



Cultural Heritage Review Subcommittee (CHRSC)

Meeting Date: September 9, 2020

PLANNER: Jennifer Savage, Senior Planner

SUBJECT: **North Beach Historic District Signs**, a request for feedback regarding sign options for contributing historic structures in the future North Beach Historic District.

BACKGROUND:

Each year the California Office of Historic Preservation (OHP) provides grant funds to local governments through the Certified Local Government Program (CLG) in a competitive process to support historic preservation efforts. Planning staff applied for a grant in the 2019 cycle and was awarded a \$20,000 grant to pursue the nomination of the North Beach Historic District to the National Register. The primary goal of National Register recognition is to provide education and awareness of the North Beach historic properties to support the City's General Plan goal of promoting heritage tourism. National Register recognition may also provide additional funding opportunities for preservation and rehabilitation.

On January 21, 2020, the City Council approved a Professional Service Agreement with GPA Consulting to support staff with the nomination of the North Beach Historic District to the National Register. GPA Consulting will provide an update and overview of the nomination to the Planning Commission on September 2, 2020.

PROJECT DESCRIPTION

As part of the North Beach Historic District nomination effort, the consultant drafted a sign proposal identifying contributing historic structures. There are three sign options. Staff is requesting feedback from the Cultural Heritage Review Subcommittee regarding which sign design to pursue.

Options are presented on the following pages.

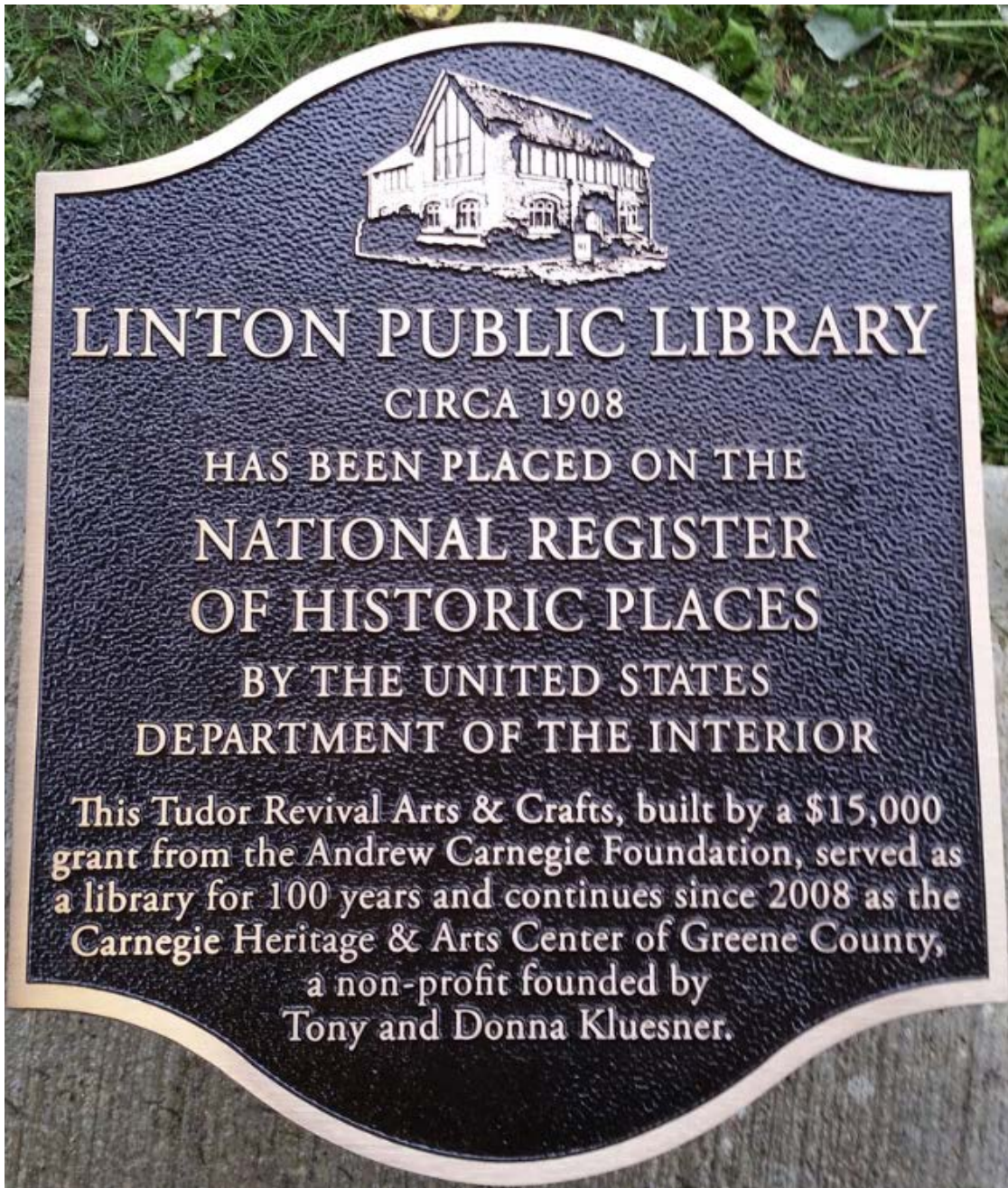
Option 1. Option 1 was designed by GPA Consulting and consists of full-color printed laminate panels with flat text. The panels would be oval, 23 inches wide, and 18.5 inches tall, including the outer frame and scrollwork. This option is based on the City's Wayfinding Sign Program and would provide signage to match future wayfinding signs.

Option 1 – Based on City's Wayfinding Sign Program



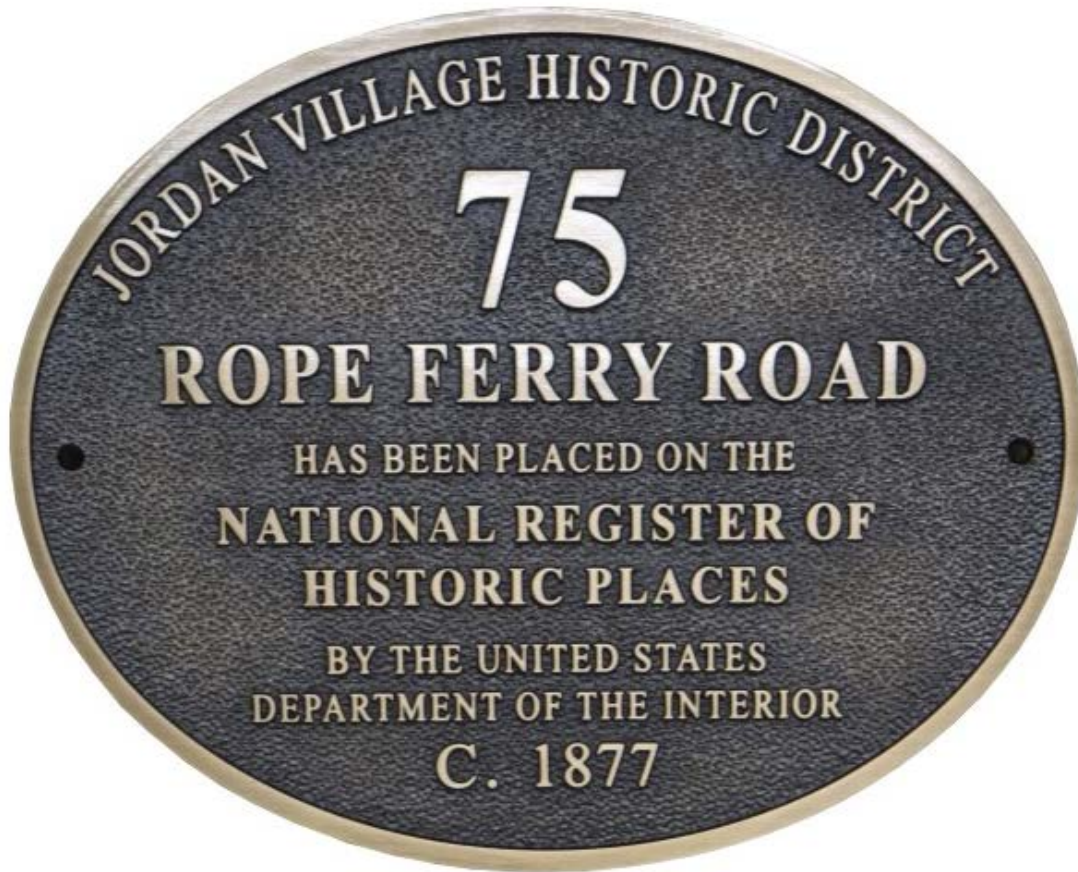
Option 2. Option 2 consists of metal material with raised text. The panel can be 10" by 12", 12" by 15", or 15" by 18" in size. This option is based on National Register of Historic Places plaques. It should be noted that the North Beach Historic District is not required to use National Register of Historic Places plaques.

Option 2 – Based on National Register of Historic Places Custom Shape Plaque



Option 3. Option 3 is similar to Option 2 and consists of metal material with raised text. Option 3 is a 15" by 12" panel. This option is based on National Register of Historic Places plaques. Please note that the North Beach Historic District is not required to use National Register of Historic Places plaques.

Option 3 – Based on National Register of Historic Places Oval Plaque



ANALYSIS and RECOMMENDATIONS:

Design Option 1 provides a design distinctive from the National Register plaques and would match wayfinding signage. Option 1 may draw more pedestrian attention to the sign because the design consists of laminate material, which could be perceived as brighter than the material of Options 2 and 3. However, Options 2 and 3 provide a classic combination of material and depth associated with historic plaques, which could be preferred by historic professionals.

Staff recommends that the Cultural Heritage Review Subcommittee provide feedback regarding sign options for the future North Beach Historic District.

CONCLUSION

Based on the Subcommittee's recommendation, staff and the consultant will produce a final sign design for the contributing structures in the future North Beach Historic District.

Attachments: None.