



Agenda Item:

14

COUNCIL COMMUNICATION City Manager's Office

GENERAL INFORMATION

Agenda Date: 03/28/05

Communication

No.: 05-163

Agenda Item Type: Resolution

Roll Call No.:

Submitted by: Jeb Brewer, City Engineer

SUBJECT—

City Participation in Downtown Community Alliance's Wayfinding Sign Project

SYNOPSIS—

This action would approve City participation in the Downtown Community Alliance's (DCA) Wayfinding Sign System. DCA has contracted with RDG Planning & Design, 301 Grand Avenue, to plan and design a Wayfinding Sign System for downtown Des Moines. This sign system would provide much-needed information for motorists and pedestrians about major attractions in the downtown, and will be integrated with the parking sign system. The total cost for the planning and design contract is \$78,000, which is proposed to be shared among the City, Polk County and the Downtown Community Alliance.

FISCAL IMPACT—

The City's share of this contract would be \$25,000. Funds are available in the Capital Improvements Program, Parking Facility Exterior Signing – PKG023. The DCA is working to obtain a grant for the cost of fabricating and installing the signs.

RECOMMENDATION—

Approval

BACKGROUND—

The Downtown Community Alliance (DCA) has contracted with RDG Planning & Design, 301 Grand Avenue, to plan and design a Wayfinding Sign System for downtown Des Moines. This sign system will provide much-needed information for motorists and pedestrians about major attractions in the downtown, and will be integrated with the parking sign system.

There are a number of major new public venues that are being constructed in the downtown, including the Iowa Events Center, Science Center, Downtown Library, Pappajohn Higher Ed Center, Western Gateway and Principal Riverwalk. These major new attractions will bring many new and unfamiliar visitors to the downtown area. There are a number of existing attractions that will also bring many visitors: State Capitol, State Historical Building, Botanical Center, East Village, City Hall, Court Avenue District, Convention Complex, Civic Center, Federal Building, Nollen Plaza, Principal Park, Hoyt Sherman Place and others. It is very important that a comprehensive sign system be provided that will guide visitors to these attractions and to parking facilities that serve the attractions. The Wayfinding Sign System will provide directions to these attractions and parking facilities for both motorists and pedestrians.

The total cost for the planning and design contract is \$78,000, which is proposed to be shared with the City paying \$25,000, Polk County paying \$25,000 and the DCA paying the balance. The DCA is working to obtain a grant for the cost of fabricating and installing the signs.