

## EXHIBIT C

# Design Overlay District (D-2.11) Guidelines

## Purpose of the Design Overlay District

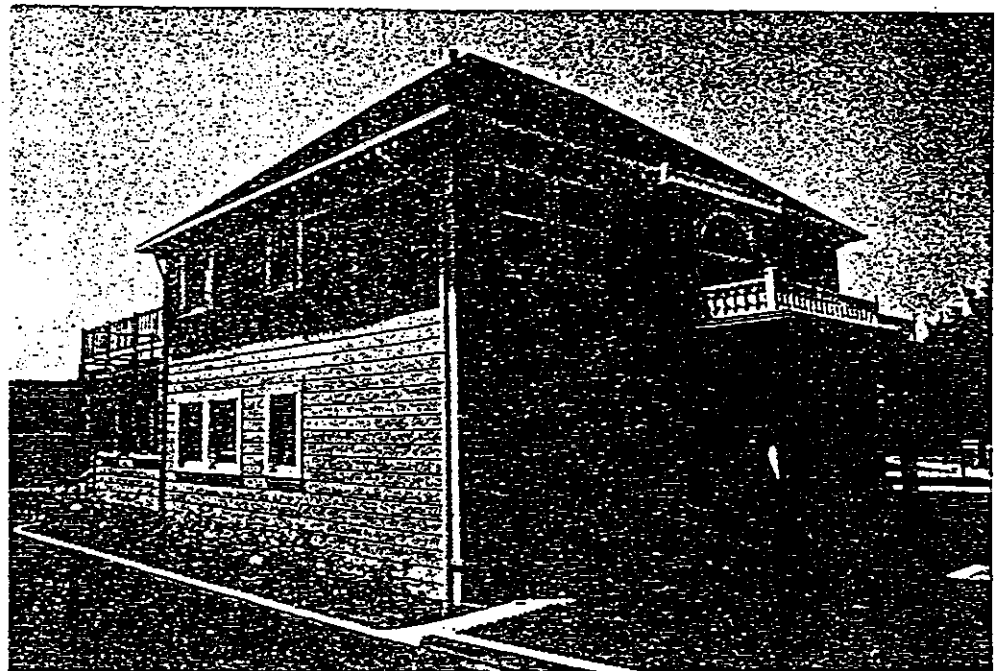
The primary purpose of this district is to encourage the use of design that will not detract from the neighboring Village districts. Although much of the development in this area is modern, there are also a significant number of historic structures in the design overlay districts. The intent of these guidelines is to protect those existing historic buildings, and to enhance the character of a major entrance to the City. There is no one proper architectural style, but the use of elements found in adjacent buildings or homes is encouraged.

## Guidelines for the Design Overlay District

### Site Design

1. All new projects or renovations shall adhere to site development standards of the Development Code.

2. All outbuildings, including garages and enclosures for service areas, trash containers, or outside storage should be designed as part of the overall project or building. Materials, textures and colors should be consistent with those of the proposed project and with adjacent buildings.
3. Landscaping should retain existing trees and plants as much as possible. Street trees or sidewalk planters should be incorporated where feasible and pedestrian circulation will not be obstructed. If street trees or sidewalk planters are within the public right-of-way, it is necessary to obtain an Encroachment Permit from the Public Works Department.



4. Streetscape improvements should match the existing sidewalk paving, lighting schemes, and street furniture, unless the new element introduced is more consistent with the character of the district than are existing elements.

3. Construction materials should be compatible with those used on adjacent development. New buildings should incorporate traditional materials, but should not attempt to blend with the existing environment by "pretending" to be historic. Victorian or period details should not be used when not in context with the building.

2. When Plot Plan review or a Conditional Use Permit is required, color samples should be submitted as part of the process. The use of florescent, "neon" or "day-glo" colors on building facades is not appropriate.

3. Color palettes should be compatible with those of adjoining buildings.

## Building Design

1. The height of new buildings shall not exceed development standards allowed in Title 9 of the Municipal Code (Development Code), unless a variance is approved.
2. New buildings or renovations shall adhere to lot coverage and floor area ratio requirements of the Development Code, unless a variance is approved.
3. New construction should include elements common to adjacent historic development such as cladding type, roofing material, roof structure, and ornamentation.



## Construction Materials

1. Renovations should use the original materials as much as possible.
2. Original decorative details should be retained during renovation. If the original materials have deteriorated and must be removed, they should be replaced with materials that match the original in design, color, and texture.

## Building Colors

1. The number of colors used on a building or project should be kept to a minimum, generally three or fewer. This would incorporate a base color, trim color and single accent color.

## Signs

### General

1. Signs shall meet all requirements of the Development Code, and the provisions of these guidelines. If a conflict arises between the requirements of the Development Code and these guidelines, the most restrictive requirements shall apply.
2. Signs may be subject to review by the Architectural Advisory Committee before approval of a Sign Permit.

### Size

1. All signage is included in the sign area allowed in the Development Code. This includes window and awning signs, and includes logos and graphic representations that identify the business, product sold, or service offered.
2. Window signs shall not exceed twenty percent (20%) of the window area in which they appear.

### Location

1. Signs should be located symmetrically in relation to facade bays and should not obstruct architectural features of the building.
2. Wall signs should be located above the entry to the building to better relate to pedestrian traffic.
3. Window and door signs should be applied where they will not obstruct visibility.
4. Signs on awnings or canopies should be placed where they may be seen by pedestrians as well as by passing traffic.

## Materials

1. High gloss, shiny or reflective surfaces are not allowed as a sign material.
2. Signs may use raised images or painted images in their design.
3. Sign materials should complement the building material, and shall be in keeping with the historic character of the adjoining Village and the rural atmosphere of Arroyo Grande.
4. Freestanding signs should consist of materials and colors similar and complementary to the primary building.

## Colors

1. Sign colors should complement the building color scheme.
2. Signs should incorporate no more than three (3) different colors. Too much contrast dilutes the effectiveness of the sign and creates an appearance of "busyness."
3. Bright, intense colors are discouraged, including the use of florescent, "neon" or "day-glo" colors on signs.
4. All applications for sign permits in the Design Overlay District should include a sample of the intended color palette.

## Sign Illumination

1. Signs should be illuminated with incandescent lights, or any lighting type that does not produce glare and is designed to conserve energy.
2. Wall, canopy, or projecting signs should be illuminated from hidden sources or exposed ornamental fixtures that complement the building's architecture.
3. Window signs and widow displays should be illuminated from hidden sources that do not obstruct visibility.

## Awnings and Canopies

1. 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.
2. Awning or canopy color and design should be compatible with that of the building on which it is attached. Awnings or canopies should also complement those of adjacent buildings, both in style and color.
3. Canopies and awnings should be consistent with the historic period in regard to size, shape, and materials. Aluminum, fiberglass and plastic awnings or canopies are discouraged.

# Design Overlay District 2.11

