

## BURBANK REDEVELOPMENT AGENCY

Tuesday, March 25, 2003

Agenda Item - 1

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**DATE:** March 25, 2003  
**TO:** Mary Alvord, Interim City Manager/Interim Executive Director  
**FROM:** Susan M. Georgino, Community Development Director/Assistant Executive Director  
Jack Lynch, Senior Redevelopment Project Manager  
By: Michael A. Bates, Redevelopment Project Analyst  
**SUBJECT:** IMPLEMENTATION OF DOWNTOWN WAYFINDING SIGNAGE PROGRAM

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### PURPOSE:

To provide the City Council and Redevelopment Agency with information in order to consider a wayfinding signage program to be implemented throughout the downtown area.

### BACKGROUND

On July 11, 2000, the Redevelopment Agency directed staff to implement a Village Public Improvement and Program package, which included analyzing a Downtown Wayfinding and Signage Program. Staff has been working with Hunt Design Associates to develop a complete wayfinding signage program for "Downtown Burbank". The primary intent of the Wayfinding Signage Program will be to reinforce the visual identity of "Downtown Burbank" primarily through directional signage and environmental media that will improve awareness of regional destinations along with improvement of vehicular circulation within the area. Once established, this system will clearly direct visitors to free public parking areas within downtown, and direct pedestrian travelers to shops, restaurants, movie theaters along with government and civic offices (Exhibit A).

### ANALYSIS

The vehicular signage to be installed within "Downtown Burbank" is geared toward assisting people to reach their locations with the least amount of confusion to the driver as well as minimal disruption to the adjacent residential communities. The three (3) districts and major destinations located within downtown have been identified as the Civic District, Village District, and Mall District (Exhibit B). These three (3) distinct areas are important to identify because of their civic, economic and/or regional significance. By installing signs that introduce districts and generic visitor destinations (e.g. civic district, movies, shopping and dining), staff believes that the number of signs needed to effectively direct travelers and visual clutter would be reduced.

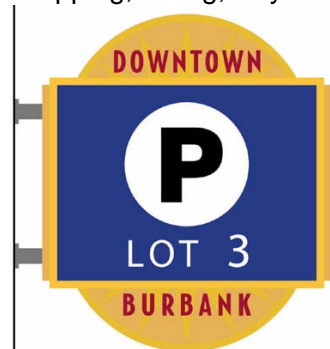
The core objectives for the new graphics and signage program are as follows:

- o To create a new visual identity for Downtown Burbank.
- o To create an identity/wayfinding signage program within the district to express its new identity.
- o To create an "off-site" directional signage program to support the district.

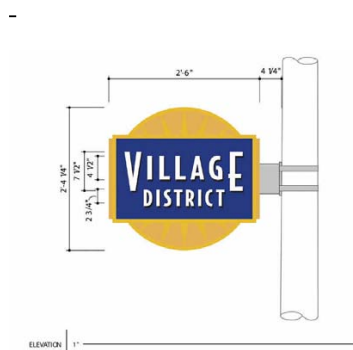
The overall Wayfinding Signage Program has been developed with five (5) different sign types that include the following:



1. Primary Directional Signage - has been developed to inform motorists traveling along the perimeter streets of the area (e.g. First, Glenoaks, Burbank, and Verdugo) with information that would lead motorists to each designated district.
2. Secondary Directional Signage has been developed to inform motorists traveling within the interior core of downtown with specific information pertaining to special interest destinations (e.g. parking areas, movies, shopping, dining, City Hall).



3. Parking Identification Signage has been developed to identify each of the various parking areas located throughout downtown. The exterior signage includes large blade signs to identify each of the public parking structures along with free-standing signs installed at the entrances of each surface parking lot.



4. District Identification Signage has been developed to provide motorists with visual reference indicators for each of the three proposed "districts".
5. Freeway Off-Ramp Directional Signage – has been developed to direct motorists into Downtown Burbank after

exiting at Interstate Highway (I-5) exits.

Additionally, staff has been working with the Department of Transportation to provide additional directional signage along Interstate Highway (I-5).

### Sign Specifications

Hunt Design has developed a design for staff review and comment which includes two layered aluminum panels fused together to provide three dimensional depth with six (6) colors applied with high intensity reflective vinyl with silk screened translucent ink.

Prior to making a final decision to the proposed "Downtown Burbank" signs, staff was able to view existing wayfinding signs installed in other cities which included West Hollywood, Inglewood, Pasadena, Santa Monica, West Hollywood, to name a few. As a result, several of these signs did not provide motorists with any distinguishing aspects to them (i.e. flat, square, etc.), nor was its message communicated effectively during evening hours due to low light levels. Therefore, this design concept has been selected primarily because it has been developed with many features that will effectively convey directional information to visitors during daytime and evening hours.

### Civic Group Input

Staff has conducted outreach efforts to various civic groups in order to receive comments on the proposed wayfinding signage program that include the Burbank Stakeholders Association, Downtown Parking Management Committee, Executive Team Members along with other city staff department managers. To date, the following presentations have been made:

1. Staff made a presentation to the Downtown Stakeholders Association to seek comments on the overall wayfinding signage program which included three-dimensional and two-dimensional signs and several variations of colors to be used. The Stakeholders Association generally was pleased with the concept of a wayfinding signage program and welcomed its implementation.
2. Staff made a presentation of the overall wayfinding signage program to the Downtown Parking Management Committee members. The group expressed strong support of the proposed program.
3. Staff installed a total of three full size mock-up signs during a two-day test period to provide visual representation of each sign type. Staff received numerous phone calls and emails from various committee members, other staff members, and business owners alike, to lend their support of the proposed sign program.
4. Staff presented the overall wayfinding signage program to the members of the Property Based Business Improvement District (PBID) steering committee in which staff was commended in its efforts to provide better information to its visitors. The steering committee is in the process of developing a business plan that would be considering a number of improvements for the downtown area including the wayfinding program.

### Preliminary Cost Estimate

The wayfinding signage program is comprised of 120 signs that include "primary directional", "secondary directional", "parking identification", "district identification" and "freeway off-ramp directional signage, which is estimated to cost the City approximately \$300,000 to implement.

<u>SIGN DESCRIPTION</u>	<u>QTY</u>	<u>COST</u>
Primary Directional – Large (Four lines of copy)	3	\$ 5,763
Primary Directional – Medium (Three lines of copy)	13	\$20,371
Primary Directional – Small (Two lines of copy)	10	\$13,950
Primary Directional - Single (One line copy)	1	\$ 1,305
Secondary Directional – Large (Four lines of copy)	2	\$ 3,608
Secondary Directional – Medium (Three lines of copy)	7	\$11,977
Secondary Directional – Small (Two lines of copy)	15	\$25,065
Secondary Directional – Single (One line of copy)	3	\$ 4,911
Parking Identification - Pole Mounted/Non-Illuminated	13	\$25,402

Parking Identification - Blade Mounted/Internally Illuminated	10	\$42,000
Parking Identification – Wall Mounted/Internally Illuminated	2	\$ 5,800
District Identification - Pole Mounted/Non-Illuminated	38	\$55,670
Freeway Off-ramp Directional – Downtown Burbank Directional	3	\$12,825
SUB-TOTAL	120	\$228,647
(Allowance for Installation of new poles)	21	\$25,200
Contingency @ 15%		\$38,077
TOTAL (rounded)	141	\$300,000

Staff has hired John Lambeth (Downtown Resources) to explore the feasibility of establishing a Property Based Business Improvement District (P-BID) that would be comprised of property and business owners downtown, and would include mechanisms for raising funds to pay the actual cost of improvements and/or programs that will further enhance the synergy of businesses located therein. Receiving the actual bid price will allow the proposed P-BID to finalize its business plan, and determine the appropriate assistance that may be required of the Agency. Staff will then return to the Agency after the P-BID’s business plan has been completed to obtain the appropriate funding prior to awarding the contract.

Caltrans Signage



Staff has received notification from the State of California, Department of Transportation (Caltrans) that a new Policy Directive has been adopted which will allow cities and local municipalities located within three (3) miles from all State highways to install additional "guide" signs along the Interstate Highway, that announce "Downtown (city name)".

Staff has been working with representatives of Caltrans to install a total of two (2) signs along Interstate Highway (I-5) (one (1) sign northbound and one (1) sign southbound). Staff will continue to work with representatives of Caltrans to identify the exact locations of each sign, installation methods, cost and final design specifications at a later date. Attached as Exhibit C, staff has developed a visual representation of what the proposed sign might look like. In order for the City to receive final approval of its encroachment permit from Caltrans, the City is required to adopt a resolution approving such signs to be installed on State Highways for the purposes of guiding motorists to the City’s downtown area. The resolution shall include the current population of the City and the legend for the sign.

CONCLUSION

Successful cities (e.g. Pasadena, Santa Monica to name a few) have been able to connect people with civic, businesses and/or leisure destinations while distributing vehicular traffic patterns in more direct routes. While many factors contribute to the success of downtown areas, an effective directional signage and graphic program (wayfinding) has been a key element in this success.

Based on staff’s direction, Hunt Design assisted in the development of a comprehensive wayfinding signage program, which will more effectively direct travelers to various destinations throughout downtown. At this time, staff has completed the programming and schematic design phase along with the design development phase of the program and is seeking

authorization to implement the construction document preparation and final implementation phase of the program. It is anticipated that work will begin on the installation of these wayfinding signs this summer, after the P-BID has been formed and Hunt Design has completed all construction documents.

The wayfinding signage program includes a total of one hundred and twenty (120) physical signs which include (27) "primary directional" signs, (27) "secondary directional" signs, (25) "parking identification" signs, (3) "freeway off-ramp directional as well as (38) "district identification" signs. In addition, there are approximately 374 light pole standards located throughout the downtown area. Many show signs of physical deterioration and are in need of deferred maintenance. It is proposed that these light pole standards be painted.

Upon approval by the Agency, Hunt design will be directed to assist city staff in negotiations with sign contractors responding to a Request for Proposal (RFP) for the work to be performed; assist in supervising sign vendors by reviewing shop drawings, color submittals, mock-ups and by inspecting work in sign contractor's shop and, review installed work on site and complete administration of punch list details for correction.

Staff has been informed that Caltrans has recently modified its policies to allow cities and local municipalities to install additional signage along the State Highway (I-5), provided that a resolution has been adopted by its City Council.

#### FISCAL IMPACT

The total cost for all signage, including primary directional, secondary directional, parking identification, district identification as well as freeway off-ramp signs is approximately \$300,000. Receiving the actual bid price will allow the proposed P-BID to finalize its business plan, and determine the appropriate assistance that may be required of the Agency. Staff will then return to the Agency for the appropriate funding prior to awarding the contract.

#### RCOMMENDATION

Staff recommends that the City Council 1) direct staff to complete final designs and initiate a competitive bidding process for the fabrication, construction and installation of the signage program; and 2) adopt a resolution requesting installation of signs located along Interstate Highway (I-5) that announce "Downtown Burbank".

#### EXHIBITS

- Exhibit A Downtown Wayfinding Map
- Exhibit B Proposed Downtown Districts
- Exhibit C Proposed Caltrans "Guide" Sign
- Exhibit D Proposed Wayfinding Sign Types
- Exhibit E Typical Wayfinding Sign

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