

**MINUTES OF A MEETING OF THE DESIGN COMMISSION
OF THE CITY OF LA CANADA FLINTRIDGE
HELD ON NOVEMBER 2, 2017**

I. CALL TO ORDER: Chairman Moldafsky called the meeting to order at 7:33 a.m.

II. ROLL: All Commissioners were present.

III. PLEDGE OF ALLEGIANCE: The Flag Salute was recited.

IV. COMMENTS FROM THE PUBLIC: There were none.

V. CONSENT CALENDAR:

A. Minutes – 5/4/2017, 5/18/2017 Meeting Minutes - M/S/C – Moldafsky/Hoopes to approve the minutes. Approved 4-0-1. King abstained.
7/20/2017 Meeting Minutes - M/S/C – Moldafsky/Hoopes to approve the minutes. Approved 5-0.
9/7/2017 Meeting Minutes - M/S/C - Balcazar/King to approve the minutes. Approved 3-0-2. Commissioners Moldafsky & Hoopes abstained.

VI. PUBLIC HEARINGS:

A. Design Review 17-14; Firestone; 459 Foothill Blvd.: new channel letter wall sign.

Planner Gjolme gave a presentation in accordance with the staff memo. He indicated that staff recommended approval.

Commissioner Fuelling asked if granting approval for the proposed oversized letters would be an exception to the code. Mr. Gjolme said staff recommends the 37½ inch size.

The Public Hearing was opened.

Speaker, Paul Bobsen, the owner of the business said that he was available for questions. He indicated that the business opened in the City in 1972.

Commissioner Balcazar asked if the applicant ever considered placing the requested signage on the east side of the business. Mr. Gjolme recommended that said signage not be placed on that side of the building as red signage may be difficult to read on the red brick face.

Vice Chairman Hoopes suggested removing "Firestone" from the west side of the building and retaining just the "auto care" sign.

Mr. Bobsen explained that the building was originally a post office and security bank in the past.

The Public Hearing was closed.

Vice Chairman Hoopes felt that there was not much difference between a 37 ½-inch and a 41-inch sign.

Commissioner Fuelling suggested removing staff's letter height recommendation from the Conditions of Approval.

M/S/C Hoopes/Fuelling to approve the request as submitted with the condition that the raceway serving the sign be the same color as the wall. Approved 5-0.

B. Design Review 17-16; McDonald's; 449 Foothill Blvd.: reface existing monument sign.

Planner Gjolme gave a presentation in accordance with the staff memo.

Commissioner King asked if the Commission has a say about the existing landscaping and the sign base. She did not believe that the landscaping matches the new building design. Mr. Gjolme said that he was not sure if this could be required.

Mr. Gjolme clarified for the Commission that the signage material would be constructed entirely of plastic.

Commissioner Fuelling said that he did not believe that the sign fits. He supported staff's recommendation that a more upgraded sign be required.

Commissioner Balcazar asked if the golden arches would be flat. Mr. Gjolme recommended requesting that the golden arches be coated plastic contained within an aluminum field.

Chairman Moldafsky recommended continuing the item as he believed more dimension information was needed.

Commissioner King said that she felt that the plastic monument sign would detract from the recent remodel and the effort to improve the building. She recommended that the "M" be raised and the brick base be painted black. Ms. King also would like to discuss the landscaping installed on the site. Commissioner Balcazar recommended tying in the color of the monument sign base to the building colors.

The Public Hearing was opened.

Speaker, Jesus Muro, said that the company he works for, Swain Signs, has completed work on 70 – 80% of the McDonald's signs in the state.

Commissioner Fuelling asked about examples of similar McDonalds store signage.

Mr. Muro explained that plastic faces are typically used with slightly raised golden arches that are painted.

Vice Chairman Hoopes said the sign is dated looking. He felt that the building is very nice and that placement of traditional signage would not be achieving equality with the rest of the building.

Both Vice Chairman Hoopes and Commissioner Fuelling believed that the monument sign should be encased in brushed aluminum.

M/S/C King/Balcazar to continue the item to a date uncertain and that when the item is brought back for review, that the monument sign base material and color be discussed as well as the landscaping. Approved 5-0.

VII. OTHER BUSINESS: There was none.

VIII. COMMENTS FROM THE COMMISSIONERS:

The Commission discussed LED signs not being permitted.

Commissioner Fuelling indicated that the background of the Bank of America monument sign is whiter than he thought the Commission had approved. Commissioner King commented that she believed the approved background color was silver. Planner Gjolme clarified that the silver color approved was a very light silver.

The Commission and staff discussed non-compliant signs such as: 7-Eleven at Foothill Boulevard and Angeles Crest Highway and the monument sign in the Big Lots shopping center. Director Stanley said that the tall tower on the top of Spin Fish is being required to be repainted. It was mentioned that equipment and pallets are visible in front of signage at Firestone. Director Stanley said that the pallets should be removed and Code Enforcement will be informed.

The Commission and staff talked about street upgrades for Foothill Boulevard near YMCA. Director Stanley said that funding for the improvements has been secured by the City and it has to be spent by a certain date.

IX. COMMENTS FROM STAFF:

Director Stanley said that there may not be another meeting in November. He also indicated that Target building design, colors and signage will be coming to the Commission in a few months for review.

X. ADJOURNMENT: M/S/C Balcazar/Fuelling to adjourn the meeting at 8:41 a.m.