



## **CITY OF MENIFEE**

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SUBJECT: Comprehensive Citywide Signage and Wayfinding Program Package

MEETING DATE: August 2, 2023

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

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### **RECOMMENDED ACTION**

1. Provide direction on color selection for Citywide street sign color options; and
2. Approve completed Comprehensive Citywide Signage and Wayfinding Schematic Design Package from RSM Design; and
3. Direct staff to collaborate on a phased implementation plan for the Citywide Signage Program.

### **DISCUSSION**

On March 16, 2022, staff presented a partial Comprehensive Citywide Signage and Wayfinding Program Design Refinement to the City Council for discussion and feedback. While there was collective support for the design, staff received special requests from the City Council to revisit and refine the design concept “minimally” to potentially incorporate some warmer tones and reflect the City’s brand through varying materials. On November 2, 2022, staff brought back a refined design for consideration and received feedback for minimal revisions.

The complete and final Comprehensive Citywide Signage and Wayfinding Program is attached for City Council consideration. In addition to the items that were in the last signage program brought forward, this complete sign package contains Park Monument Signage, Street Identification Signs, Park Regulation Signage, Freeway Overpass Signage, and sign locations. The sign locations are conceptual only, final locations of each sign will be subject to review/approval by the City Engineer/Public Works Director and/or Community Development Director.

The complete sign package details two concepts for the street identification signs (page 10). Option A - being a white street sign with black letters, and Option B - being a blue sign with white

letters. Staff is looking for the Council consensus on the color selection for the citywide street sign color option.

Upon City Council approval, an internal committee of inter-departmental staff will collaborate on a phased approach for implementation on the Signage Program. Staff will work to identify existing signage (ex: street identification signs, park monuments) that will need to be updated and future signage needs. In addition, this effort will be a collaborative partnership with the development community and will integrate the sign package in development conditions as necessary into future development. The internal committee will be formed to curate a phased implementation plan that will outline phases, funding sources, and timing to complete and implement the Citywide Signage and Wayfinding Program throughout the City in Councilmember districts.

The total approximate cost for sign implementation is estimated to be \$960,000 - \$1,152,000. However, it is important to note that fabrication prices will continue to fluctuate, due to costs for material, labor, location of the signs, utility needs, and other factors, that will greatly impact the final cost of sign implementation. The quality of the fabricator will also determine pricing, as well as level of service, and quality of the implantation of the Signage Program. A formal bid process will need to occur to determine true costs of implementation.

### **STRATEGIC PLAN OBJECTIVE**

#### Accessible and Interconnected Community

The Comprehensive Citywide Signage and Wayfinding Program completes Menifee's 2018-2023 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, an internal committee will be formed to curate a phased implementation plan that will outline phases, funding sources, and timing to complete and implementation the Citywide Signage and Wayfinding Program, as it relates to the City's Capital Improvement Program and City Council priorities (Council 2018-2023 Strategic Plan Item 4.5.1c).

### **ATTACHMENTS**

1. Citywide Signage and Wayfinding Schematic Design