

# *City of St. Louis Downtown Development Authority*

## **SIDEWALK DISPLAY PROGRAM**

In an effort to continue to create an “alive” downtown atmosphere that attracts shoppers, encourages pedestrian activity and is eye-catching to car traffic the *St. Louis Downtown Development Authority* is implementing the following *Sidewalk Display Program*.

Businesses within the DDA area are permitted and encouraged to use outdoor displays that include items for sale as well as decorative features that enhance the appearance of storefronts. To avoid clutter and unsafe situations, the following rules apply:

1. Use items of high quality! The intent of the program is not to allow an area for “bargain bin” items, but rather to make your storefront more attractive. This rule affects ALL displays in the DDA area, not just those on City-owned sidewalks. This program should be used to put your “best foot forward!”
2. On City-owned sidewalks, items must be displayed within a three foot space from the building face, front and/or rear. One sign may be placed nearer the curb, but a six (6) foot walkway must always be maintained. Depending on the location of tree openings and City trash containers you may need to adjust your displays. The only City sidewalks eligible are on North Mill Street from M-46 to the bridge.
3. If any of your displays cause your sidewalk to need to be swept more often, please make the effort to do that on a daily basis.
4. A list of permitted items includes decorative chairs, benches, small tables, antiques, store wares, holiday displays, plants/planters, small standing signs, etc. Please do NOT display anything that has wheels, that could roll from its original placement.
5. The City of St. Louis and the DDA reserves the right to decide if a display is inappropriate to the program. Displays are subject to approval by the DDA Board.
6. Any business that wants to take part in this program and place items on City-owned sidewalks must sign a Hold Harmless Agreement to keep the City and DDA from liability. Forms are available at City Hall in the DDA office.
7. Use good judgment on what you leave out overnight. Our habit should be to bring most things inside each day, but some items such as planters, benches, etc. should be allowed to stay out overnight.
8. Program will run all year long with the exception that there can be NO overnight sidewalk displays from November 1 through April 30. This should allow for the program never to interfere with snow removal but also takes us through Halloween.
9. This is NOT a permit for a “sidewalk café” where food or beverages are served to people using outside seating. If you feel you have the potential for this type of activity, please contact DDA Director Phil Hansen at **681-3017**.
10. This program does NOT allow any signage in conflict with the City of St. Louis Sign Ordinance. If you have any questions on what is allowed regarding sandwich-board sign, contact Katherine Goettling at City Hall at **681-4621**.



**SIDEWALK DISPLAY PROGRAM  
PERMIT APPLICATION**

PERMIT NO: \_\_\_\_\_ DATE: \_\_\_\_\_

PROJECT ADDRESS: \_\_\_\_\_

OWNER: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

DESCRIPTION OF ITEMS TO BE DISPLAYED

OVERNIGHT: (EXCEPT NOVEMBER 1 THROUGH APRIL 30) \_\_\_\_\_

NON-OVERNIGHT: \_\_\_\_\_

I understand and agree to follow the rules set forth in the Sidewalk Display Program and to comply in all respects with the City of St. Louis Sidewalk Ordinance. I also understand that this permit may be revoked should I not remain in compliance.

\_\_\_\_\_  
Signature of Applicant

\_\_\_\_\_  
Print Name

**CITY OF ST. LOUIS & ST. LOUIS DDA  
SIDEWALK DISPLAY PERMIT**

DATE: \_\_\_\_\_ PERMIT HOLDER: \_\_\_\_\_

EFFECTIVE DATES: **MAY 1, 2006 THROUGH APRIL 30, 2007**

\_\_\_\_\_  
Signature, for the City of St. Louis  
108 West Saginaw Street, St. Louis, MI 48880

\_\_\_\_\_  
Print Name/Title



### HOLD HARMLESS AGREEMENT

Date: \_\_\_\_\_

I, \_\_\_\_\_, hereby agree to indemnify and hold the City of St. Louis and the St. Louis Downtown Development Authority harmless from all claims, damages, losses and expenses including reasonable attorney fees relating to the defense and/or payment of claims arising directly or indirectly out of the placement of any sign, furniture or display items on the sidewalk in front of the business known as \_\_\_\_\_, located at \_\_\_\_\_.

\_\_\_\_\_  
signed

\_\_\_\_\_  
business name

\_\_\_\_\_  
print name

\_\_\_\_\_  
business address

\_\_\_\_\_  
signed

*City of St. Louis*

\_\_\_\_\_  
print name/title

108 West Saginaw Street, St. Louis, MI 48880