

TO: JAMES L. APP, CITY MANAGER
FROM: ROBERT A. LATA, COMMUNITY DEVELOPMENT DIRECTOR
SUBJECT: VISITOR SERVING DIRECTIONAL SIGNS
DATE: JANUARY 21, 2003

NEEDS: For the City Council to consider:

- Providing direction as to updating the City's visitor serving directional sign program; and
- Authorizing that the funds for purchase and installation of the additional visitor serving directional signs be included as part of the Fiscal Year 2004/2007 Budget and Financial Plan.

FACTS:

1. Council member Picanco has previously asked that the City revisit its visitor serving directional sign program and consider establishing a list of new sign locations.
2. The Council has previously established a program:
 - Establishing a standard design for visitor serving directional signs;
 - Identifying suitable sites for sign placement; and
 - Appropriating funds to purchase and install visitor serving directional signs.
3. An inventory of the existing visitor serving signs has been completed (see attached) There are a total of 36 existing signs.
4. A list of new sign locations has been prepared for City Council review (see attached). There are a total of 11 additional signs proposed.
5. The cost of sign fabrication and installation is \$165 per sign, which would require a budget appropriation in the amount of \$1,815 for the 11 additional signs.

**ANALYSIS
AND**

CONCLUSION: Among other items, the City Council's Economic Strategy:

- Recognizes tourism as a very important section of the Paso Robles economy;
- Advocates continued City promotion as a tourist destination area; and
- Suggests that better signage be developed for visitors.

In furtherance of the City's efforts to increase tourism, it is recommended that additional directional signs be installed throughout Paso Robles to direct visitors to existing attractions and facilities.

POLICY

REFERENCE: Economic Strategy, General Plan

**FISCAL
IMPACT:** Fabrication and installation of additional visitor serving directional signs will require establishment of a budget in the amount of \$1,815.

OPTIONS:

- A. Adopt Resolution 03-xx authorizing that a budget be established as part of the Fiscal Year 2004/2007 Budget and Financial Plan in the amount of \$1,815 for fabrication and installation of 11 additional visitor serving directional signs.
- B. Amend, modify or reject the above option.

Attachments: Sign Inventory
List of Existing and Proposed Signs
Visitor Serving Sign Photograph
Draft City Council Resolution

RESOLUTION NO. 03-

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PASO ROBLES
AUTHORIZING THAT A BUDGET BE ESTABLISHED AS PART OF THE FISCAL YEAR
2004/2007 BUDGET AND FINANCIAL PLAN IN THE AMOUNT OF \$1,815
FOR THE FABRICATION AND INSTALLATION OF ELEVEN
ADDITIONAL VISITOR SERVING DIRECTIONAL SIGNS

WHEREAS, the City's Economic Strategy:

- Recognizes tourism as a very important section of the Paso Robles economy;
- Advocates continued City promotion as a tourist destination area; and,
- Suggest that better signage be developed for visitors.

WHEREAS, after reviewing an inventory of the existing visitor serving directional signs, a list of 11 new sign locations was prepared;

WHEREAS, the cost of fabricating and installing eleven (11) new signs is \$1,815 at a cost of \$165 per sign.

NOW, THEREFORE, the City Council of the City of El Paso de Robles does hereby:

Authorize that a budget be established as part of the Fiscal Year 2004/2007 Budget and Financial Plan in the amount of \$1,815 for fabrication and installation of eleven (11) additional visitor serving directional signs as set forth on Exhibit "A" attached hereto and made a part hereof.

PASSED AND ADOPTED by the City Council of the City of Paso Robles this 21st day of January 2003 by the following vote:

AYES:

NOES:

ABSTAIN:

ABSENT:

Frank R. Mecham, Mayor

ATTEST:

Sharilyn M. Ryan, Deputy City Clerk

EXHIBIT "A"

NEW VISITOR SERVING DIRECTIONAL SIGNS

Sign Copy	Sign Location
1. Municipal Pool	Spring and 28 th
2. Public Safety Center	Spring and 11 th
3. North County Transportation Center	Spring and 8 th
4. Cuesta College	46 East and Golden Hill Road
5. Barney Schwartz Park	46 East and Union
6. Paso Robles Municipal Airport Golf Course	46 East and Jardine
7. Paso Robles Municipal Airport	46 East and Airport
8. Oak Creek Park, Senior Center, and Veteran's Center	Creston and Scott
9. Golf Course	Creston and Niblick
10. Oak Creek Park, Senior Center, and Veteran's Center	Scott and Commerce Way
11. Royal Oak Park	Parkview Lane