

CITY OF RANCHO CORDOVA



CITY COUNCIL MEETING

City Hall
2729 Prospect Park Drive, Rancho Cordova

Tuesday, November 27, 2018

5:30 PM – Special Meeting
American River Community Room North

AGENDA

1. SPECIAL MEETING - CALL TO ORDER/ROLL CALL

Council Members Gatewood, McGarvey, Sander, Terry and Mayor Budge.

2. PUBLIC COMMENT

At a special meeting, citizens wishing to address the Council for any matter on the agenda may do so at the time the matter is discussed. Under the provisions of the California Government Code, the City Council is prohibited from discussing or taking action on any item not on the agenda.

3. SPECIAL MEETING ITEM

- 3.1 **Subject:** Discussion of Art in Rancho Cordova Strategic Plan.
Recommendation: Receive and review the Art in Rancho Cordova Strategic Plan and provide comment and direction to staff.
Result of Recommended Action: City Council's comments and direction will allow staff to finalize the Art in Rancho Cordova Strategic Plan and bring it back to Council for final approval.
Staff Report: Megan Siren, Senior Management Analyst, and Paul Junker, Senior Project Manager.
Advances Goals: 1 and 2.
- 3.2 **Subject:** Discussion and Direction on Various Aspects of Signage related to Community Events and Way-finding Signage.
Recommendation: Receive report and direct staff on potential code amendments to

address community event and way-finding storage.

Result of Recommended Action: No formal action is requested of Council at this time. Council insight and/or direction to City staff on various aspects of signage will assist staff with potential code amendments related to noncommercial, digital billboards, and way-finding signage.

Staff Report: Darcy Goulart, Planning Manager.

Advances Goals: 1, 2, and 6.

4. ADJOURNMENT

ADDITIONAL INFORMATION

In compliance with the Americans with Disabilities Act, if you need a disability-related modification or accommodation, including auxiliary aids or services, to participate in this meeting, please contact the City Clerk's Office at (916) 851-8720 at least 48 hours prior to the meeting.

CERTIFICATION OF POSTING OF AGENDA

I, Stacy Leitner, City Clerk for the City of Rancho Cordova, declare that the foregoing agenda for the Tuesday, November 27, 2018 Special Meeting of the Rancho Cordova City Council was posted and available for review on Monday, November 26, 2018 at City Hall of the City of Rancho Cordova, 2729 Prospect Park Drive, Rancho Cordova, California, 95670. The agenda is also available on the city website at www.cityofranhocordova.org.

Signed Monday, November 26, 2018 at Rancho Cordova, California.



Stacy Leitner, City Clerk

MEMORANDUM

DATE: November 27, 2018

TO: Honorable Mayor and Council Members

FROM: Megan Siren, Senior Management Analyst, and Paul Junker, Senior Project Manager

SUBJECT: DISCUSSION OF ART IN RANCHO CORDOVA STRATEGIC PLAN



RECOMMENDATION

Receive and review the Art in Rancho Cordova Strategic Plan and provide comment and direction to staff.

RESULT OF RECOMMENDED ACTION

City Council's comments and direction will allow staff to finalize the Art in Rancho Cordova Strategic Plan and bring it back to Council for final approval.

BACKGROUND

The City Council has been a generous supporter of the arts and culture in Rancho Cordova through the award of numerous Community Enhancement Fund grants. In partnership with the Cordova Community Council and members of the Rancho Cordova arts community, the City has sponsored events, funded programs, purchased instruments, and most recently, helped establish the Mills Station Arts and Culture Center (MACC). In addition, the Cordova Community Council, with the help of City funding, has been an active participant in producing events in the City and generally supporting the arts community. There are other local organizations that contribute to the cultural offerings in the City, they have been participating in the drafting of the Art in Rancho Cordova Strategic Plan, and they include the Symphony d'Oro Rancho Cordova, Rancho Cordova River City Concert Band and Rancho Cordova Arts (Visual Arts) (all nonprofits).

At the March 2018 study session, the City Council directed staff to work with the Cordova Community Council and the Rancho Cordova art community to prepare an Arts Strategic Plan that provides a roadmap for continuing to build art programs within the community.

The current Draft Art in Rancho Cordova Strategic Plan was developed based on direction from the City Council and input from stakeholder organizations and individuals. Key provisions of the Plan include:

- The Cordova Community Council will play a central role in the implementation of art related projects, programs and events for the near term.

- There are two clear and fundamental needs to increasing art programs and events in Rancho Cordova – expanded facilities and adequate support staff.
- The Plan includes implementation programs in “Taking Action”. This section identifies near, mid and long-term actions.
- As described in the “Staff” section, additional resources could be considered to realize the Strategic Plan vision.
- Also described in “Staff” is the preparation of two-year work plans that identify key efforts and desired outcomes. The work plans would be reviewed and approved by the City Council.

The purpose of this study session is to receive comment and feedback on the draft Art in Rancho Cordova Strategic Plan. The provided draft represents a work in progress and staff is seeking confirmation that the Strategic Plan is meeting the City Council’s expectations. Following City Council review and direction, a final draft Strategic Plan will be prepared, reviewed with stakeholders and finalized for formal consideration by the City Council in early 2019.

ATTACHMENTS

- 1) Draft Art in Rancho Cordova Strategic Plan
- 2) Strategic Plan Purpose Statement

Art in Rancho Cordova

Draft Strategic Plan

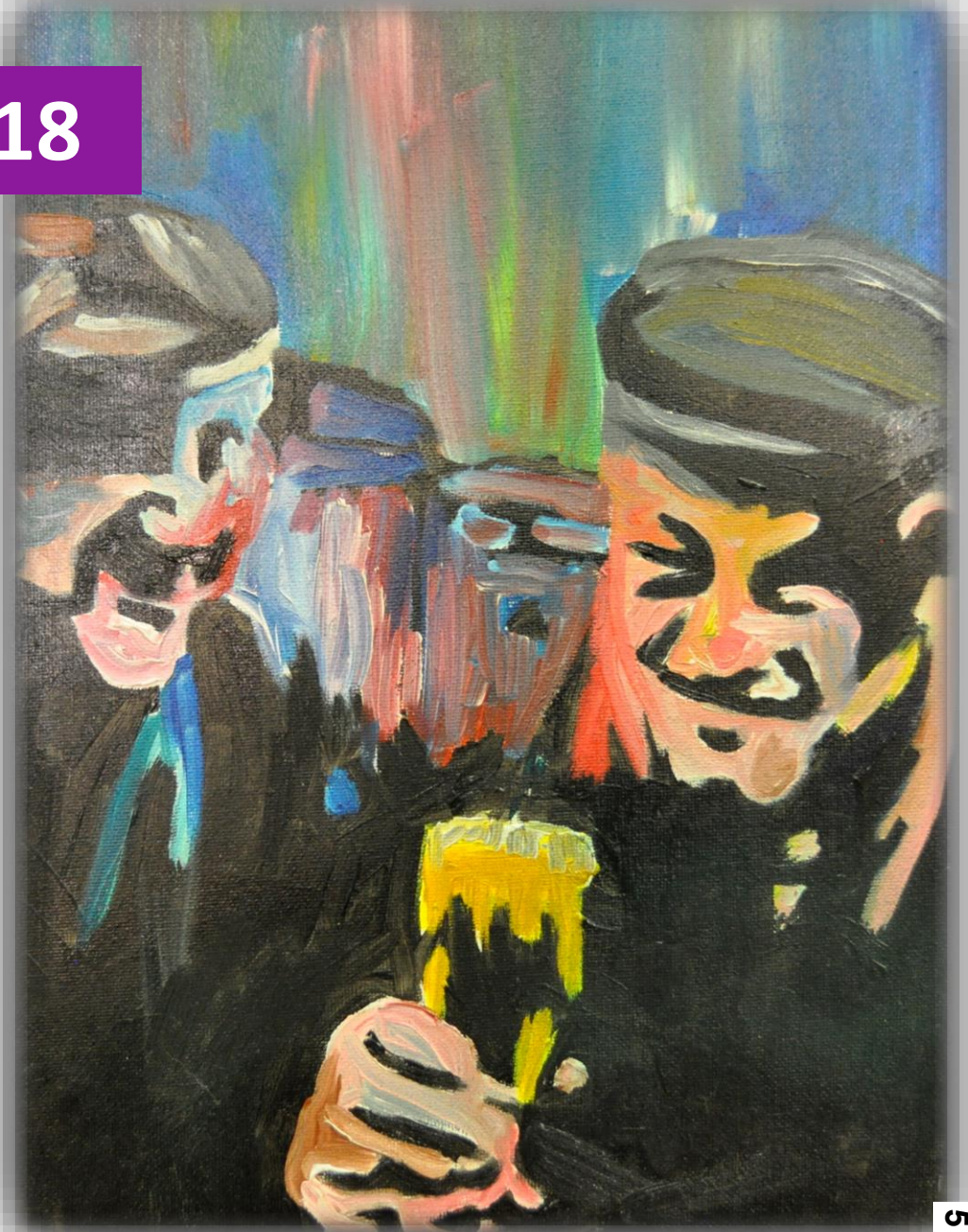
Background

- ❖ Origin of effort – 2017 Arts Ordinance
- ❖ Reconsideration – March 2018 Council Study Session
- ❖ Draft Strategic Plan developed based guidance from:
 - ❖ City Council
 - ❖ Cordova Community Council Staff
 - ❖ Rancho Cordova Arts Council



Council Direction from March 5, 2018

- ❖ Art should improve quality of life and drive economic activity
- ❖ Generally pleased with recent art programs
- ❖ Does not support establishment of a City Arts Commission
- ❖ Supports Cordova Community Council as a leader in implementing City arts programs
- ❖ No financial obligation on development projects
- ❖ Supports combination of flexible/opportunistic programs and long-term visionary programs
- ❖ Expects an action-oriented Strategic Plan



Art Community Needs

- ❖ Facilities
 - ❖ Rehearsal and Production Spaces
 - ❖ Performance and Exhibition Spaces
- ❖ Organizational Support
 - ❖ Central and Dedicated Online Presence
 - ❖ Event Scheduling/Logistics
 - ❖ Volunteer Management
 - ❖ Technical Support to Artists



Strategic Plan Elements

- ❖ Vision – What we are seeking to achieve
- ❖ Taking Action – How we will achieve our vision
- ❖ Facilities – How we will provide needed facilities
- ❖ Staff – How we will meet staffing needs
- ❖ Partnerships – Key community partners and organizations
- ❖ Leadership – How the Arts Program will be guided



Strategic Plan Vision

❖ Guiding Principles

Provide direction to our actions:

- ❖ Inclusion
- ❖ Independent and Supported
- ❖ Quality of Life
- ❖ Participation
- ❖ Art is Everywhere
- ❖ Support the Artist

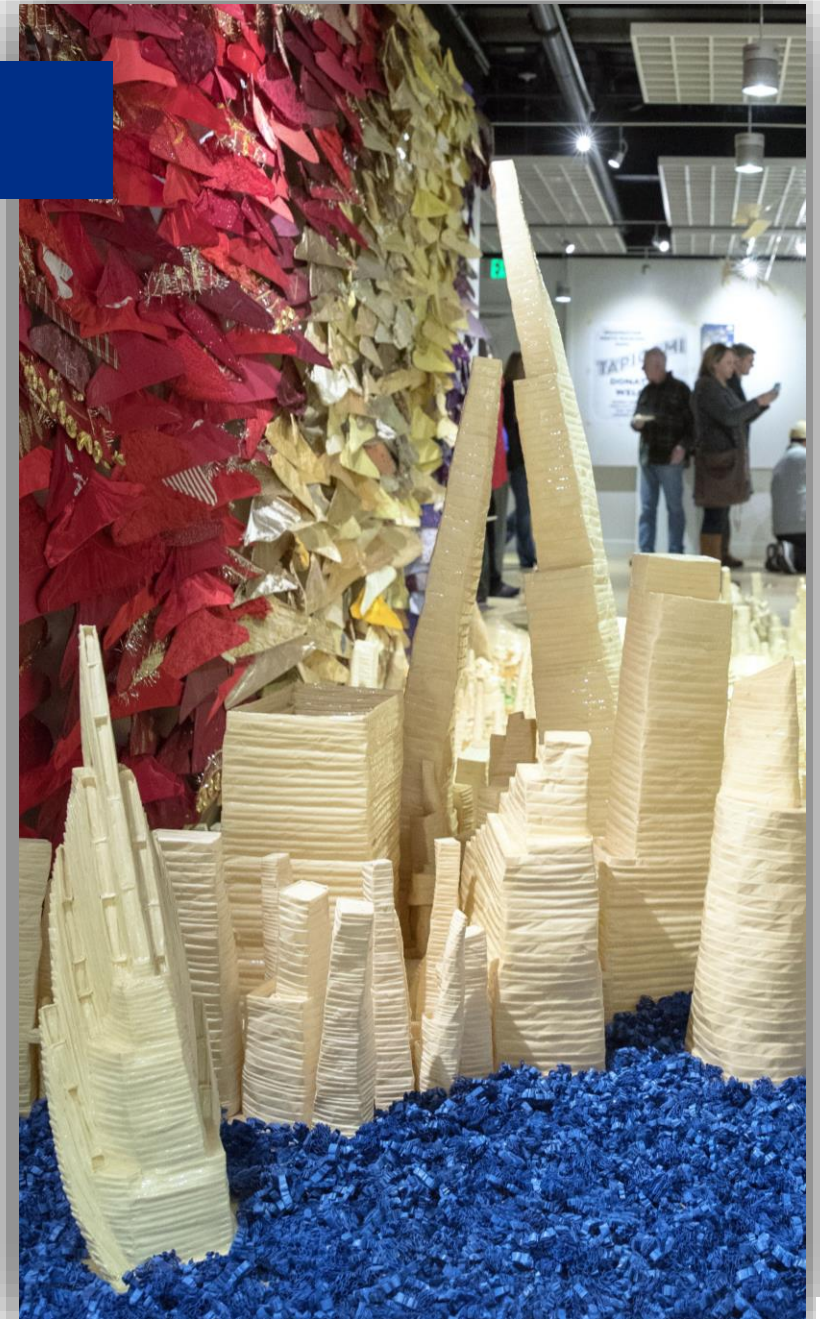
❖ Desired Outcomes

In 20 years, art in Rancho Cordova will be:

- ❖ Intrinsic throughout the community
- ❖ Diverse in form and character
- ❖ Supported in our schools, on our streets, in our theatres

Taking Action: Near-Term – 1 to 2 years

- ❖ High visibility programs initial programs
- ❖ Assess available facilities
- ❖ Identify improvements to existing facilities
- ❖ Participate in planning new facilities
- ❖ Develop organizational structure/capabilities
- ❖ Build partnerships



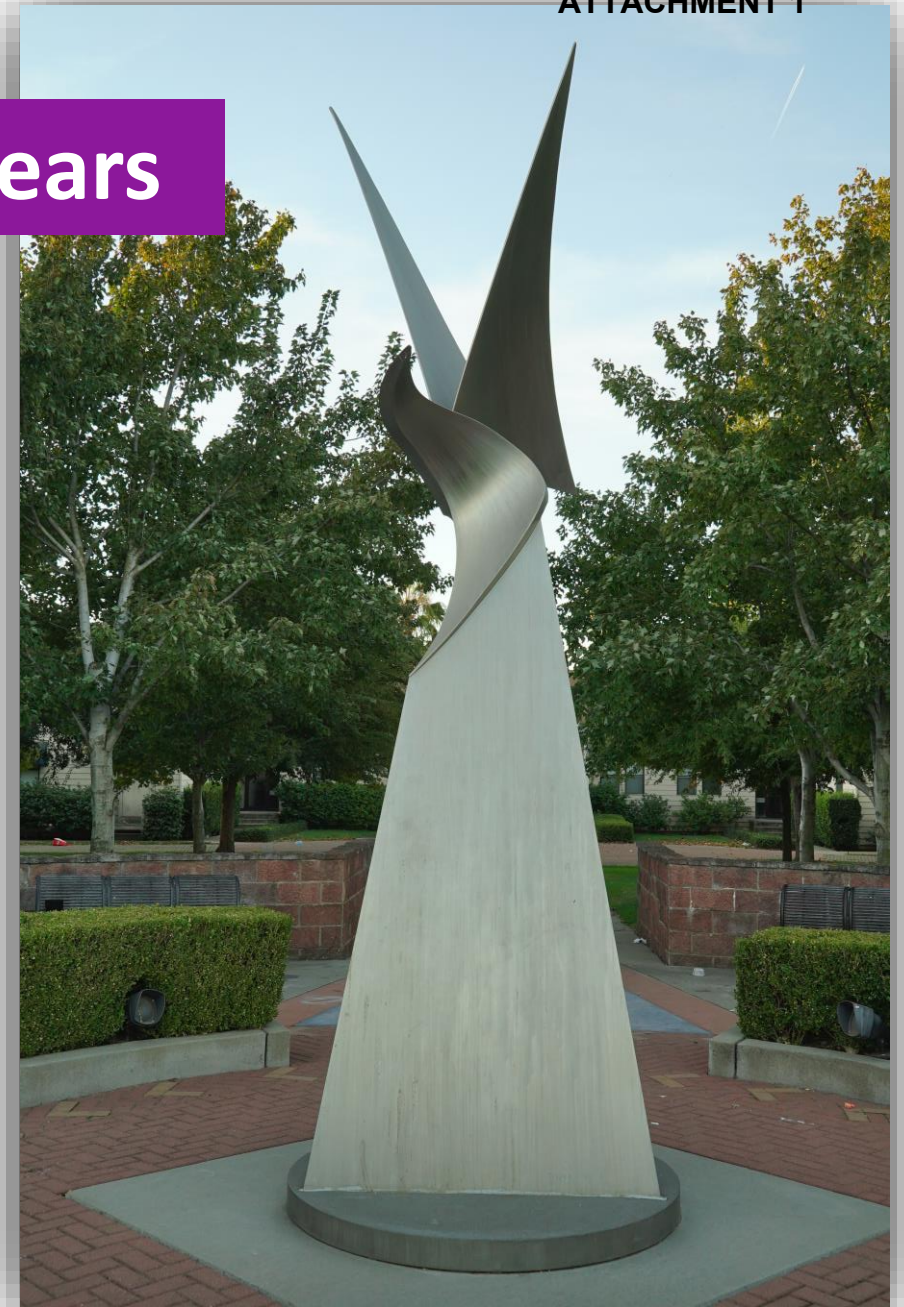
Taking Action: Mid-Term – 3 to 5 years

- ❖ Continue Near-Term efforts
- ❖ Develop signature Rancho Cordova art programs/events
- ❖ Create artistic Community Gateways
- ❖ Complete improvements at existing facilities – add capacity and functionality



Taking Action: Long-Term – beyond 5 years

- ❖ Construct Rancho Cordova Performing Arts Center
- ❖ Monumental art installations
- ❖ Rancho Cordova Theatrical Company
- ❖ Community Maker Space
- ❖ Rancho Cordova Art District



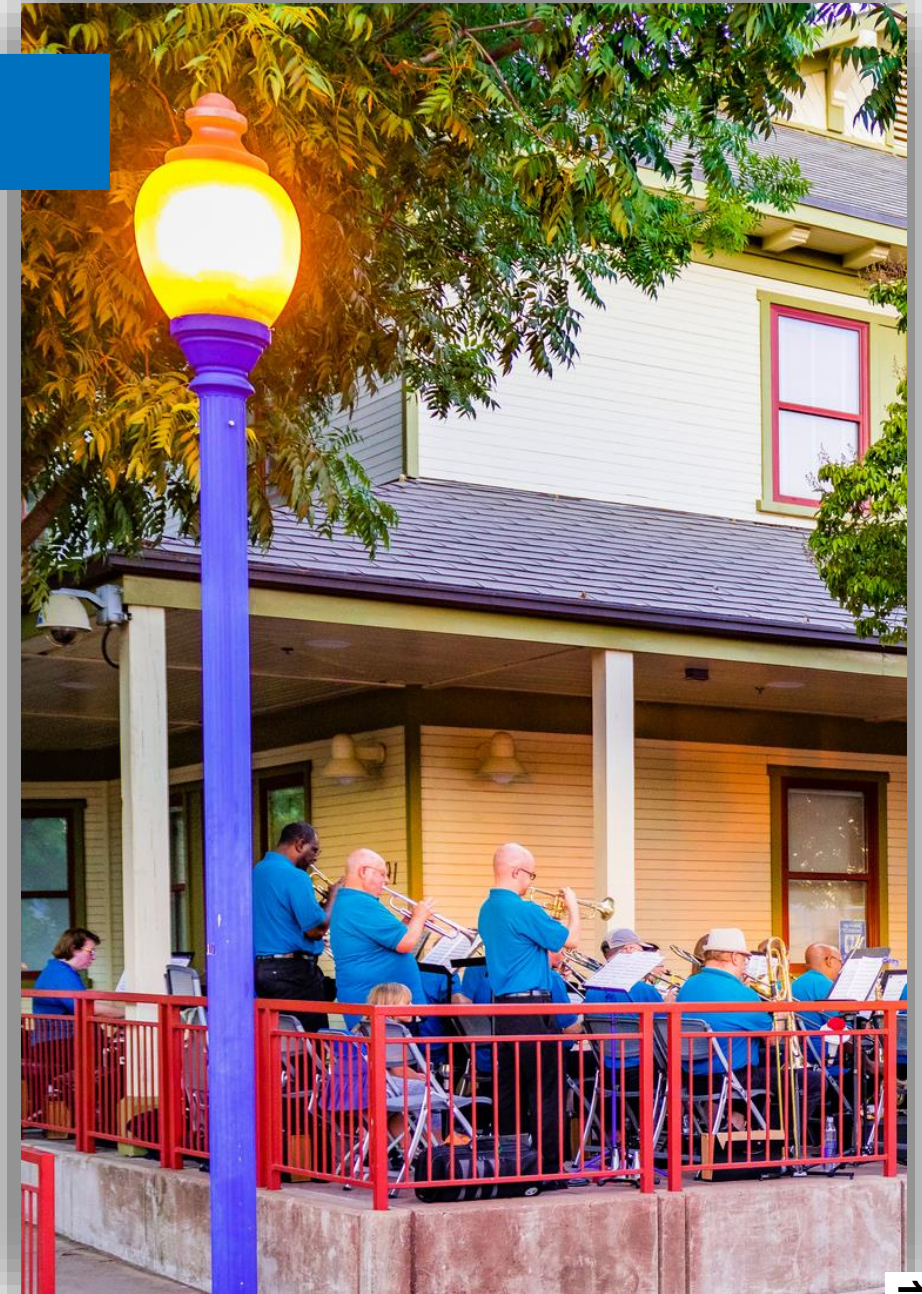
Facilities

- ❖ Performing Arts and Physical Arts
- ❖ Rehearsal and Production spaces
- ❖ Performance and Exhibition spaces
- ❖ Build on what we have with vision for the future
 - ❖ Improve existing facilities
 - ❖ Partnerships for shared facilities
 - ❖ Near, Mid and Long-Term approaches



Staffing/Implementation

- ❖ Cordova Community Council will guide and produce the majority of Rancho Cordova arts programs.
- ❖ Work in conjunction with City and Rancho Cordova Arts Council
- ❖ Handle the “business end” of promoting art programs and events
- ❖ Prepare two-year work plans for City Council review and approval
- ❖ Work plans to be considered within the City budget process
- ❖ Proposed Rancho Cordova Arts Coordinator position
- ❖ Additional resources could be considered to realize the Strategic Plan vision



Partnerships for the Arts

- ❖ City of Rancho Cordova
- ❖ Cordova Community Council
- ❖ Rancho Cordova Arts Council
- ❖ Cordova Recreation and Park District
- ❖ Educational Institutions
- ❖ Rancho Cordova Chamber of Commerce



Leadership

- ❖ The City will remain a primary patron of art programs for the foreseeable future
- ❖ Cordova Community Council will implement programs on the City's behalf
- ❖ City Council direction provided through review of two-year implementation programs
- ❖ Funding is a key need
- ❖ Art programs generate revenues, but the overall art program may never be fully self-sustaining



Council Direction

- ❖ Is the Draft Strategic Plan:
 - ❖ Generally meeting expectations?
 - ❖ Addressing key issues correctly?
 - ❖ Missing any key elements?
- ❖ Council Discussion and Direction



STRATEGIC PLAN

PURPOSE STATEMENT



The *Art in Rancho Cordova Strategic Plan* provides a road map for continuing to build art programs in the community. After adoption by the City, successful implementation of this Strategic Plan will rely on many agency partners and the artists and art patrons of Rancho Cordova. Key elements of this Strategic Plan are described below.

Vision

This section provides the measure of our success. Achieving the vision will be an accomplishment for the entire community and will bring the creativity of art to every aspect of Rancho Cordova.



Taking Action

This section identifies the specific actions required to achieve the vision. The proposed actions will be reviewed and updated every two years prior to and within the City's budget process.



Facilities

Facilities are those places where artists come together, create and interact with the public. This section addresses both maximizing the function and availability of existing facilities and providing new facilities.



Staff

A robust art scene also requires organizational and management skills that often are not of high priority to the artist. Managing volunteers, maintaining websites, scheduling events and many other tasks are all required to connect artist to patron and to support community art programs.



Partnerships

Implementing this Strategic Plan cannot be accomplished by a single person or organization. We will build on the strengths of the community members and organizations, partner agencies and the City to complete the efforts identified in Taking Action.



Leadership

The key ingredient to sustaining efforts and achieving long-term goals, Leadership will guide efforts, align shared interests and maintain focus over time.



VISION: RANCHO CORDOVA – A PLACE FOR ART AND ARTISTS



Guiding Principles

The following Guiding Principles will inform decisions on funding, staffing, facilities and programs for the arts in Rancho Cordova.

Inclusion

Art is inclusive and diverse. From children to seniors, from students to artistic individuals to professional artists and patrons — all are important and welcome.



Independent and Supported

Art is good business. A vibrant art scene attracts new residents and new businesses, supports local businesses, and attracts investment to the community.

Quality of Life

The arts are one of the foundational elements that create a great community. Art attracts creative people, adds richness to our local culture, and allows our residents to express their creativity.





Participation

Our community is committed to participation in the arts. The transformative power of art is realized through performances, exhibits, and installations of art that are available to all members of the community.

Art is Everywhere

Gallery showings, live performances, temporary displays and permanent installations, public buildings and local restaurants. Art can be found almost anywhere in the community.



Support the Artist

We will seek ways to support and nurture the artist. We will provide spaces to create, rehearse, perform, and display art. We will help artistic people become artists.



Desired Outcomes

In 20 years, when viewing the community, we will see accomplishments that have changed the community for the better.

Art will be intrinsic to and infused throughout the community, transforming the mundane and nurturing creativity.

Art will reflect the diversity of the community (ethnic, financial, age) and should include works that range from beautiful/elegant to challenging/edgy.



Art will help build a greater community by improving our quality of life and driving investment and economic activity.

Art will be broad and encompassing in form — temporary and permanent, music and theater, bold installations and small shows, aspiring students and accomplished professionals.

Art will be available to every member of the community.





Rancho Cordova will *foster and support* the arts and artists - in our schools, on our streets, in our parks, in our theatres and galleries.

Rancho Cordova will *support* local artists and *attract* prominent artists from outside the region.

Partnerships are the foundation of the Rancho Cordova community, relying on shared programs and facilities.

Our programs will help to transform artistic people into artists by providing resources, education and venues for the arts.



Rancho Cordova will *promote places and opportunities* for artists to develop their skills and share their art with the community.

TAKING ACTION



Below is the action plan to guide art programs and efforts for the near-term (1 to 2 years), mid-term (3 to 5 years), and long-term (5 years and beyond). Individuals and organizations promoting art in Rancho Cordova have two fundamental needs:

- 1) *Facilities* to produce, rehearse, perform, and display art,
- 2) *Organizational support* to promote, facilitate, organize, and execute programs.

A. Near-Term Actions

1. **Inventory of Facilities:** Key facilities needs include spaces for production, rehearsal, display, and performance. Conduct an inventory to determine what is available and what is lacking. Consider near-term solutions for additional facilities.
2. **Assist with Planning for a Civic Center:** Current City plans for a civic center offer opportunities to include production, rehearsal, and event space, as well as integrating art within the overall design program.
3. **Art in Neighborhood Greens:** Develop guidelines for art in City Neighborhood Greens that include level of funding and City expectations for art (general character, durability and other selection criteria).
4. **Promotion and Visibility:** Create and maintain a dedicated media presence — a centralized location for art news of all types to market art programs/events in Rancho Cordova.
5. **City Hall Improvements:** Enhance City Hall's American River Room to better support performances — theatrical stage lighting, sconce wall lighting, and improved sound system.
6. **Utility Box Art:** City to sponsor art wraps of ten SMUD utility boxes. Define procedures for approval of installations, artist selection process, and provisions to replace art wraps over time.



7. **Local Art Display Opportunities:** Identify businesses willing to display works by local artists – restaurants, bars, brew pubs, coffee shops, etc. Facilitate connection of businesses to artists.
8. **Community art events/activities, possibly including:**
 - » Expanded events at The MACC
 - » Pop-up concert venues
 - » Mobile art class on wheels that has a summer schedule visiting neighborhood parks to teach simple art projects
 - » Crocker Art Museum's Art Ark
9. **Continue to build relationships with local schools/school districts:**
 - » Expand programs for students in schools
 - » Streamline process for use of school performance facilities



10. **Art Implementation Handbook:** Prepare a handbook to inform artists of the opportunities and requirements to install artwork in Rancho Cordova.
 - » Guidelines for installing art in the community
 - » Prequalified locations for public art installations
 - » Process for artists to propose and install art in Rancho Cordova
 - » Artist requirements — insurance, documentation of costs, etc.
11. **A Cadre of Volunteers:** Promote and expand opportunities for volunteers to assist with events. Identify interests and skills of volunteers and provide opportunities for groups of volunteers to work as teams.



B. Mid-Term Actions

1. **The MACC:** The MACC is the premier setting in Rancho Cordova to connect with artists and to conduct shows and small events. A key mid-term action is to more fully realize the potential of this venue as a center of Rancho Cordova arts.
2. **Interim Facilities:** While a civic center with a performing arts theatre is the ultimate goal, it is unlikely such a facility can be constructed in the mid-term horizon. Interim solutions may rely on increased access to existing major venues, upgrades to improve the performance value of existing facilities, and conversion of existing underutilized buildings to support performing arts.
3. **Signature Programs:** The City of Sacramento has championed murals as a form of art within the community. Rancho Cordova will develop its own signature art programs and events.
 - » Program examples:
 - Mosaics in walkways throughout the city
 - A location or locations that is/are recreated annually
 - All public facilities incorporate clear and obvious artistic features
 - Install artistic “RC” markers (*sculpture, paint, tile, etc.*) throughout the community
 - » Event examples:
 - Annual Art Festival, Art on the River in Hagan Park, or Art Farm at Soil Born Farms
 - Community Concert Series at the Cordova High Performing Arts Center
 - 4th Saturday Art Walk
4. **Artistic Community Gateways:** Entry points to the community should provide a sense of arrival. Artistic gateways can add beauty and community identity to Rancho Cordova.



C. Long-Term Actions

1. **Performing Arts Center/Exhibition Space:** Ultimately, an additional performing arts center is needed to support Rancho Cordova performance companies. Whether music, dance, or theatre, venues in Rancho Cordova are very limited and our performing companies do not have priority. A performing arts center to showcase local artists and to provide a venue for visiting companies will be a key component of a vibrant Rancho Cordova arts scene.
2. **Monumental Art Installations:** In decades past, large art installations were included in private development projects. The City is not contemplating a developer obligation for such placemaking installations, but the impact of significant art installations remains a priority that will require creative solutions.
3. **Rancho Cordova Theatrical Company:** Currently, the community lacks a theatrical performance troupe. Building relationships with local theatre companies and identifying space for rehearsal and performance are priorities for establishing a local theatrical troupe.



4. **Community Maker Space:** Maker spaces can take many different forms. For aspiring artists, one of the barriers to developing skills and pursuing a career in the arts is access to production space. This applies equally to music, photography, woodworking, pottery, and many other physical media. A multi-purpose maker space would provide a place for artists of diverse media to come together and pursue their passions.
5. **Create an Art District:** Artists often are not seeking the traditional setting of a single-family home. The concept of an art district is to create a setting supportive of artists' needs. While care and a thoughtful approach would be required to establish such a district, elements that might prove supportive of a vibrant art scene include:
 - » Unique development standards – rough industrial might be just fine
 - » Dwellings that combine living and production spaces
 - » Mixed use district – housing, fabrication, performance, and retail all allowed
 - » Alternative housing form – size, design, density – that is affordable and conducive to artists.

FACILITIES

Conversations with artists and art organizations have identified adequate facilities as one of the most critical needs for a vibrant art scene/art community. The opening of The MACC has provided a hub for artists and events that is linking together the art community of Rancho Cordova. The MACC has hosted remarkable events, drawing together the community and people with a shared passion for the arts. While there are opportunities for crossover, there are two primary types of art programs that require facilities: performance art and display/physical art.

Performance Art Facilities

Currently, the Rancho Cordova River City Concert Band and the d'Oro Symphony Orchestra Rancho Cordova are the primary community performing art organizations. It is hoped and expected that future organizations will include additional music ensembles, theatre companies, dance companies and other live performance programs. Such performance companies share two basic facility needs: a place to practice and a place to perform.

Rehearsal Space. Rehearsal space has certain requirements that include reasonably good acoustics, stage setting, audio equipment,



and storage. With thoughtful planning and coordination, a single rehearsal space can serve the needs of multiple performance companies. Rehearsal space must be secure, but it need not be elegant. An underutilized light industrial building could be improved to provide a vibrant rehearsal space.

Performance Space. Ultimately, numerous venues of differing types and scales will be required to support music, theatre and dance in the community. The Rancho Cordova High School Performing Arts Center and the Capital Christian Center auditorium are 500-person theatres that are, on occasion, available to community organizations. Careful consideration must be given to the unmet needs of the performing arts community and how best it can be served.





The City Hall American River Room can currently meet some of the needs of the performing arts community, but relatively cost-effective improvements would substantially improve the performance of this well-used community room. Similarly, the stage at Village Green Park in Capital Village already hosts events, but facility improvements could substantially increase the performance value of this facility.

Strategic Approach. Rehearsal space and performance space are critical to supporting the arts in Rancho Cordova. However, these facilities can require substantial investment to construct, maintain, and operate. Planning should carefully consider how multiple performance companies can share facilities, how existing facilities can be leveraged to maximum benefit, and how facilities of varied size and character can best meet community needs.

Display/Physical Art Facilities

This category of art includes the many varied art forms that create a physical product. Paintings, photography, sculpture, glassblowing, woodworking, steelwork, fabrics and clothing, and many more artistic forms are referred to as physical art. Similar to performance art, there are two basic facility needs for physical art: a place to produce artworks and a place to display artworks.

Production Space. Due to the varied needs of artists, particularly specialized equipment, the approach for production space for physical art will likely involve

smaller, specialized facilities tailored to a particular medium.

One model for such production facilities is referred to as maker spaces, specialized and shared facilities that may be privately owned and operated, public-private partnerships or public facilities. Typically, such facilities will operate in a cooperative manner with individuals renting space and provision of shared tools and work spaces for the members of the facility.

One approach that could have a significant community impact would be to secure a larger building that would be divided into numerous maker spaces equipped for differing art forms. Such a facility could promote sharing of ideas across different mediums and could benefit from shared management/oversight and economy of scale.

Display Space. Opportunities to display art exist throughout the city. The MACC provides gallery space for significant art shows. City Hall hosts regular art shows that highlight the works of local artists. Restaurants and pubs can lend their walls to the display of works by local artists, as well as lobbies of private companies. Further, any public construction project can provide opportunities for the permanent installation of art work.

The potential for places to display artwork are many and varied. One of the primary strategies for securing new display venues will be hiring an active staff person who is focused on building partnerships and organizing rotating displays of artwork.

Evolution of Spaces

As described in the Action Plan, efforts will be considered in near-term, mid-term and long-term horizons. The most immediate efforts include improving facilities that already exist in the community, such as The MACC, City Hall facilities, and the stage of Village Green Park. Through collaboration with public partners such as the Cordova Recreation and Park District and the Folsom Cordova Unified School District, additional opportunities to improve existing facilities to may be identified.

One critical near-term effort is the City's current community center planning effort and the incorporation of performing arts and physical arts. Art should be an integral component of the community center, including performance spaces, gallery/display spaces, and artwork integrated into the overall project design.

Over time, it is anticipated that new facilities will be constructed to better meet the needs of artists in the community.

Shared Use Agreements

While it might be optimal from an artist's perspective to have facilities dedicated to a single type of use or even a single organization, such a focused approach is costly to construct, operate, and maintain. Ideally, various public agencies will find coordinated approaches to assist each other in meeting facility needs.

Commitments to shared use of facilities can present challenges. A school district must consider not only the needs of school programs, but also the safety of students. A park district must balance limited budgets, diverse programs, and operating costs of facilities. A city must consider its obligations to serve portions of the community balanced against basic obligation of public safety and maintaining public facilities.

While balancing a primary mission and coordination with the needs of other organizations can be challenging, the benefits can include providing a greater range of facilities for all and reduced duplication of facilities.



STAFF

The artists of Rancho Cordova are passionate about their work. They are less passionate about the administrative tasks required to plan, promote, and execute events within the community. Critical support efforts that promote a vibrant art scene include organized and current promotion (primarily through a web presence), organizing and delivering volunteers to support and conduct major events, programming of an events calendar months in advance, and oversight of facilities during events. These are tasks that the Cordova Community Council is able to provide with its paid staff. Assigning such duties to volunteers without the support of paid staff is not a long-term sustainable strategy.

To guide current and future efforts, a formal position of Rancho Cordova Arts Coordinator is proposed. The position would actively promote community artists, art programs, events, and facilities. For at least the near term, the Arts Coordinator will be a member of the Cordova Community Council staff. The programs contemplated in this Strategic Plan – development of community resources, production of events, organizational support – will require additional staff members to support the Arts Coordinator. Key duties of these staff members would include:

- » Prepare two-year workplan for City Council consideration that would include events to be produced and major efforts to be undertaken
 - Activities described under Near-Term Efforts comprise the first two-year workplan
- » Programming events
 - Regular events at The MACC
 - Annual calendar of events
- » Support and build internal capacity of the Rancho Cordova Arts Council
- » Identify facility needs – performance, rehearsal, production spaces – and champion efforts to make facilities available
- » Coordinate with partner agencies/organizations
- » Provide guidance and recommendations on City-funded art projects
- » Guide and promote installation of art in the community
- » Near-term organizational focus:
 - Build volunteer base
 - Align volunteers with community art events
- » Create web-based presence for all art programs



PARTNERSHIP FOR THE ARTS



The goal of infusing art throughout Rancho Cordova will require the support of many individuals and organizations within the community. Each group noted below brings unique resources and strengths that will contribute to a successful, diverse, and dynamic Rancho Cordova art scene. Over time, the roles and contributions of these organizations are expected to evolve and grow.

City of Rancho Cordova

- » Facilities – The MACC and City Hall
- » Sponsored/guide programs
- » Install art in public facilities and improvements
- » Organization support – funding for staff

The City of Rancho Cordova is uniquely situated to support the arts in Rancho Cordova. The City has made a commitment to create a great community, has a role in providing/operating public facilities and has the ability to fund art projects and programs.

Cordova Community Council

- » The MACC – plan and execute events, day-to-day operations
- » Promote and support the Rancho Cordova Arts Council
- » Organize volunteers to support community events

The Cordova Community Council has strong organizational skills and resources, relationships with community volunteers, and a mission to bring great events to Rancho Cordova.

Rancho Cordova Arts Council

- » A coalition of art organizations – Symphony d'Oro Rancho Cordova, Rancho Cordova River City Band, Rancho Cordova Swing Band, Rancho Cordova Arts
- » A resource to provide guidance and direction to art programs

The Rancho Cordova Arts Council now represents four established community organizations that are dedicated to the arts and artists within the community. This role will grow as new organizations and programs develop within the community.

Cordova Recreation and Park District

- » Programs and classes
- » Public facilities
- » Art installations in parks

The Cordova Recreation and Park District touches residents throughout Rancho Cordova with its parks and programs. The District's parks offer the opportunity to install artwork in highly visible and well-visited parks. The parks provide key gathering locations for residents and can be the stages for wonderful events.

Educational Institutions

- » Folsom Cordova USD, Elk Grove USD and Sacramento City USD
- » Los Rios Community College District
- » Youth programs in the classroom
- » Adult programs – workshops, informal groups, classes
- » Performance spaces

Schools provide opportunities to touch young minds, spark a love for the arts, and offer the first steps toward a lifetime of participation in the arts. Our public education partners also have facilities that can provide rehearsal, production, and performance spaces for the art community.

Rancho Cordova Chamber of Commerce

- » Connection to business community
- » Events

The Rancho Cordova Chamber of Commerce has contacts and relationships with local businesses that can be partners in a vibrant local art scene. Whether supporting through contributions, providing spaces to display art, or opening production space to community members, the local business community can be an important partner in promoting the arts.

LEADERSHIP



Leadership and Implementation

The creation and enjoyment of art are inherently creative activities that can be inspiring and emotional. The implementation of a successful arts program also relies on less creative activities of administration, volunteer organization, and event promotion. Leadership and a sustainable organizational structure will promote successful and long-term art programs in Rancho Cordova.

Program Direction

The City of Rancho Cordova, and more specifically the City Council, have placed a high priority on integrating art within the community. The City's support for the arts has resulted in many wonderful programs and outcomes, including: educational programs in our schools; improvement of facilities such as The MACC; support for community organizations that champion the arts in Rancho Cordova; art showings at City Hall and in the community; and, amazing community events throughout the year.

It is anticipated that the City Council will continue to provide high-level guidance and directions for art programs within the community. For the foreseeable future, efforts identified in the Art in Rancho Cordova Strategic Plan will be guided at the administrative and organizational level by staff of the Cordova Community Council, with direction provided by the Rancho Cordova City Council.

Currently, the Cordova Community Council manages and supports various art programs in the community, including the The MACC,

and is also supporting efforts of the Rancho Cordova Arts Council.

Funding

Through its generous support, the City of Rancho Cordova has become a major patron and sponsor of the arts within the community. Much of the City's ongoing funding for the arts has been directed to the Cordova Community Council to implement programs on behalf of the City.

This Strategic Plan anticipates the City will continue to fund art projects and programs through the Cordova Community Council and that such funding will be considered on an annual basis within the City's budget process.

The various art programs and events in Rancho Cordova also generate revenue to support and promote programs. Certain events and programs such as Symphony d'Oro Rancho Cordova and the annual Heartstoppers Haunted House can generate substantial revenues. Other programs, such as gallery showings at the The MACC or at City Hall, are provided at no cost to patrons and are intended to showcase artists in the community or to provide exhibitions from outside the region.

A long-term and comprehensive plan for funding art programs in Rancho Cordova should be developed. To the extent the City will continue to provide financial support, predictable funding allows for planning events and programs on a longer horizon.

MEMORANDUM

DATE: November 27, 2018

TO: Honorable Mayor and Council Members

FROM: Darcy Goulart, Planning Manager

SUBJECT: Discussion and direction on various aspects of signage related to community events and way-finding signage.



RECOMMENDATION

Receive report and direct staff on potential code amendments to address community event and way-finding signage.

RESULT OF RECOMMENDED ACTION

No formal action is requested of Council at this time. Council insight and/or direction to City staff on various aspects of signage will assist staff with potential code amendments related to noncommercial, digital billboards, and way-finding signage.

DISCUSSION

Title 23, Chapter 23.743 of the Rancho Cordova Municipal Code (RCMC) regulates all aspects of signage within the City limits. The City's regulation of signs must be consistent with the U.S. Constitution's First Amendment right to free speech. Sign regulations should be based on physical attributes such as size, lighting, location, and materials. Sign regulations generally cannot regulate the content of the sign. For example, a regulation that favors official public signs over other types of noncommercial signs, such as political or ideological signs, would likely be considered a "content-based" restriction. To justify such regulations, a city must show that the regulation furthers a compelling government interest and is narrowly tailored to achieve the objective. While this standard could likely be met where traffic signs are treated differently for public safety reasons, it would be difficult to meet it for a regulation that favored "community events" signage over other types of noncommercial signs.

Cities generally have more leeway to regulate commercial speech than noncommercial speech. A city regulation on commercial speech complies with the First Amendment so long as the restriction:

- Concerns lawful activity and is not misleading;
- Seeks to implement a substantial government interest;
- Directly advances that interest; and
- Reaches no further than necessary to accomplish its objective.

On a routine basis, staff receives various requests from community groups about off-site advertising for events and the need for more permanent solutions to advertise the numerous events that take place throughout the City. Additionally, inquiries often come in from potential or existing business owners regarding the need for way-finding signage to direct people to specific locations. Mainly these locations are commercial shopping centers that may not be known by those traveling along the Highway 50 corridor. The amount of inquiries regarding the desire for off-site community event advertising and way-finding signage has increased, which has prompted the need to have a discussion with the City Council on what is currently allowed and some potential solutions on how to address the identified needs of the community.

This staff report outlines the various sections of Chapter 23.743 that already address the necessary types of or that could be amended to do so. It also identifies constraints with the existing language. Staff will also speak to a few key areas where there are requests to install specific signs and will be seeking direction from Council on potential amendments.

Billboards

Billboards are regulated by Section 23.743.080 and are often the most common form of off-site signage. The billboards found within the City limits are those that display only one message or advertisement, unless it is a two-sided billboard. While there are still billboards located within the City limits, over the years some have been removed and replaced with digital signage, which offers the opportunity to host more than one advertisement. Digital signage will be further discussed in a section below.

This particular section of the code is specific to requests to relocate an existing billboard. In order to relocate a billboard, one must obtain approval of a conditional use permit. The following development standards apply for requests to relocated billboards:

Type of Sign	Height	Sq. ft.	Separation Requirements/Other Notable Requirements	Location	Permit
Relocated Billboards	30 feet	720 sq. ft.	300 ft. from other billboards 75 ft. from other onsite signs 200 ft. from ag/res parcels No more than 1,000 ft. from commercial or industrial parcel At least 50 ft. from ROW	Industrial zone	CUP

While billboards may offer the ability to host some off-site advertising or way-finding signage for specific locations, consistent policy direction and discussion since incorporation has been to work towards phasing out the use of billboards within the City and replace them with signage that provides more opportunity to advertise various events and uses. There's a tendency for billboards to not be properly maintained and often times become abandoned and result in unwanted blight. For these reasons, staff does not recommend amending the code to utilize billboards as a means to advertise community events or way-finding signage.

Digital Freeway Sign Overlay

Section 23.743.150 of the Municipal Code regulates digital freeway signs along the Hwy 50 corridor. The digital freeway sign overlay was established to enable the consideration of digital freeway signs in specific locations within the City. Digital freeway signs located within the overlay area that meet various development standards may be permitted through a conditional use permit. If it is necessary to deviate from the standards, applicants may enter a voluntary operational agreement with the City. The information in the table below summarizes some key

components to a digital freeway sign. Figure 1 outlines the two areas (in yellow) within the City where digital freeway signs can be located. Figure 2 is an image of an existing digital freeway sign located near Naturewood, along Hwy 50. This sign hosts a variety of advertising, but is not limited to those uses or events specific to Rancho Cordova.

Type of Sign	Height	Sq. ft.	Separation Requirements/Other Notable Requirements	Location	Permit
Digital Freeway Signs	60 feet	672 sq. ft. per digital display	2,500 ft. from other digital freeway signs w/in City limits Allow City display time for community interest messages Allow public safety messages such as "Amber Alert" or emergency disaster communications Remove 4 billboards for every one digital freeway sign. Voluntary operational agreement to deviate from standards Can advertise off site businesses	Sunrise Blvd. area Hazel Ave. area *See Figure 1 for exact location.	CUP

Figure 1 – Digital Freeway Sign Overlay

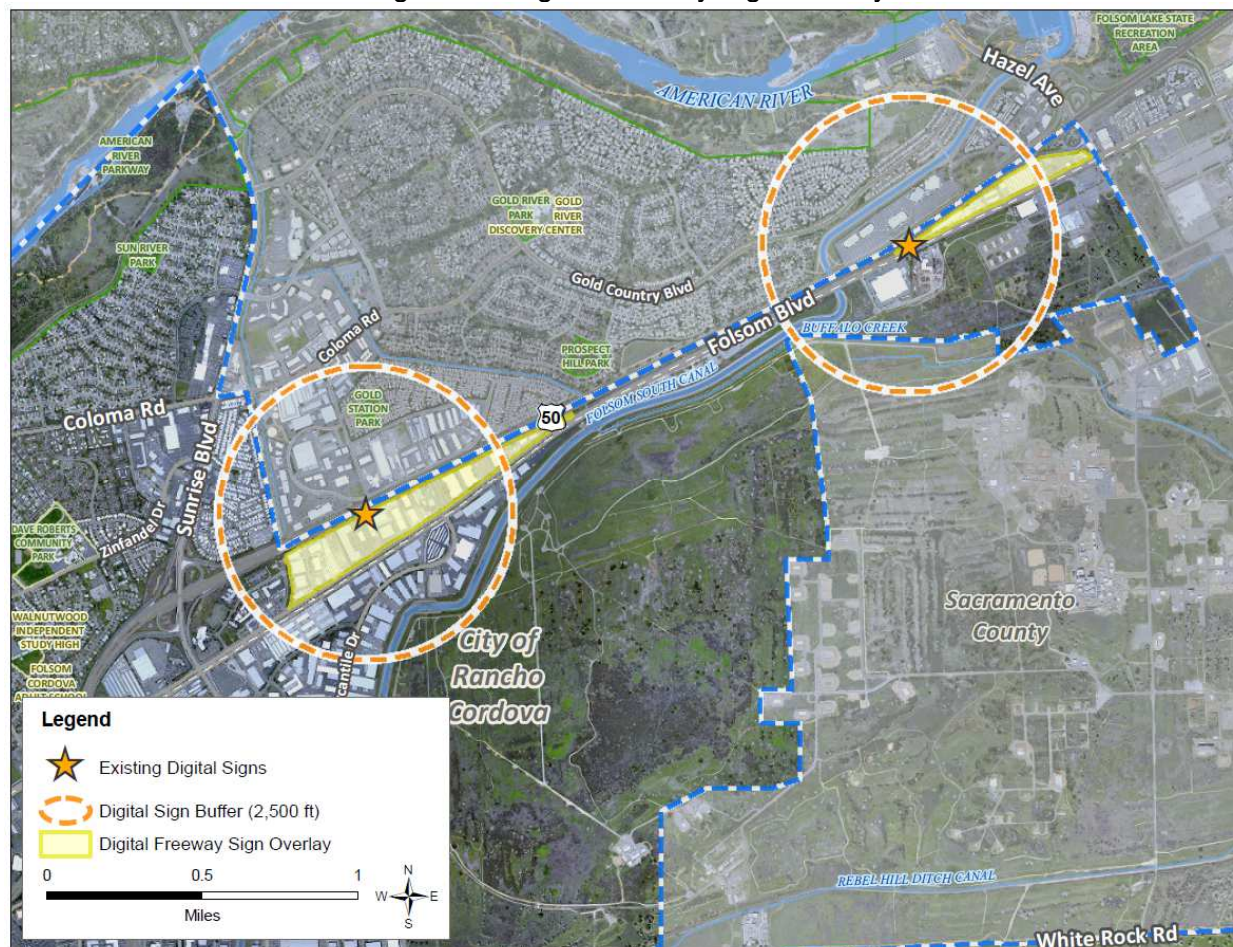


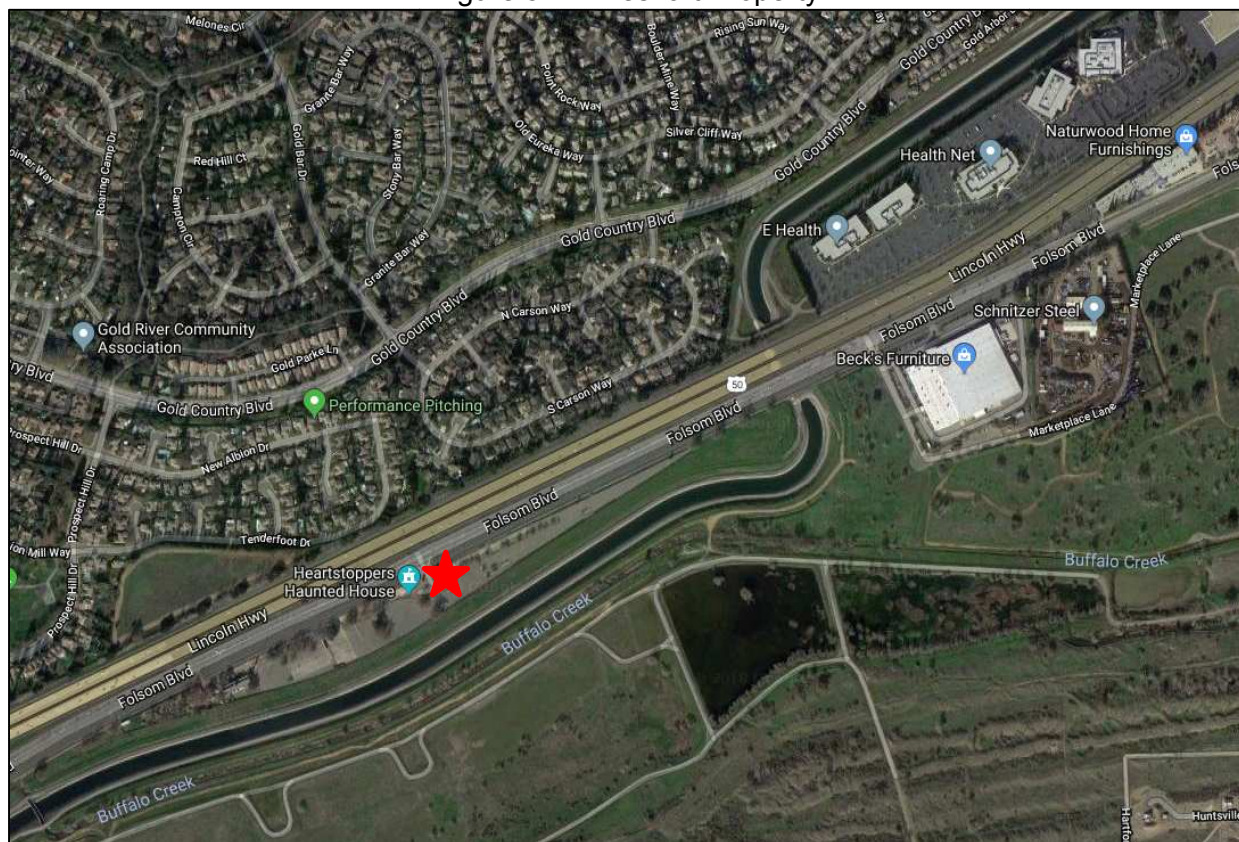
Figure 2 – Digital Freeway Sign near Naturewood



Digital freeway signs can be used to advertise various goods and services, as well as events. Caltrans and the City have various regulations that pertain to these signs such as illumination, aesthetics, frequency of how often messages can change and the requirement to use these signs for important safety messages and alerts. This section of the City's code contains solid regulations and provides the avenue for expanded advertising opportunities if all the development regulations can be met.

With that being said, staff has received an inquiry from the Cordova Community Council about the possibility of installing a digital freeway sign on the mineshaft property (Figure 3). This property is located outside of the digital freeway sign overlay, but does have a billboard on the far east portion of the property. The sign would be used to advertise Cordova Community Council events as well as offer opportunities for other entities to lease advertising space. Without an amendment to this section of the code to expand the overlay boundaries, a digital freeway sign on the mineshaft property would not be permitted.

Figure 3 – Mineshaft Property



Electronic Message Signs

Electronic message signs are regulated by Section 23.743.065 and include video display, electronic graphic display and time and temperature signs. These signs are allowed in any zone within the City through approval of an Administrative Use Permit. Some of the development standards are listed in the table below.

Type of Sign	Height	Sq. ft.	Separation Requirements/Other Notable Requirements	Location	Permit
Electronic Signs	6 ft. – 10 ft. (depending on zone)	32 sq. ft.	100 ft. from residential zone Located on the site of the use being advertised	City wide	AUP

The key thing to note with these types of signs is that the sign must be located on the site of the use identified or advertised by the sign. Figure 4 is an example of an electronic message sign used to advertise goods sold on a particular site. While this particular sign advertises retail goods, these types of signs could also be used to display upcoming events at a particular location. With that, staff is aware that the Mills Station Arts and Culture Center (MACC) is looking to install a sign of this nature near the corner of Mather Field Road and Folsom Boulevard, which would be considered off-site signage because it's not on the MACC site and not allowed per the current regulations.

Figure 4 – Electronic Message Board

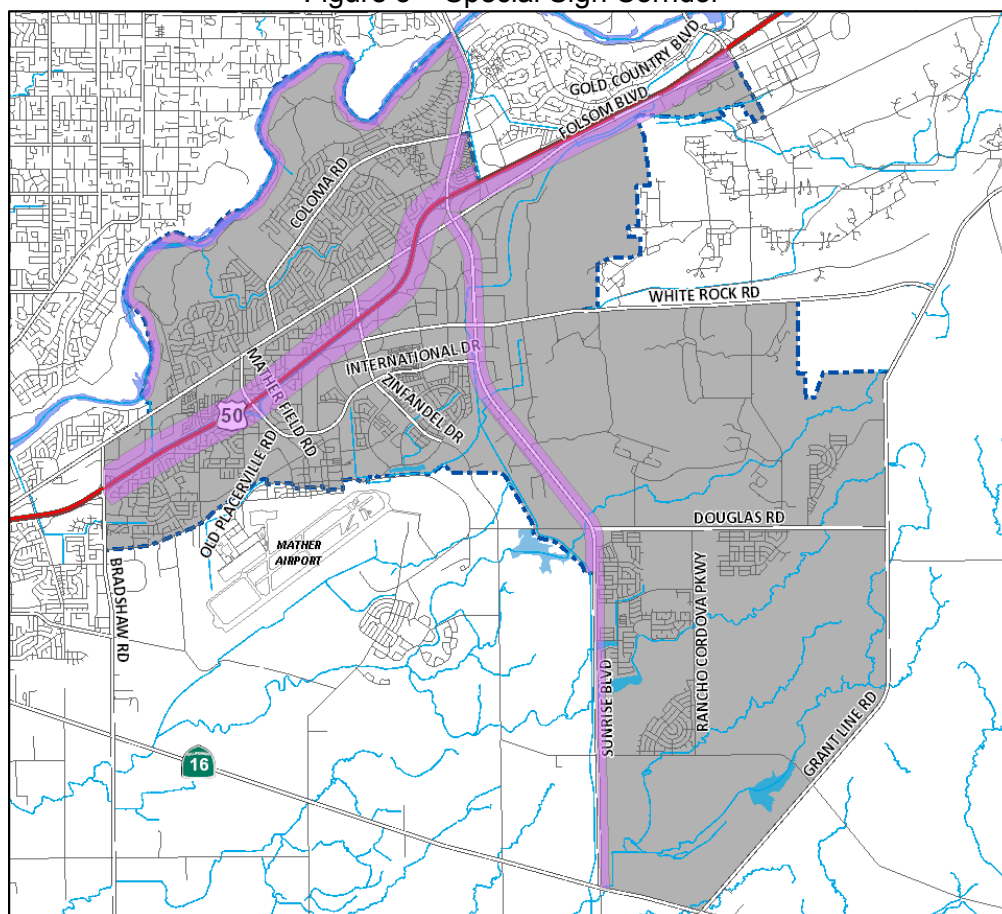


Special Sign Corridor

Section 23.743.120 regulates signs located within the Special Sign Corridor. As depicted in pink on Figure 5, this corridor focuses on areas that are heavily traveled. The intent of this corridor is to provide provisions to identify a business in an aesthetic manner that complements the architecture of the building and serves the needs of the traveling public. Historically, these areas attracted large, bright signs which may or may not have been related to the travel way or the needs of the traveler. Some of the specific development standards are listed in the table below. Similar to other sections of the sign chapter, off-site advertising is not permitted within the special sign corridor, except for in the form of a billboard or digital freeway sign.

Type of Sign	Height	Sq. ft.	Separation Requirements/Other Notable Requirements	Location	Permit
Section 23.743.120 Special Sign Corridor	6 ft. – 10 ft. (depending on zone)	Based upon zone	50 ft. between freestanding signs Located within a landscaped area	Hwy 50: 1,000 ft. radius/buffer Sunrise from American River to Hwy 16: 500 ft. radius/buffer American River centerline/northern City limits: 500 ft. radius/buffer	AUP: freestanding signs only

Figure 5 – Special Sign Corridor



Gateway Signs

Section 23.743.130 establishes criteria for special signage at key entrances into the city and major districts within the city. One of the benefits of this type of signage is greater promotion of businesses, activities, events and places within the community. The key development standards are listed in the table below. One that staff wants to highlight is that the gateway signage program is a city-administered program. The process for securing sites, designing the signs, leasing or otherwise providing space on the sign for identification of uses and events in the city, maintaining the signs, and other functions is established by council and may be updated from time to time as deemed necessary. Additionally, nothing prohibits the city from acquiring the services of a private organization for purposes of designing, constructing, maintaining, and operating the signs.

Type of Sign	Height	Sq. ft.	Separation Requirements/Other Notable Requirements	Location	Permit
Section 23.743.130 Gateway Signs	60 ft.	1,000 sq. ft.	Gateway signage program is city-administered No more than one sign per freeway off-ramp or regional town center zone Sign shall include the City logo and identification of the area of the city. Located on property within the city limits, city ROW or Caltrans ROW.	Located at each entrance to the city from Hwy 50 – Bradshaw Rd., Mather Field Rd., Zinfandel Dr., Sunrise Blvd., & Rancho Cordova Parkway.	Non specified

Public Works is currently administering the gateway sign program within the City limits. They are working on signage for a few key entrances into the city, such as Sunrise near the American River bridge and Folsom Blvd, near the west side of the city limits. While these specific sign locations provide an opportunity to welcome people into the city and display various upcoming events, there is an equal need for gateway signs at freeway off-ramps to provide greater promotion of businesses that do not have Hwy 50 frontage or visibility. Figures 6 and 7 depict freeway off-ramp gateway signage from two neighboring cities. These types of signs provide additional signage opportunities for businesses located off of the freeway that may not have direct freeway visibility for those traveling along freeway corridors. While the current code language provides the means to have these types of signs installed, at this time there aren't any that have been erected within the City. Additionally, the special sign corridor that was discussed above would need to be amended to allow these types of off-site advertising signs to be installed.

Figure 6 – Freeway Off-Ramp Gateway Signage



Figure 7 – Freeway Off-Ramp Gateway Signage



Special Sign Districts

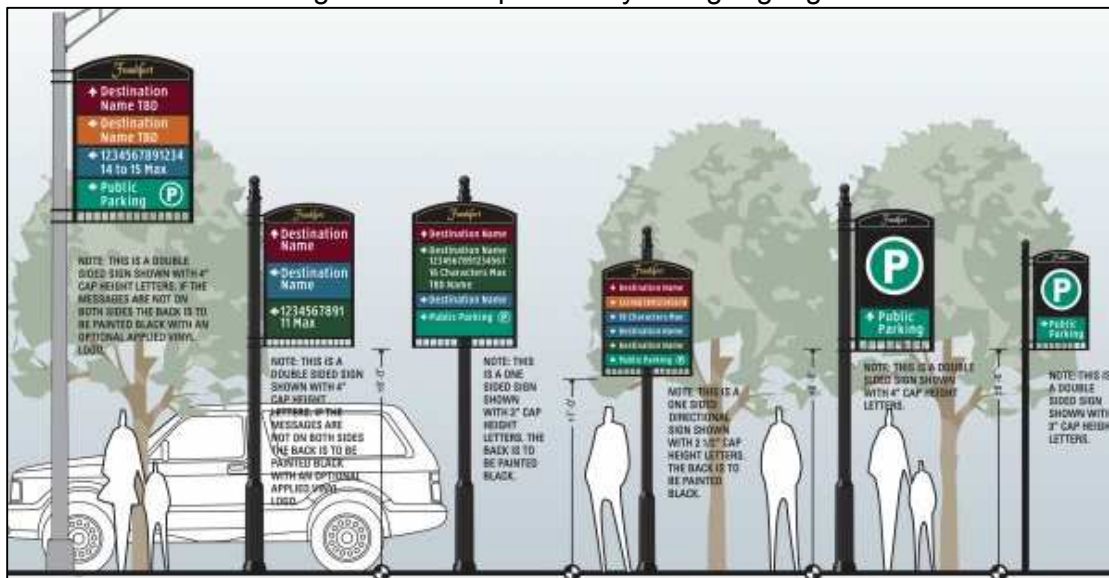
Section 23.743.110 gives the City the ability to establish special sign districts for specific areas of the city. The intent of these special sign districts is to provide a uniform and consistent branding and identification for areas of the city, such as the downtown and the convention district, which would benefit from such regulations. As part of the special sign district, the city may adopt special development standards for private party signs that apply to property within this district. Examples of existing special sign districts are the special sign corridor and the digital freeway overlay. These districts clearly identify locations and development standards specific to signage within the specified area. Staff brings attention to this section of the code so that Council is aware that if they chose to create additional districts, there is a means to do so.

Way-finding Signs

While staff does not receive a lot of requests for off-site signage for advertising goods and services, there are circumstances where way-finding signage is needed to get the traveling public to a specific destination. Similar to directing people to specific public facilities, way-finding signage can also get people to a specific event, identified districts or shopping areas. These

types of signs are generally permanent, but can be used on a temporary basis for events. Figure 8 provides various examples of way-finding signage. These are just a small sample of the many options that are available and are only included for reference purposes.

Figure 8 - Example of Wayfinding Signage



The City is unique in the sense that many of the major shopping areas are not situated in a manner where travelers along Hwy 50 would be aware of all that Rancho Cordova has to offer in terms of shopping and dining. Centers such as Cordova Village, Rancho Cordova Town Center and Capital Village could all benefit from the use of way-finding signage, but at this time the code would consider this type of signage to be off-site signage, which is not allowed.

COUNCIL DIRECTION

Staff is looking for the following direction from the City Council:

1. Amend the Digital Freeway Sign Overlay to incorporate additional locations to locate these types of signs that can be used to advertise goods, services and community events?
2. Amend the code to allow off-site noncommercial signage only? If so, does the council want to specify specific locations within the city?
3. Amend the code to allow off-site commercial advertising on gateway signs at freeway off-ramps that are located in the special sign corridor?
4. Amend the code to incorporate way-finding signage for specific districts or locations within the city?

FISCAL IMPACT

There are no immediate fiscal impacts relating to this discussion beyond staff time.

ATTACHMENT

1. Presentation

Community Event & Way-Finding Signage



Purpose of Tonight's Discussion

- Receive report and direct staff on potential code amendments to address community event and way-finding signage.

Council Direction

1. Amend the Digital Freeway Sign Overlay to incorporate additional locations to locate these types of signs that can be used to advertise goods, services and community events?
2. Amend the code to allow off-site non-commercial signage only? If so, does the council want to specify specific locations within the city?
3. Amend the code to allow off-site commercial advertising on gateway signs at freeway off-ramps, that are located in the special sign corridor?
4. Amend the code to incorporate way-finding signage for specific districts or locations within the city?

Sign Ordinance

Why does the City have a sign ordinance?

- ❖ Protects public health, safety, and welfare through appropriate prohibitions, regulations, and control on design, location and maintenance of signs.
- ❖ Enhance traffic safety – does not distract, obstruct or impede motorists or traffic circulation.
- ❖ Aesthetic, architectural and cosmetic compatibility with community by limiting clutter of the streetscape.

What types of provisions are included in the sign ordinance?

- ❖ Development regulations for permanent and temporary signage – size, location, & illumination.
- ❖ Exempt & Prohibited Signs
- ❖ Development regulations for specific locations such as sign corridors or overlay areas.

Content-Neutral Regulation

The City's regulation of signs must be consistent with the U.S. Constitution's First Amendment right to free speech.

Regulations should generally be content neutral.

Cities generally have more leeway to regulate commercial speech than noncommercial speech. A city regulation on commercial speech complies with the First Amendment so long as the restriction:

- Concerns lawful activity and is not misleading;
- Seeks to implement a substantial government interest;
- Directly advances that interest; and
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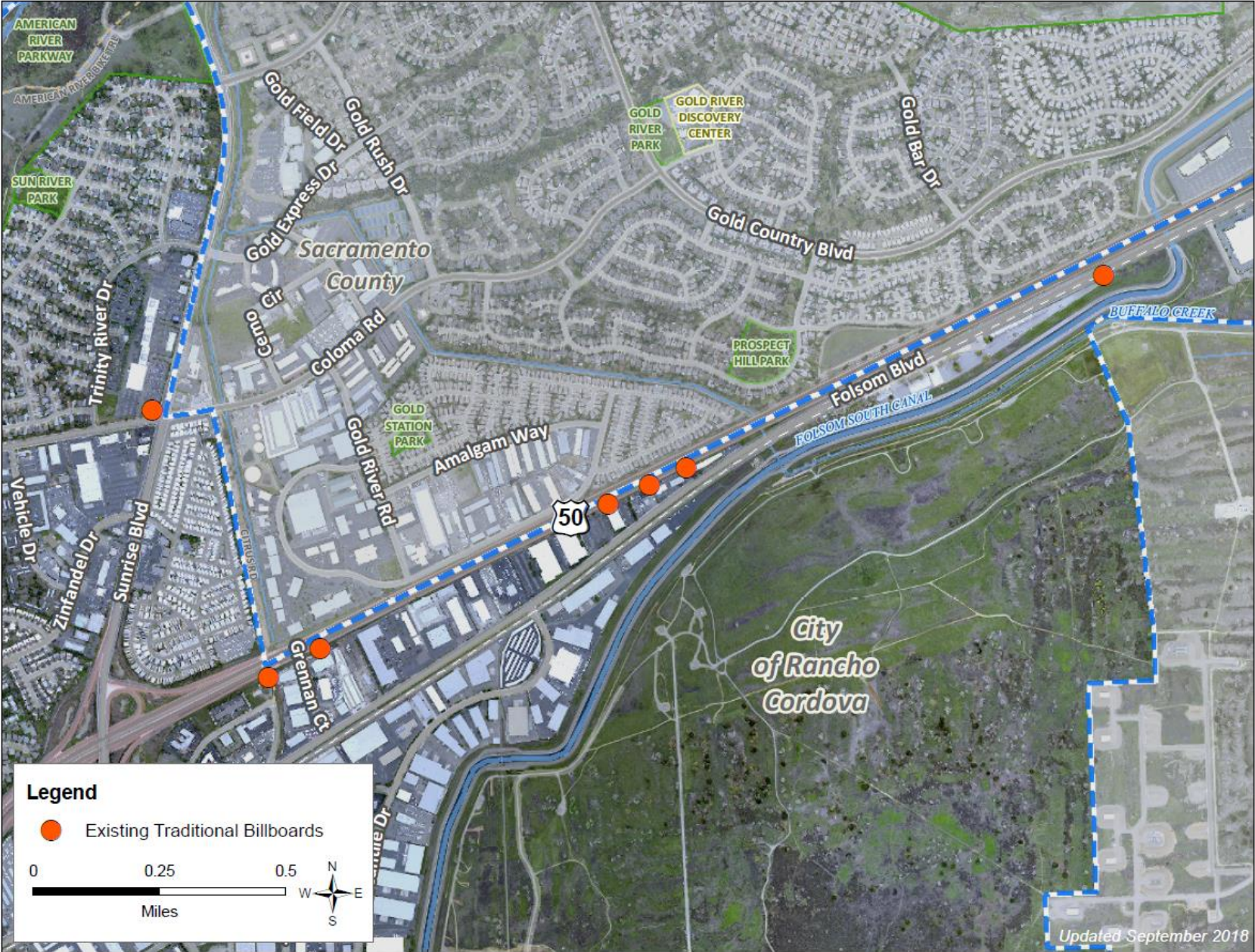
Billboard Relocation



AGENDA ITEM 3.2

30 feet	720 sq. ft.	➤ 300 ft. from other billboards ➤ 75 ft. from other freestanding onsite signs ➤ 200 ft. from ag/res parcels ➤ No more than 1,000 ft. from commercial or industrial use ➤ At least 50 ft. from ROW	Industrial zone	CUP
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Existing Billboard Locations



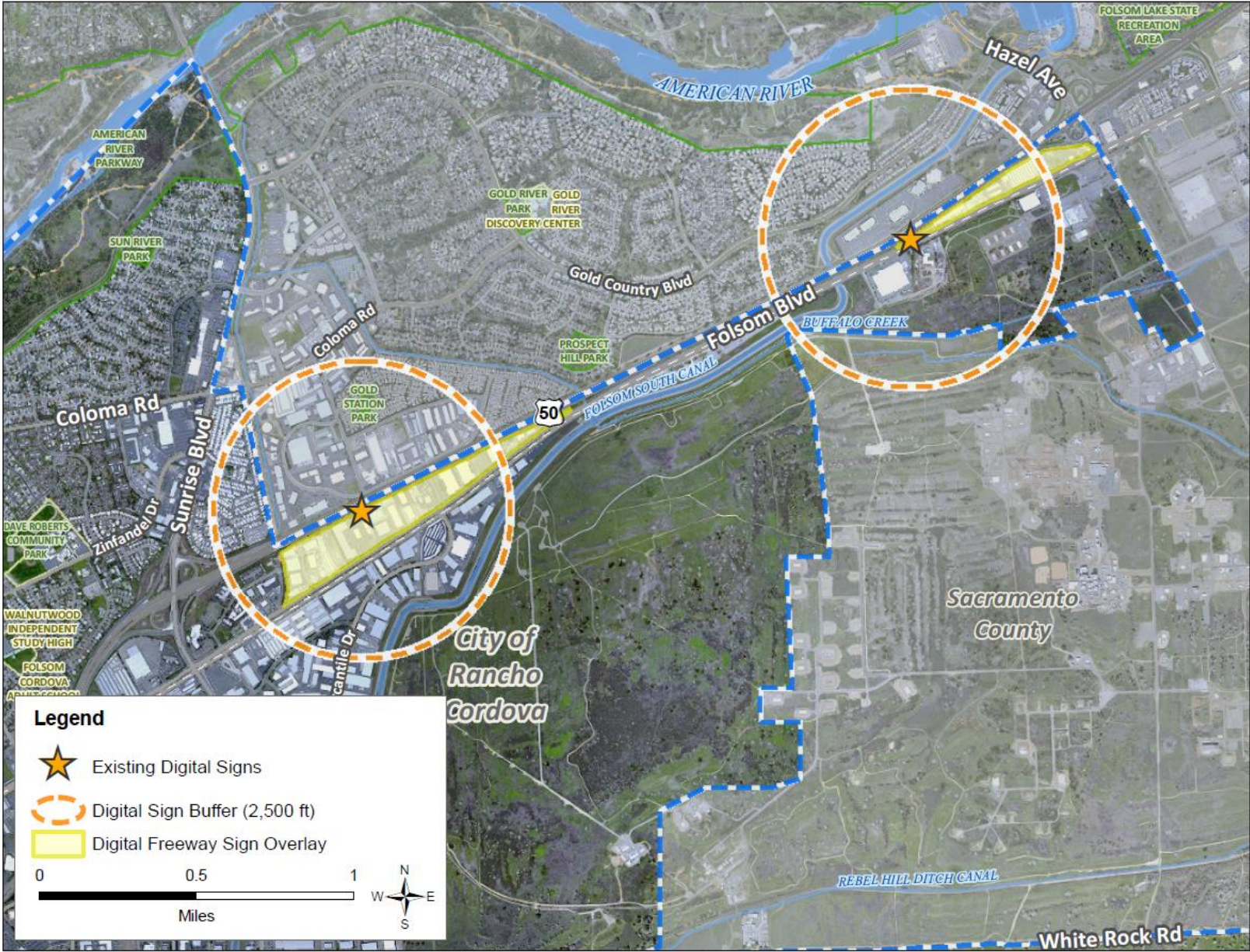
Digital Freeway Signs



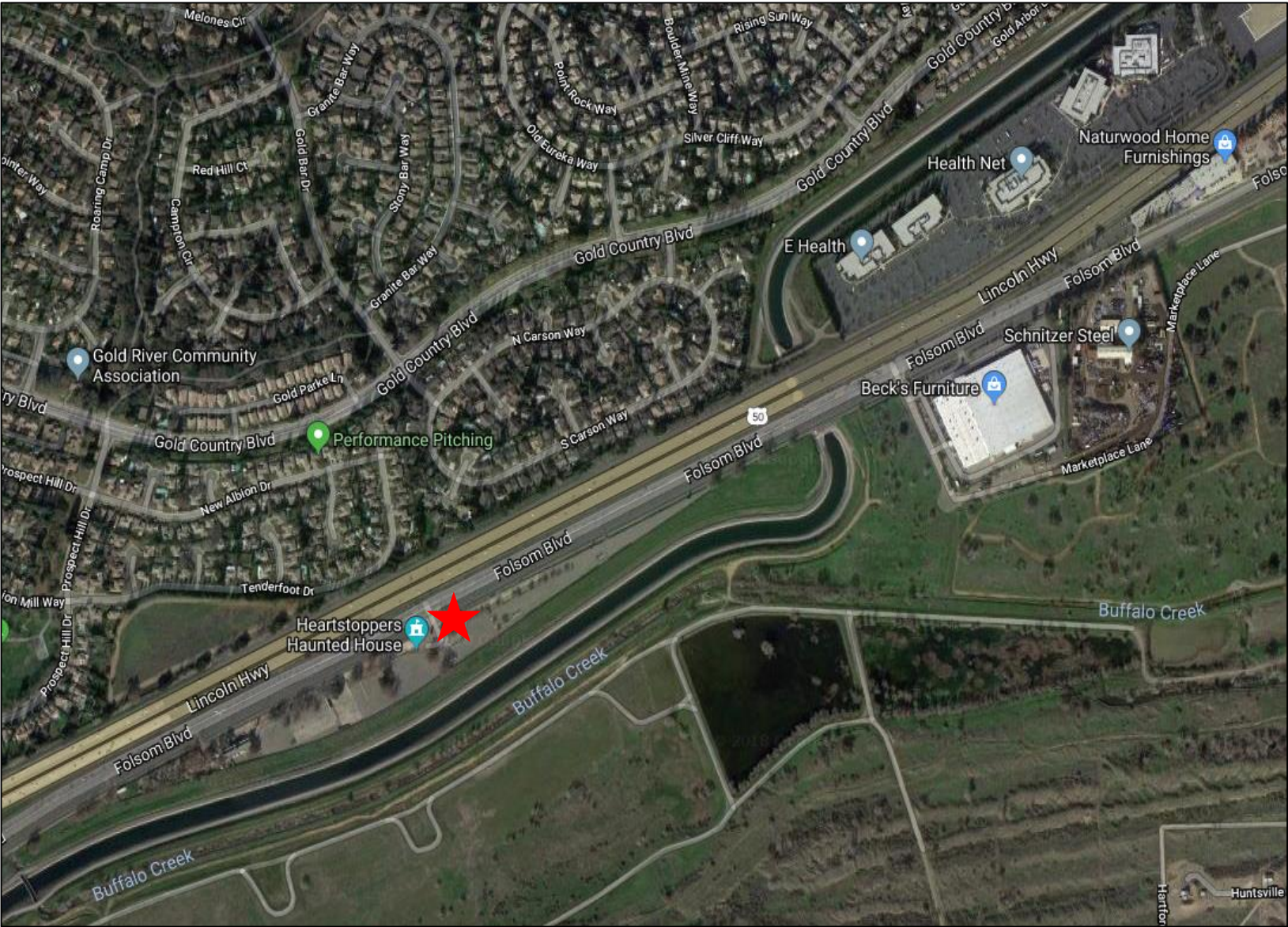
AGENDA ITEM 3.2

60 feet	672 sq. ft. per digital display	➤ 2,500 ft. from other digital freeway signs w/in City limits ➤ Allow City display time for community interest messages ➤ Allow public safety messages such as “Amber Alert” or emergency disaster communications ➤ Remove 4 billboards for every one digital freeway sign. ➤ Voluntary operational agreement to deviate from standards ➤ Can advertise off site businesses	➤ Sunrise Blvd. area ➤ Hazel Ave. area	CUP
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Digital Freeway Signs



Mineshaft Property



Electronic Message Signs



AGENDA ITEM 3.2

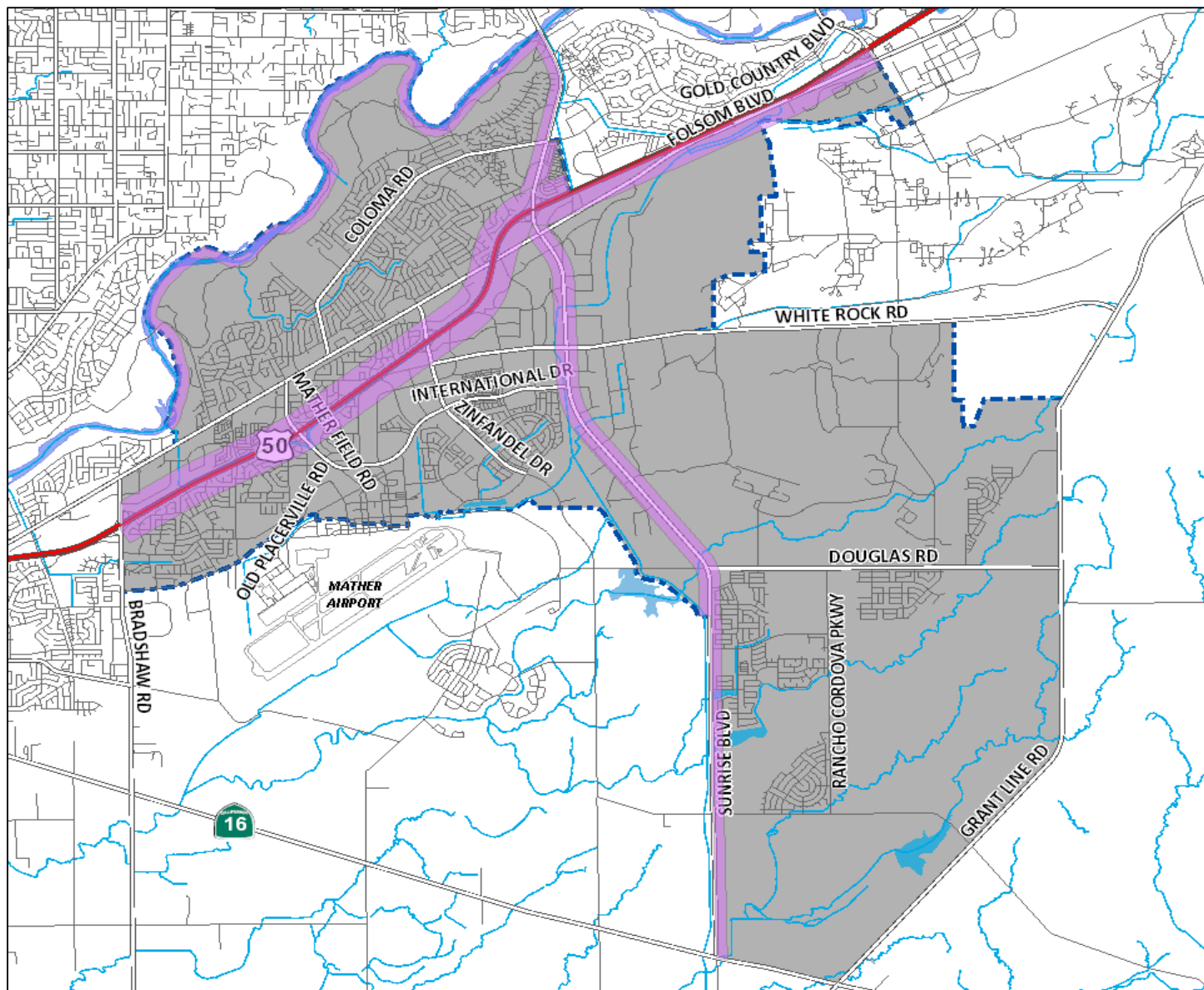
6 ft. – 10 ft. (depending on zone)	32 sq. ft.	➤ 100 ft. from residential zone ➤ Located on the site of the use being advertised	City wide	AUP
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Special Sign Corridor

Monument Signs				
6 ft. – 10 ft. (depending on zone)	Based upon zone	➤ 50 ft. between freestanding signs ➤ Located within a landscaped area	➤ Hwy 50: 1,000 ft. radius/buffer ➤ Sunrise from American River centerline/northern City limits: 500 ft. radius/buffer	AUP: freestanding signs only

Special Sign Corridor

ATTACHMENT 1



Gateway Signs

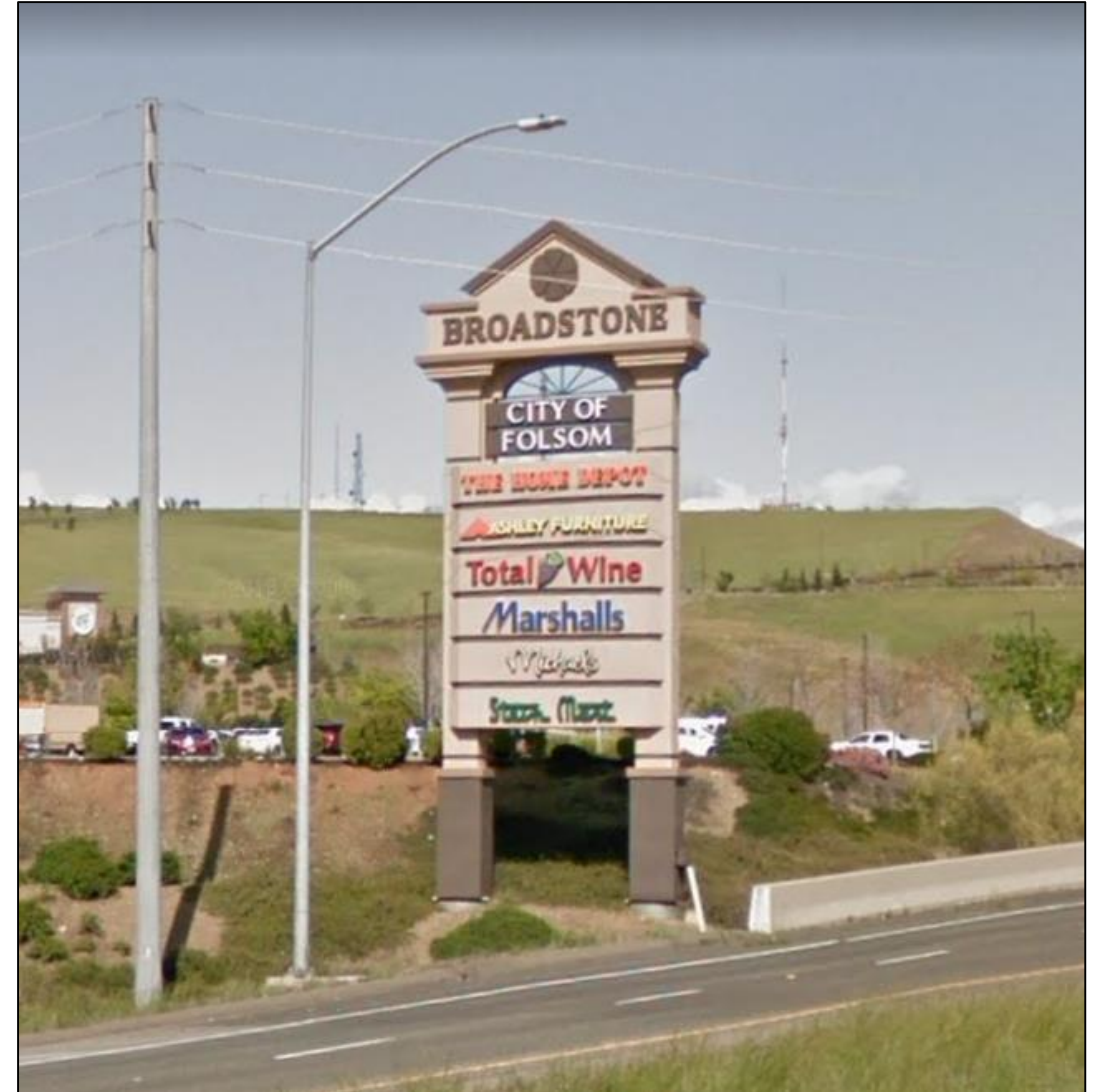
60 ft.	1,000 sq. ft.	➤ Gateway signage program is city-administered ➤ No more than one sign per freeway off-ramp or regional town center zone ➤ Sign shall include the City logo and identification of the area of the city. ➤ Located on property within the city limits, city ROW or Caltrans ROW.	Located at each entrance to the city from Hwy 50 – Bradshaw Rd., Mather Field Rd., Zinfandel Dr., Sunrise Blvd., & Rancho Cordova Parkway.	Non specified
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Freeway Off-Ramp Gateway

ATTACHMENT 1

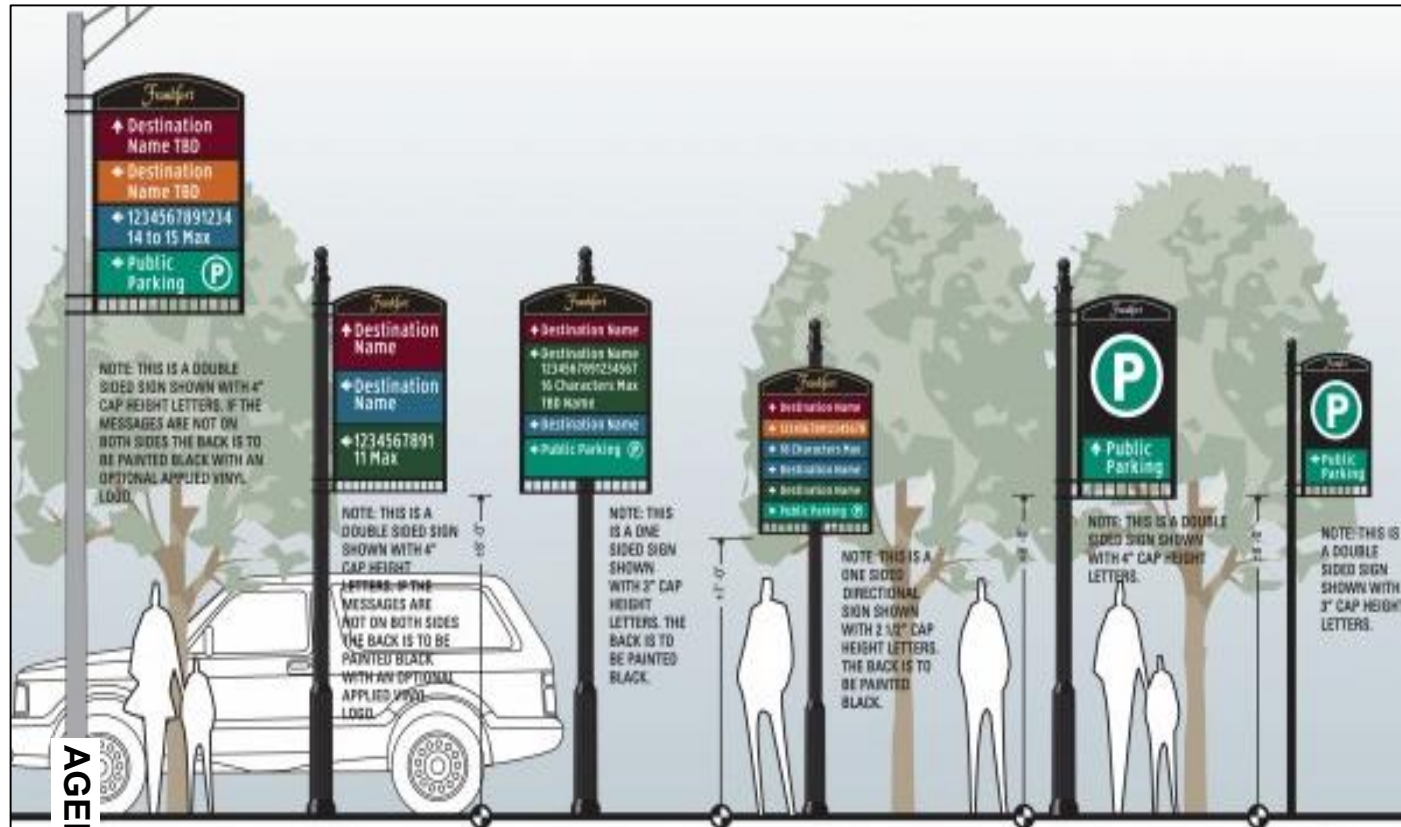


AGENDA ITEM 3.2



Way-finding Signage

- Directs public to specific locations such as commercial centers.
- Generally permanent but could be temporary for events.
- Centers such as: Cordova Village, Rancho Cordova Town Center and Capital Village do not have freeway visibility or are tucked behind other developments and not easily found.
- Wayfinding would benefit many hidden shopping centers or specific locations.



Council Direction

1. Amend the Digital Freeway Sign Overlay to incorporate additional locations to locate these types of signs that can be used to advertise goods, services and community events?
2. Amend the code to allow off-site non-commercial signage only? If so, does the council want to specify specific locations within the city?
3. Amend the code to allow off-site commercial advertising on gateway signs at freeway off-ramps, that are located in the special sign corridor?
4. Amend the code to incorporate way-finding signage for specific districts or locations within the city?

THANK YOU

QUESTIONS & DISCUSSION

