IVINS ENTRANCE SIGN OPTIONS & RECOMMENDATION

Date: December 14, 2019
To: Ivins City Council
From: Ivins Arts Commission

Options

At our December 11, 2019 meeting, we reviewed City entrance sign options submitted by Rainbow Sign & Banner and Yesco Design. Ryan Cain from Yesco attended, giving a brief presentation and answering questions.

Commission members preferred the designs submitted by Yesco. Three of the Rainbow designs included vertical elements that were distracting, and the other two designs were less engaging than the Yesco designs. The Yesco designs also are closer to the Ivins City logo which reinforces branding. When we reviewed five sign options in December of last year, we made recommendations for changes in the event the City chose the option that incorporated the Ivins City logo (we referenced that as Option 1b in our report of December 14, 2018).

At that time:

- We recommended a sign length of at least 20'. Yesco's design was originally 22'11" long and approximately 11' high. The length meets our earlier recommendation, but we expressed concern about the height. Ryan told us that it has been redesigned to be 21'10" x 8'8" which Commission members liked.
- We recommended that the graphic elements should be metal instead of etched in stone and they should be attached in a standoff manner. This would make the sign more readable and should reduce maintenance and extend the sign's useful life. Yesco's design does all of this and adds halo lighting to further highlight the graphic elements.

Although Yesco has created a design that addresses the concerns we had last year, we have the following comments and recommendations:

- Because the sign is open between the top of the mountain graphic and the black night sky swoosh, sign placement is critical so that drivers see sky in that open space rather than walls, buildings, or red mountain, which would confuse the graphic element.
- Maintenance and useful life are always going to be concerns with any sign design. The Yesco design is an improvement on the "1b" option discussed last year, but the City should anticipate fading at some point. Ryan told us similar materials they have used elsewhere have not shown noticeable fading at 20 years. He recommended planning for annual cleaning.
- We expressed concern about the stability of the thin left edge of the swoosh. Ryan indicated it would be securely attached.
- We prefer the cement pad be tinted or stained black. Ryan indicated black tinting in concrete is not possible. As a result, we recommend that this be as dark as possible and darker than the sign base above it that is behind the Ivins City lettering.
- We recommend the sign base be the wood effect version presented by Yesco in a charcoal color.
- We recommend, and Ryan Cain agreed, that the stars should be abstract, not clearly 5-pointed stars, to be the abstract swoosh

Other points raised:

- The most important thing from a visual impact is the materials the sign is created with. Materials should complement Red Mountain and our desert landscape by using natural appearing materials such as the native red rock, dark, rusted or patina metals, and the use of subdued soft lighting. Other materials for consideration could be colored concrete architectural smooth finish or exposed aggregate. Avoid real wood, fake stone, or tile as they would not age well and may need repair.
- Since the Yesco design includes halo lighting, solar power should be considered in the design.
- The sign's orientation to Highway 91 should minimize the view from the Highway of the blank back of the sign.