

**UNAPPROVED MINUTES OF THE LA JOLLA
PLANNED DISTRICT ORDINANCE COMMITTEE
January 10, 2011**

Present: Clark, Little, Rasmussen, Fitzgerald, Hassun, Wagenseller, Steigler, Dewhurst and Parker

A quorum was established at 4 pm.

Public Comment and Chair Report/Board Discussion

Postponed until end of meeting.

Item A: Project Name: Everybody Luvs Chocolate, 5628 La Jolla Boulevard

Applicant: Rich Ehmke; Scope of work: change in use from vacant retail to retail/confectioner; signage.

Retail zoning is appropriate to this use. Issue is signage. Exterior wall is 18' 2" frontage, allowable signage at 2 square feet per linear foot. Calculation of allowable square footage is usually based on a "box" around the lettering. The proposed sign is individual plastic letters glued to the wall. If box were used, it would measure 44 square feet for all letters. The majority of the sign, if box, is 33 square feet with 3.75 square feet in additional small lettering indicating "ice cream" is available. Using that calculation, the sign is 35.8 square feet, where approximately 36 square feet is allowed. Ms. Stiegler expressed the opinion that this is a consistent signage calculation as has been used on other signage requests.

Motion: Fitzgerald/Hassun. Passed 8-0-1, that the two signs conform to the PDO. Wagenseller abstained, requesting guidelines whether this is one or two signs and how to measure.

The committee did not consider the colors in the signage, as the PDO does not apply to sign colors – only to exterior colors.

Item B: 939 Coast – trash enclosure

This is a request by the general contractor for the residents at 939 to move the trash enclosure into the side yard setback, enclosing it with a 6 foot concrete block wall, the highest allowable without a permit. No permit of any kind is being sought for this trash enclosure. It will include a trellis on top of it at 7' 10" height to keep gulls out of the trash cans. It will accommodate three bins, which need to be moved for access as they fill. Existing trash enclosures in the "D Bay" accommodates two dumpsters.

Under Municipal Code §159.0407(a)(b) this use can be in a side setback. This would be Process One -- that the City does not require notice or discretionary permit action. It is therefore brought as an advisory and the question is whether the green area, which currently occupies a portion of the setback, can be reduced. It was already reduced for the construction of the new porte cochere.

Discussion: Since 939 Coast is pre-1972 there is a deficiency in green space on the building as a whole per the PDO. The question is whether this can be further reduced, and it was apparently allowed when the porte cochere came before the PDO previously. Another question is whether there is a site line restriction; the applicant did not have the site plan with him. There was also a question whether neighbors should be notified, and this was recommended – the applicant said the management company will do so. No action was taken. Applicant was asked to return with additional information.

Non-Agenda Items

1. The La Jolla Foundation will return in February to discuss the application of the PDO to their projects. One additional project will be installed prior to our next meeting; a proposed “art” piece painted on cloth medium on the south elevation of the building adjacent to the parking lot at La Jolla Brewery on Fay Avenue. It is a stretched canvas painting of a 30’ foot high sand pebble. It is not painted on the building surface and will therefore be temporary, funded by LJF. This project is emblematic of the discussion to be had on what is a “sign” with which the PDO is concerned, and what rises to the level of a logo like a Wyland Whale for Pacific National Bank.
2. If a project requires a variance, should they come to PDO first?

Motion: Fitzgerald/Clark, 8-0; the PDO Committee requests the CPA advise the City that it should hear any project where the PDO is implicated.

The November minutes were approved Fitzgerald/Little, 5-0-3 (3 abstaining because they were not present at the November meeting.

The meeting was adjourned at 5:30 p.m. The next PDO meeting is scheduled for February 14, 2011 at 4:00 p.m.

Respectfully Submitted
Glen Rasmussen, Secretary