

**DATE ISSUED:** March 8, 2007 REPORT NO. PC-07- 056  
**ATTENTION:** Planning Commission, Agenda of March 15, 2007  
**SUBJECT:** East Village Square Comprehensive Sign Plan. PROCESS 5  
**OWNERS/APPLICANTS:** Bosa Development California II Inc.; Right Field Office Partners, LLC; East Village Square LLC

**SUMMARY**

**Issue:** Should the Planning Commission recommend approval to the City Council of a Comprehensive Sign Plan for the East Village Square mixed-use development within the Downtown Community Planning area.

**Staff Recommendation:** Recommend that the City Council approve the East Village Comprehensive Square Sign Plan.

**Community Planning Group Recommendation:** On January 24, 2007, the Centre City Advisory Committee (CCAC) voted unanimously to recommend approval of the Comprehensive Sign Plan.

**Centre City Development Corporation Board Recommendation:** On January 31, 2007, the Centre City Development Corporation Board voted unanimously to recommend approval of the Comprehensive Sign Plan.

**Environmental Review:** The proposed Sign Plan is Categorically Exempt from environmental review under CEQA, Class I.

**Fiscal Impact Statement:** There is no fiscal impact with this proposal.

**Code Enforcement Impact:** Not applicable.

**Housing Impact Statement:** Not applicable.

## **BACKGROUND:**

On November 3, 1998, San Diego voters approved the Memorandum of Understanding (MOU) concerning a Ballpark District, Construction of a Baseball Park, and a Redevelopment Project within the East Village area of San Diego. Included in the MOU were provisions for an Outfield Park and ancillary development within the Ballpark. One of the ancillary developments, East Village Square (“EVS”) consists of the three city blocks located immediately north of the ballpark outfield, between J and K streets, 7<sup>th</sup> and 10<sup>th</sup> avenues. East Village Square has always been conceived as an integral, mixed use component of the Ballpark Project, centered on the Outfield Park open space.

The City Council approved numerous amendments to the Centre City Redevelopment Plan, Community Plan, and Planned District Ordinance (PDO) in 1999 to facilitate the construction of the Ballpark and to create the Sports Entertainment District (now the Ballpark Mixed Use District). During the final City Council hearings on these amendments, the Council requested that all signs for the Ballpark and the East Village Square development (previously called the Retail at the Park) be part of comprehensive sign plans that would be Process 5 applications, with public hearings required before the Planning Commission and City Council. This amendment was requested at the hearings as several Council members expressed concern over the amount of rooftop and other signs which were shown on a model of the ballpark and surrounding development being shown at the time. The City Council expressed a desire to review the comprehensive sign plans to ensure that all signs were appropriate to the architecture and appearance of the Ballpark, and to ensure they were compatible with the surrounding neighborhood and consistent with all regulatory requirements. The Planning Commission considered, and City Council approved, the Ballpark Sign Plan in 2004.

On December 2, 2003, the City Council approved the East Village Square Master Plan establishing specific mass, bulk, and design parameters for the two development blocks framing the Outfield Park (and providing for the rehabilitation of the Schieffer Building and Candy Factory historic structures adjacent to the Park). The Redevelopment Agency/City Council subsequently approved Disposition and Development Agreements (DDAs) for the development of The Legend residential mixed-use project in the “Left Field” block, the DiamondView Tower office/retail project and the Candy Factory historic rehabilitation project in the “Right Field” block, and the Schieffer Building historic rehabilitation project in “Center Field” consistent with the provisions of the East Village Square Master Plan. The review and approval of the DDA for the DiamondView Tower project included a partial Comprehensive Sign Plan for high-rise and podium-level signs in order to allow the project to enter into lease negotiations with major tenants.

**Development Team**

<b>ROLE/FIRM</b>	<b>CONTACT</b>	<b>OWNED BY</b>
Property Owners/Developers:		
Bosa Development California II Inc.	Richard Weir	Natale Bosa
Right Field Office Partners, LLC	Bill Bowdle; Jason Wood	Prudential Insurance Company; Cisterra RFOP, LLC (Steven L. Black and Todd J. Anson)
East Village Square LLC	Bob McMakin	JMIR Investments Capital Interest – Padres L.P. (John and Rebecca Moores, Jennifer Moores, Glenn Doshay); Profits Interest – Padres L.P., John Kratzer, Charles Black, Erik Judson, Bryant Burke
Designers: Graphic Solutions	Cheryl Villa	Simon Andrews, Ruben Andrews, John O’Connell, Frank Mando

**DISCUSSION:**

The Centre City PDO adopted in 2006 continues the requirement that a comprehensive sign plan be prepared for the EVS project so that the signs within the various developments are coordinated. The proposed Sign Plan includes the previously approved signs at the top and podium level of the tower of the DiamondView Tower project, along with a series of Project Identification Signs for the overall development, directories and directional signs for the overall development, and signs for individual tenants which consist of wall, projecting, and awning signs consistent with the City’s overall sign regulations.

The Sign Plan sets out location and design criteria for the signs within the development, and can be summarized as follows:

Project Identification Signs – containing “East Village Square” (or the final name of the overall development), one of these signs may be located along each block frontage, but not on any of the four historic buildings (Candy Factory, Schieffer Building, Kvaas Construction building, or the reconstructed Station A building). These signs may be wall-mounted or projecting.

Project Directories and Directional Signs – tenant directories and wayfinding signs, also permitted one per block frontage but prohibited on historic buildings. Each is limited to no more than 15 square feet in size and will be wall-mounted, although ground-mounted signs are permitted when on private property, although these locations are realistically restricted to the DiamondView Tower entry courtyards.

DiamondView Tower Tenant Directories – permitted as a freestanding sign in the entry courtyard off the park, along with a wall-mounted sign within the 10<sup>th</sup> Avenue entry courtyard.

DiamondView Tower Hi-Rise and Podium Signs - previously approved by the Council, they allow three instead of the two high-rise signs which would normally be approved for one tower, along with somewhat larger signs than normally permitted by the Centre City PDO due to the project's location adjacent to the Ballpark consistent with signs approved for the Omni Hotel.

Tenant Signs – for all buildings, tenant signs may consist of wall, blade, awning, entry and window signs. The number and area of the signs are limited and consistent with the City-wide sign regulations. A variety of signs are permitted such as individual channel letters, reverse channel letters, and routed letter signs, but interior-illuminated cabinet signs are prohibited.

Historic Building Signs – only tenant signs are permitted on the various historic buildings within the center (no Project Identification, directory or directional signs are permitted), and they are required to be consistent with the architecture of the buildings. The historic Showley Brothers Candy Factory signs will be replicated, and the Schieffer Building will have its parapet historic signage replicated, although the actual lettering may contain a new tenant's name as long as it is recreated in its historic appearance. A roof sign is also permitted on the Schieffer Building facing the park and Ballpark as provided in the East Village Master Plan, and will be designed to replicate a historic downtown roof sign with an open metal support frame.

## **CONCLUSION:**

Overall, all of the proposed signs are consistent with the City-wide sign regulations and the Centre City PDO. The Sign Plan allows for a cohesive sign plan for the various developments within East Village Square while providing adequate identification in an attractive format.

Therefore, staff recommends that the Planning Commission recommend that the City Council approve Centre City Comprehensive Sign Plan 2007-01 for the East Village Square project.

Respectfully submitted,

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Brad Richter  
Principal Planner

Attachment(s): A - East Village Square Comprehensive Sign Plan

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