

**La Jolla Planned District Ordinance Committee**  
**Chair: Ione R. Stiegler, FAIA**

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**DRAFT MINUTES – MONDAY, September 8, 2014**  
**4:00 PM, La Jolla Recreation Center, 615 Prospect Street, Room 1**

Present: Ovanessoff, Fitzgerald, Pitrofsky, Dershowitz, Marengo, Chow, Palmer

Visitors: Frank & John Haffner, Mark Hayden, Chris Schoeneck, Matt Peterson, Paul Ross, Rich Risner, John McCulley, Ed Comartin

1. **Public Comment – NONE**

2. **Chair Report / Board Discussion**

- a. Review and Approve July Minutes: Pitrofsky, Seconded: Dershowitz, Vote (6-0-0) Passes (Palmer was not present for this vote)
- b. Issues regarding PDO compliance and means to promote enforcement.
  1. Committee letter to DSD regarding concerns on approvals/enforcement of the community plan and zoning regulations. Marengo commented that the code enforcement individuals were out and about, violation letters were being sent out, sign were coming down.
    1. Report from Sheila Fortune, if applicable. -Not Available
  2. Discussion of the use of neon lights within and outside of businesses in the PDO jurisdiction. – Tabled to next meeting
  3. Review whether the parking assigned to the commercial portions of the developments on Turquoise Street, do not have access to commercial parking. Stiegler will further investigate which process the subject property had filed their original application and discussion of this subject will be concluded during the October PDO meeting. - Tabled to next meeting
  4. Discuss recommendation by Joe La Cava to maintain all Process Ones as a voting item. La Cava was present during these discussions and he recommended that all Process 1 applications should be voted on by the Committee members, as they were in the past. He advised the Committee to keep the current policy and continue to vote on all Process 1 applications.

3. **Recommendations to CPA**

a. **Project Name: Alta Vista Properties, Inc.**

Address: 5668 La Jolla Blvd.

Project Number: N/A

PDO Zone: La Jolla Planned District Ordinance (La Jolla P.D.O.)

Applicant: Jackie Alexander

Agent:

City Project Manager: If applicable

Date of App Notice: 09/04/2014

Jackie Alexander presented a new sign for her company located 2 doors away from the current Beaumont's on La Jolla Blvd. She distributed a handout that illustrated the colors and the looks of the sign but it did not include any dimensions. Ms. Alexander indicated that she might install a few spotlights on the sign but was not sure at the time. The Committee informed her that as long as the lights are "down lighting" the signs, the lighting would be acceptable. Marengo commented that the Committee couldn't approve the sign as presented without having any sizes and dimensions. The item was then tabled to the next PDO meeting.

**NEXT MEETING – MONDAY, OCTOBER 13, 2014**

Please check <http://www.lajollacpa.org> 72 hours prior to meeting, meeting may be cancelled if no projects are on the agenda.

**FOR ADDITIONAL INFORMATION, PLEASE CONTACT IONE R. STIEGLER, FAIA, CHAIR, 858-456-8555 OR**  
[istiegler@isarchitecture.com](mailto:istiegler@isarchitecture.com)

*If a Sign Language Interpreter, aids for the visually impaired, or Assisted Listening Devices (ALDs) are required, please contact the City's Disability Services Coordinator at 619-321-3208 at least (5) five work days prior to the meeting date to insure availability.*

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Re-open item on Agenda: Jackie Alexander returned to the meeting with the sizes and dimensions of the proposed sign. She informed the Committee that the letters on the sign are 15 inches high by 20 inches wide. She presented the Committee with a new diagram. After calculating the size of the sign, using the dimensions that were provided, it was determined that the proposed sign does meet the PDO requirements. Ms. Alexander noted that she might want to install an awning on the sign in the future. She was informed that she would have to come back to the PDO in order to obtain approval for the awning. Marengo motion **“Sign as presented conforms to the PDO”**. Pitrofsky Seconded. **Vote 6-0-0. Passes**

**b. Project Name: The Ivanhoe**

Address: 7817 Ivanhoe Ave., La Jolla CA  
Project Number: N/A  
PDO Zone: LJPDO-2  
Applicant: La Jolla LLC  
Agent: Capstone Advisors  
City Project Manager: N/A  
Date of App Notice: N/A  
Scope of Work: Presentation of paint colors

Mark Hayden presented the project from Capstone Advisors, who recently purchased the office building. A large booklet about the project was handed out to all Committee members. Hayden guided the Committee members through the booklet. John McCulley, the architect for the current project, presented the color palette. He also presented the Committee with numerous photos of the surrounding buildings. He noted that they would be changing the entry of the building and wanted to create a class “A” office building. There were two paint samples that were presented to the Committee. The first one was described as light silver and the second as a chocolate gray color. On a side note, the applicant indicated that they would be planting mature trees on Silverado Ave. to reduce the perceived bulk and scale of the building in relation to the residential homes on the same street. McCulley demonstrated how the color palette presented matched those of the commercial buildings around the subject property. The applicant also plans to utilize the proposed colors to create a checkered pattern on the current grids of the building to minimize the perceived bulk and scale of the building.

**Motion by Dershowitz that the color pallet as presented conforms with the PDO. Seconded by Pitrofsky. Vote (7-0-0) Passes.**

**4. Recommendations to DPR Committee**

**a. Project Name: MONARCH COTTAGES**

Address: 7630 Fay Avenue  
Project #: 370400 (355003)  
PDO Zone: LJPDO 3  
Applicant: Brian Longmore, 858-603-9478  
Agent: Matthew Peterson  
City Project Manager: Laura Black, (619) 446-5245, LBlack@sandiego.gov  
Date of App Notice: 8/1/14

Matt Peterson presented the project on behalf of the owners. The applicant is requesting an adaptive re-use of the current MD building to a Residential Care Facility (RCF) that would house residents who suffer from Alzheimer’s, dementia and other cognitive issues. The new use would provide a safe environment for their residents. The new facility will have 26 “units”. It will offer valet service for special events. The operation/business will be State licensed and will be affiliated with UCSD and Scripps Hospital. The applicant would be changing the façade of the building and will not undertake any major structural changes. They will work with the PDO Committee in the selection of the colors. Peterson explained that the current location is zoned commercial and, as a result, the applicant would be required to obtain a Conditional Use Permit (CUP) and deviations for this type of operation. The CUP and deviations are required because the current PDO zoning requires that 50% of the building’s ground floor be retail. The applicant’s deviations requests highlighted that retail-like facilities and services will be available to the residents and their families as part of the project but that the nature of the facility and its residents require a level of security that will not permit traditional retail businesses on the ground floor. Marengo asked about the required parking for the facility. Peterson explained that there are currently 13 on-site parking spaces and 10 are available in the

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nearby Bank of America Building parking lot (off-site). Peterson also informed the Committee that there would be no more than 8 employees on the premises at any given time. Marengo also raised the issue of accommodating first responders. At this time, one of the owners of the proposed business, Frank Haffner, addressed the Committee. He explained that the people living at the facility are not referred to as patients, but rather as residents. He further explained that all residents are tested and evaluated routinely and, therefore, their need for first responders would likely be minimal. He further explained that the 26 units would house approx. 42 beds. Fitzgerald questioned how the transportation for the residents would be provided, given the surrounding congested, high-traffic streets. Haffner explained that they would seldom use buses and that more often they would use sedans and SUV's that would be accessed from the on-site driveway.

The majority of the comments and discussion did not challenge the need for such a residential care establishment in the La Jolla area. However, the concern focused on whether the proposed location was best suited for this type of an operation. The promotion of retail and commercial activities in the downtown/village area is a community priority and this project would eliminate much-needed retail space. In light of the community's priorities, Fitzgerald raised the issue of whether the required findings for the requested deviations could be made—primarily whether this project with the requested deviations was better than any alternative project that fully complied with the PDO. Other comments from the public included questions as to what would happen to the property if the proposed business failed. Peterson explained that, if the proposed business fails, the new occupants of the building would have to obtain a new permit, which should alleviate many of concerns being raised. Fitzgerald then requested the Committee for a motion regarding the proposed project. Prior to a motion being made, Marengo and Dershowitz commented that they felt very uncomfortable about voting on the project at this time because, given the strategic location of the project within the La Jolla commercial zone, they felt more community input was needed before a decision could be made. In light of the comments and concerns from the Committee and the public, the applicant then elected to withdraw their project from PDO Committee consideration and indicated that they would schedule another hearing for a subsequent PDO Committee meeting. As a result, no vote on the Monarch project was taken.

**5. Information Only**

**a. Project Name: The Ivanhoe**

Address: 7817 Ivanhoe Ave., La Jolla CA

Project Number: N/A

PDO Zone: LJPD-2

Applicant: La Jolla LLC

Agent: Capstone Advisors

City Project Manager: N/A

Date of App Notice: N/A

Scope of Work: Enhance the main entry of the building (including changing of the hardscape in front of the entry), add a monument entry sign, upgrade existing building signage, and install new landscaping,

As further discussion followed regarding the changes to the office building, Merango commented that grid area that is going to be painted in a checkered manner may be too contemporary for the residential area the building faced on Silverado. The applicant, Hayden, indicated that he would approach the neighbors and obtain their feedback regarding grid color-scheme. Applicant McCulley assured the Committee that none of the proposed colors would be metallic. He further advised the Committee that the entire interior of the building, including the elevator, and the garage would be renovated and upgraded and that the trash container area outside of the building would also be extensively remodeled to improve its visual appearance. Marengo stated that any future plans presented to the Committee should indicate the property line and indicate the areas, if any, where the hardscape would encroach into the public right of way. Signage was also discussed in great detail. Overall, the applicant received considerable feedback in preparation for their next presentation to the PDO Committee of the remaining elements of their project.

Meeting adjourned at 5:52