



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 **9:00 a.m.** or later on **Monday, July 20, 2020** at City Hall to consider the following project.

1. **7055 EL CAMINO REAL, USE20-0052;** The project is an application to allow for size exceptions for new signs at 7055 El Camino Real for Panda Express including new wall signs, a new monument sign face and a new wall mural (**Atascadero Prec. LLC / Coast Monument Signs**) (*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 \$786 and must accompany the appeal documentation.

*** 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 **805-538-2888** to listen and provide public comment via phone, or submit written public comments to 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.

If you would like to view presentations provided during the meeting you may access them by clicking on the following link:

Join Zoom Meeting

<https://us02web.zoom.us/j/89581509878?pwd=YzRmYjBETGJ3VHcrcWdJb1ZSNlZVUT09>

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.

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

Administrative Hearing Agenda Report

ITEM # 1

FROM: Mariah Gasch

MEETING DATE: 7/20/2020

FILE NUMBER: USE20-0052

PROJECT ADDRESS: 7055 El Camino Real

SITUATION: The applicant, Coast Monument Signs, is proposing two new wall signs for Panda Express at 7055 El Camino Real. Sign A is 36 square feet and Sign B is 16 square feet. The applicant is also changing the face of the existing monument sign. This new face is approximately thirteen square feet. In addition to these three signs, the applicant is proposing a 289 square foot mural on the front wall facing El Camino Real. The mural contains panda images so it is considered a sign for the business.

The applicant is asking for two exceptions to Atascadero Municipal Code sign requirements as well as the allowance of a mural. The first exception is for the maximum wall sign size. Atascadero Municipal Code (AMC) 9-15.008 states that signs may not exceed one square foot per lineal foot of wall. The wall Sign B is located on is 10 feet long. Sign B is proposed to be 16 square feet. The second exception is to exceed the maximum total sign area stated in AMC 9-15.007. This code section limits the total aggregate sign area in the Commercial Retail zone to 150 square feet. The total aggregate sign area of the four proposed signs is approximately 205 square feet. Atascadero Municipal Code (AMC) 9-15.008 states than Administrative Use Permit (AUP) approval is required for all Art & Mural sign types.

ANALYSIS: The proposed mural includes images of two pandas. This is considered commercial in nature since the name of the new business is called Panda Express. The mural is proposed to be 10 feet tall and 14 feet wide for a total of 140 square feet. The sign only includes the color black, outlining shapes of the two pandas. Since the sign is relatively subtle and does not include any additional words or colors, staff finds this sign consistent with sign regulation intentions as laid out in AMC 9-15.002. Sign A is located on the front wall facing El Camino Real. The total length of the storefront is 36' 6" long. Sign A is 6' x 6' for a total of 36 square feet, meeting size requirements. Sign B is located on a side wall with a length of 10' 2". The proposed sign is 4' x 4' for a total of 16 square feet, exceeding size limitations. Due to the building's unique shape, the sign is located on a short wall but still fits the scale of the building and overall shopping center. Staff is recommending approval to exceed the size limit for Sign B.

Lastly, the applicant is requesting an exception to exceed the maximum aggregate sign area. AMC 9-15.007 limits the total aggregate sign area in the Commercial Retail zone to 150 square feet. The total aggregate sign area of the four proposed signs is approximately 205 square feet. The building is set back from El Camino Real, separated by a large parking lot with buildings in between. The building does have a large blank wall and an

added mural would add interest to the shopping center. The signs proposed are in scale with the center and staff is recommending approval with conditions.

RECOMMENDATION: Staff recommends the Administrative Hearing Officer approve USE20-0052 to approve the request to allow up to two signs at 7055 El Camino Real Road with conditions of approval.

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

The proposed signs accomplish three of the required purposes. 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.”

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

The proposed wall signs are on two sides of the building, facing two different directions. The monument sign is existing, the sign is just changing faces and the mural can be considered commercial art.

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 will not be visible from the freeway.

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 signage, is a Framework Principle of the General Plan. These signs in this zoning district are appropriate for the desired appearance and character of the City.

Attachments

1. Location Map
2. Sign Design Package

Conditions

1. Building permits shall be obtained prior to installation of the signs. 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
USE 20-0052



**Attachment 2: Proposed Signs
USE 20-0052**

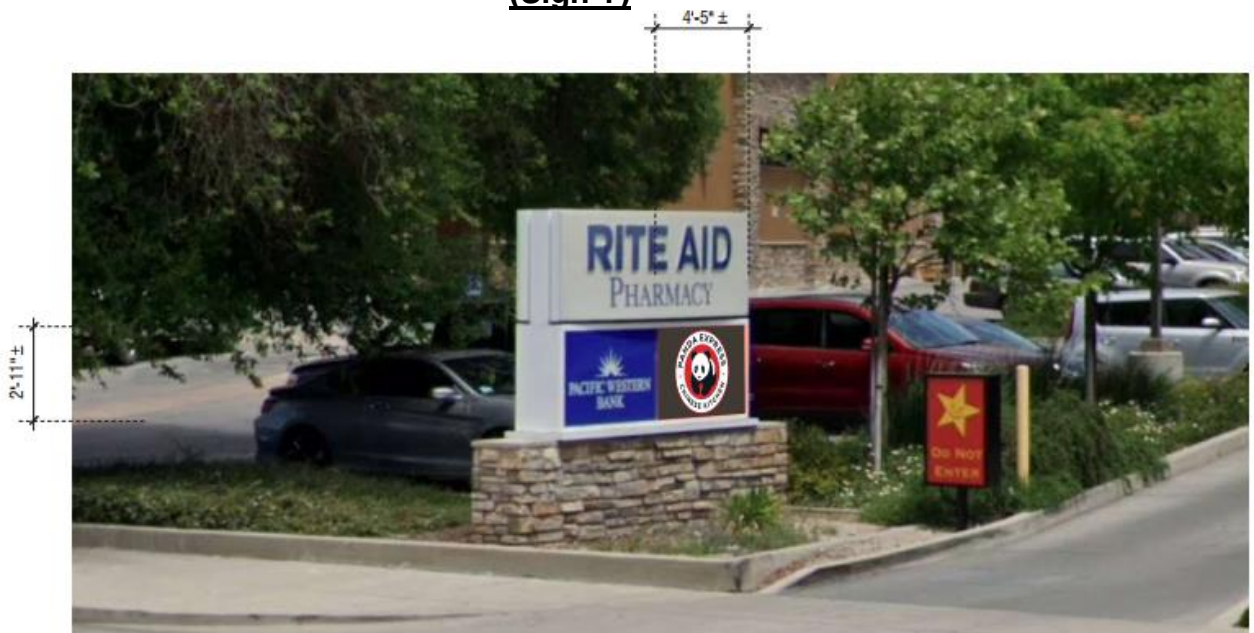
**Building Front
(Sign A & Wall Mural)**



Building Side
(Sign B)

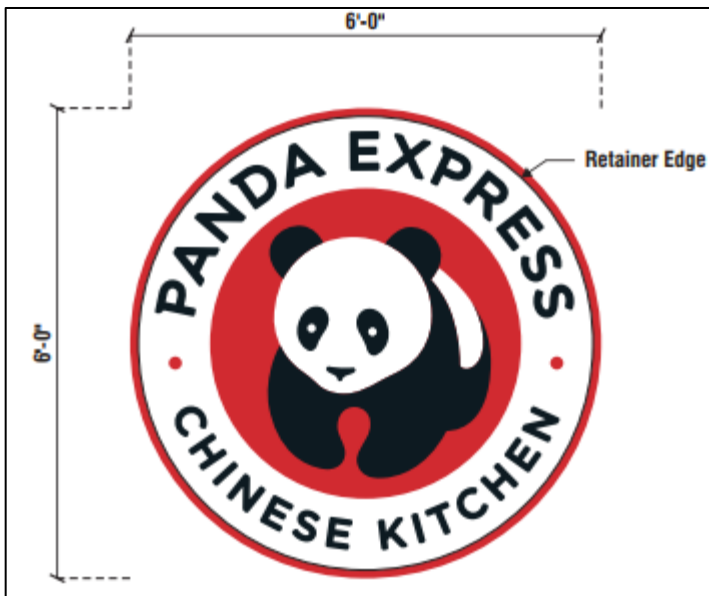


Monument Sign Face Change
(Sign Y)



Sign Dimensions

Sign A



Sign B

