

ACTION MINUTES

REGULAR MEETING OF THE ARCHITECTURAL REVIEW COMMITTEE MONDAY, SEPTEMBER 16, 2019 ARROYO GRANDE CITY HALL, 300 E. BRANCH STREET ARROYO GRANDE, CA

1. CALL TO ORDER

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

2. ROLL CALL

ARC Members: Vice Chair Bruce Berlin and Committee Members Jon Couch, Lori Hall and Kristin Juetta were present. Chair Warren Hoag was absent.

City Staff Present: Assistant Planner Andrew Perez was present.

3. FLAG SALUTE

Committee Member Juetta led the Flag Salute.

4. AGENDA REVIEW

The Committee determined to hear Item 8.b before Item 8.a.

5. COMMUNITY COMMENTS AND SUGGESTIONS

None.

6. WRITTEN COMMUNICATIONS

None.

7. CONSENT AGENDA

Committee Member Couch made a motion, seconded by Committee Member Hall to approve the minutes of the August 19, 2019, Regular Meeting as submitted. The motion passed 4-0 on the following voice vote:

AYES: Couch, Hall, Juetta, Berlin

NOES: None

ABSENT: Hoag

8. PROJECTS

8.b. CONSIDERATION OF ADMINISTRATIVE SIGN PERMIT 19-012; ONE (1) NEW PAINTED WALL SIGN AND REPLACEMENT OF ONE (1) EXISTING WALL SIGN FOR A NEW BUSINESS; LOCATION – 116 W. BRANCH STREET; APPLICANT – HUMDINGER BREWING; REPRESENTATIVE – STEVE SIMOULIS (Perez)

Assistant Planner Perez presented the staff report, briefly described the proposal, including the locations, colors, and materials of the signs. He also described how the signage complies with the Municipal Code and the Village Design Guidelines.

Lee Samways, business owner, spoke in support of the project and explained how they chose the design of the sign and how it fits within the theme of the business, and the character of the Village.

The Committee spoke in support of the project and was supportive of the colors, the font, and the light fixtures proposed. The Committee appreciated that the proposal respected the character of the Village and met the intent of the Village Design Guidelines.

Committee Member Juette made a motion, seconded by Committee Member Hall, to recommend approval of the project to the Community Development Director as submitted.

The motion passed 4-0 on the following voice vote:

AYES: Juette, Hall, Couch, Berlin
NOES: None
ABSENT: Hoag

8.a. CONTINUED CONSIDERATION OF ADMINISTRATIVE SIGN PERMIT 19-008; REPLACEMENT OF ONE (1) EXISTING WALL SIGN AND ONE (1) EXISTING GROUND SIGN FOR AN EXISTING BUSINESS; LOCATION – 214 E. BRANCH STREET, SUITE B; APPLICANT – ASSIST HOME LOANS; REPRESENTATIVE – CHRISTIAN STEARNS (Perez)

Assistant Planner Perez presented the staff report and provided details about proposed revisions to the project since the Committee last reviewed it.

The Committee spoke in support of the color changes but struggled to find the sign in compliance with the Design Guidelines because the font is not consistent with the historic character of the Village, as requested by the Design Guidelines. The Committee expressed that the lettering style was generic and was not appropriate for the Village.

Vice Chair Berlin made a motion, seconded by Chair Couch, to continue the item to a future meeting to allow the applicant to revise the lettering style to be consistent with the Village character.

The motion passed 4-0 on the following voice vote:

AYES: Berlin, Couch, Hall, Juette
NOES: None
ABSENT: Hoag

9. DISCUSSION ITEMS

None.

10. COMMITTEE COMMUNICATIONS

Committee Member Juette informed the Committee that she will be absent from the November 4, 2019, Regular Meeting

11. STAFF COMMUNICATIONS

Assistant Planner Perez informed the Committee that the Verizon Wireless small cell facility project, previously reviewed by the Committee, was approved by the Planning Commission at their meeting on August 20, 2019.

Assistant Planner Perez informed the Committee that the project at 119 E. Branch Street has been revitalized and is pursuing issuance of a building permit.

12. ADJOURNMENT

The meeting adjourned at 3:19 p.m. to a regular meeting on October 7, 2019 at 2:30 p.m.

ATTEST:

Andrew Perez, Assistant Planner
(Approved at ARC Mtg 10-07-2019)