

**PLANNING AND DEVELOPMENT DEPARTMENT
MEMORANDUM 12-14**

DATE: May 14th, 2012
TO: Honorable Mayor Joyce Downing and City Council Members
FROM: William A. Simmons, City Manager *WAS*
Brook Svoboda, Director of Planning and Development *BS*
SUBJECT: CB-1767 - City Owned Kiosks in the Public Right-of-Way

BACKGROUND

Attached to this memo is an ordinance that, if adopted, would add an Article (Article 26) to Chapter 16 of the Northglenn Municipal Code regarding City owned Kiosks in the public right-of-way (Attachment A). On April 16th and May 7th, 2012, staff presented information, regarding pilot project for public wayfinding/kiosk signage along 104th Ave at the Melody St intersection (Attachment B & C).

The key points of the proposal are outlined below:

- Program should serve a “civic” purpose
- Free to businesses served by the program
- Focus on location-disadvantaged businesses off main arterial
- Minimize visual impact / pollution as much as possible

BUDGET/TIME IMPLICATIONS:

This project will result in an expenditure between \$11,000 - \$16,000. Final costs will be determined once the numbers of business eligible properties have been identified. This project will be funded under the Public Works Department budget line item – Street Division Property Services. Should the expenditure require an appropriation amendment, the amendment will be provided to Council at the end of the year.

RECOMMENDATION

Staff recommends Council approve CB-1767 as presented and set the Public Hearing for the May 21st Council Meeting.

STAFF REFERENCE

Brook Svoboda, Director of Planning and Development bsvoboda@northglenn.org or 303.450.8937

ATTACHMENTS

- Attachment A Proposed Ordinance – CB-1767
- Attachment B Council Memo 12-7 Wayfinding/Kiosk
- Attachment C Council Memo 12-11 Wayfinding/Kiosk Update

SPONSORED BY: MAYOR DOWNING

COUNCILMAN'S BILL

ORDINANCE NO.

No. CB-1767
Series of 2012

Series of 2012

A BILL FOR AN ORDINANCE ADDING A NEW ARTICLE 26 TO CHAPTER 16 OF THE NORTHGLENN MUNICIPAL CODE REGARDING CITY OWNED KIOSKS IN THE PUBLIC RIGHT-OF-WAY

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF NORTHGLENN, COLORADO, THAT:

Section 1. The City of Northglenn Municipal Code is amended by the addition thereto of a new Article 26 of Chapter 16 to read as follows:

ARTICLE 26
CITY-OWNED KIOSKS

Section 16-26-1. City-Owned Kiosks

(a) Establishment and Purpose. There is hereby established the City of Northglenn Kiosk Program (the "Kiosk Program"). The purpose of the Kiosk Program is to allow the use of panels on kiosks that are owned and maintained by the City to provide directional signs to commercial locations within the City. The Kiosk Program is also intended to prevent the proliferation of unlawful off premise signs and to provide a reasonable alternative to off premise signs that allow interested persons to find commercial locations within the City of Northglenn.

(b) Process. The City will develop the process for administering the Kiosk Program by Resolution approved by the City Council. The process for administering the Kiosk Program shall include, but not be limited to, the following:

- (1) The style and design of the kiosks, including the size of panels;
- (2) What may be depicted on a panel within a kiosk, including whether to include logos deemed to be in the public interest by the City Council;
- (3) The process for participating in the Kiosk Program, including the process for placing or installing any panel and the location of said panel, the number of panels that may be obtained by any one entity, and other provisions to maximize participation in the Kiosk Program; and
- (4) The cost for participating in the Kiosk Program, if deemed appropriate.

(c) Location of Kiosks. The kiosks shall be located on City of Northglenn property, which may include public right-of-way. The City shall determine the location of the kiosks by Resolution approved by the City Council, which Resolution may be amended from time to time based on the best interests of the City.

(d) License Agreement. In order to participate in the Kiosk Program based on the provisions identified by the City as set forth above, a party desiring to obtain a panel must execute an agreement for placing its panel on a kiosk in the form approved by Resolution of the City Council.

INTRODUCED, READ AND ORDERED POSTED this 14th day of May, 2012.



for JOYCE DOWNING
Mayor

ATTEST:



JOHANNA SMALL, CMC
City Clerk

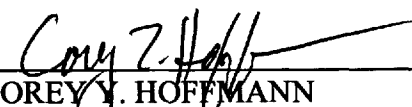
PASSED ON SECOND AND FINAL READING this ____ day of _____, 2012.

JOYCE DOWNING
Mayor

ATTEST:

JOHANNA SMALL, CMC
City Clerk

APPROVED AS TO FORM:



COREY Y. HOFFMANN
City Attorney

ATTACHMENT B

PLANNING AND DEVELOPMENT MEMORANDUM

12-7

To: Honorable Mayor Joyce Downing and City Council Members

From: Bill Simmons, City Manager *MS*
Brook Svoboda, Director of Planning and Development *BS*

Date: 4/16/2012

Re: Wayfinding signage pilot project proposal for Arterial Streets within Northglenn

Overview

The project outlined below would act as "pilot" for a future overall citywide wayfinding signage program to aid businesses throughout the city with directional signage. The pilot project calls for the implementation of two wayfinding signs, located in the 104th Avenue median, to display directional signage for businesses located along and adjacent to the corridor. The signs would aid motorists, pedestrians, and bicyclists in recognizing the location of commercial outlets that are in proximity to the 104th Avenue corridor, but not necessarily visible.

Project proposal

The proposed project seeks to implement wayfinding signage throughout the City, with 104th Avenue as the initial phase of the project. The goal of this phase is to aid motorists in understanding the various commercial businesses located on and in close proximity to 104th Avenue. The pilot proposal includes the placement of two, double-sided, multi-tenant, steel wayfinding signs located in the medians along 104th Avenue. These wayfinding signs would include from 6 to 10 spaces per sign face for commercial business advertising and directional indicators (Attachment A). The signs would be placed in strategic locations along the 104th Avenue median to direct motorists to businesses at the Marketplace, Melody Street Commercial Area, South of Marketplace (Best Buy, Sheplers), the Huron Center, and the Hillcrest Center (Attachment B).

Although the main focus of the pilot program would be wayfinding signage for the tenants along and in proximity to 104th Avenue, revenues from the program could be used to self finance the future phases of the wayfinding program. Upon completing the future phases of the wayfinding program, the revenues could be used for a series of other programs to help promote business in the City. These include, but are not limited to, future gateway entrance signs for the City, a larger overall signage program for the City, or the transition to new digital technologies that will aid in generating additional revenues while condensing sign clutter.

Financial model

The attached simplified financial model (Attachment C) depicts various scenarios depending on

the number of panels deemed appropriate for each of the signs and varying market based monthly fees charged to each of the businesses for advertising on the signs. Staff has attempted to depict the most likely scenarios. In each of the scenarios, the initial costs for installation of the signs is accounted for as well as the ongoing maintenance costs. Each scenario depicts a five year revenue model with remaining balances after five years. As mentioned above, these revenues could be used to grow the program or promote businesses by other means.

Alternatively, staff prepared calculations that depict a “net-neutral” revenue model. Simply put, it provides an estimate of the minimum monthly fee businesses would be required to pay to offset the program costs to the City. The following assumptions were included:

- The calculation accounts for:
 - Annual maintenance;
 - The initial cost of each business’ panel;
 - The 5 year amortized cost of the initial construction of the sign.
- The calculation does not cover estimated costs of program administration.

The cost to each business under this “net neutral” scenario would cost businesses approximately **\$35.00/month**.

Program Administration

Under the current proposal, City staff would be responsible for management of the program. Management tasks would include the logistics of the initial installation, ongoing marketing for sign placement, ongoing revenue collection, and maintenance scheduling. Initial installation could be handled through the City’s Public Works Department either through “in-kind” participation, or through a third party bid process. The attached financial projections assume a third party installation. Marketing, revenue collection, and maintenance scheduling would be handled through the City’s Economic Development office. If Council is amenable to the proposal, a detailed Program Administration Plan would be created.

Policy Amendments

The outlined proposal would require an amendment to the existing sign ordinance. The change would follow the traditional process of review and recommendation by the Planning Commission and final action by the City Council. In anticipation of moving forward, staff prepared a public hearing notice for the Planning Commission meeting on the 1st of May. At the Commission meeting a recommendation will be solicited and carried forward to the City Council. Staff will then place the potential ordinance change on the Council agenda for first reading, second reading/public hearing and final action. The City Attorney has been consulted and will have a proposed ordinance available for review at the Planning Commission meeting on May 1, 2012.

Additionally, it is proposed that Council would enter into a License Agreement with each of the advertising businesses seeking placement on the signs. The License Agreement would outline parameters of the program and conditions of sign placement. The initial form of these license agreements would be prepared by the City Attorney. Review by staff and the City Attorney, prior to Council action, would occur for each prepared agreement.

Public Works Consultation

Staff has consulted with members of the City’s Public Works Streets Maintenance Division.

Project logistics were covered with the streets maintenance crew including initial installation, landscaping amendments for installation, traffic control during installation, annual maintenance, lighting, traffic conflicts, safety, and utility conflicts. All items were deemed achievable using appropriate mitigation techniques. If Council is amenable to the project, specific plans will be drafted to address each of the above technical aspects of implementation and maintenance.

Council Direction

If Council Members are agreeable to the initial pilot program, staff would compile additional details to fully implement the installation and management of the two wayfinding signs. Additionally, staff seeks guidance regarding certain details of the pilot program elements (financial model, program administration program parameters etc.).

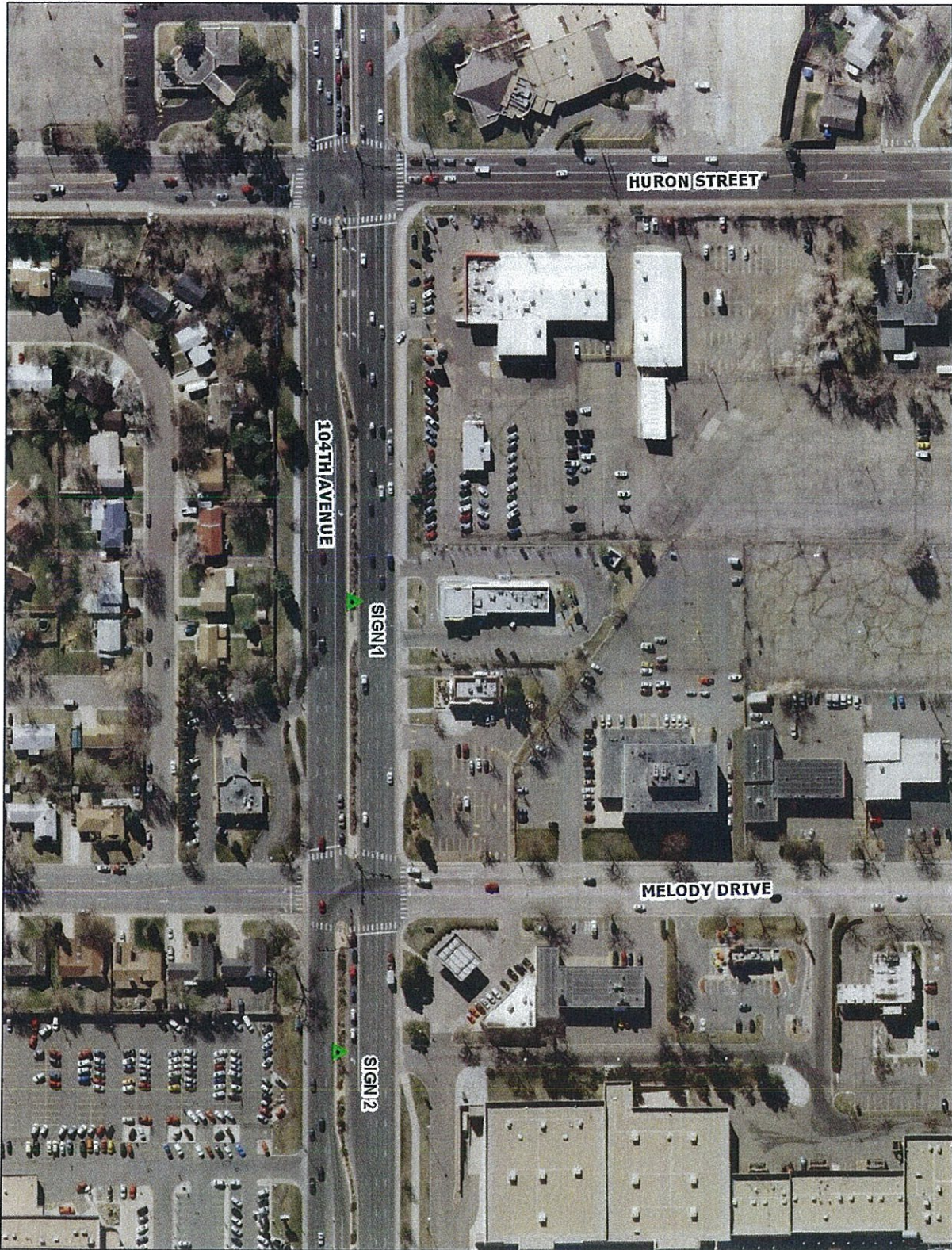
Upon examination of the initial pilot project, with Council's direction, a second citywide phase for wayfinding signage proposal would be drafted. This second phase could leverage the "lessons learned" from the initial pilot project and work to establish an overlay district that could establish operational parameters for a citywide wayfinding program.

ATTACHMENT A



Report a problem. Image Date: August, 2008

ATTACHMENT B



ATTACHMENT C

Enterprise wayfinding sign proposal comparison						
Scenario 1	6 Panel Scenario @ \$70.00/month					
Signs	2					
Panels	24					
Rate	\$ 70.00					
Monthly Sign Income	\$ 1,680.00					
Vacancy	15%					
Annual Maintenance	\$500					
Annual Net Income	\$ 16,636.00					
Initial Install	\$4,000					
		2013	2014	2015	2016	2017
Year End Balance		\$ 20,954.00	\$ 37,590.00	\$ 54,226.00	\$ 70,862.00	\$ 87,498.00
	Assumes advertiser pays up-front cost of \$150 for initial panel					
Scenario 2	10 Panel Scenario @ \$60.00/month					
Signs	2					
Panels	40					
Rate	\$ 60.00	Adjusted for additional panels				
Monthly Sign Income	\$ 2,400.00					
Vacancy	15%					
Annual Maintenance	\$750	Adjusted for additional panels				
Annual Net Income	\$ 23,730.00					
Initial Install	\$4,000					
		2013	2014	2015	2016	2017
Year End Balance		\$ 31,595.00	\$ 55,325.00	\$ 79,055.00	\$ 102,785.00	\$ 126,515.00
	Assumes advertiser pays up-front cost of \$150 for initial panel					
Scenario 3	10 Panel Scenario @ \$50.00/month					
Signs	2					
Panels	40					
Rate	\$ 50.00	Adjusted for additional panels				
Monthly Sign Income	\$ 2,000.00					
Vacancy	15%					
Annual Maintenance	\$750	Adjusted for additional panels				
Annual Net Income	\$ 19,650.00					
Initial Install	\$4,000					
		2013	2014	2015	2016	2017
Year End Balance		\$ 25,475.00	\$ 45,125.00	\$ 64,775.00	\$ 84,425.00	\$ 104,075.00
	Assumes advertiser pays up-front cost of \$150 for initial panel					

ATTACHMENT C

PLANNING AND DEVELOPMENT MEMORANDUM 12-11

TO: Honorable Mayor Joyce Downing and City Council Members
FROM: Bill Simmons, City Manager *WAS*
Brook Svoboda, Director of Planning and Development *WS*
DATE: 05/07/12
RE: Wayfinding/Kiosk Signage Pilot Project - Update

BACKGROUND

At the April 16th Council Worksession Staff presented a pilot wayfinding /kiosk program for 104th St, with a primary focus at the intersection of 104th and Malley (PC Council Memo 12-7). The goal of the proposal was to provide uniform directional signage for businesses located along and adjacent to the corridor. Based on the presentation the following goals and objectives were identified by Council:

- General Goals:
 - Program should serve a “civic” purpose
 - Free to businesses served by the program
 - Focus on location-disadvantaged businesses off main arterial - Malley Drive
Businesses and Market Place South
 - Identify number of businesses based on directional approach and shopping area location
- Design & Management Considerations:
 - Kiosk signs should have business center headers on sign
 - Evaluate shoulder vs median placement
 - Rotate business names so all potential benefited businesses have exposure
 - Exclude Marketplace businesses
 - Minimize visual impact / pollution as much as possible
- Draft Policy Language: reflect stated goals and design/management considerations

PROPOSED SIGN CONFIGURATION

Attached Staff has prepared three (3) alternative sign configurations (**Attachment 1**). Each sign is color coded to depict the intended business center beneficiary for the sign.

- Red Signs benefit the West Marketplace Annex
- Green Signs benefit Marketplace South Shopping Center
- Teal Blue Signs benefit Huron Center
- Yellow Signs benefit Hillcrest Center

Option 1:

- Represents what was previously presented at the April 16th worksession.
- Benefits: Limits the number of signs to two, two sided signs. Sign #1 provides ideal placement and proximity to the intersection as it is intended to direct drivers in the left travel lane to turn left to the intended destination.
- Concerns: Placement of Sign #2 is not ideal for vehicle capture/exposure for the westbound approach: Sign # 2 Westbound approach is intended to direct traffic to turn right; however, its proximity to the intersection does not provide enough distance to allow a driver to see the sign (in the median) and change lanes to turn right to the intended destination.

Option 2:

- Reflects optimal visual placement for vehicle capture.
- Also included are two additional signs for the Hillcrest Shopping Center and Huron Center (Signs 1 & 2)
- Benefits: Address all commercial centers within corridor. Location of signs provide the most practical placement for vehicle capture based on direction and turning movements.
- Concerns: Adds additional signs and increases costs with multiple locations.

Option 3:

- Reflects all signs off the median and along the right shoulders of the right-of-way.
- Benefits: Address council comments about median placement becoming a visual distraction. Signs 2, 5 & 6 provide optimal placement for vehicle capture.
- Concerns: Signs 1,3 & 4 do not provide optimal placement for vehicle capture and would increase costs due to additional locations.

BUSINESS EXPOSURE

Below is a table that reflects the number of business spaces and what is believed to be the current status of Retail, Non-Retail, Vacant and Unknown Businesses. At the April 16th worksession, Council's general consensus was to address retail businesses. Staff has provided the following table as some of the intended shopping centers either do not have enough retail businesses to fill a specific sign and/or there are more non-retail (service oriented) businesses than retail. A consideration from Council is whether or not to allow non-retail (Service) businesses on the proposed kiosks.

Shopping Center	Total # of Business Spaces	# of Retail Businesses	# of Non-Retail Businesses	Vacant	Unknown Business
West Marketplace Annex	92	17	68	7	
Marketplace South	19	5	13	1	
Huron Center	22	1	2	7	12
Hillcrest	26	12	14		
Total	159	35	97	15	12

FINANCIAL IMPLICATIONS:

As stated in the previous memo the base sign (frame) installation for each sign is approximately \$4000.00, individual signs for each business would be approximately \$150.00. The table below provides a range of costs based on each alternative and combination of retail only through maximum potential businesses.

	Base Installation	Retail Only Signs (Minimum)	Retail / Non Retail Combined Signs	Max Potential Signs	Total
Option 1	\$8,000	\$3,450	\$16,950	\$19,950	\$11,450/\$24,950/ \$27,950
Option 2	\$20,000	\$5,250	\$19,800	\$23,850	\$25,250/\$39,800/\$43,850
Option 3	\$24,000	\$5,250	\$19,800	\$23,850	\$29,250/\$43,800/\$47,850

DRAFT POLICY RECOMMENDATION

Staff has prepared a draft policy for the implementation of the Wayfinding/Kiosk program (**Attachment 2**). Staff is proposing this as an amendment under Chapter 16 as an alternative to an amendment to the Sign Code under Chapter 11.

COUNCIL DIRECTION

Staff is seeking council direction on the following:

1. Sign location(s) – Option 1, 2, 3 or Other
2. Retail only vs Retail & Non-retail businesses eligible

STAFF REFERENCE

Brook Svoboda, Director of Planning and Development bsvoboda@northglenn.org or
303.450.8937

ATTACHMENTS

Attachment 1	Sign Location Alternatives
Attachment 2	Draft Policy Statement

Wayfinding Proposal 1 ATTACHMENT 1



HILLCREST
PLAZA

HURON
CENTER

WEST
ANNEX

MARKETPLACE
SOUTH

SIGN 2

SIGN 1

Wayfinding Proposal Alternative 2



SIGN 5

SIGN 4

SIGN 3

SIGN 1

SIGN 2

WEST ANNEX

MARKETPLACE SOUTH

HURON CENTER

HILLCREST PLAZA

Wayfinding Proposal Alternative 3

Exterior ROW



SIGN 1

SIGN 2

SIGN 3

SIGN 4

SIGN 5

SIGN 6

WEST ANNEX

MARKETPLACE SOUTH

HURON CENTER

HILLCREST PLAZA

ATTACHMENT 2

SPONSORED BY _____

COUNCILMAN'S BILL

ORDINANCE NO.

No. _____

Series of 2012

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A BILL FOR AN ORDINANCE ADDING A NEW ARTICLE 26 TO CHAPTER 16 OF THE NORTHGLENN MUNICIPAL CODE REGARDING CITY OWNED KIOSKS IN THE PUBLIC RIGHT-OF-WAY

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(b) Process. The City will develop the process for administering the Kiosk Program by Resolution approved by the City Council. The process for administering the Kiosk Program shall include, but not be limited to, the following:

- (1) The style and design of the kiosks, including the size of panels;
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(d) License Agreement. In order to participate in the Kiosk Program based on the provisions identified by the City as set forth above, a party desiring to obtain a panel must execute a License Agreement in the form approved by Resolution of the City Council Resolution.

INTRODUCED, READ AND ORDERED POSTED this ____ day of _____, 2012.

JOYCE DOWNING
Mayor

ATTEST:

JOHANNA SMALL, CMC
City Clerk

PASSED ON SECOND AND FINAL READING this ____ day of _____, 2012.

JOYCE DOWNING
Mayor

ATTEST:

JOHANNA SMALL, CMC
City Clerk

APPROVED AS TO FORM:

COREY Y. HOFFMANN
City Attorney