

DRAFT Minutes
VCCPG South Village Subcommittee

<p>Valley Center Community Hall, Room 5 28246 Lilac Road, VC 92082</p> <p>6:30 PM, Tuesday, August 28th</p>	<p>S. Village S/C Members present: Jon Vick (Chair), Sue Janisch (Vice Chair), Susan Fajardo (Secretary), Will Rogers, Gary Wynn, Erik Jockinsen, Jennifer Lindley, Claire Collins.</p> <p>Absent: Jeana Boulos</p> <p>Guests: Henk Bothof, Michelle Bothof, Mike Mahan, Pam Wiedenkiller, Steve Hutchison.</p>
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1. **Establish Quorums: SVSC: 8/9**
2. **Open Forum** – none
3. **Review and approval of SV S/C Minutes** for July 19, 2018: motion to approve by Sue Janisch, seconded by Erik Jockinsen, approved 8/0/0
4. **Entrance signage for Valley Center:** Claire Collins presents 3 designs for an entrance sign for Valley Center, to be placed at approximately at Banbury Drive, on VC Rd. Claire provides photos of entrance signs that are currently located in Dana Point, Kensington, the Gas Lamp, Encinitas as examples. She states the VC Chamber is supportive and has made a commitment to handle the funds necessary for developing and maintaining the sign. Claire thinks that approximately \$100,000.00 will be needed to get the sign built.
Motion: the South Village SC endorses a gateway entrance sign for VC, as a SVSC project with Claire Collins taking the lead in developing this project. Seconded by Jon Vick. Passed 7/0/1. Abstention by Susan Fajardo who thinks the sign is too big, and does not fit in with the character of VC.
5. **Land Use - Community character:** Vick reviews VC Design Guidelines, VC Community Plan, and SD County General Plan as they relate to maintaining a rural community character, and the impact on our community character of planned developments in the S. Village. The concern voiced by Vick is that the size of the proposed Vons is too big, will dwarf the other buildings in the area and sets a precedent that does not meet with the current guidelines or Community Plan. Vick points out that the proposed 50,000 sf store is 30% larger than the Von's on E. Valley Parkway, Escondido and that this scale is not compatible with VC's rural character and does not comply with our land use goals, our design guideline goals, nor the SD County General Plan (see attached documentation).
Erik Jockinsen has no objection to the current project and in fact envisions a "shopping district" connecting the SV and NV. Mike Mahan points out that community character is arbitrary and notes that the developers want input from the community. Mike points out that the SVSC should have been involved earlier as at this point it is nearly a done deal. The DRB has already approved this project, but they did not focus on size of the building. Gary Wynn says that mass and scale are important and developers can design so that mass and scale can minimize visual impact. Mike Mahan says that has not been done in this case.

Henk Bothof says that the size, scale and character are all important in meeting our Community Character goals.

Susan Janisch presents overviews of the 3 Von's in Escondido, all significantly smaller than the proposed 50,000 sf Von's proposed for VC. Vick questions why VC would need a store larger than those in Escondido when residents can get all they need at a smaller store, especially when a 50,000 sf store is contrary to and destructive of our community character.

Motion: the SVSC requests that the VC DRB, the VCCPG S/Cs and the VCCPG observe the VC Design Guidelines, the VC Community Plan, and the SD County General Plan to protect the VC Community Character by requiring that new development in VC be sized, scaled and of a character that is compatible with the unique character of VC. Motion by Vick, seconded by Fajardo. Passed 6/2/0.

6. Updates:

A. Landscaped median for VC Road through the S Village has been endorsed by the DRB and will be discussed and voted on at the 9/6 Mobility S/C meeting.

B. Roundabout at Mirar de Valle and VC Rds: according to Mike Mahan the Liberty Bell Plaza site plan provides ROW for a roundabout. This will also be discussed and voted on at the 9/6 Mobility S/C meeting.

Vick encouraged members of the SVSC to attend the 9/6 Mobility S/C meeting to participate in these discussions. He will send out an agenda when available.

Both of these projects need to be put on the CIP list.

7. Next meeting date: pending

8. Meeting adjourned: 8:15 pm

Disclaimer Language

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San Diego General Plan

Excerpts from the Land Use Element

The Land Use Element provides a framework to accommodate future development in an efficient and sustainable manner that is compatible with the character of unincorporated communities and the protection of valuable and sensitive natural resources.

Goals and Policies for Land Use Element

LU-2

Maintenance of the County's Rural Character. Conservation and enhancement of the unincorporated County's varied communities, rural setting, and character.

LU-2.2 Relationship of Community Plans to the General Plan. Community Plans are part of the General Plan. These plans focus on a particular region or community within the overall General Plan area.

Villages and Town Centers: It is important that new development in Villages be compatible with its surrounding area. Under the General Plan land use designations, many of the County's Villages may realize a sizable amount of growth in the future years. Unchecked, growth and new development can easily transform a community. However, when planned and implemented wisely, growth can be beneficial to a community's identity, economy, and character.

LU-11.2 Compatibility with Community Character. Require that commercial, office, and industrial development be located, scaled, and designed to be compatible with the unique character of the community.

LU-11.5 Large-Format Retail Stores. Allow large-format retail uses only where the scale of the use and design is compatible with the surrounding areas.

Existing Von's on E. Valley Parkway:	38,437 sf
Proposed Von's in Valley Center:	50,000 sf*

Land use consideration:

Is a 50,000 sf grocery store scaled to be compatible with the unique rural character of VC?

*[Compare with the 19,000 sf Tractor Supply store across the street from Liberty Bell Plaza. The proposed Von's is more than 2.5X the size of the Tractor Supply store. Is this scaled to be compatible with the unique character of a rural community?]

Valley Center Community Plan

San Diego County General Plan

Adopted
December 31, 1979
GPA 74-02
Amended
April 17, 2002
GPA 01-01

Adopted
August 3, 2011

Amended
November 18, 2015 – GPA14-001

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1. COMMUNITY CHARACTER

GOALS

1. PRESERVE AND ENHANCE THE RURAL CHARACTER OF VALLEY CENTER BY MAINTAINING A PATTERN OF LAND USE CONSISTENT WITH THE FOLLOWING REGIONAL CATEGORIES.

A. VILLAGE

ENHANCE THE RURAL VILLAGE CHARACTER OF VALLEY CENTER'S NORTH AND SOUTH VILLAGES DEFINED BY THE CURRENT NODES OF INDUSTRIAL, COMMERCIAL AND HIGHER DENSITY VILLAGE RESIDENTIAL LAND USE DESIGNATIONS.

B. SEMI-RURAL LANDS

PRESERVE AND MAINTAIN THE OVERALL RURAL AND AGRICULTURAL CHARACTER OF THE SEMI-RURAL AREAS.

C. RURAL LANDS

PRESERVE AND MAINTAIN THE OVERALL RURAL AND AGRICULTURAL CHARACTER OF THE RURAL LANDS AREA OUTSIDE THE SEMI-RURAL AREA.

FINDINGS

Valley Center is a rural community, and the intent of the Community Plan is to maintain the rural character of the Planning Area. Land use and lot sizes have considerable influence on the rural characteristics of the community, as well as the visual aspects of the community.

The Valley Center CPA is characterized by its rural residential pattern of development and scattered agricultural uses located on the periphery of an urbanizing San Diego County. Although urbanization has greatly diminished agricultural uses in other areas of the County, Valley Center has managed to maintain its rural identity. The residents of Valley Center consider their community to be one of the few places left in San Diego County where one can enjoy a rural quality of life and an unspoiled natural environment, while at the same time living within a reasonable proximity of employment and urban services. Valley Center citizens feel strongly about the quality of the community's natural setting and its rural residential and agricultural character.

Certain distinctive features of the CPA have been identified in the text; regulations and policies have been written to protect and preserve these features, and to build in a way that enhances them.



VALLEY CENTER DESIGN GUIDELINES
COUNTY OF SAN DIEGO

PART I. COMMUNITY DESIGN OBJECTIVES

Valley Center residents speak clearly, with strong consensus, about their affection for the community's natural setting and the quality of life it makes possible. Many consider Valley Center "the last place" where one can enjoy such a magnificent natural environment and climate while living within reasonable distance of a place to work. The citizens of Valley Center feel strongly about the need for the community to protect its special character and maintain a town identity distinct from others in San Diego County. The community intends to avoid the haphazard urban development common to other growing communities and to preserve the feeling of the valley's spacious, largely unspoiled environment.

The purpose of community design objectives and Design Guidelines is to persuade citizens, private developers and the public sector to work together to make Valley Center a special place whose ambiance, identity and living potential are a model for the County, demonstrating the value of imaginative, concerted community planning and action.

DESIGN OBJECTIVES

1 VALLEY CENTER PARKWAY

Designate Valley Center Road as a special Parkway serving as focus and unifying element of the community.

- Planted median of trees, shrubs, grasses and boulders native to the valley.
- Modification of County standards to give the road a more rural character.
- Strong design guidelines for new commercial development - a generous landscaped zone between road and parking areas, tree canopies and screening of parking lots, theme of stone walls and fences, consistent setbacks, measures to prevent "strip" development, strong sign guidelines.
- Landscape design concept to duplicate the feeling of Woods Valley Road.

2 PRESERVATION OF NATURAL FEATURES AND OPEN SPACES

- Clustering of higher density residential development - to preserve the valley's open spaces and meadows
- Guidelines to incorporate existing natural features in new site development.
- Hillside protection to reduce grading, large building pads and retaining walls.

3 "TOWN CENTER" AT VALLEY CENTER AND COLE GRADE ROADS

Pedestrian emphasis with buildings located closer to the street and a required "build to" line to produce continuity in building setbacks. Parking located to the rear or sides of buildings. Landscape concept to tie the Town Center together and link it with adjacent civic facilities.

4 ARCHITECTURAL CHARACTER

- Architectural continuity based on the elements of and character of early California buildings. Guidelines identifying the elements, but allowing sufficient design flexibility to achieve variety. All buildings sensitive to the natural landscape.

5 FLOOD PLAIN

- Strong measures to protect the flood plain as open space and prevent its channeling. Save existing riparian vegetation in the flood plain.

6 PLANTING IMPROVEMENTS at the community's south entrance on Valley Center Road

7 INDUSTRIAL PARK

- Strong landscape guidelines for screening and tree canopies in all new projects.

8 COMMUNITY PARK AND SCHOOLS

THE PURPOSE OF DESIGN REVIEW

Design Review is one of several development review procedures used by the County to protect the public welfare and environment. The process is a comprehensive evaluation of those characteristics of a development which have an impact on neighboring properties and the community as a whole. Design Review makes a careful examination of a project's quality of site planning, architecture, landscape design and important details such as signage and lighting. The purpose is to insure that every new development will carefully consider the community context in which it takes place and make a conscientious effort to develop a compatible relationship to the natural setting, neighboring properties and community design goals.

DESIGN REVIEW IN VALLEY CENTER

Valley Center citizens feel strongly about the quality of the community's natural setting and its rural residential character. The Design Review process is intended to protect this special environment while accommodating the substantial growth expected in the near future. With strong, coordinated design direction, Valley Center can develop a Town character different and significantly better than other growing communities, protecting existing and new investment.

It is important to remember that Design Review is a process of judgment based on fair and reasonable standards. The Design Review Board is sensitive to both developer and community concerns—the Board will work with developers and the community to weigh all considerations, be flexible when necessary, and do its best to reach fair decisions when there is a difference of opinion. At stake is the future of Valley Center's special environment and the quality of life it makes possible for the present and future generations. We take this responsibility seriously and invite development that will contribute to the community's future!

Untitled Map

Write a description for your map.

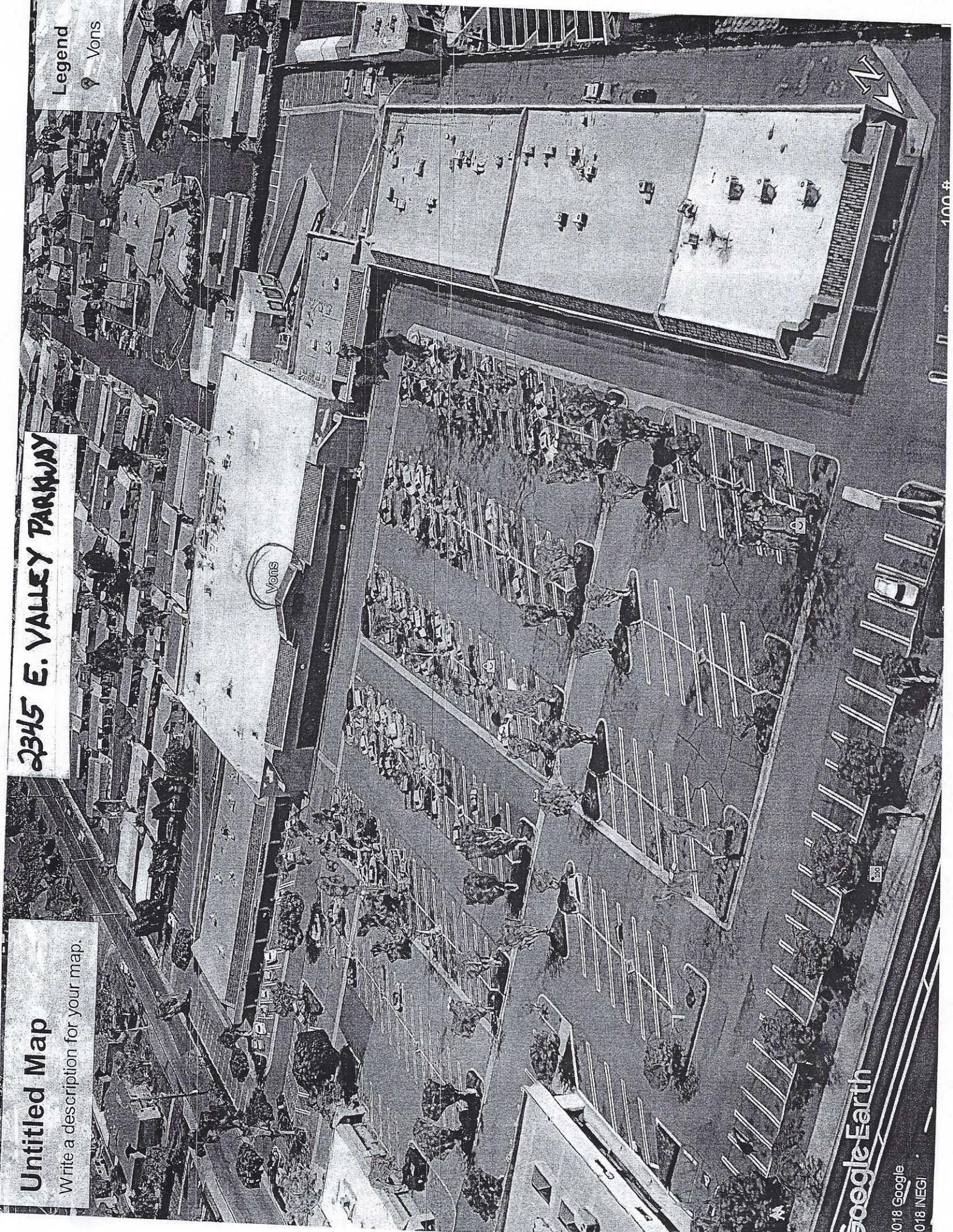
2345 E. VALLEY PARKWAY

Legend

Vons

Google Earth

2018 Google
2018 INEGI



VONS: 2345 EAST VALLEY PARKWAY

Visited twice.

Square feet: 38,437 sq. ft., per Jon Vick

42,055 FOOTPRINT

- Aisles 1 - 16
- Service Deli, Sandwich Bar
- Ready-to-eat sandwiches, salads, sliced meats
- Meat, Seafood, and butcher type services
- Produce, including organic
- Liquor (3 aisles)
- Floral (soon to have delivery)
- Ice in bags in machine
- Pharmacy
- 8 registers (maybe 7) , including 3 express lines and 1 handicap line
- USAA and Coin Star
- Fire logs, charcoal, lighter fluid, canning jars, firewood, Cigarettes

Note: Their web-site advertises a Photo Center included.
It is NOT.

I felt that the aisles were shorter in this store. Don't know for sure.

1000 W. EL NORTE PKWY

Untitled Map

Write a description for your map.

Legend

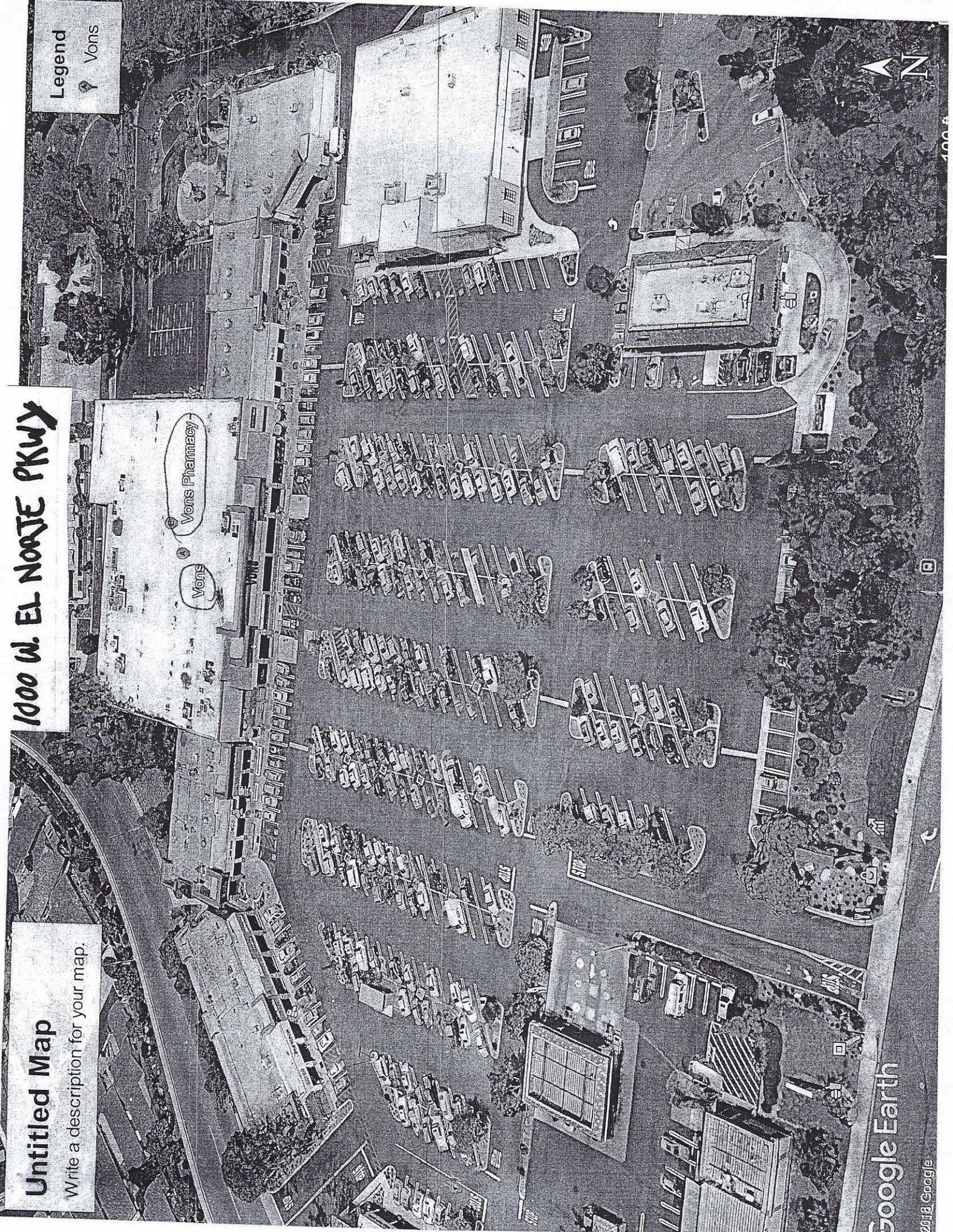
Vons

Vons Pharmacy

Vons

Google Earth

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VONS: 1000 W. EL NORTE PARKWAY

Spoke with Taylor, Fri. 8/24

Scott, Mon. 8/26/18

Square feet: $231 \times 184 = 42,735$
 $93 \times 35 = 3,255$
TOTAL = 45,990

Store Configuration:

- Aisles 1 – 14
- Service Deli (w Sandwich Bar)
- Seafood/meat/cheese
- Produce + organic
- Bakery
- Floral + Delivery
- Starbucks (Inside)
- Liquor
- Pharmacy
- Wells Fargo Bank (inside)
- Ice Machine

1st visit; spoke with manager Taylor

2nd visit; Follow up phone call, Scott (760)747-5920

Untitled Map

Write a description for your map.

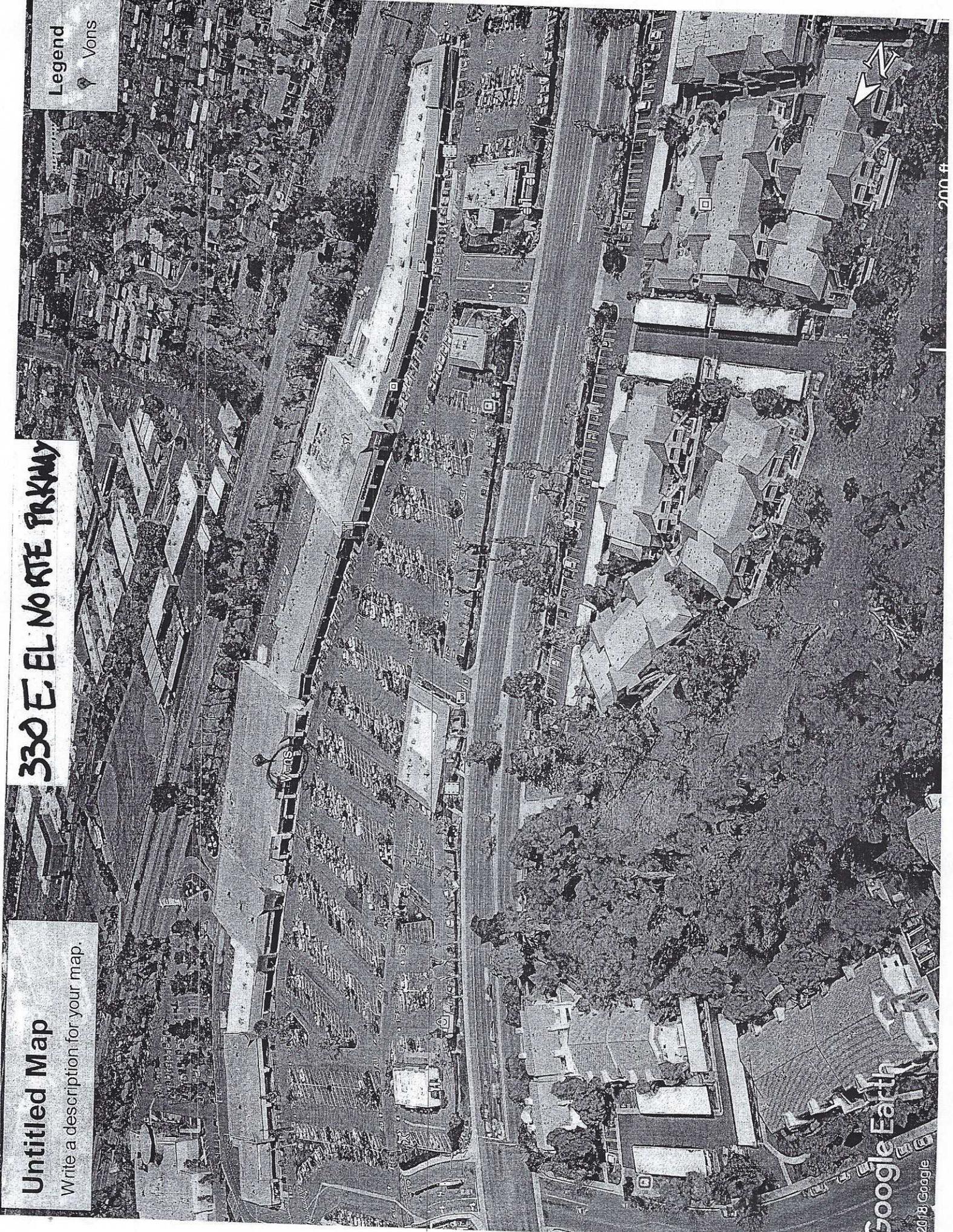
330 E. EL NORTE PKWAY

Legend

Vons

Google Earth

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VONS: 330 E. EL NORTE PARKWAY

Spoke with Manager Andrea (760) 741-0928

Square feet: 40,000 sq/ft (42,315 SF FOOTPRINT)

- Aisles 1 – 16
- Service Deli
- Sandwich Bar
- Meat – Seafood – Cheese + small meat market
- Produce (including organic)
- Liquor
- Floral (delivery)
- 3 Ice Machines
- ATM / USA Banking Machine
- Up to 9 registers
- Fire logs, Charcoal, Baby food, cigarettes
-

No Pharmacy

In the summer they purchase what they can of organic produce from local farmers.

Starbucks in the shopping center.

8/28/15

S. Kucera S/C

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