



## MEMORANDUM

**TO:** Architectural Review Committee

**FROM:** Andrew Perez, Planning Manager

**BY:** Patrick Holub, Associate Planner

**SUBJECT:** Consideration of Administrative Sign Permit 22-026; One (1) New Wall Sign for an Existing Business; Location – 136 West Branch Street; Applicant – Justin Crocket, Brand Creative

**DATE:** December 19, 2022

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### **SUMMARY OF ACTION:**

Recommendation of approval to the Community Development Director will allow for approval of a new wall sign for an existing business at 136 West Branch Street.

### **IMPACT ON FINANCIAL AND PERSONNEL RESOURCES:**

None.

### **RECOMMENDATION:**

Review the proposed project and make a recommendation to the Community Development Director.

### **BACKGROUND:**

The subject property is zoned Village Mixed Use (VMU), 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 (Attachment 1). Furthermore, as part of the Village Centre, this proposal is subject to the regulations of the Planned Sign Program for the commercial complex (Attachment 2).

The building, located within Building C of the Village Centre commercial complex, has entrances on both the eastern and western sides of the building. Each of the entrances are accessed through a covered courtyard that connects Branch Street to the parking at the rear of the complex. The tenant space was most recently occupied by King's Mortgage Services, Inc.

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### ANALYSIS OF ISSUES:

#### Project Description

The applicant is proposing to install one (1) new wall sign for a business that has been open at the location since late 2021. To date, the business has not installed any permanent wall signage and is now seeking approval from the ARC to install a wall sign for the business. The proposal consists of a white aluminum sign panel with a navy blue border and navy lettering. Each of the letters will be raised one-inch (1”) from the face of the sign. The letter “K” in Kinomatic is proposed to be a light blue color to display the company’s logo, while each of the remaining letters will be navy in color to match the framing.

In addition to the proposed new wall sign, the business owner has previously installed window signage at the entrance on the east and west sides of the building. Each of those window signs are eight inches (8”) in height by eighteen inches (18”) in length. Each of the two window signs are approximately one (1) square foot in size.

#### Wall Sign

**Materials:** PVC CNC Routed 1” Raised Lettering; Aluminum Sign Panel; 1” PVC Foam with Box Tubing Frame  
**Colors:** White signboard; Navy border and lettering; Light blue logo  
**Message:** *Kinomatic*  
**Size:** 24”H x 136”L -- Approximately 22.66 square feet. Logo extends one-inch (1”) above and below sign  
**Location:** Above entry feature located to the south of western entrance facing Branch Street  
**Lighting:** Existing gooseneck lighting

#### Window Signs (x2)

**Materials:** Vinyl  
**Colors:** Navy lettering with light blue logo “K”  
**Message:** *Kinomatic*  
**Size:** 8”H x 18”L -- Approximately 1 square foot each  
**Location:** On door at east and west entrances

#### 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 and *may* include raised images or painted images in their design. The proposed signage is consistent with the Guidelines in this regard and will be constructed out of aluminum. Additionally, the Design Guidelines state that signs painted on signboard or other thin material *shall* be framed on all sides to provide depth and a finished look to the sign. The applicant is proposing a navy border around the sign to meet this requirement of the Guidelines. In addition to the sign’s

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proposed border, the applicant is proposing one-inch (1”) raised lettering to provide additional dimensionality to the sign. Staff encourages the Committee to discuss the applicant’s proposed sign material as well as the proposed border and raised lettering.

### Village Centre Sign Program (Sign Program)

The subject business currently occupies building C at the Village Centre. Per the Sign Program, the anchor tenant in building C is allowed to install signage on the stucco portion of the entry feature to the courtyard on both sides of their tenant space.

The Sign Program also specifies the location of signage, lighting standards, size, and appearance of signage on the property. Specifically, the sign program states that signage should be installed above the awning line over or near their store’s main entry door. The applicant’s proposal is to install signage in a location visible from the public right of way, just to the south of the building’s western entrance. Staff is requesting that the ARC comment on the location of the proposed signage.

In regards to sign colors, the Sign Program states that each sign must conform to the finished colors of each building. The entry feature where the signage will be installed is a slate grey color. Staff is seeking an opinion from the ARC as to whether the proposed sign colors are consistent with the requirements of the Sign Program.

The Sign Program states that businesses shall be allocated one and one-half (1½) square feet of sign area per foot of building frontage. With a building frontage of sixty-three feet (63’), the business is allocated a total of ninety-three (93) square feet of sign area. With this proposal, the applicant is requesting approval to install a total of 24.66 square feet of signage. Based on the proposal, the applicant is within the maximum sign area allotted by the Municipal Code.

### **ALTERNATIVES:**

1. Recommended approval to the Community Development Director;
2. Do not recommended approval to the Community Development Director; or
3. Provide other direction to staff.

### **ADVANTAGES:**

The project complies with the requirements of the Arroyo Grande Municipal Code as well as the Village Centre Sign Program, and a recommendation of approval from the ARC will ensure the proposed signage complies with the Village Design Guidelines. An approval will allow the applicant to install new signage for an existing business.

### **DISADVANTAGES:**

None identified.

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**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 alteration 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. Planned Sign Program
3. Sign Proposal
4. Village Design Guidelines Excerpt