


TO: James L. App, City Manager
FROM: Ronald Whisenand, Community Development Director 
SUBJECT: Service Club Sign Program
DATE: January 2, 2008

Needs: Consider adoption of a City-standard Service Club Sign Program

- Facts:
1. The City has received numerous requests over the years for signage at our primary gateways that would display local service clubs on a consolidated sign face.
 2. While many service clubs have expressed an interest in taking on the design and construction effort as a community project, no formal proposal has been presented.
 3. Preliminary proposals that have been reviewed vary greatly in design character thereby dictating the need for a Council approved City-wide standard that can be used by service clubs expressing an interest in constructing a sign(s) within the City.
 4. The most desired locations for these signs are at city gateway entries. Because of the desire that our gateways present a quality image to the traveling public, the City contracted with Pierre Rademaker, a local designer to create a unified signage plan for Council consideration.

Analysis &
Conclusion:

As stated above, it is important that signage at our major community gateways presents a positive image of the community. This is accomplished with the use of quality materials that will maintain their appearance over the years. The attached design concept meets these goals and has the added benefit of materials and features that are recognizable to Paso Robles.

There are currently no identified sites for placement of the unified service club signs. It is expected that signs would be desirable at the northern and southern Spring Street exits as well as the City's borders at Highway 46 East and West. With an adopted sign standard in place, proposals for specific sign placement can be processed in the future subject to property owner authorization, DRC review, and building permit issuance.

Due to the number of other important public projects to construct with the City's limited CIP budget, it would be desirable that the service clubs would organize themselves and take on construction of individual entry signs as community

service projects. Unless the property is publicly owned, then the process would simply involve property owner approval, preparation of a site plan showing the location, and building permit issuance using the attached illustration as a design detail to accompany construction plans.

Policy

Reference:

The Council has directed that our City Gateways be protected from inappropriate land uses and maintain a quality character through implementation of Gateway Design Standards. The Gateway Standards are nearly complete. The proposed Service Club Sign Program is consistent with those draft standards.

Options:

- a. Adopt the attached Service Club Sign detail
- b. Amend, modify or reject the foregoing option.

Attached:

Service Club Sign design, dated 10/11/07

CLIENT:
 City of Paso Robles

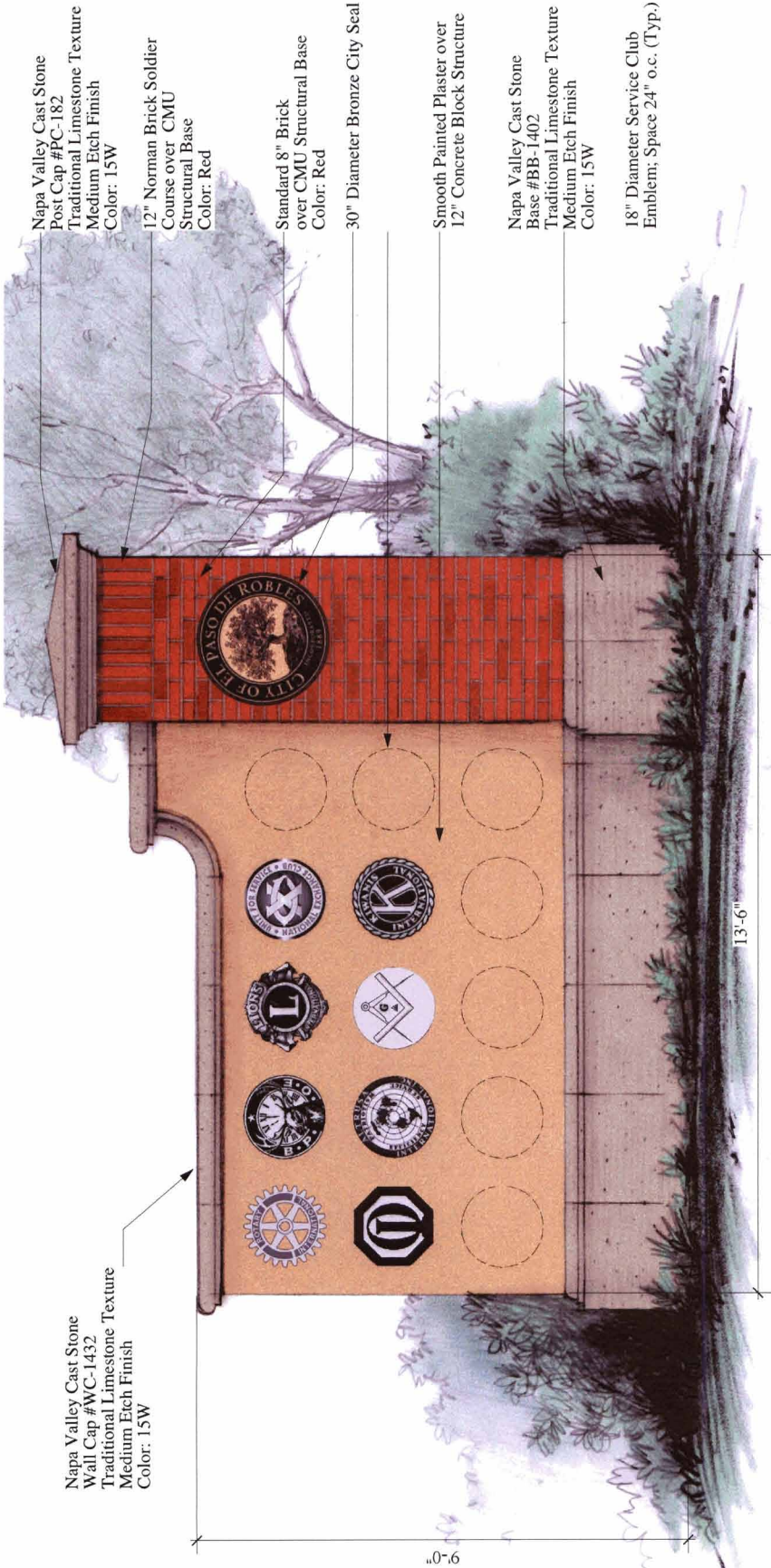
PROJECT:
 Club Sign
 Paso Robles, CA

SHEET CONTENTS:
 Service Club Signs

DRAWN BY: JM
 CHECKED BY: PR
 DATE: 09/14/07
 REVISED: 10/11/07

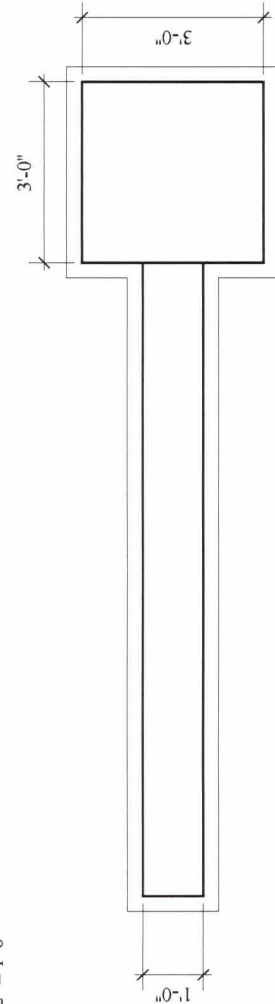
ALL EXISTING DIMENSIONS AND MATERIALS ARE TO BE MAINTAINED UNLESS OTHERWISE SPECIFIED. THIS DRAWING, UNDER THE FIELD OF VIEW OF ANY RELATED OR UNRELATED CONTRACT, IS THE PROPERTY OF PIERRE RADEMAKER DESIGN. IT IS TO BE USED ONLY FOR THE PROJECT AND SITE SPECIFICALLY IDENTIFIED HEREON. THE CONTRACTOR SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY PERMITS AND APPROVALS FROM ALL APPLICABLE AGENCIES. THE CONTRACTOR SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY PERMITS AND APPROVALS FROM ALL APPLICABLE AGENCIES. THE CONTRACTOR SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY PERMITS AND APPROVALS FROM ALL APPLICABLE AGENCIES. THE CONTRACTOR SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY PERMITS AND APPROVALS FROM ALL APPLICABLE AGENCIES.

JOB NO. PAS-0702
 SHEET NO.



- Napa Valley Cast Stone Post Cap #PC-182 Traditional Limestone Texture Medium Etch Finish Color: 15W
- 12" Norman Brick Soldier Course over CMU Structural Base Color: Red
- Standard 8" Brick over CMU Structural Base Color: Red
- 30" Diameter Bronze City Seal
- Smooth Painted Plaster over 12" Concrete Block Structure
- Napa Valley Cast Stone Base #BB-1402 Traditional Limestone Texture Medium Etch Finish Color: 15W
- 18" Diameter Service Club Emblem; Space 24" o.c. (Typ.)

○ Service Club Sign Elevation
 Scale: 1/2" = 1'-0"



○ Service Club Sign Plan
 Scale: 1/2" = 1'-0"