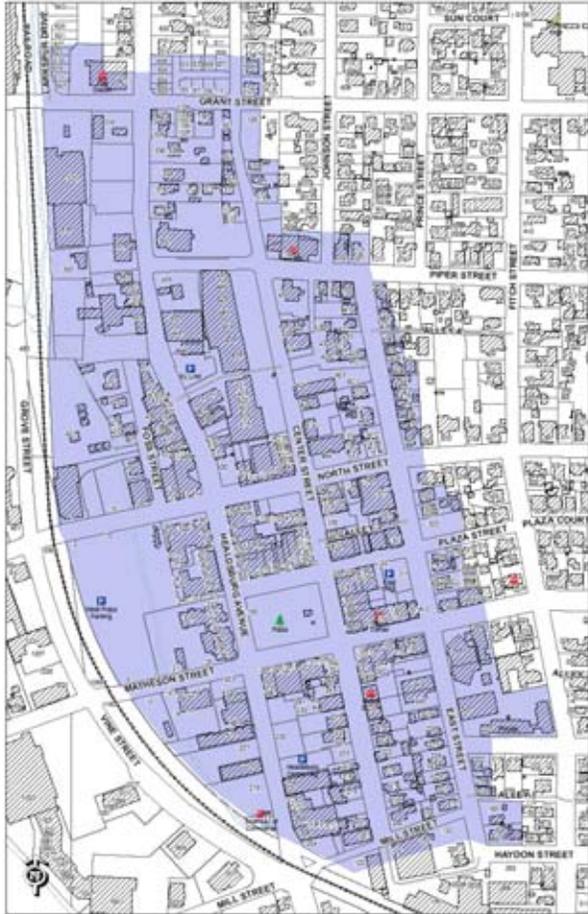


DOWNTOWN BUSINESS DISTRICT BOUNDARIES



The City may require the temporary removal of an outdoor display when street, sidewalk, or utility repairs necessitate such action.

The City may cause the immediate removal or relocation of all or any part of an outdoor display in emergency situations. The City, its officers, agents and employees shall not be responsible for any damages or loss of displays relocated during emergency situations and shall not be responsible for any costs associated with the removal or the return and installation of any displays

Please contact the City of Healdsburg Planning and Building Department for more information, The Community Development Center office is open weekdays between 7:30 a.m. and 5:30 p.m. (closed every other Friday).

CITY OF HEALDSBURG

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Downtown Outdoor Merchandise Display Guidelines



Merchandise displays in the downtown can create an interesting shopping environment that promotes walking and supports our local businesses. However, outdoor merchandise displays can also result in a cluttered and unattractive appearance and create obstructions for pedestrians and those with disabilities.

The City has developed these guidelines to support the efforts of our business community and keep our downtown attractive and safe.

Potential outdoor merchandise display limits:



Allowed outdoor merchandise display examples:



MERCHANDISE DISPLAYS ARE PERMITTED UNDER THE FOLLOWING GUIDELINES:

Outdoor displays are allowed in the Plaza Retail and Downtown Commercial Zoning Districts, subject to the following guidelines:

1. Items displayed shall be limited to merchandise sold by the business.
2. Outdoor displays shall be located within the business' frontage and immediately adjacent to the business unless it would result in inadequate ADA access.
3. Outdoor display areas that are located adjacent to storefronts are allowed the following measurements, provided that adequate ADA access is made.
 - 6 feet in length;
 - 5 feet in Height;
 - 2 feet in width;
 - and comprise of a total maximum merchandise display area of 12 square feet.
4. Outdoor displays that are located adjacent to a public street are allowed the following measurements as long as adequate ADA access is provided:
 - 6 feet in length;
 - 5 feet in Height;
 - 2 feet in width;
 - and comprise of a total maximum merchandise display area of 12 square feet.
5. No outdoor display may be located adjacent to a designated white, yellow, blue or red parking zone.
6. The materials and colors used for shelves, racks, easels and similar supports for displayed items shall complement the architectural style and colors used on the adjacent building façade.
7. Outdoor displays must maintain an orderly appearance and displayed only during hours of operation for the associated business and shall be removed by the close of the business day.
8. No signs or other forms of advertising may be included as part of an outdoor display. This includes "sale" signs on boards, balloons, pin-wheels, paper, clothing, streamers, or merchandise affixed to the outdoor display.
9. Outdoor displays shall be secured to prevent movement. However, they may not be permanently anchored to the right-of-way nor attached or affixed to any public tree, sign or similar fixture.
10. The minimum height for the lower portion of any umbrella or shade structure or apparatus can be no less than 80 inches above the sidewalk. If vertical clearance of an area adjoining an accessible route is reduced to less than 80 inches (nominal dimension), a barrier to warn blind or visually impaired persons shall be provided.
11. All outdoor displays shall be located so as to provide the minimum access requirements of City of Healdsburg Public Works standards and the ADA. An unobstructed, non-meandering path of travel with a minimum walkway width of 5 feet shall be maintained adjacent to the outdoor display at all times. In no case shall the location of an outdoor display occur within an area required for vehicular circulation, parking or loading, or emergency vehicle access. Unobstructed access shall be provided to all building entrances, including at least a 2-foot linear clearance on each side of a building entrance.

The City will take action to enforce these guidelines with business operators that do not comply with these guidelines.

Thank you for your cooperation in keeping Healdsburg's downtown district safe, attractive and successful.