ORDINANCE NO.

Adopted by the Sacramento City Council
Date Adopted

AN ORDINANCE DELETING AND ADDING CHAPTER 15.152 OF THE SACRAMENTO CITY CODE, RELATING TO THE OLD SACRAMENTO SPECIAL SIGN DISTRICT

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

SECTION 1.

Chapter 15.152 of the Sacramento City Code is hereby deleted.

~~**15.152.010 Creation and purpose.**~~

~~The Old Sacramento special sign district ("OSSSD") is created pursuant to Section 15.148.940 of this title. The purpose of the sign regulations set forth in this chapter shall be to preserve and maintain the historic ambience of Old Sacramento historic district ("OSHD"), a National Historic Landmark District. These regulations will allow the OSHD to recapture the physical environment as it appeared during the third quarter of the 19th century (1849 to 1875). Because OSHD relies on its historic design theme and physical beauty to attract commerce and tourism, aesthetic considerations and authenticity are essential to the economic welfare and future economic vitality of the OSHD. Therefore, it is the intent of the city through this chapter to protect and enhance the city's character and its economic base through the provisions of appropriate and aesthetically attractive signage in the OSSSD. Detailed design guidelines for signs in the OSSSD consistent with the provisions and purposes of this chapter shall be adopted, and may be from time to time amended, by resolution of the city council.~~

~~**15.152.020 Definitions.**~~

~~For the purpose of this chapter:~~

~~"Director of convention, culture and leisure" means the administrator of the department of convention, culture and leisure (CC&L) for the city of Sacramento, or designee.~~

~~"Director of planning" means the administrator of planning for the department of development services within the city of Sacramento, or designee.~~

~~"Door display" means merchandise of the type sold on the premises displayed on or around a door that opens to the sidewalk.~~

"Guidelines" mean the sign designer and fabricator's edition of a document entitled "A guideline for signs: Old Sacramento historic district" approved by the city council, as amended from time to time.

"Historic sign" means a sign, or reproduction thereof, that was located on a specific building or structure, including permanently moored vessels, within Old Sacramento historic district during all or part of the period from 1849 to 1879, is listed as an historic sign in Appendix C of the guidelines, and is displayed in its original historic location.

"History manager" means the manager of Sacramento archives and museum collection or designee.

"Old Sacramento historic district (OSHD)" means the area bounded on the south by the center line of Capitol Mall and Tower Bridge, on the north by the southerly right-of-way line of the I Street Bridge ramp and I Street Bridge, on the east by the westerly right-of-way line of Interstate Freeway Route 5, and on the west by the centerline of the Sacramento River.

"Sidewalk" means the city-owned public access boardwalk or paved area outside of a building within the city right-of-way.

"Sign" means any announcement, banner, billboard, declaration, design, directional indicator, display, flag, illustration, image, insignia, light, message, object, poster, space, surface, symbol or thing used for identification, for designation, for exterior decoration, for advertisement, or for promotion of any person, entity, business, service, product, whether painted, attached, erected or otherwise maintained on or near any premises, whether or not containing any words, letters, numerals, emblems, figures, trade names or trademarks, and shall include all necessary appurtenances to a sign, including, but not limited to, support structures, hardware, flagpoles and lighting, that is:

1. Visible from any public area, street, thoroughfare, sidewalk, exterior walkway or waterway within the bounds of Old Sacramento historic district; and

2. If located within a building or structure, including permanently moored vessels, is less than six inches from the interior surface of any street or alley frontage wall, window, or door of the building or structure.

"Town manager" means the administrator of Old Sacramento management (OSM), a division of CC&L that serves as centralized management for OSHD.

15.152.030 Applicable provisions.

A. Signs within OSHD shall comply with all provisions of Chapter 15.148 of this code unless the director of convention, culture and leisure determines that any provision is inconsistent with, or less stringent than, the guidelines or this chapter; provided, however, that the following provisions are inapplicable to signs within OSHD:

~~Sections 15.148.030, 15.148.100-15.148.230, 15.148.250-15.148.380, 15.148.400-15.148.450, 15.148.480, 15.148.490, 15.148.560, 15.148.580, 15.148.600, 15.148.650, 15.148.670, 15.148.680, 15.148.780-15.148.810, 15.148.840-15.148.890, 15.148.910, 15.148.990-15.148.1030, and 15.148.1070-15.148.1130 of this title.~~

~~B. In the event of any inconsistency between a provision in this chapter and the guidelines, this chapter shall control.~~

~~**15.152.040 No permit required.**~~

~~The following signs may be erected, modified or maintained within OSHD without the permit required by Section 15.152.050 of this chapter.~~

~~A. Signs exclusively designed to communicate whether or when a business establishment is open or closed; provided that:~~

~~1. The sign does not exceed one square foot in area; and~~

~~2. The sign is located in the interior of the building premises.~~

~~B. Signs identifying burglar alarms, memberships, awards and parking validations, provided that:~~

~~1. Each sign does not exceed one square foot in area; and~~

~~2. A business may display only one sign for each of the foregoing categories.~~

~~C. Signs exclusively consisting of figures designating the street address of a location, provided that the design of the sign is consistent with Section V (B) of the guidelines entitled "Street Addresses";~~

~~D. Signs that are, or substantially replicate, the menu offered in an on-site restaurant; provided that the sign is enclosed in a glassed-in case of historic character, approved in advance by the history manager; with no more than one case to be permitted per historic façade.~~

~~E. Real estate signs, provided that:~~

~~1. Only one sign may be located on the ground level, and one above balcony level, on a lot or parcel; and no sign shall be attached to the first floor balcony;~~

~~2. The area of each sign does not exceed six square feet;~~

~~3. The design of each sign shall be black ink on white board; and~~

~~4. The sign is removed within seven days after the sale, rental or lease solicited has been accomplished.~~

~~F. Political or campaign signs on behalf of candidates for public office or measures on election ballots, provided that each such sign:~~

~~1. Is not erected earlier than ninety (90) days prior to the election and is removed within fifteen (15) days after the election; and~~

~~2. Does not exceed six square feet in area.~~

~~G. Temporary signs informing the public of events held by nonprofit civic, philanthropic, educational or religious organizations, provided that each such sign:~~

~~1. Does not in any way advertise a business or a product; and~~

~~2. Is not erected earlier than thirty (30) days prior to the event and is removed within three days after the event; and~~

~~3. Does not exceed six square feet in area if the event will occur outside OSHD, or does not exceed twenty-five (25) square feet if the event will occur within OSHD.~~

~~H. Governmental signs, such as traffic control signs, street signs, danger signs, railroad crossing signs, service signs, and official notices, provided that each sign was posted or erected by public officers or employees in the performance of their governmental duties.~~

~~I. Historic signs as defined in Section 15.152.020 of this chapter.~~

~~J. Official, or previously official, flags of the state of California, or the United States.~~

~~K. Historical plaques or markers designed to inform the public about the historical or architectural significance of a building or object, provided that each such sign shall have been authorized by the history manager and is maintained in the form authorized.~~

~~L. Any sign located in the modern-use commercial sign zone described in the guidelines, expressly approved by the Sacramento housing and redevelopment agency or the city's museum and history division prior to the effective date of the ordinance codified in this chapter and for which a permit was issued by the building division, and which permit was valid on the effective date of the ordinance codified in this chapter; provided, however, that such sign shall be maintained exactly in the form and location approved, that an identification tag issued by the director of planning or a painted permit number is attached to such sign in a location specified by the history manager; and provided further that any such sign removed from display for thirty (30) days or more shall not be returned to display except with the permit required by Section 15.152.050 of this chapter.~~

~~M. Religious symbols, plaques or identification emblems of religious orders, provided that:~~

~~1. No such symbol or identification emblem shall exceed four square feet in area; and~~

2. All such symbols, plaques and identification emblems shall be placed flat against a building.

N. Seasonal decorative lights displayed by the Old Sacramento business improvement area between November 1st and January 15th, provided that the style, location and configuration are approved by the town manager. The business improvement area is described as the area beginning at the intersection of the westerly city limits of the city of Sacramento and the center line of the "I" Street Bridge; thence easterly along the center line of the "I" Street Bridge and Viaduct to its intersection with the continuation of the easterly line of Third Street; thence southerly along said easterly line of Third Street to the point of intersection with the northerly line of Capitol Mall; thence westerly along said northerly line of Capitol Mall to the point of intersection with the westerly city limits to the point of beginning.

O. Help wanted signs eight and one-half inches by eleven (11) inches or less in size.

15.152.050 Old Sacramento historic district sign permit.

Except as expressly permitted by Section 15.152.040 of this chapter, it shall be unlawful for any person to erect, maintain, alter, or relocate or direct or order a person in his or her employ to erect, maintain, alter or relocate a sign within OSHD without first obtaining approval of the sign by the history manager and a permit from the director of planning, as provided in Section 15.152.060.

15.152.060 Application and issuance of permit.

A. Application for the permit required by Section 15.152.050 of this chapter shall be made to the town manager on a form provided by the town manager who shall forward the completed sign application to the history manager. The application shall include:

1. The name and address of the permit applicant;

2. The name and address of the owner of the land on which the proposed sign will be located;

3. The name and address of the business occupying the land on which the sign will be located;

4. In the general format depicted in Section VIII.D of the guidelines:

a. A scale drawing of the sign with dimensions.

b. A written description, sketch or photo of the location of the sign on the building façade,

c. A detailed written description or sketch of the sign installation hardware,

d. A written description or sketch, or photo of the location of the sign on the building façade.

5. A processing fee in an amount specified by resolution of the city council.

B. The director of planning shall issue the permit required by Section 15.152.050 of this chapter after:

1. The applicant submits a complete application and pays all applicable fees; and

2. The history manager determines that the proposed sign is consistent with the provisions of this chapter and with the guidelines; and

3. The director of planning determines that the proposed sign complies with all applicable laws and regulations of the city other than those regulations contained in this chapter or the guidelines.

C. The director of planning shall issue an identification tag with each sign permit and the history manager shall first approve and specify the location on the sign where the tag must be attached. The identification tag must be visible from the sidewalk but shall be in an unobtrusive location.

D. The person to whom a permit is issued shall notify the director of planning within ten (10) days of completion of the work for which the permit was required.

E. No permit shall be issued for a sign to be located within a street, sidewalk, other public right-of-way, or other public property until a revocable encroachment permit has been issued by the city.

15.152.070 Minor modification application.

Where the applicant seeks to make minor changes in an existing legal sign, the applicant may submit an application for a minor modification permit on a form provided by the town manager. The town manager shall transmit the application to the history manager. The history manager shall issue such permit if he or she determines that:

A. The proposed alteration will not substantially alter the size, structural design, visual balance and typeface style of the existing legal sign; and

B. The sign after the proposed modification will be consistent with this chapter and the guidelines and with all applicable city laws and regulations.

15.152.080 Permit expiration-Suspension-Revocation.

A permit issued pursuant to this chapter shall be subject to the provisions of Section 15.148.060 of this title.

15.152.090 Permit denial.

If the director of planning or history manager determines that an application submitted pursuant to Section 15.152.060 or Section 15.152.070 of this chapter should be denied, the director of planning or history manager shall briefly state the reason(s) for the permit denial in a written decision that shall be sent to the applicant by first-class mail.

15.152.100 Appeals.

A. Any person desiring to challenge a decision of the director of planning or the history manager to deny a permit shall file a written appeal with the Sacramento commission of history and science not more than ten (10) days after the date of mailing of the written decision of denial. An appeal shall be accompanied by an appeal fee in an amount specified by resolution of the city council and shall be submitted on a form provided by the town manager.

B. Except as provided in subsection D of this section, the Sacramento commission of history and science shall consider appeals filed pursuant to this section.

C. The Sacramento commission of history and science shall conduct an informal hearing, not subject to the formal rules of evidence, at which the appellant, the director of planning, and history manager may present concerning the proposed sign's compliance or failure to comply with the guidelines and the provisions of this chapter and other applicable regulations. The appellant may present evidence directly or through a representative of the appellant's choice. The Sacramento commission of history and science may grant the appeal only upon a finding that the proposed sign complies with the guidelines and the provisions of this chapter and other applicable regulations. The decision of the Sacramento commission of history and science shall be final.

D. Appeals of permit denials based on provisions of this title other than this chapter shall be governed by Chapter 2.48 of this code.

15.152.110 Variances.

A. When the strict application of the provisions of this chapter would result in unnecessary hardship or is inconsistent with the general purposes of this chapter, a variance may be granted in accordance with the provisions of this section.

B. Except as provided in subsection C of this section, the Sacramento commission of history and science shall have the authority to grant variances for signs subject to this chapter. Applications for variances shall be filed with the town manager on a form provided by a town manager. The variance shall be granted only if the Sacramento commission of history and science finds that:

1. There are special circumstances or conditions demonstrated in the application that do not apply generally in OSHD and are not of so typical or recurrent a

nature as to make reasonably practicable the amendment of this chapter or the guidelines;

2. The aforesaid circumstances or conditions are such that strict application of the provisions of this chapter or the guidelines would cause unnecessary hardship or would be inconsistent with the purposes of this chapter; and

3. The granting of the variance will not substantially affect the historic or aesthetic quality of the immediate vicinity or OSHD as a whole.

The decision of the Sacramento commission of history and science shall be final.

C. The construction codes advisory and appeals board shall have the sole authority to grant variances from the provisions of Article V of Chapter 15.148 of this title. The procedure and standards applicable to Chapter 15.148, Article V variances shall be those set forth in Chapter 15.148, Article XIII of this title.

15.152.120 Prohibited signs.

The following signs are prohibited in OSHD:

A. A sign not displaying an identification tag or painted permit number if required by this chapter.

B. A sign that is not a historic sign, unless such sign is located in the modern-use commercial zone described in the guidelines.

C. A sign that projects into an alley right-of-way.

D. A sign located within a street or sidewalk right-of-way, unless all parts of the sign:

1. Are at least eight feet above the street or sidewalk;

2. Horizontally project no more than three feet into a street right-of-way; and

3. Do not impede pedestrian flow.

E. A sign, other than a historic sign, primarily designed or oriented to be viewed from a freeway or other street not wholly within OSHD, or from the Sacramento River.

F. A sign supported wholly or partially by chain.

G. A sign with uncapped plywood edge(s).

H. A wooden sign into which a sign message has been carved; provided, however, that a carved wood sign may identify an on-site manufacturer or retailer of such signs if otherwise consistent with the guidelines.

~~I. A wooden sign with any surface that is not painted with gloss or semi-gloss paint. Staining and covering with a clear wood finishing product shall not be acceptable. Fluorescent, iridescent and similar paints are prohibited.~~

~~J. A sign containing thumbtacks, staples, tape or similar temporary bonding materials.~~

~~K. A sign wholly or partially consisting of plastic.~~

~~L. Any sign or portion thereof that moves.~~

~~M. A sign wholly or partially consisting of glass into which a sign message has been sandblasted or acid-etched, or stained glass, except on the 2nd Street door transoms of the bank exchange building.~~

~~N. A flagpole in a location where one did not exist between 1849 and 1875.~~

~~O. A sign with exposed electrical conduit or direct lighting; provided, however, signs painted on the glass of gas lamp fixtures, as described in the guidelines, may be permitted.~~

~~P. A sign or non-sign illumination mechanism that contains any of the following:~~

~~1. Neon or neon like material;~~

~~2. Flashing or non-constant lighting;~~

~~3. String lighting;~~

~~4. Rope lighting;~~

~~5. Spot lighting;~~

~~6. Fiber optics, or illumination that is not consistent with the historic period between 1849 and 1875.~~

~~Q. Off-site signs, as defined in Section 15.148.1170 of this title.~~

~~R. A-frame or any portable sign or podium not being used to identify a valet service provided by the business displaying the sign. Valet service signs must be affixed to a secure support while on display and removed daily when service is not being operated. Valet podiums with attached signage will not be more than two feet by three feet by four and one-half feet and will be located on the boardwalk in such a manner that there is a clear walkway. The design and quality of materials must be consistent with this chapter and the guidelines.~~

~~S. A sign or signs that obstruct more than twenty (20) percent of any window or door.~~

~~T. A neon or illuminated sign within a business directed to outside pedestrians or traffic.~~

~~U. A sign that is worn, weathered, not otherwise maintained in original condition or contains graffiti.~~

~~V. Any sign or display visible from any public area that has not been approved in accordance with this chapter.~~

~~W. Any sign placed on or around a city lamppost.~~

~~X. Grand opening signs displayed for more than thirty (30) days.~~

~~Y. Any sign containing brand names.~~

~~Z. Any sign obstructing the view of a parking meter.~~

~~15.152.130 Removal of nonconforming signs.~~

~~A. Any sign that was in place on the effective date of this chapter and does not comply with the requirements of this chapter:~~

~~1. Shall be removed, at no cost to the city in accordance with the procedure specified in Article X of Chapter 15.148 of this title;~~

~~2. If modified, altered, moved, or not maintained as required by Section 15.148.730 after the effective date of this chapter, shall be removed immediately, at no cost to the city, in accordance with the procedure specified in Article X of Chapter 15.148 of this title.~~

~~B. Notwithstanding subsection A, the director of planning may abate at any time, without prior notice:~~

~~1. Any dangerous or defective sign;~~

~~2. Any real estate, political or temporary sign after expiration of the time specified in Section 15.152.040 of this chapter;~~

~~3. Any sign located in whole or in part, on or in any public right-of-way or public property that does not have a valid revocable encroachment permit issued pursuant to Title 3 of this code.~~

~~15.152.140 Pre-existing sidewalk displays Certain pre-existing lights.~~

~~This chapter shall not apply to any items that were being legally displayed or placed on sidewalk as of March 1, 1986 or to any lights legally and permanently in place as of March 1, 1986. If the display or placement on the sidewalk of any item or any light was illegal as of March 1, 1986, only because no revocable encroachment permit had been issued, the display or placement shall be deemed legal for purposes of this section if a~~

~~successful application for revocable encroachment permit was filed within thirty (30) days after March 1, 1986.~~

~~**15.152.150 Sidewalk and door displays.**~~

~~Sidewalk and door displays are permitted upon issuance by the town manager and history manager of a permit for the purpose of displaying the following items only:~~

~~A. Historical apparel items;~~

~~B. Items for sale by businesses that, in the opinion of the town manager and history manager, enhance the OSHD ambiance so long as the items are of wood, cloth, and other materials deemed appropriate.~~

~~C. Temporary or longer term packing and shipping containers as deemed appropriate by the town manager and history manager.~~

~~No merchandise shall hang from an open door unless approved by the town manager and history manager. There shall be at least fifty (50) percent open view through windows of the building façade from the bottom of window up to eight feet, excluding doors used for entrance/exit.~~

~~Plastic, metal, chrome and other shiny materials will be prohibited.~~

~~The town manager shall appoint a committee to advise him or her concerning issuance of permits under this section.~~

SECTION 2.

Chapter 15.152 is hereby added to the Sacramento City Code to read as follows:

Chapter 15.152 Old Sacramento Special Sign District

Section 15.152.010 Definitions.

The following definitions apply in this chapter in addition to the definitions in sections 15.148.1170 and chapter 17.108:

"Canopy shade" means a fixed or retractable flexible panel made of canvas or a similar material that is suspended from the outer edge of a canopy attached to a façade, typically oriented parallel to the boardwalk frontage.

"Canopy shade sign" means a sign that is on a canopy shade and faces the street. A canopy shade sign is not a banner, projecting sign, or suspended sign.

"Effective date" means [date].

"Façade" means the exterior wall of a building, including windows and doors, extending vertically from grade to the top of a parapet or eave and horizontally across the entire width of the building's elevation (i.e., a two-dimensional representation of the wall).

"Old Sacramento sign district" means the special sign district bounded on the south by the center line of Capitol Mall and Tower Bridge, on the north by the southerly right-of-way line of the I Street Bridge ramp and I Street Bridge, on the east by the westerly right-of-way line of Interstate Freeway Route 5, and on the west by the centerline of the Sacramento River. The Old Sacramento sign district is shown on this map:



"Projecting sign" means any sign that is affixed to a façade and is located, in whole or in part, in or over the right-of-way of any street, sidewalk, alley, or other public thoroughfare.

"Sign" has the same meaning as in section 15.148.1170.

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

"Temporary sign" means a sign that is not permanently affixed to the ground, a building, or a structure.

"Wall sign" means a sign that is on the exterior wall of a building; has its exposed face in a plane approximately parallel to the plane of the wall; and is (a) attached to the wall using a frame, (b) painted on the wall, or (c) printed on any approved material that is attached to the wall by an adhesive or other materials or methods.

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

Section 15.152.020 Purpose and principles.

A. Purpose. The Old Sacramento sign district is intended to promote a vibrant and economically successful commercial district while preserving and maintaining the historic character and ambience of the Old Sacramento historic district, a National Historic Landmark District. Signage should balance the needs of commercial activity with the preservation of the Old Sacramento historic district's historic environment. The provisions of this chapter are therefore intended to:

1. Support business activity and economic vitality within the Old Sacramento historic district by allowing effective and creative signage that promotes commerce and enhances the visitor experience.

2. Protect and reinforce the historic character and visual integrity of the Old Sacramento historic district, including its distinctive nineteenth-century historic themes and architectural features.

3. Ensure that signage contributes positively to the Old Sacramento historic district's pedestrian-oriented environment, streetscapes, and public spaces.

4. Authorize signage types and locations that enhance wayfinding, support commercial visibility, and complement the buildings and historic setting of the Old Sacramento historic district.

5. Protect public health and safety by regulating the type, number, placement, and illumination of signs so they do not create hazards, distract motorists or pedestrians, or create nuisances for occupants of nearby buildings.

B. Principles. The following principles guide the design and placement of signage within the Old Sacramento sign district:

1. Signage should be designed to integrate with the architecture of the building and enhance the overall historic character of the Old Sacramento historic district.

2. The size, placement, and number of signs should preserve important sight lines and maintain a cohesive and visually compatible streetscape.

3. Signs should be proportionate to building elements and relate appropriately to architectural features such as storefronts, windows, entries, and façade patterns.

4. Materials, colors, lighting, and fabrication should be of high quality and compatible with the historic character of the Old Sacramento historic district.

5. Signs within the Old Sacramento historic district should be installed in a manner that avoids damage to historic materials, character-defining features, and structural integrity.

Section 15.152.030 Applicable provisions.

A. Except as provided in subsection B, all provisions of chapter 15.148 apply to signs in the Old Sacramento sign district.

B. The following sections of chapter 15.148 do not apply to signs in the Old Sacrament sign district: 15.148.100-15.148.230, 15.148.250-15.148.360, 15.148.380, 15.148.400-15.148.450, 15.148.480, 15.148.490, 15.148.560, 15.148.580, 15.148.650, 15.148.670, 15.148.680, 15.148.780-15.148.810, 15.148.840-15.148.885, and 15.148.1070-15.148.1110.

Section 15.152.040 Exclusivity.

Only signs described in this chapter are allowed within the Old Sacramento historic district.

Section 15.152.050 Design requirements.

A. Material standards.

1. Signs must be constructed of wood, metal, glass, or fabric.

2. Signs etched on window or door glass are allowed.

3. Uncapped plywood edges on signs are not allowed.

4. Plastic, neon, rope lights, string lights, fluorescent lighting, and any other material that is not consistent with the historic character of the Old Sacramento historic district are not allowed.

5. Flat vinyl or plastic copy is not allowed.

B. Electrical components.

1. Electrical conductors, conduit, transformers, and other related equipment and fastenings must be either:

a. Concealed within the sign or building facade; or

b. If exposed—

i. Painted to match surrounding surfaces; and

ii. No more than 8 feet in length.

2. Up to two spotlights are allowed for each suspended sign. Spotlights must be:

a. No larger than 1/2-square foot in size;

b. Mounted to the underside of the sidewalk canopy; and

c. Pointed directly at the sign.

C. Hardware and fastenings.

1. Sign fastenings, bolts, and clips must be galvanized steel, aluminum, brass, or bronze.

2. If a sign is mounted to a brick facade, anchors must be installed within the grout joints, not through the face of the brick.

Section 15.152.060 Allowed signs.

Except as otherwise provided in section 15.152.070, the following signs are allowed within the Old Sacramento sign district:

A. Wall signs.

1. Maximum number of wall signs: one per occupancy.

2. Maximum area of wall signs: 6 square feet.

3. Maximum height of wall signs: 3 feet.

B. Projecting signs.

1. Maximum number of projecting signs: one per occupancy.

2. Maximum area of sign: 20 square feet per side.

3. Maximum distance from building face to outer edge of sign: 3 feet.

4. Minimum height from sidewalk to bottom of sign: 8 feet.

C. Suspended signs.

1. Maximum number of suspended signs: one per occupancy.

2. Maximum area of each face: 16 square feet per side.

3. Minimum height from sidewalk to bottom of sign: 8 feet.

D. Canopy shade signs.

1. Maximum number of canopy shade signs: two per occupancy.

2. Maximum area of a canopy shade sign: 100 square feet.

E. Window signs.

1. Maximum number of window signs: two per ground floor occupancy.

2. Maximum area of all windows signs combined: 6 square feet per ground floor occupancy, except that the signs must not obscure more than 20% of the glazing area.

F. Temporary signs.

1. The owner of the parcel where one or more temporary signs will be located must apply for a temporary sign permit. The application must specify the date or dates the signs will be displayed, the types of signs to be used, the number of signs, and the sizes and locations of the signs.

2. A temporary sign may be displayed on a parcel for 60 or fewer consecutive days at a time and for not more than 90 days total in any calendar year. When the permit expires, at least 90 days must pass before a new permit for a temporary sign may be issued. Each parcel may have up to two temporary signs at one time.

3. A temporary sign must be constructed solely of wood, metal, glass, or fabric.

4. A temporary sign must not—

a. Be inflatable, illuminated, or animated;

b. Exceed 10 square feet;

c. Be displayed on, or attached to, any public property or any structure on public property, including telephone or utility poles, traffic-control signs or devices, and streetlights; or

d. Interfere with or restrict vehicular or pedestrian access or visibility.

5. This subsection 15.152.060.E controls over inconsistent provisions of section 15.148.600.E.

15.152.070 Exempt signs.

A. Signs and sign-support structures that exist on the effective date and were authorized by chapter 15.152 before the effective date may continue as provided in this chapter even if not allowed by this chapter on the effective date. The area of such signs will count against the maximum sign area allowed by this chapter.

B. The provisions of section 15.148.600 apply within the Old Sacramento sign district, subject to the following additional requirements for A-frame signs:

1. The maximum total display area of both display faces combined is 12 square feet.

2. An A-frame sign may only be constructed of wood and must be covered with stain, chalkboard paint, or paint.

3. No plastic or vinyl is allowed.

4. No lighting is allowed.

C. Legally required building address identification numbers are exempt from the provisions of this chapter.

Section 15.152.080 Prohibited signs.

Except as otherwise provided, the following signs are prohibited in the Old Sacramento sign district:

A. Digital displays.

B. Off-site signs and signs displaying general advertising for hire.

C. Banners are prohibited unless the banner is a temporary sign permitted under section 15.152.060.

D. Pole signs are prohibited unless the pole sign is a temporary sign permitted under section 15.152.060.

E. Flags on flagpoles in a location where a flagpole did not exist between 1849 and 1875.

F. Signs that are worn, weathered, not maintained in original condition, or contain graffiti.

G. Signs above the building base (as defined in section 3, Central Core Design Guidelines, in the Central City Urban Design Guidelines adopted by Sacramento City Council Resolution No. 2009-315), except that one sign not to exceed 100 square feet may be painted directly on the masonry wall surface at each of the following locations:

1. South wall of 1115 Front Street;

2. East wall of 120 I Street; and

3. East wall of 122 I Street.

H. Signs that are painted directly on a building façade, except that this prohibition does not apply to window signs allowed under section 15.152.050.E.

Section 15.152.090 Approval and review procedures.

A. Permits. A sign permit issued under article II (Permits) of chapter 15.148 is required for all signs within the Old Sacramento sign district, including temporary signs but excluding exempt signs.

B. Variances.

1. Subject to subsection B.2, when the strict application of the provisions of this chapter would result in unnecessary hardship or a result inconsistent with the general purposes of this chapter, a variance from the provisions of this chapter may be granted in accordance with the provisions of article XIII (Variances) of chapter 15.148.

2. A variance may be granted only if, in addition to the showing required to grant a variance under section 15.148.1040, it is also shown that the variance will not adversely affect the historic character or integrity of the Old Sacramento Historic District.

C. Content neutrality. All decisions by the city under this section must be based solely on considerations unrelated to the content of any messages on a sign except to the extent consideration of content is needed to comply with federal or state law.