

ORDINANCE NO. 556 , FOURTH SERIES.

AN ORDINANCE TO REGULATE THE CONSTRUCTION, USE, ERECTION AND MAINTENANCE OF SIGNS; PROVIDING FOR THE INSPECTION OF SAME; FOR THE ISSUANCE OF PERMITS; PROVIDING A PENALTY FOR THE VIOLATION THEREOF; AND REPEALING ORDINANCES IN CONFLICT THEREWITH.

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

SECTION 1. DESIGNATION, APPLICATION.

This ordinance shall be known as the "Sign Ordinance" of the City of Sacramento, and shall apply to and regulate all signs except cloth signs not over 80 square feet in area placed flat against the building or metal or wood signs placed flat against the building and not over 20 square feet in area or signs painted on existing structures or windows.

SECTION 2. LICENSE AND BOND.

(2-1) Every person, firm or corporation soliciting for or engaging in the business of painting, erecting, hanging, servicing or removing signs or other advertising device, except as provided for in Section 1., over public thoroughfares or on the exterior of buildings or other structures shall obtain a license therefor from the City Collector, paying therefor the sum of Ten (\$10.00) Dollars per annum, payable in advance; provided, however, any person, firm or corporation who holds a license to erect and maintain billboards or to conduct other forms of outdoor advertising shall not be required to pay said fee. In addition to the above fee, a bond shall be furnished satisfactory in form to the City Attorney, with two or more suitable sureties or some surety company, approved by the City Attorney, in the sum of Five Thousand (\$5,000.00) Dollars, conditioned that said person, firm or corporation will indemnify and save harmless the City of Sacramento from any and all charges, costs, expenses, judgments or damages caused by reason of any negligence on the part of said person, firm or corporation, or any servant or employee thereof, or by the use of any insufficient or insecure support or attachment, or any improper, unsuitable or unskilled workmanship in the erection or placing of any sign or part of any sign that may be erected or installed by such person, firm or corporation.

(2-2) Every license, as above provided, shall expire at the end of the year within which the same is granted.

(2-3) The City Engineer shall have the power and authority whenever in his opinion any licensed sign hanger has violated any provisions of the Charter or Ordinances of the City of Sacramento or the rules and regulations of said City Engineer, to suspend such license, and it shall then be his duty to prefer charges against the holder of such license, which charges shall be heard and determined by the City Council, who may revoke said license.

SECTION 3. TYPES OF SIGNS UNLAWFUL.

It shall be unlawful for any person, firm or corporation hereafter to place or maintain upon or in front of, or attached to any building or premises, any sign, advertisement, transparency, or sidewalk clock, projecting beyond the property line over any sidewalk or public thoroughfare, and/or on premises upon which the

public is invited, except such as are embraced within the classification of Section 13, and subject to the conditions stated herein; provided that this ordinance shall not be deemed to render unlawful the maintenance of any sign, advertisement, transparency, or bulletin board erected in accordance with the maintained under a lawful permit prior to the passage of this ordinance.

SECTION 4. PERMITS FOR SIGNS.

No sign, transparency, advertisement or sidewalk clock, except as provided in Section 1, shall hereafter be placed, maintained upon or in front of, or attached to any building, structure, or premises, without a permit therefor from the City Building Inspector. Application for such permit shall be made to the said Building Inspector by a bonded sign hanger or the owner of the property on which the proposed sign is to be located, on the form and in the manner required by the said Department. Said applicant shall be accompanied by the dimensioned drawings of proposed sign, which shall show fully the location, dimensions, and construction thereof. The drawings shall show the method of attachment to such structure, and the character of the structural members to which such attachment is made.

SECTION 5. LOCATION OF SIGNS.

(5-1) It shall be unlawful for any person, firm or corporation to erect or maintain any sign in any zone except the Limited Retail Zone, the General Commercial Zone, and the Heavy Industrial Zone, as defined in Ordinance No. 412, Fourth Series, except that signs existing at the time of the passage of this ordinance may be continued; and excepted, further, that signs may be erected in other than the above zones on buildings having a non-conforming use, as defined in Section 9 of Ordinance No. 412, Fourth Series; provided such signs advertise only the business conducted in the building; and, excepted further, signs advertising a home occupation, as defined in Section 1, Ordinance No. 412, Fourth Series, may be erected when in the Two-Family Zone or in the Multiple Family Zone, provided that said sign is not over three (3) square feet in area, and that it is placed flat against the building, and provided that, if said sign is illuminated, the illumination shall not exceed six (6) candle power per square foot of sign.

(5-2) Signs in the One-Family Zone to advertise a home occupation shall be not over one ~~square foot~~ (1) square foot in area.

(5-3) Only one sign for address will be permitted for home occupation in the Residential Zones.

(5-4) Signs not over six (6) square feet in area appertaining to the lease, hire or sale of a building or premises may be erected in any zone.

SECTION 6. DUTY OF INSPECTOR.

It shall be the duty of the Building Inspector, upon the filing of application and exhibits as provided in Section 4, to examine the data and, if necessary, the premises upon which it is proposed to erect the sign, and if it shall appear that the proposed sign is in accordance with all legal requirements, the Building Inspector shall issue a permit for the erection of the sign. During the erection of the sign, and upon completion, the Building Inspector shall cause the same to be inspected.

SECTION 7. PERMIT A REVOCABLE LICENSE.

All rights and privileges acquired under the provisions of this ordinance or any amendment thereto, permitting the erection or maintenance of signs or sidewalk clocks or over sidewalks or public thoroughfares, are mere licenses revocable at any time by the City

Council, and all such permits shall contain this proviso.

SECTION 8. SIGNS TO BE MAINTAINED.

(8-1) Any person, firm or corporation maintaining a sign or advertisement upon or in front of the premises of which he, she or they are the owner or occupant, or over which he, she or they have control, shall, upon notice from the City Engineering Department, cause such signs or advertisements to be placed and secured in such manner as the said Department may direct. In the event that said sign becomes dangerous or defective, said owner shall make same safe to the satisfaction of the Building Inspector. If said sign is not so repaired within ten days after notice of such dangerous or defective condition, the said sign becomes a nuisance and the Building Inspector shall proceed to tear down and remove such sign. In cases of emergency, the Building Inspector may cause said sign to be removed immediately.

(8-2) All expenditures so incurred shall be charged against the owner and shall be a lien upon the lot and building thereof to which said sign is affixed.

SECTION 9. PERMITS FOR ELECTRIC SIGNS.

Before any sign, transparency, advertisement or sign device is erected which is intended to be used in connection with electricity, a permit shall be secured from the City Building Inspector, as provided in Sections 4 and 5, and this permit, together with all necessary data regarding the proposed electrical construction, shall be submitted to the City Electrician. It shall be the duty of the City Electrician to examine such electrical data and if the proposed sign is found to be in accordance with all ordinances regarding electrical construction, and the provisions herein regarding illuminating qualities, the City Electrician shall issue a permit for the erection of such sign. No sign intended to be used in connection with electricity shall be erected unless permits therefor have been secured from both the Building Inspector, and the City Electrician.

SECTION 10. PERMIT FEES.

All sign permits shall carry a fee as follows:
For all signs not electrical..... \$0.50
For all signs using electricity, the building permit fee shall be Two (\$2.00) Dollars for each sign. The electrical fee shall be Two (\$2.00) Dollars for each sign.

SECTION 11. DEFINITIONS.

(11-1) The word "Sign" as used herein when appearing alone, shall be understood to include all types of signs, sign devices, transparencies, attached to any building, structure or premises, and shall also include sidewalk clocks; provided, however, that the said word shall not include "billboards", as defined by the Billboard Ordinance of the City of Sacramento.

(11-2) "Electric Sign" shall mean a sign whereon letters, figures, or designs are formed or outlined by incandescent electric lights, "Neon" or other luminous electric tubes, or by a transparent medium illuminated from electric lights or luminous tube contained within the sign, electric lights or luminous tubes which are not an essential element of the sign proper, are not classified as electric signs within the meaning of this ordinance.

(11-3) "Face of Building" shall be construed to mean the general outer surface of the walls of the building facing the street, except where bay windows or pillars or belt courses project beyond

such walls, the outer surface of such windows or pillars or belt courses shall be considered the face of the building.

(11-4) Where the distance from the sidewalk to the sign is specified, there is meant the clear distance from the bottom of the sign or the frame thereof, to the highest point of the sidewalk immediately beneath such sign.

SECTION 12. SPECIFICATIONS.

(12-1) All electric signs must be approved by the National Board of Fire Underwriters.

(12-2) All fixed signs, except those lying flat against the surface of the building to which they are attached, shall be designed to withstand wind loads as follows, the detail design to be in accordance with the provisions of the Building Code:

(a) For solid signs, twenty (20) pounds per square foot on one face of sign.

(b) For skeleton signs, thirty-six (36) pounds per square foot of the total face area of the letters or other sign surface, or ten (10) pounds per square foot of the gross area within the frame of the sign proper, whichever is the greater.

(12-3) Wherever the words "galvanized or equal" appear in this ordinance, they shall be construed to include utilite or sheardizing processes as acceptable. In no case may black iron be substituted for any of these processed metals.

(12-4) Metal shapes or flats used for supporting or bracing signs shall not be less than one-eighth (1/8) inch thick, and shall be galvanized or equal. Where wire or cable is used to support or brace signs, it shall be galvanized or equal. All bolts used to attach signs to brackets and all bolts used to attach the brackets or signs to the supporting building or structure shall be galvanized or equal.

(12-5) The amount of illumination supplied to an electric sign shall be not less than eight (8) candle power, or three-quarters (3/4) of a lineal foot of luminous tubing per square foot area of the illuminated side or sides of the sign.

(12-6) The illuminating elements of all electric signs shall be maintained in good order and in the full number for which the sign was designed. If the use of said signs is discontinued, they shall be removed within ten (10) days thereafter.

(12-7) No sign other than an electric sign shall project more than twelve (12) inches from the face of the building.

(12-8) No double or triple face electric sign shall be more than four (4) feet thick between faces.

(12-9) No sign which projects more than eight (8) inches over a public sidewalk or thoroughfare, shall be less than eight (8) feet above the sidewalk; provided, however, that this provision shall not apply to electric pole signs when the base thereof is placed at sidewalk elevation; and provided, however, that electric barber poles may be placed at a distance of not less than six (6) feet and six (6) inches above the sidewalk, the pole does not project more than sixteen (16) inches beyond the face of the building.

(12-10) No sign other than a swinging electric or marquee shall extend across or in front of any window or other exterior opening in any building above the first story thereof, nor across

the end windows or the end eighteen (18) inches of glass front at each side of a mezzanine floor.

(12-11) No sign shall be attached to any fire escape or standpipe and none except marquee signs shall be placed in front thereof; nor shall any sign be so placed as to obstruct the ingress or egress of a building.

(12-12) No sign which is placed parallel with or flat against the wall of a building, shall extend above the fire wall of such building.

(12-13) No glass used for sign letters or transparent panels shall be less than double-strength in thickness and no such piece of glass shall be over 300 square inches in area unless such glass is one-quarter (1/4) inch wire glass.

SECTION 13. CLASSIFICATIONS.

The classification of signs referred to in Section 3; and the special conditions pertaining to each classification, shall be as follows:

Class A. Flat or curved signs, plain or electric, the face of the sign being parallel for its whole length to the face of the building, and the sign fastened directly thereto. Such signs shall project not more than twelve (12) inches from the face of the building when between eight (8) feet and ten (10) feet above the sidewalk; when such signs are ten (10) feet or more above the sidewalk, they may project not to exceed eighteen (18) inches.

Class B. Drum signs attached to the pillars or entrances of buildings, and projecting not more than eight (8) inches from the face of the building unless the sign is eight (8) feet or more above the sidewalk, in which case they may project not to exceed twelve (12) inches. Provided, an electric drum sign ten (10) feet or more above the sidewalk may project not more than four (4) feet.

Class C. "V" signs, attached at their ends to the face of the building, and with the apex projecting therefrom. Such signs shall project not more than twelve (12) inches from the face of the building when between eight (8) feet and ten (10) feet above the sidewalk; when such signs are ten (10) feet or more above the sidewalk, they may project not to exceed four (4) feet.

Class D. Barber pole and similar type signs, free from any separate sign attached thereto, and projecting not more than sixteen (16) inches from the face of the building. Such signs shall not be closer than six (6) feet and six (6) inches to the sidewalk.

Class E. Horizontal double faced electric signs having a maximum vertical dimension not to exceed seven (7) feet, projecting from the face of the building to not less than three (3) feet from the face of the curb, nor having their lowest point less than ten (10) feet above the sidewalk. Provided, also, that they shall be mounted in such a way as to permit their being swung back parallel with the building face (in case of emergencies, such as fire), but shall be fastened permanently with galvanized metal cables and turn-buckles in their extended position for normal usage, the lateral guys to be not less than ten (10) feet above the sidewalk at their point of attachment to the building.

Class F. Double face vertical electric signs, illuminated on both sides, the face of the sign set at right angles to the face of the building which is also a street corner, the sign may be so set that the plane of the sign bisects the angle formed by the intersecting sign faces. The limiting dimensions pertaining to such signs shall be as follows:

Hgt. above Sidewalk, Ft.	Maximum Projection From face of Building, Ft.	Minimum Length of Sign, Feet.
10	4	8
12	5	10
15	6	20
18	7	30
20	8	40
23	9	50
25	10	60

Class G. Single face vertical electric signs having a maximum width of six (6) feet placed either flat against the building or at an angle of forty-five (45) degrees with the walls at a corner thereof which is also a street corner. Such signs shall be not less than twelve (12) feet above the sidewalk, nor shall any portion project above the twelve (12) feet above the sidewalk; nor shall any portion project above the fire wall of the building.

Class H. Gas or electric lamp or lamp globes on which signs may be placed, such lamps or globes to be suspended in front of the building or premises not less than eight (8) feet above the sidewalk, nor projecting more than two and one-half ($2\frac{1}{2}$) feet from the face of the building. No inscription or sign other than the name of the person, firm or corporation at whose expense and in front of whose premises the lamp is erected shall be placed thereon, nor shall the size of such lamp or globe exceed those used in lighting the public streets.

Class I. SIGNS SUPPORTED ON METAL AWNINGS OR MARQUEES.

Such signs shall be not less than ten (10) feet above the sidewalk, and unless electric signs, shall not be more than three (3) feet in vertical dimension; if electric signs, their vertical dimension shall be not more than seventy-five (75) percent of the projection of the marquee from the face of the building, provided, however, that fifty (50) percent of this projection may have a vertical dimension of not more than the amount of the projection of the marquee from the building. No temporary sign of any kind shall be attached or supported on any marquee, except as provided in Class J. All marquees shall be designed and constructed to sustain, in accordance with the provisions of the Building Code, their full dead load plus a live load of one hundred (100) pounds per square foot of horizontal area when the roof of the marquee is accessible from within the building, or plus a live load of forty (40) pounds per square foot of horizontal area when the roof of the marquee is not accessible from within the building, plus the weight of signs, and no sign shall be supported on any marquee which does not satisfy this requirement.

Class J. TEMPORARY SIGNS, ADVERTISEMENTS, OR FLAGS.

These may be suspended over the sidewalk in front of buildings, or premises upon holidays, election days, and days of public parade or display, provided such signs, advertisements or flags shall be placed and secured as may be directed by the Building Inspector, and be removed immediately following the day or days for which the permit is granted.

Provided, however, that banners not exceeding one hundred (100) square feet in area may be erected, provided they are properly bound with $\frac{3}{8}$ inch Manila tape and provided that the supporting mast is of steel and anchored in such a manner that the whole structure will meet the strength requirements for all signs, as set forth in this ordinance. The lowest portion of such banner shall not be closer than 12 feet to the sidewalk and no portion of the banner or mast shall extend over the sidewalk more than a distance equivalent to two-thirds ($\frac{2}{3}$) of the width of the sidewalk.

Class. K. Sidewalk clocks shall be ornamental in character and construction, the design thereof to be subject to the approval of the Building Inspector. Such clocks shall be placed just inside of and

abutting the curb line, shall not be less than ten (10) feet above the sidewalk, and the clock face shall be not less than two (2) nor more than three (3) feet in diameter. No advertisement, notice, or inscription other than the name and/or address of the person, firm or corporation at whose expense the clock is being installed, may appear on the clock. After the erection thereof, all such clocks shall be maintained in good condition and shall correctly indicate the time; failure to comply with this condition shall be cause for revocation of permit.

Class L. ROOF SIGNS.

(a) The extreme height of such signs above the lowest portion of the roof directly beneath the sign shall not exceed fifty (50) feet where the sign is supported on a building of Type I or Type II construction, nor twenty-five (25) feet when supported on a building of a lower type of construction. Roofs of tanks, penthouses and other roof structures shall not be considered roofs within the meaning of this section. The faces of the sign shall be set back of and not less than three (3) feet in the clear from the inside face of the parapet wall parallel or adjacent thereto and the ends of the sign shall be not less than one (1) foot inside the face of the parapet wall adjacent to such end. The bottom of such sign shall be not less than five (5) feet above the roof directly beneath, and the space between vertical supports shall be not less than six (6) feet in the clear; not less than fifty (50) percent of the spaces so defined shall be and remain clear of any obstruction whatever.

(b) No advertising sign or electric sign shall hereafter be placed on any roof in such a position that any portion of the advertising surface, its supporting structure, posts or braces, will be closer than six (6) feet from the outlet connection of any stand-pipe or fire-plug, nor interfere in any with the free use of any fire escape or obstruct any ventilator, door or stairway.

(c) Any sign or any character, together with its foundation, framework and supports now or hereafter constructed or maintained on or above any roof shall be kept in safe repair at all times by the person, firm or corporation owning, operating or having the care or custody of the same.

(d) All roof signs shall be constructed throughout of fire-resisting materials except as hereafter provided, and shall be supported on and attached to the building by a suitable frame of galvanizing metal or equal, which shall be positively anchored to the main structural members of the building. Sill, stringers, ornamental trim and foot walks supporting such frames on all buildings may be of timber. All walks supported by the frame shall be provided with a secure metal railing.

(e) On all electrically illuminated roof signs, a disconnect switch shall be installed for the purpose of disconnecting all electrical current from the sign, motor, or other control apparatus on the structure. This switch shall be located within six (6) feet six (6) inches from the roof and be placed either on the supporting structure itself or within easy access and view of the supporting structure.

Class M. CLOTH SIGNS.

(a) These may be placed flat against the building not less than eight (8) feet from the sidewalk and shall be removed within thirty (30) days after the date of their erection by the person hanging the same. The date of erection shall in all cases be placed on the margin of such sign in legible letters not less than one (1) inch in height. No such sign shall be constructed, placed, affixed or maintained across or in front of any window or other exterior opening in such building.

(b) Cloth signs appertaining to the lease, hire or sale of a building or premises to which they are attached may remain in place more than thirty (30) days provided a renewal permit is obtained.

SECTION 14. ENFORCEMENT.

It shall be the duty of the Chief of Police of the City of Sacramento strictly to enforce the provisions of this ordinance.

SECTION 15. SECTIONAL VALIDITY.

If any section, paragraph, sentence, clause, phrase, table or portion of any table herein is held to be invalid for any reason, such decision shall not affect the validity of the remaining portion of this ordinance.

SECTION 16. PENALTY.

Any person, firm or corporation violating any provision or provisions of this ordinance shall be deemed guilty of a misdemeanor, and, upon conviction thereof, shall be punished by a fine not exceeding Five Hundred (\$500.00) Dollars, or by imprisonment in the City Jail for not exceeding six (6) months, or by both such fine and imprisonment.

SECTION 17. REPEALING CLAUSE.

All ordinances or parts of ordinances in conflict herewith are hereby repealed; particularly Ordinance No. 383, Third Series, and the proviso in the third paragraph in Section 3 of Ordinance No. 412, Fourth Series.

PASSED: JUNE 23, 1932

EFFECTIVE: JULY 23, 1932

C. H. J. Bidwell.
MAYOR

ATTEST:

H. G. DENTON
CITY CLERK

BY W. R. Craig
DEPUTY