

**MINUTES OF A MEETING OF THE DESIGN COMMISSION
OF THE CITY OF LA CANADA FLINTRIDGE
HELD ON MARCH 15, 2018**

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 Fuelling. Commissioner Balcazar arrived at 8:02 a.m.

III. PLEDGE OF ALLEGIANCE:

The Flag Salute was recited.

IV. COMMENTS FROM THE PUBLIC:

There were none.

V. CONSENT CALENDAR:

There were no items.

VI. CONTINUED PUBLIC HEARINGS:

There were no items.

VII. PUBLIC HEARINGS:

- A. **Design Review 18-02;** El Pollo Loco; 1939 Verdugo Blvd.; new restaurant trade dress (signage, building colors, minor façade changes).

Planner Gjolme gave a presentation in accordance with the staff memo. He explained the proposed color change to the building which would consist of shades of gray and black trim. The existing structural awning would be removed and a metal awning installed in its place. Brick veneer will wrap the building. Red and white channel letters are proposed. Also proposed are four food product-related signs in addition to five other signs for a total of nine. This proposal would be five over the allowable limit. On the southeast corner of the building, a metal blade sign is proposed. The letter height proposed for the nine signs is 24 inches and 18 inches is allowed with a bonus of 3 inches. Mr. Gjolme recommended that the food signs be removed. Metal lattice work is proposed and could be placed in the area where the food signs are proposed. New lighting is proposed consisting of lamps and wall sconces and the landscaping will be refurbished. The project was taken into plan check on March 14th. No changes are proposed to the building height. Staff is in favor of the building. Mr. Gjolme showed a material board and signage samples.

Commissioner Fuelling asked if the proposed blade sign would be allowed as an exception. Mr. Gjolme explained that staff cannot recommend that there be

deviation from the maximum number of allowable signs and did not recommend that a fifth sign be approved.

Vice Chairman Hoopes said that the blade sign should be moved to the west end of the building rather than the east end. Mr. Gjolme said that there are options for moving the signs.

The Public Hearing was opened.

Speaker, Steven Shaw, the architect for the project, was available for any questions.

Commissioner Fuelling recommended that the blade sign be placed in a location with the highest visibility.

Mr. Shaw explained that the lattice would look like a trellis.

Chairman Moldafsky asked that staff ensure that signage is not installed on the trellis work. Vice Chairman Hoopes was also concerned that the trellis would be used for temporary signage.

Commissioner Fuelling asked for information on the proposed mosaic. Mr. Shaw explained how the tiles would wear over time and that it is a new vision for the restaurant.

Vice Chairman Hoopes felt that red or white letters above the south side might be a little weak in color.

The Public Hearing was closed.

Commissioner Fuelling said he liked the proposal and was supportive of staff's recommendation.

Commissioner King said she liked the proposed colors, the brick façade, and the change in windows to panels. She supported the metal lattice and liked the tile that is proposed as well as the blade sign. She agreed with the removal of the doors on the north side.

Vice Chairman Hoopes found the proposal to be a major improvement to the building. He felt that the colors and the brick are appealing and that the improvement will be good for the community.

Commissioner Balcazar said she was in favor of what staff recommends. She asked if the logo of the rooster is a new concept for the restaurant. Mr. Shaw confirmed that it is.

Chairman Moldafsky said he was in favor as well and that the art panels must be removed and replaced with metal lattice. He recommended that adequate lighting be installed. Mr. Gjolme confirmed that three sconces would be placed on the south elevation.

M/S/C - Hoopes/King to approve the signage, building colors, and minor façade changes. Approved 5-0.

B. **Design Review 18-04**; Pacific Union Real Estate; 964 Foothill Blvd.; new externally illuminated wall sign.

Mr. Gjolme gave a presentation in accordance with the staff memo. He highlighted the proposed copy change and that the metal letters will be painted in a dark gray color. He spoke about the depth of the letters and that "Pacific Union" would be pinned off of the building. He explained the size of the letters and they do not extend beyond the quoin line. He showed a metal sample.

Commissioner King asked if there was a rear sign.

Mr. Gjolme said that the rear sign would be allowed as a second wall sign. Commissioner Fuelling asked to see the existing Partners Trust colors.

The Public Hearing was opened.

Speaker, Tim Swan, Custom Signs said that the materials are 3/8 of-an-inch thick. The rendering is an old picture where the signage was superimposed.

The Public Hearing was closed.

M/S/C - King/Balcazar to approve the signage and allow a rear sign as presented. allowance for a rear sign and colors as presented. Approved 5-0.

VIII. OTHER BUSINESS:

There was none.

IX. COMMENTS FROM THE COMMISSIONERS:

Chairman Moldafsky said that the La Canada Imports monument sign looked good.

Commissioner Balcazar asked about the status of Hill Street Café. Staff said that the business is open. Commissioner King commented on the restaurant's parapet which does not wrap around the building. She asked about the status of the required trees which Mr. Gjolme said he would look into it.

X. COMMENTS FROM STAFF:

Regarding Kid's Planet, Mr. Gjolme said that the signage, "Kids" will be retained in red and that the word, "Planet" is proposed with many different colors. The owner has chosen not to use the ellipses in the signage.

Director Stanley said that Chris is still working with Shell Gas Station and that positive findings might not be feasible with what Shell is currently proposing.

Director Stanley informed the Commission that the Target proposal was approved by the City Council.

XI. ADJOURNMENT:

M/S/C - Fuelling/Balcazar to adjourn the meeting at 8:30 a.m. Approved 5-0.