1. CALL TO ORDER

2. ROLL CALL

3. FLAG SALUTE:
   Couch

4. AGENDA REVIEW:
   The Committee may revise the order of agenda items depending on public interest and/or special presentations.

5. COMMUNITY COMMENTS AND SUGGESTIONS:
   This public comment period is an invitation to members of the community to present issues, thoughts, or suggestions. Comments should be limited to those matters that are within the jurisdiction of the Architectural Review Committee (ARC). The Brown Act restricts the ARC from taking formal action on matters not scheduled on the agenda.

6. WRITTEN COMMUNICATIONS:
   Correspondence or supplemental information for the Architectural Review Committee received after Agenda preparation. In compliance with the Brown Act, the Committee will not take action on correspondence relating to items that are not listed on the Agenda, but may schedule such matters for discussion or hearing as part of future agenda consideration.

7. CONSENT AGENDA:

   7.a. Consideration Of Approval Of Minutes
       Recommended Action: Approve the minutes of the February 4, 2019 Regular Meeting.

       Documents:

       ARC 2019-03-04_07a Approval of Minutes - 2019-02-04.pdf

8. PROJECTS:
   Members of the public may speak on any of the following items when recognized by the Chair.

   8.a. Continued Consideration Of Plot Plan Review 19-002; Demolition, Addition And Remodel Of Existing Residence; Location -- 528 Ide Street; Applicant -- Patrick Cusack & Samantha Engleman; Representative -- Don Love, Love Architecture
       Recommended Action: It is recommended that the Architectural Review Committee review the proposed project and make a recommendation to the Community Development Director.

       Documents:
AGENDA SUMMARY

ARCHITECTURAL REVIEW COMMITTEE MEETING
MONDAY, MARCH 4, 2019
2:30 P.M.
CITY HALL 2ND FLOOR CONFERENCE ROOM
300 E. BRANCH STREET, ARROYO GRANDE

CALL TO ORDER
ROLL CALL
FLAG SALUTE: Couch

AGENDA REVIEW:
The Committee may revise the order of agenda items depending on public interest and/or special presentations.

COMMUNITY COMMENTS AND SUGGESTIONS:
This public comment period is an invitation to members of the community to present issues, thoughts, or suggestions. Comments should be limited to those matters that are within the jurisdiction of the Architectural Review Committee (ARC). The Brown Act restricts the ARC from taking formal action on matters not scheduled on the agenda.

WRITTEN COMMUNICATIONS:
Correspondence or supplemental information for the Architectural Review Committee received after Agenda preparation. In compliance with the Brown Act, the Committee will not take action on correspondence relating to items that are not listed on the Agenda, but may schedule such matters for discussion or hearing as part of future agenda consideration.

CONSENT AGENDA:
Consideration Of Approval Of Minutes
Recommended Action: Approve the minutes of the February 4, 2019 Regular Meeting.

PROJECTS:
Members of the public may speak on any of the following items when recognized by the Chair.

8.b. Consideration Of Administrative Sign Permit 18-010; Revision To Existing Planned Sign Program; Location -- Intersection Of East Grand Avenue And South Elm Street; Applicant -- Jennifer Daw
Recommended Action: It is recommended that the Architectural Review Committee review the proposed project and make a recommendation to the Community Development Director.
Documents:

ARC 2019-03-04_08a 528 Ide St Remodel PPR.pdf

9. DISCUSSION ITEMS:
None.

10. COMMITTEE COMMUNICATIONS:
Correspondence/Comments as presented by the Architectural Review Committee.

11. STAFF COMMUNICATIONS:
Correspondence/Comments as presented by City staff.

12. ADJOURNMENT

All staff reports or other written documentation, including any supplemental material distributed to a majority of the Architectural Review Committee within 72 hours of a regular meeting, relating to each item of business on the agenda are available for public inspection during regular business hours in the Community Development Department, 300 East Branch Street, Arroyo Grande. If requested, the agenda shall be made available in appropriate alternative formats to persons with a disability, as required by the Americans with Disabilities Act. To make a request for disability-related modification or accommodation, contact the Legislative and Information Services Department at 805-473-5414 as soon as possible and at least 48 hours prior to the meeting date.

This agenda was prepared and posted pursuant to Government Code Section 54954.2. The Agenda can be accessed and downloaded from the City’s website at www.arroyogrande.org. If you would like to subscribe to receive email or text message notifications when agendas are posted, you can sign up online through our Notify Me feature.
1. CALL TO ORDER
Chair Warren Hoag called the Regular Architectural Review Committee meeting to order at 2:30 p.m.

2. ROLL CALL
ARC Members: Chair Warren Hoag, Vice Chair Bruce Berlin, and Committee Members Mary Hertel and Jon Couch were present.

City Staff Present: Planning Manager Matt Downing and Assistant Planner Andrew Perez were present.

3. FLAG SALUTE
Committee Member Hertel led the Flag Salute.

4. AGENDA REVIEW
None.

5. COMMUNITY COMMENTS AND SUGGESTIONS
None.

6. WRITTEN COMMUNICATIONS
None

7. CONSENT AGENDA
Vice Chair Berlin made a motion, seconded by Committee Member Hertel, to approve the minutes of the January 7, 2019 Regular Meeting as submitted. The motion passed 3-0-1 on the following voice vote:

AYES: Berlin, Hertel, Hoag
NOES: None
ABSENT: None
ABSTAIN: Couch

8. PROJECTS
8.a. CONSIDERATION OF PLANNED SIGN PROGRAM 18-002; SIGN PROGRAM FOR TENANT WALL SIGNAGE AND TWENTY FOOT (20’) TALL FREESTAY SIGN; LOCATION – 1570 W. BRANCH STREET; APPLICANT – PETER ORRADRE; REPRESENTATIVE – RRM DESIGN GROUP (Downing)
Planning Manager Downing presented the staff report and gave a brief background of the project history, revisions that have been made to the proposal in response to Planning Commission comments and answered questions about how the Planned Sign Program allocates sign area, locations of signage on the buildings and location of the ground sign.
Pam Ricci, project planner, spoke in support of the project and responded to questions about how signage was allocated for each tenant space, and how the largest tenant space may possibly be divided up to accommodate more than one tenant.

Chair Hoag opened the floor to public comment and read a letter in opposition to the project from Patty Welsh. Seeing no further public comment, Chair Hoag closed the comment period.

The Committee spoke in support of the project, commenting that the reduction in height of the ground sign was appreciated, and its height is appropriate given the proximity to the freeway. The Committee also spoke in favor of the materials proposed for the ground sign, and the allocation of sign area for each tenant because it provided some flexibility for potential tenants. The Committee acknowledged that if any of the tenant spaces are divided to accommodate multiple tenants, the applicant would need to return to the Committee for consideration of an addendum to the Planned Sign Program.

Vice Chair Berlin made a motion, seconded by Committee Member Hertel, to recommend approval of the project to the Planning Commission with the following condition:

1. Any division of tenant spaces that consequently requires changes to the allocation of sign area in the Planned Sign Program for any tenant needs to be reviewed by the Committee.

The motion passed 4-0 on the following voice vote:

AYES: Berlin, Hertel, Couch, Hoag,
NOES: None
ABSENT: None

8.b. CONSIDERATION OF PLOT PLAN REVIEW 19-002; DEMOLITION, ADDITION AND REMODEL OF EXISTING RESIDENCE; LOCATION – 528 IDE STREET; APPLICANT – PATRICK CUSACK & SAMANTHA ENGLEMAN; REPRESENTATIVE – DON LOVE, LOVE ARCHITECTURE (Perez)
Chair Hoag continued Agenda Item 8.b to the March 4, 2019 Regular Meeting to allow the applicant to be present for the hearing.

8.c. CONSIDERATION OF LOT MERGER 18-001 AND CONDITIONAL USE PERMIT 18-007; PHASED DEVELOPMENT OF NINE (9) TWO-STORY APARTMENT UNITS AND CONSTRUCTION OF A NEW 2 STORY MIXED-USE STRUCTURE, INCLUDING 2,025 SQ. FT. OF OFFICE A AND A 2,240 SQ. FT. APARTMENT; LOCATION – 1214 E GRAND AVENUE & 181 N ELM STREET; APPLICANT – FLOYD HINESLEY; REPRESENTATIVES – CODY MCLAUGHLIN & FRED PORTER (Perez)
Assistant Planning Perez presented the staff report, and answered questions about the proposed phasing of the project, emergency access, parking, and pedestrian connectivity within the site.

Cody McLaughlin, project architect, and Fred Porter, project engineer, spoke in support of the project and answered questions about grading, fencing and walls at the grade separation, and ADA access throughout the site. The applicant responded to questions about the proposed landscaping, and made note of which trees are being removed and which ones are proposed to remain. The applicant also explained the rationale for providing just one large apartment over the commercial component.
The Committee spoke in support of the project and appreciated the different styles architecture used for the residential portion and the mixed-use building. The Committee appreciated the project’s fit within the E. Grand Avenue streetscape, and felt the project was a good example of infill development and creates potential for a live/work arrangement. The Committee acknowledged that the project is an appropriate use of a constrained site.

Committee Member Hertel made a motion, seconded by Vice Chair Berlin, to recommend approval of the project to the Planning Commission with the following conditions:

1. Replace the smooth stucco fascia proposed to be painted “Stormy Blue” with a folded metal fascia on the mixed-use building,
2. On the landscape plan, replace the Mexican Feather Grass with Lomandra, and replace the Pittosporum Silver Sheen with Pittosporum Jade or Pittosporum Marjorie Channon.

The motion passed 4-0 on the following voice vote:

AYES: Hertel, Berlin, Couch, Hoag,
NOES: None
ABSENT: None

8.d. CONSIDERATION OF ADMINISTRATIVE SIGN PROGRAM 19-001 AND LANDSCAPE DETAILS ASSOCIATED WITH CONDITIONAL USE PERMIT 18-005; SIGN PROGRAM FOR TWO-TENANT COMMERCIAL BUILDING AND LANDSCAPING FOR BUILDING REMODEL; LOCATION – 995 E. GRAND AVENUE; APPLICANT – GRACE 5CITIES; REPRESENTATIVE – JENNIFER MARTIN (Downing)

Planning Manager Downing presented the staff report and a brief project history and what has been approved by the Planning Commission, and responded to questions about the tenant spaces, proposed uses, methods of illumination, sign area allocation, and landscaping details.

Jeff Martin, contractor, and Libby Zaiser, landscape architect, spoke in favor of the project and answered questions about the landscape design, sign illumination and location of signage.

The Committee spoke in support of the project and appreciated the repurposing of the building and the appeal that the landscaping will add to the property. The Committee found the lighting and sign placement appropriate given the presence of the existing awnings that are to remain. The Committee would prefer the café sign and wall sign on the eastern elevation to be the same size, while staying within the 150 square foot limit of an administrative sign program.

Vice Chair Berlin made a motion, seconded by Committee Member Couch, to recommend approval of the project to the Community Development Director, with the consideration to increase size of the café sign, and wall sign on the eastern elevation, to make them equally sized, but having signage for the entire site be less than 150 square feet, as to not trigger a Planned Sign Program.

The motion passed 4-0 on the following voice vote:

AYES: Berlin, Hertel, Couch, Hoag,
NOES: None
ABSENT: None
9. DISCUSSION ITEMS
None

10. COMMITTEE COMMUNICATIONS
Chair Hoag formally introduced and welcomed Committee Member to the ARC.

Chair Hoag notified the Committee that the Jim Guthrie Community Service Grant Panel was meeting on Thursday to make recommendations on the allocation of funding of grant money.

Vice Chair Berlin suggested that the Committee wait until the fifth Committee Member is appointed before making any required appointments to other groups that need a representative from the ARC.

Vice Chair Berlin clarified that he is the appointee of newly appointed Councilmember George.

Committee Member Hertel announced that AG in Bloom was invited to an international competition.

11. STAFF COMMUNICATIONS
Planning Manager Downing announced that the Bromley Mixed-Use project will be heard by the Planning Commission on Tuesday, February 5, 2019.

Planning Manager Downing notified the Committee that staff is aware that the awnings that the Committee denied at the January 7, 2019 Regular Meeting have not been removed, and staff will be in contact with the property owner to rectify the situation.

12. ADJOURNMENT
The meeting was adjourned at 4:48 p.m. to a regular meeting on March 4, 2019 at 2:30 p.m.

ANDREW PEREZ
ASSISTANT PLANNER
(Approved at ARC Meeting ________)

WARREN HOAG
CHAIR
MEMORANDUM

TO:      ARCHITECTURAL REVIEW COMMITTEE

FROM:    MATTHEW DOWNING, PLANNING MANAGER

BY:      ANDREW PEREZ, ASSISTANT PLANNER

SUBJECT: CONSIDERATION OF PLOT PLAN REVIEW 19-001; DEMOLITION, ADDITION AND REMODEL OF EXISTING RESIDENCE; LOCATION – 528 IDE STREET; APPLICANT – PATRICK CUSACK & SAMANTHA ENGLEMAN; REPRESENTATIVE – DON LOVE, LOVE ARCHITECTURE

DATE:    MARCH 4, 2019

SUMMARY OF ACTION:
Recommendation of approval to the Community Development Director will allow for an addition and alterations to the existing single-family residence.

IMPACT ON FINANCIAL AND PERSONNEL RESOURCES:
None.

RECOMMENDATION:
It is recommended the Architectural Review Committee (ARC) review the proposed project and make a recommendation to the Community Development Development Director.

BACKGROUND:
The subject property is zoned Single Family (SF), is located in the D-2.4 Historic Character Overlay District (Attachment 1). The proposed project requires review by the ARC for compliance with the Design Guidelines and Standards for the Historic Character Overlay District (Design Guidelines) (Attachment 2) because the project proposes exterior alterations to a single-family residential structure in the Historic Character Overlay District.

Existing development on site consists of a one-story, single-family residence on an 11,094 square foot lot. The original structure was built in 1905, and at 951 square-feet, contains two bedrooms, and one bathroom. The architectural style of the residence is referred to as a “Cottage” in the Design Guidelines. The dwelling features a covered front porch, clapboard siding, and a hipped roof. The structure has a bay window on the western elevation, and dormers with fishscale shingles on the northern and western facades, which adds ornamentation to the house. At an unknown date, 152 square feet of unpermitted floor area was added to the rear of the structure. This unpermitted floor area is currently used as a pantry, closet and laundry room.
ANALYSIS OF ISSUES:

Project Description

The project proposes to demolish the unpermitted 152 square foot addition and construct a 383 square foot addition in its place. The addition will retain the same style and use similar materials as the original house in order to maintain the character of the property. Although this property is not a designated historic resource, the applicant has designed the project to comply with the Secretary of the Interior’s Standards for Rehabilitation. Sheet T.4 in the plan set addresses how the project complies with each of the eight (8) standards. The existing brick chimney is damaged above the roof line, poses a safety concern, and will be demolished and replaced. New light fixtures are proposed near the front, rear and side doors, and were chosen to prevent light trespass and light pollution. The entire house is proposed to be repainted a light green (Silver Sage), while the fascia, window trim and fishscale shingles would be painted white (Chalk White). Paint chips will be available for review at the meeting (Attachment 3). An interior remodel is also proposed to provide an additional bedroom and create a more desirable floor plan for the owners.

The property is legally nonconforming to the covered parking requirement as it does not currently have any on-site parking. Per AGMC 16.56.020.C.2, existing buildings in the Historic Character Overlay District are not required to provide parking if the increase in square footage is less than 600 square feet. Therefore, this property is not required to add the two covered parking spaces required by the municipal code. Although not required, a new curb cut will be added on Cross Street to create access to a new permeable paver driveway that is proposed to be located behind the house. This driveway will accommodate two off-street parking spaces. Since the parking spaces are not required and are being added by the applicant voluntarily, they are not required to be covered. A three foot (3’) tall vinyl picket fence is proposed along the entire Ide Street frontage and the Cross Street frontage until it is in line with the front façade of the house. At this point, the fence will transition into a six foot (6’) tall vinyl privacy fence that terminates at the driveway (Attachment 3). As part of this project, the existing curb cut on Ide Street will be closed and replaced with a five foot (5’) wide City standard concrete sidewalk. A City standard sidewalk along the Cross Street frontage will also be required as a condition of approval.

Design Guidelines

The Design Guidelines note that the most common cladding material in the Village area is weatherboard or clapboard wood siding. The addition proposes to continue the use of clapboard siding to comply with the Design Guidelines, and maintain the character of the property. The addition is proposed to be located at the rear of the existing home which has already been altered with the previous unpermitted addition. Locating the addition at the rear of the structure preserves the integrity of the front façade, which appears to have had very few alterations from the original design, if any at all. The paint colors proposed comply with the Design Guidelines which promote the use of colors that match the natural environment and avoid conflict with the colors in the surrounding area. The proposed
green fits well within the context of the neighborhood, and is more compatible than the light blue that the house is currently painted.

ADVANTAGES:
The proposed addition and exterior alterations respect the historic character of the property by maintaining a consistent architectural style and use of similar materials. The project also complies with all applicable standards in the Village Design Guidelines. The addition of a sidewalk along the Cross Street frontage will greatly improve pedestrian facilities in the neighborhood.

DISADVANTAGES:
None identified.

ENVIRONMENTAL REVIEW:
The project was reviewed in accordance with the California Environmental Quality Act (CEQA) and determined to be categorically exempt per Section 15301(a) of the State CEQA Guidelines regarding minor exterior alterations to existing structures.

PUBLIC NOTIFICATION AND COMMENTS:
The Agenda was posted at City Hall and on the City’s website in accordance with Government Code Section 54954.2. At the time of report publication, no comments have been received.

ATTACHMENTS:
1. Project Location and Existing Façade
2. Design Guidelines P. 20
3. Color Sample and Fence Design
4. Project Plans
ARCHITECTURAL STYLES

This section illustrates various architectural styles found within the Village Historic Design Overlay District. These styles represent much of the existing architecture in the Village and shall be used a guide for future development and renovations in the area. For the Spanish Eclectic Style, use this section as a guide for residential remodels for existing Spanish Eclectic style homes or mixed use/commercial construction (See Appendix “A” for additional examples): construction of new Spanish Eclectic homes is allowed in the HCO residential district subject to conditional use permit approval.

Most of the historic architecture does not follow one specific style, but is influenced by many. The commercial style development in the Village area is an eclectic mix of buildings, but there is a similar vocabulary in the building design and construction materials. The development for the residential and commercial buildings generally fits within one or more of the following architectural styles.

RESIDENTIAL STRUCTURES

Bungalow

The Bungalow style is a unique house type that borrows from other cultures, but is a truly American design. Developed on the west coast, the Bungalow reduces the distinction between inside and outside space, reflecting the open practical living possible in California. It is generally a low, small house that used natural materials and relied on simplified design. The roof structure is most often broad gables, often with a separate lower gable covering the porch, although hipped roof structures are also common. There is little ornamentation, and what is found is of simplified design. The first Bungalow development period was from 1895 to 1915.

Cottage

A Cottage is basically a small frame single-family home that does not use any particular architectural style or ornamentation pattern. Roof styles vary, but most often use gable, hip or a combination of the two. This is a style that often borrows elements from classic styles, but does not incorporate other elements that make the style unique.

Craftsman

An extension of the early Bungalow, the Craftsman design included a low-pitched gabled roof with a wide, unenclosed eave overhang. Roof rafters are usually exposed and decorative beams or braces are commonly added under gables. Porches are either full or partial-width, with a roof often supported by tapered square columns. The most distinctive features of this style are the junctions where the roof joins the wall,
CONSTRUCTION MATERIALS

This section provides examples of the most commonly found building materials used in the Village area of Arroyo Grande. There are also examples of construction materials under the Village Core and the Residential sections specific to those areas.

All new projects shall use materials that fit within the character of the Village (see following examples). Using similar materials or replicating these materials on all projects and restorations will extend the existing character extended throughout the Village.

All restorations shall use materials that match or complement the original structure facilitating compatibility and preservation of its character.

WEATHERBOARD OR CLAPBOARD WOOD SIDING

Most of the original housing and a few of the commercial buildings used horizontal wood siding or vertical board and batten for the exterior walls and trim of the buildings. Wood siding gives the buildings a sense of historic character, adding detail and texture.

CEMENT PLASTER

Cement plaster (including stucco) is not as common as wood or brick, however some of the commercial and residential buildings within the Village have plaster exteriors. Cement plaster buildings require detailing that gives them a historic “Village” feel. Buildings with plain plaster walls and no ornamentation are not appropriate for The Village.

YELLOW INDIGENOUS SANDSTONE

This type of stone is used on the old I.O.O.F. Hall on Bridge Street and the Old Brisco Hotel on East Branch Street. It is a golden stone that is shaped in large irregular chunks. The color of this natural stone adds a warm variety and individuality to the area.
COLOR & MATERIALS BOARD
528 IDE STREET
01-03-19

IPE WOOD DECKING: 5 1/2” x 1”

ALL TRIM, WINDOW FRAMES, FISHSCALE SHINGLES: BENJAMINE MOORE CHALK WHITE 2126-70

ALL SIDING: ENJAMIN MOORE SILVER SAGE 506

6’ TALL PRIVACY FENCE: CERTAINTEED BUFFTECH CHESTERFIELD VINYL FENCING PREFINISHED WHITE WITH SMOOTH TEXTURE

3’ TALL PICKET FENCE: CERTAINTEED BUFFTECH CAP COD SCALLOPED VINYL FENCING PREFINISHED WHITE WITH SMOOTH TEXTURE

EXTERIOR WALL SCONCE: MAXIM LIGHTING INTERNATIONAL WHITE WESTLAKE CAST ON-LIGHT OUTDOOR WALL LANTERN

ATTACHMENT 3
MEMORANDUM

TO: ARCHITECTURAL REVIEW COMMITTEE

FROM: MATTHEW DOWNING, PLANNING MANAGER

BY: ANDREW PEREZ, ASSISTANT PLANNER

SUBJECT: CONSIDERATION OF ADMINISTRATIVE SIGN PERMIT 18-010; REVISION TO EXISTING PLANNED SIGN PROGRAM FOR TWO COMMERCIAL TENANTS; LOCATION – 1237 E. GRAND AVENUE; APPLICANT – JENNIFER DAW

DATE: MARCH 4, 2019

SUMMARY OF ACTION:
Approval of the modifications to the existing sign program for the Arroyo Grande Shopping Center Planned Sign Program would allow additional tenant signage in the event an existing tenant space is divided into two spaces.

IMPACT ON FINANCIAL AND PERSONNEL RESOURCES:
None.

RECOMMENDATION:
It is recommended that the Architectural Review Committee (ARC) review the modifications to the proposed sign program and make a recommendation to the Community Development Director.

BACKGROUND:
The subject property is zoned Gateway Mixed Use (GMU) and commonly referred to as the Arroyo Grande Shopping Center (Attachment 1). The 7.26 acre site is developed with approximately 84,500 square feet of commercial space. On June 11, 2013, the City Council adopted Resolution No 4528 approving Planned Sign Program 13-001 (the “Sign Program”) to regulate signage for the tenant spaces within the commercial complex. The Sign Program has undergone multiple revisions since the original approval. Most recently, the Sign Program was modified in February 2018 to expand the amount of signage for Building Pad E to clarify area and location of tenant signage, and clean up grammatical errors in the document.

It is requested that the ARC review the proposed changes and give a recommendation regarding conformance with the original intent and design of the approved Sign Program.
ANALYSIS OF ISSUES:
Project Description
The property owner is exploring dividing Building Pad C into two (2) tenant spaces in order to appeal to a wider range of potential tenants. The applicant also has a project in the building permit plan check process to modify the existing building by adding a matching tower element to northwest corner to reflect the existing tower element at the northeast corner. The applicant is proposing to modify the existing Sign Program to allow each tenant to have an equal amount of signage in the event that the building is divided into two tenant spaces.

The existing Sign Program for a single tenant permits one (1) square foot of signage per linear foot of the building frontage that fronts a public street (north elevation), and prohibits any single sign from exceeding 70 square feet. The existing Sign Program requires signage to be “located symmetrically in relation to facades and fit in with the architectural features of the building.” The proposed sign program maintains this requirement, and the illustration on page 26 of the sign program shows the area on the tower element where a wall sign should be located.

The proposed modification to the sign program would allow the 92 square feet of signage allotted for a single tenant in the existing sign program to be divided between the two tenants, allowing each tenant a maximum of 46 square feet of signage. The provisions for location and width would remain the same, relative to each tenant space. The proposed project to add another tower element to the northern facade will make the building more symmetrical and will provide an area to accommodate a wall sign for a tenant occupying the western tenant space, while complying with the requirements of the sign program. The most significant modification to the sign program would allow an additional 20 square foot sign on both the east and west building elevations, but only if the tenant space is divided into two spaces. This revision permits a maximum of three (3) new signs, and an additional 40 square feet of sign area.

Planned Sign Program Modifications
The following changes are proposed as part of the project:
1. Page 23 – Sign Type and Number Permitted
   a. Add “per each tenant”.
2. Page 24 – Allowed Square Footage
   a. Add “For occupying the center tenant space”.
   b. Add “Building C may also be defined into two (2) leasable tenant space. For each leasable tenant space, the total area for each tenant’s sign shall not exceed 1 SF for each linear foot of building frontage. The combined sign area for all signs on a single store building shall not exceed 92 SF. The maximum sign square footage for each tenant space shall not exceed 46 SF. Signage width should not exceed fifty (50) percent of leasable frontage shall be proportionally centered within tenant’s lease frontage space. No more than two (2) rows of letters allowed.”
3. Page 24 - Side (East or West) Building Signage
   a. Should the building be occupied with two (2) leasable tenants, tenants can place one additional wall signage on the west or east elevation of Building C, depending on their building frontage on Grand. The building elevation must be on the tenant’s leasable area and must be approved by the Landlord. The maximum side building signage allowed is 20 SF (location to be determined and approved by Landlord).

4. Page 27 – Accessory Signs
   a. Add “however”.

The proposed changes are mostly minor revisions to the Sign Program. The significant modification is the allowance for two (2) additional wall signs on the eastern and western elevations for Building Pad C, should it be divided into two tenant spaces. The additional three signs are justified due to the reduction in the maximum size of the tenant’s wall sign from 70 square feet, to 46 square feet, and the additional signage will increase visibility for the businesses.

ALTERNATIVES:
The following alternatives have been identified for the Committee’s consideration:
   1. Recommend approval of the revisions;
   2. Modify and recommend approval of the revisions;
   3. Recommend denial of the revisions;
   4. Provide direction to staff.

ADVANTAGES:
The proposed modifications to the Sign Program would provide flexibility to facilitate the leasing of Building Pad C, and provide greater visibility for potential tenants to motorists passing on E. Grand Avenue.

DISADVANTAGES:
None.

ENVIRONMENTAL REVIEW
The project has been reviewed in compliance with the California Environmental Quality Act (CEQA), the State CEQA Guidelines, and has been determined to be categorically exempt pursuant to Sections 15301(e)2) of the CEQA Guidelines regarding existing facilities.

PUBLIC NOTIFICATION AND COMMENTS:
The Agenda was posted at City Hall and on the City’s website in accordance with Government Code Section 54954.2. No comments have been received.

ATTACHMENTS
1. Location Map
2. Arroyo Grande Shopping Center - Revised Sign Program pgs 23-27
SIGN AREA MEASUREMENTS: BUILDING PAD “C” (Minor Tenant)

Exhibit 2 illustrates the method of determining maximum square footages for the allowable sign area categories that are outlined within the Overall Sign Program.

*Overall Building Square Footage: 4,889 SF*

*Sign Type and Number Permitted:* one (1) wall per frontage (north elevation), *per each tenant.* Tenant receiving door may have Tenant’s name (installed by Tenant) and building address (installed by Landlord).

*Wall Signs:* Wall Sign is affixed in any manner to any exterior wall of a building or structure and which is parallel to and projects not more than eighteen (18) inches from the building or structure wall. Unless otherwise stated in this Overall Sign Plan, the wall signs shall not exceed a maximum of 70 SF in sign area.

*Accessory Signs:* Accessory signs do not count towards the permitted signage if restricted to ten (10) percent or less. Accessory signs between ten (10) and twenty (20) of the wall area can be allowed with a recommendation from the Architectural Review Committee; however areas greater than ten (10) percent shall be considered toward total permitted sign area. The design, number, location and size of accessory signs shall be reviewed and approved as part of the sign permit.

*Monument (ground) signs:* Building C is prohibited for placement on both Major monument signs; however, is allowed for use of the Business Directory located on Elm Street upon Landlord’s approval and/or availability on business directories.

*Prohibited Signs:*
- Blade (projecting) signs
- Canopy/awning signs
Allowed Square Footage:

For occupying the enter building space: The total sign area for the single-story building which abuts a public street shall not exceed one (1) SF of the frontage linear foot. The maximum sign square footage shall not exceed 92 SF. Signage width should not exceed fifty (50) percent of leasable frontage and shall be proportionally center within tenant’s leased frontage space. No more than two (2) rows of letters allowed. Signage on rear of building is prohibited.

Building C may also be defined into two (2) leasable tenant space. For each leasable tenant space, the total area for each tenant’s sign shall not exceed 1 SF for each linear foot of building frontage. The combined sign area for all signs on a single store building shall not exceed 92 SF. The maximum sign square footage for each tenant space shall not exceed 46 SF. Signage width should not exceed fifty (50) percent of leasable frontage and shall be proportionally center within tenant’s leased frontage space. No more than two (2) rows of letters allowed.

Side (East or West) Building Signage: Should the building be occupied with two (2) leasable tenants, tenants can place one additional wall signage on the west or east elevation of Building C, depending on their building frontage on Grand. The building elevation must be on the Tenant’s leasable area and must be approved by the Landlord. The maximum side building signage allowed is 20 SF (location to be determined and approved by Landlord).

Location: Signs should be located symmetrically in relation to facades and fit in with the architectural features of the building. Wall mounted signage should be centered above storefront and located near and above the entry of the building to better relate to pedestrian traffic. Signage width should not exceed fifty (50) percent of leasable frontage and shall be proportionally center within tenant’s leased frontage space. Signage shall be architecturally integrated into the project design and provide clearance necessary for compliance with the Americans with Disabilities Act (A.D.A). Signs shall meet all requirements of the Development Code (16.60) and provisions of these guidelines and standards.

Materials and Colors: Sign materials shall complement the building material and shall be in maintaining the overall character of the Arroyo Grande Shopping Center. Signs painted on a signboard or other thin material shall be framed on all sides to provide depth and a finished look to the sign. Sign colors shall complement the building color scheme. Bright, intense colors are inappropriate including the use of fluorescent, “neon” or “day-go” colors on signs. All applications for sign permits shall include a sample of the intended color palette. Capital letters shall not exceed a height of eighteen (18) inches. Lower case letter shall not exceed a height of eighteen (18) inches. When using logos, logo size should not exceed twenty-four (24) inches. Two (2) rows of letters shall not exceed thirty-six (36) inches.
**Sign Illumination:** Signs may be externally illuminated with incandescent lights or other lighting that does not produce glare and is designed to conserve energy (LED Illuminated Letters). Wall, canopy, or projecting signs may be illuminated from concealed sources or exposed ornamental fixtures that complement the building’s architecture. All sign illumination shall be from the interior or by indirect lighting that shall be turned off after business hours, or at ten (10:00) pm, whichever is later.

**Approval:** All signs shall be reviewed for conformance with this criteria and overall design quality. Approval or disapproval of sign submittals based on aesthetics of design shall remain the right of the Landlord and the City of Arroyo Grande. Any deviations from the standards outlined in the Arroyo Grande Sign Program or Arroyo Grande Municipal Code require approval from the Arroyo Grande Architectural Review Committee.
SIGN AREA MEASUREMENTS: BUILDING PAD “D” (Minor Tenants)

Exhibit 2 illustrates the method of determining maximum square footages for the allowable sign area categories that are outlined within the Overall Sign Program.

*Overall Building Square Footage:* 8,470 SF

**Sign Type and Number Permitted:** one (1) wall per frontage; and placement on Business Directory on Grand Avenue, upon Landlord’s approval and/or availability on business directories. Tenant receiving door may have Tenant’s name (installed by Tenant) and building address (installed by Landlord).

**Wall Signs:** Wall Sign is affixed in any manner to any exterior wall of a building or structure and which is parallel to and projects not more than eighteen (18) inches from the building or structure wall. Unless otherwise stated in this Overall Sign Plan, the wall signs shall not exceed a maximum of 70 SF in sign area.

**Accessory Signs:** Accessory signs do not count towards the permitted signage if restricted to ten (10) percent or less. Accessory signs between ten (10) and twenty (20) of the wall area can be allowed with a recommendation from the Architectural Review Committee; however, areas greater than ten (10) percent shall be considered toward total permitted sign area. The design, number, location and size of accessory signs shall be reviewed and approved as part of the sign permit.

**Monument (ground) signs:** Building D tenants are prohibited for placement on both Major monument signs; however, are allowed use of the Business Directory located on Grand Street upon Landlord’s approval and/or availability on business directories.

**Prohibited Signs:**
- Blade (projecting) signs
- Canopy/awning signs