



Legislation Text

File #: 19-132, **Version:** 1

SUBJECT: City of Merced Entry Signs

REPORT IN BRIEF

Discuss options for the City of Merced entry signs.

RECOMMENDATION

Provide a formal recommendation to City Council for next steps on entry signs.

DISCUSSION

The City Council 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 conducting 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 no more than \$14,900 and includes two meetings and a site visit, plus up to \$1,000 in reimbursable expenses.

At the August 20, 2018 meeting, the City Council directed staff to return with a contract to hire Graphic Solutions of San Diego to provide design services for entry signage.

IMPACT ON CITY RESOURCES

None at this time. However, should the City Council choose to pursue this project, funding will need to be identified for the design and construction of entry signs.