



Legislation Details (With Text)

**File #:** 18-409      **Version:** 1      **Name:**  
**Type:** Report Item      **Status:** Passed  
**File created:** 8/9/2018      **In control:** City Council/Public Finance and Economic Development Authority/Parking Authority  
**On agenda:** 8/20/2018      **Final action:** 8/20/2018  
**Title:** SUBJECT: Entry Sign Consultant

REPORT IN BRIEF  
Seeks Council direction on hiring entry sign consultant.

RECOMMENDATION  
Provide Staff with direction regarding the hiring of an entry sign consultant.

**Sponsors:**

**Indexes:**

**Code sections:**

**Attachments:** 1. Entry Sign Proposal, 2. Wayfinding sign

Date	Ver.	Action By	Action	Result
8/20/2018	1	City Council/Public Finance and Economic Development Authority/Parking Authority	approved	Pass

*Report Prepared by: Steve Carrigan, City Manager*

**SUBJECT:** Entry Sign Consultant

**REPORT IN BRIEF**

Seeks Council direction on hiring entry sign consultant.

**RECOMMENDATION**

Provide Staff with direction regarding the hiring of an entry sign consultant.

**ALTERNATIVES**

1. Approve, as recommended by staff; or,
2. Approve, subject to other than recommended by staff (identify specific findings and/or conditions amended to be addressed in the motion); or,
3. Deny; or,
4. Refer to staff for consideration of specific items (specific items to be addressed in the motion); or,
5. Continue to a future meeting (date and time to be specified in the motion).

**AUTHORITY**

Charter City of Merced, Sec. 200.

**CITY COUNCIL PRIORITIES**

As provided for in the 2018-19 Council Priorities.

## **DISCUSSION**

Council has had discussions on the installation of entry signs at the gateways into the community to greet people as they cross the City limits. Council created an ad hoc committee that held a Welcome Sign Contest within the community soliciting designs for gateways and slogans for the City. After reviewing the results of the contest the City Council referred the entry sign issue to staff for further consideration.

Graphic Solutions is a firm that is familiar with Merced, having designed the wayfinding signs that direct people to various locations in the City. The City Manager has had discussions with Simon Andrews of the firm regarding potential work for the City.

The proposal from Graphic Solutions would include meeting with staff and a site study, reviewing the Welcome Sign Contest results and developing three concept designs. The designs would include indications for sizes, materials, colors, lighting and locations. The cost of the work is \$14,900 and includes two meetings and a site visit.

## **IMPACT ON CITY RESOURCES**

Funding is not in the 2018-19 budget, so there will need to be a supplemental appropriation from the general fund.

## **ATTACHMENTS**

1. Entry Sign Proposal
2. Wayfinding Sign