

## RESOLUTION NO. SI19-031

### **RESOLUTION OF THE ZONING ADMINISTRATOR OF THE CITY OF SANTA ROSA APPROVING A SIGN VARIANCE FOR PANERA BREAD CAFÉ TO ADD TWO NEW WALL SIGNS FOR A TOTAL OF 5 SIGNS AND INCREASE THE ALLOWABLE SQUARE FOOTAGE OF SIGNAGE BY 100 SQUARE FEET FOR THE PROPERTY LOCATED AT 885 HOPPER AVENUE, APN: 148-150-034**

The Santa Rosa Zoning Administrator has completed the review of your Sign Variance application to install 2 additional wall signs on an existing Panera Bread Café totaling for a total of 194 square feet, when 94 square feet total sign area is allowed (Zoning Code Section 20-38.060). Please be advised that your Variance has been granted based on your project description and official approved exhibit dated October 20, 2020. The Santa Rosa Zoning Administrator has based this action on the required findings (Zoning Code Section 20-52.060(G)(2):

- The design and layout of the proposed signs is of superior quality and is consistent with the City's Design Guidelines and the matter has been properly noticed as required by Section 20-52.050.E.2.a and no request for a public hearing has been received.
- Strict compliance would preclude an effective design solution improving sign functionality, operational efficiency or appearance in that the unique parcel location and correlating placement of the building limits the locational awareness to patrons from Hopper Lane and the internal parking lot. The three existing signs and 93 square foot allowable signage would not achieve a functional signage for wayfinding from Hopper Avenue.
- 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 in that the location of the site is tucked behind existing commercial spaces requiring an excess of sign code allowed. The two additional signs and 100 square feet of additional sign area would allow sufficient wayfinding to the site as well as provide the need for a drive-thru menu board to properly identify the site's use and menu offerings.
- 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 in that the signs are designed to complement the use while drawing interest to the site without oversized features, and is of similar sizes of signs adjacent to the site.
- The proposed project has been reviewed in compliance with the California Environmental Quality Act (CEQA) and qualifies for a Class 11 (Accessory Structure) categorical exemption pursuant to Section 15311(a) in that the project consists of the placement of on-premises signs accessory to an existing use.

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. A Sign Permit is required. The approval of the project is contingent upon compliance with all the conditions listed below. The project shall not commence until all conditions of approval have been complied with. Additional permits and fees are/may be required. All work must be performed pursuant to official exhibit received by the City on October 20, 2020. **It is the responsibility of the applicant to pursue and demonstrate compliance.**

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.

This Sign Variance to install two additional wall signs and exceed the allowable square-footage for signs by 100 square feet, when 93 square feet of total sign area is allowed (Zoning Code Section 20-38.060) for the Panera Bread Café is hereby approved on this 19<sup>th</sup> day of November, 2020, provided conditions are complied with and work has commenced within two years from approval date. The approval is subject to appeal within ten calendar days from the date of approval.

APPROVED: \_\_\_\_\_  
ANDY GUSTAVSON, ZONING ADMINISTRATOR