

Dutch Brothers Sign Variance

919 Hopper Avenue

06/1/2023

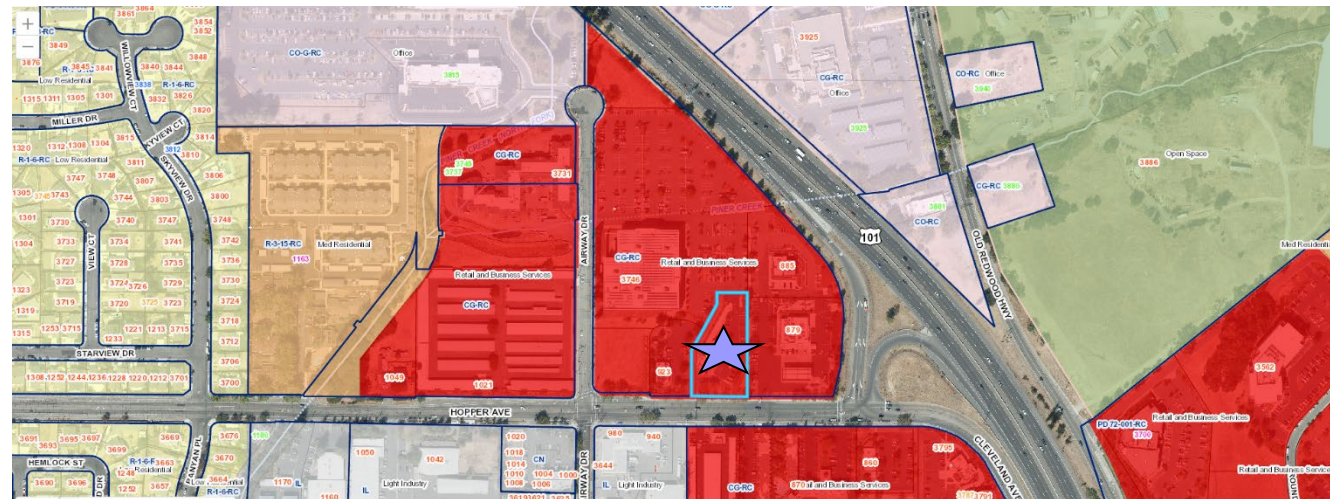
Jandon Briscoe
City Planner Trainee
Planning and Economic Development

- The applicant is proposing to add an additional 3 wall signs and 2 menu boards to the existing Dutch Bros Coffee to mitigate the existing signage being obscured by trees surrounding the site.

Project Location 619 Hooper Avenue



General Plan – Retail and Business Services Zoning – General Commercial(Resilient City)



Required Variance Findings

- Strict compliance would preclude an effective design solution improving sign functionality, operational efficiency, or appearance in that the current design is not conducive to potential customers finding their business in a timely manner prohibiting the business from ensuring safe attractions to their location and from reducing hazards to motorists.
- Strict compliance would preclude an effective design solution fulfilling the basic intent of the applicable regulations in that the existing signs create unsafe driving conditions for potential customers, for the signs are only visible from 150 feet away. Additionally, mature trees obscure the view of the existing signs and the store front.
- 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 mature trees along Hooper Avenue obstruct the site's signs from up to 290 feet away. The proposed signs additional wall signs would help with recognition of the establishment, mitigating the potential driving hazards with the existing obstructed signs.
- 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 subject signage seamlessly integrates with the subject site's development by conforming with the design aesthetic of the subject site and by being recognizable as an integral component of drive-thru infrastructure. Also, it is compatible with adjacent uses that include fast food restaurants with drive-thru uses, a gas station, and big box retail.

Environmental Review

California Environmental Quality Act (CEQA)

- The project has been found in compliance with the California Environmental Quality Act (CEQA) and qualifies for a Class I categorical exemption under Section 15301 in that the project involved a minor alteration to an existing facility.

SUMMARY DRAWING

SHOP DRAWING #:
31748

CLIENT:

919 HOPPER AVE.
SANTA ROSA, CA

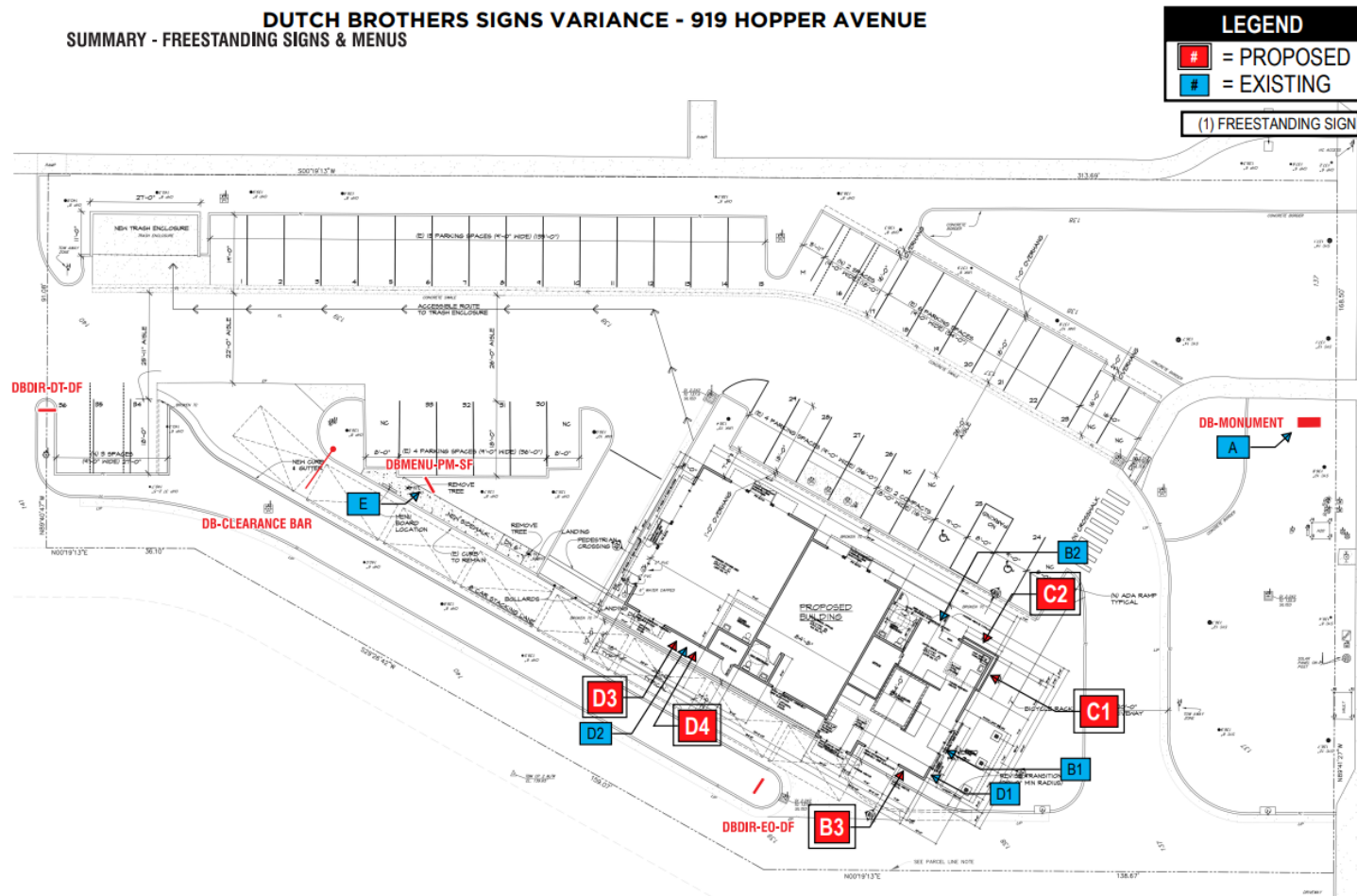
DATE OF SHOP DRAWING:
11/11/20

SHOP REVISIONS:
1.11.21 MOVED MENU ON WEST &
ADDED 2 MORE.

SALES:	CONCEPT DESIGN:	PROD. DESIGN:	PAGE NO:
NJ	CH	CH	3 of 3

ES&A SIGN & AWNING
89975 PRAIRIE RD. | EUGENE, OR 97402
P 541.485.5546 | F 541.485.5813

DUTCH BROTHERS SIGNS VARIANCE - 919 HOPPER AVENUE
SUMMARY - FREESTANDING SIGNS & MENUS



ARCHITECTURAL SITE PLAN

SCALE: 2" = 46'-5"



No public comments have been received.

Recommendation

It is recommended by Planning and Economic Development Department that the Zoning Administrator approve the Minor Sign Variance for 619 Hopper Avenue.

Jandon Briscoe
City Planner Trainee
Planning and Economic Development
jbriscoe@srcity.org
(707) 543-3236

