



# Citywide Street Name Sign Project Update

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Presented by:

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# Background

## Strategic Business Plan – Adopted 2020

- Included a priority for City attractiveness to enhance the visual character of the city and support attractive neighborhoods.

## 2021-2023 Capital Improvement Program (“CIP”)

- Included the Citywide Street Name Sign Project

# County Standard Street Name Sign



# Proposed Street Name Sign



# Additional Consideration - Traffic Signals - Existing Condition



# Additional Consideration - Traffic Signals - Proposed



# Cost Estimates

Current Citywide Street Name Sign Budget: \$300,000

Street Name Signs (Local and Arterial Streets): \$360,000

- Approximately 2,300 signs to be replaced

Traffic Signal Street Name Signs: \$520,000

- Approximately 345 traffic signal signs to be replaced
  - Annual on-going maintenance of existing traffic signal signs is approximately \$40,000/year

# Staff Recommendation

1. Approve the design of neighborhood street name signs and direct staff to proceed with the solicitation of bids for the Citywide Street Name Sign Project.
2. Provide direction regarding adding the replacement of Traffic Signal Street Name Signs to the Citywide Street Name Sign Project.