

FALLBROOK COMMUNITY PLANNING GROUP
And
DESIGN REVIEW BOARD
Approved Meeting Minutes

The Monday 21 September 2020 7:00 PM online meeting via Zoom was called to order by Chairman Jack Wood.

Fourteen (14) members were in attendance: Jack Wood, chair; Eileen Delaney and Roy Moosa, vice chairs; Jerry Kalman, secretary; and Stephani Baxter, Steve Brown, Lee DeMeo, Jeniene Domercq, Jim Loge, Michele McCaffery, Mark Mervich, Kim Murphy, Bill O'Connor and Victoria Stover.

1. Open Forum. Opportunity for members of the public to speak to the Planning Group on any subject matter within the Group's jurisdiction but not on today's agenda. Three-minute limitation. **Non-discussion and Non-voting item.**

a. Chair Jack Wood introduced Sam Chrun from the County who discussed plans to trim trees along Live Oak Park Road at Gum Tree Road preliminary to repairing a bridge there. Mr. Chrun reported that the bridge repair is funded by the federal government and funds are already available to go forward with the project, however, his report of the evening pertained to necessary tree trimming at the site. The trimming to facilitate access to utility lines over the bridge will be completed this fall. He noted that the award for bridge construction will take place in early 2021 with construction in the summer of 2021.

Kim Murphy inquired about the timing of the trimming and whether it was an OK time to trim.

Sam Chrun noted that this is the ideal time of the year because the trees are into dormancy and the nesting period for birds and bats has passed as well.

- b. Eileen Delaney said that the County, with approval of the sheriff's department, highway patrol and fire department, will allow closure of Main Ave. continuously from Friday evening through Sunday evening to help local businesses during the pandemic. The gesture also allows the set-ups to remain in place during the period. Lila MacDonald also reported that there will be a Saturday Farmers' Market those mornings from 10-2PM.**

2. Approval of the minutes for the meeting of 17 August 2020. **Voting Item.**

Bill O'Connor moved to approve the minutes, which were approved unanimously.

3. Presentation by Eric Lardy, Chief of Advanced Planning, and PDS Staff who will present two options for revitalization of a subject area in downtown Fallbrook with the approximate

boundaries of View Street to the north, Fallbrook St. to the south, Mission to the west, and Brandon St. to the east.

Option 1: Form Based Code

Option 2: Update Zoning Ordinance, Update Design Guidelines & street-scape plan for Main Ave.

Supervisor Desmond’s Community Revitalization subcommittee has been studying the options and recommends Option 2. **Community input. Voting item. (8/14)**

Roy Moosa, Eileen Delaney and Kim Murphy recused themselves as members of the Planning Group because of either business ownership in the downtown area or affiliation with other organizations. They requested opportunity to speak/ask questions as community members.

Eric Lardy (EL) reported on the past, present and future timeline governing adoption of one of the two options (noted above) for Fallbrook. Two of his slides sum up important elements of the County’s findings leading to a decision on which option to adopt for Fallbrook.

COMMUNITY ENGAGEMENT – ISSUES & OPPORTUNITIES			
Topic	Issues	Opportunities	Strategies for Analysis
Parking Quantity and Regulations	Parking Supply and Location; parking regulations perceived excessive	Improve parking availability and reduce parking regulations	Parking Study
Traffic Congestion and Speed	Backup traffic; motorist speeding; pedestrian & bicycle safety (e.g. Main Avenue)	Improve traffic flow; reduce speeds; improve pedestrian and bicycle safety	Neighborhood traffic analysis (traffic alleviation, traffic calming, pedestrian mobility)
Land Use – Housing, Retail, Industrial and Commercial	Lack of housing in village center; retail mix and vacancies; loss and co-location with commercial and industrial uses	Increase residents and visitors; retain and attract high-quality thriving shops; increase opportunities for offices / professional services	Market Analysis
Fallbrook Design Guidelines	Outdated guidelines (prepared 1989)	Update design guidelines to be graphic and user-friendly	Best Practices Study – Design Guidelines
Development Permits	Inefficient process for housing permits	Reduce cost and timelines for development permits	Best Practices Study – Streamlining Permit Procedures

FALLBROOK VISIONING - PLANNING OPTIONS

1. Form-Based Code

- Emphasize on community’s physical character of development.

2. Zoning Ordinance Update + Design Guidelines & Streetscape Plan

- Improve existing village regulations through text changes to Zoning Ordinance
- **Design Guidelines and Checklist Update**
 - Update existing Design Guidelines based on community input and best practice study
 - Modernize Graphics
- **Streetscape Plan**
 - Improve corridor access and mobility such as: Bulb-outs, Crosswalks, Sidewalks, Medians, Lighting, Bike Lanes, Parking Design

It was noted that Option 1 (conventional Form Based Code) was used in two other county communities, Alpine and Ramona. However, other than their rural natures, there were several issues about both communities that made them inappropriate as templates to apply Option 1 to Fallbrook. He noted Form Based Code might not be beneficial for an established community like Fallbrook with infill and land use issues; also that it may be more challenging to adopt and process.

He said that Fallbrook has in place design guidelines and a village code established about 20 years ago. That led to a preference for Option 2 by many including Supervisor Desmond's Revitalization Committee to take the route that entails an update to the zoning ordinance, design guidelines and creation of a streetscape plan for the community. Option 2 would also not likely entail a general plan amendment to adopt it because Fallbrook already has zoning in place and allows mixed uses in the village. Modernization of design guidelines could be accomplished as a separate and parallel effort. The three documents could then be implemented in parallel and evaluated every few years (five years optimally) to determine how they serve the community.

In reviewing costs to implement, Mr. Lardy reported that either approach for Fallbrook is funded by the Board of Supervisors and both would cost between \$200,000 and \$400,000. Option 2 could be implemented in 12-18 months, while it would take two to two and a half years to implement Option 1.

He said the next step is to finalize the presentation and process following a recommendation from the Planning Group to go forward to Phase 2, which is the procurement of a consultant to move forward with implementing the desired option. The option picked will continue to be a public process with both the Planning Group and the Revitalization Committee to gain broad community input.

Bill O'Connor inquired about having businesses with residences above them that would increase density in the downtown area.

EL replied that the County would look at that and it would be one of the options. It is theoretically allowed now, though not happening very much. It needs more studies.

Jack Wood noted there are a number of buildings in the downtown area now that are mixed use.

Lee DeMeo asked what would downtown look like with Option 2 as opposed to Option 1. Are we going to go with taller buildings with multi-use higher density properties? Are we going to change the character of Fallbrook?

Jack Wood said there is in place a community plan that sets limitations on the height of buildings. To go with greater height limits would require a change in the community plan.

Eileen Delaney said Option 2 would not change the rural character of the village.

EL said it is clear that the intent is not to change the rural character of Fallbrook. He said the process does not intend to change the community plan for Fallbrook.

Lee DeMeo inquired about updating the Fallbrook design guidelines.

EL replied the design guidelines concern the form of the building, what the buildings look like. He said the intent is to make the guidelines user friendly and very clear so everyone can review them. Also the intent is for anything that can be redefined as a yes/no checklist to make following them clearer. He noted this doesn't necessarily require changing the standards but they can be looked at to determine any that need to be updated.

Victoria Stover said the process is to make it easier on the businesses to keep the small-town charm. She also noted that the committee sense was to make things more cost-effective for business owners while keeping the rural charm of the community.

Lee DeMeo asked which of the options would accomplish that goal, and Ms. Stover replied Option 2 would because it would do a lot more for the businesses in a faster way. She said it's an easier process all the way around. In response to Mr. DeMeo's inquiry about the funding, EL replied that the funding is there for either option, but Option 2 might cost a little more because there are three separate documents.

Stephani Baxter asked EL to clarify updating signage regulations with either option, noting she leans toward Option 2.

EL replied either one would require updating the sign guidelines. The difference is Option 2 would update the guidelines and keep them as a separate document. It would look at signing regulations. Option 1 would bring it all together in one chapter of a master document.

Mark Mervich felt Option 2 works better for Fallbrook. Option 1 appeared to be better for starting from scratch, which Fallbrook is not.

Bill O'Connor noted that it appears that Option 2 is more flexible and allows for more input into the system.

Jim Loge noted that Ramona is somewhat similar to Fallbrook, and questioned why the different options for each community.

EL explained there are some differences between Ramona and Fallbrook. The biggest difference is that Fallbrook has an existing custom code, and, because of that, starting with what exists makes the most sense. He said Option 2 works best in this community's situation. He went on to say that there are also some differences in the layout of Ramona

that are markedly different from Fallbrook's downtown with Ramona's three different areas and building styles.

Kim Murphy (as a community member) asked why is Option 2 more flexible. Is Option 2 by parcel, by block? How do people make changes?

EL replied that changes can be made globally to zones, or made in certain areas by merging them. Or new zones could be created (there are five now). EL also said that they want the property owner to participate in focus workshops, but also others, too, when owners request zoning changes. Ultimately once the packages with community input are received, the rezone then might be implemented with recommendations first to the Planning Group, then to the Planning Commission and on to the Board of Supervisors who have final say on changes to zoning.

Lila MacDonald said that Option 2 is best for Fallbrook, because we can maintain what we have and make it better. Anything that gets done, she said, will have community input and then come back to the Planning Group.

Jim Loge moved that the Planning Group favor Option 2 and the motion was approved unanimously.

4. Review of the current Park Land Dedication Ordinance (PLDO) priority list for the Fallbrook area. In a County document available at <https://www.sdparcs.org/content/sdparcs/en/AboutUs/Plans/pldo.html>, the Parks and Recreation Department staff outline requirements and specifications for setting priorities for funding and maintenance of parks in the County. Embedded in the annual report are criteria for establishing and maintaining parks and tables outlining fees and metrics for determining park allocations for Fallbrook as well as other county areas. That document with links to other documents and reports is too long to add to the packet. Interested parties and committee/planning group members should download pertinent portions before their respective meetings. County planner Emmet Aquino, Park Project Manager, emmet.acquino@sdcounty.ca.gov, 858-966-1351, and Nina Pasano, nina.pisano@sdcounty.ca.gov, 858-966-1353. **Parks and Recreation Committee. Community Input. Voting Item. (8/22)**

Jim Loge reported that the Parks and Recreation Committee developed a revised set of priorities for 2021 PLDO projects as follows:

- a. Stage Coach Lane Trail or Pathway, because of concern for the safety of students and pedestrians. Where County ROW is inadequate to construct a pathway, *and/or* a pathway segment is not feasible, PLDO funds should be utilized for any items necessary to acquire and construct trail segments in order to create a continuous and cohesive route.
- b. Upgrade ground cover to accommodate all size dogs at the Live Oak Park Dog Park – (current ground cover is large and hurts the paws of small dogs).

- c. Support additional multi-use pathways (specifically along Gird Rd. from Reche Rd. to Hwy 76).
- d. Add additional active sports facilities (soccer, basketball/volleyball, frisbee golf, pump track).
- e. Continue support for existing, new parks, and the Fallbrook Community Center.

He noted that the number one priority from 2020 was achieved with acquisition of park lands, particularly on Fallbrook Street.

Nina Pisano said these are excellent recommendations and they are in line with PLDO funding. However, only 25 percent of the PLDO funds are available for trails. Depending on the expense of that trail segment, only 25 percent could be spent on it. She said that pathways also require coordination with DPW because of using Rights of Way. A pathway is in the right of way and a trail is not.

Jack Wood noted that over the past 20 years that trail has been on the top of the list during that time. Someone along the way has to bite the bullet to get the trail/pathway done along Stage Coach.

Bill O'Connor said the issue has dated back to 1977 when he came to Fallbrook.

Nina Pisano said that it is appropriate to have it as a number one priority and Parks and Recreation will look at it and provide a response. It's still valid to be on the list.

Stephani Baxter inquired what it would take to change the allocation from 25 percent.

Nina Pisano replied that the 25 percent is a recent determination. She would inquire about how it can be increased.

Eileen Delaney said she was on a committee that fought to make it up to 25 percent, figuring that was a win to get to that level.

Jack Wood said the 25 percent is a one-size-fits-all-solution. That doesn't reflect need and cost of situations like we have on Stage Coach Lane where public safety for kids is at stake. This should be a priority. Take 25 percent from another project to make it 50 percent.

Stephani Baxter inquired if there were any other committees or subcommittees that can help move this along and strength in numbers.

Eileen Delaney noted that on Oct. 14 there will be a Revitalization Committee meeting that will address this issue along with representatives from Parks and Recreation Committee, CSA 81 along with many County staff. They will ask the County to take it seriously.

Victoria Stover noted that representatives and parents from the high school/local school districts are interested in getting the path/trail established. She said there were three incidents she knows of involving injuries to kids along that street. There are parents out there that are enraged.

Jim Loge moved to approve the PLDO list as submitted and the motion was passed unanimously.

5. Request for exemption from site plan processing requirements for B Special Area Regulation. Illuminated wall sign for Metro by T-Mobile at 840 S. Main (APN 104-132-08-00). Applicant is Peter Lapsiwala, peterlapsiwala@permitsandmore.com, 619-323-4048 for Deborah Ramsey (owner). County planner Vanessa Pash, vanessa.pash@sdcounty.ca.gov, 858-694-3291, **Design Review. Community input. Voting item. (8/4)**

Design Review Chair Eileen Delaney reported the applicant is not available. She moved to continue the project to October. The motion passed unanimously.

6. Request for Minor Deviation for Rite-Aid sign placement at 1331 South Mission Rd., Fallbrook (APN 104-200-79-00). The requested signs would be placed facing South Mission Rd. on the façade of the building. Applicant is Kasey Clark, senior project manager, AKC Permit Co., Kaseyuc@akcservices.net, 951-471-8419 for the owner, Jay Hwang, 17761 Old Winery Way, Poway, CA 92064. County planner Vanessa Pash, vanessa.pash@sdcounty.ca.gov, 858-694-3291. **Design Review. Community input. Voting item. (8/6)**

Design Review Chair Eileen Delaney reported the applicant is not available and will need additional time to correct some sign-size issues. She moved to continue the project to October. The motion passed unanimously.

7. Discretionary permit application PDS 2020-ER-20-02-003 and PDS 2020-STP-20-021 for development of two new 6000 sq. ft. commercial retail buildings consisting of a 3250 sq. ft. convenience store with a six-pump gas station and associated parking at 3233 Old Highway 395, Fallbrook (APN 125-50-54-00). The existing commercial center consists of a 9075 sq. ft. commercial building, hamburger stand and nursery. A car wash on the premises is no longer in the proposal. Owner is Rafid Haimlka, 370 Bridgeton Ct., Las Vegas, NV 89148, 702-340-5116, epmnlv@yahoo.com, and applicant is Jason Greninger, CCI, 760-471-2365, Jason.greninger@cciconnect.com. County Planner Bradley Sonnenburg, 858-694-3640, Bradley.sonnenberg@sdcounty.ca.gov. **Design Review. Community Input. Voting Item. (8/20)**

Jason Greninger represented the applicant and reviewed important elements of the project. He noted that the existing market will not be changed other than the façade freshened up. The Nessie Burger stand remains as is. New facilities will be constructed at the north end, and a gas station (operated by the owner as an independent station) at the south end. Two ingress/egress lanes along Old 395 will be improved as will the drive-through lanes to accommodate truck access and loading. Landscaping along the frontage will be 20 feet in depth, ten feet in the right of way and another 10 feet on the property.

He stepped through a plot plan noting those elements as well as using it to respond to questions.

Jack Wood noted that the project does not involve Land Use issues because it is already zoned commercial, thus it requires Design Review consideration, only.

Victoria Stover noted that the I-15 Design Review Board approved the project, and noted it is outside the Dark Sky Zone for the Palomar Observatory.

Eileen Delaney noted that there are other local lighting ordinances that affect projects such as this.

Bill O'Connor expressed concern over traffic speed and congestion along Old 395 because of the project.

Jason Greminger explained that there will be a third lane for left turns into out of the project. Also, the dirt strip along the east side of the road (along the I-15 right of way) will prohibit parking. Parking will also be prohibited along Old 395, however, most will be referred to the Park and Ride lot south of the project.

Kim Murphy inquired about the effect of the project on residents along Todos Santos.

Jason Greminger replied that the Pala Mesa Village complex is some 15 feet above the market project and there will be a four-foot retaining wall along the west end of the project further separating the project from the residences. The existing vegetation will remain.

Stephani Baxter inquired about the nature of additional commercial tenants in the 6000-square foot buildings, and Jason Greminger replied there is no one signed up yet; but that the owner is a family man and will be careful that his tenants fit with the area.

Design Review Chair Eileen Delaney moved to approve the project as presented with the stipulation that the approval does not pertain to signage, which the applicant needs to present at a future meeting of the Design Review Board and full Planning Group. The motion passed unanimously.

- 8. Presentation of the final draft of by-laws with recommended revisions and updates from various members of the Planning Group. Ad-Hoc By-Laws Committee. Community input. Non-voting item. (8/31)**

Ad-Hoc Committee Chair Delaney reviewed the revised by-laws highlighting those where major changes were made by the committee. She noted many gender-specific changes were made, as well.

The revised by-laws, in review by all Planning Group members, will be voted on at the October meeting.

The meeting was adjourned at 8:51 PM.

Respectfully Submitted, Jerry Kalman, Secretary