City of Santa Rosa

Tesla Sign Variance

SI23-001

3286 Airway Drive

July 6, 2023

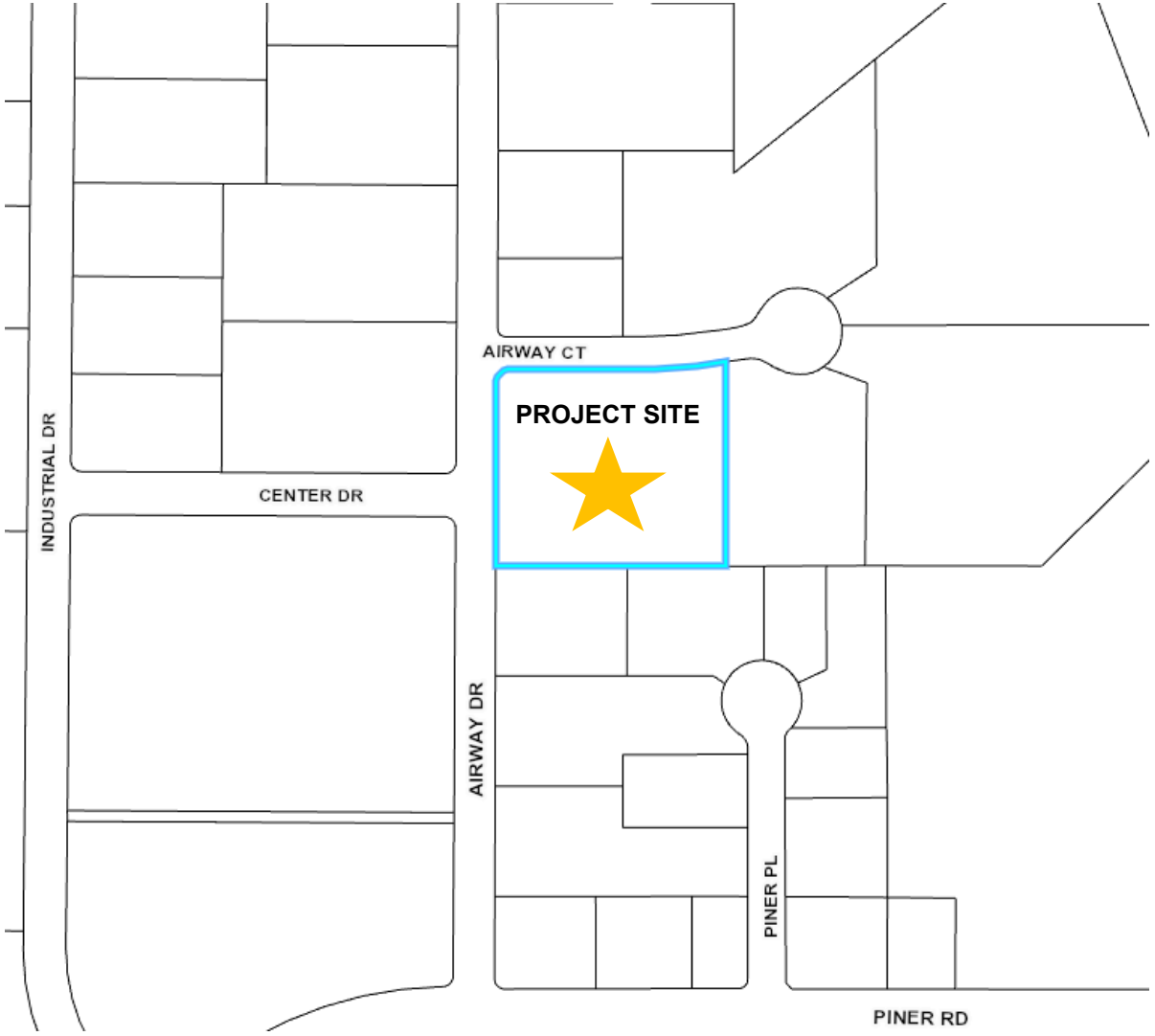
Suzanne Hartman, City Planner
Planning and Economic Development

Project Description

Sign Variance approval to install a second monument (freestanding) sign, located at 3286 Airway Drive.

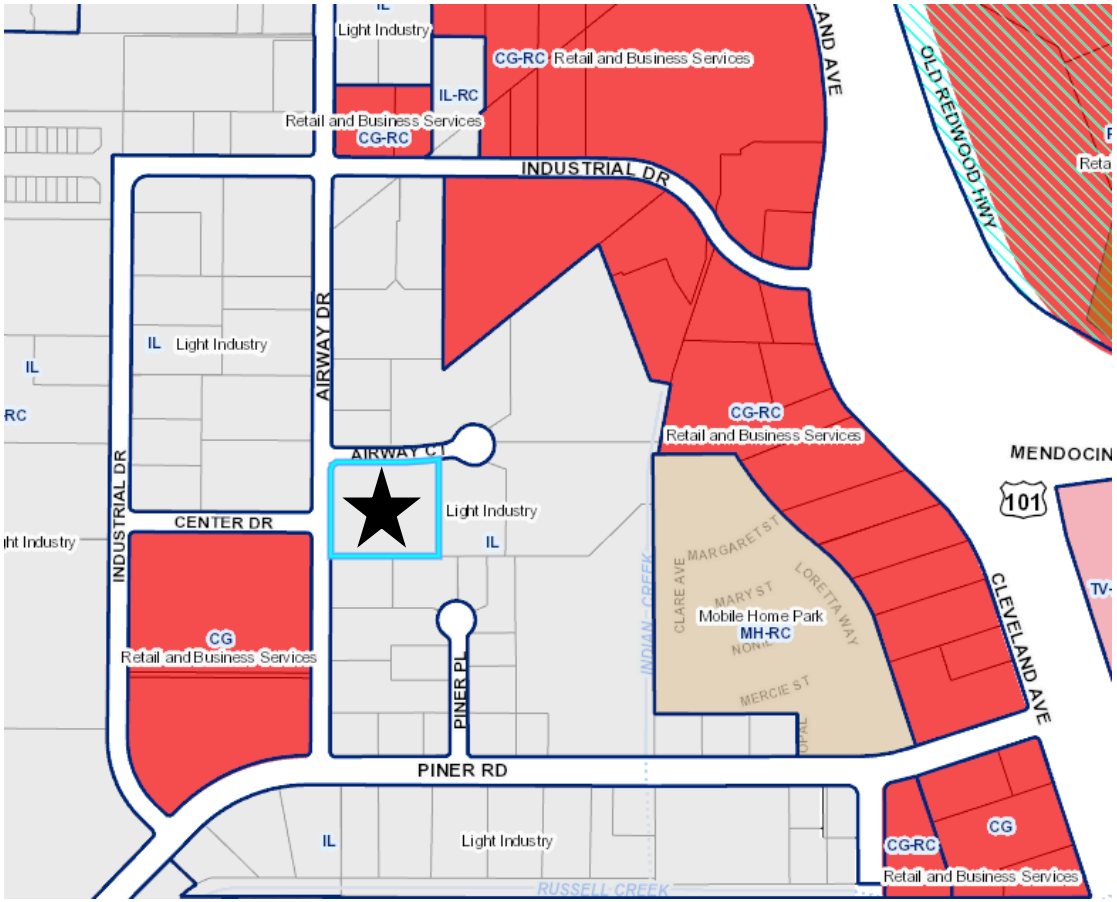
- Total Square Footage of New Sign: 24.375 sf

Location Map
3286 Airway Drive



General Plan & Zoning

- General Plan Land Use Designation: Light Industry
- Zoning District: Light Industrial



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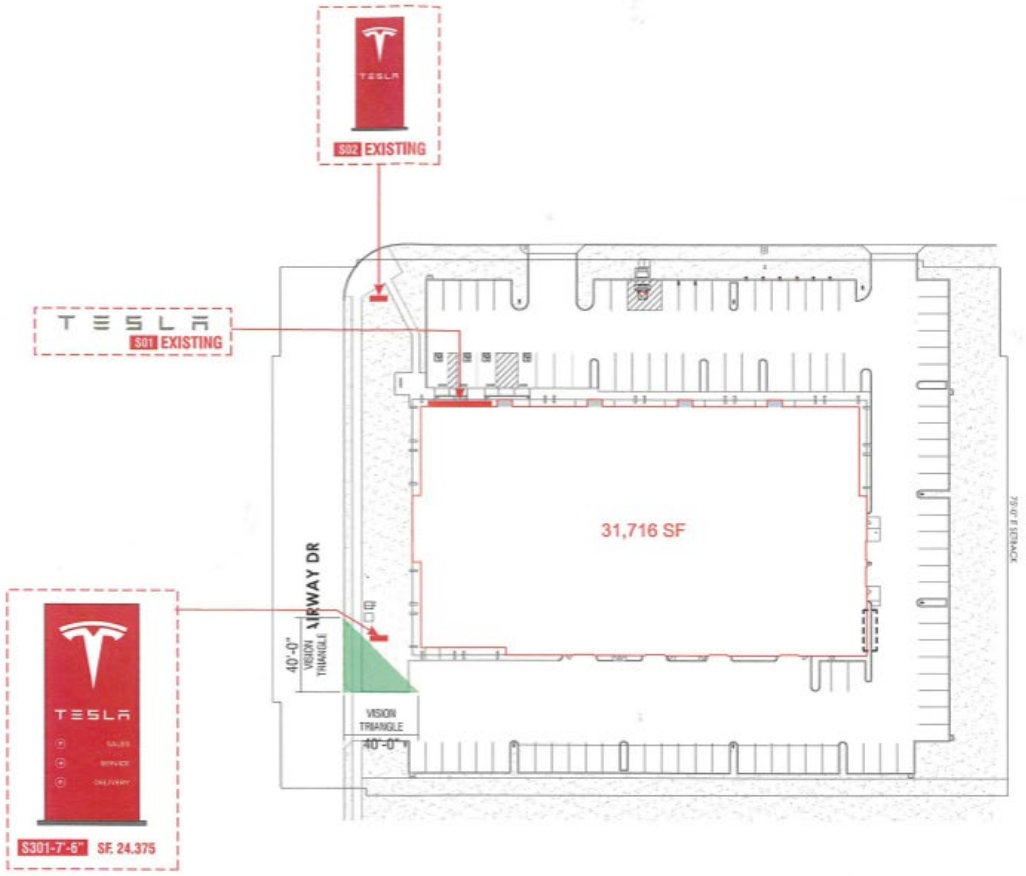
Site Photos

Proposed Monument (Freestanding) Sign

EXISTING SIGNAGE		
SIGN #	EXISTING SIGNS	SF
S01-30"	LETTERSET	61.48
S02-90"	MONUMENT	24.375

NEW SIGNAGE		
SIGN #	PROPOSED SIGNS	SF
S301-90"	MONUMENT	24.375



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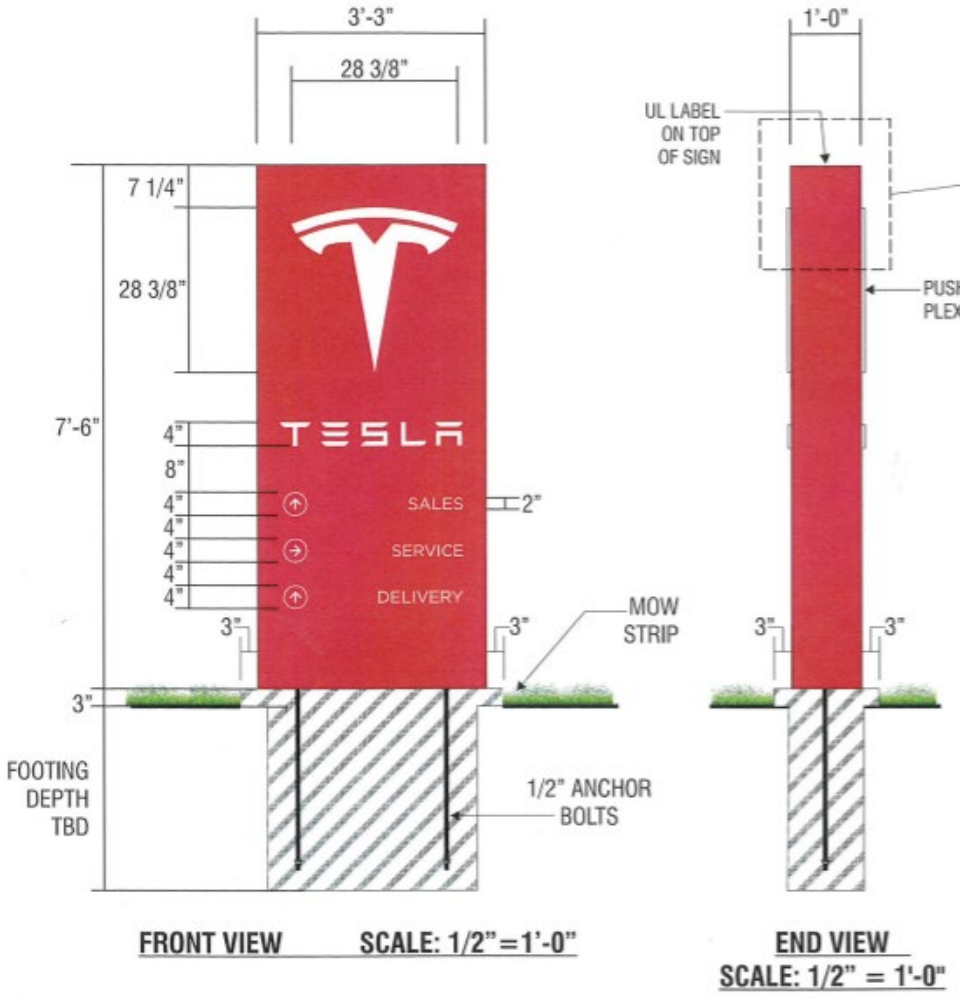

Required Sign Variance Findings

- Strict compliance would preclude an effective design solution improving sign functionality, operational efficiency or appearance.
- Strict compliance would preclude an effective design solution fulfilling the basic intent of the applicable regulations.

Required Sign Variance Findings (Continued)

- 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 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.

Environmental Review

California Environmental Quality Act (CEQA)

The proposed project has been reviewed in compliance with the California Environmental Quality Act (CEQA).

- Categorical Exemption pursuant to CEQA Guidelines Section 15311

Issues/Public Comment

- There are no unresolved issues as a result of staff review.

Recommendation

It is recommended by the Planning and Economic Development Department that the Zoning Administrator, by Resolution, approve a Sign Variance to allow for the installation of a second monument (freestanding) sign, located at 3286 Airway Drive.

Questions

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