

Montgomery Economic Development Corporation
AGENDA REPORT

Meeting Date: 02/18/2025	Budgeted Amount: NONE
Department: Administration	Prepared By: Corinne Tilley

Subject

Consideration and possible action regarding a phased funding budget for wayfinding signage.

Discussion

Wayfinding History:

MEDC funded a city-wide wayfinding project that began in 2022/2023.

During a MEDC meeting on August 20, 2024, the following was noted:

9. Consideration and possible action on the final design documents as prepared by MERJE Design for the City of Montgomery, Texas Wayfinding Program.

Brief discussion and general consensus that the final documents were thorough and reflected the design ideas expressed by the MEDC and City Council. The next step for the project is approval by City Council, which completes the design phase of the project. The Board consensus was to let the downtown strategic planning process develop priorities before committing funding to a full implementation of the first phase of wayfinding signs. The Board and staff discussed identifying any key signs that could be considered as a small first phase of implementing the wayfinding program.

Motion to approve was made by Carol Langley and seconded by Arnette Easley. All in favor. (5-0).

During a City Council meeting on August 27, 2024, the following was noted:

6. Consideration and possible action on the final design documents as prepared by MERJE Design for the City of Montgomery, Texas Wayfinding Program.

Mr. McCorquodale said the EDC started this project in late 2022, early 2023. There have been a couple joint meetings or one joint meeting along the way to discuss the design with Council. He said the EDC started this and funded this and they approved it at their last meeting. The action tonight is to ask Council to approve this plan. They have a formal plan to go back and pull from when they are ready to start implementing those signs. After going through the budget items recently he knows they are all aware that there is not a lot of money sitting around for Way Finding signs but what this does is it locks in this design so the EDC or the City does not go out to spend more money on the Way Finding design when you get to that point when you are ready. Councilmember Casey Olson said MEDC is ready to move forward with some of the signs and they have a piece of the budget set aside to start building a couple of these signs. He thinks the plan is to move forward with pieces of it every year and just add to the signs. Councilmember Stan Donaldson asked if basically they are binding themselves up to this plan for these types of signs and these types of locations. Councilmember Casey Olson said the locations not so much, the sign design yes. Mr. McCorquodale said it is about \$69,000 total on the design for the signs.

Councilmember Casey Olson moved to approve item 6 as presented. Councilmember Cheryl Fox seconded the motion. Motion Passed (5-0).

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Discuss the implementation of wayfinding signage within the city to enhance navigation and accessibility for residents and visitors.

1. Recap of the previously approved signage design package. Pending City Council approval, the proposed new city logo will be added to the sign design.
2. Receive an update on construction/installation bids.
3. Recommend a phased funding budget.
4. Discuss the next steps:

Make budget recommendation and receive approval from City Council; select specific signage and installation locations, select construction bid, obtain approval/permits from private property owner, TXDOT, city council when placing signage on private property, TXDOT right of way, city right of way or city property; (if in historic district) make a recommendation and receive approval from Planning and Zoning Commission for sign locations, install.

Recommendation

Staff recommends approving a phased funding budget.

Approved By

City Secretary & Director of Administrative Services	Ruby Beaven	Date: 02/11/2025
Interim City Administrator & Police Chief	Anthony Solomon	Date: 02/11/2025