



**AGENDA
REBRANDING COMMITTEE
MAPLE PLAIN CITY HALL
January 20, 2026
6:00 PM**

1. DISCUSSION

- A.** Park City Signage
- B.** Rebranding Meeting Cadence



Executive Summary
City Council Workshop

AGENDA ITEM: Park City Signage
PREPARED BY: Kevin Larson, Assistant City Administrator
RECOMMENDED ACTION: Discussion

Park Signage Discussion

A recommendation was made to revisit the park signage design. The objective was to look at alternatives to the straightforward park signs. Staff obtained quotes for monument signs and decorative signs alternatives for the parks.

Park Monument Sign

When speaking to Scenic Sign, the prevailing recommendation to the City was to have a monument sign that is a minimum of 3' wide and 4' tall. A smaller 2' x 3' monument would get lost within the parks. For an overarching cohesive look, the park monuments would mirror the welcome signs. Scenic Sign quoted these monuments at \$8,495 each for materials and installation. Mockups of this option can be found in exhibit A.

Park Decorative Sign

Based on discussion on potential options for decorative signs, I obtained quotes for two designs. Both designs have black square posts. The first design has the city logo separate from the park name. The cost for each sign with this design is \$3,195 for materials and installation. The second design has the city logo and park name combined in one sign. The cost for each sign with this design is \$3,395 for materials and installation. Mockups of this option can be found in exhibit B & C.

Park Straightforward Sign

For a point of reference, Advantage Signs & Graphics can only provide a straightforward sign and components. Installation would be conducted by public works or volunteers. The cost for each sign materials is \$214. Mockups of this option can be found in exhibit C.

Quote Review

Provider	East bound Entrance	West bound Entrance	Parks - Cost Per Sign	Reface Electric Sign
Scenic Sign	\$ 25,925	\$ 23,745	\$ -	\$ 2,655
Park Monument Signs 3' x 4'			\$ 8,495	
Park Decorative Post Signs version 1			\$ 3,195	
Park Decorative Post Signs version 2			\$ 3,395	
Straightforward Park Sign	\$ -	\$ -	\$ 214	\$ -

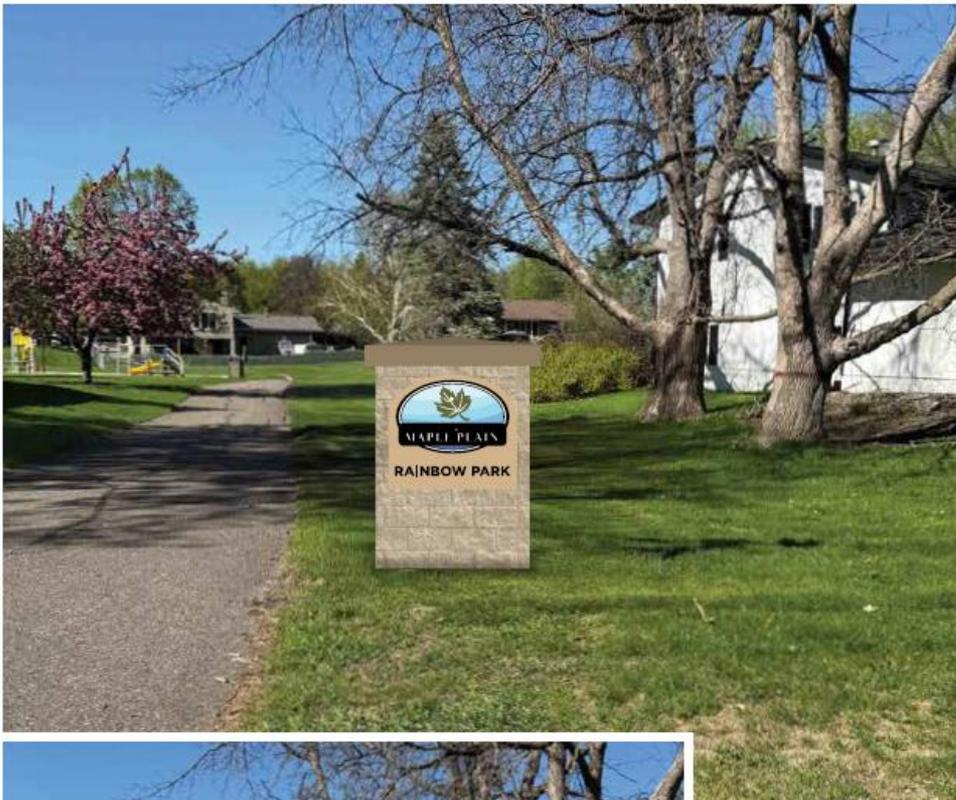
Direction needed:

Staff is seeking committee discussion regarding the direction of the design of the park signs and determine the best course of action to bring it to a workshop.

Exhibit Reference

- A. Monument Sign Design
- B. Decorative Sign Design 1 – separate logo and park name
- C. Decorative Sign Design 2 – combined logo and park name
- D. Straightforward Sign Design

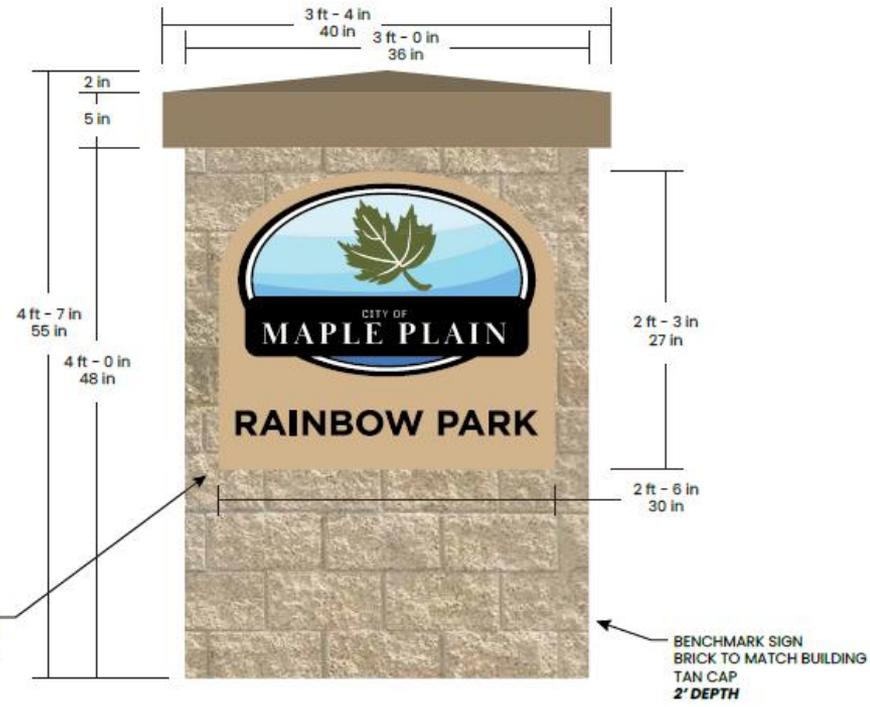
Section 1, Item A.



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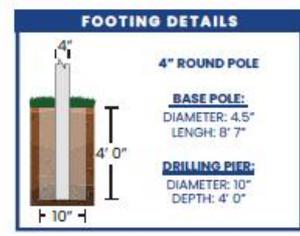


BEFORE - NOT TO SCALE



ROUTED SIGN
3MM EPANEL
DIGITAL PRINT VINYL

BENCHMARK SIGN
BRICK TO MATCH BUILDING
TAN CAP
2' DEPTH

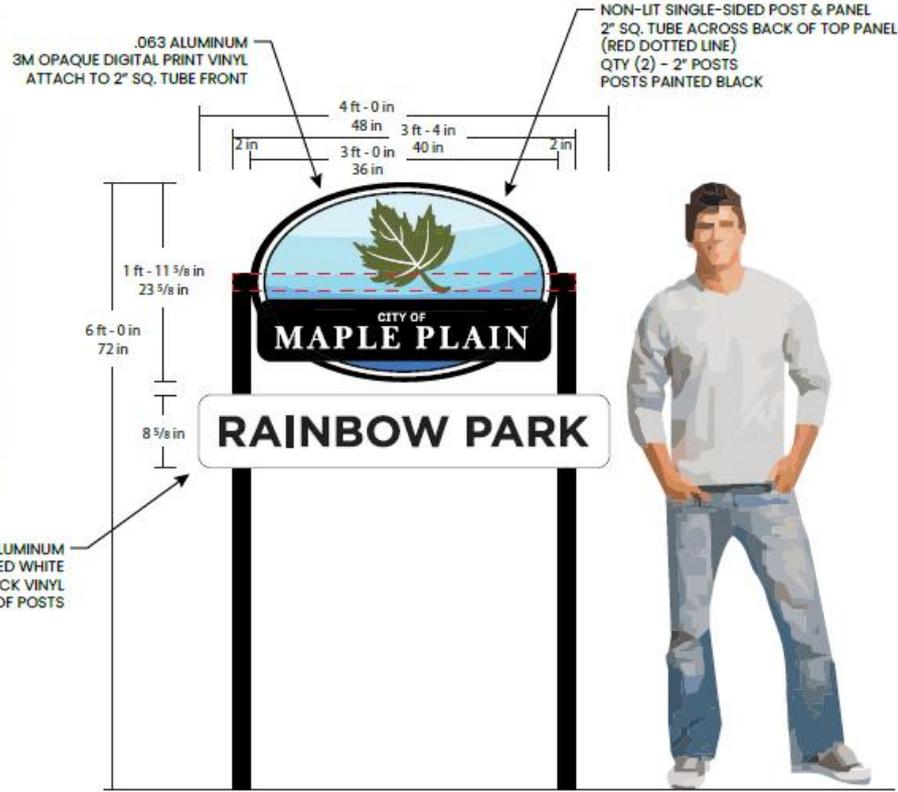


Section 1, Item A.



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Section 1, Item A.



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BEFORE - NOT TO SCALE



Park Signs Design





Executive Summary
City Council Workshop

AGENDA ITEM: Rebranding Meeting Cadence
PREPARED BY: Kevin Larson, Assistant City Administrator
RECOMMENDED ACTION: Discussion

As the committee is morphing to be more involved in the communication process, I thought it would be good to discuss the possibility of getting a standing meeting set up.

The purpose of the meeting would be to discuss our publication cycle and the content we should release. i.e. leaflet topics, social media posts, and the electric sign.