

CORONADO DESIGN REVIEW COMMISSION
MEETING MINUTES

Regular Meeting

June 23, 2010

The regular meeting of the Coronado Design Review Commission was called to order at 3:08 p.m., Wednesday, June 23, 2010, at the Coronado City Hall Council Chambers, 1825 Strand Way, Coronado, California, by Chairperson Reed.

MEMBERS PRESENT: Reed, Shallan, Turpit

MEMBERS ABSENT: Hammett, Jones

STAFF PRESENT: Peter Fait, Associate Planner
Martha L Alvarez, Recording Secretary, Minutes Preparer

APPROVAL OF MINUTES

Approval of the Minutes of June 9, 2010, were continued to the next regular meeting.

DIRECTOR'S REPORT

Mr. Fait introduced the new City Manager, Mr. Blair King.

City Manager King introduced himself, and thanked the Commission for their service.

Mr. Fait reported that City Council will go dark for their first meetings in July and August, and confirmed that the Commission agreed to not cancel any of their meetings during this time.

Mr. Fait also reported that the City Council recently upheld the Commission's decision to approve locating the public art "Californiascope" behind the Community Center. Staff is working with the artist on a final contract; the art should be in place by July 10, in time for the Recreation Department's five-year anniversary celebration event.

Mr. Fait then reported that final details are being worked out on the Golf Course mosaic project. This item will be heard at the City Council meeting of July 20.

COMMITTEE REPORTS

Vice Chair Shallan reported that he attended the MainStreet meeting held on June 1. Discussion centered on the Coronado Tourism Improvement District (CTID) that was approved by City Council on June 15.

ORAL COMMUNICATIONS AND OTHER MATTERS

There were no members of the public wishing to speak at this time.

APPLICATIONS FOR REVIEW

DR 2010-11 CORDOVA HOTEL COMPLEX – Request for design approval for new exterior paint and awnings to the existing commercial building located at 1335 Orange Avenue – 1120 Adella Avenue within the Orange Avenue Corridor Specific Plan/C (Commercial) Zone.

Mr. Fait presented the staff report as outlined in the agenda and made available the color palette and paint chip samples.

Vice Chair Shallan asked for clarification on improvements to the interior courtyard facades.

Mr. Fait confirmed that work on the interior portion is delayed for a future project. He stated he was originally under the impression that improvements would include the alley façade which is visible from the public alley; however, the applicant is indicating only part of the alley facade will be painted at this time.

Vice Chair Shallan suggested that the Commission consider approval of the overall plan and recommended that the entire building be painted at the same time to promote continuity.

Chairperson Reed agreed.

The applicant, Scott Brundage, Manager, El Cordova Hotel, 1351 Orange Avenue, said they have just spent \$70,000 to repair and replace the roof, had planned to paint only the front of the building at this time, and paint the remainder of the building in the same color combination next year.

Mr. Fait clarified that he was not aware of the applicant's plans to only paint the building's front façade. Had he known, he would have strongly recommended that the Commission make it a condition that the exterior alley façade be painted at the same time because it is highly visible from the public right-of-way. Mr. Fait added that complaints are received frequently from residents of the condominiums located across the alley regarding maintenance issues at the rear of the El Cordova complex. He noted that it may not be as expensive to paint the alley façade as the other more architecturally challenged areas of the building.

Chairperson Reed said it is important to maintain the continuity of the entire property.

Mr. Brundage commented that they feel very confident with the selection of the color palette as he feels it will differentiate the hotel from the retail businesses.

Chairperson Reed asked if the various retailers located in the building are in agreement with the proposed improvements as many of them have their advertisements placed on their awnings.

Mr. Brundage said the retailers will continue to advertise as they do now. He said they have expressed their appreciation for the upgrade.

Chairperson Reed asked if the awnings will be replaced in kind with the same advertisement as they have currently.

Mr. Brundage said yes.

PUBLIC COMMENT

There were no members of the public wishing to speak at this time.

COMMISSION DISCUSSION

Commissioner Turpit said he likes the proposed project including the color scheme. He asked if the applicant has considered relocating the signage panel to ground level so that it is pedestrian friendly. He suggested that passers-by may appreciate signs that include the type of services offered. For example, a watch shop may have a sign which reads, "Watch Shop" with the name of the shop located below these words.

Mr. Brundage agreed that the signs are difficult to see because of the foliage, and thanked Commissioner Turpit for his recommendation.

Chairperson Reed added that if the applicant does decide to make any changes to the signage, the item would need to return before the Commission for review and approval.

Vice Chair Shalan asked to view the aerial photograph of the entire building.

Mr. Brundage said that El Cordova occupies two of the buildings and Island Fitness occupies a third building. As depicted in the aerial photograph, there is a space between the two buildings at the second floor level.

Chairperson Reed said that a significant portion of the first building's alley façade is visible from the right-of-way.

Mr. Brundage noted that the cost to paint the front of the building is \$12,000. He said he would obtain a bid from the paint vendor and, if feasible, would paint the entire building.

Chairperson Reed stated she would prefer to have the entire exterior of the building painted at the same time so there is continuity. Ms. Reed suggested this would also put the hotel in a positive light as it gives the public the perception that the hotel has undertaken and completed their objective—this is an important concept.

Vice Chair Shallan said he was very pleased with the proposed color scheme. He stated that Commissioner Turpit's suggestion pertaining to the signage is valid and should be included as part of the recommendation, although he feels there may not be sufficient ground level space to accommodate same. Mr. Shallan recommended that the entire length of the alley façade be painted; however, if this is not possible and at the very minimum, the alley façade most visible from the street should be required to be painted.

Chairperson Reed said she was also pleased with the applicant's color palette choice, and agreed that the entire exterior building façade should be painted. She stated that the signage recommendation is good; however, it cannot be addressed today as it is not on the agenda for review. Ms. Reed commented that if the applicant chooses to proceed with changes to the signage in the future, she would suggest that it not be as solid a mass in its appearance.

Commissioner Turpit agreed that all exterior facades should be painted.

COMMISSION ACTION

COMMISSIONER SHALLAN MADE A MOTION TO APPROVE THE REQUEST AS SUBMITTED, WITH THE CONDITION THAT THE ENTIRE PERIMETER OF THE COMPLEX EXTERIOR FACADES, INCLUDING THE ENTIRE LENGTH OF THE ALLEY FAÇADE, BE PAINTED AT THE SAME TIME.

CHAIRPERSON REED SECONDED THE MOTION.

AYES: Reed, Shallan, Turpit.
NAYS: None.
ABSENT: Hammett, Jones.
ABSTAIN: None.

The motion passed with a vote of 3-0.

There is a 15-day appeal period.

ADJOURNMENT

There being no further business, the meeting was adjourned at 3:30 p.m.

Rachel A. Hurst
Director of Community Development, Redevelopment
& Housing Services