

Wayfinding Sign Ordinance

File No: REZ23-009

City Wide

January 25, 2024
Design Review Board Meeting

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Planning and Economic Development

Zoning Code updates for Wayfinding Signs:

- Permitted Areas
- Business Wayfinding vs. Public/Civic Amenities
- Location and Number
- Design Standards
- Application Process
- Installation
- Sign Removal
- Non-Conforming/Existing Signs
- Definitions
- Renumbering Zoning Code Sections



Project Timeline

- Public Survey – October/November 2023
- Design Review Board – January 2024
- Cultural Heritage Board – January 2024
- Planning Commission – February 2024
- City Council – March 2024
- Ordinance in Effect – April 2024

Wayfinding Sign. A sign used by pedestrian traffic to help navigate within a designated area to Public/Civic Amenities or Businesses.

- **a. Business Wayfinding.** A sign used by pedestrian traffic to help navigate within a designated area to a private business.
- **b. Public/Civic Amenity Wayfinding.** A sign used by pedestrian traffic to help navigate within a designated area to public/civic locations and amenities (eg. Public Restroom, Parking, City Hall, SMART Station, Transit Mall, etc.).
- **c. Sign Plaque.** A singular sign part of a wayfinding sign program used for Business Wayfinding or Public/Civic Amenity Wayfinding.
- **d. Sign Post.** A vertical sturdy piece of metal upright in the ground and used to support a Wayfinding Sign Plaque.

Permitted Areas, Types, Number & Dimensions

- Downtown Station Area & North Station Area
- Business Identification & Public/Civic Amenities
- Number of Signs Allowed per Business
 - Six per business (double-faced counts as 2)
- Allowed Dimensions*
 - Individual Business/Amenity Signs
 - A maximum of 8 inches in height by 24 inches in length
 - Sign Posts – A maximum of 8 feet in height

*Wayfinding Sign dimensions are measured from edge to edge of plaque, not within boundaries of lines surrounding text or logos

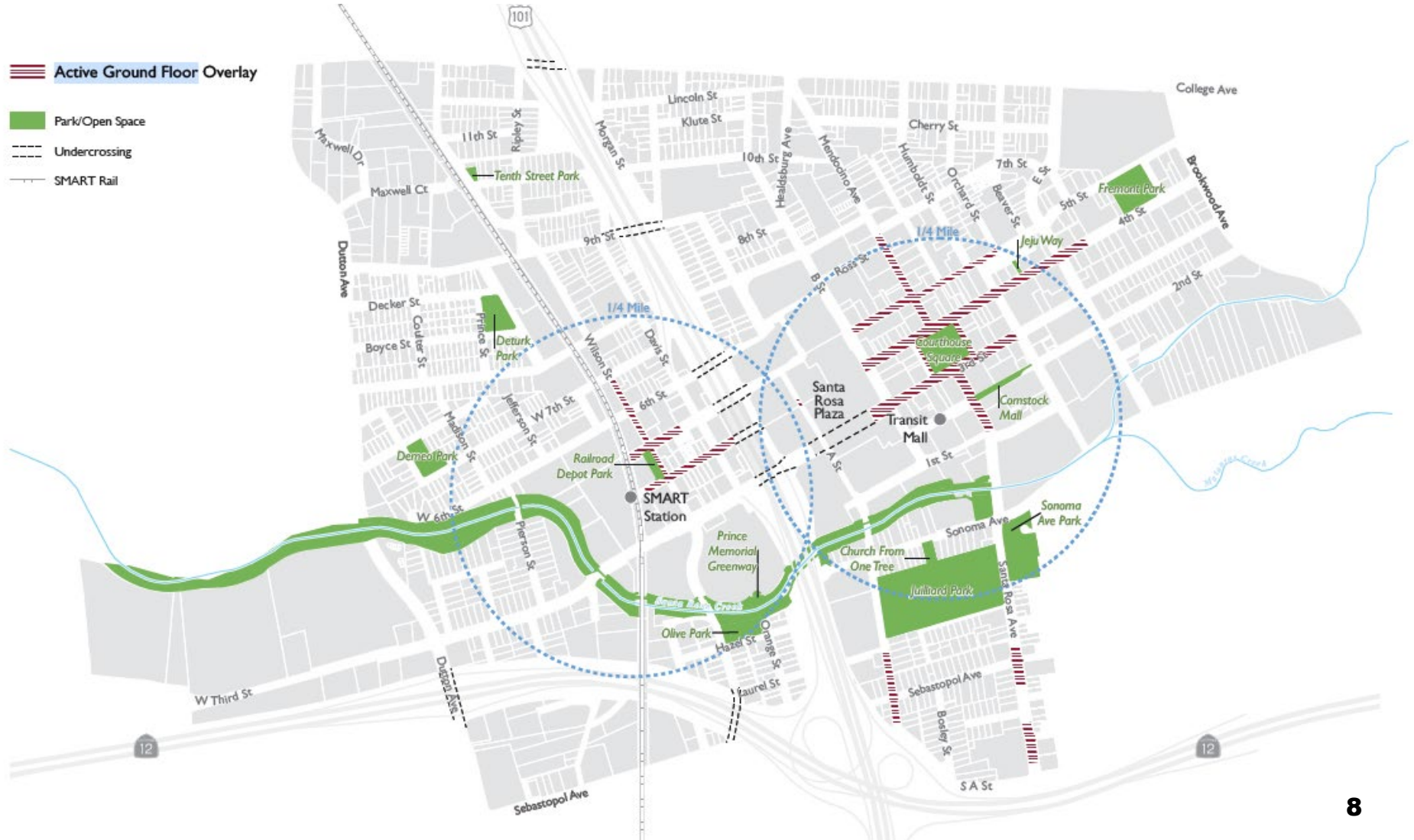
Permitted Locations

- Locations
 - General Location Standards
 - 3-foot distance required from hydrants and other fire protection equipment
 - Meet requirements of the Americans with Disabilities Act or California Building Code
 - Public Right of Way
 - May not obstruct accessible path of travel unless 80" above sidewalk elevation or behind a 27" high barrier
 - No placement allowed on traffic signals
 - Pedestrian focused programs can be allowed on street lights
 - 3-foot distance required from hydrants and other fire protection equipment
 - Meet requirements of the Americans with Disabilities Act or California Building Code
 - Require encroachment permit
 - Require City Engineer approval
 - Private Property
 - Outside of easements
 - Must meet setback requirements of zoning districts

Public/Civic Wayfinding Sign Design Standards

- Iconography and Directional Arrows
 - Required for civic amenities
 - Used to enhance and clarify message
 - Positioned on side opposite directional arrow
- Language
 - English and Spanish
- Font Size
 - Results in 3-6 inch lettering
- Flashing or Digital Signs Prohibited
- Travel Time / Distance to Location
 - Within the Ground Floor Overlay

Active Ground Floor Overlay



Business Wayfinding Sign Design Standards

- Iconography and Directional Arrows
 - Iconography optional
 - Positioned on side opposite directional arrow
- Font Size
 - Results in 3-6 inch lettering
- Flashing or Digital Signs Prohibited
- Prohibited Text
 - Phone number or website
- Travel Time / Distance to Location
 - Within the Ground Floor Overlay

Application Process

- A Sign Program application for Wayfinding Sign Program submittal or new Sign Post
- New signs proposed to be installed within an approved Wayfinding Program require submittal/approval of a Sign Permit

Installation & Removal

- Replacement signs proposed to be installed within an approved Wayfinding Program require submittal/approval of a Sign Permit
- Signs associated with a closed business to be removed promptly following close of business

Wayfinding Examples



Specific Feedback Requested

- Sign Post Materials & Design
- Color Uniformity for Business Signs or Color Legend Depending on Use Type (Park, Transit, Etc.)
- Travel Time or Distance Inclusion outside of the Ground Floor Overlay

Recommendation

It is recommended by the Planning and Economic Development Department that the Design Review Board provide comments and recommendations to Staff about the proposed Wayfinding Sign Standards.

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