

## DESIGN REVIEW BOARD

### RECORD OF ACTIONS

December 2, 2010

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

Board members present: Carol Bell, Sandy Diefenbach (arrived at 9:04 a.m.), Rob James, Carol Rea, and Merle Watson

Board member absent: Ed McArdle and Karl Ulle

Staff present: Rozanne Cherry

B. Record of Actions November 18, 2010 Meeting.  
Board member Rea noted a correction to the minutes.

**MOTION:** Moved by M. Watson, seconded by R. James to approve the minutes as revised.

**APPROVED:** 4-0-0 (Diefenbach absent)

C. Oral and Written Communications –None

D. Consent Calendar – None

E. Individual Case Review

1. ADM 10-0143, Addition to Existing Garage behind Historic Home in the Old Escondido Neighborhood, R-1-6 zone, 152 West Sixth Avenue

Applicant: James A. Chinn, Architect, 2120 Jimmy Durante Blvd, Suite 114, Del Mar, CA 92014

Planner: Paul Bingham

Staff described the two revised designs of the dormers which include alternative “A”, a gable style dormer, and alternative “B” a shed style dormer and noted that two dormers were proposed for symmetry.

The architect indicated that the shower had been removed from the toilet room and that the designs of the dormers were smaller in size and could use obscure glass if overlooking the neighbor was a concern. He also noted that the end view elevation

looked more impactful than as shown in the 3-D drawing and preferred the alternative “B” design.

Board member Rea felt that the existing garage was oversized and adding on to the garage would make it even larger and inappropriate for the Old Escondido Neighborhood. She indicated that the narrow horizontal windows on the south side of the garage were not the appropriate style for the era of the house. She also had a concern with the visibility of the skylights from Maple Street. Board members Watson and James preferred the shed style dormers. Chairman Bell felt that the proportions looked out of alignment.

**MOTION:** Moved by M. Watson, seconded by R. James to approve the alternative “B” shed style dormers with the condition that all of the skylights be the same size.

**MOTION CARRIED:** 4-1-0 (Rea voting No)

2. PHG 10-0029, T-Mobile Wireless Communication Facility to be Located Within a Modified Clock Tower Feature of a Two-Story Office Building in the CG zone, 350 W. 9<sup>th</sup> Avenue

Applicant: Ted Marioncelli, Plancom Inc., 302 State Place, Escondido, CA 92029  
Planner: Jay Paul

Staff described the wireless communication facility proposed on an existing two-story office building for T-Mobile which included extending the existing clock tower 11’ higher and modifying the existing roof for the installation of antennas. Staff indicated the equipment would be located inside the existing office building. Staff had concerns with the massing, scale and height of the clock tower.

The applicant clarified that 8’ high antennas would be installed inside the clock tower and would be in addition to clearwire antennas previously installed on the two ends of the building.

Board member Watson felt that the clock tower looked out of scale and suggested looking at other alternatives. Board member Rea suggested relocating the existing clock to the upper level of the tower. Chairman Bell felt the clock tower was out of proportion to the building and that the design of the tower was not improving the building’s aesthetics. She suggested the owner do a comprehensive design to remodel the building to integrate the wireless antennas. Board member James suggested making the tower element wider or extending the building wings across and up. He noted that the tower element could be an open element, not necessarily enclosed.

**MOTION:** Moved by R. James, seconded by S. Diefenabch to redesign and resubmit.

**MOTION CARRIED: 5-0-0**

3. PHG 10-0030, T-Mobile Wireless Communication Facility consisting of 12 Antenna Panels Incorporated into a Faux 30-foot-high Broadleaf Tree, RE-80 Zone, 25005 N. Centre City Parkway

Applicant: Debra Depratti Inc., 13948 Calle Bueno Ganar, Jamul, CA 91935  
Planner: Jay Paul

Staff described the wireless communication facility for T-Mobile which included a broadleaf faux tree, 30' high, with 12 antennas and equipment located inside a block enclosure. Staff noted that the location was recently approved for a faux tree which required planting additional trees, which would provide context for the new faux tree. Staff was not opposed to a faux tree, but had a concern with the array of 12 antennas being too large and that the faux tree would not be able to provide adequate screening. Staff noted that the block equipment enclosure should be lowered to reduce the visibility from an adjacent residential neighborhood.

The applicant felt the proposed faux tree would compliment the existing faux tree and that the antennas could be reduced to nine to reduce the overall diameter. Further discussion occurred regarding the existing and proposed equipment enclosures, materials and locations.

Chairman Bell felt that the faux tree was not natural looking and would potential fade over time. Board member James felt that the existing location should have been comprehensively planned from the beginning for a wireless facility. He suggested that the new faux tree should be the same type and style as the existing faux tree and that the total number of faux and real trees be sufficient (3 or more) to appear natural. Board member Rea had a concern with the style of tree would not screen the number of antennas. Board member Watson indicated that the site looked cleaner than in the past and suggested that the tree match the existing tree in color and style. Board member Diefenbach felt that the faux tree should blend in with the other faux tree and that the color should closely resemble the natural brush color.

**MOTION:** Moved by C. Bell, seconded by S. Difenbach to return as a consent item with the condition to reduce the number of antennas, bring photos of the faux tree proposed and to work with the manufacture on the color to blend with the existing faux tree and the natural vegetation color.

Further discussion occurred regarding a faux oak, samples, style of faux trees and the need for a natural looking top for a faux tree.

**MOTION CARRIED: 5-0-0**

4. ADM 10-0041 Additional Information Regarding a 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 & Nari Holdings, LLC, 4370 La Jolla Village Drive, San Diego, CA 92122

Planner: Darren Parker

Staff described the revised comprehensive sign program for a 6,000 SF commercial/retail building, which was consistent with the city's general commercial sign code. Staff noted that 3,000 SF of tenant space was currently leased, that the smaller tenants would get approximately 20 SF of wall sign area, the tower element would function similar to a monument sign and that the end tenant space would have the ability to locate a wall sign on the lower portion of the angled wall facing the intersection.

The leasing agent Mr. Joe Wadowski further discussed critical issues with leasing in the market today and tenants wanting highly visible signage. He also indicated that all four sides of the building were visible for signage, but that the tenant would have to divide permitted sign area between sides since there was typical rear of the building. He noted that the 45 degree angled tower was the most effective sign wall to take advantage of high traffic volume at the intersection.

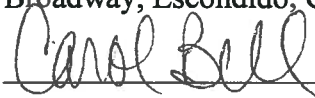
Board member Difenbach clarified the number of possible wall signs. Board member Rea felt that the tower element needed additional architectural enhancements and that she would prefer a tower monument sign rather than a freestanding sign cluttering the landscaped area. Board member James felt that the signs looked cluttered with too many varieties of colors and fonts. Board member Bell indicated that the building was the only building in the area turning its back onto Center City Parkway and felt that there were too many signs.

Further discussion occurred regarding the wall sign area, tenant space frontage, dividing wall sign allotments and the anticipated number of tenants.

**MOTION:** Moved by R. James, seconded by S. Difenbach to approve the revised comprehensive sign program as submitted.

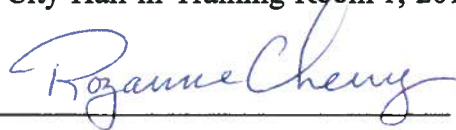
**MOTION CARRIED:** 4-1-0 (Bell voting No)

- F. Current Business: None.
- G. Oral Communications – None.
- H. Board member discussion – Board member Rea clarified if the Certificate of Appropriateness for the owner of 522 E. 6<sup>th</sup> Avenue allowed him to change the windows on the sides of the front bay window. Chairman Bell felt that the garage addition was a setup for a future second unit. Board member Watson noted that the Design Review Board can't base decisions on possible future changes or conversions.
- I. Adjournment at 10:30 a.m. to the next regularly scheduled Design Review Board meeting to be held on December 16, 2010, 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