

*** 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 **10:00 a.m. on Thursday, September 16, 2021** at City Hall to consider the following project:

1. **9155 SAN GABRIEL ST, (USE21-0079)**: The application for the project is to allow for an increase in the area of signage permitted on a gas station canopy. Staff recommendation is to approve the proposed signage with conditions. **(Shell Gas Station/Perry Builders)** (*Mariah Gasch, 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). 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: 9/16/2021

FILE NUMBER: USE21-0079

PROJECT ADDRESS: 9155 San Gabriel Street

SITUATION: The applicant requests a modification to the area of signage permitted on a gas station canopy at 9155 San Gabriel St. Shell Gas Station (Perry Builders, Inc.) requests building permits to replace the existing onsite signs for the new gas station tenant. The applicant proposes to change the sign face on a previously approved monument sign and freeway sign. These modifications do not require approval from the Administrative Hearing Officer. However, new signage proposed for the perimeter of the canopy and the convenience store exceed what has previously been approved for the site and the standards of the Sign Ordinance and would require approval of an Administrative Use Permit for this signage.

EVALUATION: The Sign Ordinance limits sign area in the commercial zones to an aggregate total of 125 square feet per site. High chroma color banding is defined as a sign, and is subject to size limitations. The total sign area may be divided into multiple signs, provided each individual sign meets the requirements of the Sign Ordinance, including:

9-15.005 Allowed signs

(a)(7) Gas Station Canopies. In addition to the signs allowed above, a maximum of twenty (20) square feet signs, logos and or color banding shall be permitted on no more than two (2) sides of a pump island canopy structure. The remainder of the pump canopy fascia shall be of an architectural treatment consistent with site architecture.

The applicant proposes to replace the existing canopy banding with Shell's corporate red and yellow colors. This is consistent with the amount of signage that was previously approved for this structure. However, the applicant is proposing to add Shell logo signs to three sides of the canopy, increasing the overall aggregate sign area by approximately 12 square feet.

SIGN & SQUARE FOOT INDEX							
NO.	NAME OF SIGN	SIZE OF SIGN	QTY.	TOTAL (SQ. FT.) EXISTING	TOTAL (SQ. FT.) NEW	MAX (SQ. FT.)	REMARKS
1A	SHELL PECTEN CANOPY LOGO	3'-11¼" x 3'-11¼"	3		46.5 SQ. FT.		ILLUMINATED
2A	FOOD MART WORDMARK	8'- 10¾" x 1'-11¼"	1		23.4 SQ. FT.		ILLUMINATED
3A	SHELL MID SIGN	8'-0¾" x 5'-4½"	1	14.8 SQ. FT.	14.8 SQ. FT.		ILLUMINATED
3B	SHELL PECTEN HIGH RISE LOGO	11'- 7½" x 12'-0"	1	139.5 SQ. FT.	139.5 SQ. FT.		ILLUMINATED
TOTAL SIGN SQ. FT.		224.2 SQ. FT.					

AMC Section 9-15.006 allows the sign area or other limitations of the Sign Ordinance to

be modified through approval of an Administrative Use Permit, subject to findings and appearance review. Staff recommends approving the signs as proposed. The additions to the building and canopy signs are minor and will not negatively affect the surrounding area. Larger signage will increase visibility from nearby Highway 101 and the public way.

RECOMMENDATION:

Staff recommends the Administrative Hearing Officer approve USE21-0079 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;

Although more than one sign is proposed, they are unable to be combined.

(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 meant to be visible from the freeway. Their sizes and locations achieve this goal without negatively impacting the surrounding area.

(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 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 sign shall be consistent with Attachment 2.

Code Requirements

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

ATTACHMENTS:

Attachment 1: Location and Zoning

Attachment 2: Proposed Signs

Action:

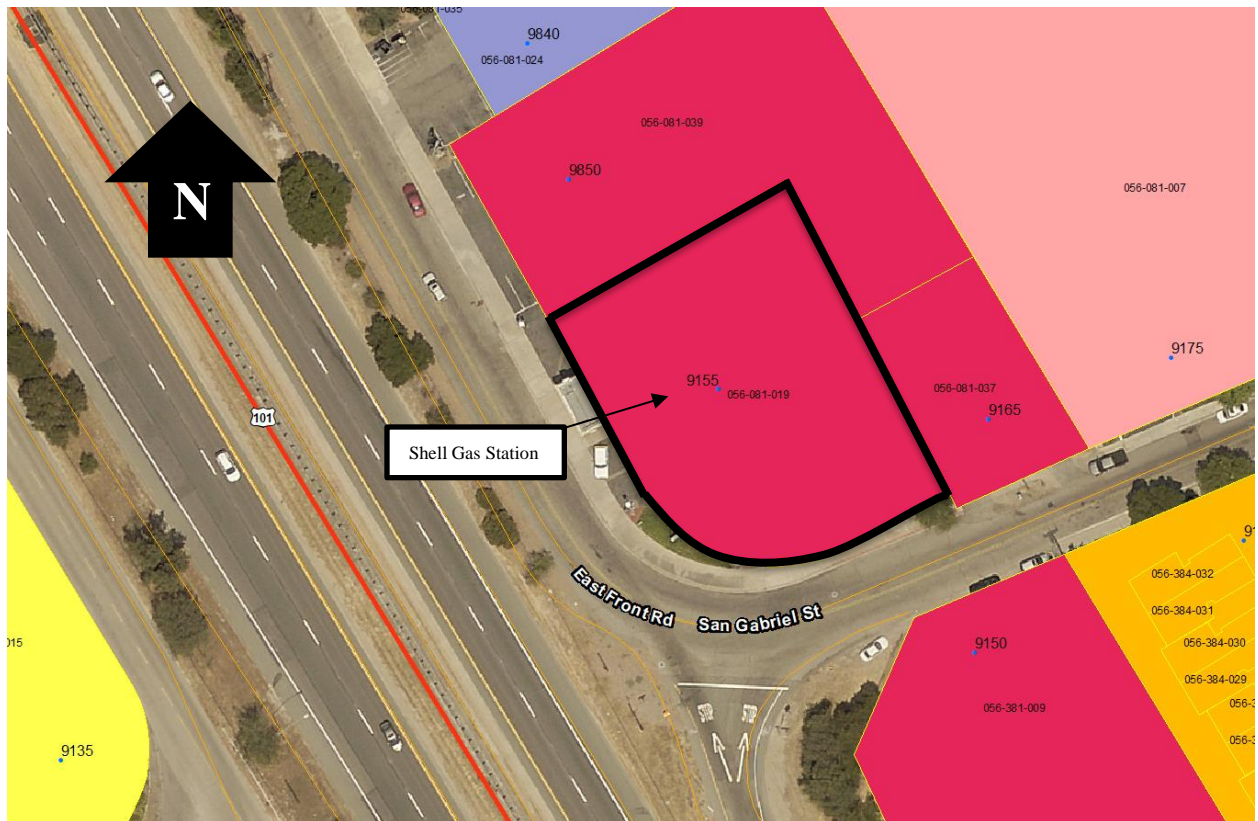
- ☐ Approve
- ☐ Approve as conditioned
- ☐ Deny
- ☐ Continue to: _____ to allow _____

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

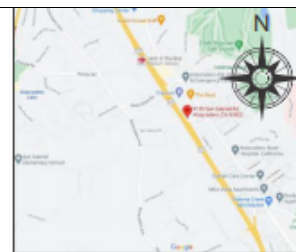
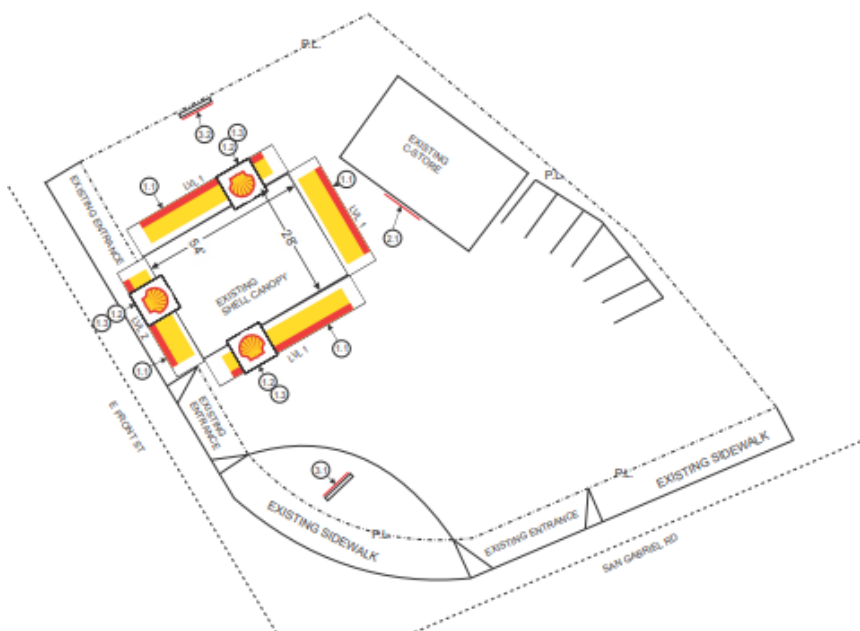
Hearing Officer

Date

**ATTACHMENT 1: Location and Zoning
USE21-0079**

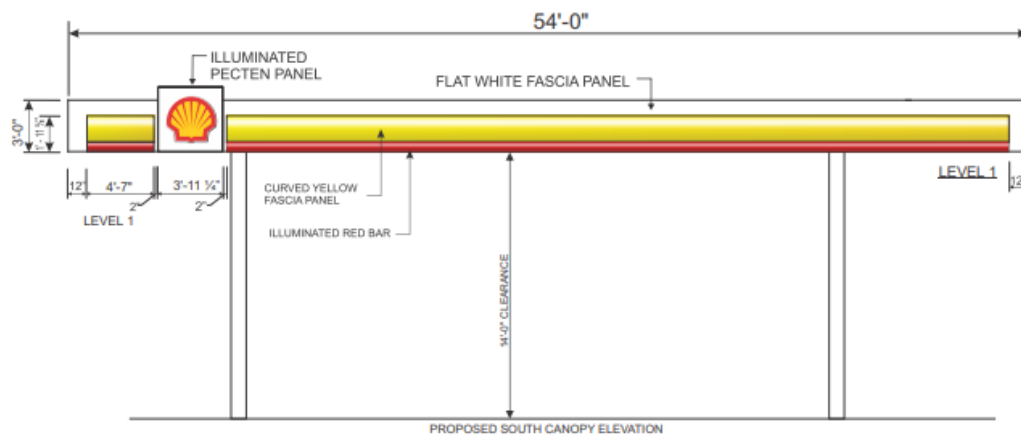
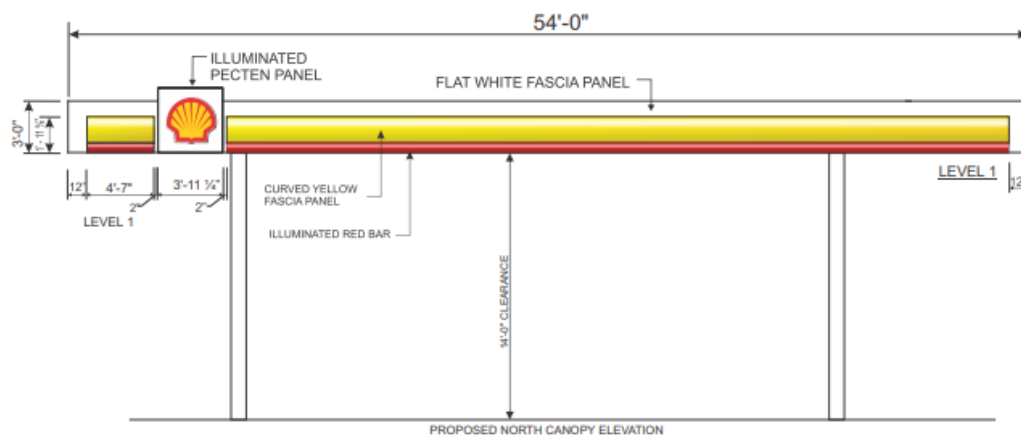


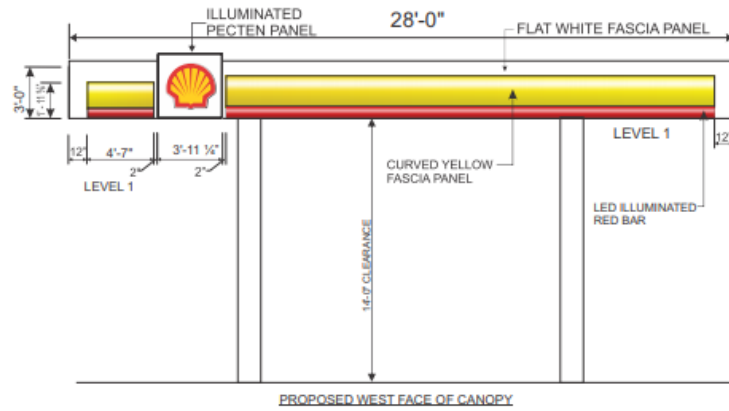
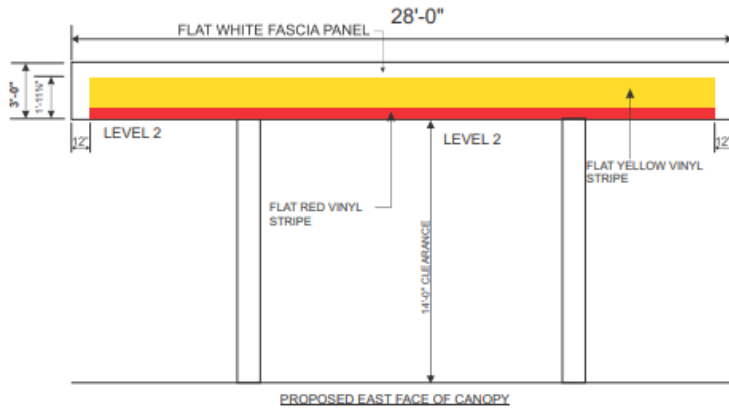
ATTACHMENT 2: Proposed Signs
USE21-0079



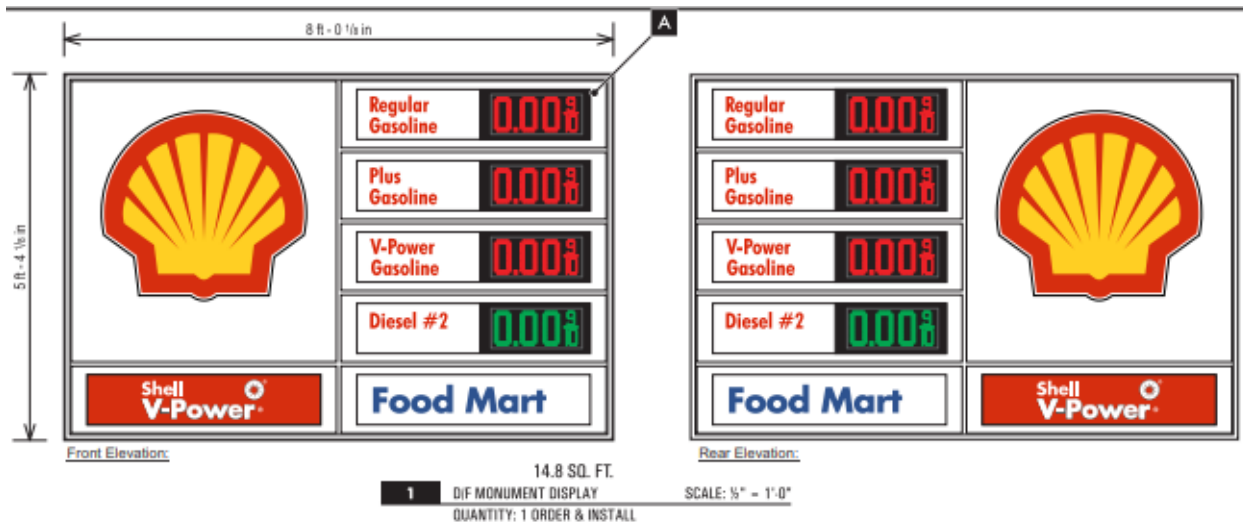
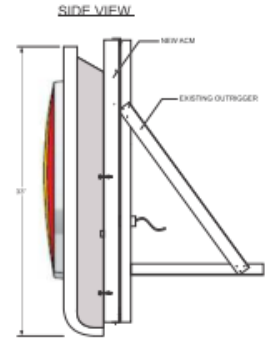
VICINITY MAP

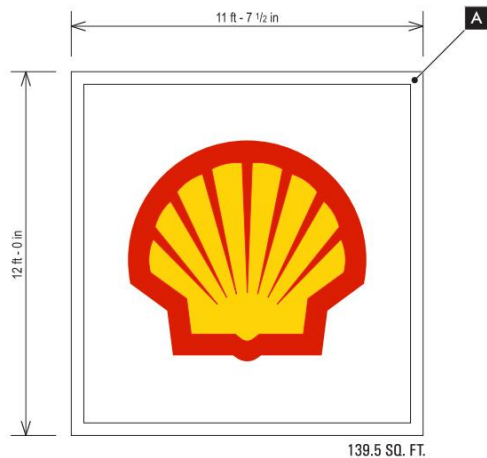
SCOPE OF WORK	
CANOPY	
1	REMOVE & REPLACE EXISTING CANOPY FASCIA PER ATTACHED SHEETS, SIZE OF CANOPY TO REMAIN THE SAME
2	REMOVE EXISTING CANOPY SIGNS
3	INSTALL NEW CANOPY SIGNS PER ATTACHED SHEETS
C-STORE	
2	INSTALL NEW FOOD MART WORDMARK SIGN PER ATTACHED SHEETS
SIGN	
4	REFACE EXISTING MID SIGN PER ATTACHED SHEETS
5	REFACE EXISTING TWIN POLE MONOLITH SIGN PER ATTACHED SHEETS





- SIGN FACES ARE HINGED TO ALLOW EASY MAINTENANCE AND INSTALLATION.
- (4) 3/8"-16 X 3" GRADE 5 BOLT WITH NUT AND 9 WASHER FOR MOUNTING HARDWARE.
- ELECTRICAL CONDUIT RUNS THROUGH CENTER.
- MOUNTED DIRECTLY P RE-FABRICATED PIECE OF ACM (ALUMINUM COMPOSITE MATERIAL)

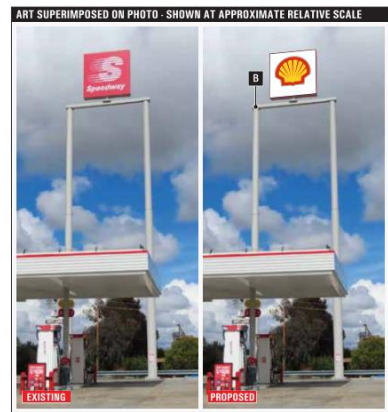




2 D/F MONUMENT DISPLAY SCALE: ¼" = 1'-0"
QUANTITY: 1 ORDER & INSTALL



4 S/F WALL DISPLAY SCALE: ½" = 1'-0"
QUANTITY: 1 ORDER & INSTALL



SCOPE OF WORK:
REMOVE AND JUNK EXISTING FACES AND REPLACE WITH NEW
FLEX FACES FROM SIGN RESOURCE.
REPAINT POLES AND CABINET SHELL RVIE SILVER

FABRICATION SPECIFICATIONS		
A	SHIPPED-IN	TYPE
	ILLUMINATION	INTERNAL
	INSTALLATION	BY YESCO
	REMOVAL / REPLACEMENT	REMOVE EXISTING CABS REPLACE WITH NEW
B	PAINT	COLOR
		FINISH
		APPLICATION

SCOPE OF WORK:
REMOVE AND JUNK EXISTING SPEEDWAY METAL PANEL AND
REPLACE WITH CORRECT SHELL PANELS.
ORDER FROM SIGN RESOURCE NEW COLOR BAND AND A FOOD
MART PANEL.

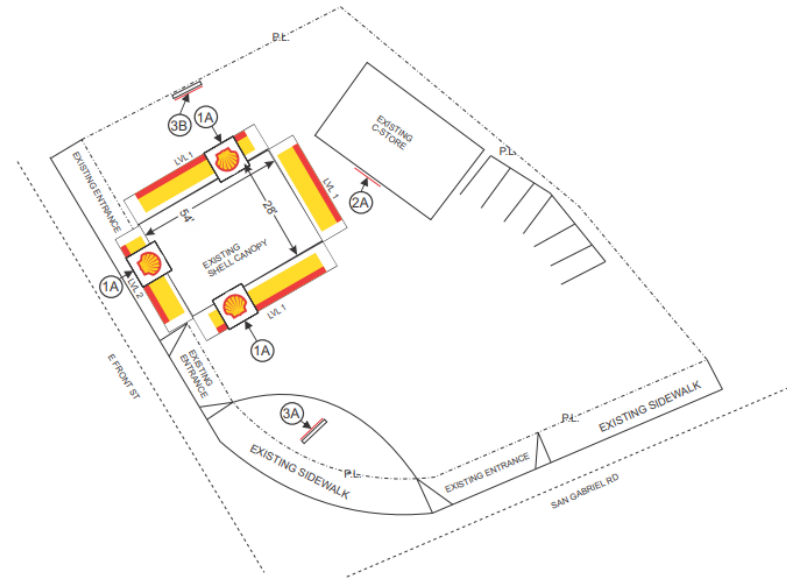
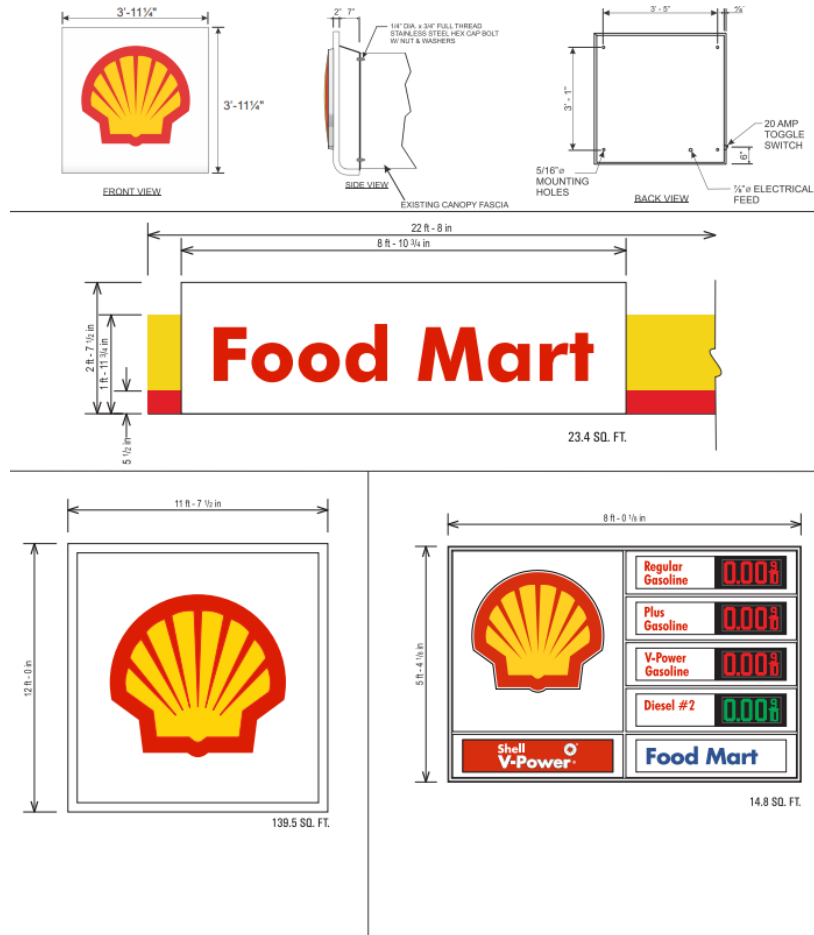
FABRICATION SPECIFICATIONS		
A	SHIPPED-IN	TYPE
	ILLUMINATION	INTERNAL
	INSTALLATION	BY YESCO
	REMOVAL / REPLACEMENT	REMOVE EXISTING CABS REPLACE WITH NEW





CITY OF ATASCADERO

COMMUNITY DEVELOPMENT



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