



Executive Summary

City Council Business Meeting

CONSENT AGENDA ITEM:	City Monument Replacement
PREPARED BY:	Rebranding Committee
RECOMMENDED ACTION:	Approve Consent Agenda Item City Monument Replacement

Consent Agenda Item Summary:

The Rebranding Committee evaluated alternatives to the City's existing signage as part of its broader rebranding efforts. Following a review of design concepts and contractor proposals for replacing the City's monument and park signs, the Committee recommended updating the City's monuments to incorporate design elements consistent with existing signage at Veterans Memorial Park and the City's electronic sign.

The recommended locations for monument replacement included westbound and eastbound Highway 12, Rainbow Park, Bryantwood Park, and the Oak Street Tot Lot. In addition, the Committee recommended replacing the logo on the City's electronic sign and permanently removing the southbound monument on County Road 19.

Council actions related to these recommendations are summarized below:

- A. At the November 10th workshop, the City Council approved the design and replacement of the westbound and eastbound Highway 12 monuments and the removal of the wood monument on southbound County Road 19.
- B. At the February 9th workshop, the City Council approved the design and replacement of Rainbow Park, Bryantwood Park, and Oak Street Tot Lot monuments.

Financial Impact

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

Recommendation

Approve the Consent Agenda Item City Monument Replacement.

EXHIBITS

- A. Highway 12 Monument Proposal
- B. Park Monument Proposal