



Date: September 13, 2022

Honorable Mayor and Council Members:

Author and title: **Becky Bucar, Engineering Manager**

Title: **Welcome to Truckee Signs**

Approved By: _____ Jen Callaway, Town Manager

Recommended Action: Council provide direction to staff regarding the proposed Welcome to Truckee Signs outlined in this staff report.

Discussion: The Town was approached by the Rotary Club of Truckee (Truckee Rotary) earlier this year about the installation of Welcome to Truckee signs at three locations in the Town of Truckee. The sign proposal was presented to Town Council at their April 12, 2022 meeting (see presentation that provides an overview of the project in **Attachment A**.) The proposed sign locations are within the Town of Truckee right-of-way and have been preliminarily reviewed by the Public Works Director/Town Engineer.

Staff is requesting that Council provide direction on whether staff should continue to work with Truckee Rotary on the approval of the signs. Below are some items for Council's consideration:

1. The signs would be installed at no cost to the Town as the Truckee Rotary plans to fund the design and construction. Staff recommends that the Rotary provide long-term maintenance of the signs as well.
2. At the April 12 meeting, Council provided feedback to the Truckee Rotary representatives to reach out to other stakeholders, such as the Truckee Downtown Merchants Association (TDMA) and Visit Truckee Tahoe (VTT) to see if there is support for the idea. Since that time, Rotary Club of Truckee has received letters of support from the Truckee Donner Historical Society (TDHS) and TDMA (see **Attachments B** and **C**). The sign concepts were informally (not part of agenda) presented to the Public Art Commission of Truckee (PACT) at their August 3, 2022 meeting but there was not time to acquire a formal review by the PACT because their September 6, 2022 meeting was cancelled due to lack of a quorum.
3. The project aligns with the following action and policy from the existing General Plan Community Character Element:
 - A14.3 Design and install a formal gateway element at or near the Brockway Road/Highway 267 intersection, including a monument, signage, or other landmark element that announces this key gateway to Truckee from the south.
 - P17.1 Design gateway design treatments for key entryways into the Town that incorporate landscaping, signage, public art, and/or structural elements that communicate a sense of arrival in Truckee. Gateways for which such treatments should be applied include:
 - Donner Pass Road where it enters Downtown Truckee, near the Highway 89 North intersection.
 - At the Brockway Road/Highway 267 intersection, as described in Action A14.3, above.
 - Along West River Street.

- Along Highway 267 South, near the Mousehole.
- At the western Donner Pass Road freeway interchange.

The Council has several options for moving forward, some of which are outlined below:

- Deny the proposal and direct staff to stop work on the sign project.
- Delay a decision until additional public outreach can be performed to demonstrate public support.
- Direct staff to work with the Truckee Rotary to process an application for the eventual issuance of necessary permits (building, encroachment, etc.).

Priority:

<input checked="" type="checkbox"/>	Enhanced Communication	<input type="checkbox"/>	Climate and Greenhouse Gas Reduction	<input type="checkbox"/>	Housing
<input checked="" type="checkbox"/>	Infrastructure Investment	<input type="checkbox"/>	Emergency and Wildfire Preparedness	<input type="checkbox"/>	Core Service

Fiscal Impact: Staff has spent approximately 10 hours on the signs to date. If the Council directs staff to work with the Truckee Rotary, staff recommends the permit be subject to standard building permit and encroachment fees, which are meant to cover staff costs. The sign design and installation would be funded by Truckee Rotary.

Public Communication: Ongoing communication with the Truckee Rotary representatives.

Attachments:

Attachment A: Welcome to Truckee Sign Project April 12, 2022 Presentation

Attachment B: Letter of Support from Truckee Downtown Merchants Association

Attachment C: Letter of Support from Truckee Donner Historical Society