



Commerce City

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Council Communication File Number: Res 2024-054

Agenda Date: 7/15/2024

Version: 1

Status: Consent Agenda

In Control: City Council

File Type: Resolution

Agenda Number:

A RESOLUTION ACCEPTING THE CONCEPT DESIGN FOR WAYFINDING SIGNAGE FOR THE CITY OF COMMERCE CITY

Summary and Background Information:

Through a comprehensive evaluation of Wayfinding signage, we aim to create a sense of place by reinforcing our City's brand identity and promoting the different locations and attractions. This is a collective effort, and the community's role is integral. Through studies and surveys, we recognized that the City has an opportunity to better support the community or visitors in navigating the City, traffic, attractions, neighborhoods, etc. This transformative project is poised to create a new era of city unity, supporting our diverse community by encouraging community connectivity, fostering civic pride, and improving resident health and wellness. The project's potential to improve resident health and wellness is a key focus, ensuring that our residents are cared for and their well-being is a priority. As a result of the study, we will also have a clear direction and plan to promote a balanced, thriving, and inclusive city economy that cultivates, attracts, and retains business.

In October 2023, we introduced Wayfinding to the Council and community through a study session presentation. Earlier this year, we presented a schematic design review, during which the Council provided feedback on colors, design, and placements and stressed the importance of seeking input from the community. More recently, the resident survey results were presented during a study session. The resident polling did not produce a clear choice, leaving the Council to provide direction.

During the June 17, 2024, study session, the council majority preferred the blue-and-brown scheme. Inspired by the prairie sky and the calming desert brown, this scheme was chosen for its soothing and natural aesthetic.

Staff Responsible (Department Head): Jared Gerber, Community Development Director

Staff Member Presenting: Tricia McKinnon, Community Development Manager

Financial Impact: N/A

Funding Source: N/A

Staff Recommendation: Staff recommends accepting and approving Wayfinding Design Plan

Suggested Motion: I move to approve Resolution 2024-054, accepting the Final

Concept Design for the Wayfinding Design Plan for the City of Commerce City.