

Memorandum

Date: March 13, 2009
To: Members of the Main Street Monroe/Downtown Development Authority
From: Andrea Jones, Main Street Manager
Re: Wayfinding Update and Funding

As directed by the MSM/DDA Board at the February 18th meeting, I met with City officials to determine the path of the Wayfinding project and the capabilities of the City to be involved with and print the signage. The following process was proposed and I stated that I would take that proposal back to the MSM/DDA Board for comments.

As proposed, City staff and I will work to determine final details on the design, signage wording and location based on the Design Committee's work that was presented at the February MSM/DDA meeting. An architect is currently ensuring that the sign design compliments the gateway signs that will be placed at city entrance corridors. Once that is finalized, City staff will order a couple of sign blanks, print and install them with the finished design and wording. Those signs will be located in the downtown area. The signs will encourage feedback before all of the signs are printed. Once it is determined that the design is legible, the correct size and fully serves its purpose, additional signs will be ordered, printed and installed in the core downtown area. The project will be phased with signage only being installed in downtown (the DDA district) this year meaning that the MSM/DDA would pay the full cost for the first phase. Given this proposal, no further Design Committee or MSM/DDA Board involvement would be needed for project decisions other than Board approval of funding for sign printing and installation this year. **Please advise whether to accept this proposal; and approve an amount of funding that the MSM/DDA will put towards signage this year.** The amount of signs that can be installed will be determined by the amount of funding available. Cost estimates per sign have not been determined at this point. \$19,000 has been budgeted in the past for the Wayfinding project. Any funding approved would come out of the General Contract Services account.

Thank you.