1. CALL TO ORDER

2. ROLL CALL

3. FLAG SALUTE:
   Hall

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 May 6, 2019 and May 20, 2019 Regular Meetings.
       Documents:


8. PROJECTS:
   Members of the public may speak on any of the following items when recognized by the Chair.
8.a. Consideration Of Administrative Sign Permit 19-006; Two (2) New Wall Signs For A New Business In The Village Centre Complex; Location -- 130 W Branch Street, Suite A; Applicant -- Sidewalk Cafe; Representative -- Marc Collins
Recommended Action: It is recommended that the Architectural Review Committee review the proposed project and make a recommendation for approval to the Community Development Director.

Documents:
ARC 2019-06-03 8a Sidewalk Cafe ASP.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.
ACTION MINUTES
REGULAR MEETING OF THE ARCHITECTURAL REVIEW COMMITTEE
MONDAY, MAY 6, 2019
ARROYO GRANDE CITY HALL, 300 E. BRANCH STREET
ARROYO GRANDE, CA

1. CALL TO ORDER
Vice Chair Bruce Berlin called the Regular Architectural Review Committee meeting to order at 2:30 p.m.

2. ROLL CALL
ARC Members: Vice Chair Bruce Berlin and Committee Members Jon Couch, Lori Hall, and Kristin Juette were present. Chair Warren Hoag was absent.
City Staff Present: Planning Manager Matt Downing and Assistant Planner Andrew Perez were present.

3. FLAG SALUTE
Vice Chair Berlin led the Flag Salute.

4. AGENDA REVIEW
The Committee determined to hear Item 9.b. and Item 9.a. before Item 8.a.

5. COMMUNITY COMMENTS AND SUGGESTIONS
None.

6. WRITTEN COMMUNICATIONS
None

7. CONSENT AGENDA
Approval of the Minutes from the March 18, 2019 Regular Meeting was continued in order to allow for a quorum of Committee members present for the March 18, 2019 meeting.

Committee Member Couch made a motion, seconded by Committee Member Hall, to approve the minutes of the April 1, 2019. The motion passed 3-0-1 on the following voice vote:

AYES: Couch, Hall, Berlin
NOES: None
ABSENT: Hoag
ABSTAIN: Juette

Due to the applicant not being present for Item 8a, the Committee heard Items 9b and 9a prior to the consideration of Item 8a.

9. DISCUSSION ITEMS
9.b. CONSIDERATION OF PROJECT DETAILS ASSOCIATED WITH LOT MERGER 18-001 AND CONDITIONAL USE PERMIT 18-007; PHASED DEVELOPMENT OF NINE (9) TWO-STORY APARTMENT UNITS AND CONSTRUCTION OF A NEW TWO-STORY MIXED-USE STRUCTURE, INCLUDING 2,025 SQUARE FEET OF OFFICE SPACE AND A 2,240 SQUARE FOOT APARTMENT; LOCATION – 1214 E. GRAND AVENUE & 181 N.
ELM STREET; APPLICANT – FLOYD HENSLEY; REPRESENTATIVES – CODY MCLAUGHLIN & FRED PORTER (Perez)

Assistant Planner Perez presented the staff report and explained the project approval, conditions of approval implemented by the Planning Commission and project detail specifics.

Cody McLaughlin, project architect, spoke in support of the project and explained how the detail added to the western elevation of the mixed-use building and the trash enclosure utilize colors and materials that are found elsewhere within the project to create a unified design.

The Committee spoke in support of the materials and colors proposed for the trash enclosure and found the location to be appropriate. The Committee spoke in support of the addition of the architectural element to the western façade to both break up the massing and add appeal to a structure in a highly visible location. The Committee was concerned that the proposal did not soften the elevation as requested by the Planning Commission. The Committee suggested the removal of the stucco frame and to implement spacing between the wood slats that comprise each panel to soften the elevation. The Committee suggested that the overhang, the area of the western elevation nearest the right of way, should incorporate similar materials to add consistency and aesthetic appeal.

Committee Member Couch made a motion, seconded by Committee Member Hall, to recommend to the Community Development Director approval of the project details as submitted, with the suggestion to redesign the paneling to soften the architectural features on the western façade and overhang area through the use of similar materials and spacing to create relief between the paneling and the western wall.

AYES: Couch, Hall, Berlin
NOES: Juette
ABSENT: Hoag

9.a. CONSIDERATION OF FINAL LANDSCAPE PLAN FOR RUGGED RADIOS (CONDITIONAL USE PERMIT 18-003); LOCATION – SUBAREA 1 – EAST CHERRY AVENUE SPECIFIC PLAN; APPLICANT – GREG COTTRELL, RUGGED RADIOS; REPRESENTATIVE – STEVEN PUGLISI ARCHITECTS (Downing)

Planning Manager Downing presented the staff report and gave specifics about the planting details, compliance with the municipal code, and specific plantings chosen in an attempt to soften the transition between the commercial and residential portions of the East Cherry Specific Plan.

Jim Burrows, project landscape architect, spoke in support of the project, explained how the plan complies with the City’s water efficient landscaping ordinance, is designed to be low maintenance, and provides a variety of different colors and textures.

The Committee spoke in support of the project and appreciated the use of Magnolia trees along Waller Place, and found the plant selection to be appropriate for the climate and anticipated water usage.

Committee Member Hall made a motion, seconded by Committee Member Juette, to recommend approval of the landscape plan as submitted, to the Community Development Director.

The motion passed 4-0 on the following voice vote:
Committee Member Couch excused himself from the meeting at 3:38 p.m.

8. PROJECTS
8.a. CONSIDERATION OF CONDITIONAL USE PERMIT 19-001; NEW SMALL CELL TELECOMMUNICATION FACILITY OF PRIVATE PROPERTY; LOCATION – 119 E. BRANCH STREET; APPLICANT – VERIZON WIRELESS; REPRESENTATIVE – TRICIA KNIGHT (Downing)
Planning Manager Downing presented the staff report and gave background about the project site, the City’s siting requirements for telecommunication facilities, and the project in relation to the Village Design Guidelines.

The Committee spoke in opposition to the location of the equipment behind the proposed awning and, would prefer the equipment to be located behind the parapet, if possible, would prefer a rounded awning that was more complimentary to the building’s architecture, and met the requirements of the Village Design Guidelines.

Vice Chair Berlin made a motion, seconded by Committee Member Juette, to recommend a continuation of the item to a date uncertain to allow the applicant to be present.

The motion passed 3-0 on the following voice vote:

AYES: Berlin, Juette, Hall
NOES: None
ABSENT: Hoag, Couch

9.c. ELECTION OF CHAIR AND VICE CHAIR (Downing)
Planning Manager Downing presented the item and Vice Chair Berlin recommended a continuation of the item to the May 20, 2019 Regular Meeting to allow all Committee Members to be present for the election. The recommendation was unanimously supported.

10. COMMITTEE COMMUNICATIONS
None.

11. STAFF COMMUNICATIONS
Planning Manager Downing formally introduced and welcomed Committee Member Juette to the ARC.

12. ADJOURNMENT
The meeting was adjourned at 4:15 p.m.to a regular meeting on May 20, 2019 at 2:30 p.m.
1. CALL TO ORDER
Chair 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 Jon Couch, Lori Hall, and Kristin Juette were present.

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

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

4. AGENDA REVIEW
None.

5. COMMUNITY COMMENTS AND SUGGESTIONS
None.

6. WRITTEN COMMUNICATIONS
None.

7. CONSENT AGENDA
Committee Member Hall made a motion, seconded by Vice Chair Berlin, to approve the minutes of the March 18, 2019 Regular Meeting, with the correction of spelling errors. The motion passed 5-0 on the following voice vote:

AYES: Hall, Berlin, Couch, Juette, Hoag
NOES: None

Committee Member Couch made a motion, seconded by Vice Chair Berlin, to approve the minutes of the May 6, 2019, with a correction to the vote for Item 9.a. showing that Committee Member Couch was present, and voted in favor of the motion, and correction of the spelling errors. The motion passed 4-0-1 on the following voice vote:

AYES: Couch, Berlin, Hall, Juette
NOES: None
ABSTAIN: Hoag

8. PROJECTS
8.a. CONSIDERATION OF TENATIVE TRACT MAP 18-004 AND CONDITIONAL USE PERMIT 18-002; DEVELOPMENT OF TWENTY-TWO (22) RESIDENTIAL UNITS, AND 1,642 SQUARE FEET OF RETAIL SPACE; LOCATION – 1136 E. GRAND AVENUE;
Assistant Planner Perez presented the staff report and provided an overview of the project, information about the proposal to subdivide the existing parcel, the mixed-use component of the project, and the affordable housing component. He provided information regarding the implementation of the parking incentive for the inclusion of affordable housing in the project, and the shared parking reduction for mixed-use projects. Details about the project architecture, vehicular and pedestrian access, and landscaping were also provided. Assistant Planner Perez answered questions about the environmental review process, the traffic generation report prepared for the project, the project’s compliance with the development standards, and parking allotment for the residential and commercial components.

Joel Snyder and Jessie Skidmore, project architects, and Levi Seligman and Corey Goodwin, property owners, spoke in support of the project and provided background information about communication with the Building Official and Battalion Chief, who indicated their support for the site’s emergency access with the single driveway. The applicant team further clarified how they see the three-story structures fitting in within the existing neighborhood and the efforts being made to provide residential units that are affordable as workforce housing. The applicant team also stated their intention to rent the residential units rather than selling them, but they want the flexibility to sell if there is a demand. They also stated a maintenance agreement will be in place to maintain the landscaping, paving, and general upkeep.

The Committee spoke in support of the project, but had concerns about the functionality of the landscaped areas between the townhouses and the interior property lines and whether the area would be left open, or fences will be erected to establish private backyard areas for each unit. The Committee preferred to see the backyard area widened to provide functional outdoor living area beyond what is available on the roof decks. The Committee was concerned with potential conflicts between users of the parking spaces, the capacity of the trash receptacles and the anticipated frequency of pickup. The Committee appreciated the site design and the inclusion of a publicly accessible pedestrian path between E. Grand Avenue and Linda Drive as a potential safe route for students of Ocean View Elementary School, and access for the Linda Drive neighborhood to existing and future amenities located on E. Grand Avenue. The Committee also found the density of the project appropriate given the site constraints. The Committee appreciated the colors, materials, architectural details proposed, and found the project to be a good fit in the neighborhood.

Committee Member Couch made a motion, seconded by Committee Member Juette, to recommend approval of the project to the Planning Commission as submitted, the Committee having considered a single driveway for vehicular access, found site constraints to justify a waiver from the Code requirements for an additional driveway, and with the recommendation to incorporate additional landscaping in the parking area through the use of grasscrete pavers or landscaping the area between the wheelstops and the curbing, and along the East Grand Avenue frontage.

The motion passed 5-0 on the following voice vote:

AYES: Couch, Juette, Berlin, Hall, Hoag
NOES: None
ABSENT: None
9. DISCUSSION ITEMS
9.a. ELECTION OF CHAIR AND VICE CHAIR (Downing)
Chair Hoag described the election process for Committee Officers.

Vice Chair Berlin nominated Warren Hoag for the position of Committee Chair.

The motion passed 5-0 on the following voice vote:

AYES: Berlin, Couch, Hall, Juette, Hoag
NOES: None

Committee Member Hall nominated Bruce Berlin, and Vice Chair Berlin nominated Jon Couch, for the position of Vice Chair. Vice Chair Berlin was elected Committee Vice Chair on the following voice vote:

AYES: Hall, Hoag, Juette, Couch
NOES: Berlin

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

Committee Member Juette informed the Committee that she discovered an error in the minutes of the May 6, 2019, meeting regarding the motion for Item 9.a., and the associated condition. Vice Chair Berlin made a motion, seconded by Committee Member Hall, to rescind the approval of the May 6, 2019, minutes and reconsider their approval and a future date to allow staff to amend the minutes to accurately reflect the actions of the May 6, 2019, meeting.

The motion passed 5-0 on the following voice vote:

AYES: Berlin, Hall, Couch, Juette, Hoag
NOES: None

11. STAFF COMMUNICATIONS
Planning Manager Downing appreciated the Committee’s productive discussion and the constructive comments regarding Item 8.a.

Planning Manager Downing informed the Committee that Planning Commission will be having a general discussion about housing at their May 21, 2019, meeting.

Planning Manager Downing informed the Committee that a member may be needed for the East Grand Avenue Master Plan.

Planning Manager Downing informed the Committee that the wireless telecommunication project that was reviewed at the May 6, 2019, ARC meeting will likely return in June with alterations based on the Committee’s comments.

12. ADJOURNMENT
The meeting was adjourned at 5:02 p.m. to a regular meeting on June 3, 2019, at 2:30 p.m.
MEMORANDUM

TO: ARCHITECTURAL REVIEW COMMITTEE

FROM: MATTHEW DOWNING, PLANNING MANAGER

BY: ANDREW PEREZ, ASSISTANT PLANNER

SUBJECT: CONSIDERATION OF ADMINISTRATIVE SIGN PERMIT 19-006; TWO (2) NEW WALL SIGNS FOR A NEW BUSINESS IN THE VILLAGE CENTRE COMPLEX; LOCATION – 130 W. BRANCH STREET, SUITE A; APPLICANT – SIDEWALK CAFE; REPRESENTATIVE – MARC COLLINS

DATE: JUNE 3, 2019

SUMMARY OF ACTION:
Recommendation for future action by the Community Development Director will result in new signage for a newer business in the Historic Character Overlay District (D-2.4)

IMPACT ON FINANCIAL AND PERSONNEL RESOURCES:
None.

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

BACKGROUND:
The subject property is zoned Village Mixed-Use (VMU), is located in the D-2.4 Historic Character Overlay District (Attachment 1), and requires review by the ARC for compliance with the Design Guidelines and Standards for the Historic Character Overlay District (Design Guidelines) (Attachment 2).

ANALYSIS OF ISSUES:
Project Description
The applicant is proposing to install two (2) new wall signs on Building “B” of the Village Centre complex. The Village Centre commercial complex has an existing sign program to regulate the size, location, and style of all signage within the complex. The applicant is proposing a wall sign on both the southern and western elevations, which is allowed by the sign program for this tenant space and was utilized with the previous tenant.

In addition to the sign program, the proposed signage is subject to the regulation of the Design Guidelines, which state the preferred materials for sign construction are wood,
metal, or a simulation of these materials. The proposed walls signs would be identical in both appearance and size, and are proposed to consist of a corrugated metal backing with a painted wooden frame and wooden letters in compliance with the Design Guidelines. The sign face is generally flat, with raised lettering and trim providing some depth and dimension to the sign. The corrugated metal backing will remain a natural metal color, while the trim and lettering will be black. Paint and material samples will be available for review at the meeting. The design and materials for the signs are as follows:

**Wall Signs**

**Materials:**
- Galvanized corrugated metal backing
- MDO (medium density overlay) plywood lettering
- Douglas Fir trim

**Colors:**
- Background: Untreated corrugated metal
- Main lettering and trim: Black (satin finish)

**Message:**
- Sidewalk Cafe

**Size:**
- 3'-2" x 12' (38 square feet)

**Locations:**
- One (1) Above the main entrance
- One (1) Western elevation above the awning
- Two (2) total

**Illumination:**
- Indirect illumination from existing gooseneck fixtures

The proposed signs meet the specific regulations for business identification signs identified in table 16.60.040-A of the Municipal Code. The signs are also subject to the Village Centre Sign program (Attachment 3), specifically the following sections:

**P 21; Sign Program Criteria**

1. Signs shall be compatible with the overall design theme of a Classic Village with rustic overtones.
2. Sign construction materials may include wood or metal, or styrofoam finished to look like wood or metal. No plastic signs or pre-made plastic letters may be used in any business identification signs.

**P 22; Sign Allotment**

1. The Arroyo Grande Development Code provides for the square footage allotment for each business based on the store’s linear frontage times (x) 1.5 sq. ft. of signage.
2. Each tenant will be allotted:
   a. One sign per frontage above the awning line over or near their store’s main entry door.
   b. One extra sign along West Branch Street if their shop or business is out of view of passing vehicles.
   c. Another extra sign if shop or business is over 1600 sq. ft.
The amount of signage allocated for this tenant space, per the Village Centre Sign Program, is 79.5 square feet, and the applicant is proposing 76 square feet of signage. The proposed signage meets the approved Village Centre Sign Program criteria in terms of design, material, square footage, and number of signs allocated for the tenant space.

The existing temporary banner will be removed when the new signage is installed.

**ADVANTAGES:**
The proposed signage meets the requirements of the Village Design Guidelines, the Village Centre Sign Program, and the Arroyo Grande Municipal Code.

**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 15311(a) of the Guidelines regarding the relocation of an existing sign within the same commercial complex.

**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.

**ATTACHMENTS:**
1. Project Location
2. *Design Guidelines* P. 36-38
3. Village Centre Planned Sign Program
4. Project Plans
Signs, Awnings and Rear Entries

SIGNS

General

1. Signs shall meet all requirements of the Development Code, and the provisions of these Guidelines and Standards for the district in which it is located. If a conflict arises between the Development Code and these Guidelines and Standards, the most restrictive requirements shall apply.

2. All signs, except Community Development Director approved window signs, shall be subject to review by the Architectural Review Committee (ARC).

3. Signs shall be oriented to pedestrians and slow moving vehicle traffic. This means that signs shall be smaller and on more of a human scale than signs in other commercial districts.

4. Painted wall signs are not appropriate on facades of unpainted brick or stone. Signs painted directly on unpainted or unfinished walls are not appropriate for the Village Core Downtown and Mixed Use districts. Wall signs painted on finished wood and/or painted brick, stone or stucco surfaces are allowed subject to ARC recommendation. Removing or altering painted signs can cause damage to the surface material.

Size

1. Signs shall not completely cover kick plates or window transoms.

2. All signage is included in the sign area allowed in the Development Code. This includes window and awning signs, logos and graphic representations that identify the business, product sold, or service offered.

3. Window signs shall not exceed twenty percent (20%) of the window area in which they appear.

4. Sign materials and lettering styles shall be consistent with the historic period.

Location

1. Signs shall be located in relation to the bays on the façade. Signs shall not
obscure architectural features of the building.

2. Wall signs shall be located near the entry to the building to better relate to pedestrian traffic.

3. Window and door signs shall be applied where they will not obstruct visibility.

4. Signs on awnings or canopies shall be placed where pedestrians can see them. Under-canopy signs are encouraged in the Village Core Downtown District to enhance pedestrian orientation, and shall be counted as part of the total allowable sign area.

Materials

1. Signs shall be built of wood, metal or other materials that simulate the appearance of wood or metal.

2. The use of wood-simulating recycled plastic material is subject to Architectural Review Committee (ARC) approval.

3. High gloss, shiny or reflective surfaces may be used as accents, but shall not be used as the predominant sign material.

4. Signs may use raised images or painted images in their design.

5. Sign materials shall complement the building material, and shall be in keeping with the historic character of the Village.

6. 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 frames shall include carved or routed details or otherwise be designed to complement the architectural design of the building or district.

7. Interior lit and metal canister, plastic and vacuum-formed letters or sign faces are not permitted unless specifically recommended by the Architectural Review Committee (ARC).

Colors

1. Sign colors shall complement the building color scheme.

2. Bright, intense colors are inappropriate including the use of fluorescent, “neon” or “day-glo” colors on signs.

3. All applications for sign permits shall include a sample of the intended color palette.
Sign Illumination

1. Signs may be externally illuminated with incandescent lights, or other lighting that does not produce glare and is designed to conserve energy.

2. Wall, canopy, or projecting signs may be illuminated from concealed sources or exposed ornamental fixtures that complement the building’s architecture.

3. Window signs and window displays may be illuminated from concealed sources.

4. Neon tubing signs that approximate the appearance of historic neon are subject to approval of the Architectural Review Committee. All neon tubing shall be covered with transparent or translucent material to prevent rupture or shall be certified by the manufacturer for safety.

AWNINGS AND CANOPIES

1. Under-awning or under-canopy signs oriented to pedestrian traffic are encouraged as part of the overall signage in the Village Core Downtown and Mixed Use districts.

2. All graphics, logos, and signs contained on awnings or canopies shall be considered part of the total allowed sign area as defined in the Development Code.

3. Awning or canopy color and design should be compatible with that of the building on which it is attached and complement those of adjacent buildings, both in style and color.

4. Canopies and awnings shall be consistent with the historic period in regard to size, shape, and materials. Aluminum, fiberglass and plastic awnings or canopies are not appropriate. The use of loose valances and traditional vintage-stripped awning material is encouraged. Canopies and awnings consisting of materials stretched taut over a rigid framework are not appropriate.

REAR ENTRIES

1. Rear entries are traditionally plain and unadorned. Common materials include brick, stone, boards and battens and wood siding, and these are acceptable for new construction or renovation.
BUILDING B
NORTH ELEVATION  SCALE: 1/8" = 1'

- Metal sign to be relocated from 822 Grand Ave. Arroyo Grande
- Colors:
  - Light & Dark Gray
  - Blue Letters & White Letters

28.0 sq. ft.
SIGN 3

* Not to be back lit
SIGN PROGRAM CRITERIA

The Arroyo Grande Development Code, chapters 9-13 shall be followed for requirements not covered in this Sign Program except as specifically approved in this planned Sign Program. All signs and their installation shall comply with local building and electric codes, and the specific criteria outlined in this planned Sign Program. All signs must conform in color (i.e. not conflicting) to the finished colors of each respective building. To be taken into consideration will be the stucco color, granite tile color and matching window trim of each building; as well as the slate gray awnings that will be consistent around the entire building complex. All signs must also conform to neighboring signs in style and construction and size, on each separate building and floor, unless otherwise spelled out in this Sign Program. For instance, second story signage on building “C” will be grouped together in being restricted to hanging wood signs only; while first floor signage on building “D” will be restricted to 3D individually cut letters mounted directly onto the stucco wall surface. Mucklatude shall be given for creativity in designs within these material and style restrictions. On a particular building where a tenant is the first to install signage, the tenant may set the precedence in style and sign construction for that building. Tenants with business logos shall also be permitted to incorporate these logos consistent with the requirements of the planned Sign Program.

Placement of all signs shall only be in approved locations on building frontage or wall plane as spelled out in the Sign Program. No signs will be allowed on the awnings, except address markers. No signage will be allowed on window panes except for store hours and “Ribbon Signs”. A Ribbon Sign is vinyl letters consisting of a business name and its type of business or wares and shall be limited to one per tenant, no larger than 3” high by 24” long (one line) or 7” by 24” (two lines max) (see pg.22 for diagram). Street addresses markers will be provided by the “Village Centre” above each shop’s main entrance door, as defined in this Sign Program.

Signs shall be compatible with the overall design theme of a Classic Village with rustic overtones. Therefore, backlit signs will not be allowed in the Centre, and approved lighting fixtures for front lighting will be required over business signs (see page TC). Sign construction materials may include wood or metal, or styrofoam finished to look like wood or metal. No plastic signs or pre-made plastic letters may be used in any business identification signs.

Every sign and all parts, portions, components, and materials thereof, shall be maintained and kept in good condition and proper repair. The display surface of all signs shall be kept clean, neatly painted and free from corrosion.

Prohibited Signs:
- Signs constituting a traffic hazard.
- Animated or moving Signs.
- Banners, flags, pennants, and balloons used for advertising purposes.
- Signs displayed on vehicles.
- Portable or temporary signs.
- Billboards
- Roof Signs
- Neon
- See city sign ordinance for other prohibited signs
- See sign ordinance Sec. 9.13-080 for Abandoned Signs

Except for those signs which require specific variances all signs shall comply with this Planned Sign Program.

Item 8.a - Page 10
SIGN PROGRAM CRITERIA (CONTINUED)

FUTURE TENANTS shall fill out applications for all sign permits to be made in writing on forms provided by the Community Development Department of the City of Arroyo Grande. If the sign is within the parameters of the approved Sign Program for the size, height, width, placement, color and materials, it may be deemed compliant and the Community Development Director may make a determination of approval. For signage that is deemed non-compliant a special review will be made by the Architectural Review Committee and then the Planning Commission, with appeal possible to the Planning Commission and the City Council.

This program encompasses all approvals, entitlements and authorizations for this program, which includes all six present tenants and their proposed signs, and provisions for all future tenants and their signs, including the “art monument”, the entrance “monument sign” and all address markers. This program specifically supercedes, replaces and amends all prior approvals.

SAMPLE “RIBBON SIGNS”

MERIDIAN II  Home Furnishing, Flora, & Fine Gifts  
24” MAX.  
3” MAX.  
(HOME LINE)

BLAKESLEE & BLAKESLEE  
FINANCIAL PLANNING  
7” MAX.  
(TWO LINES)

SIGN ALLOTMENT

The Arroyo Grande Development Code, chapters 9-13 SIGN REGULATIONS provides for the square footage allotment for each business based on the store’s linear frontage times(X) 1 1/2 sq. ft. of signage. Frontage is defined as front or side windowed walls accessible to the public, not to include rear walls.

Each tenant will be allotted:

• One sign per frontage above the awning line over or near their store’s main entry door.

• One extra sign along West Branch Street if their shop or business is out of view of passing vehicles. (refer to pg.9 and pg.19)

• Another extra sign if shop or business is over 1600 sq.ft.

156
WEST BRANCH ST.

Typical address marker to be provided above the main door of each tenant, on either a wall plaque or applied directly onto the awning. The area to be equal to or less than one sq.ft.
<table>
<thead>
<tr>
<th>BUSINESS NAME</th>
<th>SIGN 1 sq. ft</th>
<th>SIGN 2 sq. ft</th>
<th>SIGN 3 sq. ft</th>
<th>TOTAL FRONTAGE (X) 1 1/2 sq.ft</th>
</tr>
</thead>
<tbody>
<tr>
<td>MISSION Community Bank (A1)</td>
<td>17.7 s.f.</td>
<td>23.8 s.f.</td>
<td>41.5 s.f.</td>
<td>88 ft. 132.0 s.f.</td>
</tr>
<tr>
<td>MERIDIAN II (D) (A)</td>
<td>12.8 s.f.</td>
<td>12.8 s.f.</td>
<td>12.8 s.f.</td>
<td>33 ft. 49.5 s.f.</td>
</tr>
<tr>
<td>ADDED TOUCH (D) (C)</td>
<td>18.8 s.f.</td>
<td>8.7 s.f. or</td>
<td>27.9 s.f.</td>
<td>33 ft. 49.5 s.f.</td>
</tr>
<tr>
<td>BLAKESLEE &amp; BLAKESLEE (C)</td>
<td>24.0 s.f.</td>
<td>20.0 s.f.</td>
<td>64.0 s.f.</td>
<td>62 ft. 93.0 s.f.</td>
</tr>
<tr>
<td>BRASIL’S jewelers (C) (B)</td>
<td>13.8 s.f.</td>
<td>13.8 s.f.</td>
<td>19 ft. 28.5 s.f.</td>
<td></td>
</tr>
<tr>
<td>Prudential HUNTER REALTY (B)</td>
<td>15.4 s.f.</td>
<td>28.0 s.f.</td>
<td>71.4 s.f.</td>
<td>90 ft. 135.0 s.f.</td>
</tr>
<tr>
<td>Future Tenant (A2)</td>
<td>18 s.f.</td>
<td>24 s.f.</td>
<td>62 s.f.</td>
<td>55 ft. 82.5 s.f.</td>
</tr>
<tr>
<td>Future Tenant (A3)</td>
<td>18.5 s.f.</td>
<td>24 s.f.</td>
<td>67 s.f.</td>
<td>68 ft. 102.0 s.f.</td>
</tr>
<tr>
<td>Future Tenant (D)</td>
<td>12 s.f.</td>
<td>12 s.f.</td>
<td>16 ft. 24.0 s.f.</td>
<td></td>
</tr>
<tr>
<td>FUTURE TENANT (C)</td>
<td>12 s.f.</td>
<td>12 s.f.</td>
<td>18 ft. 27.0 s.f.</td>
<td></td>
</tr>
<tr>
<td>Future Tenant (C)</td>
<td>12 s.f.</td>
<td>12 s.f.</td>
<td>19 ft. 28.5 s.f.</td>
<td></td>
</tr>
<tr>
<td>FUTURE tenant (B)</td>
<td>38 s.f.</td>
<td>38 s.f.</td>
<td>76 s.f.</td>
<td>53 ft. 79.5 s.f.</td>
</tr>
</tbody>
</table>

NOTE: This summary does not include the following signage: Directional signs, Handicapped, Security, or Traffic Signs.

<table>
<thead>
<tr>
<th>BUSINESS NAME</th>
<th>SIGN 1 sq. ft</th>
<th>SIGN 2 sq. ft</th>
<th>SIGN 3 sq. ft</th>
<th>TOTAL FRONTAGE (X) 1 1/2 sq.ft</th>
</tr>
</thead>
<tbody>
<tr>
<td>FUTURE (B)</td>
<td>18 s.f.</td>
<td>18 s.f.</td>
<td>18 s.f.</td>
<td>24 ft. 36.0 s.f.</td>
</tr>
<tr>
<td>Future Tenant (up stairs “C”)</td>
<td>12 s.f.</td>
<td>12 s.f.</td>
<td>12 s.f.</td>
<td>19 ft. 28.5 s.f.</td>
</tr>
<tr>
<td>Future Tenant (up stairs “C”)</td>
<td>12 s.f.</td>
<td>12 s.f.</td>
<td>12 s.f.</td>
<td>19 ft. 28.5 s.f.</td>
</tr>
<tr>
<td>Future Tenant (up stairs “C”)</td>
<td>12 s.f.</td>
<td>12 s.f.</td>
<td>12 s.f.</td>
<td>19 ft. 28.5 s.f.</td>
</tr>
<tr>
<td>Future Tenant (up stairs “D”)</td>
<td>8 s.f.</td>
<td>6 s.f.</td>
<td>8 s.f.</td>
<td>16 ft. 24.0 s.f.</td>
</tr>
<tr>
<td>Future Tenant (up stairs “D”)</td>
<td>8 s.f.</td>
<td>6 s.f.</td>
<td>8 s.f.</td>
<td>16 ft. 24.0 s.f.</td>
</tr>
<tr>
<td>Future Tenant (up stairs “D”)</td>
<td>8 s.f.</td>
<td>6 s.f.</td>
<td>8 s.f.</td>
<td>16 ft. 24.0 s.f.</td>
</tr>
</tbody>
</table>

TOTAL Business Identification Signs: 622.3 sq.ft.

TOTAL Address Markers (19 BUSINESSES @ 1 sf. EACH)... 19.0 s.f.

TOTAL Window Ribbon Signs (19 BUSINESSES @ 1.17 sf. EACH)... 22.2 s.f.

Entrance MONUMENT SIGN: 8' X 8'... 64.0 s.f.

ART MONUMENT & Pedestal: (SCULPTURE 5' X 5' X 7')... 175 cu.ft.
(PEDISTAL - 3 SIDES 5' X 4')... 50 cu.ft.