MEMORANDUM

TO: ARCHITECTURAL REVIEW COMMITTEE

FROM: ANDREW PEREZ, ASSISTANT PLANNER

SUBJECT: CONSIDERATION OF ADMINISTRATIVE SIGN PERMIT 20-003; TWO (2) NEW WALL SIGNS FOR A NEW BUSINESS IN THE ARROYO GRANDE SHOPPING CENTER; LOCATION – 1237 E. GRAND AVENUE, SUITE 101; APPLICANT – VERIZON WIRELESS; REPRESENTATIVE – MARK BLACKFORD

DATE: MARCH 2, 2020

SUMMARY OF ACTION:
Recommendation for future action by the Community Development Director will result in new signage for a new business in the Arroyo Grande Shopping Center.

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 Gateway Mixed-Use (GMU), and located in the Arroyo Grande Shopping Center (Attachment 1). The proposed signage requires review by the ARC for compliance with the Arroyo Grande Shopping Center Master Sign Program (Attachment 2).

The sign program has been revised several times during the rehabilitation of the center, most recently in April 2019 when the property owner decided to divide Building C into two tenant spaces. The ARC recommended approval of the proposed changes to the sign program at that time, with the condition that a recommendation from the ARC is required when signage is proposed for the western elevation of Building C.

ANALYSIS OF ISSUES:
Project Description
The applicant is proposing to install two (2) new wall signs on Building “C” of the Arroyo Grande Shopping Center. The shopping center 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 northern and western elevations, which is allowed by the sign
program for this tenant space. A building permit has been issued to construct a tower element at the southwestern corner of the building and the project is currently under construction (Attachment 3).

The proposed walls signs are be identical in both appearance and size, and are proposed to consist of a white, aluminum channel letters and the copyrighted red Verizon checkmark. The individual characters would be flush mounted to the building face and internally lit. The design and materials for the signs are as follows:

**Wall Signs**

- **Materials:** Aluminum channel letters
- **Colors:**
  - Main lettering: White (satin finish)
  - Checkmark: Poppy red (satin finish)
- **Message:** Verizon
- **Size:** 17” x 118” (13.5 square feet/each)
- **Locations:**
  - One (1) Centered on the northern elevation of the tower element
  - One (1) Centered on the western elevation of the tower element
  - Two (2) total
- **Illumination:** Internal opaque LED

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 Arroyo Grande Shopping Center Master Sign Program, as previously stated.

The amount of signage allocated for this tenant space, per the Arroyo Grande Shopping Center Master Sign Program, is 38 square feet (1 square foot for each linear foot of building frontage), and the applicant is proposing two (2) identical 13.5 square foot wall signs for a total of 27 square feet of signage. The sign program restricts sign area on the western elevation of this building to 20 square feet, with the design and location at the discretion of the ARC. The wall sign on the western elevation is proposed to be 13.5 square feet, in compliance with this provision.

Adhesive vinyl graphics with hours of operation and other noncommercial information are proposed for the front door, but are considered to be accessory signs. Both the Municipal Code and the sign program state that if the total area of accessory signs is restricted to less than ten percent of the allowed sign area, the signage does not count toward the signage allocation for a tenant space. The accessory signs proposed with this application do not exceed the ten percent threshold; therefore do not count towards the total sign area. The proposal meets the sign program’s criteria for sign area, location, materials, colors, and illumination.

**ADVANTAGES:**
The proposed signage meets the requirements of the Arroyo Grande Shopping Center Master 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 construction of a sign appurtenant to an existing 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. Arroyo Grande Shopping Center Master Sign Program (p. 23-25 & 38)
3. Building Elevations
4. Project Plans
SIGN AREA MEASUREMENTS: BUILDING PAD “C” (Minor Tenant)

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

*Overall Building Square Footage: 4,889 SF*

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

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

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

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

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

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

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

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

Signage proposed for the western elevation shall also require a recommendation by the City’s Architectural Review Committee for placement and design.

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

Materials and Colors: Sign materials shall complement the building material and shall be in maintaining the overall character of the Arroyo Grande Shopping Center. Signs painted on a signboard or other thin material shall be framed on all sides to provide depth and a finished look to the sign. Sign colors shall complement the building color scheme. Bright, intense colors are inappropriate including...
the use of fluorescent, “neon” or “day-go” colors on signs. All applications for sign permits shall include a sample of the intended color palette. Capital letters shall not exceed a height of eighteen (18) inches. Lower case letter shall not exceed a height of eighteen (18) inches. When using logos, logo size should not exceed twenty-four (24) inches. Two (2) rows of letters shall not exceed thirty-six (36) inches.

**Sign Illumination:** Signs may be externally illuminated with incandescent lights or other lighting that does not produce glare and is designed to conserve energy (LED Illuminated Letters). Wall, canopy, or projecting signs may be illuminated from concealed sources or exposed ornamental fixtures that complement the building’s architecture. All sign illumination shall be from the interior or by indirect lighting that shall be turned off after business hours, or at ten (10:00) pm, whichever is later.

**Approval:** All signs shall be reviewed for conformance with this criteria and overall design quality. Approval or disapproval of sign submittals based on aesthetics of design shall remain the right of the Landlord and the City of Arroyo Grande. Any deviations from the standards outlined in the Arroyo Grande Sign Program or Arroyo Grande Municipal Code require approval from the Arroyo Grande Architectural Review Committee.
ATTACHMENT 3

KEYNOTES

1. NEW WILDLIFE GUARD TO MATCH RIGHT FRAME OF EXISTING.
2. EXISTING PRODUCT REMAIN.
3. GUTTER GUTTER GUTTER MATCH EXISTING DETAILS.
4. EXISTING STRUCTURE TO BE CUT ON .& PAINTED.
5. ENTRY SOFFIT TO MATCH LARGE TOWER UNIT AT REAR OF NEW WALL.
6. GROUNDS REPAIRS TO MATCH.
7. GROUNDS REPAIRS TO MATCH.
8. ROOF GUTTER EXISTENCE OF 1/2 FEET SLIDE TO.
9. SHELL IMPROVEMENTS.
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11. SHELL IMPROVEMENTS.
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NOTE:
ALL EXISTING, NON-STANDARD, WINDOW GRAPHICS AND SIGNAGE
TO BE REMOVED AND REPLACED WITH NEW STANDARD GRAPHICS.

PROPOSED V-HEIGHT - 17"
PROPOSED NORTH ELEVATION

SW 9183
Dark Clove
LRV = 5
NOTE:
ALL EXISTING, NON-STANDARD, WINDOW GRAPHICS AND SIGNAGE
TO BE REMOVED AND REPLACED WITH NEW STANDARD GRAPHICS.
Note for Installer: Borders are cut to provide ease in a level install. Please be sure to remove border once vinyl is installed and level.

1237

4\" ADDRESS NUMBER VINYL
SCALE: 1/8\" = 1\"

Cellular Sales
Independently operated store

Mon - Fri
Sat
Sun

0 AM - 9 PM
9 AM - 9 PM
11 AM - 7 PM

Font weight: 55 Roman
Font Size: 43 pt

Font weight: 75 Bold and 55 Roman
Font Size: 43 pt

Time-delay safe for inventory may be in use

Stolen inventory is tracked and disabled

Holiday Hours (A or B)

Font weight: 55 Roman
Font Size: 43 pt

Font weight: 75 Bold
Font Size: 402.8 pt

Optional Text for Languages Spoken
No Text Will Be Provided Unless Requested By Agent.

Colors

A
WHITE VINYL

B
TOMATO RED VINYL 3M 7725-13

Guidelines

- Remove all existing graphics from doors
- Apply as first surface graphics
- All graphics should be applied to one door
- If two doors, install on right door
- Standard font's used are NEUE HAAS GROTESK 75 BOLD and 55 ROMAN
- Agent name should be in the Verizon brand font (NEUE HAAS GROTESK 75 BOLD)
- Holiday hours (A) are only displayed during holiday retail period (November - December)
- Holiday hours (B) are displayed during other holidays during the year (e.g. July 4th)
- 4\" from door frame / mullion is preferred but may vary due to field conditions
DOUBLE DOOR GUIDELINES

- RECOMMEND THAT STORE ADDRESS IS POSITIONED TO THE BOTTOM CENTER OF THE WINDOW ABOVE MAIN ENTRANCE
- ADDRESS NUMBER IS 4" IN HEIGHT
- THE TOP OF THE "V" IN "VERIZON" CANNOT EXCEED 5'-5" IN HEIGHT
- PROMOTIONAL CLINGSr SHOULD ALWAYS BE POSITIONED AT 5'-5", THE AVERAGE EYE HEIGHT LEVEL
- ALTERNATE LANGUAGES SHOULD BE POSITIONED AT 2'-0" ABOVE GRADE
- HANDICAP ICON SHOULD BE POSITIONED ABOVE THE SECURITY MESSAGE IN ALL SITUATIONS ON ALL DOORS
- STOP SIGN IS OPTIONAL

Note: Graphics shown on this page are for representation only and are NOT to be used for production. Please see previous page for location specific graphics.