

STANDARDS AND REGULATIONS FOR SIGNS LOCATED WITHIN THE DOWNTOWN

- ◆ Signs within the downtown business area shall be designed with a pedestrian scale in mind. Competitive, illuminated signs designed to be seen from a distance are inappropriate and will be discouraged in the downtown business core area. Icon signs are encouraged.
- ◆ Wall-mounted signs or signs painted on the horizontal lintel which stretches across the store front are encouraged.
- ◆ The use of most backlit, plastic box signs or internally illuminated signs or awnings within the downtown business area is discouraged. Backlit cabinet signs with light translucent lettering on dark or opaque background or use of individual plastic letters that are compatible in size and style with the building will be considered.
- ◆ Use of fluorescent materials and/or paints is not permitted.
- ◆ The maximum number of letter styles permitted is three (two is preferred). Flat surface signs shall be painted in such a manner as to create the appearance of depth.
- ◆ Sign panel materials shall be compatible with façade materials. Use of wood or metal is encouraged.

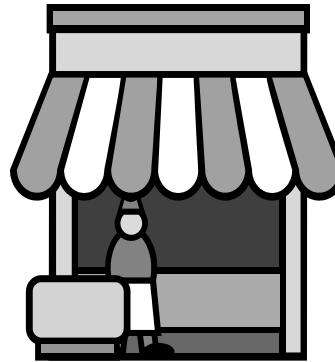
—Paso Robles City Sign Ordinance

Brochure provided by the
Design Committee of the
Downtown Paso Robles Main Street Association
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Awnings and signs do much more than identify your business. They project an image of the type and quality of goods and services your business has to offer.

Unfortunately, many misguided efforts to compete with outlying strip shopping centers and a general apathy toward visual appearance can result in inappropriate signage and awnings. Avoid the "cheap" image by not plastering your storefronts with wild colors and posters.



The Downtown Paso Robles Main Street Design Committee at work. . . .they have published this guide

to help you understand both the sign codes for the city as well as the need for all merchants to participate together and promote quality in design and signage.

Paso Robles

Signs For Success

A Resource Guide For Appropriate Signage and Awnings in Downtown Paso Robles



Downtown Paso Robles Main Street Association is an association of businesses, property owners, and residents dedicated to the preservation, restoration, and promotion of downtown. Shop downtown and meet the friendly shopkeepers who work hard to offer excellent personal service. We take pride in our downtown.

Q: I want to install a new sign for my business. Do I need a permit from the city?

A: Yes, all signs, including murals and awnings, whether new or those existing signs that are proposed to be altered in any way other than repainting of existing or permitted background and text, shall be subject to review and approval by the Development Review Committee (DRC) prior to issuance of a sign permit. The sign permit fee is \$20.

Q: How much wall signage may I have for my business?

A: The maximum area of wall signs located on a single building exterior shall be calculated as: one square foot per linear foot on both street and alley frontages. The allowable sign area may be applied to any side of a building provided that the total square footage of all signage shall not exceed the sign area limits for the building.

Q: How much signage may I have in my windows?

A: A sign permit is not required for window signs. Window signs shall cover no more than thirty percent of the total glass area of the window on which they are placed. The use of fluorescent materials and/or paints is not permitted.

Q: Can I have a banner or temporary sign for my special promotions?

A: Yes, subject to the following guidelines. A maximum of one temporary sign per street frontage, with a maximum of two temporary signs per business. The sign area shall not exceed one square foot per linear foot of building frontage. Each business shall be limited to placing temporary signs on no more than six separate occasions per calendar year. Each occasion shall be limited to no

more than thirty consecutive days and shall be separated from other occasions by a period of not less than thirty days.

Q: Can I install a pole sign in front of my business?

A: No. Pole signs are prohibited in the downtown district.

Q: Am I allowed to have an A-frame sign in front of my business?

A: Yes, subject to the following guidelines. One sign per adjacent street frontage (mixed use centers included) with a maximum size of 12 square feet. The sign must be placed on a public sidewalk and maintain a clearance width of four feet at all times. Applications must illustrate how guidelines will be met prior to issuance of a permit.

Q: Can I have inflatable devices or advertising balloons for my promotions?

A: No. Inflatable devices and/or balloons are prohibited in the downtown district.

Q: I would like to have a projecting sign. Is that allowed in downtown Paso Robles?

A: Yes, subject to the following guidelines. Projecting signs shall have a minimum vertical clearance of eight and one-half feet from a public or private sidewalk or a driveway. They shall be attached at right angles to a building with a maximum area of twenty-five square feet and shall have no more than two faces.

Q: How far can an awning extend into the public right of way?

A: An awning may extend not more than seven feet from the face of the supporting building. But no portion of it may extend nearer than two feet to the face of the nearest curb line (horizontally). In no case

may the awning extend over public property greater than two-thirds of the distance from the property line to the nearest curb in front of the building site.

Q: Can I have a sign on an awning in front of my business?

A: Yes, subject to the following guidelines. Awning signs shall be painted or applied flat against the awning surface as to create the appearance of depth. Borders around signs are encouraged.

Q: Can I have merchandise on display outside in front of my store?

A: Yes, subject to the following guidelines. The products shall be limited to the primary merchandise sold by the principal business that occupies the site. Displayed merchandise shall be limited to the area directly in front of the business. No merchandise shall be located within the public right-of-way, parking aisles, required parking spaces, and landscaped areas or within required fire or handicapped access ways.

Q: Can I have street furniture outside in front of my store?

A: Yes, subject to the following guidelines. Street furniture shall only be allowed on public sidewalks of a width greater than six feet and must maintain a clearance width of four feet at all times. Any business wishing to locate street furniture on public sidewalks shall indemnify the city for liability for use of public right-of-way in a manner to be approved by the city attorney.

To obtain permits or if you have further questions, contact the city's Community Development Department at 237-3970.