



City Council Report

915 I Street, 1st Floor

Sacramento, CA 95814

www.cityofsacramento.org

File ID: 2017-00977

July 25, 2017

Consent Item 05

Title: (Pass for Publication) An Ordinance Adding Section 15.148.165 to, and Amending Various Sections in, Chapter 15.148 of the Sacramento City Code, Relating to Signs (M17-015).

Location: Citywide

Recommendation: 1) Review an ordinance adding section 15.148.165 to, and amending various sections in, Chapter 15.148 of the Sacramento City Code, relating to signs; and 2) pass for publication the ordinance title as required by Sacramento City Charter section 32(c), with the ordinance to be considered on August 3, 2017.

Contact: Sandra Yope, Senior Planner, (916) 808-7158, Community Development Department

Presenter: None

Attachments:

1-Description/Analysis

2-Ordinance (Redline)

3-Ordinance (Clean)

Description/Analysis

Issue Detail: The City's sign regulations, set forth in Sacramento City Code chapter 15.148, do not allow monument signs or signs on the tower shaft of high-rise buildings within the Central Business District Zone (C-3); nor do they provide for sign requirements for the Employment Center Zone (EC). The proposed ordinance fills these gaps by amending sections 15.148.190, 15.148.193, 15.148.670, 15.148.860, and 15.148.1170 and adding a new section 15.148.165 to chapter 15.148 (known as the Sign Code). Accordingly, the proposed amendatory ordinance—

- revises provisions related to towers within the C-3 zone by allowing additional large attached signage between the upper sign area and the building base;
- adds provisions to allow monument signs within the C-3 zone that meet specific size and setback criteria;
- adds sign allotments and criteria for the EC zone; and
- adds clarifying definitions of terms.

Many of the provisions in the Sign Code were enacted in the early 1970s. Many sections that permitted additional signage in the C-3 zone subject to Planning Director approval have since been removed due to changes in the law. The proposed amendment will allow for additional signage and sign types in the C-3 zone that meet defined criteria. Additionally, there have been new zoning designations created that have not had corresponding additions to the sign code. The amendment adds provisions in the Sign Code for the EC zone.

Policy Considerations: Sign regulations preserve and improve the appearance of the city, making it a better place in which to live, work, and play; safeguard and enhance property values; protect public and private investment in buildings and open spaces; and promote the public health, safety, and general welfare.

Economic Impacts: None.

Environmental Considerations: Passage of the amendatory ordinance is not a “project” subject to CEQA because (a) it has no potential to cause a significant effect on the environment and (b) it pertains to continuing administrative activities. (14 Cal. Code Regs. §§ 15061(b)(3), 15378(b)(2).)

Sustainability: Not applicable.

Commission/Committee Action: The City Manager with the concurrence with the chair of the Law and Legislative Committee has determined that the proposed amendment should be

expedited for consideration by the City Council and therefore bypassed a hearing before the Law and Legislative Committee.

Rationale for Recommendation: Previous changes to chapter 15.148 eliminated the discretionary ability to approve unique or additional signage in the C-3 zone. The Sign Code does not currently allow the desired types of signage within the C-3 zone on large towers or on large parcels. Additionally, there is no language within the chapter that addresses the EC zone. The proposed ordinance will address these shortfalls.

Financial Considerations: Not applicable.

Local Business Enterprise (LBE): Not applicable.

ORDINANCE NO. 2017-XXX

Adopted by the Sacramento City Council

August 3, 2017

**AN ORDINANCE ADDING SECTION 15.148.165 TO, AND AMENDING
VARIOUS SECTIONS IN, CHAPTER 15.148 OF THE SACRAMENTO
CITY CODE, RELATING TO SIGNS**

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

SECTION 1.

Section 15.148.165 is added to the Sacramento City Code to read as follows:

15.148.165 EC employment center zones.

Within any EC (employment center) zone, signage must comply with the regulations for signs in the C-2 (general commercial zone), set forth in section 15.148.160, and the regulations set forth elsewhere in this chapter for signs in a C-1, C-2, C-3, or C-4 zone.

SECTION 2.

Section 15.148.190 of the Sacramento City Code is amended to read as follows:

15.148.190 CBD-SPD and arts and entertainment district boundary.

Within the CBD-SPD (C-3 zone) and the arts and entertainment district boundary, the following sign regulations apply:

A. General Rrequirements.

1. A sign program ~~shall~~ must be submitted with an individual project application to the planning design director ~~or the preservation director and must.~~ The sign program shall address the following:
 - a. Proposed location of signage.;
 - b. Dimensions of signage area.;
 - c. Materials and design guidelines for sign support, structure, and illumination method.
2. Signs are prohibited 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 signs~~ No signs shall be allowed above the building base or street wall as defined in Section 4.0 of the architectural design guidelines. Signs for the main building tenant are allowed to be located above the building base/~~street wall~~ subject to ~~provisions of~~ subsections E.6 and E.7 of this section.

- ~~No~~ Off-street signage ~~shall be allowed~~ is prohibited.

B. Design Rrequirements.

- The location of signs ~~shall~~ must be only as shown on the plans approved ~~plans~~ by the planning design director or the preservation director.
- ~~All~~ Electrical signs ~~shall~~ must bear the UL label and their installation must comply with ~~all local~~ applicable building and electrical codes.
- ~~No~~ Exposed conduit ~~or~~ and raceways ~~will be allowed~~ are prohibited.
- ~~All~~ Conductors, transformers, and other related equipment ~~shall~~ must be concealed.
- ~~All~~ Sign fastenings, bolts, and clips ~~shall~~ must be galvanized iron, black iron of any type, stainless steel, aluminum, brass, or bronze, ~~or black iron of any type will be allowed~~.
- ~~All~~ Exterior letters on signs exposed to the weather ~~shall~~ must be mounted at least three-fourths of an inch from the building surface to permit dirt and water drainage.
- Locations of all openings for conduit and sleeves in sign panels of building ~~shall~~ must be indicated on drawings.
- Installation of all signage ~~shall~~ must be in accordance with the drawings approved by the planning design director or the preservation director. When deciding whether to approve the drawings, the design director or the preservation director (a) shall consider all of the factors relating to the proposed signage and, based on the evidence submitted, make the findings set forth in subsections ~~(E)(1)~~ through ~~(E)(8)~~ of Section 15.148.1110 that apply to the signage; and (b) shall not consider the content or graphic design of messages other than to determine legality under federal or state law.

C. Allowed ~~Types of~~ Signage.

- Flat-mounted wall signs.;
- Individual-letter signs (e.g., channel letters or flat cut-out letters).;

3. Wall plaques.
 4. Objects.
 5. Window and /awning signage.
 6. Projecting signs.
- D. Type of Materials. Signage material must be weather-proof.
- E. Location and Size.
1. Attached Signs.
 - a. Maximum number of flat or /projecting signs: for each street-side building face, two per occupant, with a total display area not exceeding 45 square feet.
 - b. Maximum area of a flat sign: ~~three~~ 3 square feet per front foot of building occupancy, not to exceed ~~45~~forty-five (45) square feet.
 - c. Maximum height of a flat sign: ~~3~~three feet.
 2. Projecting Signs: for each street-side building face, one per occupant (No More Than One Per Occupant).
 - a. Maximum area on side: ~~20~~twenty (20) square feet.
 - b. Maximum height: ~~10~~ten (10) feet.
 - c. Maximum distance from building face to outer edge of sign: ~~4~~four feet.
 - d. Minimum height from sidewalk to bottom of sign: ~~8~~eight feet.
 3. Suspended Signs.
 - a. Maximum number of suspended signs: one per occupant.
 - b. Maximum area of each face: ~~nine~~9 square feet.
 - c. Maximum height: ~~1.5 feet~~one foot and six inches.
 - d. Minimum height from sidewalk to bottom of sign: ~~eight~~8 feet.
 4. Awning or /Canopy Signage. Signage on any awning or canopy ~~may~~ must not exceed ~~25%~~ twenty-five (25) percent of the surface area and must comply with all other applicable provisions of this article. The maximum height of the signage is ~~twelve (12) inches~~ 1 foot.

5. Banners.
 - a. Total maximum area per banner: ~~40~~ forty (40) square feet.
 - b. Maximum number of banners: one for each building face.
 - c. Banners in Alleys. A banner ~~which~~ that projects above a public alley ~~shall~~ must be located ~~not less than ten (10)~~ at least 10 feet above the alley grade, ~~the~~ projecting pole mount must be ~~no less than fourteen (14)~~ at least 14 feet above alley grade, and ~~the~~ banner ~~shall~~ must not project more than ~~two~~ 2 feet from the building face.

6. Special Signage. Notwithstanding section 15.148.640, the following special signs are allowed if authorized by a zoning administrator's conditional-use permit issued in accordance with Article XIV of this chapter: signs with exposed neon tubing, signs with flashing lights, signs with traveling lights on theater marquees or nightclubs, and functionally similar signs (excluding signs with digital-display technology).

7. Office Towers—Attached Signs. Signage ~~on office buildings above the street wall or 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)~~ on the towers of office buildings or mixed-use buildings is allowed subject to the following provisions:
 - a. Design. Signage must be integral in design to the architectural style of the building.
 - b. Number. Two signs per building, each sign with the same display and located in the upper signage area. For mixed-use buildings, two additional signs per building, each sign with the same display and located on the tower, with the area of each additional sign not exceeding 200 square feet and the total area of the two additional signs not exceeding 400 square feet. Only one sign is allowed for each building face, whether located in the upper signage area or on the tower. ~~No more than one sign per building face.~~
 - c. Materials, construction, and design. Signs may be constructed of solid metal, marble, granite, ceramic tile, or other comparable materials. Examples of acceptable metal materials are chrome, brass, stainless steel, or fabricated and painted sheet metal. Plastic or wood signs are specifically prohibited.
 - d. Illumination. Signs may be unilluminated or internally illuminated to create a halo backlighted effect. Internally illuminated signs

- ~~shall~~ must be lighted with neon tubing or light-emitting diodes (LEDs). Lighting ~~shall~~ must not produce a glare on other properties in the vicinity, and the source of the light ~~shall~~ must not be visible from adjacent property or a public street. Internally lit plastic signs are prohibited.
- e. Location. ~~Signs~~ A sign must be attached to, and parallel to, a building face; ~~A sign may~~ must not project above the ~~wall~~ building face on which it is located; ~~A sign may~~ and must be located in the “upper signage area, ~~except that a,~~” “Upper signage area” is ~~defined as the area bounded by: (i) the top of the windows of the tallest floor of the building; (ii) the building parapet line; and (iii) the two vertical edges of the building face on which the sign is attached.~~ A sign may be located outside the “upper signage area” if in a ~~sign zone~~ location approved as part of the building design approval, or in a location approved by the ~~planning design~~ director or the preservation director. When deciding whether to approve a sign location, the ~~design~~ director or the preservation director (i) shall consider all factors relating to the proposed sign and, based on the evidence submitted, make the findings set forth in subsections E.1 through E.8 of section 15.148.1110 that apply to the sign; and (ii) shall not consider the content or graphic design of messages other than to determine legality under federal or state law.
- f. Maximum ~~S~~ sign ~~A~~ area. A sign located in the “upper signage area” ~~shall~~ must not exceed ~~ten (10) percent~~ 10% of that area. The length of the sign ~~shall~~ must not exceed ~~twenty-five (25) percent~~ 25% of the length of ~~linear the~~ building face on which the sign is affixed. In a scale consistent with the two preceding ~~paragraphs~~ sentences, the ~~planning design~~ director or the preservation director shall determine the maximum size of the following types of signs:
- i. Signs located other than as specified above.
 - ii. Signs located on buildings with a unique or unusual architectural design.
- g. If not specifically approved as part of the design approval for the building, the following types of signs ~~shall~~ require a zoning administrator’s conditional use permit issued in accordance with ~~A~~ article XIV of this chapter:
- i. Signs not located in the “upper signage area,” ~~as defined in subsection (E)(7)(e) of this section.~~

- ii. Signs ~~which use construction~~ constructed of materials other than marble, granite, ceramic tile, or individual solid metal letters ~~pursuant to~~ allowed by subsection ~~(E)(7)(e)~~ E.7.c of this section.
8. Monument Signs. Monument signs are allowed subject to the following:
- a. Must not be less than 1 foot wide or more than 2.5 feet wide.
 - b. Must not be less than 5 feet high or more than 13 feet high.
 - c. Must have a total surface area on each side (including the base or similar support) not exceeding 30 square feet.
 - d. Must be erected with its base on the ground or on a solid-appearing support substantially equivalent in width and depth to the base.
 - e. May be illuminated indirectly or internally or through reverse pan-channel halo illumination.
 - f. Must have its outer edge at least 5 feet from property lines.
 - g. Must be at least 10 feet from the edge of any driveway entrance and must not obstruct the vision of motor-vehicle operators or otherwise create a hazard. The city traffic engineer may determine, based on traffic-engineering standards, whether the sign creates a hazard.
 - h. Must not (i) be an off-site sign or display general advertising for hire, (ii) include vinyl wraps or applique, (iii) be in a public right-of-way, or (iv) have a digital display.
 - i. Must be consistent with the materials, design, and architectural style of the building to which it relates.

F. Except as provided in subsection ~~(E)(7)(g)~~ E.7.g of this section, attached signs ~~consistent with~~ that are subject to this section ~~shall~~ must be ~~subject to issuance of~~ covered by a permit ~~issued~~ under A article II of this chapter.

SECTION 3.

A. Subsection E.7.e of section 15.148.193 of the Sacramento City Code is amended to read as follows:

- e. Location. ~~Signs~~ A sign must be attached to, and parallel to, a building face; ~~A sign may~~ must not project above the ~~wall~~ building face on which it is located; ~~A sign and~~ must be located in the “upper signage area.” ~~Upper~~

~~signage area” is defined as the area bounded by: (i) the top of the windows of the tallest floor of the building; (ii) the building parapet line; and (iii) the two vertical edges of the building face on which the sign is attached. A sign,~~
except that a sign may be ~~located~~ outside the “upper signage area” if in a sign zone location approved as part of the building ~~design~~ approval, or in a location approved by the planning design director or the preservation director. When deciding whether to approve a location, the design director or the preservation director: (i) shall consider all of the factors relating to the proposed sign and, based on the evidence submitted, make the findings set forth in subsections E.1 through E.8 of section 15.148.1110 that apply to the sign; and (ii) shall not consider the content or graphic design of messages other than to determine legality under federal or state law.

- B. Except as amended by subsection A above, section 15.148.193 remains unchanged and in full effect.

SECTION 4.

Section 15.148.670 of the Sacramento City Code is amended to read as follows:

15.148.670 Other prohibited signs.

Except as otherwise provided in this chapter, the following signs are prohibited:

- A. Signs that are located on or project over the roof of a building or structure.
- B. Pennants, streamers, bunting, and wind signs.
- C. Sidewalk clocks.
- D. Statues, real or simulated, utilized for advertising purposes.
- E. Off-site signs and signs displaying general advertising for hire.

SECTION 5.

- A. Subsection C.3.d.iii of section 15.148.860 of the Sacramento City Code is amended to read as follows:

- iii. A sign may be ~~located~~ in the “upper signage area.” ~~“Upper signage area” shall be defined as the area bounded by: (1) the top of the windows of the tallest floor of the building; (2) the building parapet line; and (3) the two vertical edges of the building face on which the sign is attached.~~

- B. Except as amended by subsection A above, section 15.148.860 remains unchanged and in full effect.

SECTION 6.

- A. Section 15.148.1170 of the Sacramento City Code is amended by adding the following definitions:

“Channel letters” means multi-dimensional, individually cut letters, numbers, figures, or logos that are affixed to a building or structure.

“Mixed-use building” means two or more different uses as identified in Title 17, with at least two uses each occupying a minimum of 30% of the gross floor area of the building.

“Tower” means the portion of a building that is 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) and below the upper signage area.

“Upper signage area” means the portion of a building bounded by the top of the windows of the tallest floor, the building parapet line, and the two vertical edges of the building face on which the signage is attached.

- B. Except as amended by subsection A above, section 15.148.1170 remains unchanged and in full effect.

ORDINANCE NO. 2017-XXX

Adopted by the Sacramento City Council

August 3, 2017

**AN ORDINANCE ADDING SECTION 15.148.165 TO, AND AMENDING
VARIOUS SECTIONS IN, CHAPTER 15.148 OF THE SACRAMENTO
CITY CODE, RELATING TO SIGNS**

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SECTION 1.

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15.148.165 EC employment center zones.

Within any EC (employment center) zone, signage must comply with the regulations for signs in the C-2 (general commercial zone), set forth in section 15.148.160, and the regulations set forth elsewhere in this chapter for signs in a C-1, C-2, C-3, or C-4 zone.

SECTION 2.

Section 15.148.190 of the Sacramento City Code is amended to read as follows:

15.148.190 CBD-SPD and arts and entertainment district.

Within the CBD-SPD (C-3 zone) and the arts and entertainment district, the following sign regulations apply:

- A. General requirements.
 - 1. A sign program must be submitted with an individual project application to the design director or the preservation director and must address the following:
 - a. Proposed location of signage.
 - b. Dimensions of signage area.
 - c. Materials and design guidelines for sign support, structure, and illumination method.
 - 2. Signs are prohibited 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 signs for the main building tenant are allowed above the building base subject to subsections E.6 and E.7 of this section.

3. Off-street signage is prohibited.

B. Design requirements.

1. The location of signs must be only as shown on the plans approved by the design director or the preservation director.
2. Electrical signs must bear the UL label and their installation must comply with applicable building and electrical codes.
3. Exposed conduit and raceways are prohibited.
4. Conductors, transformers, and other related equipment must be concealed.
5. Sign fastenings, bolts, and clips must be galvanized iron, black iron of any type, stainless steel, aluminum, brass, or bronze.
6. Exterior letters on signs exposed to the weather must be mounted at least three-fourths of an inch from the building surface to permit dirt and water drainage.
7. Locations of openings for conduit and sleeves in sign panels of building must be indicated on drawings.
8. Installation of signage must be in accordance with the drawings approved by the design director or the preservation director. When deciding whether to approve the drawings, the design director or the preservation director (a) shall consider all of the factors relating to the proposed signage and, based on the evidence submitted, make the findings set forth in subsections E.1 through E.8 of section 15.148.1110 that apply to the signage; and (b) shall not consider the content or graphic design of messages other than to determine legality under federal or state law.

C. Allowed signage.

1. Flat-mounted wall signs.
2. Individual-letter signs (e.g., channel letters or flat cut-out letters).
3. Wall plaques.
4. Objects.
5. Window and awning signage.

6. Projecting signs.
- D. Type of materials. Signage material must be weather-proof.
 - E. Location and size.
 1. Attached signs.
 - a. Maximum number of flat or projecting signs: for each street-side building face, two per occupant, with a total display area not exceeding 45 square feet.
 - b. Maximum area of a flat sign: 3 square feet per front foot of building occupancy, not to exceed 45 square feet.
 - c. Maximum height of a flat sign: 3 feet.
 2. Projecting signs: for each street-side building face, one per occupant.
 - a. Maximum area on side: 20 square feet.
 - b. Maximum height: 10 feet.
 - c. Maximum distance from building face to outer edge of sign: 4 feet.
 - d. Minimum height from sidewalk to bottom of sign: 8 feet.
 3. Suspended signs.
 - a. Maximum number of suspended signs: one per occupant.
 - b. Maximum area of each face: 9 square feet.
 - c. Maximum height: 1.5 feet.
 - d. Minimum height from sidewalk to bottom of sign: 8 feet.
 4. Awning or canopy signage. Signage on any awning or canopy must not exceed 25% of the surface area and must comply with all other applicable provisions of this article. The maximum height of the signage is 1 foot.
 5. Banners.
 - a. Total maximum area per banner: 40 square feet.
 - b. Maximum number of banners: one for each building face.

- c. Banners in alleys. A banner that projects above a public alley must be located at least 10 feet above the alley grade, the projecting pole mount must be at least 14 feet above alley grade, and the banner must not project more than 2 feet from the building face.
- 6. Special signage. Notwithstanding section 15.148.640, the following special signs are allowed if authorized by a zoning administrator's conditional-use permit issued in accordance with article XIV of this chapter: signs with exposed neon tubing, signs with flashing lights, signs with traveling lights on theater marquees or nightclubs, and functionally similar signs (excluding signs with digital-display technology).
- 7. Towers—attached signs. Signage on the towers of office buildings or mixed-use buildings is allowed subject to the following provisions:
 - a. Design. Signage must be integral in design to the architectural style of the building.
 - b. Number. Two signs per building, each sign with the same display and located in the upper signage area. For mixed-use buildings, two additional signs per building, each sign with the same display and located on the tower, with the area of each additional sign not exceeding 200 square feet and the total area of the two additional signs not exceeding 400 square feet. Only one sign is allowed for each building face, whether located in the upper signage area or on the tower.
 - c. Materials, construction, and design. Signs may be constructed of solid metal, marble, granite, ceramic tile, or other comparable materials. Examples of acceptable metal materials are chrome, brass, stainless steel, or fabricated and painted sheet metal. Plastic or wood signs are prohibited.
 - d. Illumination. Signs may be unilluminated or internally illuminated to create a halo backlighted effect. Internally illuminated signs must be lighted with neon tubing or light-emitting diodes (LEDs). Lighting must not produce a glare on other properties in the vicinity, and the source of the light must not be visible from adjacent property or a public street. Internally lit plastic signs are prohibited.
 - e. Location. A sign must be attached to, and parallel to, a building face; must not project above the building face on which it is located; and must be located in the upper signage area, except that a sign may be located outside the upper signage area if in a

- location approved as part of the building-design approval or in a location approved by the design director or the preservation director. When deciding whether to approve a sign location, the design director or the preservation director (i) shall consider all factors relating to the proposed sign and, based on the evidence submitted, make the findings set forth in subsections E.1 through E.8 of section 15.148.1110 that apply to the sign; and (ii) shall not consider the content or graphic design of messages other than to determine legality under federal or state law.
- f. Maximum sign area. A sign located in the upper signage area must not exceed 10% of that area. The length of the sign must not exceed 25% of the length of the building face on which the sign is affixed. In a scale consistent with the two preceding sentences, the design director or the preservation director shall determine the maximum size of the following types of signs:
 - i. Signs located other than as specified above.
 - ii. Signs located on buildings with a unique or unusual architectural design.
 - g. If not specifically approved as part of the design approval for the building, the following types of signs require a zoning administrator's conditional-use permit issued in accordance with article XIV of this chapter:
 - i. Signs not located in the upper signage area.
 - ii. Signs constructed of materials other than marble, granite, ceramic tile, or individual solid metal letters allowed by subsection E.7.c of this section.
8. Monument Signs. Monument signs are allowed subject to the following:
- a. Must not be less than 1 foot wide or more than 2.5 feet wide.
 - b. Must not be less than 5 feet high or more than 13 feet high.
 - c. Must have a total surface area on each side (including the base or similar support) not exceeding 30 square feet.
 - d. Must be erected with its base on the ground or on a solid-appearing support substantially equivalent in width and depth to the base.
 - e. May be illuminated indirectly or internally or through reverse pan-channel halo illumination.

- f. Must have its outer edge at least 5 feet from property lines.
 - g. Must be at least 10 feet from the edge of any driveway entrance and must not obstruct the vision of motor-vehicle operators or otherwise create a hazard. The city traffic engineer may determine, based on traffic-engineering standards, whether the sign creates a hazard.
 - h. Must not (i) be an off-site sign or display general advertising for hire, (ii) include vinyl wraps or applique, (iii) be in a public right-of-way, or (iv) have a digital display.
 - i. Must be consistent with the materials, design, and architectural style of the building to which it relates.
- F. Except as provided in subsection E.7.g of this section, attached signs that are subject to this section must be covered by a permit issued under article II of this chapter.

SECTION 3.

- A. Subsection E.7.e of section 15.148.193 of the Sacramento City Code is amended to read as follows:
- e. Location. A sign must be attached to, and parallel to, a building face; must not project above the building face on which it is located; and must be in the upper signage area, except that a sign may be outside the upper signage area if in a location approved as part of the building-design approval or in a location approved by the design director or the preservation director. When deciding whether to approve a location, the design director or the preservation director (i) shall consider all of the factors relating to the proposed sign and, based on the evidence submitted, make the findings set forth in subsections E.1 through E.8 of section 15.148.1110 that apply to the sign; and (ii) shall not consider the content or graphic design of messages other than to determine legality under federal or state law.
- B. Except as amended by subsection A above, section 15.148.193 remains unchanged and in full effect.

SECTION 4.

Section 15.148.670 of the Sacramento City Code is amended to read as follows:

15.148.670 Other prohibited signs.

Except as otherwise provided in this chapter, the following signs are prohibited:

- A. Signs that are located on or project over the roof of a building or structure.
- B. Pennants, streamers, bunting, and wind signs.
- C. Sidewalk clocks.
- D. Statues, real or simulated, utilized for advertising purposes.
- E. Off-site signs and signs displaying general advertising for hire.

SECTION 5.

- A. Subsection C.3.d.iii of section 15.148.860 of the Sacramento City Code is amended to read as follows:

- iii. A sign may be in the upper signage area.

- B. Except as amended by subsection A above, section 15.148.860 remains unchanged and in full effect.

SECTION 6.

- A. Section 15.148.1170 of the Sacramento City Code is amended by adding the following definitions:

“Channel letters” means multi-dimensional, individually cut letters, numbers, figures, or logos that are affixed to a building or structure.

“Mixed-use building” means two or more different uses as identified in Title 17, with at least two uses each occupying a minimum of 30% of the gross floor area of the building.

“Tower” means the portion of a building that is 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) and below the upper signage area.

“Upper signage area” means the portion of a building bounded by the top of the windows of the tallest floor, the building parapet line, and the two vertical edges of the building face on which the signage is attached.

- B. Except as amended by subsection A above, section 15.148.1170 remains unchanged and in full effect.