

**MINUTES OF A MEETING OF THE DESIGN COMMISSION
OF THE CITY OF LA CANADA FLINTRIDGE
HELD ON DECEMBER 6, 2012**

- I. CALL TO ORDER:** Chairman Moldafsky called the meeting to order at 7:30 a.m.
- II. ROLL:** Present were Commissioners Hoopes, Roberts, Tobias, Vavoulis, Director of Community Development Stanley and Planner Clarke. Planner Gjolme arrived at 7:52 a.m.
- III. PLEDGE OF ALLEGIANCE:** The Flag Salute was recited.
- IV. COMMENTS FROM THE PUBLIC:** There were no comments.
- V. CONSENT CALENDAR:**
- A.** Minutes - November 15, 2012 Meeting M/S/C Hoopes/Roberts to approve as submitted. Unanimous 5-0.
- VI. CONTINUED PUBLIC HEARINGS:** None.
- VII. PUBLIC HEARINGS:**

A. Design Review 12-13; 7-Eleven Liquor; 1535 Foothill Blvd.; new monument sign.

Director Stanley gave an overview of the proposed monument sign. He noted that more detail may be needed on the plans, in particular what modifications to a low planter wall and existing landscaping would be required to accommodate the sign.

The Commission members asked about the visibility of the sign from the street and if the existing landscaping had been reviewed by the Commission in the past. Landscaping may have to be removed to make the sign more visible. Internal lighting was discussed for the sign with staff saying that external lighting would be preferable. Internal monument sign lighting has been allowed for gas stations in the past on rare occasions, based on exemptions in the Sign Ordinance and State policy.

Jason Novotny - 7-Eleven representative - discussed visibility issues with landscaping and will discuss the project with the property owner. Reorienting the sign could impact parking spaces.

Commissioner Roberts noted that 7-Eleven works with other cities across the state. In past meetings 7-Eleven said it would be part of the community and would adapt to reflect community standards. The building had been painted without approval.

Mr. Novotny said he was brought in late and did not know the project's history. He did not want the sign located parallel to the street.

Commissioner Roberts suggested a wood sign with a wood bracket that ties in with the building, externally illuminated, similar to other signs with no impact on parking. It may need a variance but it could help the applicant - modified pole sign in a way.

Director Stanley noted an 18" change in elevation toward the front of the site, where the parking lot falls to the street. The sign is proposed in this area and its overall height could be affected.

Commissioner Tobias spoke about the other 7-Eleven at Angeles Crest Highway and how it matched the character of the community.

The Commission felt a continuance was in order to explore alternative designs for the sign, one of which was sketched by Commissioner Roberts for the applicant's benefit.

M/S/C Vavoulis/Tobias to continue the item to a date uncertain. Unanimous 5-0.

B. Design Review 12-14; Button Nose Pet Shop; 838 Foothill Blvd.; new wall sign.

Planner Clarke gave an overview of the proposal and offered an alternative to the Commission for consideration.

The owner of the business - Ms. Lee - addressed the Commission noting that the black and white colors proposed were part of the design concept for the business.

The Commission discussed the proposal including changing the colors of the letters and background. The Commission conditioned the sign to have white letters and a black field.

M/S/C Roberts/Hoopes to approve the revised request. Unanimous 5-0.

VIII. OTHER BUSINESS:

Pat Anderson - representing the LCF Chamber of Commerce - stated that corporate 7-Eleven does strong branding. The store is a liquor store, not a convenience store. There have been complaints from neighbors about one use vs. the other. "7-Eleven" is still the dominant copy with the sign as proposed, liquor

needs to be stressed. The pole sign's removal is a good thing, but the new sign's design still needs work.

Commissioner Roberts responded that the "7-Eleven" and "Liquor" copy could be flipped to address the problem. This would make "Liquor" the focus of the sign.

Commissioner Hoopes questioned whether the City would be better served by another liquor store or a convenience store.

Mrs. Anderson stated that the issues with the store have more to do with the aura of 7-Eleven; the perception of loitering, crime, etc.

Commissioner Hoopes noted that kids have always hung out by the adjacent deli and wondered if 'loitering' had increased since 7-Eleven Liquor opened.

Mrs. Anderson confirmed that was the sense of things within the community.

Tony Shaheen - also representing the Chamber - commented on the business owner's desire to make a profit regardless of the venue and noted that the store has been underperforming.

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

X COMMENTS FROM STAFF:

Director Stanley clarified that the 7-Eleven owners were fully aware of the requirement to be a liquor store and that there was full disclosure prior to the agreement with the City.

Commissioner Hoopes recognized that the requirement is for a liquor store. His only issue was whether that was the best option for the City.

XI. ADJOURNMENT: The meeting was adjourned at 8:21 a.m.