



Board:
Agenda
Date:
Presenter:

Downtown Development Authority
May 20, 2025
Patricia West

Staff Report

Agenda Item Title:

Welcome to Downtown Sign Replacement

Background:

In 2024, the "Welcome to Downtown Gladstone" sign located at 1456 Delta Avenue was damaged by a vehicle. The replacement of the sign was delayed to allow for integration of the City's updated branding, which has since been completed.

Insurance will reimburse the City up to \$8,943.43 toward the cost of replacing the sign. During the redesign process, it was recommended that dimensional lettering be added to the word "Gladstone" to enhance the sign's visibility and visual appeal. This upgrade increased the total project cost to \$9,574.63, resulting in an overage of \$630.20.

We are requesting that the DDA consider covering this \$630.20 enhancement cost. The full project cost will be initially charged to the DDA budget, with reimbursement of \$8,943.43 expected from the insurance provider.

Fiscal Effect:

\$630.20 (Account: 248-537-751.001)

Supporting Documentation:

Cook Sign Services Quote

Recommendation:

Motion to approve the purchase of the replacement "Welcome to Downtown Gladstone" sign and to authorize the Downtown Development Authority to cover the cost difference of \$630.20 not covered by insurance.