

RESOLUTION NO. 2175-07

**A RESOLUTION OF THE TOWN COUNCIL OF THE TOWN OF WINDSOR
RESCINDING RESOLUTION NO. 1885-06 AND APPROVING THE OLD
DOWNTOWN WINDSOR BUSINESS DIRECTIONAL SIGN PROGRAM
REQUIREMENTS POLICY**

WHEREAS, the Town Green Village Association (TVGA) received approval of a program of business directory signs for the Old Downtown Area. The proposal by TVGA accommodated businesses which were members of the TVGA, and TVGA installed and maintained these signs for a period of one year; and,

WHEREAS, the placement of these directory signs were located within the public right-of-way or within public sidewalk easements or public access easements. The Town Council determined that it is in the public interest to control and maintain this type of signage through Town ownership and management of the directory sign program; and,

WHEREAS, the Town Council finds that the Old Downtown Business Directory Sign Program should provide for future expansion to include sign placements and business participation beyond the Town Green Village Association; and,

WHEREAS, the Town Council finds that the Town's provision of a directory sign program within the Old Downtown Area is warranted and will not set a precedent for future similar programs in other areas of Town for the following reasons:

1. The proposed directory sign program is designed and oriented to pedestrian scale business identification, and is not vehicle oriented signage.
2. The Town is going to great efforts to coordinate development in the Old Downtown as a pedestrian friendly business environment with pedestrian scale amenities.
3. The Town provides regulatory incentives in the Old Downtown to promote pedestrian activity, such as shared parking allowances to specifically promote multiple business and shopping destinations as part of a single vehicle trip.
4. The Old Downtown includes existing and planned business areas which are not located on main thoroughfares and would benefit by additional exposure to pedestrian traffic.

WHEREAS, the Town Council further finds that the proposed Old Downtown Business Directory Sign Program contains criteria for maintaining the aesthetics of the Old Downtown while providing a reasonable and fair approach for business identification; and,

WHEREAS, the Town Council agreed with the Town Green Village Association's (TGVA) request for TGVA to initiate the directory sign program while the Town arranged for ultimate management and maintenance of the program by the Town; and,

WHEREAS, the Town of Windsor assumed responsibility for the management and maintenance of the Old Downtown Business Directory Sign Program at the end of the first year of operation of the program by TGVA; and,

WHEREAS, the Town desires to update the policy requirements of the program to reflect the Town's management of the signage program; and,

WHEREAS, the new developments in the program area will be required to install signs as a condition of approval by Town staff and at no cost to the Town.

WHEREAS, the Town Council considered the above matters at its November 7, 2007 meeting.

NOW THEREFORE BE IT RESOLVED that the Town of Windsor Town Council hereby approves the "Old Downtown Windsor Business Directional Sign Program Requirements Policy" as Attachment 2 to this resolution.

BE IT FURTHER RESOLVED that the Town Council hereby approves the Old Downtown Windsor Business Directional Sign Program Requirements Policy which establishes the following requirements:

1. Establishes an expanded program area for the benefit of other businesses which are part of the Old Downtown, but not members of TGVA. The new boundaries of the sign program area would correspond to the Downtown Plan area (Exhibit A). Any proposed new locations in the program area would be reviewed with the Public Works Department for sight distance safety.
2. Maintains the purpose of the directional sign program as pedestrian oriented and not vehicle oriented.
3. Similar to the Healdsburg program, businesses participating in Windsor's program must be visitor serving businesses, and not professional offices. However, the two professional office businesses that currently have directional signs will be allowed to keep their directional signs.
4. To recover the costs to administer and maintain the program by:
 - a. Establishing an application fee of \$85.00 – The application fee will cover administrative review of each proposed sign and coordination of sign placement.
 - b. Establishing an annual maintenance fee of \$45.00. The annual maintenance fee will cover costs of maintaining the signs, clean-up of graffiti, and other damages.
5. Formally designating the Town as the program administrator.

PASSED, APPROVED, AND ADOPTED this 7th day of November, 2007 by the following vote:

**AYES: COUNCILMEMBERS FUDGE, GOBLE, SALMON AND
MAYOR PARKER**

NOES: NONE

ABSTAIN: NONE

ABSENT: COUNCILMEMBER ALLEN



WARIN J. PARKER, MAYOR

ATTEST:



MARIA DE LA O, TOWN CLERK

Attachments:

- 1) Exhibit A - Map of Downtown Plan Area
- 2) Old Downtown Windsor Business Directional Sign Program Requirements Policy

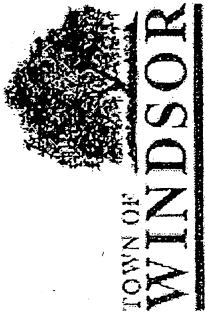
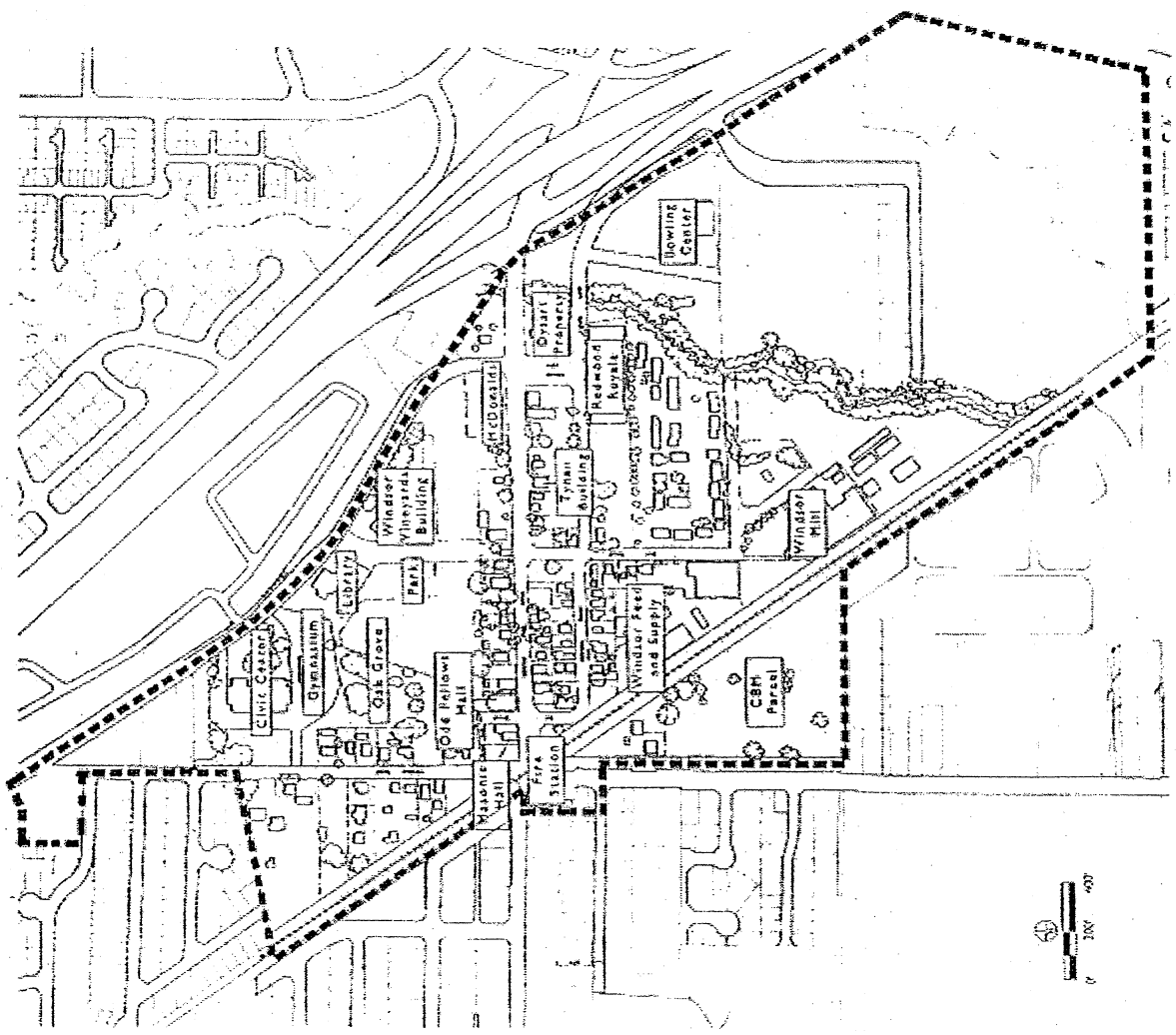


FIGURE 1
DOWNTOWN PARCELS
AND LANDMARKS



DESIGN, COMMUNITY & ENVIRONMENT

Town of Windsor
Old Downtown Windsor Business Directional Sign Program Requirements Policy
October 1, 2007

Directional signs are designed and oriented to pedestrian scale business identification and are not intended to be vehicle oriented signage. The purpose of the signs is to provide directions to individual businesses. Sign placement shall be by the Sign Administrator and determined upon application.

The Town will serve as the Sign Program Administrator, unless it delegates the administration to another organization or contractor, in which case the Town will remain in an oversight role and may require modifications or removal of signs not in compliance with this program. The intent of this program is for Town to recover costs of administering the program and recovering annual maintenance costs.

A. Criteria for Participation in Directional Sign Program

1. The Old Downtown Business Directional Sign Program shall be governed by the Downtown Plan Area shown in Exhibit A.
2. The participating business shall be visitor serving.
3. The participating business must be open on weekends.

Based on the above criteria, the following is a list of categories of visitor serving businesses to be included on the directional sign posts:

Retail stores such as Accessories, Antiques, Arts & Crafts, Clothing, Shoes, Gifts,
Florist, Jewelry, Home furnishings, Map Stores, Pet Stores, and Sporting Goods
Spas
Restaurants
Food and Liquor (off sale)
Wine Tasting
Public Service

Businesses not considered visitor serving to be excluded include:

Business, Medical and Professional Offices*
Financial Institutions
Auto-oriented Businesses
Any Drive-thru or Drive-up facilities
Copy and Printing Shops
Paint Stores
Thrift Stores
Exercise and yoga studios
Religious establishments

*Signs currently installed in this category may be allowed to stay.

Two sets of shop drawings indicating design, letter style and colors must be submitted to the Sign Program Administrator in the Town Manager's Office for written approval prior to installation. The Sign Program Administrator shall maintain one set of approved drawings for the Town's records. The intent is to ensure an orderly procedure and attractive, professional signs. The sign design may be dropped off at the Town Hall at 9291 Old Redwood Hwy., Building 400 or faxed to (707) 838-7349.

By participating in the directional sign program, you will sign an agreement with the Town acknowledging the location of the sign(s) and is revocable at any time by the Town.

B. Sign Costs

Costs of the sign fabrication, anti-graffiti coating and installation are borne by the business.

Once approved, business owner will take signed approval drawing to a sign company for fabrication and installation.

There is an application fee of \$85.00 and annual fee of \$45.00 payable at the time of sign application. The annual fee will not be prorated. Annual fees are invoiced the first of January and are due January 31st. If not paid by the due date, the sign is subject to removal. Fees will adjust periodically based on the related costs to administer this program.

Sign costs vary dependent upon design and how the image is printed. If image is digitally printed, it costs more than computer cut vinyl; the number or colors used will also affect the price. Application of anti-graffiti coating is required.

The current signs were fabricated and installed by Healdsburg Signs.

C. Sign Removal

If the business closes or relocates, they should arrange for the removal of their sign(s) upon closure or relocation of the business.

D. General Provisions

Businesses are eligible for a maximum of two directional signs each as space permits.

1. All Old Downtown Business Directional Signs are the property of the Town of Windsor.
2. Business Directory Signs shall either be located within Town right-of-way or within a Public Sidewalk Easement or Public Access Easement recorded for the benefit of the Town.
3. If the location of a Business Directional Sign is proposed within a Public Sidewalk Easement or Public Access Easement, the property owner (or, in the case of a property owners' association, the Board representing the owners) shall enter an Agreement with the Town acknowledging that the Business Directional Sign, upon acceptance of

installation as evidenced by building permit final, will become the property of the Town and will be subject to the shared opportunities as well as the limitations and other requirements of the Old Downtown Business Directory Program. The Agreement will further indemnify the Town of any liability incurred during installation of the signs.

4. All sign installations/removals, as well as replacement signage, shall be conducted by the Sign Program Administrator or his/her authorized contractor. Individual business owners are not permitted to install/replace/remove individual signs. The Town reserves the right to remove and/or require replacement signage as necessary in order to establish compliance with the approved sign program.
6. Sign contractor shall repair any damage caused by his work, and assumes all liability for damages due to faulty installation of the directory signs.
7. Any program to recover costs of installation and/or maintenance of the Old Downtown Business Directional Signs shall be approved by the Town and Sign Program Administrator.
8. The Town reserves the right to terminate or modify the provisions of this Old Downtown Business Directional Sign Program if it is determined to be in the public interest.
Upon fabrication, the sign plaque shall be provided to the Sign Program Administrator (or approved contractor) for installation.
9. The Town may consider the possibility of double-sided signage in the future on existing sign poles.

E. Program Area (Exhibit A)

F. Sign Specifications (Exhibit B)

1. Individual plaques: 7" x 17.5" wide (.080 aluminum) mounted to a permanent 7.5" x 18" backer (epoxy wrapped 1/2" mdo).
2. Plaque copy: Limited to business name, logo, and arrow only. Background and letter colors to be approved by the Sign Program Administrator. Reflective surfaces and telephone numbers are not permitted.
3. Up to 18 plaques per sign post (maximum). The bottom plaques for each post shall be reserved for shopping district locations.

G. Limitations

1. Sign shape and dimensions are fixed per attached Exhibit B.
2. Placement of individual sign plaques within available brackets of a sign post shall be at the sole discretion of the Sign Program Administrator.
3. Individual businesses are limited to a maximum of 2 "primary" directory sign plaque locations. If space permits, additional "secondary" directory sign plaques may be approved by the Sign Program Administrator for a temporary period until space is needed to serve a business without two primary sign plaques. Business owners requesting "secondary" sign plaques shall acknowledge removal is at the discretion of the Sign Program Administrator following an initial 6 month display period.

H. Additional Sign Posts

Additional sign posts may be installed at other locations as deemed appropriate by Sign Program Administrator.

I. Future Development Sign Requirements

Developer will be required to install signs in all new developments in the Downtown Plan Area as a condition of approval by Town staff.

List of Exhibits:

Exhibit A: Program Area

Exhibit B: Sign Locations

Exhibit C: Sign Specifications