



**MINUTES OF THE REGULAR MEETING OF
THE SOLVANG
DESIGN REVIEW COMMITTEE**

Council Chambers
1644 Oak Street
Solvang, CA 93463

January 20, 2022
Thursday
5:00 p.m.

1. PRELIMINARY MATTERS

CALL TO ORDER

The meeting was called to order at 5:00 p.m.

ROLL CALL

Present: Brian Deputy, Patrick Cavanaugh, Joy Culley, Jennifer Dryden Hess, Esther Jacobsen Bates (arrived at 5:03 p.m. via Zoom)

Absent: None

Staff: City Manager Xenia Bradford, Assistant City Attorney Chelsea O'Sullivan, City Clerk Annamarie Porter
Assistant Planner Sophia Checa.

PLEDGE OF ALLEGIANCE

Member Deputy led in the Salute to the Flag.

APPROVAL OF AGENDA, AS PRESENTED

Motion by Member Culley, to approve the agenda, as presented, seconded by Member Hess, and carried, 4-0, with Member Jacobsen Bates, absent.

APPROVAL OF MINUTES OF MEETINGS OF NOVEMBER 18, 2021 AND DECEMBER 16, 2021

Motion by Member Culley, to approve the meeting minutes of November 18, 2021, as amended, seconded by Member Hess, and carried, unanimously, 5-0.

Motion by Member Hess, to approve the meeting minutes of December 16, 2021, as presented, seconded by Member Deputy, and carried, unanimously, 5-0.

PUBLIC COMMENT ON ITEMS NOT ON THE AGENDA

Chair Cavanaugh invited public comments.

Al Larsen, resident, commented on a home he recently purchased; reported the need to change the redwood shingles on the home because of fire hazards; spoke about his plans to reroof and distributed pictures showing examples of his plans.

City Manager Bradford indicated she will review the matter and stated the house is just outside the TRC zone.

2. REPORT ON SUB-COMMITTEE REVIEW – None

3. PROJECT RECONSIDERATION - None

4. SIGN APPROVAL APPLICATIONS - None

5. DEVELOPMENT PROJECT REVIEW - None

6. PRELIMINARY REVIEW - None

7. PLANNING STATUS UPDATE ITEMS

A. Tourist Related Commercial (TRC) Signage and Branding

City Manager Bradford introduced the item; discussed DRC consideration and actions and deferred to Consultant Scott Shoemake, Cogs & Marvel, and his team for a presentation.

Consultant Shoemake introduced the creative team who narrated a PowerPoint presentation regarding the City's new logo, color palette, incorporating patterns, sparingly, typography, design applications, City wayfinding, social media, color palette exploration and options and City sign designs.

Discussion followed regarding using different sizes of logos for different applications, the possibility of making the red, horizontal lines, bolder, providing tandem colors, navy blue versus Copenhagen blue, providing color chips on final approval of the colors, coming up with a "meaningful" pattern, the use of texture, museum passes, deleting "City of" in wayfinding signs, using the darker, more-stately blue, generating a color between Options 1 and 2, considering 3-D and "old-world" designs that look like wood, City sign Design A, using minimalistic styles, Design C, bench seats integrated into designs and options for using historical images in black and white.

Cogs & Marvel representatives focused on the Visitor Center exterior and interior designs including the existing spaces, and furniture and lighting.

Discussion followed regarding the use of robin egg blue, red access trims on the roofline (or use of a third color), the need for the Visitor Center to stand out in positive ways, the possibility of adding small benches to the interior rather than the moon chair, updating information on the proposed monitors and having them on only during open hours of operation, ADA access, using a lighter color for the wooden beams, replacing the picture over the fireplace, availability of a fireplace screen for the fireplace and the possibility of identifying the building as the Visitor Center.

8. COMMITTEE MEMBER COMMENTS

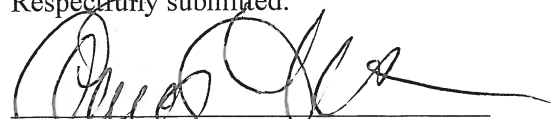
Member Jacobsen Bates requested addressing those who are bypassing the DRC and commented on incentivizing people to appear before the DRC.

9. CITY STAFF COMMENTS - None

10. ADJOURNMENT

The meeting was adjourned at 6:50 p.m.

Respectfully submitted:



Annamarie Porter, City Clerk