



Planning Commission Agenda Report

From: Warren Frace, Community Development Director

Subject: Citywide Wayfinding Directional Sign Program (MIS 18-03)
Review and recommendation to City Council regarding establishment of a comprehensive Wayfinding Directional Sign program within the public right-of-way.

Date: May 8, 2018

Facts

1. Section 21.19.080.C. allows for the installation of “Directional Signs” following review by the City Council and the Streets and Utilities Committee.
2. Since the Streets and Utilities Committee no longer exists, the Planning Commission will be acting as the recommending body to the City Council.
3. In 2017, the City contracted with Pierre Rademaker Design to develop a Wayfinding Signage Program.
4. Mr. Rademaker has been working with staff and a Wayfinding Stakeholder Group on developing the program.
5. The Stakeholder group has met three times to discuss and provide direction on the Wayfinding program.
6. The Development Review Committee reviewed the Wayfinding program on April 23, 2018 and was supportive of the proposed signage design.

Options

1. Recommend the City Council approve the proposed Wayfinding Signage Program.
2. Recommend the City Council approve the proposed Wayfinding Signage Program with modifications.
3. Recommend the City Council not approve the proposed Wayfinding Signage Program..
4. Refer back to staff and the Wayfinding Stakeholder Group for additional analysis.

Analysis and Conclusions

Paso Robles’ popularity as to tourist destination continues to increase each year. Increased tourism has many beneficial economic impacts on the community such as increased tax revenues and investment in Downtown shops and restaurants. First time visitors to Paso Robles may have difficulty finding destinations like Downtown, the Events Center, Museums, and the Airport due to the lack of directional signage. The Program would also include location for monument signs for local service clubs at 24th / Black Oak Dr. and Spring St. / Niblick Rd.



The purpose of the Wayfinding Signage Program is to create an attractive system of signs for vehicles and pedestrians to find key locations in town. The proposed Wayfinding signs have been developed with input from a Wayfinding Stakeholder Group representing business, tourism, recreation and Downtown interests. The Wayfinding Stakeholder Group is recommending approval of the Wayfinding Signage Program.

Recommendation

Option 1 - Approve Draft Resolution A, recommending the City Council approve the proposed Wayfinding Signage Program.

Attachments

1. Draft Resolution A, Approval of Wayfinding Signage Program
 - a. Wayfinding Signage Program Plans

RESOLUTION PC 18-XXX

**A RESOLUTION OF THE PLANNING COMMISSION
OF THE CITY OF EL PASO DE ROBLES
MAKING A RECOMMENDATION TO THE CITY COUNCIL REGARDING
ESTABLISHMENT OF A COMPREHENSIVE WAYFINDING DIRECTIONAL SIGN
PROGRAM WITHIN THE PUBLIC RIGHT-OF-WAY.**

MIS 18-03
Citywide

WHEREAS, Section 21.19.080.C. allows for the installation of “Directional Signs” following review by the City Council and the Streets and Utilities Committee; and

WHEREAS, since the Streets and Utilities Committee no longer exists, the Planning Commission will be acting as the recommending body to the City Council; and

WHEREAS, in 2017, the City contracted with Pierre Rademaker Design to develop a Wayfinding Signage Program; and

WHEREAS, Mr. Rademaker has been working with staff and a Wayfinding Stakeholder Group on developing the program; and

WHEREAS, the Stakeholder group has met three times to discuss and provide direction on the Wayfinding program; and

WHEREAS, the Development Review Committee reviewed the Wayfinding program on April 23, 2018 and was supportive of the proposed signage design; and

WHEREAS, the establishment of a comprehensive Wayfinding Signage Program within the public right-of-way is categorically exempt from the California Environmental Quality Act (“CEQA”); and

NOW, THEREFORE, BE IT RESOLVED by the Planning Commission of the City of Paso Robles, as follows:

Section 1. All of the above recitals are true and correct and incorporated herein by reference.

Section 2. Recommendation The Planning Commission of the City of Paso Robles does hereby recommend to the City Council approval of a comprehensive Wayfinding Signage Program within the public right-of-way as generally illustrated in Exhibit A.

Agenda Item 3

PASSED AND ADOPTED THIS 8th day of May 2018 by the following Roll Call Vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

Doug Barth, Planning Commission Chair

ATTEST:

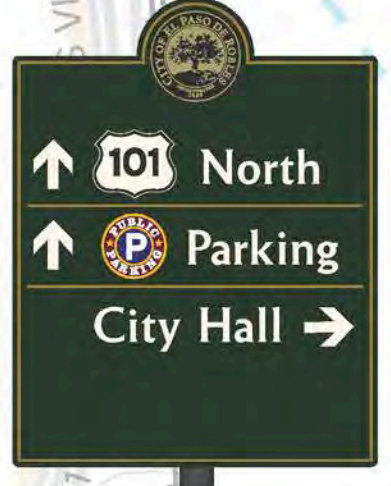
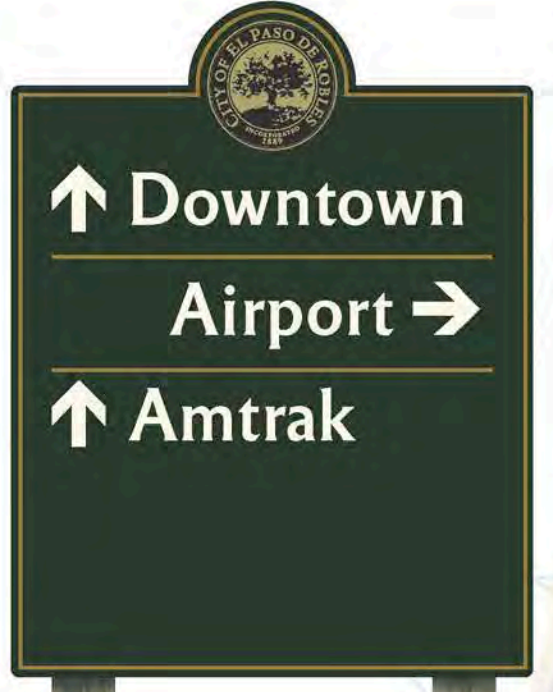
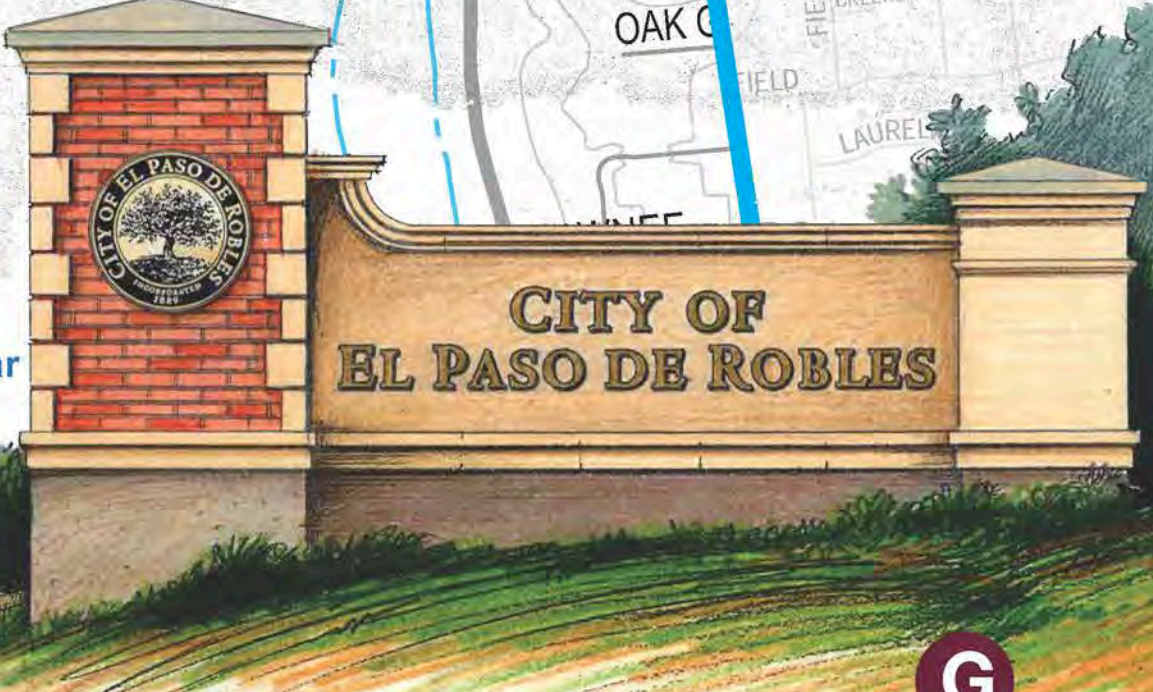
Warren Frace, Secretary of the Planning Commission

Exhibit A – Wayfinding Signage Program



WAYFINDING SIGNAGE PROGRAM

Draft: 4/30/18



A B C D E



PIERRE RADEMAKER DESIGN

1041 CHORRO STREET, SUITE 230
SAN LUIS OBISPO, CALIFORNIA 93401
rademakerdesign.com
TELEPHONE: 805/544-7774



City of Paso Robles
1000 Spring Street
Paso Robles, CA 93446

PROJECT:
Wayfinding Signage System

SHEET CONTENTS:
Sign Details

DRAWN BY: PR/KS/KT

CHECKED BY: PR

DATE: 04-02-18

REVISED:

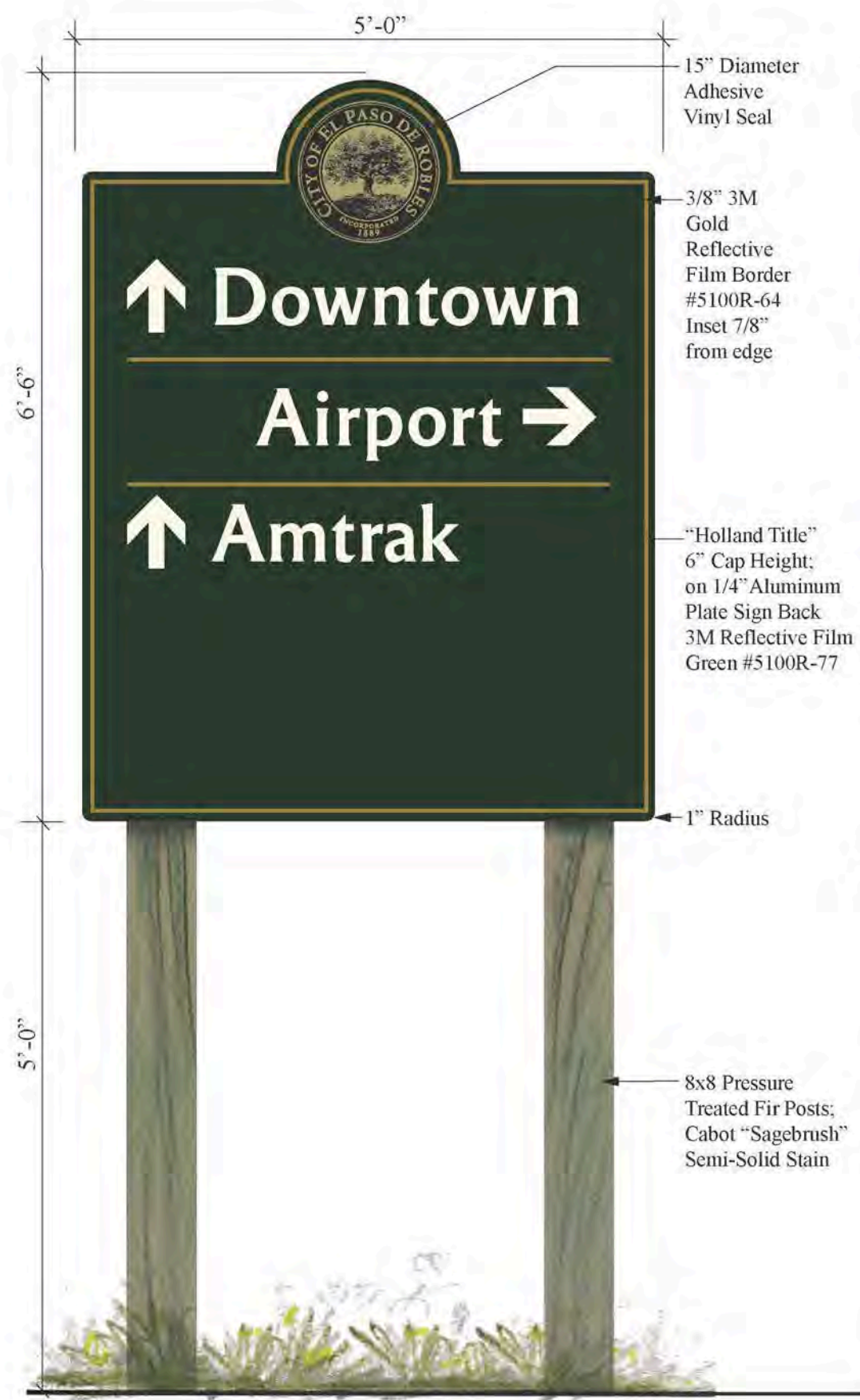
ALL IDEAS, DESIGNS, ARRANGEMENTS, AND PLANS INDICATED OR REPRESENTED BY THIS DRAWING ARE OWNED BY AND THE PROPERTY OF PIERRE RADEMAKER DESIGN, AND WERE CREATED, EVOLVED, AND DEVELOPED FOR USE ON AND IN CONNECTION WITH THE SPECIFIED PROJECT. NONE OF SUCH IDEAS, DESIGNS, ARRANGEMENTS OR PLANS SHALL BE USED BY OR DISCLOSED TO ANY PERSON, FIRM OR CORPORATION FOR ANY PURPOSE WHATSOEVER WITHOUT THE WRITTEN PERMISSION OF PIERRE RADEMAKER DESIGN. WRITTEN DIMENSIONS ON THESE DRAWINGS SHALL HAVE PRECEDENCE OVER SCALED DIMENSIONS. CONTRACTORS SHALL VERIFY AND BE RESPONSIBLE FOR ALL DIMENSIONS AND CONDITIONS ON THE JOB, AND THIS OFFICE MUST BE NOTIFIED OF ANY VARIATIONS FROM THE DIMENSIONS AND CONDITIONS SHOWN BY THESE DRAWINGS. SHOP DETAILS MUST BE SUBMITTED TO THE OFFICE FOR APPROVAL BEFORE PROCEEDING WITH FABRICATION.

JOB NO.: PAS-1701

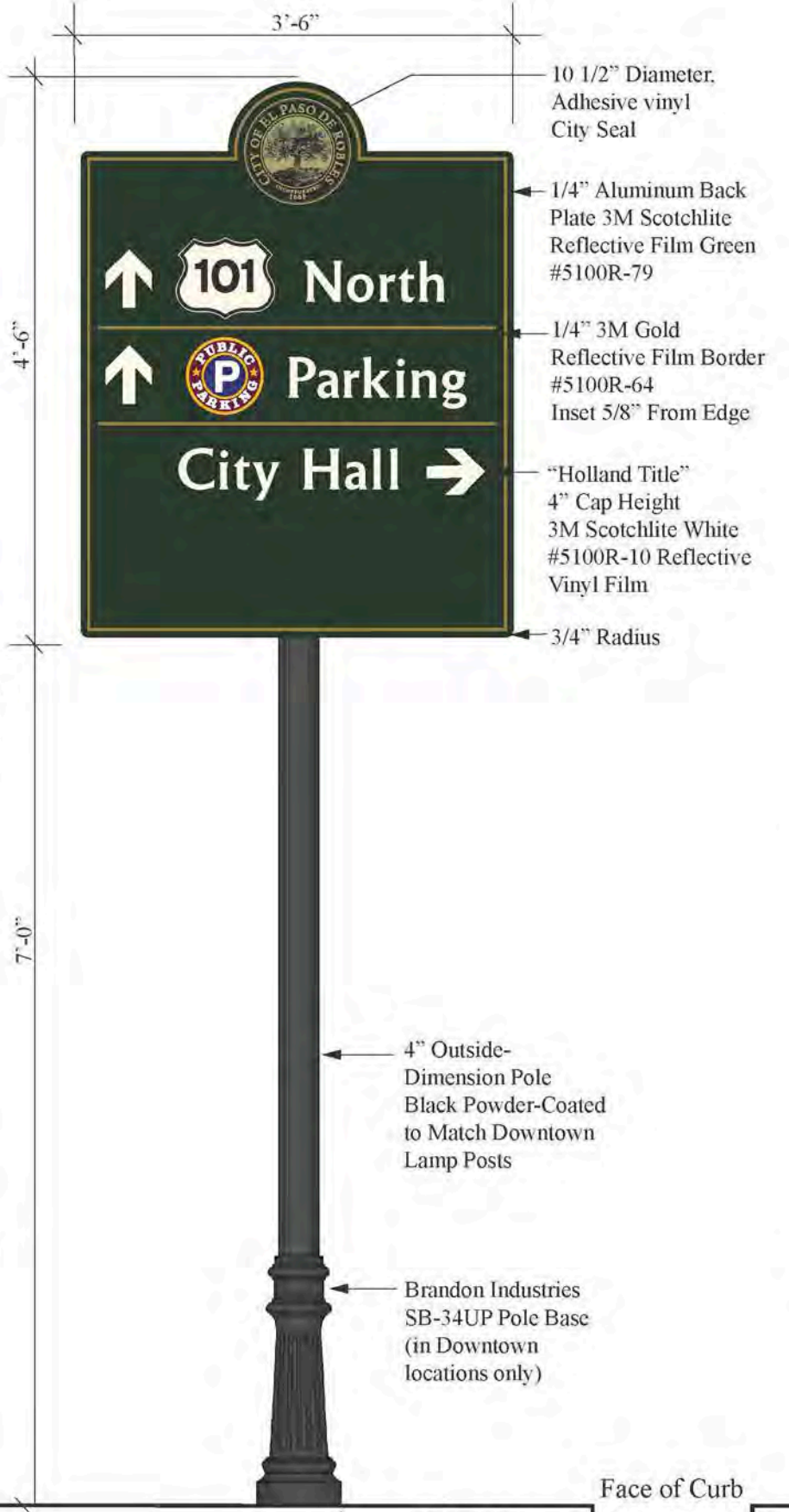
SHEET NO.:

1

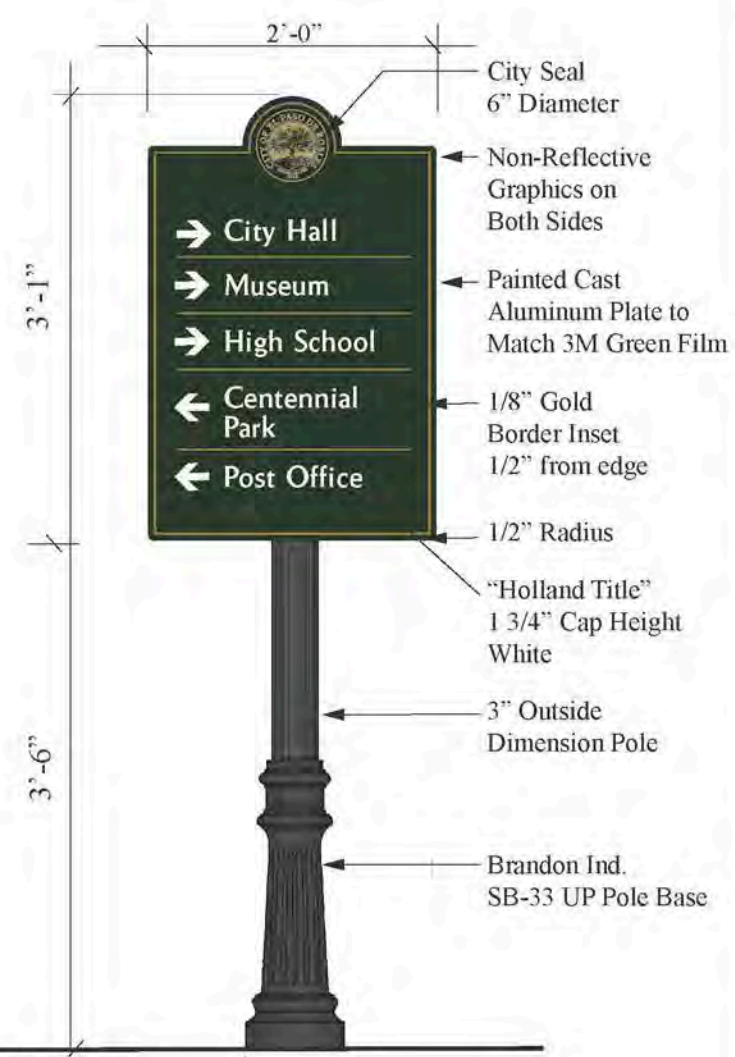
OF 1



A Vehicular Wayfinding Sign (Rural)
3/4" = 1'-0" for Speeds over 25 mph



B Vehicular Wayfinding Sign (Urban)
3/4" = 1'-0" for Speeds of 25 mph or less



C Pedestrian Wayfinding Sign
3/4" = 1'-0"



City of Paso Robles
1000 Spring Street
Paso Robles, CA 93446

PROJECT:
Wayfinding
Signage System

SHEET CONTENTS:
Sign A Copy

DRAWN BY: PR/KS/KT
CHECKED BY: PR
DATE: 04-03-18
REVISED: 04-30-18

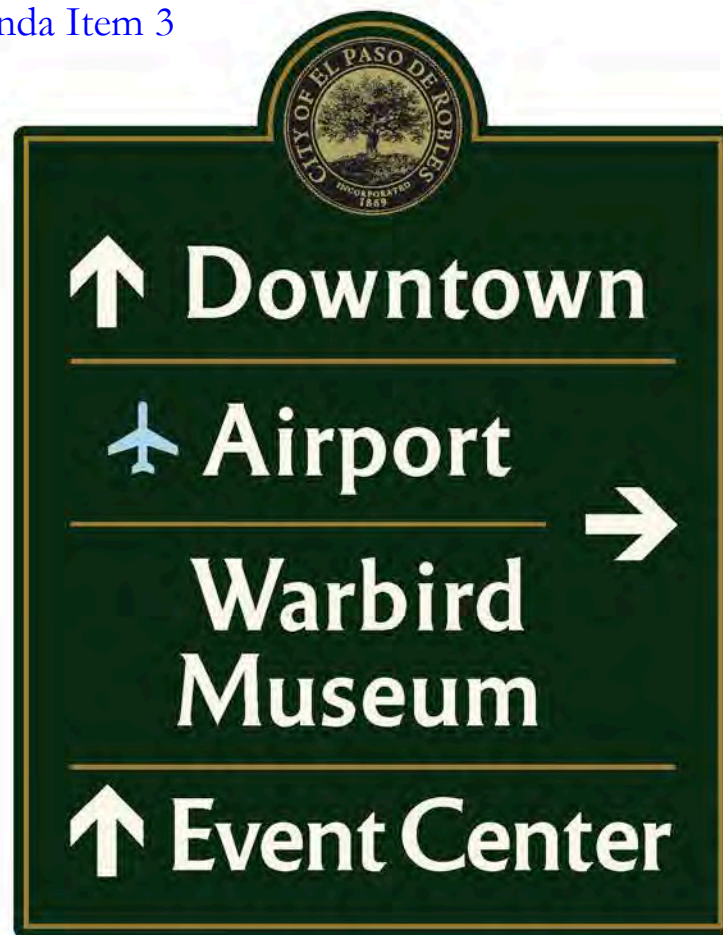
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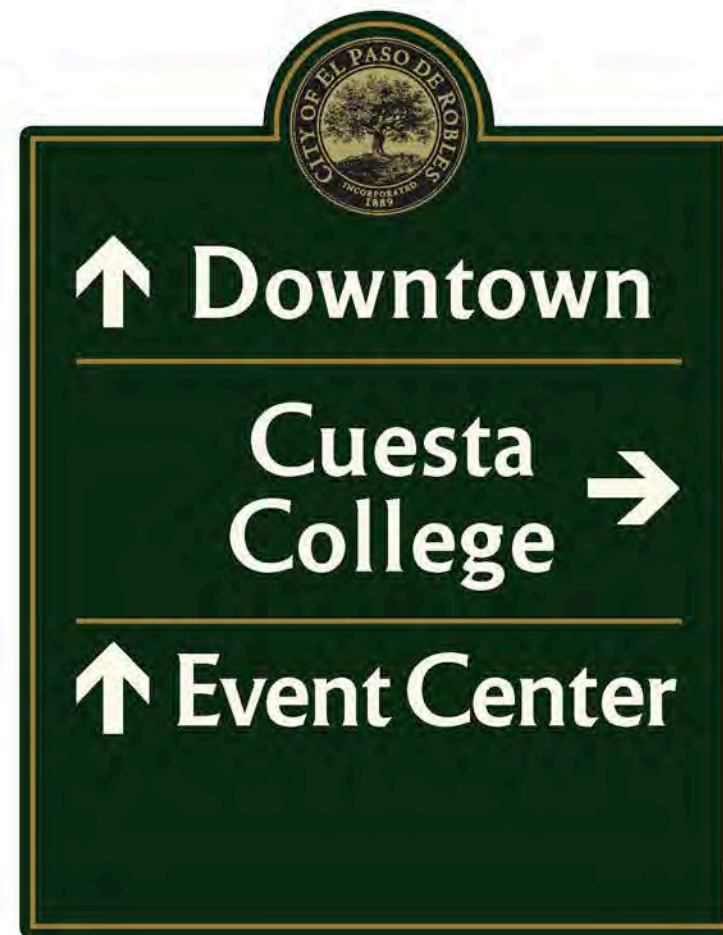
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1

OF 5



A-1 Hwy 46 E. at Airport Rd.



A-2 Hwy 46 E. Past Golden Hill



A-3 Hwy 46 E. at 101



A-4 24th St. at Riverside Dr.

Sign A Copy

Scale: 3/4"=1'-0"



A-5 Hwy 101 N. Bound Spring St. offramp



A-6 Hwy 46 E. at Airport Road



B-1 Riverside Dr. at 18th St.



B-2 Riverside Dr. at 14th St.



B-3 Spring St. at 14th St.



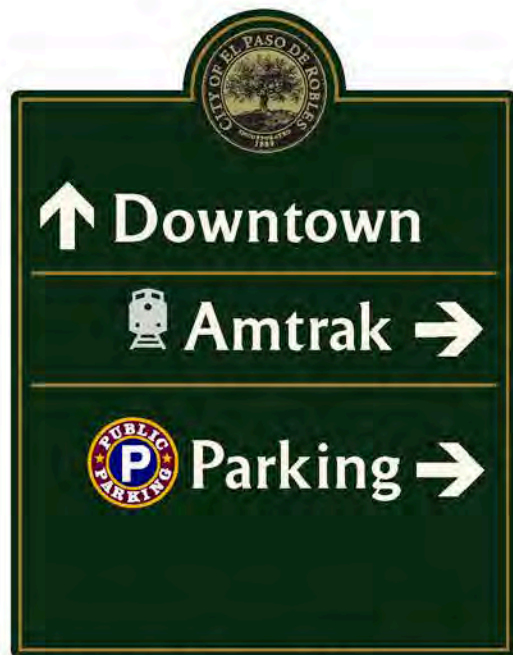
B-4 Riverside Dr. at 21st St.



B-5 13th St. Between Pine & Park Sts.



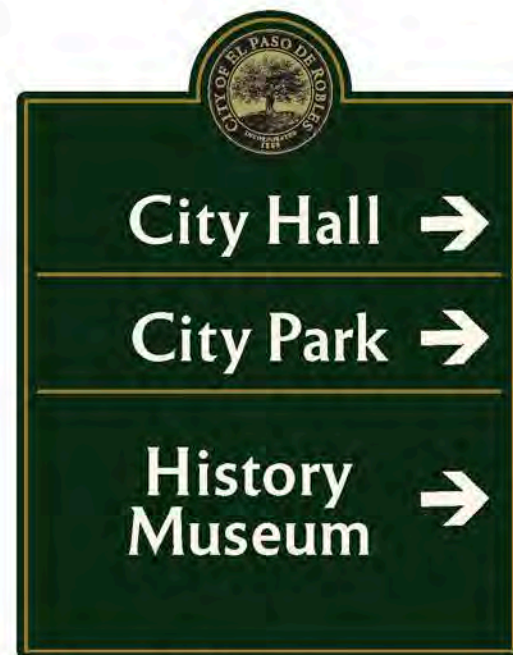
B-6 13th St. at Railroad Ave.



B-7 Spring St. Between 7th & 8th Sts.



B-8 Spring St. Between 9th & 10th Sts.



B-9 Spring St. at 10th St.



B-10 Spring St. Between 12th & 13th Sts.

Sign B Copy

Scale: 3/4"=1'-0"

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PROJECT:
Wayfinding
Signage System

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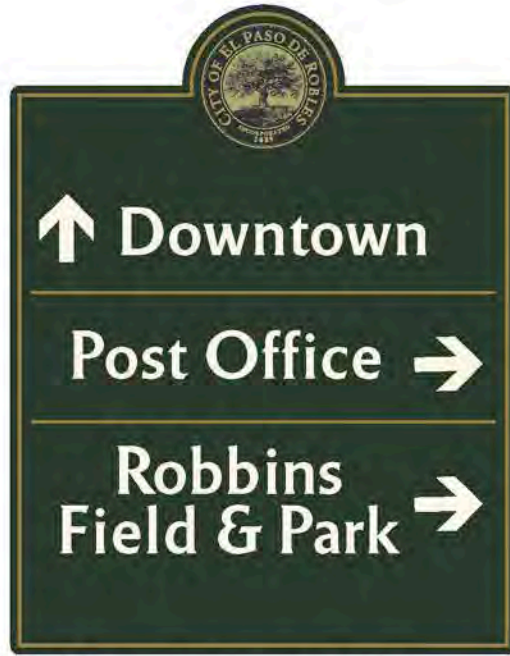
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SHEET NO.:

2 OF 5



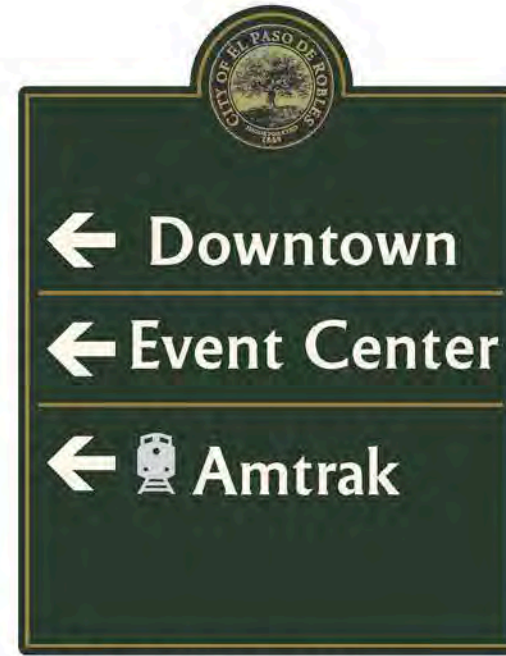
B-11 Spring St. Between 5th & 6th Sts.



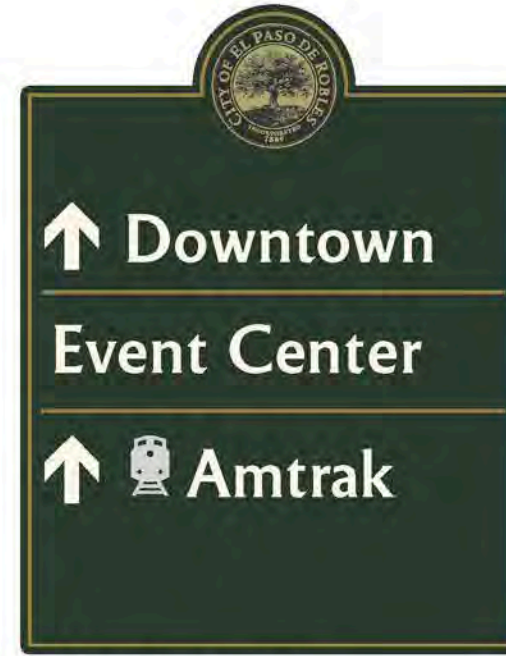
B-12 Spring St. Between 20th & 21st Sts.



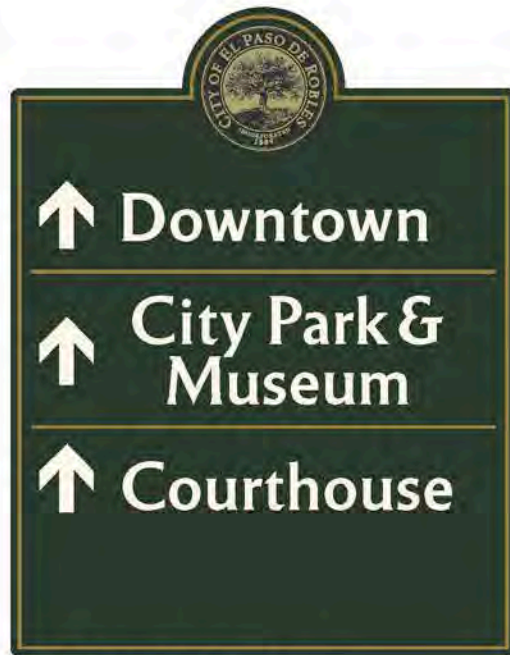
B-13 Spring St. Between 23rd & 24th Sts.



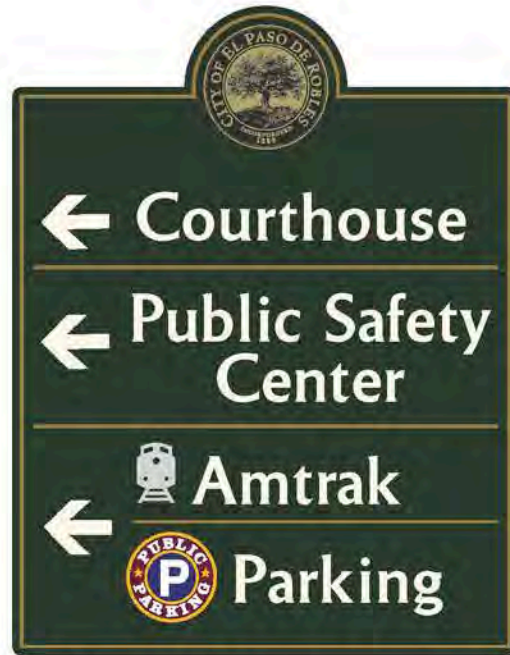
B-14 Paso Robles St. at 12th St.



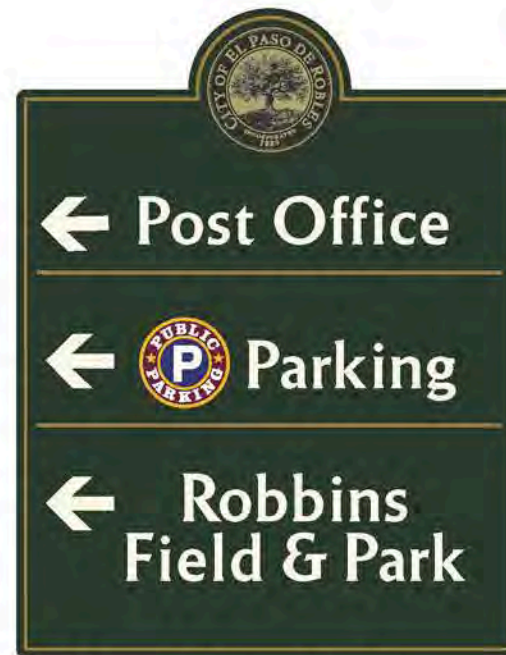
B-15 13th St. at Riverside



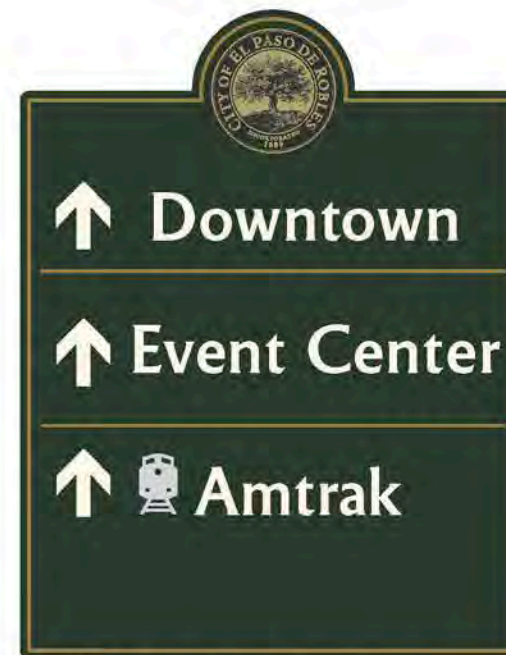
B-16 Spring St. St. at 11th St.



B-17 Spring St. at 10th St.



B-18 Spring St. Between 6th & 7th



B-19 Paso Robles St. at 101 exit



B-20 Airport Rd. at Dry Creek Rd.

Sign B Copy

Scale: 3/4"=1'-0"

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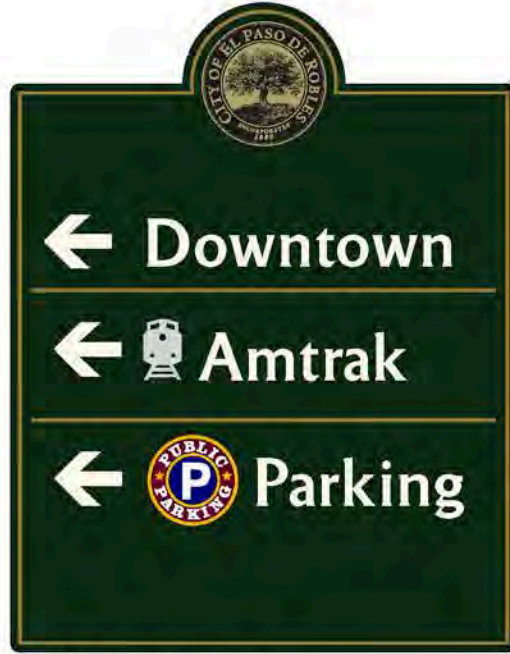
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B-21 Riverside Drive at 17th St.



B-22 4th St. at Pine St.



B-23 24th St. E. at Spring St.



B-24 24th St. W. at Spring St.

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PROJECT:
Wayfinding
Signage System

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SHEET NO.:

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Sign B Copy

Scale: 3/4"=1'-0"



City of Paso Robles
1000 Spring Street
Paso Robles, CA 93446

PROJECT:
Wayfinding
Signage System

SHEET CONTENTS:
Sign C Copy
Sign D and E Copy

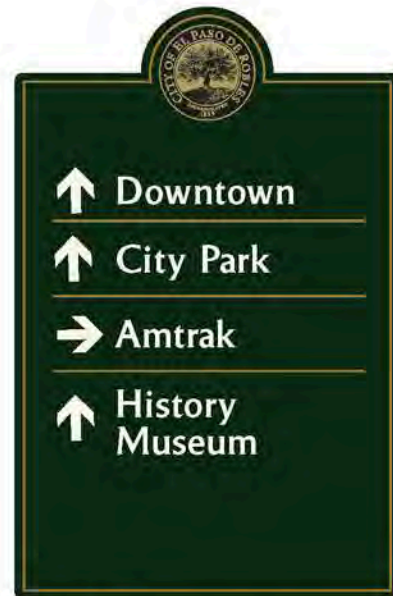
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SHEET NO.:

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C-1 Front
Pine Between 8th & 9th Sts.



C-1 Back



C-2 Front
Behind Carnegie, perpendicular to street



C-2 Back



C-3 Front
NW Corner, 12th & Park



C-3 Back



C-4 Front
Black Oak corner



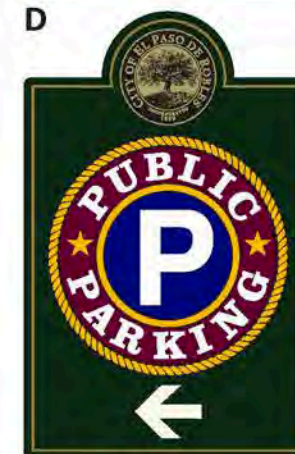
C-4 Back



D



D-1



D-2



D-3



E

Sign C Copy

Scale: 1"=1'-0"

Sign D and E Copy

Scale: 1"=1'-0"