

## DESIGN REVIEW BOARD

### RECORD OF ACTIONS

July 28, 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: Bill Martin

B. Record of Actions July 14, 2011 Meeting.

**MOTION:** Moved by S. MacDougall, seconded by C. Bell to approve the minutes.

**APPROVED:** 5-0-1 (Ulle abstained)

C. Oral and Written Communications – None

D. Consent Calendar – None

E. Individual Case Review:

1. PHG 11-0030, Modification to a Precise Development Plan to remodel the interior and exterior of the Robinson's-May south building at Westfield North County Shopping Mall to convert the space to a Target Store, 280 E. Via Rancho Parkway, Zoned PD\_C

Applicant: Mr. John Warren, Pacific Land Services, 2151 Salvio Street, Suite S, Concord, CA 94520

Planner: Jay Paul

Staff described the remodel to the existing retail building at the Westfield Mall which included exterior changes, revised parking area, and additional cart storage areas. Staff recommended approval of the project as submitted.

The architect indicated that south entry would become the main entry; that perimeter sidewalks would be widened, a screen-wall would be added to hide the back-up generator and cart storage area. He further described the interior changes to the building, the connections between the first and second floor and the colors/finishes.

Vice-Chair Ulle clarified that the existing Target Store at the Escondido Promenade would remain open. MacDougall clarified that the cart storage area would be located on the west side

of the building and that the carts would also be used throughout the mall. Board member Rea clarified that there was no cart elevator and only one main entry. Chairman Bell clarified that existing entry would be removed and blocked off.

**MOTION:** Moved by S. MacDougall, seconded by M. Watson to approve the project as submitted.

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

2. ADM 11-0111, Exterior remodel of the inline buildings and several out pad buildings in the Escondido Promenade Commercial Center, 1266 Auto Parkway, Zoned PD\_C

Applicant: Mr. Ryan Reiter, KPA Architects, 931 Cole Avenue, Los Angeles, CA 90038  
Planner: Jay Paul

Staff described the previous history of the center and the ownership changes over the years. Staff described the exterior façade remodel to the center which included new trellis structure elements, new colors and a Navajo white and Cranberry as the body color. Staff indicated that the façade remodel was only for the outlying and in-line pads and not the La Salsa and Toys R Us buildings.

The Centers Ownership Mr. Richard Kim clarified that Toy R Us representatives were approached about the remodel. He also indicated that the center would also be doing some minor repairs to the buildings and that the budgetary constraints would not allow for the red frames to be repainted.

Vice-Chair Ulle clarified that the storefront extrusions were a fire-engine red. He felt that the salmon color clashed with the background color of the signs, and that the architectural trellis looked too busy and made the building look dated. Board member Watson clarified that the outdated rectangular elements were to be removed. Board member MacDougall clarified that the window frames would be red and that the new awnings and posts would be painted grey and brown. She also felt that the red and salmon colors would clash. Board member McArdle felt that the vibrant colors were too intense and would be outdated in five years. He also indicated that Target has only one bright color. Board member Rea commented that the vertical sign elements looked too busy.

**MOTION:** Moved by C. Bell, seconded by S. MacDougall to approve the revisions to the center with the condition to remove the “carrot cake”, “cran-apple”, “sesame crunch” and “fire cracker” colors.

**MOTION CARRIED:** 4-2-0 (Ulle and Rea voting No)

3. PHG 10-0029, Wireless Communication Facility for AT&T to be installed within a redesigned clock tower at 350 W. 9th Avenue, Zoned CG

Applicant: AT&T (Plancom Inc.), Darrell Daugherty, 302 State Place, Escondido, CA 92029

Planner: Jay Paul

Staff described the board's previous comments and concerns regarding a wireless communication facility within a clock tower. Staff indicated that the revised design incorporated the board's previous comments

The architect described four alternative designs and indicated that on all four designs the base of the clock tower was widened. The architect indicated that alternative number 2 was staff recommendation since the tower looked more in scale with the building architecture.

Vice-Chair Ulle clarified that alternative #2 did not match the handout that was given to the board members. Board member MacDougall felt that corbels should be added to the building. Board member Rea suggested changing the scale and vertical elements.

**MOTION:** Moved by E. McArdle, seconded by K. Ulle to approve alternative #2 with the condition to add an arch element at the top.

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

4. Withdrawn.

F. Current Business.

1. Discussion of the draft City Council Action Plan and Workshop:

Staff discussed with the Board the direction from Council and several design review alternatives. Board members made general comments including: Board member McArdle cited examples on how the Design Review Board helps expedite projects. Chairman Bell indicated that all comments needed to be in written form to the council. She also noted that there was some discussion to limit the number of projects that go to the Design Review Board. Board member McArdle indicated that the Planning Commissioners were appointed by the Council for four years.

- G. Oral Communications – None.
- H. Board member discussion –None.
- I. Adjournment at 10:35 a.m. to the next regularly scheduled Design Review Board meeting to be held on August 11, 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