CORONADO PLANNING COMMISSION
MEETING MINUTES

Regular Meeting September 13, 2011

The regular meeting of the Coronado Planning Commission was called to order at 3:02 p.m., Tuesday, September 13, 2011, at the Coronado City Hall Council Chambers, 1825 Strand Way, Coronado, by Chairperson St. Denis.

MEMBERS PRESENT:	DeNardi, Santos, St. Denis
MEMBERS ABSENT:	Grimes, Jensen
STAFF PRESENT:	Ann McCaull, Acting Director John Swanson, Assistant Planner Martha L. Alvarez, Recording Secretary/Minutes Preparer

APPROVAL OF MINUTES

The minutes of the regular meeting of August 23, 2011, were approved as amended.

DIRECTOR'S REPORT

Acting Director McCaull reported that the City had received an application for design review for an exterior remodel of Walgreens, the former location of Petco. She said the Design Review Commission will consider the exterior remodel at their meeting of September 14 and the item should be heard by the Planning Commission in about one to two months as Walgreens is a formula retail establishment and requires a Minor Special Use Permit.

COMMITTEE REPORTS

Historic Resource Commission

Chairperson St. Denis reported that at the meeting of September 7, the Commission approved the historic designation of the property addressed as 824 Adella Avenue, and provided comments to the applicant regarding potential future modifications to the dwelling. The Commission also took public comment, discussed, and made a recommendation to City Council regarding reduction of the Mills Act waiting list by maximizing Mills Act property tax savings for owners at 50%.

ORAL COMMUNICATIONS AND OTHER MATTERS

NON AGENDA ITEMS

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

LISTED AGENDA ITEMS

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

PUBLIC HEARING

PC 2011-12 and CP 2011-08 WE R WIRELESS – Request for a Minor Special Use Permit and a Coastal Permit to operate Verizon Wireless, a formula business establishment addressed as 953 Orange Avenue. This parcel is located in the Commercial Zone of the Orange Avenue Corridor Specific Plan.

Assistant Planner John Swanson introduced the agenda item as outlined in the staff report.

The applicant, Ravinder Singh, provided a brief overview of the request and answered questions of the Commission.

Chairperson St. Denis mentioned that in the aerial photograph, it appeared there were five parking spaces behind the business establishment. She asked Mr. Singh to confirm the number of parking spaces.

Mr. Singh said he was unsure about the number of parking spaces but would advise.

Vice Chair Santos asked if the assigned parking was part of Mr. Singh's lease.

Mr. Singh said yes.

Chairperson St. Denis asked if the parking spaces were for customers or employees.

Mr. Singh said that two parking spaces were reserved for employees and that customers would use the remaining parking spaces, although most of the customers are walk-ins.

Commissioner DeNardi said that, based on the information on the application, the business offers high speed internet service for digital television and phone service. He asked Mr. Singh if the business planned on doing so.

Mr. Singh said yes, this is one of the services offered.

Commissioner DeNardi asked if the applicant is We R Wireless.

Mr. Singh said yes, they are a master retailer for Verizon Wireless and carry all of their products and services.

Commissioner DeNardi asked if We R Wireless is a premium retailer for Verizon Wireless.

Mr. Singh said yes.

Commissioner DeNardi asked if We R Wireless operates out of other locations.

Mr. Singh said they have five other locations in Los Angeles.

Chairperson St. Denis asked if We R Wireless will eventually be competing with Time Warner for the digital, telephone, and television service.

Mr. Singh explained that their primary product is wireless services. The home services are provided on an as-needed basis and are only part of their products being offered. He said that the home services product will not be marketed in their store because there is nothing to display as it is more of a customer service matter that will be addressed by their representatives.

PUBLIC COMMENT

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

COMMISSION DISCUSSION

Vice Chair Santos asked for clarification on the home services being offered.

Mr. Singh said that Verizon Wireless has asked We R Wireless to sell their home services product as an additional service; however, it is not the main product they offer.

Vice Chair Santos asked if selling home service would increase walk-in traffic to their business as she was concerned with any potential parking issues.

Mr. Singh assured the Commission there would not be increased foot traffic as he said most customers already have existing home service. New home service would apply to, for example, new residents moving to Coronado. He said 100 percent of their marketing efforts are focused on walk-ins.

Vice Chair Santos asked about the percentage of walk-ins.

Mr. Singh said 70 percent of customers will most likely be walk-ins.

Vice Chair Santos asked if the remaining 30 percent would be providing services that are required.

Mr. Singh said yes.

Chairperson St. Denis said she was concerned because the application was presented as strictly retail. She said she did not realize that repair services were part of the services offered.

Mr. Singh stated that they do not offer repair services.

Vice Chair Santos asked the applicant to explain what home services entails.

Mr. Singh clarified that home services are more correctly described as offering Verizon home products to residents, e.g., landline telephone setup for new residents.

Vice Chair Santos said that establishing this type of service usually takes about 30 minutes or more.

Mr. Singh said the process involves the setting up of accounts. Once the order is received, Verizon customer service assists the new customer.

Chairperson St. Denis asked about the number of employees.

Mr. Singh said he will employ two or three employees.

Commissioner DeNardi asked for clarification on the language used in the Resolution regarding We R Wireless and Verizon. He asked if We R Wireless is the applicant and Verizon is the product that they will offer to the community. Mr. DeNardi also asked if Verizon is being approved for the Minor Special Use Permit.

Chairperson St. Denis clarified that the staff report and the Resolution separate the two entities. She said We R Wireless is requesting approval of the Special Use Permit.

Mr. Singh said We R Wireless is representing the Verizon name.

Vice Chair Santos said she had mixed feelings about approving the request because of potential parking issues and the possibility of placing parking requirements as a condition.

Chairperson St. Denis clarified that if this is a retail establishment, it more than meets the existing parking requirements.

Vice Chair Santos said she understands that the parking requirement for retail establishments has been met; however, she was concerned that We R Wireless is not a straightforward retail establishment. She noted that AT&T, located on the main street, offers ample underground parking.

Chairperson St. Denis said the confusion may arise from the applicant's statement that We R Wireless is more than just a retail store. She asked if We R Wireless provides services to new residents requesting that their home be wired with a Verizon product.

Mr. Singh said they do not offer that type of service. He explained that We R Wireless will assist in setting up the new account, i.e. entering the customer's personal information into the system and establishing the type of service. The customer will then be transferred to customer service to set up an appointment with a Verizon technician.

Ms. McCaull clarified that due to the size of the parcel, which is 7,000 sq. ft. or less, there is no requirement to provide parking. The applicant, however, must maintain existing parking. The only exception is if the use changes to a restaurant. Ms. McCaull stated that the proposed use and operation, although it is considered retail and possibly a service type, does not trigger a requirement for additional parking.

COMMISSION ACTION

COMMISSIONER DENARDI MADE A MOTION TO APPROVE A MINOR SPECIAL USE PERMIT, WITH FINDINGS AND CONDITIONS, AND APPROVE A COASTAL PERMIT TO OPERATE VERIZON WIRELESS, A FORMULA BUSINESS ESTABLISHMENT ADDRESSED AS 953 ORANGE AVENUE, AND LOCATED IN THE COMMERCIAL ZONE OF THE ORANGE AVENUE CORRIDOR SPECIFIC PLAN.

COMMISSIONER SANTOS SECONDED THE MOTION.

AYES:	DeNardi, Santos, St. Denis.
NAYS:	None.
ABSENT:	Grimes, Jensen
ABSTAIN:	None.

The motion passed 3-0.

There is a 10-day appeal period

ADJOURNMENT

There being no further business, the meeting adjourned at 3:27 p.m.

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