



MEMORANDUM

TO: Architectural Review Committee

FROM: Brian Pedrotti, Community Development Department

BY: Patrick Holub, Assistant Planner

SUBJECT: Consideration Administrative Sign Permit 22-008; Signage for New Business; Location – 139 W. Branch Street

DATE: May 16, 2022

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 that 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 Mixed Use, 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.

ANALYSIS OF ISSUES:

Project Description

The applicant is proposing signage for a retail business at the subject location. The proposal for the Committee's consideration consists of one (1) new wall sign mounted on the building façade above the front entrance and two (2) accessory signs flanking the wall sign (Attachment 1). The accessory signs do not count towards the business' maximum number of signs because their primary purpose is to inform pedestrians and other members of the community about the type of services offered within, rather than to perform the primary function of advertising for the specific business. Arroyo Grande Municipal Code Section [16.60.030\(E\)](#) states that signs that advertise products sold or

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services provided on the premises do not count toward permitted signage. Regardless, the sign area for all signs shall count towards the maximum allowable sign area per the Village Design Guidelines.

Wall Sign

Materials: PVC CNC Routed Lettering with ½" MDO Substrate and Wood Grain Frame
Colors: Black lettering, gold accent and wood grain trim with white sign background
Message: Amber Creek Collections
Size: 120" x 33" -- Approximately 27.5 square feet.
Location: Above main entrance.

Accessory Sign #1

Materials: PVC CNC Routed Lettering with ½" MDO Substrate and Wood Grain Frame
Colors: Black lettering with wood grain trim with white sign background
Message: Home Decor
Size: 68" x 25" -- Approximately 11.8 square feet.
Location: Left of main entrance.

Accessory Sign #2

Materials: PVC CNC Routed Lettering with ½" MDO Substrate and Wood Grain Frame
Colors: Black lettering with wood grain trim with white sign background
Message: Gifts
Size: 68" x 25" -- Approximately 11.8 square feet.
Location: Right of main entrance.

The sign proposal meets Arroyo Grande Municipal Code requirements for the location, number, type and size of signage. The proposal constitutes a total sign area of approximately 51.1 square feet of signage, which is within the maximum allowable sign area. With a building frontage of approximately forty-five feet (45'), the business is allowed a maximum of eighty (80) square feet of signage.

Design Guidelines

The applicant's proposal is consistent with the requirements of the Village Design Guidelines (Attachment 2) in terms of size, location and the proposed colors and materials. The Guidelines specify that wall signs shall be located near the entry to the building to better relate to pedestrian traffic. The proposed location for the sign is directly above the building's entrance and will be visible for pedestrians on West Branch Street. Furthermore, the Guidelines state that sign materials shall compliment the building material and shall be in keeping with the historic character of the Village. The sign, as proposed, will complement the existing color scheme of the building and will help retain the character of the Village.

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Prior Installation

Staff has observed that the proposed signage has been installed prior to the approval of this application. Staff has been in discussion with the applicant and the applicant understands that any recommended changes will need to be made to the signage despite the fact that they have already been installed. The applicant has been engaged in open communication with staff and indicated a willingness and ability to make any recommended changes from the ARC.

ADVANTAGES:

Recommendation for approval of this sign proposal will allow the installation of new signage that is compatible with the Village Design Guidelines for an incoming business.

DISADVANTAGES:

None identified.

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. Sign Plans
2. Village Design Guidelines