


CITY OF COOS BAY CITY COUNCIL
Agenda Staff Report

MEETING DATE	AGENDA ITEM NUMBER
September 6, 2016	

TO: Mayor Shoji and City Councilors

FROM: Jim Hossley, Director Public Works 

THROUGH: Rodger Craddock, City Manager

ISSUE: Consideration of New City Welcome Sign Logo

BACKGROUND:

In October 2015, it was the consensus of the Council to look at options to replace the City's current welcome sign logo as part of the proposed Hwy 101 street scape project, and to enlist the assistance of a graphic design artist. The City contracted with Justin Macduff, the owner of Macduff Design, for graphic design assistance in November 2015 for the logo for the as well as the Waterfront Walkway logo. The City had secured a grant for the development and deployment of the Waterfront Walkway logo; and due to the grant timeline constraints, Macduff worked on and completed the logo for the Waterfront Walkway logo before beginning on design concepts for the City logo. In February of this year, the Council agreed to utilize an advisory committee to assist in reviewing the yet to be completed design concepts. In June, after receiving several design concepts, the Council agreed by consensus to utilize three members of the Bay Area Artists Association, three members from the City's Design Assistance Team, and interested Council members for the makeup of the City Logo Advisory Committee.

On June 7, 2016 the City Council appointed from the Bay Area Artists Association:

- Joan Goodman Fox
- Rick Fox
- Wendy Burger

The City's Design Assistance Team:

- Hilary Baker
- Andy Locati
- Sarah Recken

City Council:

- Councilor Vaughan
- Councilor Leahy
- Councilor Brick

Council's direction to the Logo Advisory Committee was to create a welcome sign logo including

a tall ship theme and that is what they did. The logo committee met four times. They were able to review several ideas posed by Justin Macduff. They also reviewed historic photos of tall ships from the area. The committee then gave direction to Justin who prepared new design concepts based on committee input. There was lots of “back and forth” between the committee and Justin to arrive at the three welcome sign logo design concepts presented for your consideration.

The three design concepts were included in the August 26th “Friday Update”. Six comments on the proposed logos were emailed to City staff and are attached to this report.

ADVANTAGES:

The Council and community have the opportunity to consider adopting a new welcome sign logo for the community

DISADVANTAGES:

None noted

BUDGET IMPLICATIONS:

Budget implications of the new welcome sign logo will depend upon the direction the Council decides to proceed. Eventually there will be the cost associated with welcome signs (estimated to be \$20,000 for two), change to emblems on City vehicles/equipment, letterhead, etc...

ACTION REQUESTED:

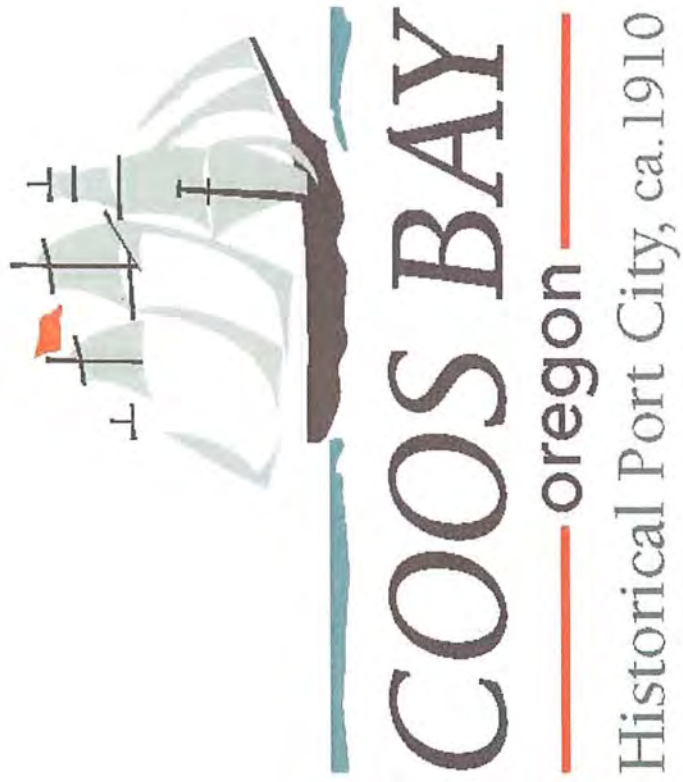
If it pleases Council, consider the three designs presented and provide direction to staff how you wish to proceed.

ATTACHMENTS:

Welcome Sign Logo Design Concepts
October 20, 2015 Council Staff Report on City Entrance Welcome Signs/City Logo
Council Meeting Minutes of October 20, 2015 Logo Discussion
Citizen Email Input on Proposed Logo Designs



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CITY OF COOS BAY CITY COUNCIL
Agenda Staff Report

MEETING DATE	AGENDA ITEM NUMBER
October 20, 2015	

TO: Mayor Shoji and City Councilors

FROM: Rodger Craddock, City Manager

ISSUE: City Entrance Welcome Signs / City Logo

BACKGROUND:

At the August 18, 2015 Coos Bay Urban Renewal meeting, the Agency reviewed conceptual drawings for improvements to the City's north and south 101 entrances. During the ensuing discussion, there were comments from Agency members regarding current "Welcome to Coos Bay" signs as well as the City logo and the need to update and/or replace the current logo and signs. Currently, the City has four wooden "Welcome to Coos Bay" signs: one at the northern city limits on Hwy 101, one at the southern city limits on Hwy 101, one on S Empire Blvd, and one on Newmark Avenue at the Coos Bay / North Bend city limits.

City Logo / Sign History:

In 1969, a City sponsored contest was held for the design of the City logo and development of a City slogan. Robb Leader and Janet Lorence won the contest. The logo to the right served as the City's logo from 1969 to 1998.



In 1993, the City Council approved the design to the right for the City welcome signs. The signs were designed by Dave Smith of Lakeside, Oregon.



In 1998, the City Council approved the design to the right as the City's new logo. The logo was designed by local artist Dutch Mostert.



The welcome sign pictured on the right was designed in 1993, and it is still in use today. The signs are located on S Empire Blvd and Newmark Avenue.



The welcome sign pictured on the right was designed in 1998, and it is being used at the north and south Hwy 101 entrances into the City.



It is anticipated that new and larger signs will be incorporated with the project to enhance the City's Hwy 101 entrances. As such, changing the design of the sign will probably have minimal impact on the project costs; and thus this presents a good opportunity to make any changes to

the design of the welcome signs and or the City's logo. If there is consensus to update the City's logo, there are other options to consider including scope of the project, what process to use in obtaining a new logo and/or welcome sign design and logo, and determining what the Council envisions should be included in the design.

In regards to scope, you could limit the project to just the design of the City entrance signs; or you could undertake a full blown rebranding by changing out the City logo which is utilized on the City's stationary, forms, business cards, website, City / department Facebook pages, vehicle decals, uniform patches, etc. The Council could choose to take on this project in stages and limit the first stage to the entrance signs.

In the past, the City has asked the public to help it design the City's logo by holding a contest. On another occasion, the City enlisted the help of a well know local artist with logo design experience. Of course, the Council could also create a committee and charge the committee with developing a new logo for consideration. No matter what process the Council choses to use, obtaining some direction on what you would like is needed (what needs to be changed with the current logo or if something totally different is desired then knowing what theme or what the desired logo should depict will be a necessary starting point).

Should there be consensus to develop a new logo and/or entrance sign, staff suggests obtaining the services of a graphic design professional that could develop four design concepts based on some design direction from the Council for your future consideration.

ADVANTAGES:

As the Council desires to upgrade the Hwy 101 entrances into the City, this is an appropriate time to possible change the welcome signs and or logos before new signs are constructed.

DISADVANTAGES:

A process to change the City's welcome sign design and or logos will take time, and it could delay the moving forward with the project to upgrade the Hwy 101 entrances in addition increased potential costs.

BUDGET:

Should the Council decide to change the current logo and change the welcome signs to reflect a new logo, staff estimates the cost to replace the four welcome signs is in the neighborhood of \$30,000.00 - \$40,000.00. As indicated above, replacing the two "Welcome to Coos Bay" signs is estimated to cost about \$20,000. Design professional assistance could range between \$1,000 and \$2,500. This estimate does not include to fully deploy a new logo throughout the organization, should a new one be desired.

RECOMMENDATION:

Please provide staff direction in this matter.

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reach a consensus on moving forward with establishing the LID and constructing the road improvement project, staff recommended the Council take no further action on the matter. Mr. Hossley provided the Council with a PowerPoint presentation showing the general location, topography, and various paving options for the proposed LID. Councilor Groth inquired about the addition funds required to cover the cost of paving. City Manager Rodger Craddock advised with Council approval, surface transportation funds (STP) could be used to bridge the costs. Councilor Vaughan suggested there were improvements that could be made to improve the gravel road (short of paving) which would make it less costly to maintain. Mayor Shoji stated she recently attended a conference on growth and infrastructure; attended a session on street improvements; overall consensus was cities should find a way to provide modifications to road standards in effort to work with property owners willing to fund street improvements.

Blair Holman, Coos Bay stated he disagreed with information provided in the staff report; suggested the proposed LID streets were not narrow and thought the road base appeared solid; it was his opinion if the cost for the proposed LID was half or less of the estimated cost, the neighborhood would have found consensus to proceed. Craig Main, Coos Bay supported the LID project and expressed disappointment over the lack of consensus to proceed; suggested strip paving as an alternative. Councilor Daily suggested there was a community advantage when a street was paved; suggested the City assist with funding LID's. Mayor Shoji motioned for staff to provide some criteria for a variance to road standards that could be weighed against neighborhoods wanting to improve their roads. Councilor Kramer seconded the motion. Councilor Groth stated she was not in favor of using City funds for LID projects; supported finding alternatives. Councilor Leahy expressed concern about maintaining minimum standards to improve street integrity. City Manager Rodger Craddock stated the City had more needs than resources; advised staff could bring back a proposal for street design standard variance. Councilor Daily noted the street standards were not arbitrary; suggested the City did not proportion appropriate funds for street maintenance. A call for the question was carried with Mayor Shoji and Councilors Brick, Groth, Kramer, Leahy, and Vaughan voting aye and Councilor Daily voting nay.

Discussion on the City of Coos Bay's Logo

City Manager Rodger Craddock stated at the August 18, 2015 Coos Bay Urban Renewal meeting, the Agency reviewed conceptual drawings for improvements to the City's north and south 101 entrances. During the ensuing discussion, there were comments from Agency members regarding current "Welcome to Coos Bay" signs as well as the City logo and the need to update and/or replace the current logo and signs. City Manager Craddock provided the Council with an overview of the City's logo and sign history; noted staff anticipated new and larger signs would be incorporated with the project to enhance the City's Hwy 101 entrances. Changing the design of the sign would likely have minimal impact on the project costs and presented a good opportunity to make changes to City Entrance Welcome Signs / City Logo, the design of the welcome signs, and or the City's logo.

City Manager Craddock stated should the Council come to a consensus there were other options to consider including scope of the project, what process to use in obtaining a new logo and/or welcome sign design and logo, and determining what the Council envisioned for the design; suggested limiting the project to just the design of the City entrance signs. A full blown rebranding would require changing out the City logo which was utilized on the City's stationary,

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forms, business cards, website, City/department Facebook pages, vehicle decals, uniform patches, etc. Staff recommended the Council could take the project in stages and limit the first stage to the entrance signs.

City Manager Craddock suggested the Council enlist the assistance from a graphic designer to develop a new logo based on the Council's guidance. Councilors Daily and Vaughan were in favor of designing a new logo and to incorporate the "Tall Ship" theme. Councilor Brick supported the Tall Ship theme; suggested enlisting public participation on the new design. Councilor Groth recommended having a graphic designer submit several options and for the public vote on the design. Councilor Vaughan was not in favor of the public choosing the final design citing qualification concerns. Councilor Groth reiterated Councilor Vaughan's previous comment about making sure the new welcome signs were not overly detailed and could be easily recognized when driving. Consensus of the Council was to have a graphic designer provide a dozen different logo choices using the "Tall Ship" theme in various settings, Council would then narrow down the selection to three, and the public would then vote on the final three.

City Attorney's Report

No comments were given.

City Manager's Report

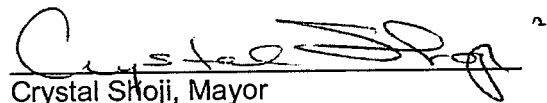
No comments were given.

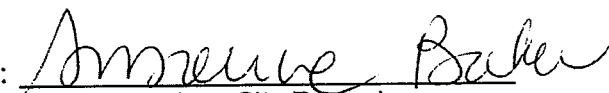
Council Comments

Councilor Kramer recognized Empire community member named "Paul" for his efforts picking up trash and helping to keep the community clean. Councilor Leahy noted Greg McKenzie's video on the Coos Bay Boat Building Center took the audience choice award at the Bandon Film Festival. Councilor Groth Bay Area Enterprise Zone workgroup met earlier in the day with Jordan Cove for review of the Community Enhancement Plan; Jordon Cove planned to make a final decision on whether to move forward with the project in mid to late 2016. Mayor Shoji highlighted the "Sense of Place" exhibit at Coos Art Museum.

Adjourn

There being no further business to come before the Council, Mayor Shoji adjourned the meeting. The next regular Council meeting was scheduled for November 3, 2015 in the Council Chambers at City Hall.


Crystal Shoji, Mayor

Attest: 
Susanne Baker, City Recorder

Jim Hossley

From: Chris <chris@crowclay.com>
Sent: Friday, August 26, 2016 3:03 PM
To: Jim Hossley
Subject: Welcome Sign Logo

Jim:

To my ear using the word 'historical' sounds weird. I would vote for 'historic port city'. That said, I like number 7 the best.

Chris Gedrose

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Coos Bay, Oregon 97420
T 541-269-9388 www.crowclay.com

Jim Hossley

From: Fiona Bai <fbai@portofcoosbay.com>
Sent: Friday, August 26, 2016 3:19 PM
To: Jim Hossley
Subject: City Logo

Hello Jim,

Just wanted to let you know that my favorite logo is 1d. Thanks!

--Fiona

Fiona Bai | Communications Assistant | Port of Coos Bay
Office: 541-267-7678 | Cell: 541-297-2007
www.portofcoosbay.com | www.charlestonmarina.com | www.coosbayraillink.com



Jim Hossley

From: Chris Esperance
Sent: Friday, August 26, 2016 3:36 PM
To: Jim Hossley
Subject: City Logo Sign

Hi Jim:

I really don't like any of the three but the one that looks cleaner and clearer is 1d. Thank you,
Chris

*Chris Esperance
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Coos Bay Police Department
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Coos Bay, OR 97420*

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(541) 269-5788 (fax)*



Jim Hossley

From: Jon and Lee Littlefield <jllittlefield@charter.net>
Sent: Friday, August 26, 2016 3:43 PM
To: Jim Hossley
Subject: City logo thoughts

I prefer the third option. The #7 third more horizontal logo illustrates that we are a port with landscape and water as well as the sailing vessel included in the image, unlike the other two, both of which show a ship on open water period.

Thanks for the opportunity to comment.

Lee Littlefield

Sent from my iPad

Jim Hossley

From: Elizabeth Spona <mzconnect15@gmail.com>
Sent: Friday, August 26, 2016 4:28 PM
To: Jim Hossley
Subject: CB Welcome signs

I prefer #7.

I like 1 & 1d however the 2 masts on the left are too prominently "Christian cross-like"

Jim Hossley

From: cbenward@frontier.com
Sent: Friday, August 26, 2016 9:34 PM
To: Jim Hossley
Subject: New City Sign

Jim,

I am sorry, but I don't like any of the three signs the committee came up with. The old sign is better than any of the three proposed. We don't have the tall ships come to the bay but once a year at best. I get we use to build sailing ships here, but I would rather have the sign reflect the current primary activities of the city - shipping, timber, fishing, tourism, tugs/barges.

Guess I am not much help.

Curt