



Temporary Commercial Signs (A-Frame Signs) within the Public Right-of-Way

Summary Sheet

Background – The City Charter and Codes allows private use of the public right-of-way through the issuing of a revocable permit. The City has issued thousands of revocable permits across the City for a wide range of uses including: structures, private parking, signage, patio cafés, temporary dumpsters, and many others. The submittal, review, and approval of a revocable permit allows the City to insure that the proposed private use is safe, meets appropriate City codes, and that it will not impact the normal use of City right-of-way. Additionally, an approved revocable permit indemnifies the City against liability claims associated with the permitted private use.

History – Temporary commercial signage in the public right-of-way is becoming more popular in urban areas as businesses look for more effective ways to attract customers. Recognizing these needs, the City has not strictly enforced the requirement of obtaining permits for A-frame signs in the right-of-way. However, as the number and size of these signs have increased throughout our community, particularly the downtown, the City has realized the need to improve compliance. Additionally, recent changes to the City's solicitation ordinance restrict all types of solicitation (including commercial signage) from the right-of-way within 20' from a building entrance unless that solicitation has received a revocable permit.

Regulations – The following regulations have been created to allow adequate temporary commercial signage in the right-of-way while also protecting a safe and comfortable pedestrian experience and limiting visual clutter. These regulations are provided in more detail within the attached worksheet.

- One sign per business
- The sign must be immediately adjacent to the business for which it advertises (no more than 10' from the pedestrian entryway)
- The sign shall be no taller than 48", no shorter than 24", and no wider than 30"
- Signs shall only be displayed during business hours
- Signs shall not obstruct the "pedestrian zone" - they may be placed either directly abutting the building or closer to the curb in the "amenity zone." Five foot minimum clearance for ADA compliance is required.
- Although they are not to be attached to the sidewalk or other infrastructure, they must be weighted down to prevent them from being blown over or otherwise easily dislodged
- An annual permit is required – the fee is \$10
- The City will work to accommodate businesses that currently have signs exceeding these standards; however, excessively large signs or signs inappropriately located may not be permitted to continue

Good Examples



Placed within permitted café



Placed in "amenity zone"



Adjacent to building, not blocking sidewalk

Bad Examples



Blocking sidewalk, outside café area



Not adjacent to advertised businesses



Signs too big or too small