

ACTION MINUTES

SPECIAL MEETING OF THE ARCHITECTURAL REVIEW COMMITTEE

September 11, 2023, 2:30 p.m.
Hybrid City Hall Conference Room/Virtual Zoom Meeting
300 East Branch Street, Arroyo Grande

Committee Members Present: Lori Mainini Hall, Kristin Juette, C.J.
Horstman, Glenn Martin, Janet Huston

Staff Present: Planning Manager Andrew Perez, Associate
Planner Patrick Holub, Shayna Gropen

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 Martin called the meeting to order at 2:30pm.

2. ROLL CALL

Chair Martin performed the roll call. All Committee Members were present.

3. FLAG SALUTE

Committee Member Hall led the flag salute.

4. AGENDA REVIEW

None.

5. COMMUNITY COMMENTS AND SUGGESTIONS

Chair Martin opened the public comment period. No public comment was received.

6. WRITTEN COMMUNICATIONS

None.

7. CONSENT AGENDA

7.a Approval of Minutes

(PEREZ)

Moved By Janet Huston
Seconded By Lori Mainini Hall

Approve the Minutes of the August 21, 2023 Regular Meeting with the addition of Committee comments encouraging parklet operators to add flower boxes, or similar objects that would prevent customers from sitting on, or reaching over parklet barriers into traffic.

AYES (5): Lori Mainini Hall, Kristin Juetter, C.J. Horstman, Glenn Martin, and Janet Huston

Passed (5 to 0)

8. PROJECTS

8.a Consideration of Planned Sign Program 23-001; Location 727 El Camino Real; Applicant – Auzco Development; Representative – George Garcia

(PEREZ)

Planning Manager Perez presented the staff report describing the project location, previous reviews of the project, and a summary of the signage proposed. He also explained the Municipal Code regulations for signage and answered questions about the existing signage on site.

George Garcia, project architect, explained the applicants preference for quality signage over quantity and the purpose of the 50 foot tall ground sign. He also answered questions from the Committee about illumination and whether he heard concerns from the public about the proposal. He also explained the branding change of the car wash.

Chair Martin opened public comment.

Teri Tardiff asked questions about the change of branding, location of the 50 foot ground sign, and number of signs.

Chair Martin closed public comment.

The Committee commented that the placement of the signs on the site are appropriate and appreciated the number of signs in reducing sign clutter in the development. The Committee also found the ground sign for the hotel to be an effective sign because it is subtle yet still provides good wayfinding and will not be disruptive to the adjacent neighborhood as long as the applicant is mindful of the level of illumination.

Moved By Janet Huston
Seconded By Kristin Juetter

The Committee recommends that the Planning Commission approve Planned Sign Permit 23-001 as submitted.

AYES (5): Lori Mainini Hall, Kristin Juetter, C.J. Horstman, Glenn Martin, and Janet Huston

Passed (5 to 0)

8.b Consideration of Administrative Sign Permit 23-015; New Signage for a New Business; Location – 110 East Branch Street; Applicant – Kristen and David Hubbell

(GROPEN)

Committee Member Horstman recused himself from this item at 3:10 pm, citing a conflict of interest.

Assistant Planner Gropen presented the staff report describing the sign proposal, including the number, size, placement, and colors of each of the signs. She also described the applicable Village Design Guidelines and asked the Committee to address certain aspects of the proposal for compliance with the Guidelines. She also answered questions from the Committee about the building color and the applicant's plans to paint the exterior.

Applicants David and Kristen Hubbell spoke in support of the application and explained that the proposed colors are similar to those to be used in the interior decor of the business. They explained that the wall sign is proposed on the transom instead of the recessed bay on the facade because the street tree in front of the building obscures the visibility of a traditional wall sign.

Justin Crockett, sign contractor, clarified that the sign proposed for the transom is a vinyl decal and not a solid sign mounted to the window.

Chair Martin opened public comment. No public comment was received.

The Committee determined that the colors are appropriate and in compliance with the Design Guidelines. The Committee was supportive of the sign on the transom window because the street tree would make a traditional wall sign ineffective due to lack of visibility. The Committee recommended that the font used for the banner signs should be changed to a more historic font to be compatible with the character of the Village.

Moved By Glenn Martin

Seconded By Janet Huston

The Committee recommends that the Community Development Director approve the project, with the recommendation that the font used for on the banner signage is changed to a historic font that is compatible with the Village character.

AYES (3): Lori Mainini Hall, Glenn Martin, and Janet Huston

NOES (1): Kristin Juette

ABSTAINED (1): C.J. Horstman

Passed (3 to 1)

9. DISCUSSION ITEMS

None.

Committee Member Horstman returned to the meeting at 3:38 pm.

10. COMMITTEE COMMUNICATIONS

Committee Member Horstman asked staff to consider revising the Village Design Guidelines to more objective standards, and engage with the historical society to come up with a preferred fonts list that are appropriate for the Village.

11. STAFF COMMUNICATIONS

Planning Manager Perez encouraged the Committee to get involved in the General Plan Update project, shared the project website and announced the first public workshop scheduled for October 5, 2023 at 6 pm in the Council Chambers.

He also thanked the Committee for being available for the special meeting and confirmed that there will be agenda items for the next two regular meetings.

12. ADJOURNMENT

The Meeting adjourned at 3:54 pm.

Glenn Martin, Chair

Andrew Perez, Planning Manager