

**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 104<sup>th</sup> 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 104<sup>th</sup> 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 1<sup>st</sup> 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.

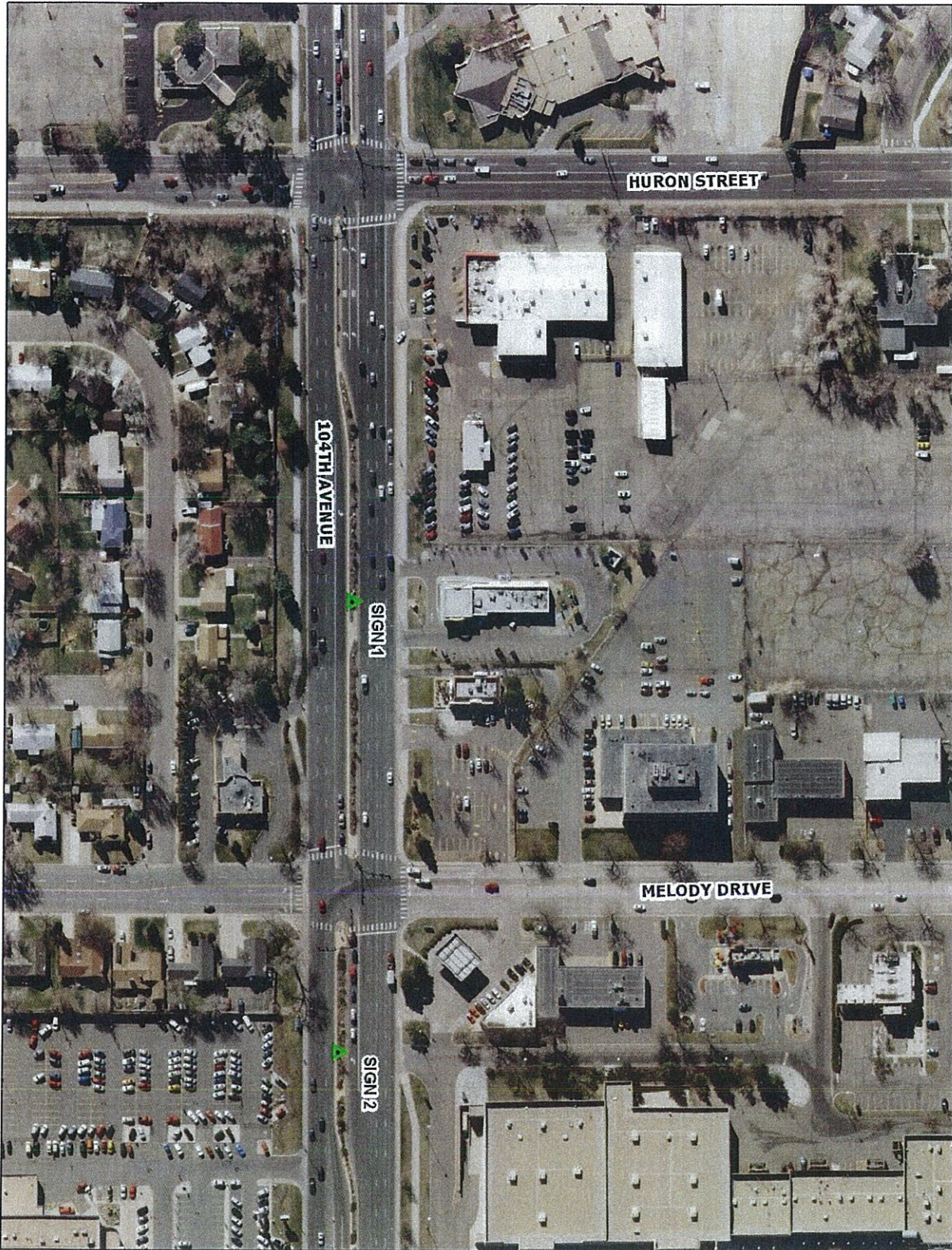


ATTACHMENT A





ATTACHMENT B





ATTACHMENT C

<b>Enterprise wayfinding sign proposal comparison</b>						
<b>Scenario 1</b>	<b>6 Panel Scenario @ \$70.00/month</b>					
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					
<b>Scenario 2</b>	<b>10 Panel Scenario @ \$60.00/month</b>					
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					
<b>Scenario 3</b>	<b>10 Panel Scenario @ \$50.00/month</b>					
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					