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## Storefront Etiquette

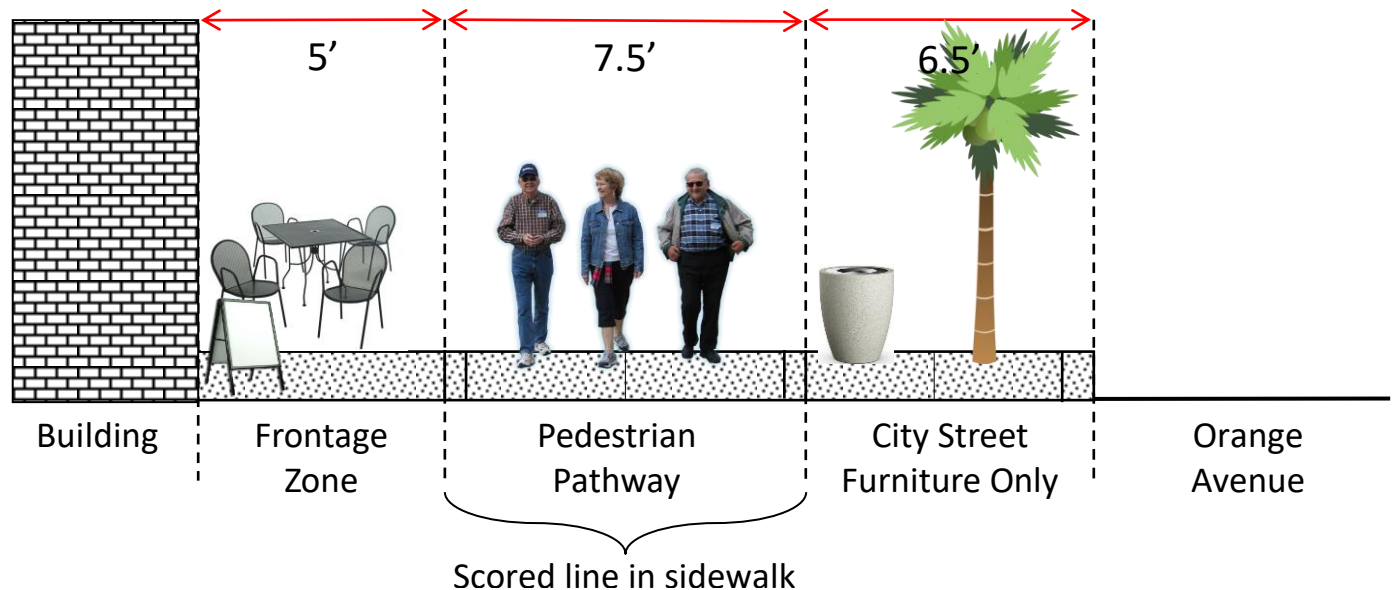
As the busy summer season approaches, the City of Coronado, the Coronado Chamber of Commerce, and Coronado MainStreet asks shop owners for your help in maintaining some basic “storefront etiquette” when attracting customers into your businesses. The City often receives complaints about the proliferation of poorly displayed items and tables, merchandise and signs blocking the sidewalk in the business districts. The City has joined with the Chamber and MainStreet to help educate shop owners about providing safe and clear access to their businesses and the public sidewalk.

Many of you know that most of Orange Avenue (SR 75) is governed by the California Department of Transportation. Although the City of Coronado monitors the area, the entire width of the sidewalks along Orange has been designated for the exclusive use of pedestrians by Caltrans. In keeping with a vibrant business district, there has been some leniency in allowing items to be placed in the public right of way. Items such as merchandise, signs, tables, chairs and other objects can be tastefully displayed to entice shoppers into stores and to create a lively environment.

It is important, however, that these items do not intrude into the area commonly used by pedestrians or reserved for street furniture and are kept as close to your building as possible (and no greater than five feet from your building). Part of creating an inviting storefront is to be able to easily see into stores by keeping outdoor items single deep, near to the ground and, at all times, abutting the building.

Encroachments into the pedestrian pathway on the sidewalk in the business districts should not extend past the double scored line, also known as the “Frontage Zone,” in the sidewalk closest to your business. This includes tables, chairs, merchandise, umbrellas, A-frame signs and planters. Signs should only be placed directly in front of and adjacent to the business being advertised. Offsite signs down the street, around the corner or at the curb are not allowed.

The diagram below demonstrates expected “storefront etiquette” along the business corridors in general. Please pass this along and help remind your neighbors about “storefront etiquette” and call the City if you need more information. Together, we can keep our sidewalks inviting, attractive, and safe.





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To help our businesses thrive, the City provides many enhanced services in the business district, including, but not limited to:

Power washing business district sidewalks, bus stops, and street furniture once per week.

Funding for MainStreet to maintain the median gardens.

Maintains and paid for newly installed waste and recycling containers.

Installed new newsracks and cleared the sidewalks of unauthorized bins.

Pays for the operation of the Free Summer Shuttle with Discover Coronado paying for the bus wrap.

Provides dedicated staff during the tourist season to pick-up litter, clean spills on sidewalks and street furniture, remove weeds, and empty trash receptacles more frequently.

Businesses can do their part by reporting any problems in the business district by using the City’s “Ask Coronado” smart phone app (available in Google Play store or the Apple App store).

Here are some common rules and regulations Coronado business owners should be aware of:

1. Only one A-frame sign per business is allowed.
2. Do not dispose of or transfer business waste into a public waste receptacle.
3. Design Review Commission approval is required prior to the placing, erecting, moving, or reconstructing of any sign attached to a building within the commercial zone.
4. Balloons and inflatables are prohibited outside. Do not attach balloons to any signage.
5. No flags or pennants of any type may be utilized to draw attention to any use or structure.
6. Certain flags/banners are allowed on a temporary basis but only with a permit that can be applied for at City Hall.
7. No rotating, animated, changing, flashing or blinking signage is allowed.
8. Window signs – coverage shall not exceed 25% of total window and door area visible from the exterior of the building. On second level, coverage shall not exceed 25% per window.
9. No off-premises signs are allowed unless approved by the Design Review Commission upon a showing of extreme hardship due to the unique location of the property.



For more specific information on signage see Chapter 86.60 – Signs, or Chapter 88 - Orange Avenue Corridor Specific Plan, of the Coronado Municipal Code. The municipal code is available via the City’s website at: [www.coronado.ca.us](http://www.coronado.ca.us)