



**Public Right of Way (PROW) program for sidewalk displays, signs and outdoor cafés**

**Purpose:** To provide PB businesses with the opportunity to increase business activity and to offer a simple process for businesses to comply with use of the public right of way.

**Guidelines\*:**

\*please review complete program application for detailed description of requirements

- Applies to use of freestanding sign, outdoor display and outdoor dining.
- Only businesses fronting public right of way are eligible (first floor).
- Enhancements may be placed directly in front of businesses storefront.
- Discover Pacific Beach may approve for temporary use of public right of way.
- Enhancements may be placed no closer than 2' from the curb.
- A clear path of travel must be maintained with a min. width of 4'.
- Enhancements must not block access to building entrances/exits, street furniture, bus benches or shelters.
- Applicants will receive specific display/sign standards upon receipt of their application.
- Business owner will provide proper insurance requirements in accordance to PROW program
  - Evidence of having one million dollars of liability insurance naming the City of San Diego, the BID (Business Improvement District), Discover Pacific Beach, the property owner, and their agents, officers, and employees as additional insured.

**Fee: \$100 annual fee required for PROW Permit and will allow for unlimited use of sidewalk. Please send check, payable to "Discover Pacific Beach" to Discover Pacific Beach, 1503 Garnet Avenue, San Diego, CA 92109 (if you wish to be invoiced, please check box below).**

**Application:**

**Business name:** \_\_\_\_\_ **Owner/Mgr:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**E-mail:** \_\_\_\_\_

**Type of enhancement:**

\_\_\_\_\_ **Freestanding sign**      \_\_\_\_\_ **Outdoor display**      \_\_\_\_\_ **Outdoor dining**

**Brief description:** \_\_\_\_\_

Applicant agrees to comply with PROW guidelines. Discover Pacific Beach will notify business owner if they are found to be non-compliant.

\_\_\_\_\_ **Please invoice me for \$100 PROW Permit Fee**      **Date:** \_\_\_\_\_

\_\_\_\_\_  
**Signature**

\_\_\_\_\_  
**Title**