



LODI CITY COUNCIL

Carnegie Forum
305 West Pine Street, Lodi

"SHIRTSLEEVE" SESSION

Date: February 24, 2015

Time: 7:00 a.m.

For information regarding this Agenda please contact:

Jennifer M. Ferraiolo

City Clerk

Telephone: (209) 333-6702

Informal Informational Meeting

A. Roll Call by City Clerk

B. Topic(s)

B-1 Receive Information Regarding Downtown Lighting Conditions, Options, and Funding (PW)

B-2 Receive Report from Graphic Solutions Regarding Preparation of a Citywide Wayfinding Sign Program (CM)

C. Comments by Public on Non-Agenda Items

D. Adjournment

Pursuant to Section 54954.2(a) of the Government Code of the State of California, this agenda was posted at least 72 hours in advance of the scheduled meeting at a public place freely accessible to the public 24 hours a day.

Jennifer M. Ferraiolo
City Clerk

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CITY OF LODI COUNCIL COMMUNICATION

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AGENDA TITLE: Receive Information Regarding Downtown Lighting Conditions, Options and Funding

MEETING DATE: February 24, 2015 (Shirtsleeve Session)

PREPARED BY: Public Works Director

RECOMMENDED ACTION: Receive information regarding downtown lighting conditions, options and funding.

BACKGROUND INFORMATION: In 1998 the City completed the downtown revitalization project that included installing tree wells with up-lights and electrical outlets on School, Oak, and Elm Streets in downtown Lodi.

Over the years, the tree well electrical outlets have been damaged by vehicles and growth of the trees/tree roots. The up-lights have been damaged by flooding and tree roots. Public Works electricians worked to repair the School Street tree well outlets to return them to working order. All 110 School Street outlets were repaired as of December 1, 2014. Some have since been damaged and are no longer in working order. The proposals today address only the School Street sycamore tree locations because staff believes the tree wells on Oak Street do not provide sufficient room to accommodate any electrical items. The Elm Street tree well outlets have a serious issue with continued vandalism and vehicle damage. The trees are also relatively small and may not lend themselves to trunk lighting.

Public Works electricians have completed a mock-up installation at the tree well located near 123 North School Street that includes a relocated electrical outlet and installation of LED rope lights on the tree trunk. This mock-up was completed in an effort to help determine the quantity of work associated with each tree well and to provide an example of the proposed tree trunk lighting.

There may be an opportunity to use Public Benefits funds to replace the existing tree well up-lights with energy efficient LED trunk lighting.

The lighting of alleyways will most likely need to be resolved with a public/private partnership. The majority of buildings in the downtown area are built on the lot lines leaving no room for public right-of-way lighting. There is one public street light located in the alley east of School Street, between Pine Street and Elm Street. Some businesses (Lodi Stadium 12, Galleria Nails, Abrahamson's Printing, Thornton House, Shangri La) have exterior alley lighting. There are two pedestrian alleys with lighting, one between Oak Street and Pine Street and one between Walnut Street and Oak Street.

The City could work with property owners to standardize alley lighting and insure existing lighting is in working order. A public/private partnership will require additional investigation and meetings with area property owners to examine their interest as well as potential funding options.

FISCAL IMPACT: Not applicable.

FUNDING AVAILABLE: Not applicable.

F. Wally Sandelin
Public Works Director

FWS/smh

APPROVED: _____
Stephen Schwabauer, City Manager



CITY OF LODI COUNCIL COMMUNICATION

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AGENDA TITLE: Receive Report from Graphic Solutions Regarding Preparation of a Citywide Wayfinding Sign Program

MEETING DATE: February 24, 2015

PREPARED BY: Business Development Manager

RECOMMENDED ACTION: Receive a report from Graphic Solutions regarding preparation of a citywide Wayfinding Sign Program.

BACKGROUND INFORMATION: One of the City's primary economic development goals is to market Lodi as a tourist and day visitor destination. Many visitors come here for the wine and culinary experiences. Once here, we want them to make time to enjoy shopping and entertainment downtown, the performing arts at Hutchins Street Square, outdoor recreation at Lodi Lake Park, and various lodging accommodations.

Similarly, the City is interested in capturing its share of travelers who might otherwise pass along our system of highways without considering or even knowing of the many points of interest in an around Lodi. Existing directional signage is unexceptional and not clearly visible. The cliché, "I have been driving by for many years and never knew that Lodi was such a wonderful community" has become a constant reminder of opportunities missed.

Even in the days of Google Maps and navigation systems, countless cities have employed wayfinding signs as a means of welcoming visitors, creating a visual sense of arrival and place. Done adequately, the signs provide direction and assurance. Done well, the signs also project a sense of the City's standard of quality and brand. "Vision 2020," the Lodi Chamber of Commerce report to define a vision of Lodi in 2020, supports this approach, stating, "*A signage program brings order to the chaotic task of finding one's way in a strange city. It sells more meals in restaurants and more items in stores – everything from cheese to handsome grandfather's clocks.*"

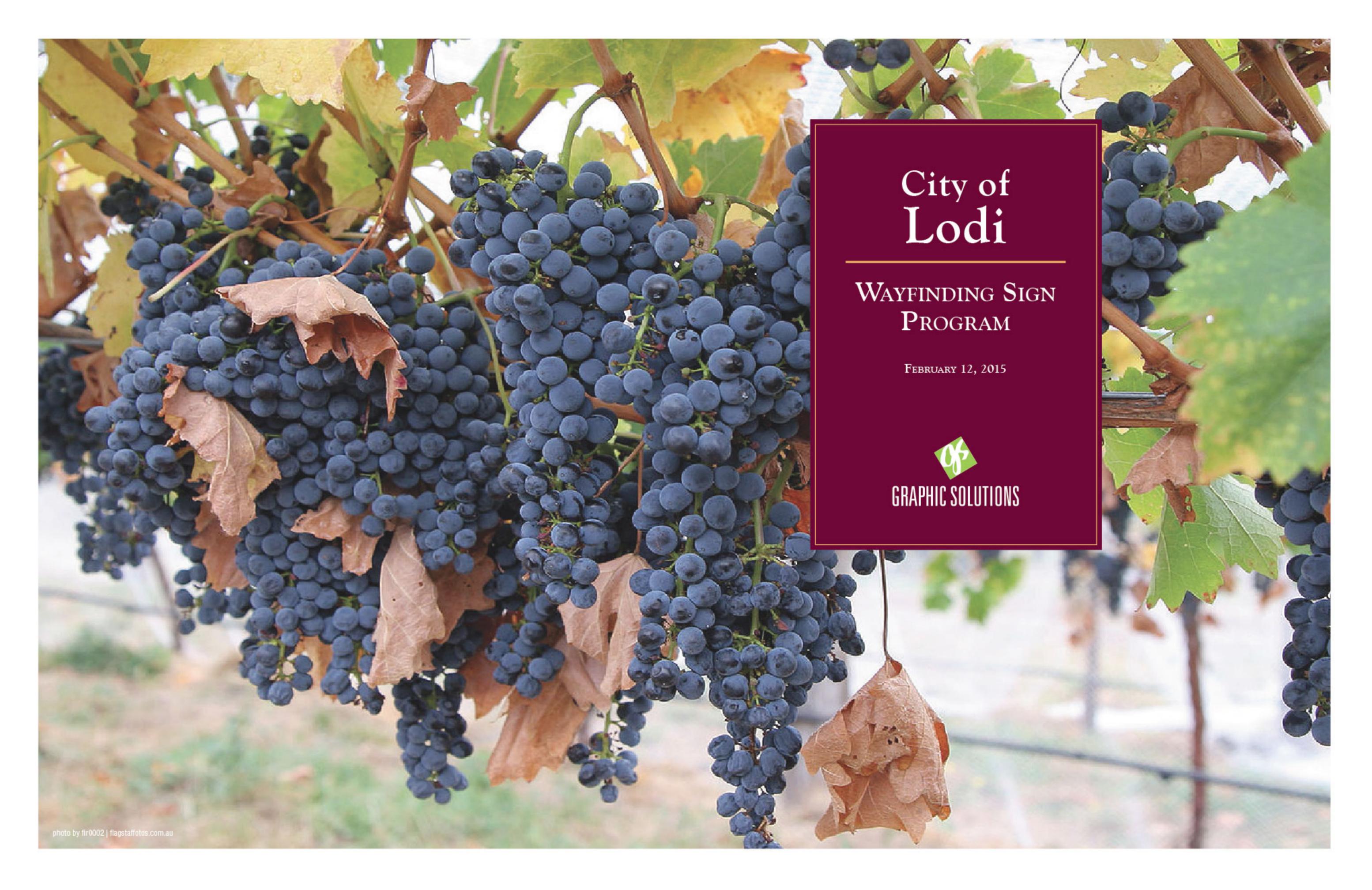
In an effort to meet this need, staff recently contracted with Graphic Solutions to evaluate options for a comprehensive wayfinding sign program in Lodi. Staff then assembled a task force, made up of representatives of local businesses, the wine and tourism industry, the development community and the Chamber of Commerce. This task force met with Graphic Solutions on January 20 and February 10 and provided direction on design, destinations and sign locations. The shirtsleeve session will include a presentation of this information, including the preferred design.

FISCAL IMPACT: Not applicable.

FUNDING AVAILABLE: Not applicable.

Adam Brucker
Business Development Manager

APPROVED: _____
Stephen Schwabauer, City Manager



City of Lodi

WAYFINDING SIGN PROGRAM

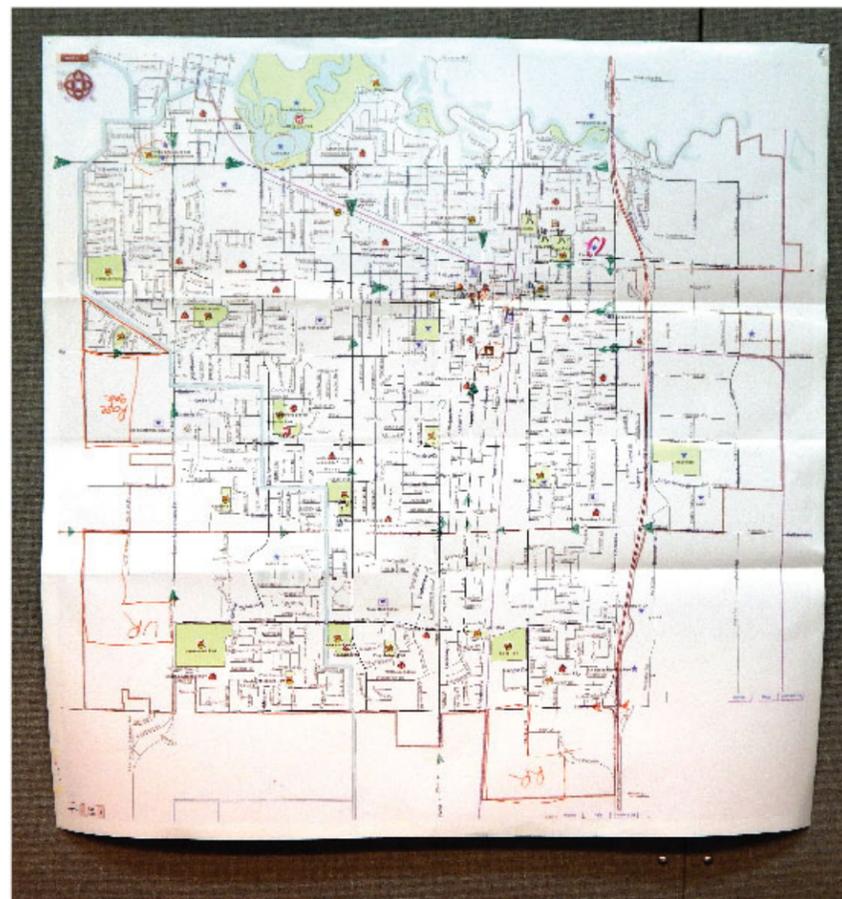
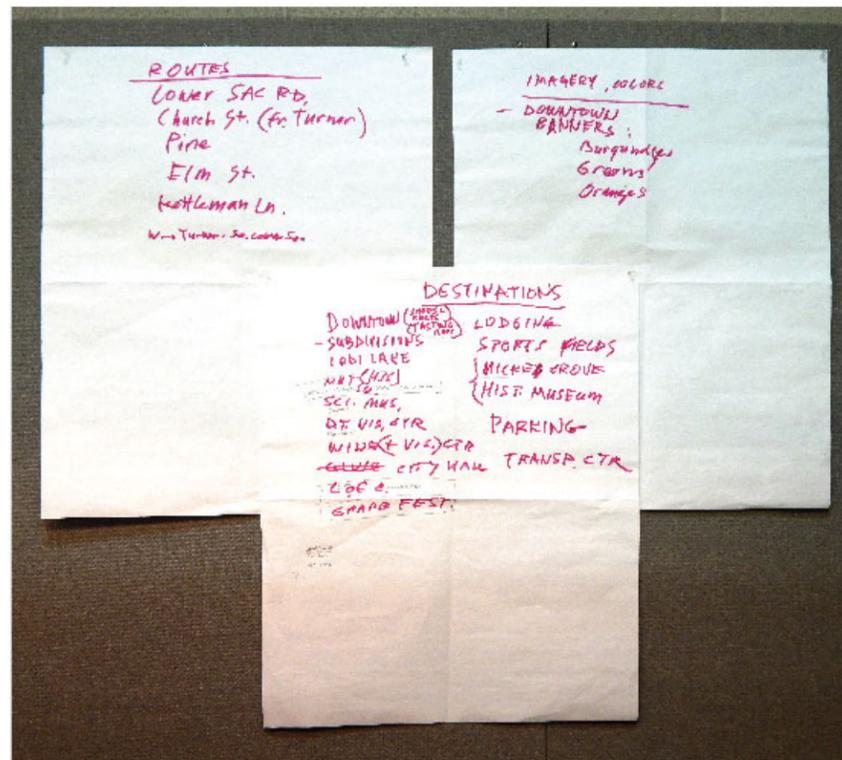
FEBRUARY 12, 2015



GRAPHIC SOLUTIONS



TYPICAL EXISTING CONDITION



DESTINATIONS AND ROUTE SURVEYS



VISUAL PREFERENCE SURVEY

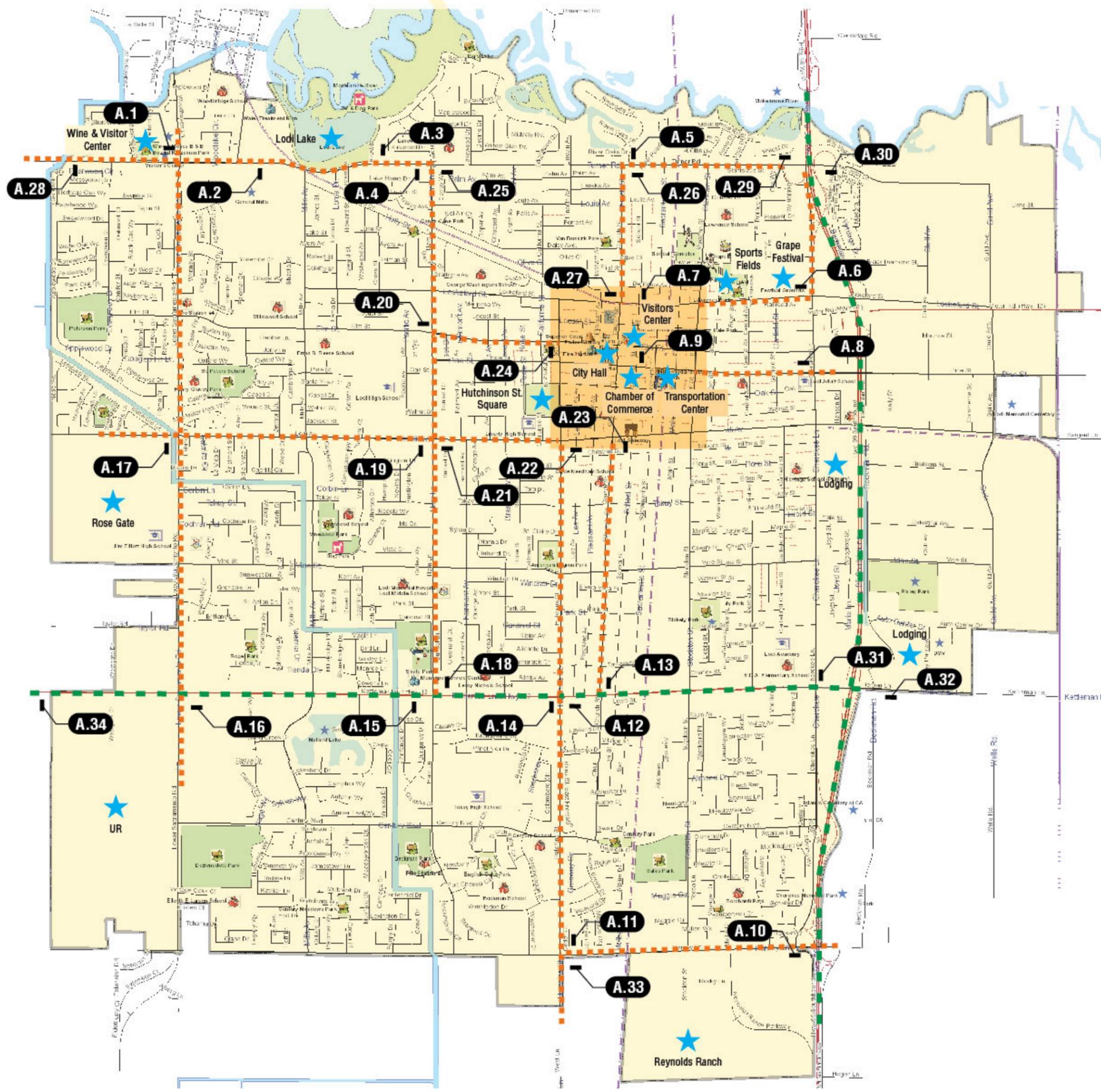
LODI VEHICULAR DESTINATIONS

A VEHICULAR

Downtown - Shop, Wine, Dine
Downtown Visitor Center
Hutchins Street Sq.
City Hall
Transportation Center
Chamber of Commerce
Museums
Parking
Lodging
Lodi Lake
Wine & Visitor Center
Grape Festival
Sports Fields
Micke Grove History Center
Subdivisions

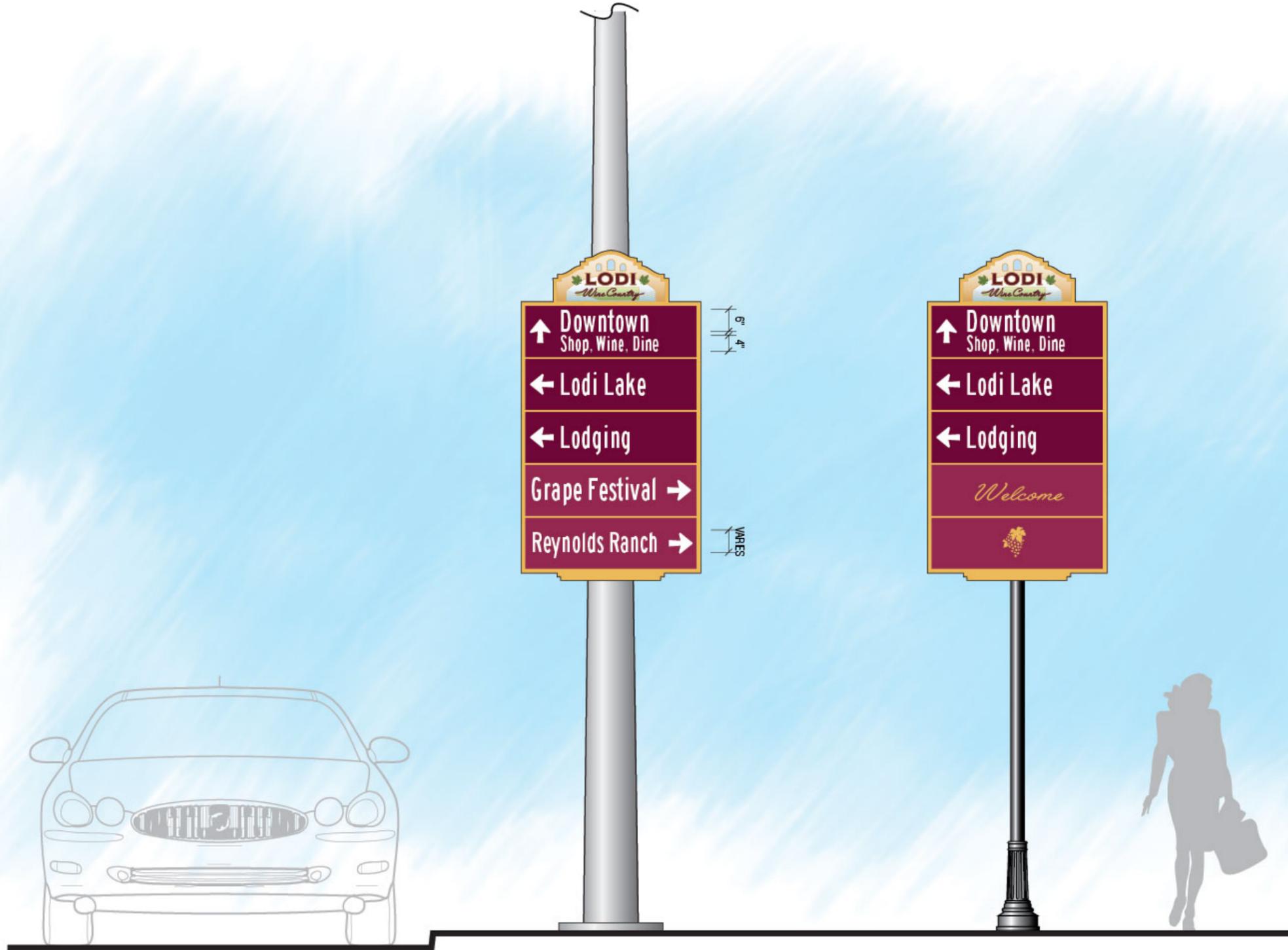
SIGN LEGEND

- A** VEHICULAR DIRECTIONAL
- PRIMARY STREET
- STATE HWY
- ★ PRIMARY DESTINATION



LODI WAYFINDING - SIGN LOCATION MAP





TRAFFIC LIGHT POLE MOUNT
(WITH TEMPORARY DESTINATIONS)

CENTER POLE MOUNT
(NO TEMPORARY DESTINATIONS)

A VEHICULAR DIRECTIONAL

LODI WAYFINDING - VEHICULAR DIRECTIONAL - COLOR OPTION 1



TRAFFIC LIGHT POLE MOUNT
(WITH TEMPORARY DESTINATIONS)

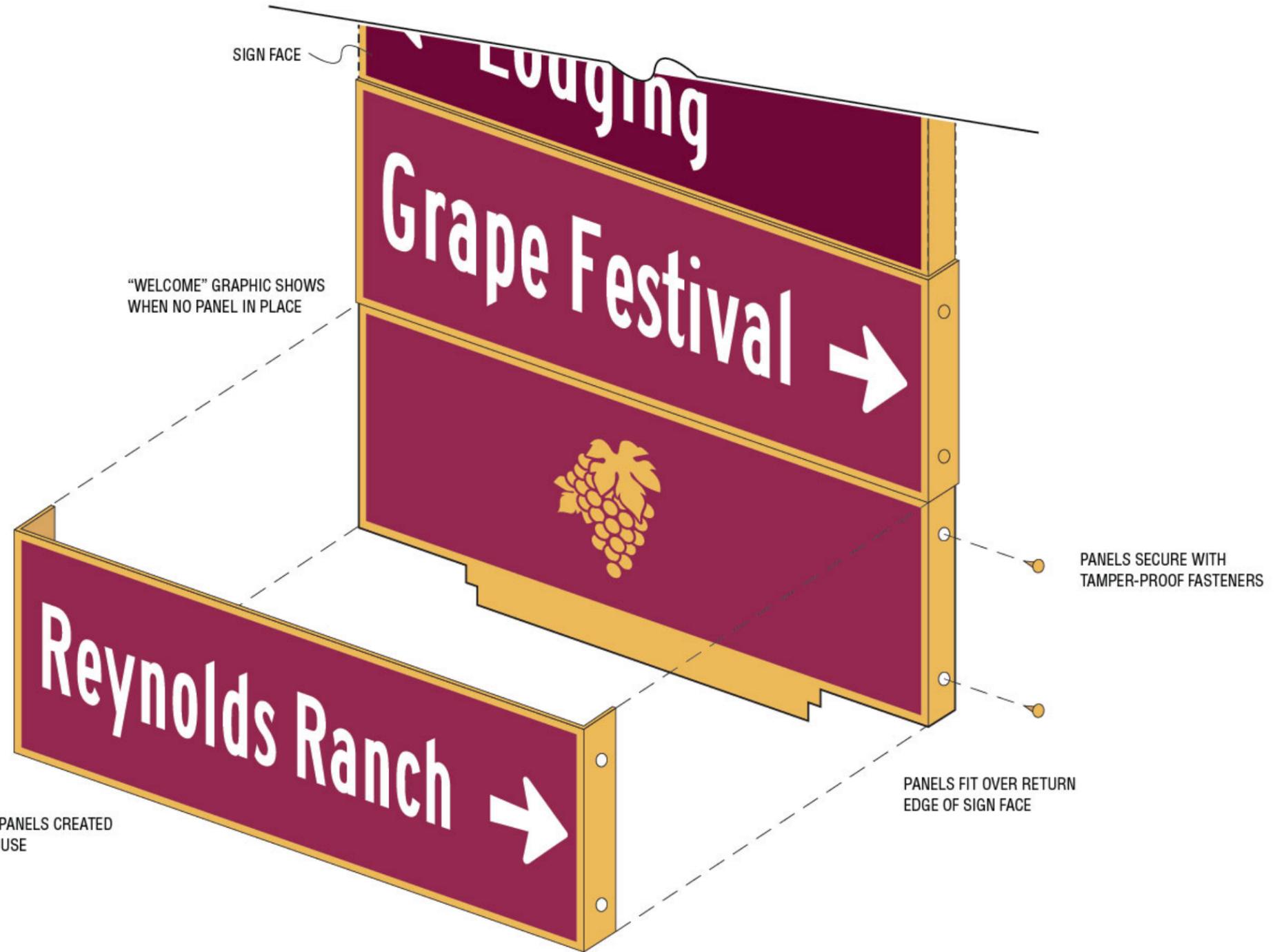
CENTER POLE MOUNT
(NO TEMPORARY DESTINATIONS)

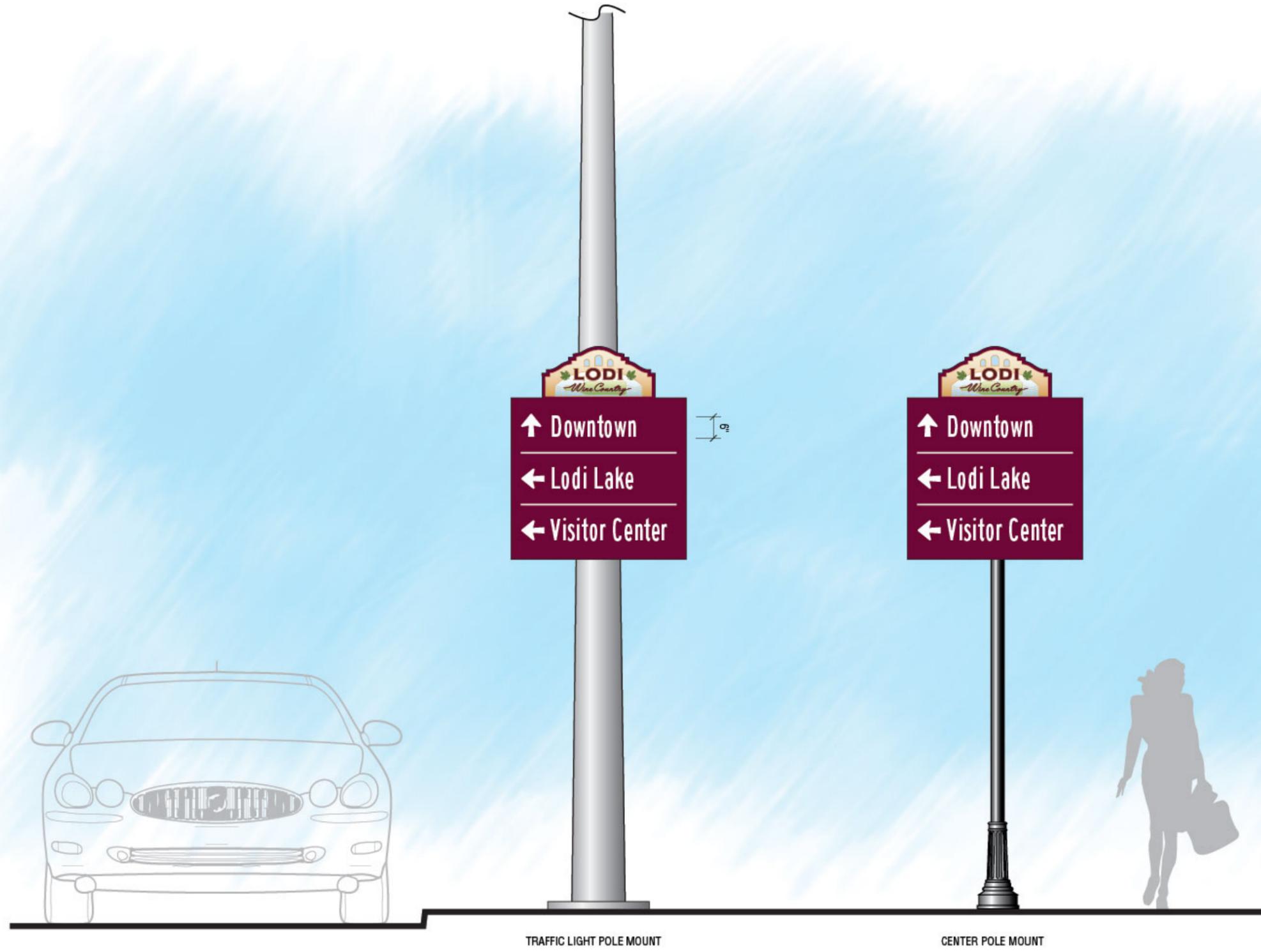
A VEHICULAR DIRECTIONAL

LODI WAYFINDING - VEHICULAR DIRECTIONAL - COLOR OPTION 2



SIGN SHOWN WITH NO PANELS INSTALLED



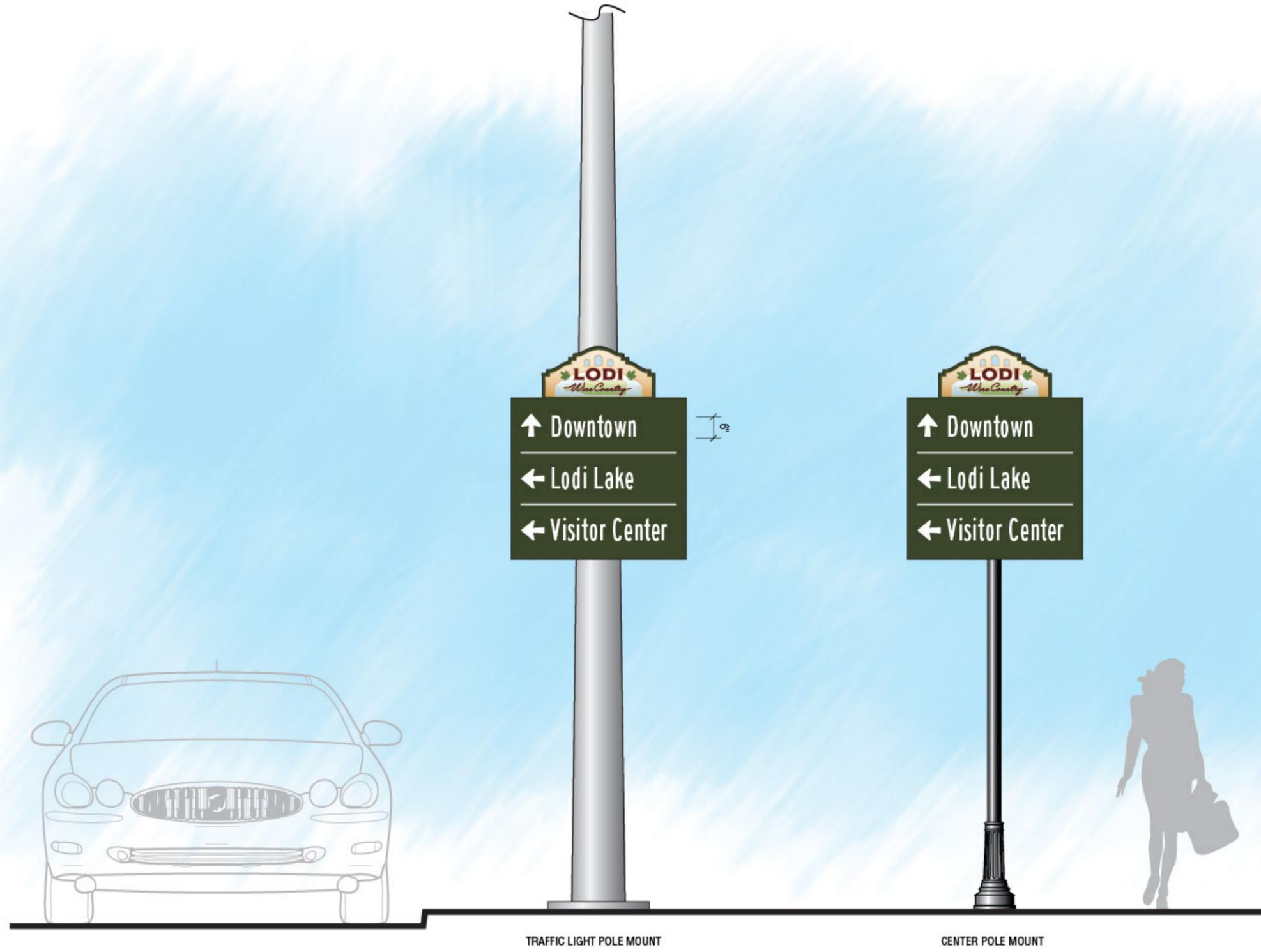


TRAFFIC LIGHT POLE MOUNT

CENTER POLE MOUNT

A VEHICULAR DIRECTIONAL

LODI WAYFINDING - VEHICULAR DIRECTIONAL - MUTCD COMPLIANT OPTION 1



TRAFFIC LIGHT POLE MOUNT

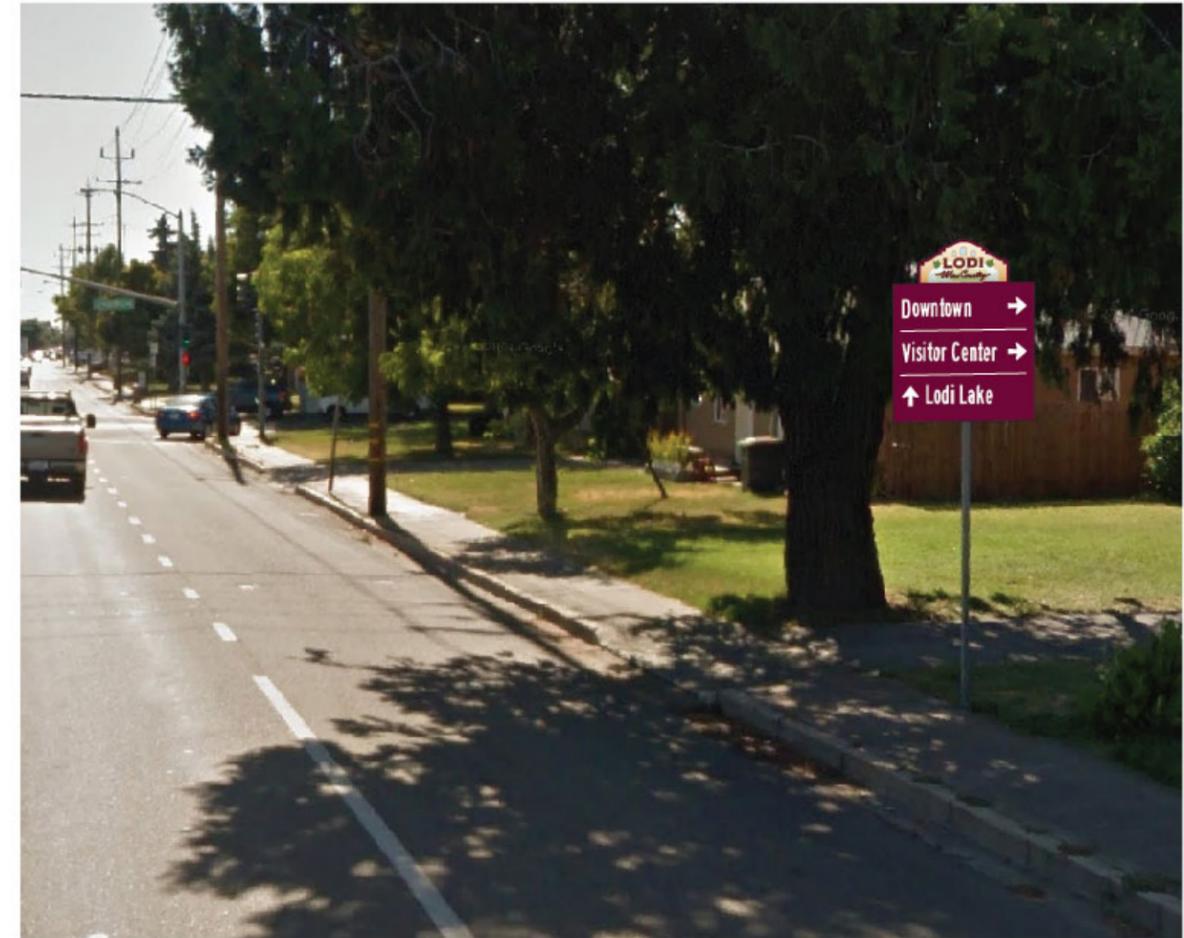
CENTER POLE MOUNT

A VEHICULAR DIRECTIONAL

LODI WAYFINDING - VEHICULAR DIRECTIONAL - MUTCD COMPLIANT OPTION 2



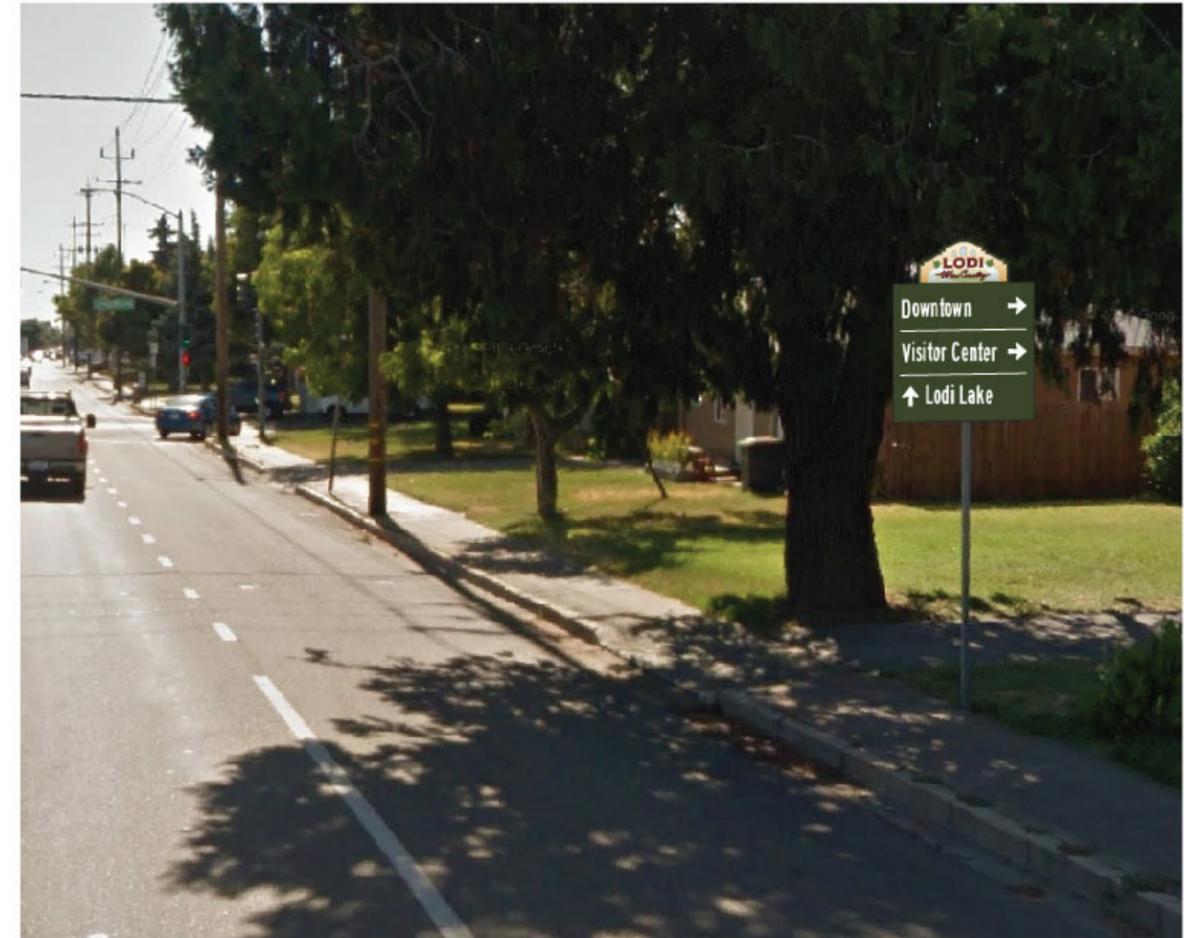
VEHICULAR DIRECTIONAL
HEADING WEST ON TURNER RD, AT CHURCH ST.



MUTCD COMPLIANT
HEADING WEST ON KETTLEMAN LN (HWY 12), AT CHURCH ST.



VEHICULAR DIRECTIONAL
HEADING WEST ON TURNER RD, AT CHURCH ST.



MUTCD COMPLIANT
HEADING WEST ON KETTLEMAN LN (HWY 12), AT CHURCH ST.