

ORDINANCE NO. ORD-2024-005

ORDINANCE OF THE COUNCIL OF THE CITY OF SANTA ROSA ADOPTING ZONING CODE TEXT AMENDMENTS TO TITLE 20 OF THE SANTA ROSA CITY CODE, SECTION 20-38, SIGNS, TO PROVIDE CLEAR STANDARDS FOR BOTH BUSINESS IDENTIFICATION WAYFINDING AND CIVIC/PUBLIC AMENITY WAYFINDING, AND SECTION 20-70.020, GLOSSARY, TO ADD DEFINITIONS RELATED TO WAYFINDING SIGNS – FILE NUMBER REZ23-009

WHEREAS, the City of Santa Rosa desires to increase the economic, civic, and entertainment characteristics that enhance the quality of life of our residents, tourists, and businesses; and

WHEREAS, the Santa Rosa General Plan 2035, Downtown Station Area Specific Plan and North Santa Rosa Station Area Specific Plan all include goals and policies related to the development of wayfinding sign standards that would direct pedestrians and bicyclists to key destinations and businesses within the downtown, Railroad Square, and North Station area, and to create a sense of place and strengthen the area identity; and

WHEREAS, City Code Section 20-38.040(U) currently provides limited standards for public/civic wayfinding signage and prohibits commercial identification and advertisement wayfinding signage; and

WHEREAS, City Code Section 20-70.020, Glossary, lacks definitions for “Wayfinding Sign,” “Business Wayfinding,” “Public/Civic Amenity Wayfinding,” “Sign Plaque,” “Sign Post,” “Sign Header,” “Iconography,” and “Pictogram,”; and

WHEREAS, on March 8, 2023, the Railroad Square Business Wayfinding Signage Pilot Program was approved for a 1-year Temporary Use Permit to gather public feedback on commercial wayfinding; and

WHEREAS, on September 21, 2023, the Downtown Wayfinding Sign Program was approved in the areas near Courthouse Square and City Hall for Public/Civic Wayfinding; and

WHEREAS, from October 9, 2023 to November 9, 2023, a public survey was conducted to seek input on wayfinding signage for design, commercial advertisement, and accessibility; and

WHEREAS, on January 17, 2024, the Cultural Heritage Board of the City of Santa Rosa held a study session on the proposed Zoning Code Text Amendment and provided recommendations; and

WHEREAS, on January 25, 2024, the Design Review Board of the City of Santa Rosa held a study session on the proposed Zoning Code Text Amendment and provided recommendations; and

WHEREAS, on February 22, 2024, the Planning Commission of the City of Santa Rosa held a duly noticed public hearing and adopted resolution number PC-2024-003 recommending to the City Council adoption of Zoning Code text amendments to Title 20 of the Santa Rosa City Code, Section 20-38, Signs, to provide clear standards for both business wayfinding and civic/public amenity wayfinding and Section 20-70.020, Glossary, to add definitions related to wayfinding signs, at which time all those wishing to be heard were allowed to speak.

THE PEOPLE OF THE CITY OF SANTA ROSA DO ENACT AS FOLLOWS:

Section 1. The Council of the City of Santa Rosa finds, pursuant to City Code Section 20-64-050 (Findings), based on evidence and records presented, that:

- A. The proposed amendment is consistent with the goals and policies of all elements of the General Plan, and any applicable specific plan, in that the General Plan, Downtown Station Area Specific Plan and North Santa Rosa Station Area Specific Plan include goals and policies and policies supporting the development of wayfinding sign standards within the downtown, Railroad Square and North Station area. The proposed Wayfinding Zoning Code Text Amendment is a type of pedestrian-focused signage aimed at providing direction toward key sites and businesses within the Downtown Station Area and North Santa Rosa Station Area. Wayfinding signage would assist pedestrians with navigating the City's streetscape and promote the walkable nature of the City's commercial areas. Pedestrian-focused signage would help provide direction to the SMART Stations, nearby businesses, and Santa Rosa's various civic/public locations. Wayfinding signs would be beneficial in helping pedestrians navigate between Railroad Square and the Courthouse Square, which is currently separated by the Santa Rosa Plaza and Highway 101. Wayfinding signs would help provide a community feel within both the Downtown Station Area and the North Santa Rosa Station Area through the design and showcasing of the various features and amenities of their areas, and will serve to create a sense of place and strengthen the area identity.
- B. The proposed amendment would not be detrimental to the public interest, health, safety, convenience or welfare of the City in that the proposed amendments would provide additional assistance with navigating toward areas of interest in Santa Rosa that provide social and economic benefits to the City. Wayfinding signage is reviewed for compliance with the Americans with Disabilities Act, California Building Code, City standards for public right-of-way, Zoning standards for setbacks, and other applicable City, State, and Federal standards. The Design Standards provide convenient methods of conveying information to the public through time estimates and directional arrows toward destinations.
- C. The proposed amendments are internally consistent with other applicable provisions of this Zoning Code in that they update several sections of the Zoning Code to establish internal consistency. The amendments would align the Zoning Code with and support multiple City Zoning Code, General Plan and Specific Plan objectives of creating incentives for promoting the economic, entertainment, and social amenities of the City.

Section 2. Renumber Zoning Code Section 20-38.100, Violations, of the Santa Rosa City Code to read 20-38.110 Violations.

Section 3. Renumber Zoning Code Section 20-38.090, Nonconforming Signs, of the Santa Rosa City Code to read 20-38.100 Nonconforming Signs.

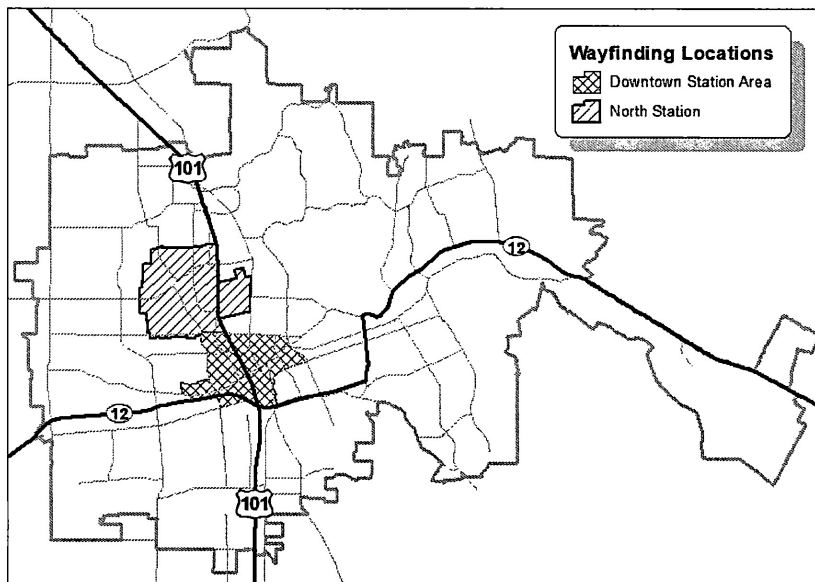
Section 4. Renumber Zoning Code Section 20-38.080, Prohibited Signs, of the Santa Rosa City Code to read 20-38.090 Prohibited Signs.

Section 5. Add Zoning Code Section 20-38.080, Standards for Wayfinding Signs, of the Santa Rosa City Code to read and provide as follows:

**"20-38.080 Standards for Wayfinding Signs**

Proposed signs shall comply with the following standards where applicable or where there is a conflict with other sections of this Chapter.

- A. Wayfinding Signs Program Eligibility Criteria. The proposed Wayfinding Signs Program would identify Business or Public/Civic Amenity locations within the boundaries of the Downtown Station Area or the North Station Area, as shown in Figure 3-17.



**Figure 3-17 – Wayfinding Locations**

- B. General Standards.

- 1. Number of Signs Allowed.

- a. A Wayfinding Sign Program is required for proposals of three (3) or more new Sign Posts.
- b. Business Wayfinding. A maximum of six (6) Sign Plaques are allowed per Business. Each Sign's Plaque face shall count as one, including those on a double-faced signpost.
- c. Public/Civic Amenity Wayfinding. There is no maximum number of signs.

2. Dimensions.

- a. Sign Plaque dimensions shall be measured from edge to edge of plaque, not within boundaries of lines surrounding text or logos.

<b>Table 3-11 - WAYFINDING SIGN DIMENSIONS</b>		
<b>Sign Post</b>	<b>Sign Plaque</b>	<b>Font Size</b>
Maximum of 8 feet in height unless placed on an approved City street furnishing	Maximum of 12-inches in height by 24-inches in length	<p><u>Public/Civic Amenity Wayfinding:</u></p> <p>2-inches minimum, 6-inches maximum</p> <p><u>Business Wayfinding:</u></p> <p>Business names shall be 2-inches minimum and 6-inches maximum. Associated text may be smaller than 2-inches and shall be no larger than the business name. Logos do not have a size requirement. Businesses with the name as the logo shall follow the 2-inch minimum and 6-inch maximum requirement.</p>

3. Standards for Sign Locations. Wayfinding Signs may be located in the public right of way or on private property.

- a. General Location Standards.
  - (1) Maintain a 3-foot distance requirement from hydrants and other fire protection equipment.
  - (2) All installations shall meet requirements of the Americans with Disabilities Act or California Building Code; whichever is applicable.

- b. Wayfinding Signs located within the public right of way shall comply with the following standards:
  - (1) An encroachment permit shall be required for the installation of any signs in the public right-of-way, consistent with City Code Title 13.
  - (2) The location of any sign placed within the public right-of-way shall be determined by the City Engineer, or designee, during review of an encroachment permit.
  - (3) Sign Posts shall be incorporated with Street Furnishing in the Public Right-of-Way unless otherwise determined by the City Engineer.
  - (4) Sign Posts shall not obstruct accessible path of travel unless the Sign Plaques are 80-inches above sidewalk elevation or behind a 27-inch-high barrier.
  - (5) Placement of wayfinding signs shall be prohibited on traffic signals.
  - (6) Wayfinding signs may be allowed on streetlights with approval from the City's Traffic Engineering Division for specific locations and orientation.
  - (7) Wayfinding signs proposed on private property shall be located outside of easements and shall meet the setback requirements of the applicable zoning district.

### C. Design Standards.

#### 1. General Design Standards

- a. Signage may indicate walking time estimates to the location on the Sign Plaque but are not required.
- b. For Signs Plaques with varying font sizes, the primary text shall meet the font size requirements in Table 3-11.
- c. Flashing or digital signs are prohibited.
- d. Directional arrows are required for each Sign Plaque.
- e. Sign Header shall be prominently located on the top of a Sign Post and shall be larger in size and font size than the Sign Plaques.
  - (1) The Sign Header shall include the name and imagery of the location in which it is located.
- f. Pictograms shall be used on the Sign Plaques when required by the California Building Code and the International Code Council

#### 2. Public/Civic Amenities Wayfinding

- a. Iconography and directional arrows are required for each Sign Plaque. The icon shall be positioned on the side opposite the directional arrow.
- b. Language. Sign text shall be required in both English and Spanish.
- c. Uniform design required. Each Sign Plaque shall include the same font type, size and color.

#### 3. Business Wayfinding

- a. Iconography is optional but highly encouraged to provide clarity. Any icon shall be positioned on the side opposite the directional arrow.

- b. Logos for Businesses are optional but highly encouraged to display an individual business' character.
- c. One Public/Civic Amenity Wayfinding Sign is required for each Sign Post.
  - (1) This standard shall not apply in areas where Public/Civic Amenities already have signage within 100 feet of a proposed Wayfinding Sign Post.
  - (2) This standard shall not apply in areas where the nearest Public/Civic Amenity is more than 200 feet away from a proposed Wayfinding Sign Post.
- d. Business phone numbers, physical addresses, QR codes, and website address text are prohibited.

#### D. Application Process.

- 1. A Sign Program application shall be required for every Wayfinding Program submittal. A Sign Program application shall be submitted to the Planning and Economic Development Department, accompanied by a processing fee as required by resolution of the City Council.
  - a. A Sign Program application shall consist of the following:
    - i. Location Map
    - ii. Conceptual renderings scaled to each site location
    - iii. Color Palette
    - iv. Font Size
    - v. Font Type
    - vi. Iconography
    - vii. Pictograms
    - viii. Directional Arrows
    - ix. Proposed Sign Plaques, Sign Header, and Sign Posts
    - x. Dimensions
    - xi. Materials
    - xii. Physical mockup to scale
      - 1. Mockup materials do not need to be exact
      - 2. Mockup dimensions and design shall be exact
      - 3. Sign Post not required for Mockup

#### E. Changes to an approved Wayfinding Sign Program

- a. A Sign Permit shall be required for new Sign Plaques proposed to be installed on an existing approved Sign Program. A Sign Permit application shall be submitted to the Planning and Economic Development Department, accompanied by a processing fee as required by resolution of the City Council.
- b. Changes to an existing approved Sign Program shall be reviewed by the Director of Planning and Economic Development and an application shall be submitted to the Planning and Economic Development Department, accompanied by a processing fee as required by resolution of the City Council.

- F. Sign removal. Sign Plaques associated with a closed business shall be removed within 30 days after the business closes. Failure to do so may result in their removal by the City and the cost shall be paid by the business owner.”

Section 6. Zoning Code Section 20-38.030, Sign Permit requirements, of the Santa Rosa City Code is amended to read and provide as follows:

**“20-38.030 Sign Permit requirements.**

No sign shall be installed, constructed, or altered unless a Sign Permit and, where applicable, a Sign Program approval is first obtained in compliance with this Section, or the sign is allowed without Sign Permit approval (see Section 20-38.040 below). A Building Permit may also be required. After approval of a Sign Permit and/or Sign Program, each sign installed and maintained on the subject site shall comply with the Permit and Program.

A. Sign Permit application. An application for a Sign Permit shall be prepared, filed and processed, in compliance with Chapter 20.50, Permit Application Filing and Processing. The application shall include required application fees, architectural elevations and plans of all proposed signs drawn to scale, with all dimensions noted, and include illustrations of copy, colors, materials, and samples of the proposed colors and materials. The plans submitted shall also show the location of each sign on buildings and the site.

B. Sign Permit review authority. The Director shall review all Sign Permit applications, except within the Historic (- H) overlay zone, where Sign Permit review may be by the CHB in compliance with Chapter 20-58 (Historic and Cultural Preservation) at the determination of the Director. The review authority may require conditions of approval as are reasonably necessary to achieve the purposes of this Chapter. This shall not apply to Wayfinding Signage, see section 20-38.080, Standards for Wayfinding Signs.

C. Sign Programs. A Sign Program shall be required for any multiple occupancy commercial office building or business park complex or medical complex where the individual tenant spaces are not the location or adjacent to the location of the proposed individual tenant signs. Sign programs for other development types such as shopping centers, industrial complexes, and/or business parks where the sign locations are on the tenant spaces themselves, are optional at the owners' discretion. A sign program may also be proposed to provide identity and directional signage for a City recognized neighborhood or district. A Sign Program shall be approved by the Director, or elevated to the appropriate review authority, at the discretion of the Director.

1. The purpose of the Sign Program shall be to establish signing for all tenants and users of a complex, neighborhood or district as described above. An approved Sign Program shall prescribe the standards for all signs within the complex, building, neighborhood or district.
2. A Sign Program shall comply with all provisions of this Chapter and is not intended to provide special or additional signing. The Sign Program shall prescribe the

standards of size, number, location and types of signing permitted.

D. Findings for approval. The approval of a Sign Permit or Sign Program shall require that the review authority first make all the following findings:

1. The proposed signs do not exceed the standards of Section 20-38.060, Zoning District Sign Standards, and 20-38.070, Standards for Special Category Signs, and are of the minimum size and height necessary to enable motorists and pedestrians to readily identify the facility or site from a sufficient distance to safely and conveniently access the facility or site;
2. The size, location, and design of the signs are visually complementary and compatible with the scale and architectural style of the primary structures on the site, any prominent natural features on the site, and structures and prominent natural features on adjacent properties on the same street; and
3. The proposed signs are in substantial conformance with the design criteria in the City Design Guidelines.

E. Approval period, expiration, and time extension of Sign Permits. A Sign Permit approval shall expire one year from its date of issuance, unless the sign has been installed within the period or a later expiration date is stated in writing at the time of approval.

1. Prior to the expiration of a Sign Permit, the applicant may apply to the Director for an extension of up to one additional year.
2. A Sign Permit shall become null and void if circumstances occurring prior to the installation of the sign change significantly so that the sign would not be permitted under the new circumstances.”

Section 7. Zoning Code Section 20-38.040, Sign and sign changes allowed without a Sign Permit, of the Santa Rosa City Code is amended to read and provide as follows:

**“20-38.040 Signs and sign changes allowed without a Sign Permit.**

The following types of signs and sign changes are permitted without a Sign Permit, provided that they comply with City Design Guidelines and any required Building Permit is obtained.

- A. Agricultural signs. Signs in agricultural zones advertising sale of products or other items raised or produced on-site are allowed without a Sign Permit, providing there is no more than one sign per parcel and the sign does not exceed 20 square feet in area.
- B. Commemorative plaques. Signs commemorating an historical building name register and/or erection date, when cut into or affixed to a permanent surface and not exceeding four square feet per building are allowed without a Sign Permit.
- C. Construction signs. One sign per construction site announcing a construction project,



architect, builder/developer, engineer, etc., and not exceeding 32 square feet is allowed without a Sign Permit.

D. Credit cards, trading stamps, association membership. Up to six signs per business identifying credit cards, trading stamps, or association membership not exceeding one square foot per sign are allowed without a Sign Permit.

E. Directional signs and notices. Signs showing the location of public facilities such as public telephones, restrooms, and underground utilities are allowed without a Sign Permit.

F. Garage sale signs. Up to one sign located at the residence where the garage sale sign is being conducted and not exceeding four square feet is allowed without a Sign Permit.

G. Governmental signs. Signs installed or authorized by the City, or a Federal or State governmental agency within a public right-of-way; and any sign, posting, notice, or similar sign placed by, allowed by or required by a governmental agency in carrying out its responsibility to protect public health, safety, and general welfare, installed on City owned property, are allowed without a Sign Permit.

H. Interior signs. Signs located in excess of five feet inside exterior windows, walls or doors of any building, mall, court, stadium or enclosed lobby, when such signing is intended for interior viewing only are allowed without a Sign Permit.

I. Non-profit organization signs. Signs and notices containing the identification of nonprofit service clubs, religious organizations, charitable organizations or associations and containing information relating to their meetings, fund raising, other nonprofit activities and not exceeding 12 square feet and occurring no more than four times within a 12-month period are allowed without a Sign Permit.

J. Nonstructural modifications, and maintenance. The following maintenance or modifications to signs are allowed without a Sign Permit:

1. Modifications to sign copy on conforming signs, or changes to the face or copy of conforming changeable copy signs;
2. Nonstructural modifications of the face or copy of an existing conforming sign installed in compliance with a Sign Program, provided that the modifications are consistent with the Sign Program approved in compliance with Subsection C;
3. The normal maintenance of conforming signs.

K. Official flags. Up to three flags per site identifying national, State, or local governments, or nationally recognized religious, fraternal, or public service agencies are allowed without a Sign Permit, provided that the length of the flag shall not exceed one-fourth the height of the flag pole. The maximum allowed height of a flag pole in a residential zoning district shall be 12 feet; the maximum height of a flag pole in a non-residential zoning district shall be 30 feet. Additional

height may be authorized by the Zoning Administrator through the Minor Design Review process. No flag shall be located within the public right-of-way unless placed by, allowed by or required by a governmental agency.

L. On-site signs required for city public hearing notification. On-site signs for public hearing notification before a City agency are allowed without a Sign Permit but shall comply with the following specifications and operational procedures:

1. Sign area. Each sign shall be of the following minimum and maximum area, based on the size of the subject parcel.

Lot Area	Required Sign Area
Less than 6,000 sf, or storefront	6 sf
6,000 sf to 20,000 sf	12 sf
Greater than 20,000 sf	24 sf
More than 1 acre	32 sf

2. Height limit. Sign height shall not exceed six feet.

3. Location. The sign shall be located not less than five feet inside the property line in residential zones, not less than one foot inside the property line for commercial and industrial zones, not within the vision triangle, and in areas most visible to the public.

4. Other restrictions:

a. No sign shall be illuminated;

b. One sign shall be displayed per public street frontage of the subject property; and

c. Removal is required within 15 days after the noticed public hearing.

5. Verification. On or before the required date of posting, the applicant or applicant's representative shall submit to the Department a signed affidavit of the installation of an on-site sign.

M. Private directional signs. Directional or informational signs not exceeding five square feet in area, bearing no advertising message, and located wholly on the site to which the sign pertains are allowed without a Sign Permit. These signs shall not impede vehicular and/or pedestrian visibility in any way.

N. Real estate for sale or lease signs. One real estate for sale or lease sign is allowed on any lot or parcel for each side with street exposure without a Sign Permit with the following provisions:

1. Each sign is entirely within the property to which it applies;
2. No sign is illuminated;
3. No sign on a lot zoned for single-family residential shall exceed six square feet in area and six feet in height;
4. A non-single-family residential lot that is 20,000 square feet or less shall be permitted a maximum of 12 square feet for each permitted freestanding or wall sign;
5. Non-single-family residential lots in excess of 20,000 square feet shall be allowed up to 24 square feet for each permitted freestanding or wall sign;
6. No freestanding sign shall exceed nine feet in height; and
7. No wall sign shall exceed 20 feet in height.

O. Seasonal decorations—Private property. Seasonal and/or holiday decorations and displays such as those related to Thanksgiving or the Fourth of July, not including advertising signs disguised as seasonal decorations, are allowed without a Sign Permit.

P. Signs required by law. Signs displayed by private individuals, when required by law or regulations of any governmental agency, including, but not limited to, service station pricing signs when such signs are clearly secondary to identification signing, are allowed without a Sign Permit.

Q. Street number, address, and/or name. Two signs for each building not exceeding one square foot each in single-family and duplex zoning districts and three square feet each in all other zoning districts are allowed without a Sign Permit.

R. Temporary signs within commercial zoning districts. Temporary on-site, wall-mounted signs are allowed within commercial zoning districts without a Sign Permit for a maximum of 45 days after the opening of a new business, provided that the area of the temporary signs shall not exceed 50 percent of the total sign area allowed on the site by Section 20-38.060, Zoning District Sign Standards.

S. Temporary signs for City activities. Signs and notices containing the identification of city charitable activities, seasonal programs, special events, and/or City affiliated not-for-profit service clubs containing information relating to their meetings, fund raising, other nonprofit activities or seasonal programs offered, and not exceeding 48 square feet and occurring no more than four times within a 12-month period at each location, are allowed without a Sign Permit.

T. Drive-through menu boards excluding digital menu boards. Locations with approved drive through facilities are permitted a maximum of 30 square feet of menu reader board, with no portion of a menu board permitted to be over seven feet in height.”

Section 8. Zoning Code Section 20-38.060, Zoning district sign standards, of the Santa

Rosa City Code is amended to read and provide as follows:

**“20-38.060 Zoning district sign standards.**

Each sign shall comply with the sign type, area, height, and other restrictions provided by this Section, except as otherwise expressly provided in Section 20-38.040, Signs and Sign Changes Allowed Without a Sign Permit or Section 20-38.070 Standards for Special Category Signs.

A. Residential zoning districts. Each sign in a residential zoning district established by Section 20-20.020 (Zoning Map and Zoning Districts), shall comply with the following requirements.

<b>TABLE 3-9—SIGN STANDARDS FOR RESIDENTIAL ZONING DISTRICTS</b>			
<b>Allowed Sign Types</b>	<b>Maximum Sign Height</b>	<b>Maximum Number of Signs Allowed per Parcel</b>	<b>Maximum Sign Area Allowed per Parcel</b>
Wall or freestanding	Wall signs: below edge of roof; freestanding: 6 ft.	1 of either allowed sign type per entrance or street frontage; one rental/vacancy sign	32 sf. maximum each wall or freestanding sign; up to 6 ft. for rental/vacancy sign 70 sf. total for all signs

B. Commercial and industrial zoning district sign standards. Each sign in the commercial and industrial zoning districts established by Chapter 2, Zoning Districts and Allowable Land Uses, shall comply with the requirements in Table 3-10, in addition to the provisions of Section 20-38.070 Standards for Special Category Signs, as applicable.

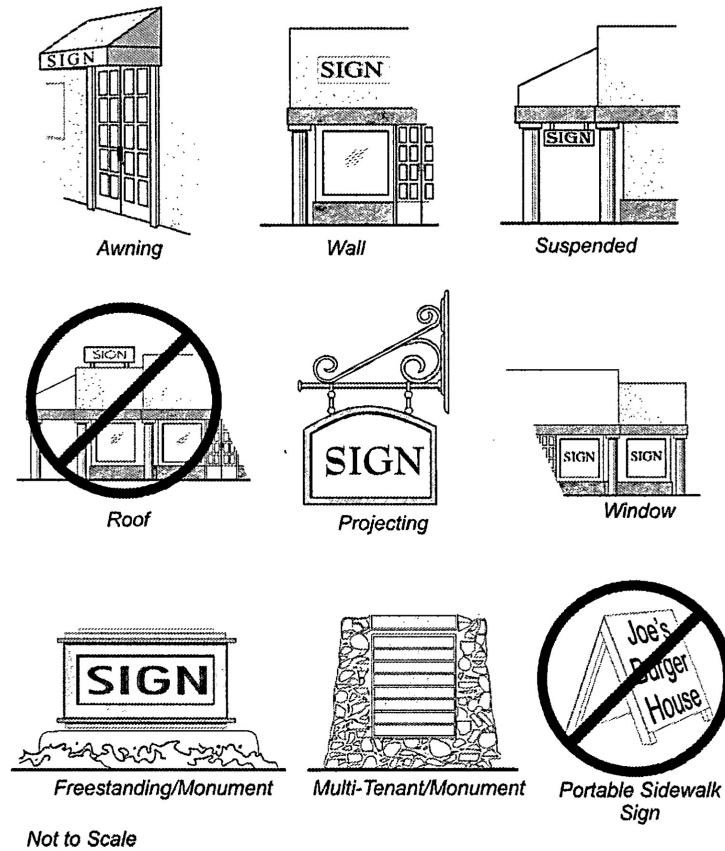
<b>TABLE 3-10—SIGN STANDARDS FOR COMMERCIAL &amp; INDUSTRIAL ZONES</b>			
<b>Allowed Sign Types</b>	<b>Maximum Sign Height and Location</b>	<b>Maximum Number of Signs Allowed per Business/Tenant</b>	<b>Maximum Sign Area Allowed per Business/Tenant</b>
Awning (1)	Below edge of roof or top of parapet (2)	3 of any combination of allowed sign types per business except that only 1 freestanding sign per street entrance is allowed.	1 sf. for each linear ft. of primary building or store frontage (for buildings with multiple frontages, 1 sf. for each linear foot of primary frontage plus 0.5 sf for each foot of secondary frontage). The total area of all signs on a single

			<p>building frontage shall not exceed the total linear feet in that frontage.</p> <p>At least 10 sf., and no more than 100 sf., are allowed for each business.</p>
Freestanding	<p>7.5 ft. in height; min. of 5 ft. behind sidewalk or property line, whichever is greater. Additional height up to 9 ft. may be added through the Minor Design Review process.</p>	<p>Only 1 freestanding sign per street entrance is allowed. Sites with multiple tenants must accommodate all tenants on one freestanding sign.</p>	<p>1 sf. for each linear ft. of primary building or store frontage (for buildings with multiple frontages, 1 sf. for each linear foot of primary frontage plus 0.5 sf. for each foot of secondary frontage).</p> <p>The total area of all signs on a single building frontage shall not exceed the total linear feet in that frontage.</p> <p>At least 10 sf., and no more than 100 sf., are allowed for each business.</p>
Projecting, Wall	<p>Below edge of roof or top of parapet (2)</p>	<p>3 of any combination of allowed sign types except that only 1 freestanding sign per street entrance is allowed.</p>	<p>1 sf. for each linear ft. of primary building or store frontage (for buildings with multiple frontages, 1 sf. for each linear foot of primary frontage plus 0.5 sf. for each foot of secondary frontage).</p> <p>The total area of all signs on a single building frontage shall not exceed the total linear feet in that frontage.</p> <p>At least 10 sf., and no</p>

			more than 100 sf., are allowed for each business.
Suspended	Below eave/canopy; at least 8 ft. above a walking surface.	3 of any combination of allowed sign types, except that only 1 freestanding sign per street entrance is allowed.	1 sf. for each linear ft. of primary building or store frontage (for buildings with multiple frontages, 1 sf. for each linear foot of primary frontage plus 0.5 sf. for each foot of secondary frontage). The total area of all signs on a single building frontage shall not exceed the total linear feet in that frontage. At least 10 sf., and no more than 100 sf., are allowed for each business.
Temporary/ Portable	See Section 20-38.070(O) and (P).		
Window	See Section 20-38.070 (Q).		
Indoor Signs and Outdoor Signs Not Visible from a Street	See Section 20-38.070, as applicable		

**Notes:**

- (1) Limited to ground level and second story; awnings shall not be internally illuminated, except that lettering on the awning valance may be backlit; direct exterior lighting may be allowed; translucent materials are prohibited.
- (2) At least one foot below the top of a parapet, and/or the lowest point of any cornice or roof overhang, except that a sign that is designed into a building architecture, such as a dormer into a roof, may be permitted.
- (3) For calculation purposes, the area of a two-sided sign shall be based on only one face of the sign.
- (4) A wall sign may be located on any primary or secondary building frontage; no sign shall project from the surface to which it is attached more than required for construction purposes, and in no case more than 12 inches (except projecting signs); and no sign shall be placed so as to interfere with the operation of a door or window.



**Figure 3-16—Examples of Sign Type”**

Section 9. Zoning Code Section 20-38.070, Standards for special category signs, of the Santa Rosa City Code is amended to read and provide as follows:

**“20-38.070 Standards for special category signs.**

Proposed signs shall comply with the following standards where applicable, in addition to the sign area, height, and other requirements set forth in the City Design Guidelines and all other applicable provisions of this Chapter.

A. New-car auto dealerships identification signs. The following requirements apply to new-car auto dealership identification signs:

1. Identification signing. Two attached wall signs, and/or one freestanding sign are permitted for new-car automobile dealers are permitted. The maximum total sign area for identification signs shall not exceed 200 square feet. Used automobile dealers are subject to the same sign criteria as traditional retailers.
2. Incidental window signing. Incidental window signing at auto sales agencies may be permitted up to 25 percent of window area. Window signing on vehicles for sale is

permitted, provided that the signing does not exceed two square feet and is stationary. A Sign Permit is not required for incidental window signing.

3. Temporary banners. Temporary banners, special events displays, etc., shall comply with Sections 20-38.050 and/or 20-38.080(P), as applicable.

4. Dealership in the CV district. A dealership located in a CV zoning district shall comply with the design guidelines of that zone. (See also the CV zoning district requirements for signing.)

B. Child day care facilities identification. Each facility is permitted two nameplate or identification signs, not to exceed 12 square feet each.

C. Church and private school bulletin boards. Identification and directory signs shall comply with Section 20-38.060 Zoning District Sign Standards. A public, service or religious facility may be permitted a notice board not over 16 square feet, when located on the same site, in addition to identification signing. See Table 3-9 for signs proposed in Residential Zoning Districts.

D. Election campaign signs. Election campaign signs are permitted in compliance with all of the following requirements:

1. Each candidate for a public office and each sponsor or group of sponsors for or against a ballot measure shall obtain a Sign Permit from the Department prior to installing any election campaign sign.

a. The permit application shall be signed by the applicant and shall list the name of the person designated by the applicant for the installation and removal of election campaign signs for that applicant.

b. The permit application shall contain a statement from the applicant promising to remove all of applicant's election campaign signs within 15 days after the election.

c. The permit shall be issued without charge within 48 hours, weekends and holidays excepted, of the filing of a complete application.

d. In the event the applicant does not remove the applicant's election campaign signs within the allowed time period, the Department may remove or cause to be removed any signs that remain. The applicant shall pay the cost of removal. The City shall give written notice to the applicant at least seven days prior to removing the signs.

2. After written notice to the affected property owner allowing the property owner to protest, the City may remove signs put up without permits. To the extent required by law, the City shall obtain a warrant before entering private property. Any candidate identified



in a sign and the person or entity who installs the sign shall pay all costs of removal.

3. No sign shall be erected earlier than 60 days prior to the election at which the candidate or measure will be voted upon and each sign shall be removed within 15 days after the date of the election.
  4. No sign shall be a roof sign.
  5. No sign supporting or opposing any one candidate or ballot measure shall be more than 16 square feet in area and, if detached, more than nine feet in height.
  6. No property owner shall approve or permit or install more than an aggregate of 80 square feet of election campaign signs per lot of record per election.
  7. No sign shall be erected on, under, above, or across any public property or any public right-of-way.
  8. No sign shall be placed without the permission of the owner of the property upon which the sign is placed.
  9. Each applicant for a Sign Permit in compliance with this Subsection shall obtain written permission from the property owner of any non-residential parcel or any vacant parcel prior to placing a sign on a non-residential or a vacant parcel. The applicant shall maintain the written permission until the sign is removed and shall furnish the written permission to the City upon request.
- E. Historic District signs. Signs located within a Historic District designated by the Council shall comply with the historic guidelines pertaining to that district, and all other development criteria associated with modifications to historic structures. The appropriate application for processing signs in Historic Districts is the Sign Application. A Landmark Alteration Permit is not required; however, individual sign permits may be referred to the Cultural Heritage Board for their review and decision at the discretion of the Director.
- F. Motion picture theater identification signs. Changeable copy signs up to 65 square feet may be permitted by the Design Review Board in addition to the allowable number of signs in Section 20-38.060, Zoning District Sign Standards.
- G. Professional office building directory signs. Directory signing in addition to the allowable signs permitted in Section 20-38.060, Zoning District Sign Standards, may be approved by the Director, provided that the signing does not exceed 20 square feet.
- H. Public directional signs. Public directional signs may be permitted for wineries, ice arenas, hospitals, clinics, museums and/or similar uses which are unique tourist or community serving destinations for which the Council Director determines there is an extraordinary need because the public has difficulty locating or there is a public benefit provided by the use. The signs shall be off-site, located in the public right-of-way, identify only the type of use, and not

include advertising or commercial identification. The signs shall not exceed a maximum of one three square feet in area, two in number, and eight feet in height. The signs require Sign Permits and shall be installed and maintained by the city after approvals are obtained. The appropriate size, location and number of these signs shall be determined by the Director in consultation with the Public Works Department.

I. Public service signs. Signs that provide a public service, such as civic center, performing arts center, special civic event holiday, and time and temperature, public transit schedules etc. when not promoting any product advertising message or business identification, may be allowed in addition to the signs permitted under Section 20-38.060, Zoning District Sign Standards. This subsection does not apply to Wayfinding Signs, see 20-38.080 Standards for Wayfinding Signs.

J. School signs (public or private). Identification and directory signs may be permitted provided that all signing is located on site and does not exceed a maximum combined area of 100 square feet.

K. Service stations (permanent signing). Notwithstanding the signs permitted under Section 20-38.060, Zoning District Sign Standards, the following signs are permitted for service stations:

1. Three identification signs, one of which may be freestanding and the others attached to the building or canopy below the eave line, not exceeding 100 square feet in combined area;
2. The Director may approve additional signs, in excess of the three identification signs, describing hours of operations, self-serve, and related accessories (such as car wash, propane, etc.) provided that all signs do not collectively exceed the 100 square foot allowance;
3. Two price signs in compliance with State of California requirements for wording and size, as well as individual brand labels on each pump limited to a maximum dimension of five inches, may be permitted in addition to the 100 square foot allowance.

L. Decorations and events—Public property. Seasonal decorations and banners, decorations, and identification signs, containing not more than the name, logo, name or logo of sponsor (less than 20 percent of sign area), and date of an event may be displayed on public property at a height of greater than eight feet, if the event has been approved or recognized by resolution of the Council or their delegate. The proposed signing and decorations shall be reviewed and approved by the Director as to their design and placement on public property. "Event" as used in this Section means a major civic activity, which may be City-sponsored, and which involves expressly invited community-wide participation, such as the Santa Rosa Downtown Market, the Rose Parade, and First Night. Banners, decorations and signs may be placed up to 30 days before an event and shall be removed within five working days after the conclusion of an event. Temporary signs shall be allowed, during and within the boundaries of the event, which identify activities, features, services, facilities, goods, and food or beverages available at locations included within the event, whether or not on public property.

M. A shopping center, business or industrial park may be identified by a common sign, provided that only one sign shall be located on each specific street frontage which provides access to the center, or at an intersection of two streets with access to the center. A shopping center sign should identify the entire center and shall not be named for individual tenants or major users.

N. Subdivision signs—Permanent identification signs. Permanent identification signing attached to a permanent structure designed for the purpose of subdivision identification and located at the subdivision entry on private property, not exceeding a height of nine feet, nor two signs per entrance may be permitted.

O. Subdivision signs—Temporary identification and sales signs.

1. Temporary on-site signs, each not exceeding 32 square feet in area and one in number per entrance to a subdivision, during the time of sales of subdivision lots. No sign shall exceed a maximum height of nine feet.

2. Additional on-site model home signs may be permitted, provided that the signs do not exceed two square feet and a total of six signs. Other signs located on the subdivision site not exceeding two square feet each, or banners not exceeding 32 square feet, or similar displays are permitted provided that they are located entirely within the subdivision and are not visible from any street except those within or bordering the subdivision.

3. Temporary off-site directional signs for a residential subdivision may be permitted providing they meet the following criteria. For the purposes of this section, "temporary" shall mean signing that shall only be permitted during the time period of subdivision sales; however, in no case shall the signing remain more than nine months but may be renewed at the end of nine months.

a. A maximum of two signs, each not exceeding 16 square feet in area (no dimension of which shall be longer than eight feet) and six feet in height, located entirely on private property with the property owner's permission and outside of the vision triangle or the vision clearance needed for safe access to and from any driveways or other roadways in the vicinity. No more than two signs shall be located on any parcel.

b. It is the desire of the City that directional signs for subdivisions be located jointly in aggregate sign structures. To that end, in addition to the signs that may be permitted under Subsection (3)(a), a total of three aggregate subdivision sign structures, each not exceeding 24 square feet in total area nor six feet in height may be permitted. An aggregate sign structure shall contain space for at least four subdivision sign panels. Each sign panel shall be no larger than one foot by four feet. Only one sign panel for a particular subdivision shall be allowed in an aggregate sign structure. An aggregate sign structure shall be located entirely on private property, with the property owner's permission, and outside of the vision

triangle or the vision clearance needed for safe access to and from any driveways or other roadways in the vicinity. An aggregate sign structure shall not be located on the same parcel that contains a Sign Permitted under Subsection (3)(a) or within 500 feet of a Subsection (3)(a) sign, and only one aggregate sign structure may be located on a single parcel.

4. Flags displayed in conjunction with subdivision sales may be permitted in addition to temporary signing providing such flags do not exceed five in number, six square feet in area each, and are not displayed above 24 feet in height.

P. Temporary signs. Temporary signs are any sign which is temporary, incidental, and is used for the purpose of conveying information concerning goods, services, or facilities available on the premises in addition to permanent signs allowed under this chapter. Temporary signing shall be permitted to be displayed on site for a total of 14 consecutive days unless otherwise specified. The following temporary signs are permitted:

1. Informational signs pertaining to events or activities occurring on the premises such as holidays, special sales and promotions. The signing shall only be permitted on four occasions throughout a calendar year, 32 square feet each in total sign area and not more than two in number;

2. Temporary window signing, limited to a maximum of 25 percent of each window surface;

3. Temporary service station signs, such as merchandise display, promotions, and signs located on gasoline pumps;

Q. Window signs. The following standards apply to window signs in all zoning districts where allowed by Section 20-38.060, Zoning District Sign Standards.

1. Maximum sign area. Permanent window signs shall not occupy more than 20 percent of the total window area.

2. Permanent window signs.

a. Signs shall be allowed only on windows located on the ground level and second story of a building frontage.

b. Signage shall consist of individual letters, logos, or symbols applied to the glass surface; however, neon signs with transparent backgrounds may be hung inside the window glass line.

3. Temporary window signs. Temporary window signs may be allowed provided that the signs:

a. Are displayed inside a window for a maximum of 10 days;

b. Shall only be located within the ground-floor windows of the structure.

R. Business that sell hemp derived CBD products. Business that sell hemp derived CBD products shall not advertise or market hemp or hemp derived CBD products on an advertising sign within 1,000 feet of a day care center, school providing instruction in kindergarten or any grades 1 through 12, playground or youth center.

S. Gateway signage. Gateway signage requires a Sign Program and Concept review with the applicable Review Authority. The signs may be off site and located in the public right-of-way and may not include advertising or commercial identification. The size, location, and number of signs shall be determined by the review authority. Signs must be provided in English and Spanish.

T. Informational Kiosks and Maps. Informational Kiosks and Maps are allowable within the –DSA Combining District, –SA Combining District, and Transit Hubs. A Sign Program is required for Informational Kiosks and Maps. Concept Review with the applicable Review Authority is required. The signs may be off site and located in the public right-of-way and may not include advertising or commercial identification. The size, location, and number of signs shall be determined by the applicable review authority. Signs must be provided in English and Spanish.

U. Transit Hub Signage. A Sign Program shall be required for Signage proposed within a Transit Hub and shall be reviewed for approval by the Director of Transportation and Public Works and the Director of Planning and Economic Development. Additional Concept Review may be required by the applicable Review Authority.”

Section 10. Zoning Code Section 20-70.020, Definitions of Specialized Terms and Phrases, of the Santa Rosa City Code to read and provide as follows:

**“20-70.020 Definitions of specialized terms and phrases.**

As used in this Zoning Code, the following terms and phrases shall have the meaning ascribed to them in this section, unless the context in which they are used clearly requires otherwise.

**Sign.** A structure, device, figure, display, message placard, or other contrivance, or any part thereof, situated outdoors or indoors, which is designed, constructed, intended, or used to advertise, or to provide information in the nature of advertising, to direct or attract attention to an object, person, institution, business, product, service, event, or location by any means, including words, letters, figures, designs, symbols, fixtures, colors, illumination, or projected images. Does not include murals, paintings and other works of art that are not intended to advertise or identify any business or product. Types of signs include the following.

1. **Abandoned Sign.** A sign that no longer advertises a business, lessor, owner, product, service or activity on the premises where the sign is displayed.
2. **Animated or Moving Sign.** A sign which uses movement, lighting, or special materials to depict action or create a special effect to imitate movement.
3. **Awning Sign.** A sign copy or logo attached to or painted on an awning.
4. **Banner, Flag, or Pennant.** Cloth, bunting, plastic, paper, or similar non-rigid material

used for advertising purposes attached to a structure, staff, pole, line, framing, or vehicle, not including official flags of the United States, the State of California, and other states of the nation, counties, municipalities, official flags of foreign nations and nationally or internationally recognized organizations.

5. **Bench Sign.** Copy painted on a portion of a bench.
6. **Cabinet Sign (Can Sign).** A sign which contains all the text and/or logo symbols within a single enclosed cabinet and may or may not be internally illuminated.
7. **Changeable Copy Sign.** A sign designed to allow the changing of copy through manual, mechanical, or electrical means including time and temperature.
8. **Directional Sign.** An on-site sign which is designed and erected solely for the purposes of directing vehicular and/or pedestrian traffic within a project.
9. **Directory Sign.** A sign for listing the tenants and their suite numbers of a multiple tenant structure or center.
10. **Double-Faced Sign.** A sign constructed to display its message on the outer surfaces of two identical and/or opposite parallel planes.
11. **Electronic Reader Board Sign.** A sign with a fixed or changing display composed of a series of lights, but not including time and temperature displays.
12. **Flashing Sign.** A sign that contains an intermittent or sequential flashing light source.
13. **Freestanding Sign.** A sign fixed in an upright position on the ground not attached to a structure other than a framework, pole or device, erected primarily to support the sign. Includes monument signs and pole signs.
14. **Illegal Sign.** A sign that includes any of the following:
  - a. A sign erected without complying with all regulations in effect at the time of its construction or use;
  - b. A sign that was legally erected, but whose use has ceased, the structure upon which the display is placed has been abandoned by its owner, or the sign is not being used to identify or advertise an on-going business for a period of not less than 90 days;
  - c. A sign that was legally erected which later became nonconforming as a result of the adoption of an ordinance, the amortization period for the display provided by the ordinance rendering the display conforming has expired, and conformance has not been accomplished;
  - d. A sign that was legally erected which later became nonconforming and then was damaged to the extent of 50 percent or more of its current replacement value;
  - e. A sign which is a danger to the public or is unsafe;
  - f. A sign which is a traffic hazard not created by relocation of streets or highways or by acts of the City; or
  - g. A sign that pertains to a specific event, and five days have elapsed since the occurrence of the event.
15. **Indirectly Illuminated Sign.** A sign whose light source is external to the sign and which casts its light onto the sign from some distance.
16. **Internally Illuminated Sign.** A sign whose light source is located in the interior of the

sign so that the rays go through the face of the sign, or light source which is attached to the face of the sign and is perceived as a design element of the sign.

17. **Marquee (Canopy) Sign.** A sign which is attached to or otherwise made a part of a permanent roof-like structure which projects beyond the building wall in the form of a large canopy to provide protection from the weather.
18. **Monument Sign.** An independent, freestanding structure supported on the ground having a solid base as opposed to being supported by poles or open braces.
19. **Multi-Tenant Sign.** An identification sign for a commercial site with multiple tenants, displaying the names of each tenant on the site.
20. **Nonconforming Sign.** An advertising structure or sign that was lawfully erected and maintained prior to the adoption of this Zoning Code, but does not now completely comply with current regulations.
21. **Off-Site Directional Sign.** A sign identifying a publicly owned facility, emergency facility, or a temporary subdivision sign, but excluding real estate signs.
22. **Off-Site Sign.** A sign identifying a use, facility, service, or product which is not located, sold, or manufactured on the same premises as the sign or which identifies a use, service, or product by a brand name which, although sold or manufactured on the premises, does not constitute the principal item for sale or manufactured on the premises.
23. **Permanent Sign.** A sign constructed of durable materials and intended to exist for the duration of time that the use or occupant is located on the premises.
24. **Political Sign.** A sign designed for the purpose of advertising support of or opposition to a candidate or proposition for a public election.
25. **Pole/Pylon Sign.** An elevated freestanding sign, typically supported by one or two poles or columns.
26. **Portable Sidewalk Sign.** An "a-frame" or "sandwich board" sign.
27. **Portable Sign.** A sign that is not permanently affixed to a structure or the ground.
28. **Projecting Sign.** A sign other than a wall sign suspending from, or supported by, a structure and projecting outward.
29. **Real Estate Sign.** A sign indicating that a property or any portion thereof is available for inspection, sale, lease, rent, or directing people to a property, but not including temporary subdivision signs.
30. **Roof Sign.** A sign constructed upon or over a roof, or placed so as to extend above the edge of the roof.
31. **Temporary Sign.** A sign intended to be displayed for a limited period of time and capable of being viewed from a public right-of-way, parking area or neighboring property.
32. **Vehicle Sign.** A sign which is attached to or painted on a vehicle which is parked on or adjacent to any property, the principal purpose of which is to attract attention to a product sold or business located on the property.
33. **Wall Sign.** A sign which is attached to or painted on the exterior wall of a structure with the display surface of the sign approximately parallel to the building wall.
34. **Wayfinding Sign.** A sign used by pedestrian traffic to help navigate within a designated

area to Public/Civic Amenities or Businesses.

**a. Business Wayfinding.** A sign used by pedestrian traffic to help navigate within a designated area to a private business.

**b. Public/Civic Amenity Wayfinding.** A sign used by pedestrian traffic to help navigate within a designated area to public/civic locations and amenities. Examples of Public/Civic Amenities may include, but not be limited to public restrooms, public parking, City Hall, SMART Station, Transit Mall, and local historic landmarks.

**c. Sign Plaque.** A singular sign part of a wayfinding sign program used for Business Wayfinding or Public/Civic Amenity Wayfinding.

**d. Sign Post.** A vertical sturdy piece of metal upright in the ground and used to support a Wayfinding Sign Plaque.

**e. Sign Header.** A prominent sign displaying the name of the district of the Wayfinding Sign Program at the top of a Sign Post placed above the associated Sign Plaques.

**f. Iconography.** Visual symbols and images on a Sign Plaque to convey a location or event.

**g. Pictogram.** A pictorial symbol that represents activities, facilities or concepts as defined in the California Building Code.

35. **Window Sign.** A sign posted, painted, placed, or affixed in or on a window exposed to public view. An interior sign which faces a window exposed to public view and is located within five feet of the window.”

Section 11. Environmental Determination. The proposed amendments have been reviewed in compliance with the California Environmental Quality Act (CEQA), and adoption of the proposed amendments have been found to be exempt under CEQA Guidelines Sections 15060(c)(2) because they will not result in a direct or reasonably foreseeable indirect physical change in the environment, and because they are not a project as defined in CEQA Guidelines Section 15378, as they have no potential for resulting in a physical change in the environment, directly or indirectly. The proposed amendments are also exempt under CEQA Guidelines Section 15061(b)(3) because it can be seen with certainty that there is no possibility that adoption or implementation of the amendments would have a significant effect on the environment, would not be detrimental to the public interest, health, safety, convenience, or welfare of the City.

This activity is also categorically exempt from CEQA pursuant to CEQA Guidelines Sections 15301(c) (Existing Facilities, Highways and Streets), 15303 (New Construction or Conversion of Small Structures), and 15304 (Minor Alterations to Land). This activity is exempt pursuant to CEQA Guidelines Section 15301(c) (Existing Facilities), as the signs would be added to existing City right-of-way (ROW). The activity is also exempt pursuant to CEQA Guidelines Sections 15303 (Small Structures) and 15304 (Minor Alterations to Land), as the signs are small structures that would require minor alterations to the public ROW during installation. None of the exceptions to the exemptions as outlined in CEQA Guidelines Section 15300.2 would apply.

Further, the proposed amendments are statutorily exempt from CEQA pursuant to CEQA Guidelines Section 15183, Projects consistent with a Community Plan General Plan, or Zoning.



Specifically, the proposed amendments are consistent with the following:

- The Santa Rosa General Plan 2035 and the General Plan 2035 Environmental Impact Report (November 3, 2009, SCH No. 2008092114),
- The North Station Area Specific Plan and the North Station Area EIR (SCH No. 2011122034)
- The Downtown Station Area Specific Plan and the Downtown Station Area Specific Plan EIR (SCH No. 2006072104)

Section 12. Severability. If any section, subsection, sentence, clause, phrase or word of this ordinance is for any reason held to be invalid and/or unconstitutional by a court of competent jurisdiction, such decision shall not affect the validity of the remaining portions of this ordinance.

Section 13. Effective Date. This ordinance shall take effect on the 31st day following its adoption.

This ordinance was introduced by the Council of the City of Santa Rosa on March 26, 2024.

IN COUNCIL DULY PASSED AND ADOPTED this 9th day of April, 2024.

AYES: (7) Mayor N. Rogers, Vice Mayor Stapp, Council Members Alvarez, Fleming, MacDonald, Okrepkie, C. Rogers

NOES: (0)

ABSENT: (0)

ABSTAIN/RECUSE: (0)

ATTEST: Dina Manis  
City Clerk

APPROVED: Natalie Rogers  
Natalie Rogers (Apr 22, 2024 12:36 PDT)  
Mayor

APPROVED AS TO FORM: [Signature]  
City Attorney










# CC - ORD-2024-005 (04-09-2024)

Final Audit Report

2024-04-22

Created:	2024-04-10
By:	Melanie Ferreira (mferreira@srcity.org)
Status:	Signed
Transaction ID:	CBJCHBCAABAAr8gINHFNipbFxD_vJYbA1kO2lyZk6l4z

## "CC - ORD-2024-005 (04-09-2024)" History

-  Document created by Melanie Ferreira (mferreira@srcity.org)  
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-  Document e-signed by Dina Manis (dmanis@srcity.org)  
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Adobe Acrobat Sign



CERTIFICATION  
SANTA ROSA CITY COUNCIL  
ORDINANCE NO. ORD-2024-005

STATE OF CALIFORNIA )  
COUNTY OF SONOMA ) ss.  
CITY OF SANTA ROSA )

I, DINA MANIS, City Clerk of the City of Santa Rosa, California, do hereby certify that the foregoing ordinance, published and posted in compliance with State law Government Code 40806 and Santa Rosa City Charter Section 8, was duly introduced on March 26, 2024 by the City Council of Santa Rosa at a regular meeting of said Council, and adopted on April 9, 2024, at a regular meeting by the City Council of Santa Rosa.

  
\_\_\_\_\_  
Dina Manis, City Clerk  
City of Santa Rosa, California