

CITY OF SAN DIEGO HISTORICAL RESOURCES BOARD

DESIGN ASSISTANCE SUBCOMMITTEE

Wednesday, September 3, 2014, 2012, 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 4:05

Subcommittee Members	Alex Bethke (Chair); Linda Marrone; Ann Woods
Recusals	
City Staff	
	HRB Jodie Brown;
	CCDC Lucy Contreras;
Guests	
	Item 3A Dennis Rogers; James Ardizzore; Kate Fellini
	Other Bruce Coons, SOHO

2. Public Comment (on matters not on the agenda) None

3. Project Reviews

▪ **ITEM 3A:**

Listings: HRB Site #127-075

Address: 743 5th Avenue

Historic Name: Gaslamp Historic District

Significance: District Contributor

Mills Act Status: No

PTS #: 384391

Project Contact: The Briad Group; ACM Architects

Treatment: Rehabilitation

Project Scope: Proposed construction of a new 119 room hotel with the incorporation of a Galleria Building historic façade on 6th Avenue. The project is subject to the Gaslamp Planned District Ordinance (GQPDO) and the Gaslamp Quarter Design Guidelines. The applicant is requesting approval of an increase in height from 60' to 75' allowed under the GQPDO. The applicant is also seeking direction on a proposed facade rehabilitation along 6th Avenue.

Existing Square Feet: 0

Additional Square Feet: 0

Total Proposed Square Feet: 65,876

Prior DAS Review: N/A

Staff Presentation: The applicant is proposing to construct a new multi-story hotel in Gaslamp Historic District. The hotel would front on to 5th Avenue and would be located in place of the existing TGI Fridays. The hotel would extend to 6th Avenue where there is currently a historically designated façade. The 2-story façade would be restored and the new construction would be setback slightly.

Applicant Presentation: We are proposing to put a new hotel in the place of the TGI Fridays. It is a boutique hotel with 119 rooms and a restaurant on the first floor and a pool lounge on the upper floor. We have added transoms to the storefront area to unify the look. On the upper floors we have added a horizontal element to create a punched look opening. We had a couple of additional doors. We cleaned up the store front and still have the glass garage door, but we are open to a different style door. Regarding colors, we simplified the colors.

Public Comment:

Name	Comments
Bruce	It looks better than the second version. I think with more detailing the 5 th avenue façade could work better. It will read as the tallest building on the block. The side facades will be visible up and down the street. The extra floor should not be visible and should be set back. The historic façade, should be modified to more closely resemble the photos. The new façade should be set back from the historic façade. It does not appear to be a reasonable set back. It should maintain the feeling of a building. When viewed from the side it will still look like a painted on façade.

Q&A:

Subcommittee-member Issue or Question	Applicant's Response
Curious about the current addition on the 6 th Avenue side-what is the set back?	Approximately 2'.
What are the setbacks per the Standards?	It is not specifically called out. There is no Standard. It is open to interpretation and we have to determine whether it detracts from the integrity.
Now that there is a photograph of the 6 th Avenue façade it should conform more to that for any work.	
The garage door is innovative and a unique	

Subcommittee-member Issue or Question	Applicant's Response
approach. On the 6 th Avenue side, we should get back to what is shown in the historic photo. The question is then how to put the garage in with a unified approach.	
On the 5 th Avenue side, the height is something that will jarring to the adjacent buildings. The setback on the 5 th Avenue is more important next to the one story building to the north. It is a one story building. I believe it impacts the integrity of the adjacent buildings. That might be where the brick might help.	It is recessed somewhat if you look at page 26.
Are the windows on the side?	No, they can't be placed there per the building code.
You might want to consider a mural on the vacant wall. Something of relevance to that building.	
So it is a 2' set back on 6 th Avenue, but the balconies cantilever out?	They could be pulled back. The intent is that they are Juliette balconies. If you look at page 28 it shows the dimension.
So there is a building in between Friday's and the theater?	No, it is the same building.

Subcommittee Discussion and Comment:

Subcommittee-member	Comments
Bethke	The trick with the setback on 5 th Avenue is the treatment with the adjacent building should be setback on the left side. It is important on how the blank wall is treated.
Woods	On the 6 th Avenue side there should be some sort of setback. Maybe not exactly 10' but some sort of setback.

Staff Comment:

Staff Member	Comments
Lucy	We can review the PDO, but there should be a discussion in there on blank walls.

Recommended Modifications:

Set back the new construction on the 6th Avenue and consider a mural on the blank wall along 5th Avenue.

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

4. Adjourned at 4:38 PM

The next regularly-scheduled Subcommittee Meeting will be on October 1, 2014 at 4:00 PM.

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