

### Tesla Sign Variance SI23-001

3286 Airway Drive

July 6, 2023

Suzanne Hartman, City Planner Planning and Economic Development



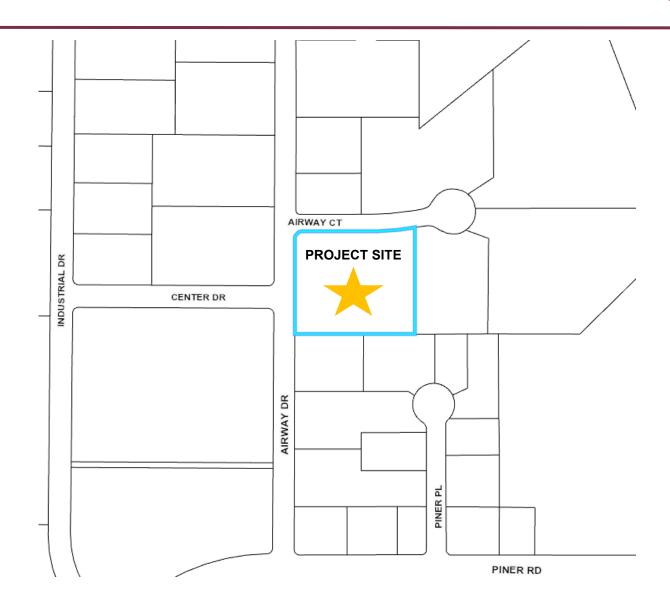


Sign Variance approval to install a second monument (freestanding) sign, located at 3286 Airway Drive.

Total Square Footage of New Sign: 24.375 sf



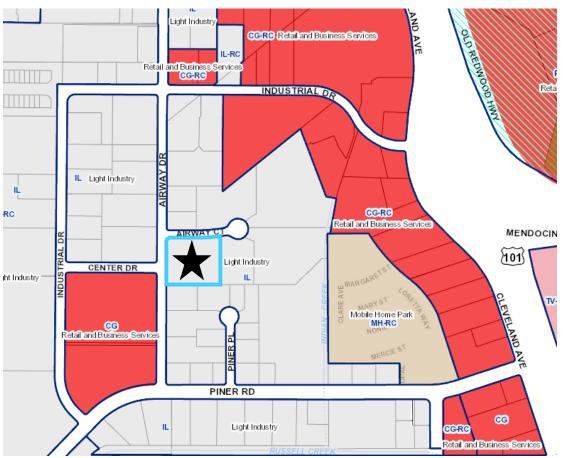
### Location Map 3286 Airway Drive







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





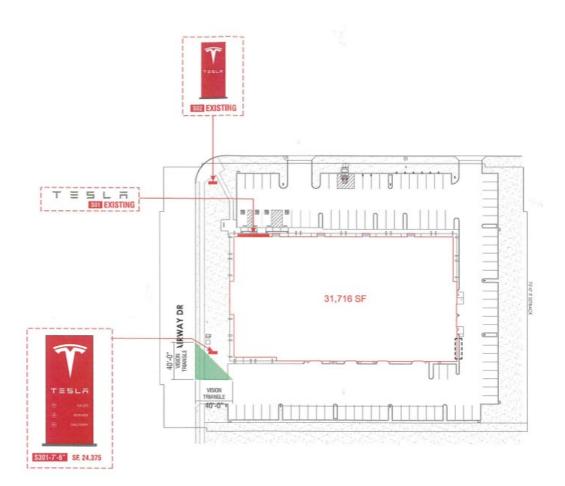




### Santa Rosa Proposed Monument (Freestanding) Sign

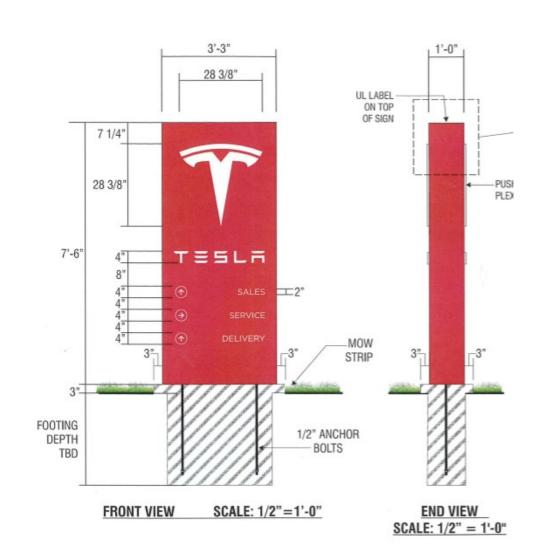
EXISTING SIGNAGE		
SIGN #	EXISTING SIGNS	SF
S01-30"	LETTERSET	61.48
S02-90"	MONUMENT	24.375

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





#### Santa Rosa Proposed Monument (Freestanding) Sign





#### 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.





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.





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