

18.43.130 Outdoor Retail Sales and Storage

Outdoor sales and equipment rental establishments, where the business is not conducted entirely within a structure or enclosed area shall comply with the following standards:

- A. **Temporary Outdoor Display/Sales.** The temporary outdoor display and sale of merchandise shall comply with Chapter 18.17, Temporary Use Permits.
- B. **Permanent Outdoor Display/Sales.** The permanent outdoor sales display of merchandise requires approval of a site development permit or other permit as may be required in accordance with Part III of this title and shall comply with the following minimum standards:
 1. **Location of Sales Area.** The outdoor sales shall be located entirely on private property outside any required setback, fire lane, fire access way, or landscaped planter in zoning districts which do not have required setbacks; a minimum setback of 15 feet from any public right-of-way is required.
 2. **Screening Required.** All non-automobile/vehicle outdoor sales and activity areas shall be screened from adjacent public rights-of-way and residential districts by decorative solid walls, solid fences, or landscaped berms.
 3. **Location of Merchandise.** Displayed merchandise shall occupy a fixed, specifically approved and defined location that does not disrupt the normal function of the site or its circulation and does not encroach upon required parking spaces, driveways, pedestrian walkways, or required landscaped areas. These displays shall also not obstruct sight distance or otherwise create hazards for vehicle or pedestrian traffic.
- C. **General Requirements.** The following requirements shall apply to all outdoor display/sales and storage activities:
 1. **Outdoor Storage Areas.** A site development permit issued by the Director is required for all permanent outdoor storage areas. Such areas shall be entirely enclosed and screened from streets and residential districts as required by (B) (2) above in a manner prescribed by the Director.
 2. **Signs.** There shall be no signs in addition to those allowed by Chapter 18.42 that are visible from the public street.
 3. **Height of Stored Materials.** The outdoor storage shall not exceed the height of perimeter fencing provided that materials may be increased one foot in height above the fence for every 10 horizontal feet that separate the material from the fence. This requirement does not apply in the "GI" and "HI" Districts. The approving body, based on circumstances particular to a development site, may further restrict the height of stored materials if the storage area is adjacent to a public street or residential district.

4. ***Relationship to Main Use.*** The sales shall be directly related to a business establishment on the parcel.

D. **Exceptions.** The provisions of this section do not apply to the following:

1. Sales or distribution of newspapers or periodicals in compliance with the provisions of the Redding Municipal Code.
2. Sales from the public right-of-way in compliance with the provisions of the Redding Municipal Code.
3. Sales not within a structure or enclosed area in compliance with Chapter 18.17, Temporary Use Permits.