

# City of Sonoma

Planning and Community  
Development  
No. 1 The Plaza  
Sonoma, CA 95476



# Outdoor Merchandise Display Permit

Phone: (707) 938-3681 Fax: (707) 938-8775 E-mail: [cityhall@sonomacity.org](mailto:cityhall@sonomacity.org) Web: [www.sonomacity.org](http://www.sonomacity.org)

## Applicant Information

Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_

## Property Owner Information (if proposed on private property)

Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_

Business Name: \_\_\_\_\_

Business Address: \_\_\_\_\_

Size of proposed display area: \_\_\_\_\_ (footprint, in square feet)

(Displays larger than 16 square feet require review by the Design Review Commission.)

<i>Reviewed By:</i>	
Planning Division: _____	
Zoning Designation: _____	
_____ Signature	_____ Date

## Submittal Requirements

- Display Area Plan (may be drawn on reverse of application form or provided on a separate sheet).
- Application Fee.
- Proof of Insurance (naming City as additional insured; providing a minimum coverage of \$2 million per occurrence).

## Terms and Limitations

*Basic Requirements:* This permit is granted subject to the requirements set forth in Chapter 12.04 of the Sonoma Municipal Code (summarized on the reverse of this form). Failure to comply with these requirements may result in revocation of the permit.

*Term and Renewal:* Outdoor Merchandise Display permits are valid for one year only and must be renewed annually.

*Suspension:* This permit may be suspended by the City at any time in order to avoid conflicts with activities in the public right-of-way such as parades and construction work.

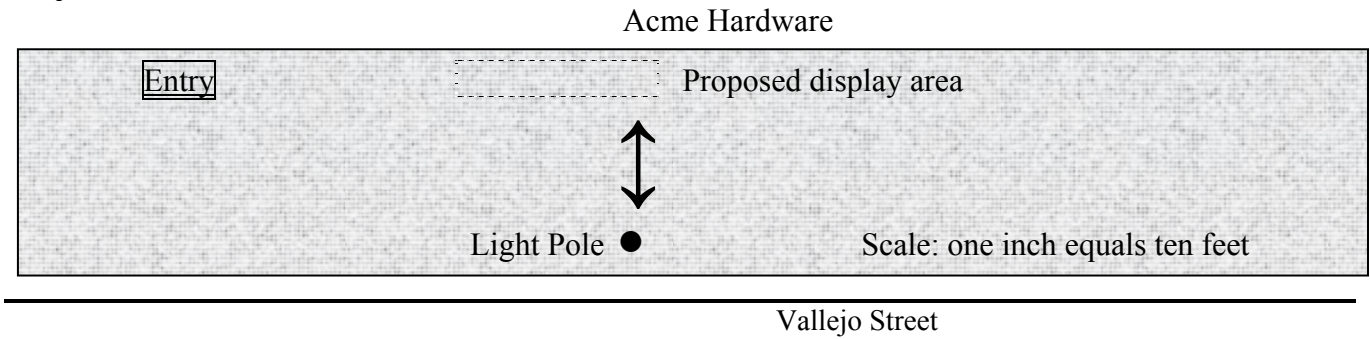
*Other Agreements:* The issuance of this permit does not alter or supersede other limitations or agreements which may pertain to the right-of-way, such as easements, or the requirements of other agencies which may have authority.

*Caltrans:* Caltrans has the authority and may demand immediate and permanent removal of displays within Caltrans State Highway 12 right-of-way (including sidewalks).

I, the undersigned, hereby state that I am the owner of record or a duly authorized agent of the business for which the outdoor display is proposed. (Note: property owner authorization is required for outdoor displays on private property.)

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Sample Site Plan



Applicant's Site Plan



Please indicate the following: Location and extent of the merchandise display area in relation to the adjacent storefront/building; locations of any driveway cuts or doors within ten feet of the display area; location of any phone or light poles, newsstands, planter boxes, or other obstructions within ten feet of the display area. Show the scale and indicate the distances between the seating area and any nearby permanent obstructions, including the curb. A minimum four-foot clear area must be maintained for pedestrian and handicapped access.

**Requirements and Limitations of Outdoor merchandise Display Permits**

The following conditions are the minimum requirements that apply to outdoor display of merchandise, as set forth in Chapter 12.04 of the Sonoma Municipal Code. Failure to comply with these conditions may result in the revocation of the permit.

1. Outdoor display of merchandise on sidewalk areas is allowed only in conjunction with operation of an adjacent commercial business. Merchandise displayed in front of a business must be confined to that portion of sidewalk located directly in front of the business.
2. Outdoor merchandise displays are subject to the following requirement:
  - a. Maximum Area: The area devoted to outdoor display of merchandise shall not exceed a foot print of sixteen (16) square feet per business.
  - b. Maximum Height: the maximum height for any portion of an outdoor merchandise display is seven (7) feet.
  - c. Dimensions: Outdoor merchandise display areas shall not extend more than two (2) feet from the adjacent store front.
3. Proof of liability insurance must be provided to the City as part of the original permit application and upon renewal of the permit. The insurance must provide a minimum coverage of \$2 million per occurrence, with a separate endorsement declaring the City of Sonoma as an additional insured party.
4. Outdoor merchandise display areas shall only be allowed where there is adequate room to accommodate normal pedestrian and handicapped traffic as well as the display area. In all cases, a minimum clearance of four feet must be maintained unimpeded between the display area and any curb or obstruction. In addition, doorways and other building entrances or exists must not be impeded by the display.
5. The outdoor merchandise display must be kept clean, attractive, safe, and in good repair.
6. Outdoor display of merchandise is limited to the hours of operation of the related commercial business. All material associated with the merchandise display must be removed from the sidewalk and taken indoors upon the close of each business day.
7. Outdoor Merchandise Display permits may be suspended at any time and without prior notice by the City Manager or his or her designee due to actual or anticipated conflicts with the use of the sidewalk area.