

Portable Signs in the Downtown Urban Center (DUC) Zoning District Topic Paper

Portable signs (also referred to as sandwich board or A-frame) are allowed to provide secondary signage and should contribute to the downtown's designation as a vibrant and pedestrian-oriented area of the City. Portable signs are only allowed in the Downtown commercial area, specifically for businesses with storefronts located in the Downtown Urban Center (DUC) zoning district, subject to the standards contained in Auburn City Code (ACC) Section 18.29.060(I)(4) and the Downtown Urban Center Design Standards. To view the standards visit auburnwa.gov/DUC. In addition to the city regulations, the city has an optional grant program. One of the eligibility requirements for this program is your portable sign's consistency with these standards. These standards are summarized to the right.



Downtown Portable Sign Grant Program

The Downtown Portable Sign Grant Program is a supplemental optional city-initiated effort to make acquiring an individualized and creative portable sign (also known as sandwich board or A-frame) easier to obtain for downtown businesses. The program promotes a consistent yet aesthetically pleasing feel of portable signs in our Downtown commercial area. The City is awarding sliding-scale grants for portable signs for businesses within the designated Business Improvement Area (BIA). The Downtown Portable Sign Program will cover up to \$500 annually of the cost of one portable sign per business per year on a first-come, first-serve, basis. The Program is dependent on annual funding. To learn more, please visit the Downtown Portable Sign Grant Program webpage at auburnwa.gov/DUC.

QUANTITY	One portable sign per business public entrance. Additional signage may be authorized for downtown events that are permitted or sanctioned by the City.
MAXIMUM SIZE	<p>A Width: 32 inches</p> <p>B Height: 42 inches</p> <p>C Number of sign Faces: 2 (one on each side)</p>
TIMING AND LOCATION	<p>A portable sign can only be displayed during business hours of the associated business. Display beyond hours will be subject to code enforcement.</p> <p>May be placed within the public right-of-way and within twelve (12) feet of a business public entrance. Do not block another business entrance.</p> <p>The sign placement cannot interfere with pedestrian or vehicular traffic, does not create a sight hazard, and conforms to the requirements of the Americans with Disabilities Act (reference Title 12 ACC "Streets, Sidewalks and Public Works"). This generally requires a 42-inch-wide travel path be maintained.</p>
MAINTENANCE	<p>Must be maintained in good repair and in neat, clean, and attractive condition. No peeling surface, faded color, or damage.</p> <p>Failure to maintain a sign(s) in accordance with this subsection shall be subject to the code enforcement provisions of the Auburn City Code.</p>
DESIGN	<p>Signs are to be designed for the purpose of advertising to pedestrians and promoting nearby services and goods, and contribute to a lively street aesthetic and promote street activity.</p> <p>Should convey the content in a highly graphic, expressive, and individualized design. Use of sign shapes and business-coordinating colors is encouraged.</p> <p>Signs must appear professionally manufactured of durable materials. Sign copy shall be framed, board-mounted, or plastic laminated for a weatherproof finished appearance. No affixed paper or windblow material.</p> <p>Chalkboard style A-frame signs and menu boards are permitted and encouraged.</p> <p>Cannot include lighting, attachments, animations, or move, spin, or flash.</p>
OTHER REGULATIONS	<p>Cannot affix the sign to infrastructure located within the right-of-way (e.g. street lights, fire hydrants, public art). This includes a prohibition of chaining or otherwise securing portable signs to such infrastructure.</p> <p>No landscaping may be covered, cut, damaged, or modified to accommodate a portable sign. The City may require replacement of any damaged landscaping pursuant to Chapter 18.50 ACC.</p>