

**To:** Members of Community Development Committee

**From:** Dana L. McDaniel, City Manager

**Date:** February 15, 2022

**Initiated By:** Robert E. Ranc, Jr., Deputy City Manager/Chief Operating Officer  
Jay Anderson, Public Services Director  
Jean-Ellis Willis, PE, Deputy Director – Transportation & Mobility  
Shawn Krawetzki, PLA, ASLA, Landscape Architect Manager

**Re:** City Entryways

## **Background**

At the November 30, 2021 Community Development Committee (CDC) meeting, the CDC considered several issues regarding proposed updates to City entryways. Specifically, the CDC considered the appropriate font and style for City entryway signs and the appropriate style for monument signs. The staff memo from the November 30, 2021 CDC meeting is attached for reference.

## **City Entryway Signs**

Staff presented four font options for the CDC's consideration. The CDC directed staff to proceed with Lucida Bright font. Additionally, the CDC directed staff to remove the accolade badges from the sign design and return with design options including shadowing on the lettering and different post options.

Based on the CDC's direction, staff has provided four options for the CDC's consideration (see Appendix A; the options can be viewed in greater detail on the attached presentation). Each of the options features Lucida Bright font as selected. The options show what each sign would look like with and without shadowed lettering, as well the City's current standard signposts or enhanced signposts (pedestal posts with decorative base). For the pedestal posts, staff is recommending a style consistent with the City's wayfinding signs. This will provide consistency throughout the City. The CDC had a general discussion on the possibility of upgrading the posts on street and traffic signs throughout the City. Staff will return to the CDC at a future date to discuss potential options on this topic.

Cost estimates for the options are included below. It should be noted that the signs can be fabricated in-house at the City's sign shop, or a contractor can fabricate the signs. If the Council prefers shadowing on the letters, a contractor will likely have the ability to provide greater detail than the City's sign shop. The sign shop will provide a mock-up for the CDC meeting to illustrate its capacity regarding shadowing on the letters. Further, a phasing plan can be implemented to spread the cost of installation across multiple budget years if preferred.

### **City Entryway Signs – Cost Estimates**

<b>Pedestal Pole with Decorative Base (in-house fabrication)</b>	
Pedestal Pole with Decorative Base	\$3,300
Concrete Foundation	\$2,800
Landscape	\$1,000
Locations	25
<b>Sub-Total</b>	<b>\$177,500</b>
Contractor Costs (8%)	\$14,200
Contingency (20%)	\$35,500
<b>Total Costs</b>	<b>\$227,200</b>
<b>Pedestal Pole with Decorative Base (contractor fabrication)</b>	
Pedestal Pole with Decorative Base	\$3,300
Concrete Foundation	\$2,800
Sign Fabrication	\$3,000
Landscape	\$1,000
Locations	25
<b>Sub-Total</b>	<b>\$252,500</b>
Contractor Costs (8%)	\$20,200
Contingency (20%)	\$50,500
<b>Total Costs</b>	<b>\$323,200</b>
<b>Standard City Posts (in-house fabrication)</b>	
Standard Sign Pole (Black)	\$200
Pole Anchors	\$100
Landscape	\$1,000
Locations	25
<b>Sub-Total</b>	<b>\$32,500</b>
Contingency (20%)	\$6,500
<b>Total Costs</b>	<b>\$39,000</b>
<b>Standard City Posts (contractor fabrication)</b>	
Standard Sign Pole (Black)	\$200
Pole Anchors	\$100
Sign Fabrication	\$3,000
Landscape	\$1,000
Locations	25
<b>Sub-Total</b>	<b>\$107,500</b>
Contractor Costs (8%)	\$8,600
Contingency (20%)	\$21,500
<b>Total Costs</b>	<b>\$137,600</b>

### **Monument Signs**

Staff provided five examples of monument signs for the CDC's consideration. The CDC selected an option featuring a stacked stone column and wood mast arm (see below). The CDC directed staff to return with options based on this design, featuring limestone for the column and design options consistent with the City's existing aesthetic.



**Preferred Monument Sign Style**

Based on the CDC's direction, staff has developed five monument sign options for the CDC's consideration (see Appendix B; the options can be viewed in greater detail on the attached presentation). Each option is based on the CDC's preferred style, featuring limestone columns, wood mast arms, and Celtic knot icons. The Celtic knot icons can be switched based on preference for each option. Additionally, Concept 5 illustrates a black background for the Celtic knot icon, which can be substituted in place of the gray background for any of the concepts. Cost estimates for each option are included below. As stated above, a phasing plan can be implemented to spread the cost of installation across multiple budget years if preferred. Further, staff recommends including the selected option as part of the 2023 – 2027 Capital improvements Program.

**Monument Signs – Cost Estimates**

	Concept 1: Wood Cantilever	Concept 2: Stacked Stone Column w/ Wood Cantilever	Concept 3: Stone Column – Standard Cap	Concept 4: Stone Column – Dome Cap
Cost per Sign	\$19,720	\$22,940	\$39,500	\$42,500
Landscape Cost	\$1,500	\$1,500	\$1,500	\$1,500
Locations	6	6	6	6
<b>Sub-Total</b>	<b>\$127,320</b>	<b>\$146,640</b>	<b>\$246,000</b>	<b>\$264,000</b>
Contractor Cost (8%)	\$10,186	\$11,731	\$19,680	\$21,120
Contingency (20%)	\$25,464	\$29,328	\$49,200	\$52,800
<b>Total</b>	<b>\$162,970</b>	<b>\$187,699</b>	<b>\$314,880</b>	<b>\$337,920</b>

**Recommendation**

Staff recommends the committee select one of the proposed options for both entryway signs and monument signs for recommendation to the full Council.

## Appendix A – Entryway Sign Options

Option A – Pedestal Pole w/ No Shadow



Option B – Pedestal Pole w/ Shadow



Option C – Standard Pole w/ No Shadow



Option D – Standard Pole w/ Shadow



## **Appendix B – Monument Sign Concepts**



Concept 1: Wood Cantilever



Concept 2: Stacked Stone Column w/  
Wood Cantilever



Concept 3: Stone Column – Standard Cap



Concept 4: Stone Column – Dome Cap (gray)



Concept 5: Stone Column – Dome Cap (black)

**To:** Committee Members

**From:** Dana L. McDaniel, City Manager

**Date:** November 23, 2021

**Initiated By:** Robert Ranc, Deputy City Manager/Chief Operating Officer  
Jay Anderson, Public Services Director  
Jean-Ellen Willis, PE, Deputy Director – Transportation & Mobility  
Shawn Krawetzki, PLA, ASLA, Landscape Architect Manager

**Re:** City Entryways

## Background

At the October 11, 2021 City Council meeting, staff presented proposed updates to City entryways. These updates included proposed standardization of entryway signage and landscaping, proposed monument signs at key City entryways, and proposals to improve landscape maintenance at City entryways, particularly at the I-270 at Sawmill Road Interchange and the along the I-270 Corridor. The staff report and presentation from the October 11 meeting, which provide a substantial amount of additional background information, are included with this memo as Attachment 2.

City Council provided feedback regarding staff proposals and referred the item to the Community Development Committee. Upon review of the October 11 meeting, staff has categorized City Council's feedback into four general areas:

1. City Council requested different options for updated entryway signs.
2. City Council requested an examination of the necessity of monument signs generally, as well as different design options for proposed monument signs.
3. City Council requested to explore the possibility of a "Champions Park" concept where high school athletic state champions, and potentially champions outside of athletics, can be commemorated rather than the current practice of commemorating high school athletic champions on City entryway signs.
4. City Council emphasized the importance of landscape and maintenance improvements, particularly at the I-270 at Sawmill Road Interchange.

Staff has worked to respond to Council feedback from the October 11 meeting and has provided additional options and/or information for the Committee to consider in each of these areas.

## **City Entryway Signs**

City Council requested additional options to consider concerning updating the existing City entryway signs. One of the concerns specifically was that the proposed font was not in keeping with an inviting entryway. Best practice in traffic signs calls for as much contrast as possible on the signage to allow for readability as motorists pass the signs (i.e. white letters on dark background or dark letters on white background). For this reason, staff recommends maintaining the green background with white letters, which is both consistent with Dublin's branding guidelines and consistent with the previously described best practice.



Staff has provided three additional font selections for the Committee's consideration (included below as Appendix A). The additional font selections include one additional sans serif font and two serif fonts. Staff believes each of the four selections (the original proposal and three new alternatives) provide attractive upgrades to the existing entryway signs and seeks feedback and direction regarding a preference.

### **Monument Signs**

Staff proposed enhancing the following six entryways with monument signs:

- Dublin Road & Glick Road
- Emerald Parkway & Sawmill Road
- Hard Road & Sawmill Road
- SR-161 & Sawmill Road
- Tuttle Crossing Boulevard & Frantz Road (NB Frantz Road)
- Hyland Croy & Post Road (Future Post Road Interchange)

The map below shows the proposed location for each monument entryway sign.



City Council provided the following feedback concerning the proposed monument signs:

- There was a question regarding the advisability of installing monument signs generally.
- There was concern that the amount of accolades featured on the proposed monument signs resulted in the signs looking too much like entry signs to a commercial or retail development. However, there was positive feedback for the proposed monument sign without the additional accolades included.
- There was a desire to consider additional options for monument/enhanced entryway signs.

If there is a desire to proceed with monument/enhanced entryway signs at key City entryways, staff has provided additional options for the Committee to consider (included below as Appendix B). It should be noted that any of the proposed signs will feature a font consistent with the final selection of City Council.

The intention of the proposals is to provide additional ideas for the Committee to consider. The options provide a range of enhanced signs, from the originally proposed monument sign (without additional accolades) to more modest signs that will still provide an enhancement to the proposed key entryways. Based on Committee direction, staff will finalize a design and provide associated cost estimates.

### **"Champions Park" Concept**

Councilmembers were in favor of considering a different approach to the City's current practice of honoring the three most recent high school athletic championships from each of the City's high schools at entryway signs throughout the City. Specifically, the idea of a "Champions Park" in an existing City park to honor high school athletic champions – and perhaps champions outside of athletics – was of particular interest to several Councilmembers. Staff has identified a potential 1.85-acre area in Coffman Park that can be designated as a "Champions Park" area (see below).





Additionally, staff has provided a vision board to illustrate potential design ideas for the park (included below as Appendix C). In considering the idea of a "Champions Park," staff has identified a number of issues that will need to be addressed, including the following:

- Identify if the park should include champions from activities other than athletics (the City can work with the school district to identify other state-recognized championships if so desired).
- Determine if the park should include previous City champions. If so, the City will need to determine if there should be a historic cut-off date, which will have space implications.
- Determine if Dublin residents that attend high schools outside of City limits should be included if they win state championships. This would likely only pertain to individual championships as opposed to team championships, which would necessarily include several non-Dublin residents.

If there is a desire to move forward with the "Champions Park" concept, staff will work on preparing more detailed designs, as well as budget level cost estimates, to include for consideration in the FY 2023 – FY 2027 CIP.

### **I-270 at Sawmill Road Interchange**

At the October 11 City Council meeting, staff proposed working with ODOT and the City of Columbus to take over maintenance of the entire I-270 at Sawmill Road interchange, including mowing the east side of the interchange and the maintenance of all expansion joints in the concrete medians from Billingsley Road south to SR 161 at Dublin Grandville Road. Staff recommended contracting this work; the estimated the cost is \$30,000. Additionally, staff proposed moving the mowing of the I-270 corridor to a contractor at the estimated cost of \$100,000. These projects and associated cost increases are included in the recently adopted 2022 Operating Budget; accordingly, staff will include these work items in its 2022 work plan.

Additionally, there was a request to improve the landscaping plan at the I-270 at Sawmill Road interchange. Staff is developing preliminary concepts and coordinating with ODOT and will return to the committee at a future meeting for further consideration.

### **Recommendation**

Staff recommends the committee consider the proposed entryway signs, monument signs, and "Champions Park" concept presented in this memo and provide staff feedback regarding its preferences for further consideration.

## Appendix A – Alternative Fonts on Welcome Signs



**Myriad Pro Font- October 11 Proposal**



**Alternative 1: Cambria Font**



**Alternative 2: Tahoma Font**



**Alternative 3: Lucida Bright Font**

### **Appendix B – Monument Sign Options**



**Alternative A**



**Alternative B**



**October 11 Proposal**



**Alternative C**

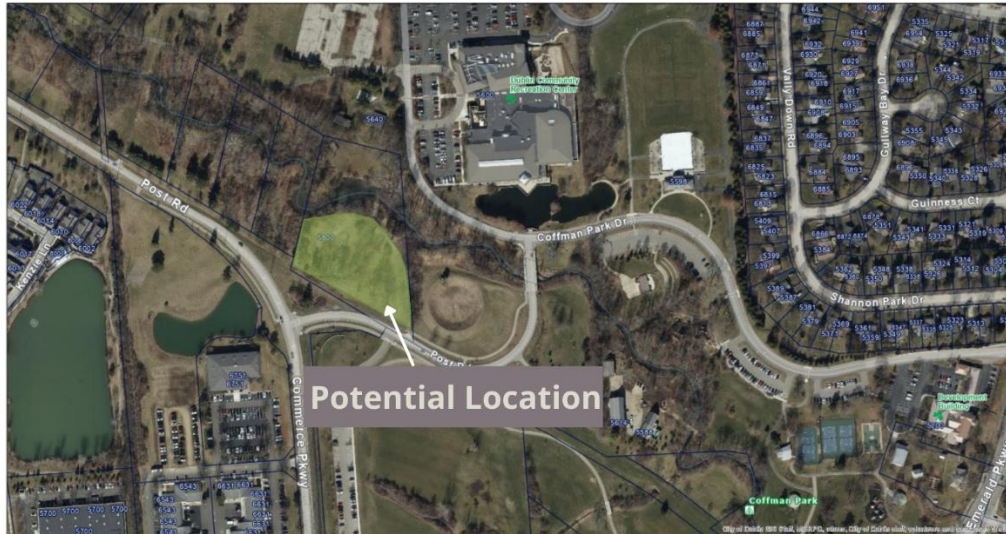


**Alternative D**



## Appendix C: "Champions Park" Vision Board

### "Champions Park" Concepts



#### Passive Walking Area



#### Potential Park Elements

##### Memorial Columns



##### Memorial Pavers



##### Plazas

