



September 21, 2023

Cadance Allinson
Downtown Action Organization

Downtown Wayfinding Sign Program – Approval Letter
SI23-037 – See Attached Documents for Approved Locations

The Santa Rosa Planning & Economic Development Department has completed its review of your application. Please be advised that your sign request has been granted based on the official exhibit dated August 28, 2023. The Santa Rosa Planning & Economic Development Department has based its action on the following findings:

1. The proposed signs do not exceed the standards of Chapter 20-38 for Wayfinding, and are of the minimum size and height necessary to enable pedestrians to readily identify the facility or site from a sufficient distance to safely and conveniently access the facility or site;
2. The size, location, and design of the signs are visually complementary and compatible with the scale and architectural style of the primary structures on the site, any prominent natural features on the site, and structures and prominent natural features on adjacent properties on the same street; and
3. The proposed signs are in substantial conformance with the design criteria in the City Design Guidelines.

This entitlement would not be granted but for the applicability and validity of each and every one of the below conditions and that if any one or more of the below conditions is invalid, this entitlement would not have been granted without requiring other valid conditions for achieving the purposes and intents of such approval. The approval of this project is contingent upon compliance with all the conditions listed below:

1. Compliance with the latest adopted ordinances, resolutions, policies and fees adopted by the City Council at the time of encroachment permit review and approval. All applicable fees must be paid prior to issuance of an encroachment permit.
2. Signs shall be durably constructed and continually maintained in accordance with the approved plans.
3. Plans submitted for issuance of an encroachment permit shall be the same as the plans approved for sign program application.
4. This Sign approval shall be valid for one year. If placement of signs has not commenced within one year from date of approval, this approval shall automatically expire and shall be invalid unless an application for extension is filed prior to expiration.
5. Compliance with attached EDS Exhibit A.
6. Signs within the Sign Program must adhere to the attached Design Template, Sign Inserts, Sign Placements, and Sign Locations.

This approval is subject to appeal within ten (10) calendar days from the date of approval. If an encroachment permit is obtained within the appeal period and an appeal is also received, it is possible a



delay could result. If further information is required, please contact me at ccandelaria@srcity.org or (707) 543-3232.

Christian Candelaria

Christian Candelaria
City Planner

Attachments:

- EDS Exhibit A
- Sign Locations
- Sign Placement
- Sign Inserts & Design Specifications
- Sign Template Design

**DEPARTMENT OF PLANNING & ECONOMIC DEVELOPMENT
ENGINEERING DEVELOPMENT SERVICES**

**EXHIBIT "A"
August 28, 2023**

**Downtown Wayfinding Program
90 Santa Rosa Ave
SI23-037**

- I. Developer's engineer shall obtain the current City Design and Construction Standards and the Engineering Development Services Department's Standard Conditions of Approval dated August 27, 2008 and comply with all requirements therein unless specifically waived or altered by written variance by the City Engineer.
- II. The proposed signage shall comply with all requirements in City Code 20-38.
- III. In addition, the following summary constitutes the recommended conditions of approval on the subject application/development based on the plans dated **August 28, 2023:**

PUBLIC STREET IMPROVEMENTS

1. An Encroachment Permit shall be obtained from the Planning and Economic Development Department Prior to performing any work within or adjacent to the public right-of-way. Any improvements proposed or required, within the public right shall be reviewed and approved with the Encroachment Permit application. Only Construction plans submitted with the Encroachment Permit Application are final plans and shall be approved for construction. Contact Engineering Development Services at 543-3200, located at 100 Santa Rosa Avenue, Room 5, as soon as possible to begin Encroachment Permit application processing. Encroachment Permit application processing may take 4-6 weeks. Submit plans showing all work in the public right of way, or in public easements, including all work on public utilities (water meter boxes, sewer lateral cleanouts, backflow devices, etc.)

TRAFFIC

2. Post-mounted signs placed within the public right-of-way shall be installed per the current 2010 ADA Standards Section 307 for protruding objects.
3. All new signs shall be installed with a minimum clearance of 6-inches from the face of curb to edge of sign per City Standard 701.
4. Proposed signs shall not be placed on any poles with existing traffic signals or

covering any existing traffic signs.

5. Post-mounted signs shall be installed per City Standard 704B.
6. A minimum 4-feet wide ADA path of travel shall be unobstructed by signs within the public sidewalk.



08/28/2023

CLEVE GURNEY, PE - EDS ASSOCIATE ENGINEER

Sign Locations

Sign #	Location	Sides	Panels Side 1	Panels Side 2
1	Comstock (Private)	1	City Hall, Juliard Park, Transit Mall, D Street Garage, CHS	
2	SR Ave & 2nd (D)	2	City Hall, PM Greenway, Luther Burbank Gardens, Transit Mall, CHS	Library, Museum of Sonoma County, Transit Mall, 3rd Street Parking Garage, Courthouse Square
3	SR Ave & Sonoma (NE)	2	City Hall, Juliard Park, Luther Burbank Gardens, PM Greenway, CHS	City Hall, Shopping & Dining, Juliard Park, PM Greenway, CHS
4	Transit Mall (NW)	1	Railroad Square, Santa Rosa Plaza, Museum, SMART, CHS	
5	Morgan & 4th (Private)	2	Railroad Square, Santa Rosa Plaza, Museum, SMART, CHS	Railroad Square, Santa Rosa Plaza, Museum, SMART, CHS
6	3rd & B (SE)	2	Santa Rosa Plaza, Museum, SMART, Transit Mall, CHS	Library, Railroad Square, Museum, SMART, CHS
7	7th & B (NW)	2	Museum, Railroad Square, Santa Rosa Plaza, 7th Street Parking Garage, CHS	Museum, Cherry Street, Shopping & Dining, Santa Rosa Plaza, CHS
8	7th & B (SE)	2	Museum, Railroad Square, Cherry Street, 7th Street Parking Garage, CHS	Library, Santa Rosa Plaza, Shopping & Dining, Transit Mall, CHS
9	5th & Mendo (SE)	2	Museum, Library, Cherry Street, 5th Street Garage, CHS	Santa Rosa Plaza, Railroad Square, Museum, Cherry Street, CHS
10	5th Mid Block (700 S)	2	Library, Railroad Square, Shopping & Dining, Santa Rosa Plaza, CHS	Library, Shopping & Dining, Fremont Park, 5th Street Garage, CHS
11	4th & E (NE)	1	Shopping & Dining, Library, Post Office, Fremont Park, CHS	
12	4th & E (SW)	1	Shopping & Dining, Library, Santa Rosa Plaza, Fremont Park, CHS	
13	3rd Mid Block (700 S)	2	City Hall, Post Office, Transit Mall, D Street Garage, CHS	Library, Post Office, City Hall, Shopping & Dining, CHS
14	3rd & D (SW)	1	City Hall, Library, D Street Garage, Transit Mall, CHS	
15	4th Mid Block (600 S)	2	Library, City Hall, Fremont Park, 3rd Street Garage, CHS	Santa Rosa Plaza, Museum, Railroad Square, 5th Street Garage, CHS
16	4th & Mendo (NE)	2	Museum, Santa Rosa Plaza, Railroad Square, SMART, CHS	City Hall, Santa Rosa Plaza, Railroad Square, SMART, CHS
17	4th & Mendo (NW)	1	Museum, Santa Rosa Plaza, Railroad Square, SMART, CHS	
18	4th Mid Block (500 S)	2	Santa Rosa Plaza, Railroad Square, Transit Mall, SMART, CHS	Library, City Hall, Museum, 3rd Street Garage, CHS
19	5th & D (SE)	1	City Hall, Museum, Santa Rosa Plaza, Shopping & Dining, CHS	
20	4th & E (NW)	1	Library, Fremont Park, Post Office, 3rd Street Garage, CHS	
21	B Mid Block (400 E)	2	Museum, Santa Rosa Plaza, Railroad Square, 7th Street Parking Garage, CHS	Santa Rosa Plaza, Shopping & Dining, Library, Transit Mall, CHS

21
QUANTITY

24"
WIDTH

38.25"
HEIGHT

Sign Placements

Details:
Downtown Pole Wayfinders

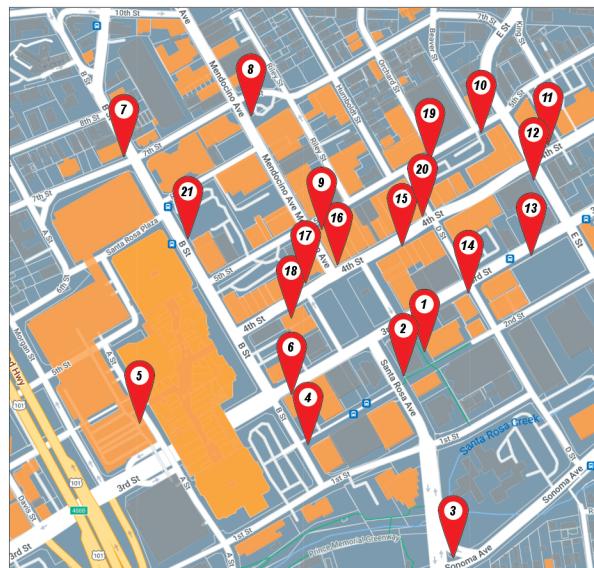
Backer:
6mm ACM
- Custom Routed
lj180 Premium, Gloss - Cast Wrap

Inserts:
3mm ACM
lj180 Premium, Gloss - Cast Wrap

(x34) Black Wormdrive Pole Straps
(x170) Black Screw Caps



*Visual scaling and height are approximations



Additional revisions may incur a fee

WE CANNOT PROCEED WITH YOUR ORDER UNTIL YOU RESPOND TO THIS PROOF.

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21
QUANTITY

24"
WIDTH

38.25"
HEIGHT

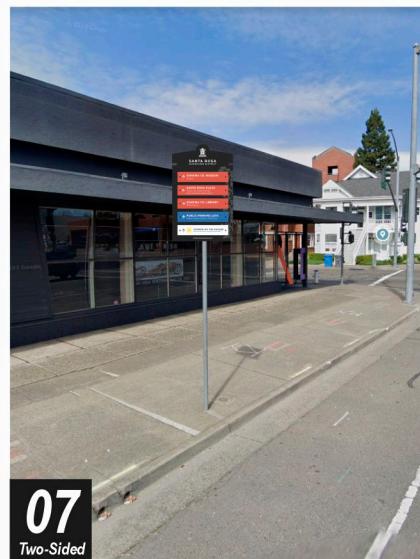
Sign Placements

Details:
Downtown Pole Wayfinders

Backer:
6mm ACM
- Custom Routed
lj180 Premium, Gloss - Cast Wrap

Inserts:
3mm ACM
lj180 Premium, Gloss - Cast Wrap

(x34) Black Wormdrive Pole Straps
(x170) Black Screw Caps



07
Two-Sided



08
Two-Sided



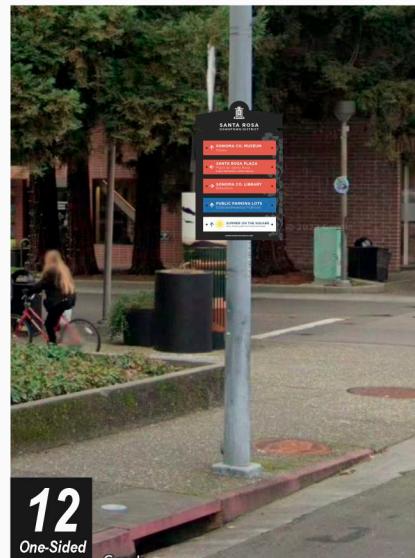
09
Two-Sided



10
Two-Sided



11
One-Sided



12
One-Sided



13
Two-Sided

*Visual scaling and height are approximations

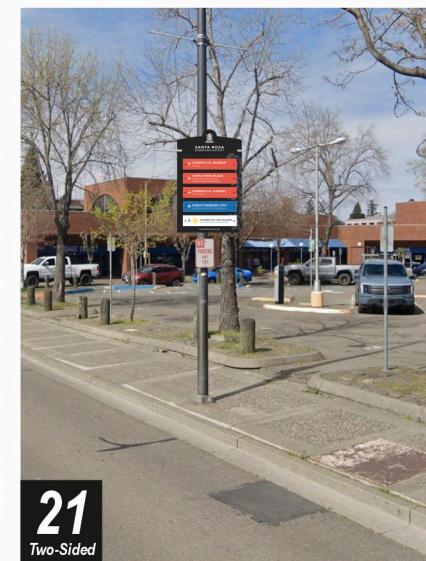
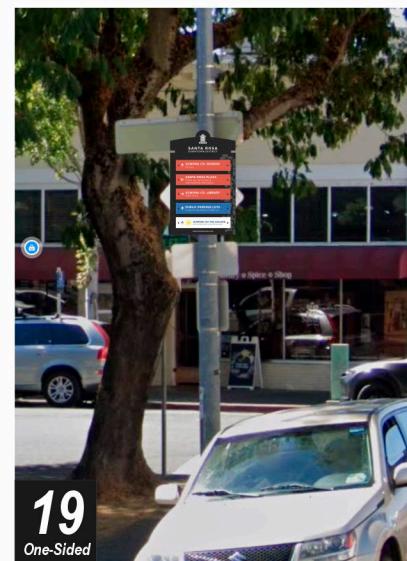
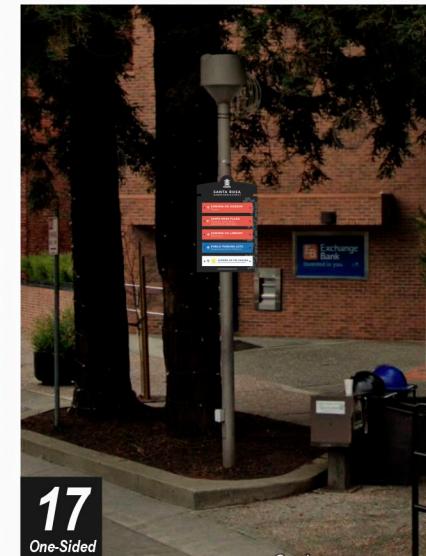
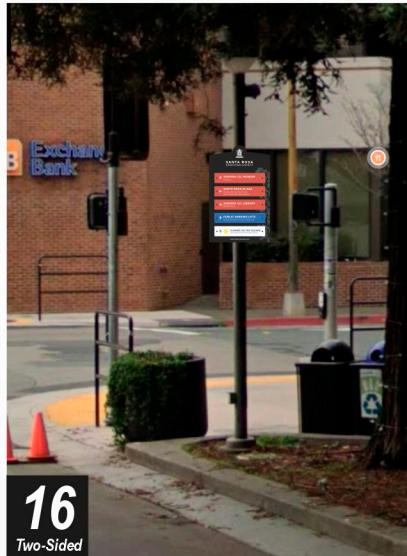
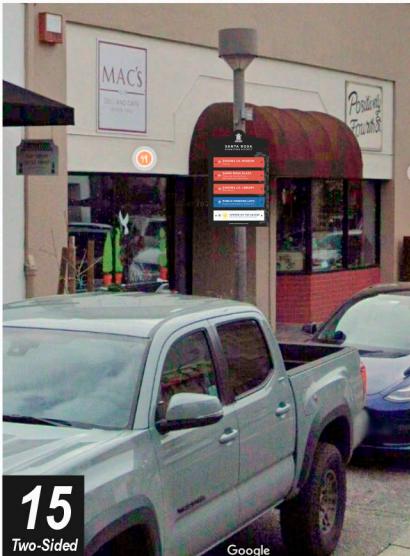
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915 PINER RD, SANTA ROSA, CA 95403**707-523-0606 PHONE****WWW.SR-SIGNS.COM****CA LIC. #726900****Sign Placements*****Visual scaling and height are approximations****Additional revisions may incur a fee****WE CANNOT PROCEED WITH YOUR ORDER UNTIL YOU RESPOND TO THIS PROOF.**

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20" x 4" Panels

TRANSIT MALL
tránsito público
PUBLIC RESTROOMS | BAÑOS PUBLICOS

3RD ST. PARKING GARAGE
garaje de estacionamiento
PUBLIC RESTROOMS | BAÑOS PUBLICOS

1ST STREET GARAGE 
garaje de estacionamiento

SMART STATION
estación de tren

7TH ST. PARKING GARAGE
garaje de estacionamiento

5TH ST. PARKING GARAGE
garaje de estacionamiento

D ST. PARKING GARAGE 
garaje de estacionamiento

COLOR PALETTE

PARKS



FOLIAGE

POINTS OF INTEREST



SUNRISE

TRANSIT



SKY

TYPOGRAPHY

GOTHAM BOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Eva Enger

20" x 4" Panels

MUSEUM OF SONOMA CO.
museo

CITY HALL
ayuntamiento
PUBLIC RESTROOMS | BAÑOS PUBLICOS

HISTORIC RAILROAD SQ. 
barrio de la plaza del ferrocarril

SANTA ROSA PLAZA
centro comercial
PUBLIC RESTROOMS | BAÑOS PUBLICOS

SONOMA CO. LIBRARY
biblioteca
PUBLIC RESTROOMS | BAÑOS PUBLICOS

CHERRY ST. DISTRICT
barrio historico

SHOPPING | DINING
compras | comida

POST OFFICE
oficina de correos

COLOR PALETTE

PARKS



FOLIAGE

POINTS OF INTEREST



SUNRISE

TRANSIT



SKY

TYPOGRAPHY

GOTHAM BOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNPQRSTUVWXYZ
0123456789

Eva Enger

LUTHER BURBANK GARDENS
jardines de Luther Burbank

FREMONT PARK
parque

JULLIARD PARK
parque

PRINCE MEMORIAL GREENWAY
sendero del arroyo
PUBLIC RESTROOMS | BAÑOS PUBLICOS

COLOR PALETTE

PARKS



FOLIAGE

POINTS OF INTEREST



SUNRISE

TRANSIT



SKY

TYPOGRAPHY

GOTHAM BOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Eva Enger

20" x 4" Panels

Do not print outline 

COLOR PALETTE

PARKS



FOLIAGE

POINTS OF INTEREST



SUNRISE

TRANSIT



SKY

TYPOGRAPHY

GOTHAM BOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

A handwritten signature in blue ink that reads 'Eva Enger'.



SANTA ROSA DOWNTOWN DISTRICT

- **SONOMA CO. MUSEUM**
Museo

- **SANTA ROSA PLAZA**
Plaza de Santa Rosa
PUBLIC RESTROOM | BAÑO PÚBLICO

- **SONOMA CO. LIBRARY**
Biblioteca

- **PUBLIC PARKING LOTS**
Estacionamientos Públicos

- **COURTHOUSE SQUARE**
COMMUNITY EVENTS ALL YEAR LONG