AGENDA SUMMARY
ARCHITECTURAL REVIEW COMMITTEE MEETING
MONDAY, AUGUST 19, 2019
2:30 P.M.
CITY HALL 2ND FLOOR CONFERENCE ROOM
300 E. BRANCH STREET, ARROYO GRANDE

1. CALL TO ORDER
2. ROLL CALL
3. FLAG SALUTE:
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 August 5, 2019 Regular Meeting.
       Documents:

       ARC 2019-08-19_7a Approval of Minutes.pdf
8. PROJECTS:
   Members of the public may speak on any of the following items when recognized by the Chair.
   8.a. Consideration Of Architectural Review 19-002; Commercial Facade Approval For Entitled Drive-Thru; Location -- 1570 W. Branch Street; Applicant -- Rick Gambril, Arroyo Grande Commercial, LLC; Representative -- Arris Studio Architects
9. DISCUSSION ITEMS:

9.a. **REVIEW OF CHANGE OF COPY FOR ARROYO GRANDE CHEVROLET GROUND SIGN; LOCATION – 329 TRAFFIC WAY; APPLICANT – ARROYO GRANDE CHEVROLET; REPRESENTATIVE – NATHAN BEEBE**

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](http://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.
ARCHITECTURAL REVIEW COMMITTEE MEETING
MONDAY, AUGUST 19, 2019
2:30 P.M.
CITY HALL 2ND FLOOR CONFERENCE ROOM

Documents:
8.
8.a.
8.b.
8.c.
9.
9.a.
10.
11.
12.

1. FLAG SALUTE:

2. ROLL CALL

3. CALL TO ORDER

4. COMMITTEE COMMUNICATIONS:

5. STAFF COMMUNICATIONS:

6. WRITTEN COMMUNICATIONS:

7. CONSENT AGENDA:

7.a. Consideration Of Approval Of Minutes

8. DISCUSSION ITEMS:

8.a. Correspondence/Comments as presented by City staff.

8.b. Correspondence/Comments as presented by the Architectural Review Committee.

8.c. Correspondence or supplemental information for the Architectural Review Committee

9. PROJECTS:

9.a. Arroyo Grande Commercial, LLC; Representative

10. COMMUNITY COMMENTS AND SUGGESTIONS:

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

The Committee may schedule such matters for discussion or hearing as part of future agenda
consideration.

The Committee may take action on correspondence relating to items that are listed on the Agenda.

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consideration.

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received after Agenda preparation. In compliance with the Brown Act, the Committee will
restrict the ARC from taking formal action on matters not scheduled on the agenda.

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consideration.

Correspondence or supplemental information for the Architectural Review Committee
related modification or accommodation, contact the Legislative and Information Services
Department at 805 473-4700 as soon as possible and at least 48 hours prior to the meeting date.

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related modification or accommodation, contact the Legislative and Information Services
Department at 805 473-4700 as soon as possible and at least 48 hours prior to the meeting date.

Recommended Action: Approve the minutes of the August 5, 2019 Regular Meeting.

Recommended Action: It is recommended that the Architectural Review Committee
review the proposed project and make a recommendation to the Community
Development Director.

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Approved Change of Copy For Arroyo Grande Chevrolet

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Location

Existing Wall Sign And One (1) Existing Ground Sign For An Existing Business;
Consideration Of Administrative Sign Permit 19

Arroyo Grande Commercial, LLC; Representative

Entitled Drive

Consideration Of Architectural Review 19

Chevrolet; Representative

Sign; Location

Replacement Of One (1) Existing Canopy Sign For An Existing Business;
Consideration Of Administrative Sign Permit 19

Christian Stearns

Rick Gambril,
ACTION MINUTES

REGULAR MEETING OF THE ARCHITECTURAL REVIEW COMMITTEE
MONDAY, AUGUST 5, 2019
ARROYO GRANDE CITY HALL, 300 E. BRANCH STREET
ARROYO GRANDE, CA

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: Assistant Planner Andrew Perez was 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
Vice Chair Berlin made a motion, seconded by Committee Member Couch to approve the minutes of the July 15, 2019, Regular Meeting with the correction of one misspelled word. The motion passed 3-0-2 on the following voice vote:

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

8. PROJECTS
8.a. CONTINUED CONSIDERATION OF CONDITIONAL USE PERMIT 19-001; NEW SMALL CELL TELECOMMUNICATION FACILITY ON PRIVATE PROPERTY; LOCATION – 119 E. BRANCH STREET; APPLICANT – VERIZON WIRELESS; REPRESENTATIVE – TRICIA KNIGHT(Downing)
Assistant Planner Perez presented the staff report, summarized the comments from the Committee’s previous two reviews of the project, and explained the revisions to the proposed awnings in response to the Committee’s previous comments.

Tricia Knight, project representative, spoke in support of the project and explained how the revision meets both the needs of the applicant and complies with the Design Guidelines. The applicant provided a material sample of the canvas in two different patterns for the Committee to review.
The Committee spoke in support of the project and was supportive of the change of awning material from fiberglass to canvas. The Committee appreciated the applicant’s effort and willingness to work with the Committee to get to a project design that meets the needs of the applicant while complying with the Design Guidelines.

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

1. The awning pattern and color shall match that of the existing first floor awning.

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

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

9. DISCUSSION ITEMS
None.

10. COMMITTEE COMMUNICATIONS
Chair Hoag apologized for his absence that led to the cancellation of the July 1, regular meeting.

Chair Hoag inquired about the meeting schedule for September, considering the first meeting of the month is cancelled due to the Labor Day holiday, and the second meeting of the month conflicts with the American Planning Association conference.

Committee Member Couch reiterated appreciation for Item 8.a due to the fact that it is setting a precedent in that it is the first project in the Village to include cell equipment on a building façade.

11. STAFF COMMUNICATIONS
Assistant Planner Perez announced that the East Grand Village project was approved by the Planning Commission on July 16, 2019

12. ADJOURNMENT
The meeting was adjourned at 3:12 p.m.to a regular meeting on August 19, 2019 at 2:30 p.m.

_____________________________   _____________________________
ANDREW PEREZ     WARREN HOAG
ASSISTANT PLANNER      CHAIR
(Approved at ARC Meeting _________)
MEMORANDUM

TO: ARCHITECTURAL REVIEW COMMITTEE

FROM: MATTHEW DOWNING, PLANNING MANAGER

SUBJECT: CONSIDERATION OF ARCHITECTURAL REVIEW 19-002; COMMERCIAL FAÇADE APPROVAL FOR ENTITLED DRIVE-THRU; LOCATION – 1570 W. BRANCH STREET; APPLICANT – RICK GAMBRIL, ARROYO GRANDE COMMERCIAL LLC; REPRESENTATIVE – ARRIS STUDIO ARCHITECTS

DATE: AUGUST 9, 2019

SUMMARY OF ACTION:
Approval of the project would set the architectural façade of an entitled commercial drive-thru building and allow the applicant to seek building permits.

IMPACT ON FINANCIAL AND PERSONNEL RESOURCES:
The new commercial drive-thru is anticipated to increase local sales tax revenue.

RECOMMENDATION:
It is recommended that the Architectural Review Committee (ARC) review the proposed project and recommend the Community Development Director approve Architectural Review 19-002.

BACKGROUND:
The subject property is a previously developed commercial parcel located in the Regional Commercial (RC) zoning district. On April 2, 2019, the Planning Commission approved Amended Conditional Use Permit (ACUP) 19-001 for the entitlement of a commercial drive-thru building in the existing parking lot of the Oak Park Plaza (the “Plaza”). As part of this approval, the final design of the commercial drive-thru building was required to be reviewed by the ARC for a recommendation to the Community Development Director.

ANALYSIS OF ISSUES:
Architecture
The building’s architecture is proposed to be compatible with that of the existing commercial building undergoing remodeling. The building is proposed to be a modern style commercial building utilizing simple forms and roof lines. The applicant proposes to utilize the same split face masonry veneer, stucco color, and accent corrugated metal as the existing commercial building. The building’s fascia is proposed to be a “greenblack” to be compatible with the wood paneling on the underside of exposed rooflines. These two items are the only differences between the proposed building and the existing
building. Vegetated trellises are also proposed along portions of the front, rear, and right elevations, which is additionally consistent with the existing building’s use of vegetation to soften the façade.

The purpose of the architectural review process is to ensure projects meet the high visual standards of the community. As the architecture of the building was not depicted during the approval of ACUP 19-001, this is the ARC’s opportunity to provide conditions to ensure the proposal is consistent with the character of the neighborhood, is not detrimental to the orderly and harmonious development of the City, and will not impair the desirability of investment or occupation in the neighborhood.

**Trees and Landscaping**
Trees and landscaping have been approved as part of the remodel for the existing building. However, the project’s site plan and renderings depict only two (2) trees in front of the building and lower level landscaping surrounding the drive-thru. It is anticipated that all landscaping will be install reflective of the site plan for ACUP 19-001.

**Signage**
Signage for the business is depicted on two sides of the building and will be processed separately in accordance with the sign program approved by the Planning Commission on August 6, 2019.
Standards for Drive-Thru Uses
Arroyo Grande Municipal Code Section 16.52.090 contains development standards for drive-in, drive-thru fast-food and take-out restaurants. The proposed project meets or has been conditioned to meet all standards included in the Municipal Code.

ADVANTAGES:
The proposed project will allow the entitled drive-thru building to be submitted to the City for building permit review and will add a symbiotic use to the rest of the commercial center.

DISADVANTAGES:
None identified.

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), 15303(c), and 15332 of the CEQA Guidelines regarding existing facilities, new construction, and in-fill development projects in urban areas.

PUBLIC NOTIFICATION AND COMMENT:
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 regarding the proposed project.

Attachments:
1. Project plans
STARBUCKS
1570 W. BRANCH ST, ARROYO GRANDE, CA
**STARBUCKS**

1570 W. BRANCH ST, ARROYO GRANDE, CA

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**PROJECT DATA**

- **APN:** 007-771-06B
- **ADDRESS:** 1570 W. BRANCH ST
- **BUILDING SITE:** ARROYO GRANDE, CA
- **SITE AREA:** 278,784 SF (6.4 ACRES)

**PROJECT DESCRIPTION**

This project proposes the construction of a STARBUCKS, on a lot located on an existing shopping center. The building is a one-story 2,160 SF space, consisting of a kitchen, service counter, indoor and outdoor seating. The project also features a drive-thru and bicycle parking.

**SHEET INDEX**

- A1.0 COVER SHEET
- A1.1 PROJECT DATA
- A2.0 SITE PLAN
- A2.1 ROOF PLAN
- A3.0 FLOOR PLAN
- A3.1 BUILDING ELEVATIONS
- A4.0 PERSPECTIVES
- A4.1 BUILDING ELEVATIONS
- A4.2 SECTIONS

---

**PROJECT DIRECTORY**

- **PROJECT APPLICANT:**
  - **ARRIS STUDIO ARCHITECTS**
  - 1327 ARCHER ST, SUITE 220
  - SAN LUIS OBISPO, CA 93401
  - PHONE: (805) 547-2240
  - CONTACT: THOM JESS
  - EMAIL: TJESS@ARRIS-STUDIO.COM

- **ARCHITECT:**
  - **RICK GAMMEL**
  - 35 FIVE CITIES DRIVE
  - PISMO BEACH, CA 93449
  - PHONE: (805) 347-2240
  - CONTACT: THOM JESS
  - EMAIL: RICK@ARRIS-STUDIO.COM

- **CIVIL:**
  - **REM DESIGN GROUP**
  - 3510 S. HUEQUA ST, SUITE 102
  - SAN LUIS OBISPO, CA 93401
  - PHONE: (805) 543-1794
  - CONTACT: ROBERTO CAMACHO
  - EMAIL: RCAMACHO@REMDESIGN.COM

**APN:** 007-771-06B

- **ADDRESS:** 1570 W. BRANCH ST
- **BUILDING SITE:** ARROYO GRANDE, CA
- **SITE AREA:** 278,784 SF (6.4 ACRES)

**PROJECT DATA**

- **ZONING:** RC - REGIONAL COMMERCIAL
- **DRAINAGE ZONE:** ZONE C
- **USE:** OCCUPANCY: A-2
- **EXISTING LAND USE:** SHOPPING CENTER (SC)
- **GROSS AREA:** 472,408 SF (10.845 ACRES)

**BUILDING AREA**

- **PUBLIC:** 1,219 SF
- **COUNTER:** 472 SF
- **RECOVERY:** 479 SF
- **TOTAL AREA:** 2,189 SF

**SHEET INDEX**

- **A1.0 COVER SHEET**
- **A1.1 PROJECT DATA**
- **A2.0 SITE PLAN**
- **A2.1 ROOF PLAN**
- **A3.0 FLOOR PLAN**
- **A3.1 BUILDING ELEVATIONS**
- **A4.0 PERSPECTIVES**
- **A4.1 BUILDING ELEVATIONS**
- **A4.2 SECTIONS**

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**RESIDENTIAL PROJECT**

- **LOCATION:** ARROYO GRANDE, CA
- **SIZE:** 6.4 ACRES
- **CONSTRUCTION:** 2,160 SF
- **USE:** SHOPPING CENTER (SC)
- **GROSS AREA:** 472,408 SF (10.845 ACRES)

**APN:** 007-771-06B

- **ADDRESS:** 1570 W. BRANCH ST
- **BUILDING SITE:** ARROYO GRANDE, CA
- **SITE AREA:** 278,784 SF (6.4 ACRES)

**PROJECT DESCRIPTION**

This project proposes the construction of a STARBUCKS, on a lot located on an existing shopping center. The building is a one-story 2,160 SF space, consisting of a kitchen, service counter, indoor and outdoor seating. The project also features a drive-thru and bicycle parking.
DRIVE THRU PERSPECTIVE (SOUTHWEST)
BUILDING SECTION A

BUILDING SECTION B

ROOM LEGEND

PUBLIC AREA

SERVICE

MECHANICAL EQUIPMENT

SEATING AREA

COUNTER

DRIVE THRU

MECHANICAL EQUIPMENT

SEATING AREA

WOMEN

KITCHEN

STARBUCKS
1570 W. BRANCH ST. ARROYO GRANDE, CA

07/22/2019

Item 8.a. - Page 13
COLORS & MATERIALS

P1  PAINTED STUCCO  
SHERWIN WILLIAMS  
SW 7043 "WORLDLY GRAY"

P2  PAINTED FASCIA  
SHERWIN WILLIAMS  
SW6994 "GREENBLACK"

C1  CONCRETE  
MASTONY VENEER  
AIR VOL SPLIT FACE 04-101

M1  METAL SIDING/EQUIP SCREEN  
ACCENT CORRUGATED METAL (EQUIP. SCREEN MATCH FINISH)

W1  WOOD PANNEL  
TONGUE & GROOVE PINE  
PICKLED OAK 250

Item 8.a. - Page 14
ME
MEMORANDUM

TO: ARCHITECTURAL REVIEW COMMITTEE

FROM: MATTHEW DOWNING, PLANNING MANAGER

BY: ANDREW PEREZ, ASSISTANT PLANNER

SUBJECT: CONSIDERATION OF ADMINISTRATIVE SIGN PERMIT 19-008; REPLACEMENT OF ONE (1) EXISTING WALL SIGN AND ONE (1) EXISTING GROUND SIGN FOR AN EXISTING BUSINESS; LOCATION – 214 E. BRANCH STREET, SUITE B; APPLICANT – ASSIST HOME LOANS; REPRESENTATIVE – CHRISTIAN STEARNS

DATE: AUGUST 19, 2019

SUMMARY OF ACTION:
Recommendation for future action by the Community Development Director will result in new signage for an existing 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 Public Facility (PF), 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). The existing wall and ground signs were reviewed by the ARC and approved by the Community Development Director two years ago.

ANALYSIS OF ISSUES:
Project Description
The applicant is proposing to replace one (1) existing wall sign and one (1) ground sign on an existing monument. 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 wall sign is proposed to consist of high density urethane (HDU) letters and company emblem surrounded by a border. The ground sign will be scaled down version of the wall sign with the only change being a
slight change to the border. Both signs are proposed to have raised lettering that reads “Assist Home Loans” with a border to provide some depth and dimension to the sign. The word “Assist” is proposed be a dark blue, the words “Home Loans” are proposed to be orange, and the company emblem is proposed to be a combination of these colors (Attachment 3). Paint and material samples will be available for review at the meeting. The design and materials for the signs are as follows:

**Wall Sign**
- **Materials:** 1” thick, carved HDU (high density urethane) lettering
- **Colors:**
  - Main lettering and trim: Blue (semi-gloss finish for all paint colors)
  - Secondary lettering: Orange
  - Company emblem: Blue and orange
  - Backing: White
- **Message:** Assist Home Loans
- **Size:** 5'-10” x 2'-8” (15.5 square feet)
- **Locations:** Above the main entrance
- **Illumination:** None

**Ground Sign**
- **Materials:** Carved HDU (high density urethane) lettering
- **Colors:**
  - Main lettering and trim: Blue (semi-gloss finish for all paint colors)
  - Secondary lettering: Orange
  - Company emblem: Blue and orange
  - Backing: White
- **Message:** Assist Home Loans
- **Size:** 3'-3” x 9.5” (2.5 square feet)
- **Locations:** One (1) co-located on monument sign near the main walkway
- **Illumination:** None

The proposed signs meet the specific regulations for business identification signs identified in Table 16.60.040-A of the Municipal Code.

The proposal meets the general requirements of the Design Guidelines in regards to number, size and location of the signs. The project proposes painted HDU lettering, which is the same material as the existing sign and simulates the appearance of carved wood in compliance with the Design Guidelines. The paint finish is proposed to be a semi-gloss finish in compliance with the Design Guidelines; however the orange color may be considered a “bright, intense color” that the Design Guidelines consider inappropriate for the Village. A recommendation from the ARC on this topic is requested.

**ADVANTAGES:**
The proposed signage meets the requirements of the Design Guidelines and the Arroyo Grande Municipal Code for sign area, number and locations.
DISADVANTAGES:
The orange color proposed on the signage could be construed as a bright color that is discouraged by the Design Guidelines.

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. 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 Sign - 70" x 32.3" (15.5 sqft, weight less than 50lbs)
1" HDU cut all features cut 3/8" Dept
Sign back with .063 aluminum sheet mounted with ZClips (Aluminu French Cleat)
French Cleat attached to building with DuoPower Anchor

Sign has 1/2" wide boarder
Same size and type as the existing monument sign element (39" x 9.5")

WE OFFER 3 COMPLIMENTARY PROOFS PER JOB ORDERED. A FEE OF $25 WILL BE ADDED TO SUBSEQUENT PROOFS

3250 El Camino Real B2 Atascadero, CA. 93422 P-805.460.0200

Please check proof carefully for spelling, layout and other corrections. Errors on approved proofs are not the responsibility of Well Seen Signs. Production of your order will begin upon your approval of this proof.
TO: ARCHITECTURAL REVIEW COMMITTEE
FROM: MATTHEW DOWNING, PLANNING MANAGER
BY: ANDREW PEREZ, ASSISTANT PLANNER

SUBJECT: CONSIDERATION OF ADMINISTRATIVE SIGN PERMIT 19-009; ONE (1) NEW WALL SIGN AND REPLACEMENT OF ONE (1) EXISTING CANOPY SIGN FOR AN EXISTING BUSINESS; LOCATION – 203 E. BRANCH STREET; APPLICANT – BRANCH STREET DELI; REPRESENTATIVE – ROBIN McDONALD

DATE: AUGUST 19, 2019

SUMMARY OF ACTION:
Recommendation for future action by the Community Development Director will result in new signage for an existing 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). Existing signage for this business consists of a canopy sign and a wall sign on the eastern wall, both of which were permitted in 1997.

ANALYSIS OF ISSUES:
Project Description
The applicant is proposing to replace one (1) existing canopy sign, install one (1) new wall sign, one (1) new accessory sign, and three (3) new ribbon-style window signs. An existing wall sign on the eastern facade of the building was permitted in 1997, and is proposed to remain. 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 wall sign is proposed to consist of high density
urethane (HDU) letters on a hand carved backing mounted on the existing brick wall above the new canopy, but below the top of the building. The existing canopy is proposed to be removed and replaced with a new green canvas canopy. The proposed canopy will comply with the Municipal Code by having a clearance of greater than seven (7) from ground level and projecting less than six (6) feet over the right of way. Paint and material samples will be available for review at the meeting. The design and materials for the signs are as follows:

**Wall Sign**
- **Materials:** 2" thick HDU (high density urethane) lettering
- **Colors:** Main lettering: Dark red
- **Trim:** Brown and green
- **Decorative elements:** Green, red, and blue
- **Message:** *Branch Street*
- **Size:** 16’-8” x 1’-9” (28.5 square feet)
- **Location:** Centered on southern elevation, above the proposed canopy
- **Illumination:** None

**Canopy Sign**
- **Materials:** Canvas
- **Colors:** Canopy color: Green
- **Lettering:** Off-white
- **Message:** *Great Food and Live Music*
- **Size:** 12’ x 8” (8 square feet)
- **Location:** Southern elevation with 8.5 feet of clearance.
- **Illumination:** None

**Window Sign**
- **Materials:** Vinyl ribbon
- **Colors:** Lettering: White
- **Base and symbols:** Various earth tones
- **Message:** *Music, Beers of Tap, Local Wines*
- **Size:** 12’ x 10” (10 square feet)
- **Location:** Base of street-facing windows
- **Illumination:** None

**Accessory Sign**
- **Materials:** ¾” PVC panel with cork board overlay
- **Colors:** Red trim with beige base
- **Restaurant logo:** same as proposed wall sign
- **Main Lettering:** Black
- **Message:** *Great Food and Live Music*
- **Branch Street**
- **Appearing Soon!**
- **Size:** 3’-8” x 2’-8” (9.5 square feet)
Location: At E. Branch Street entrance
Illumination: None

The proposed signs meet the specific regulations for business identification signs identified in Table 16.60.040-A of the Municipal Code. The Municipal Code allows one (1) projecting sign and one (1) wall sign. The window signs are exempt from permit requirements because the signs are not greater than twenty (20) percent of the window area, no sign is greater than 24 square feet, and the signage is limited to street facing windows. The sign near the entrance to the deli is considered an accessory sign, which is defined as a sign that advertises products sold or services provided on the premises and does not count towards the permitted signage if it is restricted to ten (10) percent of less of the wall in which it is located. For the purposes of determining the percentage of the wall area occupied by the accessory sign, the area of the entire front façade was used, rather than the alcove wall in which the sign is located, as this would result in a sign that is too small to serve the purpose of removing clutter from the street-facing windows.

The Municipal Code states that the allocation of sign area for a business shall not exceed 2 square feet of sign area per linear foot of building frontage for the first 25 feet of building frontage, then 1½ square feet of sign area for each linear foot of building frontage thereafter. The Municipal Code defines building frontage as the side of the building that contains the main pedestrian entrance that is adjacent to the most prominent street or parking area, which in this case is E. Branch Street. The building width of the subject building is 26 feet, therefore the maximum sign area allowed is 51.5 square feet. It is also important to note that although the restaurant occupies an area that is approximately 60 feet wide, including the patio area, the Municipal Code does not allow for an increase in the amount of sign area for tenants that occupy areas beyond their building frontage, such as outdoor dining areas.

The combined area of the existing 12.5 square foot wall sign on the eastern façade of the building and the proposed wall sign, canopy sign, window signs, and accessory sign is 68 square feet. As previously mentioned, accessory and window signs normally do not count towards the maximum sign area, but signage for businesses in the Village is unique in that the Design Guidelines require all signage to be included in the computation of the sign area. Therefore the proposed signage requested exceeds the maximum allowable sign area by 16.5 square feet. A recommendation from the ARC about where they would prefer to see a reduction in signage is requested.

Design Guidelines
The proposed signage meets general requirements of the Design Guidelines in regards to design and location. The project proposes painted HDU lettering for the wall sign, which will have the appearance of carved wood and is in compliance with the Design Guidelines. The canvas awning is proposed with a loose valance and is compatible with the building in terms of style and color as encouraged by the Design Guidelines. The
colors of the proposed signage also complement both the building’s color scheme and are consistent with the character of the Village.

**ADVANTAGES:**
The proposed signage meets the requirements of the Design Guidelines and the Arroyo Grande Municipal Code for both style and design.

**DISADVANTAGES:**
The sign proposal exceeds the maximum amount of signage allowed for a business in the D-2.4 Historic Character Overlay District.

**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 installation of new signage and replacement of an existing sign on a commercial structure.

**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. 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.
3-Dimensional Fascia Sign - High Density Urethane (HDU)

Installation:
Sign is mounted to brick wall with 2.5" Concrete Screws

Hand Carved Elements

Blended Mica Powders
Finished with 100% Acrylic paint

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Panel Sign (3/4" Sheet - PVC) Digital Print

GREAT FOOD AND LIVE MUSIC
BRANCH STREET

 Appearing Soon!

INSTALLATION
Panel is mounted to wall with 1.5" Concrete Screws.

Cork Board

44.00 in

31.50 in

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