



Agenda Item:

72A

COUNCIL COMMUNICATION

City Manager's Office

GENERAL INFORMATION

Agenda Date: 02/28/05
05-075

Communication No.:

Agenda Item Type: Resolution

Roll Call No.: 05-

Submitted by: Richard Clark, Deputy City Manager

SUBJECT—

Approval of Signage Plans for Science Center of Iowa (Disposition Parcel No. 01-2/Metro Center Urban Renewal Area).

SYNOPSIS—

The urban renewal contract between the City and Science Center of Iowa (Mary Sellers, Director, 4500 Grand Avenue/Des Moines); requires Council approval of the signage plans for the new Science Center of Iowa.

FISCAL IMPACT—

None

RECOMMENDATION—

Approval

BACKGROUND—

As part of the urban renewal requirements for developing this property, the Science Center of Iowa (SCI) is required to have its signage package reviewed by the Board and approved by the Council.

The Science Center has worked with Visual Communications (St. Paul, Minnesota) to develop a comprehensive signage program for its building and campus grounds. Its proposal uses a variety of signage types and sizes including freestanding informational kiosks, building banner signs facing MLK, Jr. Parkway, and building-mounted identification signage. Many of the signs will use the new SCI logo.

The Urban Design Review Board reviewed and recommended approval of the signage package at its February 1, 2005 meeting. The Plan & Zoning Commission reviewed the signage package at its February 17, 2005 meeting and will forward its recommendation by separate communication to the Council.