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Derby Entryway Signage Design Review

Summary and Background Information:

The historic Derby Downtown District is an important part of Commerce City’s identity - both past and future. Longtime residents recall its heyday as a bustling activity center during the 1950s and 1960s, while current residents and business owners see its vast potential to once again become an important community hub. Revitalizing the district, re-establishing it as a destination and enhancing its visibility are just some of the goals of the Derby Master Plan as envisioned by the Commerce City Urban Renewal Authority. In 2018, the city approved a plan to upgrade both street lighting and signage elements in the Derby Downtown District. The overarching goal of the signage plan was to design signage and wayfinding that helps direct residents and visitors to destinations within the Derby Downtown District. Furthermore, installing signage will help to create a level of connection and storytelling throughout Derby. The first phase of the signage plan is to install an entryway sign at the northeast intersection of E 72nd and Highway 2 to alert visitors that they are entering the Derby Downtown District. Through a series of community workshops and meetings with both the Derby Review Board and City Council, a design vision was established. This vision was included in the request for bids package that staff sent out to the community. Staff has received three bids for the sign, has reviewed the packages with the Derby Review Board, and would now like to requested the Board's decision on which design to proceed with and if any portion of the winning bid should be modified. This presentation is intended to be a recap of the CCURA's decision during the May 3 session that will precede the May 3 City Council session.

Staff Responsible (Department Head): Jason Rogers, Director of Community Development

Staff Member Presenting: Jenna Lowery, Management Analyst II

Financial Impact: Varies depending on bidder; cost will also include staff time to serve as the project manager for installation, inspection, and maintenance operations.

Funding Source: CIP Project Fund, and the Derby Catalyst Fund