

ACTION MINUTES

REGULAR MEETING OF THE ARCHITECTURAL REVIEW COMMITTEE MONDAY, JUNE 20, 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, Mary Hertel, John Rubatzky, and Bruce Berlin were present. Vice Chair Michael Peachey was absent.

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

3. FLAG SALUTE

Mary Hertel led the Flag Salute.

4. COMMUNITY COMMENTS AND SUGGESTIONS

None.

5. APPROVAL OF MINUTES

1. Mary Hertel made a motion, seconded by John Rubatzky, to approve the minutes of June 6, 2016 with the following modification: Page 2, fourth paragraph, should read, "1. Reconsider the use of Myoporum Parvifolium in favor or another drought-tolerant species that does not grow as wide. 2. Reconsider the use of Asian Pear and Podocarpus in favor of another drought-tolerant species that would grow better in the partially shaded area proposed."

The motion passed on a 4-0 voice vote with Michael Peachey absent.

6. PROJECTS

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

Planning Technician Anderson presented the project.

Raffi Kaloosian, applicant, spoke in support of the project and responded to questions from the Committee regarding the coloring of the letters and the repurposing of sign materials.

The Committee provided comments on the proposed color scheme, flexibility within the zoning overlay, and method of illumination.

John Rubatzky made a motion, seconded by Mary Hertel, to recommend approval of the project to the Community Development Director as submitted with consideration of allowing the applicant the choice between the glossy black and “one shot” blue colors presented in the plans for sign lettering.

The motion carried on a 4-0 voice vote with Michael Peachey absent.

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

Planning Technician Anderson presented the project.

Planning Technician Anderson and Planning Manager Downing responded to questions from the Committee regarding the need for ARC approval for future sign proposals, differences between directory and monument signs, and clarification on sign placement limitations for Building Pad “D.”

The Committee provided comments in support of the project, cooperation between staff and the property owner in an attempt to have each tenant shown on shopping center directory signs, limiting tenant turnover, and correcting the Planned Sign Program so that Building Pad “D” will be disallowed from placing signage on the western building elevation.

Warren Hoag made a motion, seconded by Bruce Berlin, to recommend approval of the project to the Community Development Director with the following conditions:

1. Correct the Planned Sign Program so that wall signs are disallowed on the western elevation of Building D, rather than the southern elevations.
2. Encourage staff to work with the property owner in an effort to have each business listed on one of the directory signs.

The motion carried on a 4-0 voice vote with Michael Peachey absent.

7. DISCUSSION ITEMS

None.

8. COMMITTEE COMMUNICATIONS

The Committee provided updates as to upcoming vacation plans.

9. STAFF COMMUNICATIONS

Planning Manager Downing informed the Committee of the upcoming webinar sponsored by the Community Development Department regarding affordable housing.

10. ADJOURNMENT

The meeting was adjourned at 3:30 p.m. to a meeting on July 18, 2016 at 2:30 p.m.

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/s/Warren Hoag, Chair

ATTEST:
Patrick Holub, Administrative Intern
(Approved at ARC Mtg 07-18-2016)