JOINT TRANSPORTATION & PARKING/ ECONOMIC DEVELOPMENT COMMITTEE MEETING
Wednesday, July 9, 2014 - 7:00pm
Lorraine H. Morton Civic Center, Room 2200

AGENDA

1. CALL TO ORDER / DECLARATION OF QUORUM

2. APPROVAL OF MEETING MINUTES OF MARCH 26, 2014

3. ITEMS FOR CONSIDERATION
   A. Parklet Pilot Discussion
   B. Wayfinding and Signage Program

4. ITEMS FOR DISCUSSION

5. COMMUNICATIONS

6. ADJOURNMENT

Order & Agenda Items are subject to change. Information about the Joint Economic Development Committee & Transportation/Parking Committee is available at: http://www.cityofevanston.org/events/2014/03/joint-transportation-parking-committeeeconomic-development-committee-meeting/ Questions can be directed to Johanna Nyden at 847-448-8100 or Rickey Voss at 847- 448-8292

The city is committed to ensuring accessibility for all citizens; If an accommodation is needed to participate in this meeting, please contact this Department 48 hours in advance so that arrangements can be made for the accommodation if possible.
1. CALL TO ORDER / DECLARATION OF QUORUM
With a quorum present Alderman Wynne called the meeting to order at 7:02 pm

2. ITEMS FOR CONSIDERATION
   A. Wayfinding and Signage Program

Patricia Sadana Natke, founding partner from UrbanWorks, opened the presentation by introducing that the Evanston signage partners team. Evanston Signage Partners is a three member team consisting; UrbanWorks (Patricia Sadana Natke), Janis Tracy Photography (Janis Tracy), and Merje (Glen Swantak).

Mrs. Natke stated that the scope of work was to design neighborhood block club signs, parking signs for the downtown area and business district identity signage for the west end. Initially, UrbanWorks began by inventorying each existing sign and found over 1,100 signs in the City which they documented. Upon completions seven stakeholder sessions were hosted which resulted in the responses stating that there were too many signs, too much clutter, and too much varying messages.

Mrs. Natke and Mr. Swantak presented three very different design concepts, which were included in the packet, to receive feedback from the committee.

Option 1:
- Modern, artistic and colorful for the design creativity
- Inspiration from Downtown Evanston that had focus groups to design their logo, it would be a comprehensive system even though it only entails the West End
- Using pictograms as much as possible
- Using the back of signs to bring in the character of Evanston with modern patterns
Option 2:
- Lake front recreation and activity for their design creativity
- Same sign types
- Using a wave pattern for the lake and using natural colors
- Mounting them to existing poles as much as possible

Option 3:
- Historic, ornamental, architecture for the design creativity
- Ornamental iron work
- Formal shield for the sign face/shape with historic pattern
- Stone base
- Detail of the ornament of the pole

After much discussion about the different options it was determined that this meeting would not result in a census on one particular option. Alderman Wynne indicated that everyone from the committee should send their own comments regarding their thoughts and they would see if any conclusions could be drawn at a later time.

4. ITEMS FOR DISCUSSION

5. COMMUNICATIONS

6. ADJOURNMENT

Alderman Wynne = send in your comments.
Adjournment at 8:03 pm
To: Transportation/Parking Committee and Economic Development Committee  

From: Rickey A. Voss, Revenue/Parking Manager  
Jonathan Williams-Kinsel, ICMA Fellow  

Subject: City of Evanston Wayfinding and Signage Concept Presentation  

Date: June 30, 2014  

Discussion  
On March 26, 2014, City Staff and Urban Works, LLC presented the Joint Committee of Transportation/Parking and Economic Development with three design concepts for a new wayfinding and signage system. These design concepts were developed after an extensive public engagement process consisting of focus groups with citizens and businesses, as well as conversations with elected officials. From these discussions, Urban Works developed a design criteria taking into account industry standards and engineering requirements, the use of sustainable material, climate conditions, and Evanston’s urban environment. Upon conclusion of the presentation and discussion, it was revealed that consensus on one particular design concept could not be reached.

Upon conclusion of the Joint Committee Meeting, City Staff and Urban Works began to review the proposed design concepts and in an effort to receive additional feedback, City Staff provided members of the Joint Committee with a questionnaire. Based on the feedback provided at the March 26, 2014 meeting, questionnaire results and recommendations from City Staff; Urban Works developed a new design concept.

With simplified criteria, the new design concept continues to take in to consideration industry standards and engineering requirements, Evanston’s urban environment, and climate conditions; all while providing a look that is believed to be uniquely Evanston. Upon the Joint Committee’s recommendation for approval, Urban Works will finalize the proposed design concept and develop a manual for the City.

Attachments:  
Presentation Agenda
Signage Program P15640
July Economic Development Committee Meeting- 7/9/2014

Location:
Evanston Civic Center
2100 Ridge Avenue

AGENDA

I. Introduction
II. Project Process - Scope, Existing Inventory, Interviews
III. Sign Family Concepts
   A. Option 4
      i. Project Scope
      ii. Additional Sign Types
IV. Questions and Open Discussion