

## RESOLUTION NO. SI10-054

RESOLUTION OF THE ZONING ADMINISTRATOR OF THE CITY OF SANTA ROSA APPROVING A SIGN VARIANCE FOR STONY POINT PLAZA TO INCREASE THE ALLOWABLE SQUARE FOOTAGE OF WALL SIGNAGE FOR BUILDINGS A, B AND C AT 2025 SEBASTOPOL ROAD AND 711 STONY POINT ROAD; APN(s): 010-410-011 AND 010-410-017

The Santa Rosa Zoning Administrator has completed its review of your application. Please be advised that your Variance has been granted based on your project description and official approved exhibit dated July 14, 2010, and received July 15, 2010. The Santa Rosa Zoning Administrator has based its action on the following findings:

- The proposed signs meet the purpose of the zoning code sign standards in that the design of the proposed signs will help to promote and maintain economic vitality while preserving public and private property values, attract and direct motorists and pedestrians accessing the destination in a safe and clear manner, and will preserve and enhance the aesthetic quality of the community. The increased sign area will provide for an architecturally appropriate design that allows for a sign presentation that is proportionate to the tenant facades, which may be represented by variable storefront widths. The increased sign area will accommodate new tenants into a number of existing commercial spaces which have been vacant for several years, enhance the site's profile as a shopping destination, and will not impose negative impacts upon the public or private interests in the vicinity.
- The proposed signs will not be detrimental to the public health, safety or welfare or materially injurious to the properties or improvements in the vicinity.
- There are special circumstances applicable to the property (e.g., location, shape, size, surroundings topography, or other conditions) so that the strict application of the Zoning Code sign standards denies the property owner privileges enjoyed by other property owners in the vicinity and under identical zoning districts or creates an unnecessary and non self-created hardship or unreasonable regulation which makes it obviously impractical to require compliance with the applicable development standards. The existing site is configured such that buildings A, B, and C, which have been vacant for several years, are situated approximately 500' from the primary Stony Point Road frontage which results in limited visibility of the tenant spaces from the public right-of-way, and the site's Stony Point Road and Sebastopol Road frontages are lined with mature landscaping which further limits visibility of the buildings. The provision of signs that are identifiable from the public right-of-way is not uncommon for commercial centers of the type and size as the subject property, including others located in the general vicinity of the subject site. The commercial center is currently situated and landscaped such that the strict application of the Zoning Code would deny signs to be developed in a manner similar to other properties in the vicinity, for the purpose of adequate business identification.
- A non self-created hardship peculiar to the subject property does exist by reason of the conditions and these conditions are not common to all or most of the properties in the

immediate area, which are also within the identical zoning district. In this context, personal, family, or financial difficulties, loss of prospective profits, and existing zoning violations or legal nonconforming uses or structures existing on neighboring properties shall not be deemed hardships justifying a Variance. Due to the configuration of the commercial center, a strict application of the Zoning Code could result in an architectural design and/or construction method(s) which would deny signs that can be efficiently and adequately identified from the public vantage points from being constructed in a fashion similar to other properties in the vicinity.

- Granting the Sign Variance is necessary for the preservation and enjoyment of a substantial property right possessed by other properties in the vicinity which are within the identical zoning district as the subject property, and that a Variance, if granted, would not constitute a special privilege to the subject property which is not held or enjoyed by neighboring properties within the identical zoning district. The use and enjoyment of adequate business identification signage is consistent with other commercial centers in the vicinity.
- The proposed project has been reviewed in compliance with the California Environmental quality Act (CEQA) and qualifies for a Class 3 exemption.

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 for the installation and electrical connection of all onsite signs.
2. Comply with all applicable federal, state, and local codes. Failure to comply may result in issuance of a citation and/or revocation of approval.
3. Comply with the latest adopted ordinances, resolutions, policies, and fees adopted by the City Council at the time of building permit review and approval.
4. The approval of this variance allows the proposed signage for the Stony Point Plaza Commercial Center to increase beyond the allowable square footage typically allowed for wall signs. This variance approves each tenant to have up to 1.5 square feet of signage fore each one linear foot (1 l.f.) of building frontage.

This Variance is hereby approved on this 9th day of August, 2010 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:   
ZONING ADMINISTRATOR