

LOCAL INFORMATION SIGN (LIS) APPLICATION

Business name: _____		<u>Office Use Only</u> Permit # _____ Associated Permits: _____ City Business License # _____ Exp. Date: _____
Business address or general location (cross-streets): _____		
Parcel Number: _____		
Property Owner: Name: _____ Address: _____ City/St/Zip: _____ Phone: _____ Email: _____	Business Owner (if different): Name: _____ Address: _____ City/St/Zip: _____ Phone: _____ Email: _____	
<p>The City of Port Townsend established a pilot program to evaluate the effectiveness of uniform off-premise signage for food and lodging businesses located off Sims Way between Kearney Street and Haines Place. The program allows up to four signs (referred to as “back panels”) to be placed on the south side of Sims Way prior to certain intersections. The purpose is to alert travelers of food and lodging businesses that they can find by turning right onto Haines Street, Benedict Street, and Decatur Street. An additional back panel sign is located between Haines and Benedict Street. See Attachment 1 “Sign Location Plan”.</p> <p>Each back panel has four one-sided panels (referred to as “business panels”) that face west to alert visitors as they travel on Sims Way toward downtown. See Attachment 2 “Business Panel Guidelines”. Each qualifying business must pay a professional sign maker to affix their sign graphics to the back panel, an 18” high by 47” wide aluminum panel supplied by the City. See Attachment 3 “Exterior Food and Lodging Signage”. The City will attach each business panel to one of the back panels.</p> <p>The cost is \$96.00 for the Local Information Sign. In the future, the City may charge all businesses in the program a nominal annual fee based on the actual cost to the city for maintaining the local information signs. At this time, the estimated annual charge would be \$25.00 per business per year.</p> <p>The applicant is also required to sign an Agreement with the City of Port Townsend regarding the terms and conditions for a sign in the right-of-way.</p>		

I verify the business affected by this application is the exclusive ownership of the applicant, or the applicant has submitted the application with the written consent of all the business owners of the affected property (provide notarized signatures of the business owners).

Print Name: _____

Signature: _____

Date: _____

Please complete the back of this form. See attached for more details.

For more information, see Port Townsend Municipal Code (PTMC) Sign Chapter 17.76.113, also on the website: <http://www.cityofpt.us>. The PTMC will be revised should the pilot program continue.

Submittal Requirements

- Completed LIS Sign application form with application fee \$105.75 (Page 1 and 2)
- Tell us what kind of a service you provide:
 - Food. Year business started: _____
 - Lodging. Year business started: _____
 - Current total sign area for your business is: _____square feet.
(Staff can help you determine this from prior sign permits.) The business panel will be included in the total sign area for your business. Each business panel measures 18" x 47" – a total of 6 square feet. Therefore, **you must have at least 6 square feet of unused sign area for the 18" x 47" business panel.**
 - A scaled drawing of the proposed lettering/graphics to be placed on the business panel prepared by a professional sign maker consistent with the size and materials standards contained in the Sims Way (SR20) local information sign assessment and plan. **Obtain City approval for the design/lettering on the business panel prior to having the sign manufactured.**

It is the responsibility of the business to pay the sign maker for the cost of the finished business panel.

- A signed letter of agreement between the business and the City (see attached agreement).

Tell us which back panel you are interested in:

- FIRST CHOICE – sign to be located prior to the intersection of Sims and:
 - Haines Street
 - Between Haines and Benedict Street (along the Port of Port Townsend Boat Haven)
 - Benedict Street
 - Decatur Street
- SECOND CHOICE – sign to be located prior to the intersection of Sims and:
 - Haines Street
 - Between Haines and Benedict Street
 - Benedict Street
 - Decatur Street

Staff will attempt to provide your first choice; however, there is no guarantee. Each back panel will be filled from the top to the bottom business panel.

Comments: _____

Local Information Sign Process – Frequently Asked Questions

What is the Local Informational Sign (LIS) Program?

The program is designed to direct travelers to food and lodging in the pilot program area. The City installs and maintains the back panel, while the business provides the design for their own business panel.

What businesses can participate?

Food and lodging businesses located off Sims Way between Kearney Street and Haines Place may participate in the program. Only one business panel is permitted per parcel, lot or site. If there are two active businesses on the same parcel, lot or site only the first business to be approved for participation in the program can be on a back panel.

What is the annual cost?

The annual fee will be based on the actual cost to the City for maintaining these initial signs. If the pilot program continues, it is anticipated that the annual fee will be \$25.00 for each business, starting January 2, 2012.

What should a business panel look like?

Several thousand motorists on Sims Way (SR20) will see a business panel on a typical day. Since potential customers could be driving by the sign at 30 mph, to take advantage of this opportunity the lettering should be as simple as possible:

- Simple fonts are easier to read (i.e. Arial, Century Gothic, Tahoma).
- Use the minimal amount of words necessary and make the letters at least eight inches high.
- A light background with dark letters is preferred. Any legend or message should contrast effectively with the background. The colors must provide good readability during both daylight and nighttime hours.
- Business panels may include a symbol, trademark, or a legend message identifying the name or abbreviations of the specific business. If a logo is used, it must be the symbol or trademark commonly used by the business. However, do not add logos that reduce the size of the lettering. Although logos are permitted, in many cases they reduce the readability of the sign.
- The maximum amount of legend should be three lines, each having up to 12 characters (i.e. letter, numerals, or spaces).
- Telephone or fax numbers, street, e-mail or Internet addresses, or directions are not permitted on logo signs.
- Designs must be approved by the City before they are manufactured.

What is the maximum number of business panels permitted on a back panel?

A maximum of four business panels can be installed on the back panel.

What happens when a back panel is full?

The pilot program has a first-come first served policy. A qualified business wishing to join the program is put on a waiting list. When a business leaves the program, the first business on the waiting list will be given the chance to join the program.

How does a business choose a sign maker and what does it cost to have sign graphics/lettering added to the business panel?

All businesses must provide a business graphic prepared by a professional sign maker. See attached Business Panel Guidelines.

Choosing the sign company is up to the individual business owner. After the application has been submitted and fees (if any) have been paid, the design/lettering must be approved by the City before the business takes the aluminum business panel to the sign maker. The finished business panel is returned to the City to install. It is recommended that customers ask for a seven-year sign warranty in case of deterioration. Costs vary for the artwork; your sign maker can best answer this question. (*WSDOT indicated that in 2008/09 the cost range for 24" x 12" signs was between \$96 and \$530.*) **The City must approve the design before the sign is manufactured.**

How much advertising can be put on a business panel?

None. Only the registered business name or a portion of that name is allowed. Logos are discouraged as they can reduce the readability of the sign, but they are not prohibited.

What if the business panel is deteriorating, or the design needs changing?

Should the City find that the business panel is deteriorating, the business will be contacted to provide at their expense a replacement design on the business panel. If the business requests to change the color, design or name on the sign, the replacement design would also be at the expense of the business.

If a business panel is purchased, can a new business owner get the existing place on the board?

If change of ownership does not result in a name change of the business, the new owner may retain the existing space as long as the eligibility requirements are still met. When a change of ownership results in a name change on the business panel, a new application and permit must be submitted. Preference is given to applicants at the top of the waiting list.

Can private clubs have business panels?

No. Facilities must be open to the general public including minors. All businesses must conform to all applicable federal and state laws regarding non-discrimination on grounds of race, religion, color, age, sex, or national origin when providing public accommodations.

Can a seasonal business participate?

Yes. The seasonal business must either indicate on the business panel the months the business is in operation, or the sign must be covered or removed during the time the business is not in operation. The City prefers that the sign be removed; the cost is covered by the \$25 fee.

How long does it take to get a business panel installed?

Once the application is submitted, the City will make a good faith effort to review it within one week, including performing a site review to ensure eligibility requirements. After the completed business panel is returned the City, we will make an effort to install the business panel on the back panel within two weeks.

How many signs can I have per activity?

Business panels are limited to one sign per any food and lodging activity. Business panels should be located at intersection closest to the facility advertised.

How far from the intersection can a business be located and still qualify?

If sign space is available, food and lodging activities should be located within 500 feet of the Local Information Sign.

