DOWNTOWN ACTION ORGANIZATION (DAO)
Design & Improvement Committee Meeting
April 2, 2021, 11am

Zoom Meeting ID: 806 654 7370, Password: Downtown
Phone: 669-900-9128

A G E N D A

1.0 CALL TO ORDER Hugh Futrell, Chair

2.0 PUBLIC COMMENTS ON NON-AGENDA ITEMS (limited to two minutes each)
Comments from the public will be allowed on all agenda items at the time each item is called.

3.0 CONSENT ITEMS
3.1 March 19 Committee Meeting Minutes

4.0 2021 BEAUTIFICATION PRIORITIES

4.1 General Discussion
Review of DAO priorities, overall impact and further discussion on additional options

4.2 Pruning/Replacing Trees on 4th
Review of quotes and decision on potential trees for replacement

4.3 Festive Lighting Expansion
Options and next steps to move forward on parapet lighting as well as other potential options

4.4 Light Pole Refurbishment
Update on cost to replace light poles and discussion with City around temporary refurbishment

5.0 WAYFINDING
Overview of Railroad Square Wayfinding plans and discussion of future implementation Downtown

6.0 COURTHOUSE SQUARE UPDATES

6.1 Benches
6.2 Bollard Project
6.3 Reseeding
6.4 Asawa Fountain

7.0 ADJOURNMENT

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Design & Improvement Committee Meeting
March 19, 2021, 11am

Zoom Meeting ID: 806 654 7370, Password: Downtown
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M I N U T E S

Present: Charles Evans, Ken LaFranchi, Kurt Nichols, Jenny Romeyn

Absent: Hugh Futrell

Santa Rosa Metro Chamber Staff: Cadance Hinkle Allinson

1.0 CALL TO ORDER

The meeting was called to order at 11:02am.

2.0 PUBLIC COMMENTS ON NON-AGENDA ITEMS (limited to two minutes each)

There were no public comments at this time.

3.0 CONSENT ITEMS

3.1 Motion to approve consent items, February 19, 2021 Design & Improvement Committee Meeting Minutes was unanimously passed.

4.0 2021 BEAUTIFICATION PRIORITIES

4.1 Light Pole Refurbishment

Cadance shared the information gathered so far regarding light pole refurbishment. The small light poles are in decent shape and do not need immediate work done, though the twenty-five larger poles are in terrible shape, all significantly peeling and with different light heads.

Powder Coating

- $1,500 per large pole
- City will cover removal and transportation, but will not remove or transport the ten light poles on the corners with street signs and traffic lights

Painting

- Multiple painters were approached and one came back with a quote of $1,000 per regular pole (15) and $2,000 per corner pole (10)
- Using a painter will require a lot of additional logistics, including a traffic plan, lift rentals and road closures

Wrapping

- Signarama estimated about $8,000, in mostly labor cost to wrap the large light poles

- They will do a free sample if the Committee wants to test the idea out prior to committing

Artist Painting

- Would put a call out for artists explaining the project and seek ideas for painting and camouflaging the poles
- Temporary option if there is hope of getting new poles in the near future

A discussion ensued about the best path forward with the committee ultimately deciding that it made no sense to powder coat if only a portion of the poles can be powder coated. Cadance is going to confirm with the City that they will in fact not powder coat the corner poles, which she had previously been told.

The committee ultimately wants to figure out replacement cost because the cost of painting is so high, and the lights are in bad enough shape that spending that much money does not make sense. It was agreed that the long-range goal should be to create a cohesive look and that a very temporary option like painting or wrapping would be preferred at this point.

Cadance will reach out to the City to discuss what the process of replacement would look like and confirm feasibility of a temporary option.

4.2 Festive Lighting Expansion

Cadance talked through the options she and the lighting company had reviewed and ultimately decided that none would reach all the goals of improving the landscape and being tamper proof. She has someone else looking into potential products, but also presented additional ideas for consideration.

- The first option is artistic tube lighting, similar to what was installed on 4th Street over the summer. This could be any color and the cost is about $1,000-$1,500 per site.
- The second is up and down lighting on buildings, which might only be appropriate depending on the architecture
- The third was lighting wrapped around the features and edges of the buildings

The committee discussed and ultimately determined that the string lighting wrapped around the parapets and edges of buildings would be preferred. Cadance is going to discuss with lighting company and come back to the committee with a quote.

4.3 Pruning/Replacing Trees on 4th

Cadance shared that she reached out to multiple tree companies to get quotes and ended up meeting with two that each provided a quote for pruning and removing/replacing trees for the 600 Block of 4th Street. Both companies made the same recommendations to prune the ornamental pears and remove and replace honey locust trees. Both estimates were priced just under $10,000.

She also shared that the committee might consider spending about $4,000-$5,000 to do a full tree inventory of all the trees within the District so that there can be a clear plan for the entire area and not just fourth street.

She has been looking into grant funds and has identified one grant that is currently open and one that should be opening up this summer that could provide funding for this project and for larger tree work throughout the area.

The committee discussed and ultimately decided they wanted to move forward with doing the estimated work on the 600 Block as soon as possible. They would like to take some time to discuss the options available for tree replacement prior to moving forward.

Cadance is going to reach out to the company that provided an estimate for 24” box trees and see what the cost would be for 15-gallon trees instead as the committee felt that smaller trees would be better suited. She will also touch base with Railroad Square to see if there is potential to collaborate since they are looking to do a similar project. Curt recommended that the trees be triple staked, rather than putting in fencing.

5.0 COURTHOUSE SQUARE UPDATES

Item five was not discussed due to time constraints.

6.0 ADJOURNMENT

The meeting adjourned at 12:10pm.