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Sonoma County Design Review Committee Agenda

Permit Sonoma
2550 Ventura Avenue
Santa Rosa, CA 95403
DesignReview@sonoma-county.org

March 19, 2025
Meeting No.: 25-04

Committee Members

Wil Lyons, Chair
Gary Helfrich, Staff

Staff Members

Liz Goebel, Secretary
Peter Kaljian, Project Planner

Webinar Information

Members of the public can watch or listen to the meeting by calling in or by using the Zoom application:

- **Zoom Webinar:** [Join Meeting >>](#)
- **Telephone:** 1 (669) 444-9171
- **Webinar ID:** 945 0957 5762
- **Password:** 670871

In-Person Meeting Information

Members of the public can attend in person at the following location:

[Permit Sonoma Hearing Room](#)

2550 Ventura Avenue
Santa Rosa, CA 95403

[View documents digitally for all items listed >>](#)

1:30 p.m. Chair Introduction

County Regular Item

Item No: 1
Time: 1:35 PM
File No.: ADR25-0019
Staff: Peter Kaljian
Subject: Administrative Design Review
Proposal: Administrative design review for installation of temporary (120 days), approx. 1,300 square foot vinyl adhesive window sign. Sign to be placed on side of existing building facing parking lot and Mark West Springs Rd. Project located at Sutter Santa Rosa Regional Hospital.
Applicant: Alex Alvarez
Location: 30 Mark West Springs Rd., Santa Rosa
APN: 058-040-071
District: 4
Zoning: PF, SR VOH (Public Facilities, Scenic Resource and Valley Oak Habitat combining districts)
DRC Level: Final Review
Public Hearing: Yes
Last Review: No prior DRC meeting
Recommendation: Approve the temporary installation of the sign as modified by the conditions of approval.
CEQA Review: Categorical Exemption

Public Comments

Please follow the instructions below to submit a public comment in writing, email, or in person via the hearing room. The DRC invites interested persons to submit comments which are entered into the permanent record. Written comments received prior to and during the hearing are distributed to the commissioners, staff, and are available to the public via the public copies link in the calendar section of this agenda. Written comments received after the package is made public may be read into the record.

Email Public Comment

You may email DesignReview@sonoma-county.org to submit public comment. Provide your name, the project number, and your comment. It is advised that you mail or email public comments in advance of the hearing date to give the commissioners and staff time to review. Emailed comments received during the hearing are distributed to the commissioners and staff but are not read out loud into the record. All public comments received prior to, during, and after the hearing are saved to the project file.

Written Public Comments

Submit letters prior to the hearing by mail addressed to:

Permit Sonoma
ATTN: Design Review Committee Secretary
2550 Ventura Avenue
Santa Rosa, CA 95403

Please make sure to reference the project number in your written comment.

Public Appearances for Agenda Items

DRC hearings begin at 1:30 p.m. and will be recorded. Agenda items begin on or after their designated time. After a county staff project presentation and committee questions, the public hearing is then opened. At that time, the applicant may give a 10-minute project presentation followed by public comments. The time limit for public comments is at the Chair’s discretion and is typically three minutes per speaker. Please state your name for the record when you are called upon. Questions raised by the public may be answered after all public comments are given. The Committee may request staff or the applicant to answer questions, and the applicant is given the opportunity to respond to any public comments. The public hearing is then closed, and no further public comments are received. The Committee will discuss the project and make a decision by motion and roll call vote.

Please Be Respectful of others and the varying points of view. No clapping, booing, or speaking out of turn.

Please Be Courteous by switching cell phones to silent while the meeting is in session.