



Executive Summary

City Council – Rebranding Committee

AGENDA ITEM: Monument Signage

PREPARED BY: Kevin Larson – Assistant City Administrator

RECOMMENDED ACTION: Discussion & Decision

Topics:

Park Signage Direction

A recommendation was made to revisit the park signage design. The proposal suggests using a smaller-scale sign featuring only the City logo (similar to the City of Minnetrista example shown in Exhibit A), with an additional sign placed below it identifying the specific park name (e.g., Rainbow Park, Pioneer Park, Tot Lot). The floor would be open to discuss the design direction for the parks.

Monument RFP

We submitted a mockup (Exhibit B) for additional providers to bid for the project. We received 4 additional bids to review. For review, we have Bolton & Menk, Indigo Signs, Signs Now, Impression Sign, Image 360, and Scenic Sign.

Quote overview

Provider	Design	East bound Entrance	West bound Entrance / CR 19	Parks	Reface Electric Sign	Installation	Removal / disposal of existing sign	Total
Bolton & Menk	\$ 22,200	\$ 50,000	\$ 70,000	\$ 70,000	\$ -	\$ -	\$ -	\$ 212,200
Indigo Signs	\$ -	?	?	?	\$ -	\$ -	\$ -	\$ 148,690
Signs Now	\$ -	\$ 29,281	\$ 49,840	\$ 49,840	\$ -	\$ 17,515	\$ -	\$ 146,476
Impression Sign	\$ -	\$ 28,500	\$ 49,500	\$ 42,400	\$ -	\$ -	\$ 2,400	\$ 122,800
Image 360	\$ -	\$ 31,757	\$ 50,951	\$ 39,841	\$ -	\$ -	\$ -	\$ 122,549
Scenic Sign	\$ -	\$ 25,925	\$ 47,490	\$ 39,990	\$ 2,655	\$ -	\$ -	\$ 116,060

Direction needed:

Staff is seeking committee discussion regarding the direction of the design of the park signs and the selection of a provider for the monument design and installation project.

Exhibit Reference Documents

- A. City of Minnetrista Signage
- B. Mockup
- C. Scenic Sign Corp. Proposal
- D. Bolton & Menk Proposal
- E. Indigo Sign Proposal
- F. Signs Now – Plymouth Proposal
- G. Impression Signs and Graphics Proposal
- H. Image360 Woodbury Proposal