

**ACTION MINUTES OF A MEETING OF THE DESIGN COMMISSION
OF THE CITY OF LA CANADA FLINTRIDGE
HELD ON JULY 17, 2014**

- I. CALL TO ORDER:** The meeting was called to order at 7:31 a.m.
- II. ROLL:** Present were Commissioners Hoopes, Moldafsky, Roberts, Mrs. Balcazar, Mrs. King, Director of Community Development Stanley, Planner Gjolme, and Assistant Planner Harris.
- III. PLEDGE OF ALLEGIANCE:** The Flag Salute was recited.
- IV. SWEARING IN OF THERESA KING AND MIRIAM BALCAZAR AS DESIGN COMMISSIONERS.**

Director Stanley administered the oath of office to the new Design Commissioners.

- V. ELECTION OF CHAIR AND VICE CHAIR:** Commissioner Moldafsky and Commissioner Hoopes were elected as the chairman and vice-chair.
- VI. COMMENTS FROM THE PUBLIC:** There were none.
- VII. CONSENT CALENDAR:** Minutes - 6/5/2014 Design Commission meeting M/S/C Roberts / Hoopes to approve the minutes as submitted. 3-0. Abstain - Commissioners Balcazar and King (not in attendance for said meeting).

VIII. PUBLIC HEARINGS:

A. Design Review 14-09; Big Lots Center; 2251-2261 Foothill Blvd.; new monument sign.

Planner Gjolme gave an overview of the request for a small monument sign and noted that the colors as proposed were problematic. Colors more consistent with the two existing monument signs along Foothill Blvd. were recommended in conjunction with an approval action.

Chairman Moldafsky confirmed that the project would be eligible for matching funds through the façade grant program.

Commissioner Balcazar confirmed that the proposed sign was considerably smaller than the code limit and confirmed the maximum size allowed.

Brandon Tak, the owner of Hello Pizza, introduced himself and was available for questions.

Commissioner Hoopes asked the applicant his opinion of the recommended changes.

Mr. Tak explained that they were hoping for more visibility of the businesses at the rear of the center.

Commissioner Hoopes felt that painting the low driveway wall to make it more uniform with the building walls would improve the overall project.

Commissioner King also endorsed the idea of matching wall colors

Commissioner Roberts did not consider it a monument sign, but more of a way-finding sign.

Commissioner Hoopes mentioned that the blue colors as proposed associate the sign more with the adjacent dairy.

Commissioner Roberts suggested adding the word "parking" and adding a directional arrow.

Planner Gjolme agreed that the sign functions more as a way-finding sign but it nonetheless qualifies as a monument sign and the Design Commission can waive the landscaping requirement for monument signs.

Commissioner Hoopes favored adding a directional arrow to the sign.

Commissioner Roberts stated that he would not be able to support the request without the arrow since a sign alone would add clutter to the driveway wall.

Chairman Moldafsky was amenable to the sign with modified colors but noted its lack of flexibility if tenants were to change in the future.

Commissioner Hoopes felt that the sign improves the property if the wall is painted and the sign matches the existing monument signs. He agreed with staff's recommended color changes.

Commissioner Balcazar felt the tenant panels should be off white in color to reduce glare and brightness.

Commissioner King noted that the block wall could be expanded to allow for a slightly larger sign in order to include the parking arrow.

Commissioner Roberts and Planner Gjolme endorsed the idea of added a free standing arrow to the top of the sign, which would add both needed function and nuance.

M/S/C Hoopes/Roberts to approve the sign subject to the sign's border, field and tenant panel color revised to conform with the existing monument signs along Foothill Blvd; the sign to be composed of a painted aluminum panel with individually attached aluminum tenant panels to allow for future interchange of tenant signs; the block wall along the driveway and fronting Ocean View Blvd. to be painted in an off-white color consistent with the center; tenant panel font color to be dark bronze; the sign to be revised to include a metal directional arrow attached to the top and painted dark bronze to match the tenant panel font color. Unanimous 5-0.

B. Design Review 14-10; Sunny Kim Realtors; 2383 Foothill Blvd. #B; new wall sign.

Planner Gjolme described the request to install a new channel letter wall sign and associated light box. Staff supported the main portion of the sign, but felt the light box was discordant with the overall design, and sought the Commission's input.

Commission Hoopes confirmed that the light box was allowed by code since it was composed of aluminum and utilized routed copy.

Commissioner Hoopes agreed with staff and felt the light box was harsh and detrimental to the fluid channel letter copy.

Steve Lee, business owner, noted that the copy contained in the light box was consistent with the business's logo.

Commissioner Balcazar felt that the sign did not adequately represent the type of business (realty) proposed for the space.

Commissioner Hoopes liked the "Sunny Kim" copy and had no issue with the color red proposed given the nature of the center.

Commissioner King asked Mr. Lee if the font and design on the business card was possible for the wall sign.

Mr. Lee responded that the business card was too complex for a wall sign.

Commissioner Roberts acknowledged the importance of branding and felt reverse channel letters would work better for the sign.

Chris Park, representing the sign company, mentioned the limited space for the sign relative to the overall frontage of the tenant space, which extended beyond the upper fascia into a covered alcove. He felt the light box was appropriate for the limited space adjacent to the channel letter portion of the sign.

Planner Gjolme mentioned that a sign could be suspended under the entry arch, similar to what had been done at Gelson's.

The Commission discussed the light box and came to the conclusion that smaller reverse channel letters and Korean characters next to the main channel letter copy would be acceptable.

M/S/C Hoopes/King to approve the sign subject to elimination of the light box and replacement with either non-illuminated pinned letters or reverse channel letters with an increase to copy size per staff review and approval; copy color to be red as submitted or dark red similar to the adjacent Seoul Market sign; white returns to be used on the main "Sunny Kim" copy. Unanimous 5-0.

IX. OTHER BUSINESS: There was no other business.

X. COMMENTS FROM THE COMMISSIONERS:

Commissioner Hoopes mentioned that the monument sign at the northwest corner of Foothill Blvd. and Oakwood Avenue doesn't have enough room for the tenants and there are signs in the planters. He would like to work on getting taller monument signs where appropriate.

Chairman Moldafsky updated the Commission on the Planning Commissions' 2-2 vote on the code change to allow electronic message centers. He informed the new Commissioners that the Design Commission had voted unanimously against the code change. There was not much public response to the issue at the meeting.

XI. COMMENTS FROM STAFF:

Director Stanley brought up the subject of street patios / outdoor amenities in the right of way.

Commissioner Roberts suggested a study session on Foothill Blvd. in general, which could perhaps involve a walking tour.

Director Stanley and Planner Gjolme welcomed the new Commissioners.

Planner Gjolme wished the Commission a fun and safe summer break and mentioned that a special August meeting could be convened depending on the case load.

XII. ADJOURNMENT:

The meeting was adjourned at 9:15 am.