

COUNCIL ACTION FORM

SUBJECT: IOWA STATE UNIVERSITY WAYFINDING SIGNS

BACKGROUND:

On June 23, 2009, the City of Ames received a letter from Iowa State University regarding their project to establish wayfinding signs on and surrounding the main campus area. This project has included an extensive two-year effort by ISU to identify parts of campus that provide basic university services for new and existing residents of Ames.

City staff has met on several occasions with ISU staff to outline the purpose of the project and to detail what is being proposed. Attached to this form is the agreement to allow ISU to place signs within portions of the City right-of-way. Exhibits that show the design and mounting of the signs, where they are to be located on City streets, and the content of each sign are also attached. City Staff has reviewed all applicable local, state, and federal laws to ensure that these signs comply with the standards for community wayfinding signs.

City staff is in the beginning stages of creating a comparable system of wayfinding signs to identify points of interest throughout the town. It will be designed with a similar intent as the proposed ISU signs by identifying key civic, cultural, visitor, and recreational attractions, as well as other destinations within the City or downtown area

ALTERNATIVES:

1. Approve the agreement with Iowa State University for the installation of wayfinding signs.
2. Reject the agreement.

MANAGER'S RECOMMENDED ACTION:

One of the City Council's goals is to Promote Economic Development in Ames in part through the beautification of its entryways. An essential component of that goal will be how welcoming the community is to those who visit and live in Ames. The wayfinding signs for ISU will greatly compliment the City's own wayfinding and entryway signs to further enhance the quality of life in our community.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative 1, thereby approving the agreement with ISU for the installation of wayfinding signs.

**IOWA STATE UNIVERSITY
SOUTH CAMPUS GATEWAY
UNIFORM DIRECTIONAL
SIGNAGE AGREEMENT**

IT IS AGREED between the City of Ames and Iowa State University (Owner), which is proposing to locate wayfinding directional signs within the existing City right-of-way in various locations, primarily on the north side of Lincoln Way and along University Boulevard in Ames, Iowa, that:

1. Owner will design and install a coordinated system of signs whose purpose is to direct visitors and other road users to specific university, visitor and recreational destinations. The signs shall incorporate a readily identifiable design with a distinctive uniform shape, format, color scheme, and each shall have a primary permanent sign panel and may incorporate a secondary panel for events not of a permanent nature.
2. The shape, color, size, and appearance of the signs shall be as shown in Exhibit A-Directional Sign Concept, which by this reference is made part of this agreement. The framing and support system for these signs shall be as shown on Exhibit B-Sign Frame Elevation and Exhibit C-Breakaway Support System for Sign Posts, which are by this reference made a part of this agreement. It is expressly understood and agreed that the Owner will install the signs in accordance with the attached exhibits and, further, that Owner will maintain its signs in continuously in good repair. Changes to design or manner of construction of the signs shall be made only with agreement of both parties.
3. That Owner shall install the signs at locations designated on Exhibit D-Sign Location Plan, which by this reference is made a part of this agreement. Minor locational adjustments to the designated sign locations shown on the plan may be made by Owner to improve functionality of the signs.
4. The primary content panels shall identify university buildings and parking areas as shown on Exhibit E – Destinations for Primary Panel. The secondary panels may include directions for special events, services within a larger building complex, or districts within the City, however, it is understood that the locations, events and services listed on the secondary panel will be described with a generic description rather than by brand name or with the name of a particular business. Changes to the general categories of information placed on the signs shall be made only on agreement of both parties.
5. With respect to the signage site location plan, for which an Encroachment Permit under Section 22.3 of the Municipal Code of Ames, 2010, may be issued, the Owner does hereby covenant and agree to indemnify and hold harmless the City of Ames, its officers and employees, against any loss or liability whatsoever, including reasonable attorney's fees, pertaining to any and all claims whatsoever made by any and all persons whomsoever, resulting from or arising out of the

Owner's construction, location, and maintenance of said directional signs in the area included in the site location plan.

6. It is expressly understood and agreed that nothing herein contained shall be deemed a waiver or exemption from any ordinances or amendments thereto enacted by the City of Ames; and, that the City may require the Owner, after notice and an opportunity for hearing, to remove said signs for any legitimate reason including, but not limited to safety, road rebuilding, road re-routing, or compliance with state, federal, or local law.
7. This Covenant and Agreement shall run with the land and be binding upon the successors and assignees of the parties hereto.

Dated this _____ day of _____, 2010.

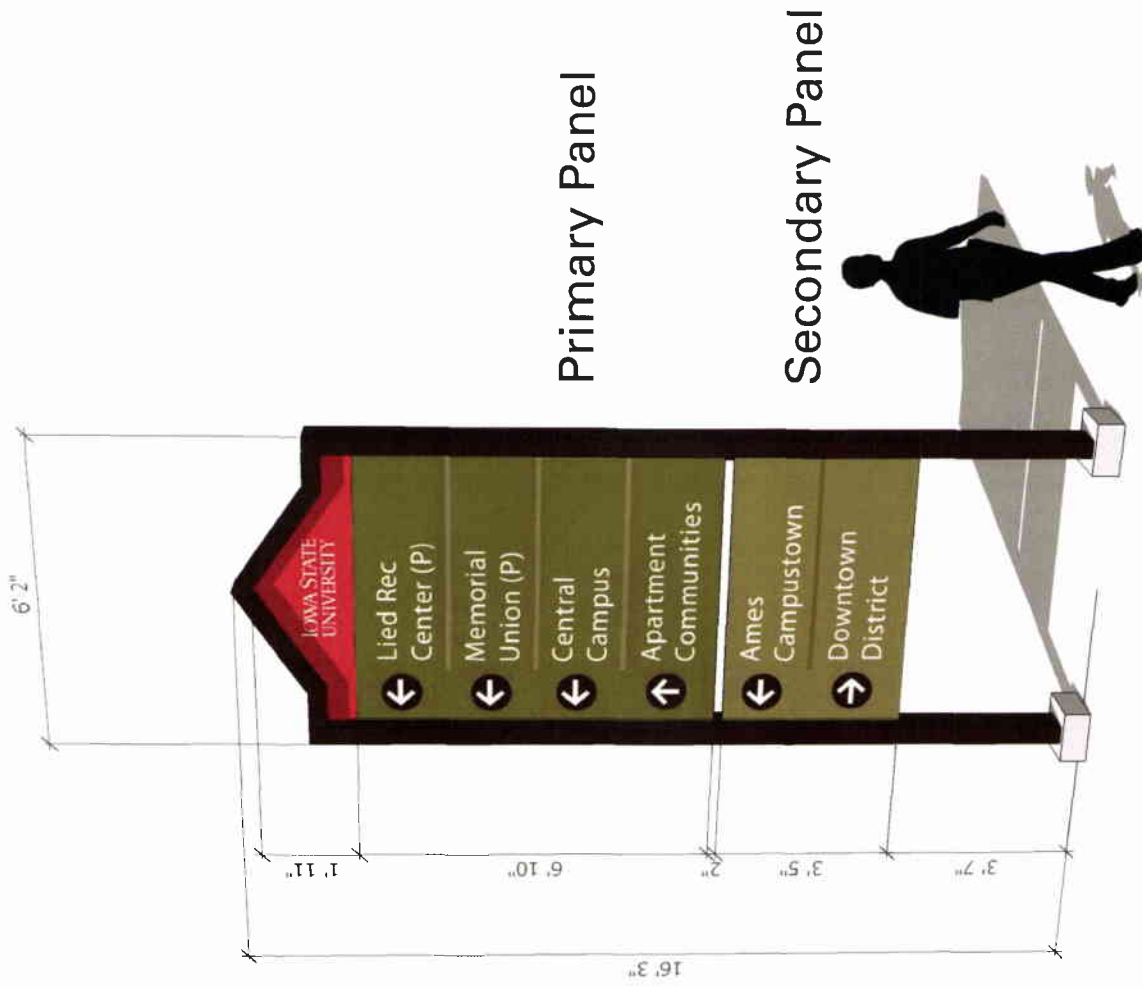
CITY OF AMES, IOWA
Ames, Iowa

IOWA STATE UNIVERSITY
Ames, Iowa

By: _____
Ann H. Campbell, Mayor

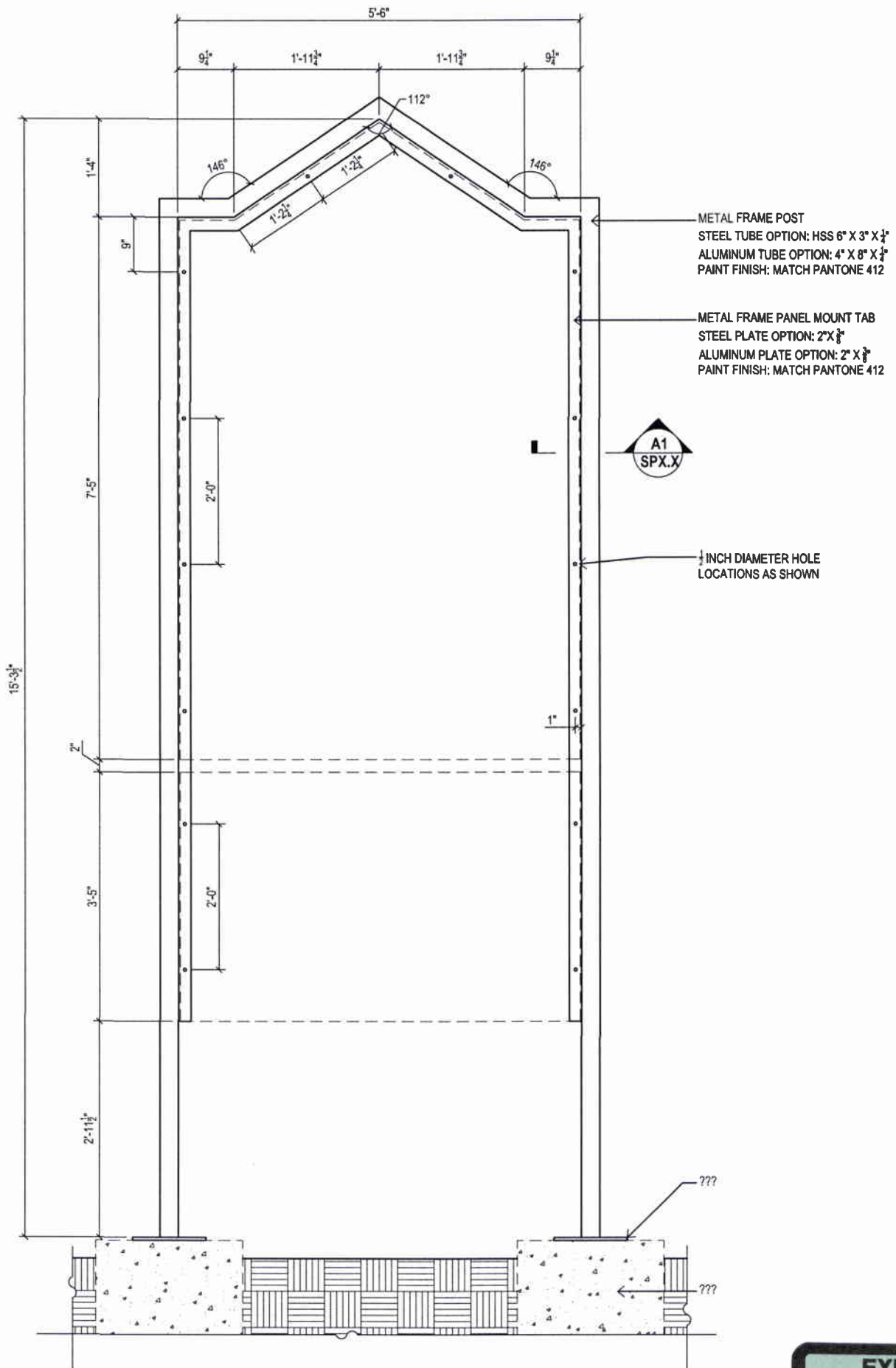
By: _____
Warren Madden
Vice President of Business
Iowa State University

APPROVED AS TO FORM
BY Judy K. Parks
JUDY K. PARKS
ASSISTANT CITY ATTORNEY



Directional Sign concept

South Campus Gateway - Phase 2
Directional Signs



A1 ELEVATION: METAL POST SIGN FRAME
N.T.S. / DO NOT SCALE

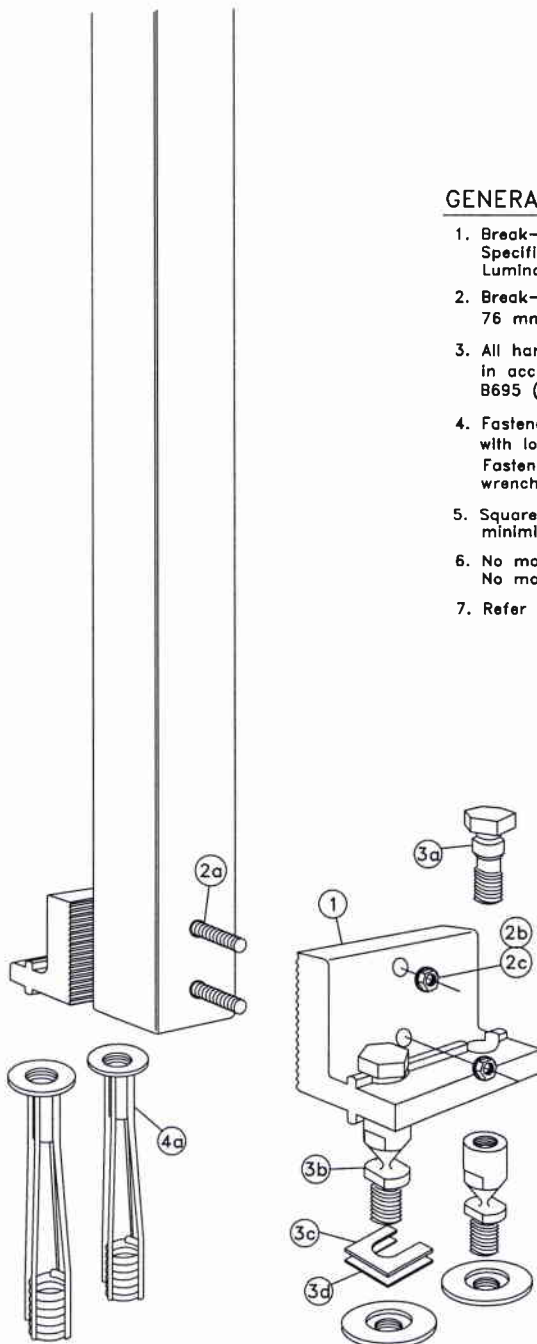


PARTS LIST

ITEM	DESCRIPTION	SIZE/SPECIFICATIONS	QTY/ POST	PART NUMBER
1	Bracket, Type AS3	6061-T6 Aluminum	2	SBAK6120
2	Bracket Hardware Assembly, Type AS3, Includes:		1	SB-AS3-2H
2a	Bolt	19.1mm(3/4")-10UNCx158.8mm(6-1/4"), Hex Head, ASTM A325, Galv. ASTM A153	2	
2b	LockWasher	19.1mm(3/4"), ANSI B18-21-1, Galv. ASTM A153	2	
2c	Nut	19.1mm(3/4")-10UNC, Heavy Hex, ASTM A563 Gr. DH, Galv. ASTM A153	2	
3	Coupling & Special Bolt Assembly, Type A, Includes:		1	SB-CALP
3a	Special Bolt	15.9mm(5/8")-11UNC, ASTM A449, Galv. ASTM A153/B695	4	
3b	Coupling	15.9mm(5/8")-11UNC, LP, AMS 6378D, Galv. ASTM A153, Polyester Coat	4	
3c	Shim	15.9mm(5/8") Horseshoe, 14 Gauge, Galv. Steel Sheet	2	
3d	Shim	15.9mm(5/8") Horseshoe, 18 Gauge, Galv. Steel Sheet	2	
4	Anchor Assembly, Type A, Includes:		1	SBAAPK
4a	Anchor	15.9mm(5/8")-11UNC, 304 S.S. Ferrule, AISI 1038 Rod, AISI 1008 Coil	4	

GENERAL NOTES:

1. Break-Safe meets all requirements of "AASHTO Standard Specifications for Structural Supports for Highway Signs, Luminaires and Traffic Signals."
2. Break-Safe Model AS3 is designed to fit 64 mm (2-1/2") and 76 mm (3") steel or aluminum square tube signposts.
3. All hardware items are American Standard sizes, gvanized in accordance with ASTM A153 (hot dipped) or ASTM B695 (mechanically applied).
4. Fasteners, except for special bolt and coupling, are installed with lockwashers, and do not have specific torque requirements. Fasteners should be secured as tight as possible with conventional wrenches, unless noted otherwise.
5. Square-up and level individual components, particularly Anchors to minimize the need for shimming between the Couplings and Anchors.
6. No more than two shims shall be placed under any one coupling. No more than three shims underneath any pair of couplings.
7. Refer to other side of page for complete Installation Instructions.



TRANSPO® 20 Jones Street
New Rochelle, NY 10801
INDUSTRIES, Inc. 914-636-1000
The Smart Solutions Company www.transpo.com

Break-Safe Model AS3
Breakaway Support System for Sign Posts

Scale: Not To Scale

Date: November 2008

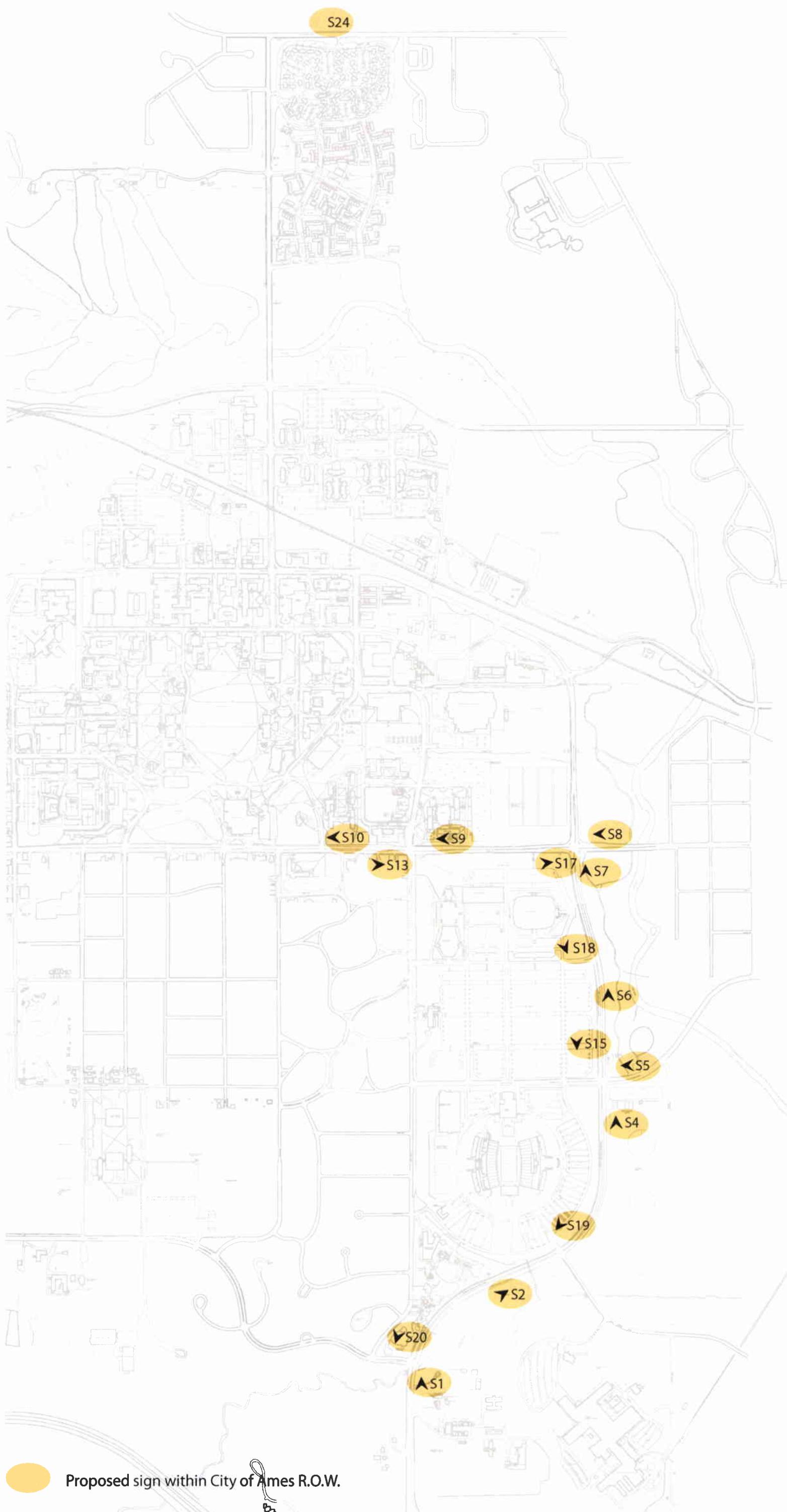
Drawing No. BS-AS3-1

Sheet: 1 of 2

Patent Nos. 4,528,786 and 5,596,845

EXHIBIT

Page 11

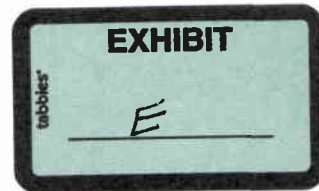


- S1 < Wallace Hall / Wilson Hall
< Ames / ISU Ice Arena
< SW Athletic Complex
- S2 < Reiman Gardens
> Veterinary Medicine
^ Visitor Information
^ Central Campus
- S4 < Jacobson Athletic Bldg
< Alumni Center
< Commuter Parking
^ Central Campus
- S5 > Visitor Information
> Central Campus
^ Jacobson Athletic Bldg
^ Alumni Center
- S6 < Hilton Coliseum
< Scheman Bldg
Brunnier Art Museum
< Stephens Auditorium
< Fisher Theater
- S7 < Central Campus
< Memorial Union (P)
^ On Campus Apartments
< Campustown
> Ames Downtown
- S8 < Reiman Gardens
< Veterinary Medicine
> On Campus Apartments
^ Central Campus
- S9 > Richardson Ct Neighborhood
> Lied Rec Center (P)
^ Memorial Union (P)
^ Central Campus
- S10 > East Campus Parking (P)
> Central Campus
^ Memorial Union (P)
^ Union Drive Neighborhood
- S13 < Richardson Ct Neighborhood
< Lied Rec Center (P)
> Stephens Auditorium
> Fisher Theater
- S15 > Jacobson Athletic Bldg
> Alumni Center
^ Reiman Gardens
^ Veterinary Medicine
- S17 > Alumni Center
> Reiman Gardens
> Veterinary Medicine
> ISU Research Park
- S18 > Hilton Coliseum
> Scheman Bldg
Brunnier Art Museum
> Stephens Auditorium
> Fisher Theater
- S19 < Veterinary Medicine
> Reiman Gardens
^ ISU Research Park
^ ISU Foundation
- S20 > Wallace Hall / Wilson Hall
> Ames ISU Ice Arena
> SW Athletic Complex
- S24 < Central Campus
< Schilleter Village Apts
< University Village Apts



Directional Signs - Destinations for Primary Panel

	Hosts events and services for new students	Hosts events and services for visitors	Student Residence	Staffed to welcome new students and visitors	Public parking for Central Campus	Total
Memorial Union and Hotel / Parking Ramp	1	1	0	1	1	4
Armory	1	1	0	1	1	4
Visitor Information Booth	1	1	0	1	0	3
Lied Recreation / Athletic Center	0	1	0	0	1	2
Hilton Coliseum	0	1	0	1	0	2
Scheman Building	0	1	0	1	0	2
Brunner Art Museum	0	1	0	1	0	2
Stephens Auditorium	0	1	0	1	0	2
Reiman Gardens	0	1	0	1	0	2
Veterinary Medicine	0	1	0	1	0	2
Lloyd Veterinary Medical Center	0	1	0	1	0	2
Veterinary Diagnostic Lab	0	1	0	1	0	2
Alumni Center	0	1	0	1	0	2
Jacobson Athletic Building	0	1	0	1	0	2
Frederiksen Court	0	1	0	1	0	2
Frederiksen Court Apartments	0	1	0	1	0	2
Frederiksen Court Community Center	0	1	0	1	0	2
Hawthorn Market & Café	1	0	1	0	0	2
Richardson Court Neighborhood	1	0	1	0	0	2
Barton-Lyon-Freeman Residence Halls	1	0	1	0	0	2
Birch-Welch-Roberts Residence Halls	1	0	1	0	0	2
Linden Residence Hall	1	0	1	0	0	2
Maple-Willow-Larch Residence Halls	1	0	1	0	0	2
Oak-Elm Residence Halls	1	0	1	0	0	2
Union Drive Neighborhood	1	0	1	0	0	2
Friley Hall	1	0	1	0	0	2
Heiser Hall	1	0	1	0	0	2
Martin Hall	1	0	1	0	0	2
Eaton Hall	1	0	1	0	0	2
Wallace Hall / Wilson Hall	1	0	1	0	0	2
Buchanan Residence Hall	1	0	1	0	0	2
Schiller University Village	1	0	1	0	0	2
Schiller Village Apartments	1	0	1	0	0	2
SUV Community Center	1	0	1	0	0	2
University Village Apartments	1	0	1	0	0	2
East Campus Parking Deck	0	1	0	0	1	2
Enrollment Services Center	1	0	0	1	0	2
Veenker Memorial Golf Course	0	1	0	0.5	0	1.5
Ames/ISU Ice Arena	0	1	0	0.5	0	1.5



Destinations for Primary Panel

South Campus Gateway - Phase 2
Directional Signs