

**MINUTES OF A MEETING OF THE DESIGN COMMISSION
OF THE CITY OF LA CANADA FLINTRIDGE
HELD ON DECEMBER 15, 2016**

- I. CALL TO ORDER:** Chairman Moldafsky called the meeting to order at 7:32 a.m.
- II. ROLL:** Also present were Vice Chairman Hoopes and Commissioners King and Balcazar. Commissioner Fuelling arrived at 7:33 a.m.
- III. PLEDGE OF ALLEGIANCE:** The Flag Salute was recited.
- IV. COMMENTS FROM THE PUBLIC:** There were none.

The agenda was reordered and Public Hearing Item VI. A. was taken first followed by Consent Calendar, Resolution 16-21. M/S/C – Hoopes/King to approve the reordering. Approved 5-0.

V. CONSENT CALENDAR:

- A. **Resolution 16-21;** Design Review 16-16; Flintridge Preparatory School; 4543 Crown Avenue; recommending positive Conditional Use Permit and Variance findings to the Planning Commission as related to design concerns.

Chairman Moldafsky and Chairman King both recused themselves.

Planner Gjolme clarified the finding and advisory review and recommendation to the Planning Commission for this item. He explained that a motion would have to be made by one of the three Commissioners.

M/S/C – Hoopes/Balcazar to approve. Approved 3-0-2. Both Moldafsky and King recused themselves.

VI. PUBLIC HEARINGS:

- A. **Design Review 16-17;** Constellation Coffee; 468-B Foothill Blvd.; request to allow a new internally-illuminated wall sign.

Mr. Gjolme explained that the proposed sign contains a feather and a star in the logo and that there is a contrast of black and white. The proposed sign is different than other signs in the center. He discussed the composition and form of the sign and informed the Commission that he prepared a Resolution of Approval in case the item was approved.

Mr. Gjolme identified two issues. One, is that the letters appear to be too small as compared to the rest of the sign and, two, the arrangement is very rigid and lacks any nuance. He said that he believed that the star should be bigger. He recommended thickening the size of the individual letters and increasing the size of the star. Mr. Gjolme proposed four alternate designs for the Commission to consider.

Mr. Gjolme compared the proposed sign to the existing nail salon sign that is located in the center. It is the only rectangular sign in the center. He suggested breaking up the monotony of the lettering and presented some lettering and style options for the Commission to view.

Mr. Gjolme explained that positive findings could be made for the sign should elements of the suggested changes be made by the applicant.

Vice Chairman Hoopes asked what restrictions there are for signs like the one proposed.

Mr. Gjolme explained that the sign is compliant since its main material is aluminum. He also indicated that plastic 'can' signs are prohibited.

Chairman Moldafsky opened the public hearing.

The applicant, Casey Diaz, spoke and indicated that various sign options were discussed with the business owner. The owner would like to keep the design as close to the original submittal as possible.

A rendering was passed out to the Commission that proposed to make the feather a bit larger. The applicant is amenable to enlarging the star and is open to ideas and suggestions.

Commissioner Fuelling asked if the applicant was proposing a simple look for the sign. He also inquired about the meaning of the feather.

The applicant explained that a clean and simple design that can be easy to identify with was the goal for the business.

Chairman Moldafsky asked what the meaning of the star was.

The applicant explained that it represented a constellation.

Commissioner Balcazar suggested that the star be enlarged and that more prominence be placed on the logo.

The applicant said that redesigning the sign could result in the loss of a few inches on the top and the bottom.

Commissioner Balcazar said she preferred more movement within the design.

Chairman Moldafsky said that he would like for the client to have good visibility. He said that he felt that the sign is not sending the right message to the Commission.

Commissioner King asked if the feather could be enlarged more in the form of a slanted letter "C" with the star placed under it and the letter "O" underneath as well.

Commissioner Fuelling said he agreed with Commissioner King's comments. He also suggested that the feather be reduced in size.

Mr. Gjolme said that he searched and found that the logo was not trademarked. He cautioned that he did not want to repeat the design of the nail salon. He asked if any of the four possible design options he devised be considered by the Commission.

Vice Chairman Hoopes said that he liked the design of the sign that the applicant originally submitted. He believed that the sign was sophisticated. He said that the other four sign options were too playful. He did agree with the other Commissioners that the letters as proposed were a little small. He did agree that the alternate designs proposed by Mr. Gjolme were more legible. Mr. Hoopes said that the applicant's proposed design provided a lot of black space in the sign whereas, the alternate designs crowded the background of the sign. The "C" is pushed into the feather in the original, but not the alternate designs. He said that the spacing could be pushed together a little bit. Mr. Hoopes felt that the rounded corners gave a sense of a lazy design. He felt that the original proposed sign was classy. He did believe that the size of the star should be increased.

The applicant agreed with the suggestions and that the word, "coffee" should be pushed more to the left.

Vice Chairman Hoopes felt that the original design is good where the "C" is placed.

The applicant said that acrylic letters will be used for the sign.

Commissioner King suggested that the spine of the feather be placed into the base.

Commissioner King asked if "Constellation coffee" is designed to be placed at an angle.

The applicant answered, "No."

Mr. Gjolme clarified that the drawing shows "Constellation coffee" at a slight angle and is simply a formatting error with the plan.

Chairman Moldafsky closed the public hearing.

Commissioner Fuelling said that Mr. Hoopes made good suggestions. He said that he still believed there was too much black background.

Commissioner Balcazar indicated that she was fine with the square design.

Commissioner King felt that the star should be increased and that the lettering should be larger as well.

Chairman Moldafsky said that he agreed and also thanked Mr. Hoopes for sharing his prospective with the Commission.

M/S/C - Hoopes/King to approve the sign with lettering that is enlarged to 7 ½ inches, that letter spacing be proportionate to the original submittal, that the word, "Constellation," be moved closer to the feather and that the star be enlarged. Approved 5-0.

VII. OTHER BUSINESS: There was none.

VIII. COMMENTS FROM THE COMMISSIONERS: There were none.

IX. COMMENTS FROM STAFF: Mr. Gjolme informed the Commission that the wrong type of sign was installed at the 76 Station located on the corner of Foothill Boulevard and Angeles Crest Highway. An LED type sign was installed but will be removed and the correct sign will be installed.

Commissioner King stated that she was clear why an LED sign is not allowed.

Mr. Gjolme also commented that he noticed that LED signage can be difficult to read and that given the current example of the 76 Station, the numbers appear to be fuzzy.

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Mr. Gjolme wished the Commissioners a Merry Christmas and a happy new year.

- X. ADJOURNMENT:** M/S/C – King/Balcazar to adjourn at 8:18 a.m. Approved 5-0.