



CITY OF MENIFEE

SUBJECT: Comprehensive Citywide Signage & Wayfinding Program Design Refinement

MEETING DATE: November 2, 2022

TO: Mayor and City Council

PREPARED BY: Kayla Charters, Senior Management Analyst

REVIEWED BY: Gina Gonzalez, Economic Development Director

APPROVED BY: Armando G. Villa, City Manager

RECOMMENDED ACTION

1. Discuss and provide additional input on the Comprehensive Citywide Signage & Wayfinding Program Design Refinement, as presented by city staff.

DISCUSSION

On March 16, 2022, staff presented a partial Comprehensive Citywide Signage & Wayfinding Program Design Refinement to the City Council for discussion and feedback. While there was collective support for the design, staff received requests from the City Council to revisit and refine the design concept to possibly incorporate some warmer tones and reflect the City's brand through varying materials. RSM Design, in partnership with the City of Menifee, has prepared a refinement "sign concept" to the Citywide Signage & Wayfinding Program for consideration. In alignment with the first concept presented, this package is 75% complete. Once staff receives approval of the design, the remaining 25% of the package will be completed which will include sign types, locations, etc.

STRATEGIC PLAN OBJECTIVE

Accessible and Interconnected Community

The Comprehensive Citywide Signage & Wayfinding Program completes Menifee's Strategic Plan Item No. 4.5 within the Infrastructure priority of the plan, reflecting the "Accessible and Interconnected Community" goal. In addition, this Program also touches the "Safe and Attractive Community" through consistent signage offering the City more opportunities to be attractive. As well as "Livable and Economically Prosperous Community" as businesses benefit from being able to attract talent through enhanced placemaking within the City.

FISCAL IMPACT

At this time there is no fiscal impact associated with the recommended action. However, as a next step, a cost analysis would be completed for implementation of the Citywide Signage and Wayfinding Program which is based on the design type, materials used, locations of signs, and timing of implementation of the package. At that time, staff would propose a multi-phased approach for implementation, as it relates to the City's Capital Improvement Program and City Council priorities (Council Strategic Item 4.5.1c).

ATTACHMENTS

1. Draft Signage & Wayfinding Program Design Concept