

MAYOR & COUNCIL AGENDA COVER SHEET

MEETING DATE:

November 19, 2007

CALL TO PODIUM:

Denise Kayser

RESPONSIBLE STAFF:

Denise Kayser
Michele McGleish

AGENDA ITEM:

(please check one)

<input checked="" type="checkbox"/>	Presentation
	Proclamation/Certificate
	Appointment
	Public Hearing
	Historic District
	Consent Item
	Ordinance
	Resolution
	Policy Discussion
	Work Session Discussion Item
	Other:

PUBLIC HEARING HISTORY:

(Please complete this section if agenda item is a public hearing)

Introduced	
Advertised	
Hearing Date	
Record Held Open	
Policy Discussion	

<p>TITLE:</p> <p>Status Report on the City Gateway Entry Signs Art in Public Places Project</p>
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<p>SUPPORTING BACKGROUND:</p> <p>The Art in Public Places (AIPP) Committee invited artists to submit their qualifications to design City Gateway Entry Signs. Submissions were scored; Tony Glander's design concept was selected to receive the commission based on notability of the visual message, readability, safety standards, affordability, public appeal and features complementary to the overall design theme of the City's communities.</p> <p>On March 19, 2007, the Mayor and City Council approved the AIPP Committee's selection and authorized the City Manager to enter into a contract with Mr. Glander for the design.</p> <p>The Entry Sign design consists of three different variations:</p> <ul style="list-style-type: none"> • Major Signs – for well traveled gateways into the City. • Standard Signs – residential gateways into the City. • Overpass Signs - mounted on highway overpasses that mark a gateway into the City. <p>The proposed location for the prototype of the Standard Design is East Diamond Avenue, traveling west into Olde Towne. This sign should be installed within 2 to 3 months.</p> <p>Proposed locations for the prototypes of the Major Design are Quince Orchard Blvd. entering the City from N. Potomac, and Route 355 and Game Preserve, entering the City from Germantown. Due to Maryland State Highway Administration (SHA) requirements in these locations, installation of these signs will be upon receipt of SHA approval. Overpass Signs will also require SHA approval. Additional Entry Signs will be installed over the next two years.</p> <p>Fabrication of the prototypes and additional Entry Signs are funded in the FY08 budget in CIP 02-2.</p>

<p>DESIRED OUTCOME:</p> <p>Receive Update</p>
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CITY OF GAITHERSBURG

GATEWAY ENTRY SIGNS:

The Arts in Public Places Committee invited artists to submit their qualifications, and then design concepts.

Tony Glander's design concept was selected and recommended to Mayor and Council based on:

- Notability of the message - conveys that one is entering a prominent City with a strong sense of identity;
- Easy to read at high speeds;
- Meets safety standards, including the Maryland State Highway Administration (SHA) guidelines;
- Fabricated in a durable, low maintenance material;
- Has a strong public appeal and complements the City's overall design theme.

Approval of Artist and Design Variations by Location

- On March 19, 2007, the Mayor and City Council approved the Committee's selection and authorized the City Manager to enter into a contract for the design.

The design is one central concept, in three variations:

- **MAJOR SIGNS** - for well traveled, commercial oriented gateways into the City.
- **STANDARD SIGNS** – simplified, smaller versions of the Major Signs, for residential gateways into the City.
- **OVERPASS SIGNS** – mounted on highway overpasses that mark a gateway into the City.

Design Variations



MAJOR SIGNS



STANDARD SIGNS



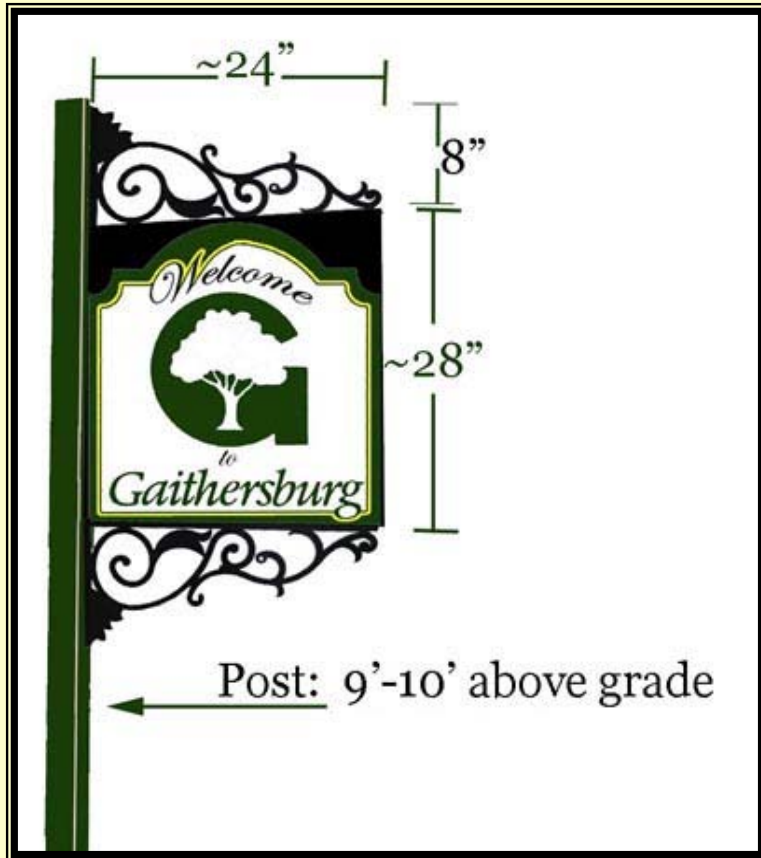
OVERPASS SIGNS

Next Steps

- Most **Standard Signs** will be on City streets within the Public Right of Way. The City may approve and issue permits for non-commercial signs at such locations.
 - Installation of **Standard Sign** prototype expected within the next 2 - 3 months.
- Most **Major** and **Overpass Signs** will be in the State Highway Administration's Right of Way and may require a SHA permit, maintenance agreement, and approval of location and layout.
 - Installation of **Major Sign** prototype upon receipt of SHA approval.
- Additional **City Gateway Entry Signs**, including **Overpass Signs**, to be installed over the next two years.

Standard Sign Prototype

Proposed installation site - East Diamond Avenue (traveling west into Olde Towne)



Proposed Measurements

Sign: Plastic laminate, white sign with green design.

(Same material as City facility & parks signs.)

Post: High durability, heavy green plastic.

(Same material as sign)

Mounting Plate: Black, aluminum plate, with scroll detail cut from plate.

Finial: Black aluminum - bolted to post.

Major Sign Prototype

Proposed Installation Sites:

SITE A: Quince Orchard Blvd. (entering the City from N. Potomac)

SITE B: Rt. 355 and Game Preserve (entering the City from Germantown)



Proposed Measurements

Sign: Plastic laminate, white background, green design. (Same material as City facility & parks signs.)

Posts: High durability, heavy green plastic. (Same material as sign)

Finials: Black aluminum - bolted to post.