



CITY OF
ARROYO GRANDE
 CALIFORNIA

May 10, 2022

Monarch Books
 c/o Aaron Regez
 201 East Branch Street
 Arroyo Grande, CA 93420

**SUBJECT: ADMINISTRATIVE SIGN PERMIT NO. 22-007; ONE (1) NEW WALL SIGN FOR A NEW BUSINESS;
 LOCATION – 201 EAST BRANCH STREET; APPLICANT – AARON REGEZ, MONARCH BOOKS**

Dear Mr. Regez,

On May 10, 2022, after receiving a recommendation from the Architectural Review Committee (ARC), the Community Development Director approved the above-referenced project for one (1) new wall sign for a new business located in the Historic Character Overlay District. This approval is based upon the following findings:

FINDINGS FOR APPROVAL – ADMINISTRATIVE SIGN PERMIT

1. The proposed signs are consistent with the goals, objectives, policies and programs of the Arroyo Grande General Plan and any applicable design guidelines;
 - a. The proposed sign, as recommended by the ARC, meets the development standards of Chapter 16.60 of the Arroyo Grande Municipal Code and the *Design Guidelines and Standards for the Historic Character Overlay District (Design Guidelines)*, with regard to the number of signs, placement of signs, location of signs, and total square-footage of signs.
2. The proposed signs conform to applicable performance standards and will not be detrimental to the public health, safety or general welfare;
 - a. The proposed sign, as recommended by the ARC, meets the development standards of Chapter 16.60 of the Arroyo Grande Municipal Code.
 - b. The proposed sign will not pose a safety risk due to being constructed and installed according to the California Building Code.
3. The physical location or placement of the signs are compatible with the surrounding neighborhood.
 - a. The sign to be installed, as recommended by the ARC, is consistent and compatible with the surrounding businesses in the area based upon sign type, design, and placement as well as observance with the Design Guidelines.

In approving an Administrative Sign Permit, the Community Development Director may impose reasonable conditions to ensure compliance with the Municipal Code. This approval is subject to the following conditions of approval. **Please review the conditions carefully. As the applicant, you are responsible to see that the conditions are implemented.** This will involve working with the various departments that conditioned the project.

CONDITIONS OF APPROVAL

GENERAL CONDITIONS:

1. The sign shall be constructed and installed in substantial conformance with the plans received on March 22, 2021, on file in the Community Development Department.

2. The applicant shall ascertain and comply with all State, County and City requirements as are applicable to this project.
3. The applicant shall agree to indemnify and defend at his/her sole expense any action brought against the City, its present or former agents, officers, or employees because of the issuance of said approval, or in any way relating to the implementation thereof, or in the alternative, to relinquish such approval. The applicant shall reimburse the City, its agents, officers, or employees, for any court costs and attorney's fees which the City, its agents, officers or employees may be required by a court to pay as a result of such action. The City may, at its sole discretion, participate at its own expense in the defense of any such action but such participation shall not relieve applicant of his/her obligations under this condition.

Please note that the decision of the Community Development Director is subject to an appeal period, which will end May 23, 2022 at 5:00 PM. If you or anyone else disagrees with the Community Development Director's decision, you or they may file an appeal to the Planning Commission no later than May 23, 2022 at 5:00 pm. If you have any questions, please contact the Community Development Department at (805) 473-5420.

Sincerely,



Brian Pedrotti
Community Development Director



Patrick Holub
Assistant Planner
