

MINUTES

REGULAR MEETING OF THE LANCASTER ARCHITECTURAL AND DESIGN COMMISSION

April 5, 2012

CALL TO ORDER

Chairperson Bartlett called the meeting to order at 5:00 p.m.

PLEDGE OF ALLEGIANCE

Commissioner Hawse led the Pledge of Allegiance to the flag of the United States of America.

ROLL CALL

PRESENT: Commissioners Carlson, Hawse, Mercy, Vice Chair Bartholet and Chairperson Bartlett.

ABSENT: Commissioner Wiley.

Also present were the following: Brian Ludicke (Planning Director), Chuen Ng (Associate Planner), Shirley Corder (Recording Secretary), and an audience of one, including Heather Laughlin of Lamar Advertising.

PUBLIC BUSINESS FROM THE FLOOR

None.

CONSENT CALENDAR

1. APPROVAL OF MINUTES

It was moved by Commissioner Mercy and seconded by Chairperson Bartlett to approve the minutes from the Meeting of March 1, 2012. Motion carried with the following vote (5-0-0-1).

AYES: Commissioners Carlson, Hawse, Mercy, Vice Chair Bartholet and Chairperson Bartlett.

NOES: None.

ABSTAIN: None.

ABSENT: Commissioner Wiley.

CONTINUED BUSINESS**2. REVIEW OF PROPOSED DIGITAL BILLBOARDS LOCATED AT 1859 WEST AVENUE J AND 45500 23RD STREET WEST**

Brian Ludicke stated that the City passed an ordinance for digital billboards a few years ago. The ordinance stated that existing billboards can be upgraded, and digital billboards are viewed as an upgrade. The ordinance specifies that the billboards cannot exceed a specific size criteria. Mr. Ludicke informed the Commission that they are looking at the request for these billboards from a design standpoint. The Commission should consider the code requirements, lighting levels, and the frequency the billboard messages change, for example, every four seconds.

Mr. Ludicke stated that Associate Planner, Mr. Chuen Ng, would lead the discussion. Mr. Ng introduced Ms. Heather Laughlin from Lamar Outdoor Advertising who was present to answer questions the Commissioners may have.

Mr. Ng prepared a short PowerPoint of pictures, which depicted the location of the current signs where Lamar Outdoor Advertising wanted to locate the new digital billboards. The locations which are to receive the upgrades to digital displays are: 1859 West Avenue J (Northeast of 20th Street West (near GenX Clothing and Avenue J), and 45500 23rd Street West (near John's Boat Sales off of Highway 14, north of Avenue I). Mr. Ng stated that the height of the billboards would be 32 feet, and they are not to exceed 300 square feet. He directed the Commissioner's attention to the GenX sign location where it is proposed to change the south facing display to digital, while the north facing display remains static. The Commissioners reviewed the 14 Freeway off-ramp, Avenue I exit sign. Here, the north face will be digital. However, it was noted that the proposed sign is 672 square feet. Mr. Ng pointed out that if a sign exceeds 300 square feet, signage from another location must be relinquished. The sign proposed for 20th Street West and Avenue J is 10 feet, 5 inches x 22 feet, 8 inches, and the height is 30 feet. This sign will remain the same, but the south side will be digital. Mr. Ludicke indicated that Lamar will relinquish two other signs; one on Sierra Highway and another located on 10th Street West.

Commissioners Hawse and Vice Chair Batholet were concerned that if the sign along 23rd Street West is raised from 20 feet to 32 feet, it would probably block the current Dewey sign. Mr. Ludicke indicated that Lamar has wanted to raise this sign to abate graffiti. Commissioner Hawse stated that Lamar should provide an amicable solution for both businesses.

Commissioner Carlson asked if the lighted sign proposed for Avenue I would affect the exit sign. Mr. Ludicke indicated that the interchange there will be reconfigured, and that the freeway sign will relocate in the future. However, Lamar would need to coordinate with Caltrans on this location.

Commissioner Bartholet wanted to know if Caltrans had regulations specifying the distance between signs. Commissioner Mercy wanted to know if Lamar had notified the business about the new sign. Mr. Ludicke assured the Commission that Lamar would make the business aware. Additionally, Ms. Laughlin indicated that Lamar will remove the pole sign for GenX, and install a monument sign for them. Commissioner Hawse wanted to know if Dewey could get a new sign made as well. Commissioner Hawse indicated that all businesses should be able to prosper, and blocking someone's sign would be frustrating.

The Commissioners had no problems with the new signs as long as the code requirements were followed and Lamar kept an open dialogue with the businesses involved. There were no additional questions for Ms. Laughlin from Lamar.

PUBLIC BUSINESS FROM THE FLOOR – NON-AGENDIZED ITEMS

None.

ADJOURNMENT

This meeting adjourned at 5:25 p.m. to the Regular Meeting on Thursday, May 3, 2012, at 5:00 p.m. in the Council Chambers.

APRIL BARTLETT, Chairperson
Lancaster Architectural and Design Commission

ATTEST:

BRIAN S. LUDICKE, Planning Director
City of Lancaster