



**CITY COUNCIL STUDY SESSION AGENDA
TUESDAY, DECEMBER 13th, 2016 6:00 P. M.
SAN DIMAS COUNCIL CHAMBER
CONFERENCE ROOM
245 E. BONITA AVE.**

CITY COUNCIL:

Mayor Curtis W. Morris
Mayor Pro Tem Emmett Badar
Councilmember Denis Bertone
Councilmember John Ebner
Councilmember Jeff Templeman

1. CALL TO ORDER

2. ORAL COMMUNICATIONS

(For anyone wishing to address the City Council on an item on this agenda. Under the provisions of the Brown Act, the legislative body is prohibited from taking or engaging in discussion on any item not appearing on the posted agenda.)

a. Members of the Audience

3. STUDY SESSION

a. Update and direction on the Downtown Renovation Project

4. ADJOURNMENT

The next meeting is on Tuesday, December 13th, 2016 at 7:00 p.m.



Notice Regarding American with Disabilities Act: In compliance with the ADA, if you need assistance to participate in a city meeting, please contact the City Clerk's Office at (909) 394-6216. Early notification before the meeting you wish to attend will make it possible for the City to make reasonable arrangements to ensure accessibility to this meeting [28 CFR 35.102-35.104 ADA Title II].

Copies of documents distributed for the meeting are available in alternative formats upon request. Any writings or documents provided to the City Council regarding any item on this agenda will be made available for public inspection at the Administration Counter at City Hall and at the San Dimas Library during normal business hours. In addition most documents are posted on the City's website at cityofsandimas.com.

Posting Statement: On December 9th, 2016 a true and correct copy of this agenda was posted on the bulletin board at 245 East Bonita Avenue (San Dimas City Hall), 145 North Walnut Avenue (Los Angeles County Library), 300 East Bonita Avenue (United States Post Office), Von's Shopping Center (Puente/Via Verde Avenue) and the City's website www.cityofsandimas.com/minutes.cfm



MEMORANDUM

DATE: December 13, 2016
TO: Mayor and City Council
FROM: Community Development Department
SUBJECT: Downtown Business Sign Program

On August 23, 2016 the Staff presented a conceptual approach to revising the Downtown business identification signs from the design previously considered in the Downtown Sidewalk project. The consensus of the Council was to further pursue the design comment with a direction to conduct business outreach once a design was determined. Generally Council concurred that signage opportunities should be limited to ground floor businesses (excluding offices) fronting on Bonita Avenue with Staff bringing a more formal policy after conducting business outreach. Other areas of concern included cost to a business for participating, consideration of an historic (not western) element to the sign and order of placement on the sign.

Subsequent to the meeting Staff hired a graphic design consultant and reviewed several design with Staff selecting two options which will be presented at this meeting for consideration. Staff also received several requests from businesses desiring to be on the sign after the study session. A merchant/business meeting will be scheduled in early January 2017 to present the design; allow feedback; and, set forth the participation criteria.

After that it will take about 60-90 days to prepare final design specs, bid, fabricate and install the signs.

The current approach would include 5 signs to be placed one per block on Bonita (between Cataract & San Dimas Avenue within planter areas. Locations have already been selected and holes for foundations have been installed with the project.

Staff is requesting additional direction and/or comments prior to the merchant/business outreach meeting on the following points:

- 1. Selection of preferred design option.** Option A and C builds off the Depot design elements and colors. The primary difference between A & C are the size of the individual sign panels (6 ½" vs. 9 ½"). Option B and D use metallic cut-out letters with a horizontal railroad track design feature.
- 2. Determination of panel and letter size.** The 9 ½" panels can accommodate 3" or 4" letters and can accommodate two lines of text with the 3" letter option. The 6 ½" panels allow 3" or 4" letters but do not allow two lines of text. When graphically

depicted each of these options results in a limitation of the number of letters and spaces that can be accommodated on a sign panel, as follows:

Panel Height	Letter Size	Number of Lines	Number of Letters/Spaces
6 ½"	3" (narrow)	1	17
6 ½"	3"	1	15
6 ½"	4" (narrow)	1	15
6 ½"	4"	1	13
9 ½"	3" (narrow)	2	25-28
9 ½"	3"	2	22-26
9 ½"	4" (narrow)	1	15
9 ½"	4"	1	13

The total number of panels on each sign is also a consideration when evaluating the height of the panels. The use of 6 ½" panels allows 10-12 panels per sign while the 9 ½" panels allow 8-10 panels per sign.

- 3. Draft Participation Criteria and Related Design Criteria.** This would include who is eligible to be on the sign; order of placement on the signs; use of logos; mixing of design options; future replacement; etc.

For illustration purposes to facilitate this discussion Staff offers the following information:

Sign #1 – 101-135 Bonita (north side):

Old Town Antiques [17]	The Salon [9]
Beautx [6]	Bank of America [15]

Sign #2 – 151-175 Bonita (north side)

Bonita Antiques [15]	Heart of the Village [20]
Quality Instant Printing [24]	Computer Village [16]
O'Malley's Flowers of San Dimas [30]	A Few Nice Things [[17]

Sign #3 - 201-299 Bonita (north side);

San Dimas Hardware [18]	Train Stop Building [19]
Sata Lawnmowers [15]	San Dimas Wine Shop[19]
Wagon Wheel square [18]	EZ Step [7]
Country Village Antiques [24]	Beautiful Quilt Fabric [22]

Sign #4 – 150-168 Bonita (south side);

Agence [6]	San Dimas Cupcake Company[25]
San Dimas Barber Shop[21]	American Patriot Coins[22]
Roady's Restaurant [18]	Perfect 10 Salon [16]

Sign #5 - 100-142 Bonita (south side):

San Dimas Certified Tire [24]	Early Ford Store [16]
Pozzetto's Restaurant [21]	Town Center Building [20]
Mercantile Building [19]	San Dimas optometry [19]
Sweet & Savory [14]	I Do Bridal [11]
Amber Skin Care [15]	San Dimas Feed & Grain [22]

It should be noted that several businesses not shown have requested inclusion on the sign including businesses in the 120 & 138 multitenant buildings and several businesses have requested names to be shown differently. The average number of letters per business is 17.

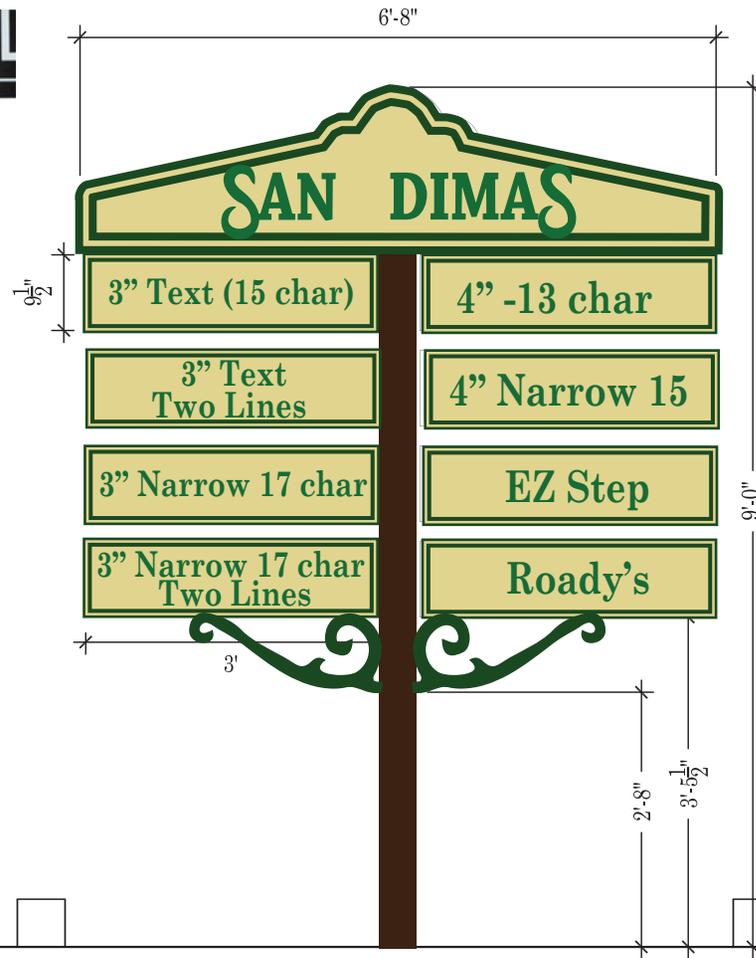
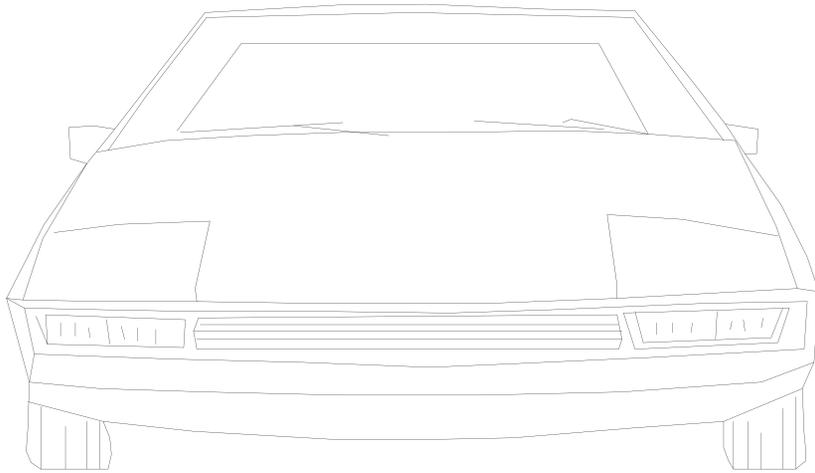
DRAFT CRITERIA

1. Participation shall be limited to the following:
 - a. Businesses which previously had a monument sign that was removed by the project (except that for a multi-tenant building only the building and frontage tenants may participate).
 - b. Business with a direct storefront on Bonita Avenue which are either retail or personal service businesses (except offices may not participate).
 - c. All businesses shall be located on the first floor.
 - d. No offices or second floor businesses are allowed.
 - e. Multi-tenant buildings shall be allowed one sign which may only identify the building name.
2. Signs shall be placed in address order from lowest number to highest address number starting in upper left (when viewed from east) moving to upper right and continuing following that fashion to the end of each block.
3. Businesses shall be limited to one double faced sign per business and the sign shall only be allowed in the same block in which the business is located.
4. Text shall be 3' or 4" in height and shall be Century Schoolbook Narrow.
5. Text shall be limited to one line if 4" text is selected.
6. Two lines of text shall only be allowed if the 9 ½" panels are included in the selected design.
7. Text shall be limited to the business name or and general description on the business type No advertising text is allowed.
8. Text shall generally be upper and lower case using sentence case format.
9. No logos shall be permitted.
10. No change in colors from the selected design shall be permitted.
11. Prior to inclusion on the sign all businesses shall authorize the name and text to be used in writing.

OPTION A: TRAIN AND 9" WIDE SIGNS

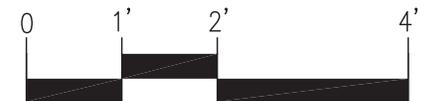
Inspiration Images:

San Dimas Train Station and Wrought Iron



Option A:

- 9" x 36" individual sign
- One or two rows of text
- Max. 4 signs each side
- Train option

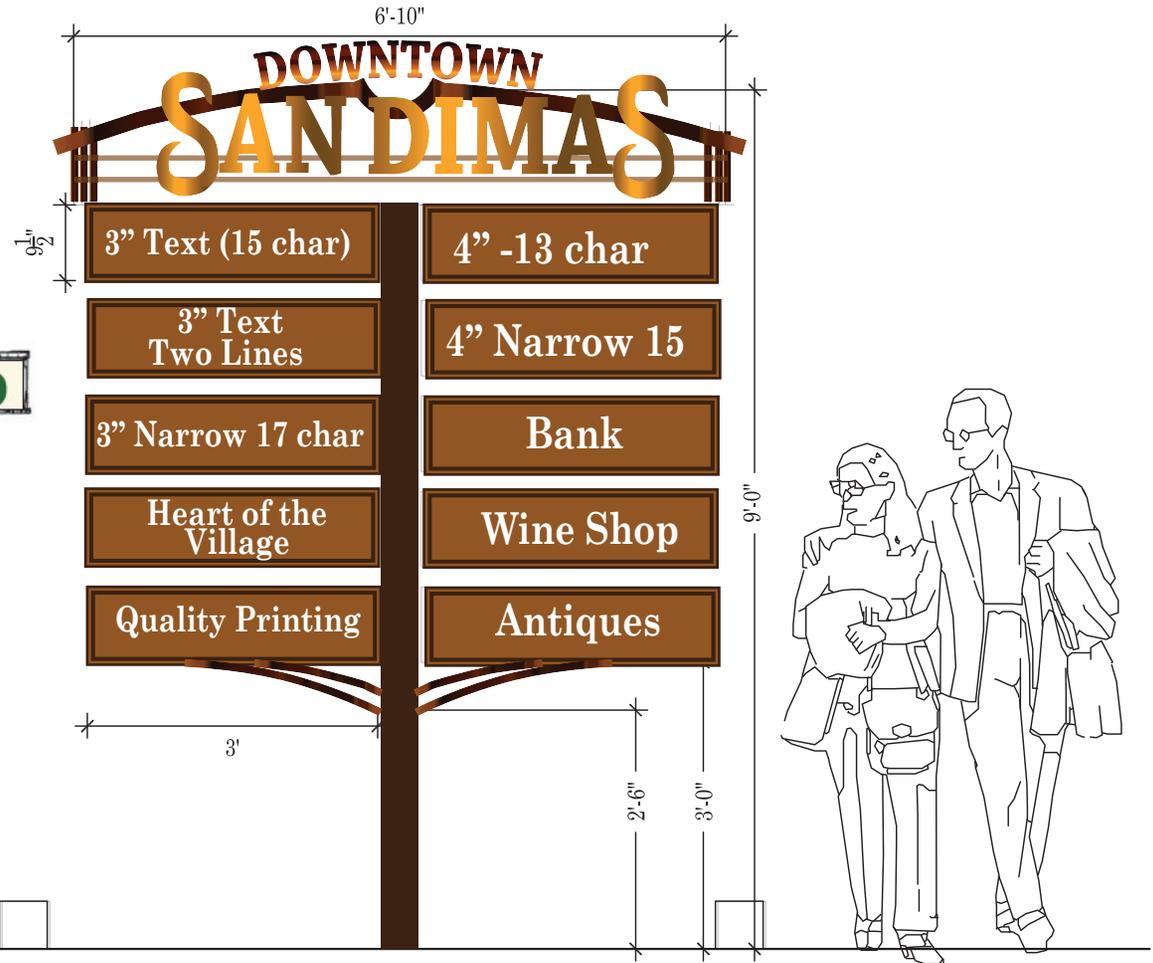
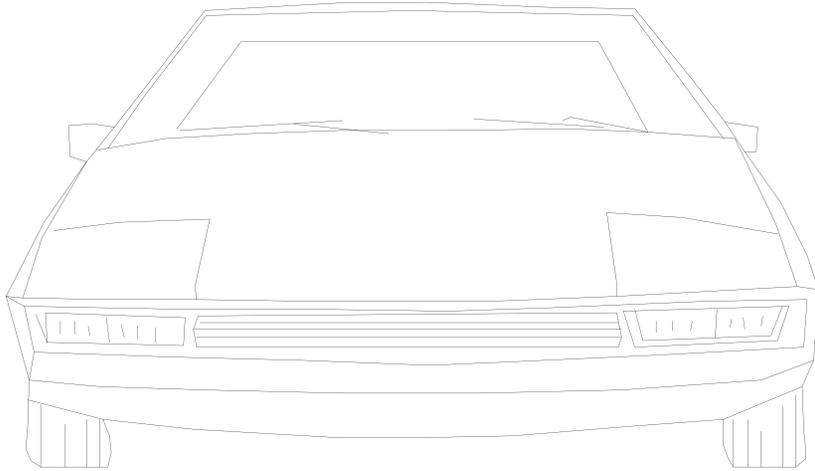


1/2" = 1'-0"

OPTION B: WROUGHT IRON AND 9" WIDE SIGNS

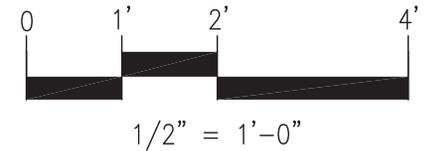
Inspiration Images:

Motif from District Map and Cut Out Metal Lettering



Option B:

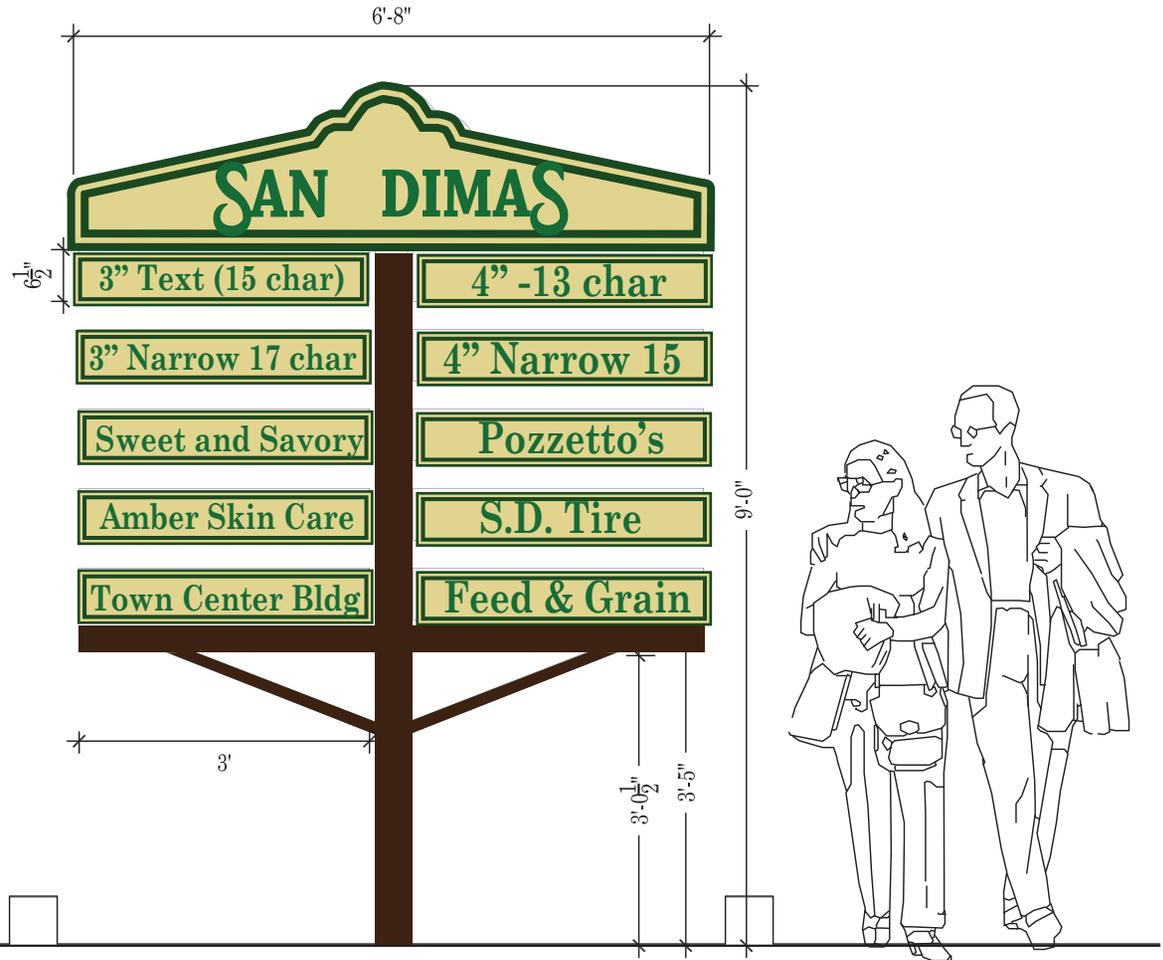
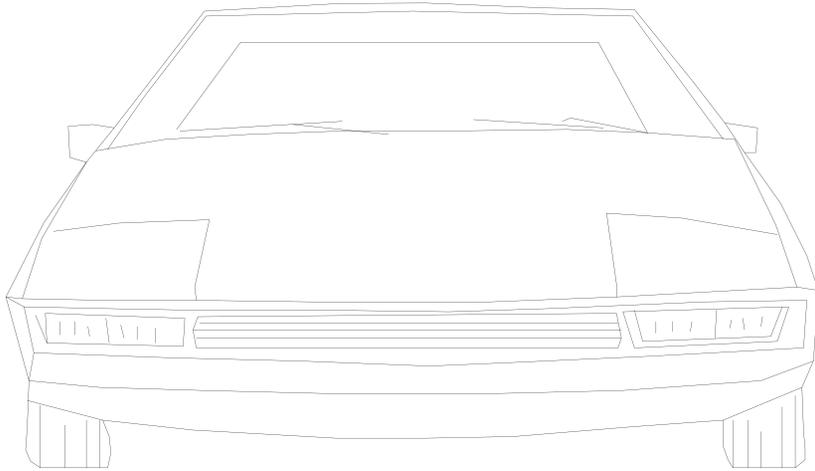
- 9" x 36" individual sign
- One or two rows of text
- Max. 5 signs each side
- Metal option



OPTION C TRAIN AND 6" WIDE SIGNS

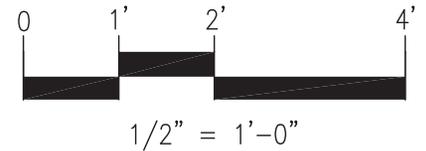
Inspiration Images:

San Dimas Train Station and Wood Bracing



Option C:

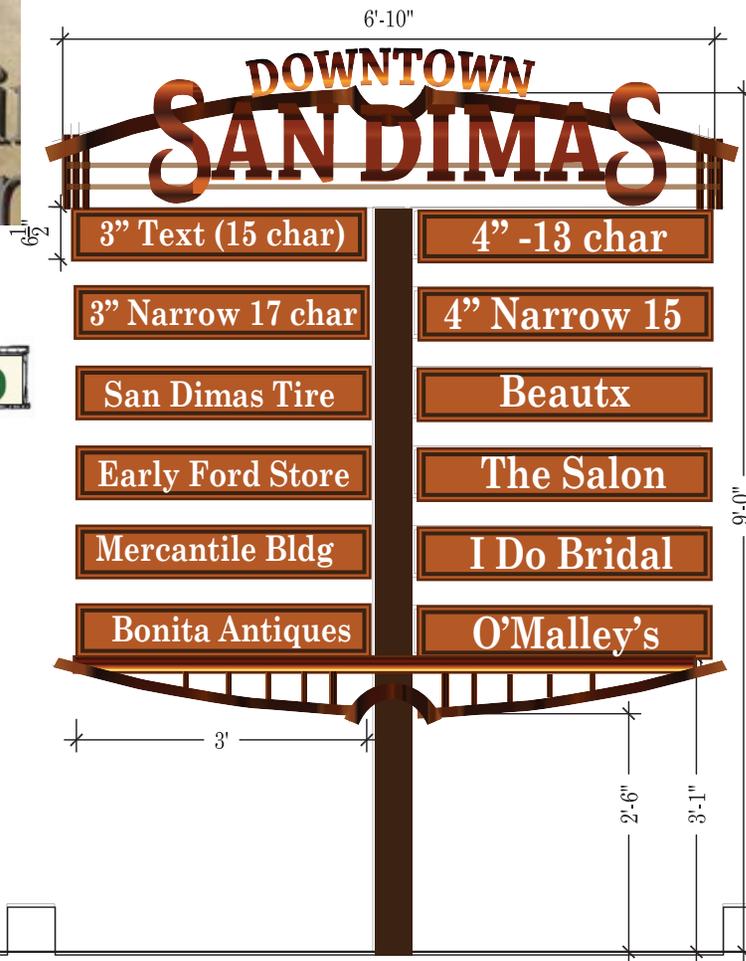
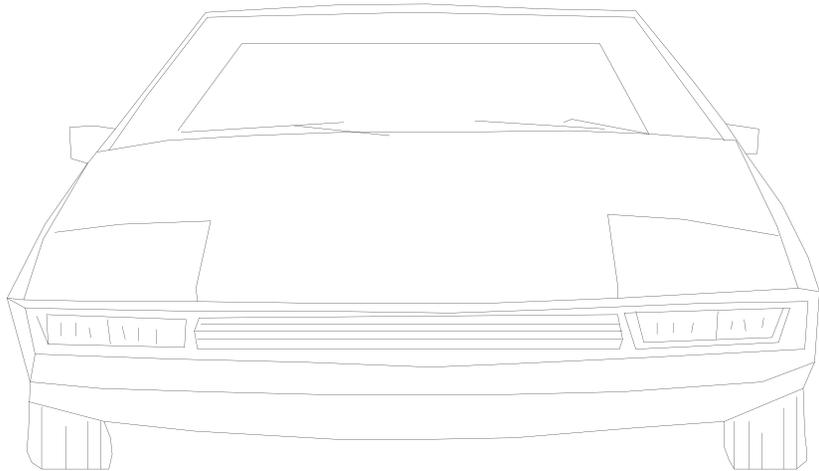
- 6" x 36" individual sign
- One row of text
- Max. 5 signs each side
- Train option



OPTION D: WROUGHT IRON AND 6" WIDE SIGNS

Inspiration Images:

Motif from District Map and Metal Lettering with Backing



Option D:

- 6" x 36" individual sign
- One row of text
- Max. 6 signs each side
- Metal option



1/2" = 1'-0"

Designer's Recommendations

- 6" wide signs with 3" lettering
- Limit to one line of text for ease in reading
- Simplify business names for legibility
- If two sided metal signage, use backing for legibility

Parking Option 1



Parking Option 2



Parking Option 3



Parking Option 4



Inspiration Images



Example of One Sided Metal Cutout (not recommended)

