



**TO:** Mayor Shaun Sipma  
Members of the City Council

**FROM:** John Zakian, NDR Program Manager

**DATE:** October 15, 2019

**SUBJECT: WAYFINDING SIGN LOCATION COMPLETED STUDY (NDR014)**

**I. RECOMMENDED ACTION**

City Council Receive Summary of Results of Wayfinding Sign Location study and consider next steps for implementation

**II. DEPARTMENT CONTACT PERSONS**

John Zakian, NDR Program Manager 423-4528

**III. DESCRIPTION**

A. Background

One of the critical needs identified in the IEDC report covering recommendations to develop a sustainable economic development strategy to completely recover from the 2011 flood is using Wayfinding signs both within the downtown and leading to the downtown from elsewhere in the City of Minot to serve as a key development tool. CDBG-NDR funding was available to do the initial first step of such an effort which is to identify the strategic locations for such signs and to be certain such locations are feasible in terms of state and local right of way laws and regulations. A RFP was issued by the city and consultant was selected pursuant to HUD rules. As part of the contract requirements, the consultant firm met with key stakeholders including MADC, Chamber, Visit Minot, DBPA, Park District. The consultant has provided a final work product determined to be consistent with the contract requirements and goals, and to have been provided on a timely basis.

B. Proposed Project

With the Wayfinding Sign Location report completed, next steps need to be considered including consideration of funding options since CDBG-NDR funds cannot be used for next steps, and consider the next steps which include sign design, sign content, installation, and responsibility for carrying out next steps.

**IV. IMPACT:**

A. Strategic Impact:

N/A

B. Service/Delivery Impact:

N/A

C. Fiscal Impact

This study is funded with CDBG-NDR funds.

**V. ALTERNATIVES**

**VI. TIME CONSTRAINTS**  
N/A

**VII. LIST OF ATTACHMENTS**

The report is available upon request.