



## **APPROVED Meeting Notes**

**JULY 14, 2009**

**7:00-9:00am**

**PRESENT:** Members Spotorno, Raymundo, Gilman, Drotos, and Howard

**STAFF:** Riordan, Lyon, Mehra and Rogers

**APPROVAL OF MEETING NOTES:** Approved 6-23-09 Meeting Notes

### **CONSENT ITEMS:**

### **REGULAR ITEMS:**

#### **1. 630 – 636 El Camino Real**

Continued item for a 4<sup>th</sup> review with the following two options and recommended revisions, M/S Raymundo/ Howard, 5-0

- a. Revise sign composition/graphics to better compliment the building architecture, with a hierarchy to the text that minimizes its uniform, billboard aesthetic as follows:
  - Reduce font size (text is too large and uniform in size)
  - Reduce dominance of phone number and consider using a brighter color instead
  - Incorporate arrow better into sign
  - Revise graphics
- b. Consider separating the two tenant signs (place Fancy's sign on its own wall)

#### **2. 2055 Woodside Road**

Approved item with the following suggestions/comments, M/S Howard/Gilman, 4-0.  
Raymundo opposed the monument sign due to its awkward location.

- Encouraged the applicant to place the address at the top of the monument sign
- Grade/slope condition is not shown correctly on the plans and it appears that the base text will get lost in landscaping

#### **3. 949 Veteran Blvd. (In-N-Out Burger):**

Continued item with finding for the menu board height exception and with the following recommended revisions, M/S Gilman/ Drotos, 5-0

- a. Findings for menu board exception height exception – the ARC agreed with staff's findings for the menu board exception and added that the proposed billboard height will increase its visibility which may help to move auto customer queuing along.
- b. Recommended modifications to proposed "out of the box architecture" as follows:
  - Encouraged applicant to explore a more unique, individual restaurant architecture that is complimentary to neighborhood context (i.e. either modern diner style with neon highlights or historic Spanish style with more subdued lighting).
  - Architecture should also include elements of surprise/variation and should

celebrate the entry, outdoor dining area and veterans Blvd window display into the cooking area

- Consider a directional sign at Main Street entrance

#### **4. 1610 Broadway (America's Tire)**

Approved item with the following conditions, M/S Raymundo/Gilman, 4-0 with Drotos absent.

- Move lettering to lower edge of canopy and run band off of this location
- Submit plans for a trash enclosure and for outdoor tire storage
- Clad columns with protective metal or black rubberized matting

#### **5. 250 Walnut Street (Kohl's)**

Approved item as submitted, M/S Howard/Gilman, 4-0 with Drotos absent.

#### **MATTERS OF COMMITTEE INTEREST:**

#### **ADJOURNMENT**

Adjourn to the next regular ARC meeting on July 14, 2009 at 7:00 AM, Council Chambers, Redwood City Hall, 1017 Middlefield Road, Redwood City.