

Department's Nuisance Abatement Division is to review plans, make site inspections, issue the necessary permits, and provide the general enforcement services required to implement this program.

This project is approximately one year behind schedule because the Museum and History Division has lost the Historian's position and has not yet filled the Curator of History's position. The Curator's position has been vacant since November 1985. Priorities in large measure associated with the operation of the Sacramento History Center has not permitted a more timely implementation of this program of enforcement.

Survey

Following the adoption of the Old Sacramento sign ordinance, the Museum and History Division contracted with Paula Boghosian to survey all business operations in Old Sacramento and to identify and categorize all signs. This survey was a one-time service and the contract expired in May 1988.

The results of the survey are as follows:

- 380 total signs surveyed
- 7 signs in conformance with permit
- 88 signs in conformance, but no permit evident
- 210 signs not in conformance; require modification and permit
- 75 signs not in conformance; require removal
- 75 estimated additional signs not included in survey/not in place during survey.

Sign Permit Education and Enforcement

Upon transmittal of this report to the City Council, it is the intent of the Museum and History Division and the Nuisance Abatement Division to mail notices to merchants and property owners regarding sign permit enforcement (see sample, Exhibit A).

It is anticipated that the City, and councilmembers in particular, may receive complaints relative to individual enforcement issues.

Many of the property owners and tenants located in Old Sacramento were advised of the special sign ordinance proposal through four public hearings held prior to Council adoption of this ordinance. To re-acquaint both owners and tenants with the ordinance, representatives from both the Museum and History and Nuisance Abatement Divisions intend to hold informational meetings with the following organizations: the Citizens' and Merchants' Association, the Old Sacramento Property Owners' Council, and the Old Sacramento Management Board. These organizations have endorsed this plan of action for enforcement of the

sign ordinance. An advisory meeting will be offered to the Sacramento Area State Historic Parks staff and Advisory Board.

A brief explanation of the ordinance will be presented during these informational meetings along with the findings of the consultant's survey. Instructions and a sign permit application package will be presented to all merchants and owners in attendance. Additional packages will be made available at both the Museum and History Division and the City Waterfront Management Offices. Further, city staff will offer limited consulting services to assist with new design or necessary modifications to comply with the ordinance.

Timeline

Mid July - mail survey results to individual merchants and property owners.

July - September - informational meetings with Old Sacramento groups and their members.

August - Nuisance Abatement will begin issuance of abatement notices.

FINANCIAL DATA

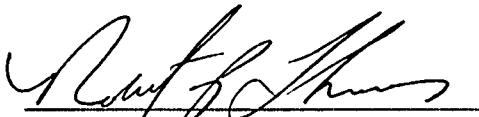
It is estimated that 300 sign permits will be generated through the education/enforcement process. These sign permits will produce an estimated \$6,000 in revenue, deposited to the General Fund, with an additional \$9,000 generated as a result of the special surcharge.

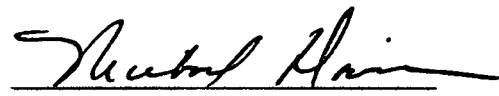
It is anticipated that no other additional Nuisance Abatement staff will be immediately required to initiate this program. Workload will be continuously monitored to determine if additional staffing will be required in the 1988-89 budget year for the anticipated increase in permit activity and enforcement proceedings.

RECOMMENDATION

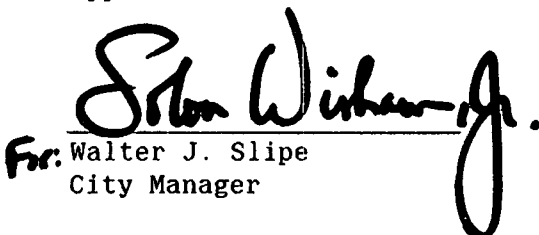
This report is submitted for information and requires no action.

Respectfully submitted,


Robert P. Thomas, Director
Parks and Community Services


Michael M. Davis, Director
Planning and Development

Approved for Information:


For: Walter J. Slipe
City Manager

RPT:ja

July 12, 1988
District 1

June 30, 1988

store name
address
Sacramento, California 95814

Re:

Dear:

Old Sacramento has become one of the most significant historic restoration projects in the nation. It not only preserves the rich heritage of California's early history for future generations, but also adds to the cultural and economic vitality of the City of Sacramento, and we must protect it.

Old Sacramento Special Sign District

The Sacramento City Council recognized the need to help preserve the historic character of this area, hence, they created the Old Sacramento Special Sign District, complete with a handbook called A Guideline for Signs and a special City sign ordinance (No. 86-099), adopted on October 20, 1986.

Purpose

The primary purpose of the special sign ordinance is to help preserve, recapture, and maintain the historic appearance of Old Sacramento as it appeared in the late 1800's as well as to promote signs which harmonize with the building sites they occupy. In addition to the historic ambience concerns, the special sign ordinance and sign guidelines were developed to both safeguard and enhance your property values and eliminate potential walkway hazards to all pedestrians.

Sign Ordinance/Sign Guidelines

Both the sign ordinance and sign guidelines are very specific with regard to the design, materials, placement, construction, etc. of the Old Sacramento signs. Copies of these documents are available at the Old Sacramento Citizens' and Merchants' Association office, 917 Front Street, the Museum and History Division office located at 1930 "J" Street, and the Old Sacramento Waterfront Management office at 1106 Front Street.

Survey

A survey of the existing signs in Old Sacramento was recently completed by a private consultant. All surveyed signs were examined for design, location, construction, materials, and a display of existing City sign permits.

The results of the survey relating specifically to your business are attached. It is possible that you were not in business or your signs were not in place during the period of the survey, and, therefore, you will not receive such a report. However, your signs are still subject to the conditions of the special sign ordinance.

Sign Assistance

You may have signs in place that you will be asked to obtain a permit for, modify, or even remove. However, the City desires to assist you in bringing your signs into compliance with the new Ordinance. Limited consulting services will be available to assist you or your sign fabricator to create a new design or suggest what modifications would be necessary to comply with the Ordinance. If you wish assistance, you may contact the Sacramento Museum and History Division office at 449-2072 between 8:30 a.m. and 12 noon or 1:00 p.m. and 4:30 p.m., Monday through Friday. Depending upon the nature of the design or modifications, it may be necessary to refer you to additional City agencies for assistance.

Sign Permit Procedure

The following procedure will generally be followed in order to obtain a sign permit:

1. Obtain the application and "Sign Guidelines" from either the Old Sacramento Waterfront Management Office located at 1106 Front Street or the Museum and History Division office located at 1930 "J" Street
2. Make sure your sign design conforms to the sign guidelines.
3. Submit the completed application to the Museum and History Division office, 1930 "J" Street, for review.
4. Once approved by the Museum and History Division, you may submit it to the Nuisance Abatement Division located at 1231 "I" Street, Room 301. Be prepared at that time to submit a check for the applicable permit fee and the Old Sacramento surcharge amount.
5. The Nuisance Abatement Division will review the plans and make a site inspection prior to issuing the permit.
6. The Nuisance Abatement Division will also make a final inspection upon completion of the installation or modification of the sign.

Enforcement

The Old Sacramento special sign district ordinance also specifies the following correction time table:

1. Portable signs, such as A-frame or sandwich boards will not be permitted after November 26, 1987, as the Ordinance allowed them a grace period of one year only. As this time period has already passed, when observed by Nuisance Abatement staff, they (signs) will be cited and you will be instructed to remove them permanently.

2. Nonconforming signs, which were in place on November 27, 1986 (other than portable signs), may remain until November 26, 1989; however, for any sign without a permit, a permit application must be made within thirty days after the date of this letter.

3. Nonconforming signs, which had been installed since November 27, 1986, must obtain a permit and be brought into conformance within thirty days after the date of this letter.

4. Anyone placing an advertising device on City property (e.g., hanging from a building, canopy, balcony, or pole sign on a sidewalk), must obtain a revocable encroachment permit. Applications for revocable encroachment permits may be obtained from the Transportation Division of the Public Works Department located at 915 "I" Street, Room 200.

If you had such an advertising device on City property on November 27, 1986, without a revocable encroachment permit, you must apply for one within thirty days after the date of this letter, or you will automatically lose the right to continue display of the device. Each application will be reviewed pursuant to the applicable criteria. Application does not guarantee issuance

Regardless of any other issues which may apply to your particular signs, all signs must show evidence of a permit on display. Failure to obtain the permit will necessitate a removal order.

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Any signs (including external lighting fixtures), which are mounted or constructed in any unsafe manner, are subject to an immediate removal order. When a removal order is issued, the property owner may remove the sign. Failing that, the City will remove the sign at the property owner's expense.

Appeal Process

Should you apply for, and be denied a permit, or should you be ordered to remove a sign for failure to bring it into compliance within the applicable time limits, you may appeal that decision or order. Contact the Museum and History Division Manager's office for further information.

Cooperation

It will only be through your help and cooperation that we will be able to improve our Old Sacramento signs, and maintain our historic flavor.

City staff and consultants wish to thank all of you as well as the Old Sacramento Management Board, Old Sacramento Citizens' and Merchants' Association and the Old Sacramento Property Owners' Council for your assistance and contributions toward the research and drafting of regulations for the control of signs in Old Sacramento and protection of the district.

James E. Henley
Manager, Museum and History Division

Mike Hanamura
Manager, Nuisance Abatement Division