City of SACRAMENTO
Community Development

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What is a Sign?

A sign can be anything visible to the public which directs attention to some person, place or thing. The important thing to remember is to check for any permit requirements before ordering any sign or devices which may attract attention. This includes replacing parts of existing signs as both the lettering and the materials or structures which support it are considered to be signs.

Why Do We Control Signs?

The City recognizes that signage is vital to existing and proposed businesses. It is the intent and purpose of the sign regulations to protect an important aspect of the economic base of the City by preventing the destruction of our natural beauty and environment. The environment is of great value to our residents and serves to attract non-residents to the City.

Sign regulations are designed to:

- Preserve and enhance the appearance of the City of Sacramento and protect our investment in buildings and open space.
- Encourage sound signing practices for business identification and public information.
- Prevent and eliminate excessive and confusing sign displays.
- Eliminate hazards to motorists and pedestrians brought about by distracting and inappropriate sign displays.
- Ensure that commercial signing is used primarily as identification and not as advertising.

What Signs Are Allowed?

Generally, the size, number, placement, and type of signs permitted depend upon the zoning and/or Special Planning District for the property where the building is located. In many zones, the rule is, two attached signs are permitted per tenant and one detached sign per parcel.

What Signs Are Prohibited?

- Signs that create traffic hazards
- Animated or intensely lighted signs
- Moving signs
- Signs which are located on or project over the roof of a building or structure
- Canvas signs and banners
- Flags, other than those of any nation, state or political subdivision (this comes up for all car lots)
- Pennants, streamers, bunting and wind signs

For more complete information regarding sign restrictions and requirements please refer to the Sign Ordinance for the City of Sacramento, Title 15, Chapter 148 of the City Code. *View City Code Chapter 15.148 SIGNS*