

RESOLUTION NO. 2014- 095

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF ROHNERT PARK APPROVING MODIFICATION TO THE WAY FINDING SIGN PROGRAM ALONG ROHNERT PARK EXPRESSWAY AND COMMERCE BOULEVARD.

WHEREAS, at its meeting on November 27, 2012, City created a Way Finding signage program to improve City identity and way finding;

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

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

WHEREAS, a coordinated Way Finding Sign Program assists visitors to find local venues;

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;

WHEREAS, the City has approved and installed a coordinated series of way finding signs along Rohnert Park Expressway and Commerce Boulevard at specific locations; and

WHEREAS, the proposed modification to the Way Finding Program signs will more accurately identify and direct visitors and residents to Sonoma State University and the Green Music Center; 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 Sign Program consists of minor alterations 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 the recitals hereto are true and correct and material to this Resolution;

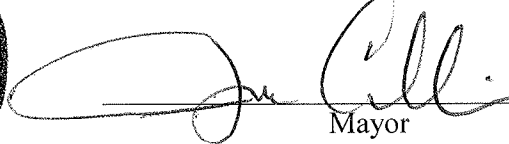
BE IT FURTHER RESOLVED that the City Council does hereby approve the modified Way Finding Sign Program as depicted in substantially similar form to the Way Finding Sign Program attached hereto as **Exhibit A** and incorporated by this reference, subject to minor modifications which may arise in the fabrication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

BE IT FURTHER RESOLVED that if any action, subsection, sentence, clause or phrase of this Resolution or the modified 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 the modified Way Finding Sign Program by this Resolution that can be given effect without the invalid provisions.

DULY AND REGULARLY ADOPTED this 12th day of August, 2014.



CITY OF ROHNERT PARK


Mayor

ATTEST:


City Clerk

Exhibit A attachment

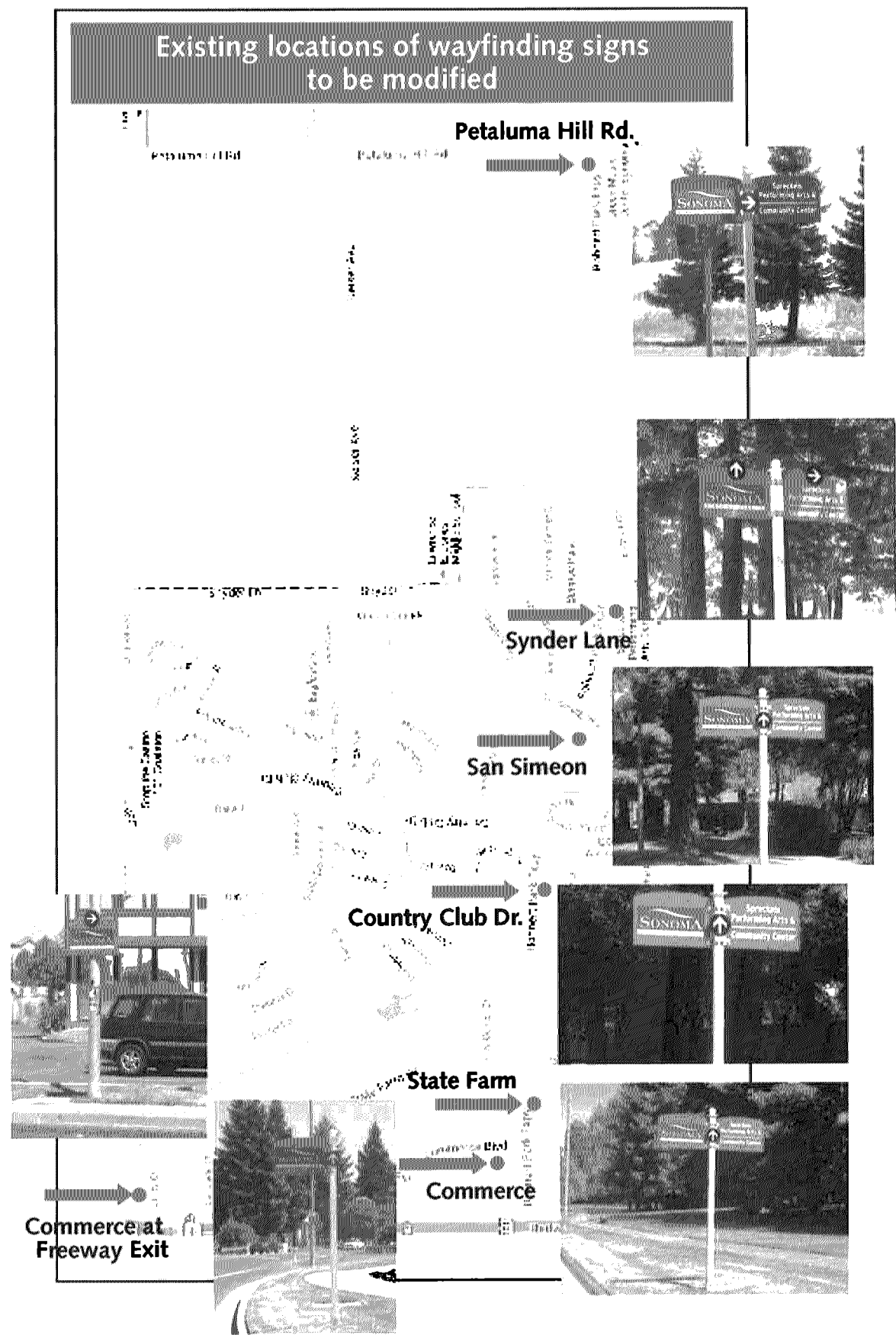
BELFORTE: ABSENT MACKENZIE: AYE STAFFORD: AYE AHANOTU: AYE CALLINAN: AYE
AYES: (4) NOES: (0) ABSENT: (1) ABSTAIN: (0)

Wayfinding Sign Program

Spreckels Park

Request to Modify Wayfinding Sign System

robert sanders & co.
environmental graphic design • wayfinding
fabrication • installation
707 326-5851
info@robertsanders.com
robertsanders.com
June 30, 2014



Existing Sign

- Remove SSU logo wayfinding signs only and take to shop
- Remove sign logo panel/clean panel
- Fabricate new 3M reflective type
- Apply new copy
- Reinstall Sign panel to post
- 7 locations as shown

Remove SSU Logo and replace with New Copy

Unchanged Copy

Sonoma State University

Green Music Center

Spreckels Performing Arts & Community Center