

Minutes August 9. 2021

LA JOLLA PLANNED DISTRICT ORDINANCE COMMITTEE MONDAY July 12,2021

By Zoom due to COVID restrictions

Present: Deborah Marengo, Joe Pitrofsky, Katey Kalanges, Melissa Snook, Brett Murphy, Joe Terry, Joe Parker, Christie Littlemore, Bob Steck

Absent : Gail Forbes, Andy Fostsch

Guest : Ashley Mackin, Ed Witt, Bill Pondway, Jodi Rudick, Ron Jones, die mdo, Dave Schwab, Karen Finuman

Public Comment: None

Approval of the Minutes

Recommendations to the LJCPA

A. Project Name: Trance Boutique
Address: 7944 Girard Ave La Jolla, CA
Project Number:
PDO Zone: PDO Zone 1
Applicant: Matt Sheredy @ Integrated Sign Associates
Agent:
City Project Manager:

Date of App Notice:

Scope of Work: Manufacture and installation of two (2) non-illuminated painted aluminum signs for a clothing boutique.

Sign was presented and approved.

Proposed sign conforms to the PDO Makers: Murphy/Parker 8-0-0

B. Walk on Wall – Weekly Market

Address: Wall Street
Applicant: LJVMA Jodi Rudick
PDO Zone: Zone 1

Scope of Work: LJVMA is seeking an endorsement and approval to produce a farmers' market on Wall Street weekly. A presentation will be provided with the details.

Jodi Rudick of the LJVMA present the proposed WOW Wall Street weekly market. The market would be on Thursday every week on Wall Street between Girard and Herschel Streets.

The merchants association has engaged a market management company to run the market each week. The management company already does several markets within San Diego such as the OB farmers market.

The market will run from 3 to 7 with street closure for set up sometime in the am anticipating with an additional three hours in the evening to tear down.

The market will be offered to local merchants and restaurants to participate before opening it up the management company list of over 300 merchants.

Jodi stated that they had already submitted to the office of special events for the required permits

Decision by the board.

Murphy asked specifically what type of merchants would participating and if this is going to be farmers market which would be similar to the Sunday farmers market which has been operating in La Jolla for over 25 years. Also the concern that outside vendors were being asked to come into the village that would compete with our local merchants.

Littlemore recommended that the market be opened to all merchants not only village merchants.

Kalanges added that she felt the village needed some type of activity to keep village merchants open later in the evening.

Much decision was focused on whether this is farmers market or a street festival similar to off the wall. Many felt that we do not need two farmers market per week completing with each.

The board asked Jodi to come back with a more detailed plan of what they would like the event to look like and what type of vendors will be asked to participate.

Meeting Adjourned