

## **RESOLUTION NO. 2012-132**

### **A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF ROHNERT PARK APPROVING A WAY FINDING PROGRAM ALONG ROHNERT PARK EXPRESSWAY AND COMMERCE BOULEVARD.**

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

**WHEREAS**, the City's venues 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 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 B General Signage; and

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

**WHEREAS**, the adoption of a Way Finding Sign Program is categorically exempt from the requirements of the California Environmental Quality Act, under CEQA Guidelines Section 15301 (Existing Facilities) because the Way Finding Program consists of minor alteration of existing public structures involving negligible or no expansion beyond that existing presently given that this will involve addition of navigational devices and/or new copy on existing signs;

**NOW, THEREFORE, BE IT RESOLVED** by the City Council of the City of Rohnert Park that that the recitals hereto are true and correct and material to this Resolution;

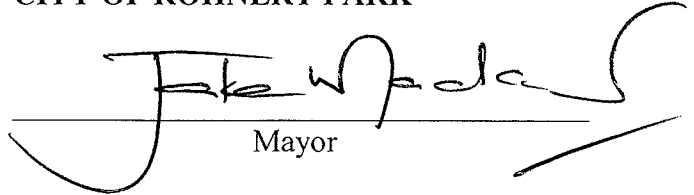
**BE IT FURTHER RESOLVED** that the City Council does hereby approve the Way Finding Sign Program as depicted in substantially similar form to the Way Finding Sign Program attached hereto as **Exhibit A** and incorporated by this reference, subject to minor modifications which may arise in the fabrication process.

**BE IT FURTHER RESOLVED** that if any action, subsection, sentence, clause or phrase of this Resolution or the Way Finding Sign Program by this Resolution shall be held invalid or unconstitutional by a court of competent jurisdiction, such invalidity shall not affect

the validity of the remaining portions of this Resolution or Way Finding Sign Program by this Resolution that can be given effect without the invalid provisions.

**DULY AND REGULARLY ADOPTED** this 27<sup>th</sup> day of November, 2012.

**CITY OF ROHNERT PARK**

  
\_\_\_\_\_  
Mayor

**ATTEST:**

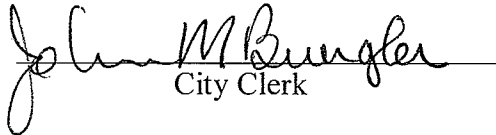
  
\_\_\_\_\_  
City Clerk

Exhibit: Way Finding Program



AHANOTU: AYE BELFORTE: AYE CALLINAN: AYE STAFFORD: AYE MACKENZIE: AYE  
AYES: ( 5 ) NOES: ( 0 ) ABSENT: ( 0 ) ABSTAIN: ( 0 )

## Wayfinding Sign Program City of Rohnert Park

### Concept for 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 sign support and posts to match existing freestanding sign /match colors.



robert sanders & co.

environmental graphic design • wayfinding  
fabrication • installation

707 326-5851  
info@robertsanders.com  
robertsanders.com

Alternative Sign B- Modify and raise higher(approx. 24") the existing entrance sign located in median, add framework to match sign style, colors and materials, add new Sign Face with wayfinding info, SSU logo, arrow, mounted to existing City sign(installation included) at RPX

## Wayfinding Sign Program City of Eblen Park

Concept with Cantilever Sign System from Post

Sign Shown in Typical Location

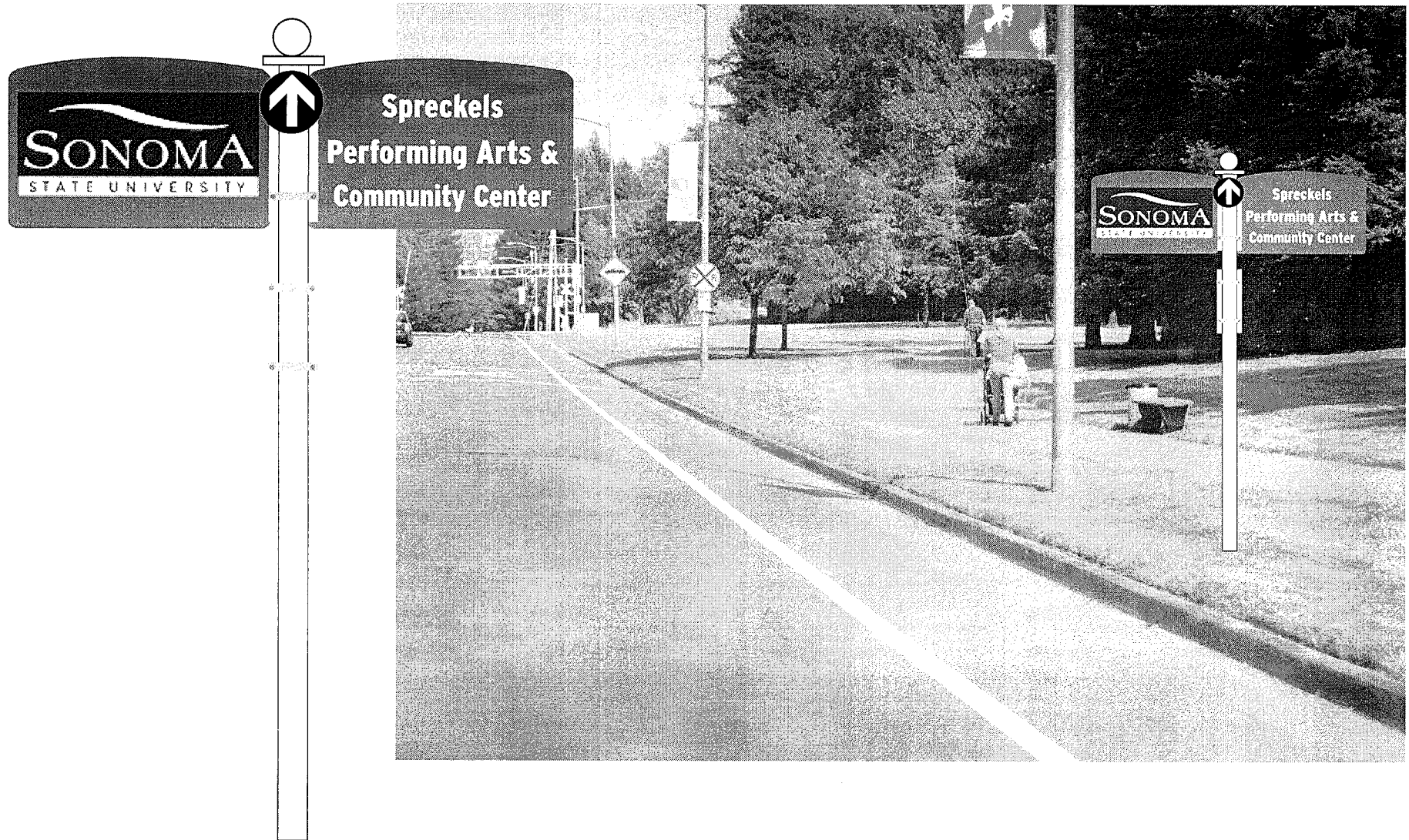
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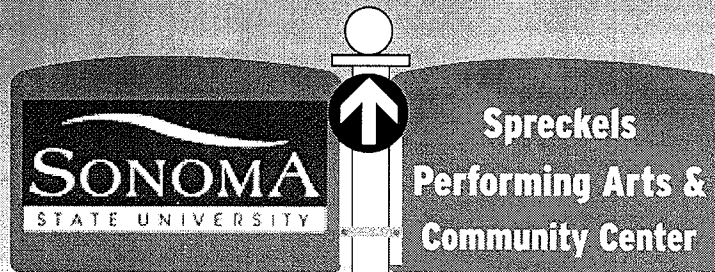
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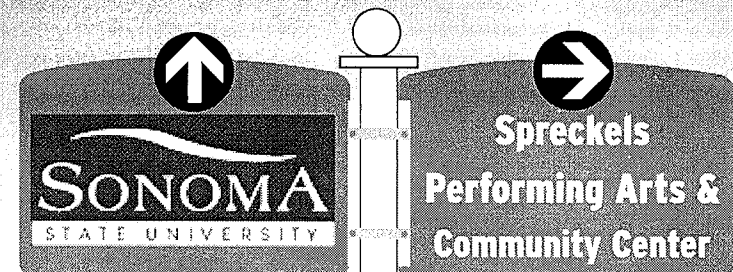
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Sign C- Wayfinding Sign  
System (S-F)/Sign Faces  
2 each/Post/Bracket  
installed in footing(by  
City Public Works Dept.)  
at State Farm Parkway



Sign D- Wayfinding Sign  
System (S-F)/Sign Faces 2  
each/Post/Bracket  
installed in footing (by  
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at Country Club Drive

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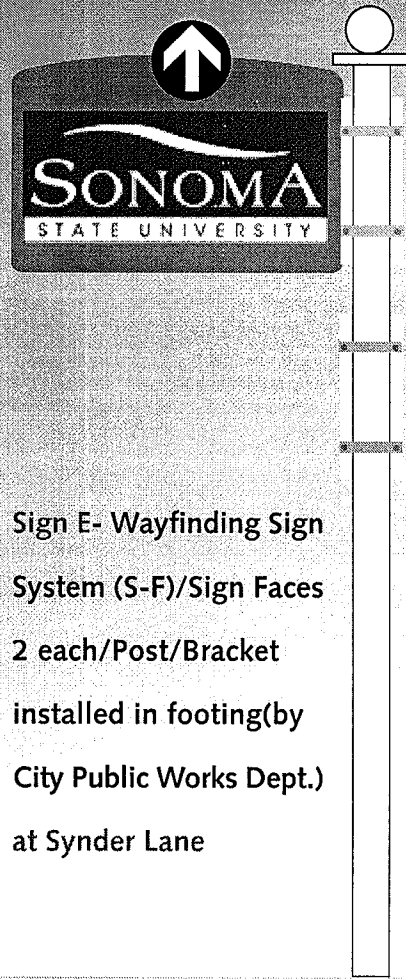
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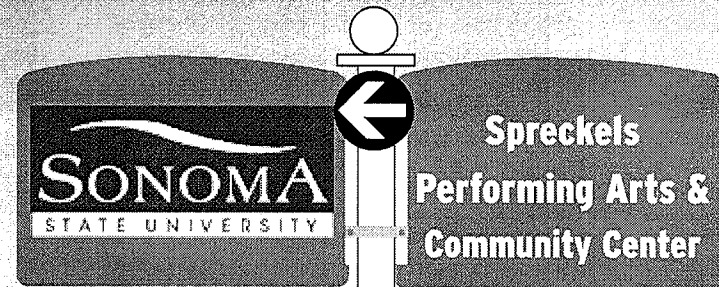
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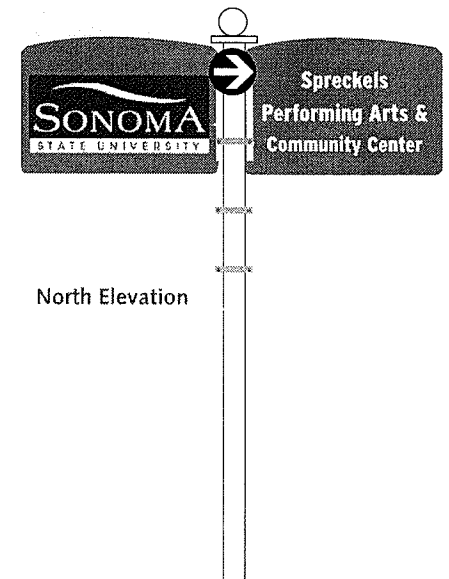


Sign E- Wayfinding Sign  
System (S-F)/Sign Faces  
2 each/Post/Bracket  
installed in footing (by  
City Public Works Dept.)  
at Synder Lane



South Elevation

Sign F- Wayfinding Sign  
System (S-F)/Sign Faces  
4 each/Post/Bracket  
installed in footing (by  
City Public Works Dept.)  
at Petaluma Hill



North Elevation



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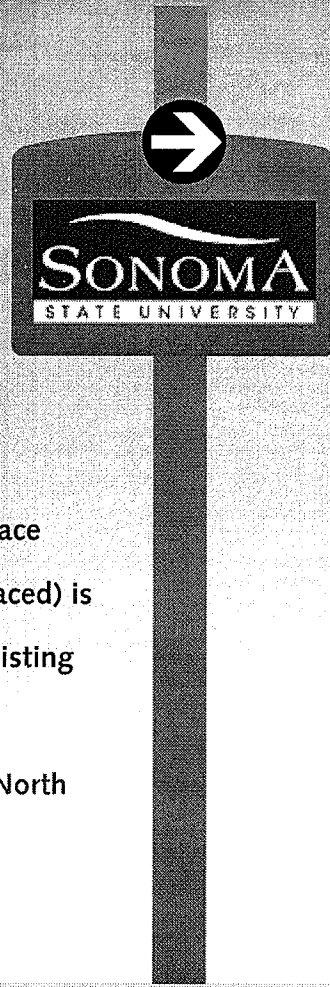
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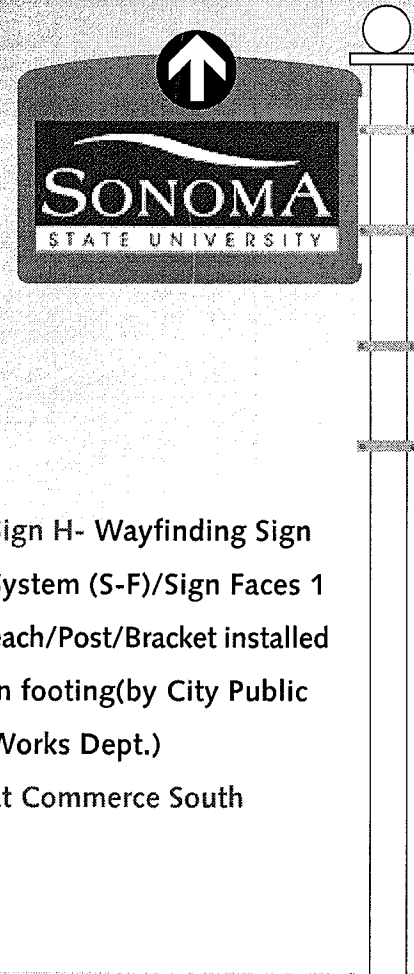
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Sign G- Sign Face  
Only(Single-Faced) is  
mounted to existing  
City light post  
at Commerce North



Sign H- Wayfinding Sign  
System (S-F)/Sign Faces 1  
each/Post/Bracket installed  
in footing(by City Public  
Works Dept.)  
at Commerce South

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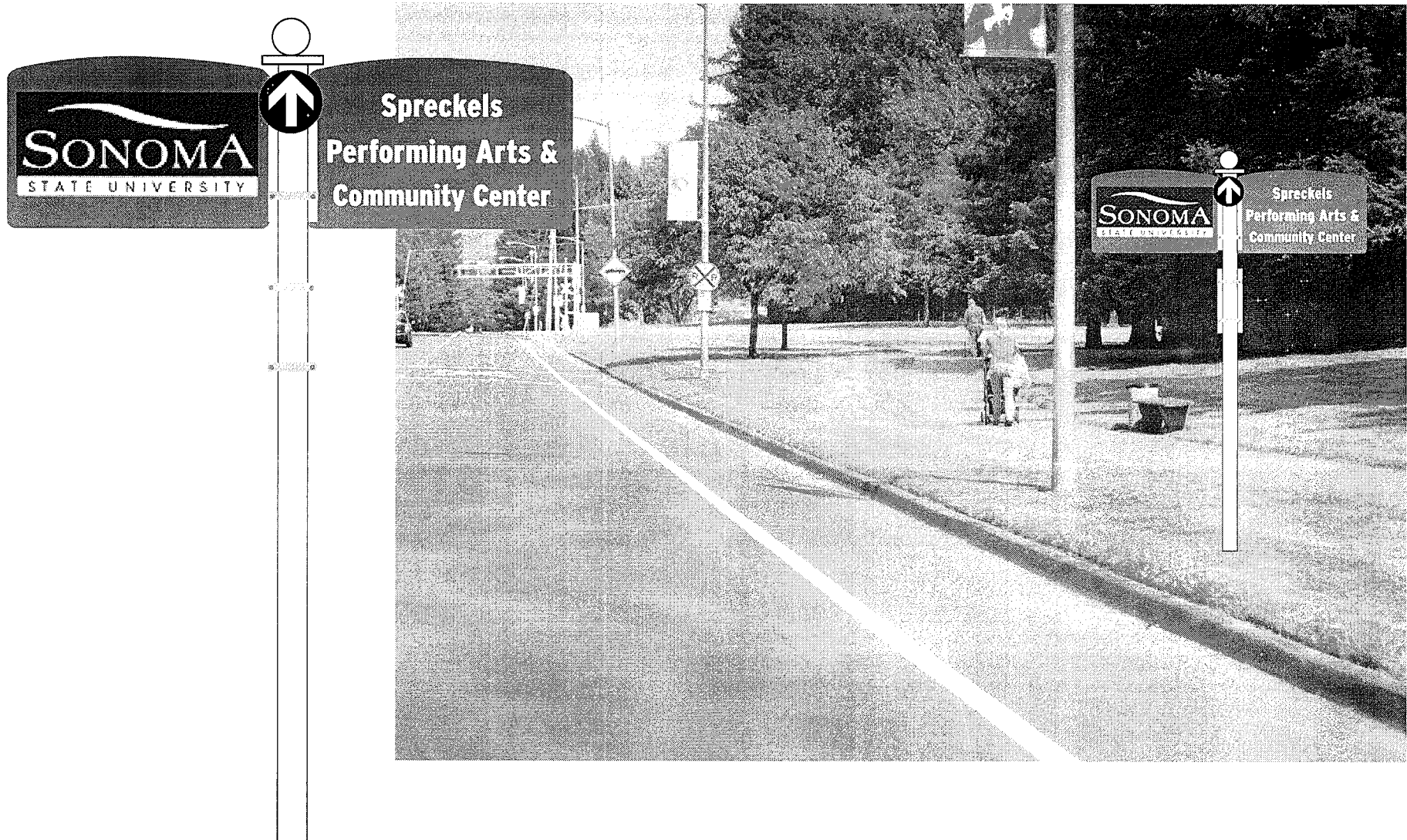
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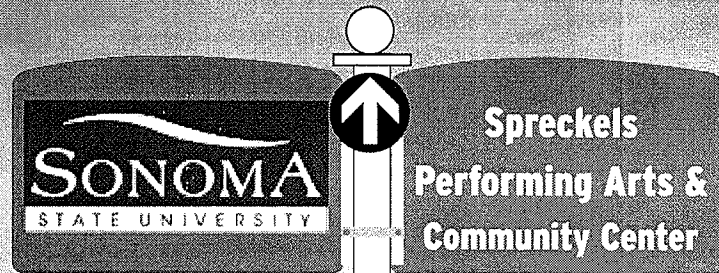
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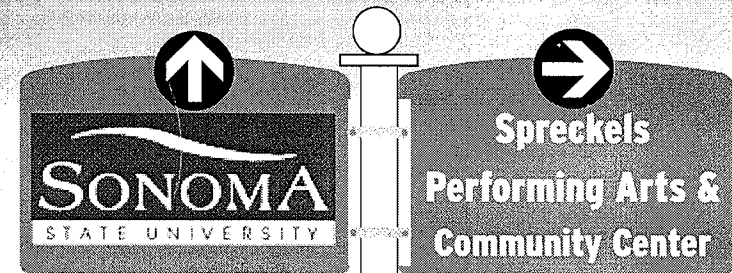
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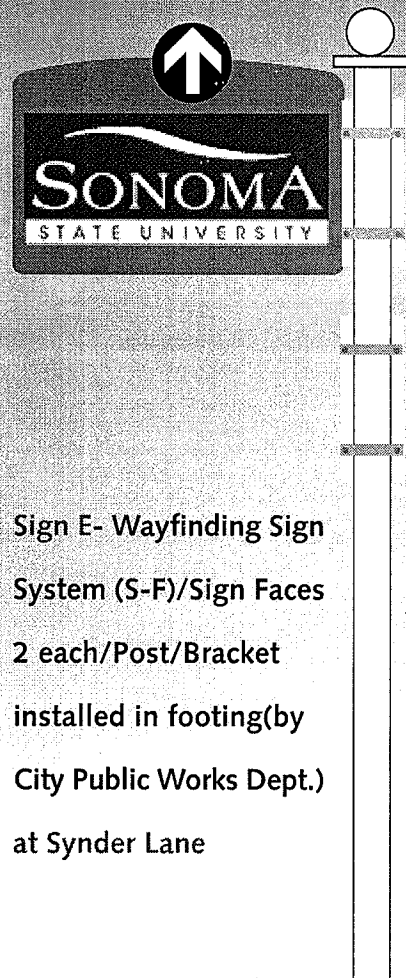
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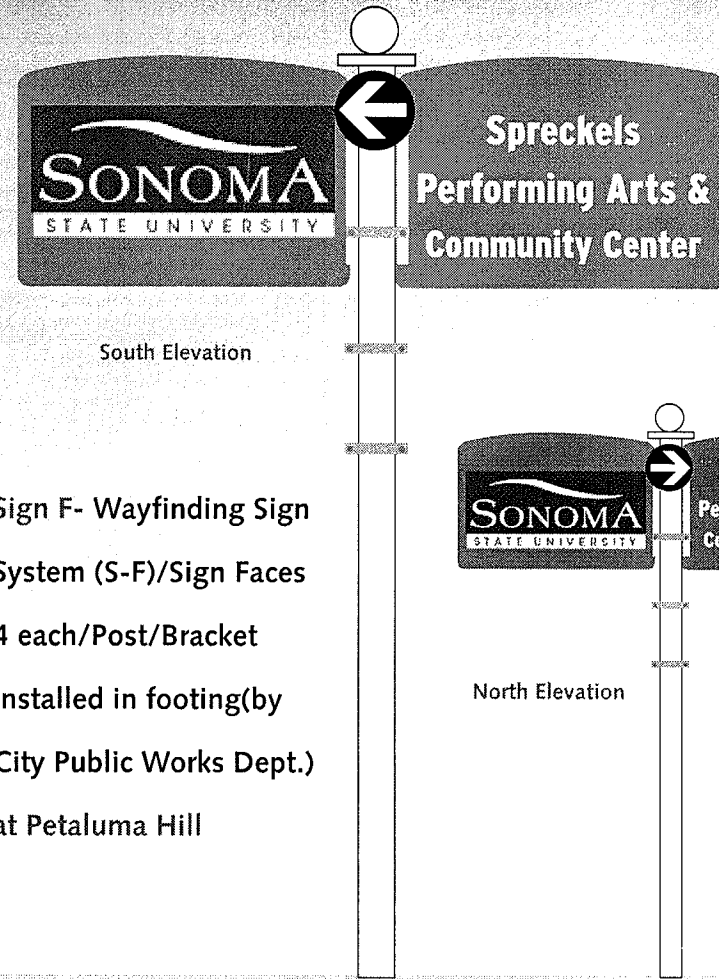
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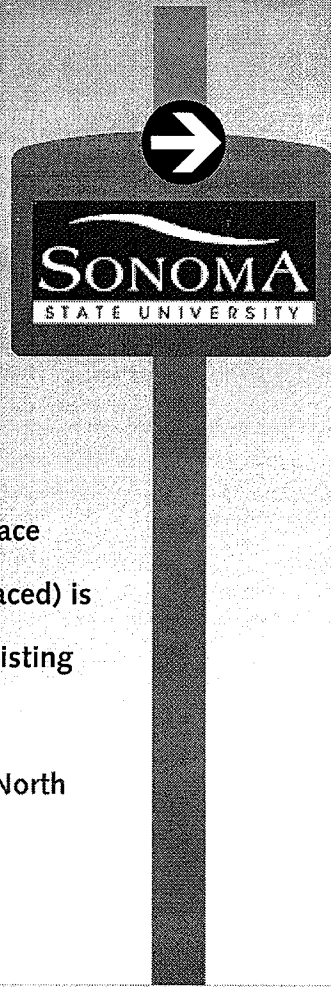
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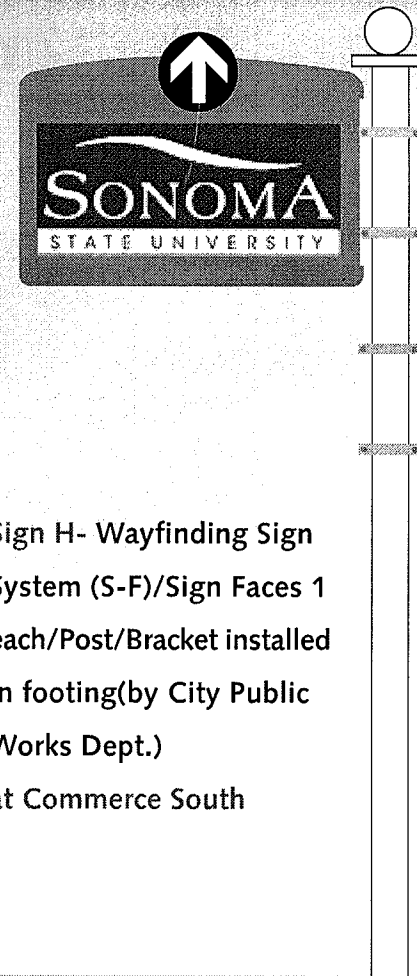
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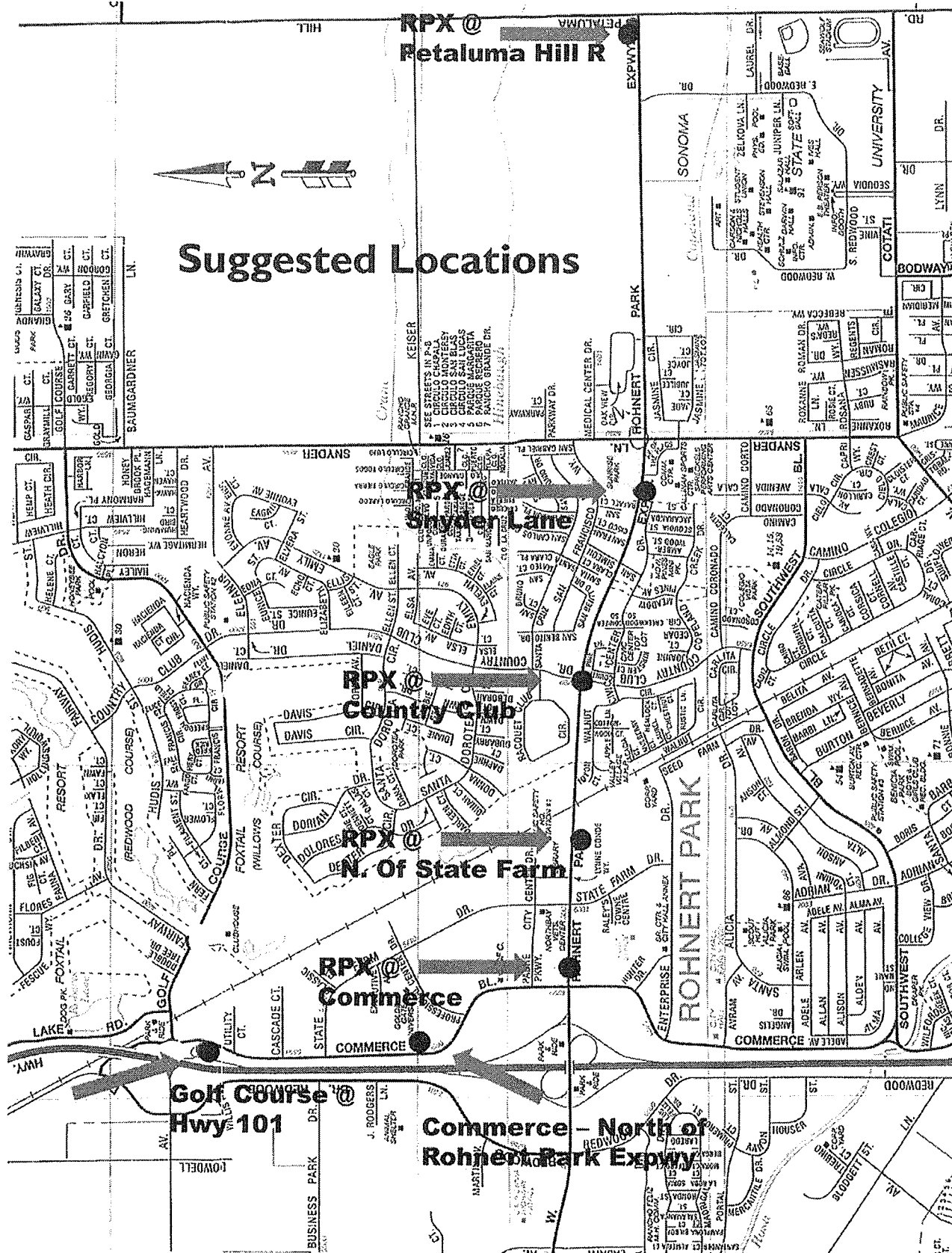
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## Cost Sharing Analysis- Way Finding Signage:

Design, Fabrication / Equipment/Supplies

Sign	Cost	RP Share	SSU Share
B -Entrance	5850.	-	5850.
C -State Farm	2850.	1425.	1425.
D -Cnty Club	2850.	1425.	1425.
E-Snyder Ln	2125.	1062.50	1062.50
F-Pet. Hill	4250.	2125.	2125.
G-Comm No.	950.	-	950.
H-Comm So.	2150.	-	2150.
Pre Design Consult to City	1,000	1,000	-
Design/Specs	2725.	1362.50	1362.50
Tax	1,272.	512.	760.00
Sub Totals	26,022.	8,912. + in kind city labor for install-8,000.	17,110.
Total	34,022.	16, 912.	17,110.