

CITY OF LA CAÑADA FLINTRIDGE

MINUTES OF A MEETING OF THE DESIGN COMMISSION OF CITY OF LA CANADA FLINTRIDGE HELD ON FEBRUARY 19, 2015

- I. **CALL TO ORDER:** Chairman Moldafsky called the meeting to order at 7:38 a.m.
- II. **ROLL:** Chair Moldafsky, Vice-Chair Hoopes, and Commissioner Balcazar.
Absent: Commissioners King and Roberts
- III. **PLEDGE OF ALLEGIANCE:** The Flag Salute was recited.
- IV. **COMMENTS FROM THE PUBLIC:** None
- V. **CONSENT CALENDAR:** Minutes - 2/5/2015 Design Commission meeting.
M/S/C Hoopes/Balcazar to adopt minutes with minor changes. 3-0
- VI. **CONTINUED PUBLIC HEARINGS:** None
- VII. **PUBLIC HEARINGS:**

A. **Design Review 15-02;** Hall & Chambers Real Estate; 827 Foothill Blvd.; new wall sign.

Consulting Architect/Planner Cantrell reviews the sign to be placed on a thin soffit extending over the Foothill Boulevard entry of the small office. He notes that the submittal called out channel letters, but that the small scale of the letters combined with the requisite depth of the channel letters would make the proportions awkward and potentially difficult to read. Noting that the business would not be open at night, he suggests that the existing foam letters be used, shifted over to allow for the additionally requested "real estate" copy, with the possibility of external illumination if desired. Mr. Cantrell also notes the existence of signage on the driveway, noting the need for some paint patching there.

Vice-Chair Hoopes confirms with Mr. Cantrell that the proportions of the letters would involve an aesthetic issue related to required findings. Mr. Hoopes expresses concern with consistency, noting many nearby businesses with channel letters.

Vahe Vanik of Van's Signs states that he has been involved in the sign business his entire 17 years in the United States. He notes the proposed aluminum construction of the channel letters, combined with translucent gray faces for a

subtle nighttime effect. He states that the trademark allows no flexibility with regard to font. Mr. Vanik recalls having also designed and installed the sign next door at Remedy Liquor. He notes that it is difficult to find work at present.

Mr. Cantrell displays a photo of the existing sign as seen from the Foothill sidewalk, indicating prominent view of the letter depth.

Chair Moldafsky states his agreement with staff on the aesthetics, noting that the letters would protrude too far. Vice-Chair Hoopes states that the raceway would require another 4 inches; Mr. Vanik states that the raceway could be done with only a 2-inch depth. Mr. Hoopes notes that it would be a total of 7 inches added to the face as compared with two inches for the foam letters. Mr. Moldafsky states that it is not the added space, but how the space is used, not very high above the viewer, so that the channel letters would stick out too far.

Mr. Hoopes states that if it were his he would like to keep the foam letters with gooseneck lighting, but that there is a request for internal illumination and other similar signs in the area.

Chair Moldafsky recalls a similar process with Remedy Liquors, resulting in illumination of the "Remedy" sign. Commissioner Hoopes notes that the sign was reverse channel, which isn't suitable for the current sign. Mr. Vanik notes that the "Real Estate" sign would be push-through with illumination inside the raceway.

Chair Moldafsky expresses concern about raceway visibility. Mr. Vanik states that it would be painted like the background, and confirms that it would extend the entire soffit width. Commissioner Hoopes requests careful matching of the raceway color to the building.

Director Stanley points out how the other channel letter signs cited as precedents are in much different contexts with regard to the building and view from street. Mr. Cantrell reiterates that the subject building was not designed for such signage. Commissioner Hoopes states agreement with these points.

Responding to Commission consideration of continuance, Mr. Cantrell notes that, for all anyone knows, the owner may not care about internal illumination. He recommends that the Commission approve the existing letters, with the understanding that the owner could appear before the Commission for reconsideration of internally illuminated letters if desired, without formal resubmittal.

M/S/C Hoopes/Balcazar to approve continued use of foam letters, with real estate added as shown, and with an added condition to patch the paint at the driveway sign. 3-0

VIII. OTHER BUSINESS: None

IX. COMMENTS FROM THE COMMISSIONERS:

Chair Moldafsky suggests agendaizing the Street Plantings Appendix, along with the Streetscape Options Manual for the next meeting.

Mr. Moldafsky ponders how to proceed with the temporary community street spaces Director Stanley had introduced as a concept at a previous Streetscape Options Manual discussion. Director Stanley suggests scheduling a study session after the next meeting, at either a regular or a special meeting. Chair Moldafsky requests a staff memorandum on the procedure to implement the concept, perhaps with Chamber involvement. Commissioner Hoopes suggests working out the details prior to discussing it with outside agencies, and stresses the importance of getting the Director of Public Works involved. Director Stanley states that prior to that, staff should approach the City Council to determine if they are interested in pursuing the concept. Mr. Moldafsky suggests including a draft implementation program in the initial presentation to the City Council.

Commissioner Balcazar reports that the meeting with La Canada Imports regarding development of signage went well, with a good design without side signs presented to the business owner, who stated that he liked it.

X. COMMENTS FROM STAFF:

Director Stanley states that there are no staff comments.

Commissioner Hoopes asks if staff is going to the Long Beach landscaping convention, and Director Stanley replies that none will attend. Commissioner Balcazar questions how useful the convention will be, and Director Stanley responds that landscaping is an important component of design review, especially with new state laws on water conservation coming along. He states that it is the Commissioners' option to go, and encourages retention of receipts and mileage records for reimbursement.

XI. ADJOURNMENT:

M/S/C Hoopes/Balcazar to adjourn the meeting at 8:13 a.m. 3-0