



CITY OF MERCED

MERCED

July 10, 2024

Re: Political Signs

This information is intended to provide guidance on the placement of political signs during our local election process.

City of Merced Political Sign Guidelines

The City of Merced does not regulate the size or content of political signs. However, for safety and aesthetic considerations, Section 20.62.190 of the Merced Municipal Code restricts the placement of signs on public property, including street and sidewalk planter strips. To comply with this regulation, all signs must be placed on private property, specifically behind the sidewalk.

Important Reminders:

- Signs on public property, including sidewalks and planter strips, are prohibited, and may be removed without prior notice.
- The cost of removing signs placed on public property may be charged to the responsible party.

California FPPC and Caltrans Requirements:

- **Disclosure Statements:** All political signs must include a disclosure statement identifying the committee responsible for the sign and indicating that it was paid for by the committee. The disclosure must be clear and legible and positioned in a visible location on the sign. For signs larger than 24" x 36", the disclosure must be at least 5% of the height of the sign.

Example:

- "Paid for by [Committee Name], FPPC # [Committee ID]"
- **Private Property:** Political signs can be placed on private property with the owner's permission.
- **Public Property Prohibition:** Political signs are prohibited on public property, including utility poles, traffic signals, and street signs. Caltrans prohibits political signs within the right-of-way of any state highways and requires their removal within ten days after the election, according to Caltrans guidelines.

Cooperation and Questions:

We appreciate your cooperation in adhering to these guidelines. For any questions, please contact the City of Merced at (209) 385-6834.

Scott McBride

City Manager
City of Merced

cc:

- City Council
- City Attorney
- Code Enforcement