

August 8, 2013

To: Mayor and Council
From: Steven Hasson, AICP

Subject: Central Business District [CBD] Signage

Staff is providing for Council's consideration a proposal to purchase and install community entrance and central business signage. This proposal is in response to ongoing citizen requests to provide consistency in community signage design and also to provide opportunity to enhance local business exposures in the CBD. This signage proposal is also intended to establish a template for future community signage standards.

The genesis for these particular signage proposals results from Heritage Trail Committee recommendations, in cooperation with woodcarver Ken Craig, that were forwarded to the City Council. The Council, as you may recall, agreed with the committee's recommendation and directed staff to initiate a solicitation for this purpose, which was accomplished through the RFP process.

Many dozen architectural and other business concerns were contacted. Only two [2] business concerns expressed an interest in on for this service and only one [1] proposal was submitted. That proposal comes from Ken Craig a noted woodcarver. Staff reviewed his proposal and found it satisfactory and is submitting it for your review and possible action.

The proposal has four [4] components, these being:

- Welcome sign refurbishment,
- Main entrance directory,
- Three [3] subdirectory signs and
- Welcome kiosk/map.

The total cost to provide for this proposal is \$16,300. Of that sum \$10,000 may be funded with hotel/motel tax proceeds and the remaining sum of \$6,300 will need to come from the general fund.

Staff believes there is an opportunity to create small revenue streams to help defray the signage expense by leasing/renting space on CBD parking signage to nearby business concerns to help enhance their business presence.