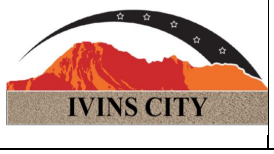
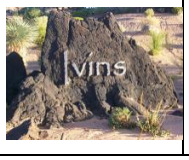
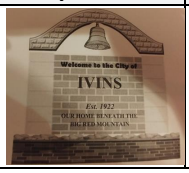
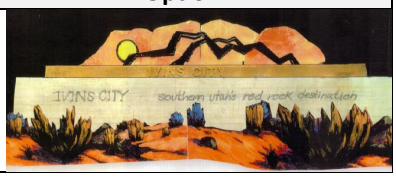
IVINS ENTRANCE SIGN OPTIONS & RECOMMENDATION

Date: December 14, 2018
To: Ivins City Council
From: Ivins Arts Commission

Options

At our December 12, 2018 meeting, and as requested by the City Council, we reviewed City entrance sign options. Here are thumbnail images of the options. We have included larger images and detailed information in the report (pages 4 and 5).

Option 1a	Option 1b	Option 2	Option 3	Option 4
				

Recommendation

We unanimously recommend that the City select Option 4, submitted by Terry Marten, for the western entrance to the City on Hwy. 91, and within the next few years as funding permits, for three other major entrance points to the City: the eastern entrance to the City on Hwy. 91, the entrance to the City coming from Snow Canyon State Park on Snow Canyon Drive, and the eastern entrance to the City on Snow Canyon Parkway. We base this recommendation on the following factors.

Rationale:

- Option 4 appears to be the lowest cost option, by a significant amount, with the least maintenance concerns. This is more fully discussed below under Criteria on page 3.
- It is simple, uncluttered, and delivers a clear, powerful, memorable message, and begins a branding as a destination community as envisioned by the General Plan. (Note: The text, "Southern Utah's Red Rock Destination," was developed by the Tourism Council.)
- We believe the fixed cost of $6,000 for the initial sign is substantially lower than the cost the City would incur from a sign company/contractor and represents a generous donation from Mr. Marten. As a result, we caution the City Council that the cost to duplicate this sign at other locations likely will be higher. However, we believe that all the other options will cost a similar amount once they are adjusted for appropriate scale and modified to maximize their useful lives and minimize maintenance. The initial cost savings for the first Option 4 sign reduces the aggregate cost of the four signs.

Suggestions:

- Eliminate the text on the portion of the sign above the concrete base.
- Create a paper template, to size, and place it at the chosen site on a mock-up sign to consider different fonts and sizes for the text as well as appropriate concrete base height for the selected site. We expect that the text will need to be at least 12" high to create reasonable visibility for drivers, but the template will give the City the opportunity to test various sizes.
- To minimize maintenance and maximize impact, the sign text should be a standoff steel graphic mounted to the concrete base. The height of the sign's base needs to be adequate for the terrain it is on (hilly versus flat, etc.) and adequate to keep the text visible from growing vegetation in the foreground. As a result, the base height may need to vary at all four recommended locations.

- We believe the City should use entrance signs to showcase our iconic physical environment. Option 4 does this in the simplest way. Simple is powerful and memorable.

In making the above recommendation, we considered the following relative to each option, in addition to the degree each met the criteria for selection of public art set forth in the Arts Master Plan (discussed in the section, "Criteria the Arts Master Plan considers" on page 3).

Discussion: Options 1a, 1b, and 2

- Options 1a, 1b, and 2 also feature and celebrate our physical environment. Option 1b adds another important element, our night sky. This is an asset the City has been careful to protect so it is worth showcasing.
- These designs are powerful graphics, well suited to logos on stationary, City vehicles, etc., particularly because of the shading of the Red Mountain (discussed below). But to work effectively as entrance signs to the City on major arterials, and to ensure a sufficiently log useful life with reasonable maintenance costs, they would need significant modifications. Here are some of those:
    - An inspection of the new Desert Rose Park sign on 12/11/18 shows some stone is loosening around the etched in graphics. Our concern is that, over time (and not too many years), there is risk that bits of stone chipping off will deteriorate the impact and visibility of the graphic elements, requiring replacement much too soon.
    - As a result, if the City were to opt for this sign concept, the graphic elements should be made of steel and attached in a standoff manner. We recognize that this is likely more expensive than the etched in option, but the difference in useful life and ongoing maintenance argues for the steel standoff approach.
    - The existing Desert Rose sign is 7' wide, which is adequate for its location on a minimal traffic, slow speed, dead end street, announcing the existence of a park. It would have to be increased significantly in size to be used as an entrance sign to the City on a major arterial.
    - The shading of the Red Mountain shown in the options provided is a necessary element to ensure this graphic is interpreted correctly, otherwise it just becomes a red blob. But it is subtle and likely too much so for the proposed location on a busy, fast arterial. Plus, if painted on the steel, there is the likelihood of either a shorter useful life than Option 4 and/or more ongoing maintenance. An alternative would be to create depth in the steel standoff graphic. The actual amount of modulation would have to be significant to be clearly visible to people driving by.

Discussion: Option 3

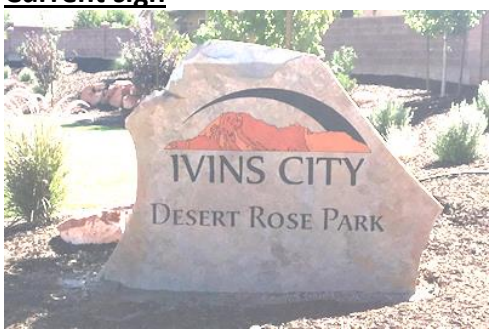
- Option 3 reflects our history, given that the bell depicted recalls the donation of a bell and $200 from Mr. Ivins to the early settlers in the area that later became Ivins for the construction of a church. Our General Plan guides us to celebrate our history, as do the Guiding Principles in the Arts Master Plan, "to assure public art engages aspects of Ivins City's landscape, history, and culture." However, the use of a bell as a graphic on an entrance sign is not likely to be perceived as a reference to our history, but merely a design element.
- While we acknowledge the need to recognize and celebrate our history and culture, the City has done this very significantly with the dramatic sculpture pieces in two of the roundabouts on Snow Canyon Parkway.
- The actual bell installation, located on Center Street, could provide an opportunity to more visibly and clearly celebrate its, and our history.

Criteria the Arts Master Plan considers

We reviewed each sign option based on the criteria set out in the Arts Master Plan for evaluating public art. Here is a summary of our discussion for each of these criteria.

1. **Is the subject matter appropriate for City sponsored public art?** Yes, for all options: Options 1a, 1b, 2, and 4 prominently feature our physical environment. Option 1b adds a focus on our night sky which has been a priority for the City. Option 3's "bell" is a reference to the City's history, the donation of a bell to early settlers, preserved on Center Street at the church by City Hall.
2. **Does the artistic style compliment the natural environment?** Yes, for options 1a, 1b, 2, and 4, focusing on Red Mountain, and the night sky for option 1b.
3. **Does the scale of the piece allow ease of viewing?** All options can meet this criterion if designed to the correct scale with adjustments as needed to the height of the base due to topography (flat, hilly, etc.) and vegetation.
    a. The existing Desert Rose Park sign is 7' wide and 5.33' tall, which is appropriate for its location on a low speed limit dead-end street. The existing Ivins sign on Snow Canyon Parkway is 9' wide in the primary graphic area and 7' tall with the complete faux lava sign extending to 16'. We recommend any City entrance sign on busy streets have a minimum width of 20' to 25'.
4. **Do the qualifications/experience of the artist provide a reasonable basis to expect the final work to be as proposed?** Yes, for all options: Options 1a, 1b, 2, and 3 would be the responsibility of City staff to develop. The initial Option 4 sign would be developed by Terry Marten, who has spent considerable time developing the sign specifications as well as building a scale model of the sign.
5. **Are appropriate sites available for installation of the piece?** Yes, for all options, but likely topography and vegetation variations from location to location will require adjustments to the height of the bases at each location.
6. **Does the cost to maintain the item outweigh the value of the piece to the community?** Option 4 stands out as the least maintenance-intensive option. All graphic elements are metal overlays. As a result, maintenance should be minimal.
    a. Options 1a, 1b, and 2 create concern if it involves etching (or similar) the Red Mountain or other graphics into stone. The new Desert Rose Park sign was viewed on 12/11/18 and some loosening/chipping of the stone is taking place around the etched areas, which could over time diminish its visual impact, requiring replacement.
    b. Option 3 is unknown but can be built in a manner that minimizes maintenance.
7. **Are there safety concerns?** We did not observe any safety concerns for any of the options. Though Option 1b.'s pointed arc may pose a concern.
8. **What is the most cost-effective option?** Option 4 is likely the lowest cost option, by a significant margin, at least for a sign at the western entrance to the City on Hwy. 91. Terry Marten has committed to deliver one sign for the western entrance to the City on Hwy. 91 at a fixed cost of $6,000.
    a. Options 1a, 1b, 2, and 3: Although the City developed the Desert Rose Park sign for less than $5,000, it would cost significantly more to create larger versions to meet the size/scale needed on busy roads, plus the cost of the concrete base. The Mayor estimates a cost of $10,000 - $15,000. On top of that, our recommendations for increasing the useful lives of these options and reducing the cost of ongoing maintenance will add to that estimate.

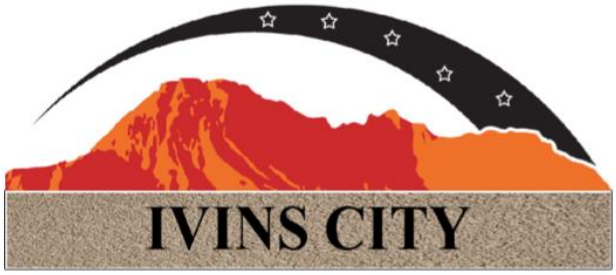
Current sign



Option 1a



Option 1b



Option 1a and 1b

Like this current sign with the addition of a concrete base that is slightly wider than the sign.

Current sign dimensions: 7’ wide x 5.33’ high. This is on a low speed limit residential street.

Current sign cost was approx. $5,000 but a larger sign would be at least $10,000 + base = $15,000 estimate.

Construction could be etched in stone like the current sign or cast concrete, but cast concrete would be expensive, possibly prohibitive.

Issue: Durability of the stone. Inspection on 12/11/18 saw some chipping.

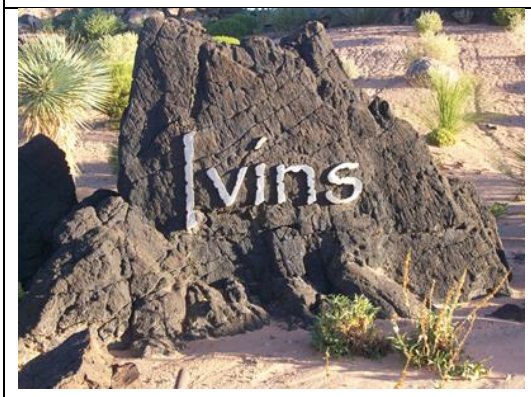
Options 1a and 1b

Both 1a and 1b drawings show a base – one stone and one concrete. The actual base for any sign would be concrete and the base will be somewhat wider than the sign (not shown properly in these drawings).

Option 1b

The black swoosh represents the dark skies over Ivins (current actions by Council and upcoming efforts will reinforce the city’s focus on dark skies). The swoosh would be made of steel and attached to the mountain (stone or cast concrete).

The stars depicted are meant to represent stars in the dark night sky but are not meant to be star shaped – just holes in the steel (maybe one-half inch diameter each).



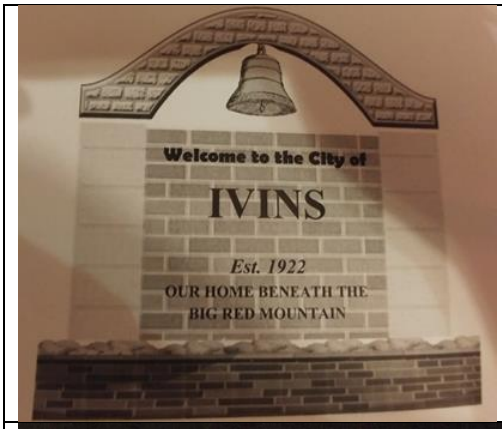
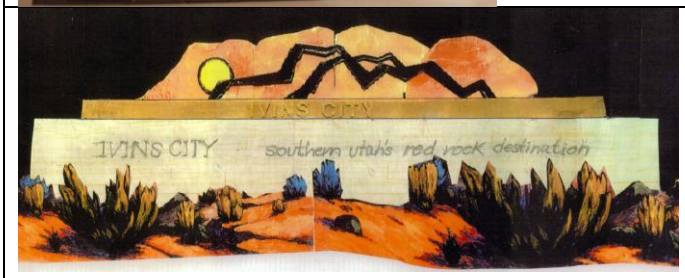
Option 2

Similar to this current sign but not faux lava (that “works” for the site it is on, but not all other areas of the City).

Current sign dimensions: 7’ high and the basic width of the “primary” faux lava is 9’ + 2’ for the 2 faux rocks at the left and an additional 5’ for more faux rocks to the left of that, for a total width of 16’.

Sign cost not applicable because the faux lava is expensive and would not likely be the choice elsewhere.

The “plus” of this sign is simplicity.

	**Option 3** There is no current sign like this, but the bell refers to a donation to early settlers and is preserved on Center Street at the church by City Hall. This design honors the City's history/origin and its settlers, something the City's General Plan recognizes. One of the Guiding Principles in the Arts Master Plan is to assure public art engages aspects of Ivins City's landscape, history, and culture.
	**Option 4** This is a proposed sign from Terry Marten. The text in the concrete monument says, "IVINS CITY, Southern Utah's red rock destination" The sign would be approx 20' to 25' wide. Mr. Marten has committed to deliver one sign for the western entrance to the City on Hwy. 91 at a fixed cost of $6,000.