



Corporate

1051 46th Avenue
Oakland, CA 94601
Phone 510.533.7693
FAX 510.533.0815
sales@arrowsigncompany.com
www.arrowsigncompany.com

Manufacturing

3133 N. Ad Art Road
Stockton, CA 95215
Phone 209.931.5522
FAX 209.931.5844

April 13, 2021

John Jay
City of Santa Rosa Planner
100 Santa Rosa Ave, Rm 5
Santa Rosa, CA 95405

Response to Sign Variance Criteria – Please provide a written narrative responding to following findings:

- Strict compliance would preclude an effective design solution improving sign functionality, operational efficiency, or appearance.

This variance is requesting to allow the existing 596' of sign area, as well as an additional 64 sq ft for the property to include directional signage to the entrances and provide a branded monument sign. Of the 64' of the proposed additional sign area only 20' is new. The remaining 44' replaces (and reduces in size) existing monument and wall sign area. The current square footage allowance prevents the addition of signage to assist patrons in identifying the property and successfully navigate onto it.

- Strict compliance would preclude an effective design solution fulfilling the basic intent of the applicable regulations.

There is a strong need for a branded monument sign and helpful directional signage. Previously there was a large circular sign installed within a glass block wall at the corner of Long Drive and Farmer's Lane identifying the property. Not having these types of signage will adversely affect the ease-of-use by the patrons in identifying and navigating the property, making it difficult to find the hotel's entrances, restaurant, health club and event center.

- 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.



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The proposed signage represents the square footage needed for the purposes of pedestrian and vehicular traffic in identifying the hotel at street level. This will allow for easy and safe navigation of the property. This signage package is typical of similar hospitality signage for a property on this scale.

- 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 new signage has been designed to complement the architectural finishes using the color palette from the current remodel. This includes the branded main monument, the vehicular directional signs, and the canopy lettering.

The lighting of the individual monument letters, the halo illuminated letters, and the push-thru canopy letters are a subtle method of illumination without detracting from surrounding businesses.

The monument sign includes a hardwood background, custom recessed face, and illuminated letters with a font style selected to compliment the historic Flamingo tower.

The durable, high-end finishes were selected to create an aesthetically pleasing, permanent solution to identifying the property while providing useful navigation.

Sincerely,

Nikki Vetzmadian
Permit Manager
Arrow Sign Company
510-533-7693 x 128
permits@arrowsigncompany.com