

La Jolla Planned District Ordinance Committee

MINUTES

Chairman: Joe LaCava Vice Chairman: Secretary: Sherri Lightner

MEETING – November 19, 2007

CHECK ATTENDANCE PLEASE

Present: Anne Cleveland (LJTC), Bob Collins (LJTC), Orrin Gabsch (LJCPA), Joe LaCava (LJCPA) – arrived late, Sherri Lightner (LJTC), and Trent Wagenseller (PLJ).

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

Other Attendees:

REGULAR MEETING WAS CALLED TO ORDER 4:07 p.m. by Orrin Gabsch

1. **PUBLIC COMMENT:** None

2. **Chair Report (presented at 4:25 after Items 3a and 3b.**

- a. **Retail to Restaurant Conversions** – Quiznos was exempted from parking requirements, because it is on a small lot (less than 7000 sq. ft.) and is not in the Beach Impact Parking Zone.

3. **Recommendations to CPA. – Item b was taken before Item a.**

- a. **Saks Building, 1055 Wall Street, PDO Zone 1, Madison Marquette/Roberta Degener/Don Hodges.**
Request to confirm conformance of conversion from a single tenant retail building to a multi-tenant retail building (no associated discretionary permit) plus master signage program for building. There will be window logos on each of the windows. Each logo is 0.25 sq. ft. The master signage program has one sign (40 sq. ft.) and eight window logos (total of 2 sq. ft.) for a total of 42 sq. ft. on the Wall Street side of the building. This side of the building has a frontage of 140 linear feet so 140 sq. ft. of signage is permitted. The Herschel side of the building has three sign locations with a total of 169 sq. ft. and four window logos for another 1 sq. ft. of signage. Total signage on the Herschel Avenue side is 170 sq. ft. 197 sq. ft. would be permitted based on the Herschel Avenue street frontage. A new roof access will be added to the loading dock area to access the HVAC equipment. Signage in the various locations will be in keeping with Brooks Brothers unless it is a national tenant with own style of signage. Applicant will return with specific sign details.

MOTION: Approve master sign plan as proposed. Applicant will return with specific signage details including materials and colors. (Cleveland/Wagenseller: 5-0-0)

- b. **Saks Building, 1055 Wall Street, PDO Zone 1, Brooks Brothers/Frisco White.** Presentation of proposed window awnings. Awnings are navy blue over each window. They extend three feet from the front of the building and are 3 feet 2 inches tall on only the first floor windows. Each awning has a 6 inch by 6 inch white, lamb logo in the center at the lower edge of the awning. Logo is a white heat transfer material. The exterior color will be freshen – remaining the same color or very close to it.

MOTION: To approve awnings. (Cleveland/Collins: 5-0-0)

4. **Recommendations to the CDP - None**

5. **Walk-In Projects – For information only - None**

Meeting adjourned 4:45 PM.

Submitted by Sherri Lightner, 11/28/07.

Next meeting at 4:00 p.m. on December 3, 2007. Room 1 at the Rec Center.