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COVID-19 Temporary Accommodations

Coronado Business Storefront Etiquette

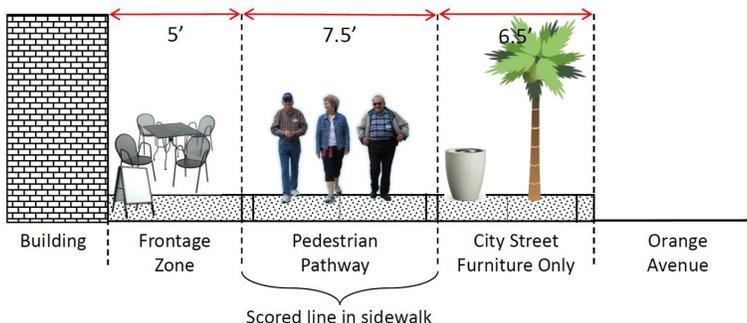
As the busy summer season begins, the City of Coronado, Coronado Chamber of Commerce and Coronado MainStreet ask shop owners for help in maintaining basic “storefront etiquette” when attracting customers into your businesses. The City often receives complaints about the proliferation of poorly displayed items and tables, and merchandise and signs blocking the sidewalk in the central business district. The City has joined with the Chamber and MainStreet to help shop owners provide a safer, cleaner and more inviting entrance and walkway.

Orange Avenue is currently a state highway, governed by the California Department of Transportation (Caltrans). Although the City of Coronado monitors the area, the entire width of the sidewalks along Orange has been designated for the exclusive use of pedestrians by Caltrans. In keeping with a vibrant business district, there has been some leniency in allowing items to be placed in the public right of way. Items such as merchandise, signs, tables, chairs and other objects can be tastefully displayed to entice shoppers into stores and to create a lively environment. Note, this applies only to the physical stores – sales from outside vendors on the sidewalks or public rights of way are prohibited.

In light of temporary COVID-19 accommodations for businesses, it is more important than ever that merchandise, placement of signs, and other items that may block the sidewalk and be unsafe are constrained.

Part of creating an inviting storefront is being able to easily see into stores by keeping items single deep, near to the ground and always adjacent to the building. Keep the pedestrian pathway clear at all times.

Encroachments into the pedestrian pathway on the sidewalk in the business districts should not extend past the double scored line, also known as the “Frontage Zone,” in the sidewalk closest to your business. This includes tables, chairs, merchandise, umbrellas, A-frame signs and planters. Signs should only be placed directly in front of and adjacent to the business being advertised. Offsite signs down the street, around the corner or at the curb are not allowed. The diagram below demonstrates “storefront etiquette” along the business corridors in general.



To support our local businesses as they adjust to COVID-19 restrictions, the City is temporarily allowing the following usages in the public right of way.

Umbrellas and Awnings

Umbrellas or small awnings may be placed within 5 feet of the front of a business. Umbrellas or awnings must be weighted to prevent tipping and potentially causing injury. Canopies or pop-up tents are not allowed due to Fire Code regulations.

Sidewalk Decals

Businesses may place temporary, removable decals, stickers or tape on the sidewalk as close to the building structure as possible and not in the center of the sidewalk to identify areas for the public to queue outside and maintain social distancing. Businesses may be liable for damage to the sidewalk for unremovable markers.

Outdoor Dining Seating

Restaurants may apply to expand their dining seating to temporarily serve patrons in parking lots, other dedicated parking spots or other open areas near their restaurants. Interested businesses can apply through the Planning and Zoning Division at www.coronado.ca.us.

For specific questions regarding regulations for reopening your business, visit the County's COVID-19 website at

www.coronavirus-sd.com.

The City is partnering with Coronado MainStreet to provide reopening education and support to Coronado businesses. Contact them at coronadomainst@gmail.com with questions.

Here are some other common rules and regulations Coronado business owners should be aware of:

1. Only one A-frame sign per business is allowed.
2. No disposing of or transferring business waste into a public waste receptacle.
3. Design Review Commission approval is required prior to the placing, erecting, moving or reconstructing of any sign within the commercial zone (does not include A-frame signs).
4. Balloons and inflatables are prohibited. Do not attach balloons to any signage.
5. No flags or pennants of any type may be used to draw attention to any use or structure.
6. Certain flags/banners are allowed on a temporary basis but only with a permit.
7. No rotating, animated, changing, flashing or blinking signage is allowed.
8. Window sign coverage shall not exceed 25% of total window and door area visible from the exterior of the building. On the second level, coverage shall not exceed 25% per window.
9. No off-premises signs are allowed unless approved by the Design Review Commission upon a showing of extreme hardship due to the unique location of the property.



Please pass this along, help remind your neighbors about “storefront etiquette” and call if you need more information. Together, we can keep our sidewalks inviting, attractive and safe.

Businesses can do their part by reporting any problems in the business district by using the City’s “Ask Coronado” smart phone app (available in Google Play store or the Apple App store).
