

City of Sikeston

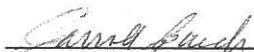
TENTATIVE AGENDA
(Amended)

COUNCIL STUDY SESSION MEETING
CLINTON BUILDING

Thursday, September 17, 2015
6:00 P.M.

- I. CALL TO ORDER
- II. RECORD OF ATTENDANCE
- III. OPENING PRAYER
- IV. ITEMS OF BUSINESS
 - A. Leaf Removal Program
 - B. Discussions: City Gateway & Wayfinding Signage Program
 - C. Other Items As May Be Determined During the Course of the Meeting
- V. ADJOURNMENT INTO EXECUTIVE SESSION
 - Litigation (RSMo 6.10.021(1))
 - Property (RSMo 6.10.021(2))
- VI. ADJOURNMENT

Dated this 15th day of September 2015


Carroll Couch, City Clerk

The City of Sikeston complies with ADA guidelines. Notify Linda Lowes at 471-2512 (TDD Available) to notify the City of any reasonable accommodation needed to participate in the City Council's Meeting.



Council Letter

Date of Meeting: 15-09-17

Originating Department: Public Works Department

To the Mayor and City Council:

Subject: Briefing on Leaf Collection Program for 2015

Action Options:

1. Other action Council may deem appropriate

Background:

By the end of last year's leaf collection season, both of the city's leaf machines were out of service. During the subsequent budget deliberations, it was determined that rather than repair or replace the aging and inefficient leaf collection machines, the city would offer an alternative program for leaf disposal. Therefore, DPW staff proposes the following program for leaf disposal and public education.

The city will not be providing curbside pickup of leaves this winter. Residents will be given the following options to address leaves:

- Take Leaves to the Compost Site (compost site hours will be extended)
- Hire a Commercial Contractor to Take Leaves to the Compost Site
- Mulch the Leaves in their yard
- Burn the leaves in their yard

To accommodate this new practice, two changes are being made to the compost site:

1. The Compost Site will be open extended hours in November and December to accommodate the delivery of leaves from residents.
2. Commercial Contractors will be allowed to bring leaves to the compost site during the extended hours of November and December. They will need to show proof of a business license, and will be limited to leaves and small sticks. Limbs and trees will not be allowed to be dumped by contractors.

The proposed extended compost site hours are as follows:

M-F Nov 15 to Dec 31 8-12 & 1-3 (Except Holidays)
Sat 11/7, 11/21, 12/5, 12/19 8-12

For anyone dumping leaves at compost site, staff will be asking for the associated address(es).

For making sure this new information is made available to the public, we will be taking part in the following education/advertising campaigns:

- Advertisements in the Standard Democrat
- Articles in the Sikeston Scanner
- Posts on the City's Facebook page
- Door Hangers will be placed in key areas prior to November
- Door Hangers will be placed for lots that put leaves at the street
- Commercial Contractors will be notified by mail prior to November.

Ultimately, this will free up a significant amount of manpower. This operation usually takes approximately 6 workers for a period of 6 weeks to accomplish. Through this change in protocol, we will free up 4-5 workers that can be working on our street maintenance issues.

Council Letter

Date of Meeting: 15-09-17

Originating Department: Convention & Visitors Bureau

To the Mayor and City Council:

Subject: Sikeston Gateway-Wayfinding Signage Program

Attachment(s):

1. Gateway-Wayfinding Signage Program – Purpose, Objectives, and Design Criteria

Action Options:

1. Provide direction for implementation of signage program
2. Other action as Council may deem appropriate

Background:

On August 24 staff provided an overview of the City's Gateway and Wayfinding Signage Program and received Council's authorization to proceed. Following this action, various members of the public provided feedback regarding the color of the proposed signage, which has prompted today's discussions.

The Committee would like to share with Council the purpose, objectives and science that went into their recommendation. This information is summarized in the attachment and will be discussed in greater detail during the September 17 Council meeting.

City of Sikeston Gateway & Wayfinding Signage Program

September 2015

City of Sikeston

Gateway & Wayfinding Signage

Purpose:

To create a master plan that establishes a cohesive wayfinding philosophy and design approach for all future City of Sikeston signs. This plan will provide a uniform sign template for all City gateways, directional, public facility and place name signs.

Uniform signage will assist visitors, residents and business interests more easily navigate the City and identify city-owned facilities. The plan's implementation will enhance economic prosperity of local businesses while improving the quality of life for all residents.

Gateway-Wayfinding Signage

- **Objectives**

- Identify key entry points into the City;
- Identify locations/zones first-time visitors would seek access;
- Define pathways for vehicular traffic into these locations/zones;
- Create awareness of these destinations;
- Enhance the perception Sikeston is a safe, clean & welcoming community;
- Create a sense of place, making Sikeston more memorable to residents and visitors.

Gateway-Wayfinding Signage

- **Design Criteria:**

- Be user friendly – Signs should be legible, uncomplicated, and reflective for night reading;
- Consistency – maintain design constraints throughout sign system, keep messages consistent, coordinate signage with city brochures and maps;
- Minimalism - Use limited number of sign types and quantity;
- Aesthetically pleasing – Signs are harmonious to environment, appropriately scaled;
- Maintainable – Easy to install/remove, cleanable/repairable, low maintenance; and
- Vandal resistant.

Gateway-Wayfinding Signage

Federal Wayfinding Design Standards

- Brown Cultural / Recreational Signs: Direct motorists to parks, historic districts and sites, recreational areas and scenic vistas.
- Green Guide Signs: Direct motorists to significant institutions or districts.
- Blue Motorist Service Signs: Identify specific services/businesses. Eligible service categories are limited to: gas, food, lodging, camping, attractions, hospitals and 24-hour pharmacies.

Gateway & Wayfinding Signage

- **MoDOT Color Restrictions:**

Wayfinding signage shall not include the following color combinations for legend and background:

- Red/White Pink/Black
- Yellow/Black Purple/Black
- Orange/Black Yellow-Green/Black
- Any florescent version of the colors listed above.

Gateway & Wayfinding Signage

- **Color Contrast by Science**

Arthur & Passini described in their book *Wayfinding* from 1992 a reliable calculating method to calculate the contrast difference between two colors.

The formula is based on the light reflectancy (LR) readings in percentages for each of the two colors involved. By subtracting the darker color from the lighter color, divided by the difference by the lighter, and multiplying by 100, we get brightness differential.

When the brightness differential is 70 percent or higher the legibility is assured. When it is less, the legibility cannot be assured and those colors should not be using in that combination.

City of Sikeston

Gateway & Wayfinding Signage

HUE	LR[%]
RED	13
YELLOW	71
BLUE	15
ORANGE	34
GREEN	17
PURPLE	18
PINK	30
BROWN	14
BLACK	8
GREY	19
WHITE	85
BEIGE	61

CONTRAST VALUE AND RELATIONSHIP

	82	13	62	24	28	56	7	38	32	84	78
82		79	52	76	75	58	80	89	73	16	14
13	79		56	12	17	50	7	47	21	82	75
62	52	56		50	47	12	59	76	44	60	44
24	76	12	50		6	43	18	53	11	80	72
28	75	17	47	6		40	22	56	5	79	70
57	58	50	12	43	40		53	73	37	65	51
7	80	7	59	18	22	53		43	26	84	77
38	89	47	76	53	56	73	43		58	91	89
32	73	21	44	11	5	37	26	58		78	69
84	16	82	60	80	79	65	84	91	78		28
78	14	75	44	72	70	51	77	89	69	28	

Gateway & Wayfinding Signage

Color examples and meaning

BLACK LR = 8	CONTRAST WHITE, H = 91	CONTRAST BLUE, H = 47
	CONTRAST YELLOW, H = 89	CONTRAST GREY, H = 58
	CONTRAST RED, H = 38	CONTRAST BLACK, H = 0

- Black is associated with power, elegance, formality, death, evil, and mystery.
- With a black background the lettering tends to stand out more onto to background than with other colored backgrounds. Black is one of the few surfaces that lets other colored text work great together. Beware of too small lettering with too high contrast (white lettering), these will lead to less legibility of the text because of overwhelming background. With large lettering white on black works great. Also yellow on black is a good combination.
- *Advisable work areas: Airport signage, office building signs, visual overwhelming environments, hotel signage, indoor usage.*

City of Sikeston

Gateway & Wayfinding Signage

Color examples & meanings:

WHITE LR = 85	CONTRAST WHITE, H = 0	CONTRAST BLUE, H = 82
	CONTRAST YELLOW, H = 14	CONTRAST GREY, H = 78
	CONTRAST RED, H = 84	CONTRAST BLACK, H = 91

- White is associated with light, goodness, innocence, purity, and virginity. It is considered to be the color of perfection.
- White background surface gives the most workable combinations, but beware of that white can absorb its environment. Black lettering tends to be squeezed into the background making it hard to read. Lower contrast lettering gives better results like blue, orange and red.
- White backgrounds can be used specific sign projects where design plays a bigger part than the actual wayfinding. For instance using silver lettering on a white background can give fabulous results, due the shadow of the silver lettering the text becomes readable on the white surface.
- *Advisable work areas: Museum signage, office building signs, pylon signage, retail signage, hospital signage, indoor & outdoor usage.*

City of Sikeston

Gateway & Wayfinding Signage

Color examples and meaning:

RED LR = 13	CONTRAST WHITE, H = 84	CONTRAST BLUE, H = 13
	CONTRAST YELLOW, H = 82	CONTRAST GREY, H = 32
	CONTRAST RED, H = 0	CONTRAST BLACK, H = 38

- Red is the color of fire and blood, so it is associated with energy, war, danger, strength, power, determination as well as passion, desire, and love.
- Red is often used for warning signs, red sends out a signal of warning, danger. Many of the warning signs consist of a red background with yellow or white lettering, by using pictograms as warning the signs are multi-language and don't need explanation, even if you cannot read the text.
- Red is a very powerful color which stands out in a visual crowded environment. I have seen various other signs produced with red but in my opinion red is a signal color. Works great with black, white and yellow lettering.
- *Advisable work areas: Warning signs, public spaces, indoor & outdoor usage.*

City of Sikeston

Gateway & Wayfinding Signage

Color examples and meanings

YELLOW LR = 71	CONTRAST WHITE, H = 16	CONTRAST BLUE, H = 79
	CONTRAST YELLOW, H = 0	CONTRAST GREY, H = 73
	CONTRAST RED, H = 82	CONTRAST BLACK, H = 89

- Yellow is the color of sunshine. It's associated with joy, happiness, intellect, and energy.
- Yellow background works best in visual crowded environments, for architectural and psychological factors yellow is often used. Yellow with black lettering sends out a clear information message which is needed in such an environment. Using yellow also makes in easy to use orange, red and green which all work great together in a signage system.
- Also for traffic signs yellow works good as background color in combination with black lettering. In a outdoor situation, yellow stands out from its background giving a clear message. In many European countries yellow is chosen as background color.
- *Advisable work areas: Airport signage, road signs, public spaces, indoor & outdoor usage.*

City of Sikeston

Gateway & Wayfinding Signage

Color examples and meanings

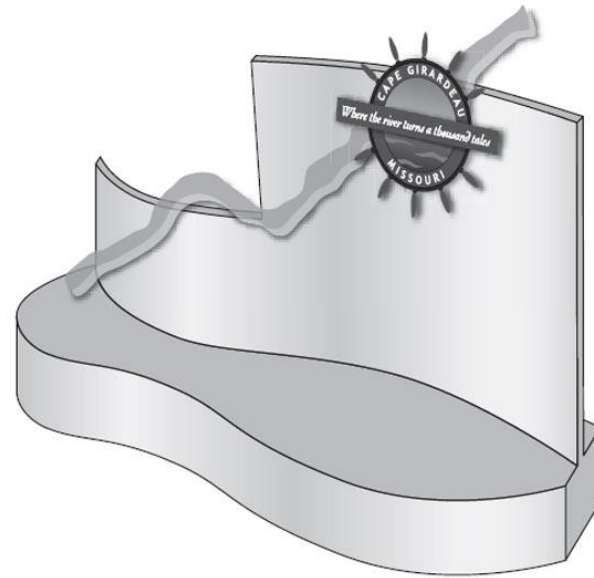
BLUE LR = 15	CONTRAST WHITE, H = 82	CONTRAST BLUE, H = 0
	CONTRAST YELLOW, H = 79	CONTRAST GREY, H = 21
	CONTRAST RED, H = 13	CONTRAST BLACK, H = 47

- Blue is the color of the sky and sea. It is often associated with depth and stability. It symbolizes trust, loyalty, wisdom, confidence, intelligence, faith, truth, and heaven.
- Blue is one of mankind's favorite colors, as it represents sky, heaven, trust and faith. The color blue is good recognized with white lettering as an information sign. In the Netherlands all highway signs are with blue background as well as the railway signs.
- To use blue in sign systems beware of create enough contrast in order to make the signs work best. For instance with light blue a higher contrast lettering will be needed such as black and for dark blue white lettering will work best.
- *Advisable work areas: Highway signs, railway signs, hotel signage, retail signage, public spaces, indoor & outdoor usage.*

City of Sikeston

Gateway & Wayfinding Signage

- Design samples



City of Sikeston

Gateway & Wayfinding Signage

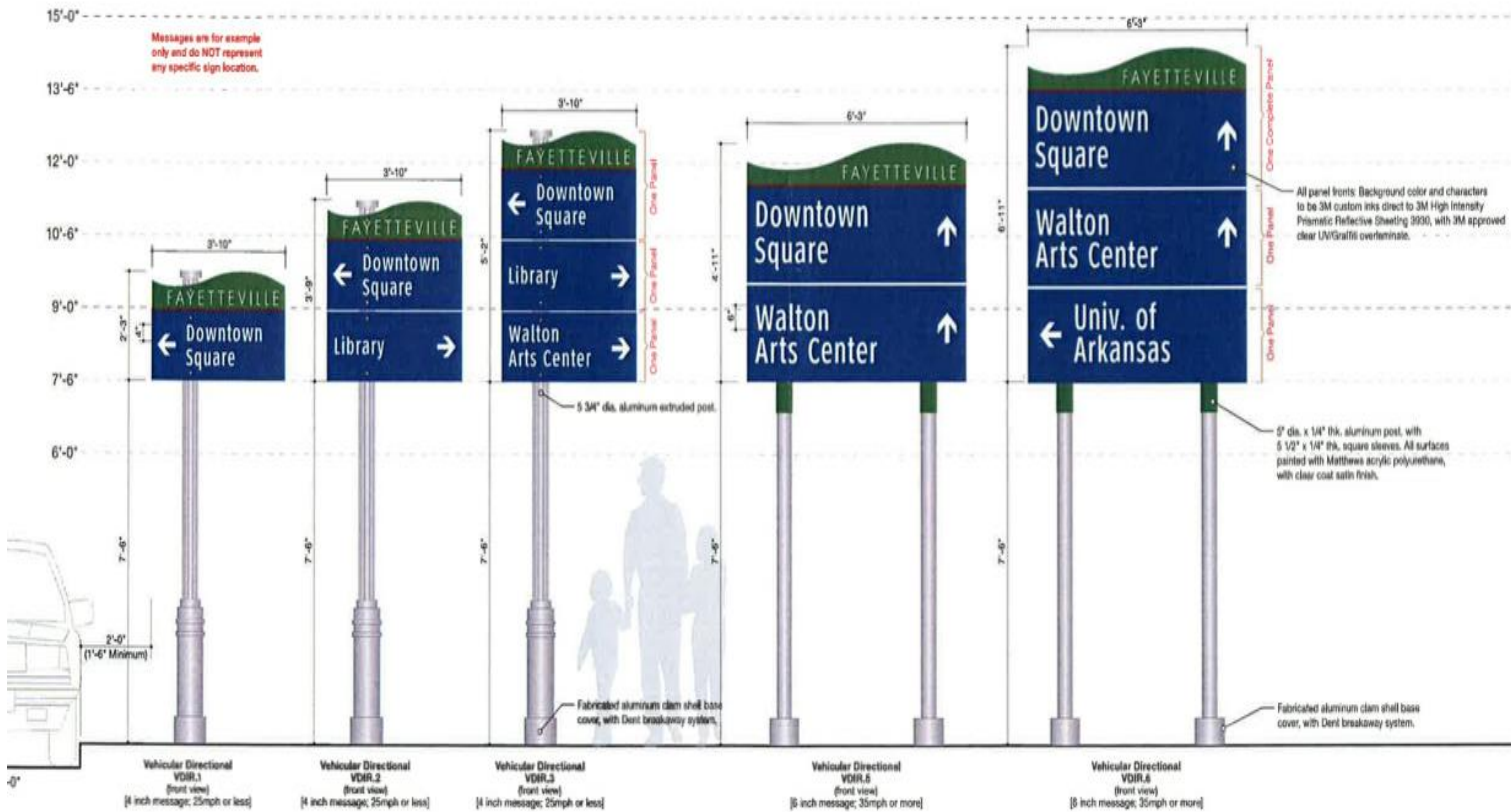


City of Sikeston

Gateway & Wayfinding Signage



Gateway & Wayfinding Signage



City of Sikeston Gateway & Wayfinding Signage



City of Sikeston

Gateway & Wayfinding Signage



Gateway & Wayfinding Signage



City of Sikeston

Gateway & Wayfinding Signage



City of Sikeston

Gateway & Wayfinding Signage

 **SIGNS BY BENCHMARK**
Changing the way you look at signs.



City of Sikeston

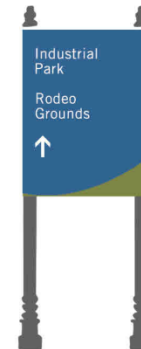
Gateway & Wayfinding Signage



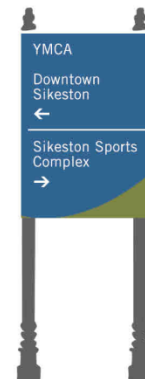
City Identification Sign



Pedestrian Signs



Secondary Vehicular Directional Sign



Major Vehicular Directional Sign



City of Sikeston

Gateway & Wayfinding Signage

DRAFT

OPTION 3:

- SHARP EDGES
- INCORPORATES NATURAL COLORS WITH CRISP LINES
- EARTHY COLOR TONES AND MATERIALS WILL CORRELATE WITH THE ENVIRONMENT IN WHICH THE SIGNS WILL



City Identification Sign



Pedestrian Signs



Major Vehicular Directional Sign



Secondary Vehicular Directional Sign



Parking Sign



City of Sikeston

Gateway & Wayfinding Signage

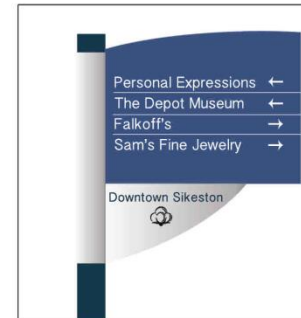
DRAFT

OPTION 2:

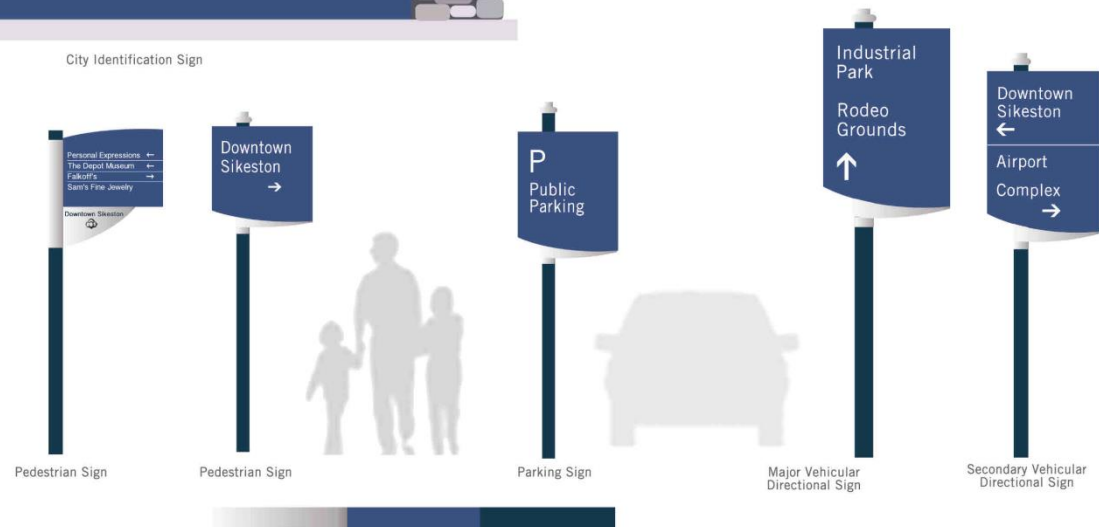
- CRISP MODERN DESIGN
- CLEAN LINES WITH METAL CURVATURE
- INCORPORATES THE USE OF MODERN MATERIALS AND LINES WITH EASY TO READ TEXT



City Identification Sign



Pedestrian Sign Detail



Pedestrian Sign

Pedestrian Sign

Parking Sign

Major Vehicular
Directional Sign

Secondary Vehicular
Directional Sign

City of Sikeston

Gateway & Wayfinding Signage

DRAFT

OPTION 4:

- CURVED LINES OUTLINED WITH A SECONDARY COLOR
- EASY TO READ TYPE
- USES CURVED EDGES THAT ARE COMPATIBLE WITH THE SIGN POSTS WHICH IS A NOD TO SIKESTON'S HISTORICAL PAST



City Identification Sign



Pedestrian Signs



Secondary Vehicular Directional Sign



Major Vehicular Directional Sign



Parking Sign



City of Sikeston

Gateway & Wayfinding Signage

DRAFT

OPTION 4:

- CURVED LINES OUTLINED WITH A SECONDARY COLOR
- EASY TO READ TYPE
- USES CURVED EDGES THAT ARE COMPATIBLE WITH THE SIGN POSTS WHICH IS A NOD TO SIKESTON'S HISTORICAL PAST



City of Sikeston

Gateway & Wayfinding Signage

DRAFT

OPTION 4:

- CURVED LINES OUTLINED WITH A SECONDARY COLOR
- EASY TO READ TYPE
- USES CURVED EDGES THAT ARE COMPATIBLE WITH THE SIGN POSTS WHICH IS A NOD TO SIKESTON'S HISTORICAL PAST



City of Sikeston

Gateway & Wayfinding Signage

- Council direction is requested in order for the Committee to proceed with the development of engineering specifications, and the bid process.
- Tentative Timeline for Signage Project
 - September 2015
 - Develop engineering specifications
 - Submit proposed signage program to MoDOT for review and approval
 - October 2015
 - Release RFP for manufacturing and installation
 - Begin right-of-way negotiations
 - November-December 2015
 - Award RFP for manufacture and installation of signs
 - Complete right-of-negotiations, execute contracts
 - March 2016
 - Install signage