

**ACTION MINUTES OF A MEETING OF THE DESIGN COMMISSION
OF THE CITY OF LA CANADA FLINTRIDGE
HELD ON JANUARY 6, 2011**

- I. **CALL TO ORDER:** Chairman Vavoulis called the meeting to order at 7:30 a.m.
- II. **ROLL:** Present were Commissioners Hoopes, Moldafsky, Roberts, Tobias and Planners Gjolme and Clarke.
- III. **PLEDGE OF ALLEGIANCE:** The Flag Salute was recited.
- IV. **COMMENTS FROM THE PUBLIC:** There were no comments.
- V. **CONSENT CALENDAR:**
 - A. **Minutes - 12/16/2010 Meeting** Approved 4-0.
- VI. **CONTINUED PUBLIC HEARINGS:**
 - A. **Design Review 10-21;** Malfis; 442 Foothill Blvd. - new wall sign.

Planner Clarke reviewed the proposal's background and briefly explained changes to the sign, which were minimal and not adequate to garner support in staff's opinion. Direction and input from the Commission was sought.

Applicant / business owner Mary Geyer commented on the need for a sign and the possibility of improvements for the entire building at a later date.

Chairman Vavoulis was concerned that the sign in its current form may not fit the center if and when upgraded.

Mrs. Geyer explained that discussions with the property owner led her to believe that the only improvements for the center would be repainting and possible new landscaping.

Commissioner Tobias noted that the entire center is unattractive and his focus was to assist the new business as needed.

Commissioner Hoopes remarked that other signs in the center were unattractive and that the proposal in its current form was actually the best sign in the center.

Planner Gjolme reviewed the findings for signs and noted that approval findings seemed possible at this point considering the Commission's comments.

Commissioner Roberts confirmed the composition of the sign as currently proposed.

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Commissioner Roberts explained that the lack of actual color and material samples precluded decision-making at this time. He strongly felt a temporary sign at this point was the best solution given the uncertainty with future changes to the center.

Commissioner Hoopes felt colors could be selected at this point.

Commissioners Roberts and Moldafsky agreed that changing the color of the background fascia would be in stark contrast with the remainder of the center and recommended against it.

The Commission discussed the proposal and determined that the best solution was to allow installation of off-white foam-core letters and to retain the background fascia's current 'green' color.

M/S/C Tobias/Moldafsky to approve the sign letters as submitted in an off-white color subject to staff's verification with the preservation of the existing fascia color and the option to include the 'diamond' details at each end of the copy as shown on the plan. Approved 3-1-1. No-Roberts. Abstain - Hoopes.

VII. PUBLIC HEARINGS:

A. Design Review 10-23; Remedy Liquor; 823 Foothill Blvd. - new wall sign.

Planner Gjolme reviewed the request and noted that refinement of the sign's design would be needed to achieve positive findings and that color/material samples were not available since the applicant was not in attendance.

Commissioner Tobias strongly felt the sign's design was inappropriate for the building and the character of the community. He felt the sign needed much more artistry and design nuance to make it unique and attractive.

Planner Gjolme agreed that the sign's color and font style were in need of improvement but commented that similar signs have been approved by the Commission in the past.

Commissioner Roberts clarified that the previously approved signs were at considerable distances from Foothill Blvd. and the use of channel letters was appropriate for longer-range visibility. This is clearly not the case with the subject building, which is very close to Foothill Blvd.

Chairman Vavoulis agreed and thought the building's stand-alone character warranted a much better sign.

The Commission felt the sign's design was minimalist at best and strongly opposed the use of channel letters given the building's proximity to the street.

M/S/C Tobias/Vavoulis to continue the request for redesign. Unanimous.

VIII. OTHER BUSINESS:

A. Mills Act / Historic Preservation Subcommittee - Commissioner appointment.

Planner Clarke explained the task and scope of the position and Commissioner Roberts was appointed.

IX. COMMENTS FROM THE COMMISSIONERS:

Commissioners Hoopes and Roberts discussed possible improvements at the Ross center that might be before the Commission in the future.

X. COMMENTS FROM STAFF:

Planner Gjolme noted that Henry's Market would likely be before the Commission for final review at the February 3, 2011 meeting.

XI. ADJOURNMENT: The meeting was adjourned at 8:30 a.m.