Facade Program: Signs & Awnings Only

Planning and Redevelopment Department

As a subcategory of the Façade Program, this program is designed to accomplish the goals of the overall program.

The following information is provided in order to highlight terms and conditions specific to a funding request for signage and/or awnings. Applicants should refer to the Façade Improvement Rebate Program brochure for a complete list of program terms and conditions.

Program Area

Projects within the redevelopment area are eligible to apply.

Eligible Projects

The program supports the exterior installation of signage or awnings to mixed-use, commercial, or industrial façades. The improvements must, at the sole discretion of the Redevelopment Agency staff, improve and add value to the location and support the community vision for Downtown Roseville. The signage and awning program has been developed in support of the Riverside and Downtown Vernon Street & Historic Old Town Specific Plans. In order to be eligible for a rebate, any signage or awning proposed must meet the guidelines established by these specific plans.

Application Process

Step 1 – Pre-application Meeting

To request a preliminary meeting, please contact:
City of Roseville - Planning & Redevelopment
916.774.5271
baiken@roseville.ca.us

Step 2 - Initial Staff Review

The applicant shall submit to the Redevelopment Agency:

- Completed Signage/Awning Rebate Program application; and,
- A copy of the Grant Deed of the project property.

Note: A property owner signature is required on every application.

Step 3 – Application Completeness

Once approved, the applicant will have 90 days to submit:

- Materials/color board (material samples, etc.)

Note: Cloth awnings will require a five year guarantee

- Preliminary budget of work, including materials, labor and permit costs

Other Department Approvals

Eligible projects may need to obtain a Building Permit. Additionally, all signs proposed for rebate will require the review and approval of a Sign Permit from Planning & Redevelopment.

Time Limits

Improvements shall be performed within 120 days of written approval, unless a formal extension is granted by the Agency.

Step 4 – Final Approval

Agency and City staff will review the proposal to ensure project area compatibility and adherence to design guidelines. It is the responsibility of the applicant to ensure that improvements comply with all required standards, codes, and regulations of the City.

Rebate Process

Calculating Rebate: The rebate is two-thirds of project cost up to the following maximum amount:

Sign only:	$ 3,000
Awnings only:	$ 5,000
Sign & Awnings:	$10,000

Requesting Reimbursement: The Agency will issue payment of the rebate directly to the applicant upon completion of the improvements and submission of detailed project invoices and receipts.

Questions? Contact:

CITY OF ROSEVILLE CALIFORNIA

BILL AIKEN
Administrative Analyst

Planning & Redevelopment
311 Vernon St.
Roseville, CA 95678

916-774-5271
baiken@roseville.ca.us