



Legislation Details (With Text)

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TO: Chair and Members of the Board

FROM: Samuel A. May, Executive Director

DATE: November 20, 2018

CONSIDERATION OF WAYFINDING SIGNAGE PROGRAM

BACKGROUND: Charles Michelson, A.I.A., is presenting the final Wayfinding Program for the Board's consideration and possible action. The Wayfinding Program is a comprehensive plan for both the CRA and City's future signage, and provides for a variety of signage types. The Board has previously reviewed the renderings for the general design of the different signs; this final package also includes a complete inventory of the various types of signage by number and location. The Program entails a total of 93 different signs, spread throughout the CRA and City. The majority (52) of these signs are vehicular guide (e.g. wayfinding) signs which provides directions to key places within the City. Fifty-six (56) of the signs are within CRA boundaries, with the balance (37) lying outside the CRA but within the City. An estimated cost breakdown of the signage is provided in the backup. If the Board is in favor of the proposed Wayfinding Program, the next step will be to authorize staff to solicit pricing from qualified sign contractors for the construction plans, permitting and installation of all or part of the Program.

RECOMMENDATION: Staff recommends approval of the program, however, due to the high initial and replacement costs of the entire program, the initial phase could be limited to Gateway Signs at key entry points to the City and Park and Facility Identity Signs. These signs would essentially replace existing City Entry, Park and Facility signage. Portions of the Vehicular Guide signs can be phased in at a later time.

FISCAL IMPACT: The CRA portion of the cost for Park and Facility Identity signs and Gateway signs is estimated at \$355,500 (15 signs).

CONTACT PERSON: Samuel A. May, Executive Director