



# CITY OF ATASCADERO

## COMMUNITY DEVELOPMENT

### Notice of Action

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**FROM:** Bailey Sullivan, Assistant Planner

**MEETING DATE:** 8/03/2022

**FILE NUMBER:** USE22-0064

**PROJECT ADDRESS:** 6700 El Camino Real B

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The applicant, Tyndall Tile, is proposing two new wall signs in the Downtown Commercial (DC) zoning district. These will be the only signs for the business at 6700 El Camino Real Suite B. Tyndall Tile has already obtained a business license for this location in suite B. The proposed sign facing El Camino Real (sign "A") is eight feet long and four feet tall (8' x 4') for a total of 32 square feet. The sign is centered above the business's front window. The length of the building façade with the proposed sign is approximately 87 feet. A second sign is proposed facing the City's plaza adjacent to La Plaza (Sign "B"). This sign is six feet long and four feet tall (6'x4') for a total of 24 square feet. 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 in the Downtown Commercial zoning district. Since the proposed sign for Tyndall Tile is 6 square feet above the allowed maximum in the Downtown Commercial zoning district, the applicant is requesting the exception in order to increase sign visibility from the surrounding areas.

### EVALUATION:

The total aggregate signage area for the business is proposed to be 56 square feet with the two signs proposed. The wall signs would help identify and promote this business and would be consistent with existing signage in the area. In addition, this building 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 plaza. The proposed sign design is also proportionate to the existing building wall.

### RECOMMENDATION:

Staff recommends the Administrative Hearing Officer approve USE22-0064 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 signs help meet needs that are based on 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;” and 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”. 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 on two different sides of the building. There is no opportunity to combine signs to meet the intent of the two signs.

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 signs shall be consistent with Attachments 2 and 3.

**Code Requirements**

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

**Attachments**

- Attachment 1 - Location Map
- Attachment 2 - Proposed Signs
- Attachment 3 - Proposed Elevations

**Action:**

- Approve
- Approve as modified
- Deny
- Continue to: \_\_\_\_\_ to allow \_\_\_\_\_

- Continue indefinitely to allow: \_\_\_\_\_

  
\_\_\_\_\_  
Phil Dunsmore, Hearing Officer

**Attachment 1: Location Map**  
**USE22-0064**



**Attachment 2: Proposed Signs**  
**USE22-0064**

Sign A



Sign B



**Attachment 3: Proposed Elevations**  
**USE22-0064**

**Facing El Camino Real**



**Facing La Plaza**

