

SANDWICH BOARD SIGN ~ REQUIREMENTS PTMC 17.73

The Code Section below is from the Port Townsend Municipal Code (PTMC) Sign Chapter, PTMC 17.76 which is also available on-line at www.cityofpt.us.

PTMC 17.76.080.F. Sandwich Board Signs.

1. The intent of sandwich board signs is to help identify businesses located within the National Historic Landmark District but not at street level and/or not on Water or Lawrence Streets.

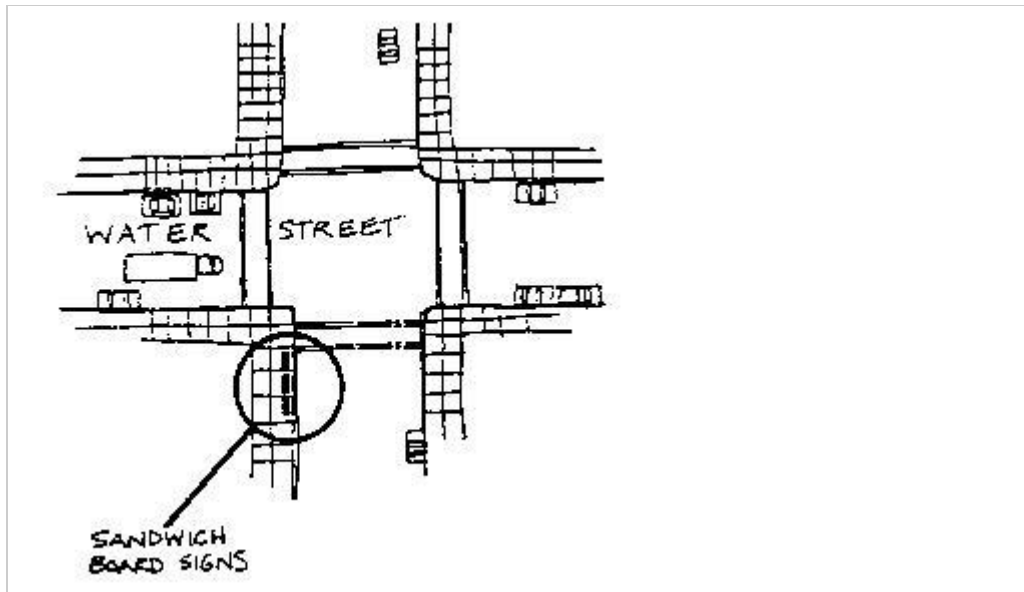
Sandwich board signs may be placed upon a public or private sidewalk subject to the following restrictions and requirements:

a. Sandwich board signs for businesses located on Water Street or Lawrence Street are limited solely to those businesses without a street-level window display fronting on Water or Lawrence Street. Individual window displays shall count while shared window displays shall not count.

Maximum one sandwich board sign per building entrance. It is the responsibility of the property owner or manager to ensure that multiple spaces are accommodated on the sandwich board signage. Staff shall consult with the owner of the property in front of which the sign is to be placed, and seek to avoid conflict between competing businesses.

b. Signs may be placed near markings separating parking spaces, but not within a crosswalk and not closer than 15 feet from the intersection of the extension of the curb lines (edge of curbs on the vehicular traffic side) of each intersecting street or from another sandwich board sign.

Exception: Up to three sandwich board signs may be placed on the sidewalk of any street which intersects Water Street. Signs shall be placed no closer than 15 feet from the intersection placed adjacent but not obstructing the crosswalk adjacent to Water Street.



c. Maximum sign area is eight square feet per sign face; maximum sign width is 30 inches; maximum sign height is four feet; minimum sign height is 30 inches.

d. Signs must be placed at least 30 inches but no further than six feet from curb or, if placed adjacent to a building, no further than three feet from the building line. Exception: Signs may be placed within 12 inches of the curb line wherever parking is prohibited in the adjacent street.*

e. Signs may not be placed closer than 12 inches from any tree grate or other planting.

f. No sandwich board sign may be placed within the National Historic Landmark District which advertises a business or premises which is located outside of the National Historic Landmark District.

g. The sign area of each sandwich board sign shall be included in the total allowable sign area calculated pursuant to subsection A of this section for the premises in which the business advertised is located.

h. Continuous proof of liability insurance must be provided naming the city as additional insured in amount and policy provisions as approved by the finance director of the city.*

i. Each sign must be of sound construction and designed to the satisfaction of the director to withstand high winds.*

j. No more than one sandwich board sign may be erected for each business advertised.

k. Sandwich boards may not include attachments such as streamers and balloon(s).

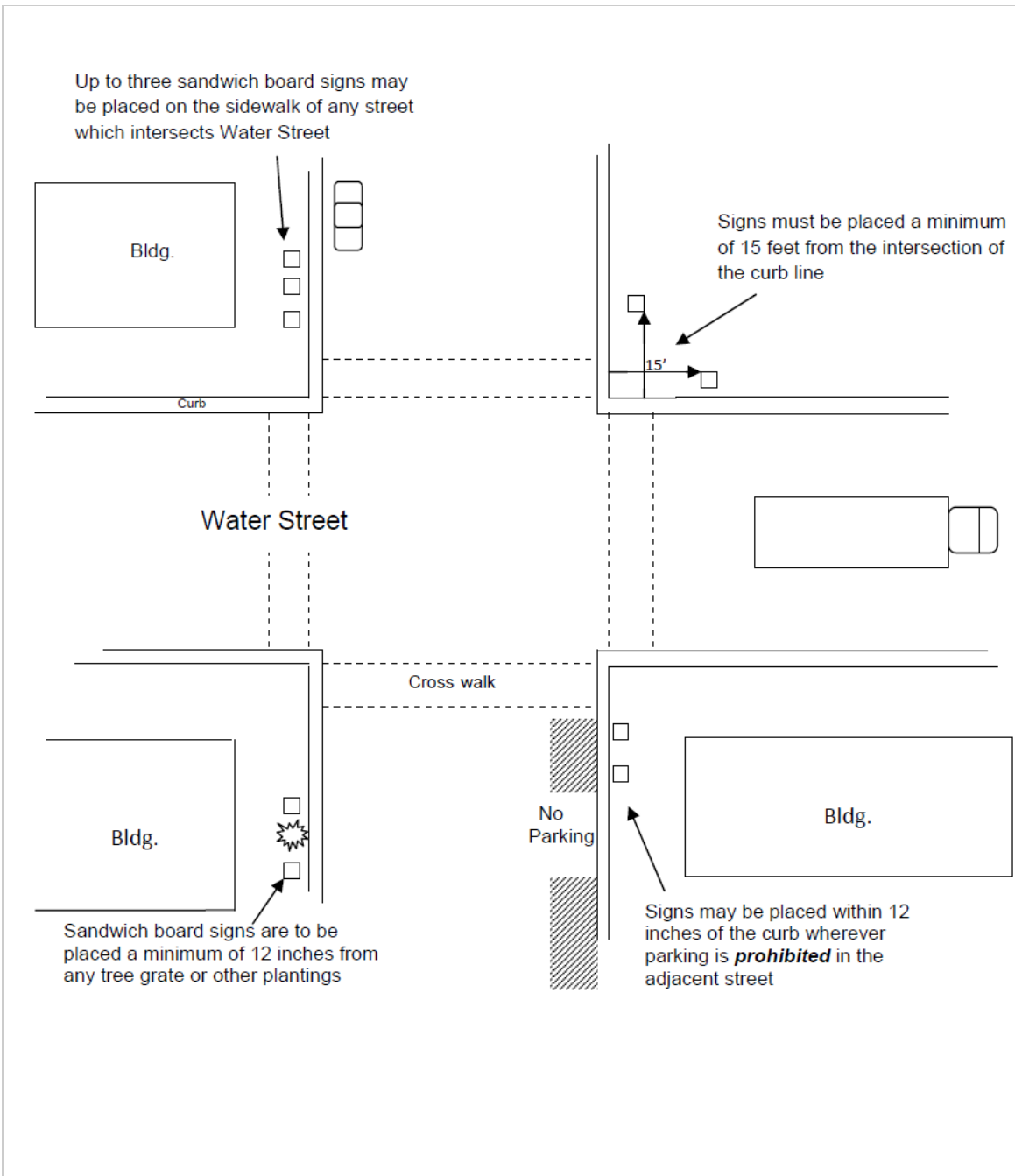
2. No other pole signs, portable, sandwich board, sidewalk or other freestanding signs are allowed, unless expressly authorized herein.

(End of Code Section)

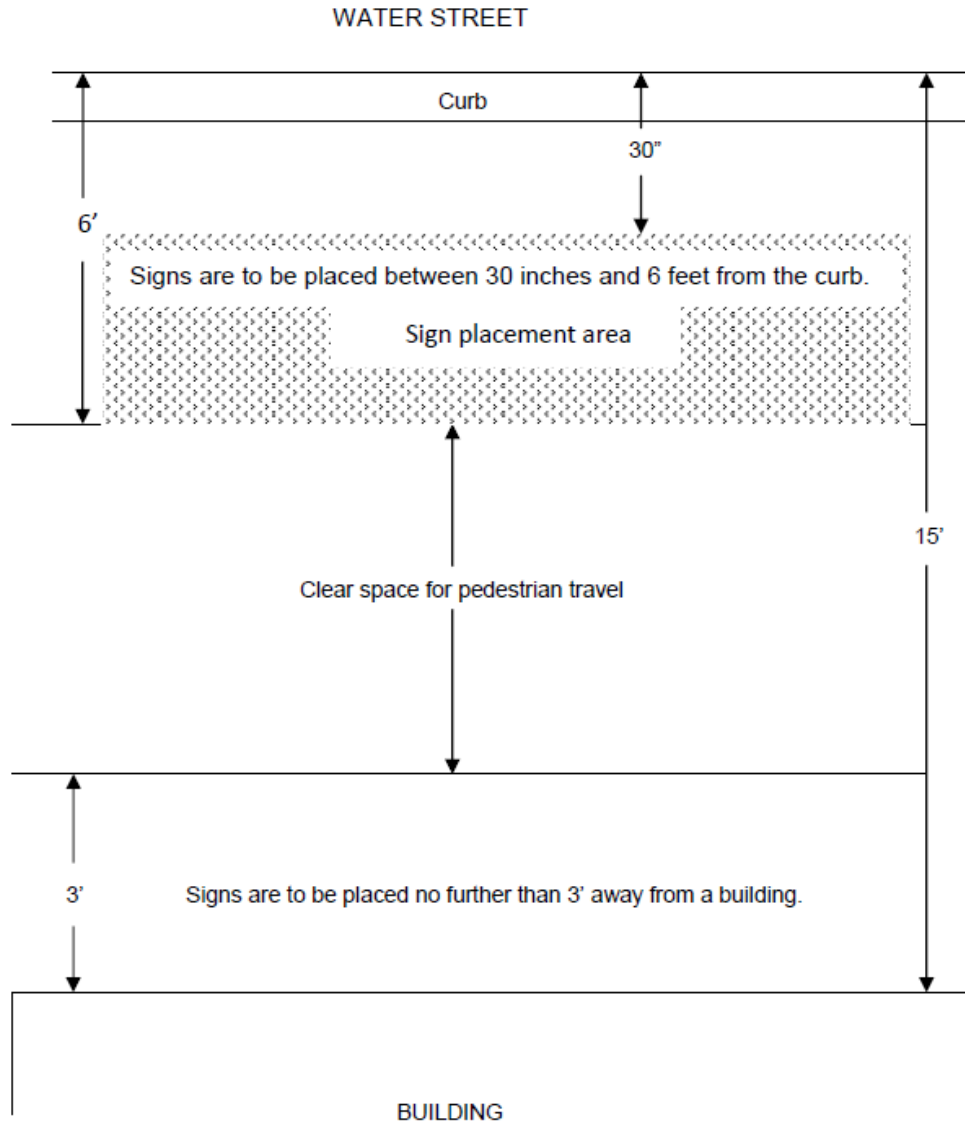
*NOTES: *Please see other handouts regarding Sandwich Board Insurance Requirements, and Construction and Maintenance Requirements, as well as the attached page regarding sandwich board placement..*

With few exceptions, sandwich board signs are only allowed within the National Historic Landmark District, (portions of the Port Townsend Uptown and Downtown areas) for businesses located within the District. Guidelines for exceptions, including directional signage for seasonal agriculture, public uses, and not-for-profit community events, may be found in PTMC 17.76.165 - Sign Standard Departures.

SANDWICH BOARD SIGN ~ REQUIREMENTS PLACEMENT



The Water Street sidewalk is generally 15 feet wide and we want to keep as much of it as free as possible, especially to leave enough room for a car door to open next to the curb and allow people to exit their vehicles.



SANDWICH BOARD SIGN ~ INSURANCE REQUIREMENTS

In addition to other requirements for sandwich boards (permit, style, location), City code requires the sign be covered under the owner's general liability insurance, and to name the City as an additional insured on the owner's policy.

Please forward the following information to your insurance agent who will make sure your policy meets these requirements. Your agent will need to (1) provide a Certificate of Insurance to the City to verify this coverage before the City can issue a sign permit for a sandwich board sign, and before the sign can be located on the sidewalk, and (2) provide proof of ongoing insurance (annually or per the term of the policy) to keep your sign permit active. (For existing permitted signs, where no proof of insurance is on file, the certificate needs to be provided no later than three weeks after notification from staff of the need to have insurance.) The City may require a certified copy of the entire policy. See other side for sample certificate.

A.. Minimum Limits of Insurance: \$1,000,000 (or more) per occurrence for bodily injury and property damage. If there is a general aggregate, then it shall apply separately to the sign's location, or the general aggregate limit shall be \$2,000,000 minimum.

B. Deductibles and Self-Insured Retentions: The payment of any deductible is the responsibility of the insured and not the City.

C. Other Insurance Provisions: The general liability policy is to contain, or be endorsed to contain, the following provisions:

1. Coverage for all liability arising out of the placement of the sign for the City (and its officers, officials, employees and volunteers), with no special limitation.
2. Coverage shall be primary insurance as respects the City (and 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 owner's insurance and shall not contribute to it.
3. Coverage for the City (and its officers, officials, employees or volunteers) shall not be affected by any failure to comply with reporting provisions of the policies.
4. Coverage shall apply separately to each insured against whom claim is made or suit is brought (except with respect to the limits of the insurer's liability).
5. Coverage shall state it shall not be reduced, suspended, voided, or cancelled during the term.

D. Acceptability of Insurers

Insurance is to be placed with insurers with a Best rating of no less than A:VII.



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)
1/21/2011

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER [REDACTED]	CONTACT NAME [REDACTED]	PHONE (A/C, No, Ext) [REDACTED]	FAX (A/C, No) [REDACTED]
[REDACTED]	E-MAIL ADDRESS [REDACTED]	PRODUCER CUSTOMER ID # [REDACTED]	
INSURED [REDACTED]	INSURER(S) AFFORDING COVERAGE		NAIC #
[REDACTED]	INSURER A: CBIC		
[REDACTED]	INSURER B:		
[REDACTED]	INSURER C:		
[REDACTED]	INSURER D:		
[REDACTED]	INSURER E:		
[REDACTED]	INSURER F:		

COVERAGES CERTIFICATE NUMBER: 2011-2012 REVISION NUMBER:

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL SUBR INSR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	GENERAL LIABILITY					EACH OCCURRENCE \$ 1,000,000
	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY			2/20/2011	2/20/2012	DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 300,000
	<input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR	X				MED EXP (Any one person) \$ 5,000
	GEN'L AGGREGATE LIMIT APPLIES PER:					PERSONAL & ADV INJURY \$ 1,000,000
	<input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC					GENERAL AGGREGATE \$ 2,000,000
	AUTOMOBILE LIABILITY					PRODUCTS - COMPIOP AGG \$ 1,000,000
	<input type="checkbox"/> ANY AUTO					COMBINED SINGLE LIMIT (Ea accident) \$
	<input type="checkbox"/> ALL OWNED AUTOS					BODILY INJURY (Per person) \$
	<input type="checkbox"/> SCHEDULED AUTOS					BODILY INJURY (Per accident) \$
	<input type="checkbox"/> HIRED AUTOS					PROPERTY DAMAGE (Per accident) \$
	<input type="checkbox"/> NON-OWNED AUTOS					\$
	UMBRELLA LIAB	<input type="checkbox"/> OCCUR				EACH OCCURRENCE \$
	EXCESS LIAB	<input type="checkbox"/> CLAIMS-MADE				AGGREGATE \$
	DEDUCTIBLE					\$
	RETENTION \$					\$
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY					WC STATU- TORY LIMITS OTH- ER
	ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH)	Y/N	N/A			E.L. EACH ACCIDENT \$
	If yes, describe under DESCRIPTION OF OPERATIONS below					E.L. DISEASE - EA EMPLOYEE \$
						E.L. DISEASE - POLICY LIMIT \$

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (Attach ACORD 101, Additional Remarks Schedule, if more space is required)

CERTIFICATE HOLDER City of Port Townsend 250 Madison Street Port Townsend, WA 98368	CANCELLATION SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS. AUTHORIZED REPRESENTATIVE [REDACTED]
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SANDWICH BOARD SIGN ~ CONSTRUCTION AND MAINTENANCE

Construction

According to the Port Townsend Municipal Code (PTMC), sandwich board signs “must be of sound construction and designed to the satisfaction of the director to withstand high winds” (PTMC 17.76.080.F.i).

The typical design is an “A” frame made of plywood that hinges at the top and has a platform in the center to hold a counter weight such as a building block. It is important that the sandwich board stay upright so as not to create a tripping hazard.

The back of this page illustrates the approved method of sandwich board construction.

Sandwich board signs must be built within the following dimensions:

Height: Not less than 30” and not more than 48”. This makes them high enough for pedestrians to see, but not so high that they block the storefronts when viewed from across the street.

Width: Maximum 30”. Sandwich board signs take up room in the sidewalk. The Port Townsend sidewalk can be a busy place, especially in the summer, so the Code limits their width.

However, the sign cannot exceed 8 square feet per side.

Example: A 48” x 30” sign would be too large at 10 square feet per side. If you select a height of 48”, maximum width allowed would be 24”. See “Sandwich Board Sign Requirements” flyer for information on approved sandwich board locations.

Maintenance

Every sandwich board sign takes a beating from wind, weather, and other factors like the occasional dog getting tied up to it. After a while, they naturally get chipped, the paint starts to wear or flake off, and it gets obvious that the seagulls have flown overhead.

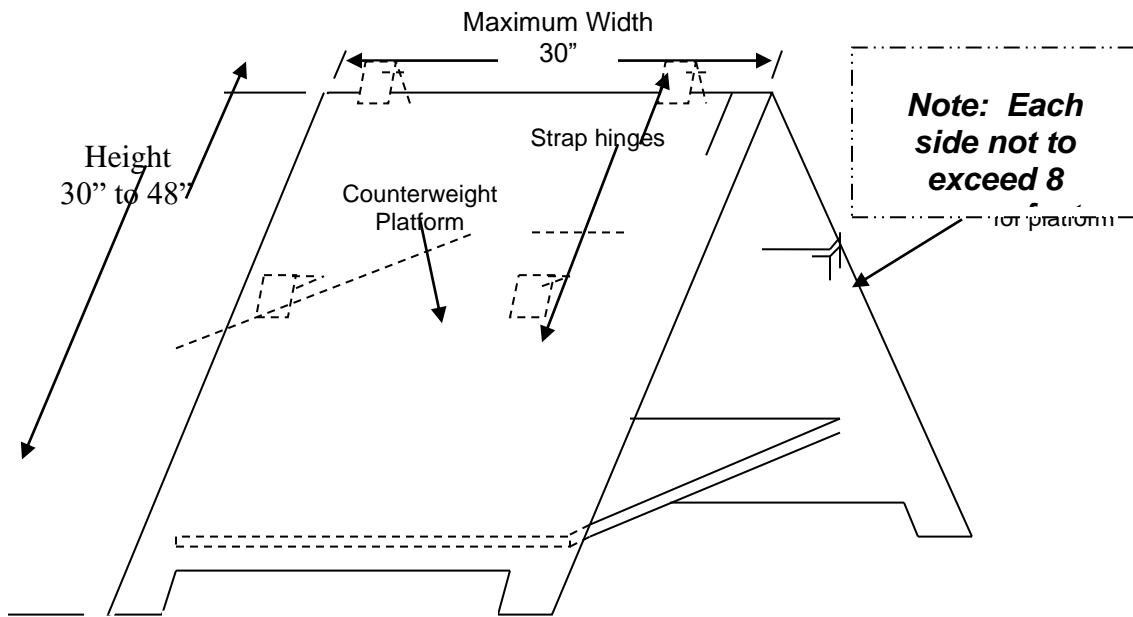
That is why the Port Townsend Municipal Code (PTMC) Sign section includes the following in 17.76.020.D:

Sign Maintenance. All signs shall be constructed with materials and workmanship of high quality to avoid problems of deterioration and maintenance which would give rise to unsightly and unsafe conditions. It is the responsibility of the business to maintain the signage in good repair and function at all times. Signs in disrepair may be subject to enforcement and removal.

Now that you have invested in the sign and the yearly liability insurance, take the extra step to make sure your sandwich board sign stays clean and in good repair. Your signage is a face of your business. Keeping it clean keeps it readable so customers can tell where you are and what kind of services and products you offer.

The City of Port Townsend recommends this standard of construction for sandwich board signs. If followed exactly, this standard is automatically approved. You may deviate from this standard; however, your proposed construction must be approved by the Planning & Community Development Director.

Do not construct your sign before you obtain this approval.



Face to be made from 1/2 inch exterior grade plywood. Faces are to be coupled with strap hinges. Hinges to be fastened with 1/8 inch or larger pop rivets. The heads of rivets are to be on the readable face of the sign. Use same procedure for fastening the hinges for the counter weight platform and the support.

