

# **Downtown Public Signage**



**City of Las Cruces**  
**Inter-departmental**  
**Memorandum**

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To: Robert Garza, PE, City Manager

From: Andy Hume, Senior Planner 

Subject: City Council Work Session, May 12, 2014: Options for Main Street Gateway Signs

Date: May 5, 2014

File No.: M-14-093

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The purpose of this memo is to introduce staff's presentation on options for Main Street gateway signs in the downtown area. The presentation will be given at the Las Cruces City Council Work Session on May 12, 2014.

Gateway signage functions as a clear announcement to residents and visitors alike welcoming them to a specific area in the City, in this case Main Street Downtown. In the FY 2013-2014 budget, monies in the amount of \$20,000 was set aside to fund "Gateway signage for Downtown Main Street." Staff reviewed a number of gateway sign options, as well as the Las Cruces Downtown Revitalization Comprehensive Planning and Design Services Final Schematic Design and Concept Report completed in July 2005.

Staff will propose three gateway sign options for consideration: banners, a columnar monument sign, and an arching monument sign. Each sign type has benefits and potential drawbacks based on the sign materials, proposed location, and other factors. Staff will discuss the details of each sign using the attached PowerPoint presentation.

Thank you for your attention to this matter. If you have any questions, please feel free to contact me at 528-3048 or [ahume@las-cruces.org](mailto:ahume@las-cruces.org).

cc: Brian Denmark, Assistant City Manager/COO   
David Weir, Community Development Director   
Vincent Banegas, Community Development Deputy Director



# Main Street Sign Options

Andy Hume, Senior Planner

May 12, 2014

City Council Work Session

# Background

- \$20,000 allocated in FY 2014 budget for downtown signs
- Three options for consideration
  - Banners
  - Columnar monument sign
  - Arching monument sign
- All options integrate Downtown design features



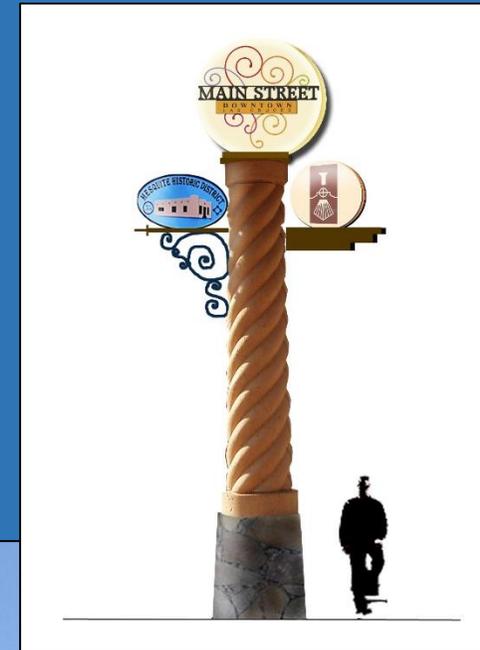
# Option 1 – Banners

- Initial cost for 26 poles – \$4000
  - Long – \$176/each; Short – \$108/each
  - Large order will result in bulk savings
- Budget will cover additional banners
  - Seasonal, replacement, special events
- Benefits
  - Easy variation
  - Comparatively inexpensive
- Drawbacks
  - Shorter life span (wind damage, fading)
  - Regular budget required for replacements



# Option 2 – Column

- Cost – ~\$19,800
  - Estimate based on Road Structures Pricing Agreement, past projects; includes 10% contingency
  - Need additional info for final design
- Benefits
  - Visible from major intersections
  - Long life
- Drawbacks
  - Final cost may slightly exceed budget
  - North and south column placement may be asymmetrical



# Option 2 – Column: Location



# Option 3 – Arch

- Cost – ~\$52,500
  - Estimate based on Road Structures Pricing Agreement, past projects; Includes 10% contingency
  - Need additional info for final design
- Benefits
  - Visible from major intersections
  - Long life
- Drawbacks
  - Exceeds budget
  - North and south arch placement may be asymmetrical



# Option 3 – Arch: Location



# Direction

- FY 2014 budget: \$20,000
- Three options for consideration
  - Banners
  - Columnar monument sign
  - Arching monument sign

