

RESOLUTION NO. RES-2024-036

RESOLUTION OF THE COUNCIL OF THE CITY OF SANTA ROSA ASSIGNING EXISTING SERVICE FEES TO WAYFINDING SIGN APPLICATIONS

WHEREAS, the City of Santa Rosa desires to increase the economic, civic, and entertainment characteristics that enhance the quality of life of our residents, tourists, and businesses; and

WHEREAS, City Code Section 20-38.040(U) currently provides limited standards for public/civic wayfinding signage and prohibits commercial identification and advertisement wayfinding signage; and

WHEREAS, on March 8, 2023, the Railroad Square Business Wayfinding Signage Pilot Program was approved for a 1-year Temporary Use Permit to gather public feedback on commercial wayfinding; and

WHEREAS, on September 21, 2023, the Downtown Wayfinding Sign Program was approved in the areas near Courthouse Square and City Hall for Public/Civic Wayfinding; and

WHEREAS, on March 26, 2024, the Council held a duly noticed public hearing to consider adoption of Zoning Code text amendments to Title 20 of the Santa Rosa City Code, Section 20-38, Signs, to provide clear standards for both business wayfinding and civic/public amenity wayfinding and Section 20-70.020, Glossary, to add definitions related to wayfinding signs, at which time all those wishing to be heard were allowed to speak; and

WHEREAS, the permitting path, procedures, and regulatory requirements associated with Wayfinding Signs are outlined in Santa Rosa City Code Chapter 20-38, Signs; and

WHEREAS, a new “Wayfinding Signs” subcategory shall be listed within the existing fee category “Signs” in the City’s Fee Schedule under “Planning Application Fees”; and

WHEREAS, the existing Sign Program application fee will be applied to all “New Wayfinding Sign Program” applications as published in the City’s Fee Schedule under “Planning Application Fees” within the “Wayfinding Signs” subcategory; and

WHEREAS, the existing Over the Counter (consistent with sign program/sign ordinance) application fee, under the “Sign Permit” subcategory, will be applied to all “Changes to an existing Sign Program (consistent with sign ordinance)” applications as published in the City’s Fee Schedule under “Planning Application Fees” within the “Wayfinding Signs” subcategory; and

WHEREAS, the existing Zoning Clearance/Home Occupation application fee will be applied to all “New or Replacement Sign Plaque or Sign Header on an Existing Sign Post (consistent with sign program/sign ordinance)” applications as published in the City’s Fee Schedule under “Planning Application Fees” within the “Wayfinding Signs” subcategory.

NOW, THEREFORE, BE IT RESOLVED that the Council of the City of Santa Rosa assigns existing service fees to Wayfinding Sign permit applications as outlined above.

BE IT FURTHER RESOLVED that this resolution shall be effective sixty (60) days following the adoption of the resolution.

IN COUNCIL DULY PASSED this 26th day of March, 2024.

AYES: (6) Mayor N. Rogers, Vice Mayor Stapp, Council Members Alvarez, MacDonald, Okrepkie, C. Rogers

NOES: (0)

ABSENT: (1) Council Member Fleming

ABSTAIN/RECUSE: (0)

ATTEST: \_\_\_\_\_ APPROVED: \_\_\_\_\_  
City Clerk Mayor

APPROVED AS TO FORM: \_\_\_\_\_  
City Attorney