



ADMINISTRATIVE USE PERMIT HEARING

In accordance with City Council Resolution No. 2022-073 and the requirements of AB 361, the Administrative Use Permit Meeting will not be physically open to the public and Staff will be teleconferencing into the meeting.

HOW TO OBSERVE THE MEETING:

To maximize public safety while still maintaining transparency and public access, you may join the Zoom webinar from your computer, tablet, or smartphone by visiting:

To join the virtual hearing: (No passcode required)

<https://us02web.zoom.us/j/84567568854?pwd=UytsbTU1OVb3N2JYQVVJQmlMT1FaZz09>

Webinar ID: 845 6756 8854

HOW TO SUBMIT PUBLIC COMMENT:

Members of the public are highly encouraged to participate in live public comment through the Zoom platform using the link above or by calling the number below to listen and provide public comment via phone.

US: +1 (669) 900-6833 (and use *9 to raise your hand to speak)

If you wish to provide written public comment, please email your comments to aup-comments@atascadero.org by 5:00 pm 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 forwarded to the Zoning Administrator and made a part of the administrative record. If a comment is received after the deadline for submission but before the close of the meeting, the comment will still be included as a part of the administrative record of the meeting but will be forwarded to the Zoning Administrator the next business day. ***Please note, email comments will not be read into the record.***

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.



CITY OF ATASCADERO

COMMUNITY DEVELOPMENT DEPARTMENT

Administrative Use Permit Hearing **A G E N D A**

MEETING WILL BE HELD VIRTUALLY

The City of Atascadero's Zoning Hearing Officer will hold a VIRTUAL public hearing at **2:00 p.m.** on **Monday, December 12, 2022** at City Hall to consider the following project:

1. **905 EL CAMINO REAL (USE22-0094)**

The application is to allow for an Amendment to the Master Sign Program at the Home Depot Shopping Center at 905 El Camino Real on APN 049-043-001 for the new Tool Rental Center. Staff recommendation is to approve the project. (*Mariah Gasch, 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 \$1,530 and must accompany the appeal documentation.



CITY OF ATASCADERO

COMMUNITY DEVELOPMENT

Administrative Hearing Agenda Report

ITEM # 1

FROM: Mariah Gasch, Associate Planner

MEETING DATE: 12/12/2022

FILE NUMBER: USE22-0094

PROJECT ADDRESS: 905 El Camino Real, Atascadero, CA 93422

SITUATION:

The applicant requests a modification to the Master Sign Program for the Home Depot to install a 35 square foot illuminated channel letter logo and two 12” by 12” non-illuminated directional placard signs at the Tool Rental entrance door. The Master Sign Program allows for 600 square feet for the primary frontage signage and 250 square feet for secondary frontage signage, and these signs will not exceed those limits, however, their placement was not anticipated as part of the original sign program approvals and thus, AUP approval is required.

EVALUATION:

Home Depot opened their Atascadero location in March of 2000. The original Master Sign Program for the Home Depot was adopted by Administrative Use Permit 2000-001. All existing signs were specified on the Master Sign Program and will remain unchanged. The Master Sign Program will be amended to include the new sign. Directional signage under 5 square feet does not count toward the overall square footage and can be placed as needed.

Signage includes:

Front Elevation	Secondary Frontages
290 SF entry wall sign (E)	230 SF wall sign (E)
64 SF indoor lumber yard sign (E)	
23 SF nursery sign (E)	
35 SF (N) tool rental sign	
<i>Total: 412 SF total</i>	
<i>Max Allowed: 600</i>	<i>Max Allowed: 250</i>

The existing Home Depot building is currently 129,809 square feet with an approved Tool Rental addition of 3,768 square feet, currently in permit review. The building offers different services, including the general warehouse, nursery sales, lumber yard sales, and tool rentals. The new signage will provide wayfinding for customers within the parking lot to readily identify the entrance to the new Tool Rental department and park accordingly. All signage remains within the maximum sizes allowed by the approved Master Sign Program. If approved, the new sign will be added to the Master Sign Program elevations.

RECOMMENDATION:

Staff recommends the Administrative Hearing Officer approve USE22-0094 to allow the signage as proposed.



CITY OF ATASCADERO

COMMUNITY DEVELOPMENT

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 3 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;” 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.” The proposed sign advertises a service that will serve the community and increase the City’s economic vitality. The sign is consistent with the development and meets the intended standards of the General Plan. The sign is not repetitive to the business and advertises a new service that is being added.

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 storefront and is large enough to be visible to advertise the tenants’ services. Based on the nature of the business offering multiple services and the length of the building, the addition of an independent sign for the tool rental location provides clarity to business patrons.

- 3.
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 El Camino Real commercial corridor.

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 must remain horizontal and centered on the building wall.
3. The sign shall not consist of any exposed electrical raceways.

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
- Attachment 3 - Proposed Signs

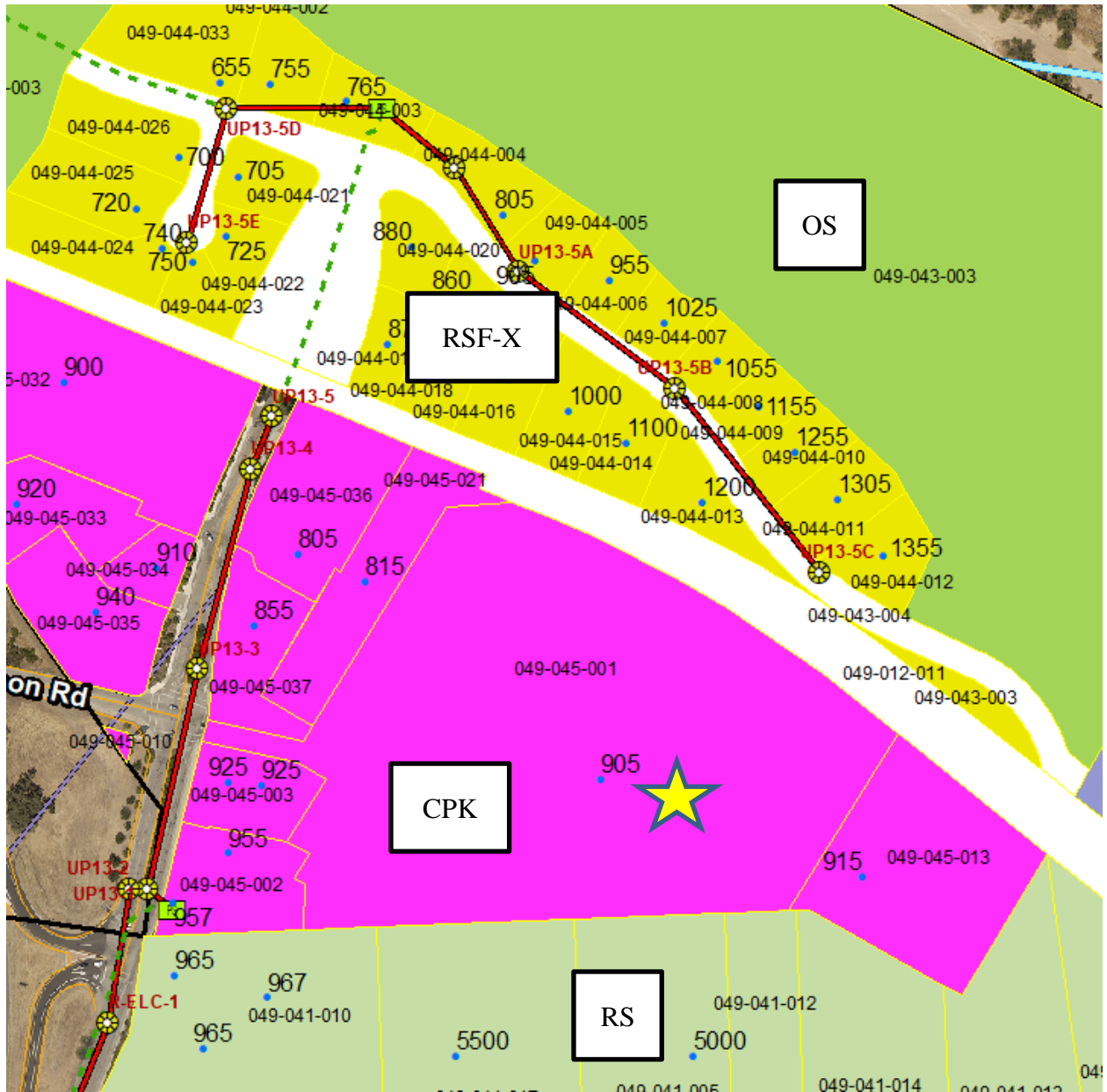
Action:

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

- Continue indefinitely to allow: _____

Phil Dunsmore, Hearing Officer

**Attachment 1: Location Map and Zoning
USE22-0094**



**Attachment 2: Proposed Elevation
USE22-0094**



**Attachment 3: Proposed Signs
USE22-0094**

