

CITY OF SAN DIEGO HISTORICAL RESOURCES BOARD

DESIGN ASSISTANCE SUBCOMMITTEE

Wednesday, February 7, 2018, at 4:00 PM
5th Floor Large Conference Room
City Operations Building, Development Services Department
1222 First Avenue, San Diego, CA

MEETING NOTES

1. ATTENDANCE

Subcommittee Members	Todd Pitman (Chair); Ann Woods; Andrew Bowen; Charles Colvin; Matt Winter
Recusals	
City Staff	
HRB	Jodie Brown; Michelle Sokolowski
CCDC	Brad Richter; James Alexander
Park & Rec	Charlie Daniels
Guests	
Item 3A	Jeffrey Hertzler; Jackie Higgins
Item 3B	Mary Carr
Item 3C	Catalina Preskill; Michael Trimble; Brian Rickling; Bill Keller; Marsha Sewell; Cindy Blair; Brandy Orner
Other	Bruce Coons; Amie Hayes; SOHO

2. Public Comment (on matters not on the agenda)

3. Project Reviews

▪ **ITEM 3A:**

Listings: HRB, NR, NHL

Address: El Prado

Historic Name: Balboa Park 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

Staff Presentation: Staff has been working with the Balboa Park representatives to update the wayfinding signage at the park.

Applicant Presentation: We are working to evolve the signage at the park. We are looking at everything from the location to the font to the size, etc. We have produced a handout that looks at what is there and what is being used most. We want to expand on what is there and optimize its use. We want change the messaging and clean it up. This would include increasing the scale and making the signage more visible.

Public Comment:

Name	Comments
Bruce Coons	I like it. The green for the light was more of a bronze green.
Brian Rickling	It needs to be done right. What about the number of signs? You don't want it to be too many. (We did a comprehensive study and we will not be adding too many signs.)
Bill Keller	I don't understand how the maps will be done. These need to be addressed, parking should also be identified and if no parking is available.

Q&A:

Subcommittee-member Issue or Question	Applicant's Response
The map is difficult. It is hard to tell the top from the bottom. You need to know where you are to know where you are going.	
How were the arrows chosen?	They were in the Precip Plan.
I think it is better to show the distance.	We will be noting distance in general time.
What about the signs for neighborhoods outside of the district?	It is not in the Precip Plan, but we would like to address them and perhaps plan options.
Will you be adding identification sign for the neighborhoods?	Yes.
I don't like the modern signs.	
It is great that it is being tackled. Would districts be indicated on the maps?	Yes, similar to NTC.
Is there are way to accentuate the Prado as a major pathway?	It will help to make it more uniform and legible.
The arrows and the signs are kind of lost. Vehicular signage seems overly small.	We are trying to increase the scale.

Subcommittee-member Issue or Question	Applicant's Response
In my job, we have had success with hand-held maps—digital maps.	The Friends of Balboa Park have created an app., but I don't think people use it to get around.

Subcommittee Discussion and Comment:

Subcommittee-member	Comments
Pitman	Overall, the project appears to be consistent.

Staff Comment:

None

Recommended Modifications:

None

Consensus:

- ☒ Consistent with the Standards
- ☐ Consistent with the Standards if modified as noted
- ☐ Inconsistent with the Standards and needs revision and additional review
- ☐ Inconsistent with the Standards but is the best feasible alternative
- ☐ Inconsistent with the Standards

▪ **ITEM 3B:**

Listings: HRB, NR

Address: 2820 Historic Decatur Road

Historic Name: NTC Historic District

Significance: Historic District

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: 6,720

Total Proposed Square Feet: 6,720

Prior DAS Review: N/A

Staff Presentation: The applicant is proposing an inter-active art display on the promenade in NTC. The display will use shipping containers placed in the middle of the promenade.

Nothing permanent will be added to the area and the display will be removed after three months.

Applicant Presentation: We are proposing an immersive pop up art experience that will have 7 rooms that will take you through artistic interpretation of the avocado. The second part will have real life uses of the avocado. The last part will have a grove with plants in pots. The structure will be moveable with parts that click into place. We expect 48 guests an hour and 500 guests a day. We are looking to be on the south promenade on the grassy area behind Trader Joe's. The structure will be 7,000 SF, single story and not taller than 16'. We will bring it on to the site in April and leave the site entirely in September.

Public Comment:

Name	Comments
Brian Rickling	I like the concept. There is a fire lane that runs right through there. You should check with the fire department. (Our architects are working with them.)
Bruce Coons	No issue with it. Will you fix the irrigation if crushed? (Yes)

Q&A:

Subcommittee-member Issue or Question	Applicant's Response
Are they built now?	They are off site.
What about ADA?	The ADA entrance will be on the south side. We will be using slight ramping.

Subcommittee Discussion and Comment:

Subcommittee-member	Comments
Pitman	Irrigation will be crushed as well as the mow curbs. The fire lane issue will need to be addressed. Appears to be consistent.

Staff Comment:

None

Recommended Modifications:

None

Consensus:

- ☒ Consistent with the Standards
- ☐ Consistent with the Standards if modified as noted
- ☐ Inconsistent with the Standards and needs revision and additional review
- ☐ Inconsistent with the Standards but is the best feasible alternative
- ☐ Inconsistent with the Standards

▪ **ITEM 3C:**

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.

Existing Square Feet: 60263

Additional Square Feet: 0

Total Proposed Square Feet: 60,263

Prior DAS Review: N/A

Staff Presentation: The applicant is proposing to convert the existing Reading Movie Theater on 5th Avenue in Gaslamp to a luxury theater with restaurants at the street level. The building is a non-contributing building to the district. The proposal today is to address the signage for the theater and the restaurants.

Applicant Presentation: We want to activate the area. The space will have a number of entities in the space. The signage will help bring people to the north side of Gaslamp. We will be looking for some deviations with the proposed sign plan

Public Comment:

Name	Comments
Brian Rickling	We want it to be an asset to the Gaslamp. I suggest looking at the rules already laid out.
Bill Keller	Page 23 illustrates the issue. In LA driving down the boulevard you see billboards. A giant billboard on G Street, do we want a billboard in Gaslamp? It is a mistake to do this in San Diego. TCL sold the naming rights for the building. Very LA.
Marsha Sewell	Over the years, we have tried to tweek the rules so we can work with businesses. This is the worse sign plan I have seen. I don't think any building in San Diego has this many signs.
Cindy Blair	I am excited for the business. It is promoting a positive image of Gaslamp. New buildings conform to the Standards. Rehabilitation should be compatible. We would like to give TCL some breaks, but this has gone too far.

Name	Comments
Catalina Preskill	Temporary signs possible in Gaslamp. Grand opening sign only though. Art piece (dragon) should not have "TCL" if art.
Michael Trimble	Excited about project. Problem with the billboard is that it sets a dangerous precedent for Comic Con and similar events.
Amie Hayes	The signage needs to be contextual to the district. There is way too much signage proposed. I encourage you to reconsider the dragon. The letters make it a sign.
Bruce Coons	Blows the hell out of the sign ordinance. There is a billboard ordinance. This billboard obscures elements on the building.

Q&A:

Subcommittee-member Issue or Question	Applicant's Response
I am thrilled with the signs on G and 6 th Streets. I have a little less problem with the signs but it is excessive. I would break up the wrap sign and the billboard should go away.	
Outside of the billboard, is rest ok? What do you really need?	
Some signage seems duplicative. Which side has Sugar?	Access is from both sides.
I think you should have one sign of each. Like a shopping mall blasting people with signage. Get rid of the billboard.	

Subcommittee Discussion and Comment:

Subcommittee-member	Comments
Pitman	I share the sentiment with everyone else. The signs don't take into account where the building is located. It is not necessary to deviate from the sign ordinance. When the dragon came before, we were clear that it would not be a sign.

Staff Comment:

Staff Member	Comments
James Alexander	This is a Process 2. They will also be doing an outdoor patio and a roof top deck. This project was taken to the DCPC for review due to concerns. The process for the sign plan is ministerial, but it could be appealed to the Civic Board.

Recommended Modifications:

Revise the sign plan to be consistent with the sign ordinance. Eliminate the billboard.

Consensus:

- ☐ Consistent with the Standards
- ☐ Consistent with the Standards if modified as noted
- X Inconsistent with the Standards and needs revision and additional review
- ☐ Inconsistent with the Standards but is the best feasible alternative
- ☐ Inconsistent with the Standards

4. Adjourned at 5.30PM

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

For more information, please contact Jodie Brown at JDBrown@sanidiego.gov or 619.533.6300.