

City of Santa Rosa



Legislation Details

File #:	24-0063	Version:	1	Name:	Wayfinding Signage Ordinance and Fee Resolution
Type:	CC- Public Hearing	Status:		Status:	Agenda Ready
File created:	1/2/2024	In control:		In control:	City Council
On agenda:	3/26/2024	Final action:		Final action:	
Title:	PUBLIC HEARING - WAYFINDING SIGN ORDINANCE AND FEE RESOLUTION				

BACKGROUND: City Code Chapter 20-38, Signs, has limited standards for public/civic wayfinding and explicitly prohibits business wayfinding. On March 8, 2023, a Temporary Use Permit was approved to allow a one-year wayfinding signage pilot program for businesses located within the Railroad Square area. The proposed Zoning Code Text Amendment will allow and provide standards for public/civic wayfinding and business wayfinding, as well as various text amendments to allow for the implementation of wayfinding signage within the boundaries of both the North Santa Rosa Station Area Specific Plan and the Downtown Station Area Specific Plan. The proposed text amendment would allow the temporary Railroad Square Business Wayfinding Pilot Program to apply for a permanent Wayfinding Sign Program. On February 22, 2024, the Planning Commission held a public hearing to consider the proposed Wayfinding Sign Ordinance and voted 5-0 (with two Commissioners absent) to recommend to City Council adoption of the proposed amendments.

RECOMMENDATION: It is recommended by the Planning Commission and the Planning and Economic Development Department that the Council: 1) introduce an ordinance amending the text of Title 20 of the Santa Rosa City Code, Chapter 20-38, Signs, to provide standards for Wayfinding Signs, and Section 20-70.020, Definitions of Specialized Terms and Phrases, to add definitions related to Wayfinding Signs; and 2) by resolution, establish Wayfinding Sign application fees.

Sponsors: Planning and Economic Development

Indexes: EIR Previously Certified by City Council

Code sections: 15168 - Program EIR, 15301 - Existing Facilities, 15303 - New Construction or Conversion of Small Structures, 15304 - Minor Alterations to Land

Attachments: 1. Staff Report, 2. Attachment 1 - Public Survey (English), 3. Attachment 2 - Public Survey (Spanish), 4. Attachment 3 - Cultural Heritage Board January 17 2024 Draft Minutes, 5. Attachment 4 – Design Review Board January 25 2024 Draft Minutes, 6. Attachment 5 - PC Draft Meeting Minutes 2-22-24, 7. Attachment 6 - PC Resolution No. PC-2024-003, 8. Attachment 7 - Railroad Square Business Wayfinding Sign Program Approval Letter, 9. Attachment 8 - Downtown District Wayfinding Sign Program Approval Letter, 10. Attachment 9 - City of Santa Rosa Fee Schedule dated January 1 2024, 11. Attachment 10 - Proposed Zoning Code Text Amendment, 12. Resolution, 13. Ordinance, 14. Presentation, 15. Public Hearing Notice

Date	Ver.	Action By	Action	Result
3/26/2024	1	City Council	to waive reading of the text and introduce	Pass