

DESIGN COMMISSION MINUTES

December 19, 2013

City Hall Council Chambers

1st-floor / 1327 Foothill Blvd.

7:30 a.m.

- 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 (late), Director of Community Development Stanley and Planner Clarke.
- III. **PLEDGE OF ALLEGIANCE:** The Flag Salute was recited.
- IV. **COMMENTS FROM THE PUBLIC:** None.
- V. **CONSENT CALENDAR:** Minutes – 11/7/2013 Design Commission meeting
M/S/C Hoopes/Roberts (Vavoulis absent) Approved 4-0.
- VI. **CONTINUED PUBLIC HEARINGS:**
 - A. **Design Review 13-15;** Orchard Flats Cold Pressed Juicery; 838½ Foothill Blvd.; new wall sign.

M/S/C Tobias/Vavoulis to continue item in order for plans showing changes to façade to be provided. 5-0.
- VII. **PUBLIC HEARINGS:**
 - A. **Design Review 13-16 & 13-17 (Advisory);** Gelson's Market; 635 Foothill Blvd.; new internally-illuminated wall signs and outdoor furniture.

Director Stanley gave an overview of the proposal.

Chuck Mayhugh (Gelsons) spoke about outside displays and seating.

Commissioner Tobias liked the outdoor seating. He noted that Vons and Sprouts were conditioned not to have things outside. However, he likes flowers and aesthetically pleasing displays. He would love to see some neon signage. It helps business and is more attractive. Channel letters are not the most attractive type of sign.

Mr. Mayhugh asked if the options were full neon or solid burgundy without white and if there were any issues with the monument sign?

The Commission had consensus that it had no issues with the monument sign.

Commissioner Roberts asked about the word "super" in the proposed sign. He would favor flat faced metal with halo lighting - needs to be more sophisticated than channel letters.

Mr. Mayhugh said they used it in other stores.

Director Stanley asked Commission members for their preference regarding the wall sign.

A discussion among Commission members ensued regarding the wall sign including the following ideas: perforated face which allows for splashing light on the wall at night and comparison to the Wells Fargo Sign. In addition, the Commission members spoke about having a drop-down sign for Wolfgang Puck under the arch which would be unlit. Commissioners also supported design continuity in the center. Overall, the Commission had no issues with the south facing sign with is not overheight and replaces an existing Vons sign.

Director Stanley asked about letter size for the signs.

The Commission had consensus regarding the size of the proposed signs.

Mr. Mayhugh said that they had a tentative opening date of February 20, 2014.

M/S/C Vavoulis/Tobias to accept letter height as submitted by the applicant and forward comments to the Planning Commission. Approved 5-0.

VIII. OTHER BUSINESS:

A. Digital delivery of packet materials (discussion item)

Director Stanley asked for direction for the Commissioners regarding being provided items digitally.

Commissioner Tobias said that packets were not delivered if a member did not attend a meeting. Commissioner Tobias said they had a good example today of the need for digital plans and reports. Also, they can keep plans stored on their computers and it's green.

Commissioner Roberts noted that they cannot review small plans for whole buildings or for landscaping.

Commissioner Vavoulis said that there may be exceptions but that in general

Director Stanley said that plans and reports will be sent out digitally but full size for landscaping and detailing. Commissioners can ask for plans or visit City Hall to review full sized printed plans. Staff will use its judgment.

IX. COMMENTS FROM THE COMMISSIONERS:

Commissioner Tobias reported on the for lease signs that appeared over the weekend at Vons along Foothill and at the corner with Oakwood. They are sunk into concrete similar to the old Wells Fargo for lease sign. There is a need for temporary versus permanent signage standards.

Commissioner Roberts reported another dead tree at the Unocal gas station and the lack of landscaping by the oak tree.

Commissioner Tobias reported about speaking to the Planning Commission Chair (Rick Gunter) about the reader board votes at the Planning Commission meeting and about the need for a joint Commissions meeting. He was in favor of a joint meeting. Commissioner Tobias sent a message to the mayor and City Manager regarding the issue. Mayor Olhasso was in favor while the City Manager wanted the two chairs to agree. He asked if it can be put on the agenda in January. He listened to the tape of the Planning Commission meeting.

Chair Moldafsky asked about status of the Design Commission in comparison to the Planning Commission.

Commission Roberts asked about the illegal readerboard at the corner of Foothill and Cornishon.

Director Stanley said that a notice was sent to the school. The school says that the City has no jurisdiction over it as it's on school property. The City is working with the school district on this issue.

Chair Moldafsky said that readerboards would be an enforcement nightmare.

Director Stanley said that the joint commission meeting may be an evening meeting.

Pat Anderson (Chamber of Commerce) spoke about a sign at 707 Foothill (Chicos). There is an old sign for the frame store which is no longer there. She said that Gelsons was a wonderful company. It had joined the Chamber and made donations to the sheriff's food drive. She said that the Vons center was in escrow - the new owner was ROIC. They plan to do major renovations to the center.

X. COMMENTS FROM STAFF:

Director Stanley gave well wishes to the Commission. The next meeting is on January 16, 2014.

XI. ADJOURNMENT:

The meeting was adjourned at 8:15 a.m.