

**ACTION MINUTES OF A SPECIAL MEETING
OF THE DESIGN COMMISSION
OF THE CITY OF LA CANADA FLINTRIDGE
HELD ON JULY 24, 2013**

- I. **CALL TO ORDER:** Chairman Moldafsky called the meeting to order at 7:32 a.m.
- II. **ROLL:** Present were Commissioners Hoopes, Roberts, Tobias, Director of Community Development Stanley, Planners Gjolme and Clarke. Commissioner Vavoulis was absent.
- III. **PLEDGE OF ALLEGIANCE:** The Flag Salute was recited.
- IV. **COMMENTS FROM THE PUBLIC:** There were no comments.
- V. **CONSENT CALENDAR:** Minutes – 7/18/2013 DC meeting. Approved 3-0.
- VI. **CONTINUED PUBLIC HEARINGS:** There were no continued hearing items.
- VII. **PUBLIC HEARINGS:**
 - A. **Zone Change 13-01;** amendment to City’s Sign Ordinance to allow LED reader boards in excess of 4 sq. ft. on certain Public/Semi-public and Institutional properties.

Planner Gjolme gave an overview of the proposed Resolution and a performance matrix that he provided to the Commission that detailed new design standards for reader boards. He noted that staff continued to recommend against any code change that would allow oversized reader boards but noted that the City Council’s direction required exploration of possible design standards should the code change eventually occur.

Chairman Moldafsky noted a national study that found no evidence or connection between reader-boards and traffic incidents.

Chairman Moldafsky commented that the resolution before the Commission was well-worded and reflected the Commission’s position on the matter.

Planner Gjolme acknowledged Commissioner Tobias’ contributions to the content of the resolution.

Planner Gjolme commented that the purpose of the meeting was to affirm the Commission’s position through adoption of the resolution but also to discuss performance standards if the City Council decides to pursue the code change.

Commissioner Hoopes stated that he may abstain from a vote since the proposed resolution shows the Design Commission as adamantly against 'any' reader board within the City.

Commissioner Tobias noted a recent City meeting concerning drive-thrus where the reader-board issue was brought up by Councilmembers Davitt and Curtis. He felt that one local school was the driving force behind the issue and that the City Council was in need of more education on this issue before a knee-jerk decision was made.

Commissioner Hoopes said there may be an appropriate place for a small reader-board to serve certain institutions with a daily message that does not appear animated in any way. He continued to be uncertain if absolute opposition to all reader-boards was warranted at this point.

Commissioner Roberts noted that a Variance could permit an over-size reader-board on a case by case basis. He continued to favor individual variances as an avenue as opposed to a more broad code change.

Commissioner Tobias felt that more study was needed between the Commissions and inquired about a continuance of the matter.

Director Stanley explained that the item has been set for review by the Planning Commission in September and the City Council in October.

Chairman Moldafsky thought the study session held in June was much too brief and didn't accomplish anything constructive.

The Commission discussed the matter further and agreed that a unanimous vote on the resolution was the appropriate course of action.

M/S/C Roberts/Tobias to approve the resolution recommending against any code change that would allow reader-boards in excess of 4 sq. ft. Unanimous 4-0.

Commissioner Roberts stated he was sensitive to staff's position and felt potential development standards needed to be discussed and refined in the event Council takes action on the matter and proceeds with the code change.

The Commission advised staff of the following changes to potential development standards for reader-boards:

- Maximum monument size reduced to 4' x 6'.
- Maximum screen size reduced to 8 sq. ft.
- Front setback for the monument increased from 10' to 15'.

- Monument design, material and color to be coordinated with design of subject building. Traditional/Craftsman detailing encouraged.
- No animated copy. Static message only. One per 24-hour period with message change during non-business hours.
- White copy color only, the font and style of which is subject to Design Commission review.

VIII. OTHER BUSINESS: There was no other business.

IX. COMMENTS FROM THE COMMISSIONERS: The Commission had no additional comments.

X. COMMENTS FROM STAFF: Planner Gjolme stated this was the last meeting until September and to enjoy the August break.

XI. ADJOURNMENT: The meeting was adjourned at 9:10 a.m.