

RESOLUTION NO. 2012-92

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF ROHNERT PARK APPROVING A WAY FINDING PROGRAM

WHEREAS, the City desires to create a way finding signage program to improve orientation and way finding; and

WHEREAS, the City's venues, Green Music Center and Sonoma State University consisting of combined recreational and cultural resources are a significant draw to events and programs throughout the year; and

WHEREAS, a coordinated series of signs will enhance the city's beauty and welcome visitors and residents to the events; and

WHEREAS, a Way Finding Sign program assists visitors to find local venues, and enhances the City's beauty with a coordinated signage program which complements the City's character; and

WHEREAS, the City's Zoning Ordinance does not permit advertising signage in the public right-of-way for private businesses; and

WHEREAS, Way Finding Signage is considered directional signage to direct visitors and residents to facilities that are under ownership of a public entity and are in conformance with the requirements of the Zoning Ordinance Chapter 17.27.060 D 2.d Sign Location; and

WHEREAS, the City desires to approve a coordinated series of signs along Rohnert Park Expressway and Commerce Boulevard locations; and

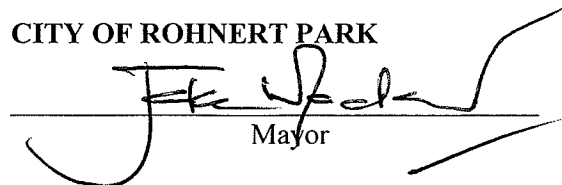
WHEREAS, the Council understands that Sonoma State University shall contribute to funding for the Way Finding Sign Program by paying their proportional share of costs associated with the design, construction and maintenance of the Way Finding signage; and

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Rohnert Park that it does hereby approve the Way Finding Sign Program as depicted **Attachment A** in substantially similar form subject to minor modifications by the City Manager or his designee.

BE IT FURTHER RESOLVED that the City Manager is hereby authorized and directed to execute documents pertaining to same for and on behalf of the City of Rohnert Park.

DULY AND REGULARLY ADOPTED this 24th day of July 2012.

CITY OF ROHNERT PARK


Mayor

ATTEST:


City Clerk

AHANOTU: AYE BELFORTE: AYE CALLINAN: ABSENT STAFFORD: AYE MACKENZIE: AYE
AYES: (4) NOES: (0) ABSENT: (1) ABSTAIN: (0)

Wayfinding Sign Program

Concept with Cantilever Sign System from Post

General Sign Description

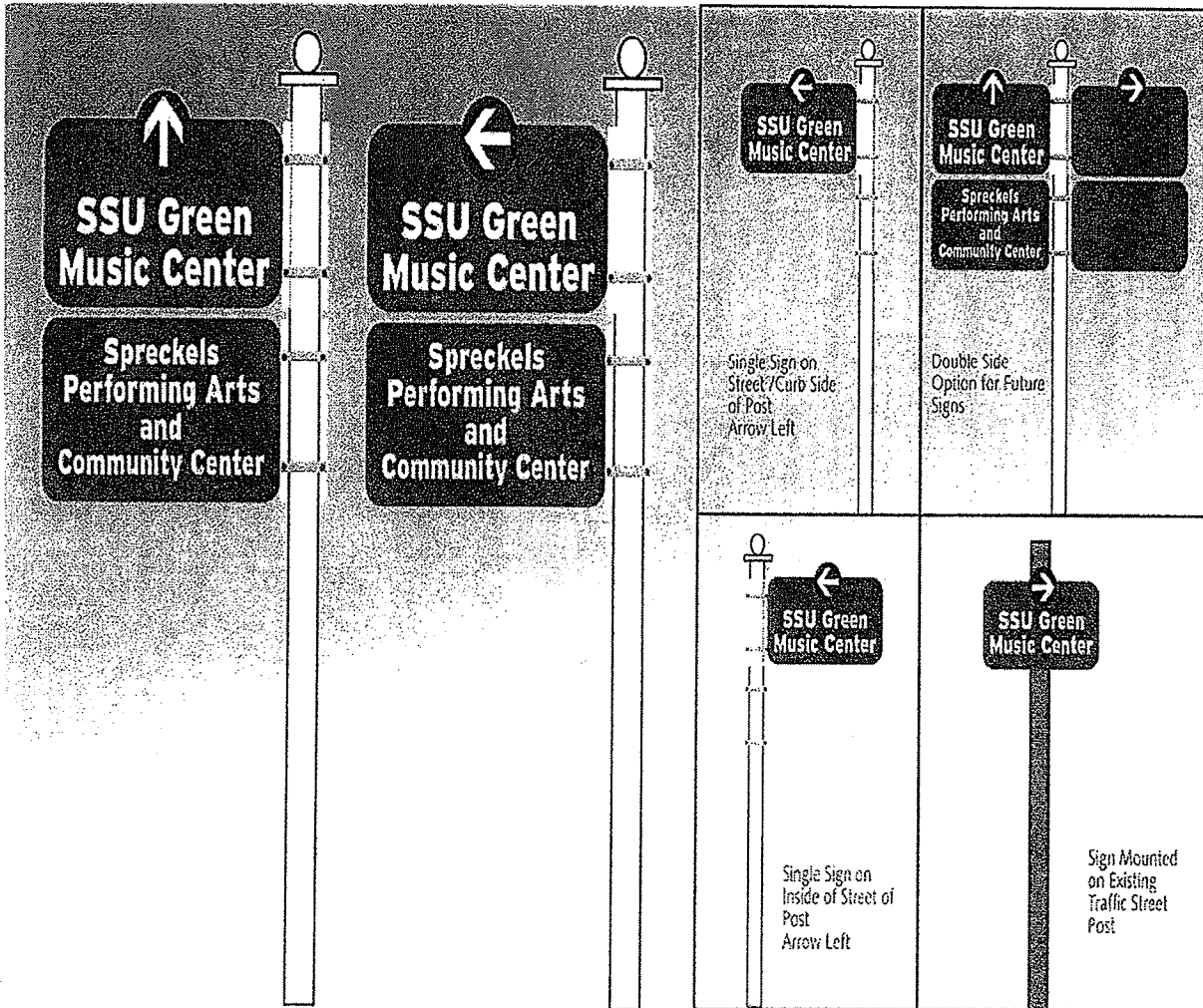
Sign made of aluminum, painted with durable architectural paints and protective polyurethane coating over applied graphics, water jet cut to custom shapes, signs cantilevered with stainless steel sign attachment system (both sides), attached to heavy duty powder coated round post with decorative top, mounted in steel / concrete foundation.

robert sanders & co.

environmental graphic design • wayfinding
fabrication • installation

707 326-5851

info@robertsanders.com
robertsanders.com



Signs on Street Side of Post
Arrow Straight Ahead

Signs on Street Side of Post
Arrow Straight Ahead

Wayfinding Sign Program

Concept for Top of City Entrance Sign

General Sign Description

Sign Single/Faced made of aluminum, painted with durable architectural paints and protective polyurethane coating over applied graphics, water jet cut to custom shapes, mounted on arched sign support attached to existing freestanding sign /match colors.

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Wayfinding Sign Program

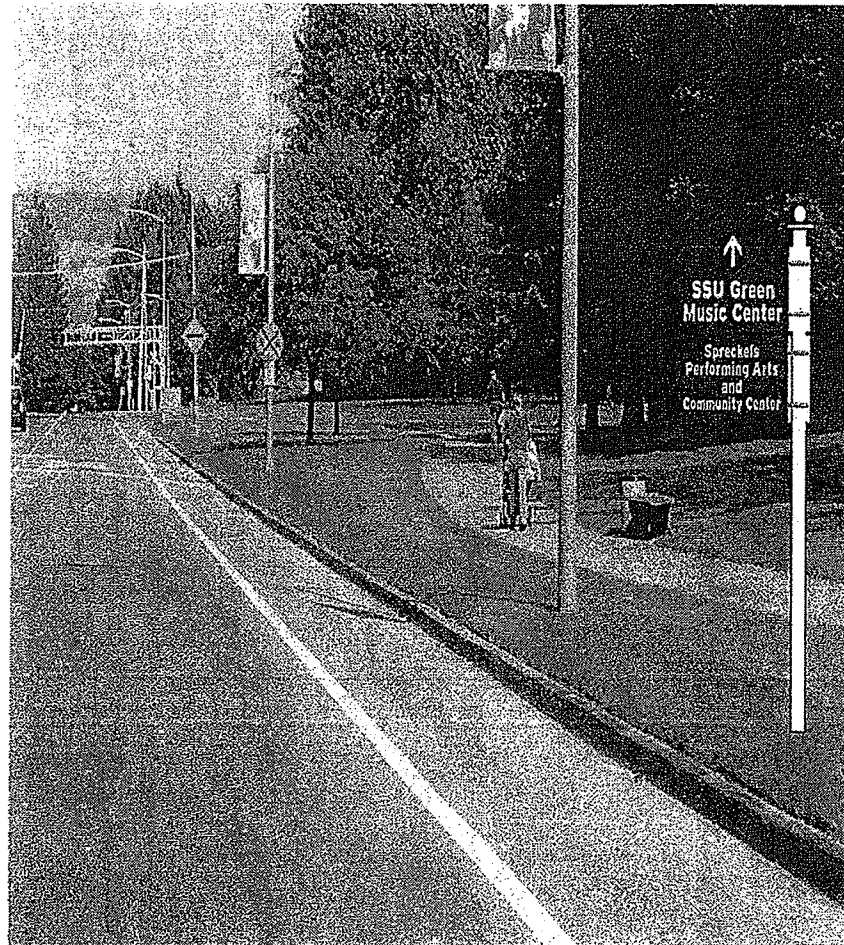
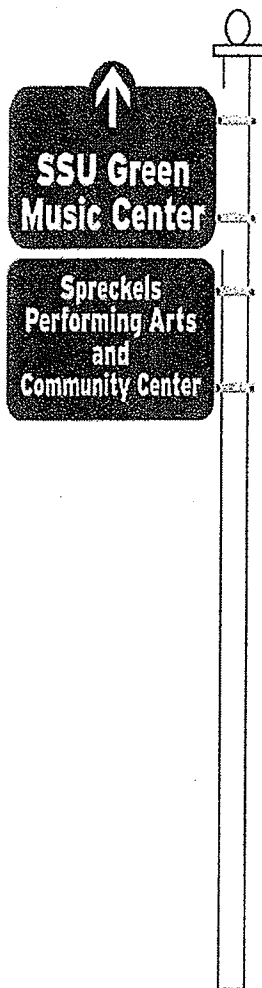
Concept with Cantilever Sign System from Post

robert sanders & co.

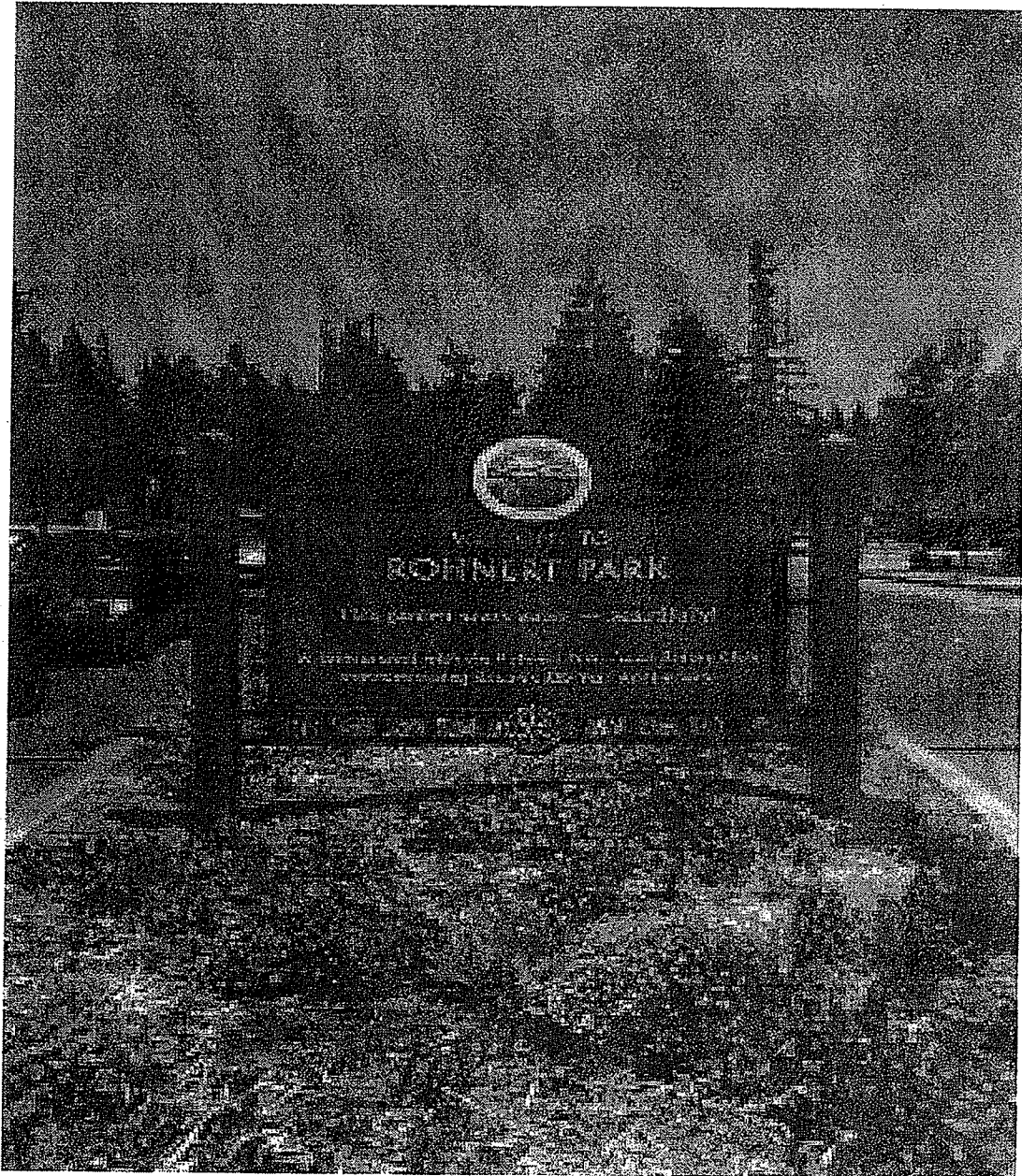
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Potential Locations

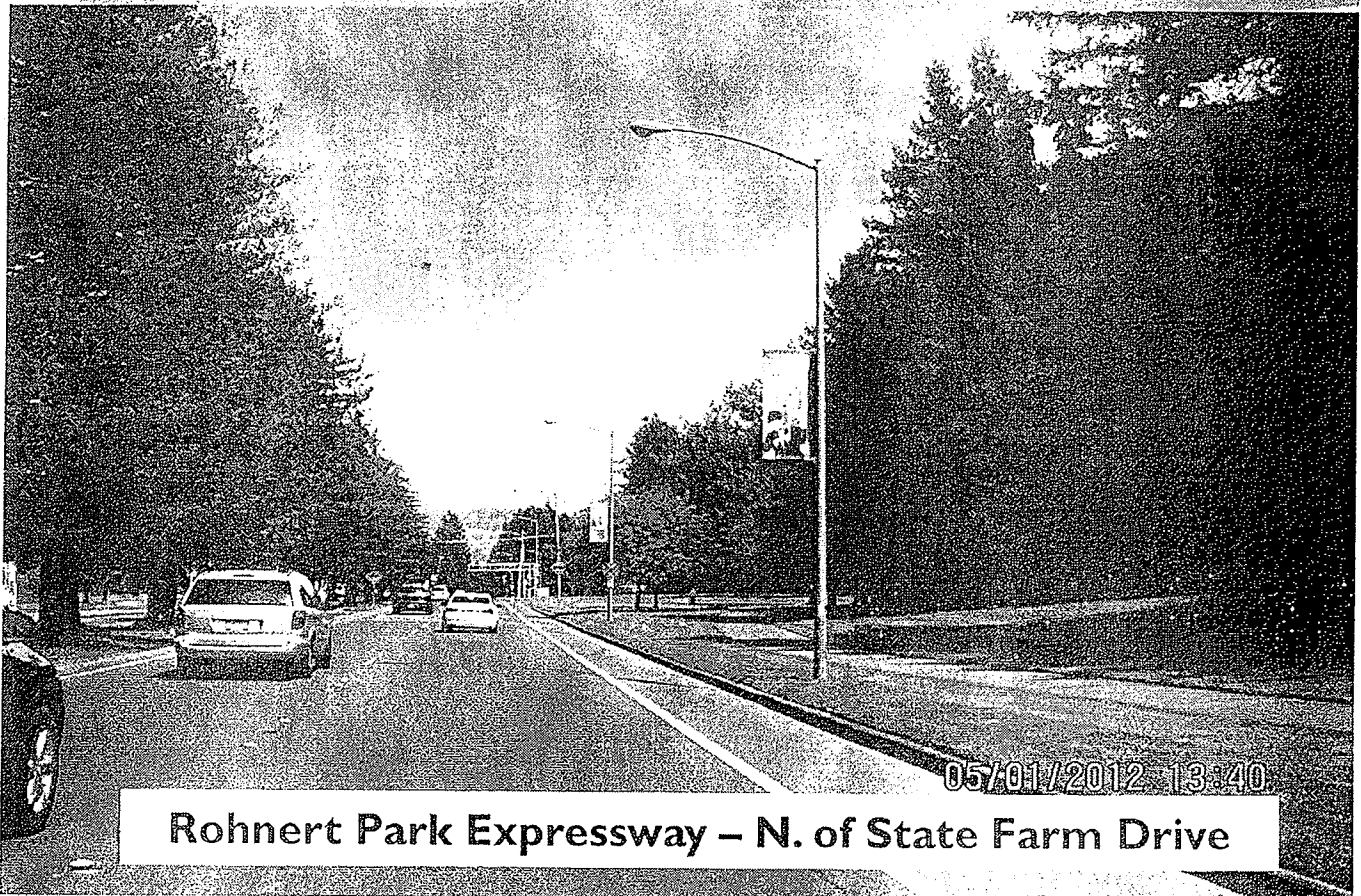


Rohnert Park Expressway and Commerce Boulevard



05/01/2012 13:38

Rohnert Park Expressway and Commerce Boulevard



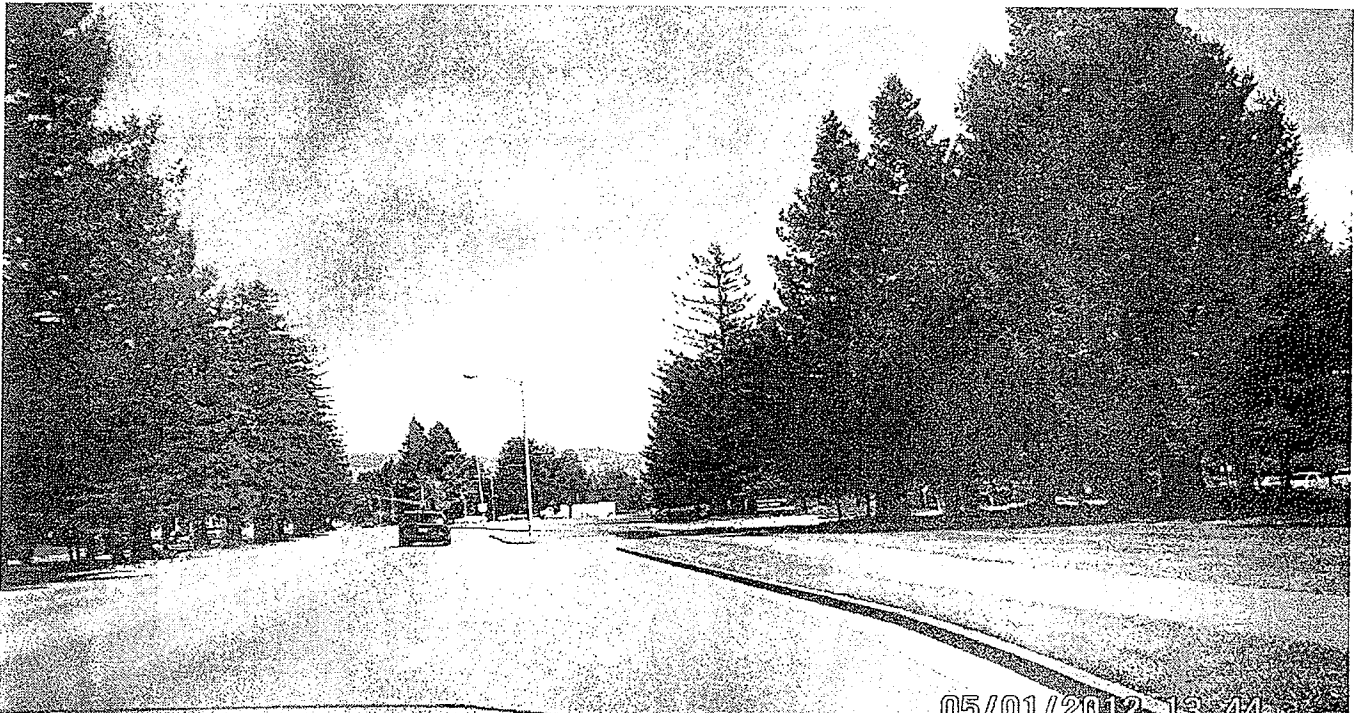
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Rohnert Park Expressway – N. of State Farm Drive

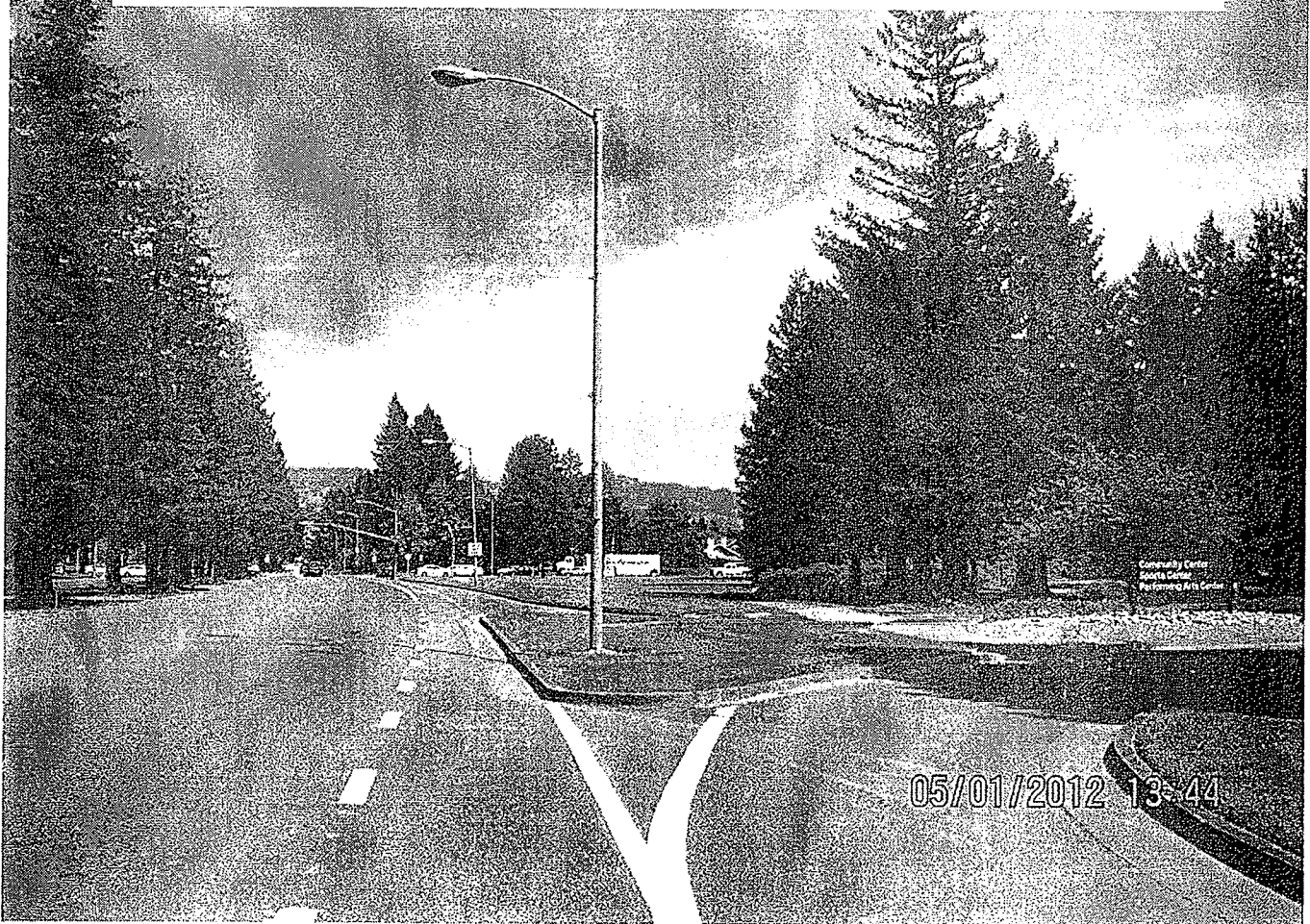


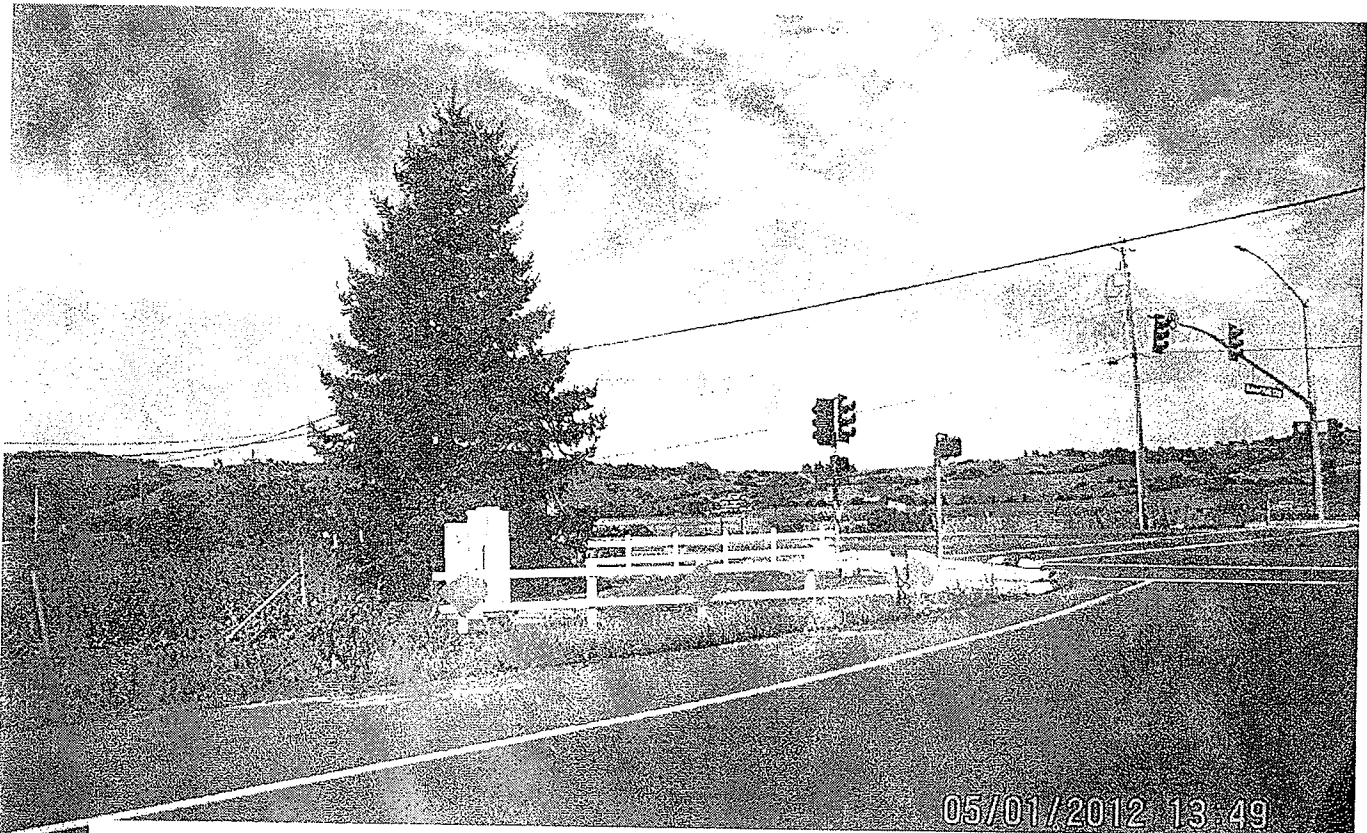
Rohnert Park Expressway and Country Club Drive





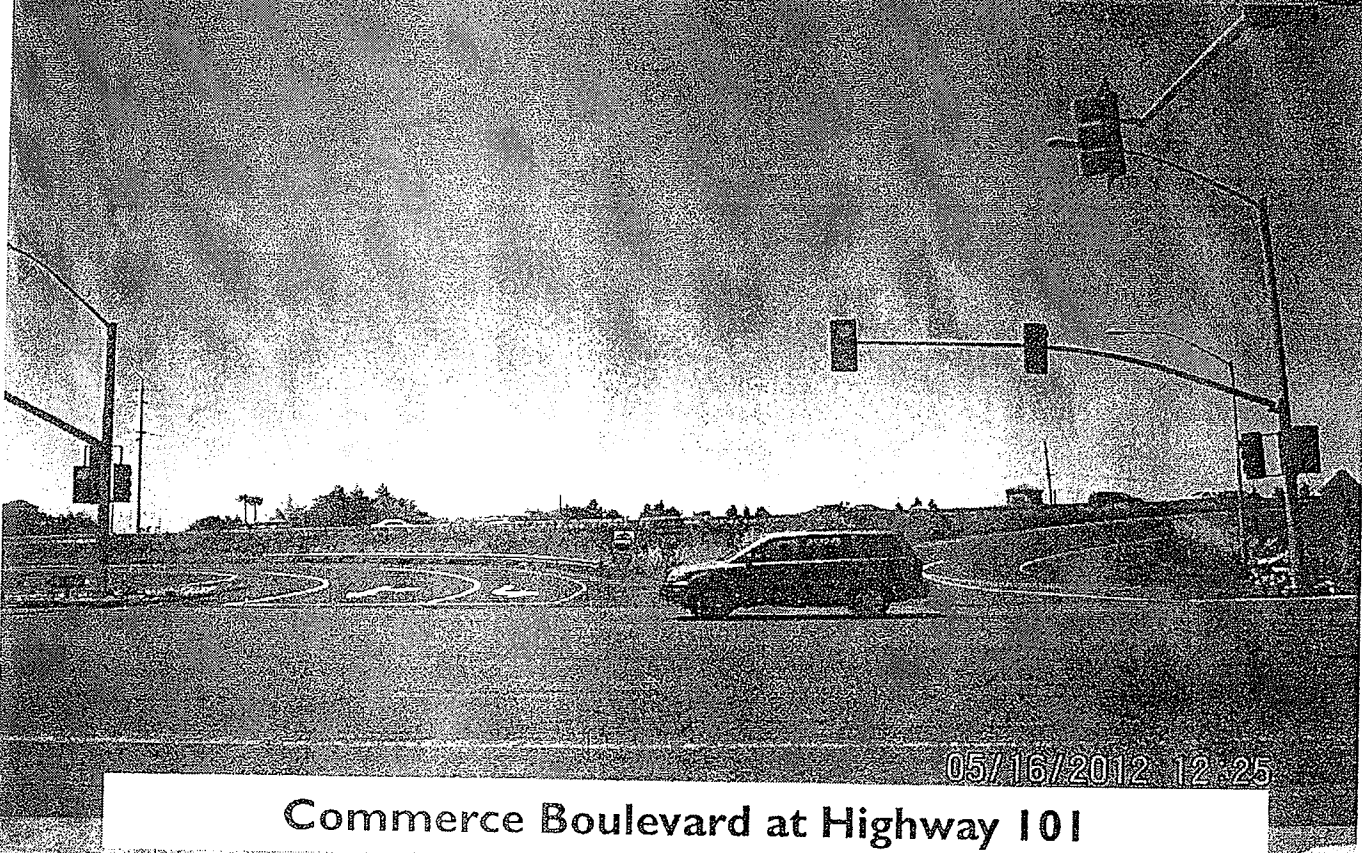
Rohnert Park Expressway at Snyder Lane





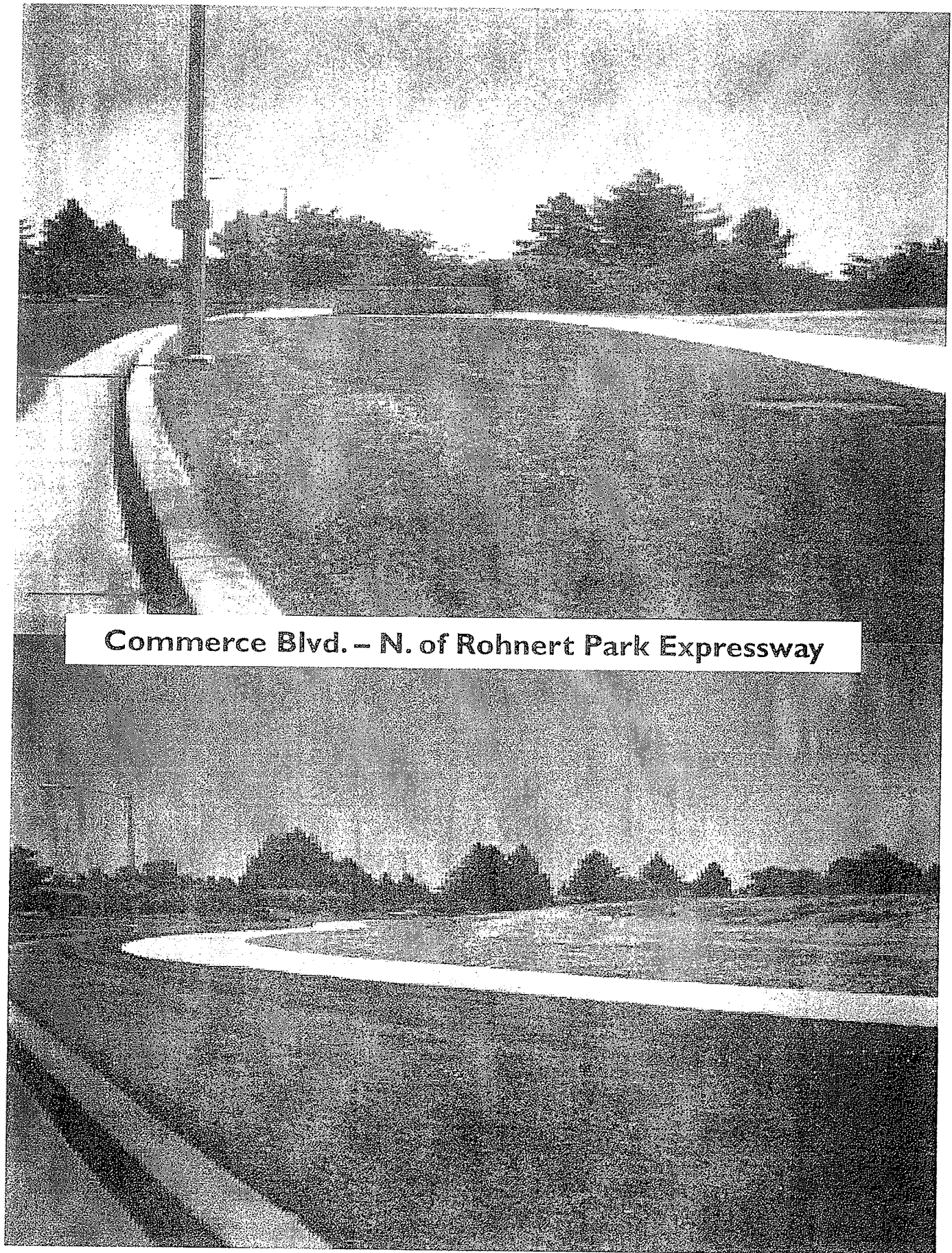
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Rohnert Park Expressway at Petaluma Hill Road

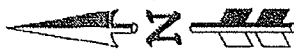


05/16/2012 12:25

Commerce Boulevard at Highway 101



Commerce Blvd. – N. of Rohnert Park Expressway



Suggested Locations

**RPX @
Petaluma Hill R**

**RPX @
Snyder Lane**

**RPX @
Country Club**

**RPX @
N. Of State Farm**

**RPX @
Commerce**

**Golf Course @
Hwy 101**

**Commerce - North of
Rohnert Park Expwy**

