

AGENDA NO. 6B

STAFF REPORT

OCEANSIDE HISTORIC PRESERVATION ADVISORY COMMISSION

DATE: October 30, 2007

TO: Chairman and Members of the Oceanside Historic Preservation Advisory Commission

FROM: Planning Division

SUBJECT: **CONSIDERATION OF A FINAL HISTORICAL PLAQUE DESIGN FOR THE PACIFIC BELL LOFTS LOCATED AT 550 SEAGAZE DRIVE IN ORDER TO SATISFY CONDITION OF APPROVAL NO.55 OF COMMUNITY DEVELOPMENT COMMISSION RESOLUTION 03-R251-3 – PACIFIC BELL LOFTS – APPLICANT: VERTEX INVESTMENTS L.L.C.**

RECOMMENDATION

Staff recommends that the Historic Preservation Advisory Commission recommend approval of the design and interpretive content of the proposed plaques to the City Planner for approval, and adopt OHPAC Resolution No. 2007-H04 as attached.

PROJECT DESCRIPTION AND BACKGROUND

Background: On August 4, 2000, a study conducted by Ruth Alter, concluded that the former PacBell building located at 550 Seagaze Drive was not eligible for listing in the California Register of Historical Resources on the basis of its architectural merits. However, the property did have intrinsic importance for its association with Drs. Robert Reid and Thomas Melbourne, who shared an office located on the premises in the 1930's, and for the important role the Pacific Telephone and Telegraph Company played as an employer in the community. Therefore, it was found that significant indirect impacts would occur with project implementation.

To mitigate these indirect impacts, it was recommended that the site be memorialized with a plaque or some other commemorative element identifying the property as the location of the former shared office of Drs. Reid and Melbourne and explaining their role in the community. A similar plaque or element was also to be affixed to the building identifying it as the phone company location. In addition to, or in lieu of the plaques, other interpretive projects could be considered, such as the preparation of displays for the Oceanside Historical Society, or the preparation of curriculum for use in local schools. Implementation of the commemorative plaques or interpretive programs was found to reduce significant indirect impacts to historical resources to below a level of significance. Former Oceanside City Senior

Planner Rita Baker determined that the preparation of commemorative signage was the appropriate mitigation for the sites.

The Community Development Commission approved the 32-unit, commercial live/work lofts (Pacific Bell Lofts) located at 550 Seagaze Drive, subject to the following condition of approval:

Condition No. 55. Of Resolution No. 03-R251-3 states:

The site shall be memorialized with a plaque or some other commemorative element identifying the property as the location of the former shared office of Doctors Robert Reid and Thomas Melbourne and explaining their role in the community. A similar plaque or element shall be affixed to the building identifying it as a former telephone location. In addition to, or instead of the plaques, other interpretive projects may be considered, such as the preparation of displays for the Oceanside Historical Society, or the preparation of curriculum for use in the local schools. The final interpretative elements shall be reviewed by the OHPAC and subject to the review and approval of the Planning Director prior to the issuance of occupancy.

In April, 2007, the applicant retained Ruth Alter and Tim Murray, both of whom have previously prepared interpretive materials for the City, to design plaques reflecting the significance of Drs. Melbourne and Reid and the role of the Pacific Telephone Company. The building was completed in June 2007.

ANALYSIS

The proposed plaques consists of two panels that have been designed similar in style to previous interpretive projects, including studies for Andrew Jackson Myers near the library, and the well site at Mission San Luis Rey. The first, proposed plaque honoring Drs. Melbourne and Reid is to be affixed to the east wall of the Ocean Terrace Lofts building, where the location of the medical office originally existed. The second, a timeline documenting the various construction changes to the property, will be mounted in the lobby of the new building.

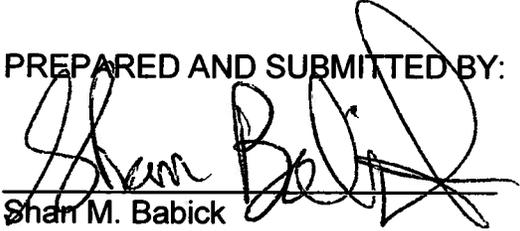
The interpretive displays are informative, durable, easily comprehended, and designed in a manner that is consistent with other projects that were conditioned to memorialize the historical significance of the City's past through interpretive plaque creation and implementation.

SUMMARY In summary, staff believes that the design and context of the plaques meets the intent of Condition No. 55 of Resolution No. 03-R251-3 for the Pacific Bell Lofts building located at 550 Seagaze Drive in that the interpretive displays are informative, durable and easily comprehended. In addition, the plaque design is consistent with the design of previously approved projects.

RECOMMENDATION

Staff recommends that the Commission review the design and content of the plaques and move to recommend approval to the City Planner for approval and adopt OHPAC Resolution No. 2007-H04.

PREPARED AND SUBMITTED BY:


Shan M. Babick
Associate Planner

Attachments:

1. Condition No. 55 of Resolution 03-R251-3
2. OHPAC Resolution No. 2007-H04
3. Sample Photographs of Plaque Design

2 the job site.

3 44. Plans shall be submitted to the Fire Prevention Bureau for plan check review and approval
4 prior to the issuance of building permits.

5 45. Fire extinguishers are required and shall be included on the plans submitted for plan check.

6 46. All existing fire hydrants within 400 feet of the project shall be shown on the plot plan.

7 47. Fire hydrants on the plot plan are conceptual only. The final number and location shall
8 be as approved by the Fire Marshall.

9 48. All buildings shall be sprinklered and monitored by an approved Central Station prior to
10 building final.

11 49. Fire alarm system plans shall be submitted for review and approval prior to installation.

12 50. In accordance with the Uniform Fire Code Sec. 901.4.4, approved addresses, for
13 Commercial, Industrial and Residential Occupancies, shall be placed on the structure in
14 such a position as to be plainly visible and legible from the street or roadway fronting the
15 property. Numbers shall contrast with their background.

16 51. Multi-Tenant Buildings require identification on the rear exit doors with individual suite
17 numbers or letters.

18 52. Commercial buildings and Multi-family dwellings require 6" address numbers.

19 53. Blue hydrant identification markers shall be placed in the center of the street, adjacent to
20 the street hydrants.

21 54. Fire Standpipe System required as per Uniform Fire Code and NFPA 14.

22 Planning:

23 55. The site shall be memorialized with a plaque or some other commemorative element
24 identifying the property as the location of the former shared office of Doctors Robert Reid
25 and Thomas Melbourne and explaining their role in the community. A similar plaque or
26 element shall be affixed to the building identifying it as a former telephone location. In
27 addition to, or instead of the plaques, other interpretive projects may be considered, such as
28 the preparation of displays for the Oceanside Historical Society, or the preparation of

2 curriculum for use in the local schools. The final interpretative elements shall be reviewed
3 by the OHPAC and subject to the review and approval of the Planning Director prior to the
4 issuance of the certificate of occupancy.

5 56. The existing building shall be photo documented in accordance with OHPAC Policy 1.

6 57. This Tentative Map, Development Plan, Conditional Use Permit and Variations shall
7 expire on April 16, 2005 unless implemented as required by the Zoning Ordinance or a
8 time extension is granted by the Community Development Commission.

9 58. This Tentative Map and Development Plan approves only a 32-unit commercial live/work
10 loft as shown on the plans and exhibits presented to the Community Development
11 Commission for review and approval. No deviation from these approved plans and
12 exhibits shall occur without Planning Department approval. Substantial deviations shall
13 require a revision to the Tentative Map and Development Plan or a new Tentative Map and
14 Development Plan.

15 59. The Variation approves only the following: setbacks, FAR (Floor Area Ratio), setback area
16 landscaping and minimum unit square footages as illustrated on the development plan.

17 60. An encroachment removal agreement is required for all improvements within the public
18 right-of-way.

19 61. Residents of the project shall at all times have a valid business license for a use permitted
20 under Article 3035 Live/Work Quarters.

21 62. This project is subject to the provisions of Article 3035 Live/Work Quarters of the Zoning
22 Ordinance unless specifically waived as part of this resolution. CC&R's shall be prepared
23 and recorded for the project which include the live/work provisions contained in Article
24 3035. The CC&R's shall be subject to the review and approval of the City Attorney.

25 63. A Comprehensive Sign Program shall be submitted to the Planning Department and
26 approved prior to the issuance of sign permits. This CMP may be more restrictive than the
27 standards outlined in the Sign Ordinance.

28 64. All mechanical rooftop and ground equipment shall be screened from public view as
required by the Zoning Ordinance. That is, on all four sides and top. The roof jacks,

OCEANSIDE HISTORIC PRESERVATION
ADVISORY COMMISSION
RESOLUTION NO. 2007-H04

A RESOLUTION OF THE OCEANSIDE HISTORIC PRESERVATION
ADVISORY COMMISSION OF THE CITY OF OCEANSIDE,
CALIFORNIA RECOMMENDING APPROVAL OF TWO HISTORIC
DEPICTION PLAQUES ON CERTAIN REAL PROPERTY IN THE CITY
OF OCEANSIDE

APPLICATION NO: Community Development Commission Resolution 03-R251-3, Condition of
Approval No. 55
APPLICANT: Vertex Investment L.L.C.
LOCATION: 550 Seagaze Drive and Coast Highway

THE OCEANSIDE HISTORIC PRESERVATION ADVISORY COMMISSION OF THE
CITY OF OCEANSIDE, CALIFORNIA DOES RESOLVE AS FOLLOWS:

WHEREAS, there was filed with this Commission a verified petition on the
forms prescribed by the Commission requesting final design and location placement
approval of two Historic Depiction Plaques under the provisions of the Historic
Preservation Ordinance (82-41) and Article 21 of the Zoning Ordinance of the City of
Oceanside;

on certain real property described in the project description.

WHEREAS, the Oceanside Historic Preservation Advisory Commission, after giving the
required notice, did on the 30th day of October, 2007, conduct a duly advertised public hearing as
prescribed by law to consider said application.

WHEREAS, studies and investigations made by this Commission and on its behalf reveal
the following facts:

FINDINGS:

1. The two proposed Historic Depiction Plaques have been designed and contain
contextual information that meets the intent of Condition No. 55 of Resolution No. 03-
R251-3 for the Pacific Bell Lofts building located at 550 Seagaze Drive in that the
interpretive displays are informative, durable, easily comprehended, and provided a
historical link to Oceanside past.

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NOW, THEREFORE, BE IT RESOLVED that the Oceanside Historic Preservation Advisory Commission (OHPAC) does hereby recommend approval of the final Historic Depiction plaques and their location upon the Ocean Lofts building to the City Planner.

PASSED AND ADOPTED Resolution No. 2007-H04 on October 30, 2007 by the following vote, to wit:

AYES:

NAYS:

ABSENT:

ABSTAIN:

Lynn Paul Shoger
Oceanside Historic Preservation Advisory Commission

ATTEST:

Richard Greenbauer, Secretary

I, RICHARD GREENBAUER, Secretary of the Oceanside Historic Preservation Advisory Commission, does hereby certify that this is a true and correct copy of Resolution No. 2007-H?

Dated: October 30, 2007

Memo

TO: OHPAC Members
FROM: Rita Baker, Senior Planner
DATE: August 4, 2000
SUBJECT: 550 Seagaze Drive Environmental Review

The attached report has been produced in association with a proposed significant remodel to an existing building complex, located at 550 Seagaze Drive. The proposed project would convert the existing buildings into a mixed use, with commercial and live/work lofts. The buildings have been vacant for some time.

The report details the transactions and construction on the site since 1887. The analysis within the report concludes that the site is associated with locally significant persons and with the Pacific Telephone and Telegraph Company, but not the existing buildings. The historian indicates that the site is not eligible for listing in the California Register of Historic resources. Conditions are recommended to mitigate the significant indirect impacts would occur with project implementation because of the associations of locally significant persons and with the telephone company location.

Staff is recommending that:

1. The site shall be memorialized with a plaque or some other commemorative element identifying the property as the location of the former shared office of Doctors Reid and Melbourne and explaining their role in the community. A similar plaque or element shall be affixed to the building identifying it as the telephone company location. In addition to, or instead of the plaques, other interpretive projects may be considered, such as the preparation of displays for the Oceanside Historical Society, or the preparation of curriculum for use in the local schools. The final interpretative elements shall be reviewed by the OHPAC and subject to the approval of the Planning Director prior to the issuance of the certificate of occupancy.
2. The existing building shall be photo documented in accordance with OHPAC Policy 1.

If you have any comments on the historical analysis or staff's recommended condition, please contact me on or before **August 11, 2000**.

Attachment: Cultural Resources Report

cc: Jerry Hittleman, Senior Planner

Gerald Gilbert, Senior Planner

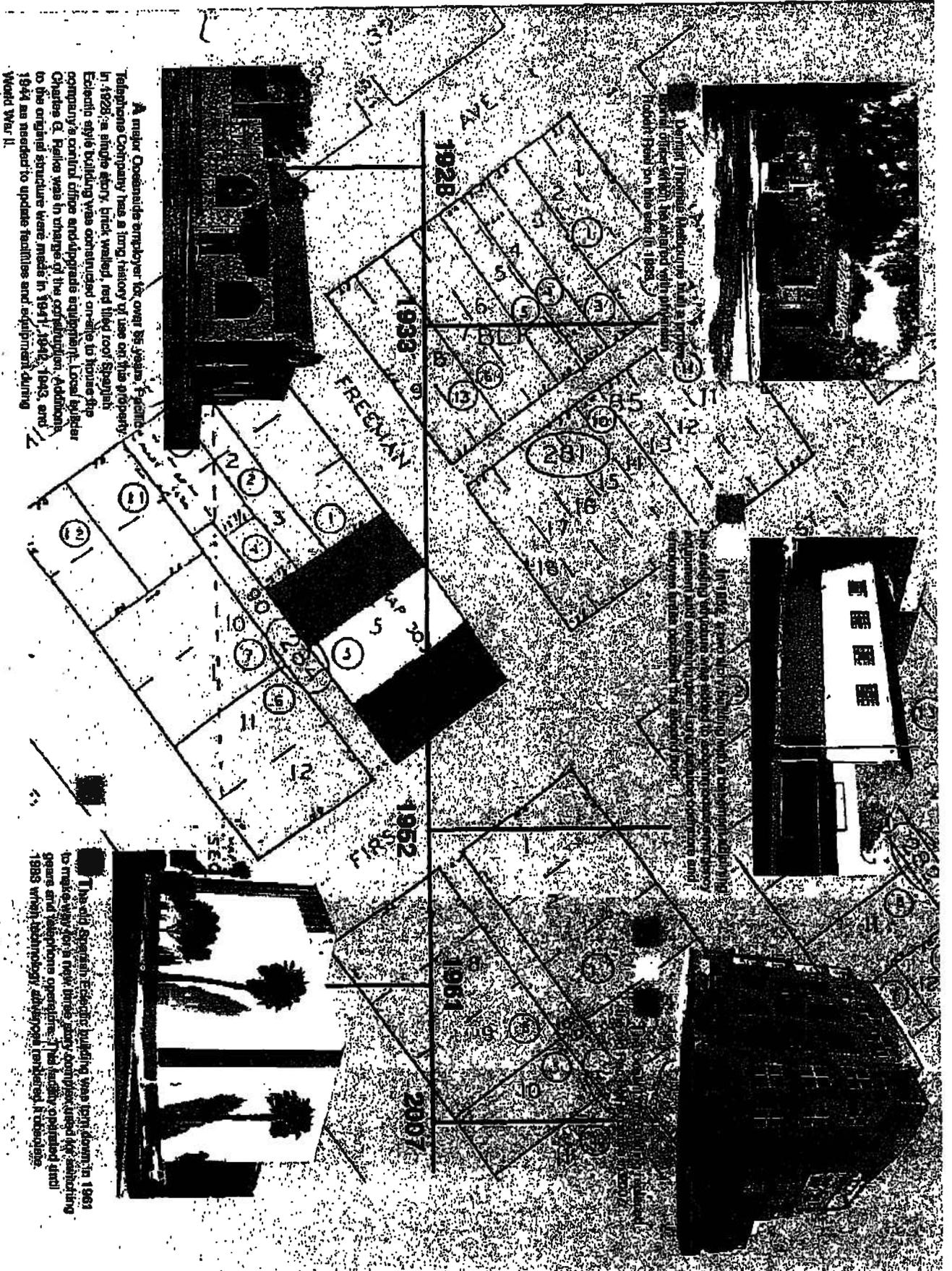
Joyce Powers, Redevelopment Manager



Dentist Thomas Powell Melbourne bought the Oceanside practice of Dr. Carrillo in 1927. After renting an office in the First National Bank Building at the corner of Mission Avenue and Hill Street for a few years, he built his office building on this site in 1933. Often the only dentist in the region during the Great Depression years, Melbourne frequently was paid with fruits and vegetables. Widely regarded, his concern for his patients made a visit to his office a pleasant experience.



Dr. Robert S. Reid, Oceanside's beloved pioneer physician, came here in 1905. The area's only doctor until 1918, he could be seen driving his horse and buggy, and later his Ford, out at all hours of the day and night in the service of his patients. Active in the community, Reid was a member and president of what was to become the Chamber of Commerce. He helped found the Oceanside Federal Savings and Loan Association, as well, and also was a City councilman and Oceanside mayor.



A major Coastside employer for over 35 years, Pacific Telephone Company has a long history of use on this property. In 1928, a single story, brick, weathered, red tiled roof Spanish/Eclectic style building was constructed on-site to house the company's central office and upgrade equipment. Local publisher Charles G. Peirce was in charge of the construction. Additions to the original structure were made in 1941, 1942, 1943, and 1944 as needed to update facilities and equipment during World War II.

1928
 Original Telephone building, built in 1928. The building was destroyed by fire in 1941. The building was replaced by the current building in 1941.



1933
 Building destroyed by fire in 1941. The building was replaced by the current building in 1941.

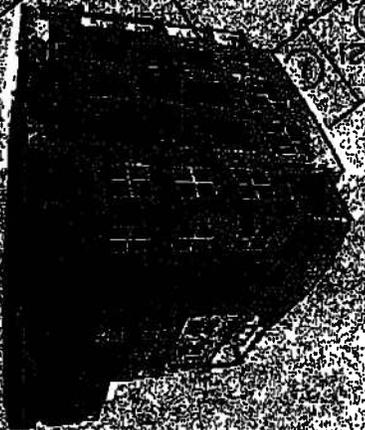


1952
 Building destroyed by fire in 1941. The building was replaced by the current building in 1941.



1961
 The old Spanish Eclectic building was torn down in 1961 to make way for a new three party contract used for advertising signs and telephone operations. The facility operated until 1983 when technology advanced rendered it obsolete.

2007
 Building destroyed by fire in 1941. The building was replaced by the current building in 1941.



Dr. Melbourne and Dr. Reid

Two of Oceanside's earliest and best known health professionals shared a Spanish style office at 109 N. Freeman Street, in the 1930s.

Dentist Thomas Powell Melbourne bought the Oceanside practice of Dr. Carrillo in 1927. After renting an office in the First National Bank Building at the corner of Mission Avenue and Hill Street for a few years, he built his office building on this site in 1933. Often the only dentist in the region during the Great Depression years, Melbourne frequently was paid only with fruits and vegetables. Widely regarded, his concern for his patients made a visit to his office a pleasant experience.

Dr. Robert S. Reid, Oceanside's beloved pioneer physician, came here in 1905. The area's only doctor until 1918, he could be seen driving his horse and buggy, and later his Ford, at all hours of the day and night in the service of his patients. Active in the community, Reid was a member and president of what was to become the Chamber of Commerce. He helped found the Oceanside Federal Savings and Loan Association, as well, and also was a City councilman and Oceanside mayor.

PacTel

A major Oceanside employer for over 65 years, the Pacific Telephone Company has a long history of use on this property. In 1928, a single story, brick walled, red tiled roof Spanish Eclectic style building was constructed on-site to house the company's control office and upgraded equipment. Local builder Charles G. Reike was in charge of the construction. Additions to the original structure were made in 1941, 1942, 1943, and 1944 as needed to update facilities and equipment during World War II.

In 1952, a two story building with a basement adjoining the existing structure was added to accommodate emergency equipment and switching gear. Long distance operators and employee areas occupied the second floor.

The old Spanish Eclectic building was torn down in 1961 to make way for a new three story complex used for switching gears and telephone operators. This facility operated until 1983 when technology advances rendered it obsolete.

To: Shan
From: Ruth