

## Business Signs In Fortuna

The City recognizes that signs are an important feature of any business. They provide valuable information to potential customers and can advertise services, sales, and particular products.

Signs are regulated through the City's Zoning Regulations (Title 17 of the Municipal Code). In general, the regulations stipulate how many square feet of sign-board each business is allotted and require a sign permit from the Building Department to assure that the signs are properly secured to posts or buildings.

As a reminder:

**Section 17.05.180 (C)(11) Signs in Public Rights-of-way, states:**

Private signs shall not be allowed in a public right-of-way, unless specifically allowed in this section or allowed by Chapter 12.30 of the Fortuna Municipal Code (Fortuna Blvd. median).

Signs that are placed on public sidewalks are in violation of this regulation and can represent a trip hazard for pedestrians. This puts both the merchant and the City at risk financially and legally. As tempting as it may seem as an inexpensive way to attract new customers, please refrain from obstructing any portion of the public sidewalk with free-standing signs.

The City will continue to work with the Chamber of Commerce and the FBID on ways to collaborate further in an effort to attract and retain more customers for your retail and service businesses.

The sign regulations can be found in the Municipal Code (Title 17, Section 17.05.180) online at <http://www.codepublishing.com/ca/fortuna/>

If you have any questions, please contact Stephen Avis, Associate Planner at 725-1407.

City Hall  
(707) 725-7600  
Fax (707) 725-7610  
621 11th Street

Police Department  
(707) 725-7550  
Fax (707) 725-7574  
621 11th Street

Parks and Recreation  
(707) 725-7620  
Fax (707) 725-7576  
5 Park Street

Public Works  
(707) 725-7650  
Fax (707) 725-7651  
180 Dinsmore Drive