

## The Purpose & Intent of the Sign Ordinance

West Sacramento Municipal Code Title 17.33 provides that a comprehensive sign ordinance....

- ⇒ Allows adequate identification and communication with a quality appearance.
- ⇒ Encourages a desirable character consistent with the City's General Plan.
- ⇒ Preserves and improves the appearance, character, and aesthetic quality of the City as a place to live, work, and visit.
- ⇒ Eliminates confusing, distracting, or dangerous sign displays that interfere with vehicular or pedestrian traffic.
- ⇒ Provides for fair and equal treatment of sign users.
- ⇒ Promotes ease of sign ordinance administration.
- ⇒ Promotes the public health, safety, and welfare by setting reasonable, non-arbitrary, and non-discriminatory standards and procedures to facilitate the improvement and protection of the environment by prohibiting the misuse and/or proliferation of signs.

PLACE  
STAMP  
HERE

City of West Sacramento

Community Development Department  
1110 West Capitol Avenue, West Sacramento CA 95691

# Business Signs In West Sacramento

Most sign displays within the City of West Sacramento require the approval and issuance of a sign permit from your Community Development Department's Planning Division. There is an opportunity, however, to display temporary signs on a limited basis as long as you meet these guidelines.



## Are Any Temporary Signs Allowed?

✓ **Banner Sign** - two (2) only, firmly affixed to a building (but **not** above the roofline), four (4) times per year, 30 days max for the first event, 15 days max for the three subsequent events, with at least a 30 day delay between events, and **requires an approved sign permit**.

✓ **Portable Sign** - one (1) a-frame type only, not to exceed three (3) feet high or two (2) feet wide, and shall not be located more than 20 feet from the main entrance and not within an easement or public right-of-way.

✓ **Changeable Window Sign** - one (1) per window, not exceeding 25% of each individual window surface area.

✓ **Interior Sign** - must **not** be visible from a multi-tenant common parking lot.



✓ **Temporary Real Property Sign** - one (1) on-site sign, completely on the property to which the sign applies, not illuminated, not to exceed six (6) square feet in area, must be removed within seven (7) days of sale, lease, or exchange of the property.

✓ **Construction Sign** - one (1) sign per property, not exceeding 32 square feet, identifying contractors, owners, designers, lenders, etc. for projects under construction **on that property**.

## How Do I Get A Sign Permit?

A sign permit for banner type temporary signs, and other permanent or semi-permanent sign structures must be obtained through the Community Development Department's Planning Division. The permit must be approved and obtained before placement of the sign. The permit also requires property owner approval and other restrictions apply.

If you have any questions, please don't hesitate to call the Planner On Duty at 916-617-4645 during normal business hours. Although you may come to the Community Development Department located on the 2nd floor of the Civic Center at 1110 West Capitol Avenue, due to limited counter hours and staffing availability, you are encouraged to call and schedule an appointment.

Additional information may be found on the City's website at [www.cityofwestsacramento.org](http://www.cityofwestsacramento.org). Under the City Hall tab on the home page, you may select Municipal Code to research the sign ordinance under Title 17.33 of the zoning code.

**Contact Us:**  
 City of West Sacramento  
 Community Development Department  
 (916) 617-4645, fax: (916) 371-0845

## Which Signs Are Prohibited?

- X **Outdoor General Advertising Signs** - billboards.
- X **Roof Signs**
- X **Projecting Signs**
- X **Animated Signs**
- X **Mobile Billboards** - including vehicles whose main purpose is to display advertisement.
- X **Bare Bulb Signs**
- X **Balloon or Inflatable Signs**
- X **Damaged Signs**
- X **Bootleg Signs** - temporary signs that are staked or otherwise displayed in landscaping, attached to any utility or signal pole, and/or signs displayed in a public right-of-way.
- X **Home Occupation Signs**
- X **Abandoned Signs**
- X **Pennants**
- X **Obscene and other Signs in violation of WSMC Title 17.33**

