

Valley Center Design Review Board

Minutes Approved: Jan. 8, 2013

DRB Members Present: Montgomery, Moore, Herr, Splane

Montgomery opened the floor for public discussion, but there were no speakers

Valley Center Orthodontics- Signage- Presenter: Rafael Esguerra

Rafael presented a concept rendering of the proposed signage for his wife's new orthodontics office in Valley Center. He explained that they were leasing two thirds of the building behind Wynn Engineering and that the sign would measure 36" x 102". The DRB shared some reservations regarding the design, size and materials for the sign, and provided the applicant with a copy of the signage section of the DRB guidelines. Review board members went on to explain that the design and materials must conform to Valley Center's country feeling. It was also pointed out that the signage should not exceed 10% of the surface area of the front of the building. Splane pointed out that, by rough estimates, the proposed signage was likely under the 10% discussed. The DRB did suggest the use of earth tones and to possibly include wood as a material or boarder.

It was agreed the applicant would source other signage vendors and e-mail new concepts to Montgomery for advice, prior to his return to the next DRB meeting.

Project: Refurbishment of property above as a Pet Rehab. Ctr.

Applicants- Jay Driscoll, Owner: 29199 Cole Grade Rd. & Curtis Lively, AIA

As previously discussed the applicants returned to DRB with revised plans which along with other details not critical to the DRB, included landscaping along the frontage to Cole Grade Rd. The DRB found the landscape design acceptable and approved the plans.

Minor use permit Modification -9124 Old Castle Rd.-

Applicant Sprint (presenter- by Justin Barry)

Sprint is adding two new electrical antenna boxes to their existing pad 35' off of Old Castle Rd. Mr. Barry explained that the concrete pad was going to be extended by 7' and that the new antennas would not be seen from the road, as a brick wall of 6'-6" would hide them as well as the boxes. Moore asked if some landscaping could be provided to create a screen between the road and their brick wall. Justin expressed some concern because there was no water source for maintaining landscaping. Moore suggested that, as it is the rainy season, if Sprint was to plant 3 sugar bushes (Rhus Ovata) that once established they would survive without irrigation. The drawings were approved with the condition that the sugar bushes would be planted.

Digital Billboards-

The DRB discussed and applauded Montgomery's letter regarding feed-back to the planning board on the proposed change to county ordinances (which might allow for the up-grading of a percentage of traditional signage to digital signage).

More moved that the minutes from our last meeting be approved... DRB approved the minutes 4-0

Montgomery closed the meeting at 5:00