

GENERAL STANDARDS FOR OUTDOOR MERCHANDISE



PURPOSE AND INTENT

The purpose of these standards is to improve the pedestrian environment on Main Street by allowing businesses to creatively use outdoor spaces to showcase their products. This aims to enhance the public realm, create a pleasant shopping experience, and maintain and improve the town's unique character.

The outdoor display of merchandise provides retailers with an opportunity to attract and inform the public about the products available inside. It is important to note that the outdoor display is not intended to sell clearance or discarded items, or accommodate freestanding businesses or mobile vendors. The main goal of outdoor displays is to bring life to sidewalks and pedestrian areas by promoting businesses that cater to pedestrians.

STANDARDS

- A. Outdoor merchandise displays as accessory uses to lawfully established retail businesses are subject to the General Standards for Outdoor Merchandise Displays.
- B. The type of merchandise displayed in an outdoor merchandise display shall be limited to the type of merchandise sold by the business at the site.
- C. An outdoor merchandise display must be located directly adjacent to the retail business to which it is an accessory use.
- D. Outdoor merchandise display fixtures shall be compatible with the character of the adjacent buildings and with the applicable design guidelines of Main Street. Merchandise displays utilizing card tables, cardboard cartons, plastic milk crates, plywood boxes, or pallets are not permitted. Freestanding mannequins and dress forms are allowed.
- E. Outdoor merchandise display fixtures shall be of good quality, durable materials and construction, and shall be maintained in such a manner as to enhance the Main Street area. Outdoor merchandise displays shall be organized and maintained in an orderly and attractive manner at all times.
- F. Outdoor merchandise display fixtures may not be bolted into the ground or fastened to streetlights, trees, or other street furniture. All merchandise and merchandise display fixtures must be removed during non-business hours.

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- G. Outdoor merchandise display fixtures (e.g. tables, shelves, and dress forms) are limited to the same dimensional requirements and maximum number as are the dining tables as shown in Table 3 of the Main Street Specific Plan (e.g. two 30" x 30", or one 15" x 60" fixture(s) are allowed for 25 feet of linear frontage).
- H. Outdoor merchandise displays shall not serve as extra storage space for materials that do not fit inside the store, nor be bulk item displays.
- I. No sound amplification device, musical instrument or sound reproduction device shall be operated or used in conjunction with outdoor merchandise displays.
- J. Any outdoor lighting associated with outdoor merchandise displays shall be approved by the Community Development Director.
- K. All displays shall allow a minimum 8 foot unobstructed passageway from the exterior border of the merchandise display to the interior edge of the curb of the adjacent street, or to any curb ramp or crosswalk, or to any other fixed obstruction (i.e. light pole, trees, etc.) at all times.
- L. Outdoor displays not meeting these standards may be permitted subject to approval of a Conditional Use Permit by the Planning Commission on a case-by-case basis via a Conditional Use Permit at a public hearing.
- M. If the Community Development Director makes a determination that a business is violating the provisions of these standards, the Director will provide notice to the business owner and property owner that there is a violation. The business owner may choose to modify the outdoor display to meet the General Standards for Outdoor Merchandise Displays, or may choose to appeal the Director's Determination to the Planning Commission. Otherwise the City will commence code enforcement proceedings, including applicable fines.