

CORONADO DESIGN REVIEW COMMISSION
MEETING MINUTES

Regular Meeting

June 8, 2011

The regular meeting of the Coronado Design Review Commission was called to order at 3 p.m., Wednesday, June 8, 2011, at the Coronado City Hall Council Chambers, 1825 Strand Way, Coronado, California, by Vice Chair Hammett.

MEMBERS PRESENT: Hammett, Jones, Rice, Turpit

MEMBERS ABSENT: Shallan

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

APPROVAL OF MINUTES

The Minutes of April 27, 2011, were approved as submitted.

DIRECTOR'S REPORT

Commission's Summer Schedule

The Commission agreed to cancel the meeting of July 13, 2011.

COMMITTEE REPORTS

Historic Resource Commission

Commissioner Jones reported that at the meeting June 1, 2011, the Commission approved two Notices of Intent to Demolish reviews, one at 417 Pomona Avenue and one at 414 A Avenue. The Commission also recommended the approval, in part, of a Historic Alteration Permit at the historically designated property addressed as 550 B Avenue.

Public Art Subcommittee

Mr. Fait reported that the City Council, at their June 7, 2011 meeting, approved the Public Art Urban Tree to be located on the Glorietta Bay Promenade behind the Community Center. The Council approved the "Sea Dragon" and "Seahorse Tree," in that order, depending on their availability, to be temporarily displayed.

ORAL COMMUNICATIONS AND OTHER MATTERS

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

APPLICATIONS FOR REVIEW

DR 2011-08 ISLAND CARPETS & ROOT 75 – Request for design approval for a new awning and signs at 845 Orange Avenue within the Orange Avenue Corridor Specific Plan/C (Commercial) Zone.

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

PUBLIC COMMENT

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

COMMISSION DISCUSSION

Commissioner Rice disclosed that he met with the applicant to discuss the project.

Commissioner Turpit asked if the radius on the awning will remain the same.

Commissioner Rice said yes.

The applicant's representative, Catherine Farley, said that the current awning frame will be retained.

Mr. Fait asked if there will be a separate valance.

Ms. Farley said yes, and added that the valance will not have a scallop design.

Commissioner Jones stated the awning was not aesthetically pleasing but said this was not a sufficient reason to deny the request.

Commissioner Turpit asked for details regarding the meeting between Commissioner Rice and the applicant. Mr. Turpit said he understood there was a financial value to retaining the awning frame.

Commissioner Rice said the financial aspect was the crux for retaining one awning frame.

Commissioner Jones suggested that the applicant consider having one color for the awning and using different types of script for the signage in order to define each storefront.

Commissioner Rice said he had suggested keeping one fabric and having different signage colors. He said the applicant chose to move forward with one awning.

Acting Chair Hammett said he likes the use of one awning, as presented, as it makes the distinction between the two shops.

Commissioner Rice asked if the interior of the business will be designed as two separate stores, with the exception of shared areas, i.e. office and restroom space.

Ms. Farley said there will be an interior, non-permanent divider to separate the two stores and the offices and restroom facilities will be shared.

Commissioner Jones said she understood the aspects of keeping the businesses separate.

Commissioner Rice said both storefront doors will be operable.

Commissioner Turpit asked if Root 75 is presently a subtenant to Island Carpet.

Ms. Farley said yes.

Commissioner Jones again suggested that the applicant consider using one color for the awning and placing two distinct signs on it.

Commissioner Turpit said the awning looks like a sublease.

Acting Chair Hammett said the business is attempting to get started and desires to keep their costs to a minimum.

Commissioner Turpit said he agreed with Commissioner Jones that the awning was not aesthetically pleasing.

Commissioner Jones said it was difficult for her to support the request as presented.

Commissioner Rice asked if the applicant would consider using one color for the awning, white signage, and a two-inch white stripe on the awning between the signage.

Ms. Farley said that she liked the awnings as presented as it provides for a subtle presentation.

Commissioner Jones suggested that the applicant define the space with a narrow stripe down the middle of the awning.

Ms. Farley said they preferred using an awning with two colors rather than placing a white stripe down the middle of the awning.

Commissioner Rice said he can relate to trying to save money to get the business started. However, aesthetically, an individual awning per business will help to define a business.

Mr. Fait said the bays are very small. If consideration was given to having two separate frames for each business and if the frame was to be located between the two columns, the frame would only be about 10 feet in length.

Ms. Farley said that if two frames were placed, it would not only be very expensive but it would destroy the façade of the building which would then need to be repaired.

Commissioner Jones said she understood the applicant's desire to keep costs down and, therefore, suggested using an awning that has a single background color.

Commissioner Turpit asked if the applicant had given any thought to using an alternate color for the awning and the signage. He commented that the proposed use of two background colors for the awning looks schlocky and suggested a good signage program.

Commissioner Jones agreed. She said the signage does not look professional and could be more tastefully done.

COMMISSION ACTION

ACTING CHAIR HAMMETT MADE A MOTION TO APPROVE THE REQUEST AS SUBMITTED.

The motion failed for lack of a SECOND.

Commissioner Turpit said the Commission's job is to represent the community on what they think is appropriate. He offered to meet with the applicant to discuss other options.

Ms. Farley said she must discuss alternate options with other applicant members before agreeing to any changes.

Commissioner Turpit asked about approval via a field visit.

Mr. Fait commented this could be done if three Commissioners approve the project with certain parameters, subject to the field visit.

COMMISSIONER TURPIT MADE A MOTION TO APPROVE THE REQUEST WITH THE FOLLOWING CONDITION: THAT THE ENTIRE AWNING BE GREY CANVAS, AS PROPOSED, WITH THE EXCEPTION OF THE ISLAND CARPETS ROUND LOGO, WHICH MAY BE WHITE WITH A GREEN BACKGROUND. THE SIGNAGE WOULD BE WHITE AS ORIGINALLY PROPOSED.

COMMISSIONER JONES SECONDED THE MOTION.

AYES: Hammett, Jones, Rice, Turpit.

NAYS: None.

ABSENT: Shallan.

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 3:48 p.m.

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