



## MAYOR AND COUNCIL COMMUNICATION

DATE: 04/23/2014

**CONSENT/REGULAR**

ITEM #:

**MOTION**

**AGENDA ITEM:** New Park Signs

**SUBMITTED BY:** Alyssa MacLeod, Taxpayer Relations and Communications Coordinator

**THROUGH:** City of Lake Elmo Park Commission

**REVIEWED BY:** Dean Zuleger, City Administrator

---

### **SUGGESTED ORDER OF BUSINESS:**

- Introduction of Item.....Staff
- Report/Presentation .....Staff
- Questions from Council to Staff..... Mayor Facilitates
- Public Input, if Appropriate..... Mayor Facilitates
- Call for Motion..... Mayor & City Council
- Discussion ..... Mayor & City Council
- Action on Motion ..... Mayor Facilitates

**BACKGROUND AND STAFF REPORT:** In effort to brand city parks and increase park use and awareness, the Lake Elmo Park Commission has recommended replacing old park signage. The new park sign was designed incorporating elements from the Damon Farber Theming Study that the City completed in April 2013. The design includes one large main sign with the park name and city branding, and two smaller sign panels stating park amenities and hours of operation. The modular design was developed for ease of replacement as needed. The panels will be made out of extira, a wood composite material, and painted to match the custom color palette introduced with the theming. The posts will be 6”x6” cedar. The park commission was presented with bids from three sign companies, and at the April 21, 2014 approved a bid from Landmark Architectural signs, the lowest of three bids presented.

The full cost of the project is estimated to be \$32,916: \$28,220 to Landmark Architectural signs for sandblasted/painted sign panels; and \$4,696 to purchase and paint cedar sign posts (as a cost savings, posts will be finished in-house). The signs will be paid for in full by parkland dedication funds.

**RECOMMENDATION:** The Park Commission recommends that the City Council approve the purchase of new park signage with the following motion:

***“Move to approve the expenditure of \$32,916 in parkland dedication funds to purchase and install new park signs”***

### **ATTACHMENT(S):**

1. *Park Sign Design*
2. *Bid comparison*