

DESIGN REVIEW BOARD

RECORD OF ACTIONS

December 16, 2010

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

Board members present: Carol Bell, Sandy Diefenbach (arrived at 9:15 a.m.), Rob James, Ed McArdle, Carol Rea and Karl Ulle (arrived at 9:03 a.m.)

Board member absent: Merle Watson

Staff present: Rozanne Cherry

B. Record of Actions December 2, 2010 Meeting.

MOTION: Moved by R. James, seconded by C. Rea to approve the minutes.

APPROVED: 4-0-0

C. Oral and Written Communications –None

D. Consent Calendar – None

E. Individual Case Review

1. PHG 10-0033, Façade Remodel for Nissan Dealership in the Escondido Auto Park, 1546 Auto Park Way N, PDC zone

Applicant: Darrold Davis- Architect, 2310 Kettner Blvd. "A" San Diego, CA 92101
Planner: Jay Paul

Staff described the proposal which includes removal of the covered display area across the front of the building, and updating the front façade to reflect Nissan's corporate colors and materials (including metal cladding) for more modern/contemporary look. The proposal would provide additional parking, landscaping, and update ADA access. The service write-up canopy, also would be enlarged.

The project architect noted the timbers of the existing canopy were failing and that removing the canopy would open views into the showroom. He also clarified that

smooth metal panels were proposed on the showroom and that ribbed metal panels would be on the service canopy.

Discussion ensued regarding the relationship of the structural elements to the amount of glass across the front of the showroom, roof equipment screening, type of signage, and lack of shady areas for customers. Board member James thought that there was an opportunity for the façade of the building to follow the curve of the street, which would allow deeper openings. He also stated that the addition of palm trees would provide a nice complementary vertical element near the buildings and not screen the autos. Chairman Bell noted that the more up-to-date materials proposed were an improvement, the façade did not look very inviting and more glass at the showroom was needed.

MOTION: Moved by K. Ulle, seconded by E. McArdle to approve the project as submitted with the condition to add palms to the front and sides.

MOTION CARRIED: 6-0-0

2. PHG 09-0017, New Verizon 35-Foot High Wireless Facility with 12 Antenna Panels Designed to Resemble a Faux Pine Tree, 3009 E. Valley Parkway, RE-20

Applicant: Kerrigan Diehl – Plancom Inc., 302 State Place, Escondido, 92029
Planner: Jay Paul

Staff described the proposed wireless communication facility proposed as a 35' tall faux pine tree with 12 antennas approx. 300' from Valley Center Road against a backdrop of avocado trees. A block equipment enclosure with stucco and tile roof, steel gates, and pilasters with decorative cap also is proposed. Staff noted that there were two other existing wireless installations on the site; one a bare pole and one a faux palm tree design. Staff expressed concerns with access for the Fire Department, the number of antenna panels proposed and the appropriateness of the pine tree design. Staff suggested that it may be appropriate with the addition of live trees, 24" –box size or larger, and shrubs for context.

The applicant clarified that synthetic bark would wrap the pole and textured "socks" would be placed over the 4' tall panels, the 12 panels were needed for advanced technology, the enclosure would provide security for the faux tree, the A/C units, the emergency generator and the temporary water tank for irrigating the 3 proposed large trees outside the enclosure. The applicant also noted that faux broadleaf trees with the larger "leaf" elements deteriorated much quicker than the small "pine needle" elements.

Discussion about possible co-location, future uses of the property, design of the enclosure, and the shape/height of the proposed faux tree ensued. Board member McArdle thought that the proposed clay tile roof on the enclosure called attention to the installation and suggested that a dark metal roof would blend with the background better.

Chairman Bell thought that the enclosure and building should look more like an agricultural structure to be stealthier in the field. Board member Ulle stated that the faux tree should be taller to make the tree have a more natural shape and allow future co-location.

MOTION: Moved by R. James, seconded by C. Rea to redesign and resubmit considering a taller faux tree and redesigned enclosure, fence and building to retain the agricultural context.

MOTION CARRIED: 6-0-0

3. ADM 10-0145, Façade Remodel to an Existing Neighborhood Health Care Facility, in the CG, 460 N. Elm Street

Applicant: Leonardo Dale, MPA Architects, 3578 30th Street, San Diego, CA 92104
Planner: Darren Parker

Staff described the façade improvements as removing awnings, and adding a cornice, tower entry element, stone veneer, trellises with vines, and 4 tree wells along the southern boundary. Staff recommended approval with the condition to provide a cover over the trash enclosure.

The Board discussed the proposed cornice, adding a painted trim band across the rear to match the cornice, and removing the chain link fence adjacent to the back of the building and the bicycle path.

MOTION: Moved by R. James, seconded by E. McArdle to approve staff recommendation and to add a trellis on the front elevation in the blank arch feature, eliminate the chain-link fence for the length of the building, paint a decorative band along the rear elevation across the top to match the cornice, and consider extending the trellises to the ground.

MOTION CARRIED: 6-0-0

4. ADM 10-0156 New 15' High Freestanding Sign for the Old Mill Pond Center, 360 N. Midway Drive, Zoned CG and the East Valley Parkway Area Plan

Applicant: Tiffany Del Gatto, Western Signs, 1020 Linda Vista Drive, San Marcos, CA 92078
Planner: Darren Parker

Staff described the proposed 15' tall, 80 SF, internally illuminated freestanding sign to replace a 24' tall sign that was deteriorating, and noted that the East Valley Parkway

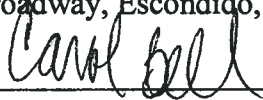
overlay zone discouraged pole signs but that a monument sign would block visibility of approaching traffic in this location. Staff indicated that the proposed decorative features matched elements on the buildings and recommended approval with the condition to incorporate the center's address on the sign.

Board member McArdle thought that the concept was fine but that the black columns stood out too much and that they should be grey. Board member Ulle noted that the sign should incorporate a mill wheel element. Board member Rae felt that a duplication of the existing sign design would be preferred, but agreed that a mill wheel feature should be added and that the posts should be a lighter grey color.

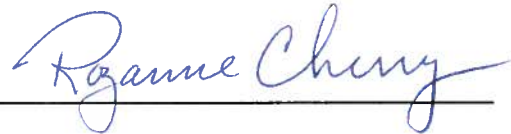
MOTION: Moved by C. Bell, seconded by S. Difenbach to approve the proposed sign with the condition to use grey posts and add planting under the sign or work with staff to incorporate a mill wheel element under the sign.

MOTION CARRIED: 6-0-0

- F. Current Business: Staff distributed the Design Review Board meeting schedule for 2011.
- G. Oral Communications – None.
- H. Board member discussion – None.
- I. Adjournment at 10:20 a.m. to the next regularly scheduled Design Review Board meeting to be held on January 13, 2011, 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