

**ACTION MINUTES**  
**MEETING OF THE ARCHITECTURAL REVIEW COMMITTEE**

**June 20, 2022, 2:30 p.m.**  
**Hybrid City Hall Conference Room/Virtual Zoom Meeting**  
**300 East Branch Street, Arroyo Grande**

Committee Members Present: Jon Couch, Lori Mainini Hall, Warren Hoag,  
Bruce Berlin

Committee Members Absent: Kristin Juetten

Staff Present: Community Development Director Brian  
Pedrotti, Associate Planner Andrew Perez,  
Assistant Planner Patrick Holub

**Given the recent increase in COVID-19 cases in San Luis Obispo County, and in compliance with Assembly Bill (AB) 361, which allows for a deviation of teleconference rules required by the Ralph M. Brown Act, this meeting was held by teleconference.**

---

**1. CALL TO ORDER**

Chair Hoag called the Meeting to order at 2:30 pm.

**2. ROLL CALL**

Chair Hoag performed the roll call. Committee Member Juetten was absent.

**3. FLAG SALUTE**

Chair Hoag led the flag salute in the absence of Committee Member Juetten.

**4. AGENDA REVIEW**

None.

**5. COMMUNITY COMMENTS AND SUGGESTIONS**

None.

**6. WRITTEN COMMUNICATIONS**

None.

**7. CONSENT AGENDA**

**7.a Approval of Minutes**

(PEREZ)

Moved by Jon Couch

Seconded by Bruce Berlin

Approve the Minutes of the June 6. 2022 Regular Meeting.

AYES (4): Jon Couch, Lori Mainini Hall, Warren Hoag, and Bruce Berlin

ABSENT (1): Kristin Juetten

Passed (4 to 0)

## 8. **PROJECTS**

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

Associate Planner Holub presented the staff report and provided information about the project location, design aspects of the proposed signage, and the purpose of the hearing is to provide feedback to the applicant on the as-built signs.

Kelly Keane, representative for the business, offered solutions to make the signs conform with the Design Guidelines and answered questions from the Committee.

The Committee acknowledged that the project site identifies more closely with the Traffic Way auto-related uses rather than the historic character of the Village and would take that into consideration when reviewing the signs. The Committee was supportive of the colors, but wants to see the yellow mansard element removed to make the signs more compatible with the building. However, the Committee concluded that the signs need to be modified to meet the Design Guidelines. It suggested adding a border and creating depth or dimensionality. The Committee also offered suggestions to make the signage more effective such as using a hierarchy to prioritize the most important information and create branding. In conclusion, the Committee suggested using only one wall sign per street frontage, framing the signs to add depth, and removing the yellow embossed element under the as-built signs.

Moved by Warren Hoag

Seconded by Jon Couch

Continue to a date uncertain to allow the applicant to modify the signage in accordance with the suggestions from the ARC.

AYES (4): Jon Couch, Lori Mainini Hall, Warren Hoag, and Bruce Berlin

ABSENT (1): Kristin Juetten

Passed (4 to 0)

### 8.b **Substantial Conformance Determination for Conditional Use Permit 21-005; Location – 211 E. Branch St.; Applicant – Eric and Jill Von Berg; Representative – Jennifer Martin**

(PEREZ)

Planning Manager Perez presented the staff report explaining the history of the project, the nature of the modifications requested, and the purpose of the substantial conformance determination hearing.

Eric and Jill Von Berg, project applicants, described the purpose of the modifications is due to rising construction costs. They explained how the floorplan would change without the elevator and how ADA access would be provided.

The Committee spoke in support of the project modifications because they would not diminish the aesthetic of the building. It was commented that it was a sensible change that is practical when considering the current economic environment. The Committee appreciated the proposed addition of a mature olive tree to soften the building facade where the exterior staircase was eliminated from the design.

Moved by Bruce Berlin

Seconded by Lori Mainini Hall

the Architectural Review Committee (ARC) determined that the proposed revisions to the project are in substantial conformance with the original approval.

AYES (4): Jon Couch, Lori Mainini Hall, Warren Hoag, and Bruce Berlin

ABSENT (1): Kristin Juette

Passed (4 to 0)

**9. DISCUSSION ITEMS**

None.

**10. COMMITTEE COMMUNICATIONS**

Committee Member Hall inquired about the status of the parklets in the Village.

Vice Chair Berlin asked where the public can submit ideas about creating a creekside path to enhance pedestrian access and the status of the remodel at 134 E. Branch St.

**11. STAFF COMMUNICATIONS**

Planning Manager Perez introduced Building Permit Technician Erica Caseras to the Committee.

Planning Manager Perez announced that the Regular Meeting scheduled for July 4th will be cancelled due to the holiday.

Planning Manger Perez provided an update about the status of the ordinance to implement SB 9.

**12. ADJOURNMENT**

The Meeting adjourned at 4:39 pm.

Warren Hoag, Chair

---

Andrew Perez, Associate Planner