

CORONADO DESIGN REVIEW COMMISSION  
MEETING MINUTES

Regular Meeting

April 27, 2011

The regular meeting of the Coronado Design Review Commission was called to order at 3:03 p.m., Wednesday, April 27, 2011, at the Coronado City Hall Council Chambers, 1825 Strand Way, Coronado, California, by Chairperson Shallan.

MEMBERS PRESENT: Hammett, Jones, Rice, Shallan

MEMBERS ABSENT: Turpit

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

APPROVAL OF MINUTES

The Minutes of April 13, 2011, were approved as submitted.

DIRECTOR'S REPORT

There was no separate report.

COMMITTEE REPORTS

**Historic Resource Commission**

Commissioner Jones reported that at the special meeting of April 21, 2011, the Commission discussed a preliminary Historic Alteration Permit application involving code exceptions for the property at 621 C Avenue. The Commission also granted a continuance for the request regarding designation of the same property.

**Public Art Subcommittee**

Commissioner Rice reported that the Faust sculpture was installed at the Community Center this week.

ORAL COMMUNICATIONS AND OTHER MATTERS

None.

APPLICATIONS FOR REVIEW

**DR 2011-06 CORONADO COIN & DIAMOND** – Request for design approval for a new sign at 1330 Orange Avenue, Suite 130, within the Orange Avenue Corridor Specific Plan/C (Commercial) Zone.

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

Chairperson Shallan acknowledged that the applicant, Dawn Napolitan, was present in the audience.

Commissioner Hammett recalled that during a previous meeting, discussion arose about a pre-determined amount of signage allowed for this building.

Mr. Fait said that the building owner had recently discussed with the City the use of building directional signs and multi-tenant signs.

Chairperson Shallan said he also remembers a meeting in which discussion was held regarding a potential signage package. He said the Commission agreed that because of the complexity of the building, the directional signage would be approved; however, it was agreed that when individual tenants request approval of their business signs, review and consideration would be made on an individual basis.

Commissioner Rice asked if the building specifies where a sign can be placed.

Mr. Fait said that property owners are made aware of a tenant's potential sign placement when the owner approves the sign application. He said there have been attempts in the past to incorporate a uniform sign program; however, this is not a feasible idea because each tenant has unique logo signs.

Commissioner Rice asked if another tenant's sign could potentially be placed in the same general area.

Mr. Fait said it is possible; however, it would need to be placed to the right of the subject sign since this suite has been divided into two separate leasable spaces.

Chairperson Shallan noted that the size of the signs depends on the linear footage of the suite. Therefore, the newer store's sign would be smaller because of the relationship in square footage.

Mr. Fait agreed.

Commissioner Rice asked if an escrow company leases out the space on the second level.

Chairperson Shallan said one of the tenants on the second level is Mariann's Skincare, and another suite is vacant.

#### PUBLIC COMMENT

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

COMMISSION ACTION

CHAIRPERSON SHALLAN MADE A MOTION TO APPROVE THE REQUEST AS SUBMITTED WITH THE FOLLOWING CONDITION:

1. THAT NO EXPOSED RACEWAY OR EXPOSED CONDUIT BE PERMITTED.

COMMISSIONER RICE SECONDED THE MOTION.

AYES: Hammett, Jones, Rice, Shallan.

NAYS: None.

ABSENT: Turpit.

ABSTAIN: None.

The motion passed with a vote of 4-0.

There is a 15-day appeal period.

**DR 2011-07** CITY OF CORONADO – Review of recommendation from the Public Art Subcommittee for Urban Trees to be located within the Glorietta Bay Promenade and possible other community locations.

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

Commissioner Jones said she favored the whimsy and fluidity-of-motion of the Sea Dragon display.

Chairperson Shallan asked if the display would be placed in the same location at the Community Center as the previous art display.

Mr. Fait said yes. He commented that the Sea Dragon comes complete with its own base, and the Sea Horse would use the existing City planter base.

Commissioner Jones said that the Sea Dragon would likely be more appealing.

Mr. Fait said the subcommittee favored an art piece that is water-oriented, attractive, interesting, and playful for children.

Chairperson Shallan said he liked the Sea Dragon but did not feel that the location suited this type of public art.

Commissioner Hammett said the Urban Tree is an opportunity to reach out and select an art display that is loaned to the City by an artist or by the Port. He mentioned that the Community Center, next to the rock wall, is a great location for an art piece as it provides an opportunity for many people to appreciate this type of art.

Chairperson Shallan said the previous art display was interactive which was acceptable even if the artwork was whimsical.

Commissioner Rice, as a member serving on the Public Art Subcommittee, said that the top choices of artwork presented to the subcommittee consisted of components such as being interactive, having motion and being lively. Unfortunately, many of the art pieces fitting these components were not available for one reason or another. He said the subcommittee members agreed that the Sea Dragon had a whimsical feel that children would respond to. In addition, the location at the Community Center really made the most sense for this type of tree.

#### PUBLIC COMMENT

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

#### COMMISSION ACTION

COMMISSIONER JONES MADE A MOTION TO APPROVE THE REQUEST AS SUBMITTED WITH THE FOLLOWING LISTED PREFERENCE FOR THE DISPLAY ART:

First Choice:	Sea Dragon
Second Choice:	Sea Horse

COMMISSIONER RICE SECONDED THE MOTION.

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

The motion passed with a vote of 4-0.

There is a 15-day appeal period.

#### ADJOURNMENT

There being no further business, the meeting was adjourned at 3:26 p.m.

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