

CITY OF ESCONDIDO
MINUTES OF THE REGULAR MEETING OF THE
ESCONDIDO HISTORIC PRESERVATION COMMISSION

February 4, 2014

The meeting of the Historic Preservation Commission was called to order at 3:30 p.m. by Chairman McQuead, in the City Council Chambers, 201 North Broadway, Escondido, California.

Commissioners present: Chairman McQuead, Commissioner Lee, Commissioner Rea, Commissioner Cherry, Commissioner Breitenfeld, and Commissioner Spann.

Commissioners absent: None.

Staff present: Rozanne Cherry, Principal Planner; Paul Bingham, Assistant Planner; and Ty Paulson, Minutes Clerk.

MINUTES:

Moved by Commissioner Spann, seconded by Commissioner Lee, to approve the minutes of the January 16, 2014 meeting. Motion carried. Ayes: Lee, Rea, Spann, Cherry, and McQuead. Noes: None. Abstained: Brietenfeld. (5-0-1)

ORAL COMMUNICATIONS: None.

PUBLIC HEARINGS: None.

CURRENT BUSINESS:

1. **Discuss listing on the Local Register vintage signs identified by subcommittee.**

The Commission reviewed local signs for placement on the Local Register.

Commissioner McQuead asked if “canned” signs, such as the Wrangler Barbecue sign, would be allowed today. Mr. Bingham replied in the negative.

Commissioner Rea did not feel this Wrangler Barbecue sign met any of the criteria for being placed on the Local Register. Commissioner Spann felt the business was a classic business in itself and should be able to retain the sign. Mr. Bingham noted there was nothing prohibiting the business from keeping the sign.

Commissioner Cherry felt the See's Candy sign fit in with the building and site development for the time.

Discussion ensued regarding methods for keeping the Ice House sign from deteriorating. Chairman McQuead suggested photographing the sign and placing it in a special category.

Commissioner Cherry felt some of the letters on the Ups N Downs Skating Rink sign were missing.

Chairman McQuead felt the Korner Market sign at 482 E. Pennsylvania Ave. might show up in some of Escondido High yearbooks. Commissioner Cherry noted that the site was run down but the sign appeared intact. Mr. Bingham suggested a letter be sent to the owner indicating the Commission was considering it for an award but was concerned with the maintenance of the sign.

Commissioner Rea suggested encouraging signage on buildings that had built-on vertical walls or fins like the former "Big E" market at 333 E. Grand Avenue.

The Commission also suggested sending a letter to the owner of the Escondido Palms Motel at 1350 S. Escondido Blvd. encouraging them to maintain their sign.

Chairman McQuead suggested considering midcentury signage.

Commissioner Spann suggested considering signs significant to long-standing businesses.

Commissioner Rea suggested acknowledging signs, like Holiday Liquor, that had already been recognized in the past during the presentation to City Council, then announcing the new awardees.

Commissioner Cherry felt East Valley Parkway had been neglected and had areas that should be nominated.

The following properties were selected to receiving awards through a consensus of the Commission: 1) Charlie's Restaurant at 210 N. Ivy St., 2) Joor Muffler Man and sign at 302 E. Valley Pkwy.; 3) Ice House (Special Ghost category) at 775 Metcalf St; 4) Escondido Square at 606-642 N. Escondido Blvd; and 5) Loans and Coins' Carousel at 241 E. Grand Ave. The Commissioners requested staff send the owners of the Korner Market at 482 E. Pennsylvania Ave. and the Escondido Palms Motel at 1350 S. Escondido Blvd. encouragement letters regarding maintaining their signs.

2. Discuss recent fees adopted for Certificate of Appropriateness, Mills Act and other applications

Mrs. Cherry referenced the staff report that was submitted to City Council that requested the adoption of Resolution No. 2013-99 that would authorize some new City fees, make changes to certain existing fees for service including direct and indirect costs, departmental overhead and City administration. Staff recommended the Commission evaluate current incentives and make a recommendation to City Council.

Commissioner Rea felt the Commission needed to be made aware of any fees associated with the historic properties before being enacted. She felt that all of the fees associated with historic preservation should be subsidized for the greater good, which included the Certificate of Appropriateness, Mills Act, and other applications, saying owners should be encouraged, not discouraged and that all such fees have a negative effect on preservation efforts. She felt the City should look at penalties for individuals not obtaining a Certificate of Appropriateness or not meeting the Mills Act criteria. She suggested that a letter come from the Commission recommending rescinding historic fees.

Mrs. Cherry suggested reviewing the historic incentives that were established in the 1990s.

Commissioner Cherry suggested forming a subcommittee to look at the fees and look at updating the incentive program.

The consensus of the Commission was that charging fees would have a negative impact on the historic incentive program. Commissioner Rea volunteered to draft a letter that would be emailed to the Commission for input. This letter would then be sent on to City Council.

ACTION:

Moved by Chairman McQuead, seconded by Commissioner Rea, to have Commissioner Rea draft a letter that would be sent to the Commission to review and then sent on to City Council encouraging waiving Certificate of Appropriateness, Mills Act, and Local Register fees. Motion carried unanimously.

3. Discuss CLG Grant Application

Commissioner Cherry asked if staff could talk to Neighborhood Services about including matching funds for the CLG grant by using some of the Community Block Grant funds.

Mrs. Cherry and Mr. Bingham noted that staff could talk with Danielle Lopez of Neighborhood Services and see if she could meet with the Register/Survey/CLG Grant Subcommittee.

4. Discussion potential Mills Act workshops for Council

Mrs. Cherry suggested asking City Council whether they would be interested in a Mills Act presentation during the interview process for new commissioners.

Commissioner Spann asked how many Mills Act Applications occurred in 2013. Mr. Bingham noted that two Mills Act Applications were approved.

Chairman McQuead concurred with using the commissioner interview process as an opportunity to ask City Council if they would like a Mills Act presentation.

5. Finalize recommendations to the City's Engineering Department regarding standards for curb, gutter and sidewalk replacement in the Old Escondido Neighborhood Historic District.

Mrs. Cherry referenced the staff report and requested input.

Commissioner Breitenfeld requested that the street names and brass property markers in the curbs and sidewalks be maintained when replacements occurred. Mr. Bingham noted this was already part of the adopted standards.

Chairman McQuead referenced Paragraph 2 and asked that language be added to require that sidewalk score lines and broom finish match an approved sample.

ACTION:

Moved by Commissioner Spann, seconded by Commissioner Lee, to approve staff's recommendation. The motion included revising Paragraph 2 to include language that the sidewalk score lines and broom finish match an approved sample. Motion carried unanimously.

Updates:

Historic District - Breitenfeld, Rea

History Center – Lee

Commercial Historical – Spann, Cherry

Register/Survey/CLG Grants – Breitenfeld, Cherry (McQuead – alternate)

Mills Act Monitoring Committee – Breitenfeld, Rea, and Spann

Historic Public Relations – Rea, (vacancy)

Endangered Structures/Vintage Signs –Rea, Cherry

Daley Ranch – Staff

The Commissioners provided updates to each other.

Nominations for Historic Awards Program:

Adaptive-Reuse Award
Best Appearance Award
Historic Research Award
Historic Rehabilitation Award
Historic Preservation Award
Historic Restoration Award
Historic Reconstruction Award
Landscaping Award
Special Merit Award

ORAL COMMUNICATIONS – None.

COMMISSIONER COMMENTS:

Commissioner Rea asked for an updated version of Local Register and Mills Act properties.

Chairman McQuead noted that he would be resigning from the Commission.

WRITTEN COMMUNICATIONS:

1. List of Vintage Signs to consider
2. Article 40 Sec. 33-794 text concerning Local Register process
3. Information regarding City-wide fee update & historic Preservation Incentives
4. OEN Curb Top Scoring Survey Results & Repair Standards
5. Copy of National Preservation Institute's 2014 Seminar Schedule

ADJOURNMENT:

The meeting was adjourned at 5:22 pm. The next regular meeting was scheduled for April 1, 2014, at 3:30 p.m.



Rozanne Cherry, Principal Planner



Ty Paulson, Minutes Clerk