

RESOLUTION R2022-__

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF NAPA, STATE OF CALIFORNIA, APPROVING THE DOWNTOWN SIGNAGE PROGRAM; AUTHORIZING THE CITY MANAGER TO NEGOTIATE AND EXECUTE AN AMENDMENT TO AGREEMENT C2022-004 WITH THE NAPA DOWNTOWN MERCHANTS AND PROFESSIONAL ASSOCIATION FOR THE INSTALLATION OF ADDITIONAL SIGNS WITHIN THE PBID BOUNDARY IN THE TOTAL AMOUNT OF UP TO \$450,000; AND DETERMINING THAT THE ACTIONS AUTHORIZED BY THIS RESOLUTION ARE EXEMPT FROM CEQA.

WHEREAS, the City has prepared a Downtown Signage Program ("Program"), which is comprised of the "Final Sign Plan" dated February 17, 2022 (attached hereto as Exhibit "A," and incorporated herein by reference), under the terms and conditions set forth in this resolution; and

WHEREAS, the "Program Purpose" is to provide attractive and cohesive signage that clearly directs vehicles and pedestrians to frequently visited locations within the City, in a manner that facilitates the safe and effective travel of vehicles, bicycles, and pedestrians on public streets and sidewalks, with a goal of facilitating drivers to park in vehicle parking lots and walk or bicycle to points of interest in and near Downtown Napa; and

WHEREAS, on August 20, 2019, the City Council provided direction to Staff on a conceptual sign design for the Program; and

WHEREAS, the City executed Agreement C2022-004 ("NDA Agreement") with the Napa Downtown Merchants and Professionals Association ("NDA") for the replacement of 35 existing wayfinding signs and 5 new gateway signs within public rights of way in Downtown Napa, the cost of which is paid using funds generated by the Downtown Napa Property and Business Improvement District (PBID); and

WHEREAS, as part of the Program, Staff has hired Hunt Designs to prepare a plan, including a final sign design based on Council's prior direction, for the installation of up to 112 Program signs in City rights of way in Downtown Napa as detailed in the "Final Sign Plan," referenced above; and

WHEREAS, all Program signs will be fabricated and installed in accordance with the Program; and

ATTACHMENT 1

WHEREAS, the City will own and maintain all Program signs following installation by NDA; and

WHEREAS, the Downtown Signage Program will not amend the Pedestrian Wayfinding Program Downtown Street Banner Policy and Program Guidelines (R2014-1), the Historic District Signage Program, or the Calistoga Program (R2018-060).

WHEREAS, the City Council has considered all information related to this matter, as presented at the public meetings of the City Council identified herein, including any supporting reports by City Staff, and any information provided during public meetings.

NOW, THEREFORE, BE IT RESOLVED, by the City Council of the City of Napa, as follows:

1. The City Council hereby finds that the facts set forth in the recitals to this Resolution are true and correct, and establish the factual basis for the City Council's adoption of this Resolution.

2. The City Council hereby approves the Downtown Signage Program.

3. The City Council hereby authorizes the City Manager or designee to negotiate and execute an amendment to C2022-004 with NDA for the installation of up to 112 total Program signs in City rights of way located within the PBID boundaries in accordance with the Program in a total amount of up to \$450,000. The City's costs to contract for the installation of the Program signs shall be paid using revenue generated from the PBID assessment.

4. The City Council hereby authorizes the City Manager or designee to provide written direction to NDA to install the Program signs in substantial accordance with the Program. Of the total number of 112 Program signs, there are 50 signs identified as "Vehicular Directional Signage." For Vehicular Directional Signage, the City Manager may provide written direction to NDA to modify the location, subject to the following limitations:

- a. The total number of Vehicular Directional signs shall not exceed 50;
- b. The final locations of the signs shall be in substantial conformance with the locations identified in Exhibit "A"; provided, however, if the City Manager determines that site constraints make the location infeasible, the City Manager may designate a different location that achieves the Program Purpose.
- c. None of the Vehicular Directional signs shall exceed 13' 9.5" in height.
- d. The message on the Vehicular Directional sign shall be consistent with the Program Purpose. A message is consistent with the Program Purpose if it identifies: (1) City property, or (2) a non-City property or geographic area within the City that draws over 200,000 annual customers.

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5. The City Council hereby determines that the actions authorized by this Resolution are exempt from CEQA, pursuant to CEQA Guidelines Section 15303 (new construction of small structures).

6. This Resolution shall take effect immediately upon its adoption.

I HEREBY CERTIFY that the foregoing Resolution was duly adopted by the City Council of the City of Napa at a public meeting of said City Council held on the 15th day of March, 2022, by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

ATTEST: _____
Tiffany Carranza
City Clerk

Approved as to form:

Michael W. Barrett
City Attorney