

**MINUTES OF A MEETING OF THE DESIGN COMMISSION
OF THE CITY OF LA CANADA FLINTRIDGE
HELD ON APRIL 3, 2014**

- I. **CALL TO ORDER:** Chairman Moldafsky called the meeting to order at 7:30 a.m.
- II. **ROLL:** Present were Commissioners Hoopes and Roberts, Director Stanley, Planners Gjolme and Clarke and Consulting Architect Roger Cantrell. Commissioners Vavoulis and Tobias were absent.
- III. **PLEDGE OF ALLEGIANCE:** The Flag Salute was recited.
- IV. **COMMENTS FROM THE PUBLIC:** None.
- V. **CONSENT CALENDAR:** Minutes – 3/20/2014 Design Commission meeting M/S/C Hoopes/Roberts to approve with one change. Unanimous 3-0.
- VI. **CONTINUED PUBLIC HEARINGS:** None.
- VII. **PUBLIC HEARINGS:**
 - A. **Design Review 14-05;** Taco Bell; 2151 Foothill Blvd.; façade changes, signage & new building colors.

Mr. Cantrell gave an overview of the proposal from the staff report. Director Stanley introduced him as a consultant.

Commissioner Roberts asked about landscaping and why it was not included as part of the review.

Mr. Cantrell said it was not part of the project at this point.

Commissioner Roberts said it was at least 20 years old.

Mr. Cantrell said it was appropriate to fix any landscaping issues at this time with Conditions of Approval as needed.

Gabriela Marks represented Taco Bell. She respectfully disagreed with the City's revisions. She said that they are trying to stay away from arches. They are open to improving the landscaping and removing the outside structure and adding new tables. There are other nationally recognized logos along Foothill Boulevard. They can change the color of the soffit and have a muted purple. Director Stanley

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asked about the drive-through clearance bar and noted it might be reviewable at staff level. They need to look at the cladding.

Planner Gjolme said it was a replacement bar and that it will likely need permits.

Commissioner Roberts asked if there had been changes to the menu boards.

Commissioner Hoopes did not like the proposal as submitted. The City is going toward charm and not contemporary as a style. The proposal does not go well with the original roof. The arch makes it look less severe. Blue is a more desirable color than the proposed purple. A metal bell face is preferable to plastic.

Commissioner Roberts partially and respectfully disagreed. He believed that corporate identity is justified but that there are options. He showed a photo of an alternate design used by Taco Bell. He preferred the Santa Barbara or Beverley Hills direction. He wanted Taco Bell to use its small town packages rather than corporate signs.

Planner Gjolme said that they have design alternatives. He did not necessarily want the arch added.

Commissioner Hoopes said it does not have village look. He supports Commissioner Roberts in terms of a small town type design.

Chair Moldafsky agreed and said they were in transition away from strip mall design.

The applicant said that she would like to get approval today if possible.

Chair Moldafsky said it would need to return. He offered to review and give comments without her attending a meeting as her commute was long.

Commissioner Hoopes said that there are design options to soften the proposal.

Commissioner Roberts said that the combination of tiled roof and contemporary design was difficult.

Planner Gjolme said they had few options as it's a new program.

Mr. Cantrell asked about the bell material and if a metallic finish would work.

Commissioner Roberts said that the Taco Bell corporate color identity was needed.

Commissioner Hoopes said it didn't bother him one way or another.

Mr. Cantrell asked about the depth and height of the portals.

Commissioner Hoopes said that he preferred the proposal without an arch but that it was up to the applicant.

Mr. Cantrell mentioned the use of perforated film over the channel letters for the sign.

Planner Gjolme said that they could do letters in white with halo lighting.

Mr. Cantrell mentioned bay sizes, which were identical in length but appeared unequal due to the wall sign on the right bay.

Chair Moldafsky noted that it makes sense.

Director Stanley said that they will bring back a package including landscaping and any other signage, clearance bar and outdoor furniture.

M/S/C Roberts/Hoopes to continue the proposal to explore the revisions as discussed. Unanimous 3-0.

B. Design Review 14-06; Layers Hair Studio; 1432 Foothill Blvd.; new wall sign.

Planner Gjolme gave an overview of the proposed wall sign.

Commissioner Hoopes asked about the vertical alignment of the sign.

Planner Gjolme responded that basic alignment was a code requirement.

Chair Moldafsky asked about the timing of when sign can be installed.

Planner Gjolme said after the 15-day appeal period ended.

M/S/C Robert/Hoopes to approve the request as submitted. 3-0.

Pat Anderson from the Chamber of Commerce has known local applicant for many years and believed it was a great asset to the city.
The applicant asked about the use of temporary banners.

VIII. OTHER BUSINESS:

IX. COMMENTS FROM THE COMMISSIONERS:

Commissioner Hoopes asked about outdoor seating and expanded awnings.

Director Stanley spoke about attending a seminar regarding movable outdoor platforms. The idea may come back as part of the commercial design guidelines.

X. COMMENTS FROM STAFF:

Director Stanley spoke about the joint meeting between the City Council and the Planning Commission and the group bus tour. They may want to do one for commercial development with the Design Commission.

XI. ADJOURNMENT: M/S/C Roberts/Hoopes to adjourn the meeting at 8:17 a.m. Unanimous 3-0.