

# Community Sign Working Committee

January 7, 2012

Bernardo Winery Courtyard

## Attendees:

Ed Muna, John Woods, Richard Katz, Eugenia Contratto, Estelle Wolf, Vicky Touchstone

Audience – Matt Stockton, Steve Ewart, Robin Kaufman, David, Blitzblau, Tiffany Leal

Meeting called to order at 9: 36 am, followed by introductions.

## Discussion followed:

1. How meeting will work; Open roundtable discussion. Future meeting dates to be discussed.
2. Sign to represent everyone in our community, reflective of RB.
3. Would like to have result by February.
4. RB refresh process to be respected.
5. Start with blank slate and keep it simple.
6. Community vote reflects want of traditional sign.
7. Red roof may not be necessary. Height requirement may not allow for full roof. Maybe just a cap.
8. The sign has to be breakaway.
9. Wave does not necessarily represent community.
10. Sign to be not modern, but not too old looking. Solid – represent history and heritage, not huge. Classical to when community started. Spanish motif, Spanish mission. Rancho Bernardo Inn signage on Pomerado Road was viewed as a good example of a sign that was updated, yet kept tradition.
11. Working group agreed that sign to have traditional RB logo and Rancho Bernardo spelled out in traditional, dark letters. Some type of metal lettering ideal, but final selection needs to take into consideration issues such as potential theft of metal.

12. Working group agreed that dominant surface to be heavy stucco. Other features such as, heavy stone, small stone, flagstone, columns, rod iron, etc., to be determined. Thought is that any feature introduced should reflect history of community.
13. Maybe have same sign on both sides.
14. Type of lighting to be determined, but discussion focused on direct lighting mounted outside sign.
15. Research will be done by members of this committee and shared.

Follow up:

1. Group went to actual site to visually determine what other issues might need to be addressed.
  - a. Maybe slightly slant sign for better visualization.
  - b. Suggested to possibly move sign location and cut down tree that is presently there.
2. Next meeting dates; January 16, 2012 and January 19, 2012 at 7 pm. Location to be verified, possibly the Bernardo Inn. Members will be notified and notice posted.

Meeting adjourned at 10:56 am