



March 8, 2023

Historic Railroad Association & Hugh Futrell
520 3rd Street, Suite 390
Santa Rosa, CA 95401
hf@hughfutrellcorp.com

Project Name: Railroad Square Business Wayfinding Signage Pilot Program

Location / Zone / General Plan: See Site Plan

1. Entrance of The Western Hotel Parking Lot on 4th Street, SMU, Station Mixed Use
2. Southeast Corner of the 3rd Street and Railroad Street Intersection, SMU-DSA, Station Mixed Use
3. Railroad Depot Park at the 4th Street and Railroad Street Intersection, SMU-H, Station Mixed Use
4. Northwest Corner of the 3rd Street and Morgan Street Intersection, TV-M-H-SA, No GP Designation
5. Southwest Corner of the 4th Street and Morgan Street Intersection, TV-M-H-SA, No GP Designation
6. Southeast Corner of the 4th Street and Davis Street Intersection, SMU-H, Station Mixed Use
7. Southeast Corner of the 5th Street and Davis Street Intersection, SMU-H, Station Mixed Use
8. Northwest Corner of the 5th Street and Wilson Street Intersection, NMU-H, Neighborhood Mixed Use
9. Southeast Corner of the 4th Street and Wilson Street Intersection, SMU-H, Station Mixed Use

FILE NO: CUP23-003

APPROVED USE: Temporary Activity – Business Wayfinding Signage Pilot Program

The Santa Rosa Planning and Economic Development has completed its review of your application and sign plan exhibits dated received February 22, 2023. The City is excited to test out the community and economic benefits associated with business wayfinding signs in our historic Railroad Square downtown commercial district pursuant to direction set forth in the Downtown Station Area Specific Plan on wayfinding and placemaking. As such, in the first four months of the pilot program, the City will be seeking public feedback on the program to assess the interest in Sign Code amendments to support such a program long-term, such as those enjoyed in the nearby communities of Sonoma and Healdsburg.

Please be advised that your Temporary Conditional Use Permit to install the nine wayfinding signs as part of the Temporary Activity - Business Wayfinding Signage Pilot Program for up to one year from the date of this letter, March 8, 2023 and based on official approved exhibit dated received February 22, 2023. The Santa Rosa Planning and Economic Development Department has based its action on the following findings:

- Zoning Code Section 20-52.040(A) establishes procedures for the granting of ministerial Temporary Use Permits for short-term activities.
- Pursuant to Zoning Code Section 20-52.040(B), a Temporary Use Permit allows the short-term activities listed in Subsection D (Allowed temporary activities), below, that may not comply with the normal development or use standards of the applicable zoning district but

may otherwise be acceptable because of their temporary nature. Temporary Use Permits are not subject to Design Review in compliance with Section 20-52.030.

- Pursuant to Zoning Code Section 20-52.040(D), Allowed temporary activities, temporary activities may be allowed within the specified time limits, but in no case for more than 12 months, subject to the issuance of a Temporary Use Permit by the Director.
- Pursuant to Zoning Code Section 20-52.040(D)(11), Similar temporary activities, the Director has determined that the proposed Railroad Square Business Wayfinding Signage Pilot Program is a compatible similar temporary activity with the zoning district and surrounding land uses. The proposed Program is typical of downtowns that experience heavy tourist foot traffic and where pedestrian-level signage is mutually beneficial to the public and to the success of local businesses. The approval of this temporary, up to 12-month, Pilot Program will allow the City the time and experience needed to solicit community feedback on a permanent wayfinding program and potential Sign Code amendment initiative pursuant to direction set forth on wayfinding and placemaking in the Downtown Station Area Specific Plan.
- Pursuant to Zoning Code Section 20-52.040(E), an application for a Temporary Use Permit shall be filed in compliance with Chapter 20-50 (Permit Application Filing and Processing). The application was submitted and accompanied by the information identified in the Department handout for Temporary Use Permit applications. The applicant to provide evidence in support of the findings required by Subsection G (Findings and decision)
- The project complies with applicable standards, and therefore the establishment, maintenance, or operation of the temporary activity would not be detrimental to the public health, safety, or welfare of persons residing or working in the neighborhood of the proposed activity
- The proposed project has been reviewed in compliance with the California Environmental Quality Act (CEQA) and qualifies for a Class 4 exemption pursuant to CEQA Guidelines Section 15304(e), in that the project consists of minor temporary use of land having negligible or no permanent effects on the environment.

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 Temporary Use Permit to operate a Temporary Activity - Business Wayfinding Signage Pilot Program for up to one year from the date of this letter, March 8, 2023 and based on official approved exhibit dated received February 22, 2023,, is contingent upon compliance with all the conditions listed below.

The use shall not commence until all conditions of approval have been complied with. Additional permits and fees are/may be required. **It is the responsibility of the applicant to pursue and demonstrate compliance.**

Conditions of Approval:

1. Compliance with the latest adopted ordinances, resolutions, policies, and fees adopted by the City Council and all applicable state and county codes. Failure to comply may result in the issuance of a citation and/or revocation of approval
2. The sites shall be cleaned of debris, litter, or other evidence of the temporary activity on completion or removal of the activity and shall thereafter be used in compliance with the provisions of this Zoning Code.
3. Obtain a Master Encroachment Permit to allow private activity and construction within the public right-of-way.
4. Extensions of Temporary Use Permits are prohibited. The term of this Temporary Use Permit may not be extended.

This Temporary Conditional Use Permit to operate a Temporary Activity – Business Wayfinding Signage Pilot Program for up to one year from the date of this letter, March 8, 2023 and based on official approved exhibit dated received February 22, 2023, unless otherwise amended, is approved pursuant to Zoning Code Section 20-52.040.

If you need further information or clarification, please contact me at chartman@srcity.org or (707) 543-3185.

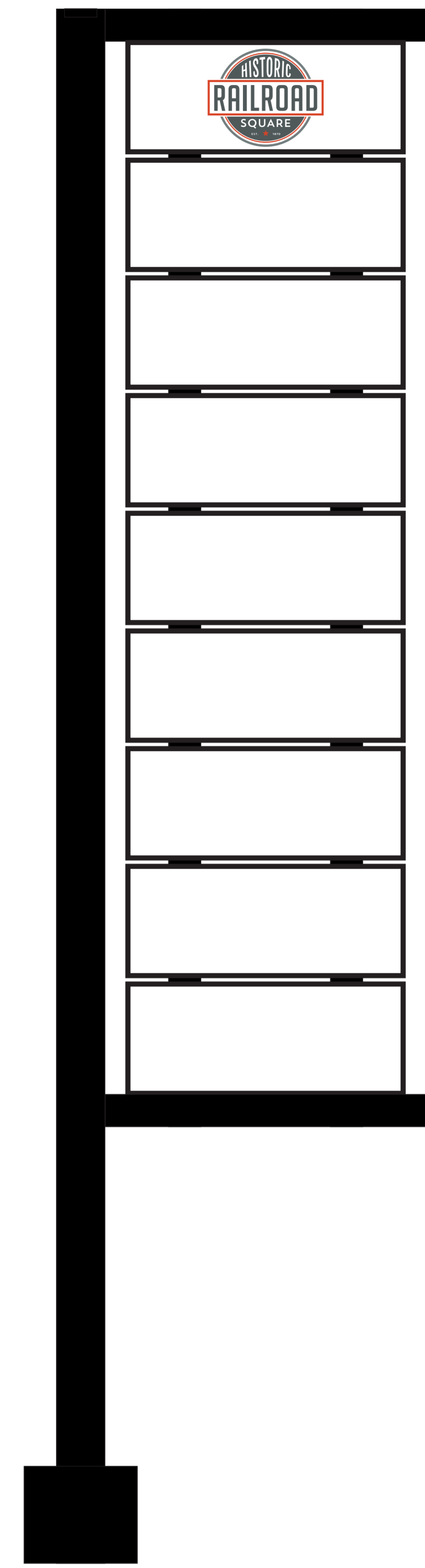


Clare Hartman
Director
Planning and Economic Development

Cc: Historic Railroad Association & Hugh Futrell (hf@hughfutrellcorp.com)

RECEIVED

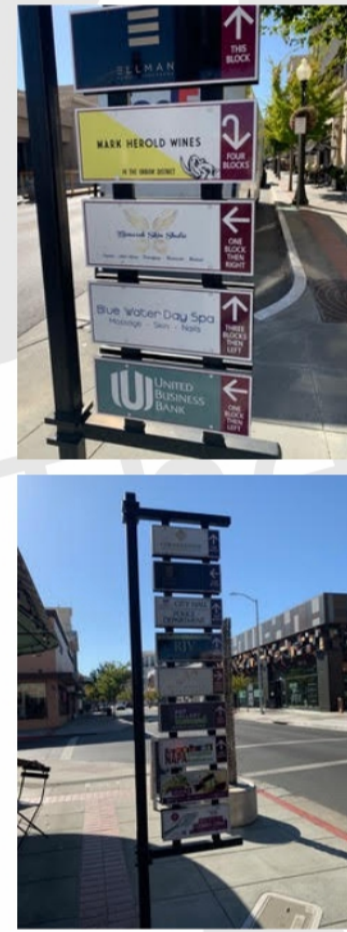
By Christian Candelaria at 8:47 am, Feb 22, 2023



- 1** Western Hotel - North West Corner
- 2** 3rd St. and Railroad St. - South East Corner
- 3** Depot Park 4th and Wilson
- 4** 3rd St. and Morgan St. - North West Corner
- 5** 4th St. and Morgan St. - South West Corner
- 6** 4th St. and Davis St. - South East Corner
- 7** 5th St. and Davis St. - South East Corner
- 8** 5th St. and Wilson - North West Corner
- 9** 4th St. & Wilson St. - South East Corner

9	23"	96"
QUANTITY	WIDTH	HEIGHT

Details:
 Aluminum Freestanding Directional
 9 Panels /side @17"L x 6.75"H
 Digital Print Panel Graphics
 4 Bolt Base Plate w/ Cover
 Concrete anchors into sidewalk



*Panel Plate and Beams
 Color lightened to show spec.
 All will be black.

*Post affixed to concrete anchored base plate
 *4 Anchor Points

RECEIVED
 By Christian Candelaria at 8:47 am, Feb 22, 2023

Additional revisions may incur a fee

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

This design and drawing submitted for your review and approval is the **exclusive property of Signarama**. It may NOT be reproduced, copied, exhibited or utilized for any purpose, in part or in whole, by any individual inside or outside without

written consent of Signarama or purchased, in full, the rights to thereof. Signarama, is NOT responsible for errors in spelling, grammar, punctuation and/or numerical. It is the responsibility of the client to verify all information prior to proceeding with

orders. **FAILURE TO DO THIS MAY RESULT IN ADDITIONAL FEES. ALL PROOFS MUST BE APPROVED THROUGH OUR ONLINE PROOFING SYSTEM. ALL ORDERS ARE ON HOLD UNTIL CONFIRMED RECEIPT OF APPROVAL.**

Pole 1 - Western Hotel - West Center Block

Side A

Side B

RAILROAD SQUARE

AROPIA ROASTERS

La Coupe Sauvage

the branch line

Sole Desire

OT Jewelers

Pole 2 - 3rd St. & Railroad St. - South East Corner

Side A

Side B

RAILROAD SQUARE

La Gare French Restaurant

CAST AWAY YARN SHOP

Chevys FRESH MEX

A PUB

AC HOTELS SANTA ROSA SONOMA WINE COUNTRY MARRIOTT

ENERGIZE

AROPIA ROASTERS

OT Jewelers

Pole 3 - 4th & Wilson (Depot Park-Wilson St. side)

Side A

Side B

RAILROAD SQUARE

FURNITURE DEPOT EST. 1993

Nimble & Fingis

La Coupe Sauvage

VINTAGE FASHION CORNER 9RD & WILSON

Sole Desire

OT Jewelers

NOT IN FIRST ROUND
*Only 8 Posts on initial order
Pole 4 - 3rd St. & Morgan St. - South East Corner

Side A

Side B

RAILROAD SQUARE

TEVAX HOME APPLIANCE & KITCHEN CENTER

WHISTLESTOP ANTIQUES

HOTEL LA ROSE

Mech Bank

RECEIVED
By Christian Candalaria at 8:47 am, Feb 22, 2023

Pole 5 - 4th St. & Morgan St. - South East Corner

Side A

Side B

RAILROAD SQUARE

AROPIA ROASTERS

HOTEL LA ROSE

FURNITURE DEPOT EST. 1993

AC HOTELS SANTA ROSA SONOMA WINE COUNTRY MARRIOTT

TEVAX HOME APPLIANCE & KITCHEN CENTER

joon

Pole 6 - 4th St. & Davis St. - South East Corner

Side A

Side B

RAILROAD SQUARE

AMERICANA CLASSIC FARM TO TABLE RESTAURANT

Daredevil & Queens salon + barbershop

COLLECTIBLE COMICS & TOYS

OMELETTE EXPRESS Breakfast, Burgers & Lunch

WELFARE LEAGUE THRIFT SHOP

the branch line plant based foods & merchandise

GROSSMAN'S Restaurant, Deli & Bar

ENERGIZE

Sole Desire

Pole 7 - 5th St. & Davis St. - North East Corner

Side A

Side B

RAILROAD SQUARE

FURNITURE DEPOT EST. 1993

GROSSMAN'S Restaurant, Deli & Bar

Princess Boutique

Mech Bank

Pole 8 - 5th St. & Wilson St. - South East Corner

Side A

Side B

RAILROAD SQUARE

4th St. Cellars

Nimble & Fingis

jackson's

OLIVE + ROSE HOME LIFESTYLE LOFTS

COLLECTIBLE COMICS & TOYS

La Coupe Sauvage

A Francis

Pole 9 - 4th St. & Wilson St. - South East Corner

Side A

Side B

RAILROAD SQUARE

OLIVE + ROSE HOME LIFESTYLE LOFTS

LoCoco's CUCINA RUSTICA

MIRACLE PLUM Shop + Wine Bar

WHISTLESTOP ANTIQUES

Daredevil & Queens salon + barbershop

OMELETTE EXPRESS Breakfast, Burgers & Lunch

WELFARE LEAGUE THRIFT SHOP

OLDTOWN FURNITURE CO. EST. 1980

the branch line