



Signs on City Property

ZTA 26-13

February 19, 2026

City of Manteca Planning Commission Public Hearing

Project Information

Zoning Text Amendment to:

- ❑ Sections 17.56.030 (General Prohibition); and
- ❑ Section 17.56.040 (Signs Allowed on City Property) of Chapter 17.56 (Signs on City Property) of Title 17 of the Manteca Municipal Code.

This ZTA does not include the approval of anyone privately-owned sign on City property, rather, it provides a mechanism in which the City can allow privately-owned signs on City property through a public-private partnerships.

§ 17.56.030 General Prohibition

Unless specifically authorized by this Chapter, no signs may be *installed, erected, displayed, or maintained* on City property by private parties *without a city-approved agreement, franchise, license, or permit*. Any sign posted on City property in violation of this Chapter may be summarily removed by the City as a trespass and a public nuisance.

§ 17.56.040 Signs Allowed on City Property

The following signs may be *installed*, erected, ~~and~~ displayed, *and maintained* on City property:

A. Traffic control and traffic directional signs erected by the City or another governmental *agency*; ~~unit~~;

B. Signs required by law;

C. Signs *owned* ~~erected and maintained by~~ *the City, a governmental agency, a private party, or other non-governmental entity*; ~~a public agency or on public property~~;

Zoning Code Intent & Application

CURRENT INTENT & APPLICATION

- Prevent the deleterious or inappropriate use of city properties by private parties for public forums or economic gain.
- Reserved for authorized by Federal, State, County, or City use to install or erect legal notices or advertisements prescribed by law or of regional interest.

PROPOSED INTENT & APPLICATION

- Expand and enhance public-private partnerships, contribute to placemaking, increasing foot traffic, and strengthen sense of identity in key commercial areas.
- Implements 2025-2026 City Council Goals and Priorities (Goal 2 - Economic Development & Vitality)

General Plan Findings

2043 GENERAL PLAN

- A. Implementation Program LU-1b: Regularly review and revise the Zoning Ordinance to ensure consistency with the General Plan
- B. Goal CD-3: Enhance gateways, key corridors for residents and visitors throughout Manteca
- C. Implementation Program CD-3a: Establish City gateway features along key intersection with SR 99 and SR 120
- D. Implementation Program D-3c: Work with Caltrans to include gateway features in future designs of highway interchanges
- E. Implementation Program CD-5c: Continue to work with Caltrans to improve the appearance of the community from SR 99 and SR 120.

Zoning Text Amendment Findings

ZONING TEXT AMENDMENT

- A. Internally consistent with the General Plan's goals and policies
 - B. Oversight through an agreement ensures the installation of private signs on city-owned properties are detrimental to the public interest, health, safety, convenience, or welfare of the City
 - C. Internally consistent with provisions of this Zoning Code
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City Council (Goal 2 - Economic Development & Vitality)

Task 3: In conjunction with the City Attorney's Office, adopt a Digital Billboard Policy and/or the applicable City Ordinance.

Task 4: Complete the billboard designs for two City-owned properties.

Public Hearing Notice

- This project was duly noticed on January 31, 2026.
- Staff has not received any written comments for the project.



CEQA

The project has been deemed exempt from further environmental review pursuant to Section 15061(b)(3), “Common Sense” of the CEQA Guidelines - because this action is solely a policy decision, not involving a direct physical change or disturbance to the environment, it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment.



Recommendation

Staff recommends the Planning Commission conduct a public hearing and;

Adoption of a resolution recommending City Council find Zoning Text Amendment 26-13 exempt from further environmental review pursuant to Section 15061(b)(3), "Common Sense" of the CEQA Guidelines, and adopt an ordinance for ZTA 26-13 to amend Sections 17.56.030 (General Prohibition) and 17.56.040 (Signs Allowed on City Property) of Chapter 17.56 of Title 17 of the Manteca Municipal Code.





Thank you

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