

## DESIGN REVIEW BOARD

### RECORD OF ACTIONS

May 12, 2011

A. Call to Order 9:00 a.m.

Board members present: Carol Bell, Sandy MacDougall, Ed McArdle, Carol Rea, Karl Ulle and Merle Watson

Board member absent: Rob James

Staff present: Rozanne Cherry

B. Record of Actions April 28, 2011 Meeting.

**MOTION:** Moved by S. MacDougall, seconded by E. McArdle to approve the minutes as submitted.

**APPROVED:** 6-0-0

C. Oral and Written Communications – None

D. Consent Calendar – None

E. Individual Case Review:

1. 96-40-PPL(ref), Reface of Felicita Plaza, 325-421 W. Felicita Avenue, CG Zoning

Applicant: Pako Pimsaguan, Bergman Architecture, 4300 Edison Avenue, Chino, California 91710 & Robert Doran, Centro Properties Group, 3636 Nobel Drive, Suite 300, San Diego, CA 92122

Planner: Jasmin Perunovich

Staff noted that the proposed improvements included repainting the buildings including the rears, replacing awnings, replacing sections of wood siding with EFIS panels on buildings A & B, and repainting the freestanding sign structure. The existing tile at Von's and the red Panda Express awnings would be retained. Staff recommended approval with the condition to add accent colors on the ends of the buildings.

Vice-Chair Ulle agreed that accent color should be added on the sides of the buildings and noted a concern with the traffic circulation in the parking aisles near the gas station. Discussion occurred about building and awning colors throughout the commercial center.

The applicant said that the center's operations group would have to work with Von's about traffic control.

**MOTION:** Moved by K. Ulle, Seconded by S. MacDougall to approve staff recommendation and to add more accent colors on the sides and back of the buildings, and to submit to staff a traffic control plan prior to final inspection of the improvements.

**MOTION CARRIED:** 6-0-0

2. PHG 11-0018, Exterior and Interior Remodel of North County GMC-Buick-Cadillac Dealership at 1515 Auto Parkway, Zoned SP

Applicant: Erik Marcussen-Ground Floor Design, 14751 Ridgeboro Place, Tustin, CA 92705  
Planner: Jay Paul

Staff indicated the facade of the building would be remodeled to update the corporate branding for the dealership, remove the existing tile roof elements, add a different entry for each auto brand, expand the paving in the display area on the corner, and add an accessible ramp and reconfigure the landscaping in front of the building. Staff recommended approval with the condition to work with staff on a final landscape plan.

The applicant described the limestone and Alucabond aluminum composite materials, the large architectural element for the Buick entry sign, and the corner landscaping changes, noting that the turf mound at the corner would be maintained.

Board member Watson expressed concern regarding the reduction of the landscaping and sacrificing the current landscape "look"/amenities at a critical intersection. Vice-chair Ulle was concerned with the abrupt change in materials at the edge where the GM facade wraps around to the Cadillac facade. Board member Rea felt the stark black and white color scheme for the Buick-GMC portion was not appropriate. Chairman Bell felt it would be preferable to have landscaping in front of the building instead of 13 parking spaces. Further discussion ensued.

**MOTION:** Moved by M. Watson, Seconded by K. Ulle to approve the project as submitted.

**MOTION CARRIED:** 6-0-0

3. PHG10-0029, Redesign of AT&T Wireless Facility in Clock Tower on Two-Story Commercial/Office Building, 350 W. Ninth Avenue

Applicant: Plancom for AT&T, Krystal Patterson-Plancom Inc., 302 State Place, Escondido, CA 92029  
Planner: Jay Paul

Staff described changes to the proposal in response to the DRB's previous comments, noting the height was lowered by 5', use of shorter antennas than previously proposed, and the elimination of the hip roof on top of the redesigned tower. Staff expressed concerns about the mass and scale of the new tower design.

Vice-chair Ulle thought the tower was not proportioned right and that the clock, as the focal point, was placed too low on the tower. Board member Rea felt the tower design resembled a chimney, which was not appropriate for a commercial building of this type. Board member McArdle suggested the architect consider university or Italian campaniles in the redesign of the tower.

**MOTION:** Moved by C. Bell, seconded by S. MacDougall for the project to be redesigned and resubmitted.

**MOTION CARRIED:** 6-0-0

4. PHG11-0002, New 70-foot-high Wireless Communication Facility for AT&T Designed to Resemble a Pine Tree at the Palomar Family YMCA, 1040-50 N. Broadway

Applicant: Plancom for AT&T, Krystal Patterson-Plancom Inc., 302 State Place, Escondido, CA 92029  
Planner: Jay Paul

Staff described the proposed 70-foot-high faux pine tree with 12 antennas, and equipment building to match the existing equipment building. Staff recommended approval with a condition to extend landscaping around the south end of the new equipment building to protect it from cars and to soften the look, to screen the air conditioning units, and to extend the height of the faux tree or lower the antennas to allow a more natural shape at the top.

Board member Rea suggested that the two faux trees be of different heights to look more natural. Chairman Bell noted that co-location would be a better solution. Board member

Watson pointed out discrepancies between the drawings and the depiction of the project in the elevations and the simulations; the proportions and scale seemed inconsistent. Vice-Chair Ulle and Board member McArdle concurred with staff regarding extending the landscaping around the south end of the equipment building and/or shifting the equipment building to the north to allow the landscaping

**MOTION:** Moved by C. Bell, seconded by M. Watson to have the applicant return with accurate and consistent simulations and specification drawings.

**MOTION CARRIED:** 6-0-0

- F. Current Business: None.
- G. Oral Communications – None
- H. Board member discussion – Board member Rea indicated that the Old Escondido Neighborhood Mother’s Day tour was successful and she also distributed the program to the board and staff.
- I. Adjournment at 10:15 a.m. to the next regularly scheduled Design Review Board meeting to be held on May 26, 2011, at 9 a.m. at City Hall in Training Room 1, 201 North Broadway, Escondido, CA.

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Carol Bell, Chairman  
of the Design Review Board

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Rozanne Cherry, Secretary  
of the Design Review Board