



Town of Mammoth Lakes

Planning Commission Recommendation Report

Date:	June 13, 2012	Case/File No.:	NA
Place:	Council Chambers, 2 nd Floor Minaret Village Shopping Center Mammoth Lakes, CA 93546	Project:	Municipal Wayfinding and Community Messaging Program
Time:	After 2:00 p.m.	Location:	NA
Agenda Item:	1	General Plan:	NA
Appeal Status:	NA	Specific Plan:	NA
Applicant/ Owner:	Initiated by Community Development Department	Zoning:	NA
Environmental Review:	NA		

A. EXECUTIVE SUMMARY

1. Subject/Requested Actions

Planning Commission consideration and direction on draft municipal wayfinding signage design concepts.

2. Required Findings to Support Requested Actions

No findings are required. The direction and information received will be used to develop the next phases of the program.

3. Report Summary

MERJE Design, the Town's consultant for the Municipal Wayfinding and Community Messaging program, has developed draft wayfinding signage design concepts, which will be presented to Planning Commission for consideration and direction. MERJE Design developed three concepts based on a review of existing conditions, including an inventory of current signage, and interviews and meetings with stakeholders over the past two months.

Staff recommends that the Planning Commission choose Option 1 and consider the draft wayfinding signage design concepts and provide direction to staff and MERJE Design on a preferred design concept.

Report Prepared By:
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Report Approved By:
Mark Wardlaw, Community Development Director

B. ANALYSIS

1. Background

The need for a comprehensive community signage and wayfinding program has been identified for some time and is reflected in the Town's 2007 General Plan, as well as recently accepted Neighborhood District Plans, the Destination Resort Community and Economic Development Strategy, and the draft Mobility Plan. Additionally, the success of the Mammoth Lakes Trails System (MLTS) wayfinding program, which is in the implementation phase, has helped to illustrate the value of an attractive, cohesive, and coordinated signage program to achieving the Town's destination resort vision.

In September 2011, staff developed a draft scope of work and detailed Request for Proposals (RFP) for the Municipal Wayfinding and Community Messaging program. The draft scope of work was reviewed and approved by the Planning Commission on September 28, 2011 and the Town Council on October 5, 2011; the final RFP was approved by the Planning Commission on October 26, 2011. The RFP was issued in November 2011 and a consultant, MERJE Design, was selected in January 2012.

The Municipal Wayfinding and Community Messaging program will principally focus on vehicular and pedestrian wayfinding to various public and private destinations, including parks, recreation, public parking, and other facilities within and around the Town's urban area. The program also includes directional guidance from the Mammoth Yosemite Airport to town.

Development of a Municipal Wayfinding and Community Messaging program, to include signage design specifications, messaging (text), and the identification of signage locations, is the first phase of program implementation. The second phase will consist of the fabrication and installation of wayfinding signage based on the plan and design specifications.

2. Draft Municipal Wayfinding Signage Design Concepts

In April, a project-kick off was held with MERJE Design consultants, John Bosio and Peter Reed, who visited Mammoth Lakes to tour the community and meet with Municipal Wayfinding Committee members and other stakeholders, including the Inyo National Forest, Mammoth Mountain Ski Area, Caltrans, Mammoth Hospital, Mammoth Unified School District, Mono County, Cerro Coso Community College, some Town Commissioners, and others.

Following their initial visit, MERJE Design has developed a set of draft design concepts for the wayfinding signage (provided in Attachment 1). The draft design concepts are intended to reflect Mammoth Lakes' mountain resort character and complement existing design references, such as the MLTS wayfinding program, the new "branding" identity adopted by the Town and Mammoth Lakes Tourism, and the Mammoth Gateway Community Project.

Prior to the Planning Commission meeting, MERJE Design will present the draft design concepts to the Committee and stakeholders in order to solicit input and feedback on a preferred concept design. Staff and MERJE will also meet with Caltrans staff to the Planning Commission meeting to discuss the design options, sign location plan, and permitting process. Information received at these meetings will be reported to the Planning Commission.

The Planning Commission is asked to consider the information presented by MERJE Design today and to provide consensus direction to staff and the consultant on a preferred design concept and provide

Report Page 2

Packet Page

other recommendations as desired. The information and direction received will then be used to refine the preferred concept design and other components of the Municipal Wayfinding and Community Messaging program, including components related signage location and messaging (text). A draft final “master plan,” signage design specifications, sign location plan, and sign messaging will be brought back to the Planning Commission for consideration at a future meeting.

3. Environmental Analysis

None at this time. A CEQA categorical exemption will likely apply for the future installation of wayfinding signage.

4. Legal Considerations

None. The work performed as part of this program is in accordance with the contract between the Town and MERJE Design.

5. Financial and Staffing Considerations

This work effort was identified in the FY 2011-2012 work program for the Community Development and Public Works Departments as a task related to the Implementation of the Downtown Concept for Main Street. Town staff is supporting and managing the consultant contract, as well as the Committee. The work program will continue into the first half of FY 2012-13.

The costs associated with the project (staff time and consultant costs) are funded through various, non-General Fund sources. Funding sources total \$75,000 and include Local Transportation Commission (LTC) funds, Caltrans Community-Based Transportation Planning Grant funds, and Mammoth Mountain Ski Area.

Phase two of the signage and wayfinding program will involve fabrication, installation, and maintenance (on-going) of the wayfinding and community messaging system. Based on the fabrication and installation costs related to the Mammoth Lakes Trail System signage, it is anticipated that the cost to implement phase two will be significant, with each sign potentially costing between \$500 and \$12,000 for fabrication and installation (depending on the size and structure of the sign).

Phase two may be funded through separate future Measure U requests/applications, the General Fund, or public-private partnership opportunities. This will likely occur in phases and as opportunities arise.

C. OPTIONS

Option 1: Consider the draft municipal wayfinding signage design concepts and provide direction to staff and MERJE Design on a preferred design concept.

Option 2: Do not provide direction at this time.

Options 1 would allow for further development of the Municipal Wayfinding and Community Messaging program by providing consensus direction to staff and the consultant on a preferred design concept for further refinement.

Option 2 would not allow for further development of the Municipal Wayfinding and Community Messaging program.

D. RECOMMENDATIONS

Therefore, it is recommended that the Planning Commission choose Option 1 and consider the draft municipal wayfinding signage design concepts and provide direction to staff and MERJE Design on a preferred design concept.

Attachments

Attachment 1: Draft municipal wayfinding signage design concepts.