



City of Rocklin

Temporary Commercial Signs

City of Rocklin – Economic and Community Development Department – 3970 Rocklin Road – Rocklin, CA 95677 – (916) 625-5160

Do I need a permit for a Temporary Sign?

Yes, most temporary signs relevant to retail businesses, restaurants, and offices are considered “Special Advertising Devices” and require approval of a Sign Permit before they can be installed. Temporary signs that comply with all applicable standards can usually be issued over the counter. We recommend that you obtain your permit before you purchase or install a sign to make sure that your proposed sign complies with the applicable standards.

Is there any restriction on the number of Temporary Sign Permits I can get and how long is each permit good for?

All businesses are eligible to obtain up to three (3) Temporary Sign Permits each calendar year and each Temporary Sign Permit is valid for 20 consecutive days.

What kinds of Signs are allowed under a Temporary Sign Permit, how many, and how big?

With a valid Sign Permit you can choose to use up to three (3) of the permitted temporary sign types at any one time, please see the chart on the next page for information about permitted types of signs and the standards applicable to each.

What kinds of Signs are prohibited?

There are a number of sign types that are not allowed including but not limited to advertising statuary; animated signs, moving image signs that blink, flash, rotate, move or appear to do so; signs in the public right-of-way; highly reflective or fluorescent colored signs; signs posted on trees, utility poles, traffic sign posts, light posts, etc.; backlit awnings; vehicles used primarily to display a commercial message.







Care and Maintenance of Signs?

All signs must be continuously maintained in like new condition with no peeling paint, frayed edges, torn fabric or, broken or missing pieces, significant fading, or other deterioration.

Where May I view the Temporary Sign Regulations or get more information?

To view the Rocklin Municipal Code Regulations (RMC) applicable to permanent and Temporary Signs (RMC Section 17.75), please click the following link to visit our website at www.rocklin.ca.us/signs. For more information on sign regulations or on obtaining a permit for a temporary sign or special advertising device, you can also contact the Planning Division at (916)625-5160 or visit us in person in our offices located on the first floor of the Rocklin City Hall building at 3970 Rocklin Road.

TEMPORARY COMMERCIAL SIGN SUMMARY*

Sign Type	Number	Size	Location	Display	Special Standards
A-Frame & Sidewalk Signs 	One (1)	Maximum 30"x 48"	Sign must be on Private Property within the boundaries of the businesses frontage such that it will not: a) Block handicapped access b) Impede sight lines at street intersections c) interfere with exiting & entering parked cars	Sign must be removed at close of business each day	Sign must be attractive, professional, durable and stable
Banners 	One (1)	a) Tenant frontage of <50 feet = 60 sq. ft. maximum b) Tenant frontage of 50 to 100 feet = 80 sq.ft. maximum c) Tenant frontage >100 feet = 120 sq.ft. maximum	Sign must be affixed to a permanent freestanding sign or the face of a building fronting onto a street or parking area directly adjacent to the business. Banners may not extend above the roofline or parapet.	Banner may remain in place until permit expires	a) Sign may not be illuminated or contain moving parts b) May not be used in lieu of a permanent sign establishment must have at least applied for a permanent sign.
Balloons 	Five (5)	Maximum 16" in diameter	Balloons: a) Must be attached to a legal structure b) The mounting string shall be the lesser of 20 feet or the distance from the mounting point to the property line	Remove Balloons from public view at close of business each day	a) Sign may not be attached to trees or shrubbery. b) Sign cannot interfere with vehicular sight distances or visibility to any existing business or permanent sign c) Sign cannot be place in, project into, or fly above the right-of-way or pedestrian path of travel.
Feather Flags 	Three (3)	Maximum 14 feet high	Signs must be on private property within the boundaries of the businesses street frontage	Signs must be removed from public view at close of business each day	a) Sign must be secured and stabilized to withstand wind gust or removed in high winds b) Sign cannot interfere with pedestrian or vehicular sight distances or visibility to any existing business or permanent sign.
Inflatable devices 	One (1)	a) Maximum of 15 feet high or 30 feet high measured from the ground to the highest point on the device whichever is less. b) not to exceed 150 square feet	Signs must be on private property within the boundaries of the businesses street frontage	Inflatable device may remain in place until permit expires	a) Sign must be secured and stabilized to withstand wind gust or removed in high winds b) Sign cannot interfere with pedestrian or vehicular sight distances or visibility to any existing business or permanent sign.
Sign spinners, etc. 	One (1)	Not regulated	Commercial Mascot must be on private property	Mascot may only be out during business hours	Commercial Mascots, Twirlers, and Sign Clowns are included in this signage category

* Please note this summary sheet is only intended to give a general overview of the types of temporary signs available and the standards applicable to each sign type. Please review the full sign ordinance (WWW.ROCKLIN.CA.US/SIGNS) and / or contact the Planning Department about standards and permit requirements before erecting or ordering any signs to make sure there are no special provisions that might apply to your specific circumstances.