

# La Jolla Planned District Ordinance Committee

## MINUTES

Chairman: Joe LaCava      Vice Chairman:      Secretary: Sherri Lightner

MEETING – August 27, 2007

### CHECK ATTENDANCE PLEASE

**Present:** Anne Cleveland (LJTC), Bob Collins (LJTC), Joe LaCava (LJCPA), Sherri Lightner (LJTC), Deborah Marengo (LJCPA), Tiffany Sherer (PLJ-Alt) and Terry Underwood (PLJ).

**Absent:** Darcy Ashley (LJCPA-Alt), Orrin Gabsch (LJCPA), Glen Rasmussen (LJTC-alt), Peter Wagener (PLJ) and Trent Wagenseller (PLJ).

**Other Attendees:**

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

#### 1. PUBLIC COMMENT: None

#### 2. Chair Report

- a. **1<sup>st</sup> Pacific Bank Building, 7817 Ivanhoe** – The building manager agreed to turn the building and signage lights off by 11:00 PM, formerly they were turned off at 2:00 am. Mr. La Cava confirmed that the lights were out earlier.
- b. **7855 Herschel** – The Chair received a call from Marcella Escobar-Eck to follow up on the Committee's debate with the City on the PDO versus the Municipal Code, but she is no longer with the City.
- c. **VON'S STORE, 7544 Girard Avenue, PDO Zone 1 and 4, Applicant/Agent: Vons/Chris Wines(Signage, Façade Renovation).** Applicant will return when they have addressed all of the issues raised by the PDOC. The upper management has been made aware (with a tour) of the homeless/recycle/trash situation.

#### 3. Recommendations to CPA.

- 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 122 sq. ft. sidewalk café and as part of ABC license for on-sale. – Not ready for today. Will appear at the September 17, 2007 PDOC meeting.
- b. **MIDORI SUSHI, 5752 La Jolla Blvd., PDO Zone 4, Applicant/Agent: Ben Gaberson.** NUP to allow resumption of a previously conforming use that has been discontinued for more than two years (restaurant in existing building on 4,000 sq. ft. lot). – Continued – Applicant notified chair in advance of the meeting that would not be appearing. The applicant is trying to work out issues with the City and plans to attend the September 17, 2007 PDOC meeting.

**The project was not heard, but a neighbor offered testimony.** Ms. Lynette Dunn will be unable to attend the meeting in September; therefore the Committee consented to hear her testimony. Ms. Dunn lives at 5755 Chelsea. There is a parking issue related to the alley. It is not possible for her neighbors the Goody's to access their garage. There is a trash container in the alley, which exacerbates the parking situation. There is an apartment above the restaurant. The business owners and others block the whole alley preventing the single-family residences from gaining access to their garages.

- 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. Master sign proposal was given on a handout and presented by Clear Signs. The proposal is for a wall sign (directory of tenants) on the north face of the building at the front. The sign will be 33 sq. ft. There will also be a projecting metal awning over this sign. There will be a sign on the canvas awning on the buildings front façade, which will be about 17 sq. ft. A two-sided blade sign 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 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 committee questioned the proposed sign on the north face with accompanying awning, because it is believed that the building is on the property line and thus the awning and signage intrudes into the adjoining property's air space. The applicant was requested to obtain documentation that the sign placement and access was acceptable to the adjacent property owner and tenants. There was

discussion re the allowed 50 sq.ft of wall sign per the ordinance; the applicant was concerned that they were not protecting wall signage for other signage. There was concern about the blade sign. Is it permitted? How is the square footage calculated – one side or both. A motion to approve the blade sign failed for the lack of a second. In light of these issues, the applicant (Harmon/Clear Signs) proposed to rework the master sign program at return at the next PDOC meeting.

**NOTE: The committee was concerned about the color of the façade shown in the renderings (appeared to be green).** The committee requested that the applicant return with color samples before the façade color is changed. In light of the sign issues, the applicant (Harmon/Clear Signs) proposed to rework the master sign program at return at the next PDOC meeting.

Pharmaca (ground floor tenant) presented its own signage program by Tom Taylor Signs. The signage was intended to be in concert with the master signage program. There was confusion whether Pharmaca was presenting an alley identification sign 20 sq.ft. or 12 sq.ft. size. The applicant (Tom Taylor Signs) stated that Pharmaca sought a 20 sq. ft. sign 15 feet above the alley, but would accept a 12 sq. ft. sign 12 feet above the alley if that is what the ordinance allows.

**MOTION: To approve the proposed alley identification sign for Pharmaca at a size not-to-exceed of 12 sq. ft. and at a height, which is not-to-exceed 12 ft. from the alley elevation to the top of the sign. (Marengo/Sherer: 7-0-0)**

**MOTION: To approve the proposed Pharmaca awning sign on the valance awning on the front of the building. The awning sign is not-to-exceed 17 sq. ft. and the bottom edge of the valance is to be 12 ft. to grade. (Underwood/Marengo: 4-3-0)**

- d. **LUCKY JEANS, 7844 Girard Avenue, PDO Zone 1, Applicant/Agent: /Little Architecture.** PDO Conformance for building façade changes as a part of Tenant Improvements to convert the Fila store to a Lucky Jeans store. The applicant proposes to keep the curved window, add black painted wood framing to the window and door area, install black wood framed glass doors and add black tile on the walls in the entry area. The sign is 14.5 sq. ft. Concern that the proposed building facade color is not consistent with that allowed by the PDO and is greater in area than the allowed 10% maximum permitted by the PDO for an accent color. Suggestion that natural wood is a permitted material as long as the natural color is maintained, thus ebony could give the desired effect. Alternatively the color could be changed to the colors permitted by the PDO.

Secretary left at 5:15 PM and Ms. Cleveland submitted the remaining minutes.

**Motion: to approve the façade as designed, provided that the materials used are in conformance with the PDO color palate or natural wood.**

**Marengo/Cleveland 6-0-0**

**Motion: The Lucky Brand sign appears to conform to the PDO as presented, at the current measurements of 14.5 square feet with white, internally illuminated channel letters.**

**Marengo/Scherer 5-1-0**

**No Vote: Collins – uncomfortable voting for white sign if basic color of façade may change.**

#### **4. Recommendations to the CDP**

- a. **Bibby's Crepe Café, 723 Pearl Street, Zone 1, Harry Koolen, applicant.** Applicant returned upon Receipt of City's next cycle letter and provided details on how he is meeting the parking requirements. Applicant presented a detailed parking plan (2 parking spaces plus 1 handicapped space) for the open area outside the adjoining property. Applicant also presented a recorded Shared Parking Agreement.

**Motion: to approve the parking for Bibby's Café as presented today, providing parking spaces are marked for Bibby's Café. Additionally, a sign must be placed in the front window telling patrons where parking is. Approval is contingent on being able to determine that the owner of the property has signed the parking agreement.**

**Collins/Cleveland 5-1-0**

Meeting adjourned 5:40pm.

Submitted by Sherri Lightner and Anne Cleveland, 8/28/07.

**No meeting on September 3, 2007 due to Labor Day. Next meeting at 4:00 p.m. on September 17, 2007. Room 1 at the Rec Center.**

