

**To: Town Center Businesses**

**RE: Updated Sandwich Board Sign Policy**

Town Center business owners have expressed interest in displaying sandwich board signs throughout the Town Center commercial district, and in response to this interest, the TCOA has updated its policy on the use of sandwich board signs.

The TCOA will review each proposed sandwich board sign as part of its sign permit application process, and it retains the right to revoke sign permits for non-compliance.

The TCOA has the flexibility to update its policy on sandwich board signs since the Gallatin Canyon/Big Sky Zoning Regulation, Section 36 - Signs, is silent on the topic of sandwich board signs.

Depending on the proposed location of a sandwich board sign, the TCOA may need to issue a Type I Variance from its Master Signage Plan.

**Updated Sandwich Board Sign Policies/Conditions:**

- a. Because a sandwich board sign is not permanently installed, the area of a sandwich board sign will not count towards the maximum sign area allocated to a building or business.
- b. The sandwich board sign shall be placed in the front of the building or business (i.e. not the parking lot side) and must not interfere with pedestrian movements. The sign may be placed immediately adjacent to the building in a recess or other area that doesn't interfere with pedestrian movements, or towards the curb in line with the streetscape furnishings (benches, trash cans, street trees). The TCOA may allow other locations on a case-by-case basis.
- c. Sandwich board sign placement must maintain a minimum of six (6) feet of open sidewalk to provide adequate and unobstructed pedestrian movement.
- d. Sandwich board signs are permitted to be displayed during the hours of the business only, and shall be removed from the sidewalk upon the close of business each day.
- e. Sandwich board signs are allowed for ground floor businesses at a maximum rate of one (1) per business. One (1) sandwich board sign is allowed for upper floor businesses, at a maximum rate of one (1) per building. The upper floor businesses of a building shall coordinate on the design.
- f. Sandwich board signs shall not exceed 3 feet in height and 2 feet in width, and shall not exceed 5 square feet in area on each side.
- g. The sign should be constructed of all-weather materials.
- h. Changeable copy sandwich board signs are allowed for any business.

- i. Sandwich board signs must be constructed to avoid being blown or tipped – a heavy sign may accomplish this, or moveable weights. Wheels may only be used if they can be locked to prevent signs from rolling.
- j. Interesting shapes, materials, business logo, and bright colors are encouraged.
- k. Illumination of sandwich board signs is prohibited.
- l. Mail-order/cheap-looking signs and frames are prohibited (examples shown below).
- m. Windblown devices such as balloons or flags are prohibited in conjunction with sandwich board signs.
- n. All signs shall be maintained to reflect their original quality and construction. The TCOA will routinely inspect signs for appropriate maintenance and will inform the property owner in writing if the signs are nonconforming. Regular maintenance does not require a permit.

**Examples of Allowed/Encouraged Sandwich Board Signs:**

Custom, high quality materials, thoughtful design, reflects business’ brand



Yes

Yes

Yes

Yes

**Examples of Prohibited Sandwich Board Signs:**

Mail-order sign frames such as plastic or metal-framed signs



No

No

No

No