

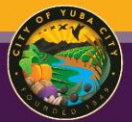


# City Welcome Sign Design Concepts

November 2, 2021



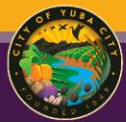
**Presentation By:**  
**Diana Langley, Public Works Director**



# Background

- Existing City welcome signs, located on eastbound Highway 20 west of Township Road and northbound Highway 99 south of Bogue Road, were installed in late 2005/early 2006 at a cost of \$43,991.70.
- Signs degraded over time, and the sign on Highway 99 was damaged by a vehicle in December 2020.
- Formal agreements are not in place with the property owners at the locations of the existing signs.

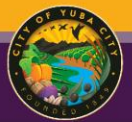
# Background



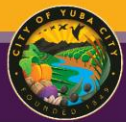
- Due to the poor condition of the signs, staff pulled both signs on August 27<sup>th</sup>.



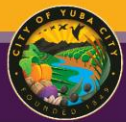
# Analysis



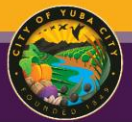
- YESCO provided a quote in the amount of \$30,265.22 to repair and refurbish the existing signs.
- In order to provide options, staff obtained a proposal from Melton Design Group to develop new welcome sign concepts that could be applied to all five entrances to the City.
  - Inspiration for signage will be based on existing metal cut-out sign at Highway 20 and Stabler Lane.



- Melton Design Group's scope of work includes:
  - Project coordination
  - Site analysis and mapping
  - Conceptual design and cost
  - Final design and cost including 3D renderings and a video
- Cost - \$27,200 plus \$5,000 contingency



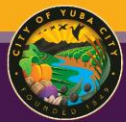
- Staff recommends awarding a professional services agreement to Melton Design Group
  - Unified design at all City entrances
  - Low-maintenance, easy to repair, and long-lasting
  - Allows installation of signs in phases



# Fiscal Impact

- Should Council decide to award a professional services agreement to Melton Design Group, the cost for the design of new welcome sign concepts is \$27,200, plus \$5,000 contingency.
- Funds would then need to be programmed for the construction and installation of the signs.

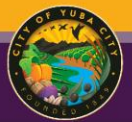
# Alternatives



- Direct staff to contract with YESCO to refurbish the existing signs and get agreements in place with the current property owners to place the signs back in the original locations.
- Direct staff to contract with YESCO to refurbish the existing signs, and award a professional services agreement to Melton Design Group to develop City welcome sign concepts for the other three entry points to the City.



# Recommendation & Next Steps



- Adopt a Resolution awarding a Professional Services Agreement to Melton Design Group, Inc. of Chico, CA for development of City welcome sign concepts in the amount of \$27,200 plus \$5,000 contingency, with the finding that it is in the best interest of the City.
- Authorize a supplemental appropriation and related transfers in the amount of \$32,200 from unallocated General Fund to account No. 901294-65501 for the development of City welcome sign concepts.