

# GATEWAY SIGNAGE PLAN

The City of North Kansas City, Missouri

May 11, 2016





# Acknowledgements

## Mayor

Don Stielow

## City Officials

Gene Bruns, Ward 1

H.J. "Bear" Kistler, Ward 1

Valerie Pearman, Ward 2

Bill Sanders, Ward 2

Zachary Clevenger, Ward 3

Richard Stewart, Ward 3

Tom Farr, Ward 4

Fred Steffen, Ward 4

Anita Lodahl, Ward 1

## City Staff

Eric Berlin, City Administrator

Sara Copeland, Community Development Director

## Design Team

CONFLUENCE

Chris Cline

Matt Evett

Caitlin Henricksen



Rick Smith

Marvin Mastin

Jon Perez

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An aerial photograph of a city, likely Los Angeles, with a white dashed line outlining a specific geographic area. The area includes a major highway interchange, a river, and various urban buildings and green spaces. The background is a faded, light blue-grey color.

# Chapter 1 | Project Overview



# Project Overview

## The North Kansas City Community

The City of North Kansas City was established in 1912 and still retains its strong industrial roots as one of the region’s earliest and most prolific manufacturing and distribution centers. The City encompasses approximately 4.3 square miles, and has a 2010 population of 4,208 persons. It is also home to nearly 1,000 local businesses that employ approximately 25,000 persons..

Over time, the City has developed a diversified economy, ranging from high tech office campuses and health facilities to smaller retail storefronts within the City’s vibrant Downtown retail district.

The City completed a branding project in 2014 that resulted in a new brand position (including the tagline “Virtually Urban, Supremely Suburban”) and brand standards. One finding of the branding project is that North Kansas City has little brand recognition within the metro area and that some area residents cannot distinguish North Kansas City from the surrounding communities. The City desires to distinguish its gateways as part of an overall strategy to raise its profile as a key destination within the metro area.

## Plan Intent

This plan is intended to establish the desired aesthetic appearance of these new gateway signs to compliment the City’s heritage as well as its vision for the future.. This plan also explores potential locations for these signs and includes recommendations for incremental implementation to guide the City’s improvement efforts over the next several years.



**NORTH**  
KANSAS CITY  
Virtually Urban. Supremely Suburban.  
KANSAS  
Virtually Urban. Supremen

**BRAND GUIDE**

Historic Imagery from Armour Road (top) and Burlington Corridor (bottom left)

Front Cover of Brand Guide





## Existing Conditions

In addition to the brand standards, the City also has a collection of existing signs in various locations throughout the community – including an existing brick gateway sign on the south end of the Burlington Corridor near the 10th Street intersection. The City also has an electronic readerboard sign near the intersection of Burlington and Armour, located in front of the City’s water facility.

The appearance, materials, and colors used in these existing signs varies greatly – and in some ways contributes to the City’s general lack of recognition. These existing signs have been in place for some time, and are in need of repairs and maintenance irregardless of the outcomes of this plan.

The design team took into account the appearance and condition of these existing signs as well as the recent brand standards as a starting point, and then began a process of evaluating their applicability for use in the future design of the gateway signs.



Existing Sign at 10th Avenue and Burlington



Existing Sign at Armour Road and Burlington







## Chapter 2 | Process + Recommendations

# Process + Recommendations

Existing City Council members served as an “Advisory Committee” for the design team during the creation of this plan, and were engaged in a series of hands-on activities and collaborative working sessions to provide input on the design direction for these gateway signs.

This committee was asked to provide initial input and preferences related to other sign examples and gateway improvements, to evaluate numerous alternatives throughout the design process, and to eventually select their preferred design direction for this effort.

The overall design process began in mid-January 2016, and was completed at the end of April. A total of three design workshop meetings were held during the design process, and each meeting was open to members of the community.

## Schedule

- Kick-Off Meeting | 01.19.2016
- Advisory Committee Mtg #2 | 03.08.2016
- Advisory Committee Mtg #3 | 04.27.2016

## Design Process

The three design workshops were crafted to focus on different activities and input – ranging from gathering initial ideas and sign examples at the kick-off meeting, to reviewing several alternative design concepts and eventually formulating plan recommendations during the final meeting.

The design team’s progress was shared at each subsequent meeting, and included facilitated discussion related to unique opportunities, sign materials, lettering choices, the overall scale of these signs, and potential locations. At each stage of the process, the Advisory Committee provided input and recommendations that guided the final outcomes of this plan.



Advisory Committee Input

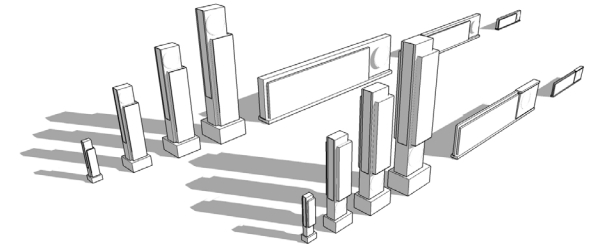
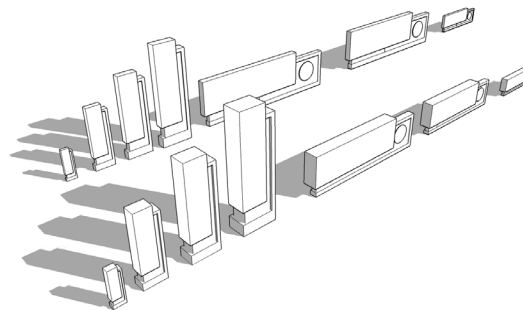
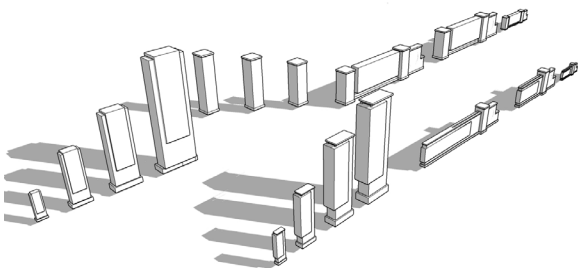
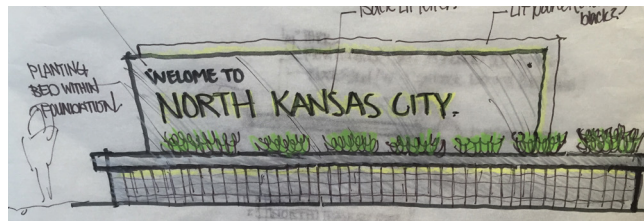
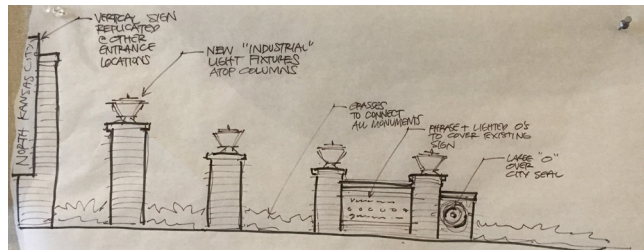
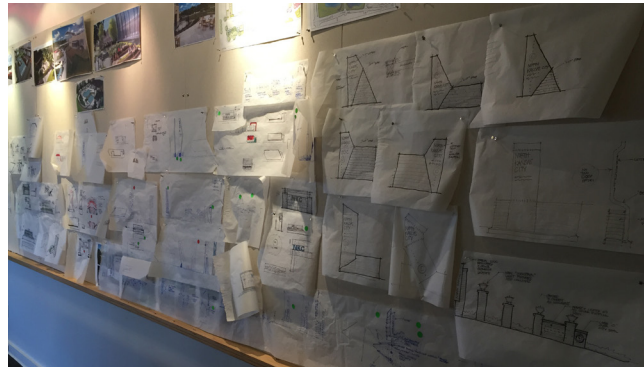
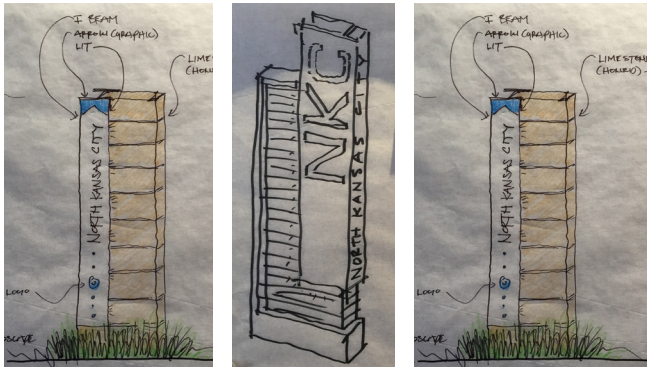




## Options Explored

Based on the initial design exercises and the series of questions asked during the kick-off meeting, several gateway sign concepts and alternatives were prepared for consideration. These initial ideas were organized and consolidated into three different design concepts, and were shared with the Advisory Committee during the second design workshop meeting. These concepts focused on different options for appearance, size, materials, orientation, and "order of magnitude" cost considerations.

The exploration of lettering for use on the signs was also a consideration during this phase of the design, and included consideration of the existing lettering from the sign at 10th and Burlington, the City's new brand standards, and the use of two new lettering styles. These were also incorporated into each sign design option for further consideration during the evaluation process.



Concept Development



# Process + Recommendations

## Concept A

This concept studied an opportunity to complement the appearance of the existing sign located at 10th Avenue and Burlington. Opportunities to expand the overall size of this monument sign to improve its visibility were also explored, including the option of an additional vertical column that could be placed closer to the Burlington Corridor, were also explored as part of this concept. The use of more traditional brick and precast stone materials were anticipated for use as part of this concept, and were anticipated to be constructed on-site – which would likely require additional labor and cost for construction of these signs.



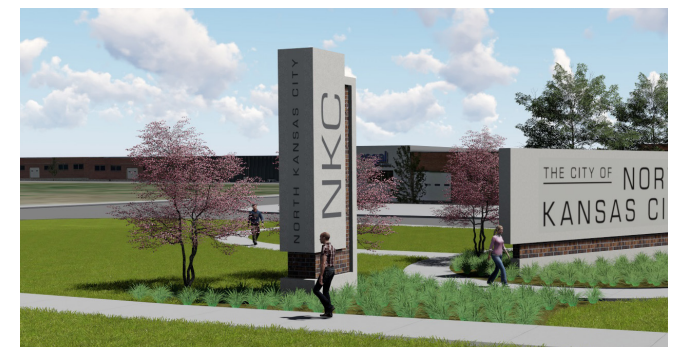
Concept A Signage Graphics





Concept B

This concept studied an opportunity to “evolve” the look and feel of the existing sign into a more modern aesthetic with clean lines and limited materials. Expanding the overall size of the sign, and incorporating a vertical column, were also explored. This concept included a modification to the materials – substituting more cost-effective metal panels for the precast stone pieces that were depicted in the previous concept, but keeping the look of the brick as part of the monument supporting the sign. A variety of sizes and configurations for this concept were prepared and presented, and portions of the sign could be efficiently pre-fabricated in a shop for installation on-site.



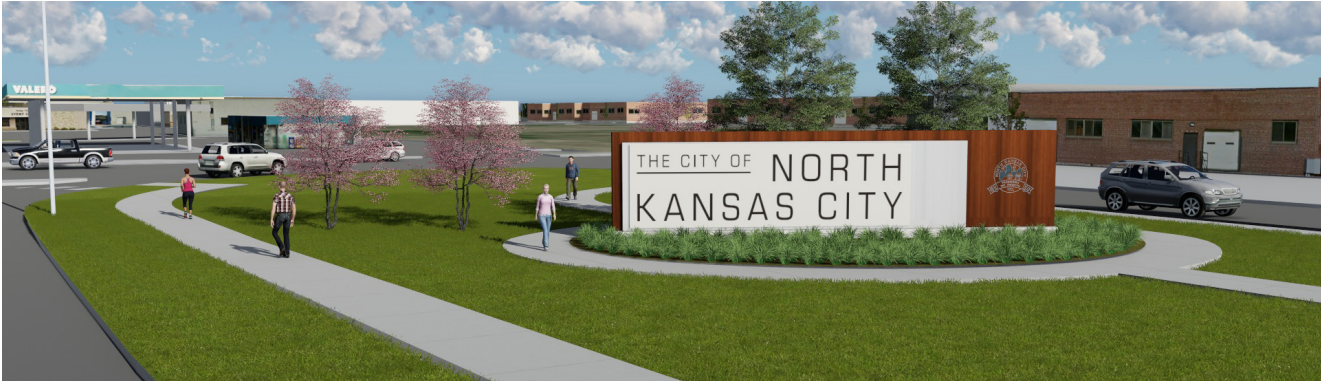
Concept B Signage Graphics



# Process + Recommendations

## Concept C

This concept studied a more significant departure from the look and feel of the existing sign at 10th Avenue and Burlington, and involved exploring the use of all metal components for the visible portions of the sign. These would be set on a concrete or masonry base. The use of metal for the sign panel is consistent with the approach studied in Concept B, but the use of a “weathered steel” metal was used for the remaining portion of the sign. This material evokes the industrial character found in numerous businesses throughout the community, and reflects a unique overall appearance when compared to other community signs in the metropolitan area. This option also affords a more cost-effective approach for construction, allowing for the signs to be pre-fabricated in a shop and delivered to the site ready for installation



Concept C Signage Graphics



Sign Recommendation

Selection of Concept B

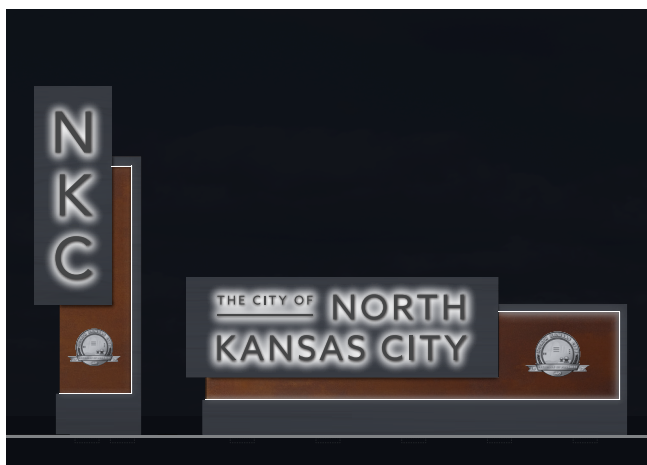
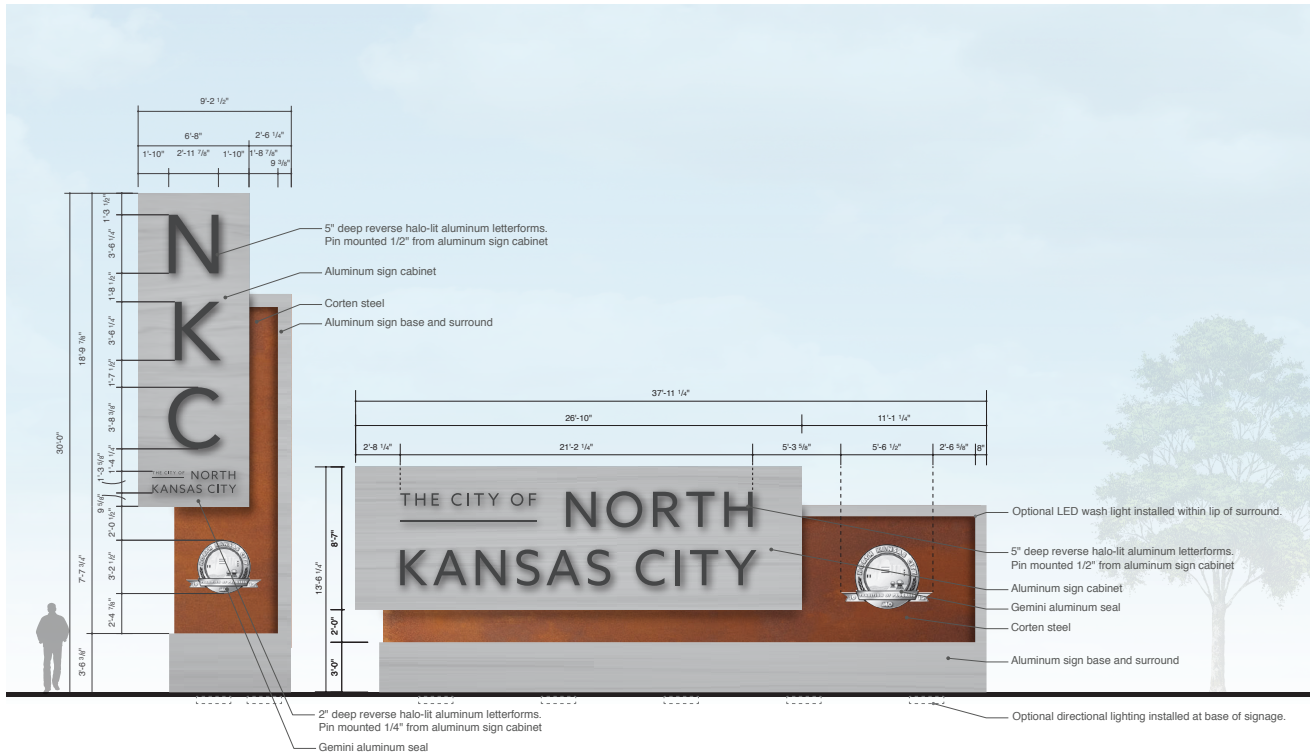
Based on the input received at the design workshops, a version of Concept B was the consensus recommendation for the final appearance of the gateway signs. Both a vertical and horizontal version of these signs were refined for use in variety of site conditions – to be determined at each location based on available land and the need for visibility. Each location for these signs was studied further in subsequent pages of this plan to evaluate the application of this design to existing conditions.

Materials

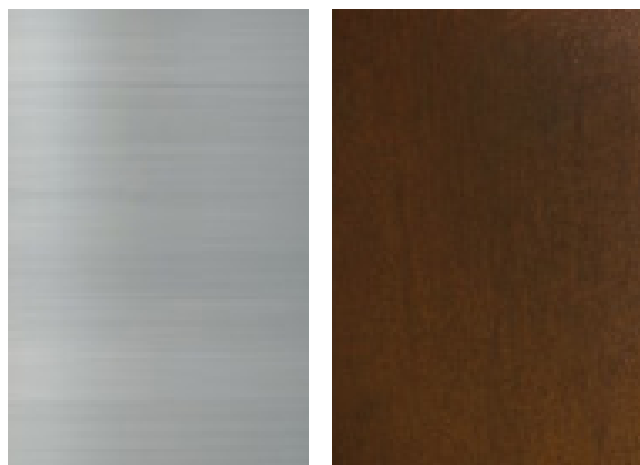
The use of metal components for all sign surfaces is recommended, including the appearance of a “weathered steel” finish for the body of these signs. The integration of a new lettering style that creates a timeless appearance for the City was preferred for use on the signs, including the use of the City’s official seal as a decorative emblem.

These signs are anticipated to include integrated energy-efficient lighting inside the sign cabinets for ease of maintenance and cost-effective operation. This lighting effect is anticipated to create an attractive evening appearance for each sign, and will require electrical service at each location.

Final design and construction/fabrication details for each of these signs will be prepared as each location is selected for implementation.



Preferred Lighting Concept



Selected Material: Brushed Aluminum and Faux Weathered Steel



# Process + Recommendations

## Proposed Sign Locations

Utilizing input from the Advisory Committee meetings, numerous locations for new gateway signs were evaluated as part of the design process. Several preliminary locations were anticipated and included in the project mapping for evaluation purposes. Existing vehicular travel patterns were factored into this evaluation, and included the Average Daily Trip (ADT) vehicle counts on major corridors – providing a sense of how many vehicles pass each sign location daily.

A series of preferred future gateway sign locations were identified through the design process, and include:

- 10th Avenue and Burlington
- Armour Road and Burlington
- 29th Avenue and Burlington (Children’s Fountain)
- Armour Road and Interstate 35
- MO 210 Highway and Chouteau Trafficway



Existing Children’s Fountain Intersection, Looking South



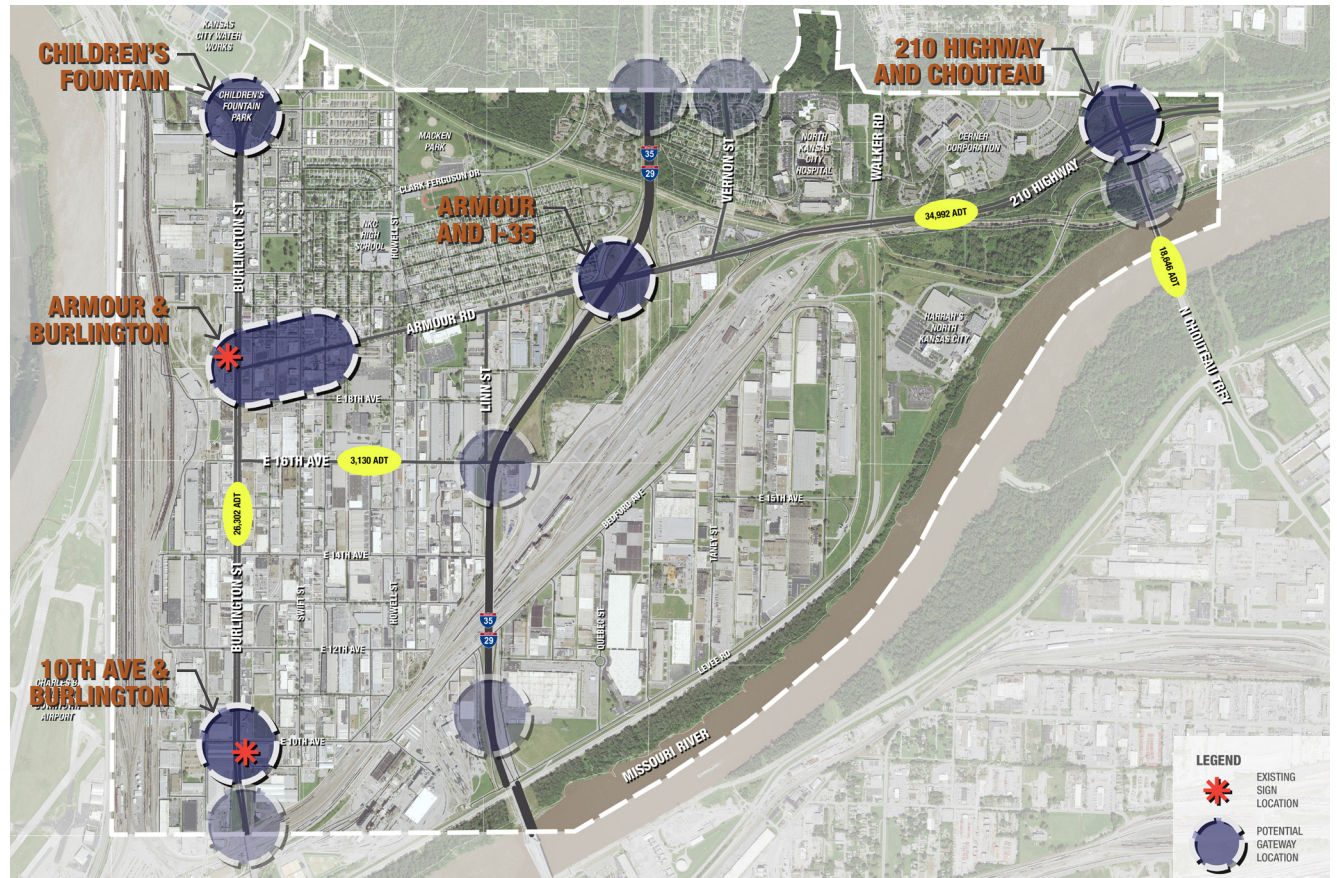
Existing Armour and Burlington Intersection, Looking West



Existing 210 and Chouteau Trafficway Intersection, Looking South



Existing 10th Avenue and Burlington Intersection, Looking South



Selected Gateway Locations Map



North Burlington - Children's Fountain Location

Opportunities

The 29th Avenue and Burlington location is at the merger of MO 9 Highway and North Oak Trafficway, with the existing Children's Fountain in the center. There are several competing commercial signs in the vicinity with auto dealerships and restaurants. Establishing a location that captures views from those traveling through these converging corridors was paramount. Several options were prepared exploring the use of horizontal and vertical signs to create a welcoming gateway – with an emphasis on addressing views from those traveling into North Kansas City from the north.

Options for including one or two vertical signs at this location as the preferred direction were also considered– and it was acknowledged that more site-oriented design work will be needed during the implementation phase in order to decide whether one or two vertical signs is the best option to pursue. A budget for two signs will be carried forward for implementation.



Location Map



View A



View B



View C



# Process + Recommendations

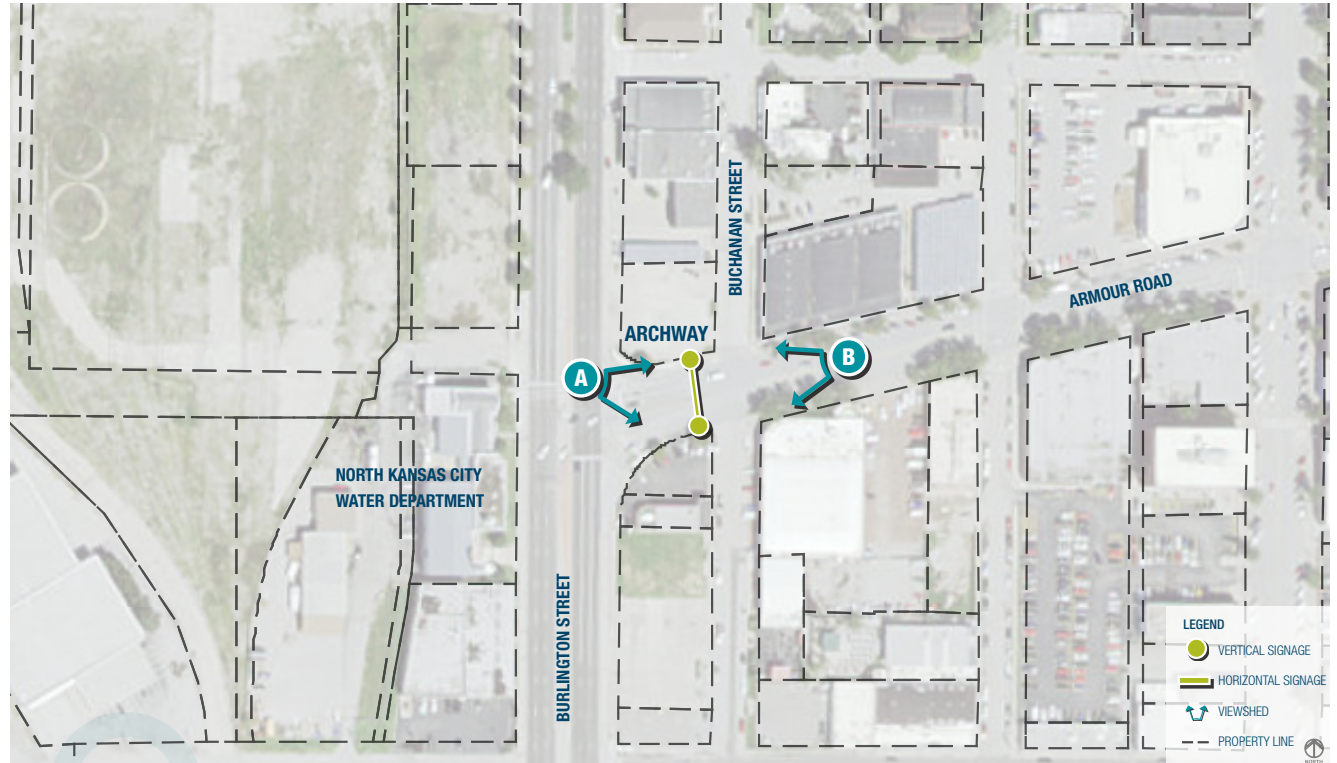
## Downtown NKC - Armour Road and Burlington Location

### Opportunities

The existing electronic sign in front of the water department facility on the west side of this intersection is no longer needed, and should be removed. Some consideration for new signage at that location should still be considered – and has been studied as part of the City’s recent Burlington Corridor Complete Street Plan.

This location provides an opportunity to create a “welcome mat” for those entering into Downtown North Kansas City. The use of a decorative archway spanning over Armour Road was evaluated for a location just east of the Burlington intersection. The preliminary concept for this archway is intended to compliment the overall appearance of the City’s preferred gateway signs, and the archway should create a unique element that further promotes the unique sense of place found in the City’s quaint Downtown district.

A companion archway structure is also anticipated for use on the east end of the Downtown district in a location to be determined. Final design details and locations for each of these installations will need further development during the implementation phase, and these improvements are considered to be a fairly high priority given the positive impact they will make in reinforcing a welcoming sense of arrival into Downtown.



Location Map



View A



View B



South Burlington - 10th Avenue Location

Opportunities

The existing sign at 10th Avenue and Burlington Street is anticipated to remain in place while other sign locations are improved during the initial phases of implementation. Eventually, this sign will be replaced with a new horizontal single-sided sign that matches the look and feel of the preferred gateway signs.

This new sign will be larger in size and visual presence at this primary entry location, which is situated near the north end of the Heart of America Bridge. This sign will provide a welcoming sense of arrival for those traveling into North Kansas City from Downtown Kansas City, Missouri. Additional landscape plantings and related site improvements are anticipated to be provided as part of this future sign replacement.



Location Map



View A

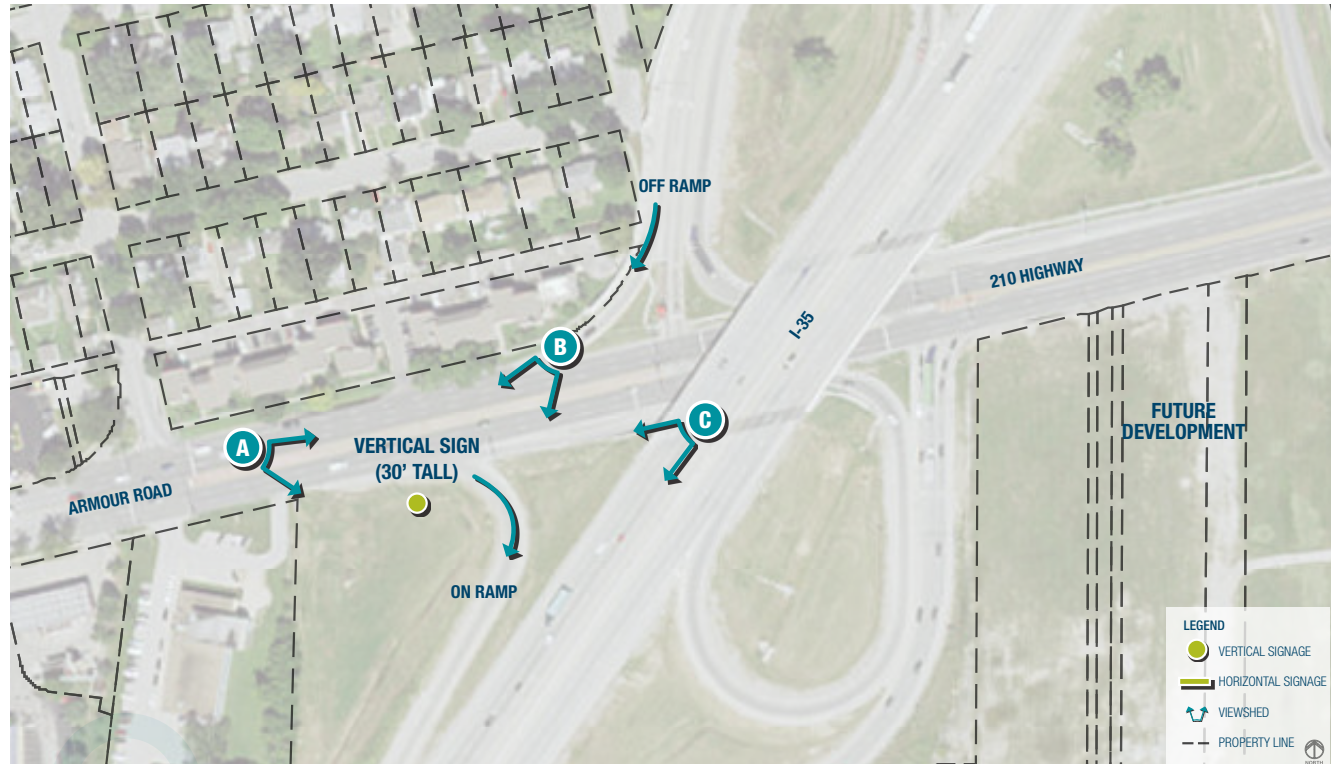


# Process + Recommendations

## Armour Road and I-35 Location

### Opportunities

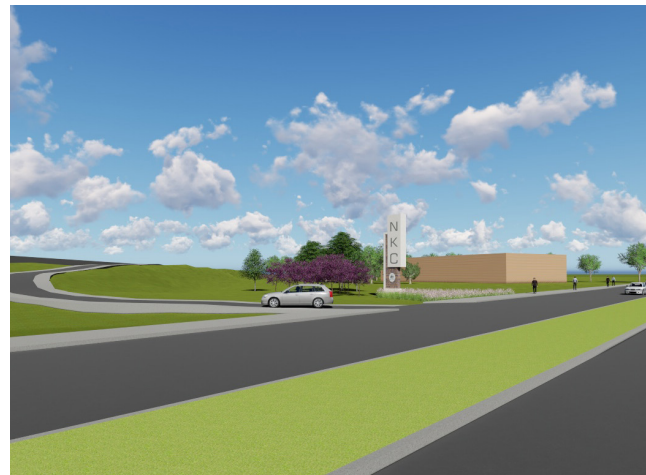
This location is highly visible from the adjacent Interstate 35 corridor and as one enters/exits the highway at this location. It is also highly visible for those traveling the MO 210 Highway/ Armour Road corridor. This location can serve as a beacon for North Kansas City, as thousands of vehicles pass this area each day. With future development slated for the City's property on the southeast quadrant of this intersection, this particular location is anticipated to serve as a welcoming moment anchoring the western "Downtown" side of the interchange. A future additional companion location and gateway sign on the eastern side of this interchange could eventually be considered as a longer-term improvement, especially as it relates to and complements the character and identification of this future development.



Location Map



View A



View B



View C



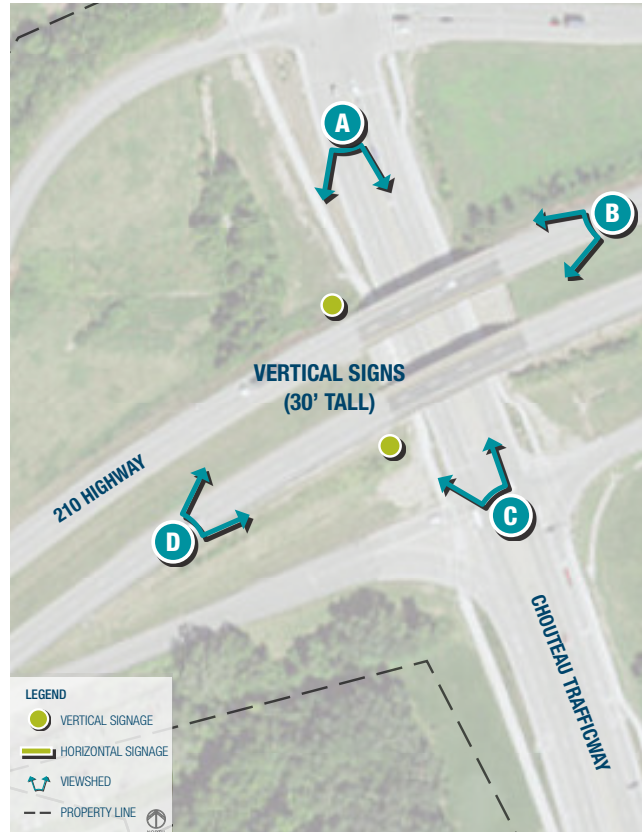
View A



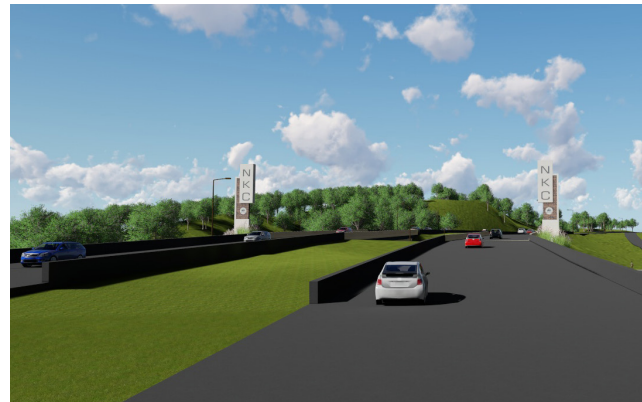
View B



View C



Location Map



View D

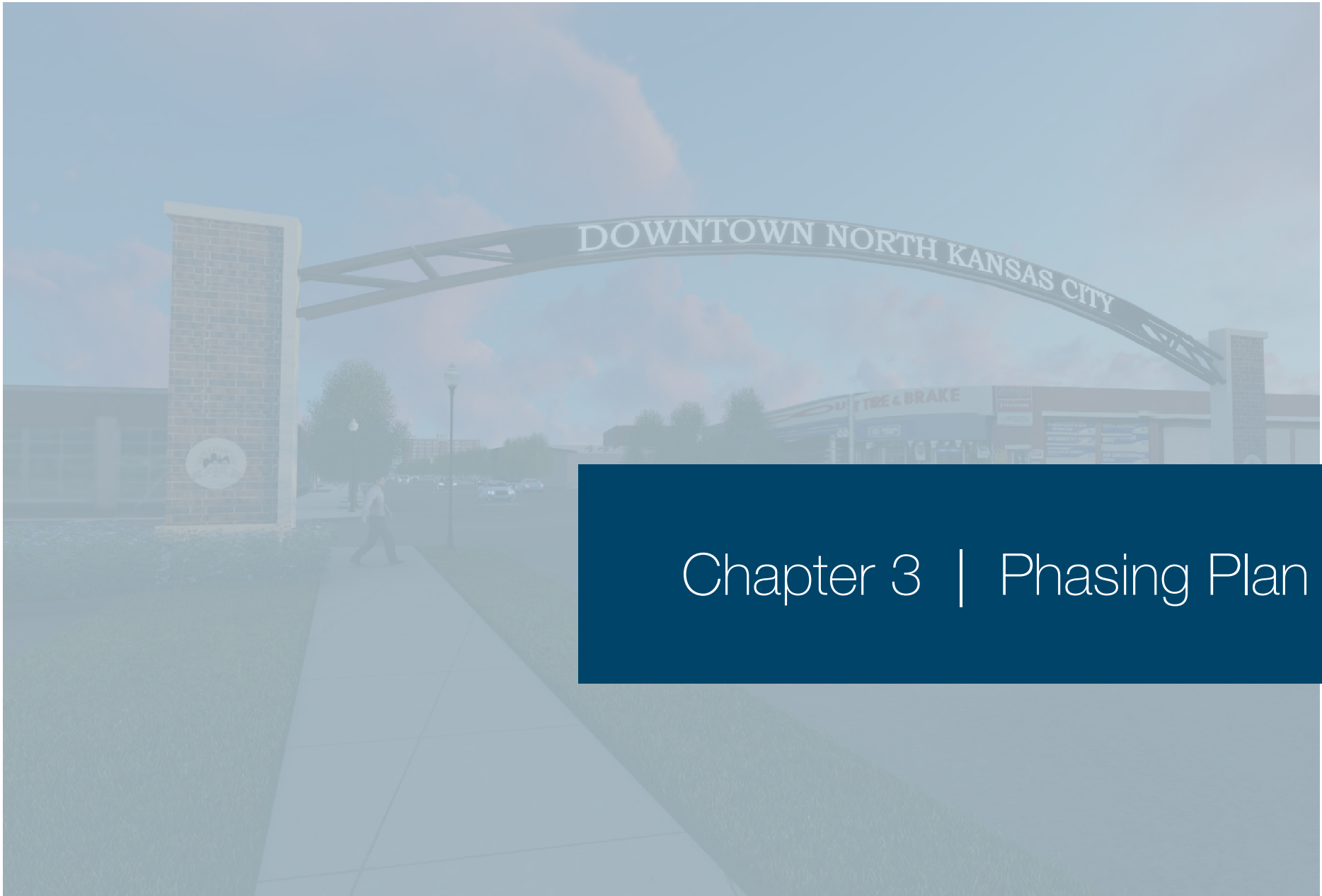
### MO 210 Highway and Chouteau Trafficway Location Opportunities

This location defines the eastern City limit and experiences high traffic volumes for those entering North Kansas City – and represents a great opportunity for a welcoming gateway sign location. Utilizing a pair of vertical signs at this location is anticipated to provide a strong sense of arrival for those on the MO Highway 210 corridor.

Some consideration was given to the placement of these signs such that they can also be visible to drivers on the Chouteau Trafficway corridor. There are a number of factors to consider in determining the final placement, including coordination with MoDOT as they are currently anticipated to be placed within the highway right-of-way. Considerations for visibility, safety, availability of electrical service, and coordination with other existing/proposed utilities and/or future highway improvements will need to be factored into the final placement – and will be provided at the time of implementation.







Chapter 3 | Phasing Plan

# Phasing Plan

## Phasing Plan

Utilizing the recommended sign designs and the locations that were initially studied as part of this effort, this plan is intended to serve as a guide for the City to follow in implementing new gateway signage throughout the community over the course of the next 5+ years. The preliminary costs developed during this portion of the project were used to establish an anticipated City budget and timeline for construction implementation at each identified location.

Based on the direction received from the Advisory Committee at the group's final meeting, a phasing plan was discussed for future implementation of these gateway signage improvements, and is included herein for reference. Some fluctuation in materials pricing and inflation rates is anticipated to occur over time. Based on information known to the design team at the time this plan was drafted, these costs represent our team's opinion of probable construction cost for future implementation.

The City of North Kansas City has the opportunity to significantly improve its identity while also improving the sense of arrival into the community. These gateway signage enhancements are designed to provide a cohesive and consistent "family" of signs that contribute to an improved quality of life for those visiting, living and working in North Kansas City.

## Phasing Table

<b>Sign Location</b>	<b>Phasing Year</b>	<b>Cost*</b>
Armour Road and I-35	2016	+/- \$ 122,500
Armour Road and Burlington	2017 - 2018	TBD
Children's Fountain	2018	+/- \$ 254,400
210 Highway and Chouteau Trafficway	2019	+/- \$ 272,500
10th Avenue and Burlington	2020	+/- \$ 218,400

\*These figures include 3% annual inflation



Presentation of mock models, Advisory Committee Meeting #3



# APPENDIX

## GATEWAY SIGNAGE PLAN

The City of North Kansas City, Missouri

February 24, 2017

### ARCHWAY + WAYFINDING RECOMMENDATIONS





# Acknowledgements

## Mayor

Don Stielow

## City Officials

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H.J. "Bear" Kistler, Ward 1

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# Archway + Wayfinding Recommendations

## Overview

Building on previous planning efforts associated with North Kansas City's Burlington Corridor Complete Street Plan and the Gateway Signage Plan, the design team was tasked with developing recommendations for proposed wayfinding signage and a gateway arch sign located near the intersection of Armour Road and Burlington Avenue. These improvements were originally outlined as the second phase of improvements as referenced in Chapter 3 of the Gateway Signage Plan.

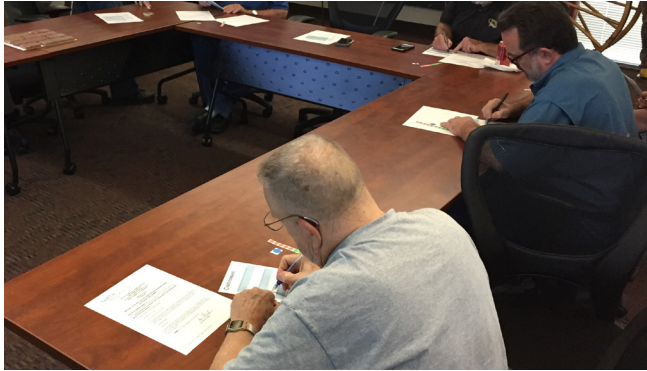
This intersection is positioned to serve as a “welcome mat” for North Kansas City. Preliminary ideas included in the Burlington Corridor Complete Street Plan included a new archway facing this intersection, and set back to improve visibility for those travelling along the Burlington Corridor. The archway study effort was intended to determine the preferred location, design concept, and anticipated costs for this proposed arch feature.

This effort also included exploration of design concepts and preparation of recommendations for proposed City wayfinding signage to replace older existing signs located throughout the City. The City's existing wayfinding signage program is primarily located in and around the Downtown district, and includes a mixture of vehicular, pedestrian, and public parking identification signage. Most of these existing signs are nearing the end of their life expectancy, and their deteriorating condition does not reflect positively for the community's image. These recommendations include anticipated costs and a proposed phasing plan.



Previous Studies - Burlington Corridor Complete Street Plan





**PROJECT EXTENSION START | JUNE 24, 2016**

**STAFF REVIEW | JULY 7TH, 2016**

**COUNCIL INPUT | AUGUST 23, 2016**

**COUNCIL WORK SESSION | DECEMBER 6, 2016**



Council Input Process

1. Should the Archways match the Gateway Signs or have their own unique appearance?
2. Should the Wayfinding Signs match the Gateway Signs or have their own unique appearance?
3. If you could only build one Archway at a time, which one would you build first? (East/West)
4. Should the City seal be incorporated into the Archway Signs? (Yes/No)
5. Should we incorporate signage on both sides of the Archway? (Yes/No) What should it say?
6. Please rate the destinations listed below on a scale from 1 to 5, with 1 being most important, to include on future wayfinding signage.
  - City Hall
  - Police Dept
  - Library
  - Downtown District
  - Macken Park
  - Dagg Park
  - Community Center (YMCA)
  - High School
  - Public Parking
  - Others (please list): \_\_\_\_\_

Questionnaire

## Planning Process

The process began immediately following the Gateway Signage Plan in the summer of 2016 and was complete in early 2017. The design team's first step was to evaluate existing wayfinding sign conditions within current city limits.

The Advisory Committee that served on the original Gateway Signage Plan served as the guiding voice for the Archway and Wayfinding recommendations. This was a transparent process in which meetings were open to the public. The committee engaged in hands-on preferencing activities that helped provide overall direction for the archway and wayfinding concepts throughout the design process.

Three overall signage families (archway and wayfinding) were presented to the Advisory Committee, and a questionnaire was provided to ask for their input about specific design preferences for the archway and wayfinding concepts. Examples of wayfinding best practices and local examples were also presented to the Advisory Committee to best inform them on size, scale and messaging criteria needed to establish a quality wayfinding system. The design team documented and utilized the committee's input and preferences to further refine the final recommendation associated cost.

## Schedule

The design team went through a series of meetings with the Advisory Committee and City staff to guide the Archway and Wayfinding Recommendations. Key milestones are highlighted above.

# Archway + Wayfinding Recommendations

## Design Concepts + Locations

As recommended in the Gateway Signage Plan, the design team explored archway locations at Buchanan Street and Armour Road. Right-of-way width and site context were considered while refining the proposed archway location.

The existing wayfinding system in North Kansas City was catalogued and reviewed. Both vehicular and pedestrian signage is primarily in or near the downtown area. The design team explored initial placement of the wayfinding signage and proposed destinations, but final sign locations and destinations are to be determined by City staff. Priority destinations are listed to the right.

## Design Concepts Explored

Based on the recommendations of the Gateway Signage Plan, the visual influences around North Kansas City, and the surrounding character of the downtown district, the design team prepared three initial concepts that included both archway and wayfinding families. Family A has unique attributes primarily influenced by the selected Gateway Signs from the Gateway Signage Plan. Family B has unique attributes that combine significant visual influences around North Kansas City, such as the Downtown area's traditional brick appearance, the key structural components influenced by the ASB Bridge, and multiple rail lines along the City's western edge. Family C has unique attributes that are primarily influenced from traditional and simpler elements found in the Downtown area.

The design team explored archway and wayfinding themes appropriate for the three concept families. Elevation studies were prepared for both sides of the archway and wayfinding signs to better understand opportunities and challenges

associated with each sign style. All wayfinding families included options for vehicular and pedestrian signage. Attachment to both new poles and existing poles were explored. Additional illustrations of these wayfinding signage families were presented in correspondence with each of the archway concepts.

These three concept families were presented to the Advisory Committee for consideration with a final recommended direction provided by the committee members during the August Input Workshop. The three concept families included Gateway Influenced, Industrial Influenced, and Traditional Influenced.

- PROPOSED DESTINATIONS**
- CITY HALL**
- POLICE DEPT**
- DOWNTOWN DISTRICT**
- LIBRARY**
- PUBLIC PARKING**
- MACKEN PARK**
- HIGH SCHOOL**
- DAGG PARK**
- COMMUNITY CENTER**
- FIRE STATION**





**EXISTING WAYFINDING SIGNAGE**



Existing Wayfinding Signage



# Archway + Wayfinding Recommendations

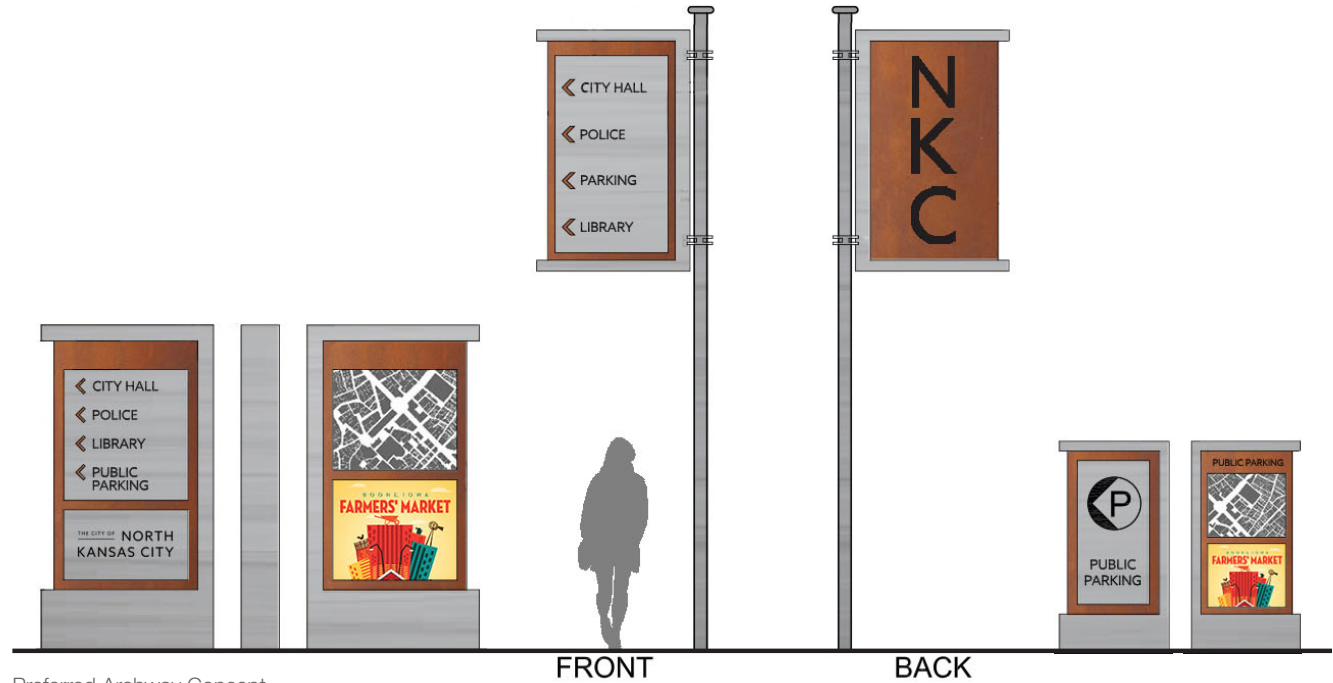
## Final Recommendations

### Preferred Archway and Location

Out of the three concepts presented at the August Council Input Workshop, the preferred concept by the committee was Family A, "Gateway Influenced." The design team made minor revisions based on the input received from the August workshop to design the final recommended archway. This included items such as incorporating the City seal on the archway, maintaining an airy archway span, and matching the archway appearance as influenced by the Gateway Sign appearance recommended in the Gateway Signage Plan.

The final archway design has text facing only one direction, with the final message to read "Welcome to North Kansas City Est. 1912" where North Kansas City is the large text, connecting the top and bottom metal arches, and the "Welcome To" and "Est. 1912" are smaller, supporting text above and below the archway, respectively. The columns of the archway will be made of a faux weathered steel, enclosed on three sides by the aluminum frame.

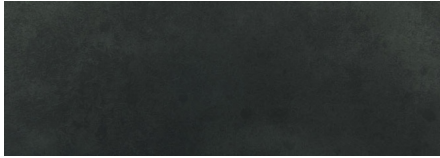
The orientation of the archway is recommended to be parallel with Burlington Street to allow for the best visibility from Burlington Street, and address the entire city as a gateway sign rather than just an archway for downtown.



Preferred Archway Concept



Preferred Archway Location



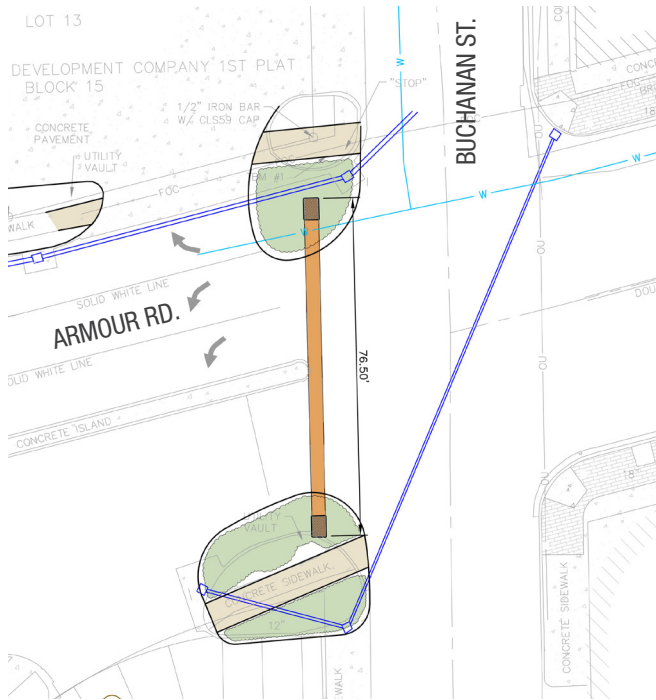
Painted Metal (Charcoal Gray)



Faux Weathered Steel



Aluminum



Archway Layout



Entering Downtown at Grade



Entering Downtown at Grade



# Archway + Wayfinding Recommendations

## Selected Wayfinding Concept

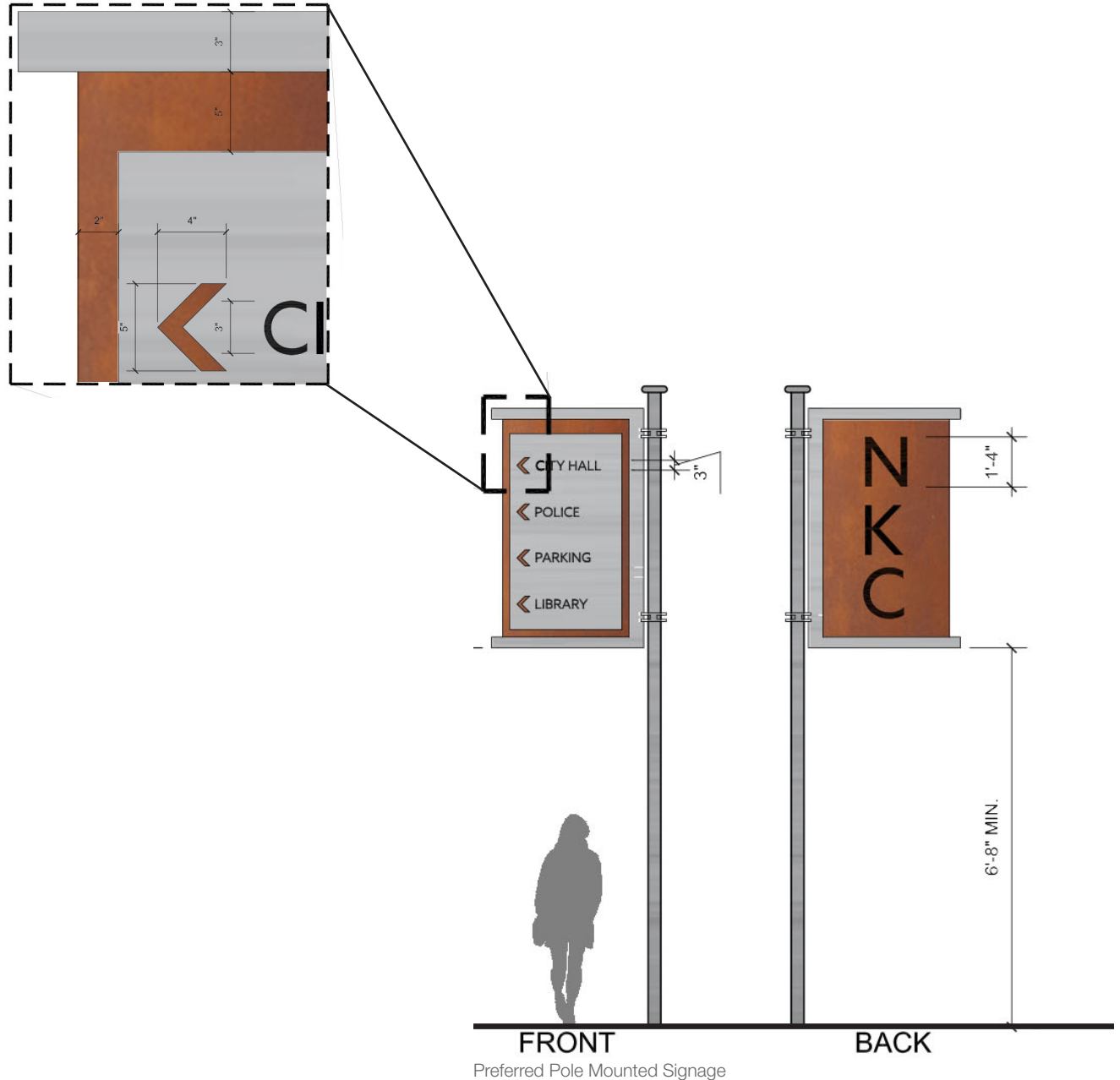
The selected wayfinding concept matches and complements the overall Gateway Sign appearance and final Archway concept by utilizing the same material palette, as well as similar form and design. The recommended wayfinding concept consists of pole mounted signage, kiosk signage, and parking signage that is cost effective and addresses the city's wayfinding needs.

### Pole Mounted Signage

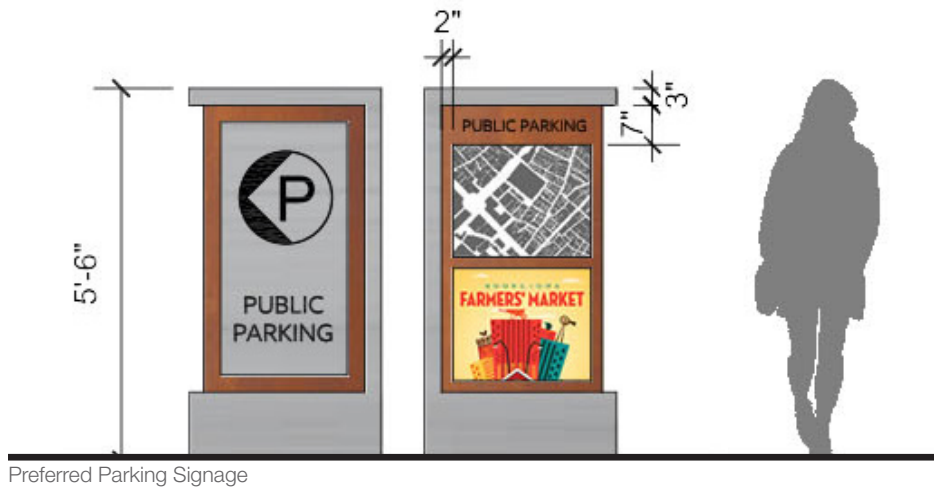
Although pole mounted signs were studied to be attached to existing poles or new poles, it is recommended to mount the new pole mounted sign to a new pole. Existing downtown pedestrian concrete poles were not deemed strong enough to handle the load bearing capacity or wind loads of the proposed sign.

Pole mounted signs will be made up of primarily aluminum and faux weathered steel. The sign will have a three-sided aluminum frame, encompassing the faux weathered steel inset that will be two sided. The sign's side that will be used for directional purposes will have aluminum pinned to the faux weathered steel. The aluminum will be punched out where the arrows are shown, allowing the faux weathered steel to show through. The direction letters will be black vinyl and reflective, printed directly on the aluminum and three inches in height.

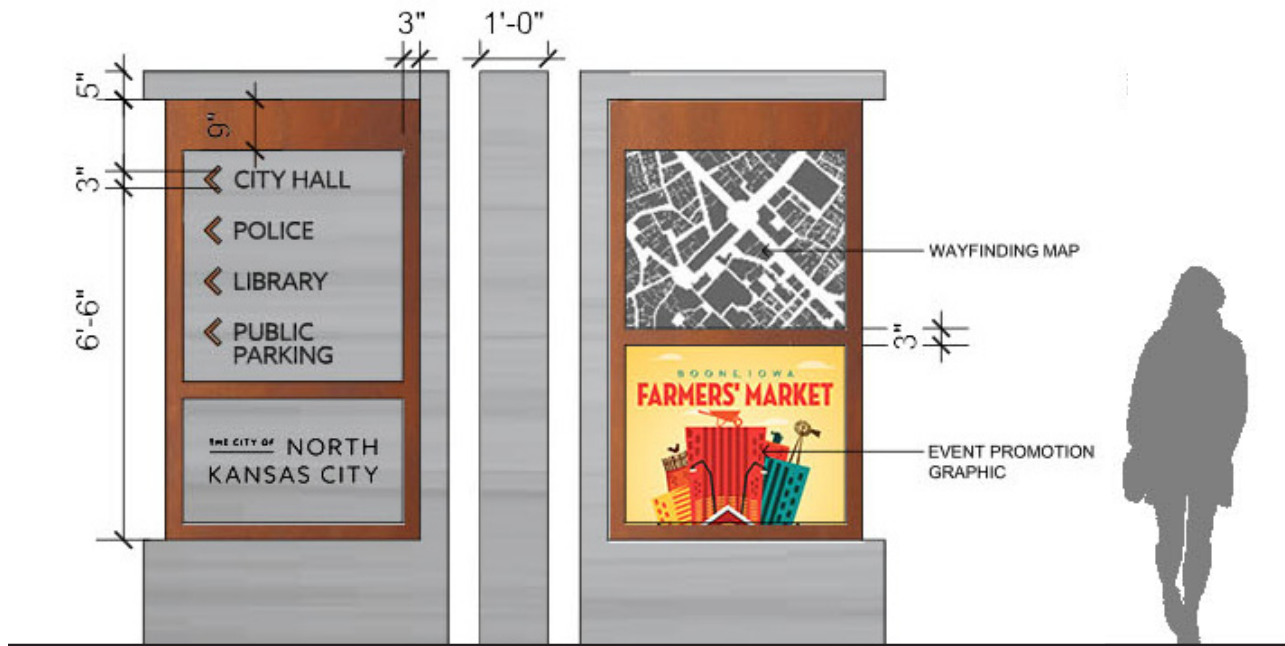
The back (non-directional) side of the pole mounted sign will only be the faux weathered steel with a large decorative text "NKC" vertically. The NKC letters will also be black vinyl, printed directly on the surface and approximately one foot and four inches tall.







Preferred Parking Signage



Preferred Kiosk Signage

## Parking Signage

The parking signs are to be placed at the two City of North Kansas City public parking lots, located at 18th and Swift and at Erie Street. These parking signs are almost identical to the kiosk signs, as they utilize both sides of the sign but are slightly smaller in scale. The vehicular signage side will be replaced with a public parking logo and label in lieu of destination directional signage. A map and promotional graphic inset will be located on the back (non-street) side of the parking sign.

## Kiosk Signage

The Kiosk signs will be located within the downtown district. Final location and quantity of the kiosk sign will be determined by City staff. The frame of the kiosk sign is like that of the pole mounted signs – three-sided aluminum frame with a faux weather steel inset. The kiosk sign utilizes both sides of the sign with directional vehicular signage on one side and pedestrian scaled signage on the other. The directional vehicular signage will be an aluminum panel pinned to the faux weathered steel. It has punched out arrows and three-inch black vinyl letters like the pole mounted signs. Below the vehicular directional aluminum panel is another aluminum panel with the North Kansas City logo printed on it.

The other pedestrian-scaled side of the kiosk sign consists of both a wayfinding map inset and an event promotional graphic inset. Proposed graphics and insets are to be semi-permanent, decreasing the maintenance associated with inset upkeep, but still allowing for periodic updates to information, and controlled by City staff.

# Archway + Wayfinding Recommendations



Wayfinding Concepts in Context





Cost Opinions

Archway

Currently, the amount budgeted within the City’s budget for a new archway is \$520,000. The preferred archway concept is estimated to cost around \$525,000. This cost includes design and engineering, site drawings and construction, sign fabrication and sign installation. This estimate also includes \$25,000 for contingency, including demolition of curb, road patching, and unforeseen items below grade.

Signage Costs

Proposed cost estimate for pole mounted signs, kiosk signs, and parking lot signs, are shown below.

<b>Wayfinding Sign Type</b>	<b>Cost Opinions</b> (Includes Installation)
Pole Mounted Signage with New Pole	\$15,555.00
Pole Mounted Sign on Existing Street Pole Outside of Downtown	\$9,425.00
Kiosk Signage	\$20,400.00
Parking Signage (2- Sided)	\$10,150.00

Wayfinding Cost Opinions

Phasing Plan

The original gateway phasing plan found in the Gateway Signage Plan document anticipates implementation of the archway to occur between years 2017-2018. This is still the proposed schedule for implementation of the recommended archway design.

Eight new pole mounted signs are proposed to be implemented by 2018. These will be attached to new, freestanding metal poles. The remaining seven pole mounted signs are to be implemented in 2019.

Kiosk Signage will be phased in the future based on the City’s timeline for downtown streetscape improvements.

The double-sided proposed parking sign located at the corner of 18th and Swift is to be completed in 2017. The double-sided proposed parking sign at 18th and Clay and the single-sided parking sign at Erie and Armour parking lot are scheduled for 2018 and 2019.

<b>Year</b>	<b>Sign Type</b>	<b>Total Costs</b>
2017	18th and Swift Parking Sign	\$10,150.00
	Visual Site Survey	\$466.00
2018	8 Pole Mounted Wayfinding Signs	\$124,400.00
	18th and Clay Parking Sign	\$10,150.00
	Visual Site Survey	\$466.00
2019	7 Pole Mounted Wayfinding Signs	\$108,885.00
	Erie Parking Sign	\$10,150.00
	Visual Site Survey	\$466.00

Wayfinding Phasing Plan