



Commercial Signage Program

PARADISE REDEVELOPMENT AGENCY

Commercial Signage Overview

All signage and banners within the Downtown and the redevelopment project area shall be consistent with the Town sign ordinance regulations and supplemented by the Design Guidelines. Therefore, all signage requires review by the Design Review staff.

Compatible Sign Types: Signs within the Downtown and the redevelopment project area shall be compatible with the existing architecture and lawful conforming signage in the vicinity (± 300 feet) of the signs and shall be constructed of high quality materials.

- The size and shape of the sign shall be proportionate with the scale and the architecture of the building and/or structure.
- Signs shall contribute to the general appearance of the street and the character of the neighborhood in which they are located.
- Wall signs shall be placed to establish façade design continuity, scale and proportion.
- As an alternative to an attached sign, letters may be painted directly on the building façade.

Prohibited Sign Types:

- Freestanding pole signs.
- Any signs above the first story (except window signs or in some cases, wall mounted signs upon any façade or parapet at the upper portion of a single-story building).
- Roof-mounted signs upon buildings at or above street level.
- Banner signs used as business identification signage from more than 90 consecutive days, unless approved by the Town Planning Director.
- Off-site portable signs.
- Handmade portable signs that are not professionally designed, or violate ADA accessibility requirements, or obstruct pedestrian movement.
- Rotating, moving or flashing signs.

Application Process

1. Complete the Commercial Signage Design Review Application (check Non-Conforming Sign/Pole Replacement Assistance if applicable).
2. Provide six (6) copies of the Design Review Packet (see application for details) to the Business & Housing Services Division at the Town of Paradise.
3. Provide a Design Review fee.
4. The Design Review staff will review the packet for approval.
5. If requesting Non-Conforming Sign/Pole Replacement Assistance, the RDA Citizen's

Advisory Committee/RDA Subcommittee will review the project for grant approval.

6. Once approved, the owner may contract to have the project started.
7. If applicable, grant monies will be released once the project is completed and receipt of payments are provided.

Non-Conforming Sign/Pole Replacement Assistance

The Town of Paradise, in combination with the Paradise Redevelopment Agency, is charged with the responsibility to improve the aesthetic appearance of the project area , while ensuring conformity with the Town sign ordinance regulations and Design Guidelines. In order to meet these goals, the Paradise Redevelopment Agency has developed this program in the belief that a public/private partnership is the best approach to revitalize our Downtown and Greater Redevelopment Project Area.

Program Funding

Non-conforming sign replacement assistance -- The RDA will provide up to \$75 for an initial design consultation and a 50% matching grant up to a maximum of \$2,500.

Non-conforming pole replacement — The RDA will provide up to a maximum of \$1,000 grant for the removal of the non-conforming pole and pole sign. In addition, a grant for 75% of the sign replacement cost up to a combined maximum of \$5,000 (which includes the pole and pole sign removal costs).

Eligible Activities

Eligible activities that can be funded through this program include:

- Replacement of non-conforming signage with conforming signage.
- Removal of non-conforming pole and pole signs.
- Required compliance with Town signage ordinance.

*Please Note: Some of these funded activities may be subject to prevailing wage requirements.

How You Qualify

The following criteria must be met to be eligible for participation in the Non-Conforming Sign/Pole Replacement Assistance Program:

- The applicant must complete a Commercial Signage Application.
- The applicant must be the property owner or have the property owner's written permission to remove and/or replace existing signage.
- The applicant must be the owner of the business, and the property must be located in the Redevelopment Project Area.
- The applicant must comply with design standards set forth in the Design Guidelines and participate in a design consultation service provided by the Town of Paradise. The final design is subject to review and approval by the Design Review Board.