

## Commercial Sign Design Review

### 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 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 ( $\pm 300$  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.

### FOR APPLICATIONS CONTACT:

Town of Paradise  
Development Services  
5555 Skyway  
Paradise, CA 95969

Phone: 530.872.6235

Fax: 530.877.5059

[www.townofparadise.com](http://www.townofparadise.com)



- ♦ Complete the Commercial Signage Design Review Application (check Non-Conforming Sign/Pole Replacement Assistance if applicable).
- ♦ Provide one (1) high quality **color** copy of the Design Review Packet (see application for details) to the Business & Housing Services Division at the Town of Paradise.
- ♦ Provide a Design Review fee.
- ♦ The Design Review staff will review the packet for approval.
- ♦ If requesting Non-Conforming Sign/Pole Replacement Assistance, the RDA Citizen's Advisory Committee/RDA Subcommittee will review the project for grant approval.
- ♦ Once approved, the owner may contract to have the project started.
- ♦ If applicable, grant monies will be released once the project is completed and receipt of payments are provided.

### How You Qualify for Assistance:

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.

**Non-conforming sign replacement assistance** -- The Town 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 Town 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).