



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.** or later on **Monday, December 9, 2019** at City Hall, Room 106, 6500 Palma Ave., Atascadero, to consider the following project:

1. **6990 EL CAMINO REAL, USE19-0112**; The project is an application to allow larger exterior signage for Jamba Juice. (**Jamba Juice/Brick Sign Co.**)
(*Kelly Gleason, Senior 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: Kelly Gleason

MEETING DATE: December 9, 2019

FILE NUMBER: USE 19-0112

PROJECT ADDRESS: 6992 and 6994 El Camino Real

SITUATION:

The applicant is proposing new building-mounted wall signs for tenant spaces at 6992 and 6994 El Camino Real. The corner tenant and center spaces combined to provide a single space for both Jamba Juice and Auntie Anne's. The two businesses propose signs facing both El Camino Real and Morro Rd. The signs that face Morro Rd. are the same as those proposed to face El Camino Real. Due to the shared tenant scenario, location in a corner space, and the need for two (2) tenant signs facing El Camino Real, the total signage proposed exceeds the maximum allowed by the Municipal Code.

Atascadero Municipal Code 9-15.008 limits wall signage to one square-foot per linear foot of building frontage with a total combined maximum of 50-square-feet per tenant space. The length of the building façade facing El Camino Real is 36-feet, allowing for a maximum of 36 square-feet of total commercial signage on that façade.

In addition to the wall signage, the applicant also intends to provide vinyl window images to cover an interior wall that blocks the windows to the right of the main entryway doors. The applicant is proposing that this graphic be non-commercial in nature and consist of community-based art. Because the graphics will be non-commercial, the proposed window art does not factor into the aggregate sign calculations (AMC 9-15.004).

EVALUATION:

Signage on the Morro Rd. façade totals 18.58 square-feet for Auntie Anne's and 33.14 square-feet for Jamba Juice. This would allow for 31.42 square-footage of additional signage for Auntie Anne's and 16.86 square-feet of additional signage for Jamba Juice. Additional signage facing El Camino Real is limited; however, by the length of the façade. The side of the building which the signs are proposed for is 36 feet wide which allows for 36 total square-feet of signage. Auntie Anne's sign is proposed to be 18.58 square-feet consisting of a logo and two words. The Jamba Juice sign is proposed to be 33.14 square-feet consisting of a logo and one word. The total aggregate square-footage of the four signs is 103.44 (51.72 square-feet per façade); 15.72 square-feet above the permitted allowance for the El Camino side and 3.44 square-feet above the code allowed maximum for the two tenant spaces.

It is also anticipated that some seasonal commercial window graphics will be desired by the applicant for both businesses. Conditions are included that limit additional signage area in the form of window graphics.

The building is setback from El Camino Real, which is unique for the downtown setting. Usually buildings are directly adjacent to the sidewalk, allowing for smaller signage to be visible. The building is also located on a corner lot with need for signage on both facades for visibility. In addition, this corner of El Camino Real and Highway 41 is designed for large volume traffic flow and the adjacent streets are wide, decreasing visibility. These factors create a scenario where larger signage is important for business visibility.

RECOMMENDATION:

Staff recommends the Administrative Hearing Officer approve Use 19-0112 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 signs are centered above the existing awnings and are large enough to be visible to advertise the individual tenant’s services.

3. *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 signage, is a Framework Principle of the General Plan. This sign in this zoning district is appropriate for the desired appearance and character of the City.

4. *Proposed community art graphics are non-commercial in nature*

The proposed window graphics are community based art. Conditions are included that the Community Development Director approve the final graphic design and ensure that graphics remain non-commercial.

Conditions

1. Building permits shall be obtained prior to installation of the sign. Property owner's permission shall be obtained in writing and submitted to City prior to issuance of permit(s).
2. The vinyl window signs shall be deemed "community-based art" and not "commercial oriented" by the hearing officer before window design is implemented.
3. Any commercial message window signage shall be limited to 10% of the window area and is allowed in addition to the wall signage approved by this use permit.

Code Requirements

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

Attachments

Attachment 1 - Location Map

Attachment 2 - Proposed Elevation & Signs

Action:

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

- ☐ Continue indefinitely to allow: _____

Phil Dunsmore, Hearing Officer

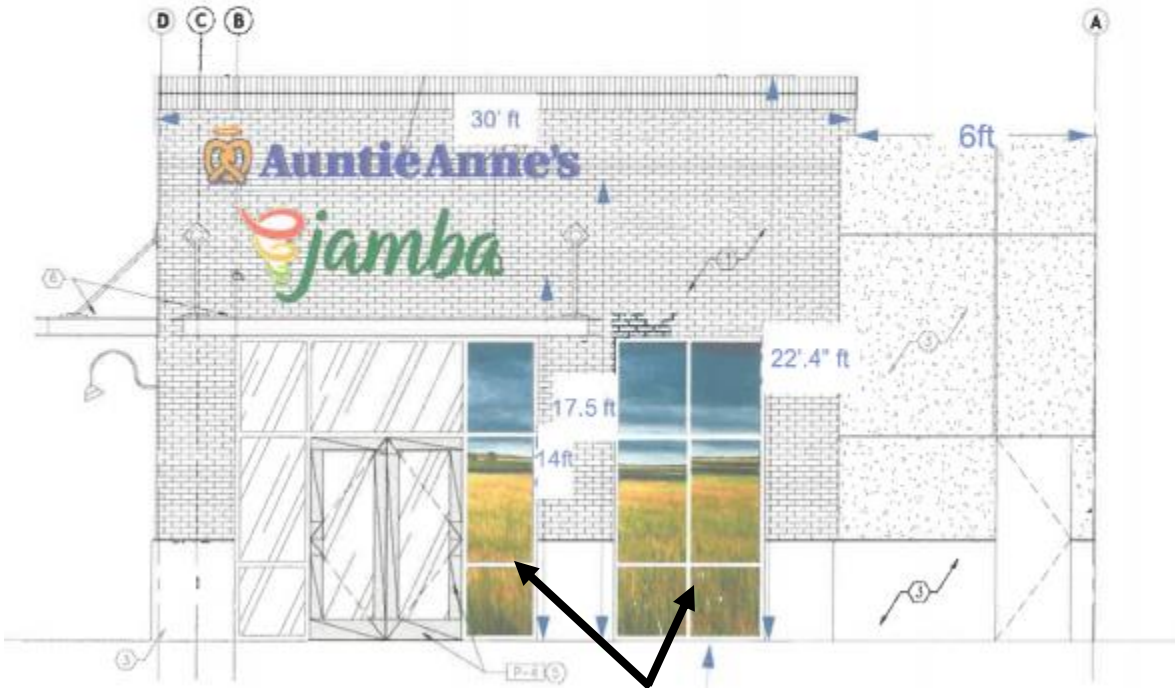
Attachment 1: Location Map
USE 19-0112

Aerial Map



Front Elevation

EXTERIOR ELEVATION
1/4" = 1'-0" 1



Non advertisement window vinyl

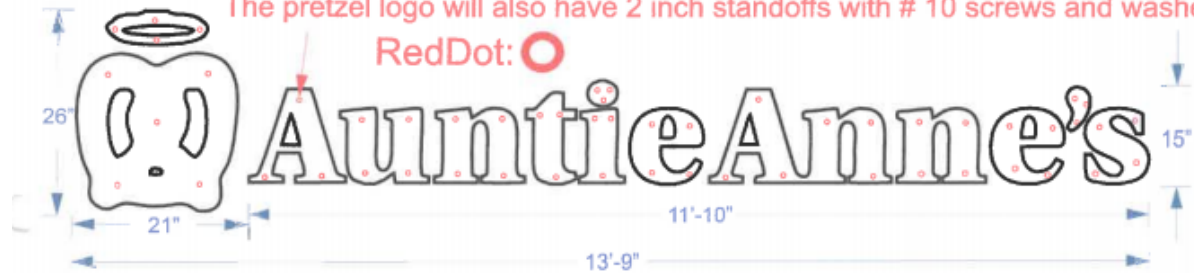
Proposed Sign A

FRONT VIEW SCALE

Note: the red dots represent all 54 locations for Teflon # 10 blue anchors with: # 10 2" inch screws with washers for mounting.

The Auntie Anne's lettering will have standoffs of 2 inches.

The pretzel logo will also have 2 inch standoffs with # 10 screws and washers.



Signs gross weight: 58 lbs
the sign has 20 sq ft.

QTY: (2)

SIDE VIEW



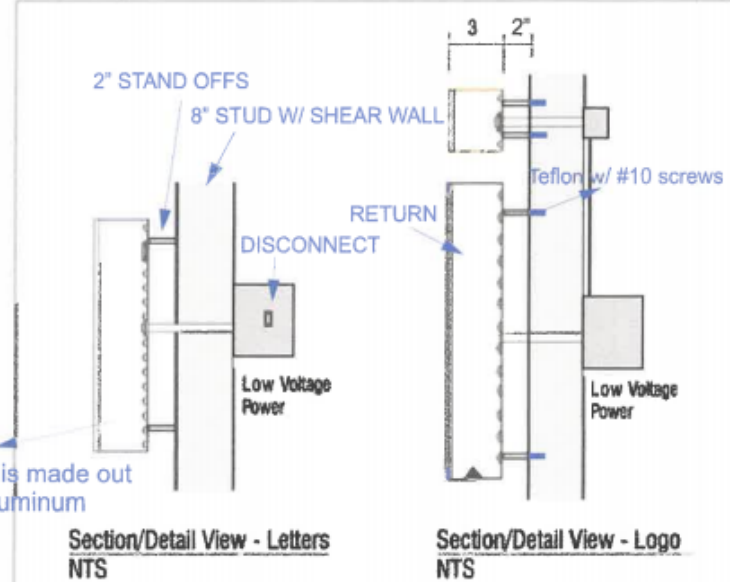
AUNTIE ANNE'S
HALO/FACE ILLUMINATED TRIM-LESS LOGO AND
LETTER SIGN PIN MOUNTED OFF WALL
REMOTE POWER SUPPLY
3/8" PLEXIGLAS FACES WITH
REVERSE INSTEP INSIDE ALUMINUM RETURN
INTERNALLY ILLUMINATED SIGNS
CONSTRUCTED OF ALUMINUM
ILLUMINATED WITH LEDS

WIRED TO UL SPECIFICATIONS
BEARING UL LABELS

3/8" PLEXIGLAS FACES
WITH SECOND SURFACE VINYL
SUNFLOWER YELLOW 3630-25
BLUE PMS #293
"HALO" BURNT YELLOW PMS 145C
DIGITALLY PRINTED
WHITE HIGH-LITE

RETURNS PMS #293

Sign structure is made out
of .011 MM aluminum



Proposed Sign B

FRONT VIEW SCALE



SIDE VIEW



J' INTERNALLY ILLUMINATED FACE
LIT SWIRLS MOUNTED FLUSH TO WALL

"JAMBA" INTERNALLY ILLUMINATED FACE
AND HALO LIT CHANNEL LETTERS

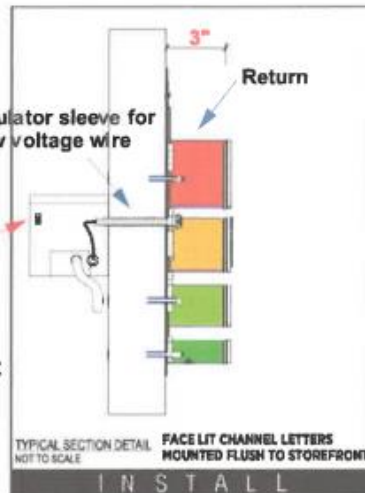
JAMBA LETTERS

.177" FACES #7328 WHITE ACRYLIC
WITH COLOR MATCHING/ DIGITAL PRINTS
.040" X 5.300" RETURNS PRE-PAINTED
.177" CLEAR LEXAN BACKS WITH WHITE DIFFUSER
INSTEP FACES
WHITE ILLUMINATION LED'S

Sign structure is made out
of .011 MM aluminum

DISCONNECT

Insulator sleeve for
low voltage wire



LOGO SIDE VIEW:

jamba SIDE VIEW:

