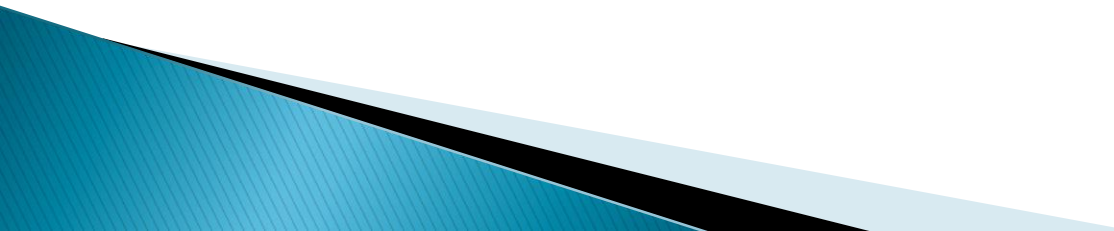



# Welcome Sign & City Slogan Contest

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.
- 

Welcome to

St. Louis

Gateway to the past and Future

C. Kelly  
10.5.2017

## Gateway to the past and Future



# MERCED

GATEWAY TO YOSEMITE







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

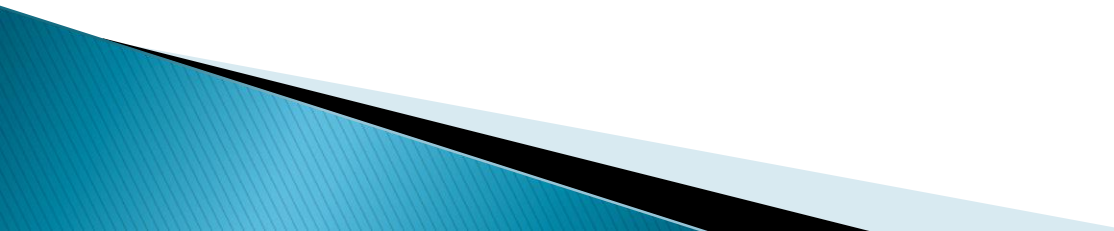
Francisco Garcia  
7648 Royalty Ave, Winton, CA 95388  
(209) 947-3254  
fantasticfranky@gmail.com

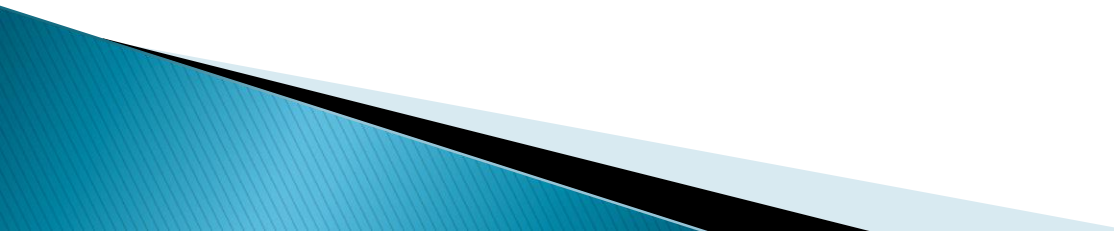


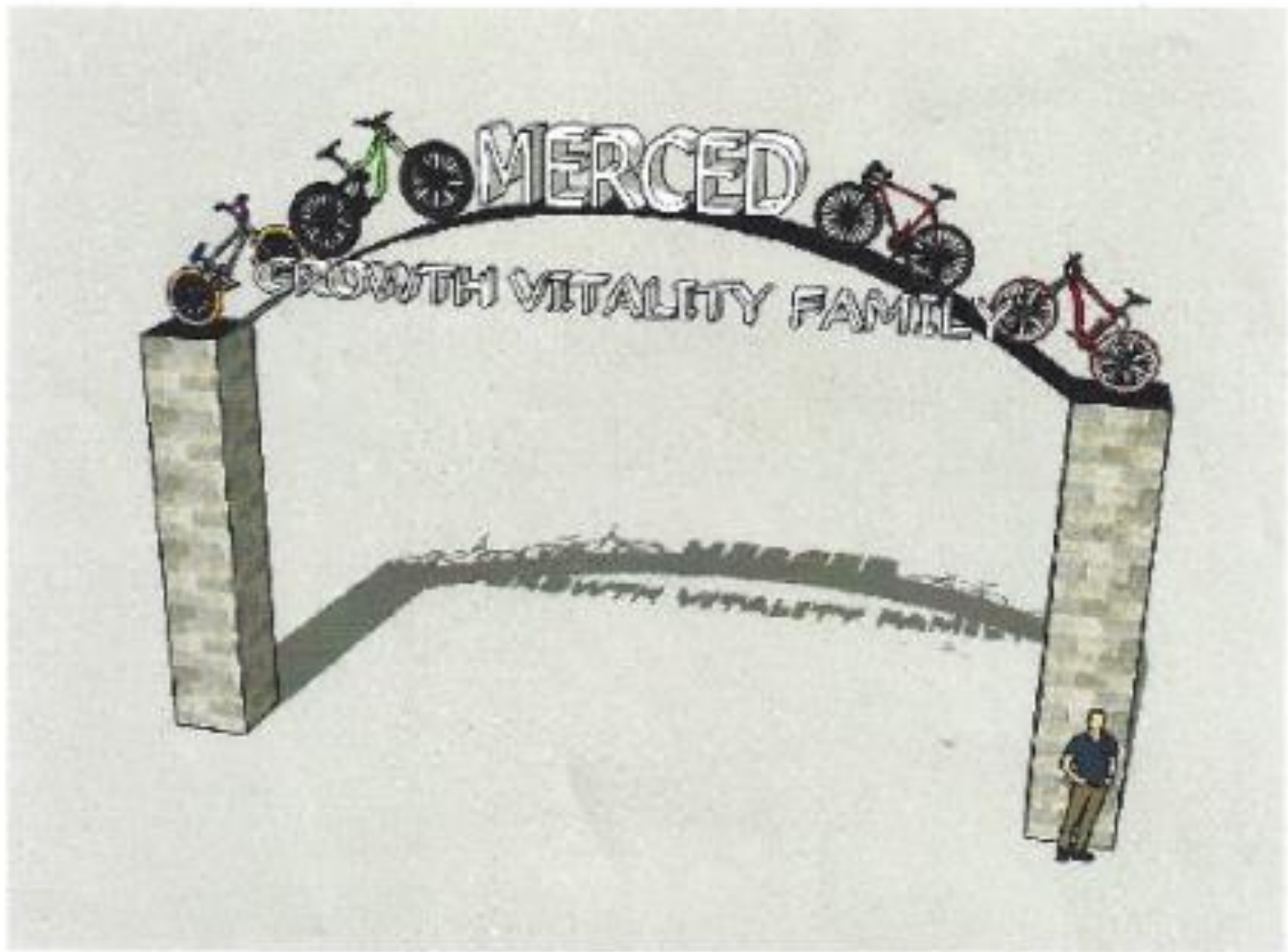


*Handwritten signature or initials*



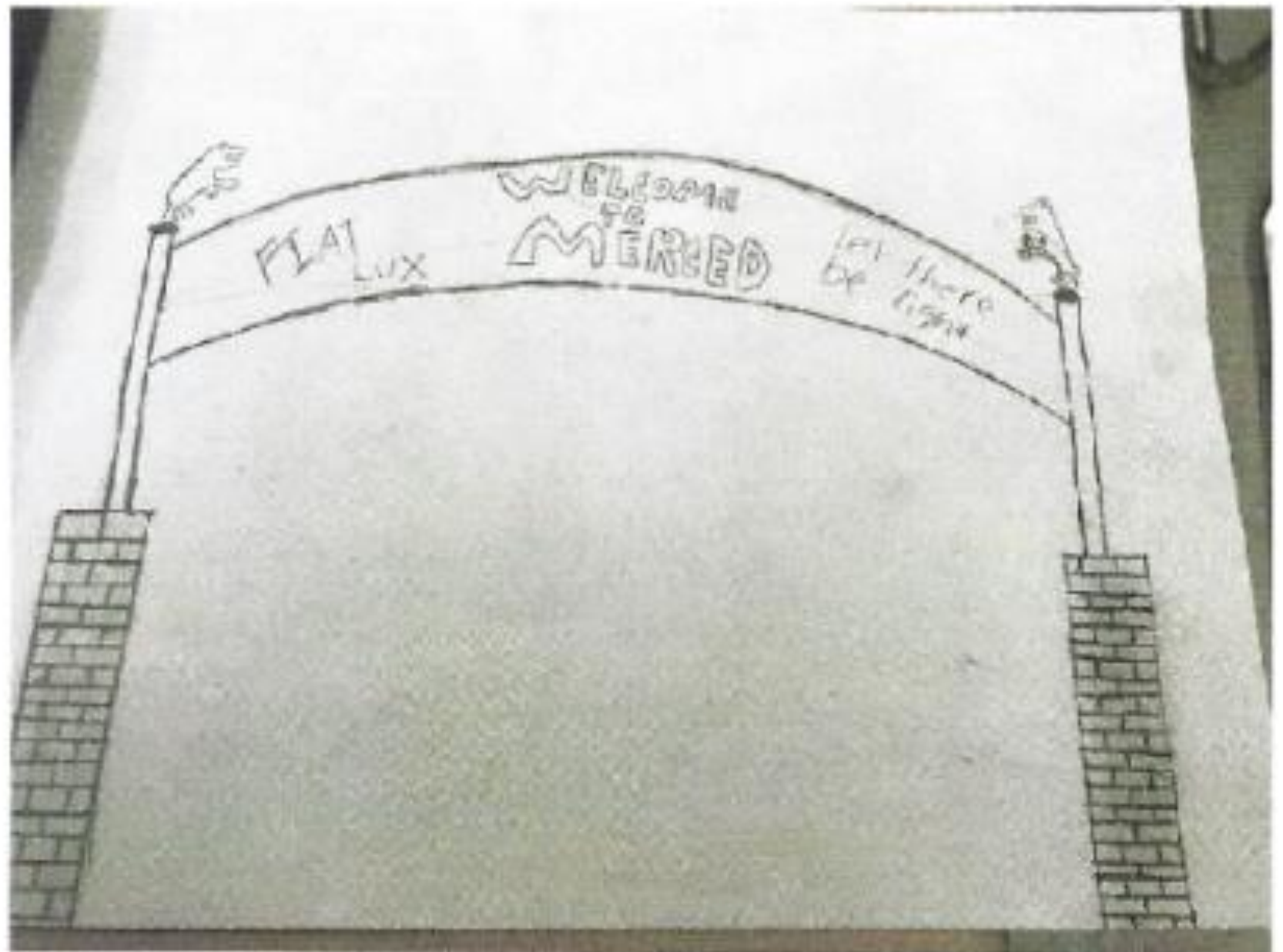
- ▶ The subcommittee recommends the following alternative city slogans:
    1. Gem of the Central Valley
    2. Where Entrepreneurship and Research Meet
    3. Honoring the Past, Envisioning the Future
    4. Growth, Vitality, Family
    5. Growing Ideas, Together
    6. Let's Grow Together
- 

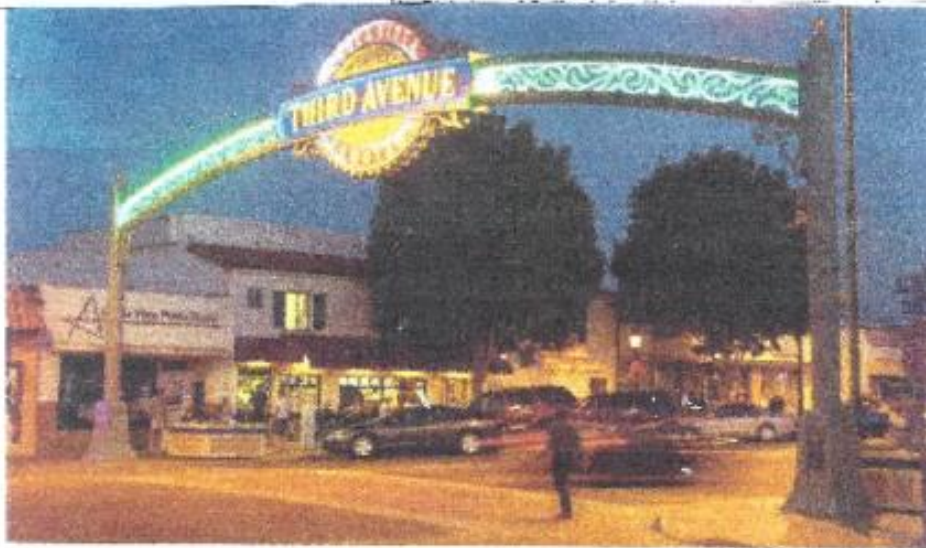
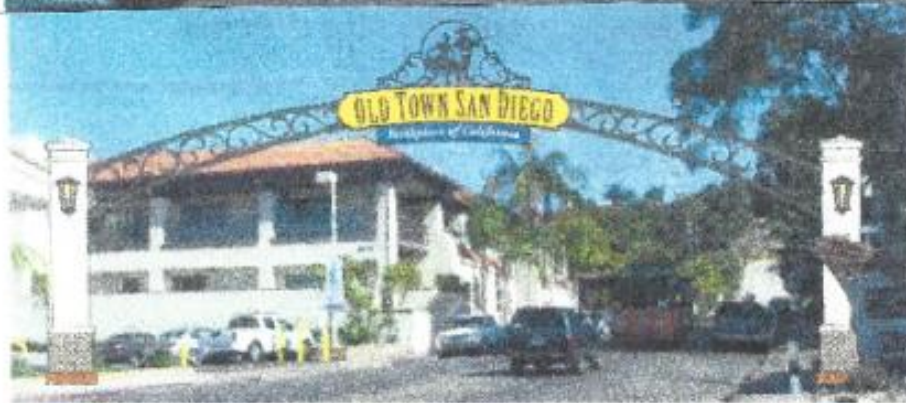
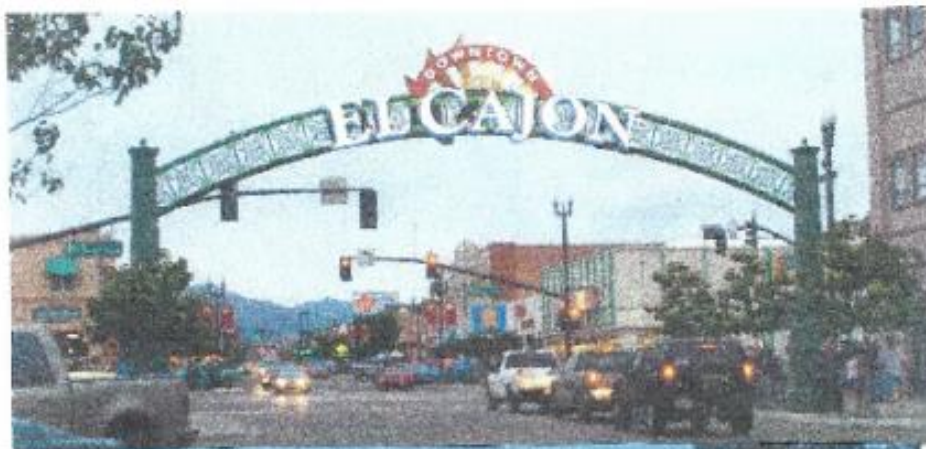
- ▶ Three archway symbol designs were submitted
  - ▶ The subcommittee did not agree on a location for the archway city symbol but suggests the following:
    - 1) "M" St at 16th St or Main St
    - 2) Martin Luther King Jr. Way at 16th St or Main St
    - 3) G St at 16 St or Main St
  - ▶ It preferred 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.
- 



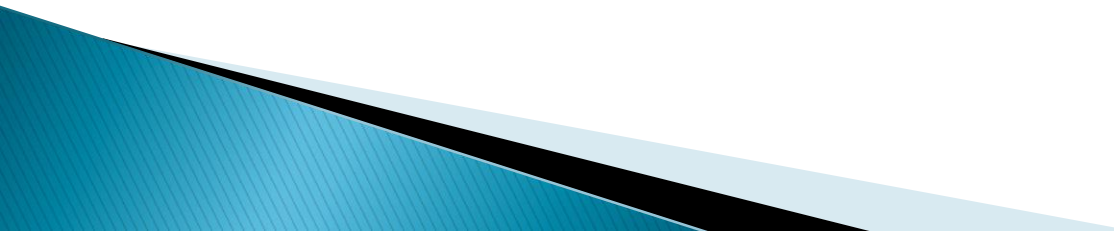









# FUNDING:

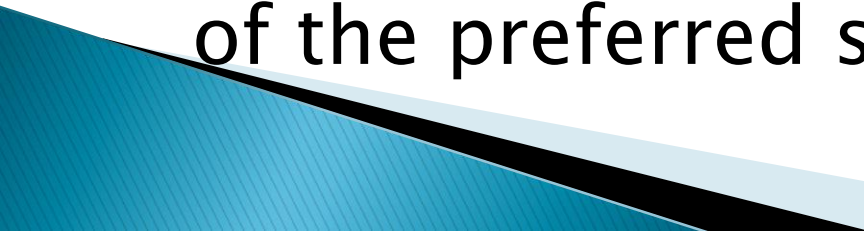
- ▶ The subcommittee concluded that asking the community to donate to the cost of the signs should wait until the sign designs were chosen by the city, and a good estimate of their cost could be prepared.
  - ▶ Then subcommittee members can begin to solicit pledges of donations toward sign construction.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