

 <p style="text-align: center;"><b>Council Communication</b> Office of the City Manager</p>	<b>Date:</b> September 27, 2010
	<b>Agenda Item No.</b> 59 <b>Roll Call No.</b> <u>10-1613</u> <b>Communication No.</b> <u>10-586</u> <b>Submitted by:</b> Donald M. Tripp, <b>Park and Recreation  Director</b>

**AGENDA HEADING:**

Approval of a license agreement to allow multiple communities to use the Central Iowa Trails logo and associated signage designs as set forth in the Central Iowa Trails Signage and Communication Master Plan within their jurisdictions.

**SYNOPSIS:**

The City and the Licensees, the communities that sign the agreement, desire that a uniform signage program be used throughout the Central Iowa Trails walking and biking network in order to provide the public with easy identification of the trail system and desire that the Licensees be able to use, create, and provide for the manufacture of the logo and trail signage designs for Central Iowa Trails within their respective jurisdictions.

**FISCAL IMPACT: NONE**

Amount: Through this action, there is no fiscal impact to the City. The City will grant each Licensee an unlimited license to use the signage designs and logo as depicted in the Central Iowa Trails Signage and Communication Master Plan.

Funding Source: N/A

**ADDITIONAL INFORMATION:**

For many years, most counties and cities in central Iowa have maintained different signage schemes for their trail systems. As trails have become increasingly popular and more connected each year, trail advocates and staff from many central Iowa cities and counties pushed for the completion of a uniform signage and communication media plan for all trails in central Iowa to help increase users and the experience that users have on trails in central Iowa. A series of uniform signs and communication media was sought to assist this need for all central Iowa trails.

Because of this need for signage, 18 cities and counties have come together to support and pursue uniform signage and communication media for the Central Iowa Trail System. Included in this regional planning effort were Des Moines, Altoona, Ames, Ankeny, Carlisle, Clive, Indianola, Johnston, Pleasant Hill, Urbandale, Waukee, West Des Moines, Windsor Heights, Polk County, Boone County, Dallas County, Story County and Warren County. In early 2005, the Iowa Natural Heritage Foundation (INHF) and the Metropolitan Planning Organization’s (MPO) Trails Roundtable formed a committee that issued

a request for qualifications in order to hire a consultant that had considerable experience in trail signage and communication media. Four proposals were received and the committee recommended that the INHF serve as the project facilitator for the planning effort and hire Shive-Hattery to design the uniform signage and communication media for the Central Iowa Trail System. All the participating cities and counties divided the total amount of \$60,000 needed to hire Shive-Hattery. Each community's share was determined by population, and the City of Des Moines' share was \$24,000.

The resulting Central Iowa Trails Signage and Communications Master Plan included four types of signage for the trail system. The signs designed include: Trail Markers, Directional Standards, Information Panels and Information Hubs (see attached sign designs and logo). Each sign design will be standard throughout all the communities that use them, but allow them the flexibility to customize text and maps on each sign creating a cohesive identity for the trail system and also allowing the flexibility to be unique within each community. Once the planning process for trail signage and communication was completed, the City of Des Moines hired Shive-Hattery to take the proposed signs developed in the plan and created construction-ready design drawings that would allow the signs to be constructed with any trail project. In addition, the City of Des Moines has worked with Shive-Hattery to assign all copyright and ownership for the Central Iowa Trails logo and signage designs to the City, so that the City can provide any interested community a license to use the logo and the signage designs. The license is necessary to ensure that the logo and sign designs are consistently applied and constructed and used properly.

The Parks and Recreation Department has started construction on the first round of signs within the City of Des Moines. These signs are being installed at the Bill Riley Trail in Ashworth Park and at the southeast parking lot within Gray's Lake Park. A small plaza and an information hub are being installed at each location. A second round of signs will start construction late fall and will include trail markers, information panels and direction standards along the entire trail system. When completed late this year, these signs will make the entire Des Moines trail system much more user friendly by providing signage along our trail system that allows the user to make the best possible decisions while using the trail system.

In order to see that as many communities as possible utilize the new Central Iowa Trails logo and signage designs, it is recommended that the license agreement be approved and that the City of Des Moines will encourage communities in Central Iowa to sign the license agreement and fully utilize the signs as developed in the Central Iowa Trails Signage and Communication Master Plan.

#### **PREVIOUS COUNCIL ACTION(S):**

Date: July 18, 2005

Roll Call: [05-1732](#)

Action: Approving an Agreement with Iowa Natural Heritage Foundation for uniform signage and trail communication media planning for Des Moines and Central Iowa trails. Moved by Hensley, 7-0

#### **BOARD/COMMISSION ACTION(S):**

Date: May 23, 2006

Roll Call: 06-047

Action: Approval from Park and Recreation Board of the master plan for trail signage.

Date: April 25, 2006

Roll Call: 06-031

Action: Park and Recreation Board received and filed the trail signage plan

**ANTICIPATED ACTIONS AND FUTURE COMMITMENTS: NONE**

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