

**MINUTES OF A MEETING OF THE DESIGN COMMISSION
OF THE CITY OF LA CANADA FLINTRIDGE
HELD ON NOVEMBER 18, 2010**

- I. **CALL TO ORDER:** Chairman Vavoulis called the meeting to order at 7:31 a.m.
- II. **ROLL:** Present were Commissioners Hoopes, Moldafsky, Roberts, Tobias, Planners Gjolme and Clarke.
- III. **PLEDGE OF ALLEGIANCE:** The Flag Salute was recited.
- IV. **COMMENTS FROM THE PUBLIC:** There were no comments.
- V. **CONSENT CALENDAR:**
 - A. There were no items.
- VI. **PUBLIC HEARINGS:**
 - A. **Design Review 10-21;** Malfi's; 442 Foothill Blvd.; new wall sign.

Planner Clarke gave an overview of the request, which involved a new wall sign composed of a white PVC panel with green painted letters. He identified issues with the sign and sought direction from the Commission.

Commissioner Roberts remarked that he really liked the company's circular logo and acknowledged the difficulty in trying to utilize the existing rectangular sign band area, which does not accommodate a circular logo. He inquired about the possible use of a blade sign to afford more design options.

Commissioner Tobias noted that a round sign or square sign with a circular logo suspended off the wall would work well too. He thought that the higher the sign was positioned would improve visibility from Foothill Blvd. Simple "L" brackets would achieve the needed projection.

Applicant / business owner Mary Geyer noted that the existing lights on the building do not work and that the landlord was not very responsive to concerns about improving the existing fascia or lighting.

Chairman Vavoulis asked for clarification about Commission Tobias' alternative design concept. A sketch was reviewed by the Commission and staff.

Commissioner Moldafsky asked if the existing sign could be taken down and it was confirmed by the applicant that the prior "Juice It Up" sign had already been removed.

Commissioner Roberts noted that the lights on the building had been there for many years. The panels on the fascia were re-done more recently.

Commissioner Hoopes was sensitive to the applicant's budget concerns. He thought the alternative design would be very nice, but remarked that it may be fairly costly. He felt that the rest of the building needed to be taken into account with the design of this particular sign. He thought the existing concept with smaller and more compressed font to better fit the sign band area and flowers at each end of the copy to add character would work well. He further noted that an 8-foot open fluorescent light fixture in disrepair could be replaced with a new shaded light fixture centered above the sign that would cast light down on the sign.

Commissioner Hoopes inquired about the process to approve window signage.

Planner Gjolme noted that permanent window signs are subject to Commission approval, with exception of "incidental window signage" - signage no greater than 4 sq. ft. and at a maximum height of 4 feet.

Commissioner Tobias inquired about the possibility of using a suspended sign to augment the wall sign.

Planner Gjolme confirmed that two signs were allowed.

Commissioner Roberts liked the idea of a suspended sign but acknowledged it would have to be tastefully done. Foam-pinned letters on the fascia would also work and are inexpensive and easy to install.

Commissioner Roberts felt that the overall concept would work but that a continuance was needed to specify details; size, color, material, etc. He informed the applicant that the sign company may have alternate fabrication processes and wanted to allow flexibility at this point. He presented a simple sketch in accord with Commission Hoopes' earlier remarks.

Ms. Geyer was amenable to the revised concept.

M/S/C Roberts/Tobias to continue to proposal in order to develop a revised design in accord with the Commission's direction. Unanimous 5-0.

VII. OTHER BUSINESS: None.

VIII. COMMENTS FROM THE COMMISSIONERS: There were no comments.

IX. COMMENTS FROM STAFF:

Planner Gjolme explained that outdoor merchandise displays at Vons and Ralphs were allowed with staff approval from the City. However, storage of shopping carts in front of Vons' main windows was prohibited by the project's conditions of approval.

X. ADJOURNMENT: The meeting was adjourned at 8:04 a.m.