



Memorandum

DATE: May 31, 2012

TO: Menasha Common Council

FROM: Mark Radtke, Director of Public Works *MR*

RE: Wayfinding Signage Report

Alderman Langdon requested an update on the City's wayfinding signage project. Since our last report, we have accepted the proposal from United Sign for the manufacture of the specified wayfinding signs per the agreement with the Fox Cities Convention and Visitors Bureau (FCCVB).

Our agreement with FCCVB requires final approval of the signs by FCCVB prior to the manufacture and installation of the signs. When United Sign submitted the sign proofs, FCCVB approved the signs but when I reviewed the signs I noticed the width of the signs were wider than what we had wanted, especially given the narrow terraces in which some of these signs were being placed. FCCVB had granted the City approval to install smaller scaled versions of the full size signs because of the narrow terraces, but the sign dimension in the executed agreement was mistakenly listed as wider than the full size signs.

To add to the confusion, the FCCVB Executive Director, who is the person with sign approval authority, retired after her initial approval of the sign proofs. I am now dealing with her replacement who, by his own admission, needs to get up to speed with this program. He has initially reviewed our situation regarding the dimension error, but we have not yet received their final approval of the new requested scaled back sign width dimension. I expect we will get this resolved in the very near future.

Once the signs are approved, United Sign indicated they will be able to start the manufacture process and the City will be able to start sign installation this summer. Our original estimate for complete sign installation by the end of September remains intact.

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