAMENTO

CITY PLANNING DEPARTMENT

725 "J" STREET

SACRAMENTO, CALIF. 95814

TELEPHONE (916) 449-5604

MARTY VAN DUYN

PLANNING DIRECTOR

July 16, 1981

APPROVED
BY THE CITY COUNCIL
COUN. to
JUL 4 1981
8-11-81
OFFICE OF THE
CITY CLERK

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.

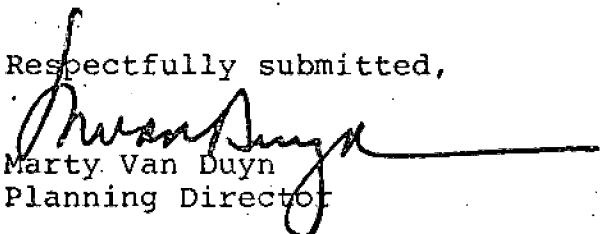
Attached is an ordinance that would extend the moratorium to August 11, 1981. If the Council grants the continuance, staff suggests that the moratorium ordinance be adopted. The sign company representatives indicated no objection to the extension of the moratorium.

APPROVED
BY THE CITY COUNCIL
JUL 21 1981
OFFICE OF THE
CITY CLERK

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

81-067

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.

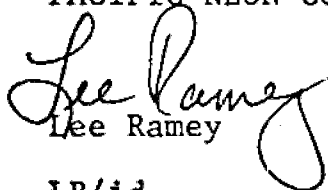
We request that the ON-PREMISE signs hearing not be held on the same evening as the BILLBOARDS, but subsequent to the meeting on July 21, 1981.

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.

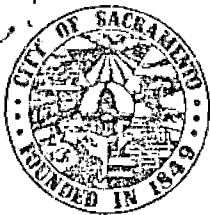
Most sincerely yours,

PACIFIC NEON COMPANY


Lee Ramey

LR/jd

-4-



CITY OF SACRAMENTO

18

CITY PLANNING DEPARTMENT

725 "J" STREET

SACRAMENTO, CALIF. 95814

TELEPHONE (916) 449-5604

MARTY VAN DUYN

PLANNING DIRECTOR

August 6, 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)

SUMMARY

The proposed ordinance would set forth maximum height and area requirements for all onsite signage located within 660 feet of the exterior right-of-way of any freeway. The maximum height for freeway orientated users would be 35 feet, and the maximum users would be 150 square feet. For non-freeway orientated users the maximum height would be 12 feet and area 24 square feet. The proposed amendments also incorporate various setback and landscape requirements for detached signs. The staff recommends that the ordinance be adopted as proposed.

BACKGROUND INFORMATION

In March of 1979 the Council Committee on Planning and Community Development considered the possibility of lowering the height of signs adjacent to freeways. This issue, however, was deferred because the Supreme Court was considering a case that was related to signs adjacent to freeways.

On March 17, 1981 the City Council imposed a moratorium upon the issuance of all new sign permits for signs located within 660 feet of freeways. The moratorium was extended from July 29 to this hearing in order to avoid consideration of both the offsite and freeway sign ordinance amendments at the same hearing and to allow additional time for consideration of the proposed ordinance.

Subsequent to the establishment of the moratorium, staff and various sign company representatives and sign users met on many occasions to discuss the proposed ordinance amendment.

Page 1

APPROVED **APPROVED**
BY THE CITY COUNCIL BY THE CITY COUNCIL

AUG 11 1981

AUG 11 1981

OFFICE OF THE
CITY CLERK

OFFICE OF THE
CITY CLERK

As a result of these meetings, staff has revised the proposed amendments to address some concerns raised by freeway commercial users. In addition, one sign company submitted an alternative proposal. Discussion of staff's revised proposal, as well as the industry's alternative follows after a brief discussion of the current Sign Ordinance.

Current Ordinance: The City Sign Ordinance allows a generous amount of signage in the C-2, C-3, C-4, M-1, M-2, M-1(S) and M-2(S) zones. The maximum area permitted is 300 square feet, which is dependent on building width and street frontage. The maximum height varies from 35 to 40 feet. Each parcel is entitled to such signage. Also, parcels in excess of 300 feet of street frontage are permitted an additional pole sign.

Since a significant amount of properties located adjacent to freeways are commercially or industrially zoned, there is a tendency to locate large sign displays to advertise a business or product. These signs are, in most cases, visible from the freeway, and the sign users have a tendency to compete with each other. This results in a proliferation of signage adjacent to freeways. Also, the City has experienced an increase in new commercial developments in both the Central City area as well as the outlying areas over the last year. The application of the current regulations could result in the proliferation of excessive signage adjacent to freeways.

Staff's Proposal: The proposed ordinance is designed to reduce the amount of signage and prevent the proliferation of signs along the freeway corridors. It also takes into consideration the identification of highway oriented users. The ordinance will affect signs that are visible and within 660 feet of an existing or designated freeway route.

There are basically two parts to the proposed ordinance. First, staff is proposing a significant change that will affect detached signs which are commonly used to identify users. The proposed amendment would permit freeway oriented users such as service stations, motels, hotels, and restaurants a detached sign with a maximum height of 35 feet and area of 150 square feet. Other users located within 660 feet of a freeway would be permitted detached signs with a maximum height of 12 feet and area of 24 square feet. Examples of these uses include a bakery shop, bank, print shop, etc. Staff is also recommending that the maximum number of detached signs be limited to one per parcel, and that they be located in a landscape planter and subject to a 10-foot setback requirement from the front and/or street side property line and any driveway. The setback provision is necessary for sight distance.

The proposed amendments pertaining to detached signs are recommended in this fashion so that the services offered by freeway orientated activities can be identified by freeway traffic. This revised amendment was made to accommodate the highway orientated uses.

The ordinance will also affect signs which are attached to buildings and visible from freeways. Specifically, the ordinance would reduce the maximum allowable signage from 300 feet to 150 feet. Also, the maximum height would be reduced to 20 feet for attached signs.

Sign Company Proposal: On July 8, 1981, Pacific Neon Company submitted an alternative proposal. In general, this proposal would permit detached signs a maximum height of 35 feet irrespective of use. The maximum square footage in the commercial zones would be 300, and in the industrial zones 250 square feet.

This proposal also recommends that signs rendered non-conforming as a result of this amendment be in effect, grandfathered in.

Staff finds that this proposal is lacking in that it does not differentiate between freeway orientated and non-freeway orientated users. Staff also has concerns regarding an unconditional grandfathering of signs rendered non-conforming by this ordinance.

On May 13 the Planning Commission recommended that the earlier, more restrictive version be adopted as an interim ordinance effective for six months. Subsequent to this hearing, staff has met with various sign users and representatives of the sign companies. The current proposal is significantly different from the amendments considered by the Planning Commission. The Commission report is attached for Council consideration.

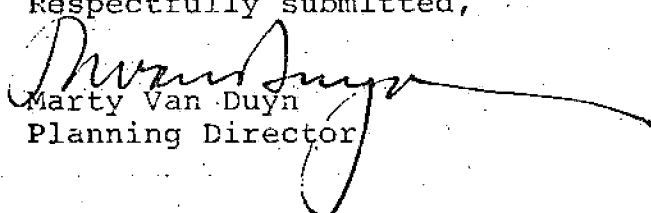
VOTE OF COMMISSION

On May 13, 1981 the Planning Commission, by a vote of seven ayes, two absent, recommended that the Council approve and adopt the earlier version of the proposed ordinance as an interim ordinance, effective for six months.

RECOMMENDATION

The staff recommends that the City Council approve and adopt the attached ordinance.

Respectfully submitted,


Marty Van Duyn
Planning Director

FOR CITY COUNCIL INFORMATION
WALTER J. SLIPE
CITY MANAGER

MVD:TM:bw
Attachments
M-364

August 11, 1981
All Districts

ORDINANCE NO.

ADOPTED BY THE SACRAMENTO CITY COUNCIL ON DATE OF

AN ORDINANCE AMENDING SECTIONS 3.191,
3.192, 3.95 AND 3.250 OF ARTICLE II
OF CHAPTER 3 OF THE SACRAMENTO CITY
CODE, RELATING TO SIGNS NEAR FREEWAYS,
AND DECLARING SAID ORDINANCE TO BE AN
EMERGENCY MEASURE TO TAKE EFFECT
IMMEDIATELY

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

SECTION 1.

Section 3.191 of Article II of Chapter 3 of the Sacramento City Code is hereby amended to read as follows:

Sec. 3.191. Same--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 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 offsite sign is or would be visible by persons traveling on such freeway or proposed freeway.

SECTION 2.

Section 3.192 of Article II of Chapter 3 of the Sacramento City Code is hereby amended to read as follows:

Sec. 3.192. Same--Onsite signs.

No onsite signs 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 such onsite sign is or would be visible by persons traveling on those portions of the freeway or proposed freeway located within 660 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 twelve 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 ~~150~~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 ~~150~~²⁰⁰ square feet for each occupancy.
- (2) Attached signs shall have a maximum height of 20 feet measured from grade level.

SECTION 3.

Section 3.95 of Article II of Chapter 3 of the Sacramento City Code is hereby amended to read as follows:

Sec. 3.95. Same--Minimum clearance.

A detached sign shall have a minimum clearance of ten feet between the ground surface and the bottom of the sign, provided that the minimum clearance standard shall not apply if the sign is located in an area not accessible to pedestrian or vehicular traffic, the sign is located at least ten feet from any property line and ten feet from the edge of any driveway entrance, and the sign will not obstruct free and clear vision of motor vehicle operators.

SECTION 4.

Section 3.250 of Article II of Chapter 3 of the Sacramento City Code is hereby amended by adding to the list of definitions contained therein, in alphabetical order, the following:

Monument sign: A monument sign is a sign which is erected with its base on the ground or on a support substantially equivalent in width and depth to the base of the sign, which incorporates into its design the design and building materials of the building and structures on the same premises that the sign serves, and which does not exceed twelve feet in height.

SECTION 5. Emergency

This Ordinance is hereby declared an emergency measure to take effect immediately. The facts constituting the emergency are as follows. A moratorium on certain onsite signs located near freeways was enacted by Ordinance No. 81-014 and amended by Ordinance No. 81-020 to allow the City time to study and develop regulations to address problems created by the continuing interest in establishing certain onsite signs near freeways, as described in Ordinance No. 81-014. The moratorium is due to expire August 4, 1981. It is therefore necessary, to preserve the public health, safety, and welfare, that this ordinance take effect immediately so that its regulations, which address the above mentioned problems, will be in effect when the moratorium expires.

DATE ENACTED:

DATE EFFECTIVE:

MAYOR

ATTEST:

CITY CLERK

ORDINANCE NO.

ADOPTED BY THE SACRAMENTO CITY COUNCIL ON DATE OF

AN ORDINANCE AMENDING SECTIONS 3.191, 3.192, 3.95 AND 3.250 OF ARTICLE II OF CHAPTER 3 OF THE SACRAMENTO CITY CODE, RELATING TO SIGNS NEAR FREEWAYS, AND DECLARING SAID ORDINANCE TO BE AN EMERGENCY MEASURE TO TAKE EFFECT IMMEDIATELY

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

SECTION 1.

Section 3.191 of Article II of Chapter 3 of the Sacramento City Code is hereby amended to read as follows:

Sec. 3.191. Same--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 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 offsite sign is or would be visible by persons traveling on such freeway or proposed freeway.

SECTION 2.

Section 3.192 of Article II of Chapter 3 of the Sacramento City Code is hereby amended to read as follows:

Sec. 3.192. Same--Onsite signs.

No onsite signs 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 such onsite sign is or would be visible by persons traveling on those portions of the freeway or proposed freeway located within 660 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 twelve 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 150 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 150 square feet for each occupancy.
- (2) Attached signs shall have a maximum height of 20 feet measured from grade level.

SECTION 3.

Section 3.95 of Article II of Chapter 3 of the Sacramento City Code is hereby amended to read as follows:

Sec. 3.95. Same--Minimum clearance.

A detached sign shall have a minimum clearance of ten feet between the ground surface and the bottom of the sign, provided that the minimum clearance standard shall not apply if the sign is located in an area not accessible to pedestrian or vehicular traffic, the sign is located at least ten feet from any property line and ten feet from the edge of any driveway entrance, and the sign will not obstruct free and clear vision of motor vehicle operators.

SECTION 4.

Section 3.250 of Article II of Chapter 3 of the Sacramento City Code is hereby amended by adding to the list of definitions contained therein, in alphabetical order, the following:

Monument sign: A monument sign is a sign which is erected with its base on the ground or on a support substantially equivalent in width and depth to the base of the sign, ~~which is square in shape or rectangular with the greatest length horizontal to the ground,~~ which incorporates into its design the design and building materials of the building and structures on the same premises that the sign serves, and which does not exceed eight twelve feet in height.

SECTION 5. Emergency

This Ordinance is hereby declared an emergency measure to take effect immediately. The facts constituting the emergency are as follows. A moratorium on certain onsite signs located near freeways was enacted by Ordinance No. 81-014 and amended by Ordinance No. 81-020 to allow the City time to study and develop regulations to address problems created by the continuing interest in establishing certain onsite signs near freeways, as described in Ordinance No. 81-014. The moratorium is due to expire August 4, 1981. It is therefore necessary, to preserve the public health, safety, and welfare, that this ordinance take effect immediately so that its regulations, which address the above mentioned problems, will be in effect when the moratorium expires.

~~SECTION 6. Term of Ordinance:~~

~~This ordinance shall be in effect from the date of its enactment through and including November 25, 1981 and as of that date shall be repealed.~~

DATE ENACTED:

DATE EFFECTIVE:

MAYOR

ATTEST:

CITY CLERK

M-364

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



TELEPHONE (916) 927-0527

Section 3.192 of Article II of Chapter 3 of the Sacramento City Code is hereby amended to read as follows:

Sec. 3.192. Same--Onsite Signs.

No onsite signs shall be erected, and no existing onsite 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 such onsite sign is or would be visible by persons traveling on such freeway or proposed freeway, 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, Zones C-2, C-3, & C-4

- (1) All businesses in these zones may be allowed detached signs with a maximum sign area of 200 square feet.
- (2) Detached signs shall have a maximum height of thirty-five (35) feet measured from grade level.
- (3) In the event of a multiple use business (hotel/restaurant) a maximum square footage of three hundred square feet is allowed for a detached sign.

(b) Detached Signs, Zones M-1 & M-2

- (1) Detached signs shall have a maximum area of 150 square feet.
- (2) Detached signs shall have a maximum height of thirty-five (35) feet measured from grade level.
- (3) If a detached sign is used to identify more than two occupants, 250 square feet of sign area will be allowed for that sign.

(c) Remaining Signs

- (1) All signs that become non-conforming due to these regulations may remain, so long as they have valid

Sec. 3.192. Same--Onsite Signs. (Continued)

permits issued in accordance with the City Sign Ordinance which went into effect on April 4, 1970. All other signs will be considered illegal and must be removed within thirty (30) days from passage of this ordinance.

SACRAMENTO CITY PLANNING COMMISSION

MEETING DATE May 13, 1981
 ITEM NO. 12 FILE NO. P- H-364

- GENERAL PLAN AMENDMENT
- COMMUNITY PLAN AMENDMENT
- REZONING
- SPECIAL PERMIT
- VARIANCE
- TENTATIVE MAP
- SUBDIVISION MODIFICATION
- EIR DETERMINATION
- OTHER Emergency Ordinance meeting - 4 on site sign within 60 days of sign right - 4-18-81

Recommendation:

LOCATION: _____

- Favorable
- Unfavorable
- Petition
- Correspondence

NAME	PROPOSER'S	ADDRESS

NAME	OPPOSER'S	ADDRESS
Carl Haysman	Capitol Sign Users Council of CA	100 D Elsworth, San Mateo, CA
Bruce Olinghouse	(Lee Dammis Co.)	
John Stafford Co.		1210 2 nd Street, Sacramento
John Crommond		1045 45 th Street, Sacramento
Liana Bernard		6656 Riverside Way, Sacramento

MOTION NO. _____

MOTION:

	YES	NO	MOTION	2ND
Augusta	✓			
Fong	✓			
Goodin	✓			
Holloway	✓			
Hunter	✓		✓	
Larson	✓			✓
Muraki	✓			
Silva	absent			
Simpson	✓			

- TO APPROVE, as amended, for 6 mos
- TO DENY
- TO APPROVE SUBJECT TO COND. & BASED ON FINDINGS OF FACT IN STAFF REPORT
- INTENT TO APPROVE SUBJ. TO COND. & BASED ON FINDINGS OF FACT DUE _____
- TO RECOMMEND APPROVAL & FORWARD TO CITY COUNCIL
- TO RATIFY NEGATIVE DECLARATION
- TO CONTINUE TO _____ MEETING
- OTHER interim ord. to expire in 6 mos. staff to meet with signers, members, interested groups & citizens

City Planning Commission
Sacramento, California

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)

SUMMARY

The proposed ordinance would set forth maximum height and area requirements for all onsite signage located within 660 feet of the exterior right-of-way of any freeway. The maximum height for detached onsite signage would be eight feet and maximum area would be 24 square feet. The maximum height for attached onsite signage would be 20 feet and the maximum area 150 square feet. There are also setback and landscaping requirements for detached signs.

BACKGROUND INFORMATION

In March of 1979 the Council Committee on Planning and Community Development considered the possibility of lowering the height of signs adjacent to freeways. The issue, however, was deferred because the State Supreme Court was considering a case that was related to signs adjacent to freeways.

On March 10 the City Council placed a moratorium upon the issuance of all new sign permits for signs located within 660 feet of freeways. This moratorium was enacted in conjunction with the extension and expansion of a City-wide moratorium on all offsite signage. This moratorium will expire on May 27, 1981. The Council requested staff to prepare an ordinance to address onsite signs adjacent to freeways in conjunction with the proposed ordinance regulating offsite signs. The attached sign ordinance amendment represents staff's proposal.

PROJECT INFORMATION

Current Sign Ordinance

The current sign heights permitted by the Sign Ordinance, No. 2868, Fourth Series, were established in April, 1970. The maximum detached sign heights permitted in various zones in the City area are as follows:

- In R-0 zone: no detached signs are permitted. Maximum area shall not exceed 16 square feet for each developed parcel;
- In O-B zone: maximum height for detached signs is six feet. Maximum area shall not exceed 16 square feet for each developed parcel;
- In C-1 zone: maximum area for attached signs shall not exceed three square feet of sign area for each front foot of building occupancy; no detached signs are permitted.

- In C-2, C-3, C-4, SC, HC, M-1(S) and M-2(S) zones: the maximum permitted height for detached signs is 35 feet. Maximum detached signage area shall not exceed one square foot of sign area for each lineal foot of street frontage. Maximum attached signage area shall not exceed three square feet of sign area for each front foot of building occupancy;
- M-1 and M-2 zones: the maximum permitted height is 40 feet for detached signage. Maximum detached signage shall not exceed one square foot of sign area for each lineal foot of street frontage. Maximum attached signage area shall not exceed three square feet of sign area for each front foot of building occupancy;
- A zone: the maximum permitted height is 35 feet for detached signage. Maximum area shall not exceed 35 square feet.

The Sign Ordinance further provides the following:

- 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 readily visible by persons traveling on such freeway or proposed freeway.

In general, the present requirements allow a generous amount of signage. The maximum area permitted is 300 square feet, which is comparable to a billboard sign.

Proposed Ordinance

The proposed ordinance would amend various sections of the City Sign Ordinance as follows:

Sec. 3.192. Onsite signs.

No onsite signs shall be erected, and no existing onsite signs 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 such onsite sign is or would be visible by persons traveling on such freeway or proposed freeway, 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.

(1) Detached signs shall have a maximum area of 24 square feet.

(2) Detached signs shall have a maximum height of eight 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.

(b) Attached Signs.

(1) Attached signs shall have a maximum area of one square foot for each front foot of building occupancy; provided, that in no event shall the total area of attached signs exceed 150 square feet for each parcel.

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

Sec. 3.95. Minimum clearance.

A detached sign shall have a minimum clearance of 10 feet between the ground surface and the bottom of the sign, provided that the minimum clearance standard shall not apply if the sign is located in an area not accessible to pedestrian or vehicular traffic, the sign is located at least 10 feet from any property line and 10 feet from the edge of any driveway entrance, and the sign will not obstruct free and clear vision of motor vehicle operators.

Sec. 3.250 would be amended to include the following definition:

Monument signs: A monument sign is a sign which is erected with its base on the ground or on a support substantially equivalent in width and depth to the base of the sign, which is square in shape or rectangular with the greatest length horizontal to the ground, which incorporates with its design the design and building materials of the building and structures on the same premises that the sign serves, and which does not exceed eight feet in height.

In investigating the feasibility of lowering sign heights and reducing the square footage of these signs, staff reviewed the following factors:

- Height of elevated freeways;
- Visibility of existing signs adjacent to freeways;
- Regulations in other local jurisdictions;
- The signage programs offered by Department of Transportation for roadside services.

In addition, staff met with the onsite and offsite sign companies on Tuesday, April 21 to discuss the proposed ordinance.

Height of Elevated Freeways

Staff investigated the height of signs adjacent to elevated portions of freeways within the City in April of 1979. At that time, it was found that freeway heights along the portions studied ranged from 12 to 32 feet. The average elevated freeway height was calculated to be 24 feet.

Visibility of existing signs adjacent to freeways

A field survey conducted in April of 1979 for signs adjacent to elevated freeways indicated that their heights were generally between 20 and 40 feet at various locations. The average height was 31 feet. All signs surveyed were generally visible from the elevated portions of the freeway, although their visibility varied according to distance and sign area. The survey also found that certain types of businesses, such as gas stations, motels and restaurants, made up the majority of the freeway signs.

Regulations in other local jurisdictions

Staff has reviewed the Sign Ordinances of other local jurisdictions and has encountered various kinds of freeway sign regulations. Oakland and Los Angeles prohibit signage which are designed to be viewed primarily by persons traveling along freeways. Stockton and Modesto allow freeway signs up to a height of 25 feet and 35 feet respectively. In these cities a freeway sign requires a special permit. The City of San Jose allows freeway signs up to a height of 35 feet which are regulated by an architectural review process.

The County of Sacramento has special signage requirements for signage located next to scenic corridors. The County's scenic corridors consist of all freeways located in the County, 13 County roads (Sunrise Boulevard, etc.) and the American River, Sacramento River, and all streams, sloughs and channels in the Delta area.

The County Planning Department is proposing to further protect these designated scenic corridors by proposing signage requirements similar to that proposed by this ordinance.

The proposed County ordinance would require that all detached signage have a maximum height of six feet and a maximum area of 24 square feet. The proposed ordinance would also require that such signs be located in a landscaped planter. Attached signage with the scenic corridors could not exceed one square foot per building frontage and must be non-illuminated. The scenic corridors range from 1,000 to 2,000 feet from the center-line of the corridor.

Department of Transportation Signage Programs

The State Department of Transportation permits the placement of traffic informational signs along all freeways and along the rural areas of Interstate-5, specific roadside business signs.

The traffic informational signs which state GAS, FOOD, LODGING are located adjacent to off-ramps where these services are available. In order that an off-ramp may qualify for such signage, these services must be available certain hours and within certain distances from the freeway. The usual distance is within three miles of an exit according to the State Department of Transportation staff. Many of these signs are located within both the City of Sacramento and County of Sacramento.

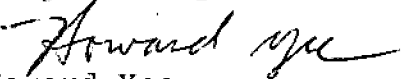
The specific roadside business logo signs as found along Interstate-5 were proposed to be expanded to other rural freeway systems by Assemblyman Thurman (AB-198). This proposal was withdrawn after the offsite sign industry lobbied against it. It is not expected that this program will be expanded to the urban areas within the near future.

On April 21 staff met with the sign company representatives to receive input concerning this proposed ordinance. In general, the sign companies found staff's proposal unacceptable; however, no specific alternatives were suggested. Staff will forward any alternative program to the Commissioners as soon as we receive it.

Staff has determined that major revisions to the sign ordinance regarding "freeway signs" should be considered. Staff finds that the freeway corridors represent an important entry for persons traveling to and through Sacramento and finds that the proposed ordinance would protect these entryways from proliferation of signage.

STAFF RECOMMENDATION: Staff recommends that the Commission approve the proposed ordinance.

Respectfully submitted,


Howard Yee
Principal Planner

HY:TM:bw
Attachments

ORDINANCE NO.

AN ORDINANCE AMENDING SECTIONS 3.191,
3.192, 3.95 AND 3.250 OF ARTICLE II
OF CHAPTER 3 OF THE SACRAMENTO CITY
CODE, RELATING TO SIGNS NEAR FREEWAYS,
AND DECLARING SAID ORDINANCE TO BE AN
EMERGENCY MEASURE TO TAKE EFFECT
IMMEDIATELY

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

SECTION 1.

Section 3.191 of Article II of Chapter 3 of the Sacramento City Code is hereby amended to read as follows:

Sec. 3.191. Same--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 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 offsite sign is or would be visible by persons traveling on such freeway or proposed freeway.

SECTION 2.

Section 3.192 of Article II of Chapter 3 of the Sacramento City Code is hereby amended to read as follows:

Sec. 3.192. Same--Onsite signs.

No onsite signs shall be erected, and no existing onsite 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 such onsite sign is or would be visible by persons traveling on such freeway or proposed freeway, 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.

- (1) Detached signs shall have a maximum area of 24 square feet.

(2) Detached signs shall have a maximum height of eight 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.

(b) Attached Signs.

(1) Attached signs shall have a maximum area of one square foot for each front foot of building occupancy; provided, that in no event shall the total area of attached signs visible by persons traveling on the freeway exceed 150 square feet for each parcel.

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

SECTION 3.

Section 3.95 of Article II of Chapter 3 of the Sacramento City Code is hereby amended to read as follows:

Sec. 3.95. Same--Minimum clearance.

A detached sign shall have a minimum clearance of ten feet between the ground surface and the bottom of the sign, provided that the minimum clearance standard shall not apply if the sign is located in an area not accessible to pedestrian or vehicular traffic, the sign is located at least ten feet from any property line and ten feet from the edge of any driveway entrance, and the sign will not obstruct free and clear vision of motor vehicle operators.

SECTION 4.

Section 3.250 of Article II of Chapter 3 of the Sacramento City Code is hereby amended by adding to the list of definitions contained therein, in alphabetical order, the following:

Monument sign: A monument sign is a sign which is erected with its base on the ground or on a support substantially equivalent in width and depth to the base of the sign, which is square in shape or rectangular with the greatest length horizontal to the ground, which incorporates into its design the design and building materials of the building and structures on the same premises that the sign serves, and which does not exceed eight feet in height.

SECTION 5. Emergency

This Ordinance is hereby declared an emergency measure to take effect immediately. The facts constituting the emergency are as follows. A moratorium on certain onsite signs located near freeways was enacted by

Ordinance No. 81-014 and amended by Ordinance No. 81-020 to allow the City time to study and develop regulations to address problems created by the continuing interest in establishing certain onsite signs near freeways, as described in Ordinance No. 81-014. The moratorium is due to expire May 27, 1981. It is therefore necessary, to preserve the public health, safety, and welfare, that this ordinance take effect immediately so that its regulations, which address the above mentioned problems, will be in effect when the moratorium expires.

DATE ENACTED:

DATE EFFECTIVE:

MAYOR

ATTEST:

CITY CLERK

ORDINANCE NO. 81-075

ADOPTED BY THE SACRAMENTO CITY COUNCIL ON DATE OF

AN ORDINANCE AMENDING SECTIONS 3.191, 3.192, 3.95 AND 3.250 OF ARTICLE II OF CHAPTER 3 OF THE SACRAMENTO CITY CODE, RELATING TO SIGNS NEAR FREEWAYS, AND DECLARING SAID ORDINANCE TO BE AN EMERGENCY MEASURE TO TAKE EFFECT IMMEDIATELY

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

SECTION 1.

Section 3.191 of Article II of Chapter 3 of the Sacramento City Code is hereby amended to read as follows:

Sec. 3.191. Same--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 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 offsite sign is or would be readily visible by persons traveling on such freeway or proposed freeway.

SECTION 2.

Section 3.192 of Article II of Chapter 3 of the Sacramento City Code is hereby amended to read as follows:

Sec. 3.192 Same--Onsite signs.

~~Signs, other than offsite signs, are permitted within six hundred sixty feet of the exterior right-of-way line of a freeway, provided such signs comply with the regulations of this article.~~

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 regulations shall prevail.

APPROVED
BY THE CITY COUNCIL

AUG 11 1981

OFFICE OF THE
CITY CLERK

(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 ~~150~~ 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 ~~150~~ 200 square feet for each occupancy.

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

SECTION 3.

Section 3.95 of Article II of Chapter 3 of the Sacramento City Code is hereby amended to read as follows:

Sec. 3.95. Same--Minimum clearance.

A detached sign shall have a minimum clearance of ten feet between the ground surface and the bottom of the sign, provided that ~~the planning director may reduce this clearance if the sign is located in an area not accessible to pedestrian or vehicular traffic or if an acceptable site feature is constructed to protect such pedestrian and vehicular traffic.~~ minimum clearance standard shall not apply if the sign is located in an area not accessible to pedestrian or vehicular traffic, the sign is located at least ten feet from any property line and ten feet from the edge of any driveway entrance, and the sign will not obstruct free and clear vision of motor vehicle operators.

SECTION 4.

Section 3.250 of Article II of Chapter 3 of the Sacramento City Code is hereby amended by adding to the list of definitions contained therein, in alphabetical order, the following:

Monument sign: A monument sign is a sign which is erected with its base on the ground or on a support substantially equivalent in width and depth to the base of the sign, which incorporates into its design the design and building materials of the building and structures on the same premises that the sign serves, and which does not exceed twelve feet in height.

SECTION 5. Emergency.

This ordinance is hereby declared an emergency measure to take effect immediately. The facts constituting the emergency are as follows: A moratorium on certain onsite signs located near freeways was enacted by Ordinance 81-014 and amended by Ordinance 81-020 to allow the City time to study and develop regulations to address problems created by the continuing interest in establishing certain onsite signs near freeways, as described in Ordinance 81-014. The moratorium is due to expire August 11, 1981. It is therefore necessary, to preserve the public health, safety and welfare, that this ordinance take effect immediately so that its regulations, which address the above-mentioned problems, will be in effect when the moratorium expires.

DATE ENACTED:

DATE EFFECTIVE:

MAYOR

ATTEST:

CITY CLERK

ORDINANCE NO. 80-075

ADOPTED BY THE SACRAMENTO CITY COUNCIL ON DATE OF
AUG 11 1981

AN ORDINANCE AMENDING SECTIONS 3.191, 3.192, 3.92 AND 3.250 OF ARTICLE II OF CHAPTER 3 OF THE SACRAMENTO CITY CODE, RELATING TO SIGNS NEAR FREEWAYS, AND DECLARING SAID ORDINANCE TO BE AN EMERGENCY MEASURE TO TAKE EFFECT IMMEDIATELY

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

SECTION 1.

Section 3.191 of Article II of Chapter 3 of the Sacramento City Code is hereby amended to read as follows:

Sec. 3.191. Same--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 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 offsite sign is or would be visible by persons traveling on such freeway or proposed freeway.

SECTION 2.

Section 3.192 of Article II of Chapter 3 of the Sacramento City Code is hereby amended to read as follows:

Sec. 3.192 Same--Onsite 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 signs shall have a maximum height of 20 feet measured from grade level.

SECTION 3.

Section 3.95 of Article II of Chapter 3 of the Sacramento City Code is hereby amended to read as follows:

Sec. 3.95. Same--Minimum clearance.

A detached sign shall have a minimum clearance of ten feet between the ground surface and the bottom of the sign, provided that the minimum clearance standard shall not apply if the sign is located in an area not accessible to pedestrian or vehicular traffic, the sign is located at least ten feet from any property line and ten feet from the edge of any driveway entrance, and the sign will not obstruct free and clear vision of motor vehicle operators.

SECTION 4.

Section 3.250 of Article II of Chapter 3 of the Sacramento City Code is hereby amended by adding to the list of definitions contained therein, in alphabetical order, the following:

Monument sign: A monument sign is a sign which is erected with its base on the ground or on a support substantially equivalent in width and depth to the base of the sign, which incorporates into its design the design and building materials of the building and structures on the same premises that the sign serves, and which does not exceed twelve feet in height.

SECTION 5. Emergency.

This ordinance is hereby declared an emergency measure to take effect immediately. The facts constituting the emergency are as follows:

A moratorium on certain onsite signs located near freeways was enacted by Ordinance 81-014 and amended by Ordinance 81-020 to allow the City time to study and develop regulations to address problems created by the continuing interest in establishing certain onsite signs near freeways, as described in Ordinance 81-014. The moratorium is due to expire August 11, 1981. It is therefore necessary, to preserve the public health, safety and welfare, that this ordinance take effect immediately so that its regulations, which address the above-mentioned problems, will be in effect when the moratorium expires.

DATE ENACTED: **AUG 11 1981**

DATE EFFECTIVE: **AUG 11 1981**

MAYOR

ATTEST:

CITY CLERK

ORDINANCE NO.

ADOPTED BY THE SACRAMENTO CITY COUNCIL ON DATE OF

AN ORDINANCE AMENDING SECTIONS 3.191, 3.192, 3.95 AND 3.250 OF ARTICLE II OF CHAPTER 3 OF THE SACRAMENTO CITY CODE, RELATING TO SIGNS NEAR FREEWAYS, AND DECLARING SAID ORDINANCE TO BE AN EMERGENCY MEASURE TO TAKE EFFECT IMMEDIATELY

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

SECTION 1.

Section 3.191 of Article II of Chapter 3 of the Sacramento City Code is hereby amended to read as follows:

Sec. 3.191. Same--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 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 offsite sign is or would be readily visible by persons traveling on such freeway or proposed freeway.

SECTION 2.

Section 3.192 of Article II of Chapter 3 of the Sacramento City Code is hereby amended to read as follows:

Sec. 3.192 Same--Onsite signs.

~~Signs, other than offsite signs, are permitted within six hundred sixty feet of the exterior right-of-way line of a freeway, provided such signs comply with the regulations of this article.~~

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 ~~150~~ 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 ~~150~~ 200 square feet for each occupancy.

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

SECTION 3.

Section 3.95 of Article II of Chapter 3 of the Sacramento City Code is hereby amended to read as follows:

Sec. 3.95. Same--Minimum clearance.

A detached sign shall have a minimum clearance of ten feet between the ground surface and the bottom of the sign, provided that the ~~planning-director-may-reduce-this-clearance-if-the-sign-is-located-in-an-area-not-accessible-to-pedestrian-or-vehicular-traffic-or-if-an-acceptable-site-feature-is-constructed-to-protect-such-pedestrian-and-vehicular-traffic.~~ minimum clearance standard shall not apply if the sign is located in an area not accessible to pedestrian or vehicular traffic, the sign is located at least ten feet from any property line and ten feet from the edge of any driveway entrance, and the sign will not obstruct free and clear vision of motor vehicle operators.

SECTION 4.

Section 3.250 of Article II of Chapter 3 of the Sacramento City Code is hereby amended by adding to the list of definitions contained therein, in alphabetical order, the following:

Monument sign: A monument sign is a sign which is erected with its base on the ground or on a support substantially equivalent in width and depth to the base of the sign, which incorporates into its design the design and building materials of the building and structures on the same premises that the sign serves, and which does not exceed twelve feet in height.

SECTION 5. Emergency.

This ordinance is hereby declared an emergency measure to take effect immediately. The facts constituting the emergency are as follows: A moratorium on certain onsite signs located near freeways was enacted by Ordinance 81-014 and amended by Ordinance 81-020 to allow the City time to study and develop regulations to address problems created by the continuing interest in establishing certain onsite signs near freeways, as described in Ordinance 81-014. The moratorium is due to expire August 11, 1981. It is therefore necessary, to preserve the public health, safety and welfare, that this ordinance take effect immediately so that its regulations, which address the above-mentioned problems, will be in effect when the moratorium expires.

DATE ENACTED:

DATE EFFECTIVE:

MAYOR

ATTEST:

CITY CLERK

PROOF OF PUBLICATION

(2015.5 CCP)

STATE OF CALIFORNIA

S.S.

County of Sacramento

I am the principal clerk of THE DAILY RECORDER, a newspaper of general circulation published in the City of Sacramento, County of Sacramento, and which newspaper has been adjudged a newspaper of general circulation by the Superior Court of the County of Sacramento, State of California, under date of May 2, 1913, Case Number 16,180 that the notice, of which the annexed is a printed copy (set in type not smaller than non-pareil) has been published in each regular and entire issue of said newspaper and not in any supplement thereof on the following dates, to wit:

8/14

I certify (or declare) under penalty of perjury that the foregoing is true and correct.

Cindy Ambrose
Signature

Date Aug. 14, 1981

THE DAILY RECORDER

"Serving Sacramento Since 1911"

1115 "H" Street, P.O. Box 1048
Sacramento, CA 95805
(916) 444-2355

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This space is for the County Clerk's filing stamp

CITY OF SACRAMENTO

AUG 20 11 13 AM '81

Proof of publication of

PUB, Ords. 81-075,078 Ad. 4714

CITY OF SACRAMENTO
ORDINANCES

On August 11, 1981, the following Ordinances were considered by the City Council. In accordance with Section 32, Sacramento City Charter, the titles are herein published:

ORDINANCES ADOPTED AS EMERGENCY MEASURES AT THE REGULAR MEETING OF AUGUST 11, 1981:

ORDINANCE 81-075-74
AN ORDINANCE AMENDING SECTIONS 3.191, 3.192, 3.95 and 3.250 OF ARTICLE II OF CHAPTER 3 OF THE SACRAMENTO CITY CODE, RELATING TO SIGNS NEAR FREEWAYS AND DECLARING SAID ORDINANCE TO BE AN EMERGENCY MEASURE TO TAKE EFFECT IMMEDIATELY.

ORDINANCE 81-078
ORDINANCE ADOPTING PROCEDURES FOR CONSIDERATION OF STREET NAME CHANGES AND DECLARING SAID ORDINANCE TO BE AN EMERGENCY ORDINANCE TO TAKE EFFECT IMMEDIATELY.

Anyone interested in the full text of the above ordinances may contact the Office of the City Clerk at 915 "H" Street, City Hall, Room 308, Sacramento, California 95814 (916) 449-5426.

SACRAMENTO CITY COUNCIL
BY: LORRAINE MAGANA
CITY CLERK
AD NO: 4714
11921 - Aug. 14, 1981

AUG 11 1981
18



18

August 11, 1981

City Planning Commission
927 10th Street, #300
Sacramento, CA 95814

Honorable Members In Session:

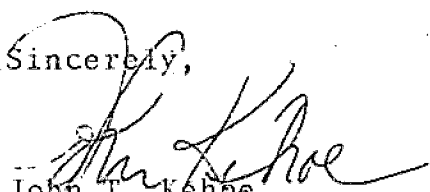
The Sacramento Metropolitan Chamber of Commerce congratulates your City Planning staff in their efforts to develop the Sacramento City sign ordinance changes. In the past weeks the planning staff has worked long and hard in their efforts to develop a sign ordinance which meets the changing needs of our City.

The ordinance before you tonight represents the many discussions which have been held between private sector interests, the sign industry, and the City Planning Department.

During these discussions our Chamber has been very concerned about the potential effects of restricted signage within the City boundaries. As you know, signs for the City's many small businesses are their only means of advertising. Identification of these businesses through sign advertising is key to their economic survival. For this reason, the Chamber urges you to consider the economic impact of a restrictive sign ordinance on our important small business community.

The Chamber endorses the improvement of our visual environment. But, we also want to express our continued concern for the survival of our sign industry and most importantly, for the critical advertising for the commercial and general business user. Therefore, the Chamber supports this compromised position which has been developed with the assistance of the sign industry leadership.

Sincerely,


John T. Kehoe
Executive Vice-
President

APPROVED
BY THE CITY COUNCIL

AUG 11 1981

OFFICE OF THE
CITY CLERK