

# SIDEWALK SIGNS AND DISPLAYS

08.12.14

CREATED FOR

URBAN TRANSPORTATION COMMISSION



Making mobility better, together.



# PURPOSE


- ☐ Resolution No. 20140417-054
- ☐ Activate Urban Streetscape By:
  - Allowing Businesses Flexibility
    - Product Marketing
    - Beautify Shopping Areas
- ☐ Protect Public Safety
- ☐ Preserve Historic Character



# ORDINANCE

## City Code Chapter(s):

- ☐ CHAPTER 14-9. TRAFFIC OR  
SIDEWALK OBSTRUCTIONS.
  
- ☐ CHAPTER 25-10. SIGN  
REGULATIONS.



# CHAPTER 14-9. TRAFFIC OR SIDEWALK OBSTRUCTIONS.

## **§ 14-9-21 STREET VENDOR LICENSE AUTHORIZED.**

- (A) The city manager may issue a license agreement to a street vendor for use of a specific part of a right-of-way to sell, offer for sale, exchange, or take order for merchandise.

## **§ 14-9-22 CONDITIONS OF LICENSE.**

- (A) A person who applies for a license under this article must:
- (1) agree to comply with the terms of the license agreement;
  - (2) pay the annual ground rent fee prescribed by ordinance, based on the traffic engineer's determination of the vendor's square-foot encroachment on the right-of-way; and
  - (3) carry and display a right of-way license verification card.



# CURRENT DISPLAY CRITERIA

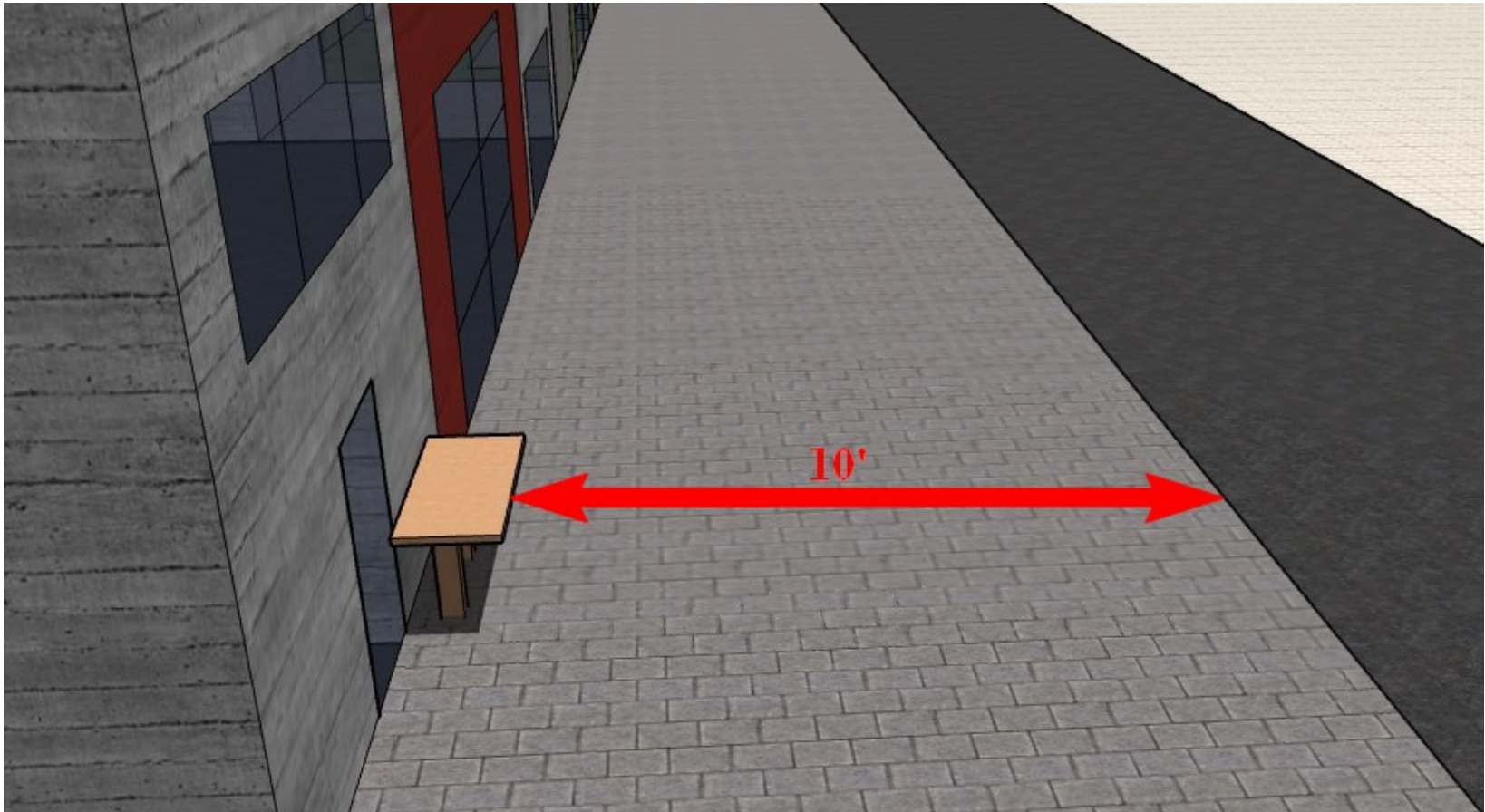
- No person or company shall be permitted to use right of way, for display purposes, that does not front property owned by the applicant.





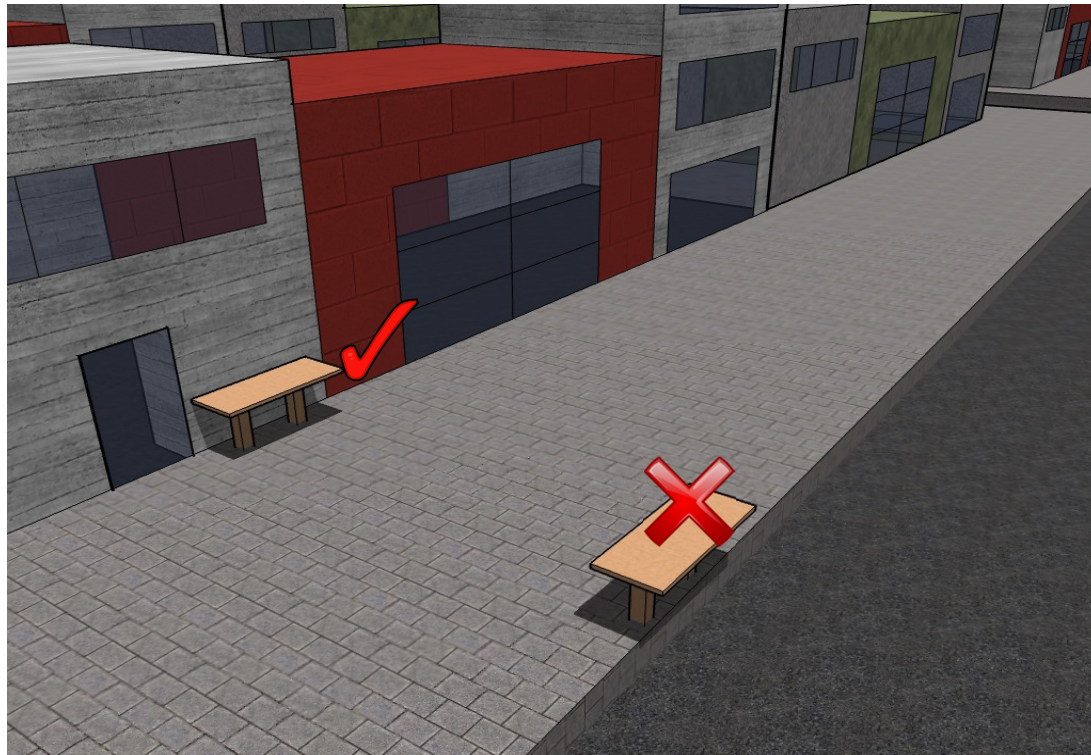
# CURRENT DISPLAY CRITERIA

- The display stand shall be neat and orderly in appearance and mobile or easily moved in case of an emergency and shall not narrow a sidewalk to less than 10' of free walking space.



# CURRENT DISPLAY CRITERIA

- Display area shall be located against the face of a building and never located next to a curb.



# CURRENT DISPLAY CRITERIA

- Display locations shall not be placed so that they block any entrance or doorway and may not extend into any abutting property owners space without written approval from the abutting property owner or occupier.





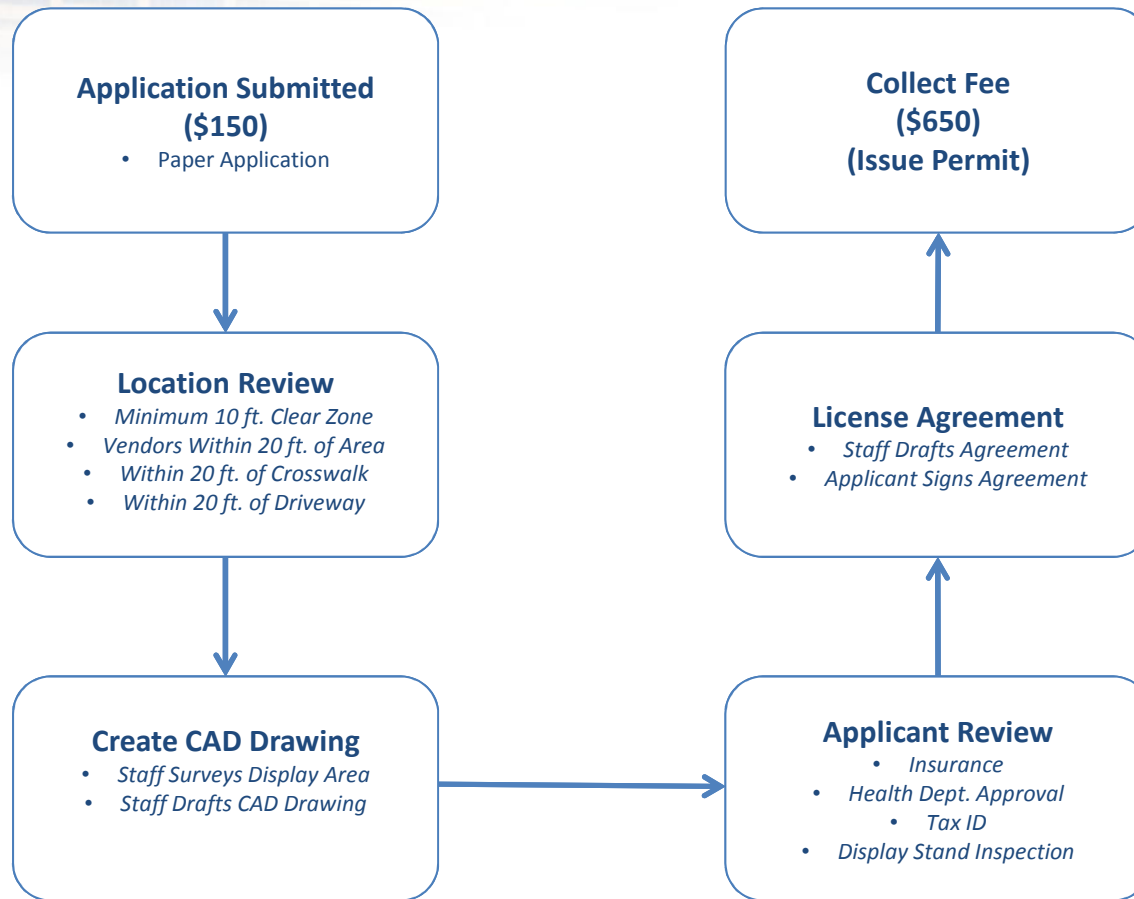


# CURRENT DISPLAY CRITERIA

- ☐ No items are to be fastened to or hung from any building or any other City infrastructure.
- ☐ No ignition source located next to combustible materials.
- ☐ No light source that will blind or distract the motoring public.
- ☐ Abutting property notification.
- ☐ General liability insurance of \$500,000.



# CURRENT DISPLAY PROCESS





# PROPOSED REVISIONS

**Subsection (B) of City Code Section 14-9-13 (*Exceptions to Prohibition Against Obstruction for Sale of Merchandise*) is amended to read:**

§ 14-9-13 EXCEPTIONS TO PROHIBITION AGAINST OBSTRUCTION FOR SALE OF MERCHANDISE.

Section [14-9-12](#) (*Obstruction for Sale of Merchandise Prohibited*) does not apply to:

- (1) a display for a newspaper, pamphlet, or periodical, on a sidewalk if the display is not more than three feet from the curbline or lot line, in compliance with [Article 4](#) (*Restrictions on Newsracks and Direct Sales in a Public Rights-of-Way*);
- (2) a public market established under Chapter [14-2](#) (*Public Markets*);
- (3) the delivery of previously ordered or purchased merchandise;
- (4) the use of a street, alley, or sidewalk in connection with residence-to-residence or business-to-business sales or solicitations;
- (5) fresh cut flower sales, offers for sale, exchanges, or purchase orders; [ø¶]
- (6) a sidewalk cafe permitted or licensed under Chapter [14-4](#) (*Sidewalk Cafés*); and
- (7) a sidewalk sign that complies with Section 25-10-153 (*Sidewalk Signs*) or a retail item for display or sale, provided that:**
  - (i) the sign or retail item is within the frontage of the business displaying the sign or retail item; and**
  - (ii) an unobstructed pedestrian pathway exists sufficient to meet applicable requirements of the Americans with Disabilities Act (ADA).**



# CHAPTER 25-10. SIGN REGULATIONS.

## CURRENT CODE REQUIREMENTS

§ 25-10-153 (Sidewalk Signs.) allows for the building official to issue a permit for one sidewalk sign if an applicant provides proof of insurance, indemnification and the sign complies with the following requirements:

- The sign must be located:
  - On a sidewalk at least 10 feet in width;
  - Directly in front of a building that is not setback from street right-of-way, if the sign is located in the street right-of-way;
  - For a unified development, on a sidewalk directly in front of the applicant's business;
  - No closer than 20 feet from a driveway or pedestrian crosswalk; and
  - In coordination with other permitted right-of-way uses, as determined by the building official





# CURRENT & PROPOSED SIGN REGULATIONS

## CURRENT CODE REQUIREMENTS (CONT.)

- The sign may not
  - Narrow the sidewalk less than 10 feet in width;
  - Obstruct the line of sight for oncoming traffic;
  - Be more than four feet high;
  - Be wider than the lesser of one-third the width of the sidewalk, or 30 inches.
  - Be displayed anytime the business is not open.

## PROPOSED CODE REVISIONS

The proposed amendment would eliminate the permit requirement and clean up code language accordingly.