

CORONADO DESIGN REVIEW COMMISSION  
MEETING MINUTES

Regular Meeting

September 8, 2010

The regular meeting of the Coronado Design Review Commission was called to order at 3 p.m., Wednesday, September 8, 2010, at the Coronado City Hall Council Chambers, 1825 Strand Way, Coronado, California, by Chairperson Shallan.

MEMBERS PRESENT: Hammett, Jones, Rice, Shallan, Turpit

MEMBERS ABSENT: None

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

APPROVAL OF MINUTES

The Minutes of June 9, 2010, were approved as submitted.

The Minutes of June 23, 2010, were approved as submitted.

The Minutes of August 11, 2010, were approved as submitted.

DIRECTOR'S REPORT

Mr. Fait provided the Commission with an update on the newly-appointed Chair, Vice Chair and Design Review Commission representatives who will serve on other Commissions.

COMMITTEE REPORTS

Historic Resource Commission

On September 1, the Commission approved a Notice of Intent to Demolish application at 711 Fourth Street. The Commission denied a Notice of Intent to Demolish application for 1105 F Avenue, and designated the property as a Historic Resource. The Commission also discussed the Historic District ordinance, and directed staff to prepare a draft of the ordinance for review at a future meeting.

Public Art Subcommittee

Vice Chair Hammett reported that the urban tree "CaliforniaScope" which was installed behind the Community Center has an element, a solar light, which allows it to work at night.

Vice Chair Hammett also reported that the project relating to the placement of glass mosaic murals at the Coronado Club House is moving forward. He said Mr. Tony Falletta is volunteering to provide the labor which involves preparing the wall which will support the art work. Artist Kirsten Green is expected to complete the murals by the end of the year.

Vice Chair Hammett then reminded the public that the Coronado Art Walk will be held at the Ferry Landing on September 18 and 19. There will be over 80 artists as well as other entertainment. This event is being held in conjunction with the San Diego Art Walk to be held at the Waterfront Park at the Hilton on the same weekend.

#### ORAL COMMUNICATIONS AND OTHER MATTERS

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

#### APPLICATIONS FOR REVIEW

(The following item was taken up first.)

**DR 2010-15 SD ACQUISITIONS** – Request for exterior design approval to construct a new, two-story 3-unit residential condominium project at 755 D Avenue in the R-3 (Multiple Family Residential) Zone.

Mr. Fait presented the staff report as outlined in the agenda.

The applicant's representative, Bob Belanger, Architect, 5694 Mission Center Road, San Diego, provided a brief overview and answered questions of the Commission.

Chairperson Shalan asked about the proposed pavers included in the landscape plan.

Mr. Belanger said the pavers are a tumbled stone about one inch thick cut in 16-inch squares. They vary in colors which include golden, brown, or beige because they are a real stone and not manufactured.

Mr. Fait said this type of stone is known as Olympic Stone Oxford pavers.

Commissioners Jones asked if the pavers will pick up the color of the manufactured stones located at the exterior of the building.

Mr. Belanger replied that the pavers will pick up the colors of the manufactured stone which are a mixture of gray, beige and tan.

Chairperson Shalan asked about the decking material used for the covered porch at the front of the building.

Mr. Belanger said exposed aggregate concrete with a medium rock salt finish and a decorative pattern will be used.

Chairperson Shalan asked about the Jacaranda tree located at the front of the building.

Mr. Belanger said the large tree will be placed within a lawn area.

Commissioner Turpit asked if this is a slab-on-grade structure versus a joist floor.

Mr. Belanger replied yes.

PUBLIC COMMENT

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

COMMISSION DISCUSSION

Commissioner Turpit commended the applicant for a job well done.

Commissioner Jones said that having an entry to each unit from the garage is a great idea and was cleverly designed.

COMMISSION ACTION

COMMISSIONER JONES MADE A MOTION TO APPROVE THE REQUEST AS SUBMITTED.

COMMISSIONER TURPIT SECONDED THE MOTION.

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

The motion passed with a vote of 5-0

There is a 15-day appeal period.

**DR 2010-14** **CORONADO CITY VIEWS LLC** – Proposed sign program for the existing commercial/residential mixed use development at 131-145 Orange Avenue within the Orange Avenue Corridor Specific Plan/C (Commercial) Zone.

Vice Chair Hammett recused himself from the meeting and stepped down from the dais as his business is located directly across the street from the subject business address.

Mr. Fait presented the staff report as outlined in the agenda.

The applicant's representative, Joe Cristilli, 1775 Hancock Street #295, San Diego, provided a brief overview and answered questions of the Commission.

Chairperson Shallan asked about sign type "B."

Mr. Cristilli said sign “B” is a corporate logo.

Chairperson Shalan asked if approval is being asked for a 3-foot diameter round sign.

Mr. Cristilli responded that the intent of the request is to allow a tenant to place a non-illuminated corporate logo sign in certain areas.

Mr. Fait said the key elements for review include the proposed sign materials, approximate size and shape (while still allowing some flexibility), and type of lighting used.

Chairperson Shalan commented that he would like to see consistency in the placement of signs relating to the size, shape and type of sign.

Commissioner Turpit suggested that tenants be given the opportunity to select from the three types of sign options listed in the staff report. If a tenant desires to use a type of sign not listed and approved by the Commission, they would need to return before the Commission for review and approval.

Mr. Fait said this request is intended to have specific materials, lighting, and design; however, because it is a sign program, it is helpful to provide flexibility to the applicants to facilitate the approval process.

Commissioner Jones asked if the materials used in the logo sign for one of the tenants is consistent with the request today.

Mr. Cristilli said yes, and added that his firm designed the logo sign. He said they would prefer the tenants use copper and brass material for their signs because the building contains Red Indian sandstone. He said the blade sign would be a copper mesh or similar material, and the lettering would be bronze. He stated that tenants become upset when they are not given some flexibility.

Commissioner Jones said she would prefer that the building’s attractive appearance not be spoiled with random types of signs.

Mr. Cristilli agreed that the appearance should be kept simple.

Commissioner Rice asked if there is a 20-foot maximum per letter sign, under sign type “C.”

Mr. Cristilli replied yes.

Chairperson Shalan asked if there should be a limitation per opening of the number of signs.

Mr. Cristilli explained that there are a number of suites located on the side of the building that have no street exposure. These tenants are allowed one square foot per linear foot of frontage so their square footage allowance may permit them to have two signs—one on the frontage and one over their own entry.

Mr. Fait said that the cumulative number of signs for any one tenant must add up and comply with the 1:1 ratio requirement. In addition, if the sign program stipulates a maximum size, this will also be a controlling factor for each individual sign.

Commissioner Jones said the proposed signs will look more understated than box signs.

### PUBLIC COMMENT

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

### COMMISSION DISCUSSION

Commissioner Turpit said it works, the signs are to-scale, and he will support the request.

Commissioner Rice agreed, and said it is a nice improvement.

Commissioner Jones said she had no issues with the request; however, she would like to see more consistency with the signs.

Chairperson Shalan said he likes the proposed colors and materials, but suggested the item return before the Commission for review and approval regarding the number of allowed signs on the storefront and side of the building, as well as the sign shape permitted for the externally illuminated corporate logo signs, sign type "B."

Commissioner Turpit asked if this suggestion would overrule the City's ordinance of one square foot per one linear foot.

Chairperson Shalan said he prefers to restrict the number of allowed signs even if a tenant has the potential to place multiple numbers of signs as allowed under the City ordinance.

Commissioner Turpit said he would prefer to approve a sign that fits the scale of the building.

Chairperson Shalan suggested that each storefront/bay be allowed a type "B" and/or "C" sign, in addition to a type "A" blade sign. This would assure that there are no more than two signs per bay. If a tenant chooses to add signs in the interior, this would be acceptable.

Commissioner Jones asked if directional signs will be placed on the building.

Mr. Cristilli said one tenant has requested small bronze directional signs be placed. There are currently two suites that have limited or no street exposure.

Commissioner Jones said placement of these types of signs would not be an issue and is necessary to direct the public.

COMMISSION ACTION

CHAIRPERSON SHALLAN MADE A MOTION TO APPROVE THE REQUEST AS SUBMITTED, WITH THE CONDITION THAT THE NUMBER OF SIGNS PER STORE FRONT BAY BE LIMITED AS NOTED ON A FLOOR PLAN TO BE PROVIDED TO CITY STAFF BY THE ARCHITECT.

COMMISSIONER JONES SECONDED THE MOTION.

AYES: Hammett, Jones, Rice, Shallan, Turpit.

NAYS: None.

ABSENT: None.

ABSTAIN: None.

The motion passed with a vote of 5-0

There is a 15-day appeal period.

ADJOURNMENT

There being no further business, the meeting was adjourned at 4:23 p.m.

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