



City of Walnut Creek
Development Review Services
1666 N. Main Street, Walnut Creek, CA 94596
(925) 943-5834 phone (925) 256-3500 fax

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Human Signs

Background: Section 10-8.102 of the Sign Regulations defines an Animated Sign as “any sign which uses mechanical or electrical movement or change of lighting, either natural or artificial, to depict action or to create a special effect or scene.” Section 10-8.107(1) prohibits all animated signs except time/temperature signs, marquee signs and commercial displays approved by the Design Review Commission, and signs approved under a permit for a Short Term Promotional Program pursuant to Section 10-2.3.118.

Action: A handheld sign (i.e. a “human sign”, “sign flipper”, “dancing sign”, etc) meets the definition of an Animated Sign because it uses natural mechanical movement (the movement of the person holding the sign), and is therefore prohibited pursuant to Section 10-8.107(1) of the Sign Regulations.¹ Additionally, signs posted in the public right-of-way (as is commonly the case with human signs) are prohibited pursuant to Section 10-8.107(16) of the Sign Regulations.

¹ These rules do not apply to signs not regulated by the Sign Regulations, such as an individual exercising their freedom of speech (i.e. somebody carrying a sign expressing their opinion on a subject or supporting a political candidate).