



Executive Summary

City Council Workshop

AGENDA ITEM: Park Signage
PREPARED BY: Rebranding Committee
RECOMMENDED ACTION: Discussion

Background

In November, the City Council directed the Rebranding Committee to explore alternatives to the smaller aluminum park signs. The Committee evaluated both monument sign and decorative sign options. After careful consideration, the Committee recommends the Council move forward with the monument sign option.

Park Monument Sign

In discussions with Scenic Sign, the recommended approach was a monument sign with minimum dimensions of 3 feet wide by 4 feet tall. A smaller 2-foot by 3-foot monument sign was not recommended, as it would visually recede within the park settings. To maintain a cohesive citywide aesthetic, the proposed park monument signs would mirror the design of the City's welcome signs. Scenic Sign provided a quote of \$8,495 per sign, which includes materials and installation. Mockups of this option are included in Exhibit A.

Locations

- Two monument signs at Rainbow Park
- One monument sign at Bryantwood Park
- One monument sign at Oak Street Tot Lot

Financial Impact

Location	Cost
East bound Entrance	\$ 25,925
West bound Entrance	\$ 23,745
Rainbow Park	\$ 16,990
Bryantwood Park	\$ 8,495
Oak St. Tot Lot	\$ 8,495
Reface Electric Sign	\$ 2,655
Total	\$ 86,305

Direction needed:

The Rebranding Committee is seeking Council direction on whether to advance this item to a future business meeting for formal consideration. If direction is given or the consensus of the Council reached, the park monument signs and welcome signs would be included under a single agenda item.