MARISPOSA COUNTY
BOARD OF SUPERVISORS
AGENDA ACTION FORM
DATE: May 6, 2003
AGENDA ITEM NO. 7

DEPARTMENT: Board
BY: Mariposa Town Advisory Task Force
PHONE: 966-3222

RECOMMENDED ACTION AND JUSTIFICATION:
See Attached Memo

BACKGROUND AND HISTORY OF BOARD ACTIONS:
Board appointed the Mariposa Town Planning Area Advisory Task Force for one year program with four assignments. This is a recommendation related to one of the assignments.

ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION:

Alternative: Do not approve finding.

Financial Impact? (x) Yes ( ) No
Budgeted In Current FY? (x) Yes ( ) No

Current FY Cost: $5,000
Annual Recurring Cost: $

Amount in Budget: $

Additional Funding Needed: $5,000

Source:

Internal Transfer
Unanticipated Revenue
Transfer Between Funds
Contingency (x) General ( ) Other

4/5's vote
4/5's vote
4/5's vote

1. Budget Action Form
2. Staff Report for Wayfinding Signage
3. Proposed Sign Designs

CLERK'S USE ONLY:
Res. No. 56-03
Ord. No. 
Vote - Ayes: 
Noes: 
Absent: 

4/4 Minute Order Attached (x) No Action Necessary

The foregoing instrument is a correct copy of the original on file in this office.

Date: ____________________________
Attest: MARGIE WILLIAMS, Clerk of the Board
County of Mariposa, State of California
By: ____________________________
Deputy

COUNTY ADMINISTRATIVE OFFICER:
Requested Action Recommended
No Opinion

Comments:

[Initials and date]
MARIPOSA COUNTY BOARD OF SUPERVISORS

MINUTE ORDER

TO: SUPERVISOR BIBBY
SUPERVISOR PARKER

FROM: MARGIE WILLIAMS, Clerk of the Board

SUBJECT: EXPENDITURE OF UP TO $5,000 FOR WAYFINDING SIGNS FOR PUBLIC PARKING IN HISTORIC DOWNTOWN MARIPOSA
Resolution No. 03-134

THE BOARD OF SUPERVISORS OF MARIPOSA COUNTY, CALIFORNIA,
ADOPTED THIS Order on May 6, 2003

ACTION AND VOTE:

Supervisor Janet Bibby and Supervisor Garry Parker, Mariposa Town Advisory Task Force; Request for Approval of Expenditure of up to $5,000 for Wayfinding Signs for Public Parking in Historic Downtown Mariposa for Installation by Memorial Day 2003

BOARD ACTION: Eric Toll, Planning Director, presented the proposal for wayfinding signs, and he advised that additional signage requests will be brought back as a budget item. He also advised that the design would be transferable to all districts. Discussion was held. (M)Stetson, (S)Parker, Res. 03-134 was adopted approving the request, with direction for the Amphitheatre and Mariposa Creek Parkway to be included in this first phase. Dianne Fritz commented on her work with the Task Force and efforts with painting the Fremont Adobe, and she thanked the Board and the Task Force for its support. Bob and Carol Shockley were also recognized for their design work on this project. Supervisors Bibby and Parker thanked the Task Force members for their work. Supervisor Parker noted that the painting of the Fremont Adobe is scheduled for Saturday and he invited people to assist. Ayes: Stetson, Bibby, Parker, Pickard; Excused: Balmain.

cc: Eric Toll, Planning Director
Ken Hawkins, Auditor
Mary Hodson, Administrative Analyst
Judie Bellera, Senior Office Assistant
Jim Petropulos, Public Works Director
File
STAFF REPORT FOR THE BOARD OF SUPERVISORS MEETING OF MAY 6, 2003

Prepared by Mariposa Planning on behalf of the Mariposa Town Planning Area Advisory Task Force, Supervisors Bibby and Parker, Planning Commissions Rudzik and Radanovich

WAYFINDING SIGNAGE FOR HISTORIC MARIPOSA

The Mariposa Town Planning Area Advisory Task Force (Task Force) was appointed to address a limited scope of issues which will feed into developing a strategic plan for transportation, signage, pedestrian access, and use of historic buildings in downtown Mariposa.

Previously, the Task Force has approached the Board for its first activity—painting the Frémont Adobe in order to undercut its lack of use and at least present a cleaner image to Highway 140 at the Gateway to the community. The Board approved this action at its April 15 Board meeting.

The next issue the Committee addresses initiates a program of coordinated “wayfinding” signage. Wayfinding is the term for County-owned signs directing drivers and pedestrians alike to visitor sites in the Town of Mariposa. To create a nimble, relatively inexpensive, and fast implementation program, the Task Force decided to concentrate on signs directing visitors to the public parking areas. The objective is to create a distinctive, clear, and Mariposa-focused sign. This design will be used for other directional and wayfinding signs as the Committee proposes policies for Board approval.

The first phase implementation will place parking wayfinding signs in the historic district corridor from 4th Street to 7th Street and the Creek Walkway to Bullion Street. The goal is to place the signs in service by Memorial Day weekend. Copies of the proposed sign designs are attached.

The signage scheme accomplishes the key objectives of wayfinding:

1. The signs will be a consistent color: light gold reflective background with dark green text. The background color is not well produced in the color prints.

2. The signs will feature a logo-icon highlighting the Courthouse in the foreground and Half Dome in the background. Displayed on all wayfinding signs, this provides brand identification and familiarity. The logo was designed by Robert Shockley—a property owner restoring a downtown building.

3. The signs are simple, easy-to-read with a distinctive bold font.

The sponsoring Task Force, Supervisors, and Commissioners are seeking conceptual approval from the Board to prepare and install a series of signs in an expenditure of approximately $5,000. This is an appropriate expenditure for tourism promotion.

This report was prepared ahead of a scheduled meeting with Tourism, CalTrans, and Public Works. More details will be presented at the May 6 meeting by Task Force members. In the interim, if you have any questions, please contact me at 966-0302.

Eric Jay Toll
Proposed Parking Signs

- Parking
  - ½ Block
- Parking
  - ½ Block
  - Additional Parking
    - 1 Block
    - 2 Blocks
- Parking
  - ½ Block
  - 1 Block