

CITY OF COOS BAY CITY COUNCIL
Agenda Staff Report

MEETING DATE October 20, 2015	AGENDA ITEM NUMBER
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TO: Mayor Shoji and City Councilors
FROM: Rodger Craddock, City Manager
ISSUE: City Entrance Welcome Signs / City Logo

BACKGROUND:

At the August 18, 2015 Coos Bay Urban Renewal meeting, the Agency reviewed conceptual drawings for improvements to the City’s north and south 101 entrances. During the ensuing discussion, there were comments from Agency members regarding current “Welcome to Coos Bay” signs as well as the City logo and the need to update and/or replace the current logo and signs. Currently, the City has four wooden “Welcome to Coos Bay” signs: one at the northern city limits on Hwy 101, one at the southern city limits on Hwy 101, one on S Empire Blvd, and one on Newmark Avenue at the Coos Bay / North Bend city limits.

City Logo / Sign History:

In 1969, a City sponsored contest was held for the design of the City logo and development of a City slogan. Robb Leader and Janet Lorence won the contest. The logo to the right served as the City’s logo from 1969 to 1998.



In 1993, the City Council approved the design to the right for the City welcome signs. The signs were designed by Dave Smith of Lakeside, Oregon.



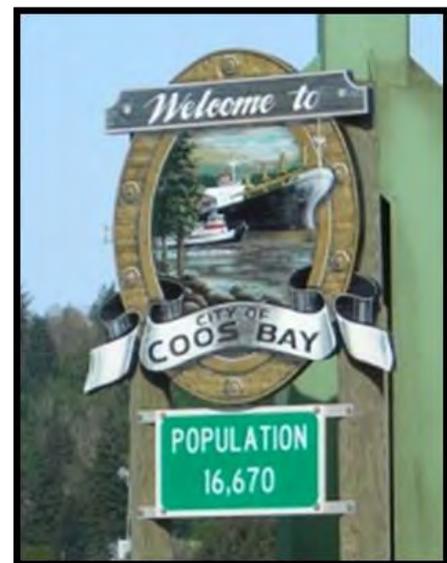
In 1998, the City Council approved the design to the right as the City's new logo. The logo was designed by local artist Dutch Mostert.



The welcome sign pictured on the right was designed in 1993, and it is still in use today. The signs are located on S Empire Blvd and Newmark Avenue.



The welcome sign pictured on the right was designed in 1998, and it is being used at the north and south Hwy 101 entrances into the City.



It is anticipated that new and larger signs will be incorporated with the project to enhance the City's Hwy 101 entrances. As such, changing the design of the sign will probably have minimal impact on the project costs; and thus this presents a good opportunity to make any changes to

the design of the welcome signs and or the City's logo. If there is consensus to update the City's logo, there are other options to consider including scope of the project, what process to use in obtaining a new logo and/or welcome sign design and logo, and determining what the Council envisions should be included in the design.

In regards to scope, you could limit the project to just the design of the City entrance signs; or you could undertake a full blown rebranding by changing out the City logo which is utilized on the City's stationary, forms, business cards, website, City / department Facebook pages, vehicle decals, uniform patches, etc. The Council could choose to take on this project in stages and limit the first stage to the entrance signs.

In the past, the City has asked the public to help it design the City's logo by holding a contest. On another occasion, the City enlisted the help of a well know local artist with logo design experience. Of course, the Council could also create a committee and charge the committee with developing a new logo for consideration. No matter what process the Council choses to use, obtaining some direction on what you would like is needed (what needs to be changed with the current logo or if something totally different is desired then knowing what theme or what the desired logo should depict will be a necessary starting point).

Should there be consensus to develop a new logo and/or entrance sign, staff suggests obtaining the services of a graphic design professional that could develop four design concepts based on some design direction from the Council for your future consideration.

ADVANTAGES:

As the Council desires to upgrade the Hwy 101 entrances into the City, this is an appropriate time to possible change the welcome signs and or logos before new signs are constructed.

DISADVANTAGES:

A process to change the City's welcome sign design and or logos will take time, and it could delay the moving forward with the project to upgrade the Hwy 101 entrances in addition increased potential costs.

BUDGET:

Should the Council decide to change the current logo and change the welcome signs to reflect a new logo, staff estimates the cost to replace the four welcome signs is in the neighborhood of \$30,000.00 - \$40,000.00. As indicated above, replacing the two "Welcome to Coos Bay" signs is estimated to cost about \$20,000. Design professional assistance could range between \$1,000 and \$2,500. This estimate does not include to fully deploy a new logo throughout the organization, should a new one be desired.

RECOMMENDATION:

Please provide staff direction in this matter.