

## **\* COVID-19 NOTICE \***

**Consistent with Executive Orders N-25-20 and No. N-29-20 from the Executive Department of the State of California and the San Luis Obispo County Health Official's March 18, 2020 Shelter at Home Order, the AUP Meeting will not be physically open to the public and Planning Staff will be teleconferencing into the meeting.**

### **HOW TO SUBMIT PUBLIC COMMENT:**

Members of the public are highly encouraged to call **669-900-6833** to listen and provide public comment via phone, or submit written public comments to [aup-comments@atascadero.org](mailto:aup-comments@atascadero.org) by 5:00 pm on the day before the meeting. Such email **comments must identify the Agenda Item Number in the subject line of the email**. The comments will be read into the record, with a maximum allowance of 3 minutes per individual comment, subject to the Zoning Administrator's discretion. All comments should be a maximum of 500 words, which corresponds to approximately 3 minutes of speaking time. If a comment is received after the agenda item is heard but before the close of the meeting, the comment will still be included as a part of the record of the meeting but will not be read into the record.

### **AMERICAN DISABILITY ACT ACCOMMODATIONS:**

Any member of the public who needs accommodations should contact the City Clerk's Office at [cityclerk@atascadero.org](mailto:cityclerk@atascadero.org) or by calling 805-470-3400 at least 48 hours prior to the meeting or time when services are needed. The City will use their best efforts to provide reasonable accommodations to afford as much accessibility as possible while also maintaining public safety in accordance with the City procedure for resolving reasonable accommodation requests.

To join the meeting:

<https://us02web.zoom.us/j/84567568854?pwd=UytsbTU1OVBN2JYQVVJQmlMT1FaZz09>

Phone: (669) 900-6833

Webinar ID: 845 6756 8854

Administrative Use Permit agendas and staff reports may be viewed on the City's website: [www.atascadero.org](http://www.atascadero.org). Final Action Reports will be available after the meeting, and upon request from the Community Development Department.

Copies of the staff reports or other documentation relating to each item of business referred to on the Agenda are on file in the Community Development Department and are available for public inspection on our website, [www.atascadero.org](http://www.atascadero.org). All documents submitted by the public during AUP meetings that are either read into the record or referred to in their statement will be noted in the audio recording and available for review by contacting the Community Development Department. All documents will be available for public inspection during City Hall business hours by appointment request, or once City Hall is open to the public following the termination of the Shelter at Home Order.



# CITY OF ATASCADERO

## COMMUNITY DEVELOPMENT DEPARTMENT

### Administrative Use Permit Hearing **A G E N D A**

The City of Atascadero's Zoning Hearing Officer will hold a public hearing at **2:00 p.m. on Thursday, April 8, 2021** at City Hall to consider the following project.

1. **6090 EL CAMINO REAL, STE. C, USE21-0027**; The project is an application to allow for signage for Ancient Owl Beer Garden and Bottle Shop (**Zappas / Andruszkiewicz**) (*John Holder, Associate Planner*)

PLEASE NOTE: Any court challenge to the actions taken at the public hearing may be limited to considering only those issues raised at the public hearing described in this notice or in written correspondence to the City of Atascadero at, or prior to, the public hearing.

Any decision of the Hearing Officer is final unless appealed to the Planning Commission within 14 days of the action. Any person aggrieved by the decision may file an appeal. Appeal forms are available in the Community Development Department or on the City's website ([www.atascadero.org](http://www.atascadero.org)). The fee for filing an appeal is \$806 and must accompany the appeal documentation.



# CITY OF ATASCADERO

## COMMUNITY DEVELOPEMENT

### Administrative Hearing Agenda Report

ITEM # 1

**FROM:** John Holder

**MEETING DATE:** 04/08/2021

**FILE NUMBER:** USE 21-0027

**PROJECT ADDRESS:** 6090 El Camino Real Suite C

**SITUATION:** In 2019, the Design Review Committee (DRC) approved the site design and landscaping for the installation of modular cargo container buildings for commercial use at 6090 El Camino Real. The DRC also recommended that future tenants obtain an Administrative Use Permit for project signage that exceed Atascadero Municipal Code (AMC) standards. Ancient Owl Brewing Company, the project applicant, is proposing to construct a sign (sign #1) over the entrance gate to the Ancient Owl Beer Garden and Bottle Shoppe and place a painted logo graphic (sign #2) on the frontage of one of the site's cargo container buildings. AMC 9-15.000 defines types of signs and standards. However, the proposed entrance sign is not defined in the code and there are no specific standards for entrance signage. As such, the applicant is requesting an Administrative Use Permit to allow the entrance signage. Sign #2 (a painted wall sign) requires planning review but not a building permit. The site location is on a high-visibility parcel in the Downtown Commercial Zone along El Camino Real.

**EVALUATION:** Sign #1 is proposed at the entryway to the beer garden courtyards over the entrance gate along El Camino Real. The entrance gate is part of a steel courtyard fence approximately 117 ¾ inches (nearly 10 feet) above grade. The custom steel sign will be approximately 14.6 feet wide (spanning the width of the entrance gate) and 4 feet tall and shaped like the silhouette of an owl. The sign color will be antiquated raw steel finish or patina with weatherproof sealer to prevent rust, and the sign body will be perforated steel. The total square footage of the sign is estimated to be approximately 58 square feet measured from the highest point of the sign. Additionally, two LED lights will be located towards the base of the sign and will be on a controlled light switch. Sign #2 is proposed to be located on the face of the building (cargo container) in between the roll-up doors to the bar and the site restrooms. The painted grey-scale owl logo will be approximately 6 feet tall and 3.5 feet wide, totaling approximately 21 square feet. Atascadero Municipal Code (AMC) 9-15.007 states that total aggregate signage in the Downtown Commercial zone may not exceed 50 square feet. However, the unique design of the sign and interior location of sign #2 will ensure that site signage complies with the appropriate AMC findings regarding signage. Additionally, sign #1 incorporates a high quality, custom-steel design that will promote new business and create a sense of place in the downtown commercial area.

**RECOMMENDATION:** Staff recommends the Administrative Hearing Officer approve USE 21-0027 to approve the request to allow up to two signs at the Ancient Owl Beer Garden and Bottle Shoppe.

ENVIRONMENTAL DETERMINATION
<input checked="" type="checkbox"/> Categorical Exemption CEQA – Guidelines Section 15311
<input type="checkbox"/> Statutory Exemption §§ 21000, et seq & _____
<input type="checkbox"/> No Project – Ministerial Project

### **Findings**

AMC 9-15.011 requires the Hearing Officer to make the following four findings:

1. *The need for such signing is based on the purposes set forth in Section 9-15.002;*

The proposed signs accomplish all of the required purposes set forth in section 9-15.002. Section 9-15.002 (a) describes the purpose to “maintain and improve the aesthetic environment and overall community appearance to foster the City’s ability to attract sources of economic development and growth.” Section 9-15.002 (b) describes the purpose to “encourage the effective use of signs as a means of communication in the City and reduce possible traffic and safety hazards from confusing or distracting signs.” Section 9-15.002(c) describes the purpose of implementing “quality sign design standards that are consistent with the City’s General Plan, Zoning Ordinance and Appearance Review Guidelines” Finally, Section 9-15.002 (i) describes the purpose of regulating “signs in a manner so as not to physically interfere with or obstruct the vision of pedestrian or vehicular traffic.” The sign’s placement above the entryway is logical and d does not create confusion for pedestrians or drivers, and the high-quality design reflects the City’s aesthetic appeal and goals for economic growth.

2. *The opportunity to combine signs for more than one (1) use on a single sign structure has been considered;*

The proposed signs are located at the site entrance and interior of the site. There is not logical reason to combine the signs into one structure.

3. *For freeway-oriented signs, the sign area and height are the minimum needed to achieve adequate visibility along the freeway due to highway ramp locations and grade differences; and*

The proposed signs are not freeway oriented.

4. *Conformance with all other applicable codes and ordinances of the City, including, but not limited to, the Zoning Ordinance, General Plan and its several elements, and the appearance review guidelines. (Ord. 604 § 2, 2016)*

Improving the appearance and character of Atascadero, including through signage, is a Framework Principle of the General Plan. These signs in this downtown commercial zoning district are appropriate for the desired appearance and character of the City and reflect high-quality design.

**Conditions**

1. Building permits shall be obtained prior to installation of the sign #1. Property owner's permission shall be obtained in writing and submitted to City prior to issuance of permit(s).
2. The design and location of each sign shall be consistent with what is shown in Attachments 1 and 2.

**Code Requirements**

1. AMC 9-15 (Sign Ordinance)
2. AMC 9-1.112 Administrative Use Permit

**Action:**

- ☐ Approve
- ☐ Approve as modified
- ☐ Deny
- ☐ Continue to: \_\_\_\_\_ to allow \_\_\_\_\_

- ☐ Continue indefinitely to allow: \_\_\_\_\_

\_\_\_\_\_  
Hearing Officer

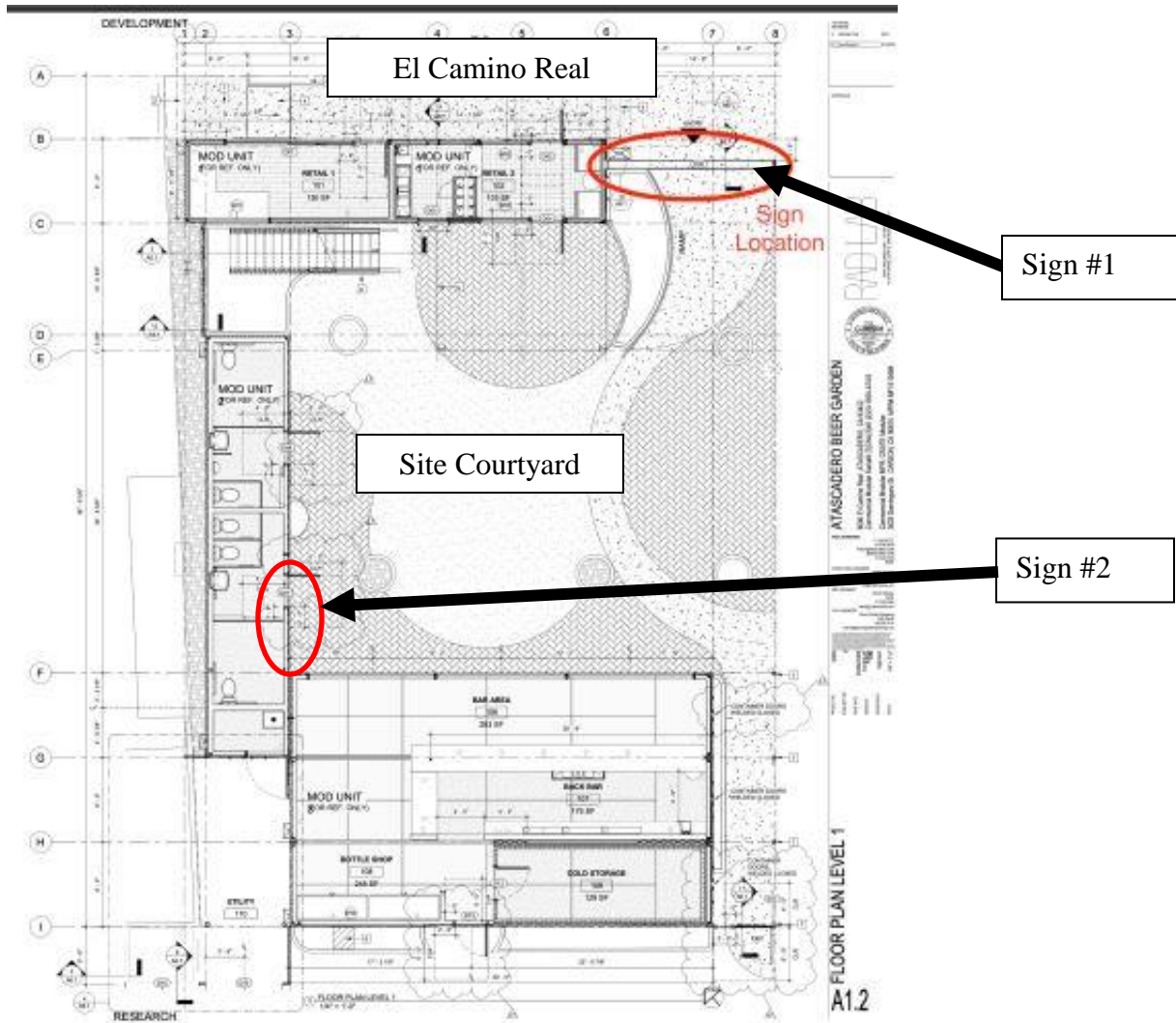
**Attachment 1: Location Map and Site Plan**  
**USE 21-0027**

## Location Map



Project Location  
(6090 El Camino  
Real)

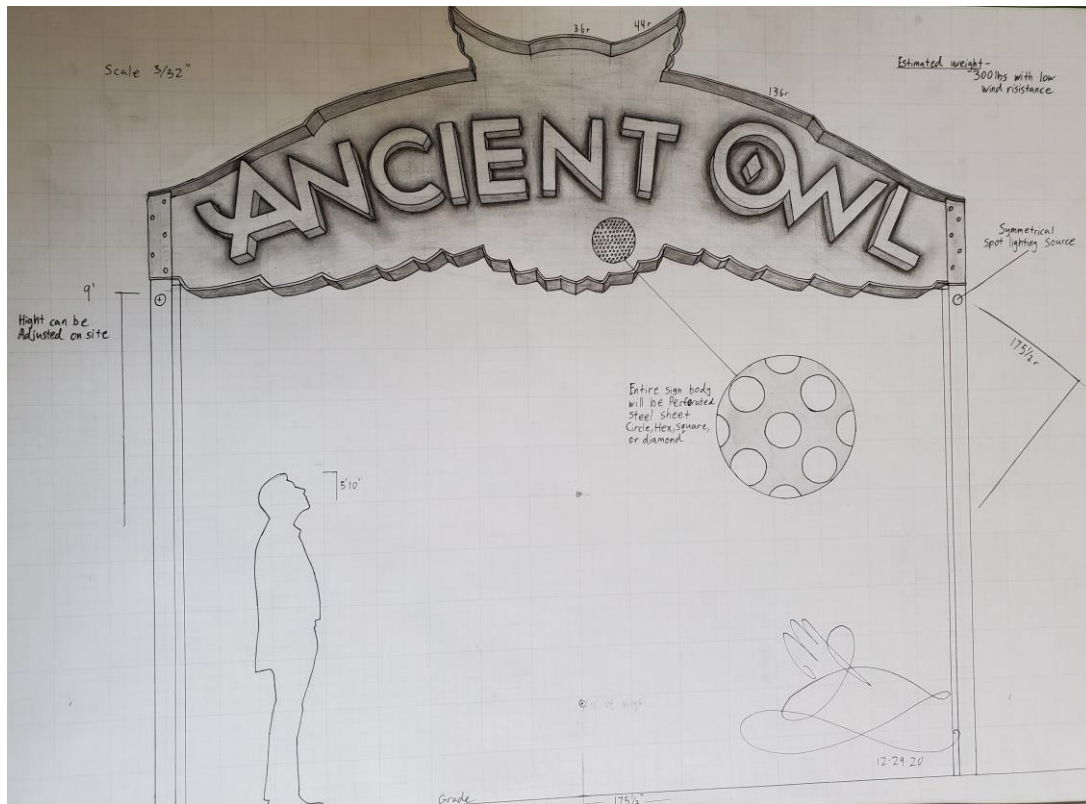
# Site Plan





**Attachment 2: Proposed Signs**  
**USE 21-0027**

**Proposed Sign #1**



**Proposed Sign #2**



6 feet tall

3.5 feet wide