

**REPORT TO REDEVELOPMENT AGENCY CHAIR
AND AGENCY BOARD****TO THE HONORABLE REDEVELOPMENT AGENCY CHAIR
AND AGENCY BOARD:**

DATE: July 10, 2007

**SUBJECT: CONSIDER APPROVAL OF THE PROPOSED DESIGN CONCEPT FOR THE
CITY OF CONCORD SIGNAGE PROGRAM****Report in Brief**

Staff recommends that the Redevelopment Agency consider approval of the proposed design concept of the City of Concord's Signage Program (Attachment 1). The approved design concept will form the basis of a City-wide signage program incorporating entryway, wayfinder, and park signage. Entryway signs will be placed at freeway off ramps and at the City boundary on arterial streets. Wayfinder signage will provide directional signage to key recreational, transit, parking, public, commercial, and retail locations in the downtown.

The Redevelopment Agency's consultant, Debra Nichols Design, developed the proposed design concept based on input received at the May 22, 2007, Agency Board meeting at which the Agency Board reviewed four preliminary design concept alternatives. The proposed design concept refines the alternative incorporating tile art into monuments made of stone and stucco (Alternative 1 presented at the May meeting), while integrating design elements from the City's Newhall Park sign. Upon approval, staff and consultants will prepare more detailed concept plans for entryway, wayfinder, and park signage.

The estimated total cost of the sign program is \$1.4 million. Of this total \$970,000 could be funded by the Redevelopment Agency to design and construct signs within the Redevelopment Area. All signs are within the Redevelopment Area except for a significant portion of park signage and the six entryway signs that would be placed on arterials leading into Concord.

Background

The Redevelopment Agency has initiated the development of a Signage Program for the City of Concord. The Agency retained Debra Nichols Design in February 2007 to prepare a signage program for the City that would incorporate a unified branding theme and graphic identity for the City and the downtown district. Entryway signs will be placed at freeway off ramps and at the City boundary on arterial streets. Wayfinder signage will provide directional signage to key recreational, transit, parking, public, commercial, and retail locations in the downtown. Other elements of a Wayfinder Signage Program could include light pole mounted banners, a kiosk, and a downtown directory.

REVIEW PRELIMINARY CONCEPTUAL DESIGNS FOR A SIGNAGE PROGRAM FOR THE CITY OF CONCORD

July 10, 2007

Page 2

Three initial alternative signage program concepts were presented to the City of Concord Design Review Board (DRB) on April 26, 2007. Staff and consultants presented a revised set of concepts incorporating feedback from the DRB to the Redevelopment Agency on May 22, 2007. Staff and consultants received direction from the Agency Board to refine concept Alternative 1 by integrating aspects of the existing park sign at Newhall Community Park into the design. Alternative 1 is distinguished by the use of classic glazed tile, similar to that seen throughout downtown placed on monuments made of stone and stucco. The refined design concept is the subject of this staff report.

Discussion

Staff recommends that the Redevelopment Agency Board consider approval of the proposed design concept for the City of Concord Signage Program (Attachment 1). Upon approval, staff and consultants will prepare more detailed concept plans for entryway, wayfinder, and park signage.

This proposed design concept has been refined based on input received at the Agency Board's May 22, 2007, meeting. The signage concept integrates elements of the Newhall Park sign through the arched form utilized for the top of the sign.

The sign design is inspired by California mission style architecture and incorporates classic glazed tile, similar to that seen throughout Downtown, in particular Todos Santos Plaza. Tiles are assembled and a pattern or message such as the logo and tagline are glazed across a grid of tiles, creating unique glazed art pieces. These would be contained in a frame and secured mechanically to the sign structure. The bases and caps are precast to resemble limestone, finishing the signs with a simple, elegant and contemporary detail. The historic icon of wisteria is incorporated in the form of decorative borders, either stenciled or in tile.

The logo is rendered in metallic glazes such as copper for the rays and bronze for the mountain, offering enhanced visibility from the customary yellow. The tile logo art is integrated into primary gateways, secondary entryways, kiosks and park identity made of stucco, again a material inspired by the tradition of Mission style architecture seen throughout Concord, both historic and contemporary.

The dark terra cotta sign color recommended by the Redevelopment Agency is a shade that will be used as the signature color throughout the signage program. The color is a good contrast to the heavy foliage that will be surrounding most of the signs placed in the medians. Colors for borders are in a range of blues, a reference to the Concord logo color.

Wayfinding signage will incorporate the design theme expressed in the entryway signage. These signs, consisting of vehicular directional, pedestrian directional, pedestrian directory and the park regulatory signs, would be made of simple metal panels, painted with the same signature color palette.

Banners, also a part of the signage program, will be mounted in the downtown area, primarily around Todos Santos Plaza. The proposed design for banners celebrates the variety of activities and services found in the City of Concord, particularly in the Downtown district. These activities are referenced to both verbally and graphically; relevant photographic imagery is screened behind the Concord and Todos Santos logos and the title of their respective activity.

REVIEW PRELIMINARY CONCEPTUAL DESIGNS FOR A SIGNAGE PROGRAM FOR THE CITY OF CONCORD

July 10, 2007

Page 3

Debra Nichols is evaluating alternative techniques to glazed tile, including painted metal layered elements and baked enamel on steel and is developing cost estimates for each alternative.

Fiscal Impact

Debra Nichols' estimated costs of constructing the proposed sign program is as follows:

Item	Total Cost (in thousands)	City Funded Costs (in thousands)	RDA Funded Cost (in thousands)
Gateway Signage (9 signs)	\$612		\$612
Entryway Signage (6 signs)	\$347	\$347	\$0
Wayfinder Signage (vehicular and pedestrian directional, directory, kiosk, banners)	\$267		\$267
Park Signage (21 signs)	\$210	\$130	\$80
Total	\$1,436	\$477	\$970
Available Allocated Funds		\$85	\$767
Additional Allocation Required		\$392 (\$45 thousand for park signage only)	\$203

The Redevelopment Agency can fund costs of signs within the Redevelopment Area. This does not include entryway signage on arterial streets and park signs outside of the Redevelopment Area. All cost estimates include installed lighting and landscaping, fees for preparation of construction documents, estimated survey costs and City staff costs. A detail of estimated total costs is presented in Attachment 2.

The Agency Board allocated \$350,000 for the Signage program in Fiscal Year 2006-07 and an additional \$355,000 in Fiscal Year 2007-08. Netting out \$93,000 for the cost of the consultant contract, \$702,000 total remains for designing and constructing the entryway and wayfinder signs in the Redevelopment Area. In Fiscal Year 2007-08, the City budget allocated \$150,000 for design and installation of park signage throughout the City. The Redevelopment Agency funded \$65,000 of total park signage costs to cover the cost of signage in parks in or near the Redevelopment Area. In sum, total remaining Redevelopment allocations to the signage program are \$767,000. An additional allocation of \$203,000 would be required to complete the Redevelopment funded signage program.

The initial phase of City funded signage would be implemented through the design and installation of park signage. In Fiscal Year 2007-08, the City has allocated \$85,000 for park signage. Based on these cost estimates, an additional \$45,000 will be required in City funds to complete the program. Additional signs throughout the City will be designed and constructed as funding becomes available.

**REVIEW PRELIMINARY CONCEPTUAL DESIGNS FOR A SIGNAGE
PROGRAM FOR THE CITY OF CONCORD**

July 10, 2007
Page 4

Public Contact

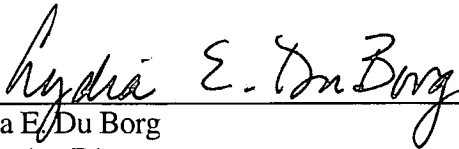
The Agenda item has been posted. A copy of the report has been mailed to the Design Review Board, the Todos Santos Business Association, and the Concord Chamber of Commerce.

Alternative Courses of Action

1. Approve the proposed design concept for the City of Concord signage program.
2. Do not approve the proposed design concept for the City of Concord signage program and provide alternative direction to staff.

Recommendation for Action

1. Approve the proposed design concept for the City of Concord signage program.



Lydia E. DuBorg
Executive Director

Written by: Helen Bean
Economic Development
Redevelopment Manager

Reviewed by: Jim Forsberg
Director, Planning & Economic
Development

Attachments:

- Attachment 1: Proposed Design Concept for the City of Concord Signage Program*
Attachment 2: Entryway, Gateway and Wayfinding Signage Project Budget Estimate

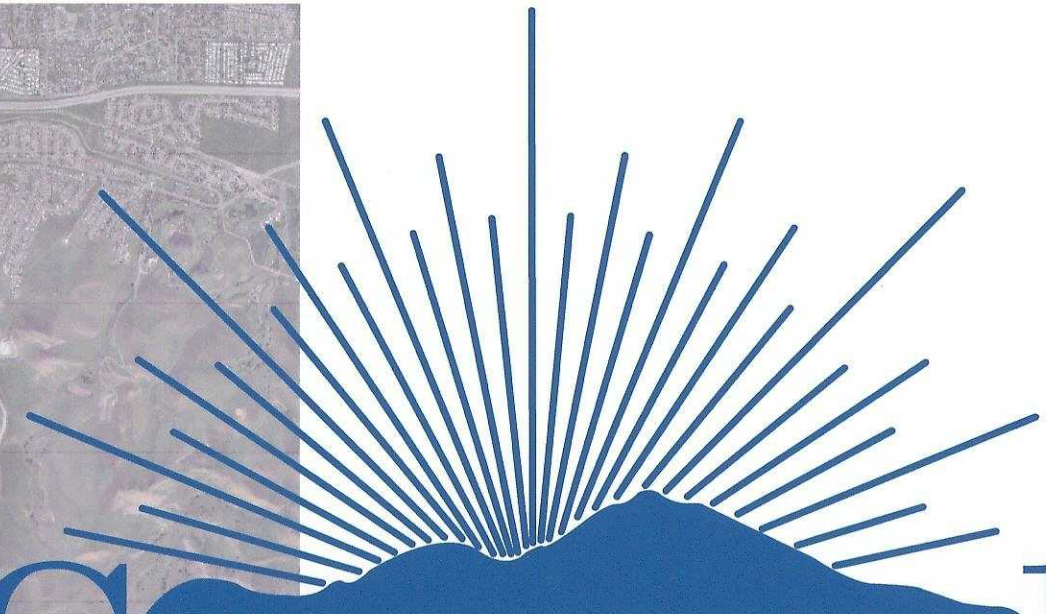
*not available electronically

Budet Estimate Entryway and Wayfinder Program

Sign Types	Quantities	Unit Cost (\$K)	Total (\$K)	Budget (\$K)	Totals (\$K)	Total in Redevelopment Area	Remarks
<u>Signage, Installed</u>							
Gateway	9	\$30	\$270			\$270	
Entryway	6	\$20	\$120				
Vehicular Directional	20	\$4	\$80			\$80	
Pedestrian Directional	10	\$5	\$50			\$50	
Directory	2	\$8	\$15			\$15	
Kiosk	1	\$20	\$20			\$20	
Park Identity	21	\$8	\$168			\$73	
Banners	24	\$2	\$48			\$48	
Subtotal				\$771		\$556	
Tax				\$50		\$36	
Total Sign Contract					\$821	\$592	
<u>Light Fixtures, Installed</u>							
Gateway	9	\$6	\$54			\$54	
Entryway	6	\$3	\$18				
Subtotal				\$72		\$54	
Tax				\$8		\$6	
Total Lighting Contract					\$80	\$60	
<u>Electrical Service to Sign Location</u>							
Gateway	9	\$10	\$90			\$90	Estimate based on ability to extend existing service from no more than 100 ft away, @ \$100/sf
Entryway	6	\$10	\$60				
Subtotal				\$150		\$90	
Tax				\$15		\$9	
Total Electrical Contract					\$165	\$99	
<u>Landscape Improvements</u>							
Gateway	9	\$5	\$45			\$45	Estimate based on 100 sf. of improvements each sign, @ \$50/sf
Entryway	6	\$5	\$30				
Subtotal				\$75		\$45	
Tax				\$6		\$4	
Total Electrical Contract					\$81	\$49	
Subtotal					\$1,147	\$799	
Estimated fees for construction documents					\$50	\$35	
Total					\$1,197	\$834	
Estimated Survey and Staff Costs @ 20%					\$239	\$167	
Grand Total					\$1,436	\$1,001	

Entryway, Gateway and Wayfinding Signage Project
 City of Concord
 Budget Estimate
 June 27, 2007
 Total Costs for:

	Total	Light install	Electrical	Landscaping	Tax	Subtotal	Fees/Survey/Staff	Total	RDA Funded
Gateway	\$270	\$54	\$90	\$45	\$29	\$488	\$123	\$612	\$612
Entryway	\$120	\$18	\$60	\$30	\$50	\$278	\$70	\$348	
Wayfinder	\$213					\$213	\$54	\$267	\$267
Parks	\$168					\$168	\$42	\$210	\$91
Subtotal	\$771	\$72	\$150	\$75	\$79	\$1,147	\$289	\$1,436	\$970



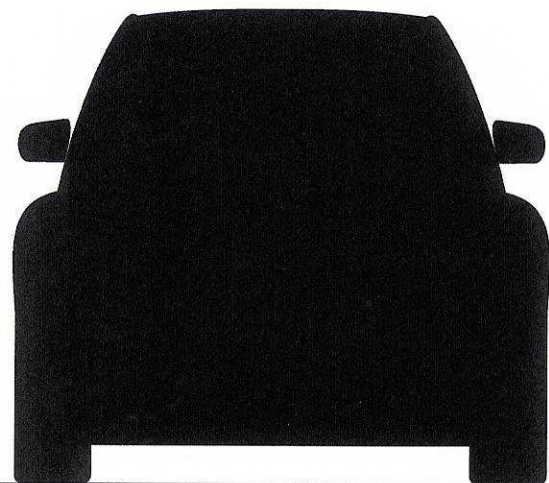
Concord

City-Wide Entryway & Downtown Wayfinding Signage Design

City Council Presentation

07.10.07

prepared for
City of Concord
presented by
Debra Nichols Design



Gateway



Entryway



**City-Wide Entryway
and Downtown Wayfinding
Signage Program**

Conceptual Design
Scale: 1/2"=1'
07.10.07

Debra Nichols Design
468 Jackson Street
San Francisco, CA 94111
415 788 0766
415 788 0767
dndesign@worldnet.att.net

DND



SCALE: 1/8" = 1' - 0"



← Public Parking
 ← Todos Santos Plaza
 ↑ Brenden Theatre
 → Bart Station



Vehicular Wayfinding



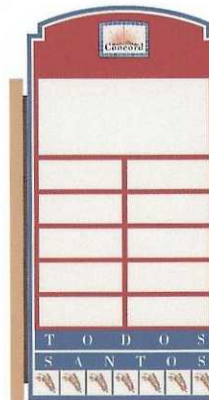
← Public Parking
 ← Todos Santos Plaza
 ↑ Brenden Theatre
 → Starbucks
 ↑ Bart Station
 → Peet's Coffee
 → Salvia Pacheco Square
 ← House of Bagels
 ← Kwik Picks
 → Bank of America

Pedestrian Wayfinding



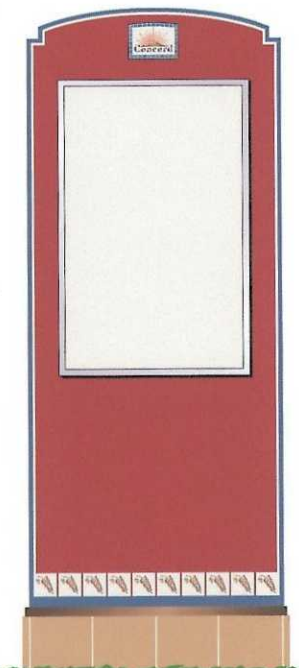
T O D O S
S A N T O S

Directory



T O D O S
S A N T O S

Directory
Color Alternative



Kiosk



**City-Wide Entryway
 and Downtown Wayfinding
 Signage Program**

Conceptual Design

Scale: 1/2"=1'

07.10.07

Debra Nichols Design

468 Jackson Street
San Francisco, CA 94111

415 788 0766

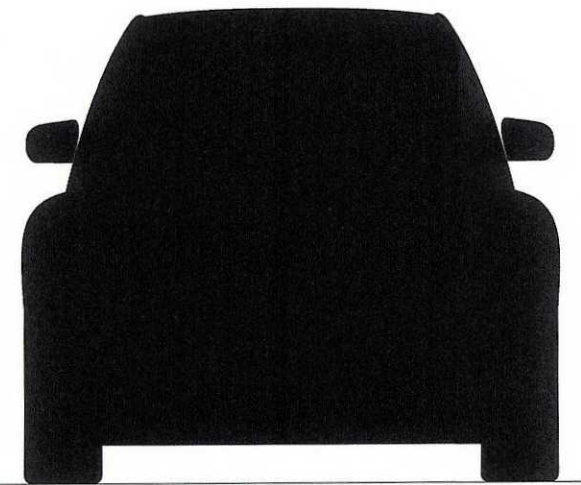
415 788 0767

dndesign@worldnet.att.net

DND



SCALE: 1/8" = 1' - 0"



Banners

Banners
Alternative Color



**City-Wide Entryway
and Downtown Wayfinding
Signage Program**

Conceptual Design

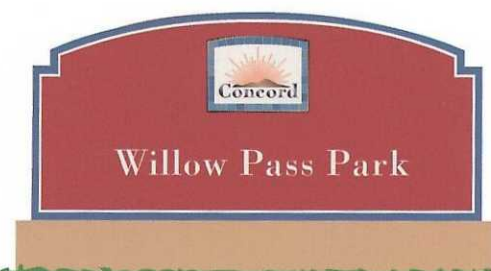
Scale: 1/2"=1'

07.10.07

Debra Nichols Design

468 Jackson Street
San Francisco, CA 94111
415 788 0766
415 788 0767
dndesign@worldnet.att.net

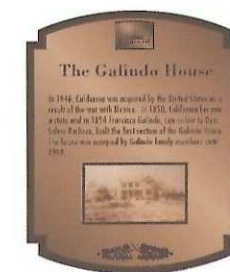
DND



Park Identity



Parking Wayfinding



Historical Marker
Scale: 1" = 1'



**City-Wide Entryway
and Downtown Wayfinding
Signage Program**

Conceptual Design

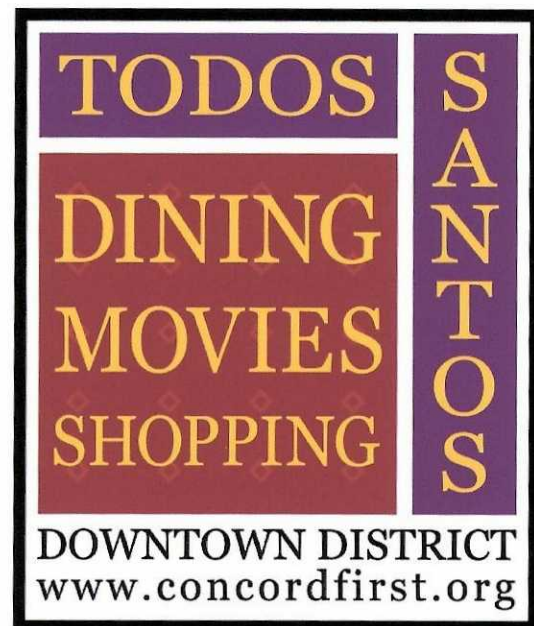
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07.10.07

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468 Jackson Street
San Francisco, CA 94111
415 788 0766
415 788 0767
dndesign@worldnet.att.net

DND



Original Logos

Proposed Adaptations
to Logos



**City-Wide Entryway
and Downtown Wayfinding
Signage Program**

Logos
Scale: 1/2"=1'

07.10.07

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468 Jackson Street
San Francisco, CA 94111
415 788 0766
415 788 0767
dndesign@worldnet.att.net

DND



**City-Wide Entryway
and Downtown Wayfinding
Signage Program**

Gateway
Conceptual Design: Contextual Image
Scale: No Scale
07.10.07

Debra Nichols Design
468 Jackson Street
San Francisco, CA 94111
415 788 0766
415 788 0767
dndesign@worldnet.att.net

DND



**City-Wide Entryway
and Downtown Wayfinding
Signage Program**

Entryway
Conceptual Design: Contextual Image
Scale: No Scale
07.10.07

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468 Jackson Street
San Francisco, CA 94111
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415 788 0767
dndesign@worldnet.att.net

DND



**City-Wide Entryway
and Downtown Wayfinding
Signage Program**

Vehicular Wayfinder
Conceptual Design: Contextual Image
Scale: No Scale
07.10.07

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468 Jackson Street
San Francisco, CA 94111
415 788 0766
415 788 0767
dndesign@worldnet.att.net

DND