



STAFF REPORT AND FISCAL IMPACT NOTE

Ordinance: O-42-18

Title: Sidewalk Signs – For the purpose of allowing sidewalk signs with specific conditions

Date: November 14, 2018

STAFF REPORT

This ordinance defines a “Sidewalk Sign” and establishes permit requirements and regulations governing the use of a sidewalk sign.

A sidewalk sign is a freestanding, temporary sign with no moving parts or lights that displays the permit holder’s business-related information. “Sidewalk sign” includes a sandwich board sign, an A-frame sign, and a display board, but it does not include a feather pole sign or any other temporary banner, poster, and similar sign made of nonpermanent materials

Sidewalk signs would be allowed in all zoning districts, and those in the Historic District would require review by and approval of the Historic Preservation Division of Planning and Zoning pursuant to Section 21.70.090 of the City Code. The signs may be up to 7 square feet, and the maximum height is 4.5 feet.

Sidewalk signs may not obstruct pedestrian or vehicular traffic or visibility, or adversely affect the safety of pedestrians or vehicles. The signs must be placed on the sidewalk immediately adjacent to the permit holders’ building and shall not be permanently affixed or anchored to the sidewalk or attached to structures. Sidewalk signs must be removed from dusk to dawn and when the permit holder’s business is not open.

Those displaying a sidewalk sign must obtain a permit, and there may be only one sign per tenant. Permit holders are required to fully indemnify, defend, and hold harmless the City and its agents, employees, and elected officials from and against any and all claims and damages in any way arising out of or through the acts or omissions of the permit holder in connection with the placement or use of the sidewalk sign.

The cost of the sign permit is \$60. To encourage sign owners to apply for a permit and come into compliance, the legislation proposes that the fee for these signs be waived for the first six months.

Prepared by: Sally Nash, Department of Planning and Zoning

FISCAL IMPACT

We cannot predict how much revenue the \$60 permit fee might generate.

At this time, the Department of Planning and Zoning is not asking for additional resources; however, the department will reevaluate its staffing needs as part of the Fiscal Year 2020 budget development.

Prepared by: *Jodee Dickinson, Finance Director*