



AGENDA SUMMARY
ARCHITECTURAL REVIEW COMMITTEE MEETING
MONDAY, JUNE 20, 2016
2:30 P.M.
CITY HALL 2ND FLOOR CONFERENCE ROOM
300 E. BRANCH STREET, ARROYO GRANDE

1. CALL TO ORDER

2. ROLL CALL

3. FLAG SALUTE:

4. COMMUNITY COMMENTS AND SUGGESTIONS:

This public comment period is an invitation to members of the community to present issues, thoughts, or suggestions. Comments should be limited to those matters that are within the jurisdiction of the Architectural Review Committee (ARC). The Brown Act restricts the ARC from taking formal action on matters not scheduled on the agenda.

5. APPROVAL OF MINUTES:

5.a. CONSIDERATION OF APPROVAL OF MINUTES

Recommended Action: Approve the minutes of the June 6, 2016 meeting.

Documents: [Draft MINUTES 6-6-16.pdf](#)

6. PROJECTS:

Members of the public may speak on any of the following items when recognized by the Chair.

6.a. CONSIDERATION OF ADMINISTRATIVE SIGN PERMIT 15-017; TWO NEW WALL SIGNS; LOCATION – 135 TRAFFIC WAY; APPLICANT – RAFFI KALOOSIAN

Recommended Action: It is recommended that the Architectural Review Committee review the proposed project and make a recommendation to the Community Development Director.

Documents: [ARC 06. a. ASP 15-017 135 Traffic Way.pdf](#)

6.b. CONSIDERATION OF ADMINISTRATIVE SIGN PROGRAM 16-002; REVISION TO EXISTING PLANNED SIGN PROGRAM; LOCATION – INTERSECTION OF E. GRAND AVENUE AND S. ELM STREET; APPLICANT – JENNIFER DAW

Recommended Action: It is recommended that the Architectural Review Committee review the proposed sign plan revisions and make a recommendation to the Community Development Director.

Documents: [ARC 06.b. ASP 16-002 E. Grand Ave. and S. Elm St..pdf](#)

7. DISCUSSION ITEMS:

8. COMMITTEE COMMUNICATIONS:

Correspondence/Comments as presented by the Architectural Review Committee.

9. STAFF COMMUNICATIONS:

Correspondence/Comments as presented by City staff.

10. ADJOURNMENT

All staff reports or other written documentation, including any supplemental material distributed to a majority of the Architectural Review Committee within 72 hours of a regular meeting, relating to each item of business on the agenda are available for public inspection during regular business hours in the Community Development Department, 300 East Branch Street, Arroyo Grande. If requested, the agenda shall be made available in appropriate alternative formats to persons with a disability, as required by the Americans with Disabilities Act. To make a request for disability-related modification or accommodation, contact the Legislative and Information Services Department at 805-473-5414 as soon as possible and at least 48 hours prior to the meeting date.

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ACTION MINUTES

**REGULAR MEETING OF THE ARCHITECTURAL REVIEW COMMITTEE
MONDAY, JUNE 6, 2016
CITY HALL SECOND FLOOR CONFERENCE ROOM, 300 EAST BRANCH STREET
ARROYO GRANDE, CA**

1. CALL TO ORDER

Chair Hoag called the Regular Architectural Review Committee meeting to order at 2:30 p.m.

2. ROLL CALL

ARC Members: Committee Members Warren Hoag, Michael Peachey, Mary Hertel, John Rubatzky, and Bruce Berlin were present.

City Staff Present: Planning Manager Matt Downing, Planning Technician Sam Anderson and Planning Intern Patrick Holub were present.

3. FLAG SALUTE

Bruce Berlin led the Flag Salute.

4. COMMUNITY COMMENTS AND SUGGESTIONS

None.

5. APPROVAL OF MINUTES

Bruce Berlin made a motion, seconded by Mary Hertel, to approve the minutes of May 2, 2016 with the following modification: Page 2, fifth paragraph, should read, "3. Encourage the use of a variety of garage door details." Page 3, eleventh paragraph, should read, "3. Eliminate the bike lane east of the crosswalk to support on-street parking."

The motion passed on a 5-0 voice vote.

6. PROJECTS

6.a. CONSIDERATION OF TENTATIVE PARCEL MAP 15-001 AND PLANNED UNIT DEVELOPMENT 15-001; SUBDIVISION OF ONE (1) LOT INTO FOUR (4) LOTS AND CONSTRUCTION OF FOUR (4) ONE-BEDROOM SINGLE-FAMILY ATTACHED RESIDENCES; LOCATION – 1177 ASH STREET; APPLICANT – JEFFREY EMRICK (Holub)

Planning Intern Holub presented the project.

Planning Intern Holub responded to questions from the Committee regarding open space requirements, density unit calculations, and guest parking spaces.

Tom Franck, applicant, and Jeffrey Emrick, representative, spoke in support of the project and responded to questions from the Committee regarding minimum parcel size, private vs. public open space, and emergency access.

The Committee provided comments on the project regarding density, open space, and the landscape plan.

John Rubatzky made a motion, seconded by Bruce Berlin, to recommend approval of the project to the Planning Commission as submitted with the following consideration:

1. Reconsider the use of Myoporum Parvifolium in favor or another drought-tolerant species that does not grow as wide.

The motion carried on a 5-0 voice vote.

6.b. CONSIDERATION OF CONDITIONAL USE PERMIT NO. 15-008 AND VARIANCE NO. 16-002; LOCATION – PUESTA DEL SOL (RESERVOIR NO. 5); APPLICANT – VERIZON WIRELESS, REPRESENTATIVE – TRICIA KNIGHT (Anderson)

Planning Technician Anderson presented the project.

Planning Technician Anderson responded to questions from the Committee regarding electrolysis of the tank, storm water mitigation requirements, and the location of the shelter.

Tricia Knight, representative, spoke in support of the project and responded to questions from the Committee regarding fence slat material.

The Committee provided comments in support of the project.

Bruce Berlin made a motion, seconded by Mary Hertel, to recommend approval of the project to the Planning Commission as submitted.

The motion carried on a 5-0 voice vote.

7. DISCUSSION ITEMS

7.a. MODIFICATION OF ARCHITECTURAL REVIEW COMMITTEE BY-LAWS

Planning Manager Downing provided an overview of proposed changes to the ARC By-Laws

Warren Hoag made a motion, seconded by Bruce Berlin, to approve the modified Architectural Review Committee By-laws to change the start time of the second monthly meeting from 3:30 p.m. to 2:30 p.m., consistent with the first monthly meeting.

The motion carried on a 5-0 voice vote.

8. COMMITTEE COMMUNICATIONS

Vice Chair Peachey and Committee Member Hertel updated the Committee on the webinar that the Community Development Department sponsored regarding creative parking.

9. STAFF COMMUNICATIONS

Planning Manager Downing informed the Committee of the promotion of Sam Anderson to Planning Technician.

10. ADJOURNMENT

The meeting was adjourned at 4:02 p.m. to a meeting on June 20, 2016 at 2:30 p.m.

PATRICK HOLUB
ADMINISTRATIVE INTERN
(Approved at ARC Mtg-----)

WARREN HOAG, CHAIR

DRAFT



MEMORANDUM

TO: ARCHITECTURAL REVIEW COMMITTEE

FROM: MATTHEW DOWNING, PLANNING MANAGER

BY: SAM ANDERSON, PLANNING TECHNICIAN

SUBJECT: CONSIDERATION OF ADMINISTRATIVE SIGN PERMIT 15-017; TWO NEW WALL SIGNS; LOCATION – 135 TRAFFIC WAY; APPLICANT – RAFFI KALOOSIAN

DATE: JUNE 20, 2016

RECOMMENDATION:

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

IMPACT ON FINANCIAL AND PERSONNEL RESOURCES:

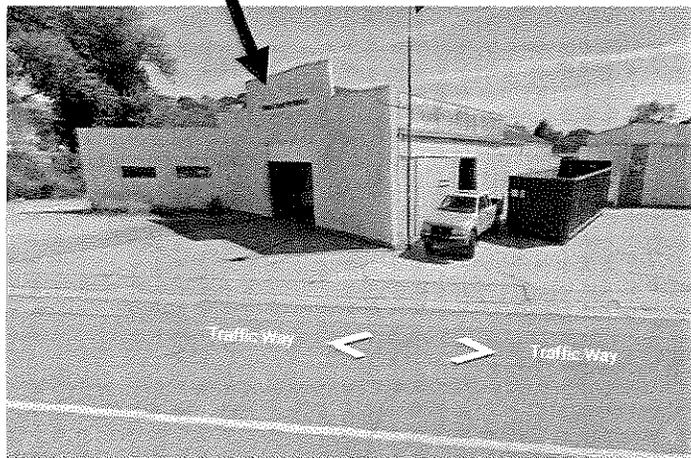
None.

BACKGROUND:

The subject property is zoned Village Mixed Use, is located in the D-2.4 Historic Overlay District and requires review by the Architectural Review Committee for compliance with the *Design Guidelines and Standards for Historic Districts*. ("The Design Guidelines")

Location

Business Location



**ARCHITECTURAL REVIEW COMMITTEE
ADMINISTRATIVE SIGN PERMIT 15-017
JUNE 20, 2016
PAGE 2**

Architectural Review Committee:

On December 7, 2015, the ARC reviewed a sign proposal for compliance with the *Design Guidelines*. At that time, the ARC took action to recommend denial of the submitted proposal due to concerns with the proposed signage being inconsistent with the *Design Guidelines*. Following tentative denial of the project, the applicant returned during the discussion for input on sign design from the ARC at a meeting on April 18, 2016. The applicant and the ARC discussed possible alternatives for signage. No action was taken at that time.

ANALYSIS OF ISSUES:

Project Description

The applicant proposes to reuse previous signs for two (2) new wall signs for a business. The total size of the proposed new signs is approximately 73.33 square feet and the signs are designed as follows:

Wall Sign 1

Materials: Line 1: 10" solid three-dimensional channel letters.
Line 2: 8" solid three-dimensional channel letters.

Colors: Gloss black solid channel letters.

Message: *Hydro Heaven*
Spas ~ Stoves ~ BBQ'S

Size: 10' x 1.5' approximately 15 square feet.

Location: Above main entrance.

Wall Sign 2

Materials: 12" three-dimensional solid channel letters mounted on distressed corrugated steel sheets.

Colors: Gloss black solid channel letters.

Message: *Hydro Heaven Spas.*

Size: 29'2" x 2' approximately 58.33 square feet.

Location: Mounted on side wall.

The signs have been modified from open face, interior lit neon channel letters to closed face glossy black, three-dimensional channel letters. The signage will be illuminated by down lighting on the front of the structure. Wall Sign 2 will have no illumination. Metal canister letters are not permitted unless specifically recommended by the ARC. It is recommended that the ARC consider the location, industrial nature of the project location, and dimensionality of the proposed signs when considering recommendations to the Community Development Director. The *Design Guidelines and Standards* prohibit "high gloss, shiny, or reflective surfaces ... shall not be used as the predominant sign material." The sign proposal meets Arroyo Grande Municipal Code (AGMC) requirements for the area, which allows two wall signs. Based upon the dimension of the business frontage length (70 ft.), the proposed total sign size (73.33 sq. ft.) is within the allowable maximum sign area of 117.5 sq. ft. The signs meet all applicable standards found in the AGMC.

**ARCHITECTURAL REVIEW COMMITTEE
ADMINISTRATIVE SIGN PERMIT 15-017
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PAGE 3**

Architectural Review

The Architectural Review process is intended to implement the General Plan and other adopted policies such as the Design Guidelines. The *Design Guidelines and Standards for Historic Districts* discusses sign and awning attributes on pages 36 through 38.

Attachments

1. Village Design Guidelines pages 36-38
2. Sign Plans

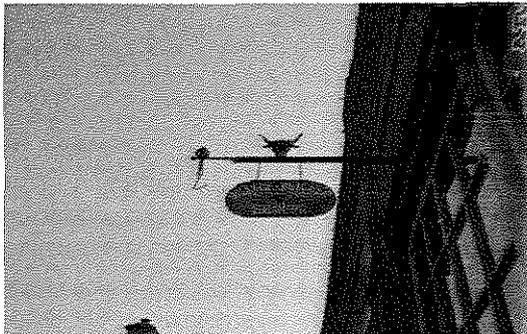
Signs, Awnings and Rear Entries



SIGNS

General

1. Signs shall meet all requirements of the Development Code, and the provisions of these Guidelines and Standards for the district in which it is located. If a conflict arises between the Development Code and these Guidelines and Standards, the most restrictive requirements shall apply.
2. All signs, except Community Development Director approved window signs, shall be subject to review by the Architectural Review Committee (ARC).
3. Signs shall be oriented to pedestrians and slow moving vehicle traffic. This means that signs shall be smaller and on more of a human scale than signs in other commercial districts.



4. Painted wall signs are not appropriate on facades of unpainted brick or stone. Signs painted directly on unpainted or unfinished walls are not appropriate for the Village Core Downtown and Mixed Use districts. Wall signs painted on finished wood and/or painted brick, stone or stucco surfaces are allowed subject to ARC recommendation. Removing or altering painted signs can cause damage to the surface material.



Size

1. Signs shall not completely cover kick plates or window transoms.
2. All signage is included in the sign area allowed in the Development Code. This includes window and awning signs, logos and graphic representations that identify the business, product sold, or service offered.
3. Window signs shall not exceed twenty percent (20%) of the window area in which they appear.
4. Sign materials and lettering styles shall be consistent with the historic period.

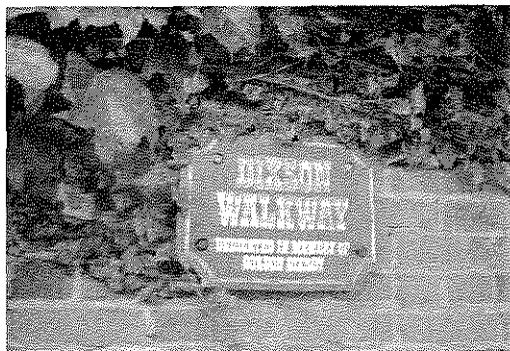
Location

1. Signs shall be located in relation to the bays on the façade. Signs shall not

obscure architectural features of the building.



2. Wall signs shall be located near the entry to the building to better relate to pedestrian traffic.
3. Window and door signs shall be applied where they will not obstruct visibility.
4. Signs on awnings or canopies shall be placed where pedestrians can see them. Under-canopy signs are encouraged in the Village Core Downtown District to enhance pedestrian orientation, and shall be counted as part of the total allowable sign area.



Materials

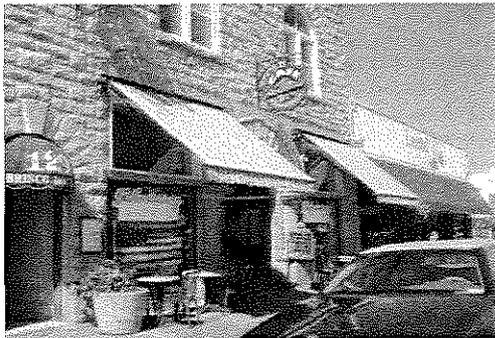
1. Signs shall be built of wood, metal or other materials that simulate the appearance of wood or metal.
2. The use of wood-simulating recycled plastic material is subject to Architectural Review Committee (ARC) approval.
3. High gloss, shiny or reflective surfaces may be used as accents, but shall not be used as the predominant sign material.
4. Signs may use raised images or painted images in their design.
5. Sign materials shall complement the building material, and shall be in keeping with the historic character of the Village.
6. Signs painted on a signboard or other thin material shall be framed on all sides to provide depth and a finished look to the sign. Sign frames shall include carved or routed details or otherwise be designed to complement the architectural design of the building or district.
7. Interior lit and metal canister, plastic and vacuum-formed letters or sign faces are not permitted unless specifically recommended by the Architectural Review Committee (ARC).

Colors

1. Sign colors shall complement the building color scheme.
2. Bright, intense colors are inappropriate including the use of fluorescent, "neon" or "day-glo" colors on signs.
3. All applications for sign permits shall include a sample of the intended color palette.

Sign Illumination

1. Signs may be externally illuminated with incandescent lights, or other lighting that does not produce glare and is designed to conserve energy.
2. Wall, canopy, or projecting signs may be illuminated from concealed sources or exposed ornamental fixtures that complement the building's architecture.
3. Window signs and window displays may be illuminated from concealed sources.
4. Neon tubing signs that approximate the appearance of historic neon are subject to approval of the Architectural Review Committee. All neon tubing shall be covered with transparent or translucent material to prevent rupture or shall be certified by the manufacturer for safety.

AWNINGS AND CANOPIES

1. Under-awning or under-canopy signs oriented to pedestrian traffic are encouraged as part of the overall signage in the Village Core Downtown and Mixed Use districts.
2. All graphics, logos, and signs contained on awnings or canopies shall be considered part of the total allowed sign area as defined in the Development Code.

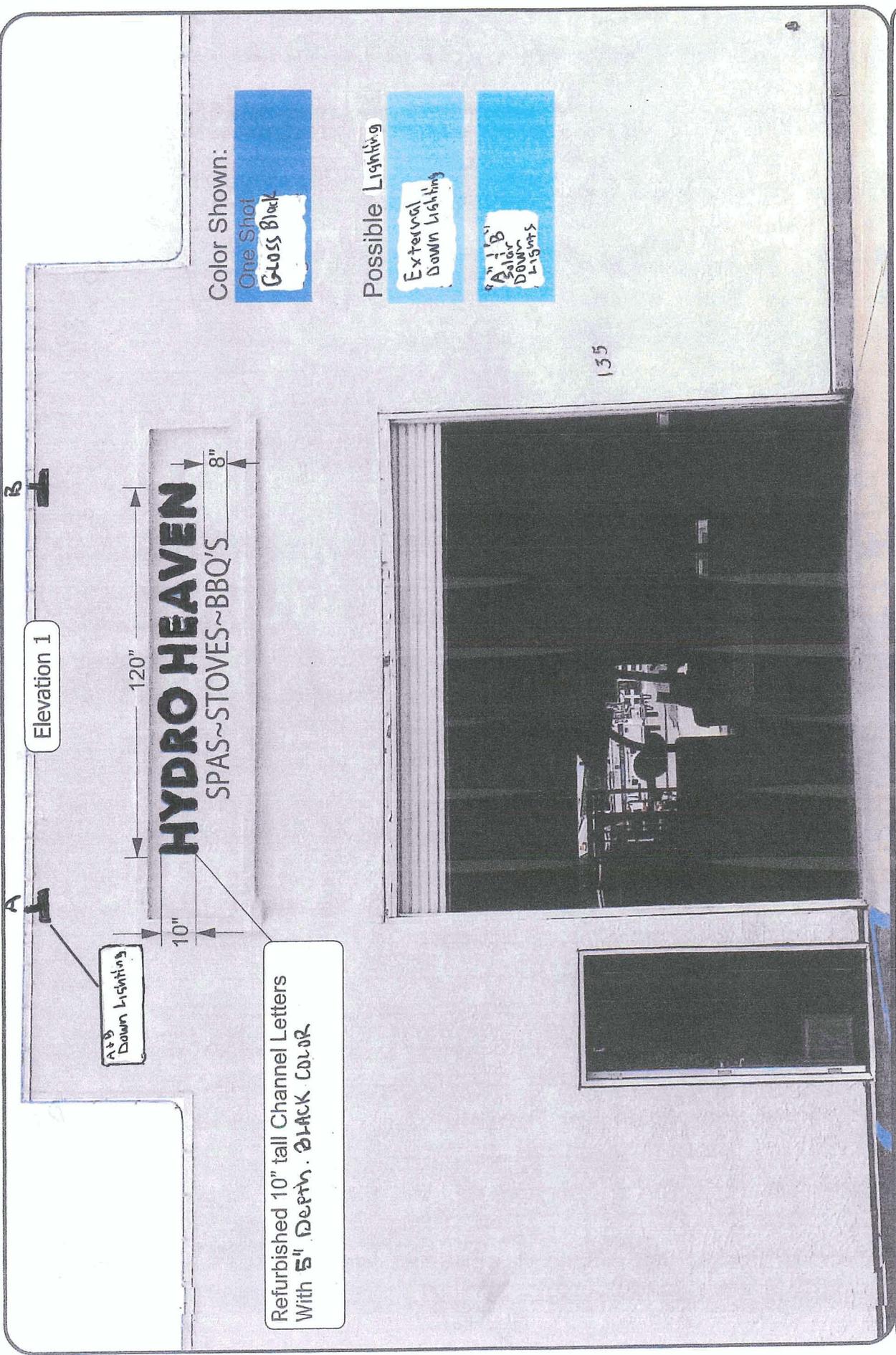
3. Awning or canopy color and design should be compatible with that of the building on which it is attached and complement those of adjacent buildings, both in style and color.



4. Canopies and awnings shall be consistent with the historic period in regard to size, shape, and materials. Aluminum, fiberglass and plastic awnings or canopies are not appropriate. The use of loose valances and traditional vintage-stripped awning material is encouraged. Canopies and awnings consisting of materials stretched taut over a rigid framework are not appropriate.

REAR ENTRIES

1. Rear entries are traditionally plain and unadorned. Common materials include brick, stone, boards and battens and wood siding, and these are acceptable for new construction or renovation.



Elevation 1

HYDRO HEAVEN
SPAS~STOVES~BBQ'S

120"

10"

A+B
Down Lighting

Refurbished 10" tall Channel Letters
With 5" Depth. BLACK COLOR

Color Shown:

One Shot
Gloss Black

Possible Lighting

External
Down Lighting

A+B
Solar
Down
Lights

135

Project: Hydro Heaven

Elevation 2

350"

HYDRO HEAVEN SPAS

24"

HYDRO HEAVEN
COMING SOON!
SPA STORES, BROS. & MORE

ACDelco
Parts

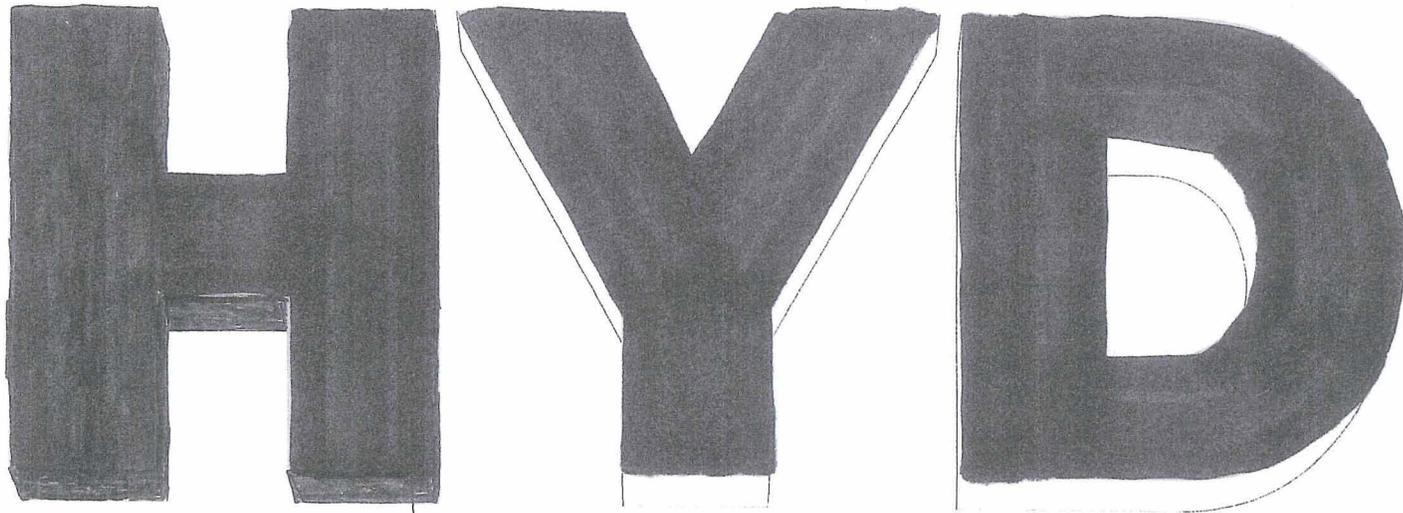
Refurbished Channel Letters
background to be Distressed
Corrugated steel sheets

Project: Hydro Heaven

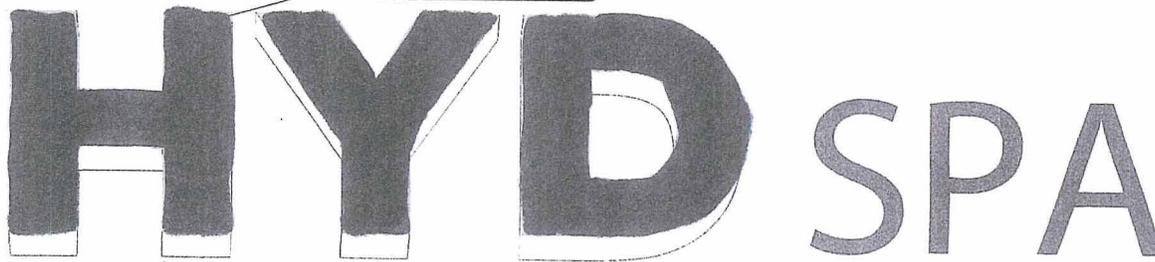
(805) 473-2205 Phone (805) 473-2216 Fax

RAFFI KALOOSIAN
135 TRAFFIC WAY
ARROYO GRANDE CA 93420

Letter Detail

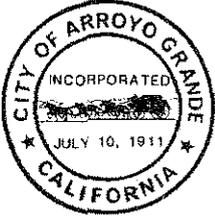


GLOSS BLACK
5" DEPTH



(805) 473-2205 Phone (805) 473-2216 Fax

RAFFI KALOOSIAN
135 TRAFFIC WAY
ARROYO GRANDE CA 93420



MEMORANDUM

TO: ARCHITECTURAL REVIEW COMMITTEE

FROM: MATTHEW DOWNING, PLANNING MANAGER

BY: SAM ANDERSON, PLANNING TECHNICIAN

SUBJECT: CONSIDERATION OF ADMINISTRATIVE SIGN PROGRAM 16-002; REVISION TO EXISTING PLANNED SIGN PROGRAM; LOCATION – INTERSECTION OF EAST GRAND AVENUE AND SOUTH ELM STREET; APPLICANT – JENNIFER DAW

DATE: JUNE 20, 2016

RECOMMENDATION:

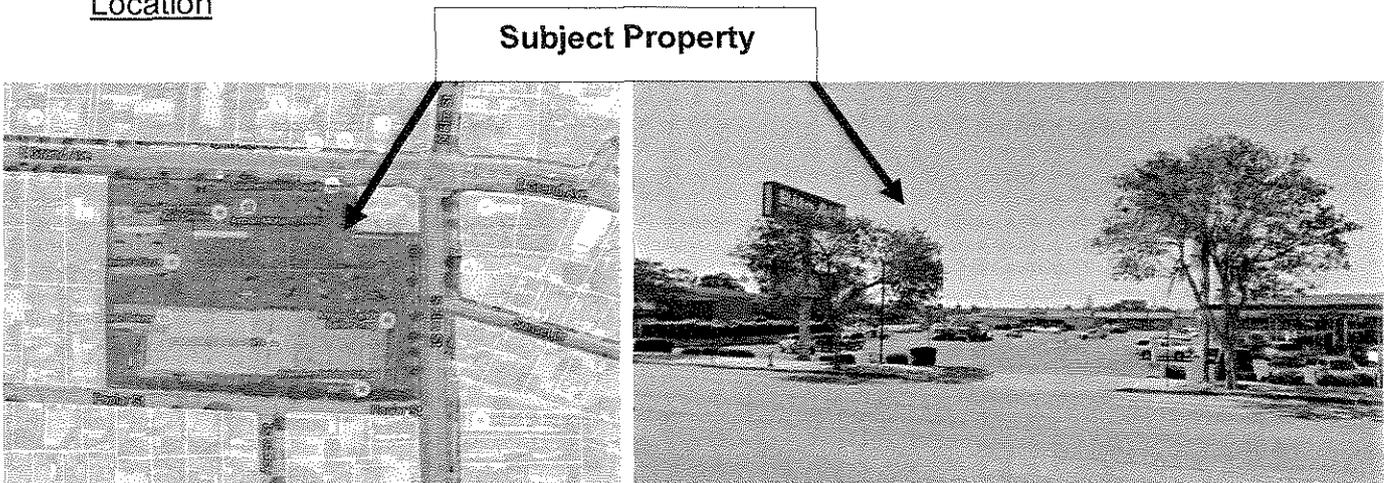
It is recommended that the Architectural Review Committee (ARC) review the proposed sign plan revisions and make a recommendation to the Community Development Director.

IMPACT ON FINANCIAL AND PERSONNEL RESOURCES:

None.

BACKGROUND:

Location



The subject property is zoned Gateway Mixed Use (GMU), and requires review by the Architectural Review Committee (ARC). The City Council adopted Resolution No 4528 approving, among other related materials, PSP 13-001. On February 25, 2013, the ARC reviewed this Planned Sign Program (PSP) (Attachment 1). The ARC recommended the Planned Sign Program for approval with minor modifications and clarifications. The

applicant has applied for an Administrative Sign Program (ASPR) in order to modify the previously approved PSP. Modification of the PSP is considered under the ASPR classification due to the revisions only affecting between two (2) and eight (8) tenants of the sign program which would fall under the ASPR regulations. The Arroyo Grande Shopping Center is currently under construction. As the construction has proceeded, desires to modify the previously approved PSP have come forth. It is requested that the ARC review the proposed changes and confirm that they are in conformance with the original intent and design of the approved PSP.

ANALYSIS OF ISSUES:

The following changes are proposed as part of the project:

1. Page 19 – **Building B**
 - a. Change wall signs – each sign shall not exceed twenty (20) square feet. Combined signage area shall not exceed one hundred (100) square feet, raised from seventy (70) square feet.
 - b. Monument (ground) signs – Building pad B may use directory based on landlord approval and / or availability on business directory.
2. Page 20
 - a. Signage no longer allowed on rear elevation of Building B. Tenants occupying two or three spaces including the end-cap may place signage on west or east elevation depending on side frontages. In this case, the remaining tenant may not place any signage on side elevations and are only permitted on north (front) elevation. Maximum side building signage allowed is forty (40) square feet.
3. Page 21
 - a. No signage shall be allowed on southern elevation.
4. Page 24 – **Building C**
 - a. Tenants of building C are allowed to use the Business Directory on Elm Street upon landlord's approval and / or availability on business directories.
5. Page 27 – **Building D**
 - a. Tenants of building D are allowed to use the Business Directory on Grand Avenue upon landlord's approval and / or availability on business directories.
6. Page 28
 - a. The end-cap tenant is now permitted additional signage on the west / rear elevation. Limited to a logo and no larger than twenty (20) square feet. No other tenants will have signage on west / rear elevation.
7. Page 37 – **Business Directory Signs**
 - a. Tenant's placement on directories is based upon landlord's approval and / or availability of business directories.

All proposed changes are consistent with the regulations of the Arroyo Grande Municipal Code in regards to amount of signs and size of signs. It is recommended that the ARC review the proposed changes and make a recommendation on the substantial conformance to the originally approved PSP to the Community Development Director.

ATTACHMENTS:

1. Architectural Review Committee Minutes February 25, 2013
2. Revised Planned Sign Program 13-001

FINAL MINUTES

**CITY OF ARROYO GRANDE
ARCHITECTURAL REVIEW COMMITTEE (ARC)
SPECIAL MEETING
MONDAY, FEBRUARY 25, 2013**

The meeting of the City of Arroyo Grande Architectural Review Committee was called to order at 1:00 p.m. by Chair Warren Hoag.

ROLL CALL: Present were Committee Members Tom Goss, Michael Peachey, Randy Russom, Vice Chair Chuck Fellows, and Chair Warren Hoag.

APPROVAL OF MINUTES: None.

I. PUBLIC COMMENT: None.

II. PROJECTS:

A. CONDITINAL USE PERMIT 12-010, DEVELOPMENT CODE AMENDMENT 13-001, AND PLANNED SIGN PROGRAM 13-001; APPLICANT-GRAND AND ELM PROPERTIES, LP; REPRESENTATIVE – JENNIFER DAW, PERKOWITZ AND RUTH; LOCATION – 1205 EAST GRAND AVENUE

Staff Contact: Aileen Nygaard

Assistant Planner Aileen Nygaard presented the staff report for the project.

Committee members asked questions about the sign program, the number of placards on the main monument sign, the size of delivery door signs, and the adjacent car wash queuing.

Phil Fontes, owner and Jennifer Daw, architect were in attendance to speak about the proposal. The project is an inline façade renovation, new landscape and hardscape featuring a new grand entrance off East Grand Avenue. Parking was estimated using a rough size for the new drive-through restaurant. The Sign program includes removing pole signs and the roof sign.

Committee members discussed lighting, pedestrian connections and traffic queuing. Preserving pedestrian access to the Poplar Street neighborhood and creating a new sidewalk connection from East Grand through the parking lot to the stores at the rear of the property were important issues.

Warren Hoag made a motion, seconded by Tom Goss, to recommend to the Planning Commission that the project be approved with conditions:

- 1) Keep access connection to the Poplar Street neighborhood and provide ADA compliance.
- 2) Increase decorative paving at East Grand Avenue and throughout center for pedestrian connections.
- 3) Expand the planter at Elm Street around the monument sign.
- 4) Traffic Commission to evaluate queuing for the carwash.
- 5) Expand pedestrian trail from East Grand to the plaza at Building B.
- 6) Improve back of Building B with articulation. Signage may be located on back as well.
- 7) Reduce the driveway widths to reduce the pedestrian crossing width and add special paving.
- 8) Lighting Plan details shall be added and return to ARC.
- 9) Define locations of blade signs, evaluate size of monument sign and limit number of names to 5.
- 10) Add landscape along Poplar Street and possibly refinish wall.
- 11) Master Sign program should clarify approval of signs is required at City as well.
- 12) Add Electric car charging station
- 13) Provide alternate tree species and bring landscape plan back to ARC prior to Building permit. Existing palms to be reused.
- 14) No stucco over foam below 8' in height.
- 15) Add railing at plaza on East Grand Avenue.

The motion was carried on a 5-0 voice vote:

Tom Goss -Yes	Mike Peachey - Yes
Chuck Fellows – Yes	Randy Russom - Yes
Warren Hoag – Yes	

Tom Goss recused himself for interest in the next discussion item.

III. DISCUSSION ITEMS:

- a. The proposed iron fencing for the outdoor patio dining at McDonald's was shown for approval. A vote was taken and carried on a 4-0-1 voice vote:

Tom Goss - Abstain	Mike Peachey - Yes
Chuck Fellows – Yes	Randy Russom – Yes
Warren Hoag – Yes	

IV. ADJOURNMENT: The meeting was adjourned at 4:15 pm to a regular meeting scheduled for March 4, 2013 at 2:30 pm.

ARROYO GRANDE SHOPPING CENTER



MASTER SIGN PROGRAM

Prepared By

Perkowitz + Ruth
ARCHITECTS

Date: 06.11.2013

Revised: 02.02.2016

Revised: 05.19.2016

ARROYO GRANDE SHOPPING CENTER

PREFACE

The subject property ("Arroyo Grande Shopping Center") is located on the southwest corner of East Grand Avenue and South Elm Street, Arroyo Grande, CA. The Owner is Grand & Elm Partners, LLP ("Grand & Elm"). The property is approximately 7.26 acres and consists of eight parcels and is zoned Gateway Mixed Use. Grand & Elm Partners, LLP ("Grand & Elm") proposes to renovate an existing retail shopping center which includes new construction and drive thru of "Building Pad A", demolition, relocation and building square footage increase of "Shop Building D", reconfiguration and building square footage decrease of "Shop Building H", new landscape and hardscape throughout, façade renovation on the existing inline tenant, and a new comprehensive signage program for the entire shopping center. The proposed three structures will bring additional services to the shopping center and the renovations will create a vibrant pedestrian-oriented shopping center for the Arroyo Grande community.

The total building square footage addition to the shopping center is 6,721 SF. This includes the following:

Existing structures

Building B (Retail B): 5,569 SF
The Girl's Restaurant (Retail C): 4,899 SF
Shop Building D (Shops): 4,520 SF
Cookie Crock (Retail E): 25,070 SF
Car Quest Auto Parts (Retail F): 15,000 SF
Rite Aid (Retail G): 18,018 SF
Shop Building H (Retail): 4,990 SF

Existing Total Building Square Footage: 78,066 SF

Proposed structures

Building Pad A: 2,771 SF (new construction with drive thru and plaza area)
Shop Building D: 8,470 SF (demolition, relocation and building increase of 3,950 SF from existing)
Shop Building H: 4,800 SF (reconfiguration and reduction in square footage of 190 SF)

ARROYO GRANDE SHOPPING CENTER

Proposed additional square footage: 6,721 SF

Reduction of "Shop Building H" square footage: -190 SF

Proposed Total Building Square Footage: 84,597 SF

The Arroyo Grande Shopping Center is located 300' outside of Highway 101 with more than nine (9) tenants. The project consists of a Major tenant (20,000 SF or more), six (6) Minor Tenants (under 20,000 SF), and one Fast Food (project which consists a drive-thru). The signage criteria for each tenant are outlined within this Sign Program. All criteria contained within this program are considered as a supplement to the City of Arroyo Grande Sign Ordinance, Chapter 16.60.

The intent of this Overall Sign Program ("OSP") for Arroyo Grande Shopping Center is to provide guidelines to achieve a visually coordinated, harmonious, balanced, appealing signage environment at the site, consistent with the City of Arroyo Grande Municipal Code. The OSP establishes guidelines and criteria for the design, implementation, and regulation of project identity and tenant signage and proportional exposure. The Owner will be responsible for rigorous adherences to the OSP and will determine signage locations for each tenant, consistent with the lease terms, ordinance limitations, and this OSP. The Owner will retain the right to approve the design and content of any sign proposed by a new tenancy and will ensure compliance with requirements for review by the City of Arroyo Grande under applicable ordinances.

This sign criterion also describes the responsibilities of the tenants with respect to the sign review, approval, and installation. All work shall meet or exceed the minimum design intent and fabrication requirements shown in this document. Conformance will be enforced. A diversity of sign types within the parameters of these criteria is encouraged to allow for creative tenant signage. Any non-conforming or unapproved signs shall be brought into conformance at the expense for the tenant.

Upon vacancy, Tenant shall remove sign and restore fascia to original condition at Tenant's sole expense within fifteen (15) days of expiration of termination of Tenant's lease.

Tenant shall be responsible for the following expenses relating to signage for tenant's store:

1. Plan check and permit fees
2. Fabrication, installation of signage, and final electrical connections
3. *Maintenance and repair to include: all costs relating to signage removal and repair of any damage to the building, or any portion of the shopping center.*

ARROYO GRANDE SHOPPING CENTER

SIGN DESIGN CRITERIA

The following are general guidelines to be used in the development of all signage and graphic elements.

- Sign canisters may be allowed for tenant logos only when such logo constitutes a registered trademark or is part of the D.B.A. However, “Can Like” signs are typically discouraged. Tenant signs that incorporate logos, business identities, and/or images denoting the type of business, shall be encouraged. Logo design and color to be approved by Landlord and the City of Arroyo Grande.
- All sign colors, lettering styles, graphics, and mounting attachments will be considered against overall compatibility with the development and architectural theme.
- The final design and size of signs will be approved at the discretion of the Landlord and must be approved by the City of Arroyo Grande. All decisions of the Landlord will be based on architectural compatibility.
- Signs shall be designed in a manner that is not only imaginative but also high graphic quality. In addition, signs should be compatible with and complementary to adjacent facades. Signage and environmental graphics should be conceived as an integral part of the building design and not applied as an afterthought.
- Notwithstanding the maximum square footages specified for a copy area allowances, signs, and typography in all cases shall appear balanced and in scale with the context of the sign space and building as a whole. Signs shall be centered over each Tenant space unless otherwise directed by Landlord and approved by the City of Arroyo Grande.
- Primary storefront identification shall be limited to Tenant’s trade name and logo, as approved in the lease and in the City of Arroyo Grande Business License.
- All signage lighting shall be baffled or concealed. Light leaks will not be allowed.
- All sign illumination shall be from the interior or by indirect lighting that shall be turned off after business hours, or at ten (10:00) pm, whichever is later.

ARROYO GRANDE SHOPPING CENTER

ACCEPTABLE SIGN DESIGN

The following list is a broad suggestion of sign design solutions. All sign designs are subject to the approval of Landlord and final approval by the City of Arroyo Grande.

- Individual channel letters with light (LED) transmitting acrylic faces.
- Mixed media signs incorporating multi-dimensional forms and combinations of colors, shapes, materials, and lighting.
- Application of materials, finishes, and colors as culled from the immediately adjacent architecture.
- Dimensional letter forms with seamless edge treatments.
- Reverse channel lettering.
- Cut or fabricated steel, painted, or unfinished.
- Etched metal or glass, sandblasted glass.
- Dimensional shapes and forms of metal, hardwood, glass, or other material with permanent appearance.
- Glazed ceramic tile work forming patterns and/or fields, subject to height and area restrictions.
- Silhouette or halo illumination.
- Front lighting, i.e. gooseneck lighting.

ARROYO GRANDE SHOPPING CENTER

SIGN CONSTRUCTION AND MAINTENANCE

- All signs shall comply with the applicable provisions of the Arroyo Grande Municipal Code, *Section 16.60.100*, including, but not limited to the California Building Code relative to design and construction, structural integrity, connections, and safety. Signs shall also comply with the provisions of all applicable electrical codes and additional construction standards.
- All signs shall be structurally safe; shall be made of rust inhibitive materials and shall be fabricated, constructed, erected, or installed and maintained in such manner, as well as comply with the provisions of this code.
- Each sign hereafter erected or remodeled shall bear, in a permanent position, clearly legible identification decals stating the firm or corporation responsible for its construction and erection. Electric signs shall be marked with input amperages at the full load input.
- No sign shall be attached in any form, shape or manner that will interfere with an opening required for ventilation, except in circumstances when not violation of the building or fire codes.
- Signs shall be located in such a way that they maintain horizontal and vertical clearance or all overhead electrical conductors in accordance with the electrical code and the regulations of the affected entity and the Public Utilities Commission.
- Certain signs may be required to be properly guttered and connected with down spouts to storm drains so that water will not drip or flow into public sidewalks or streets.
- All permanent freestanding signs or poles shall be self-supporting structures erected on and permanently attached to concrete foundations. Such structures or poles shall be fabricated only from steel or other such materials as approved by the Building Official.
- All signs shall be constructed to withstand wind loads, acceptable to the Building Official.
- No sign shall be suspended by chains or other devices that will allow the sign to swing due to wind action. Signs shall be anchored to prevent any lateral movements that would cause wear on supporting members or connections.

ARROYO GRANDE SHOPPING CENTER

SIGN MAINTENANCE

- Every sign and all parts, portions, components, and materials thereof shall be maintained and kept in good condition and proper repair. The display surface of all signs shall be kept clean, neatly painted, and free from rust and corrosion. Any cracked or broken surfaces and malfunctioning or damaged portions of a sign shall be repaired or replaced within thirty (30) calendar days following notification by the city. Noncompliance with such a request shall constitute a nuisance and may be abated in accordance with the provisions of this code.
- Landlord reserves the right to periodically hire an independent electrical engineer, at Tenant's sole expense, to inspect the installation of the Tenant's signs. Code violations shall be corrected at Tenant's expense.
- Any maintenance, except a change of a copy not specifically exempted, shall be permitted.

ARROYO GRANDE SHOPPING CENTER

MISCELLANEOUS TENANT BUILDING SIGNAGE

- Each tenant shall be permitted to place upon each entrance of its store (inside storefront glass) not more than 144 square inches of gold leaf decal application lettering not to exceed 2 inches in height, indicating hours of business, emergency telephone numbers, etc.
- Receiving doors may have a two inch high block letter sign identifying the Tenant's name installed by Tenant. Landlord shall install address above the door in six (6) inch high block letters. Letters shall be the same color throughout the project and applied directly to the door. See "Tenant Delivery Door" for specifications.
- Landlord shall install address numbers for each building on the front building wall, 12 inches below the parapet or cornice and located on the top-right of the main building wall. Letter style to *Helvetica Regular*, height to be six inches (6"), securely mounted to the wall, and approved by the Building and Fire Departments. See "Tenant Delivery Door" for specifications.
- Building Pads A, and individual tenants for Building Pad B, and D, are allowed one (1) additional wall sign on the wall that abuts the interior (frontage) parking lot. Specifications are outlined under each Building Pad section.
- Staff to work with applicant(s) on all proposed signage to ensure it complies with the Arroyo Grande Shopping Center Overall Signage Program and the Arroyo Grande Municipal Code.
- Building Pads "E-H" are allowed placement the ground monument signs on Grand and Elm; Building Pads B & D are allowed placement on business directories on Grand & Elm. The location for the ground monument signs and business directories are identified on the site plan in the program

ARROYO GRANDE SHOPPING CENTER

PROHIBITED SIGN TYPES

- Any sign not in compliance with the provisions of the code, Section 16.60.060. Potential violations shall be processed pursuant to City of Arroyo Grande Development Code Section 16.08.100.
- Roof signs extending above the eave or parapet line, except when, in the opinion of the Architectural Review Committee, the sign is a complementary architectural feature of the building. This provision does not apply to integral roof signs.
- Flashing signs, except time and temperature signs specifically permitted pursuant to a site development approval, such as but not limited to Architectural Review, Plot Plan Review, Conditional Use Permit, Review or Sign Approval.
- Blade (projecting) signs
- Canopy/Awning signs
- Animated signs conveying the illusion of or action motion.
- Revolving or rotating signs.
- Signs emitting audible sounds, odors, or visible matter.
- Vehicle-mounted commercial signs when parked or stored on property or within the public right-of-way to identify a business or advertise a product.
- Portable signs not specifically permitted to the provisions of this chapter.
- Off-site signs not specifically permitted by the provisions of this chapter.
- Signs within the public right-of-way except those required by a Governmental Agency.

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- Signs within the public right-of-way (including planted strips, tree wells, fences, and street medians), on public property or in any location which interferes with vehicular, bicycle, or pedestrian circulation or safety.
- Sail or wing signs
- Statuary (statues or sculptures) advertising products or logos of the business located outside of the structure that houses the business.
- Electric reader board signs that are not exempt by virtue of being interior signs and that are not otherwise specifically permitted by the provisions of this chapter.
- Signs that purport to be or are in imitation of or resemble official traffic warning devices or signs that, by color, location, or lighting, may confuse or disorient vehicular or pedestrian traffic. This prohibition shall not include traffic or directional signs installed on private property to control on-site traffic.
- Strobe or revolving lights used as an attention-getting device.
- Off-site commercial signs, including those within the public-right-of-way, held or supported by a person.
- Pole signs

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TEMPORARY SIGNS

- Outdoor signs containing light bulb strings outside of the building, except for temporary uses such as, but not limited to, Christmas tree lots, carnivals, and other similar uses subject to prior approval of a temporary use permit.
- Inflatable advertising devices, including hot air balloons unless approved through the Temporary Use Permit process upon the recommendation of the Architectural Review Committee.
- All temporary banners, decorations, and searchlights shall comply with the City of Arroyo Grande Municipal Code as indicated in Section 16.60.050 (A+B).
- Staff to work with applicant(s) on all proposed signage to ensure it complies with the Arroyo Grande Shopping Center Overall Signage Program and the Arroyo Grande Municipal Code.

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SUBMITTALS & APPROVALS

1. Each Tenant shall provide a minimum of one (1) primary identification wall sign in accordance with the approved Master Sign Plan herein provided:
 - a. Only those sign types provided for and specifically approved in writing by the Landlord and permitted by the City of Arroyo Grande will be allowed. The Tenants will be required at their expense, to remove any sign that is installed without the City of Arroyo Grande and Landlord's approval.
 - b. All signs shall be reviewed for conformance with this criteria and overall design quality. Approval or disapproval of sign submittals based on aesthetics of design shall remain the right of the Landlord and the City of Arroyo Grande.
 - c. Prior to manufacture of any sign in the center, the Tenant shall submit to the Landlord for approval two (2) copies of detailed show drawings. These drawings shall include the building elevations to which the signs are to be attached, sign materials, dimensions, graphics, colors, and method of attachment. Drawings required include:
 - i. Elevation of storefront drawn to scale, indicating materials, colors, and dimensions
 - ii. Section through letter and/or sign panel showing the dimensioned projection of the face of the letter and/or sign panel and the illumination.
 - iii. Drawings showing attachment devices and construction detail.
 - d. Drawings shall be mailed to:

GRAND & ELM PARTNERS, LLP
2000 Oak Street, Suite 100
Bakersfield, CA 93301
Attn: Mr. Phil Fontes
 - e. All Tenant sign submittals shall be reviewed by Landlord and/or its agent for conformance with the provisions of the Master Sign Program Plan. Within ten (10) business days after receipt of Tenant's drawings, Landlord shall approve the submittal, approve the submittal contingent upon any required modifications, or disapprove Tenant's sign submittal.

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Approval or disapproval shall be the sole right and discretion of Landlord & City of Arroyo Grande. All full set of final plans must be approved in writing by Landlord, prior to application submittal to the City of Arroyo Grande for permits. City permits shall be obtained prior to sign fabrication.

- f. Following Landlord's approval of proposed signage, Tenant or his agent shall submit three (3) sets of drawings with one (1) stamped approved by Landlord to the City of Arroyo Grande. Tenant shall be solely responsible for the cost of the City of Arroyo Grande plan check fees and permits and shall furnish Landlord with a copy of said permits prior to installation of Tenant's sign(s).
- g. Tenant's sign contractor shall carry Workman's Compensation and Public Liability Insurance against all damage suffered or done by any and all persona and/or property while engaged in the construction and erection of signs in the amount of one-million (\$1,000,000.00) per occurrence. Evidence of this issuance must be provided to the Landlord prior to installation, naming **GRAND & ELM PARTNERS, LLP**, or other party as may be required, as additional insured.

ARROYO GRANDE SHOPPING CENTER

SIGN AREA MEASUREMENT: BUILDING PAD "A" FAST FOOD

Exhibit 2 illustrates the method of determining maximum square footages for the allowable sign area categories that are outlined within the Overall Sign Program. A total of up to two (2) tenants are allowed to occupy Building Pad "A" and the signage below is based on the allocated signage for tenants at Building Pad A.

Tenant 1 is the main tenant of Building Pad A and utilizes the drive-thru for their business use. Tenant 2 utilizes the remainder square footage of the building. The allocated sign for each tenant is based on the tenant lease percentage area of the overall Building Pad A.

Overall Building Square Footage: 2,771 SF

Sign Type and Number Permitted: A total of four (4) wall signs allowed, per the indicated areas below. One (1) panel allowed on directory sign on Elm Street and assigned to tenant who utilizes the Drive-thru for their business. Sign program to allow rear building signage. Tenant receiving door may have Tenant's name (installed by Tenant) and building address (installed by Landlord).

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Wall Signs: Wall Sign is affixed in any manner to any exterior wall of a building or structure and which is parallel to and projects not more than eighteen (18) inches from the building or structure wall. Unless otherwise stated in this Overall Sign Plan, the wall signs shall not exceed a maximum of 70 SF in sign area.

Portable Signs:

1. Cannot block doorway, access, or American with Disabilities Access
2. Constructed from wood or plastic and have a professional appearance
3. Only one portable sign is allowed per business
4. Portable signs that are proposed for a store or restaurant located in a shopping center must be located immediately adjacent to that business.

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Accessory Signs: Accessory signs do not count towards the permitted signage if restricted to ten (10) percent or less. Accessory signs between ten (10) and twenty (20) of the wall area can be allowed with a recommendation from the Architectural Review Committee; however areas greater than ten (10) percent shall be considered toward total permitted sign area. The design, number, location and size of accessory signs shall be reviewed and approved as part of the sign permit.

Drive-Thru Menu Boards: Drive-thru menu boards or vending machine signs do not count towards the permitted signage if they are no larger than sixteen (16) square feet. Incidental and supplemental signs between sixteen (16) and thirty-two (32) square feet can be allowed with a *recommendation* from the Architectural Review Committee, however areas greater than sixteen (16) square feet shall be considered toward total permitted sign area. Menu boards for drive-through restaurants are subject to the following:

1. Not to exceed two on-site single face signs
2. Limited to locations adjacent to a vehicle queuing lane for the service point of the drive-through pad
3. Free-standing menu boards shall not exceed eight (8) feet in height as measured from the finished elevation of the vehicle queuing lane.

Miscellaneous Signs: Vehicle-oriented convenience and directional signs solely for the purpose of guiding traffic and parking on private property, and not bearing advertising material, limited to a maximum area of two square feet and a maximum letter height of four inches.

Monument (ground) signs: Building A is prohibited for placement on both Major monument signs; however, is allowed for a panel on the Business Directory located on Elm Street. Tenant who utilizes the drive-thru for their business is allowed the panel space on the business directory on Elm Street only.

Prohibited Signs:

- Blade (projecting) signs
- Canopy/awning signs

Allowed Square Footage:

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Total area for all signs, except portable signs, shall not exceed 1 ½ SF of sign area for each linear foot of street frontage for the first 100' of frontage. Each sign shall not exceed 70 SF.

Front Building Elevation (North): This signage is allocated to Tenant 1 who utilizes the drive-thru for their business. One (1) wall sign is allowed on the exterior wall on Grand Avenue. The allocated amount for the North elevation is one (1) square foot per linear of the north elevation (rounded to the nearest foot). The maximum South signage square footage allowed shall not exceed 20 SF.

Interior Building Signage (West): The allocated signage for the west elevation is 70 SF. For each leasable tenant space, one (1) wall sign is allowed on the interior wall that abuts the interior parking lot. The allocated square footage of interior signage for each leasable tenant space (rounded to the nearest foot) is based on the percentage of the tenant's leasable area of the overall Building A. For example, the total square footage for Building Pad A is 2,270. Tenant 1 occupies 1,860 SF (67%) of the overall building square footage and Tenant 2 occupies the remaining space of 910 SF (33%). Therefore, Tenant 1 is allowed 67% of the allocated wall signage (70 SF) on the west elevation and Tenant 2 is allowed the remaining.

Rear Building Elevation (South): This signage is allocated to Tenant 2. One (1) wall sign is allowed on the exterior wall that abuts the interior parking lot. The allocated square footage for the South elevation is, one (1) square foot per linear of south elevation (rounded to the nearest foot). The maximum South signage square footage allowed shall not exceed 20 SF.

Location: Signs should be located symmetrically in relation to facades and fit in with the architectural features of the building. Wall mounted signage should be centered above storefront and located near and above the entry of the building to better relate to pedestrian traffic. Signage width should not exceed fifty (50) percent of leasable frontage and shall be proportionally center within tenant's leased frontage space. Signage shall be architecturally integrated into the project design and provide clearance necessary for compliance with the Americans with Disabilities Act (A.D.A). Signs shall meet all requirements of the Development Code (16.60) and provisions of these guidelines and standards.

Materials and Colors: Sign materials shall complement the building material and shall be in maintaining the overall character of the Arroyo Grande Shopping Center. Signs painted on a signboard or other thin material shall be framed on all sides to provide depth and a finished look to the sign. Sign colors shall complement the building color scheme. Bright, intense colors are inappropriate including

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ARROYO GRANDE SHOPPING CENTER

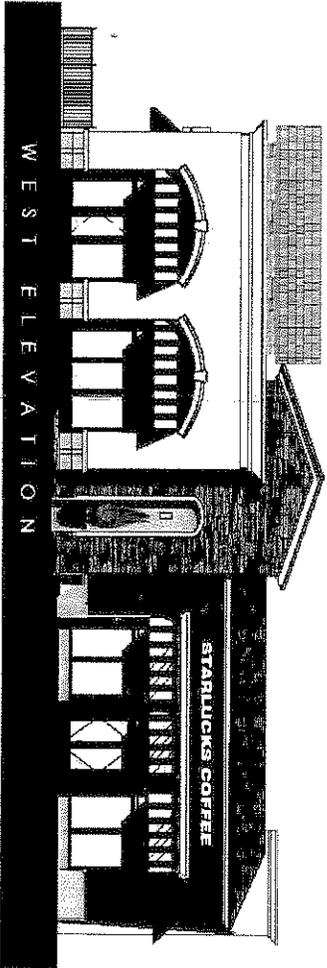
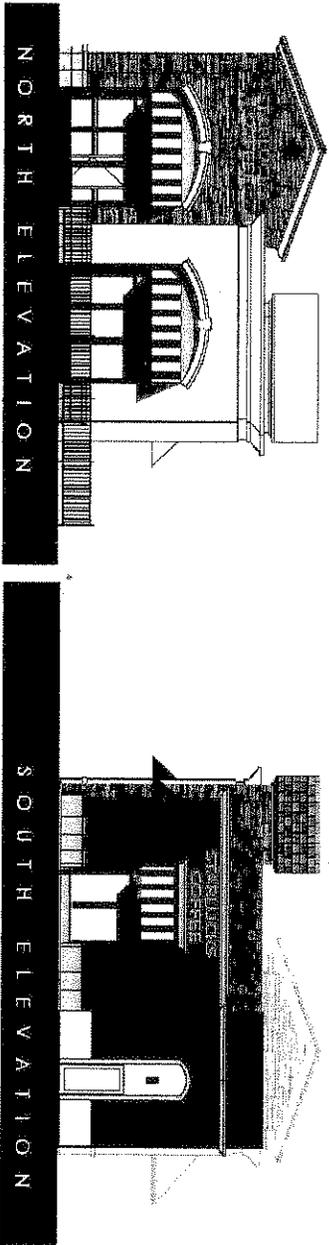
the use of fluorescent, "neon" or "day-go" colors on signs. All applications for sign permits shall include a sample of the intended color palette.

Capital letters shall not exceed a height of eighteen (18) inches. Lower case letter shall not exceed a height of eighteen (18) inches. When using logos, logo size should not exceed twenty-four (24) inches. Two (2) rows of letters shall not exceed thirty-six (36) inches.

Sign Illumination: Signs may be externally illuminated with incandescent lights or other lighting that does not produce glare and is designed to conserve energy (LED Illuminated Letters). Wall, canopy, or projecting signs may be illuminated from concealed sources or exposed ornamental fixtures that complement the building's architecture. All sign illumination shall be from the interior or by indirect lighting that shall be turned off after business hours, or at ten (10:00) pm, whichever is later.

Approval: All signs shall be reviewed for conformance with this criteria and overall design quality. Approval or disapproval of sign submittals based on aesthetics of design shall remain the right of the Landlord and the City of Arroyo Grande. Any deviations from the standards outlined in the Arroyo Grande Sign Program or Arroyo Grande Municipal Code require approval from the Arroyo Grande Architectural Review Committee.

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SIGN AREA MEASUREMENTS: BUILDING PAD "B" (Minor Tenants)

Exhibit 2 illustrates the method of determining maximum square footages for the allowable sign area categories that are outlined within the Overall Sign Program.

Overall Building Square Footage: 5,569 SF

Sign Type and Number Permitted: One (1) wall sign per frontage and placement on Business Directory. Tenant receiving door may have Tenant's name (installed by Tenant) and building address (installed by Landlord).

Wall Signs: Wall Sign is affixed in any manner to any exterior wall of a building or structure and which is parallel to and projects not more than eighteen (18) inches from the building or structure wall. Each wall sign shall not exceed a maximum of 20 SF in sign area, as indicated below. The combined sign area for all signs on a single story building shall not exceed 100 SF for each rear and front of building.

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Accessory Signs: Accessory signs do not count towards the permitted signage if restricted to ten (10) percent or less. Accessory signs between ten (10) and twenty (20) of the wall area can be allowed with a recommendation from the Architectural Review Committee; however areas greater than ten (10) percent shall be considered toward total permitted sign area. The design, number, location and size of accessory signs shall be reviewed and approved as part of the sign permit.

Monument (ground) signs: Building B tenants are prohibited for placement on both Major monument signs; however, are allowed for use of the Business Directory located on Elm Street, upon Landlord's approval and/or availability on the business directories.

Prohibited Signs:

- Blade (projecting) signs
- Canopy/awning signs

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Allocable Signage Square Footage

Front (North) Building Signage: For each leasable tenant space, one (1) wall sign is allowed for building frontage on an area opened to the public right of way. The total area for each tenant's sign shall not exceed 1 SF for each linear foot of building frontage. The combined sign area for all signs on a single story building front shall not exceed 100 SF. The maximum sign square footage for each tenant space shall not exceed 20 SF. Signage width should not exceed fifty (50) percent of leasable frontage and shall be proportionally center within tenant's leased frontage space. No more than two (2) rows of letters allowed.

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Tenant Space	Minimum Linear Footage	Minimum Sign Square Footage Allowed (Frontage)
B-1	20'-0"	20 SF
B-2	20'-0"	20 SF
B-3	20'-0"	20 SF
B-4	20'-0"	20 SF
B-5	20'-0"	20 SF
Total		100 SF

If a tenant chooses to occupy four or more leasable spaces, the maximum signage allowed is 70 SF (location to be determined and approved by Landlord). If a tenant chooses to occupy two or three leasable spaces, the maximum signage allowed is the total combined sign square footage of occupied tenant sign space (i.e. tenant occupies B-1 and B-2 for bakery; allowed signage is 40 SF).

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Side (East or West) Building Signage: Signage is not allowed on the rear (south) elevation for any tenants. However, tenants who occupy two or three leasable spaces, and the end-cap of Building B, have the ability to place signage on the west or east elevation of Building B, depending on their side frontage. The building elevation must be on the Tenant's leasable area and must be approved by the Landlord. The single remaining tenant is not allowed to place signage on the side elevations and only allowed signage on the North elevation. The maximum side building signage allowed is 40 SF (location to be determined and approved by Landlord).

Deleted: If a tenant chooses to occupy two or three leasable spaces, the maximum signage allowed is the total combined sign square footage of occupied tenant sign space (i.e. tenant occupies B-1 and B-2 for bakery; allowed signage is 40 SF).

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Location: Signs should be located symmetrically in relation to facades and fit in with the architectural features of the building. Wall mounted signage should be centered above storefront and located near and above the entry of the building to better relate to pedestrian traffic. Signage width should not exceed fifty (50) percent of leasable frontage and shall be proportionally center within tenant's leased frontage space. Signage shall be architecturally integrated into the project design and provide clearance necessary for compliance with the Americans with Disabilities Act (A.D.A). Signs shall meet all requirements of the Development Code (16.60) and provisions of these guidelines and standards.

Materials and Colors: Sign materials shall complement the building material and shall be in maintaining the overall character of the Arroyo Grande Shopping Center. Signs painted on a signboard or other thin material shall be framed on all sides to provide depth and a finished look to the sign. Sign colors shall complement the building color scheme. Bright, intense colors are inappropriate including

the use of fluorescent, "neon" or "day-go" colors on signs. All applications for sign permits shall include a sample of the intended color palette.

Capital letters shall not exceed a height of eighteen (18) inches. Lower case letter shall not exceed a height of eighteen (18) inches. When using logos, logo size should not exceed twenty-four (24) inches. Two (2) rows of letters shall not exceed thirty-six (36) inches.

Sign Illumination: Signs may be externally illuminated with incandescent lights or other lighting that does not produce glare and is designed to conserve energy (LED Illuminated Letters). Wall, canopy, or projecting signs may be illuminated from concealed sources or exposed ornamental fixtures that complement the building's architecture. All sign illumination shall be from the interior or by indirect lighting that shall be turned off after business hours, or at ten (10:00) pm, whichever is later.

Approval: All signs shall be reviewed for conformance with this criteria and overall design quality. Approval or disapproval of sign submittals based on aesthetics of design shall remain the right of the Landlord and the City of Arroyo Grande. Any deviations from the standards outlined in the Arroyo Grande Sign Program or Arroyo Grande Municipal Code require approval from the Arroyo Grande Architectural Review Committee.

Deleted: For each leasable tenant space, one (1) additional wall sign is allowed on the rear wall (south elevation) that abuts the interior parking lot. The allocated amount of rear signage for each leasable tenant space (rounded to the nearest foot) is one (1) square foot per linear of rear building. The maximum rear signage square footage for each tenant space shall not exceed 20 SF. The combined sign area for all signs on a single story building rear shall not exceed 100 SF. Signage width should not exceed fifty ¶

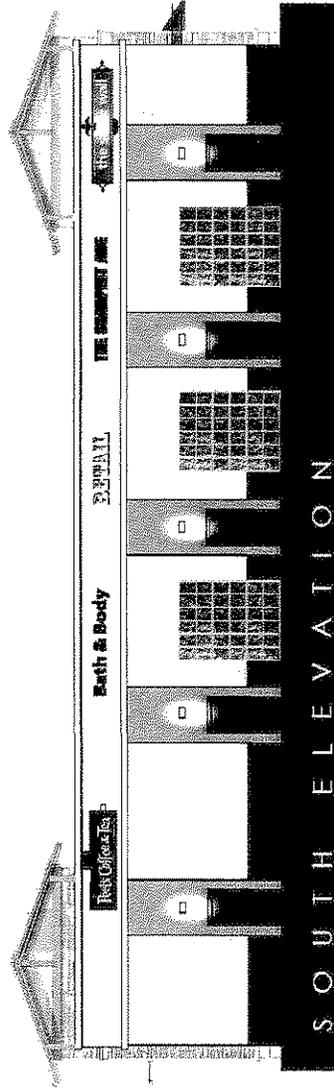
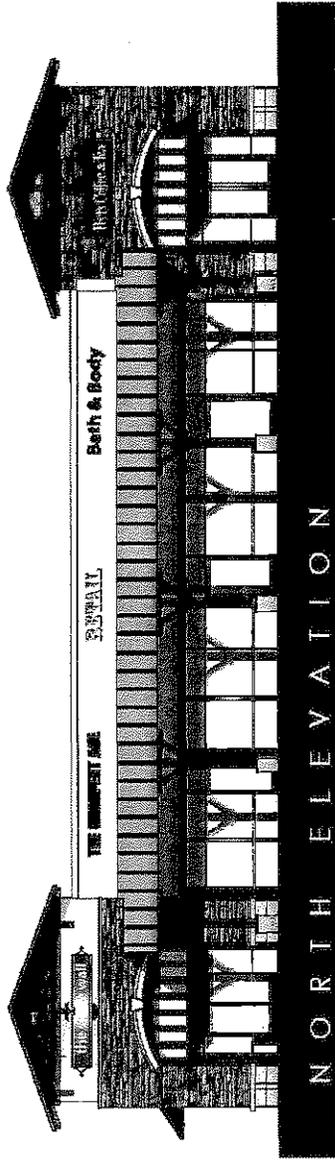
¶ (50) percent of leasable rear area and shall be proportionally center within tenant's leased rear space. No more than two (2) rows of letters allowed.

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SIGN AREA MEASUREMENTS: BUILDING PAD "C" (Minor Tenant)

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Exhibit 2 illustrates the method of determining maximum square footages for the allowable sign area categories that are outlined within the Overall Sign Program.

Overall Building Square Footage: 4,889 SF

Sign Type and Number Permitted: one (1) wall per frontage (north elevation). Tenant receiving door may have Tenant's name (installed by Tenant) and building address (installed by Landlord).

Wall Signs: Wall Sign is affixed in any manner to any exterior wall of a building or structure and which is parallel to and projects not more than eighteen (18) inches from the building or structure wall. Unless otherwise stated in this Overall Sign Plan, the wall signs shall not exceed a maximum of 70 SF in sign area.

Accessory Signs: Accessory signs do not count towards the permitted signage if restricted to ten (10) percent or less. Accessory signs between ten (10) and twenty (20) of the wall area can be allowed with a recommendation from the Architectural Review Committee; however areas greater than ten (10) percent shall be considered toward total permitted sign area. The design, number, location and size of accessory signs shall be reviewed and approved as part of the sign permit.

Monument (ground) signs: Building C is prohibited for placement on both Major monument signs; however, is allowed for use of the Business Directory located on Elm Street upon Landlord's approval and/or availability on business directories.

Prohibited Signs:

- Blade (projecting) signs
- Canopy/awning signs

Allowed Square Footage:

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The total sign area for the single-story building which abuts a public street shall not exceed one (1) SF of the frontage linear foot. The maximum sign square footage shall not exceed 92 SF. Signage width should not exceed fifty (50) percent of leasable frontage and shall be proportionally center within tenant's leased frontage space. No more than two (2) rows of letters allowed. Signage on rear of building is prohibited.

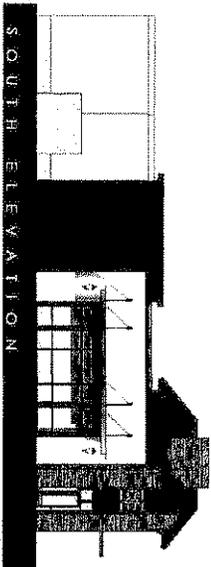
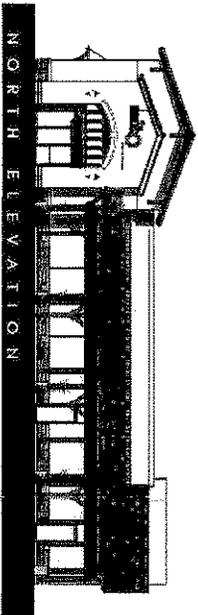
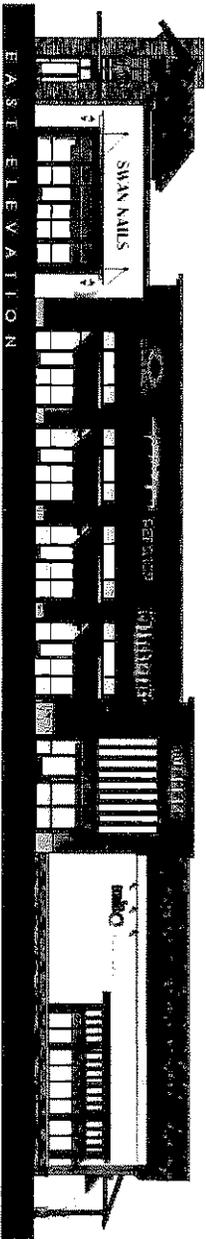
Location: Signs should be located symmetrically in relation to facades and fit in with the architectural features of the building. Wall mounted signage should be centered above storefront and located near and above the entry of the building to better relate to pedestrian traffic. Signage width should not exceed fifty (50) percent of leasable frontage and shall be proportionally center within tenant's leased frontage space. Signage shall be architecturally integrated into the project design and provide clearance necessary for compliance with the Americans with Disabilities Act (A.D.A). Signs shall meet all requirements of the Development Code (16.60) and provisions of these guidelines and standards.

Materials and Colors: Sign materials shall complement the building material and shall be in maintaining the overall character of the Arroyo Grande Shopping Center. Signs painted on a signboard or other thin material shall be framed on all sides to provide depth and a finished look to the sign. Sign colors shall complement the building color scheme. Bright, intense colors are inappropriate including the use of fluorescent, "neon" or "day-go" colors on signs. All applications for sign permits shall include a sample of the intended color palette. Capital letters shall not exceed a height of eighteen (18) inches. Lower case letter shall not exceed a height of eighteen (18) inches. When using logos, logo size should not exceed twenty-four (24) inches. Two (2) rows of letters shall not exceed thirty-six (36) inches.

Sign Illumination: Signs may be externally illuminated with incandescent lights or other lighting that does not produce glare and is designed to conserve energy (LED Illuminated Letters). Wall, canopy, or projecting signs may be illuminated from concealed sources or exposed ornamental fixtures that complement the building's architecture. All sign illumination shall be from the interior or by indirect lighting that shall be turned off after business hours, or at ten (10:00) pm, whichever is later.

Approval: All signs shall be reviewed for conformance with this criteria and overall design quality. Approval or disapproval of sign submittals based on aesthetics of design shall remain the right of the Landlord and the City of Arroyo Grande. Any deviations from the standards outlined in the Arroyo Grande Sign Program or Arroyo Grande Municipal Code require approval from the Arroyo Grande Architectural Review Committee.

ARROYO GRANDE SHOPPING CENTER



ARROYO GRANDE SHOPPING CENTER

SIGN AREA MEASUREMENTS: BUILDING PAD "D" (Minor Tenants)

Exhibit 2 illustrates the method of determining maximum square footages for the allowable sign area categories that are outlined within the Overall Sign Program.

Overall Building Square Footage: 8,470 SF

Sign Type and Number Permitted: one (1) wall per frontage; and placement on Business Directory on Grand Avenue, upon Landlord's approval and/or availability on business directories. Tenant receiving door may have Tenant's name (installed by Tenant) and building address (installed by Landlord).

Wall Signs: Wall Sign is affixed in any manner to any exterior wall of a building or structure and which is parallel to and projects not more than eighteen (18) inches from the building or structure wall. Unless otherwise stated in this Overall Sign Plan, the wall signs shall not exceed a maximum of 70 SF in sign area.

Accessory Signs: Accessory signs do not count towards the permitted signage if restricted to ten (10) percent or less. Accessory signs between ten (10) and twenty (20) of the wall area can be allowed with a recommendation from the Architectural Review Committee; however areas greater than ten (10) percent shall be considered toward total permitted sign area. The design, number, location and size of accessory signs shall be reviewed and approved as part of the sign permit.

Monument (ground) signs: Building D tenants are prohibited for placement on both Major monument signs; however, are allowed use of the Business Directory located on Grand Street upon Landlord's approval and/or availability on business directories.

Prohibited Signs:

- Blade (projecting) signs
- Canopy/awning signs

ARROYO GRANDE SHOPPING CENTER

Allocable Signage Square Footage

For each leasable tenant space, the total area for each tenant's sign shall not exceed 1 SF for each linear foot of building frontage. The combined sign area for all signs on a single store building shall not exceed 140 SF. The maximum sign square footage **for each tenant** space shall not exceed 20 SF. Signage width should not exceed fifty (50) percent of leasable frontage and shall be proportionally center within tenant's leased frontage space. No more than two (2) rows of letters allowed. Signage on rear of building is prohibited.

Tenant Space	Minimum Linear Footage	Maximum Sign Square Footage Allowed (Frontage)
D-1	20'-0"	20 SF
D-2	20'-0"	20 SF
D-3	20'-0"	20 SF
D-4	20'-0"	20 SF
D-5	20'-0"	20 SF
D-6	20'-0"	20 SF
D-7	26'-0"	20 SF
Total		140 SF

If a tenant chooses to occupy four or more leasable spaces, the maximum signage allowed is 70 SF. If a tenant chooses to occupy two or three leasable spaces, the maximum signage allowed is the total combined sign square footage of occupied tenant sign space (i.e. tenant occupies D-1 and D-2 for bakery; allowed signage is 40 SF).

End Cap Tenant: The tenant who occupies the end-cap configuration is only allowed additional signage on the side (west/rear elevation). The sign is limited a logo and is limited to 20 SF. The remaining tenant(s) is/are not allowed signage on the rear/west elevation of Building D.

ARROYO GRANDE SHOPPING CENTER

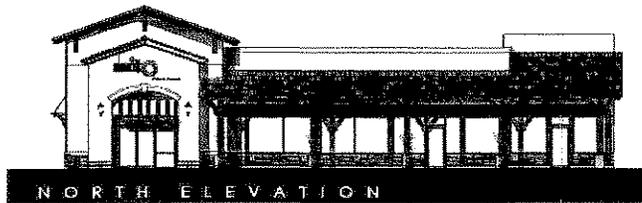
Location: Signs should be located symmetrically in relation to facades and fit in with the architectural features of the building. Wall mounted signage should be centered above storefront and located near and above the entry of the building to better relate to pedestrian traffic. Signage width should not exceed fifty (50) percent of leasable frontage and shall be proportionally center within tenant's leased frontage space. Signage shall be architecturally integrated into the project design and provide clearance necessary for compliance with the Americans with Disabilities Act (A.D.A). Signs shall meet all requirements of the Development Code (16.60) and provisions of these guidelines and standards.

Materials and Colors: Sign materials shall complement the building material and shall be in maintaining the overall character of the Arroyo Grande Shopping Center. Signs painted on a signboard or other thin material shall be framed on all sides to provide depth and a finished look to the sign. Sign colors shall complement the building color scheme. Bright, intense colors are inappropriate including the use of fluorescent, "neon" or "day-go" colors on signs. All applications for sign permits shall include a sample of the intended color palette. Capital letters shall not exceed a height of eighteen (18) inches. Lower case letter shall not exceed a height of eighteen (18) inches. When using logos, logo size should not exceed twenty-four (24) inches. Two (2) rows of letters shall not exceed thirty-six (36) inches.

Sign Illumination: Signs may be externally illuminated with incandescent lights or other lighting that does not produce glare and is designed to conserve energy (LED Illuminated Letters). Wall, canopy, or projecting signs may be illuminated from concealed sources or exposed ornamental fixtures that complement the building's architecture. All sign illumination shall be from the interior or by indirect lighting that shall be turned off after business hours, or at ten (10:00) pm, whichever is later.

Approval: All signs shall be reviewed for conformance with this criteria and overall design quality. Approval or disapproval of sign submittals based on aesthetics of design shall remain the right of the Landlord and the City of Arroyo Grande. Any deviations from the standards outlined in the Arroyo Grande Sign Program or Arroyo Grande Municipal Code require approval from the Arroyo Grande Architectural Review Committee.

ARROYO GRANDE SHOPPING CENTER



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SIGN AREA MEASUREMENTS: BUILDING PADS "E-H"

Exhibit 2 illustrates the method of determining maximum square footages for the allowable sign area categories that are outlined within the Overall Sign Program.

Overall Building Square Footage: 62,888 SF

Sign Type and Number Permitted: one (1) ground and one (1) wall per frontage. Tenant receiving door may have Tenant's name (installed by Tenant) and building address (installed by Landlord).

Wall Signs: Wall Sign is affixed in any manner to any exterior wall of a building or structure and which is parallel to and projects not more than eighteen (18) inches from the building or structure wall. Unless otherwise stated in this Overall Sign Plan, the wall signs shall not exceed a maximum of 70 SF in sign area.

Accessory Signs: Accessory signs do not count towards the permitted signage if restricted to ten (10) percent or less. Accessory signs between ten (10) and twenty (20) of the wall area can be allowed with a recommendation from the Architectural Review Committee; however areas greater than ten (10) percent shall be considered toward total permitted sign area. The design, number, location and size of accessory signs shall be reviewed and approved as part of the sign permit.

Monument (ground) signs: Building Pads E-H are allowed for placement on both Major monument signs; however, prohibited use of both business directories.

Prohibited Signs:

- Blade (projecting) signs
- Canopy/awning signs

ARROYO GRANDE SHOPPING CENTER

Allowed Square Footage

The total area for each tenant's sign shall not exceed 1 ½ SF or sign area for each linear foot of building frontage for each business for the first 100' of frontage, then ½ SF of sign area for each linear foot of building frontage thereafter. Each sign shall not exceed 70 SF.

Signage width should not exceed fifty (50) percent of leasable frontage and shall be proportionally center within tenant's leased frontage space. No more than two (2) rows of letters allowed. Signage on rear of building is prohibited.

Building Pad	Linear Frontage	Allocated Signage based on calculations	Maximum amount of signage
E	150'	175 SF	70 SF
F	100'	100 SF	70 SF
G	126'	163 SF	70 SF
H	60'	90 SF	70 SF
		528.00 SF	280 SF

It is assumed that Building Pad "H" (4,800 SF) may be split into two (2) tenants. Based on this assumption, each tenant for Building Pad H is allocated 30 SF of building signage frontage.

Location: Signs should be located symmetrically in relation to facades and fit in with the architectural features of the building. Wall mounted signage should be centered above storefront and located near and above the entry of the building to better relate to pedestrian traffic. Signage width should not exceed fifty (50) percent of leasable frontage and shall be proportionally center within tenant's leased frontage space. Signage shall be architecturally integrated into the project design and provide clearance necessary for compliance with the Americans with Disabilities Act (A.D.A). Signs shall meet all requirements of the Development Code (16.60) and provisions of these guidelines and standards.

ARROYO GRANDE SHOPPING CENTER

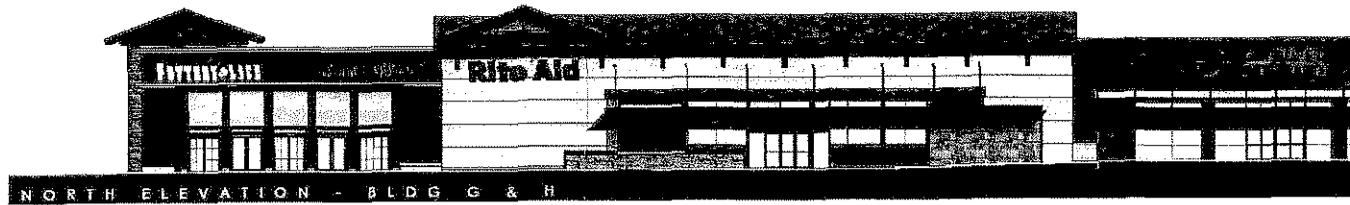
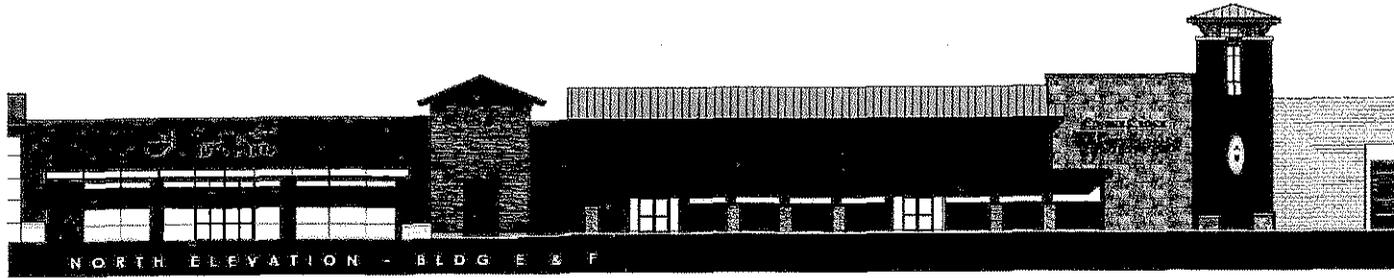
Materials and Colors: Sign materials shall complement the building material and shall be in maintaining the overall character of the Arroyo Grande Shopping Center. Signs painted on a signboard or other thin material shall be framed on all sides to provide depth and a finished look to the sign. Sign colors shall complement the building color scheme. Bright, intense colors are inappropriate including the use of fluorescent, “neon” or “day-go” colors on signs. All applications for sign permits shall include a sample of the intended color palette.

Capital letters shall not exceed a height of eighteen (18) inches. Lower case letter shall not exceed a height of eighteen (18) inches. When using logos, logo size should not exceed twenty-four (24) inches. Two (2) rows of letters shall not exceed thirty-six (36) inches.

Sign Illumination: Signs may be externally illuminated with incandescent lights or other lighting that does not produce glare and is designed to conserve energy (LED Illuminated Letters). Wall, canopy, or projecting signs may be illuminated from concealed sources or exposed ornamental fixtures that complement the building’s architecture. All sign illumination shall be from the interior or by indirect lighting that shall be turned off after business hours, or at ten (10:00) pm, whichever is later.

Approval: All signs shall be reviewed for conformance with this criteria and overall design quality. Approval or disapproval of sign submittals based on aesthetics of design shall remain the right of the Landlord and the City of Arroyo Grande. Any deviations from the standards outlined in the Arroyo Grande Sign Program or Arroyo Grande Municipal Code require approval from the Arroyo Grande Architectural Review Committee.

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ANCHOR MONUMENT SIGNS: Major Inline Tenants (SIGN 1)

A Monument/ground sign is a free-standing sign supported by one or more poles, columns, uprights, or by other structural support separated from a building. The Monument signs are for the Inline tenants (Building Pad E-H) of the shopping center. The monument sign will replace the two existing pole signs on Grand Avenue.

Sign Type and Number Permitted: one (1) ground sign per street frontage; two ground signs permitted (Grand and Elm)

Allowed Square Footage: Not to exceed 70 SF of sign area with an 8' maximum height; maximum 12" x 8" panel size; maximum 9" letter height

Building Pad	Monument Sign
A	NO
B	NO
C	NO
D	NO
E	YES
F	YES
G	YES
H	YES

Four (4) slots are allocated for the inline tenants on each monument sign. It is anticipated that Building Pad "H" (4,800 SF) may be split into two (2) tenants. Based on this assumption, the last slot may be split into two slots for tenants assigned to Building Pad "H".

ARROYO GRANDE SHOPPING CENTER

Location: Ground monument signs must be located within the parking area or adjacent to the access drive to the parking area. One monument sign is allocated per public street frontage. The selected locations of the ground monument signs are 1) Grand Avenue: plaza area adjacent to Building Pad A; 2) Elm Street: planting area closest to car wash.

Materials and Colors: materials shall complement the building material and shall be in maintaining the overall character of the Arroyo Grande Shopping Center. Signs painted on a signboard or other thin material shall be framed on all sides to provide depth and a finished look to the sign. Sign colors shall complement the building color scheme. Bright, intense colors are inappropriate including the use of fluorescent, "neon" or "day-go" colors on signs. All applications for sign permits shall include a sample of the intended color palette.

Sign Illumination: Monument signs may be illuminated from concealed sources or exposed ornamental fixtures that complement the building's architecture. All sign illumination shall be from the interior or by indirect lighting that shall be turned off after business hours, or at ten (10:00) pm, whichever is later.

Approval: All signs shall be reviewed for conformance with this criteria and overall design quality. Approval or disapproval of sign submittals based on aesthetics of design shall remain the right of the Landlord and the City of Arroyo Grande. A larger sign may be permitted by approval from the Architectural Review Committee.

Any deviations from the standards outlined in the Arroyo Grande Sign Program require approval from the Arroyo Grande Architectural Review Committee.

ARROYO GRANDE SHOPPING CENTER

BUSINESS DIRECTORY SIGNS: MULTI-TENANT SITES (SIGN 2)

Sign Type and Number Permitted: One (1) ground per public street frontage. Arroyo Grande Shopping Center is allocated two (2) business directory signs.

Allowed Square Footage: Not to exceed 32 SF of sign area with a 5' maximum height; maximum 11.33" x 39" panel size; maximum 9" letter height

Location: Business Directory signs must be located within the pedestrian access area and one business directory is allocated per public street frontage. The selected locations of the business directories are 1) Grand Avenue (for Building D tenants): planter in front of Building Pad C on Grand Street adjacent to driveway; 2) Elm Street (for Building Pad A, B, and C): planter adjacent to south driveway entrance on Elm Street. Tenant's placement on directories is based upon Landlord's approval and/or availability on business directories.

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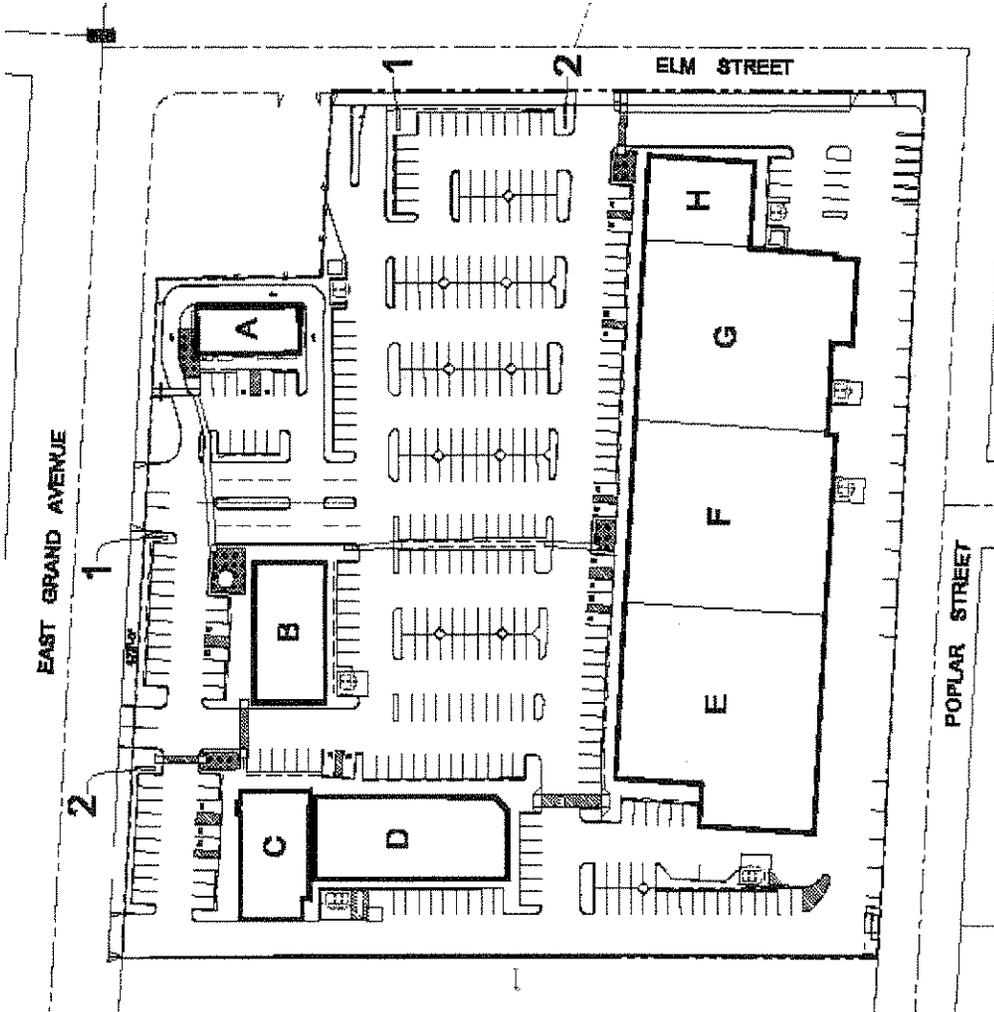
Materials and Colors: materials shall complement the building material and shall be in maintaining the overall character of the Arroyo Grande Shopping Center. Signs painted on a signboard or other thin material shall be framed on all sides to provide depth and a finished look to the sign. Sign colors shall complement the building color scheme. Bright, intense colors are inappropriate including the use of fluorescent, "neon" or "day-go" colors on signs. All applications for sign permits shall include a sample of the intended color palette.

Sign Illumination: Monument signs may be illuminated from concealed sources or exposed ornamental fixtures that complement the building's architecture. All sign illumination shall be from the interior or by indirect lighting that shall be turned off after business hours, or at ten (10:00) pm, whichever is later.

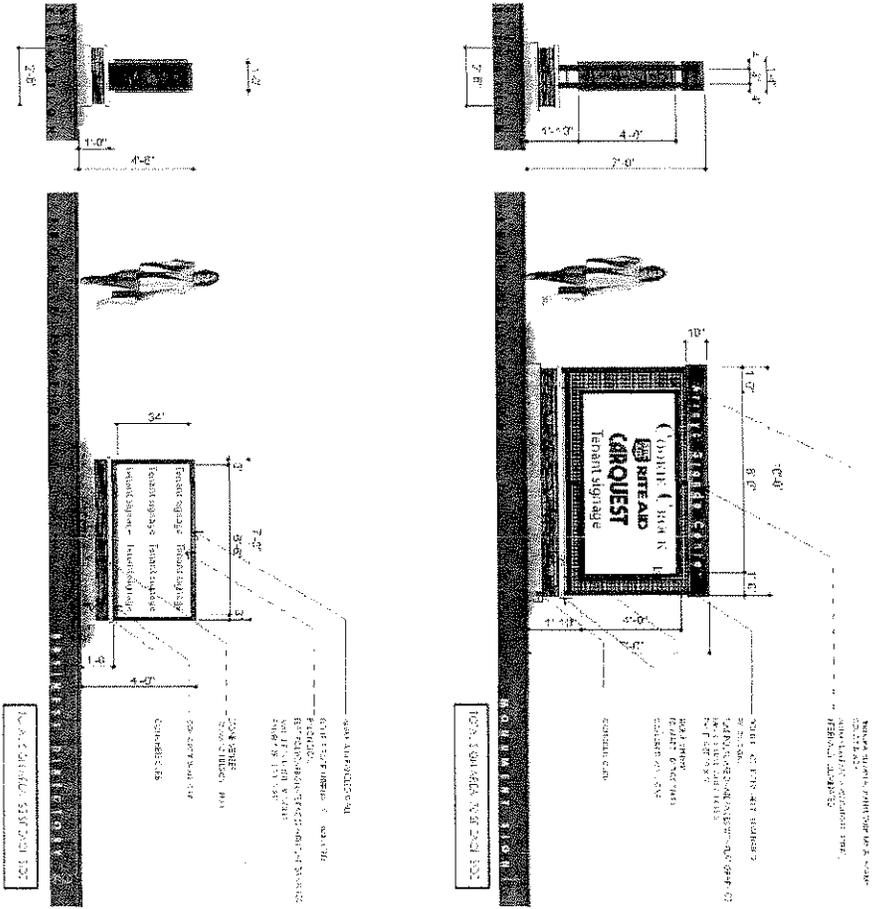
ARROYO GRANDE SHOPPING CENTER

Approval: All signs shall be reviewed for conformance with this criteria and overall design quality. Approval or disapproval of sign submittals based on aesthetics of design shall remain the right of the Landlord and the City of Arroyo Grande. Any deviations from the standards outlined in the Arroyo Grande Sign Program require approval from the Arroyo Grande Architectural Review Committee.

ARROYO GRANDE SHOPPING CENTER



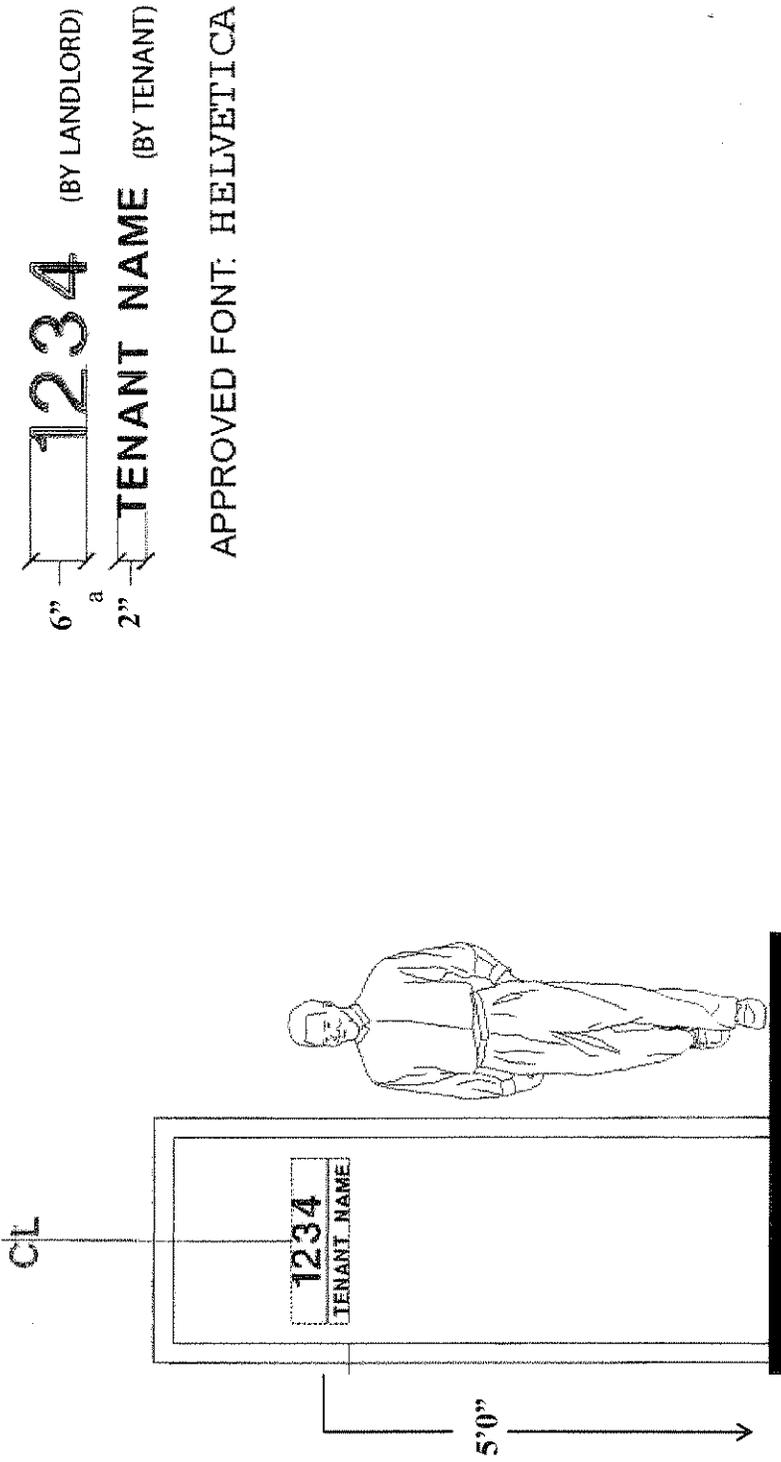
ARROYO GRANDE SHOPPING CENTER



Parkowitz + Ruth
 10000 Grand Ave. Suite 100
 Grand & Elm Partners, LP
 107 N. 19th Street, Suite 107
 Arroyo Grande Center
 Arroyo Grande, CA 93202
 562-921-1111
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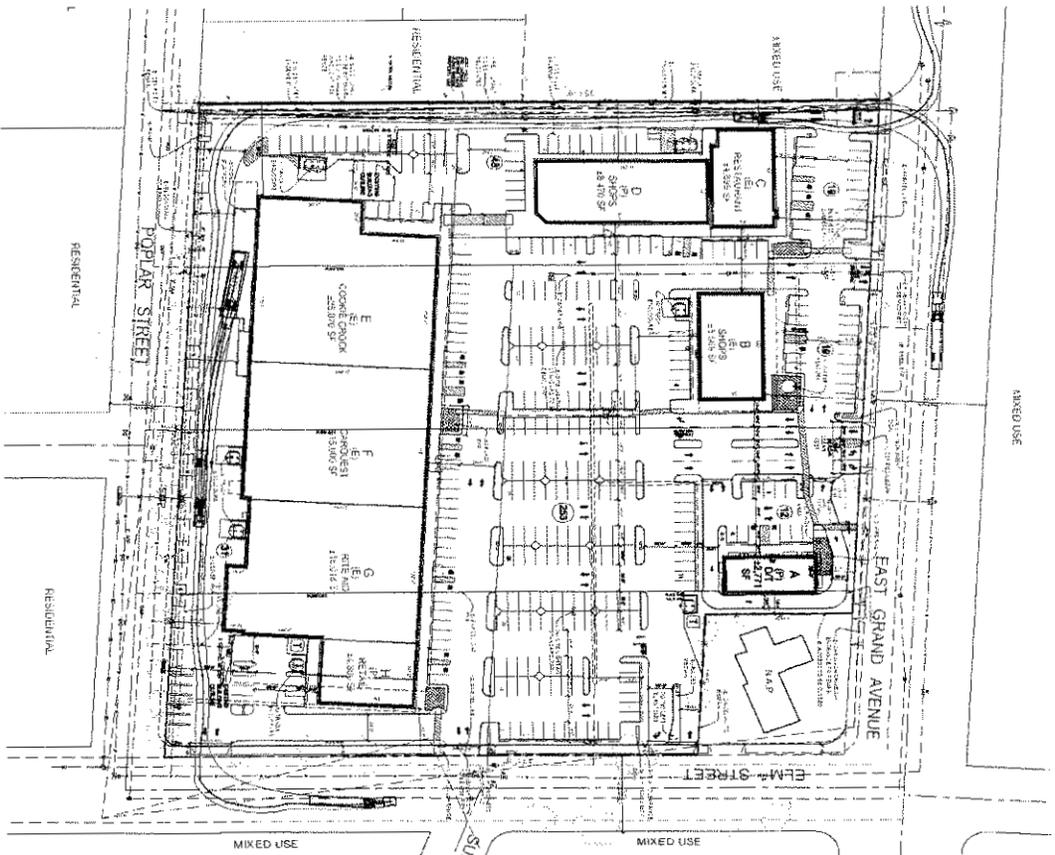
TENANT DELIVERY DOOR



APPROVED FONT: HELVETICA

DESCRIPTION: One color for all buildings. The color of all letters and numbers shall distinctly contrast with background, dark on light. No other signage is allowed on delivery side of building.

ARROYO GRANDE SHOPPING CENTER



MIXED USE

MIXED USE

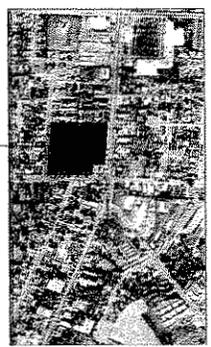
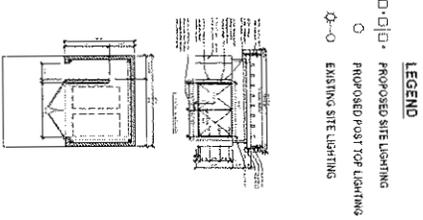
PROJECT SUMMARY
 ZONE: GATEWAY MIXED USE
 SITE AREA: 4316,350 SF (7.26 AC)
 BUILDING AREA: 484,597 SF

BUILDING	USE	PROPOSED	EXISTING
A	DRIVE THRU	42,771 SF	0 SF
B	SHOP	46,593 SF	0 SF
C	RESTAURANT	44,893 SF	0 SF
D	SHOPS	48,430 SF	0 SF
E	CONCRETE TRUCK	25,070 SF	0 SF
F	CARWASH	15,000 SF	0 SF
G	RETAIL	18,018 SF	0 SF
H	RETAIL	14,809 SF	0 SF

LANDSCAPE AREA:
 REQUIRED: 12,185 SF
 PROVIDED: 12,204 SF

HARDSCAPE AREA:
 20,720 SF

PARKING:
 REQUIRED: 375 SPACES
 PROVIDED: 372 SPACES



STANDARD TRASH ENCLOSURE

Parkowitz + Ruth
 ARCHITECTS
 1500 KALAMAZOO
 ANN ARBOR, MI 48106

Client: **GRAND & ELM PARTNERS LP**
 1500 KALAMAZOO
 ANN ARBOR, MI 48106

Project: **Arroyo Grande Center**
 1500 KALAMAZOO
 ANN ARBOR, MI 48106

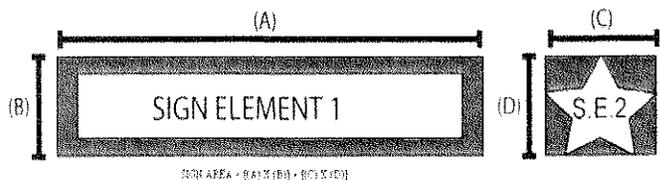
Conceptual Site Plan
 SP1c
 12/20/13

ARROYO GRANDE SHOPPING CENTER

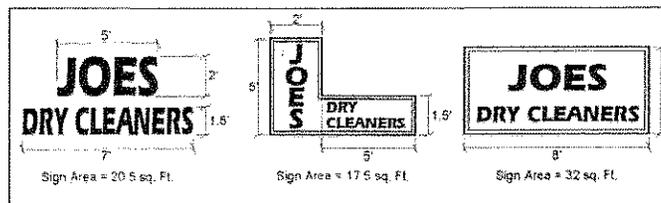
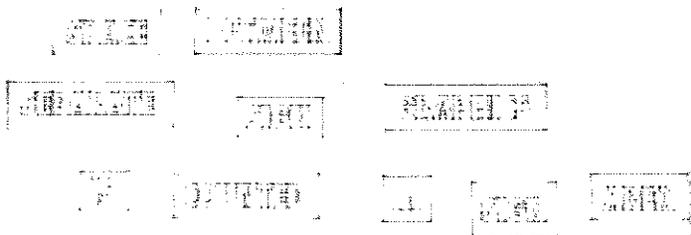
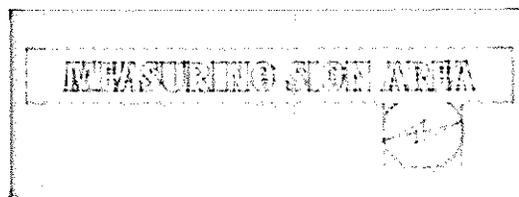
EXHIBIT 2: SIGN AREA MEASUREMENT

The following exhibits illustrate the methods of determining maximum square footages for the allowable sign area categories that follow in this document. Sign area shall be formulated by calculating the area contained within not more than eight (8) straight lines surrounding the outermost extents of the finished sign. Details and exceptions are illustrated in the exhibits below.

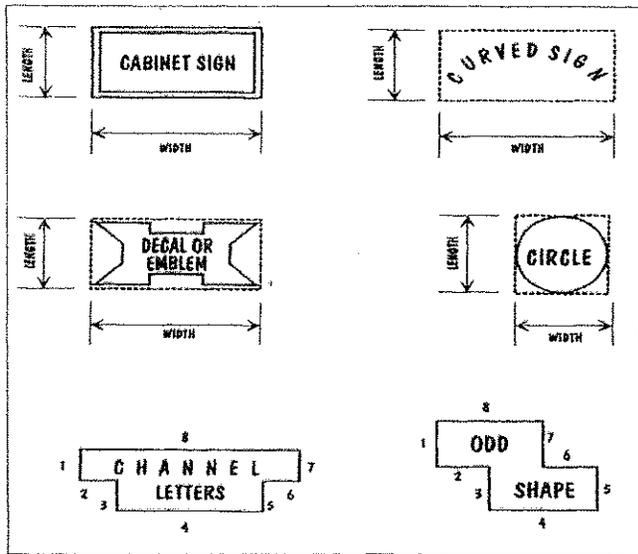
The surface area of a sign shall be the total number of square feet calculated by enclosing the extreme limits of the writing, logo, representation, emblem, or other display, together with any frame, background area, structural trim, or other material or color forming an integral part of the background of the display or used to differentiate the sign from the backdrop or surface against which it is placed, within a single continuous perimeter composed of circles, squares, or rectangles. The surface area of spherical signs shall be the actual sign surface area calculated by the following formula: $\text{Area} = 12.56 \times r^2$; where r = radius of the sphere.



$$\text{SIGN AREA} = [(A) \times (B)] + [(C) \times (D)]$$



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Supporting framework or bracing that is clearly incidental to the display itself shall not be included as sign surface area.

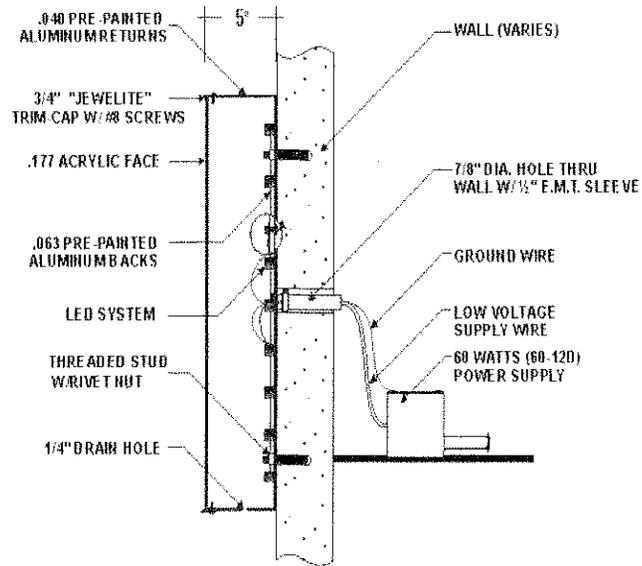
If the sign consists of more than one section or module, all of the area, including the area between the sections of modules, shall be included in the computation of sign surface area. Sections or modules must touch one another to count as one sign.

Height: the height of a sign shall be determined by measuring the distance from the average adjacent ground level within five feet of the base of the sign to the top of the sign.

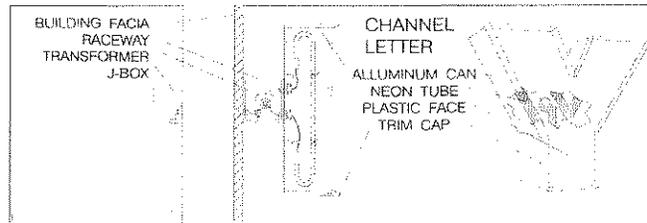
ARROYO GRANDE SHOPPING CENTER

APPROVED SIGN DETAILS

Channel Letter Detail with LED Illumination:



Raceway Channel Letter Detail



Location	Area per Elevation	Sign Square Foot Allowed
East Grand (North Elevation)	35'-3"	53 SF
Total Signage		53 SF