

MINUTES  
REGULAR PLANNING COMMISSION MEETING  
CITY COUNCIL CHAMBERS  
1 CIVIC CENTER DRIVE  
SAN MARCOS, CALIFORNIA  
MONDAY, AUGUST 6, 2012 - 6:30 PM

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CALL TO ORDER

At 6:32 p.m. Chairman Nelson called the meeting to order.

PLEDGE OF ALLEGIANCE

Commissioner Schaible led the Pledge of Allegiance to the Flag.

ROLL CALL

The Secretary called the roll:

PRESENT: COMMISSIONERS: KILDOO, MAAS, MINNERY, NELSON,  
NORRIS, SCHAIBLE, WEDGE

ALTERNATE COMMISSIONERS IN AUDIENCE: FLODINE

ABSENT: JONES.

Also present were: Planning Division Director, Jerry Backoff; Principal City Engineer, Peter Kuey; Assistant Planner, Sean del Solar; Office Specialist III, Lisa Kiss; Deputy City Attorney, Jim Lough

ORAL AND WRITTEN COMMUNICATIONS

None.

**CONSENT CALENDAR**

1. APPROVAL OF MINUTES, 6/7/12

Action:

COMMISSIONER WEDGE MOVED TO APPROVE CONSENT CALENDAR AS PRESENTED; SECONDED BY COMMISSIONER KILDOO AND CARRIED BY A UNANIMOUS VOTE.

## PUBLIC HEARINGS

2. **Case No:** SP 82-01 (12M #2) / CUP 84-11 (12M)

**Application of:** McDonald's USA, Inc.

**Request:** A request to renovate the exterior of an existing quick-service restaurant, add an additional drive-thru lane for "food ordering" purposes and construct associated improvements on and off-site to support the project (i.e. parking lot paving repairs, etc.).

**Location of Property:** 701 Center Drive, more particularly described as: Parcel 16 of Parcel Map 14529 in the City of San Marcos, State of California, filed in the Office of the San Diego County Recorder. Assessor's Parcel No.: 226-111-42.

Staff Presentation (Sean del Solar):

Described request and location. PowerPoint presentation shown. Request to add a second drive-thru lane and construct improvements to the façade, hardscape and landscaping at the existing McDonalds. An outdoor dining area will replace the private playground. Will add five parking spaces, 81 s.f. addition to cashier area, ADA access from Nordahl Road, landscaped screen wall around drive-thru, covered trash enclosure and new perimeter landscaping. Damaged asphalt shall be repaired/replaced. Project was added to the Nordahl Marketplace Specific Zone. Mentioned unrelated City project where reconfiguration of intersection is starting next week. After construction, ADA would be constructed. Discussed elevations and enhancements. Façade would be updated to reflect current architectural features with new metal awnings and cornice. Parking is adequate at 31 spaces on site. No public comment was received. Staff recommends approval.

OPEN PUBLIC HEARING

Ron Underwood, Architect/Applicants Representative: Thanked staff for a great job. The remodel is a win-win for both. There's a disagreement with staff on color and finishes. Understand City is doing major road improvements at intersection and know they'd like it to look as nice as possible. Many buildings have been remodeled to match the rest of the Specific Plan. McDonald's owner/operator is volunteering to do this now. Would like to have colors and finishes that have been presented to staff approved tonight and not be conditioned to continue to work with staff to potentially lighten the background color of the building or utilize a particular stone product to the satisfaction of staff. McDonald's is a well established business and would not build anything outlandish. It will be tasteful and blend in with the center.

Wedge: Inquired what they have issue with? Asked if the renderings shown are what they want to do?

Underwood: Staff wants us to potentially lighten the main color of the building.

Wedge: Asked if there is a monetary concern, or if they just don't like the color?

Underwood: McDonalds is trying to achieve maximum contrast between background plaster wall faces and stone wall features. Want to identify building as a McDonalds. There are corporate guidelines regarding color. They don't want it less recognizable.

Wedge: Asked if staff is asking them to do something against their guidelines?

Underwood: Correct.

Wedge: Asked staff if they were aware?

Backoff: Indicated there is no real issue with color. It's a standard condition to have a test strip done in the field. What you see on paper can be different than what you actually see. City would like it to tie in with the new center. It doesn't have to be identical, just consistent. The issue is the stone color. The sample was light, almost white. There's a stone palette in the center offering a mixture of colors. City understands they want contrast.

Wedge: Asked if they've given a specific color?

Backoff: They have a certain light-colored stone. What came back was a mock up that looked almost white.

Minnery: Asked if it's the stone or color of walls?

Backoff: Believe their concern is staff may choose a color that's not consistent with McDonalds. Without seeing a test portion in the field, staff can't determine if appropriate. City has agreed to go with a lighter stone color than the rest of center and they'll achieve a contrast. Want to see more variation in the tan color.

Minnery: Asked if everyone is consistent in center?

Backoff: Yes. There's a certain stone specked out for the center but it doesn't have to be the identical stone.

Nelson: Inquired if they're a part of Nordahl Marketplace?

Backoff: Yes.

Wedge: Commented that the colors presented on the two boards look different.

Underwood: Had issue with his printer. (Pointed to the one in back as being closer in color and the one they are proposing).

Kildoo: Agreed it's best to see actual samples. Renderings are hard to get precise. It's been successful so far having staff work with the applicants. There have been very little negative outcomes. Supports their desire for contrast, but think it's best to work with staff to achieve. Or, can come back to Planning Commission. Need to decide either way.

Nelson: Even the drawings are different.

Kildoo: Staff's input has made the City look good.

Norris: Asked if the tower will change?

Underwood: They'd like to keep it as presented. Believe staff wants additional stone on tower. Some businesses have it and others do not. Some items are subjective.

Nelson: East side looks bland. Are they adding McDonald's swoosh?

Underwood: Could work with staff.

Quan Mac, Area Construction Manager, McDonald's Regional Office, Long Beach:  
Thanked staff. Issue is contrast color. Owner/Operator is comfortable with the contrast. They'd like it to stand out a little more than others and lighten it up. Indicated they'd work with staff on stone color. Doesn't feel the tower needs more stone. It would give an un-proportionate look as the building is too small for it. Asked staff and Commission to consider approving what is shown in presentation. Want to leave East elevation as is. Can't violate corporate rules in terms of brand wall. There's flexibility in the color.

Nelson: Commented that the golden arches in a Sedona store are green.

Mac: Recently did a LEED rebuild in Riverside. To get the message out that they were "green," at the grand opening, the owner decaled the arches green and got in trouble for it. It infringes on the trademark.

Wedge: (Viewed stone sample board passed out by staff). Understand staff's concern with color. The majority are white, with one grey and one pink.

Backoff: Clarified there's no problem with the color of the building, it's the stone. City would like to see a paint test sample in the field as sometimes it can look different. The tower is not a big issue. Suggested branding on back side also.

Mac: Corporate only wanted one brand wall per elevation, but may be able to relocate it over. Agreed to work with staff to blend stone samples.

Norris: Inquired if they'll be closed during remodel and if it's a LEED building?

Mac: Will remain open. A lot of components are LEED.

Norris: Asked if reusing asphalt?

Mac: Yes. Just a certain area being repaired.

Minnery: Inquired if the elimination of playground is becoming more common?

Mac: Play equipment is outdated. They are doing R&D on types of play equipment. May want more interactive with the computer age.

Maas: Asked if trash enclosure will match? Cinderblock shown.

Mac: Split face was approved by staff. It's consistent with KFC.

Nelson: Inquired if this will be what new McDonald's look like?

Mac: New facade with trademark.

Leslie Mannes, Owner/Operator: Family-owned business for many years. She's been operating it for two years. The baseline model doesn't even include stone. It's an oyster tile. Tried to come to an agreement on appropriate amount of stone. Need to do a better job with the color of it. It was staff who suggested a different color for the tower and now she really likes it. McDonald's has their set of rules and what has to be. Glad that they allowed an "M" on that wall.

Nelson: It's a missed opportunity, a free billboard.

Mannes: Hope the drive-thru canopies will create a draw.

Nelson: Asked if McDonalds provides a study showing return on investment when spending a certain amount?

Mannes: There are no guarantees. Every 40 years they'll look at your property. Even though she had many more years to go, she didn't want to be the outdated business on the block. Owner/Operator's don't have many decision-making abilities other than the contrast color and how to pay for it. We have to pay it out over 7 years. There's a small contribution from McDonald's.

Nelson: Suggested they offer the large lettuce-wrapped burgers.

#### CLOSE PUBLIC HEARING

Kildoo: Agree that elevations came out balanced. Adding stone to tower is a step too far. Allow staff flexibility for color and stone. This will be a nice addition and improvement to center.

Minnery: Agreed with Kildoo.

Backoff: Could delete D.1. and D. 2.

#### Action:

COMMISSIONER WEDGE MOVED TO APPROVE CUP 84-11 (12M) AS SET FORTH IN RESOLUTION PC 12-4306 WITH MODIFICATIONS: STRIKE D.1 AND D.2. and RENUMBER SECTION D.; D.1. ~~The proposed design of the "tower element" (formerly the "faux lighthouse") are not approved. The proposed tower element shall incorporate architectural details from the surrounding shopping center (e.g. KFC, Coldstone, Starbucks, etc.) consistent with the Nordahl Marketplace Specific Plan;~~ D.2. ~~Applicant shall add a brand wall façade to the east elevation of the "drive-thru pop-out" of the building that is identical to the proposed brand wall located on the west elevation of the "drive-thru pop-out."~~  
SECONDED BY COMMISSIONER NORRIS AND CARRIED BY THE FOLLOWING ELECTRONIC VOTE:

AYES: COMMISSIONERS: KILDOO, MAAS, MINNERY, NELSON,  
NORRIS, SCHAIBLE, WEDGE

NOES: COMMISSIONERS: NONE

ABSENT: COMMISSIONERS: NONE

ABSTAIN: COMMISSIONERS: NONE

PLANNING DIRECTOR COMMENTS

Backoff: Reminded everyone of the Planning Commission meeting on 8/23 for the Zoning Ordinance hearing. Will send the comments received to the Commissioner's. The next version is the draft which will incorporate the agreements made with Industrial stakeholders subcommittee of the EDC. A strikethrough version will be provided showing the changes between the screencheck and draft.

Nelson: Asked what would happen if they couldn't vote that evening?

Backoff: Hope decision can be made. Commissioners will have the comments and responses. There are not a lot of them. Staff has worked with Industrial stakeholders, who had the majority of issues. Many of their suggested changes were incorporated into draft.

Wedge: It's commendable how staff has worked with them.


Backoff: It was a good approach to have the sub-committee.

PLANNING COMMISSIONERS COMMENTS

None.

ADJOURNMENT

At 7:21 p.m. Commissioner Nelson adjourned the meeting.



Dean Nelson, Chairman  
SAN MARCOS PLANNING COMMISSION

ATTEST:



Lisa Kiss, Office Specialist III  
SAN MARCOS PLANNING COMMISSION