



Pedestrian Sidewalk Sign Guidelines

The following guidelines are intended to regulate the use of supplemental business signage in a standardized manner. The design, location, and use parameters for a Pedestrian Sidewalk Sign shall be in accordance with specific guidelines as follows:

Pedestrian Sidewalk Signs defined as a portable outdoor sign providing supplemental business identity, advertisement, or non-commercial speech in addition to the types and amount of signage that could otherwise be achieved under the sign regulations of the City of Oceanside Zoning Ordinance.

Location and Design Criteria

1. A Pedestrian Sidewalk Sign must be located such that the sign structure is within 10 feet of the business' building storefront.
2. Any Pedestrian Sidewalk Sign located within a sidewalk (whether public or private) must be positioned so as to allow at least a four-foot-wide pedestrian path of travel.
3. A Pedestrian Sidewalk Sign shall not be placed within the vehicular travel portion of a public or private street, driveway, or alley.
4. A Pedestrian Sidewalk Sign may not be placed within a landscaped area.
5. A Pedestrian Sidewalk Sign must be fabricated to replicate the sign design that is detailed in the attached Design Exhibit and meeting the specific criteria for size, dimensions, materials, finish treatment, colors, and ornate features.
6. A Pedestrian Sidewalk Sign may not be attached to any form of electrical connection or lighting fixtures.
7. No flags, banners, balloons, or other materials may be attached to a Pedestrian Sidewalk Sign.

Use Criteria

8. The number of Pedestrian Sidewalk Signs per business premise is limited to one. Independent businesses sharing the same business floor space must share the use of a single Pedestrian Sidewalk Sign.
9. A Pedestrian Sidewalk Sign must be removed from display at all times when the business premises are not open for public business activities.
10. A business may display a Pedestrian Sidewalk Sign in conjunction with the operation of a licensed business activity that is duly licensed by the City of Oceanside. Such signage may also display non-commercial speech.
11. A Pedestrian Sidewalk Sign must be maintained in a high-quality appearance and good physical condition, with no rust or bare metal surfaces, at all times that it is displayed.

12. The business owner assumes all liability associated with the display of the sign on private or public property.
13. Any violation of these guidelines shall be subject to verification and the enforcement remedies and penalties provided by Oceanside Zoning Ordinance Section 3308 and Oceanside City Code Sections 1.14-1.14.8. Enforcement will be conducted by the Code Enforcement Division of the City of Oceanside and under the administrative authority of the City Building Director.

Design Specifications

14. The sign is metal with the exception of the sign faces. The overall sign height is four feet.
15. Sign Frame: 30 inches wide by 34 inches high. 1½" x ¼"-thick x 34"-high x 30"-wide steel strap frame with bent, 3-inch-radius corners. Four (4) sign face mounting tabs with ¼"-diameter holes.
16. Sign Face and Copy Message: Two (2) 30" x 33" x ½"-thick medium-density plywood overlaid with melamine veneer or an equal finish. Fastened to frame with ¼"-diameter stainless steel screws and nuts.

The maximum sign copy area is 24-inches wide by 30-inches high on the sign faces. These dimensions provide for a minimum 3-inch-wide, blank margin along each side, and a 2-inch-wide margin at the top and the bottom of the sign copy area.

The sign copy must be lettered and graphed in a professional-looking manner. Sign copy may be applied to each side of the two-sided sign face.
17. Post Support: 1½"x3"x6½"-high x 0.12-gauge rectangular tubing with 1½"-wide x ¼"-thick steel ornamental supports.
18. Sign Base: 1½" x 0.12-gauge square-tube perimeter around a 20" x 20" x ¼"-thick steel plate. Two (2) 1½" casters may be attached to one side of the sign base (not the bottom or the underside) for portability.
19. Top Ornamentation: 1½"-wide x 6"-high x ¼"-thick steel strap uprights with top corners radiused. Three (3) 3/8"-diameter round bars bent to replicate "wave" shape. One (1) 6"-diameter x 3/16"-thick steel letter "O" to replicate the design shown on the attached graphic exhibit. The Oceanside "O" logo ornamentation must be painted black.
20. The sign frame, support, base, base ornamentation, and wave ornamentation are uniform in color. The color is "Oceanside Blue" and is equivalent to Frazee "Night Navy" (No. AC084N).
21. The sign base, frame, and ornamentation must be painted with a "powder coat" paint finish. Other paint applications resulting in a finish that is equal to or better than a powder coat application may be used; however, the City's Code Enforcement Division shall use the powder coat finish as a gauge in the matters of any sign enforcement issues.

PEDRESTRIAN SIDEWALK SIGN

