



MEMORANDUM

TO: PLANNING COMMISSION

FROM: MATTHEW DOWNING, PLANNING MANAGER

**SUBJECT: SUPPLEMENTAL INFORMATION FOR AGENDA ITEM 8.b. –
FEBRUARY 19, 2019 PLANNING COMMISSION MEETING:
CONSIDERATION OF PLANNED SIGN PROGRAM 18-002; SIGN
PROGRAM FOR TENANT WALL SIGNAGE AND TWENTY FOOT (20')
TALL FREEWAY SIGN; LOCATION – 1570 W. BRANCH STREET;
APPLICANT – PETER ORRADRE; REPRESENTATIVE – RRM DESIGN
GROUP**

DATE: FEBRUARY 19, 2019

Attached are comments received after agenda preparation regarding the proposed project.

cc: Community Development Director
Public Review Binder

Matt Downing

From: Linda Busek [REDACTED]
Sent: Tuesday, February 19, 2019 11:12 AM
To: fschiro@arroyogrande.org; amontes@arroyogrande.org; jmaraviglia@arroyogrande.org; gmartin@arroyogrande.org
Cc: Matt Downing; Teresa McClish; Andrew Perez
Subject: Signage Review at Old K-Mart Site on Agenda 2/19/2019

Dear Members of the Planning Commission and Arroyo Grande Staff,

I understand the developer of the former K-Mart site has come back with a proposed 20' freeway sign (instead of the original 50' sign) and the ARC has okayed it and sent to Planning Commission for your approval.

At the September meeting, I (and several others) spoke against the proposed 50' freeway signage.

This proposed 20' monument signage still seems too tall. For patrons driving on Branch it seems visibility would be much better served with a smaller profile sign situated beneath the tree canopies. An easily read sign at eye level by motorists in passing autos would adequately direct traffic to the location of the proposed business entities which will be patronized by locals.

Freeway visibility is unnecessary clutter. The Arroyo Grande community wants to keep its "hometown" character, plus I fear the developers will be removing some of the already sparse vegetation & trees to erect this 20' sign.

I would ask that you invite the developer to provide another design option with a lower profile for consideration.

Thank you!

Linda Busek
Berry Gardens
[REDACTED]