

CITY OF ESCONDIDO**MINUTES OF THE REGULAR MEETING OF THE
ESCONDIDO PLANNING COMMISSION****February 28, 2017**

The meeting of the Escondido Planning Commission Meeting was called to order at 7:00 p.m. by Chairman Weber in the City Council Chambers, 201 North Broadway, Escondido, California.

Commissioners present: Jeffery Weber, Chairman; Stan Weiler, Commissioner; James Spann, Commissioner; Michael Cohen, Commissioner; Joe Garcia, Commissioner; Don Romo, Commissioner; and James McNair, Commissioner.

Commissioners absent: None.

Staff present: Bill Martin, Director of Community Development; Rozanne Cherry, Principal Planner; Mike Strong, Assistant Planning Director; Jay Paul, Associate Planner; Homi Namdari, Assistant City Engineer; Adam Phillips, Deputy City Attorney; and Ty Paulson, Minutes Clerk.

MINUTES:

Moved by Commissioner Spann, seconded by Commissioner Weiler, to approve the minutes of the February 14, 2017, meeting. Motion carried. Ayes: Weiler, Cohen, Romo, Garcia, McNair, and Spann. Noes: None. Abstained: Weber. (6-0-1)

SELECTION OF CHAIR & VICE-CHAIR**ACTION:**

Moved by Commissioner Weiler, seconded by Commissioner Garcia, to nominate Commissioner Weber as Chairman. Motion carried. Ayes: Weiler, Cohen, Romo, Garcia, McNair, and Spann. Noes: None. Abstained: Weber. (6-0-1)

ACTION:

Moved by Commissioner Weiler, seconded by Commissioner Cohen, to nominate Commissioner Romo to Vice-chairman. Motion carried. Ayes: Weber, Weiler, Cohen, Garcia, McNair, and Spann. Noes: None. Abstained: Romo. (6-0-1)

WRITTEN COMMUNICATIONS – Received.

FUTURE NEIGHBORHOOD MEETINGS – None.

ORAL COMMUNICATIONS: – None.

PUBLIC HEARINGS:

1. **PRECISE DEVELOPMENT PLAN MODIFICATION – PHG 17-0003:**

REQUEST: A modification to the Precise Development Plan for the Escondido Hills Plaza to revise the comprehensive sign program to allow for internally illuminated cabinet type signs with push through letters for all shop tenants. The existing internally illuminated monument sign also is proposed to be modified to provide new center identification and tenant panels, and a finished base. The overall height and size of the sign would remain the same. The proposal also includes adoption of the environmental determination prepared for the project.

PROPERTY SIZE AND LOCATION: 555 West Country Club Lane

Jay Paul, Associate Planner, referenced the staff report and noted that staff's main issues was whether the proposed changes to the sign program are appropriate for the shopping center. Staff recommended approval based on the following: 1) The proposed modifications to the sign program are appropriate because the new signs would not be out of scale with the existing size of the center and suite frontages; and 2) The modified provisions would allow for an upgraded, uniform and more visible type of sign for each tenant space that is compatible with the design of the building, while still providing for a well-designed and cohesive program for the center to ensure the continued quality of the signs and overall character of the center.

Commissioner Cohen concurred with staff's recommendation for Pylon Sign Option B as outlined in the staff report. He also felt the address should be included on the signage. Mr. Paul noted that methods for providing the property address was discussed.

Commissioner Cohen and staff discussed the timing for changing out the signage.

Commissioner Weiler and staff discussed possible locations for the signage for 7 Eleven as well as clarifying said signage locations.

Commissioner Garcia felt the site needed address signage so it could be seen from Centre City Parkway or Country Club Lane.

Commissioner Cohen suggested adding language regarding specifying the green color being used for the signage so the signage matched.

Commissioner Spann concurred with the site needing address signage. He also was in favor of the proposed rock veneer on the posts.

ACTION:

Moved by Commissioner Spann, seconded by Commissioner Cohen, to approve staff's recommendation and approving Pylon Sign Option B that eliminated the finished base as outlined in the staff report. The motion included adding language to specifically identify the green color being used for the signage for the purpose of consistency. Motion carried unanimously. (7-0)

2. ZONING CODE AMENDMENT – AZ 16-0010:

REQUEST: An amendment of the Escondido Zoning Code (EZC) to streamline various review processes including the Conditional Use Permit (CUP) process by establishing a Minor CUP and clarifying requests that would be subject to a minor CUP; expanding the review authority of the Zoning Administrator to include minor CUPs, reasonable accommodation and environmental documents; identifying additional requests available under the existing administrative adjustment process; and clarifying the Plot Plan review process. Included are other minor amendments needed to support these code changes and update references. Changes are proposed to EZC Articles 1, 16, 26, 39, 55, 57 and 61. The proposal also includes the adoption of the environmental determination prepared for the project. No development project is proposed.

PROPERTY SIZE AND LOCATION: Citywide

Rozanne Cherry, Principal Planner, referenced the staff report and noted that staff recommended approval based on the following: 1) The proposed amendments to the Zoning Code implement another portion of the "Working Together to Get to Yes!" program associated with the City Council's 2015-2016 Action Plan Economic Development goal to "Revamp and clean up policies, practices and standards around Planning, Development, Enforcement and Economic Development"; 2) The proposed amendments to the Zoning Code would streamline existing development review processes by eliminating some public hearing requirements for certain applications where the value added by the process has not balanced with the simplicity of the request and the time delay imposed upon project applicants; 3) Generally, the public hearings for the affected applications are sparsely attended

and typically generate minimal discussion by the hearing body. Lowering project review down to the Zoning Administrator or administrative level results in cost savings and reduced processing times for both the project applicant and staff; and 4) The proposed amendments would provide greater flexibility in scheduling public hearings for minor CUPs and variances, since the Zoning Administrator would be able to schedule reviews on an as-needed basis.

Commissioner Garcia and staff discussed examples of minor CUPs.

Commissioner Spann felt anything with a questionable design should come before the Commission. Mrs. Cherry noted that any minor CUP could be referred to the Commission. Mr. Strong noted the director had the authority to refer or bring items before the Commission for their review and consideration.

Chairman Weber referenced Page 4, under non-residential zones and questioned if the zone was changed whether this amendment would apply. Mrs. Cherry replied in the negative.

Commissioner Weiler and Commissioner McNair thanked staff for clarifying the language and making it more concise.

Chairman Weber questioned whether there was any quantification as to what was being saved by the subject amendment. Mrs. Cherry noted that the main savings had to do with time.

Commissioner Garcia thanked staff for consolidating and streamlining the process.

ACTION:

Moved by Commissioner Weiler, seconded by Commissioner McNair, to approve staff's recommendation. Motion carried unanimously. (7-0)

CURRENT BUSINESS:

1. Precise Development Plan (**Case. No. PHG 16-0024**) to remodel several suites within the Del Norte Plaza shopping center to accommodate a new 25,173 SF retail suite for Ross Dress for Less.

Location: 334 W. El Norte Pkwy

Jay Paul, Associate Planner, referenced the staff report and noted staff's main issue was the compatibility of the proposed building design with the overall design of Del

Norte Plaza shopping center. Staff recommended approval based on the following: 1) the project would comply with all applicable development standards of the subject zone, including parking, lot coverage, and setbacks. The proposed project design and proposed retail use is compatible with the surrounding types of uses and structures within the shopping center. Although there are some material and minor contextual differences in the new building design from other existing in-line shops, the proposed colors, materials and architectural features are well-coordinated and complementary to the site and its surroundings, and would further enhance the appearance of the commercial center.

Commissioner Romo asked if any signage was proposed for the rear of the center. Mr. Paul noted that signage would be allowed but nothing had been proposed.

ACTION:

Moved by Commissioner Weiler, seconded by Commissioner Spann, to approve staff's recommendation. Motion carried unanimously. (7-0)

2. **2016 GENERAL PLAN ANNUAL PROGRESS REPORT**
(Case No. MISC 17-0001)

Review the Annual Progress Report on the implementation of the General Plan, including the Housing Element Report.

Mike Strong, Assistant Planning Director, referenced the staff report and noted that the item was informational only. Staff recommended that the Planning Commission receive the report for the following reasons: 1) General law cities, applicable charter cities, and counties are required to file APRs on the implementation of their General Plan with their local legislative body, OPR and HCD. These reports are due April 1st of each year. The Planning Commission serves as an advisory role on planning-related and legislative-related activities pursuant to Chapter 20 of the Escondido Municipal Code; 2) Annual reports help inform the State of California of local planning activities; and 3) A general plan can be measured by how well its objectives, policies, and programs are implemented. The APR provides information for decision makers to assess how the Escondido General Plan was implemented during the previous 12-month reporting period. The APR could help identify necessary "course adjustments" or modifications to the General Plan, and means to improve local implementation.

Commissioner McNair and staff discussed the statistics on Page 14 of the staff report.

Chairman Weber noted he was amazed at activity as cited in the report.

Commissioner Weiler and staff discussed the forums and methods for public input.

Report received.

ORAL COMMUNATIONS: None.

PLANNING COMMISSIONERS:

Commissioner Cohen and staff briefly discussed the status of the ROSS signage.

Commissioner Spann and staff briefly discussed the status of the Wells Fargo building on Escondido Boulevard.

ADJOURNMENT:

Chairman Weber adjourned the meeting at 8:13 p.m. The next meeting was scheduled for March 14, 2017, at 7:00 p.m. in the City Council Chambers, 201 North Broadway, Escondido, California.



Mike Strong, Secretary to the Escondido
Planning Commission



Ty Paulson, Minutes Clerk