



STAFF REPORT

TOWN COUNCIL MEETING OF JUNE 12, 2012

To: Town Council

From: Town Manager

Subject: Swetzer Road Business Park Monument Sign Authorization to Purchase and Install.

Date: May 21, 2012

RECOMMENDATION:

Approve the purchase and installation of a monument sign on the corner of Swetzer Road and King Road in an amount not to exceed \$6,000.00. Final design will be approved by the Town Council Business Committee.

DISCUSSION:

The issue of signage for the Swetzer Road Business Park has been discussed by the Council on several occasions. The latest Town Council level discussion was at the September 2011 Town Council meeting where staff was directed to bring the monument back to the Council at a later date. Swetzer Road Business Park has recently been an evolving commercial and industrial area within the Town of Loomis. Businesses that have moved into this area include Casque Wines and Loomis Basin Brewery. In an effort to better direct traffic and potential customers to the Business park, several wayfinding directional signs have been installed around the Town directing traffic to different locations such as the historic fruit sheds, train depot, Blue Anchor Park, Del Oro High School and the Swetzer Road Business Park. Although effective in their locations, the wayfinding signs are not effective once someone actually reaches the corner of Swetzer Road and King Road. The proposed monument sign would provide the final piece to direct traffic onto Swetzer Road.

There are 120 +/- businesses currently located along Swetzer Road that would benefit from the monument sign. The Town Council Business Committee, Chamber and business owner along Swetzer Road have been formulating a plan on how the Town could invest in promoting the business community while serving the most businesses for the money.

The proposed sign would be constructed with a railroad tie “framed” sign enclosure, a tin painted sign face and the sign structure surrounded with historic large and small quarry rocks. The sign would be up lit with a solar powered light system.

CONSISTENCY WITH GOALS AND POLICIES:

Goal 2, Improve the economy of the Town of Loomis through Economic Development contains several tasks which pertain to the proposed monument sign.

Task A states:

Implement result of business walk series and repeat in other areas of the Town.

- Signage was identified as a potential deterrent for many businesses participating in the 2011 Business Walk. Many businesses felt their business was hard to identify without the appropriate signage. The proposed monument directional sign will help identify when you are entering Swetzer Road Business Park.

Task B states:

Recruit replacements for empty businesses

- By providing a clear directional sign to the Swetzer Road Business Park, it is hoped this will encourage businesses (particularly from out of the area) to relocate to this area.

Task C states:

Develop businesses in commercial industrial zoned property

- Swetzer Road is along the east side zoned Light Industrial and along the west Limited Industrial. Again, by providing appropriate directional signage, the Town is promoting the development of businesses in the area.

CEQA :

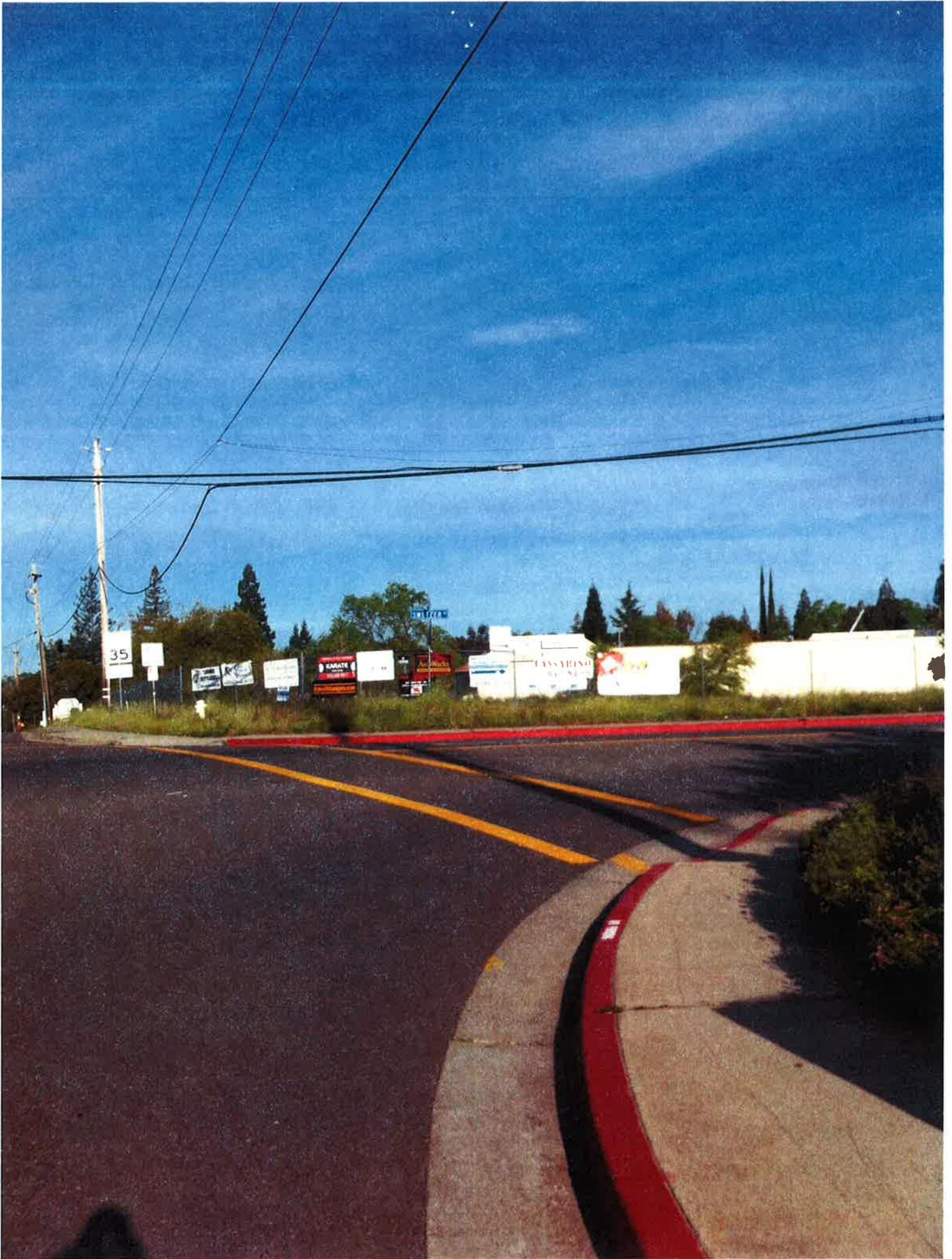
The proposed monument sign is Categorically Exempt under §15311 (Accessory Structures) and §15303 (New Construction or Conversion of Small Structures).

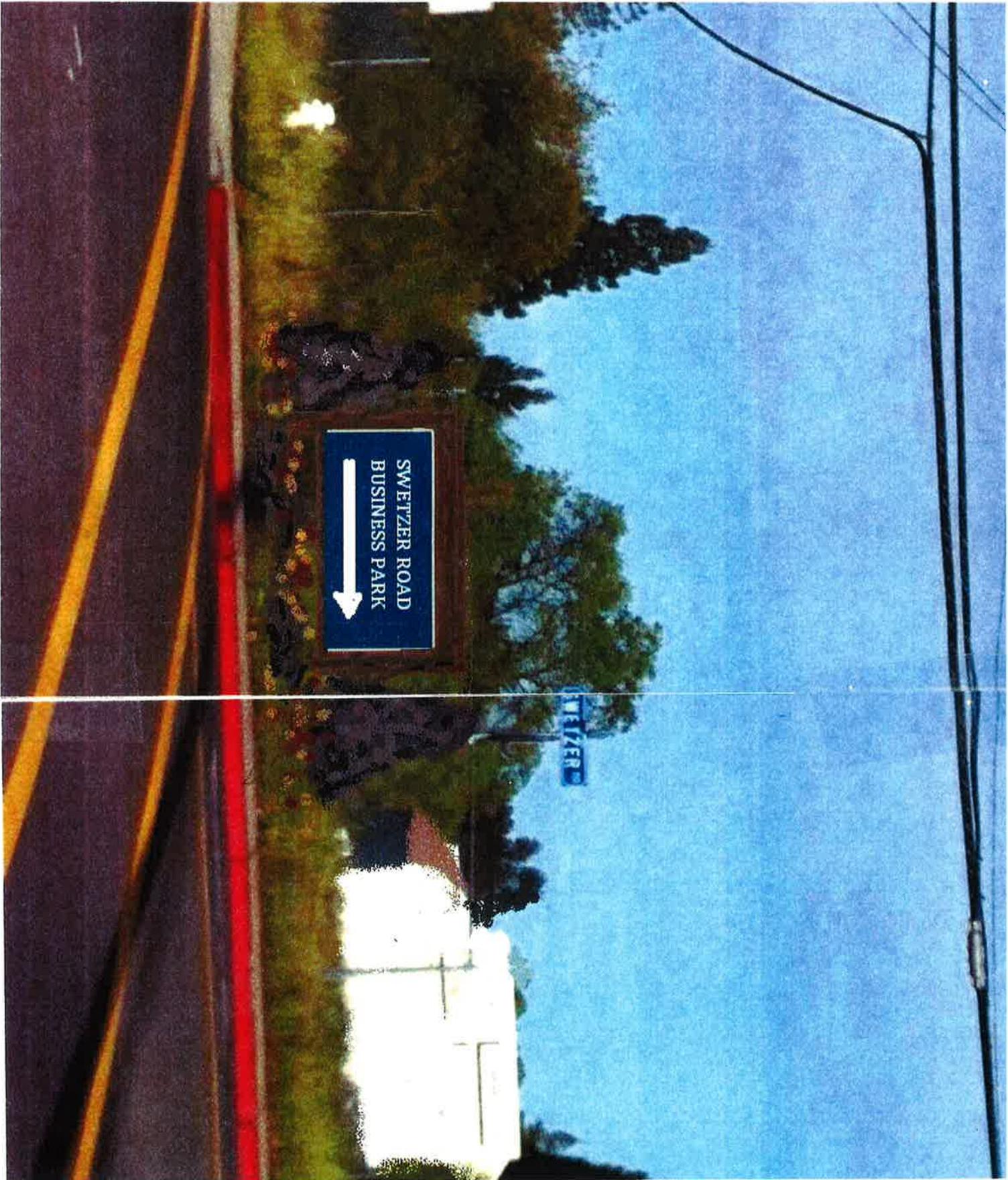
FINANCIAL IMPLICATIONS:

The money is currently budgeted from repaid CDBG loans.

ATTACHMENTS:

- A. Photo of existing corner
- B. Rendering (rough) of monument sign
- C. Rendering of sign face theme
- D. Proposal from Doug Mantell





SWETZER ROAD
BUSINESS PARK
→

SWETZER

A rustic wooden sign with a background illustration of a barn and pumpkins. The sign is oriented vertically and features the text 'WELCOME TO SWETZER ROAD BUSINESS PARK' in white, bold, sans-serif capital letters with a black outline. The background of the sign shows a wooden barn in the upper right, a dirt path leading towards it, and several pumpkins in the lower left. The sign is mounted on a dark blue or black background.

WELCOME
TO
SWETZER ROAD
BUSINESS PARK

MANTELL MASONRY CONSTRUCTION, INC.

3289 SWETZER ROAD • LOOMIS, CA 95650

May 30, 2012

Preliminary Proposal

Town of Loomis
Att. Rick Angelocci
3665 Taylor Road
Loomis, CA

Re: Swetzer Business Park
Sign Monument

Dear Rick,

I am pleased to present for your consideration the following preliminary proposal for the sign monument at Swetzer Road as discussed during our meeting on 5/29/12.

Project Scope:

Hand painted metal sign consistent with the "Fruit Shed" look to be provided by Jim Ingram Signs. Art work to be provided for approval at later date.

Item Cost: \$ 1,700.00

Railroad ties fabricated to create posts and framework to support and encase signage by Ingram.

Item Cost: \$ 1,750.00

Provide and install antique granite quarry rock at sign base to create a rustic finished look.

Item Cost: \$ 2,000.00

Total Proposed Cost: \$ 5,450.00

Please feel free to contact me should you have any questions or comments.

Regards,

Douglas Mantell-President
Mantell Masonry Construction, Inc.