

MINUTES – JOINT PUBLIC WORKS ADVISORY BOARD AND RECREATION & PARKS COMMISSION MEETING

SPECIAL MEETING –August 29, 2013

VETERANS MEMORIAL BUILDING – 5:00 P.M.

ESTABLISH QUORUM AND CALL TO ORDER: Matt Makowetski, Chair of the Public Works Advisory Board (PWAB) called the meeting to order at 5:00 p.m and established that both the Public Works Advisory Board and the Recreation and Parks Commission had a quorum present.

MOMENT OF SILENCE

ANNOUNCEMENTS/PRESENTATIONS

PUBLIC COMMENT

I. JOINT MEETING DISCUSSION ITEMS

I-A DISCUSSION AND RECOMMENDATIONS FOR FUTURE CITYWIDE DIRECTIONAL/WAY FINDING SIGNAGE

Staff Woods lead a discussion with both advisory groups on citywide direction/way-finding signage, as directed by City Council. Staff Woods described the five types of signs currently used throughout the City: Way-Finding, City Entrance Signage, General Directional Signs, Street Banners and City Park Banner.

Staff Woods gave the following details on the various citywide signs. The way-finding signs are located at both the south and north gateways to Morro Bay and target large points of interest using single graphic directions. The design of these signs was brought forward by Public Works in 2007. The branding of this sign is working well throughout the City where the design has been incorporated into several park signs. The City currently has two entrance signs that contain an area to insert event information as well as directional information to the Visitors Center. The events listed on these signs are typically free and open to the public.

Staff Woods reported that the City has a wide variety of directional signs that provide information to both vehicular and pedestrian traffic. He noted that the signs are not standard in size, color or content and that the two advisory boards may want to consider developing some uniformity possibly tailored after the current way-finding signs or maybe something new.

Staff Woods reported that the City has street banners located along the Embarcadero, Morro Bay Boulevard and Main Street. These banners are currently changed several times per year by City staff. The banners are general welcome signs with some specific to events. The inventory of these signs could be extended as well as opened up for sponsor advertisement. Staff Woods noted that staff could develop a policy for the street banners at the direction of the two advisory boards.

Staff Woods reported that the final type of signs used in the City are the City Park Banners. There are two poles used to display the banners at the park, but staff is working on replacing the poles with a

more efficient method of hanging the banners. Currently there are two banners on display across the poles. Staff is looking for direction on how best to display these banners including the best location and whether or not to display two banners at a time and whether or not a fee should be assessed for displaying the banners.

Staff Woods concluded that citywide signage is very important in any location whether they provide direction to a point of interest or service. Having those signs consistent throughout our town makes it easier for visitors to travel through our town, find the services and attractions they're looking for, thereby enhancing their visit.

WAY-FINDING SIGNS DISCUSSION POINTS:

- In favor of using the way-finding signs
- Important to maintain the signs
- Would like a consistent look to the signs, using the Rock/sailboat logo
- Felt signs appeared unfinished, recommended painting the supports
- Way-finding sign at Mobil station needs clarification

Rob Livick noted that as a condition of their re-development, the Mobile station was required to provide a kiosk displaying visitor information and that the sign at the round-about is meant to direct visitors into the Mobile station.

CITY ENTRANCE SIGNAGE DISCUSSION POINTS:

- In favor of listing events on these signs
- Would like to see consistent lettering and color
- Would like to have signs consistent in style and design with other City signs
- Would like to see an entrance sign near the roundabout
- Some concerns about safety at the roundabout if there are too many signs

GENERAL DIRECTIONAL SIGNS DISCUSSION POINTS:

- Would like to see a consistent design and color on these signs
- Prefer the Rock/sailboat logo
- Would like to signs kept simple with basic general directions
- Replace "Old Town" with "Downtown"
- Replace signs as needed, not necessary to have a mass replacement
- Include mileage to destination point
- Would like to use "Embarcadero" instead of "Waterfront"
- Sign at South Bay Blvd too small

STREET BANNERS DISCUSSION POINTS:

- In favor of using street banners
- Would like to see a wider variety and possibly changed more often
- Not in favor of including sponsor names on street banners

- Would like some limits on the number of banners allowed; concerned about having too many signs
- Supportive of charging a fee to recoup staffing costs for hanging the banners

Rob Livick noted that the City's current commercial signage code does not allow for brand names on signage and street banners would have to comply with current codes. He further noted that the Planning Commission is currently looking at changing the sign code to allow a certain percentage of a sign to be used for brand names, so change is possible if it makes it through Planning, City Council and the Coastal Commission.

CITY PARK BANNER DISCUSSION POINTS:

- Some Board members felt two banner hung together was too much, others felt it was okay but the banners should be smaller and have more space between them
- Supportive of charging a fee to recoup staffing costs for hanging and removing the banners
- City Park a good location for the banners; possibly develop a second location
- Would like to see a more permanent means of hanging the banners; possibly something more decorative