

## **RESOLUTION NO. ZA-2023-004**

### **RESOLUTION OF THE ZONING ADMINISTRATOR OF THE CITY OF SANTA ROSA APPROVING A SIGN VARIANCE TO ALLOW 215.99 SQUARE FEET OF SIGN AREA (TWO WALL SIGNS AND ONE PANEL SIGN) FOR TOTAL WINE AND MORE AND 213.24 SQUARE FEET OF SIGN AREA (TWO WALL SIGNS) FOR PLANET FITNESS FOR THE PROPERTY LOCATED AT 2705 SANTA ROSA AVENUE, SANTA ROSA, APN: 043-102-017, FILE NO. SI22-043**

WHEREAS, the Santa Rosa Zoning Administrator has completed review of the Sign Variance application to allow the proposed project described above; and

WHEREAS, the Sign Variance approval to allow the proposed project is based on the project description and official approved exhibit dated received October 27, 2022; and

WHEREAS, the matter has been properly noticed as required by Section 20-52.060.F.2.a and no request for a public hearing has been received;

NOW, THEREFORE, BE IT RESOLVED that in accordance with Section 20-52.060.G.2, the Zoning Administrator of the City of Santa Rosa finds and determines that:

#### **SIGN VARIANCE Findings (ZONING CODE SECTION 20-52.060.G.2)**

- a. Strict compliance would preclude an effective design solution improving sign functionality, operational efficiency, or appearance. Due to the configuration of the commercial center and distance of the Planet Fitness and Total Wine stores to the public right-of-way, strict application of the Zoning Code would be unable to display reasonably effective, functional, visible signage readable to potential patrons. The Planet Fitness and Total Wine frontage is shielded from the public right-of-way on Santa Rosa Avenue by several buildings; and
- b. Strict compliance would preclude an effective design solution fulfilling the basic intent of the applicable regulations. Given the commercial center's configuration, multiple tenants, and the location of the Planet Fitness and Total Wine stores at the back of the commercial center, strict compliance with the Zoning Code would deny signs to be developed similar to other properties within the commercial center to provide adequate business identification. Further, the more prominent signs are necessary to allow ease of use by patrons in identifying and navigating within the commercial center, making it challenging to find the building's location and entrance. The proposed signage represents the square footage necessary to allow pedestrian and vehicular traffic to identify the businesses at street level and allow for easy and safe navigation to the property; and
- c. The variance will not constitute a grant of special privilege inconsistent with limitations imposed on similarly zoned properties or inconsistent with the purposes of the zoning regulations. The Zoning Code intends to limit signage displays that allow businesses to advertise effectively without unreasonably overwhelming the building. The site is situated such that Total Wine and Planet Fitness requires clear, visible, and readable signs to be able to target

potential patrons. Additionally, there are other signs in the commercial center with an area larger than 100 square feet. The increased square footage will allow attractive and appropriate signage to be constructed in a scale and fashion similar to other properties in the vicinity; and

- d. The proposed sign is architecturally and aesthetically compatible with the major structures on the subject site, and adjacent sites, and is compatible with the character of the established neighborhood and general environment. The increased square footage of wall signs would provide an architecturally appropriate design that allows for sign presentation proportionate to the overall building size and the commercial center. Additionally, the proposed signage has been designed by professionals to complement the architectural finishes with durable, high-end finishes selected to create an aesthetically pleasing, permanent solution to identifying the properties while providing helpful navigation; and
- e. The proposed project has been reviewed in compliance with the California Environmental Quality Act (CEQA) and qualifies for a Class 11 exemption under CEQA Guidelines Section 15311 in that the proposed project consists of signs that are accessory structures.

This entitlement would not be granted but for the applicability and validity of each and every one of the below conditions and that if any one or more of the below conditions is invalid, this entitlement would not have been granted without requiring other valid conditions for achieving the purposes and intent of such approval. The approval of the project is contingent upon compliance with all the conditions listed below. Use shall not commence until all conditions of approval have been complied with. Additional permits and fees are/may be required. **It is the responsibility of the applicant to pursue and demonstrate compliance.**

#### Conditions of Approval

- 1. A building permit is required.
- 2. Construction hours shall be limited to 7:00 a.m. to 7:00 p.m. Monday through Friday and 8:00 a.m. to 6:00 p.m. Saturdays. No construction is permitted on Sundays and holidays.
- 3. Comply with all applicable federal, state, and local codes. Failure to comply may result in issuance of a citation and/or revocation of approval.
- 4. Comply with the latest adopted ordinances, resolutions, policies, and fees adopted by the City Council at the time of building permit review and approval.
- 5. Obtain a Sign Permit for the proposed signs.

This Sign Variance is hereby approved on January 5, 2023. If conditions have not been met or if work has not commenced within 24 months from the approval date, this approval shall automatically expire and be invalid unless an application for extension is filed prior to expiration. This approval is subject to appeal within ten calendar days from the date of approval.

APPROVED: \_\_\_\_\_  
SHARI MEADS, ZONING ADMINISTRATOR