TO: Mayor Shaun Sipma  
Members of the City Council  

FROM: Jonathan Rosenthal, Economic Development Administrator  

DATE: April 13, 2021  

SUBJECT: ENGINEERING FOR CITY-WIDE WAYFINDING SIGNAGE  

I. RECOMMENDED ACTIONS  

1. Staff recommends the Council approve the Wayfinding engineering contract with Ackerman-Estvold.  
2. Staff recommends the Council approve the budget amendment ordinance to fund contract.  
3. Approve use of Sales Tax Improvements cash reserves.  

II. DEPARTMENT CONTACT PERSONS  

Lance Meyer, City Engineer – 857-4101  
Dave Lakefield, Finance Director – 857-4774  

III. DESCRIPTION  

1. Background  
A wayfinding signage system has been recommended in a number of studies for the entire City and especially its Central Business District. A downtown wayfinding study was completed in September 2019. Similarly designed signs become a recognizable feature and are part of placemaking efforts that not only provide directions to key locations such as the new Hospital, Ice Rinks and State Fair Grounds but also point out key attractions and locations such as museums, the university and downtown.  

2. Proposed Project  
The funds will allow completion of engineering for a Wayfinding signage program throughout the City of Minot. The final engineering will include electrical connections and a complete list of locations. The completion of final design will allow the city to generate an accurate estimate of cost so that the signs can be put to bid and a budget item be placed in the FY 2022 budget.
IV. IMPACT:

1. Strategic Impact:
   This project is consistent with the following items:
   a. The City of Minot Economic Development and planning goals as set forth in IEDC, downtown planning and comprehensive planning documents.
   b. The signs will provide a consistent style of signage that will be recognizable at a distance as wayfinding directions and locational signs.
   c. The signs will replace older signs with a consistent design that highlights Minot.

2. Service/Delivery Impact:
   This project provides visitors with consistent signage for directions and locational needs.

3. Fiscal Impact:
   Approximately $70,000 is needed to complete the engineering is needed. The City of Minot will be able to consider inclusion of implementation plans in FY2022 budget. Price to be determined subject to future approval.

V. ALTERNATIVES

1. Maintain status quo. Continue with various sign designs.
2. Add signs for new hospital and other locations on an ad hoc basis.
3. Use design as standard for the addition of any new signs.

VI. TIME CONSTRAINTS

The staff is trying to promptly conclude the engineering so that a valid price estimate for implementation of a sign program is available for staff and City Council to consider in the 2022 city budget.

VII. LIST OF ATTACHMENTS

1. Downtown Wayfinding Study, September 30, 2019
2. Fee proposal from Ackerman-Estvold, February 23, 2021
3. Budget Amendment from Finance Department