RESOLUTION NO._____(CM)

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WATSONVILLE APPROVING THE CITY OF WATSONVILLE SIGNAGE AND WAYFINDING MASTER PLAN AND PROVIDING DIRECTION TO STAFF TO IMPLEMENT A PHASED INSTALLATION PLAN

WHEREAS, on December 14, 2021, the Council adopted Resolution No. 318-21 (CM) awarding a contract to Selbert Perkins Design, a corporation, to design a new citywide branding and wayfinding signage program for the City of Watsonville; and

WHEREAS, a wayfinding signage program will create a unified feel and look across our community, give a sense of place and serve as an integral part of our community's identity and landscape.

NOW THEREFORE BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY
OF WATSONVILLE, CALIFORNIA, AS FOLLOWS:

- 1. This action is exempt from the requirements of the California Environmental Quality Act (CEQA) in accordance with CEQA Guidelines Section 15378(b)(5), in that adopting a Resolution approving the Wayfinding Design Concept does not meet CEQA's definition of a "project," because the action does not have the potential for resulting in either a direct physical change in the environment or a reasonably foreseeable indirect physical change in the environment and if a "project," is exempt under the "common sense" exception (14 Cal. Code Regs. § 15061(b)(3)) because it can be seen with certainty that there is no possibility that this action may have a significant effect on the environment.
- 2. That the City of Watsonville Signage and Wayfinding Master Plan developed by Selbert Perkins Design, a copy of which is on file in the Office of the City Clerk, and can be viewed at https://selbertperkins.box.com/s/rjv5qkstq6fal7qor92y95ujwt2j2vs4

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is hereby approved.

3. That Council hereby directs staff to prepare a multi-year implementation program for the Wayfinding Design Concept.
