



## Legislation Text

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**File #:** 19-552, **Version:** 1

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**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 and archway.

### 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.

At the March 14, 2019 Arts and Culture Advisory Commission meeting, Staff presented designs from Simon Andrews for their input and direction. Simon Andrews made minor changes to the design from the direction and comments made by the Arts and Culture Commission.

At the May 6, 2019 City Council meeting, the City's consultant Simon Andrews and staff presented the refined design concepts to the City Council for consideration and requested direction on next steps. Council directed staff to prioritize the entry signs on North Highway 99 at the Mission Avenue and Campus parkway overpass and to bring back options for the Downtown Archway.

At the June 3, 2019 City Council meeting, the City Manager gave a presentation on the locations for

Highway Entry Signs, a Downtown Archway, and possible next steps for the project. Council discussed the proposed locations of the welcome signs, the slogan, the structure of the signs, the plaza and archway tie-in, and referring the designs to the Arts and Culture Advisory Commission for suggestions. The City Council directed staff to take Council input to the Arts and Culture Advisory Commission and bring it back to a future Council meeting for further direction.