

# New Development Code in the City of Fresno

## Restrictions on Storefront Advertising for **Alcohol Retailers**

Effective January 3, 2016

Development Code: Part III, Article 26-27

No more than **15%** of the square footage of each window and clear door that is visible to the public from the street, sidewalk, or parking lot shall be covered by advertising, signs or other barriers of any sort.

- Signage, advertising or other barriers **inside/outside** the store that are visible from the sidewalk, but not physically attached to the windows or doors, etc. are **included in the 15%**.
- Signs required by law do not count in the 15% calculation.
- Advertising and signage on windows and clear doors shall be placed and maintained in a manner that ensures that **law enforcement** have a clear and unobstructed **view** of the **inside**.
- All **off-site signs** tacked, nailed, posted, pasted, glued, or otherwise attached to trees, poles, stakes, fences, trailers, or other supporting structures **are prohibited**.



**16% or more**



**15% or less**



Stores located within **250 ft.\*** of sensitive use (nurseries, schools, parks, youth activity centers, daycares, etc.) may **not** advertise alcohol in a manner visible from the outside of the establishment such as from a sidewalk, parking lot, or public fare.

*\*Subject to change upon direction of the City of Fresno*



Department of Public Health  
[www.fcdph.org](http://www.fcdph.org)



# New Development Code in the City of Fresno

## Restrictions on Storefront Advertising for Tobacco Retailers

Effective January 3, 2016

Development Code: Part III, Article 26-27

No more than **25%** of the square footage of each window that is visible to the public from the street, the sidewalk, or parking lot shall be covered by advertising, signs or other barriers of any sort.

- Signs inside the building are not allowed within 3 feet of the window.
- Maximum sign area per sign is 5% of the wall area or 100 square feet, whichever is less.
- All **off-site signs**, tacked, nailed, posted, pasted, glued, or otherwise attached to trees, poles, stakes, fences, trailers, or other supporting structures **are prohibited**.



**26% or more**



**25% or less**



Stores located within **400 ft.** of sensitive use (nurseries, schools, parks, youth activity centers, daycares, etc.) may **NOT** advertise tobacco products (such as, cigarettes, cigars, e-cigarettes, similar products) or related paraphernalia in a manner visible from the outside of the store, such as from a sidewalk, parking lot, or public fare.

