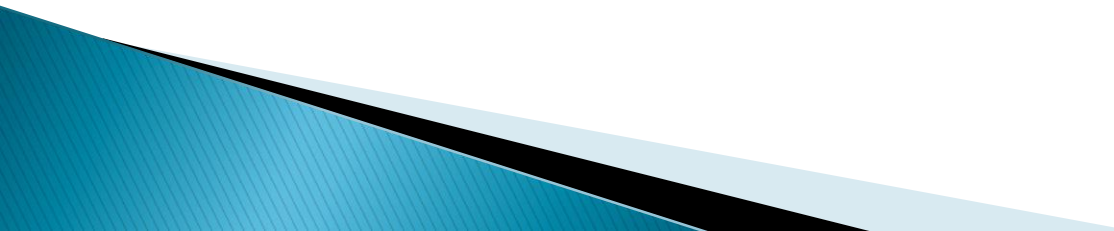
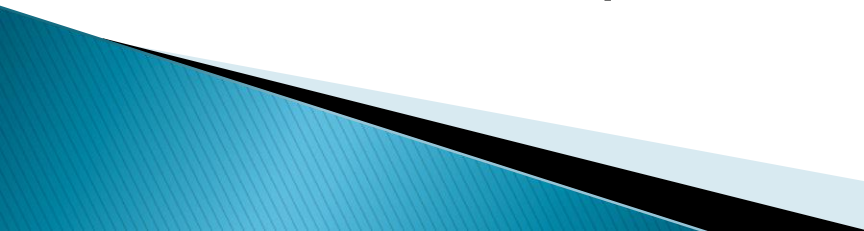


Welcome Sign & City Slogan Contest

By Michael Belluomini

- ▶ Merced is one of the few cities of its size that does not have a city entry sign.
 - ▶ The city council established a subcommittee including Council members: Belluomini, Blake, and Martinez to prepare entry sign designs.
 - ▶ The subcommittee designated three highways entering Merced that needed six signs: 59, 99, and 140 plus the need for a central Merced/downtown archway city symbol.
- 

- ▶ The city council approved a contest to solicit entry sign designs, archway symbol designs, and alternative city slogans.
 - ▶ The city received 77 slogan proposals, 56 entry sign designs and three archway symbol designs.
 - ▶ Several city symbols that appeared in many signs:
 - 1) the Merced Theater tower
 - 2) the "Beginning" statue from UC Merced
 - 3) Merced historic Courthouse; and
 - 4) Half Dome in Yosemite National Park.
 - ▶ The subcommittee recommended five of the sign designs as having appealing characteristics. The various good aspects of the signs could be combined if it produces a better sign.
- 

MERCED

GATEWAY TO YOSEMITE



Gene Garret
05 - 05 - 17



Main Drawing

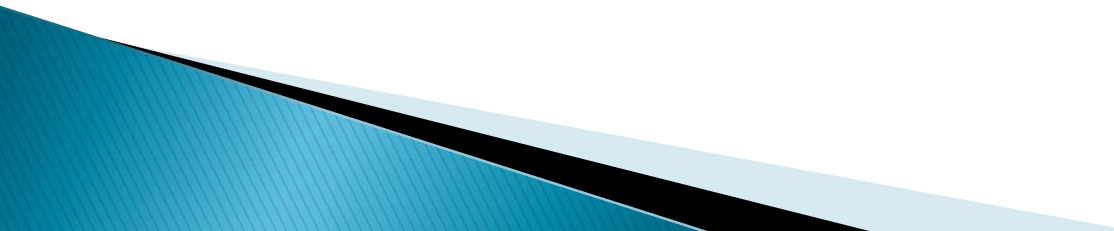


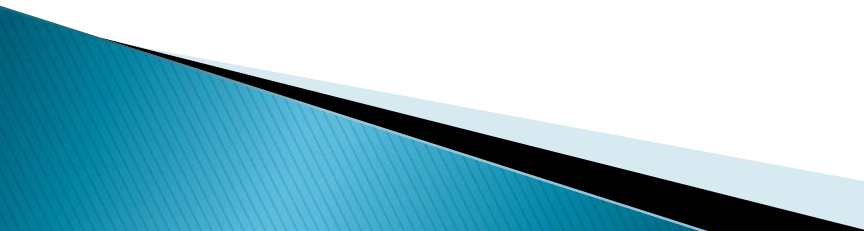
What's important to me?
Leading ourselves and others to greatness
to advance the future into
more greatness.

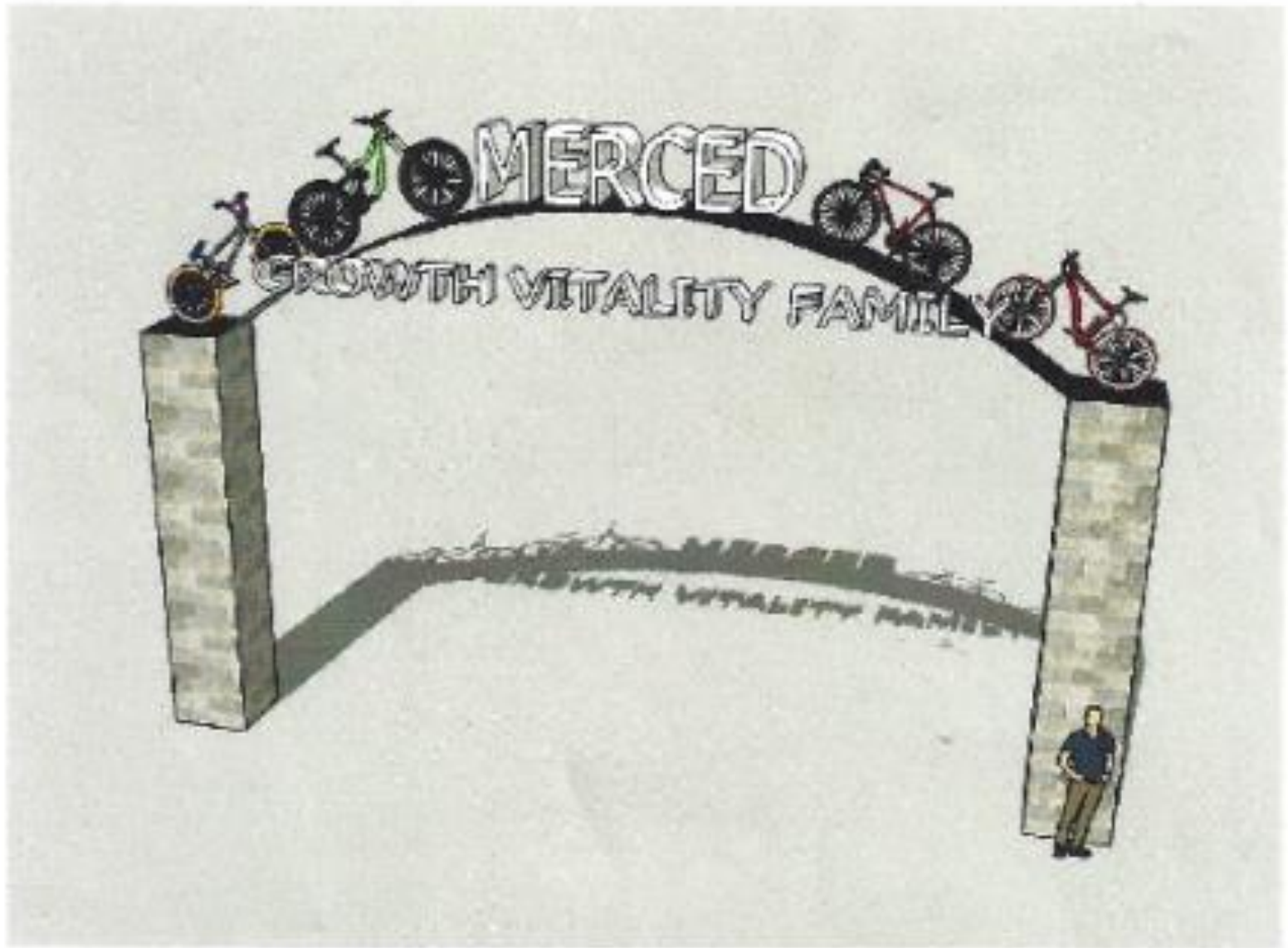
Francisco Garcia
7648 Royalty Ave, Winton, CA 95388
(209) 947-3254
fantasticfranky@gmail.com



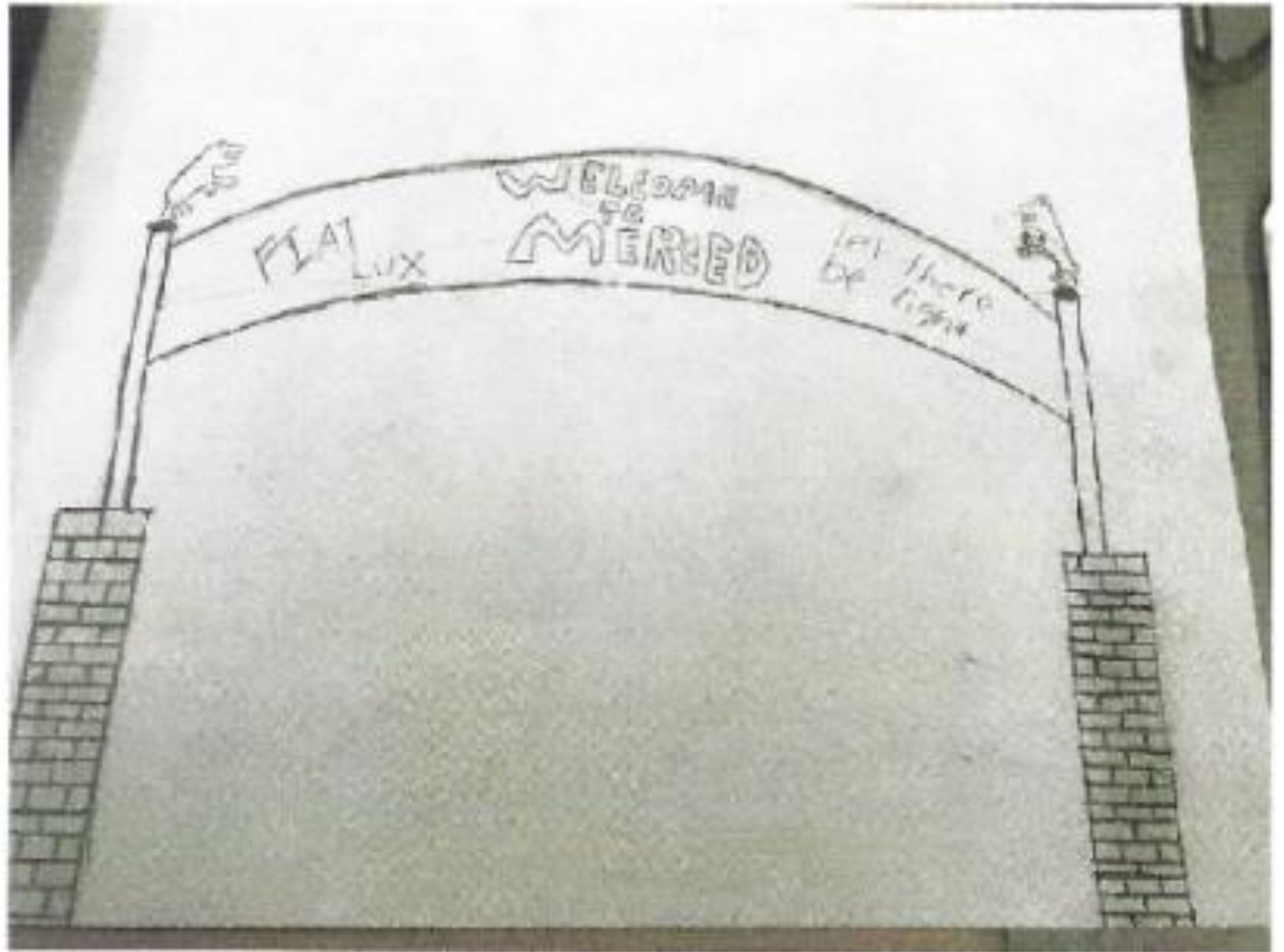
Handwritten signature or initials

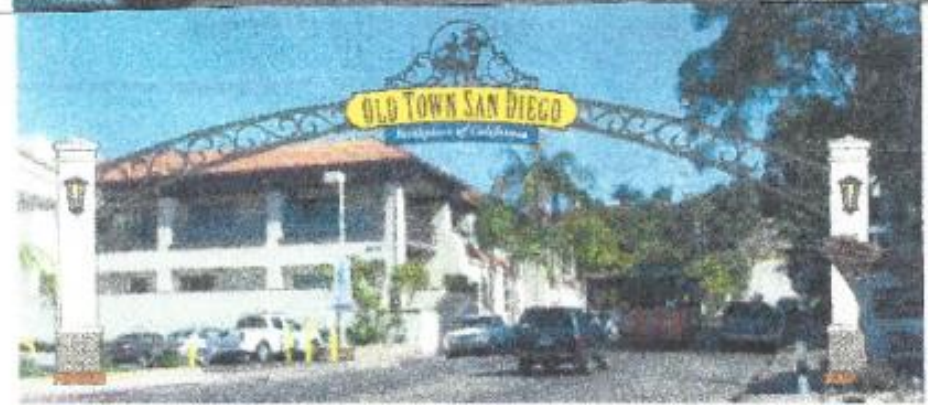
- ▶ The subcommittee recommends the following alternative city slogans:
 1. Gem of the Central Valley
 2. Where Entrepreneurship and Research Meet
 3. Honoring the Past, Envisioning the Future
 4. Growth, Vitality, Family
 5. Growing Ideas, Together
 6. Let's Grow Together
- 

- ▶ Three archway symbol designs were submitted
 - ▶ The subcommittee did not agree on a location for the archway city symbol but suggests the following:
 - 1) "M" St at 16th St or Main St
 - 2) Martin Luther King Jr. Way at 16th St or Main St
 - 3) G St at 16 St or Main St
 - ▶ It preferred the archway with bicycles
 - ▶ Aspects of each archway can be combined to create a revised archway design, or the professional sign designer can be asked to make a composite design.
- 

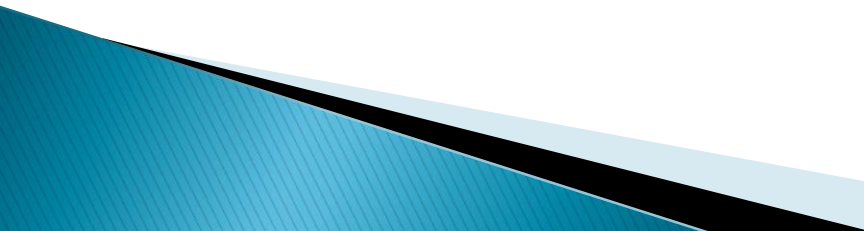








FUNDING:

- ▶ The subcommittee concluded that asking the community to donate to the cost of the signs should wait until the sign designs were chosen by the city, and a good estimate of their cost could be prepared.
 - ▶ Then subcommittee members can begin to solicit pledges of donations toward sign construction.
 - ▶ The subcommittee will report back to the council in March 2018 on donations pledged.
- 

Recommendation: The subcommittee recommends that the city council:

- ▶ 1. Choose a sign design for Highway 99 north bound at Campus Parkway to be mounted to the highway overpass
- ▶ 2. Choose a sign design for Highway 99 south bound near 16th St off ramp
- ▶ 3. Choose one or two sign designs for placement on southbound 59 near Bellevue Rd and northbound 59 near Mission Ave
- ▶ 4. Choose one or two sign designs for placement on east bound 140 near the east side of the Bradley Overpass

Recommendation: The subcommittee recommends that the city council:

- ▶ 5. Choose an archway design for the downtown/central Merced area either as presented or suggest changes to improve the design
- ▶ 6. Authorize the City Manager to contract with Graphic Solutions Sign Engineers and Designers to prepare cost estimates and more polished illustrations of the preferred signs and archway

Recommendation: The subcommittee recommends that the city council:

- ▶ 7. Authorize city staff to seek preliminary approval of the sign locations from Cal Trans
 - ▶ 8. Authorized city staff to review archway locations and report any obstacles to placing the archway, and advantages and disadvantages of each location.
- 