

## **RESOLUTION NO. SI21-054**

### **RESOLUTION OF THE ZONING ADMINISTRATOR OF THE CITY OF SANTA ROSA APPROVING A SIGN VARIANCE FOR HAMPTON INN AND SUITES TO INCREASE THE NUMBER OF ALLOWED SIGN AND ALLOWABLE SIGN SQUARE FOOTAGE FOR THE PROPERTY LOCATED AT 3815 AIRWAY DRIVE, APN: 058-011-018**

The Santa Rosa Zoning Administrator has completed the review of your Sign Variance application to install six signs, including three wall signs, one monument sign, and two welcome signs, for total of 419.3-square feet. Please be advised that your Variance has been granted, subject to conditions, in accordance with zoning code Section 20-52.060, based on your project description and official approved exhibit dated October 26, 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;
- Strict compliance would preclude an effective design solution improving sign functionality, operational efficiency, or appearance of the proposed signage. Due to the configuration of the lot and distance of the hotel from major public right-of-way, strict compliance of the Zoning Code would reduce the effectiveness and adequate identification from public vantage points. Additionally, strict compliance with sign standards would not allow the requested "welcome" signs on-site, which is necessary to avoid confusion about the location of the hotel entrance.
- Strict compliance would preclude an effective design solution fulfilling the basic intent of the applicable regulations. The provision of business identification signs that are visible from public right-of-way is not uncommon for commercial developments of the type and size as the subject property. The building configuration with its location being next to a medical facility and behind commercial buildings, and the access to the site would require additional signage. Increasing the number of signs and square footage for this site is an important component of its operation.
- 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 proposed signs are for a large hotel building that will provide direction for travelers and help with the wayfinding. Also, 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.
- 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 three wall signs and one monument sign will provide an architecturally appropriate design that allows for a sign presentation that is proportionate to the overall size of the building.
- 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).

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.**

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 Variance for Hampton Inn and Suites is hereby approved on this 4<sup>th</sup> day of November 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