



MEMORANDUM

TO: Architectural Review Committee

FROM: Brian Pedrotti, Community Development Director

BY: Patrick Holub, Associate Planner

SUBJECT: Consideration of Architectural Review 22-005; New Signage, Awning and Paint Color for Existing Commercial Building; Location – 203 East Branch Street; Applicant – Michael Goodloe

DATE: August 15, 2022

SUMMARY OF ACTION:

Recommendation of approval to the Community Development Director will allow for new signage and exterior alterations to an existing commercial structure.

IMPACT ON FINANCIAL AND PERSONNEL RESOURCES:

None.

RECOMMENDATION:

It is recommended that the Architectural Review Committee (ARC) review the proposed project and make a recommendation to the Community Development Director.

BACKGROUND:

The subject property is zoned Village Mixed Use (VMU) and requires review by the ARC because the project proposes exterior changes to a commercial structure and also because it is located within the Historic Character Overlay District (Attachment 1). Parking is provided in the parking lot behind the building to the north as well as on East Branch Street in front of the building.

The 13,020 square foot parcel is developed with two adjoining commercial units. 203 East Branch Street is a 2,112 square foot commercial structure that was built in 1932, while the adjoining building occupied by a bookstore was constructed in 1955 and is 1,936 square feet in floor area.

Architectural Review Committee

Consideration of Architectural Review 22-005; New Signage, Awning and Paint Color for Existing Commercial Building; Location – 203 East Branch Street; Applicant – Michael Goodloe

August 15, 2022

Page 2

ANALYSIS OF ISSUES:

Proposed Alterations

The existing business has been sold and is being operated by a new owner. As part of the change in ownership, the new owners have requested that a new sign and awning be installed as well as re-painting the portion of the building above the awning and the eastern building elevation. The existing three-dimensional tree mural will remain, however, the two-dimensional leaves of the tree will be painted over and repainted at a later date. The building is currently adorned with a brick façade with a green awning below the existing business' signage. The new business owners are also proposing minor interior tenant improvements that will be processed under a separate application for a building permit.

The applicant is also proposing to remove the existing green awning and replace it with a black and white striped awning with either a black or white trim color at the bottom. The applicant is requesting feedback from the ARC as to which trim color is preferable. In addition to the proposed awning, the applicant has proposed to paint the building with an off-white color called "Beach House" (Attachment 2).

Lastly, the applicant is proposing a painted wall sign directly above the newly proposed awning and front entrance. The signage features a new logo as well as wording to reflect an updated menu for the business. Plans for the signage and awning are included as attachment 3.

Design Guidelines

Although the proposal does not include the construction of a new building, the renovations align with the objectives of section 16.16.130 of the Arroyo Grande Municipal Code. For example, this Code section states that the purpose of the Architectural Review is to ensure that the materials, textures, colors and details of proposed construction are an appropriate expression of the design concept and function, and are, to the extent feasible, compatible with the adjacent and neighboring structures and functions. With regards to materials, colors and textures, the applicant has proposed a variety of elements that will allow the new business owner to refresh the appearance of the aging building and provide an aesthetic improvement that compliments the surrounding commercial corridor.

The Arroyo Grande Village Design Guidelines specify that, "wall signs painted on finished wood and/or painted brick, stone or stucco surfaces are allowed subject to ARC recommendation" (Attachment 4). As presented, the signage does not include a border, so staff is requesting that the ARC provide feedback regarding whether a border material would be preferred, and, if so, what material(s) would best compliment the proposal.

Sign Area

Architectural Review Committee

Consideration of Architectural Review 22-005; New Signage, Awning and Paint Color for Existing Commercial Building; Location – 203 East Branch Street; Applicant – Michael Goodloe

August 15, 2022

Page 3

The applicant is proposing to install an approximately forty-two (42) square foot painted wall sign. With a building frontage of twenty-two feet (22'), the tenant space is allowed a maximum of forty-four (44) square feet of signage. Thus, the sign, as proposed, is within the unit's allowable total signage.

ALTERNATIVES:

1. Recommended approval of the proposal to the Community Development Director;
2. Do not recommend approval of the proposal and provide direction to the applicant to amend their proposal; or
3. Provide other direction to staff.

ADVANTAGES:

The project complies with the requirements of the Arroyo Grande Municipal Code, the Village Design Guidelines and refreshes the appearance of a commercial building in the Village.

DISADVANTAGES:

None identified.

ENVIRONMENTAL REVIEW:

The project was reviewed in accordance with the California Environmental Quality Act (CEQA) and determined to be categorically exempt per Section 15301(a) of the Guidelines regarding minor exterior alterations to existing structures.

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. Project Location
2. Paint Color
3. Sign and awning plans
4. Village Design Guidelines Excerpt