

**Monroe Area Community Improvement Corporation  
Wayfinding Signage Program**

**What will the signs look like?**

This packet contains a rendering of the sign. Please pay attention the sign dimensions. Staff has worked with Atlantic Sign Company (ASC) out of Cincinnati on the sign design. The professional staff at ASC has indicated that the size of the sign and business names is appropriate for the speed at which cars travel on SR 63. ASC will be the contractor for these signs.

The signs are double-sided so that traffic traveling eastbound and westbound on SR 63 both benefit from the signage.

At this time, the sign will not be externally illuminated. Installing electric service would substantially increase the cost of the sign. However, the business names and directional arrow will be made from reflective material. Additionally, the street lights on SR 63 will illuminate some of the proposed signs in the evening.

**What businesses are eligible to be on the sign?**

At this time, the wayfinding signs are limited to those businesses that have an approved zoning certificate on file with the City's Development Department, have the appropriate tax paperwork filed with the Income Tax Department, are zoned for C-1 Highway Commercial use, and do not have frontage on SR 63.

Future signs in other parts of the City may be possible based on business interest and the City's overall wayfinding efforts.

**How will the sign participants be selected?**

Each sign has 6 spaces for business names and one space for a directional arrow. Businesses listed on one side of the sign will also be listed on the opposite side of the sign. In the event that the number of interested businesses exceeds the number of spots on a sign, the businesses will be allocated sign space on a first come, first served basis based on the initial sign up. For example, if you are first to sign up with all necessary documents, your business will be the first name listed on the sign and it will remain that way unless you decide not to participate in the future. (Please note that if the business changes its name, the new name will go on the sign in the same location as the former name. However, if the business substantially changes – for example, a new LLC is formed – the new business will have to start the sign up process over and could be placed in a different spot on the sign. In the event that the name change requires a new green name plate on the structure, the business is responsible for paying for the new name plate and installation through the CIC's sign contractor.)

In the event that there are blank spaces on the sign after the initial registration has ended, staff will notify the businesses that have signed up and indicated a preference for a secondary sign of their secondary sign opportunity. For secondary signage, businesses already signed up may purchase one additional sign that is directly related to their primary sign (i.e. "Sales and Service" or "Banquet Facility") for \$1,000. The business may choose for the secondary sign to be combined with their primary sign to create one larger green name plate. This will not change the size of the letters, but it may make longer business names more legible. Please note, however, that if another eligible business requests a space for their primary signage and there are no remaining blank spaces, the most recently added secondary sign must be removed to create available space at the next billing cycle.

Business names will be listed in the order that the spots are reserved through communication with staff and payment of the deposit, and names will be spaced on the sign as determined by CIC staff. The names must

be the names of the actual business or otherwise approved by the CIC's Board of Trustees. Names cannot be inappropriate references or generally vulgar or distasteful as determined by CIC staff. Logos are not permitted. The sign text is reflective white/silver as determined by the sign company.

Owners of multi-tenant buildings may wish to put the address range instead of the tenant names. Owners of vacant buildings may purchase space with the intent to put a tenant's name on the space at a later time.

**What are the timing considerations and costs associated with the sign?**

The sign(s) will run on a calendar year cycle. Businesses wishing to join mid-year would be pro-rated, provided that there is space available on the sign. If there is no space on the sign due to some businesses having secondary signage, then the most recent secondary signage will be removed at the next billing cycle and be replaced with signage for the additional business. If there is no space on the sign due to all of the spots being taken by the primary signage for existing companies, then staff will create a waiting list in the event that a company elects not to participate in the sign project anymore.

Each sign is expected to cost approximately \$12,000 (materials, construction, taxes, and landscaping). There may be additional engineering fees associated with the project. The cost for each business on the sign will vary according to how many businesses elect to be on the sign at the initial construction. Generally, the cost of the sign installation and landscaping will be split evenly among the businesses and this initial per-business cost will become the future initial investment for businesses wanting to be on the sign.

For example, if two businesses wanted to be listed on the sign, each would pay approximately \$5,250 towards the sign construction. In an effort to be fair to those businesses that contributed to the cost of the sign, a third business wanting to join the other two in a few years would also pay \$5,250.

If three businesses wanted to be on the sign at the initial construction, each would pay approximately \$3,500 towards the sign and subsequent joining members would also pay \$3,500.

There is a \$500 annual participation fee for each primary and secondary sign. For example, if the sign is installed in summer of 2015, the maintenance fee is effective January 2016.

**Who is responsible for maintaining the sign?**

The CIC is responsible for maintaining the sign, including the landscaping around the sign.

**What is the next step if my business is interested in being on the sign?**

If you are interested in listing your business on the sign, **please email Jennifer Patterson at [pattersonj@monroehio.org](mailto:pattersonj@monroehio.org)**