

City of Palo Alto

Department of Planning and
Community Environment

August 15, 2007

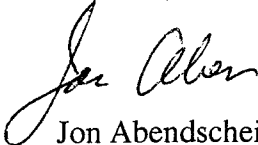
Dear Business Manager or Owner:

You are receiving this letter because you recently received a notice that you were in violation of the City's outdoor display regulations. After receiving feedback from the Business Improvement District/Palo Alto Downtown Business & Professional Association, the Palo Alto Chamber of Commerce, and individual merchants about the value of displays in keeping business thriving downtown, our Planning staff and I met, and we have developed an interpretation of the regulations that we hope you will find clear and reasonable, as well as a clearer enforcement policy:

- Although the Municipal Code does not generally allow merchandise displays outdoors, displays located on private property in covered entryways or other permanently covered building features, and not occupying more than 25% of the floor space of that feature, will not be considered in violation of the outdoor display regulations.
- In future enforcement, our focus will be on keeping sidewalks and entrances accessible, and maintaining visibility. Sidewalks must provide at least an eight-foot-wide walkway for pedestrians and be free of obstructions for at least ten feet from intersection curbs to maintain visibility. Building entries must have a 44" wide approach free from obstructions.

In anticipation of your continued cooperation with the above, we are closing the code enforcement case for your business. If you have questions or concerns regarding the City's outdoor display regulations, the above guidelines, or your specific violation, please contact me at 329-2230.

Sincerely,



Jon Abendschein
Code Enforcement Supervisor

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