



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 **11:00 a.m.** or later on **Friday, October 11, 2019** at City Hall, Room 106, 6500 Palma Ave., Atascadero, to consider the following project:

1. **6907 EL CAMINO REAL UNIT C, USE19-0091**; The project is an application to allow signage for Wildfields Brew. (**Wildfields Brew/Southpaw Sign Co.**) (*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). The fee for filing an appeal is \$786 and must accompany the appeal documentation.



CITY OF ATASCADERO

COMMUNITY DEVELOPEMENT

Administrative Hearing Agenda Report

ITEM # 1

FROM: John Holder

MEETING DATE: 10/11/2019

FILE NUMBER: USE19-0091

PROJECT ADDRESS: 6907 El Camino Real Unit C

SITUATION: The applicant, Wild Field Brewhouse LLC, is proposing a new painted wall sign that is larger than permitted in the Downton Commercial (DC) zoning district. The building will contain two signs. This includes one painted wall sign (Sign B) that this administrative use permit will allow and one wall sign (Sign A) that is part of a separate sign permit. Each sign is on a separate building façade and both face existing parking areas. The proposed Sign B is approximately 98 square feet, which is approximately 48 square feet over the size limit for wall signs in the DC zoning district. The sign would be made up of hand-painted letters and drop shadowing on the side of the building that faces Capistrano Avenue. The applicant is requesting the exception in order to maximize underutilized wall space alongside Capistrano Avenue and promote a new business in the downtown commercial area.

EVALUATION:

The total aggregate signage area for the building is proposed to be 142.3 square feet, including Sign A (not part of the AUP application) and sign B. Sign B is proposed to be approximately 98 square feet. Atascadero Municipal Code (AMC) Section 9-15.007 limits total aggregate sign area for this zoning district to 50 square feet. However, the painted wall sign would help promote downtown business and conform to community character. In addition, this building is part of a planned center and set back a considerable distance from the adjacent rights-of-way. Larger signage will increase visibility from the public way as well as from the adjacent parking lots. The existing wall does not contain any existing signage except for existing emergency/parking signage and the proposed sign design is proportionate to the existing building wall. The expanded painted wall sign would help implement City goals for a vibrant and distinctive downtown area.

RECOMMENDATION:

Staff recommends the Administrative Hearing Officer:

- Approve the applicant's proposed mural sign and issue an Administrative Use Permit (AUP) for the mural sign.

ENVIRONMENTAL DETERMINATION

- ☒ Categorical Exemption CEQA – Guidelines Section 15311
☐ Statutory Exemption §§ 21000, et seq & _____
☐ No Project – Ministerial Project

Findings

AMC 9-15.011 requires the Hearing Officer to make the following 4 findings:

1. *The need for such signing is based on 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 applicant’s sign location has frontage to Capistrano Avenue and also to a mixed use serving parking area, so there is a need for two signs as part of the project. Additionally, this AUP permit is only for Sign B.

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.” The proposed sign helps promote the downtown commercial corridor. General

Plan Goal LOC 4 states: "Provide for a strong and distinctive Downtown Area." This sign will help enhance and promote a commercial node in the downtown area, and allow for a unique and distinctive sign design that will help frame street-facing businesses in the downtown commercial zone. 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 sign shall be consistent with Attachment 3.

Code Requirements

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

Attachments

Attachment 1 - Location and Vicinity Map

Attachment 2 - Proposed Sign

Attachment 3 - Site Photos

Action:

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

- ☐ Continue indefinitely to allow: _____

Hearing Officer
Phil Dunsmore

Attachment 1: Location and Vicinity Map
USE 19-0091



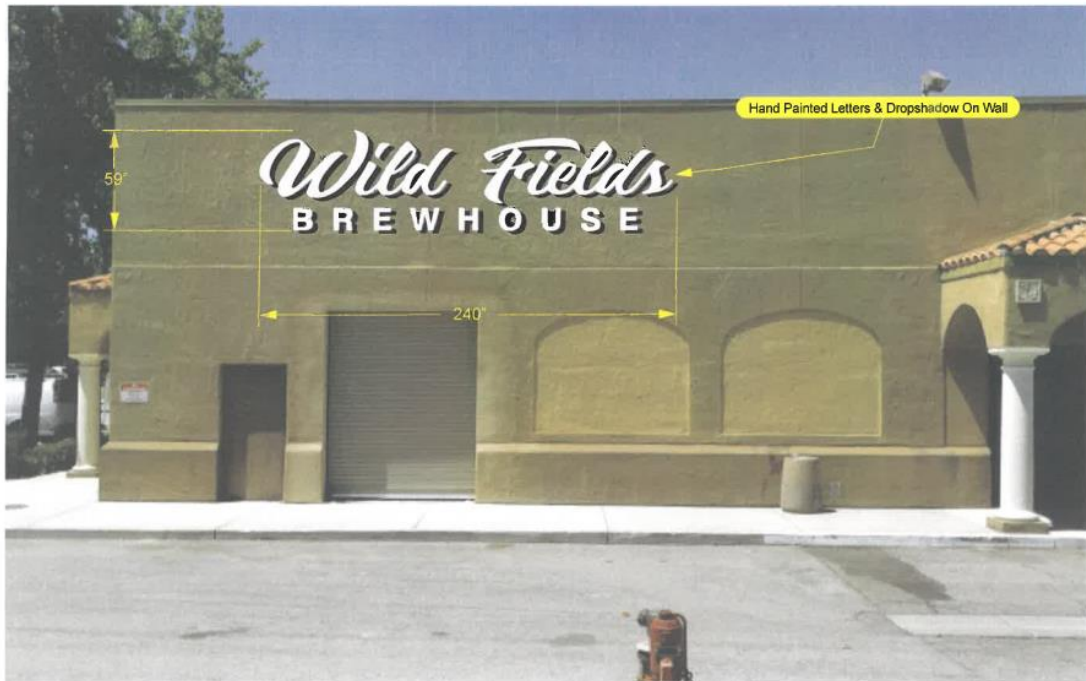
Greater Area



Vicinity Map

Greater Area Location & Vicinity Map

**Attachment 2: Proposed Sign
USE 19-0091**



Sign Dimensions: 59" x 240"
Linear Building Frontage: 158'
Wall Sign Sqft: 98sqft

Sign B - Elevation & Detail

Attachment 3: Site Photos
USE 19-0091

Sign Location - view from Capistrano Road

