

MINUTES

CITY OF IMPERIAL BEACH DESIGN REVIEW BOARD COMMITTEE

SPECIAL MEETING OF THE DESIGN REVIEW BOARD OF THE CITY OF IMPERIAL BEACH City Council Chambers 825 Imperial Beach Blvd. Imperial Beach, CA 91932

THURSDAY, MAY 14, 2009

4:00 P.M.

In accordance with City policy, all Design Review Board meetings are recorded on tape in their entirety and the tapes are available for review in the City of Imperial Beach, City Clerk's Office. These minutes are a brief summary of action taken.

1.0 CALL TO ORDER

ROLL CALL

BOARD MEMBERS:

Shirley Nakawatase
Janet Bowman
Daniel Lopez
Harold Phelps
Tom Schaaf

PRESENT: Shirley Nakawatase, Dan Lopez, Harold Phelps, Tom Schaaf

ABSENT: Janet Bowman

STAFF PRESENT: Elizabeth Cumming, Assistant Project Manager
Tyler Foltz, Associate Planner
Tina Barclay, Recording Secretary

2.0 CONSENT CALENDAR

VOTE TO APPROVE CONSENT CALENDAR ITEM NO. 2.1

February 19, 2009 Minutes – held over to next meeting due to lack of quorum
April 30, 2009 Minutes – Lopez moved to approve, 2nd by Phelps

AYES: Lopez, Phelps, Schaaf

ABSTAIN: Nakawatase

NOES: None

ABSENT: Bowman

3.0 BUSINESS FROM THE PUBLIC

None.

4.0 BUSINESS FROM THE COMMUNITY DEVELOPMENT DEPARTMENT

4.1 REVIEW AND APPROVAL OF FAÇADE IMPROVEMENTS – EL TAPATIO – 260 PALM AVE

Staff Report:

Elizabeth Cumming presented the staff report for 260 Palm Avenue, El Tapatio Restaurant. The applicant/building owner propose to modify the existing parapet, construct a patio and trellis on the south side of the building, paint the exterior of the building, provide new landscaping and install new signage. Refer to attachment 1 in the packet. ADA parking will be re-configured on the east side. Changes to match those projected for Pacific Realty next door. Want to do these projects together so that the landscaping and parapet is similar.

Stucco color did not come out in attachment as correct, so staff showed original, correct color. Applicant is re-configuring the kitchen, completely re-doing the bathrooms for ADA compatibility and the front door will become ADA compliant as well. Where the existing patio is now, will become landscaping and parking.

Questions to Staff:

Phelps: Site plan shows triangular landscape area – will it be more like the rendering?

Staff Cumming: Contiguous plant area. ADA parking space.

Phelps: So landscape will be better than the rendering is showing; tables will be on the front area.

Lopez: How much seating?

Staff Cumming: Don't know yet.

Lopez: Front door – ADA, panic bar, wider?

Staff Cumming: Yes.

Lopez: Will they serve food to the patio from the front door only?

Staff Cumming: The applicant is considering using door from the kitchen to use as a service for the patio area.

Schaaf: Proposed color with stucco – the green with it – shade of green doesn't seem to go with the rest of the building. Brick area, stucco with raised area, green doesn't seem to go.

Staff Cumming: Like the green. After a while it will become muted accent color. If you do it in a brick color, too much red.

Lopez: What time serving out on patio? Lighting for patio area?

Staff Cumming: There will be overhead lighting

Nakawatase: Really like it. Any change I would recommend would maybe take the stucco a shade darker.

Staff Cumming: Can do that. Won't be so sunlit.

Nakawatase: Same color, but deepening the tone, really would be nice. Excited about all the façade improvements.

Phelps: Great for pedestrian movement.

Question to Staff : Closed

Public Comments: None

Public Comment: Closed

Discussion:

Discussion about adding deepening of color into the motion for approval/recommendation:

Lopez: Maybe a topping color to soften. But if one color, can live with either or.

Staff Cumming: Have some deeper colors, not quite so yellow.

A two minute recess was called at 4:22pm while staff went to get color swatches

Meeting resumed at 4:24pm

Staff Cumming showed two other color samples compared to original samples for stucco.

Board members discussed other color options from color samples shown. They like the La Habra Chart, Adobe X72, W34 San Simeon.

Lopez: Intent of patio to sit down and eat or ...

Staff Cumming: Casual dining outside with dining service. Really trying to upgrade their business.

Motion by Lopez to accept El Tapatio as displayed in packet with the exception, giving the owner the ability to pick the two La Habra chart colors as stated: Adobe X72 or W34 San Simeon.

Second by Schaaf

Discussion: None

AYES: Nakawatase, Lopez, Phelps, Schaaf

ABSTAIN: None

NOES: None

ABSENT: Bowman

4.2 REVIEW AND APPROVAL OF FAÇADE IMPROVEMENTS – 600 SILVER STRAND PLAZA – GIANT PIZZA KING, DSPHY’S CLEANERS, URGENT CARE, IB PET, SAN DIEGO GYMNASTICS ACADEMY, TERRA NOVA REALTY

Staff Report:

600 Silver Strand Plaza: Giant Pizza King (#100), Desphy’s Cleaners (#104), Urgent Care (#108), IB Pet (#112), San Diego Gymnastics (#127), Terra Nova Realty (#225). Agency staff, the applicants and the building owner propose to replace existing signage with the proposed new signage. See attachment 1 of the packet.

East side will have Giant Pizza King. Will remove king and move above. Pizza king will look over the left awning. Desphy’s Cleaners will lose the box sign and will have signage on the top only. Channel lettering and the rest of the logo painted. Urgent Care, self explanatory. IB Pet will have channel lettering and painted logo and the gymnastics academy will have gymnastics in channel lettering and the rest painted and “San Diego” will be on either side of leg of gymnast. Terra Nova will have signage on north and west facing façade.

Questions to Staff:

Nakawatase: Discussed before, this area trying to have some lettering more the same.

Staff Cumming: Same lettering, some italic. Olive Oil Café is italics.

Nakawatase: Different lettering, does anyone really care.

Lopez: Given the ability to have businesses have logo match. Can withstand differences in the text and gives recognition to those folks who view those businesses. Don’t have a problem with it – building big enough to have some differences. Gives it their own stamp.

Staff Cumming: As far as the font, happy to keep same font, but reason started switching up the colors because getting too much of the same color. Large expanse of building thought the color needed to be different. Font face can be the same, not as important. Agree, can’t get too many colors, that would be wrong.

Lopez: Like channel letters, not box.

Phelps: Box and can signs, Pizza King not giving up too much.

Staff Cumming: Cleaning up the awning, Pizza King got to run rampant. Have to take down.

Nakawatase: Desphy's can only have 35% of window and must come down if wants new signage.

Lopez: Liquor stores are notorious for too much window signage.

Staff Cumming: It will be a condition of approval, will have to comply. 1070 13th Street Pizza King not in compliance either but will be when all signage work is done there.

Phelps: So giving up can signs?

Staff Cumming: Yes.

Nakawatase: Concerned about gymnastics academy and realty company – have they been in business there long?

Staff Cumming: Same family.

Nakawatase: In relationship to the owner of the building?

Staff Cumming: No.

Nakawatase: Concerned, funding a business that may not be there for long.

Staff Cumming: Problem with shopping center, intent to get every sign under a comprehensive sign plan so that any new business that comes in will have to follow that sign plan. They can have font, sizing and logo requirements. Will have to be exact same design as previous owner. Trying to get comprehensive sign plan in this center and hope to get every business in the center so that they will all have a consistent style.

Nakawatase: So, if we did not approve Terra Realty with façade money, is there still design review?

Staff Cumming: Gives us more leeway, follow this style. If they don't have money from the City, they can propose whatever they want. Can become more outlandish.

Nakawatase: Can we not approve façade funding for them?

Lopez: We are just to approve the sign, correct?

Nakawatase: Solidify some kind of financial liability, business stability. If not there by end of year, City has paid all that money... Can we make a recommendation to council to have policy change?

Lopez: Are you suggesting we do something for this façade that is before us or do you want to do it for future projects?

Nakawatase: We need to create criteria with council. You could have a month to month lease and receive up to \$10,000.

Lopez: Just replacement of signs.

Staff Cumming: These signs run about \$1000.00 to \$1200.00.

Lopez: I suggest approving this and then make a recommendation to council to provide stipulation of new businesses if they are out within a year, pay some type of percentage for that signage. Way to cover ourselves. I don't think any business would disagree with that if they wanted to have help when first starting out.

Nakawatase: Let's put this under new business and take care of façade improvement at this time.

Questions to Staff: Closed

Public Comment: None

Public Comment: Closed

Discussion: None

Discussion: Closed

Motion by Member Lopez to accept as depicted in photos.

Second by Member Schaaf

Nakawatase: Want to withdraw motion and say that they have to be in compliance (window signs)?

Staff Cumming: Once approved, then they will have to be in compliance with code. Sign will not be ordered until they agree to be compliant.

AYES: Lopez, Phelps, Schaaf

ABSTAIN: None

NOES: Nakawatase

ABSENT: Bowman

5.0 INFORMATIONAL ITEMS/REPORTS

None.

6.0 NEW BUSINESS

Nakawatase: How to do new criteria for façade improvement for new business?

Staff Cumming: Request it of staff; we will put it in staff report.

Nakawatase: Want to see that business is viable, maybe put up a bond amount.

Lopez: Add to contract, however handled, be able to capture the cost or part of the cost if business goes out of business with year.

Nakawatase: Staff time is extraordinarily valuable, thousands of dollars.

Schaaf: We need to be more definite.

Nakawatase: Tenant is liable for cost, in form of a bond, need to be in existence for at least one year to not incur any cost of the sign.

Lopez: Do they have to be in existence for one year?

Nakawatase: That is what I am suggesting.

Phelps: Less than a year, should post a bond. If in business over a year, no bond needed. If stay in business after first year, bond will be refunded.

Nakawatase: Have to pull sign permit. They tell me the size and I pay for it. Now there is design and money attached to this.

Schaaf: Has anyone had a sign put up and left?

Staff Cumming: No, but we did have a business that came forward that went out of business shortly after they applied, but they did not get approved.

Lopez: Does business owner come with proposal? Does individual pay?

Staff Cumming: No one pays anything.

Nakawatase: The City pays, up to \$10,000.00 and then can apply for matching funds. Criteria: tenant is liable for cost of sign if not in business for one year and then terminates after one year.

Nakawatase (continued) Could be a bond, should include design and approval process time.

Staff Foltz: Most people will say no and just do a sign permit. With this program we get to hold them to a higher standard. 90% will probably say why bother?

Schaff: They won't want to put bond up. If have a problem with a viable business, DRB can discuss it and deny it.

Nakawatase: Could just have them sign something saying they would be liable for it. Huge investment.

Schaaf: Is this money still coming from a grant?

Staff Cumming: Yes.

Dan Lopez had to leave the meeting – time was 5:02 pm

Schaaf: There are a lot of pros and cons. If we have a problem, put a statement in, but if we don't have a problem, don't need a statement. This will create a lot more work for the City. Applicant will not want to do this.

Nakawatase: As a new business owner, if I was told I would be liable after all the City would give me, I think it would be the golden ticket.

Staff Cumming: How would you hold them to this?

Nakawatase: I don't know. Or do we say they have to be in business for a year?

Schaaf: We're trying to bring in business and be more business friendly. People feel hard to get things through the City in the past. This might be one more layer that is not needed right now.

Phelps: Grant money, redevelopment money – if money not used appropriately (someone gets nice signs and leave town the next day) how do we handle that?

Staff Cumming: Hasn't happened yet.

Phelps: Compromise signage as Staff Foltz alluded to – trade off – can tell they are first year business because of awful signage.

Staff Cumming: Can I talk with Redevelopment Coordinator Jerry Selby and come back to you?

Nakawatase: Yes.

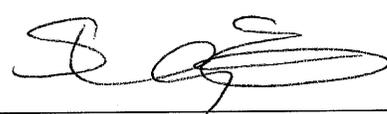
Staff Cumming: This is a two edged sword, don't want to push business away.

Schaaf: Would like to have brought back with more ideas/information.

7.0 ADJOURNMENT

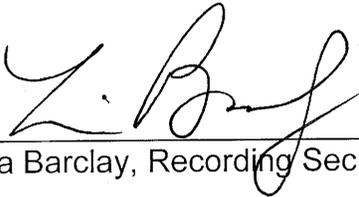
Chair Shirley Nakawatase adjourned the meeting at 5:08p.m. on, May 14, 2009.

Approved

 6/19/09

Shirley Nakawatase, DRB Chairperson

Attest



Tina Barclay, Recording Secretary

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