

TO: TOWN COUNCIL

FROM: TOWN MANAGER 

RE: SWETZER AND RIPPEY ROADS ENTRY AND ADDRESS SIGNS

**ISSUE**

At the meeting with Swetzer and Rippey Roads business owners in August the idea of business area entry and address signs came up as something to consider.

**RECOMMENDATION**

Discuss and give direction as to how Council wishes to proceed.

**CEQA**

There are no CEQA issues in doing business entry or address signs. Signs would need to conform to the Town Zoning Code.

**MONEY**

Costs are detailed in the report but are expected to be under \$6,000. However, there is only \$2,316 remaining so Council may wish to consider doing only the entry signs. Otherwise additional money would have to be appropriated from Town reserves.

**DISCUSSION**

Council hosted a workshop meeting with business owners on Swetzer and Rippey Rds on August 26, 2010. From that meeting came a list of ideas (see attached draft letter) one of which had to do with business park entry and address signs. The entry signs would be at the corner of King and Swetzer and at Taylor and Rippey respectively. The purpose of those signs would be to show people where the entry places are for the Town business park areas. The term "industrial park" was not favored because businesses to do a combination of things so the idea of a "business park" was found to be more representative of what is on the ground.

The signs (see attached pictures) generally follow the pattern of recent directional signs installed by the Town. The address signs would be installed along Swetzer Road where there are a number of businesses located in cul-de-sacs. It seems that it is difficult to find addresses so the thought was that a sign at the front showing addresses to be found within a particular cul-de-sac would be helpful to customers, vendors and pick-up / delivery providers.

Regards the money, a thought is that the Town pick up the cost of the entry signs and then businesses get together, if they choose, to purchase the address signs. The attached letter is proposed to be sent to businesses if the Council decides.

September \_\_, 2010

Dear Business Owner

RE: SWETZER ROAD SIGNS

At a meeting with Swetzer Road business owners on August 26 the following points were made

1. Identify the number of businesses that are Chamber Members.
2. Consider why so few business owners showed up at the meeting.
3. **PRIORITY SIGNS:** Swetzer addresses are terrible; businesses told not allowed on street; need cul-de-sac monument signs. Granite slab sign out front. Be consistent and cost effective. Provide information on sign regulations. Identify businesses needing signs to attract customers (Homewood only retail on Rippey). Not just about retail customers but also for UPS and other services. Favor uniform not just "bootleg" signs. Directional signs: At freeway, King & RR tracks, King/Taylor. Town to identify standard sign format and let businesses sponsor new signs. Change name from "industrial area" to maybe "business park" (have a contest to name the Swetzer area). Get Jim Ingram to suggest ideas. Signage is key, people don't know we are there.
4. Consider organizing a business improvement district. At 3432 Swetzer a group formed (Loomis Industrial Park Owners Assoc) and assessed themselves .07 cents a sq ft to accomplish things of interest.
5. Swetzer was recently dug up (PCWA or ?) and oil leaked on the road and on driveways; no inspectors. A week ago a Recology truck had a hydraulic line leak.
6. No new regulations are needed.

7. Buy local. Preference for local businesses in Town contracts. Nevada County Contractors Association has a program with Nevada City.
8. **PRIORITY ADVERTIZING:** Most businesses have web sites. Maybe use "I Love Loomis" site but change name to "Shop Loomis.Com" or some such. Loomis businesses always changing. Two years ago Chamber did a business directory, update and put on line. Marketing is not just one thing. Regular exposure in Town is important. Invite an expert to discuss how to get priority in web search. Town sponsor ad in Loomis News advertizing businesses with notation as to which are open to the public. Extreme Gymnastics gets exposure at festivals in Rocklin, Granite Bay, Roseville, Colfax but discontinued direct mail due to economy and has sued parent/ teacher club ads but no flyers allowed by schools. Consider a sidewalk sale to celebrate what is there.
9. Follow up meeting in 6 weeks or so; maybe schedule with next Council and Chamber Board meeting.

The Town would like to focus on the sign issues by installing entry signs showing the Swetzer and Rippey Road business park areas. In that regard the Town is considering ideas for a sign at Rippey and Taylor Rd and another at Swetzer and King Road reading (see attached drawing).

It was noted at the meeting that the addresses within various cul-de-sacs and courts along Swetzer Road are not easy to discern. We would encourage business owners to join together and purchase address signs (see drawing) that could be installed at the front of particular cul-de-sacs and courts. If you have other sign ideas Some business owners have already put up signs and you can see their examples on Swetzer for additional ideas and cost estimates. If you have an idea beyond the example shown get together and bring it to the Town for an expedited approval.

Sincerely,

Gary Liss, Mayor

2 Business park entry signs with T-111 plywood skirts to make sign look more like a monument sign. \$1,085 + tax + Town provides posts.



11 Address signs inserted in saw cerf of 4 x 4 posts. \$4,185 + tax + Town provides posts.



SIGN COSTS: \$ 5,270 + TAX

ESTIMATED TOTAL: UNDER \$ 6,000