



Fort Dodge Downtown Sandwich Board Design & Maintenance Guidelines

A **SANDWICH BOARD** is an A-frame, portable sign with two flat faces. These signs are allowed by **ANNUAL PERMIT** in the Fort Dodge Downtown Zoning Districts per regulations of Section 17.08.04.P.8. of the City's Ordinance.

The following provides recommendations for design and maintenance of sandwich boards in the Historic Downtown.

Appearance

Sandwich Boards should complement the character of the Downtown Historic District.

- Should consist of materials that present a finished appearance, such as quality metal or wood.
- Should not consist of materials that will deteriorate in the elements or present an unfinished appearance, such as plywood or plastic.
- The frame should be painted or stained, with an exterior finish. All metals should be anodized.
- Matte finishes are preferred to avoid reflective glare.
- Colors should complement the materials and colors of the building, and should be consistent with the character of the downtown.
- The message board should consist of chalk, dry-erase or some other changeable board.
- The sign message should not be stenciled or spray painted.
- Business logos may be a part of the sign, but should be subordinate to the changeable board.

Maintenance

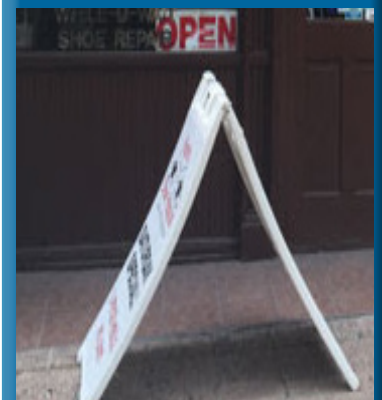
Sandwich Boards should be kept in good condition and properly weighted:

- Should be free of chipping and able to stand on originally intended supports without bowing.
- Should be clean and in good repair.
- If weights are needed, they should be professionally manufactured. Encouraged forms include weight plates, hanging weights or a sandwich board constructed with a counterweight platform.
- Should not be weighted using materials not intended for use as weights, such as sandbags, dumbbells, paintcans and others.

ENCOURAGED:



DISCOURAGED:



(over)

Fort Dodge Downtown Sandwich Board Ordinance

Those wishing to place a sandwich board on their sidewalk must apply for a permit on an annual basis. The permit application may be found on the City's Website: www.fortdodgeiowa.org

Section 17.08.04.P.8 of the City's Sign Ordinance

Sandwich Boards in the sidewalk area of the public right-of-way are permitted in Downtown Zoning Districts (D1 & D2), and are excluded from the calculations for total permitted sign area for the premises, so long as a Downtown Sidewalk Sign Permit is obtained annually from the City. Said permit application shall include an agreement indemnifying the City and demonstrate that insurance requirements of the City are met. Further, all sandwich boards proposed in the sidewalk area of the public right-of-way shall meet the following requirements:

1. A maximum of one sandwich board is permitted per storefront or entrance;
2. Sandwich board shall be displayed immediately adjacent to the main entrance of the property employing the sign, and shall not extend more than four (4) feet into the right-of-way from the property line;
3. Sandwich board shall not have a sign face greater than six (6) square feet and shall not be taller than four (4) feet, measured from at grade;
4. An unobstructed sidewalk clearance of at least five (5) feet must be maintained;
5. No sandwich board shall be internally or externally illuminated;
6. The same message may not be displayed more than five (5) days in a row;
7. Sandwich board shall not be permanently attached to any public sidewalk or public fixtures at any time, but must be adequately weighted to ensure safety;
8. Sandwich board may be displayed during business hours only and shall be removed at the end of each day;
9. Sandwich board shall not block intersections or cause a public safety hazard;
10. Sandwich board shall be adequately maintained in accordance with the City's Downtown Sandwich Board Sign Guidelines.
11. A sandwich board that does not comply with the requirements of this section will be removed immediately by City personnel.

