

**County of San Diego  
Valle De Oro Community Planning Group  
3755 Avocado Blvd. #187  
La Mesa, CA 91941**

**REGULAR MEETING MINUTES:** June 17, 2014

**LOCATION:** Otay Water District Headquarter  
Training Room, Lower Terrace  
2554 Sweetwater Springs Blvd.  
Spring Valley, California 91978-2004

**CALL TO ORDER: 7:00 PM**

**A. ROLL CALL.** Present: Feathers, Rand, Chapman, Tierney, Brownlee, Myers, Reith, Fitchett, Hyatt, and Schuppert. Absent: Perry, Henderson and Wollitz

**B. APPROVAL OF THE MINUTES FOR THE MEETING OF June 3, 2014. Vote: 9-0-1-5.**

**C. Public Communication:** Jim Comeau, from the Spring Valley Community Planning Group, introduced himself as an observer, and he was welcomed by Chr. Myers.

**D. Action Items:** Chr. Myers requested and received agreement to consider Item 2 on the agenda prior to Item 1.

2. PDS 2014-STP-89-029M1: Request for a minor deviation to install 2 internally illuminated wall signs and reface an existing pole sign panel for TitleMax located at 9735 Campo Road, Suite 210. The property has a B designator in the Special Area Regulations, which requires a Design Review. The signs meet all the square footage requirements in the current zoning. Ms. Brownlee introduced Pat Brady, Matthews Signs Inc. representative. Mr. Brady provided printed and pictorial information about the proposed signage. MSC(Brownlee/Tierney) to approve the requested minor deviation for the signage for TitleMax since the signs meet the design requirements of the area and will be professionally manufactured and installed. (10-0-0-5)

1. M-14-007. Request for exemption from Site Plan processing for Awesome Brows to install a 1.83' X 14' illuminated sign in front of their suite located in the Rancho San Diego Town and County Shopping Center at 2522 Jamacha Road, Suite 103. The sign is unframed script lettering, but meets all the square footage requirements. Ms. Brownlee introduced Brian Maty, Master Signs representative, who explained that his client, wants to have a different sign style than any of the 5 styles available for their tenant space in the Rancho San Diego Town and County (RSDT&C) Site Plan. Ms. Brownlee distributes copies of the "Signage" section of the RSDT&C site plan, and

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explained the regulations that have been adopted in order to achieve attractive and compatible signage, and the difference between signage for pad tenants vs. shop tenants. Chr. Myers explained the purpose of the site plan and noted that variations are not recommended. Mr. Rand and Ms. Chapman noted that variances are present, and expressed their concern. MSC(Brownlee/Feathers) to deny the requested Exemption from Site Plan processing for signage for Awesome Brows since the signs significantly deviate from the approved Comprehensive Sign Program in the RSDT&C Shopping Center Site Plan. (10-0-0-5)

**E. GROUP BUSINESS:**

1. Request reimbursement for the post box rental of \$265.00 by Chair Myers was approved. MSC(Brownlee/Rand)to approve reimbursement(10-0-0-5).
2. Chair Myers formally thanked Brownlee for taking the leadership during the past 2 weeks.
3. Discussion regarding what the board or we (as individuals) can do if we are concerned about non-compliant signage.

Meeting adjourned at 8:07 PM.

Anita Reith, Secretary