

## **DOWNTOWN PEDESTRIAN SIGNAGE CRITERIA**

Pursuant to Resolution 2011-01-CRA, businesses in the Downtown may continue to use pedestrian signs to encourage business activity. No permit is required; however, the sign must meet the following criteria:

1. Pedestrian signage consisting of sandwich board (also known as a sidewalk sign or A-frame sign), poster stand or easel sign frame types may be erected by the business as determined appropriate for the needs of the business, placed directly in front of the business, **adjacent to the entrance.**
2. No more than one (1) pedestrian sign may be erected per business. Businesses located on a corner may petition to the Executive Director for one (1) additional sign.
3. Pedestrian signage may be displayed in front of a business only during open hours and shall be removed when the business is closed.
4. Sign frames, posts and bases shall be made of wood or metal. Alternative materials may be permitted upon petition to the Executive Director for determination as acceptable material.
5. Sign types shall consist of sandwich board, poster stand or easels as defined herein:  
**Sandwich board:** a freestanding "A" frame type sign with one or two sided message area displayed outside a business with a maximum frame size of 30" x 48".  
**Poster stand:** a freestanding post with a supportive base displayed outside a business with maximum overall structure height of 48", and a maximum sign frame size of 16" x 14".  
**Easel:** a freestanding one-sided sign displayed outside a business by placement on a three- or four-legged upright supporting structure, with a maximum height of structure of 48" to top of sign, and a maximum sign frame size of 30" x 36" for the message area.
6. Message area of the sign face shall be enclosed by a clearly discernable border at least 1" in width.
7. Message area may be composed of a chalkboard or erasable ink for a changeable copy. A changeable message area may also use battery operated back-lighting. Message cannot automatically change.
8. The background colors of the sign shall be consistent with the graphic identity of the business.
9. Signs shall not be located in a way that obstructs passing pedestrians.
10. If pedestrian signage is located in a public right-of-way adjacent to the business (such signage is not permitted in medians), the property owner must provide liability insurance naming the Agency as an additional insured in an amount acceptable to the Executive Director prior to erecting any sign.

**Any signage not displayed in compliance with the above criteria shall be deemed a violation and subject to code enforcement action and/or removal.**

*(Note: Resolution 2011-01-CRA shall be deemed repealed automatically and without further action by the Community Redevelopment Agency on January 24, 2012.)*