



MEMORANDUM

TO: Downtown Parking Advisory Board

FROM: Bill Robeson, Assistant City Manager/Public Works Director

BY: Shannon Sweeney, City Engineer

SUBJECT: Discussion Regarding Wayfinding Signage in the Village

DATE: April 26, 2024

SUMMARY OF ACTION:

Recommended sign types, locations, and styles will be presented to City Council for approval.

IMPACT ON FINANCIAL AND PERSONNEL RESOURCES:

\$40,000 is slated in the draft FY 2024-25 budget for improving signage in the Village. The FY 24 – 25 budget is scheduled for City Council approval before the end of June 2024. Implementation of any element of the wayfinding program is contingent on funds being available in the next fiscal year's budget.

RECOMMENDATION:

Recommend changes to wayfinding signage as discussed or provide input on modification. Updating Wayfinding signage is categorically exempt from the California Environmental Quality Act (CEQA) under the Class 1 exemption, which applies to the operation, repair, maintenance, permitting, leasing, licensing, or minor alteration of existing structures, facilities, mechanical equipment, or topographical features where the project involves negligible or no expansion of existing or former use. (State CEQA Guidelines, § 15301.)

BACKGROUND:

Over the years, numerous City signs have been placed throughout the Village and other locations around the city to identify public facilities and to direct vehicular traffic to parking. Public facilities signage is relatively consistent in style and color to the monument sign shown in Figure 1.

Directional parking signs are different from monument signs, but also follow some consistency in style and color, as seen in Figure 2.

Figure 1: Example of Monument Signs



Figure 2: Example of Directional Parking Sign



On December 12, 2023, City Council requested that City staff report back to City Council on progress on the City's wayfinding program at a March 2024 meeting.

On [March 12, 2024](#), staff requested input from City Council on the design, theme, directional information, locations for the City of Arroyo Grande Village Wayfinding Sign program. City Council comments associated with parking are:

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- Replace “P” signs with the word “Parking;” include a directional arrow where appropriate.
- Direct the public to the parking lot behind the businesses on the north side of Branch Street, rather than to Olohan Alley.
- Declutter signs where practicable, including at the entrances to parking lots.
- Evaluate all parking signs; add or remove as needed.

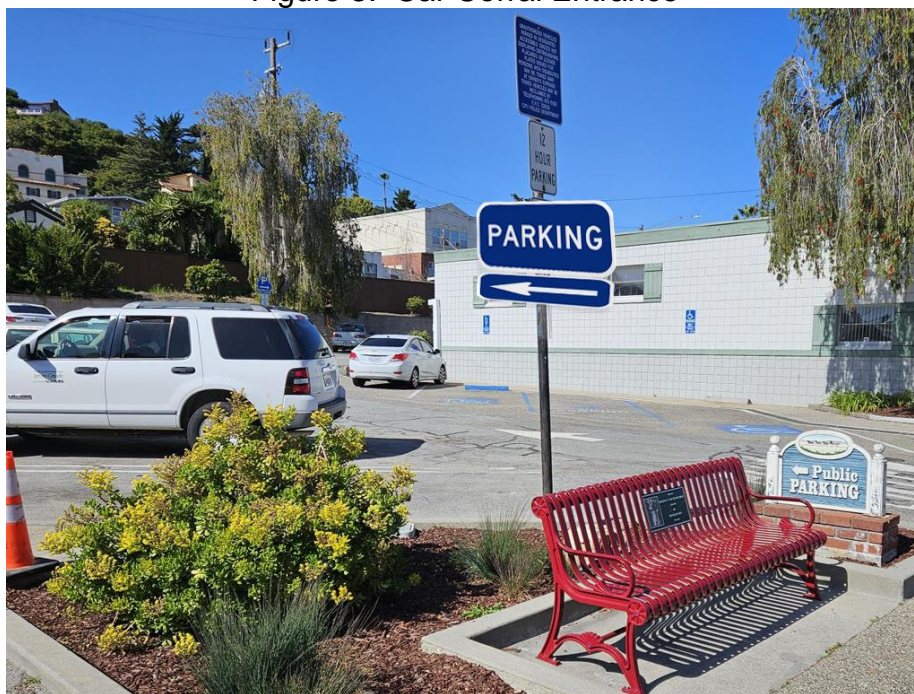
Staff has met several times since that Council meeting and has reviewed how best to implement Council’s direction.

ANALYSIS OF ISSUES:

Each of Council’s recommendations is discussed further below.

Replace “P” signs with the word “Parking;” include a directional arrow where appropriate
Figure 3 shows a rendering of the new parking sign. All “P” signs will be replaced with the new style sign.

Figure 3: Car Corral Entrance



Direct the public to the parking lot behind the businesses on the north side of Branch Street, rather than to Olohan Alley

The monument sign in front of Lightning Joe’s is proposed to be modified to eliminate reference to parking. See Figure 4. The parking sign in front of the Car Corral will be changed from a low monument sign to a parking sign on a pole that is more visible to traffic. See Figure 3.

Figure 4: Bridge Street Sign



Declutter signs where practicable, including at the entrances to parking lots

The wooden community center signs on Branch Street in front of Bank of America and on the other side of the road have been removed. The “no-u turn” signs on Branch Street on either side of the former Short Street have been removed with permission from police staff. Redundant signs at the north end of the Car Corral have been removed. Signs at parking lot entrances are being evaluated on an individual basis to determine which are still needed.

Evaluate all parking signs, add or remove as needed.

See Figure 5 for the location of all proposed parking signs.

Figure 5: Proposed Parking Signs



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ALTERNATIVES:

The following alternatives are provided for the Board's consideration:

1. Recommend sign modification as proposed;
2. Do not recommend sign modification; or
3. Provide other direction to staff.

ADVANTAGES:

Modifying the parking signs will help direct the public to the ample parking available behind businesses on Branch Street. Removing unnecessary signs reduces clutter and makes existing signs more impactful. Designing signs specific to their desired audience makes the signs more useful.

DISADVANTAGES:

No disadvantages have been identified.

ENVIRONMENTAL REVIEW:

Updating Wayfinding signage is categorically exempt from the California Environmental Quality Act (CEQA) under the Class 1 exemption, which applies to the operation, repair, maintenance, permitting, leasing, licensing, or minor alteration of existing structures, facilities, mechanical equipment, or topographical features where the project involves negligible or no expansion of existing or former use. (State CEQA Guidelines, § 15301.)

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.