



DRAFT: Downtown Side Street Signage Program

Who is eligible?

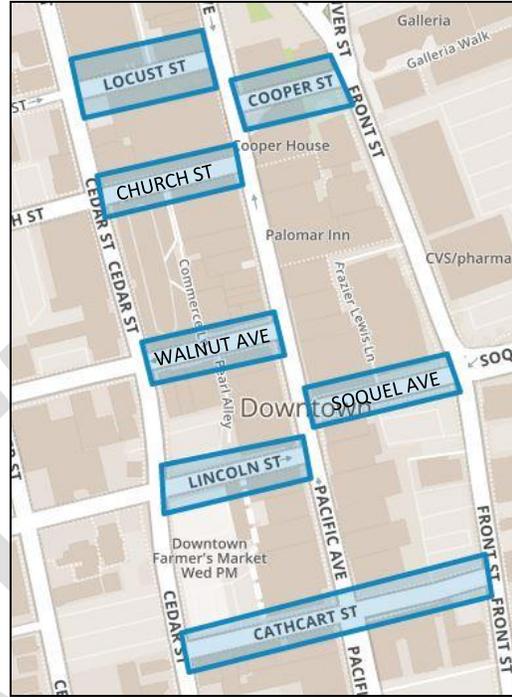
Businesses located along downtown side streets (Locust St, Cooper St, Church St, Walnut Ave, Soquel Ave, Lincoln St, and Cathcart Street) between Pacific Avenue and Cedar Street or Front Street are eligible to participate in the Downtown Side Street Signage Program. Businesses must have an address on the eligible side streets. (See map)

Where will the signs be located?

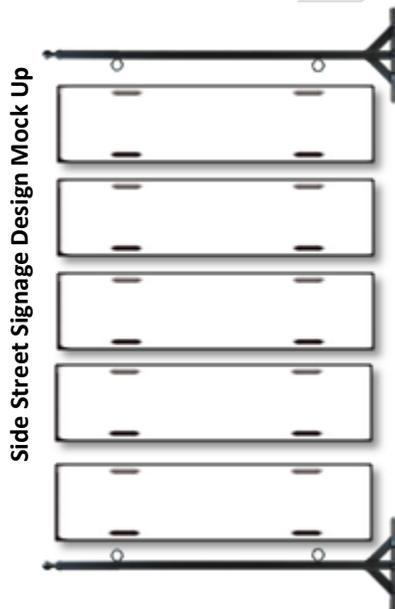
Side Street Signage will be attached to existing poles at the corresponding corners along Pacific Avenue. There will be 1 pole for each side street, except for Walnut Ave which will have 2 poles to accommodate the high number of businesses located along that side street.

In what order will businesses be list?

Eligible businesses along each street will be listed in the order in which they are located with the closest to Pacific Avenue listed as the topmost business and the farthest from Pacific Avenue as the bottommost business.



Side Street Signage Areas of Eligibility



How will my business name be printed?

Eligible businesses will be able to provide input on how their business name is printed. There will be a character limit for individual business signs. The City will work with each business on acceptable abbreviations while keeping the signs legible and uniform in style.

What color will the signs be?

Colors and fonts are still being finalized, but the City would consider using the new DTA brand fonts and one of the DTA brand colors. Final design will take into account the need for high contrast and readability.

What is the timeline?

The City will produce signs for all currently existing businesses, and work with incoming businesses as turnover occurs. Ordering, delivery, and installation of brackets should take 3 weeks. The City will reach out to all eligible businesses and the timeline for installation of business signage will be dependent on responses from participating businesses.

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