

DESIGN REVIEW BOARD

RECORD OF ACTIONS

September 9, 2010

A. Call to Order 9:05 a.m.

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

Board member absent: Robert James

Staff present: Rozanne Cherry

B. Record of Actions August 26, 2010 Meeting.

Board member Watson noted a revision to item E.1

MOTION: Moved by M. Watson, seconded by C. Bell to approve the minutes as revised.

APPROVED: 5-0-1 (S. Diefenbach Abstained)

C. Oral and Written Communications –Staff noted that items D.1 and E.2 had been withdrawn.

D. Consent Calendar –

1. PHG 10-0009, Arco AM/PM Freestanding Sign Revision, 761 N. Broadway, Zoned CG

Applicant: WD Partners, Rich LaRowe, 16808 Armstrong Avenue, Suite #100, Irvine, CA 92603

Planner: Darren Parker

Withdrawn

E. Individual Case Review

1. PHG 09-0040, Marriott Hotel Precise Plan, 250 West Valley Parkway, S-P Zoning

Applicant: C.W. Clark, Inc., 4180 La Jolla Village Drive, Suite 405, La Jolla, CA 92037
Planner: Darren Parker

Staff described the revisions to the Marriott Hotel which included a 3-D relief at the top corners of the building, a thin metal canopy cover over the entry to the hotel and changing the top of the building element to a flat element on the south elevation.

Board member McArdle felt that the massing was improved by adding the slot in the middle of the front elevation. He also liked the cornice extending around the front of the building. Chairman Bell felt that the canopy design could have been more avant garde. Board member Ulle felt that the corbels made the molding on top of the cornice pop out.

MOTION: Moved by M. Watson, seconded by K. Ulle to approve the revisions as submitted.

MOTION CARRIED: 6-0-0

2. PHG 10-0014, Modification to Conditional Use Permit for Weir Asphalt to add two Asphalt Storage Silos Increasing the Total Number of Distribution Silos to Four, 500 N. Tulip Street, Zoned M-2

Applicant: John Fredrickson, Weir Asphalt, 500 N. Tulip Street, Escondido, CA 92025
Planner: Bill Martin

Withdrawn

4. Taken out of order-

ADM 10-0101, SUB 10-0009 & ADM 10-0102, Plot Plan for Two, 3-Story Medical Buildings with a Lot Line Adjustment and an Administrative Adjustment to Reduce the Width of a Parking Lot Landscape Planter by 25%. Planning Area #4 of the ERTC Specific Plan Area, Zoned SP, 2097-2175 Citracado Parkway

Applicant: John Couvillion, JRMC Real Estate, Inc., 330 Encinitas Blvd, Ste 201, Encinitas, CA 92024
Planner: Rozanne Cherry

Staff indicated that the proposed medical office building complex was to be built in phases within Planning Area 4 of the Escondido Research and Technology Center. Staff indicated that the first building would be built to the west and that the second building would be built to the south with access for both buildings off of Citracado Parkway. Staff noted that phase one and two would be graded to provide surface parking and in the

future the parking areas may be consolidated into a parking structure when a third or fourth building is proposed. Staff also indicated that an Administrative Adjustment was proposed to reduce a planter width from 8' to 7.75' wide in the parking lot. Staff noted that the project was generally in conformance with the Specific Plan. Staff recommended approval of the project with the Design Review Board recommendations on the following staff concerns which included the lack of pedestrian connections through the landscaping from the outlying parking areas to the buildings; lack of variation in the parapet edge; the small proportions of the entry door in relation to the building; and that the roof equipment screening did not tie into the building.

The applicant indicated that a variety of forms and materials, similar to the hospital, were used such as smooth stone, stacked stone, an entry glass tower, rectangular forms and glass off-sets. He also noted that the roof top screening material was light colored metal panels and that the color could be painted to match the building. He also said that the roof screening would not be visible from the pedestrian level.

Vice Chair Ulle clarified that the roof screening material was not punched metal but solid metal. He also indicated that the roof equipment screen was $\frac{1}{4}$ of the height of the building and that he would like to see a sample of the screen material. Board member Rea also had a concern with the roof top equipment and screen and that the patients from the adjacent hospital would be looking down onto the roof. She also suggested raising the parapet or replicating the window pattern in the roof equipment screen equipment. Board member McArdle indicated that the Specific Plan required all parapet edges to be articulated and that the entries be highly visible. He felt that the building was too long and horizontal, needing articulation. Chairman Bell had concerns with the lack of identified pedestrian connections between the parking areas and the buildings, and that the roof top equipment screening ruined the main building feature and needed to be re-worked. She suggested that a demarcation for the pedestrian paths be provided. Board member Watson had a concern with the reduction in the landscape planter width.

MOTION: Moved by K. Ulle, seconded by M. Watson to submit revisions regarding the roof top equipment screening, the articulation of the parapet to break-up the length, providing a pedestrian connection from the parking lots to the buildings, that the entrance on the east elevation be more pronounced and that the landscape planter width be in conformance.

MOTION CARRIED: 6-0-0

3. ADM 10-0122, Proposed Concrete Stage at the SE Corner of the Santa Fe Depot Deck in Grape Day Park (Local Register Historic Resource), 321 N. Broadway, S-P Zoning, Park View District

Applicant: Wendy Barker, Escondido History Center, P.O. Box 263, Escondido, CA 92033

Planner: Rozanne Cherry

Staff described the proposed concrete stage at the southeast corner of the train depot in Grape Day Park, as a 2' high circular stage with a 1' drop down, steps for access, accessible ramps and electrical service outlets.

The applicant, Wendy Barker, indicated that the stage was needed to provide for larger performances and ceremonies. She noted that the stage would not be covered. The architect, Mr. Greg Danskin, described the genesis of the design, the dimensions and details of the stage which included a compass rose design within the center, no railings and landscaping provided around the ramps. He also indicated that the stage area would be buff colored concrete, that the compass design would be made with granite with bronze finish rings, and handrails would be forged at the blacksmith shop.

Board member Rea noted that she had attended meetings regarding this project, but had no conflict of interest. She indicated that the round stage design had a connection with the design of the City Hall dome and round fountain. Vice Chair Ulle felt that the platform would be too inviting to skateboarders, suggested removing the planters and to bring the grass right up to the platform. Other board members liked the simplicity of the design and felt it was well thought out.

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

MOTION CARRIED: 6-0-0

4. PHG 10-0022, Wall Signage for Dicks Sporting Good, which includes an Increase in the Size of Letters to 7 Feet and Amount of Signage Allowed for an Individual Sign to 210 SF, Zoned PD-C, 1200 Auto Parkway

Applicant: Herschman Architects, Donald Alexander, 25001 Emery Road, Suite 400, Cleveland, OH 44128

Planner: Jay Paul

Staff described the signage for Dicks Sporting goods store which included 219 SF for each wall with 7' high letters. Staff indicated that the proposed signs exceeded the sign allowance for the Mervyn's building, which allowed for 540 SF maximum with individual signage not to exceed 180 SF with 4' letter height. Staff indicated that this would require a master plan modification for signs in the center and that the existing

Target signs were restricted to 6' high letters. Staff recommended that 6' high letters were more appropriate and consistent with Mervyn's and Target's standards.

The applicant indicated that the original 4' high letters were too small proportionately and agreed that the 6' high letters were okay.

Chairman Bell clarified that the typical Dicks letter height for other stores were 9' high and that the landlord supported 6' high letters. Board member McArdle indicated that signs are part of an identity for a tenant and that 6' high letters was proportionate to the building.

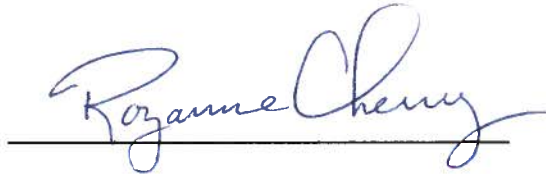
MOTION: Moved by E. McArdle, seconded by K. Ulle to approve the project with 6' high letters.

MOTION CARRIED: 6-0-0

- F. Current Business: None.
- G. Oral Communications – None
- H. Board member Discussion – Board member Diefenbach clarified that city does have signs standards for fruit stands.
- I. Adjournment at 11:20 a.m. to the next regularly scheduled Design Review Board meeting to be held on September 23, 2010, at 9 a.m. at City Hall in Training Room 1, 201 North Broadway, Escondido, CA.



Carol Bell, Chairman
of the Design Review Board



Rozanne Cherry, Secretary
of the Design Review Board