

*Chapter 19.625 PRIVATE PARTY SIGNS ON CITY-OWNED PROPERTY AND THE
PUBLIC RIGHT-OF-WAY.*

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19.625.070 Pedestrian Mall sidewalk signs.

This section applies only in the pedestrian mall as defined in Article 10 (Definitions).

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C. *Design criteria:*

1. A pedestrian mall sidewalk sign may not exceed 12 square-feet in overall area, nor a maximum height or width of four feet. No more than 50 percent of the overall sign area may be used for changeable copy.
2. A pedestrian mall sidewalk sign must be constructed of quality materials, such as smooth particle board or medium density plywood, which are sturdy and designed for paint.
3. All visible surfaces of the sign shall be finished in a uniform or complimentary manner.
4. Lettering and graphics shall be of a professional quality. Borders, artistic enhancements, and graphics reflecting the nature of the related business are encouraged.
5. Balloons, banners, flags, lights, pinwheels, umbrellas, or other similar items, shall not be attached to, or made a part of, a pedestrian mall sidewalk sign.
6. The Community & Economic Development Director or his/her designee may refer the design of a pedestrian mall sidewalk sign to either the Cultural Heritage Board or the City Planning Commission for resolution of design related issues.
7. A pedestrian mall sidewalk sign must be weighted so as not to be easily knocked down or blown over. Maintenance of the sign and any damage or injury caused by the sign is the responsibility of the business owner.
8. A pedestrian mall sidewalk sign must be removed and placed indoors each day at the close of business.
9. A pedestrian mall sidewalk sign may not be displayed until the required sign permit, including proof of insurance, has been obtained. A pedestrian mall sidewalk sign permit is required to be renewed annually at the beginning of each calendar year.
10. Every permittee, at his/her sole cost and expense, and during the term of his/her permit or any renewal thereof, shall obtain and maintain liability insurance to the approval of the City's Risk Manager. Prior to the issuance of any permit, the applicant shall file and maintain with the

Community & Economic Development Director or his/her designee a valid current policy or sufficient certificate evidencing the policy of liability insurance, covering use of the pedestrian mall sidewalk sign. The policy shall contain an endorsement naming the City as additional insured, shall provide that the City Risk Manager will be given 30 days written notice prior to cancellation or material change, and shall be in such minimum limits as set by resolution of the City Council.

~~11. Variances from the size, height, or maximum changeable copy requirements, may be granted in accordance with Chapter 19.720 (Variance).~~

11.2. Any decision of the Community & Economic Development Director or his/her designee, Cultural Heritage Board, or Planning Commission may be appealed to the City Council within ten days of receipt of notice by permittee.

(Ord. 7331 §98, 2016; Ord. 6966 §1, 2007)

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