

**CITY OF EL PASO, TEXAS
AGENDA ITEM
DEPARTMENT HEAD'S SUMMARY FORM**

DEPARTMENT: Capital Improvement Department

AGENDA DATE: October 29, 2018

CONTACT PERSON/PHONE: Sam Rodriguez, P.E., City Engineer, 212-0065

DISTRICT(S) AFFECTED: ALL

STRATEGIC GOAL: No. 7: Enhance and Sustain El Paso's Infrastructure Network

SUBJECT:

Discussion and action on a Resolution that the El Paso City Council adopt the design concepts for the Citywide Wayfinding Program.

BACKGROUND / DISCUSSION:

The 2019 Capital Plan was approved by City Council on April 30, 2018. As part of the Plan, funding was approved for phase 1 of a citywide wayfinding program, which will strategically locate wayfinding signage throughout the City. City Council was provided a presentation on August 20, 2018 which the design and colors were presented. This item is requesting for formal adoption of the design concepts for the Citywide Wayfinding Program. The concepts were presented to the MCAD Public Art Committee on September 11, 2018 and to the Museums and Cultural Affairs Advisory Board on October 18, 2018.

SELECTION SUMMARY:

N/A

PROTEST

☐ No protest received for this requirement.

☐ Protest received.

COUNCIL REPRESENTATIVE BRIEFING:

Was a briefing provided? ☐ Yes or ☒ Not Applicable (Routine)
If yes, select the applicable districts.

- ☐ District 1
- ☐ District 2
- ☐ District 3
- ☐ District 4
- ☐ District 5

- ☐ District 6
- ☐ District 7
- ☐ District 8
- ☐ All Districts

CITY CLERK DEPT.
2018 OCT 23 AM 10:26

PRIOR COUNCIL ACTION:

April 30, 2018 – El Paso City Council approved the 2019 Capital Plan.

AMOUNT AND SOURCE OF FUNDING:

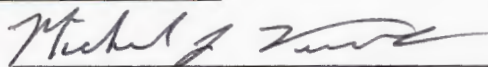
\$3,000,000 – 2019 Capital Plan

BOARD / COMMISSION ACTION:

N/A

*****REQUIRED AUTHORIZATION*****

DEPARTMENT HEAD:

 Michael Vonasek
For City engineer

RESOLUTION

WHEREAS, on August 20, 2018, the City of El Paso presented the proposed design concepts for the City Wayfinding Program to the City Council; and

WHEREAS, wayfinding informs visitors and residents of destinations, encourages repeat visits, and offers easy navigation routes for visitors; and

WHEREAS, the City of El Paso desires to enhance the sense of place for the City's residents and visitors.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF EL PASO:

THAT the design concepts for the City Wayfinding Program and more particularly shown in the attached and incorporated Exhibit "A" is hereby adopted.

PASSED AND APPROVED this _____ day of October 2018.


THE CITY OF EL PASO

Dee Margo, Mayor

ATTEST:


Laura D. Prine
City Clerk

APPROVED AS TO FORM:



Sol M. Cortez
Senior Assistant City Attorney

APPROVED AS TO CONTENT:



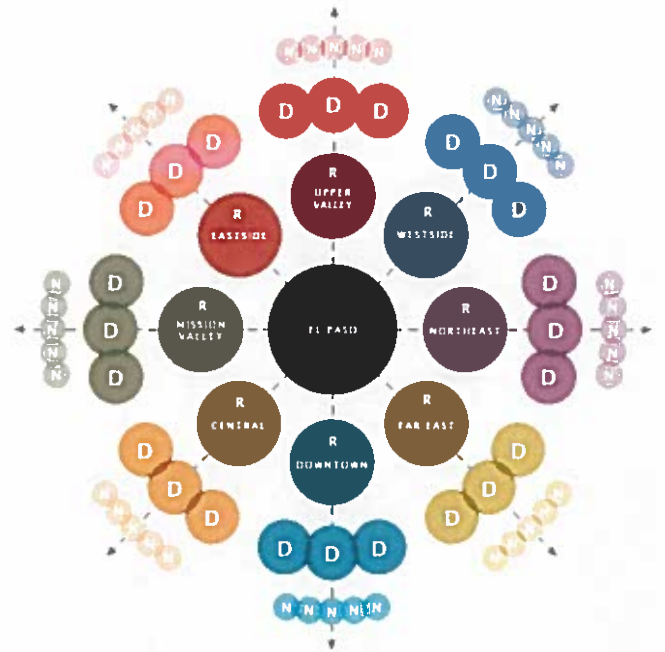
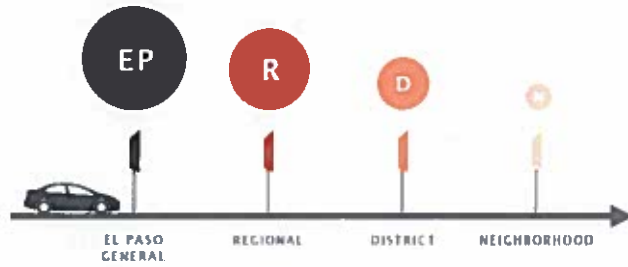
Samuel Rodriguez, P.E., City Engineer
Capital Improvement Department

EXHIBIT A

El Paso Branding & Wayfinding | Preliminary Development Package | August 24, 2018

WAYFINDING REGIONAL COLOR SCHEMES

COLOR HIERARCHY OF SIGN TYPES



El Paso Branding & Wayfinding | Preliminary Development Package | August 24, 2018

WAYFINDING REGIONAL COLOR MAP

Complimentary colors were considered when designating the location of each color system on the map.

As visitors pass from one region to the next, the sign color system establishes strong color differentiation to confirm boundary breaks.

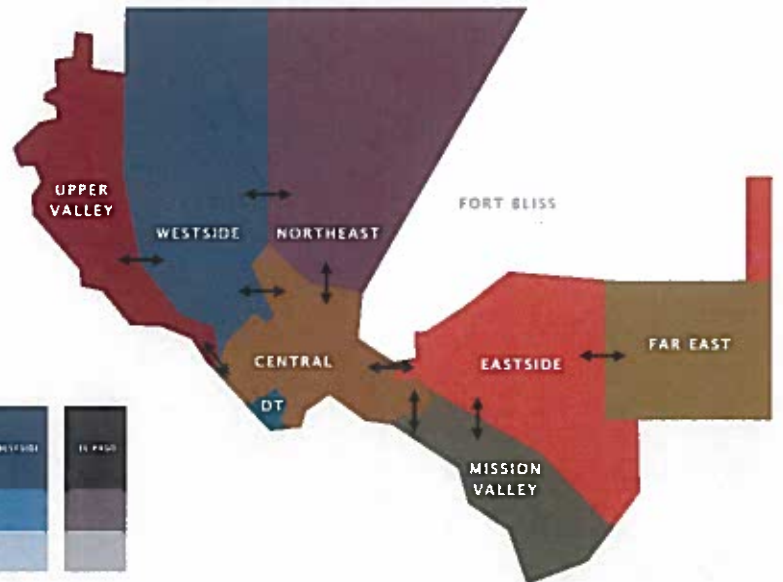


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OPTION 1 SIGN VARIANTS



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