

**TOWN OF PARADISE
ORDINANCE NO. 546**

**AN ORDINANCE ADDING SECTION 17.06.940 AND AMENDING SECTION 17.32.100 WITHIN THE
PARADISE MUNICIPAL CODE REGARDING EXTERIOR DISPLAYS OF MERCHANDISE IN
COMMERCIAL ZONES**

The Town Council of the Town of Paradise, State of California hereby **ordains as follows**:

SECTION 1: Section 17.06.940 is hereby added to the Paradise Municipal Code to read as follows:

- A. Purpose. Regulations affecting the outdoor display of merchandise are established so that outdoor merchandise displays have an appearance designed to attract and promote business and to avoid random placement of merchandise that lacks thematic continuity.
- B. Except as provided in this Section 17.06.940, it shall be unlawful to sell or display merchandise in the exterior area of a building in a commercial zone. Merchandise may be displayed in the exterior area of a building in a commercial zone only in conjunction with the following businesses, areas or activities:
1. Automobile, boat, trailer, camper, motorcycle and construction equipment sales, rentals and outdoor furniture;
 2. Retail lumber yards and building materials;
 3. Fruit and vegetable stands possessing a valid Town permit;
 4. Landscaping, statuary and horticultural plants, materials and supplies;
 5. Vending and ice machines when located as an accessory to a permitted use;
 6. Gasoline pumps and accessory items when located on pump islands;
 7. Christmas tree sales;
 8. Special events permitted by Town;
 9. Sale of newspapers and other printed material;
 10. Vendors permitted under Paradise Municipal Code chapter 5.11;
 11. Propane tanks;
 12. Firewood sales;
 13. Areas not visible from a public street;
 14. Outdoor special sales pursuant to Paradise Municipal Code section 17.32.100 G;
 15. In the Central Business (CB) zone and Community Commercial (CC) zoned properties along Skyway between Pearson Road and the Town limit and along State Route 191 (Clark Road) within the Town, merchandise may be displayed only within five feet of a single exterior building wall along no more than fifty percent of the length of the wall.
 16. Businesses not displaying merchandise along building walls facing streets may display merchandise in enclosed exterior spaces located beyond building setbacks.
 17. Merchandise may otherwise be displayed upon other commercial properties only within ten feet of a single building wall.

C. In no event shall merchandise be displayed within public right-of-ways, vehicle access ways, doorways for required pedestrian access or parking areas, unless expressly authorized pursuant to Chapter 17.32 of this Title.

SECTION 2: Section 17.32.100 G of the Paradise Municipal Code is hereby amended to read as follows:

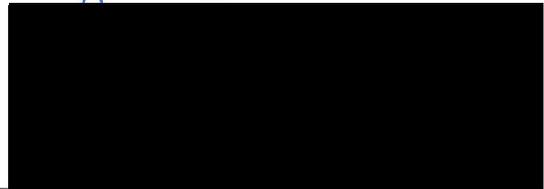
G. Outdoor special sales, outdoor art and craft shows or exhibits, swap meets, farmers markets, flea markets, parking lot sales, or similar sales activities, limited to sites in C-C, C-F and C-S zoning districts and to operation for not more than three (3) consecutive days or more than a total of twenty-one days in the same year: permitted and subject to the business licenses regulations of Chapter 5.11 of this Code.

SECTION 3: The Town Council finds and determines that adoption of this Ordinance is exempt from the provisions of the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines Section 15061 (General Rule Exemption) because there is no possibility that such adoption and subsequent enactment will have a significant effect on the environment.

SECTION 4: This ordinance shall take effect thirty (30) days after the date of its passage. Before the expiration of fifteen (15) days after its passage, this ordinance shall be published with the names of the members of the Town Council voting for and against it in a newspaper of general circulation published in the Town of Paradise, California.

PASSED AND ADOPTED by the Town Council of the Town of Paradise, County of Butte, State of California, on this 12th day of August 2014, by the following vote:

AYES:	Greg Bolin, Steve "Woody" Culleton, Jody Jones, John J. Rawlings and Scott Lotter, Mayor
NOES:	None
ABSENT:	None
NOT VOTING:	None



Scott Lotter, Mayor

ATTEST: *August 12, 2014*

By:

Joanna Gutierrez, Town Clerk

APPROVED AS TO FORM:

By:

Dwight L. Moore, Town Attorney