

La Jolla Planned District Ordinance Committee

MINUTES

Chairman: Joe LaCava Vice Chairman: Secretary: Sherri Lightner

MEETING – September 17, 2007

CHECK ATTENDANCE PLEASE

Present: Anne Cleveland (LJTC), Bob Collins (LJTC), Orrin Gabsch (LJCPA), Joe LaCava (LJCPA), Sherri Lightner (LJTC), Deborah Marengo (LJCPA), Tiffany Sherer (PLJ-Alt) and Trent Wagenseller (PLJ).

Absent: Darcy Ashley (LJCPA-Alt), Glen Rasmussen (LJTC-alt), Terry Underwood (PLJ), and Peter Wagener (PLJ).

Other Attendees:

REGULAR MEETING WAS CALLED TO ORDER 4:06 p.m.

1. **PUBLIC COMMENT:** None

2. **Chair Report**

- a. **Retail to Restaurant Conversions – Please let the Chair know if this sort of change of use is noticed. Perhaps we should work with DSD to come up with a way to identify projects that should have an increased parking requirement and do not know until referred by code compliance.**
- b. **Everett Stunz – As requested by the Committee, the Chair filed a Code Compliance Request due to the recent façade improvements, which include non-compliant color, excessive signage, and signs made of a shiny material.**

3. **Recommendations to CPA.**

- a. **BURGER SIDEWALK CAFÉ, 1101 Wall Street, PDO Zone 1, Applicant/Agent: /Mike Gilligan.**
Moved to Item 4.a. since NDP will be heard by CDP Committee
- b. **MIDORI SUSHI, 5752 La Jolla Blvd., PDO Zone 4, Applicant/Agent: Ben Gaberson.** Applicant will not be pursuing the permit – they are going out of business.
- c. **PHARMACA (LION BLDG), 7650 Girard Avenue, PDO Zone 1, Applicant/Agent: Harmon Asset Management/Clear Signs and Tom Taylor Signs.** Master sign program for the building and signs for Pharmaca. A revised master sign proposal was given as a handout. and presented by Clear Signs. The proposal is for a wall sign (directory of tenants) on the Girard Avenue façade of the building. The sign will be 32 sq. ft. The sign will be mounted on a metal grid, which is two feet away from the building wall. There will also be a projecting metal/plastic awning over this sign. There will be a sign on the canvas awning on the buildings front façade, which will be about 16 sq. ft. (This sign was approved at the August 27, 2007 PDO Meeting). A two-sided blade sign for Pharmaca of about 5 sq. ft. per side (drawing shows 20 in by 3 ft) is proposed for the front of the building. It will be hung from the awning. There is a sign for Pharmaca on the rear of the building (alley side) that is 12 sq. ft. SDMC 142.1290(d)(2)(B) limits this type of signage to one 12 sq. ft. sign. (The PDO Committee approved this sign on August 27, 2007). The color of the building is La Habra Southern Moss for the front of the building and Frazee Candle Bark for the remainder of the building.

MOTION: Approve the master signage plan as presented with the clarification that the sign on the alley is not-to-exceed 12 ft. from the alley elevation to the top of the sign. (Marengo/Wagenseller: 4-3-0) Gabsch recused.

No Vote: The directory sign is attached to the metal grid and projects from the building façade. It is not attached to the facade of the building as required.

MOTION: Approve the blade sign as submitted by Pharmaca [top height of 11 ft. 6 in.]. (Marengo/Wagenseller: 7-0-0) Gabsch recused.

- d. **LUCKY JEANS, 7844 Girard Avenue, PDO Zone 1, Applicant/Agent: /Little Architecture.** Applicant returned to the committee with changed materials and new renderings of the façade. Instead of the painted black front façade, the applicant will be using walnut with a natural preservative finish.

Motion: To approve the façade as presented. (Marengo/Sherer: 8-0-0)

4. Recommendations to the CDP

a. BURGER SIDEWALK CAFÉ, 1101 Wall Street, PDO Zone 1, Applicant/Agent: /Mike Gilligan.

Application for NDP (Neighborhood Development Permit) and EMRA (Encroachment Maintenance and Removal Agreement) for improvements of the 250 sq. ft. sidewalk café with 16 seats at 8 tables and as part of ABC license for on-sale. As an NDP the project will need to be heard by the CDP Committee. Umbrella use is seasonal. There are spotlights along the cornice, which will be used to light the tables. The applicant decided to return to the PDO with additional information. Committee discussion had identified some questions/problems: The color of the sidewalk café panels was not in conformance with the PDO; Why is the sidewalk café not enclosed at the ends – this is usually a requirement for alcohol on-sales; Is the parking analysis correct; Does the café need to be on the building side of the public right of way, and why was there no SDP for this project – why is it an NDP.

5. Walk-In Projects - None

Meeting adjourned 5:15pm.

Submitted by Sherri Lightner, 9/20/07.

Next meeting at 4:00 p.m. on October 1, 2007. Room 1 at the Rec Center.