



CITY OF ATASCADERO

COMMUNITY DEVELOPMENT

Notice of Action

FROM: Bailey Sullivan, Assistant Planner

MEETING DATE: 6/15/2022

FILE NUMBER: USE22-0051

PROJECT ADDRESS: 8120 El Camino Real

The applicant, Carmen Garriazo, is proposing two new electrical channel letter wall signs in the Downtown Commercial (DC) zoning district. The signs are for the business Belnano Coffee at 8120 El Camino Real. The storefront proposed sign is three-hundred and six inches long and twenty-six inches tall (26" x 306"). The logo is 46 inches long by 46 inches tall. The total square footage for both the logo and lettering of the sign is 72 square feet. The sign is centered horizontally between the two units being leased together. The size of the storefront wall is 50 feet by 7 feet, causing the maximum width of the lineal leased frontage to be 55%. The sign on the northside of the building is planned to be one hundred and thirty-two inches long by twenty-six inches tall (26" x 132"). A Master Sign Program was approved for this Center in 1999. This sign program varies from Atascadero Municipal Code requirements.

The Master Sign Program for the center requires the following be met:

- 24-inch maximum letter height with a maximum sign square footage of 40 sf.
- Signs are not allowed on the north side of the building
- Maximum width shall be equal to 75% of the lineal leased frontage and centered horizontally.

Since the proposed letter height for the sign for Belnano Coffee is 2 inches above the allowed maximum letter height in the Master Sign Program for this location, the applicant is requesting the exception in order to maximize underutilized wall space alongside the building. This wall has no current existing signs, as Belnano Coffee is a new business. The applicant is also requesting an exception to the Master Sign Program to allow for a second sign on the north side of the building.

EVALUATION:

The total aggregate signage area for the business is proposed to be 72 square feet for the storefront sign and 24 feet for the north side sign. The LED wall sign would help identify and promote this business and would be consistent with existing signage for the building. In addition, this building is part of a planned center and is 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 proposed sign design is also proportionate to the existing building wall.

RECOMMENDATION:

Staff recommends the Administrative Hearing Officer approve USE22-0051 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 centered above the existing leased storefronts and is large enough to be visible to advertise the individual tenant’s services.

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 complies 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.
2. The sign shall stay within the maximum proposed, which is 26 inches in letter height.
3. The sign must remain horizontal and centered on the building wall.

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

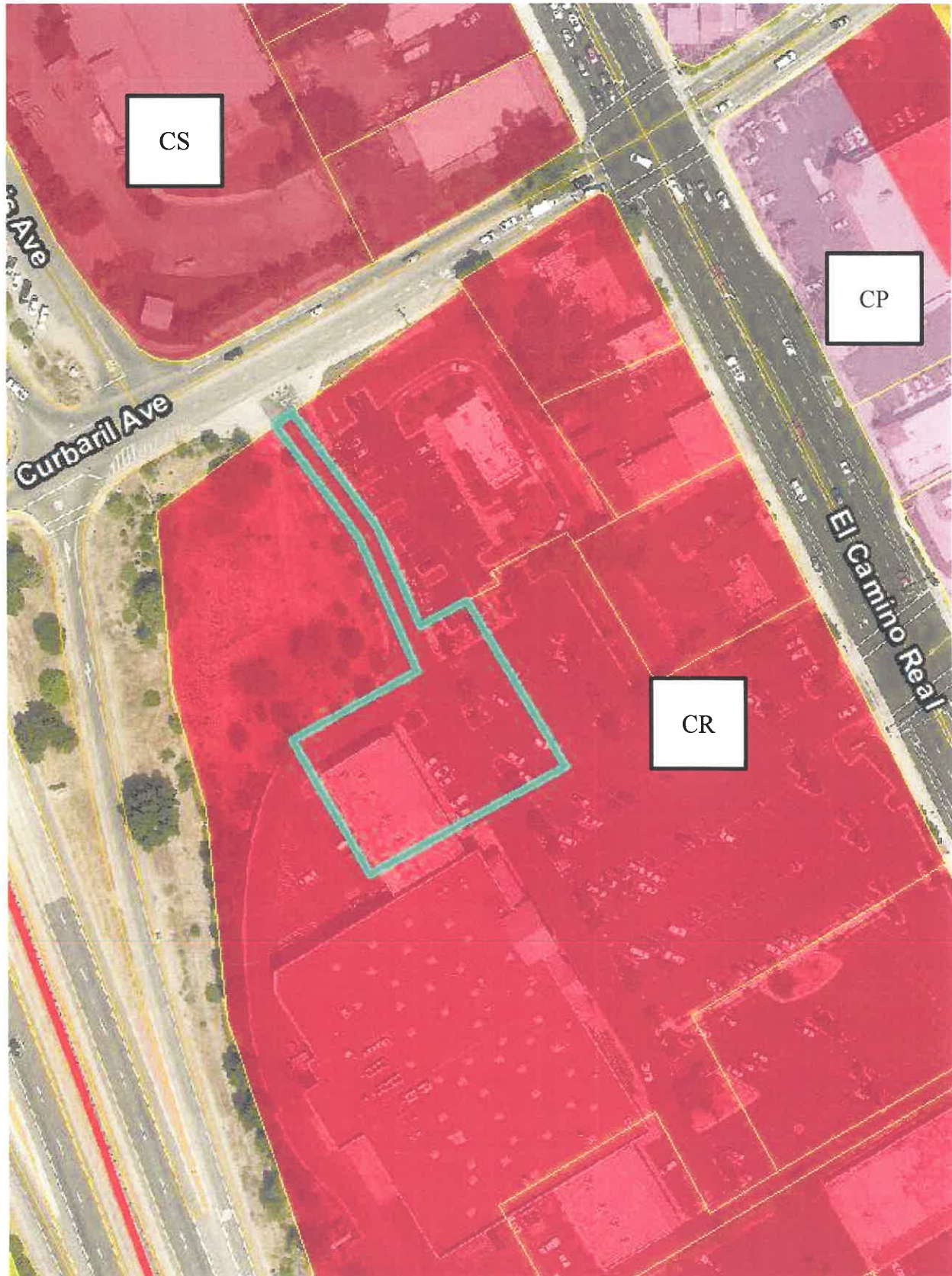
Action:

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

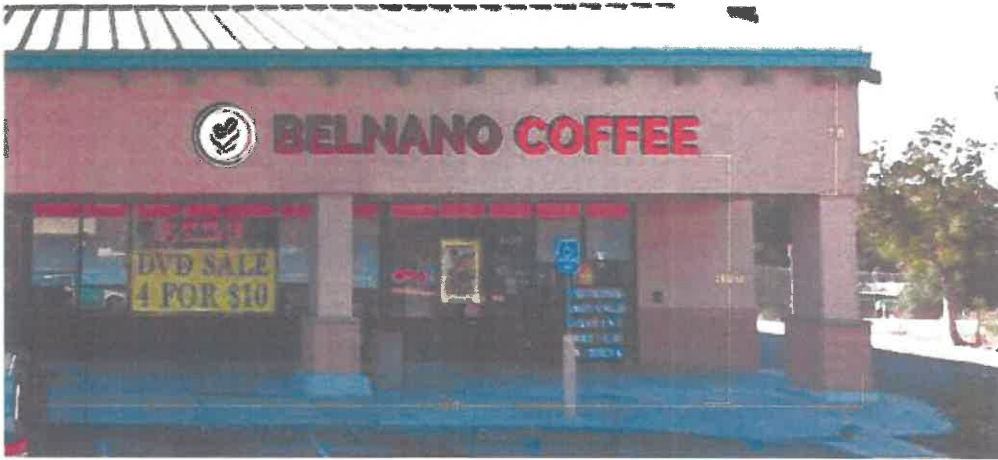
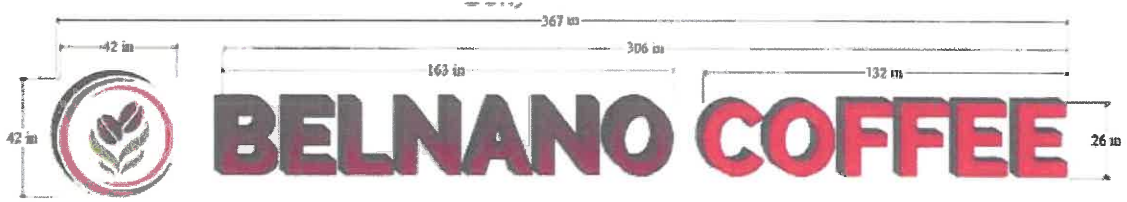


Kelly Gleason, Hearing Officer

**Attachment 1: Location Map and Zoning
USE22-0051**



**Attachment 2: Proposed Elevations and Sign
USE22-0051**



Positioning

- Sign to be centered vertically & Horizontally as shown above.

