



MEMORANDUM

TO: Architectural Review Committee

FROM: Brian Pedrotti, Community Development Director

BY: Patrick Holub, Associate Planner

SUBJECT: Consideration of Administrative Sign Permit 22-002; New Wall Signs for an Existing Business; Location – 161 Traffic Way; Applicant – Nittaya Pichan, Tasty Thai

DATE: June 20, 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 (VMU) and is located within the D-2.4 Historic Character Overlay District, therefore the proposal 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 six (6) wall signs on three (3) separate building elevations. Because the location is fronted on three sides by public streets, the location is allowed a maximum of three (3) wall signs. According to the [Arroyo Grande Municipal Code 16.60.030](#), "For the purpose of determining the number of signs, a sign shall be considered to be a single display surface or display device containing sign faces physically connected and having a coterminous boundary, with the following

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City Council

Consideration of Administrative Sign Permit 22-002; New Wall Signs for an Existing Business; Location – 161 Traffic Way; Applicant – Nittaya Pichan, Tasty Thai

June 20, 2022

Page 2

exception: combination canopy and under-canopy signs shall be considered as one sign.” Based on this definition, the signs on the Nelson Street (main entrance) frontage could be considered one sign, which would bring the proposal to a total of five (5) signs, which would still be two more than allowed. If the applicant were to physically connect the three signs on the Traffic Way elevation, the sign proposal could be considered consistent with the Municipal Code regarding number of signs.

The sign proposal, as presented, does not meet the Arroyo Grande Municipal Code regarding number of signs, but it does meet Code requirements for total sign area. The applicant is aware that the signage will need to be amended in order to be approved and is receptive to ARC feedback regarding their proposal. With building frontages of 28’9”, 29’9” and 25’3”, the location is allowed a maximum of 138.13 square feet of signage. The current proposal, despite having too many signs, is for 94.8 square feet of signage.

At this time, the applicant is not proposing any sign lighting.

Wall Signs (Traffic Way Frontage)

Materials: Compbond Aluminum Sign Board with Vinyl Lettering

Colors: White sign background with blue and fuchsia lettering

Message: *Thai Food; Tasty Thai; 805-481-1005*

Size: 23.70” x 96” each – Approximately 15.8 square feet each and 47.4 square feet total.

Location: Above western elevation

Wall Signs (Nelson Street Frontage)

Materials: Compbond Aluminum Sign Board with Vinyl Lettering

Colors: White sign background with blue and fuchsia lettering

Message: *Tasty Thai; 805-481-1005*

Size: 23.70” x 96” each – Approximately 15.8 square feet each and 31.6 square feet total.

Location: Above southern elevation

Wall Sign (Bridge Street Frontage)

Materials: Compbond Aluminum Sign Board with Vinyl Lettering

Colors: White sign background with blue lettering

Message: *Thai Food*

Size: 23.70” x 96” each – Approximately 15.8 square feet

Location: Above eastern elevation

Design Guidelines

The Design Guidelines state that signs shall be built of wood, metal or other materials that simulate the appearance of wood or metal. The current proposal consists of a sign board constructed from aluminum with vinyl lettering attached. Regarding materials, the

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City Council

Consideration of Administrative Sign Permit 22-002; New Wall Signs for an Existing Business; Location – 161 Traffic Way; Applicant – Nittaya Pichan, Tasty Thai

June 20, 2022

Page 3

proposal is consistent with the Design Guidelines. Additionally, the Guidelines state that “sign materials and lettering styles shall be consistent with the historic period.” Staff is requesting feedback from the ARC that the proposed materials compliment the appearance of the building and the lettering styles are consistent with the historic period.

The Guidelines also state that “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.” The current proposal does not include any sign border. Staff is requesting feedback from the ARC regarding the type and/or material of border that should be utilized.

The Guidelines state that sign colors shall compliment the building color scheme and that “bright, intense colors are inappropriate including the use of fluorescent, ‘neon’ or ‘Day-Glo’ colors on signs.” The colors presented in the proposal are a light blue color and a pinkish color similar to fuchsia. The existing building is painted white with a bright yellow accent color painted along the top of the building on the Traffic Way and Nelson Street elevations. Staff is requesting feedback from the ARC regarding the colors proposed and whether they are complimentary to the building’s color scheme.

ALTERNATIVES:

1. Provide feedback to the applicant and staff for changes to the sign proposal that will allow it to be consistent with the Village Design Guidelines and Arroyo Grande Municipal Code and continue the item to a future date uncertain; or
2. Provide other direction to staff.

ADVANTAGES:

Recommendation for changes to this sign proposal will allow for the applicant to make changes to the proposal in order to be consistent with the Arroyo Grande Municipal Code and Village Design Guidelines.

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