

Ann Edwards
County Executive

Steven L Hartwig, P.E., T.E.
Deputy County Executive
Community Services Agency



County of Sacramento

Community Development
Steven L Hartwig, P.E., T.E.
Interim Director

Code Enforcement Division
Barry Chamberlain, Chief

What Businesses Should Know About Displaying Signs in Sacramento County

Use of property including display of signs for the purpose of advertising, identification, direction, attention, warning, or designation of any firm, group, place, commodity, product, service, business, etc. are regulated by the Sacramento County Zoning Code. The County Code Enforcement Division is the designated Agency responsible for enforcing the Zoning Code.

The Zoning Code contains provisions that tell you what type of signs you may display for your business. What your sign entitlements are depends upon where you are located, the type of business you operate, and the actual tenant frontage as well as lot size of a business and/or property. You should always contact the **Sacramento County Office of Planning and Environmental Review's Public Information Counter** at sacplan@saccounty.net to determine the sign entitlements as well as restrictions for your business.

Prohibited Signs – SCZC 5.10.1.I (partial list)

- Abandoned, damaged, or unmaintained signs.
- Portable signs such as A-Frame type signs.
- Fence signs.
- Flying signs.
- String pennant flags.
- Feather flags/signs.
- Moving, flashing, or rotating signs (except barber poles).
- People holding, or acting as, signage, i.e. sign wavers.
- Signs that include the words "Stop, Look, Listen" or that interfere with, mislead, or confuse traffic.
- Inflatable or lighter than air devices of any kind.
- Signs projecting above roofs or roof signs.
- Any other advertising device attached to a building, fence, pole, or vehicle on display unless specifically mentioned in the code.

Permitted Temporary Signs – SCZC 5.10.1.J

Special advertising devices such as banners, flags, pennants, and searchlights for grand openings and special sales events not exceeding 30 days within a given year may be permitted subject to approval of a Temporary Use Permit. Properties located in the Special Sign Corridor as defined in SCZC 5.10.7.F and 5.10.7.G are not eligible for this special provision. **E-mail the Sacramento County Office of Planning and Environmental Review** at sacplan@saccounty.net for details.

Other Zoning Code Provisions affecting Businesses (Partial list)

- Promotional displays and sales are only permitted with approval of a Temporary Use Permit – SCZC 3.2.5, Table 3.3 (C).
- Display of merchandise out of doors is prohibited – SCZC 3.2.5, Table 3.2 (M).
- Required landscaping must be maintained – SCZC 5.2.4.G through 5.2.4.I.
- Temporary concessions are allowed only in specified commercial and industrial areas subject to the conditional approval of a temporary concession use permit – SCZC 3.2.5, Table 3.3 (E).
- Parking or storing vehicles used for your business is prohibited in the front yard and is only permitted in the buildable portion of the lot – SCZC 3.2.5, Table 3.2 (N).
- Cargo containers shall be in buildable portion of lot, not in required parking or landscaping, and screened from public view – SCZC 3.2.5, Table 3.2 (S).
- Rock, gravel, concrete, or other impervious surface may not account for more than 25% of landscaping – SCZC 5.2.4.F.1.c.

Please Note:

If you are found to be in violation of County Code, it may result in one or more of the following actions:

- You may be issued an infraction citation for each sign violation.
- You may be issued an administrative penalty of \$100, \$200, or \$500 incurred daily until the violation is corrected.
- A hearing before a County appointed Hearing Officer to declare your property a public nuisance.
- Referral of the case to the County Counsel's Office to initiate legal action against the property owner.
- Initiation of public hearings to revoke any Use Permit or other Discretionary Permit, if applicable.
- Referral of the case to the District Attorney's Office to initiate criminal action against the property owners. This may include, at the County's option, either infraction or misdemeanor prosecution.

**ALL COSTS INCURRED FOR ENFORCEMENT MAY BE BILLED TO THE
PROPERTY OWNER AND/OR VIOLATOR**

For any questions regarding sign regulation, use of property, building height or setback, parking requirements, business license questions, conditional use permits, zoning, landscaping requirements, etc., please e-mail the Sacramento County Office of Planning and Environmental Review at sacplan@saccounty.net, or go to pers.saccounty.net for details.