

## MEMORANDUM

**TO: ARCHITECTURAL REVIEW COMMITTEE**

**FROM: PATRICK HOLUB, ASSISTANT PLANNER**

**SUBJECT: CONSIDERATION OF ARCHITECTURAL REVIEW 20-011;  
EXTERIOR ALTERATIONS TO AN EXISTING COMMERCIAL  
BUILDING AND NEW SIGNAGE; LOCATION – 117 E. BRANCH  
STREET; APPLICANT –AMANDA CRANER, MULE BAKERY**

**DATE: FEBRUARY 1, 2021**

### **SUMMARY OF ACTION:**

Recommendation of approval to the Community Development Director will allow for alterations to the existing commercial structure and the installation of new signage for the new business.

### **IMPACT ON FINANCIAL AND PERSONNEL RESOURCES:**

None.

### **RECOMMENDATION:**

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

### **BACKGROUND:**

The subject property is zoned Village Core Downtown (VCD) and requires review by the Architectural Review Committee (ARC) because the project proposes changes to a structure located in a commercial zone and is within the Historic Character Overlay District (Attachment 1). Parking is provided in the parking lot behind the building to the north as well as on East Branch Street in front of the building.

### **ANALYSIS OF ISSUES:**

#### Existing Conditions

The existing tenant space is currently occupied by Eclair Bakery but is currently in the process of completing interior tenant improvements and will be changing the name of the business to Mule Bakery. Entrance to the suite is from the south on East Branch Street. The existing southern façade, is composed of several large rectangular windows with signage for the business above. The building previously had a striped, overhanging awning that was recently removed.

**ARCHITECTURAL REVIEW COMMITTEE  
CONSIDERATION OF ARCHITECTURAL REVIEW 20-011  
FEBRUARY 1, 2021  
PAGE 2**

Proposed Renovations

The applicant is proposing installing updated signage at the southern elevation of the building. The existing Éclair Bakery signage is proposed to be removed and repainted with updated signage reflecting the business' name change to Mule Bakery.

In addition to the updated signage, the applicant is proposing to replace the already removed awning with a solid black awning of the same size. Furthermore, the applicant has proposed replacing the existing wainscoting below the windows with a board and batten finish.

The applicant is proposing to repaint the exterior of the structure. The parapet is proposed to be painted Snowfall White to match the stucco. The sign, building trim and the front door are all proposed to be painted Regent Green. The board and batten siding is proposed to be painted with an undetermined wood stain color.

The proposed project plans and proposed color samples (Attachment 2) are included for reference.

Design Guidelines

Although the proposal does not include the construction of a new building, the renovations align with the objectives of section 16.16.130 of the Arroyo Grande Municipal Code. For example, this Code section states that the purpose of the Architectural Review is to ensure that the materials, textures, colors and details of proposed construction are an appropriate expression of the design concept and function, and are, to the extent feasible, compatible with the adjacent and neighboring structures and functions. With regards to materials, colors and textures, the applicant has proposed a variety of architectural elements that will revitalize the aging building and provide an aesthetic improvement that compliments the surrounding commercial corridor.

Signage

The applicant is proposing to install an eighteen (18) square-foot painted wall sign. With a building frontage of twenty-one feet (21'), the tenant space is allowed a maximum of forty-two (42) square feet of signage.

The relevant pages from the Village Design Guidelines have been included for reference (Attachment 3). As mentioned in the Design Guidelines, wall signs painted on finished wood and/or painted brick, stone or stucco surfaces are allowed subject to ARC recommendation.

**ARCHITECTURAL REVIEW COMMITTEE  
CONSIDERATION OF ARCHITECTURAL REVIEW 20-011  
FEBRUARY 1, 2021  
PAGE 3**

**ADVANTAGES:**

The project complies with the requirements of the Arroyo Grande Municipal Code, The Village Design Guidelines and improves the appearance of a commercial building in the Village.

**DISADVANTAGES:**

None identified.

**ENVIRONMENTAL REVIEW:**

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

**PUBLIC NOTIFICATION AND COMMENTS:**

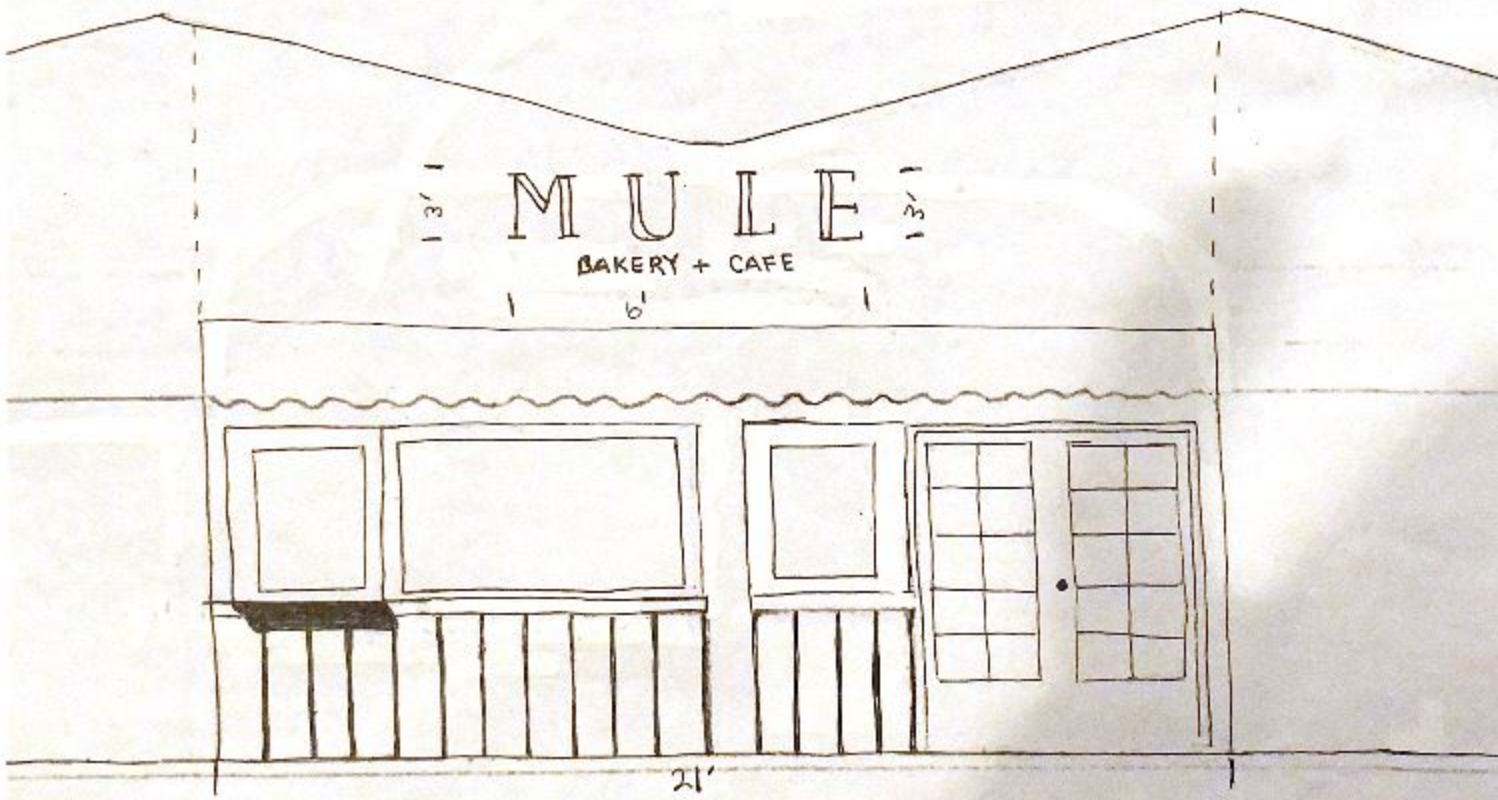
The Agenda was posted at City Hall and on the City's website in accordance with Government Code Section 54954.2.

**ATTACHMENTS:**

1. Project Location
2. Project Plans
3. Village Design Guidelines Excerpt



Attachment 1



Regent Green (2136-20)  
Benjamin Moore



Snowfall White  
OC-118

## 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.