

*** 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 by 5:00 p.m. 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 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/88417152051?pwd=M2h5bWlDekZhUWRwNi9yUUxPcWVhZz09>

Webinar ID: 884 1715 2051

Administrative Use Permit agendas and staff reports may be viewed on the City's website: 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. 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**

MEETING WILL BE HELD VIRTUALLY

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

1. **6950 EL CAMINO REAL, (USE21-0062)**: The application for the project is to allow for signs for an ATM that exceed size limitations in the Downtown Commercial Zoning District. (**Mechanics Bank/AAA Facility Services**) (*Mariah Gasch, Assistant 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). The fee for filing an appeal is \$806 and must accompany the appeal documentation.



CITY OF ATASCADERO

COMMUNITY DEVELOPMENT

Administrative Hearing Agenda Report

ITEM # 1

FROM: Mariah Gasch

MEETING DATE: August 2, 2021

FILE NUMBER: USE21-0062

PROJECT ADDRESS: 6950 El Camino Real

SITUATION:

The owner, Mechanics Bank, is proposing the installation of a new ATM canopy and ATM machine to replace an existing ATM machine at 6950 El Camino Real. The new canopy and ATM machine both include new signage for the business, Mechanics Bank. The existing ATM machine has a cover with vinyl sign graphics on all four sides of the header. In addition to the current ATM signs, Mechanics Bank has three existing wall signs and one monument sign. The existing total amount of commercial signage currently exceeds the fifty (50) square foot limit for the Downtown Commercial zoning district. The total area of signage for the existing ATM is approximately 71 square feet. Overall signage for the site is approximately 156 square feet. In addition, the proposed ATM canopy and machine signs are larger than what is existing. Therefore, the additional signage requires Administrative Use Permit approval.

EVALUATION:

The total aggregate signage area for the business exceeds the fifty (50) square feet allowed in the Downtown Commercial Zoning district. The proposed detached canopy is Mechanics Bank's corporate maroon color with backlit panels for their logo and the "ATM" identification. The ATM machine itself is also maroon, as opposed to the existing tan machine which is consistent with the main building, and includes Mechanics Bank logos on the top and bottom. Staff has added a condition that the canopy color be modified to be tan to match the existing primary building. Allowing the canopy structure to be a corporate color greatly increases the sign size. This also allows a future tenant to paint the structure another corporate color. Requiring the canopy to be tan will ensure that its appearance stays consistent with the building. The business name, maroon color and logo symbol are all counted toward the aggregate signage. The existing ATM and attached canopy are large, bulky and worn down. The proposed ATM signs would be an aesthetic improvement to the site and help identify this business. They would also be consistent with existing signage for the building. In addition to this, the size of the proposed free-standing canopy is also consistent with the pedestrian scale of the downtown. The free-standing canopy and ATM will be of similar size and scale to the existing ATM structure. Staff has added a condition that the backlit logos be as dim as possible to ensure visibility but reduce offsite glare.



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COMMUNITY DEVELOPMENT

ATM sign size (total)	ATM logo size	Canopy sign size (total)	Canopy logo size	Total proposed signage	Without maroon canopy
~71 square feet	~4.5 square feet	~135.5 square feet	~25.5 square feet	~236.5 square feet	~101 square feet



CITY OF ATASCADERO

COMMUNITY DEVELOPMENT

Existing ATM



Proposed ATM with Canopy



RECOMMENDATION:

Staff recommends the Administrative Hearing Officer approve USE21-0062 to allow the signage as proposed.

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 4 findings:

1. *The sign is consistent with the purposes set forth in Section 9-15.002;*

The proposed sign helps meet needs that are based in the following purposes outlined in section 9-15.002 of the AMC. Section 9-15.002(a) intends 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(c) intends to “implement quality sign design standards that are consistent with the City’s General Plan, Zoning Ordinance and Appearance Review Guidelines;” Section 9-15.002(e) intends to “minimize possible adverse impacts of signs on private and public property in order to maintain property values and to maintain a positive City image;” Section 9-15.002(g) intends to “generally limit commercial signage to on-site locations in order to protect the aesthetic environment from the visual clutter associated with the unrestricted proliferation of signs, while providing channels of communication to the public.” Finally, Section 9-15.002(h) intends to “limit the size and number of signs to levels that reasonably allow for the identification of a residential, public or commercial location and the nature of any such commercial business.”

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

The proposed sign is on a standalone ATM. There is no viable opportunity to combine the proposed signs with existing signs.

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 sign is 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)*

The sign conforms with applicable codes and ordinances of the City, including Framework Principles of the General Plan that call for improving the appearance and character of Atascadero through signage. General Plan Policy 1.3 states: "Enhance the rural character and appearance of the City, including commercial corridors, gateways and public facilities." Additionally, the proposed sign is in compliance with the City's appearance review manual guidelines related to signs. Specifically, the sign is in scale and proportion in its visual relationship to the building and surrounding structures, and can be considered harmonious with the building.

Conditions

1. The design and location of the signage shall be consistent with Attachment 2.
2. The canopy's color shall be tan to match the existing primary building.
3. Backlit logos shall be as dim as possible to ensure visibility but reduce offsite glare. Lighting compliance shall be reviewed prior to issuance of building permits and a night lighting inspection shall be required prior to final.

Code Requirements

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

Attachments

Attachment 1 - Location Map
Attachment 2 - Site Photo
Attachment 3 - Proposed Elevations

Action:

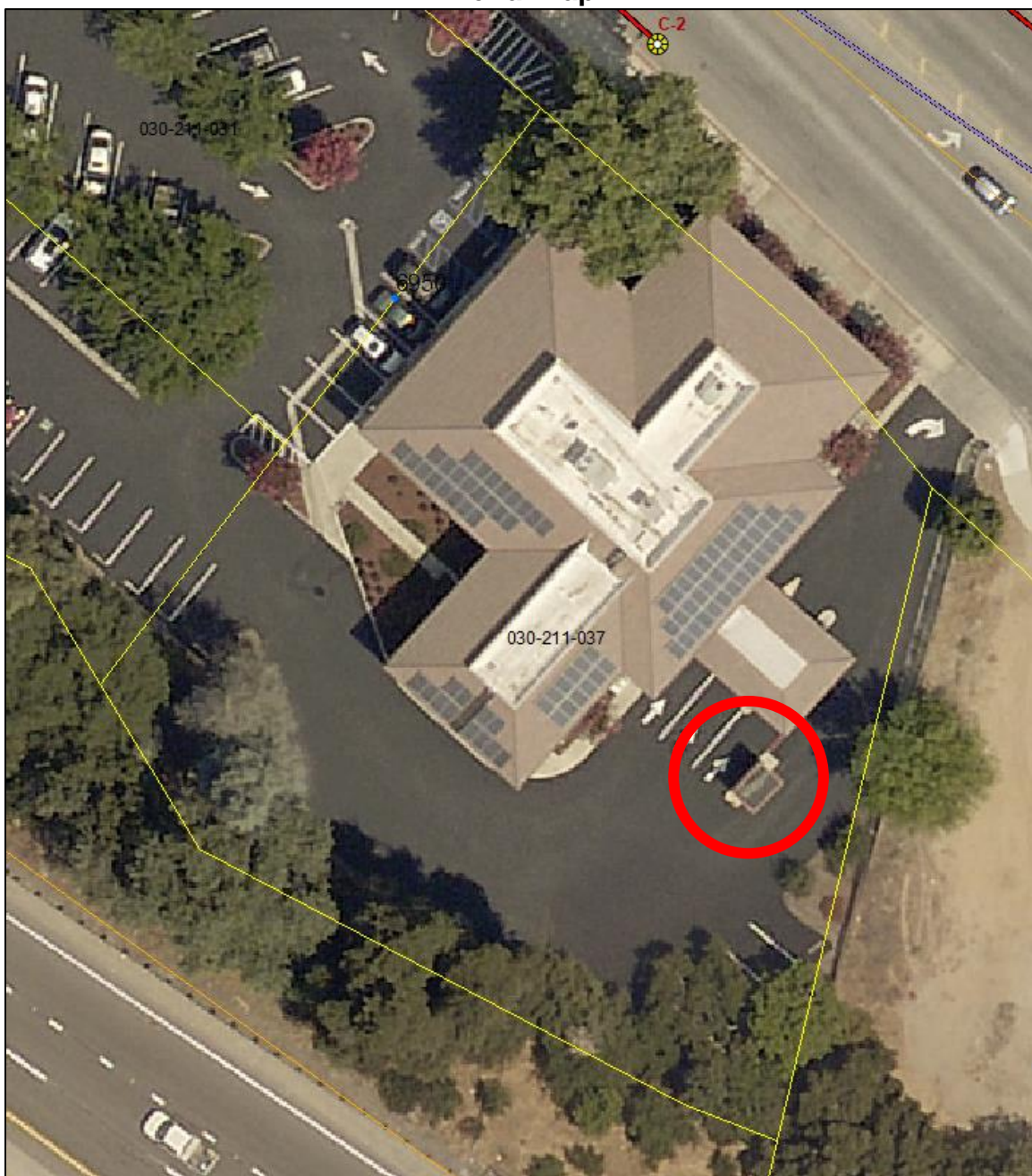
- ☐ Approve
- ☐ Approve as modified
- ☐ Deny
- ☐ Continue to: _____ to allow _____

- ☐ Continue indefinitely to allow: _____
- _____
- _____

Phil Dunsmore, Hearing Officer

Attachment 1: Location Map
USE21-0062

Aerial Map



Attachment 2: Site Photo
USE21-0062

View from El Camino Real (showing existing ATM)



**Attachment 3: Proposed Elevation
USE21-0062**

