



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)

- **ALL REQUIRED DOCUMENTATION MUST ACCOMPANY THIS APPLICATION**
  - Color photo of proposed sign location (2 copies)
  - Sign specifications (manufacturer's cut sheet or photo of actual sign-2 copies)
  - Certificate of general liability (with medical payments) insurance in the amount of \$500,000 naming the City of Clayton as an additional insured (if sign is located on public sidewalk)
  - Signed acknowledgement of Application Standards and Regulations
- **A \$35.00 APPLICATION FEE MUST ACCOMPANY THIS APPLICATION**  
**(Remaining cost of permit includes \$35 inspection fee + \$5/sq. ft. of signage-to be paid upon permit issuance)**

Applicant's Name \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone (\_\_\_\_) \_\_\_\_\_ E-Mail Address \_\_\_\_\_

( ) Business Owner ( ) Design Professional ( ) Other (specify) \_\_\_\_\_

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

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): \$ \_\_\_\_\_

FRAMEDIMENSIONS: Height (in) \_\_\_\_\_ Width (in) \_\_\_\_\_

MATERIALS: Face: \_\_\_\_\_ Frame: \_\_\_\_\_

COLOR(s): (include color of frame, letters, background, logos, base, etc. \_\_\_\_\_

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FRAME DIMENSIONS (SIGN 2\*): Height (in) \_\_\_\_\_ Width (in) \_\_\_\_\_

MATERIALS: Face: \_\_\_\_\_ Frame: \_\_\_\_\_

COLOR(S): (include color of frame, letters, background, logos, base, etc.) \_\_\_\_\_

**\*Two A-Frame signs are only permitted for corner buildings that have an entrance on each street frontage (one per street frontage). Restaurant tenants that utilize a pedestrian barrier for outside seating/dining are permitted one sign on each end of the barrier (facing opposing directions).**

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# SGN \_\_\_\_\_

APPROVED / Conditions of approval \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

DENIED / Information needed for resubmittal \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

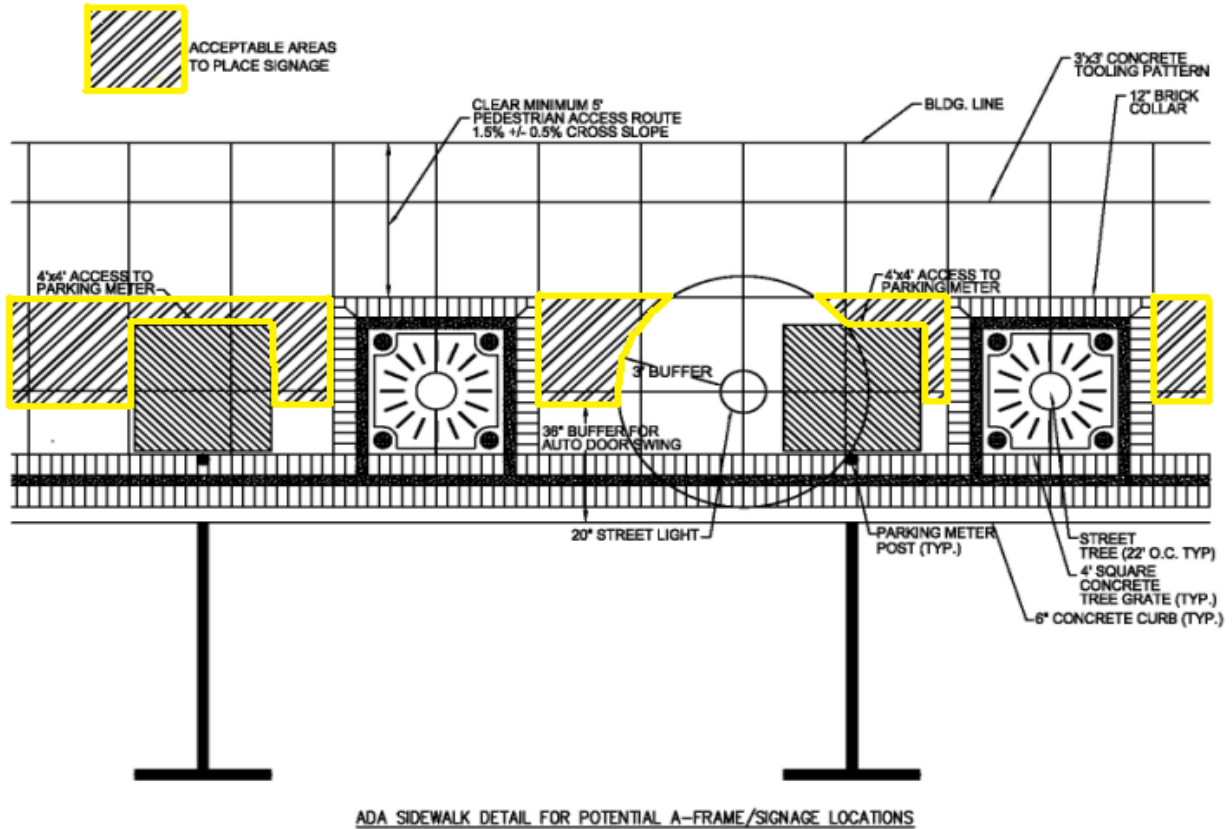
# ANNUAL SIDEWALK SIGN APPLICATION STANDARDS AND REGULATIONS

## 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, general liability with medical payments insurance in the amount of \$500,000 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.**

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**SIGNATURE**

**DATE**

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**PRINTED NAME & CONTACT INFO.**