

PROW–PUBLIC RIGHT OF WAY ENHANCEMENT PROGRAM

PUBLIC RIGHT-OF-WAY: That portion of a property that is deeded to the City for streets, curbs, sidewalks and other public improvements.

PURPOSE: “To optimize growth and income of retail businesses and restaurants by allowing and encouraging use of portions of the public right-of-way between the curb and adjacent property line. **THE PROGRAM WILL PROMOTE AN ENVIRONMENT THAT ENCOURAGES PEDESTRIAN TRAFFIC.**”

- Businesses must have \$1,000,000 liability insurance, naming the City of SD, BID, business owner and employees, etc.

FREESTANDING SIGN STANDARDS:

PURPOSE: To identify store, list hours, show restaurant menus, advertise sales or special deals or services.

- Only one A-frame per business, 4’ high maximum, 2’ from curb.
- Must be located directly in front of the business it represents; the business must be on the first floor.
- Only A-frame styles allowed. Must be durable, sturdy with no sharp edges or corners.
- No paper signs, wind-activated items, such as balloons, windsocks, pinwheels.

OUTDOOR DISPLAY STANDARDS:

No more than 4’ from the property line. Display area limited to length of business storefront; business must be located on the first floor.

Permissible Merchandise–

- Clothing and shoes–on mannequins • Books & magazines
- Cut or live flowers • Bicycles • Rugs • Produce, baked goods
- Artwork, handicraft products • Sports equipment
- Patio furniture, wooden and metal furniture • musical instruments

LIMITS–Cardboard boxes and folding tables are not permitted as display racks. Clothing must be on mannequins or props; may be displayed on hangers on doors of the business.

NOT PERMITTED—Alcoholic beverages, tobacco, cigarettes, smoking accessories, adult-oriented material, auto-related merchandise.

DEFINITIONS;

- **CLEAR AREA:** Area adjacent to street furniture as required for a clear path of travel. In our PB Community Plan, that's 8'.
- **CLEAR PATH OF TRAVEL:** Route for use by pedestrians and wheelchair users that provides free and unobstructed access to and from a building, area, street furniture or location.
- **ENHANCEMENT:** Freestanding signs, outdoor display items, dining furniture located in PROW.
- **FREESTANDING SIGN:** A temporary sign that rests on the ground, neither temporarily nor permanently attached to the ground, an adjacent building or any other structure.
- **OBSTRUCTION:** Temporary or permanent objects that might restrict pedestrian travel and access in PROW. Includes lamp posts, trees, tree wells, street furniture, trash cans, free-standing signs, articles on display, kiosks, utility pedestals, newspaper racks, bus benches, bus shelters and fire hydrants.
- **STREET FURNITURE:** Items such as utility boxes or poles, bus benches or shelters, news racks, mailboxes, street trees, lamp poles or parking meters.

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ADMINISTRATION:

To be administered by BID (Discover PB), with annual fee, forms on file in their office and permit stamp on window of business and on A-frame sign.

PROW—Abbreviated version, compiled by Eve Anderson
PB Planning Group, Code Compliance Sub-Committee
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