AGENDA SUMMARY
ARCHITECTURAL REVIEW COMMITTEE MEETING
MONDAY, SEPTEMBER 16, 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: Juette
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 19, 2019 Regular Meeting.
       Documents:

ARC 2019-09-16_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. CONTINUED 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

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 2019-09-16_8a Assist Home Loans signs.pdf

8.b. CONSIDERATION OF ADMINISTRATIVE SIGN PERMIT 19-012; ONE (1) NEW PAINTED WALL SIGN AND REPLACEMENT OF ONE (1) EXISTING WALL SIGN FOR A NEW BUSINESS; LOCATION -- 116 W. BRANCH STREET; APPLICANT -- HUMDINGER BREWING; REPRESENTATIVE -- STEVE SIMOULIS

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 2019-09-16_8b Humdinger signs.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.

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ACTION MINUTES

REGULAR MEETING OF THE ARCHITECTURAL REVIEW COMMITTEE
MONDAY, AUGUST 19, 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: Planning Manager Matt Downing and Assistant Planner Andrew Perez were present.

3. FLAG SALUTE
Committee Member Hall 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 August 5, 2019, Regular Meeting as submitted. The motion passed 5-0 on the following voice vote:

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

8. PROJECTS
8.a. 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 (Downing)
Planning Manager Downing presented the staff report, briefly described the approved Amended Conditional Use Permit that increased the number of tenants and allowed for the addition of the drive-thru pad. He provided details about the design of the building, proposed materials and colors, lighting, landscaping and intended locations for signage.

Tom Jess, project representative, spoke in support of the project and explained that the design of the building uses similar architectural concepts, materials, and colors as the primary structure on site. He also provided details about the screening of the rooftop mechanical equipment, and use of vegetative screens to hide the service areas of the restaurant.
The Committee spoke in support of the project and was supportive of the massing, colors and material choices. The Committee also appreciated how the architecture of the drive-thru complemented the primary structure on site and found the landscaping appropriate, especially the use of the vegetative wall.

Vice Chair Berlin made a motion, seconded by Committee Member Juette, to recommend approval of the project to the Community Development Director as submitted, with the suggestion to include patio trees in the outdoor dining area and to extend the length of the proposed planters underneath the vegetative wall in order to capture water that may drip down when the plants are irrigated.

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

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

8.b. 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 (Perez)

Assistant Planner Perez presented the staff report and provided details about the number, location, materials, and colors of the proposed signs. He also described how the proposed signage is potentially inconsistent with the Design Guidelines.

Randy Brownell, project representative, spoke in support of the project, provided additional details about the sign type, materials, colors, and the rationale for going away from a sign consisting of individual letters to a one-piece sign.

The Committee spoke in support of the change from individual letters to a one-piece sign. However, the Committee struggled to find the sign in compliance with the Design Guidelines because the proposed colors failed to complement the color scheme of the building. Specifically, the Committee felt the white was too stark against the beige color of the building, and suggested toning down the white to better complement the building’s color scheme.

Vice Chair Berlin made a motion to approve the project with conditions, but the motion failed to secure a second.

Chair Hoag made a motion, seconded by Vice Chair Berlin, to continue the item to a future meeting to allow the applicant to refine the colors to better complement the building’s color scheme.

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

AYES: Hoag, Berlin, Hall, Couch, Juette
NOES: None
8.c. CONSIDERATION OF ADMINISTRATIVE SIGN PERMIT 19-009; ONE (1) NEW WALL SIGNS AND REPLACEMENT OF ONE (1) EXISTING CANOPY SIGN FOR AN EXISTING BUSINESS; LOCATION – 203 E. BRANCH STREET; APPLICANT – BRANCH STREET DELI; REPRESENTATIVE – ROBIN McDonald (Perez)

Assistant Planner Perez presented the staff report and provided details about the number, location, materials, and colors of the proposed signs. He explained how the amount of sign area allowed for a business is determined, and how all signage, even signs that are exempt from permit requirements, count towards the total sign area for a business located in the Historic Character Overlay District. He also explained how the style and design of both the awning and signage complies with the Design Guidelines, but the total amount of sign area proposed exceeds what is allowed for this location.

Robin McDonald, project representative, spoke in support of the project and explained the concepts that drove the project. She stated that the primary objectives of the project were to rebrand the restaurant while beautifying the frontage at the same time. The awning was chosen to complement the awning on the neighboring business, and the accessory sign was an attempt to declutter the street-facing windows.

The Committee appreciated the overall concept and aesthetics of the proposal and felt the proposal was a drastic improvement from the existing signage. The Committee found the colors, materials, and style of the proposal to be appropriate for the Village. The Committee discussed ideas to reduce the area of signage by suggesting the removal of the window graphics, the accessory sign, or the existing sign on the eastern elevation of the building.

Chair Hoag made a motion, seconded by Vice Chair Berlin, to recommend approval of the project to the Community Development Director with the following condition:

1. Reduce the sign area to comply with the maximum amount allowed by the Municipal Code by either: removing the accessory sign, moving the existing wall sign on the eastern elevation, or working with staff to re-measure the signage to determine the sign area without excessive white space and filigree beyond the borders of the sign message.

Planning Manager Downing brought the Committee’s attention to the revised agenda, specifically the addition of Item 9.a.

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 (Downing)

Planning Manager Downing provided project details, including a rendering of the proposed sign, and noted that the proposed sign will neither increase the height nor sign area of the previous sign. He also explained that this project is considered a change of copy to the previous pole sign, and therefore is only a discussion item.

The Committee unanimously supported the change of copy.

10. COMMITTEE COMMUNICATIONS
None
11. **STAFF COMMUNICATIONS**
Planning Manager Downing informed the Committee that the Verizon Wireless small cell facility project is being reviewed by the Planning Commission at their meeting on August 20, 2019.

Planning Manager Downing inquired about the Committee’s flexibility regarding the September meeting schedule and the noted the possibility of adding a Special Meeting on September 9, 2019.

Planning Manager Downing thanked the Committee for their in-depth and thoughtful discussion regarding signage in the Village.

12. **ADJOURNMENT**
The meeting was adjourned at 5:04 p.m. to a regular meeting on September 16, 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

BY: ANDREW PEREZ, ASSISTANT PLANNER

SUBJECT: CONTINUED 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: SEPTEMBER 16, 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 ARC previously reviewed the proposed signs on August 19, 2019. The ARC was supportive of the design, location, and materials proposed, however the Committee expressed concern that the proposed colors did not complement the color scheme of the building, as required by the Design Guidelines. (Attachment 3).

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 for an existing business. 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 a 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 only change to this proposal is to the colors, which have been revised to complement the building’s color scheme. The resubmittal proposes the word “Assist” to be painted black, the words “Home Loans” to be painted metallic gold, the company emblem to be a combination of these colors, and the dashed line in the background to be metallic silver and surrounded by a black border (Attachment 4). All of the individual characters will be mounted on backing that is proposed to be an off-white color. 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
- Painted aluminum backing

**Colors:**
- Main lettering and trim: Black (semi-gloss finish)
- Secondary lettering: Metallic gold
- Company emblem: Black and metallic gold
- Backing: Alabaster (matte finish)

**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: Black (semi-gloss finish)
- Secondary lettering: Metallic gold
- Company emblem: Black and metallic gold
- Backing: off-white –“Alabaster” (matte finish)

**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 ARC should consider whether the proposed colors comply with the Design Guidelines and complement the color scheme of the building.
The proposed sign has not changed in dimension or location on the structure. The proposed signage is in conformance with the Arroyo Grande Municipal Code (AGMC) in regards to the size, location, and amount of proposed signage.

ADVANTAGES:
The proposed signage has been revised to complement the building's color scheme in accordance with the Design Guidelines. The proposal complies with the Arroyo Grande Municipal Code for sign area, number and locations.

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. Draft Minutes from the August 19, 2019 ARC meeting
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. Awnings 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.
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 Hall 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 August 5, 2019, Regular Meeting as submitted. The motion passed 5-0 on the following voice vote:

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

8. PROJECTS
8.a. 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 (Downing)
Planning Manager Downing presented the staff report, briefly described the approved Amended Conditional Use Permit that increased the number of tenants and allowed for the addition of the drive-thru pad. He provided details about the design of the building, proposed materials and colors, lighting, landscaping and intended locations for signage.

Tom Jess, project representative, spoke in support of the project and explained that the design of the building uses similar architectural concepts, materials, and colors as the primary structure on site. He also provided details about the screening of the rooftop mechanical equipment, and use of vegetative screens to hide the service areas of the restaurant.
The Committee spoke in support of the project and was supportive of the massing, colors and material choices. The Committee also appreciated how the architecture of the drive-thru complemented the primary structure on site and found the landscaping appropriate, especially the use of the vegetative wall.

Vice Chair Berlin made a motion, seconded by Committee Member Juette, to recommend approval of the project to the Community Development Director as submitted, with the suggestion to include patio trees in the outdoor dining area and to extend the length of the proposed planters underneath the vegetative wall in order to capture water that may drip down when the plants are irrigated.

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

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

8.b. 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 (Perez)

Assistant Planner Perez presented the staff report and provided details about the number, location, materials, and colors of the proposed signs. He also described how the proposed signage is potentially inconsistent with the Design Guidelines.

Randy Brownell, project representative, spoke in support of the project, provided additional details about the sign type, materials, colors, and the rationale for going away from a sign consisting of individual letters to a one-piece sign.

The Committee spoke in support of the change from individual letters to a one-piece sign. However, the Committee struggled to find the sign in compliance with the Design Guidelines because the proposed colors failed to complement the color scheme of the building. Specifically, the Committee felt the white was too stark against the beige color of the building, and suggested toning down the white to better complement the building’s color scheme.

Vice Chair Berlin made a motion to approve the project with conditions, but the motion failed to secure a second.

Chair Hoag made a motion, seconded by Vice Chair Berlin, to continue the item to a future meeting to allow the applicant to refine the colors to better complement the building’s color scheme.

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

AYES: Hoag, Berlin, Hall, Couch, Juette
NOES: None
ASSIST HOME LOANS

Boodling 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 (Aluminum French Cleat)
French Cleat attached to building with DuoPower Anchor

Well Seen SIGNS
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.
MEMORANDUM

TO: ARCHITECTURAL REVIEW COMMITTEE

FROM: MATTHEW DOWNING, PLANNING MANAGER

BY: ANDREW PEREZ, ASSISTANT PLANNER

SUBJECT: CONSIDERATION OF ADMINISTRATIVE SIGN PERMIT 19-012; ONE (1) NEW PAINTED WALL SIGN AND REPLACEMENT OF ONE (1) EXISTING WALL SIGN FOR A NEW BUSINESS; LOCATION – 116 W. BRANCH STREET; APPLICANT – HUMDINGER BREWING; REPRESENTATIVE – STEVE SIMOULIS

DATE: SEPTEMBER 16, 2019

SUMMARY OF ACTION:
Recommendation for future action by the Community Development Director will result in new signage for a new 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 Core Downtown (VCD) and is located in the D-2.4 Historic Character Overlay District (Attachment 1). On July 16, 2019, the Planning Commission approved a conditional use permit to establish a brewpub at the subject location. The applicant has applied for an administrative sign permit for new signage for the new business. Due to the property’s location in the Historic Character Overlay District, the administrative sign permit 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 one (1) new painted wall sign on the southern façade to serve as the primary signage for the business, and replacement of one (1) existing wall sign on the western elevation. The proposed signage is subject to the regulation of the Design Guidelines, which allows painted wall signs when proposed on painted brick,
stone, or stucco surfaces, subject to ARC recommendation. The painted wall sign is proposed to be centered above the storefront on the southern elevation of the tenant space. The acrylic wall sign is proposed to be hung on the western elevation in an existing cabinet that previously accommodated the previous tenant’s signage. Both signs are proposed to read “Humdinger Brewing”. The word “Humdinger” is proposed be black, the word “Brewing” is proposed to be blue (Attachment 3). The wall sign on the south elevation will be painted on an existing, smooth stucco surface that is currently a beige color called “White Sand”. Each of the colors are earth tones and are proposed to have matte finishes, consistent with the Design Guidelines requirements. Paint and material samples will be available for review at the meeting. The design and materials for the signs are as follows:

### Wall Sign – South Elevation

**Materials:** Painted sign  
**Colors:**  
- Primary lettering: Tricorn Black  
- Secondary lettering: Bunglehouse Blue  
- Background: White Sand (existing)  
**Message:** Humdinger Brewing  
**Size:** 15’-6” x 3’-9” (58.2 square feet)  
**Location:** Centered on the south elevation  
**Illumination:** New wall mounted wash lights

### Wall Sign – West Elevation

**Materials:** Painted acrylic panel in an existing cabinet  
**Colors:**  
- Primary lettering: Tricorn Black  
- Secondary lettering: Bunglehouse Blue  
- Background: White  
**Message:** Humdinger Brewing  
**Size:** 7’ x 2’-6” (17.5 square feet)  
**Location:** Existing cabinet on west elevation  
**Illumination:** Existing wall mounted wash lights

The proposed signs meet the specific regulations for business identification signs identified in Table 16.60.040-A of the Municipal Code. Section B.1 of Table 16.60.040-A of the Arroyo Grande Municipal Code allows two (2) square-feet of sign area per linear foot of building frontage for the first twenty-five feet (25’) and 1.5 square-feet of sign area per linear foot of building frontage for the next seventy-five feet (75’). Based on a frontage of 43’-9", a maximum of 78 square-feet is allowed. The applicant proposes signage totaling approximately 76 square-feet, which is less than the total sign area allowed. The painted wall sign is proposed to be illuminated by two (2) new gooseneck light fixtures (Attachment 4). The Design Guidelines state that signs may be externally illuminated, however the fixtures must be ornate and complement the building’s architecture.
There are currently two (2) signs on the west building elevation that provide visibility for the other occupants of the building: Doc Burnstein’s, and Right Brain Financial Advisors. The previous restaurant tenant of 116 W. Branch Street had a panel sign on the west elevation consistent with the other two (2) tenants, and the property owner has indicated that Humdinger Brewing would be allowed to place a sign in the existing sign cabinet as a change of copy.

The proposal meets the general requirements of the Design Guidelines in regards to number, size and location of the signs. The project proposes painted wall signs on a finished stucco surface with a recommendation from the ARC, per the Design Guidelines.

ADVANTAGES:
The proposed signage meets the requirements of the Design Guidelines and the Arroyo Grande Municipal Code for sign area, number and locations.

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. Project Plans
4. Light fixture details
Signs, Awnings and Rear Entries

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.
Gooseneck Light Aluminum - 27.25" W x 85" H, Arm - with 10in. Emblem Shade

$375.99

In stock
Ships in 2-3 Weeks
SKU#: SL8-AE20-EM710

OPTIONAL HEAVY DUTY SWIVEL
- Swivel + $50.00

CHOOSE COLOR:
- White

Qty
1

ADD TO CART

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Mounting Detail

AE20