

La Jolla Planned District Ordinance Committee by Zoom due to Covid restrictions  
June 14, 2021 4:06 p.m. called to order

Members Present: Chair Marengo, Andy Fotsch, Robert Steck(LJCPA), Joe Pitrofsky, Christy Littlemore( LJTC)Jo Parker (BRCC), Forbes- temp sect.

Public members . Press Rep. Applicants.

Comments from the Public:

Sally Miller inquired as to the status of the request from Puesto Restaurant to utilize a place making application to control public parking spaces on Wall street.The chair responded that the City of San Diego has extended the emergency vacation of the street parking spaces and its utilization as outdoor dining space until the end of 2021. The Placemaking policy that will guide such developments is still evolving within City Planning .

Sally opined that the idea of a private business commandeering public space for its own benefit and profit is horrendous. The loss of parking spaces on Wall Street is a serious departure from the ordinary conduct of a business. While understandable during the quarantine requirements of Covid epidemic it should be temporary. If permitted for Puesto, more restaurants will request equal space and treatment to the detriment of the heart of the village. If a restaurant needs more space they should obtain it through the marketplace and rent more square feet or move to a new restaurant space-n ot usurp the public right of way and street.

A. Project Name: La Jolla Plaza

Address: Girard Avenue and Wall Street

Project Number:

PDO Zone: PDO Zone 1

Applicant: Alexa Holtschlag presented through screensharing on Zoom the plans and specs. Regent Property Management purchased the property and wants to enliven and update signage on the plaza.

Scope of Work:

A-1. One (1) set of non-illuminated FCO letters on mesh background at the Girard entrance will hang above the walkway with new font LA PLAZA

A-2. One (1) set of non-illuminated fabricated channel letters with closed backs."La Jolla" Mounted to existing structure at the elevator bay.in conjunction with a plan to retille the mosaic (parapet style) facade. 34" tall x 7'- 11 7/8" L x 5" deep.

A-3. One (1) double faced non-illuminated blade sign for tenants - 11' tall with external illumination which is to be installed separately by the General Contractor. Aluminum with Light blue vertical, black nameplates with white lettering of tenant names. The committee did not receive an adequate description of the angle of lighting ( up lighting ?) or type of lights or shading to eliminate glare to night sky. The 11 foot sign is to be installed on the Girard Tower element of the Plaza building.

A-4. One (1) single-faced digital directory with shell. 6'- 3 1/2" tall x 3' L x 6" deep.

**This is a non-touch display sign. Digital display graphics.**

**The applicant did not tally the entire square footage of the various components of the different sign elements. The applicant did not have details from the General contractor as to the illumination for the 11 foot vertical blade sign.**

**Without more information the committee is unable to determine conformance to the ordinance ,especially of the ratio of all signage to building frontage.**

**The applicant will return with the information requested probably in July.**

**B. Project Name : Warwick's Mural**

**Address : 7812 Girard Avenue**

**Project Number :**

**PDO Zone : PDO zone 1**

**Applicant: Nancy Warwick**

**Agent: Steve Miles**

**City Project Manager:**

**Date of Application:**

**Scope of Work: To improve the blank second story painted stucco façade on Drury add a colorful mural, approximately 13 feet tall and 40 feet long. The local artist chosen to complete the mural is Lori Mitchell. The mural as proposed would wrap around the second story corner of Warwick's building. The suggested concept is portraiture of authors who have conducted interviews and outreach in La Jolla and San Diego, some of whom are better known in fields other than literature. The format is a grid of 20 portraits in different postures.**

**According to the applicant, the public figures represented have not granted permission for this portraiture, nor do they need to grant such permission to be portrayed in a work of art .They have been chosen because they are likeable,vibrant and interesting authors .,The grid format will allow for changes to choice of authors should that be desired. The mural would be applied to the walls of the building with a vinyl application. The vinyl material is durable in terms of maintenance and would not use a 3 dimensional frame for the wall attachment. The subject matter is authors, not books, so the mural would not be interpreted as a billboard advertisement.It is not being authorized under the Athenaeum mural Project.The owner, Warwick's, is paying for the installation and upkeep The building immediately to the rear on Drury**

Lane is the Merrill-Lynch office building, so the project will not affect residents .No new night lighting is proposed.

Motion: Forbes/Pitrofsky: To approve a mural of approx. 650 square feet on the second story facade of the Warwick's Building along Drury Lane and wrapping around the building to its Silverado Street exposure. The concept presented is a grid of portraits of literary artists, utilizing vinyl affixed to the building. PASSED  
Unanimously

C. Mandarin House 6765 La Jolla Blvd.

The Mandarin House has opened for take out only. Plans call for an indoor restaurant re-opening soon. The return to business should facilitate improvements requested to the roof screens on Mechanical units of the building. An informal inquiry will be made to the owner of the building.

MEETING ADJOURNED 4:51 p.m.

Respectfully submitted, Gail Forbes, secretary tempore