

La Jolla Planned District Ordinance Committee

Chair: Ione R. Stiegler, FAIA

Draft Minutes – MONDAY, December 8, 2014

4:00 PM, La Jolla Recreation Center, 615 Prospect Street, Room 1

Present: Ovanessoff, Fitzgerald (acting chair), Dershowitz, Chow, Van Galder, and Pitrofsky.

Visitors: Sheila Fortune (LJVMA), Bob Evans, Kristina Bernal, David Little.

Note: To accommodate the applicants and the public attending, agenda item 3 where addressed before all other agenda items.

1. **Public Comment** – NONE

2. **Chair Report / Board Discussion**

a. Review and Approve November Minutes

Motion by Ovanessoff to approve the minutes as presented. Seconded by Pitrofsky. Vote: 5-0-1. Passes

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. -Tabled

1. Report from Sheila Fortune, if applicable.

Sheila Fortune from the La Jolla Village Merchants Association reported that she met with Bob Vacchi at the City of San Diego and urged him to get the PDO more involved in the permit issuance of the applicants and not just issue over the counter permits without requiring the applicant to obtain an approval from the PDO. Mr. Vacchi assured Fortune that he would express her suggestions to the Mayor.

2. Discussion of the use of neon lights within and outside of businesses in the PDO jurisdiction- Tabled

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 January PDO meeting.

3. **Recommendations to CPA**

a. Project Name: Coldwell Banker

Address: 888 Prospect

Project Number: N/A

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

Applicant: Coldwell Banker

Agent: Integrated Sign Associates

City Project Manager: N/A

Date of App Notice:

Scope of Work:

Install (2) sets of illuminated letters. Existing storefront measures 104 linear feet facing Prospect and 224' facing Jenner Street and the proposed two signs each measures 12' x 1' 3 7/8" with a square footage of 15.86 each. The project will also be presenting proposed colors and materials.)

Curt Bauer from Integrated Sign Associates presented this project. A pamphlet describing the signage was distributed to all the members. A copy of which is attached and incorporated to these minutes. The colors, size, and lighting were described in detail.] The signs will be base lit and will be equipped with timers so that they can be programmed to turn off at certain times in the evening. After examination of the supporting documents and information provided by the presenter it was determined that the two (2) signs comply with the PDO requirements. Motion by Pitrofsky that the signs, as presented, comply with all PDO requirements. Seconded: Van Galder. Vote: 6-0-0. Passes Unanimously.

NEXT MEETING – MONDAY, JANUARY 12, 2015

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

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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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- b. Project Name: Morgan Stanley
Address: 1111 Prospect St
Project Number:394905
PDO Zone:
Applicant: Matthews Signs Inc
Agent: Kristina Bernal
City Project Manager: Anthony Prather
Date of App Notice: 11/04/14
Scope of Work: Proposing (4) illuminated wall signs.
-Existing west elevation 120' facing Herschel Ave and proposing 24.94sf wall sign above parking sign.
-Existing store frontage 149' facing Prospect Street and proposing 24.92sf wall sign.
-Existing east elevation 250' and proposing 24.92sf wall sign.
-Proposing 17.88sf wall sign above entrance on the corner of Prospect and Herschel.

Chair's Note: I have been in contact with the client and the City Planners and they understand this is a review for signage only and does not include review for use/zoning of the building.

Kristina Bernal presented the project. The presenter distributed a pamphlet describing, in detail, the new signage amongst the members. A copy of this pamphlet is hereby attached to and made a part of these minutes. The applicant is leasing the entire space where Hotel Parisi used to occupy and would like to replace the previous signs with theirs. There are a total of four signs proposed for this project. Three of the signs will be illuminated and one will not. The applicant had contacted the City for their guidance to obtain a permit and was informed that the officials believe that, since the proposed main sign is located on what they believe to be a canopy, a discretionary permit would be required. Consequently, they directed the applicant to the La Jolla PDO to obtain such discretionary permit. It was noted by Dershowitz that the so-called awning was indeed located inside a 'set back' area of the building, or in the con-cave portion of the building and as such, if the sign would have to be placed anywhere other than on the proposed location, it would not be visible from the street and the main thoroughfare. Van Galder also noted that the so-called awning is a structural and architectural component of the building and as such it should not be considered as a true "awning". Marengo, who was not present at the meeting, was contacted by Sheila Fortune via telephone and advised the committee regarding the project. After detailed discussion between all members, it was determined that the signs, as proposed, do comply with all the PDO signage requirements. Motion by Ovanessoff: The proposed main sign, located on the awning, which is the entrance of the building, does conform with the all the PDO signage requirements based on the fact that the awning is a permanent, structural, and architectural element of the building, and is set back substantially from the public right of way. The other three signs also comply with all the PDO signage requirements. Seconded: Dershowitz. Vote :3-0-3. Motion Passes.

4. Recommendations to DPR Committee

- a. None

5. Information Only

- a. None

Meeting Adjourned at 5:25

Respectfully submitted,

Peter Ovanessoff, Acting Secretary