



CITY OF LODI COUNCIL COMMUNICATION

AGENDA TITLE: Approve Lodi-Woodbridge Winegrape Commission Informational Signage
MEETING DATE: May 7, 2008
PREPARED BY: Public Works Director

RECOMMENDED ACTION: Approve the installation of winery signs by the Lodi-Woodbridge Winegrape Commission in Downtown on City property.

BACKGROUND INFORMATION: Lodi-Woodbridge Winegrape Commission Executive Director Mark Chandler and Charlene Lange of the LangeTwins Winery and Vineyards contacted the City requesting permission to install multi-directional winery signs. The Winegrape Commission intends to furnish and install the winery signs and posts. The signs are similar to the directional winery guide signs currently located throughout the county. However, these signs provide names of local wineries, along with wine trail handouts. As shown in the attached exhibit, the "Lodi Wine Country" sign is the top-mounted sign, with several local wineries listed below.

The Winegrape Commission has proposed two Downtown sign locations providing the most visibility for pedestrian and vehicular traffic. One sign location is across from the theater at the southwest corner of Elm Street and School Street, and the other location is adjacent to the Transit Station. Both sign post locations are on City property.

The Winegrape Commission has contacted the Downtown Lodi Business Partnership, Chamber of Commerce, and Cellar Door Winery requesting their input on the informational signs. All three organizations concur with the proposed signage. The Community Development Department has determined the proposed signs meet the Downtown Development Standards and Guidelines adopted by City Council in 1997. Upon City Council approval, the City will issue the Winegrape Commission an encroachment permit to install the signs, and they intend to install them the week prior to the Zinfest Wine Festival (May 16-18, 2008). The Winegrape Commission will also maintain and replace signs as needed.

FISCAL IMPACT: Not applicable.

FUNDING AVAILABLE: Not applicable.

F. Wally Sandelin
Public Works Director

Prepared by Paula J. Fernandez, Senior Traffic Engineer
FWS/PJF/pmf
Attachment

cc: George Bradley, Streets and Drainage Manager
Paula Fernandez, Senior Traffic Engineer
Mark Chandler, Lodi-Woodbridge Winegrape Commission
Charlene Lange, LangeTwins Winery and Vineyards
Jamie Watts, Downtown Lodi Business Partnership
Cellar Door

APPROVED: _____
Blair King, City Manager



WINERY NAME

WINERY NAME

WINERY NAME