

**TOWN OF SAN ANSELMO
ECONOMIC DEVELOPMENT COMMITTEE
STAFF REPORT**

For the meeting of May 10, 2016

I. RECOMMENDATION

Staff is seeking the EDC's input on the following:

- Should A-Frame signs be allowed on Town property (sidewalks, tree wells, etc.)?
- Should A-Frame signs be permitted in all commercial zoning districts, or just areas that are more pedestrian oriented (downtown and Landsdale station area but not Greenfield Avenue or the C-L District between the Hub and Red Hill Shopping Center)?
- Should the Town allow A-Frames for goods or services that are not available on the property upon which the sign is located (for example, a Taco Jane sign on the sidewalk near Coffee Roasters)?

II. BACKGROUND AND DISCUSSION

The Town currently allows A-frame signs in certain commercial zoning districts, but only on private property. The Town currently prohibits A-frame signs in the Town rights-of-ways (sidewalks, tree wells, etc.). The Town Council discussed A-frame regulations in 2006 and decided to prohibit them on Town property due to concerns over liability (ADA).

A handful of businesses (including Marinitas, Coffee Roasters, Town Books and Tumbleweeds) have placed their A-Frame signs in the public right-of-way in the downtown area. They do not appear to be causing any concerns or access issues. Staff is proposing that the Town Council consider allowing businesses to have A-frame signs in the right-of-way. The Town Council will be considering the issue at their meeting on May 24, 2016.

The Planning Commission considered A-Frame signs in April and recommended that the Town allow A-Frame signs in all commercial zoning districts, without a permit. The Town Attorney is recommending a permit requirement so staff can ensure the sign is placed in an appropriate location.

The owner of Taco Jane's has expressed interest in having an A-Frame sign on San Anselmo Avenue directing customers to his business. The proposed ordinance would allow only one sign per business. However, as written, any San Anselmo Avenue businesses could use their sign to promote Taco Jane's business. The ordinance could be written to allow off site businesses to advertise on San Anselmo Avenue.

Prepared By: Elise Semonian, Planning Director

DRAFT REGULATIONS

Article 7 - A-FRAMES ON TOWN PROPERTY

10-10.701 Permits Required

Each nonresidential establishment in commercial zoning districts C-1, C-2, C-3 and C-L may display one portable A-frame sign on Town Property adjacent to the establishment, subject to securing a permit from the Department of Public Works. An application for a permit shall be filed with the Department of Public Works on forms provided by that Department and with a fee as established by resolution of the Town Council.

10-10.702 - Terms and conditions.

The A-frame sign shall comply with the following conditions:

- (a) Display time: when business is open and removed daily at close of business;
- (b) Display face area: not exceeding six square feet per side;
- (c) Height: not taller than 4 feet;
- (d) Number: not more than one per business;
- (e) Message types: noncommercial or on-site commercial, or any combination;
- (f) Illumination: not allowed;
- (g) Placement:
 - (1) Shall not obstruct normal pedestrian use of public sidewalks, parking areas, or vehicles using the roadway;
 - (2) Shall maintain a clear pedestrian access as required by the Department of Public Works;
 - (3) Shall not block doors, windows, pedestrian crossings, visibility zones, Americans with Disabilities Act (ADA) ramps, parking, or fire exits;
 - (4) Sign shall remain standing and shall not be locked or chained or in any other way attached or secured to public property (e.g. trees, parking meters, street lights, other permanent structures); and
 - (5) Shall not pose a hazard to the public health or safety.
- (h) Conditions of approval: the Department of Public Works may require a letter of authorization from the property owner, proof of liability insurance and a hold harmless agreement.

10.10.703 - Issuance of permit.

Upon compliance by the applicant with the foregoing conditions and requirements, the application shall be approved and the permit issued by the Department of Public Works unless the issuance of the permit is contrary to the health, safety or welfare of the citizens of the Town of San Anselmo as determined by the Director of Public Works. In determining whether to approve the application, the Town may consider the effect that proposed sign will have on pedestrian, bicycle and vehicular travel within the Town. No permit issued under this section shall be transferable.

10-10.704 Sign removal. Town officials may remove any sign authorized by this section, without notice, whenever such removal is required for public safety.