



## MEMORANDUM

**TO: ARCHITECTURAL REVIEW COMMITTEE**

**FROM: ROB FITZROY, COMMUNITY DEVELOPMENT DIRECTOR**

**BY: PATRICK HOLUB, ASSISTANT PLANNER**

**SUBJECT: CONSIDERATION OF ADMINISTRATIVE SIGN PERMIT 21-005; ONE NEW WALL SIGN AND NEW PAINT COLORS FOR A NEW BUSINESS; LOCATION – 127 EAST BRANCH STREET; APPLICANT – KRISTA BANDY, VILLAGE KIDS**

**DATE: APRIL 5, 2021**

### **SUMMARY OF ACTION:**

Recommendation for future action by the Community Development Director will result in 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), is located in the D-2.4 Historic Overlay District and requires review by the Architectural Review Committee (ARC) for compliance with the Design Guidelines and Standards for the Historic Character Overlay District. This tenant space was most recently utilized by a real estate office.

### **ANALYSIS OF ISSUES:**

#### Project Description

The applicant proposes signage for a new retail business at the subject location. Additionally, the applicant is seeking approval for the paint colors proposed for the front elevation. The proposal for the Committee's consideration consists of one (1) new wall sign painted on the building façade above the front entrance and the new paint on the front elevation. (Attachment 1). Sign details and paint colors are described below.

**ARCHITECTURAL REVIEW COMMITTEE  
CONSIDERATION OF ADMINISTRATIVE SIGN PERMIT 21-005  
APRIL 5, 2021  
PAGE 2**

**Wall Sign**

**Materials:** Painted on building  
**Colors:** White background with Pink lettering  
**Message:** *Village Kids – Consignment Boutique*  
**Size:** 54" x 32" -- Approximately 12 square feet.  
**Location:** Above main entrance.

The sign proposal meets Arroyo Grande Municipal Code requirements for the area, which allows one wall sign per public street frontage. The wall sign would be painted on the building above the front entrance. The area where the sign lettering will be painted is currently painted white and the material is plywood. There are no proposed changes to the plywood or the white background.

The same two colors are proposed for the signage and also for the façade. The applicant is proposing to paint the entire façade of the building, with the exception of the existing brick, Benjamin Moore "Chantilly Lace." The color for the front door and the sign lettering is proposed to be Benjamin Moore "Cats Meow," which is a light shade of pink. There is currently no proposal to repaint the white background of the sign, which is existing.

The Municipal Code allows a total of 42 square feet of signage for this business based upon the dimension of the business frontage length (21 feet.). The total area of the proposed signage, including accessory signs, is approximately 12 square feet, which is less than the maximum allowable sign area for this business. As a note for the Committee, the area of the proposed signage only includes the maximum dimensions of the pink lettering and does not reflect the size of the existing white painted plywood that the sign will be painted on.

**Design Guidelines**

In regards to building colors, the Design Guidelines (Attachment 2) specify that building colors should be compatible with the historic character of the area and should not conflict with other colors in the surrounding areas. The Guidelines state that building colors primarily include tones that match the natural environment, such as earth tones.

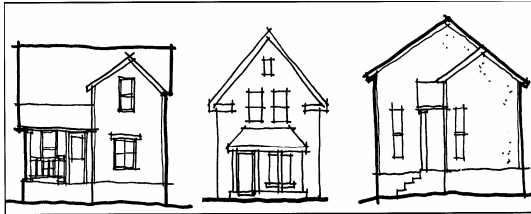
In regards to wall painted signs, the Design Guidelines state that painted wall signs are not appropriate on facades of unpainted brick or stone. Additionally, the Guidelines state that signs painted directly on unpainted or unfinished walls are not appropriate. Wall signs painted on finished wood and/or painted brick, stone or stucco are allowed subject to ARC recommendation. Staff is seeking the Committee's input regarding the colors for the proposed sign as well as the façade of the building.

**Attachments**

1. Sign Plans
2. Design Guidelines and Standards for Historic Districts



The existing pattern of building facades generally respecting pedestrian or human scale design should be incorporated into new development projects. Façade designs that incorporate either brick or stone elements and parapets are appropriate for commercial structures. Roof types generally associated with residential buildings such as gable, hip or gambrel are also appropriate for structures within the Village Mixed Use district.



**Preferred:** Design a façade to appear similar in scale and character to neighboring houses.

**Established Context**

**Avoid:** Large areas of blank wall that face the street appear more bulky and fail to provide a sense of human scale.

### **A building front should provide visual interest and a sense of human scale.**

All decorative fixtures, including awnings, signs and lighting, shall be integrated with other design elements of the structures.

Building elevations shall be submitted as part of the application for ARC review. Perspectives, accurate sections or a model of the project may be required to depict the height, mass and scale of the proposed project with respect to its setting and adjacent development.

### **Construction Materials**

Clapboard, weatherboard cladding, and cement plaster, including stucco, are building materials used in the Village Mixed Use district. Cement plaster is most prevalent in more recent designs and on Spanish Eclectic style buildings. All cladding or wood materials should be painted or treated to preserve the wood, and to give the structure a more finished look. New roofing materials should incorporate composition shingles or other nonflammable material that simulates the appearance of

wood. For Spanish Eclectic or Pueblo styles, the use of mission tiles is appropriate.

New or replacement door frames and window sashes should be made of wood or an approved substitute material that approximates the appearance of original materials.

Some existing buildings incorporate materials that do not reflect historic styles such as synthetic siding, concrete block and aluminum, which are the result of prior additions or remodels. Further use of these materials is not permitted unless necessary for minor changes to elevations already composed of such elements. Additions or alterations to buildings shall use the original building materials where possible, or approved materials that simulate original materials.

Original decorative details should be retained where possible. If original historic materials have deteriorated and must be removed, they shall be replaced with materials that match the original design, color and texture.

Sample materials shall be submitted as part of the application for ARC review.

### **Building Colors**

Building colors should be compatible with the historic character of the area, and should not conflict with other colors in the surrounding areas. The building colors in the historic districts primarily include tones that match the natural environment such as earth tones. Some Victorian homes in the Village Residential and Village Mixed Use portions of the Village use brighter colors to accent the style of these buildings.

Neon or day-glow colors are not appropriate. Bright colors, such as those on the Victorian homes, shall be limited to accent details or portions of the buildings. Color samples shall be submitted as part of the application for ARC review.

## 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.