

## **RESOLUTION NO. SI21-019**

### **RESOLUTION OF THE ZONING ADMINISTRATOR OF THE CITY OF SANTA ROSA APPROVING A SIGN VARIANCE FOR THE FLAMINGO RESORT TO ALLOW ADDITIONAL SIGN SQUARE FOOTAGE AND NUMBER OF SIGNS FOR THE PROPERTY LOCATED AT 2227 4<sup>th</sup> ST; APN: 181-190-007; FILE NO: SI21-019**

The Santa Rosa Zoning Administrator has completed the review of your Sign Variance application to install one (1) new wall-mounted, internally illuminated channel letter sign (30 sf) at entry wall; throughout resort install two new non-illuminated, freestanding directional signs (10 sf/sign) and relocate/reface four existing non-illuminated freestanding directional signs (7 sf/sign); and install a new wall-mounted internally illuminated channel letter sign (14 sf) at primary building entrance. Please be advised that your Variance to allow nine (09) signs with total sign square footage of 632 square feet has been granted based on your project description and official approved exhibit dated March 12, 2021. The Santa Rosa Zoning Administrator has based this action on the following findings:

- 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.
- As a hotel with multiple driveways and entrances, strict compliance with sign standards would not allow the requested additional wayfinding on-site signage necessary to avoid confusion regarding the location of the hotel amenities.
- Strict compliance would preclude an effective design solution fulfilling the basic intent of the applicable regulations in that increasing the number of signs and square footage for this site is an important component of its operation as a hotel, which supports the Sign Ordinance's intent of promoting public health, safety, and welfare.
- 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 site is a hotel with restaurant with specific informational signage requirements.
- The proposed signs are 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 nature of hotel amenities require adequate wayfinding for the general public.
- 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 existing hotel facilities.

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 Program has been submitted for this property, so no 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 March 12, 2021. **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 for the Flamingo Resort to allow nine (9) signs with total sign square footage of 632 square feet, is hereby approved on this 20<sup>th</sup> day of May 2021 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