



Meeting Date: May 10, 2016

TOWN OF MORAGA

STAFF REPORT

To: Art in Public Spaces Committee
From: Jay Ingram, Parks and Recreation Director
Subject: Art in Public Spaces May 2016 Agenda Items

New Business

IV. A. Appoint Chair and Recording Secretary – (discussion/action)

The Parks and Recreation Director will staff the APSC, but a Chair and Recording Secretary should be appointed. The Chair will preside over the meeting and the Recording Secretary will take action minutes.

Recommendation

Take nominations from the floor and vote for a Chair and Recording Secretary

IV. B. Town of Moraga Gateway Signage – (discussion/action)

From: Coleman Frick, Assistant Planner
Jay Ingram, Parks and Recreation Director
Subject: New Moraga Gateway Sign Conceptual Alternatives

Request

Receive a presentation from staff regarding preliminary gateway sign concepts and provide feedback to staff, and the signage design consultant.

Background

On January 13, 2016 the Town Council formally accepted a \$10,000 donation from the Moraga Movers to help fund replacement of the existing gateway signs located near town entrances. The donation was committed with the expectation that the Town would consider matching the total donation to fund the new signs and to construct them by the end of 2016.

Gateway Signage

The Town has four existing gateway signs located along arterial roads near the Town limits. The existing wooden signs are beginning to show signs of age, and are increasingly difficult to maintain and repair. The signs are also situated fairly low to the ground and, therefore, are often

obscured by vegetation, and their size, height, and faded appearance makes them difficult to see, reducing their ability to effectively demarcate the Town gateways. **Figure 1** shows an example of one of the existing signs located on Moraga Road near Sky High Drive at the Lafayette border. Remaining signs are located along Canyon Road, just north of the Canyon Road Bridge; along St. Mary's Road at the Lafayette border, and on Moraga Way near Miramonte High School.

Moraga Wayfinding Plan and Walk | Bike Plan

The Fiscal Year 2015-16 Capital Improvement Plan includes the preparation of a Town-wide Wayfinding Plan with the purpose of providing a coordinated program of directional signage for vehicles, pedestrians and cyclists. The wayfinding system will help residents and visitors to Moraga move more efficiently to their destinations, help promote a more cohesive visual identity for Moraga, and reduce the amount of ad-hoc signage to community destinations and events.

Given the Town-wide scope of the wayfinding plan and focusing on mobility and transportation for all users of public streets, the Town Council approved the Wayfinding Plan as part of the Bicycle and Pedestrian Master Plan Update, now called the Walk | Bike Plan. This action was taken to achieve efficiencies and better coordinate the two efforts. The Walk | Bike Plan is designed to make walking and bicycling safer and more convenient in Moraga and will develop a feasible program of pedestrian and bicycle improvements, and supporting policies and programs. Although the wayfinding program will be included in the final Walk | Bike Plan, to date the two components have been developed separately, but in a coordinated manner, due to their own unique considerations.

Figure 1-Existing Gateway Sign Example



Discussion

In addition to addressing the condition of the existing signs, the gateway sign project provides an opportunity to enhance and upgrade the signage to beautify and more effectively announce the entry to Moraga.

Through discussions with staff, including conversations with all Department Heads and the Town Manager, the consultant, Studio L'Image, has developed a series of conceptual designs. The conceptual designs include three horizontal signs and two vertical sign concepts; each concept includes two versions — one a higher cost and one a lower cost iteration of a similar design (**Attachments A and B**). These concepts are being brought for review and comment to the Art in Public Spaces Committee, Design Review Board, and then for direction and approval by Town Council.

When the possibility of the Moraga Movers donation was initially brought to the Town, staff sought input from the Wayfinding Plan consultant, who has experience on similar projects, on likely project scope and cost. At that time the consultant felt that the budget was reasonable to allow for design, fabrication and installation of two to four signs (depending on their size and complexity). However, based on the actual sign designs developed to date with staff input, and cost estimates provided by a sign fabricator the estimated costs for each sign is somewhat higher than had been expected at between \$17,000 and \$20,500 per sign for the three horizontal sign concepts, and \$15,000 and \$17,000 per sign for the two upright sign concepts. These designs are shown in **Attachment A**.

Understanding the likely cost constraints of the project, the consultant has developed alternative versions of each sign that would correspond more closely to the project budget (**Attachment B**). These designs incorporate cost reduction measures including alteration of the original concrete footings, use of different lettering styles and wood paneling, as well as other changes described in **Attachment C**. The revised sign designs are estimated to cost between \$10,000 and \$12,000 per sign including fabrication and installation. (It is possible that the designs will be modified to a greater extent before review by Town Council). Based on these likely costs, the suggested goal of the project would be to install two new gateway signs to replace existing signs located at the Town entrances.

Funding

The current donation from the Movers of \$10,000 should be sufficient for design development, and the installation of at least one sign. Based on the cost estimates provided by the consultant, replacing all four signs it would be more costly than the \$20,000 estimate for the project which includes matching funds provided by the Town. Based on this information, the objective of staff is to install two gateway signs that represent an attractive improvement over the existing gateway signs and are designed with high quality materials which fit within the \$20,000 project budget.

Recommendation

Consider the preliminary gateway sign concepts and provide feedback to staff and for the benefit of the consultant.

The conceptual sign plans will be presented to the Design Review Board (DRB) at a future meeting with the feedback from the Art in Public Spaces Committee included in the staff report for DRB consideration. At a later date, the gateway signage and town-wide wayfinding plan will be presented to the Town Council for final direction to staff and the project consultant regarding design and implementation.

Attachments

- A. Initial Gateway Sign Designs with Cost Estimates
- B. Revised Designs (for cost saving)
- C. Design Change Description Detail

IV. C. Distribution and Discussion of APSC Documents – (discussion)

Included in your electronic meeting packet are the Charter, Policy, Loan Agreement and Town Council Resolution authorizing the APSC. In preparation for this meeting, please familiarize yourself with the documents. The purpose of the Art in Public Spaces Policy is to set forth procedures for the following:

- Selection and acceptance of loaned, commissioned or donated artwork
- Placement or site selection
- Funding project installation and maintenance
- Deaccessioning or removal of artwork

Potential Next Steps:

- Look at taking APSC approved art to the Town Council annually, once a year.
- Seek artists interested in entering into a loan agreement with the Town
- Begin to discuss locations for art (as defined in the Policy)

IV. D. Set APSC Meeting Dates for 2016/17 – (discussion/action)

Initially the Committee agreed on the 2nd Tuesday of the month as a good meeting date. Meeting start time will be 5:00pm. Suggested dates are provided below.

September 13, 2016

January 10, 2017

April 11, 2017

July 11, 2017

October 10, 2017