

ACTION MINUTES

REGULAR MEETING OF THE ARCHITECTURAL REVIEW COMMITTEE MONDAY, AUGUST 16, 2021 ARROYO GRANDE CITY HALL, 300 E. 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: Chair Warren Hoag, Vice Chair Bruce Berlin and Committee Members Jon Couch and Lori Hall were present. Committee Member Kristin Juetta was absent.

City Staff Present: Community Development Director Brian Pedrotti, Associate Planner Andrew Perez, and Assistant Planner Patrick Holub were present.

3. FLAG SALUTE

Committee Member Couch led the Flag Salute.

4. AGENDA REVIEW

None.

5. COMMUNITY COMMENTS AND SUGGESTIONS

None.

6. WRITTEN COMMUNICATIONS

None.

7. CONSENT AGENDA

7.a. Vice Chair Berlin made a motion, seconded by Committee Member Hall to approve the minutes of the August 2, 2021, Regular Meeting as submitted. The motion passed 3-0-1 on the following voice vote:

AYES: Berlin, Hall, Hoag

NOES: None

ABSTAIN: Couch

ABSENT: Juetta

8. PROJECTS

8.a CONSIDERATION OF ADMINISTRATIVE SIGN PERMIT 21-015; ONE (1) NEW WALL SIGN AND ONE (1) NEW GROUND SIGN FOR AN EXISTING BUSINESS; LOCATION – 214 E. BRANCH STREET, SUITE B; APPLICANT – VIVID FINANCIAL; REPRESENTATIVE – CARL OSTAPIUK (Perez)

Associate Planner Perez presented the staff report, provided background information about the project location, size and colors of the sign proposal, and its compliance with Village Design Guidelines. He specifically asked the Committee for comments about whether the proposed sign colors complement the building's color scheme, as required by the Design Guidelines.

Carl Ostapiuk, project representative, spoke in support of the project and answered questions from the Committee. He also presented an alternate color scheme consisting of all black characters for the Committee's consideration.

Chair Hoag invited public comment. No public comments were received.

The Committee acknowledged that the proposal was in compliance with the Municipal Code and the Design Guidelines regarding materials and location. The Committee was in agreement that the alternate color scheme was more compatible with the building's color and debated whether the font could be considered historic, as required by the Design Guidelines. The Committee concluded that the font was acceptable as presented.

Committee Member Couch made a motion, seconded by Vice Chair Berlin, to recommend approval of the alternate proposal consisting of all black characters, with the suggestion to emphasize the "V" in the company logo by using of a different paint finish or complementary color.

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

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

9. DISCUSSION ITEMS

9.a. DISCUSSION ABOUT THE IMPLEMENTATION OF THE DESIGN GUIDELINES AND STANDARDS FOR THE HISTORIC CHARACTER OVERLAY DISTRICT (Perez).

Associate Planner Perez presented the staff report, highlighting the purview of the ARC and gave a brief overview of the Village Design Guidelines. He reiterated the objectives of the Design Guidelines and clarified the distinction between the terms "guidelines" and "standards".

The Committee discussed various aspects of the Design Guidelines and their implementation, including the historic period referenced in the document, the process for exceptions to the standards, and consistency in their application. The Committee was happy with the existing document and did not express a desire to initiate any changes at this time.

10. COMMITTEE COMMUNICATIONS

Chair Hoag announced he would be unavailable for the September 20, 2021 Regular Meeting.

11. STAFF COMMUNICATIONS

Associate Planner Perez inquired whether the Committee would be available for a special meeting on August 30, 2021 because the next regular meeting on September 6 will be cancelled due to observance of the Labor Day holiday.

Associate Planner Perez announced that staff will be presenting the draft Accessory Dwelling Unit ordinance to the Planning Commission on August 17, 2021.

12. ADJOURNMENT

The meeting adjourned at 4:24 p.m. to a regular meeting on September 20, 2021 at 2:30 p.m.

/s/Warren Hoag, Chair

ATTEST

/s/Andrew Perez, Associate Planner