

## DESIGN REVIEW BOARD

### RECORD OF ACTIONS

September 23, 2010

A. Call to Order 9:04 a.m.

Board members present: Carol Bell, Rob James, Ed McArdle, Carol Rea, Karl Ulle, and Merle Watson

Board member absent: Sandy Diefenbach

Staff present: Rozanne Cherry

B. Record of Actions September 9, 2010 Meeting.

**MOTION:** Moved by M. Watson, seconded by K. Ulle to approve the minutes.

**APPROVED:** 6-0-0

C. Oral and Written Communications –Staff noted that items E.2 and E.3 had been withdrawn.

D. Consent Calendar – Board member Watson asked that the consent item be reviewed.

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

Staff described the revised free standing sign for an ARCO AM/PM gas station and the board's previous comments. Staff indicated that the freestanding sign would maintain an 18' setback from Mission Avenue and 15' setback from Broadway with an overall height of 10' tall.

Board member Watson had a concern with the overall height and that the sign would become the tallest sign in Escondido for gas stations. He also had a concern with the applicant not presenting reasons for the height of the sign. Vice-Chair Ulle clarified the distance the sign would be setback from the street. He also felt that the proportions of the

sign were fine being so close to the large canopy. Board member James felt that the board may see a string of requests for 10' tall signs. Board member Rea felt that the applicant had addressed all of the board's previous comments.

**MOTION:** Moved by R. James, seconded by C. Bell to approve the revised sign with the understanding that the height of the sign was appropriate in this case due to the larger than normal setbacks and the specific circumstances of the project.

**MOTION CARRIED: 5-1-0**, Watson voting Noe

#### E. Individual Case Review

1. 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

Staff described the modifications to an existing asphalt plant which included expanding the storage capacity from two, 80-ton silos, to four, 125-ton silos. Staff indicated that the new silos would be the same height as the existing silos. Staff recommended approval of the project as submitted.

The applicant, Mr. George Weir, indicated the importance of expanding the capacity was due to the increase of road projects that would require a larger volume of asphalt in short timeframes, and the need to provide different mixes for different uses. He indicated that the silos would be screened by the existing trees and fencing. He also noted that the facility would produce about 200 tons per hour.

Board member Watson noted that the existing facility already provided the best landscaping and screening of any heavy industrial use. The board concurred that the project was appropriate.

**MOTION:** Moved by K. Ulle, seconded by E. McArdle to approve as submitted.

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

2. PHG10-0020, Precise Development Plan to Convert Old Fire Station No.3 to an Office Use, 2165 Village Road, Zoned PDR

Applicant: City of Escondido and Greg Danskin, 1543 Robyn Road, Escondido, CA 92025  
Planner: Jay Paul

Withdrawn

3. ADM 10-0041, Comprehensive Sign Program for a New Retail Center, Located at 501 W. Felicita Avenue, Zoned CG

Applicant: Patrick Edinger, 2827 Presidio Drive, San Diego, CA 92110  
Planner: Darren Parker

Withdrawn

- F. Current Business: None.
- G. Oral Communications – None
- H. Board member Discussion – Board member Rea informed the board that the City Council approved her appointment to the Historic Preservation Committee.
- I. Adjournment at 9:26 a.m. to the next regularly scheduled Design Review Board meeting to be held on October 14, 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