

DOWNTOWN OUTDOOR DISPLAY PERMIT GUIDELINES

The following needs to be submitted in order to process an outdoor display permit for the downtown triangle area:

1. Completed application form
2. \$50 filing fee
3. Dimensioned diagram or photograph of display object
4. Dimensioned diagram of proposed sidewalk location
5. A Certificate of Insurance if the sidewalk display permit is located on the public sidewalk

PURPOSE OF GUIDELINES

Signs and other display objects and outdoor dining furniture, which are appropriately designed and placed, can be an asset to the downtown business district. While these types of displays may be more traditionally located on private property, the City Council has decided to allow limited use of the public sidewalk for this purpose. The intent is to allow signs and other display objects and outdoor dining furniture which are complementary to the appearance of the business district and which are safe for pedestrians.

SIDEWALK DISPLAY PERMIT REQUIREMENTS

The Community Development Director may authorize the placement of A-frame or similar signs, flowerpots, flower carts, statues, or other similar decorative display items and outdoor dining furniture on either private property or on the public sidewalk in the downtown triangle area in accordance with the following:

1. A sidewalk display permit shall be obtained from the Community Development Department. Such permit shall be issued only when in the opinion of the Community Development Director that the sign or other display object or outdoor dining furniture would not have an adverse affect on nearby public and private properties.
2. The applicant shall hold the City, its officers, agents, employees, and volunteers harmless from all damages, costs or expenses in law or equity that may at any time arise or be asserted because of damage to property or personal injury received by reason of or in the course of displaying a sign or other display object or outdoor dining furniture in the public right-of-way.
3. The applicant shall obtain and maintain insurance against injuries to persons or damages to property, which may arise. The City of Los Altos and its officers, agents, employees, and volunteers shall be named as "insured" in the insurance policy. Expiration or cancellation of insurance will automatically revoke the sidewalk permit.

4. Except as otherwise provided by these guidelines, the sign or other display object or outdoor dining furniture, including railing or other similar enclosures, shall be located only on a public sidewalk – not in planter areas – and only directly in front of the applicant’s business.
5. A sidewalk display permit shall be valid for thirty days and shall be automatically extended unless an expiration date is included in the permit or the Community Development Director subsequently issues an expiration notice.
6. The sign or other display object or outdoor dining furniture, including railing or other similar enclosures, must be appropriately designed, executed, and maintained so as to be complementary to the appearance and operation of the business district. Signs and tables and chairs, including outdoor dining area railing or other similar enclosures, shall be wood or metal. Plastic signs or furniture are not permitted. Signs or furniture that are not maintained appropriately will result in the revocation of the sidewalk display permit.
7. The sign or other display object or outdoor dining furniture shall conform with the attached public sidewalk clearance guidelines, marked Exhibit A.
8. Signs are limited to restaurant menu boards and to special cases where they are primarily decorative and used to promote something unique about the particular business. A-frame signs are subject to design review and are not permitted to simply advertise a business address or phone number or list products or prices.
9. If the sidewalk display permit is for outdoor dining furniture a maintenance agreement shall be entered into to ensure that the business owner keeps the public sidewalk clean and free of debris and food and drink stains. Noncompliance with the maintenance agreement will result in the revocation of the sidewalk display permit.



**CITY OF LOS ALTOS
APPLICATION FOR OUTDOOR DISPLAY PERMIT**

For the outdoor display permit to be complete, please submit the following to the Community Development Department:

- ___ 1. Completed application form
- ___ 2. Filing fee (\$50)
- ___ 3. Dimensioned diagram or photograph of display object (Exhibit A)
- ___ 4. Dimensioned diagram of proposed sidewalk location (Exhibit B)
- ___ 5. A Certificate of Insurance if the display permit is for the public sidewalk

Address of Display: _____

Nature of Display: _____
(sign, flower cart, tables and chairs, etc.)

Applicant/Business Owner's Name: _____

Name of Business: _____

Business Mailing Address: _____

Insurance Policy Number: _____
(if applicable)

Daytime Phone Number: _____

Emergency Phone Number: _____
(non-business hours)

Business Owner/Applicant Signature

Date



**CITY OF LOS ALTOS
PUBLIC SIDEWALK OUTDOOR DISPLAY PERMIT**

1. The applicant agrees to hold the City, its officers, agents, employees, and volunteers harmless from all damages, costs or expenses in law or equity that may at any time arise or be asserted because of damage to property or personal injury received by reason of or in the course of displaying a sign or other display object or outdoor dining furniture in the public right-of-way.
2. The applicant shall obtain and maintain insurance against injuries to persons or damages to property, which may arise. The City of Los Altos and its officers, agents, employees, and volunteers shall be named as "insured" in the insurance policy. Expiration or cancellation of insurance will automatically revoke the sidewalk permit.
3. Except as otherwise provided by these guidelines, the sign or other display object or outdoor dining furniture shall be located only on a public sidewalk – not in planter areas – and only directly in front of the applicant's business.
4. A sidewalk display permit shall be valid for thirty days and shall be automatically extended unless the Community Development Director subsequently issues an expiration notice. Expiration or cancellation of insurance will automatically revoke the sidewalk permit.
5. The sign or other display object or outdoor dining furniture must be maintained per Exhibit A. Signs and tables and chairs, including outdoor dining area railing or other similar enclosures, shall be wood or metal. Plastic signs or furniture are not permitted. Signs or furniture that are not maintained appropriately will result in the revocation of the sidewalk display permit.
6. The sign or other display object or outdoor dining furniture shall conform with the attached public sidewalk clearance guidelines, marked Exhibit B.
7. If the sidewalk display permit is for outdoor dining furniture the applicant agrees to keep the public sidewalk clean and free of debris and food and drink stains. Noncompliance with this maintenance agreement will result in the revocation of the sidewalk display permit.

Business Owner/Applicant Signature

Date

James Walgren, Community Development Director

Date



**CITY OF LOS ALTOS
PRIVATE PROPERTY OUTDOOR DISPLAY PERMIT**

1. The applicant agrees to hold the City, its officers, agents, employees, and volunteers harmless from all damages, costs or expenses in law or equity that may at any time arise or be asserted because of damage to property or personal injury received by reason of or in the course of displaying a sign or other display object or outdoor dining furniture.
2. This outdoor display permit shall be valid for thirty days and shall be automatically extended unless the Community Development Director subsequently issues an expiration notice
3. The sign or other display object or outdoor dining furniture must be maintained per Exhibit A. Signs and tables and chairs, including outdoor dining area railing or other similar enclosures, shall be wood or metal. Plastic signs or furniture are not permitted. Signs or furniture that are not maintained appropriately will result in the revocation of the outdoor display permit.
4. The sign or other display object or outdoor dining furniture shall conform with the attached public sidewalk clearance guidelines, marked Exhibit B.
5. If the outdoor display permit is for outdoor dining furniture the applicant agrees to keep the outdoor area clean and free of debris and food and drink stains. Noncompliance with this maintenance agreement will result in the revocation of the outdoor display permit.

Business Owner/Applicant Signature

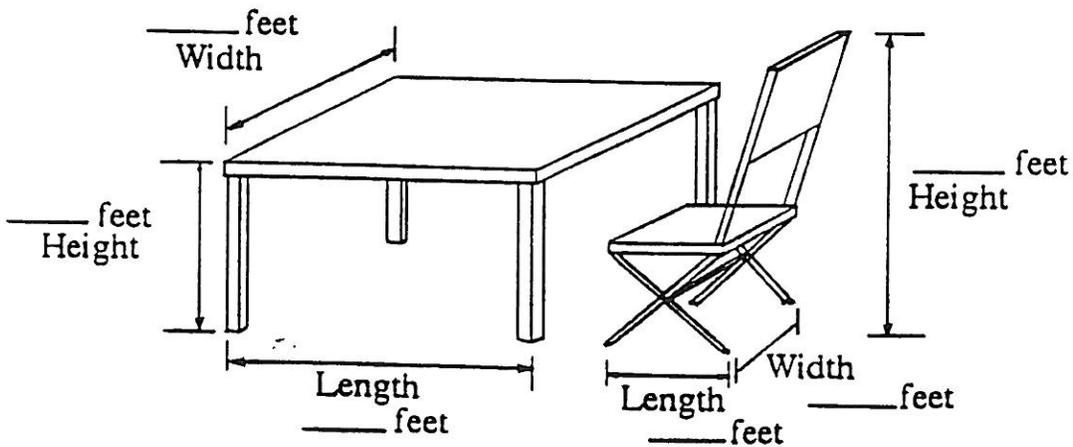
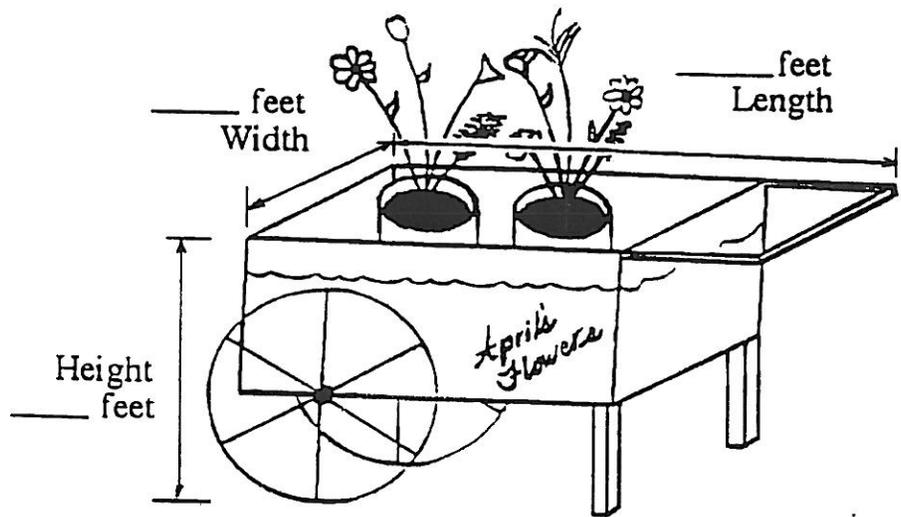
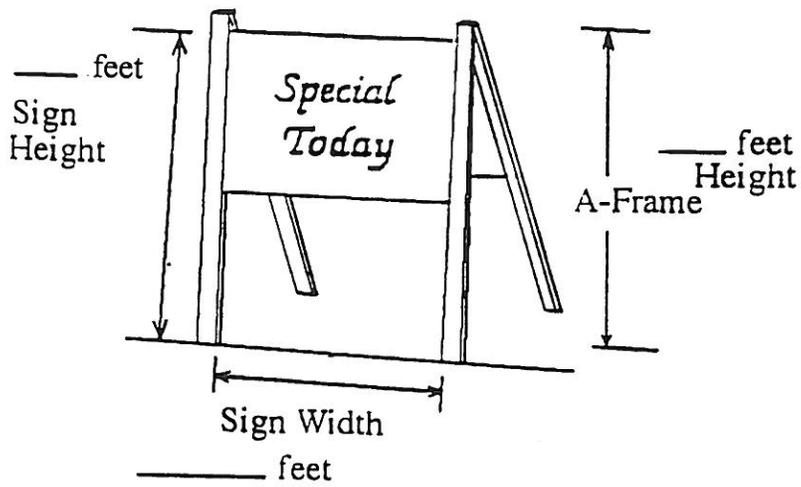
Date

James Walgren, Community Development Director

Date

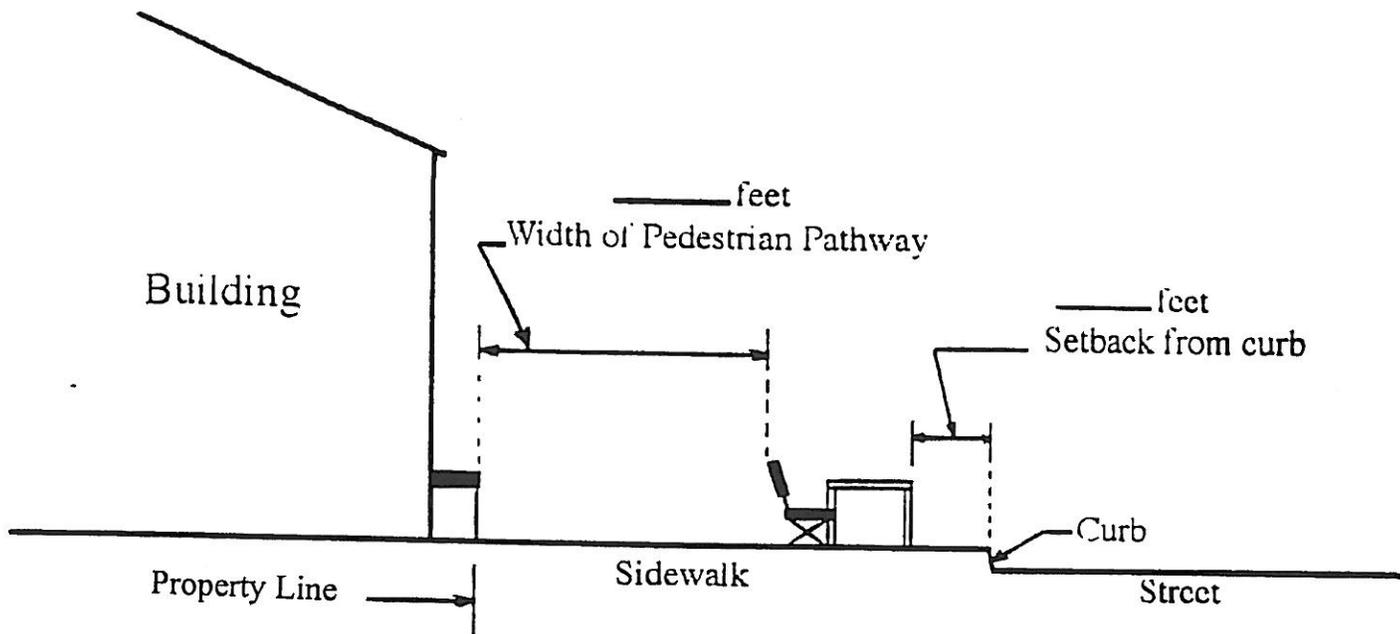
EXHIBIT A

Sample Diagrams of Display Objects



Sample Diagrams of Display Location

Cross Section



Plan View

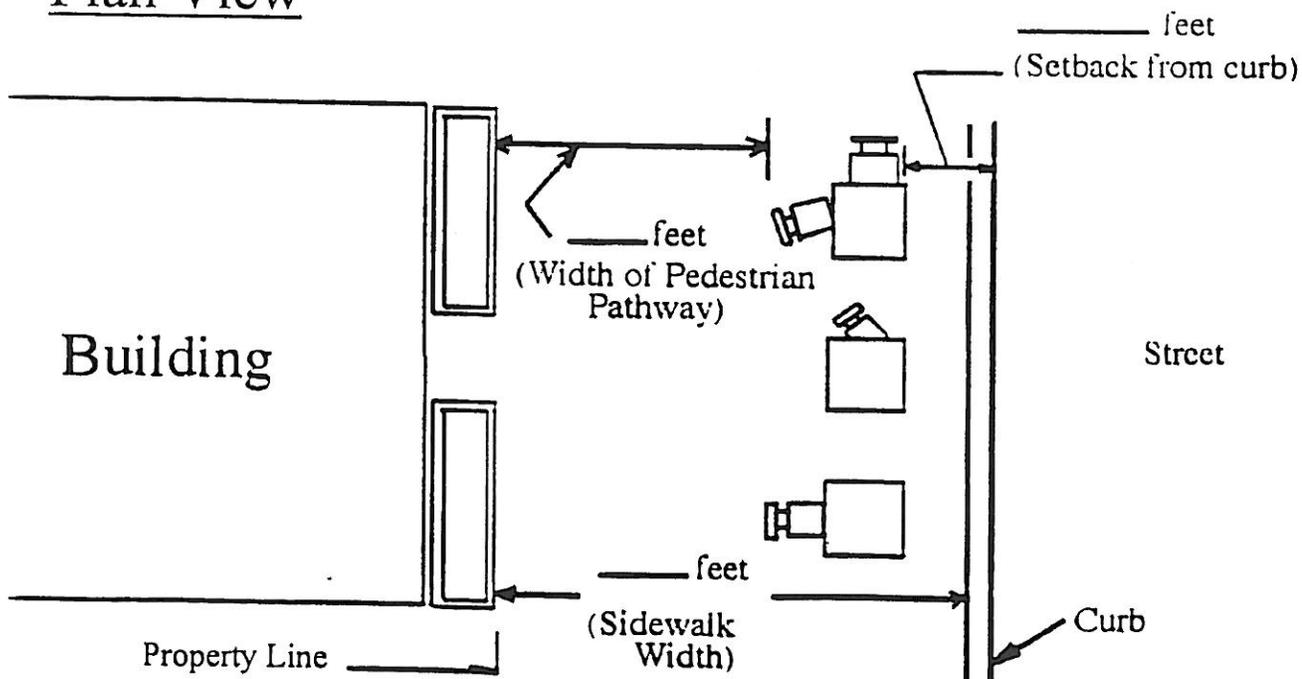


EXHIBIT C
INSURANCE

For all Outdoor Display Permits related to items located in the public Right-of-Way, the BUSINESS OWNER shall provide his insurance broker(s)/agent(s) with a copy of these requirements and request that they provide Certificates of Insurance and required endorsements to: **Economic Development Manager, City of Los Altos, One N. San Antonio Rd., Los Altos, CA 94022**

Minimum Scope of Insurance.

Coverage shall be *at least as broad as:*

Commercial General Liability. Commercial General Liability (CGL) insurance, or its equivalent, with limits no less than \$1,000,000 per occurrence. If a general aggregate limit applies, either the general aggregate limit shall apply separately to this project/location or the general aggregate limit shall be twice the required occurrence limit.

Additional Insured Status. The CGL policy shall be endorsed to name the CITY, its officers, officials, employees, and volunteers as additional insureds with respect to liability arising out of death, injuries, or damage to persons or property in connection with the Outdoor Display Permit.

Notice of Cancellation. BUSINESS OWNER is responsible to provide notice within 30 days before the expiration thereof in the above insurance policies to CITY should any of the policies be cancelled .

Verification of Coverage. BUSINESS OWNER shall furnish CITY with certificates and endorsements affecting coverage required by this clause. All certificates and endorsements are to be received and approved by CITY before the Outdoor Display Permit is approved. However, failure to obtain the required documents prior to the work beginning shall not waive the BUSINESS OWNER's obligation to provide them. CITY reserves the right to require complete, certified copies of all required insurance policies, including endorsements required by these specifications, at any time.

Responsibility for Damage. The BUSINESS OWNER shall assume the defense of, and indemnify and save harmless the CITY from all suits, actions, damages, or claims of every name and description, to which the CITY may be subjected or put by reason of injury, to persons or property in the execution of work or resulting from negligence or carelessness on the part of the BUSINESS OWNER, his employees or agents related to displays permitted under the Outdoor Display Permit.

Special Risks or Circumstances. CITY reserves the right to modify these requirements, including limits, based on the nature of the risk, prior experience, insurer, coverage, or other special circumstances.