

**MINUTES OF A MEETING OF THE DESIGN COMMISSION
OF THE CITY OF LA CAÑADA FLINTRIDGE
HELD ON JUNE 1, 2017**

- I. CALL TO ORDER:** Chairman Moldafsky called the meeting to order at 7:33 a.m.
- II. ROLL:** Also present were Vice Chairman Hoopes and Commissioners King, Balcazar, and Fuelling
- III. PLEDGE OF ALLEGIANCE:** The Flag Salute was recited
- IV. COMMENTS FROM THE PUBLIC:** There were none
- V. CONSENT CALENDAR:** There were none
- VI. PUBLIC HEARINGS:**

- A. Design Review 17-05 (Amendment);** Bank of America; 537 Foothill Boulevard: Revision to ATM surround color.

Planner Gjolme gave a presentation in accordance with the staff report. He explained that Bank of America is requesting a change to a warm gray from the original silver color that was proposed for the ATM surrounds. Mr. Gjolme explained that staff is in favor of the proposed change. He explained that a revised condition would need to be added.

The Public Hearing was opened.

Applicant, Chris Kelly was available for any questions.

The Public Hearing was closed.

M/S/C- Hoopes/King to approve with surround color change. Approved 5-0.

- B. Design Review 17-07;** Spin Fish Poke House; 2265 Foothill Blvd.: new wall sign.

Planner Gjolme gave a presentation in accordance with the staff report. He explained that staff is in favor of the proposal and that the sign style is similar to others in the center. He did provide a staff alternate design where the Spin Fish logo was placed only on the tower as an accent. He provided a second staff alternative where there was more of a compressed sign on the lower fascia.

Mr. Gjolme explained that the proposed sign is compliant and consistent with other signs in the center and that staff can make positive findings. He recommended that the Commission discuss options and take action on the proposal.

DC Minutes – 6/1/2017 Meeting

Commissioner Balcazar and King asked about the black trim cap, letters, logo and the paint color relating to the tower. They asked if there was anything mentioned about these items.

Mr. Gjolme indicated, "No."

Commissioner Fuelling asked about the use of the tower and whether it is grandfathered in.

Mr. Gjolme said it is allowable to use and not considered a roof sign. He said that staff likes the logo.

The Public Hearing was opened.

The owner of the business, Andy Saedan, indicated he was available for questions.

Commissioner Fuelling asked about the branding of the fish.

Mr. Saedan said that it currently exists at the Spin Fish in Old Town Pasadena, Santa Monica, and Downtown Los Angeles' Little Tokyo. He said that Alta Dena Dairy blocks visibility to the restaurant and therefore, he finds that the tower is needed for additional marketing of his business.

Commissioner King asked the applicant if removing the fish logo from the main copy area would be an issue.

Mr. Saedan indicated that the logo with the fish placed in between is what is preferred by the business.

Commissioner King asked the applicant if he would have an issue with the fish being removed.

The Applicant said, "yes," it would change the corporate branding.

Commissioner Balcazar asked the applicant about the existing trim.

The Applicant indicated that it is wood.

Commissioner Balcazar suggested adding gray to it.

Planner Gjome showed an old KFC location perspective to the Commission.

Vice Chairman Hoopes said that the two fish in the tower and sign copy below did not concern him since the tower is recessed. He felt that the blue color would be more intense than what is shown in the photograph. He believed that the fish should be retained in the logo and that it would be too plain without it.

Chairman Moldafsky said he liked Mr. Gjolme's suggestions. He agreed with Vice Chairman Hoopes that without the fish in the sign, it would not pop from Foothill Blvd.

Commissioner Fuelling believed removing the fish logo from the tower would be more aesthetically pleasing.

Commissioner King said she liked the proposed logo and was not bothered by the fish logo up on the tower. She believed the colors are going to make the corner pop.

M/S/C - Hoopes/King to approve as submitted. Approved 5-0.

VII. OTHER BUSINESS:

Commissioner Fuelling asked for an update on the sign violation at Foothill Blvd. and Oakwood in the Chico's center.

Mr. Gjolme said that the matter has been referred to code enforcement.

VIII. COMMENTS FROM THE COMMISSIONERS:

There were none.

IX. COMMENTS FROM STAFF:

There were none.

X. ADJOURNMENT:

M/S/C - King/Balcazar to adjourn at 8:07 a.m. Approved 5-0.