



**City of Santa Barbara**  
Parks and Recreation Department

**Memorandum**

**DATE:** August 26, 2009  
**TO:** Park and Recreation Commission  
**FROM:** Tim Downey, Urban Forest Superintendent  
**SUBJECT:** Street Tree Commemorative Plaque Design Change

**RECOMMENDATION:**

That the Commission receive a report and approve the proposed design of the Santa Barbara Beautiful Street Tree commemorative plaque.

**DISCUSSION:**

Santa Barbara Beautiful has a street tree dedication program where dedication plaques can be purchased for placement at the base of street trees. Santa Barbara Beautiful administers the program, including maintaining the records regarding the location of each plaque. The cost to purchase a dedication plaque is \$250. Attached to a cement block which is installed in the ground adjacent to the selected tree, Parks staff installs the plaque at no cost.

Santa Barbara Beautiful proposes to revise the plaque with a design that is more attractive. In order to keep the design consistent throughout the City, Santa Barbara Beautiful developed a design it believes will be supported by City design review boards and the Park and Recreation Commission.

The proposed block that holds the plaque uses color defused cement poured into a mold to create a sandstone appearance. The color is diffused so that if chipped, the cement maintains the appearance of sandstone. The block will be installed on a rod driven into the ground for stability. This will limit disturbance around the tree, providing maximum room for the tree to expand.

To determine whether the City supported the proposed design, Santa Barbara Beautiful submitted the proposed design for comments by the Historic Landmarks Commission, the Sign Committee, and Street Tree Advisory Committee. The proposed design was developed by members of Santa Barbara Beautiful who have served on various City design review boards. On May 7, 2009, the Street Tree Advisory Committee commented that they generally liked

the design, but would like Santa Barbara Beautiful to explore the costs of machining the block out of sandstone. Manufacturing the base from sandstone rock was researched, but posed problems not only in cost, but consistency of size and shape to allow mounting of the flat plaque. On July 8, 2009, the Historic Landmarks Commission reviewed and supported the proposed design. On July 21, 2009, the Sign Committee reviewed the proposed design and supported the design and font.

Staff recommends that the Park and Recreation Commission approved the proposed design.

**ATTACHMENT:** Plaque Rendering

**PREPARED BY:** Tim Downey, Urban Forest Superintendent

**SUBMITTED BY:** Jill E. Zachary, Assistant Parks & Recreation Director

**APPROVED BY:** Nancy L. Rapp, Parks & Recreation Director