

# Memorandum

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**Date:** September 10, 2010  
**To:** Members of the Main Street Monroe/Downtown Development Authority  
**From:** Andrea Jones, Main Street Manager  
**Re:** Wayfinding Signs

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There is a sample wayfinding sign on Jones Avenue right next to the CVS parking lot driveway. Please take a look at the sample sign before the meeting on Wednesday. I have included pictures below of the different elements of the pole. One base has a slip cover around the base and the other does not. Due to the fact that the majority of signs will be direct burial (put into a grass area), the base with the slip cover is recommended to have a nicer finish at the base and that is the pole sample currently installed. The ball cap goes on the top of the pole and is pictured below.



The Capital Improvements Committee allocated \$20,000.00 in their budget request for Wayfinding Signage. According to the arrangement with the City, The MSM/DDA will purchase all of the hard materials and the Department of Public Services will cover the cost of labor to make and install the signs. There are currently 32 regular signs on the draft sheet. The quote to purchase the remainder of these signs (minus the samples we already have) will fit within that \$20,000.00 budget. In order to have the sign blanks and poles ready for production once the design and wording is finalized, **I recommend that the MSM/DDA allocate a \$20,000.00 budget for the purchase of Wayfinding Signage so that we can order the materials.**

Thank you.