

Sandwich Board Signs

Sandwich board signs in the Commercial Historic District are permitted on public and private sidewalks within the following guidelines:

Only one sandwich board sign is allowed per business advertised.

Sign may not exceed 8 square feet per sign face. Sign maximum width is 30 inches; minimum height is 30 inches; maximum height is 4 feet. Sandwich board sign area must be included in the total allowable sign area for the business advertised. (Example: 2 ³/₄ feet in height x 2 ³/₄ feet width=7.56 sq. ft. per side)

NOTE: Signs cannot be both maximum height and maximum width.

You must have written permission from whoever owns the property adjacent to the sidewalk space where the sign is to be placed.

Signs may be placed on the sidewalk near markings separating parking spaces, but not within a crosswalk or closer than 15 feet from the curb line at an intersection. Signs must be at least 12 inches from a tree grate or other planting.

Signs must be at least 15 feet from another sandwich board sign. Exception: Up to 3 signs may be placed on the sidewalk of any street that intersects Water Street when placed adjacent to but not obstructing the crosswalk adjacent to Water Street.

Signs must be at least 30 inches but not more than 6 feet from curb. If placed next to a building, the sign may not be further than 3 feet from the building line.

The owner of the sign must have continuous proof of liability insurance naming the city as co-insured. See attached for information to be provided to your insurance agent.

Sign must be soundly constructed to withstand high winds. See attached for approved construction standards. The Director must approve deviations from this standard.

The Historic Preservation Committee must approve sign design before a sign permit may be issued. Do not manufacture the sign before design review has been completed; compliance with the recommendations of the HPC is mandatory. See attached sign guidelines.

PORT TOWNSEND HISTORIC PRESERVATION COMMITTEE GUIDELINES FOR SIGNS

- A. Sign guidelines are required to encourage appropriate graphic design that attracts business and contributes to the quality of the historic commercial environment. Signs have a legitimate function and place. They provide necessary information and directions. Smaller well-designed signs attract the eye; large, garish, obtrusive signs cause visual pollution. Well-designed signs complement each other and their buildings attract attention; poorly designed signs compete with each other and cause visual confusion.
- B. Signs in the Water Street Historic District shall be pedestrian-oriented in size and shape. Graphics should be simple and bold. A sign may be mounted parallel to the wall, or it may be hung perpendicular to the wall if it projects less than four feet, is six inches or more away from the wall, and is at least eight feet above the sidewalk. Symbolic, three-dimensional signs shall be designed, and positioned, to complement the architecture of the building on which they are located. Signs shall not interrupt or overlap architectural features such as cornices, columns, and trim, and shall not extend beyond the edges of the wall on which they are mounted.
- C. New signs shall not be permitted above the sills of the windows of the second floor. Signs on one-story buildings shall not project above the cornice line.
- D. Signs that display the symbol, slogan or trademark of national brands of soft drinks or their products that do not form the bulk of the business transacted on the premises shall be prohibited.
- E. The necessary signage for those buildings with metal-boxed canopies shall be confined to any of the sides of the canopies subject to public view. Lettering on the glass of such buildings will also be permitted.
- F. Graphics may be painted directly on the building surface when the wall surface already has been painted and is presently painted in a uniform manner. The historic mural signs presently painted on the sides of some buildings in the Water Street Historic district make an important visual contribution to the historic commercial atmosphere and should be preserved. They shall not be defaced or obscured. See "Design Guidelines for Murals".
- G. Wood is the preferred sign material. Lettering may be routed, applied or painted. Lettering used during the period in which a building was built is appropriate to its signage. Simple, modern lettering is also appropriate. Appropriate lettering in black or gold may also be applied to glass.
- H. Color choice shall reflect the color guidelines. Period colors included gray, dark brown, dark green, blue-gray, beige, brick red and terra cotta. Gold is an additional acceptable color for lettering. Bright new colors are to be used sparingly. High gloss paints shall be discouraged.

- I. When lighting is necessary, it shall be subdued and indirect. Back lighting of signs, internally lit and neon signs shall be discouraged; moving and flashing signs shall be prohibited. Limited spot lighting of signs will be permitted. (See also Neon Sign Guidelines.)

Insurance requirements for Sandwich Board Signs

Please forward the following information to your insurance agent who will be able to interpret these requirements and modify your policy to name the City as additional insured. Your agent will provide a Certificate of Insurance to the City to verify this coverage. This certificate must be received before the City can issue a sign permit for a sandwich board sign.

- A. Minimum Scope of Insurance
Coverage shall be at least as broad as Insurance Services Office form number GL002(Ed.1/73) covering Comprehensive General Liability and Insurance Service Office form number GL0404 (Ed 4/98) covering Broad Form Comprehensive General Liability; or Insurance Services Office Commercial General Liability coverage ("occurrence" form CG 0001) (Ed 7/98).
- B. Minimum Limits of Insurance
General Liability limits shall be maintained at no less than \$1,000,000 combined single limit per occurrence for bodily injury, personal injury and property damage. If Commercial General Liability Insurance or other form with a general aggregate limit is used, either the general aggregate limit shall apply separately to this location or the general aggregate limit shall be twice the required occurrence limit.
- C. Deductibles and Self-Insured Retention's
Any deductibles or self-insured retention must be declared to and approved by the City Clerk-Treasurer or his/or her designee. At the option of the City, either: the insurer shall reduce or eliminate such deductibles or self-insured retention's as respects the City, its officers, officials, employees and volunteers; or the sign owner shall procure a bond quarantining payment of losses and related investigations, claim administration and defense expenses.
- D. Other Insurance Provisions
The general liability policy is to contain, or be endorsed to contain, the following provisions:
 1. The City, its officers, officials, employees and volunteers are to be covered as insurers as respects liability arising out of the placement of this sign. The coverage shall contain no special limitations on the scope of protection afforded to the City, its officers, officials, employees or volunteers.

2. The sign owners insurance coverage shall be primary insurance as respects the City, its officers, officials, employees and volunteers. Any insurance or self-insurance maintained by the City, its officers, officials, employees or volunteers shall be in excess of the Contractor's insurance and shall not contribute with it.
3. Any failure to comply with reporting provisions of the policies shall not affect coverage provided to the City, its officers, officials, employees or volunteers.
4. The sign owner's insurance shall apply separately to each insured against whom claim is main or suit is brought, except with respect to the limits of the insurer's liability.
5. Each insurance policy required shall be endorsed to state that coverage shall not be suspended, voided, cancelled by either party, reduced in coverage or in limits except after thirty (30) days prior written notice by certified mail, return receipt requested, as been given to the City.
6. Acceptability of Insurers
Insurance is to be placed with insurers with a Best rating of no less than A:VII.
7. Verification of Coverage
The sign owner shall furnish the city with a certificate of insurance. The certificate is to be signed by a person authorized by that insurer to bind coverage on its behalf. The certificate is to be received by the City before the sign is placed. The City reserves the right to require complete, certified copies of all required insurance policies, at any time.

