

CITY OF SAN DIEGO HISTORICAL RESOURCES BOARD

DESIGN ASSISTANCE SUBCOMMITTEE

Wednesday, February 7, 2018, at 4:00 PM

5th Floor Conference Room C
Development Services Department
City Operations Building
1222 First Avenue, San Diego, CA

The Design Assistance Subcommittee is a subcommittee of the City of San Diego's Historical Resources Board. It is primarily composed of Historical Resources Board members who are design professionals with expertise in historic preservation. The Subcommittee is not a voting entity, but rather a forum for discussing issues and solutions related to historic resources and their preservation. Comments on a project concept at the meeting do not predispose future positions on the project by the Historical Resources Board. After a brief staff introduction to a project, applicants will be allowed 5 minutes for their presentation, which should be focused on the project's compliance with the applicable U.S. Secretary of the Interior's Standards Treatment Plan (i.e. Rehabilitation, Restoration, Preservation or Reconstruction). Applicants are encouraged to engage in an open dialogue regarding the changes that they propose to make to the historic resource and to seriously consider the Subcommittee members' comments before finalizing their project plans.

The Secretary of the Interior's Standards for Treatment of Historic Properties shall be used as guidelines in evaluating alterations, changes or potential relocation or demolition of historic resources.

Members of the public will be allowed an opportunity to speak, for up to three minutes each, at the end of the applicant's presentation of the project. Each member of the public is required to state their name and the organization (if any) that they represent prior to their three minute presentation.

MEETING AGENDA

1. Introductions
2. Public Comment (on matters not on the agenda)
3. Project Reviews
 - ITEM 3A: Estimated time 20 minutes
Listings: HRB, NR, NHL
Address: El Prado
Historic Name: El Prado Historic District
Significance:

Mills Act Status: No

PTS #: N/A

Project Contact: Charlie Daniels; Jeff Hertzler

Treatment: Rehabilitation

Project Scope: Rehabilitate and introduce new way-finding signs within Balboa Park.

Existing Square Feet: 0

Additional Square Feet: 0

Total Proposed Square Feet: 0

Prior DAS Review: N/A

- ITEM 3B: Estimated time 20 minutes

Listings: HRB, NR

Address: 2820 Historic Decatur Road

Historic Name: NTC Historic District

Significance: Contributor

Mills Act Status: No

PTS #: N/A

Project Contact: Mary Carris

Treatment: Rehabilitation

Project Scope: Construct a temporary (3 month) display on the South Promenade.

Structures will be moveable containers supported by steel plates welded every eight feet that will sit on top of the existing grass. No hardscape will be removed to accommodate the display.

Existing Square Feet: 0

Additional Square Feet: 6720

Total Proposed Square Feet: 6720

Prior DAS Review: N/A

- ITEM 3C: Estimated time 30 minutes

Listings: HRB, NR

Address: 701 G Street

Historic Name: Gaslamp Historic District

Significance: Non-Contributor

Mills Act Status: No

PTS #: N/A

Project Contact: Oliver McMillian; Graphic Solutions; Brad Richter; James Alexander

Treatment: Rehabilitation

Project Scope: Sign plan for the TCL Chinese Theatre which will include a movie theater and ground floor dining. The sign plan includes 43 individual signs, 27 of which deviate from the sign regulations of the Gaslamp Quarter Design Guidelines. The sign plan includes 2,444 SF of sign area on the property. Sign types include wall signs, projecting signs, canopy signs, changeable canvas signs and building-top signs.

To access Attachment 2 - The DCPC Staff Report dated January 19, 2018, click on the link below:

<http://civicsd.com/wp-content/uploads/2017/11/Jan-2018-DCPC-Item-10-Chinese-Theatre.pdf>

Existing Square Feet: 60263

Additional Square Feet: 0

Total Proposed Square Feet: 60263

Prior DAS Review: N/A

4. Adjourn

The next regularly-scheduled Subcommittee Meeting will be on March 7, 2018 at 4:00 PM.

For more information, please contact Jodie Brown, AICP at JDBrown@san Diego.gov or 619.533.6300.



DATE ISSUED: February 2, 2018

ATTENTION: Design Assistance Subcommittee
Meeting of February 7, 2018

SUBJECT: Chinese Theatre (North side of G Street between Fifth and Sixth avenues)
– Neighborhood Use Permit (NUP) No. 2017-42 – Gaslamp
Neighborhood of the Downtown Community Plan Area

STAFF CONTACT: James Alexander, Associate Planner

STAFF RECOMMENDATION: That the Design Assistance Subcommittee (DAS) receives a presentation on the proposal for a comprehensive sign plan (CSP) for Chinese Theatre located at 701 G Street (“Project”) and makes a recommendation to Civic San Diego (“CivicSD”).

This is a Process 2 decision made by the CivicSD President, which is final unless appealed to the CivicSD Board of Directors, which would be the final decision-maker on any appeal.

SUMMARY: Graphic Solutions (“Applicant”) is seeking approval of NUP No. 2017-42 for a sidewalk café, rooftop outdoor use area, and CSP for the Chinese Theatres development at 701 G Street in the Gaslamp neighborhood of the Downtown Community Plan (DCP) area (“Downtown”). The CSP would allow for deviations from the Gaslamp sign regulations.

DCPC RECOMMENDATION: On January 24, 2018, the Downtown Community Planning Council (DCPC) reviewed the proposed CSP for the Project and voted unanimously to support only a deviation to increase sign area on each street frontage to two square feet per lineal foot of street frontage and that all other components of the signs should comply with the sign regulations of the Gaslamp Quarter Planned District Ordinance and Design Guidelines, as outlined in the attached DCPC approved motion. The sidewalk café and rooftop deck comply with the Design Guidelines and were unanimously supported by DCPC. The full DCPC staff report is attached. A letter from the Save Our Heritage Organization (SOHO) presented at DCPC is attached as well.

Respectfully submitted,

Concurred by:


James Alexander
Associate Planner


Brad Richter
Vice President, Planning

Attachment: DCPC Approved Motion
DCPC Staff Report dated January 19, 2018
SOHO Letter

MOTION - CHINESE THEATER SIGN PLAN PROPOSAL

Motion to approve with the following input on key issues:

- 1) Allow only proposed street level movie posters as sufficient; anything else is excessive.
- 2) Banners Signs (on Sixth Avenue) are not an appropriate or attractive solution.
- 3) Face of canopy signage should be more restrained and limited to name of tenants with possible brief description.
- 4) TCL and Chinese Theater signs on the tower element are not appropriate since the Tower is a distinctive art element.

Building signs at the corner of 6th and G are acceptable because they assist the activation of 6th Street and are the only signs on that elevation. They don't contribute to the visual clutter of the signs on the other elevations.

- 5) 6) Sugar Factory Signage is excessive; cabinet signs must meet the Planned Development Ordinance standards.

Allow 2 SF per lineal frontage at each tenant space.

No other deviations from the PDO.

CIVIC share with DCPC what they finally approve.



Save Our Heritage Organisation
Saving San Diego's Past for the Future

Tuesday, January 23, 2018

Downtown Community Planning Council
Civic San Diego
401 B Street, Suite 400
San Diego, CA 92101

Re: Chinese Theatre, 701 G Street

Planning Council Members,

The comprehensive signage plan for the Chinese Theatre at 701 G Street does not comply with the Gaslamp Quarter Planned District Design Guidelines, which were put in place to ensure signage within the district does not overwhelm the historic architecture or create visual impediments within the historic district.

Of the 43 individual signs proposed, 27 of these do not comply with the signage requirements of the design guidelines, the overall amount of signage on the building and for each street frontage exceeds the allowance, 15 signs violate the ground story signage location, and 16 signs violate the 18" letter height. The request for 2,444 sf of signage is well beyond the required allowance and quite out of place in a National Register Historic District, regardless of the multi-frontage location, which is a feature shared by many buildings within the historic district. Furthermore, this is a grossly inappropriate precedent to set in National Register Historical District.

Save Our Heritage Organisation (SOHO) strongly recommends the Board oppose the comprehensive signage plan proposed by the Chinese Theatre and that the signage conform entirely to the Gaslamp Quarter Planned District Design Guidelines.

Thank you for the opportunity to comment,

Bruce Coons
Executive Director
Save Our Heritage Organisation

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