



ITEM NUMBER:
DATE:

C - 5
01/23/07

Atascadero City Council

Staff Report - Community Development Department

City Wayfinding Program PLN 2006-1180 (Citywide, City of Atascadero)

(Review and approval of Wayfinding Committee recommendations concerning signage to provide vehicular and pedestrian guidance to destinations of interest throughout the City.)

RECOMMENDATION:

The Wayfinding Committee recommends:

Council approve Draft Resolution A adopting the Atascadero Wayfinding Program, to be implemented as funding becomes available.

DISCUSSION:

Background: The City Council requested staff to develop a City wide wayfinding program that would provide residents and visitors vehicular and pedestrian guidance to destinations of interest throughout the City of Atascadero. This report identifies various levels of signage from City welcome signs to directional signage.

In September 2005, the City Council received a report entitled "Atascadero, California Visitor/Tourism Assessment" which contained an assessment of the City's marketing and amenities related to tourism. The report contains several recommendations, one of which is to provide a city wayfinding and signage program that would allow visitors and residents to easily find the community's attractions, amenities, and activities. Through the City Council's January 2006 strategic planning, staff received direction to develop a wayfinding system.

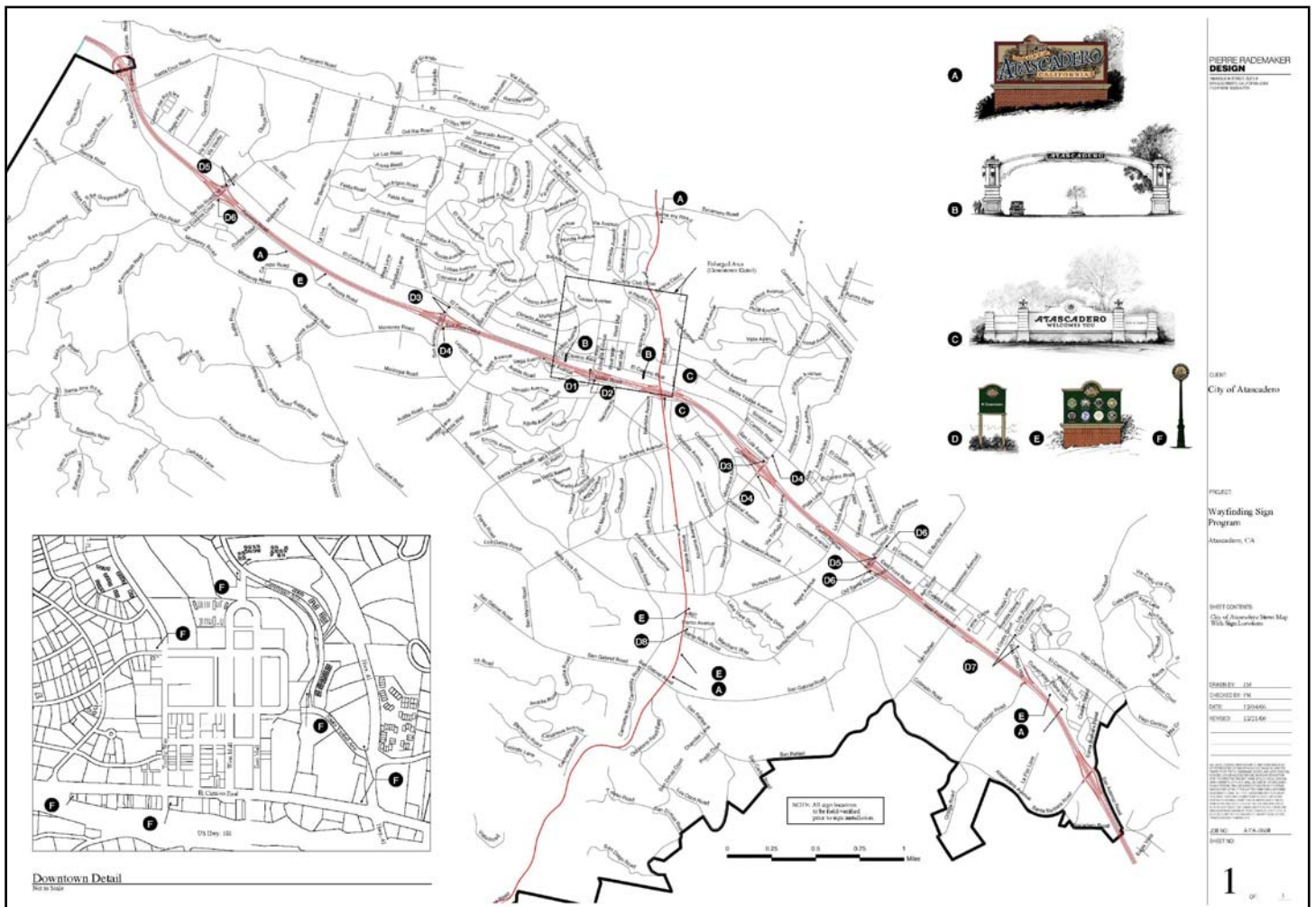
Analysis: In August, 2006, staff hired a professional wayfinding consultant and assembled a committee of community members and organizations to participate in development of a wayfinding program. The following individuals/affiliations were invited to actively participate as wayfinding committee members:

- Pierre Rademaker, Consultant

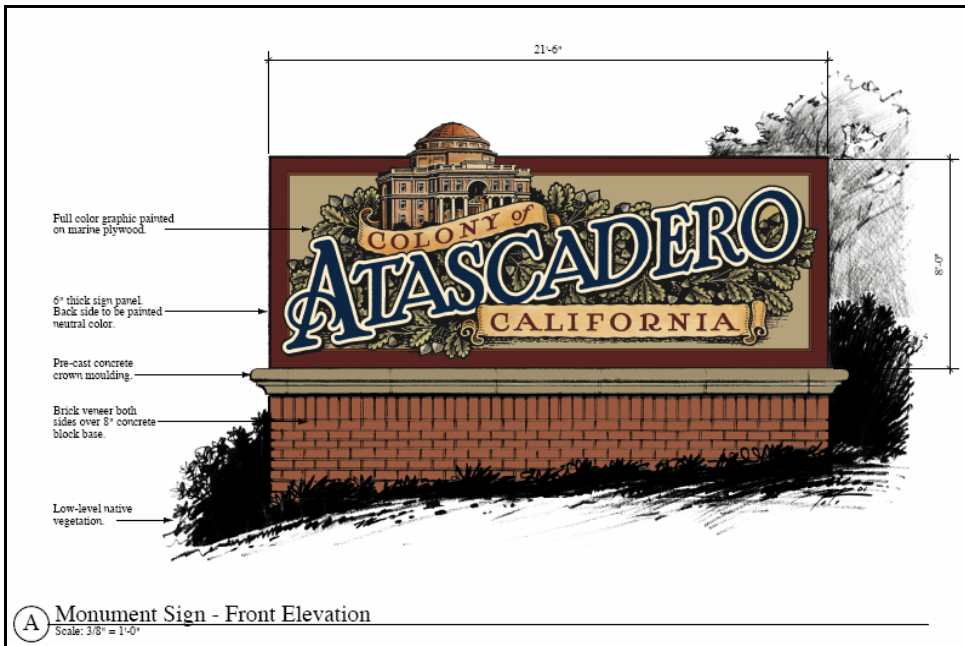
- Steve McHarris, City Staff
- Marty Tracey, City Staff
- Marcia Torgerson, Tourism Committee
- Joan O’Keefe, Planning Commission
- Rick Mathews, Parks and Recreation Commission
- Jonni Biaggini, San Luis Obispo Visitors Bureau
- Joanne Main, Chamber of Commerce
- Jessica Hamilton, Chamber of Commerce/Tourism
- Maria Hooper, Main Street Association/Downtown Merchants
- Lon Allan, Historical Society
- Tim McCutchin, Board of Realtors

The Committee met monthly between August and December 2006. These meetings consisted of developing concepts for signage types, appearance (design, colors, materials), locations, and destination locations.

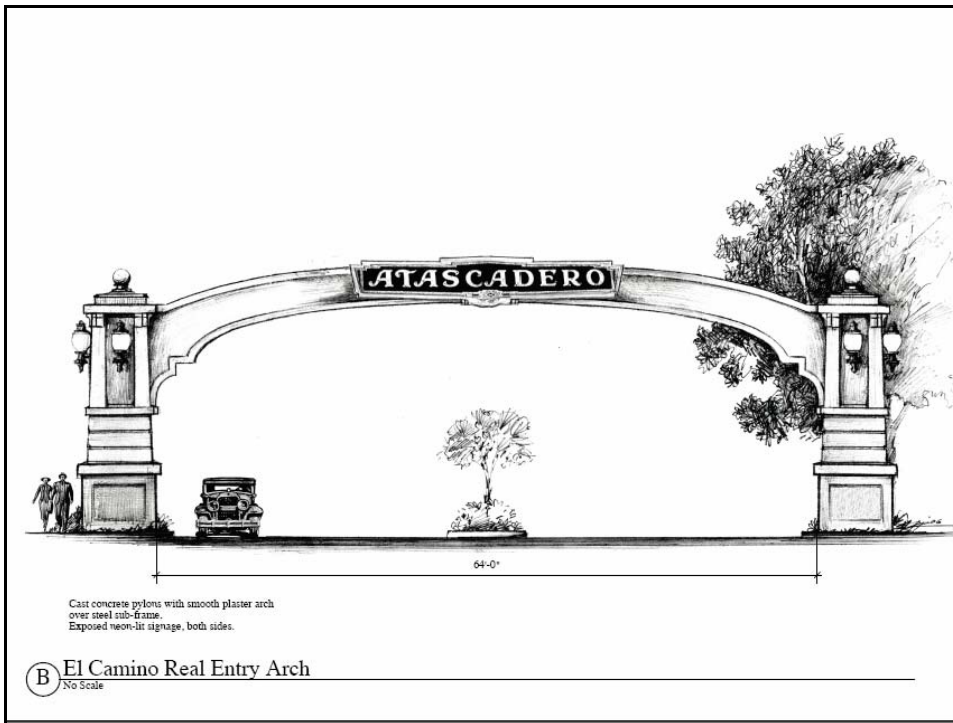
The proposed comprehensive wayfinding program has been designed to serve residents and visitors whether they are traveling as motorists, cyclists, or pedestrians. This program would help residents and visitors become familiar with Atascadero and the amenities the City offers including: commercial; recreational; cultural; transportation; tourist services; and civic opportunities. The program includes identification of important local and tourist destinations and easily traveled routes within the City and well-planned graphic and sign types arranged in a logical hierarchy of content categories. They are as follows:



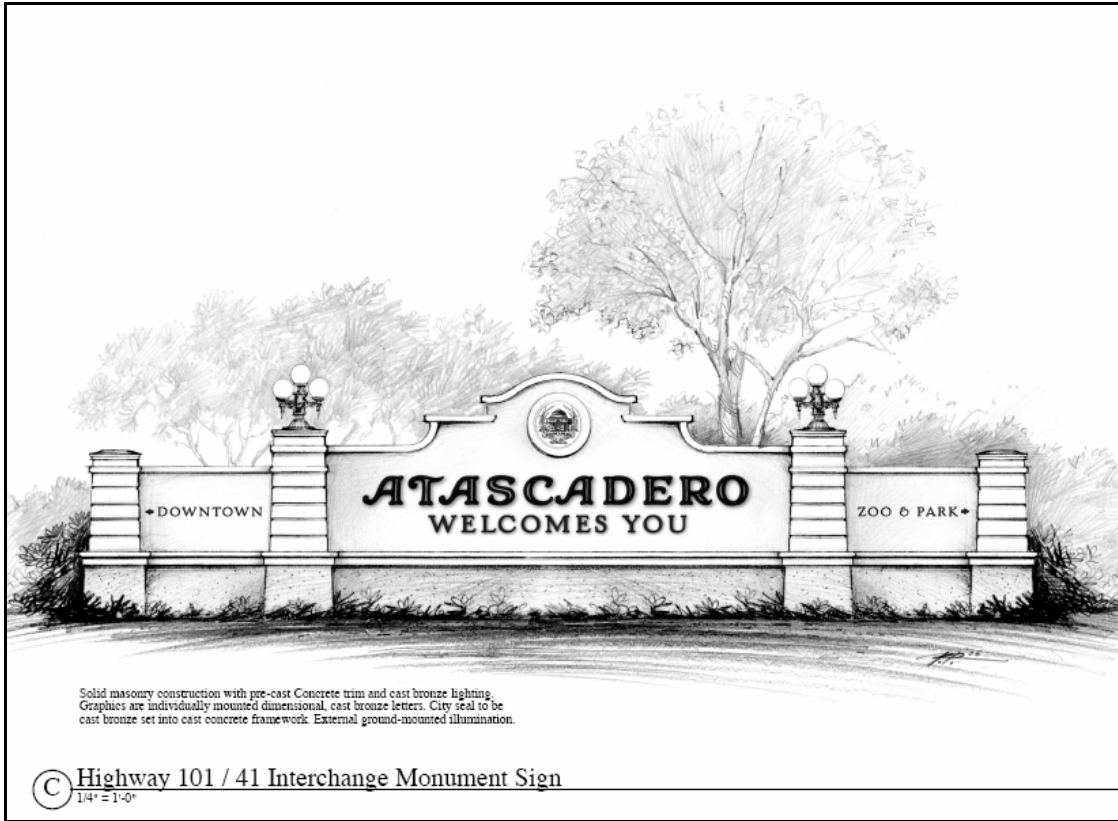
A. Community Entry Markers located at or near the city limits along the major highways (101 and 41).



B. Downtown Entry Arches located at each end of the downtown section of El Camino Real indicating the extent of the downtown core.

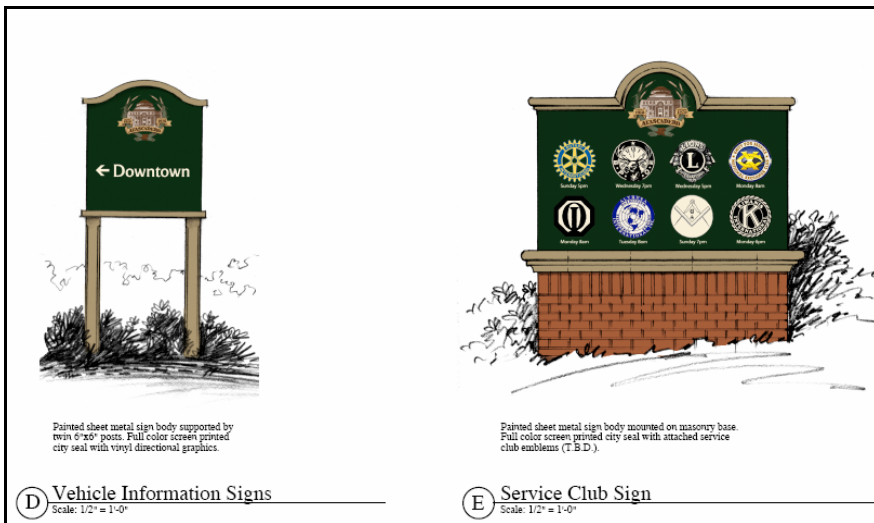


C. Highway 101/41 Interchange Monuments prominently placed at the Highway 101 exits welcoming visitors and offering limited directional information.



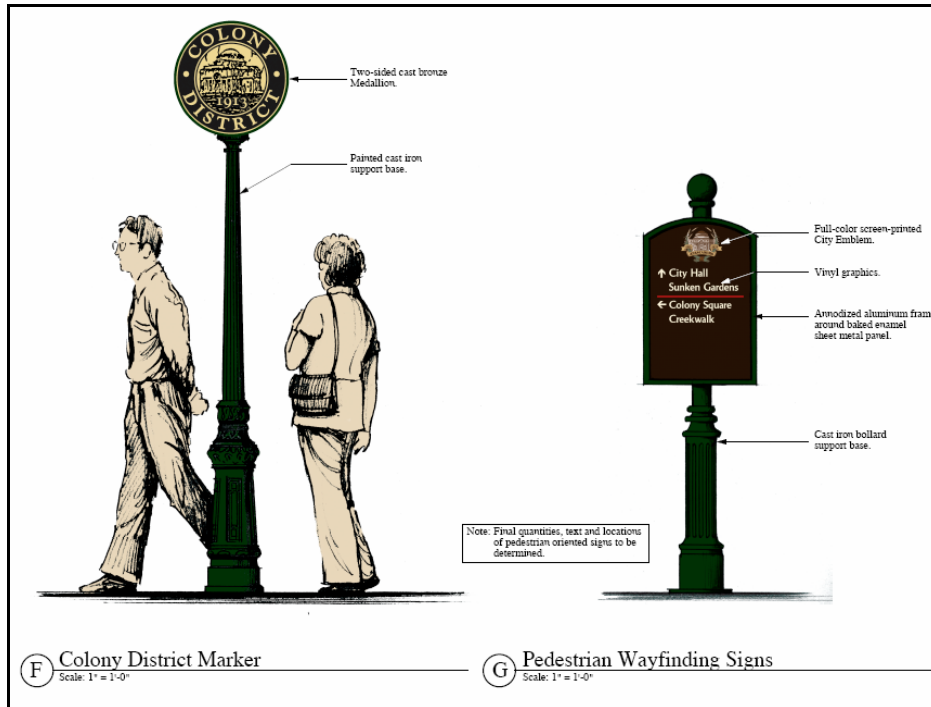
D. Vehicle Directional Signs located at various off ramps and intersections throughout the city.

E. Service Club Signs displaying service club emblems near major city entries.



F. Historical District Markers placed at all pedestrian and vehicular entries to the historic downtown core.

G. Pedestrian Way Finding Signs located on sidewalks and in planters throughout the downtown core.



Sign types A, C, D and E will require cooperation and coordination with CalTrans at several locations in order to facilitate a seamless installation as project phasing proceeds. Staff is currently working with Caltrans to allow implementation at these specific locations. Staff is also working with the Lube and Go property owner for placement of a city monument sign along El Camino Real adjacent to the Von's Center main driveway entrance.

FISCAL IMPACT:

Pierre Rademaker Design has identified preliminary probable costs for the construction, fabrication and installation of each of the sign types identified in the City's comprehensive wayfinding signage system (*civil engineering improvements, landscaping and irrigation systems have not been included*). In addition, preliminary costs are subject to change dependent upon fluctuation of materials/labor, and implementation phasing. There is no proposed phasing or funding of the wayfinding program included with this report. Prioritization and funding of wayfinding program will be determined by the Council through the budget process. The estimated probable costs of each type of sign are as follows:

A. Community Entry Markers:	\$67,100./ea.
B. Downtown Entry Arches:	\$230,500./ea.
C. Highway 101/41 Interchange Monuments:	\$151,000./ea.
D. Vehicle Directional Signs:	\$5,500./ea.
E. Service Club Signs:	\$16,100./ea.
F. Historical District Markers:	\$5,400./ea.
G. Pedestrian Wayfinding Signs:	\$2,500./ea.

Conclusion: The proposed wayfinding program is a result of City Council direction to work with the community in developing a professional wayfinding program for residents and visitors to easily locate the community's attractions, amenities, and activities. Construction of these signs is intended to be implemented as funding becomes available.

ALTERNATIVES:

1. The City Council may determine that more information is needed on some aspect of the program and may refer the item back to staff to develop the additional information. The Council should clearly state the type of information that is required and move to continue the item to a future date.
2. The Council may decide to not approve the wayfinding program.

ATTACHMENTS:

- Attachment 1: Draft Resolution A
Attachment 2: Visitor/Tourism Assessment (Informational)

DRAFT RESOLUTION A

**A RESOLUTION OF THE CITY COUNCIL
OF THE CITY OF ATASCADERO, CALIFORNIA, ADOPTING THE
ATASCADERO WAYFINDING PROGRAM
PLN 2006-1180
(Applicant: City of Atascadero)**

WHEREAS, the City Council of the City of Atascadero, Atascadero, CA directed staff to develop a wayfinding program to be implemented City wide; and,

WHEREAS, a committee representing members of the public assisted in development of the proposed wayfinding program; and

WHEREAS, the proposed program signage is exempt from the requirements of the California Environmental Quality Act (CEQA) Section 15303 as a categorically exempt class 3 (new construction of small facilities or structures) and,

WHEREAS, the City Council of the City of Atascadero convened on January 23, 2007 to review the proposed Atascadero Wayfinding Program; and,

NOW, THEREFORE, the City Council of the City of Atascadero, hereby resolves to take the following actions:

SECTION 1. Project Approval. The City Council does hereby approve a city-wide wayfinding program as identified in Exhibit A and B, to be implemented as funding becomes available

Exhibit A: Wayfinding Program Map Exhibit

Exhibit B1, B2, B3, B4, B5: Wayfinding Program Signage Exhibits

On motion by Council Member _____ and seconded by Council Member _____, the foregoing Resolution is hereby adopted in its entirety on the following roll call vote:

CITY OF ATASCADERO

By: _____
Dr. George Luna, Mayor

ATTEST:

Marcia McClure Torgerson, C.M.C., City Clerk

APPROVED AS TO FORM:

Patrick L. Enright, City Attorney

EXHIBIT A: Atascadero Wayfinding Program Map

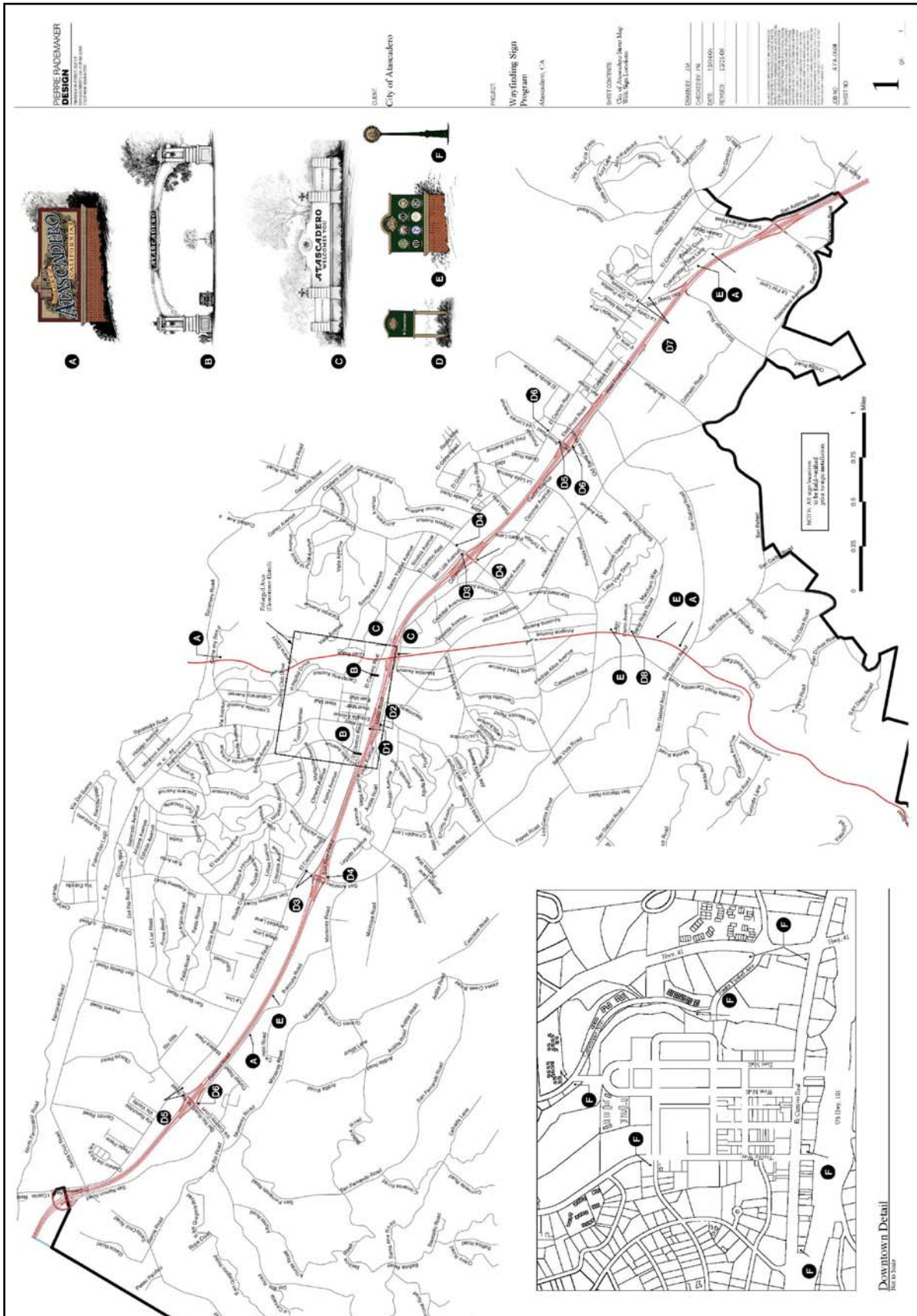


EXHIBIT B-1: Wayfinding Program Signage

**PIERRE RADEMAKER
DESIGN**
2200 HARRINGTON DRIVE
SANTA ANA, CALIFORNIA 92705
TEL: 714.944.1100 FAX: 714.944.1101
WWW.PIERREDESIGN.COM

CLIENT:
City of Atascadero

PROJECT:
**Wayfinding Sign
Program
Atascadero, CA**

SHEET CONTENTS:
Monument Sign

DRAWN BY: **JM**
CHECKED BY: **PK**
DATE: **09/25/06**
REVISED:

JOB NO.: **ATA-0601**
SHEET NO.: **1** OF **5**

21'-6"

4'-8"

Full color graphic painted on marine plywood

6" thick sign panel. Back side to be painted neutral color.

Pre-cast concrete crown moulding.

Brick veneer both sides over 8" concrete block base.

Low-level native vegetation.

A Monument Sign - Front Elevation
Scale: 3/8" = 1'-0"

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EXHIBIT B-2: Wayfinding Program Signage

PIERRE RADEMAKER
DESIGN
 200 HUNTERS STREET, SUITE 2
 TULLY, NY 11783
 TEL: 516.261.8800 FAX: 516.261.8801

CLIENT
 City of Atascadero

PROJECT
 Wayfinding Sign
 Program
 Atascadero, CA

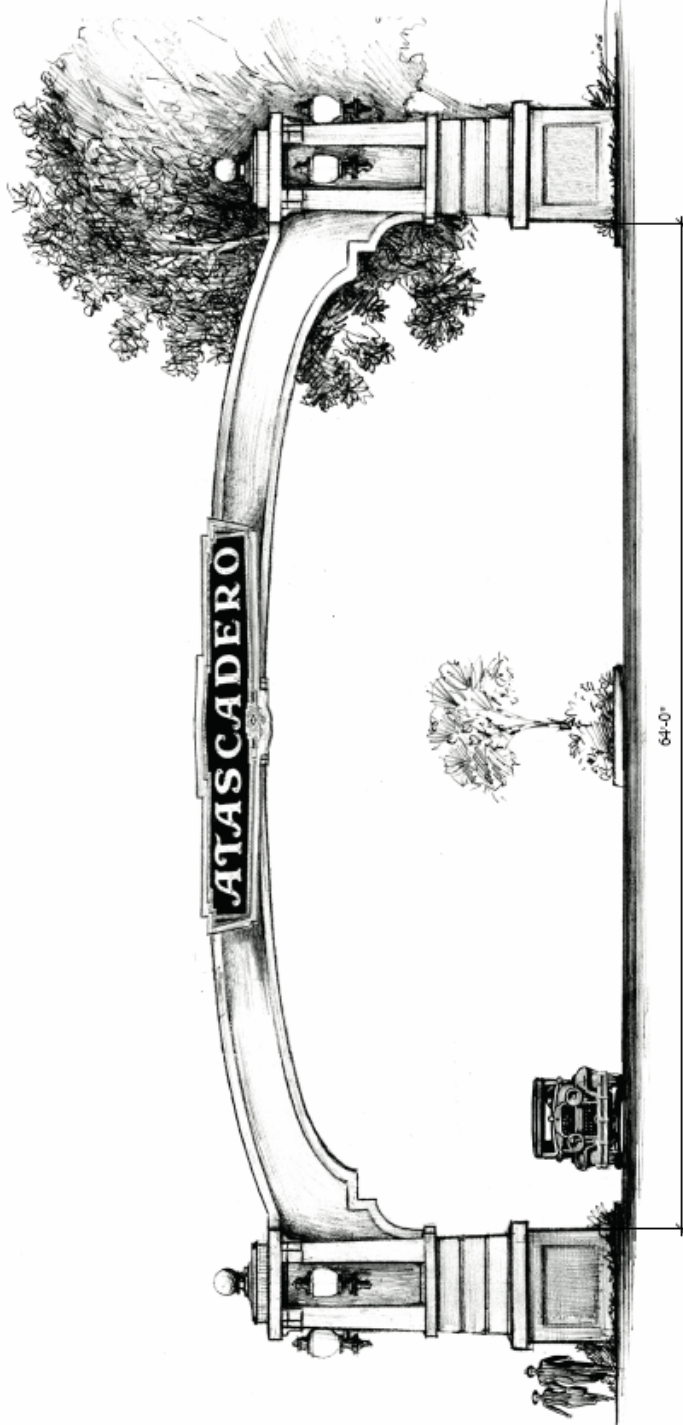
SHEET CONTENTS
 El Camino Real
 Entry Arch

DRAWN BY: JM
 CHECKED BY: FR
 DATE: 09/25/06
 REVISIONS:

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ADJ. NO. ATA-0601
 SHEET NO.

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Cast concrete pylons with smooth plaster arch
 over steel sub-frame.
 Exposed neon-lit signage, both sides.

B El Camino Real Entry Arch

No Scale

EXHIBIT B-3: Wayfinding Program Signage

PIERRE RADEMAKER
DESIGN
 2000 S. GARDEN STREET, SUITE 200
 MILLICENT, CALIFORNIA 91101
 TEL: 951.261.0000

CLIENT
City of Atascadero

PROJECT
**Wayfinding Sign
 Program
 Atascadero, CA**

SHEET CONTENTS

DRAWN BY: JM
 CHECKED BY: PR
 DATE: 09/25/06
 REVISED:

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JOB NO. **ATA-0001**
 SHEET NO.

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OF 5



Solid masonry construction with pre-cast Concrete trim and cast bronze lighting. Graphics are individually mounted dimensional, cast bronze letters. City seal to be cast bronze set into cast concrete framework. External, ground-mounted illumination.

© Highway 101 / 41 Interchange Monument Sign
 1/4" = 1'-0"

EXHIBIT B-4: Wayfinding Program Signage

**PIERRE RADEMAKER
DESIGN**
2001 HIGHLAND AVENUE, SUITE 200
ATASCADERO, CA 93422
TEL: 805.435.1000 FAX: 805.435.1001
WWW.PIERREDESIGN.COM

CLIENT
City of Atascadero

PROJECT
**Wayfinding Sign
Program
Atascadero, CA**

SHEET CONTENTS
**Vehicle Information &
Service Club Signs**

DRAWN BY: JM
CHECKED BY: PR
DATE: 09/25/06
REVISED:

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JOB NO. **ATA-0601**
SHEET NO.

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OF 5



Painted sheet metal sign body mounted on masonry base.
Full color screen printed city seal with attached service club emblems (T.B.D.).

(E) Service Club Sign
Scale: 1/2" = 1'-0"



Painted sheet metal sign body supported by twin 6"x6" posts. Full color screen printed city seal with vinyl directional graphics.

(D) Vehicle Information Sign
Scale: 1/2" = 1'-0"

EXHIBIT B-5: Wayfinding Program Signage

**PIERRE RADEMAKER
DESIGN**
700 HIGHLAND STREET, SUITE 4
SUNNYVALE, CA 94086
TEL: 415.962.8000

CLIENT
City of Atascadero

PROJECT
Wayfinding Sign Program
Atascadero, CA

SHEET COMMENTS
Directional Signage

DRAWN BY: JM
CHECKED BY: PR
DATE: 09/25/06
REVISED:

THE USER SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY PERMITS AND APPROVALS FROM ALL APPLICABLE AGENCIES AND AUTHORITIES. THE USER SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY PERMITS AND APPROVALS FROM ALL APPLICABLE AGENCIES AND AUTHORITIES. THE USER SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY PERMITS AND APPROVALS FROM ALL APPLICABLE AGENCIES AND AUTHORITIES. THE USER SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY PERMITS AND APPROVALS FROM ALL APPLICABLE AGENCIES AND AUTHORITIES.

Two-sided cast bronze Medallion

Painted cast iron support base.

Full-color screen-printed City Emblem.

Vinyl graphics.

Anodized aluminum frame around baked enamel sheet metal panel.

Cast iron bollard support base.

F Colony District Marker
Scale: 1" = 1'-0"

G Pedestrian Wayfinding Signs
Scale: 1" = 1'-0"

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ATTACHMENT 2: Visitor/Tourism Assessment (Informational)

To be Inserted