



City of Rohnert Park Planning Commission Report

DATE: October 12, 2017

ITEM NO: 8.3

AGENDA TITLE: PLMC17-0003 Review and Consider Recommendation to the City Council an Ordinance amending Chapter 17.27, Signs of the Zoning Ordinance (Title 17 of the City of Rohnert Park Municipal Code)

ENTITLEMENTS: Municipal Code Amendment

LOCATION: Various Locations

APPLICANT: City of Rohnert Park

RECOMMENDATION

Staff recommends that the Planning Commission, by motion, open the public hearing as advertised, receive public testimony and continue the item to a date certain of October 26, 2017.

SUMMARY

Regulations relating to signs within the City of Rohnert Park are included within Chapter 17.27, Signs of the Zoning Ordinance (Title 17 of the Rohnert Park Municipal Code). These provisions apply to all signs within the City unless listed as exempt by this chapter. Signs which are considered exempt in accordance with this chapter are allowed without a sign permit or sign approval in most cases provided that they otherwise comply with the city's design guidelines and provisions of Chapter 17.27.050, Exempt Signs.

Currently, *temporary* signs are codified under exempt signs and include "special event signs" which are defined as signs or banners that advertise and publicize special events to be held within Rohnert Park, including, but not limited to, civic events and special events, grand openings, religious services and athletic sign-ups, to name just a few. In order to clarify and update provisions and language as well as location of exempt sign placement for civic events and special events throughout the city, staff will be proposing amendments to this section of the sign

code to allow for a more enforceable sign code provision, to create additional flexibility for the more seasonal events and to establish alternative key sites for sign placement of all special event signage.

Specifically, staff is proposing to include the lawn area on the north side of Rohnert Park Expressway between Lynne Conde Way and the SMART tracks as an allowable area for temporary signs between the months of November and February only. This will facilitate advertisement for community events, such as the holiday lights event, while minimizing impacts of seasonal maintenance. **(Figure 1)**

Figure 1



To accommodate other civic organizational events throughout the year, for example, the Farmer's Market and Performing Art's Center performances, staff is also proposing placement of banners at the northeast corner of Lynne Conde Way and Rohnert Park Expressway. **(Figure 2)**

Figure 2



Lastly, due to roadway construction and recent development on the west side of town, two of the original designated banner placement sites (west side of Commerce Boulevard/Golf Course Drive and southwest corner of Redwood Drive/Wilfred Avenue) for other special events such as grand openings, athletics signups and the like, are no longer available. Proposed new locations include (1) city owned parcel south side of Rohnert Park Expressway at Hinebaugh Creek and (2) vacant city parcel on Labath Avenue south of the Westside Pubic Safety Facility. **(Figure 3)**

Figure 3



As of this date, City Attorney review has not yet been completed. Staff is therefore proposing that the Planning Commission open the public hearing as advertised, receive public testimony and continue the item to a date certain of October 26, 2017.

APPROVALS:

Jeffrey Beiswenger / s a
 Jeffrey Beiswenger, AICP

Date: 10.6.17