



MONROVIA OLD TOWN ADVISORY BOARD AGENDA REPORT



DEPARTMENT: Public Services

MEETING DATE: November 10, 2015

PREPARED BY: Lisa Hansberger
Senior Recreation Supervisor

AGENDA LOCATION: AR-1

TITLE: Old Town Business Signage

BACKGROUND: In 2010, the City installed 18 signs in each block of Old Town to assist visitors and customers in identifying the location of individual businesses in each block. The signage was created and installed by Monrovia vendor B & H Signs and the riders (individual business placards) have been unchanged since the signage was initially placed. Staff also discovered that there were no guidelines established for the installation of riders on each sign, or how often they would be updated. Staff is recommending the updating of current business signage in Old Town, and the approval of guidelines for placement of the riders on business signage in the future.

ANALYSIS: Staff surveyed all of the current business signage in Old Town. The signage is located on Myrtle, Lime, Lemon, and Olive Avenues and Colorado Boulevard. Each sign is two-sided, and identifies different businesses on each side for pedestrians and vehicular traffic traveling north, south, east and west. The signage needs to be updated due to an influx of new businesses, vacated businesses, and businesses that have changed location.

The following table outlines each street and the number of outdated signs to be removed and new signs to be placed.

Sign Location	# of Business Names Removed	# of Business Names Added
Myrtle Avenue (100 – 600 Block)	19	22
Lime Avenue (100 Block)	3	5
Lemon Avenue (100 Block)	4	6
Colorado Boulevard (100 Block)	7	3
Olive Avenue (100 Block)	2	1
Total Signs	35	37

In order to maintain a consistent process in the placement of the riders, staff has developed Old Town placement guidelines for consideration.

Guidelines for Old Town Business Signage (rider) Placement

1. Old Town signage is to be surveyed and updated once every six months.
2. Businesses with store fronts (at street level) located in the sign survey area are qualified to have one rider placed on the appropriate sign in Old Town.
3. A rider will be placed on one sign, and on the appropriate street and block which corresponds to the business mailing address.

FINANCIAL IMPACT: B & H Signs has indicated that the riders may be recycled based on the condition. The riders will need to be refurbished before being replaced on the signage. The cost to remove the rider from the sign and remove the business name is \$10. The cost to refurbish, re-label and replace one rider is \$20. The total costs are outlined as follows:

- 35 business names removed x \$10 = \$350
- 37 business names added x \$20 = \$740
- **Total cost = \$1,090**

The MOTAB budget currently has an allocation of \$1,500 for repair and/or replacement of Old Town signage. It is important to note that it will take a minimum of two weeks for the signage to be removed, refurbished and replaced on the signage.

OPTIONS: Staff has provided the following options for consideration:

1. Recommend updating Old Town Business Signage and approve the sign placement guidelines.
2. Recommend updating Old Town Business Signage and do not approve the sign placement guidelines.
3. Do not recommend updating Old Town Business Signage and do not approve the sign placement guidelines and request more information from Staff.

STAFF RECOMMENDATION: Staff recommends the board approve option No. 1, to update Old Town Business Signage and approve the sign placement guidelines.

MOTION: If board concurs, the appropriate action is a motion to approve the updating Old Town Business Signage and approve the sign placement guidelines.