



**CITY OF DEL MAR
CITY COUNCIL POLICY BOOK**

111	PERIODIC UPDATES TO PEDESTRIAN WAY-FINDING/ DIRECTIONAL SIGNS	DATE ADOPTED:	11/16/15
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POLICY

It shall be the policy of the City Council that periodic updates to Pedestrian Way-Finding/Directional Signs established pursuant to Resolution 2009-08 shall be implemented as follows:

PURPOSE AND BACKGROUND

- The City owns pedestrian way-finding/directional signs (“Signs”) within the Del Mar City right-of-way and adhered to City facilities.
- The purpose of the Signs is to provide useful, relevant information to residents and visitors regarding the locations of “commercial businesses and points of interest” within the “Central and Beach Commercial areas of the City” (hereinafter “Target Area”) in order to support a “pedestrian-oriented downtown commercial area” and “promote the economic development goals of the City.”
- The Del Mar Village Association (“DMVA”) is responsible for periodically updating and maintaining the Signs, to ensure the information is up to date and accurate and the signs are maintained and in good condition.

PROCEDURES AND IMPLEMENTATION

- On an annual basis, the DMVA shall review the content of the Signs and determine whether the information is accurate and current or needs to be updated. In general, if more than 10% of the information is inaccurate, Signs should be updated, but may be deferred, in the discretion of the City, for good cause shown by DMVA. Such good cause may include, but is not limited to, a major near-term improvement or other change which should be incorporated into the update. An update should occur at least once every 10 years.
- For purposes of this policy, the “Target Area” shall be further defined as the area along and within 500 feet of Camino Del Mar between Via de la Valle and 4th Street/Del Mar Heights Road; the area along and within 500 feet of Coast Boulevard between 18th Street and 15th Street; and the area along and within 500 feet of Jimmy Durante Boulevard between San Dieguito Drive and Camino del Mar.
- All commercial businesses located in the Target Area, and open to the general public, are eligible to be listed on the Signs (“Eligible Business”) at the next planned update.
- DMVA shall maintain a “Waiting List” of Eligible Businesses that have asked to be added to the Signs during the next update.
- Prior to any update, DMVA shall :



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- Establish a uniform price for Eligible Businesses to be added to the Signs that will defray the costs of producing updated signs.
- Notify Eligible Businesses, including those on the Waiting List, in advance of planned updates that provides the cost to be listed, where any application materials may be obtained, and a deadline by which businesses must apply to be listed on the Signs.
- The City shall also be notified and given the opportunity to update the points of interest that will be included on the new Signs. The City will not be charged to add or update the points of interest.
- All businesses and points of interest will be in a similar font and size. No logos (with the exception of City of Del Mar and DMVA seals or logos) or corporate fonts will be permitted.
- The City of Del Mar shall have final approval authority over both the content of Signs and materials used in the fabrication of updated Signs. The City's approval shall be sought before any signs are fabricated. To facilitate the development of the fee to Eligible Businesses to be listed on updated Signs, the City's approval of materials may be sought before content is solicited from Eligible Businesses.