

TO: TOWN COUNCIL

FROM: TOWN MANAGER



RE: SWETZER BUSINESS PARK DIRECTION SIGNS

### ISSUE

Council asked to proceed with the Swetzer Road business park directional signs that were being considered last year and recently came up in comments obtained during the Chamber business walk in July.

### RECOMMENDATION

Approve the proposed sign layout and authorize funding from the Chamber/business projects line item augmented by reserves if needed.

### CEQA

There are no CEQA issues in redoing the existing business directional signs to add a couple of lines of text.

### MONEY

Costs could run at least \$2,300 based on the original signs and may be a little more because the signs would be a bigger and have some added text. There is only about \$2,025 remaining in the Chamber/business projects line item for the 2011/12 fiscal year so additional cost would likely need to come from Town reserves.

### DISCUSSION

At the August 2011 meeting Council got back into discussing sign ideas having to do with Swetzer and Rippey Roads business parks. There were three issues:

1. Directional signs to get people from I-80 or other key points to the business parks.
2. Monument signs at the entry to the particular business park (Swetzer or Rippey).
3. Address signs along Swetzer indicating that a business court houses a particular list of addresses, for instance, the addresses from 1900 to 1940

Council focused on replacing the five directional signs around Town to add "Swetzer Road Business Park" as text on the signs. Some extra space is being provided on the signs in case some other direction need comes up. Attached is a proposed sign layout developed by Ingram Signs who did the original signs at the 5 locations.



← DOWN TOWN  
 ← DEL ORO H.S.  
 ← TRAIN DEPOT  
 ← FRUIT SHEDS  
 ← BLUE ANCHOR  
 ← PARK  
 SWETZER RD.  
 ← BUSINESS  
 PARK

I-80 EXIT WEST



DOWN TOWN →  
 DEL ORO H.S. →  
 TRAIN DEPOT →  
 FRUIT SHEDS →  
 BLUE ANCHOR →  
 PARK →  
 SWETZER RD  
 BUSINESS →  
 PARK

I-80 EXIT EAST



DEL ORO H.S. →  
 BLUE GOOSE SHED →  
 TRAIN DEPOT ↑  
 BLUE ANCHOR ↑  
 PARK ↑  
 HIGH HAND SHED ←  
 SWETZER RD.  
 BUSINESS →  
 PARK

HOORSHOE BAR @ TAYLOR



↑ DOWN TOWN  
 ↑ DEL ORO H.S.  
 ↑ TRAIN DEPOT  
 ↑ FRUIT SHEDS  
 ↑ BLUE ANCHOR  
 ↑ PARK  
 SWETZER RD.  
 ↑ BUSINESS  
 PARK

TAYLOR @ SIERRA COLLEGE



↑ DOWN TOWN  
 ↑ TRAIN DEPOT  
 ↑ FRUIT SHEDS  
 ↑ BLUE ANCHOR  
 ↑ PARK  
 SWETZER RD.  
 ↑ BUSINESS  
 PARK

TAYLOR @ KING