



PLANNING & DEVELOPMENT SERVICES DEPARTMENT
10 North Bemiston Avenue, Clayton, Missouri 63105
(314) 290-8452 • FAX (314) 863-0296

APPLICATION FOR ANNUAL SIDEWALK SIGN PERMIT

(PLEASE PRINT)

• **THIS APPLICATION MUST BE ACCOMPANIED WITH ALL REQUIRED DOCUMENTATION**

- Color photo of proposed sign location
- Sign specifications (manufacturer's cut sheet)
- Certification of liability insurance in the amount of \$2,000,000 naming the City of Clayton as an additional insured (if sign is located on public sidewalk)
- Signed acknowledgement of Application Standards and Regulations

• **A \$30.00 APPLICATION FEE MUST ACCOMPANY THIS APPLICATION**

(Total cost of this permit is \$30 inspection fee + \$5/sq. ft. of signage – to be paid upon permit issuance)

Applicants Name _____

Address _____ City _____ State _____ Zip _____

Phone (____) _____ E-Mail Address _____

() Business Owner () Design Professional () Other _____

Location of Sign: NO. _____ Street _____

Name of Business _____

Owner of Property _____

Property Use () Office () Restaurant () Retail

Will the location of this sign be on public or private property? () Public Sidewalk () Private Property

Type of sign: Please select one: () Single Face () Double Face () Temporary

Please select one: () Freestanding () A-Frame () Attached to pedestrian railing

Freestanding signs are not permitted for restaurants with outdoor dining areas that are enclosed by a pedestrian railing. In this case, up to (2) signs may be attached to pedestrian railings, one on each end.

If attached to pedestrian railing, number of signs _____

Estimated cost of sign(s): \$ _____

DIMENSIONS (Outside Frame) Sign 1: Height (in) _____ Width (in) _____

MATERIALS Sign 1: Face: _____ Frame: _____

COLOR(s) Sign 1 (include color of frame, letters, background, logos, base, etc.) _____

DIMENSIONS (Outside Frame) Sign 2: Height (in) _____ Width (in) _____

MATERIALS Sign 2: Face: _____ Frame: _____

COLOR(s) Sign 2 (include color of frame, letters, background, logos, base, etc.) _____

I HEREBY CERTIFY THE ABOVE INFORMATION IS CORRECT AND THAT I AM THE BUSINESS OWNER OR HAVE BEEN AUTHORIZED BY THE BUSINESS OWNER TO MAKE APPLICATION FOR THE SIGNAGE DESCRIBED ABOVE

Signature _____ Date _____

Please Print Name _____

FOR CITY USE

Permit# SS _____

APPROVED / Conditions of approval _____

DENIED / Information needed for resubmittal _____

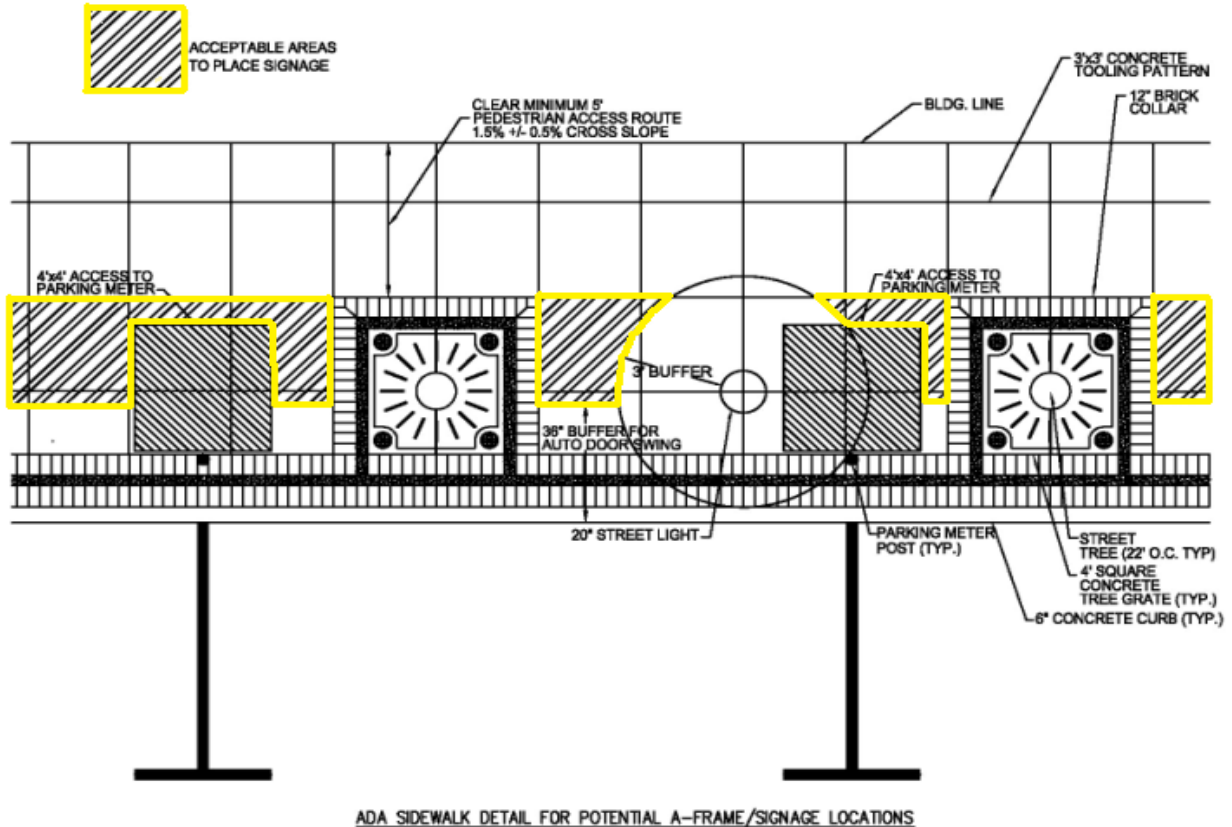
ANNUAL SIDEWALK SIGN APPLICATION STANDARDS AND REGULATIONS

Summary of Standards and Regulations

In accordance with Clayton Ordinance #6145, the following standards, rules and regulations apply to the issuance of a sidewalk sign permit:

Placement

- If located on a sidewalk, a minimum of a 5-foot wide unobstructed pedestrian clearance area must be maintained.
- If located on a sidewalk, a minimum of 3 feet of separation shall be maintained between: (a) the sign and the edge of pavement; and (b) between the sign and a parking stall; and (c) the sign and another sign, and (d) the sign and other fixtures (street lights, street trees, parking meters, fire hydrants, fire department connections, mail boxes, benches, etc.).
- Signs cannot be placed in the defined pedestrian access route, as determined by the City.
- Signs cannot be attached to any sidewalk or public or private fixture (except outdoor dining railings).



NOTE - IF PEDESTRIAN ACCESS ROUTE IS LESS THAN 5 FEET FROM 12" BRICK COLLAR TO BUILDING;
THE PEDESTRIAN ACCESS ROUTE SHALL WIDEN TO 5 FEET IN WIDTH BETWEEN TREES.

Standards/Requirements

- The maximum allowable size of the sign is 25 inches wide and 38 inches high (overall frame dimensions).
- Signs cannot be illuminated, or equipped with moving parts, or contain a device designed to attract attention to the sign or business attached to the sign.
- If a sign is located on City property, the permit holder must provide and maintain, at his/her sole cost, liability insurance in the amount of \$2,000,000 covering any injury or damage in any way arising from

or associated with the sign or its presence in its location. The insurance must name the City of Clayton as an additional insured and must be maintained in full force and effect so long as the permit is outstanding.

- The sign must be removed every day, no later than the close of business or 10:00 p.m., whichever is earlier.
- No more than one sign permit can be issued for each storefront having an entrance along a sidewalk. No permits will be issued, and no sidewalk signs will be allowed, with respect to any enterprise other than those having an entrance along the sidewalk where the sign is to be located.
- At no time should the sign be displayed when the business enterprise referenced on the sign is closed.
- The sign may not unduly impede normal pedestrian use of a sidewalk or block or impede a doorway, vehicular entrance, crosswalks or otherwise pose a danger to pedestrian or vehicular traffic.
- Signage shall not be affixed to or mounted on wheels.
- Signage must be maintained in good structural and aesthetic condition at all times, and should be designed as wind-resistant.
- The final location of the sign is determined by the City and will be designated on the Annual Sidewalk Sign Permit. Display of the sign is allowed only in the area specifically designated on the sign permit. The City at its discretion may refuse to allow a sign on a sidewalk if one can reasonably be located on adjacent private property in accord with the requirements contained herein.

Businesses with Outdoor Seating

Businesses having outdoor customer seating areas located on a sidewalk and demarcated by pedestrian barriers are not eligible for a freestanding sidewalk sign but may obtain a permit for two single-sided sign panels no larger than 18 inches by 24 inches in size and attached to the pedestrian barrier in a manner that makes them perpendicular to the sidewalk and otherwise meet the requirements of this Section.

Design Criteria

All signage must be constructed from durable materials compatible with the design and materials of the building housing the enterprise referenced on the sign and present a finished appearance. Wood, metal and chalkboard are acceptable materials. Plastic is not allowed. Signage shall not be reflective or fluorescent. "Reader board" signs with removable slide-in letters and stenciled or spray painted signs are not allowed.

I HAVE READ THE ABOVE STANDARDS & REGULATIONS AND WILL COMPLY WITH SUCH.

SIGNATURE

DATE

PRINT NAME