

# Signs in Roseville

*The Sign Ordinance of the City of Roseville is intended to create a comprehensive and balanced system of sign regulations that facilitate communication and simultaneously serve various public interests. These standards have been put in place to provide for equal treatment of sign users, promote commerce, while also preserving and improving the appearance of the City.*

## **Sign Ordinance**

The City's Sign Ordinance, Title 17 of the Roseville Municipal Code (RMC), contains regulations for the various types of signs allowed.

## **Sign**

A "Sign" is any device, structure, fixture, or placard displaying graphics, symbols, and/or written copy for the primary purpose of communicating with the public, when such sign is visible from any right-of-way.

## **Sign Permits**

Most signs require a sign permit and a building permit. Below are some examples of the more common sign types requiring permit approval by the City's Planning Division:

- Wall Signs
- Freestanding/Monument Signs
- Directory Signs

Generally, sign permits are processed and approved over the counter at the City's permit center. Please see the website or call to find out what documents, drawings, and fees are required.

## **Shopping Center/Building Complex**

Businesses in shopping centers or office complexes may have additional sign regulations that were established by the Owner/Landlord through a Planned Sign Permit Program (which are in addition to those covered in the Sign Ordinance). If you are not sure whether you are in a shopping center/office complex, or which sign regulations apply to your business, please contact the Planning Division for more information.



## **Permit Costs**

Permit costs depend on the type of sign. There is a Planning Division Sign Permit application fee, a Building Division plan check fee, and a building permit cost that is based on the valuation of the sign. This information can be found on our website and a service representative in the Building Division can help you determine how much the building permit for your specific sign will cost. For more information regarding the Building Division fees, please call (916) 774-5332.

## **Signs Not Allowed**

Several types of signs are expressly prohibited in the City of Roseville:

- Inflatable signs (including balloons)
- Off-site signs
- Signs in public right-of-way
- Moving/flying or flashing signs
- Roof mounted signs
- Vehicle mounted signs, or vehicles displayed as signs
- Home business signs

Businesses with these types of signs will be contacted by Code Enforcement and asked to remove them immediately.

## **Signs Exempt From Permits**

See back page for examples of sign types that are exempt from permit requirements. The Sign Ordinance contains limitations such as, size, location, number, and other limitations that may apply. Please contact the Planning Division for a complete set of requirements.

For additional information regarding signs, please go to [www.roseville.ca.us/signs](http://www.roseville.ca.us/signs) or call the Planning Division at (916) 774-5276. For information on building permits associated with signs call the Building Division at (916) 774-5332.

# Temporary Signs - Exempt from Permits

Signs specified here are exempt from fees, permit, and sticker requirements per RMC Chapter 17.10.010.

## Real Estate Signs

Real Estate Signs are allowed consistent with the following criteria:

- Quantity - vacant properties shall be allowed one temporary real estate sign for properties for sale or lease.
- Real estate signs shall be removed upon sale or lease of the property.

## Real Estate Banner Signs

- Size - temporary banners must comply with banner sign size restrictions (see below) and as outlined in the Sign Ordinance Section 17.10.185.

## Freestanding Signs

- Size - freestanding real estate signs shall total a maximum of 32 sq. ft. in area and 6 ft. in height per sign.
- One on-site freestanding real estate sign for every 1000 lineal feet of street frontage or portion thereof.
- One off-site freestanding real estate sign for every 1000 lineal feet of street frontage, or portion thereof, is also permitted with the consent of the off-site real property owner.

## Banner Signs

One temporary banner per business is allowed consistent with the following criteria:

- A business that wishes to post a banner sign must have an existing permitted permanent sign, or be in the process of receiving a permit for a permanent sign.
- The banner size is determined by the size of building frontage, up to a maximum of a 120 sq. ft.
- The banner cannot be freestanding, and must be non-illuminated with no moving parts.

<u>If your building or business frontage is:</u>	<u>Then your banner can be:</u>
Less than 50 linear feet	Up to 60 sq. ft.
Over 50 feet and up to 100 linear feet	Up to 80 sq. ft.
More than 100 linear feet	Up to 120 sq. ft.



## A-Frame Signs

One A-frame sign per business is allowed consistent with the following criteria:

- Size - 6 sq. ft. per side with a maximum height of 4 ft.
- Acceptable materials - professional quality, no stenciled plywood or similar construction.
- Location - private property; not in public right of way, medians or sidewalks, not blocking accessible paths of travel or inhibiting sight distance for ingress or egress (note: the City reserves the right to confiscate A-frame signs on City property or in the right of way).
- Stabilization - signs shall be able to withstand wind gusts or be removed during inclement weather; can not be attached to light poles, signs, landscape trees, benches, other features.
- Message - limited to advertisement of on-site businesses only.

\*Additional regulations apply in the Downtown and Historic Old Town District. For detailed information refer to Chapter 8 of the Downtown Code.

## Garage/Yard Sale Signs

Garage/Yard Sale signs do not require a permit or fee. Below are some of the laws concerning these signs.

- No off-site garage/yard sale signs are allowed.
- Only 1 sign advertising the sale may be displayed.
- The maximum sign size shall be 6 sq. ft. in area and 4 ft. in height.
- The sign shall only be displayed during the garage/yard sale.

## Other Temporary Signs

- One searchlight may be used by a business for two weeks surrounding a grand opening event.
- Vehicles with a business name or logo painted or affixed in a permanent manner parked legally may be used as signage. Vehicles cannot be used to display a temporary sign (i.e. an A-frame in the back of a truck, or a banner sign attached to a vehicle).

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