

**MINUTES OF A MEETING OF THE DESIGN COMMISSION
OF THE CITY OF LA CANADA FLINTRIDGE
HELD ON MAY 4, 2017**

I. CALL TO ORDER

Chairman Moldafsky called the meeting to order at 7:31 a.m.

II. ROLL

Also present were Vice Chairman Hoopes and Commissioners Balcazar, King, and Fuelling.

III. PLEDGE OF ALLEGIANCE

The Flag Salute was recited.

IV. COMMENTS FROM THE PUBLIC

There were none.

V. CONSENT CALENDAR:

- A. **Minutes** 3-2-2017 DC Meeting - Balcazar/King to approve the minutes. Approved 5-0.

VI. PUBLIC HEARINGS

- A. **Design Review 16-13;** McDonald's; 449 Foothill Blvd.; new wall signs in conjunction with approved exterior building remodeling.

Planner Gjolme gave a presentation in accordance with the staff report. He explained that a Variance request went before the Planning Commission for 5 signs when 4 signs are the maximum allowed by code and a request for letter height up to 24 inches when 20 inches is the maximum permitted. Currently, the applicant is requesting 4 signs with a maximum proposed height of 20 inches. Mr. Gjolme said that the signs as proposed are highly legible and appropriate for the remodeled building. Staff recommends positive findings.

Commissioner King asked staff if the McDonald's sign on the west elevation were to be moved more to the south, would the size be all right.

Mr. Gjolme indicated that shifting the sign on the west elevation to the south is a better location than if it were centered.

The Public Hearing was opened.

Speaker, Jessica Jimenez, with Swain Signs was available for any questions.

Chairman Moldafsky asked what the reason for centering the sign on the west elevation was.

Ms. Jimenez explained that there is an obstacle (a bearing wall, she believed) that would prevent flush mounting of a sign any farther south than what is proposed.

Commissioners Fuelling and King did not find an issue with where the sign is proposed. However, they did take exception to the placement of the "Play Place" sign on the same façade. They felt that the edge of where the letter "e" would be placed is too far to the right.

Commissioner Fuelling asked why the "Play Place" sign is smaller than the "McDonald's" sign.

Ms. Jimenez said because of the 20-inch maximum letter size.

Mr. Gjolme confirmed that the maximum allowed is 20 inches by code with a bonus factored in. He proceeded to provide a Google map view of the façade for the Commission to view.

Chairman Moldafsky asked if the air conditioning equipment would be visible.

Mr. Gjolme said that the new construction would provide better screening of the equipment as opposed to what is currently there now.

Commissioner Fuelling asked if the whole roof would be removed.

Mr. Gjolme said that he did not believe it would be, but that the parapet would be raised.

The Commission, staff and Ms. Jimenez discussed the placement of the "McDonald's" sign on the west façade and the maximum height of the letters that would be allowed; 20 inches.

Commissioner Fuelling believed that moving the "McDonald's" sign so that the "s" would be right-justified with the pick-up window, would work.

Mr. Gjolme also suggested moving the sign so that the "s" would align with the pick-up window below.

Ms. Jimenez said that moving it could result in it being hidden by a section of the building that projects outward.

The Public Hearing was closed.

Vice Chairman Hoopes said that the presentation was good. He prefers the "McDonald's" sign centered on the west sign band, though he believes that positioning of the signs are as good as they can be. He believes the design as submitted works well. He stated that no signage is required because everyone knows where McDonalds is located. He suggested keeping the standard lettering and that it be front-lit. He believed that back-lighting might be a little hard to read.

Commissioner Balcazar said that she agreed with Vice Chairman Hoopes. She expressed that there might be too many "welcome" signs.

Chairman Moldafsky commented that the "welcome" signs are only 8 inches tall.

Commissioner Fuelling remarked about the size of the "Play Place" sign.

Mr. Gjolme suggested adding a condition that prior to the issuance of a permit, staff will confirm the size.

Commissioner King said she likes the positioning of the "McDonald's" sign but that she understands the constraints that the construction remodel could cause. She suggested reverse channel letters for the "M" and that the other proposed signs be front-lit.

Commissioner Balcazar asked if the Commission was approving colors as well.

Mr. Gjolme said, "yes," but that the red, yellow and white colors are pretty standard.

Mr. Gjolme said that the "Play Place" sign could be enlarged and it would still meet code.

Commissioner King said that even though it might meet code, it might not meet aesthetics.

Mr. Gjolme agreed.

Commissioner King said she could support the "McDonald's" sign being centered.

Vice Chairman Hoopes said that it is more important that the McDonald's sign fits within the sign band, specifically within three inches as a top and bottom border.

Commissioner Fuelling agreed that the signs should be in good proportion to one another.

Chairman Moldafsky clarified with Mr. Gjolme as to how his staff report compares to what Vice Chairman Hoopes was suggesting.

Mr. Gjolme said that when it is scaled out, the proportion is pretty close to what Mr. Hoopes has suggested. He suggested that the "Play Place" sign can be treated with conditions. He said that the letters scale at about 18 inches for the "Play Place" signage.

The Public Hearing was opened.

Ms. Jimenez said that if the letters were reduced to 18 inches that they would be too small.

Chairman Moldafsky said that as long as the "Play Place" sign and "McDonald's" are proportional in the sign band, then he is ok with that.

Commissioner Fuelling agreed.

Ms. Jimenez, agreed as well.

Mr. Gjolme showed a Google Map photo of what signage currently exists.

Commissioner Fuelling suggested that the placement be consistent with the drawings with a size up to 22-inches subject to staff's approval to fit proportionately in the sign band.

Mr. Gjolme confirmed that this would be done in-between the bump outs.

M/S/C – Fuelling/King to approve the signs subject to staff's review and approval. Approved 5-0.

VII. OTHER BUSINESS

A. Discussion: 2017-2018 Budget requests.

Director Stanley explained that every year budget meetings are held in June and that the Commissions are asked for their input on the budget. He talked about projects, programs, conferences, and street trees which is currently stalled in Public Works. He also talked about the Sign Ordinance.

The Director and Commission members spoke further about political signs, other signs in the public right-of-way such as real estate signs, monument signs, and possibly giving the Design Commission jurisdiction to approve signs that would typically go to the Planning Commission under a Variance request. Also, the commercial component to lighting standards could be discussed as well. Perhaps a roundtable meeting could take place to further discuss the issue.

Chairman Moldafsky suggested that once a year, pictures and or a video be taken of Foothill Boulevard as an update rather than bringing up Google Maps during staff presentations.

Commissioner King believed this would show how effective the Commission has been.

VIII. COMMENTS FROM THE COMMISSIONERS: There were none.

IX. COMMENTS FROM STAFF

Mr. Gjolme informed the Commission that there are no Public Hearing items agendized for the next meeting, but that Starbucks will be brought back on the consent calendar. He also indicated that the Sign ordinance will be addressed soon and a specification matrix would be devised. Staff would like to speak with the Commission about how enforcement of the current sign ordinance is working and to look at possible changes that could be made to the code.

Commissioner King informed the Commission that she will not be at the meeting of May 18th.

X. ADJOURNMENT

M/S/C - King/Balcazar to adjourn the meeting at 8:48 a.m. Approved 5-0.