

# NOTICE OF ADMINISTRATIVE ACTION

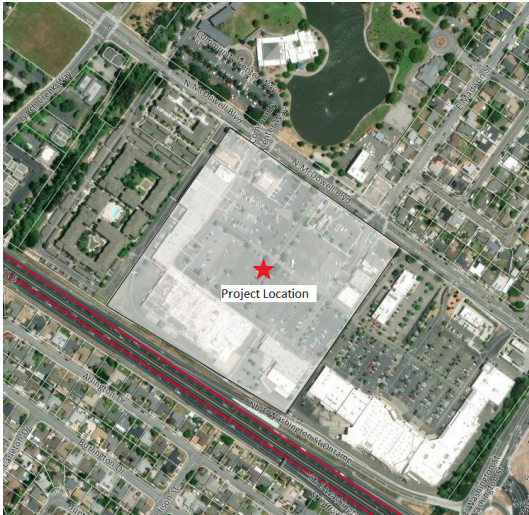
## ADMINISTRATIVE SITE PLAN AND ARCHITECTURAL REVIEW

Review Authority - Community Development Director



### ACTION DATE:

On or after Monday, March 3, 2025, the Community Development Director will consider all comments and either approve, conditionally approve, or deny the project.



### PROJECT NAME: PLAZA NORTH SHOPPING MASTER SIGN PROGRAM AMENDMENT

**Project Address:** 261 N. McDowell Blvd

**Assessor's Parcel Number (APN):** 007-350-016

**City Record Number:** PLPJ-2024-0005 (PLSR-2024-0019)

**Applicant:** David Ford of Pacific Neon, on behalf of the property owner

**PROJECT DESCRIPTION:** Proposed amendments to the Plaza North Shopping Center Master Sign Program, including removing the existing free-standing sign at the main entrance and replacing it with a new free-standing sign in the same location. Proposed construction of one extra secondary free-standing sign at the next entrance to the north, updating the tenant signage inventory to reflect the current and approved tenant spaces, and modifying the sign configuration and design standards to allow for flexibility within the permitted sign area. The Master Sign Program governs all signage within the shopping center, including size, type, and location. The proposed amended Master Sign Program adheres to the regulations outlined in Chapter 20 of the Petaluma Implementing Zoning Ordinance, which establishes the maximum size area allocation for signs in Commercial zoning district shopping centers.

**CALIFORNIA ENVIRONMENTAL QUALITY ACT:** The Project is exempt from further environmental review under the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines Section 15, § 15311 (Class 11 - Accessory Structures).

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**FOR MORE INFORMATION:**

- **Planner:** Larissa Alchin, Associate Planner
- **Email:** [lalchin@cityofpetaluma.org](mailto:lalchin@cityofpetaluma.org)
- **City Hall Planning Counter:** 11 English Street, Petaluma  
Monday through Thursday between 10 AM and 3 PM

**PUBLIC COMMENT SUBMITTAL INSTRUCTIONS:**

Please submit public comment(s) in writing prior to the referenced decision date in the following options:

- Via email: [lalchin@cityofpetaluma.org](mailto:lalchin@cityofpetaluma.org)
- Via U.S. Mail: City of Petaluma, Planning Division, 11 English Street, Petaluma, CA 94952

**APPEAL:** The applicant, or any other interested party, may appeal any part of the administrative decision to the Planning Commission. Such appeal must be filed in writing within fourteen (14) days of the date of the decision, along with the appeal fee. For more information on how to file an appeal, call (707) 778-4470 or visit [cityofpetaluma.org/planningprojects](http://cityofpetaluma.org/planningprojects)

**ACCESSIBILITY:** Efforts will be made to accommodate persons with disabilities. Please notify Planning Division at (707) 778-4470 or (707) 778-4480 (TDD) within 5 days from date of publication of this notice if you need special accommodations.



Learn more and provide feedback at  
<https://cityofpetaluma.org/topics/planning-admin-projects/>

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Visitenos en [cityofpetaluma.org/ayuda-en-espanol](http://cityofpetaluma.org/ayuda-en-espanol)  
para más información.*



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