



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

APPLICATION FOR SIDEWALK SIGN RENEWAL

(Please type or print)

Permit# SGN_____

- ALL APPLICABLE SECTIONS OF APPLICATION MUST BE COMPLETE
- **APPLICANT MUST SIGN THIS APPLICATION AND ACKNOWLEDGE THAT OWNER/LANDLORD HAS AUTHORIZED PLACEMENT OF THE SIGN**
- **PROOF OF LIABILITY INSURANCE MUST BE SUBMITTED IF THE SIGN IS LOCATED ON PUBLIC PROPERTY (MINIMUM PER OCCURRENCE COVERAGE OF \$500,000 REQUIRED)*** All general liability insurance policies shall name "The City, its officers, boards, board members, commissions, commissioners, agents, and employees as additional insureds".
- **PERMIT FEE OF \$70 MUST ACCOMPANY THIS APPLICATION**

PART A: CONTACT INFORMATION

Name & Address of Business: _____

Business Owner's Name & Contact Information (include e-mail address): _____

Applicant's Name, Address & Contact Information (include e-mail address): _____

PART B: RENEWAL INFORMATION

The sign and placement of the sidewalk sign remains as previously permitted.

_____ yes _____ initials. If no, explain: _____

I, _____ (applicant's printed name) have read and understand that the sidewalk sign to which this application applies complies with the City's sidewalk sign regulations, copy of which attached to this Application, and that I have received approval for the placement of the sign from the property owner.

Applicant's Signature & Date

**Copy of Certificate of Liability insurance may be faxed to: 314-863-0296 (Attention: Kari Cranford) or emailed to: kcranford@claytonmo.gov (City of Clayton must be named as an additional insured)*

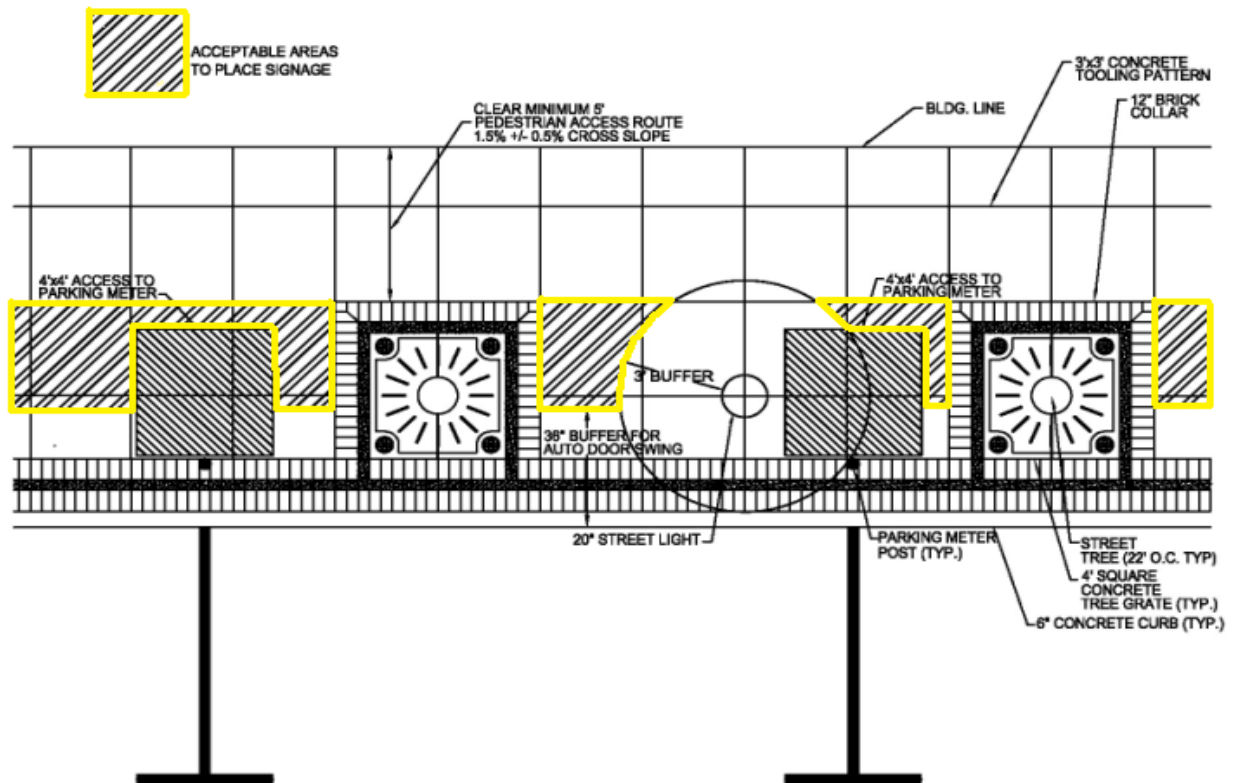
ANNUAL SIDEWALK SIGN APPLICATION STANDARDS AND REGULATIONS

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.