

**NORTH RIDGEVILLE CITY COUNCIL
COMMITTEE OF THE WHOLE MEETING MINUTES
City Hall Council Chambers – 6:00 p.m.
May 15, 2023**

To Order:

Chairman Jason Jacobs called the Committee of the Whole meeting to order at 6:30 p.m.

Pledge of Allegiance:

Led by President Jason Jacobs

Roll Call:

Members present: Councilwoman Holly Swenk, Councilman Dennis Boose, Councilman Bruce Abens, Councilman Clifford Winkel, Councilwoman Georgia Awig, and President Jason Jacobs.

Also present: Mayor Kevin Corcoran, Law Director Brian Moriarty, Clerk of Council Nicholas Ciofani, and Assistant Clerk of Council Fijabi Gallam.

Councilman Martin DeVries and Nicholas Ciofani were excused.

New Business:

Presentation from Guide Studio on City Signage Program

Chairman Jacobs explained the reasoning for the meeting. Chairman Jacobs asked the Mayor to provide background information on the program.

Mayor Corcoran explained that the discussion for the City's branding has been going on for two years. The update for the City signs is one of those topics to increase the City's sense of place, increase economic development, and foster community pride and spirit. The idea of updating the signage was appropriated for the 2023 Budget year. The Mayor introduced Guide Studio. Mayor Corcoran added that the City is looking to update approximately 70 signs and the original budget was over \$700,000. The new estimated amount is less than the budget prediction.

Guide Studio provided a presentation on the City of North Ridgeville Signage Program and a review of the City's brand. (The presentation is attached to the minutes).

Guide Studio noted the following:

- Showed the general location for all the signs – city boundary line entrances, park entrances, and facility entrances.
- Review of the brand colors, fonts, and styles that were implemented.
- The colors are a little bit more vibrant to make the colors pop.
- The signage also included stone structures.
- Primary Gateways.
- Vertical Gateways.
- The difference between Park IDs and facility IDs.
- Highway entrance IDs.

- The sizes of the gateways.
- There are few rights of way along most of the City's entranceways. The big monument signs would not fit in these locations and could provide a visual block for drivers. The cost of monument signs versus verticle signs is factored in when determining locations.
- The signs are painted and not powder coated.
- There is a place to put the movable Mayor's signs on the monument signs.
- Illumination would be installed for the Primary IDs. The signs that do not have lighting would have some type of existing lighting or have an enhancement.
- Other regulated signs would be taken into consideration when putting new signs up and taking old signs.
- The electronic sign would be the same size and with the brand colors.
- Organizational signs would stay where they are located. The only City of North Ridgeville signs would be replaced or looked at.
- The bid process could start 2 weeks after the adoption of legislation and the fabrication of signs could be about 12 weeks.
- The signs would go through a contractor that is awarded the bid and the same contractor could be the one to replace each sign when there are accidents.

Adjournment:

Chairman Jacobs adjourned the meeting at 6:22 p.m.

Approved on June 5, 2023.



Jason R. Jacobs
PRESIDENT OF COUNCIL



Nicholas Ciofani
CLERK OF COUNCIL



City Sign Program North Ridgeville

PRESENTATION | NR01797 | MAY 15, 2023

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Sign Location Plan

Sign Type	Qty.
A1 Primary Gateway - Large	1
A2 Primary Gateway - Small	2
B Secondary Gateway	18
C1 Park ID - Masonry	1
C2 Park ID - Post & Panel	4
C3 Park with Amenity ID - Post & Panel	2
D Facility ID - Post & Panel	1
E Entry ID/Regulatory	1
Total	30

Sign Family Overview



Large Primary Gateway



Small Primary Gateway
Secondary Gateway



SCALE: 3/8"=1'



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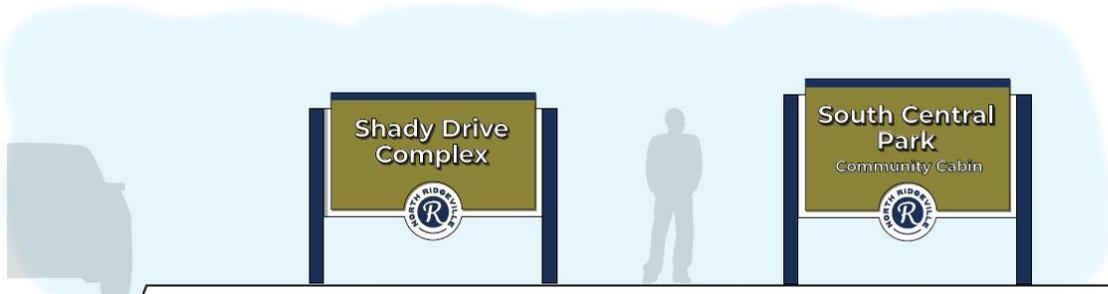
Park IDs



SCALE: 3/8"=1'



Replaces existing sign



SCALE: 3/8"=1'

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Facility & Entrance IDs



SCALE: 3/8"=1'