



AGENDA
CITY COUNCIL - REBRANDING
MAPLE PLAIN CITY HALL
June 02, 2025
4:30 AM

1. DISCUSSION

A. City Signage Replacement Project Discussion

2. FUTURE WORKSHOP TOPICS

A. Budget and Initial Designer Discussion

B. Designer Concepts

C. Design Edits

D. Final Drawings

E. Permitting and Installation

F. Future of the Rebranding Committee



Executive Summary

City Council – Rebranding Committee

AGENDA ITEM: City Signage Project

PREPARED BY: Kevin Larson – Assistant City Administrator

RECOMMENDED ACTION: Discussion & Decision

Summary:

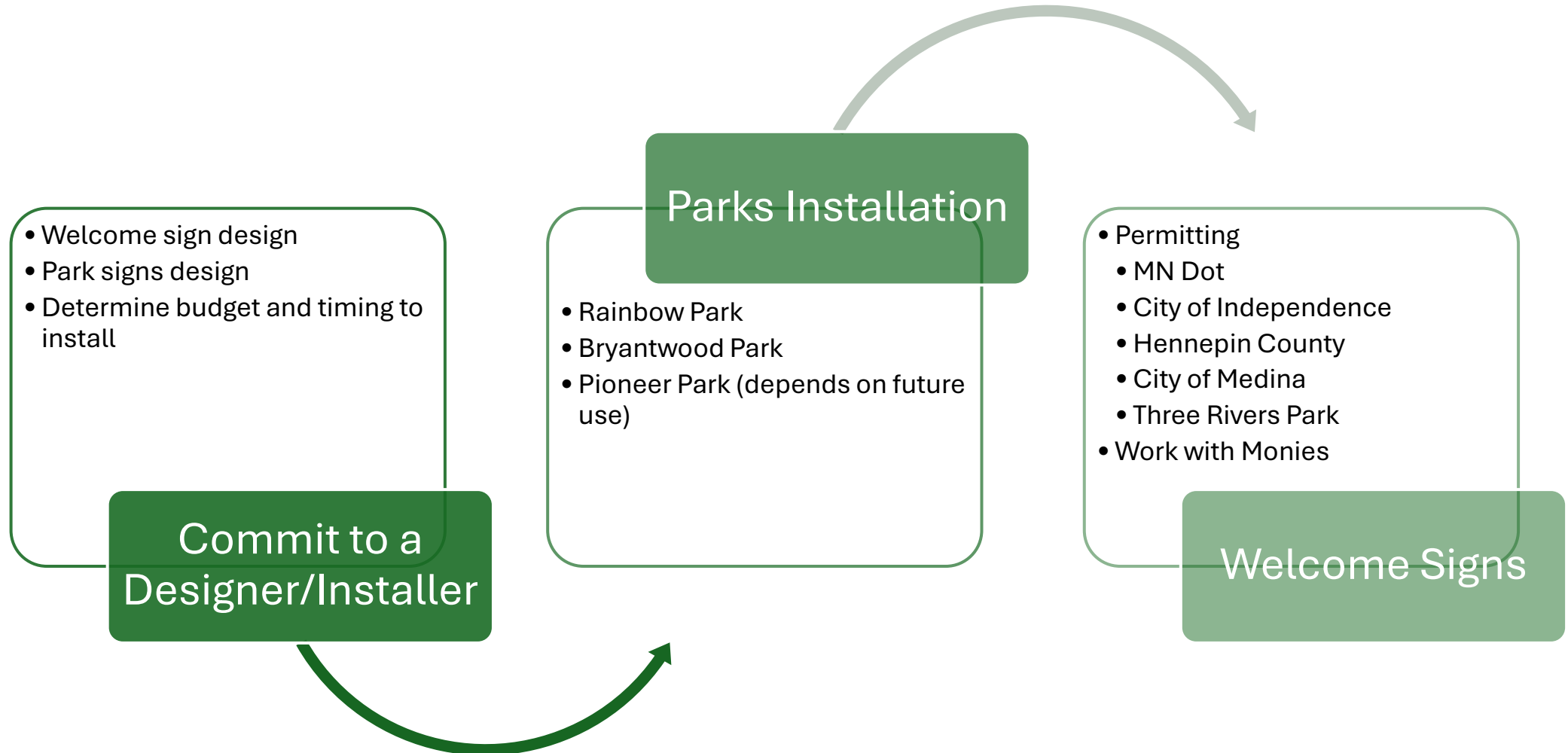
The Committee will discuss the next steps for replacing city signage in the parks and the welcome signs. In addition to Bolton and Menk, staff spoke with three design and installation contractors to discuss the design process, capabilities, and initial ideas for the signage.

- The design process will consist of an initial design concept discussion, two rounds of edits, and final drawings.
- Park signage installation will involve removing existing signage and installation.
- Welcome signs will require additional permitting from outside entities.
 - US Hwy 12 Eastbound: the current sign is technically on the highway right of way and in the City of Independence. We will need to pull ROW permits and sign permits with Independence.
 - US Hwy 12 Westbound: the current sign is on Monies property, and we will need to get their approval to replace the sign.
 - CR 19 Southbound: The sign is on the right of way of the county road, in the city of Medina and on Baker Park land. We will need to pull ROW permits with the County, sign permits with Medina, and land access permits with Three Rivers Park.

Staff is looking for direction with designers and execution/budgeting timelines.

City Rebranding City Signage Project

City Sign Replacement Next Steps



Designer process

- Design concepts
- At least two rounds of edits (based on committee feedback)
- Prepare/present final drawings with material specifications, finishes and pricing

Designers and Installers

Bolton and Menk

- Design cost \$16,000
- Current municipal engineer

Spectrum Sign

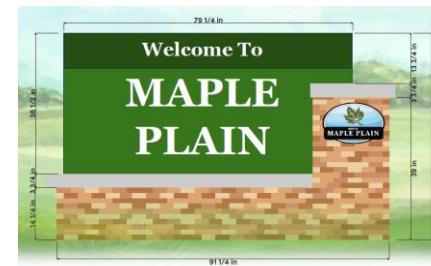
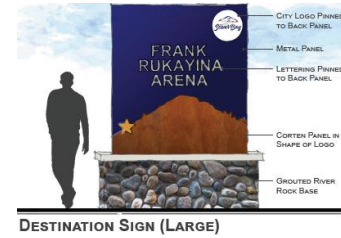
- Design cost \$3,000 (upfront)
- Aspirational in design concepts
- Experts in traditional masonry.

BMS Signs and Printing

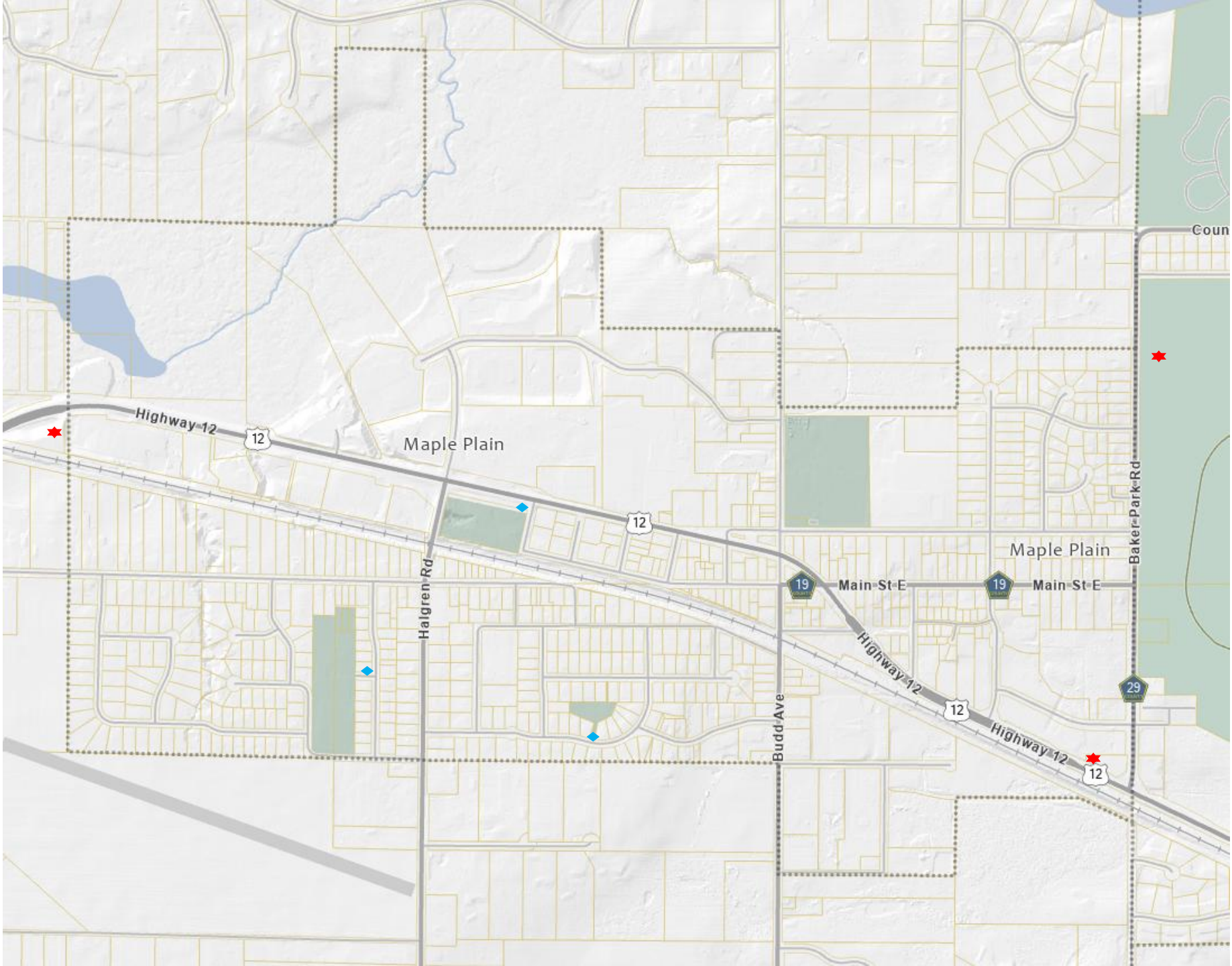
- Design cost incorporated in the final design.
- Will work with any material.
- Eager to work with the City. They already have mockups.

Scenic Sign Corporation

- Design cost incorporated in the final design
- Created the electric sign.
- Understands Maple Plain and is realistic with our space.



APPENDIX



Legend

- ◆ = City Park Signs
- ★ = Welcome Signs

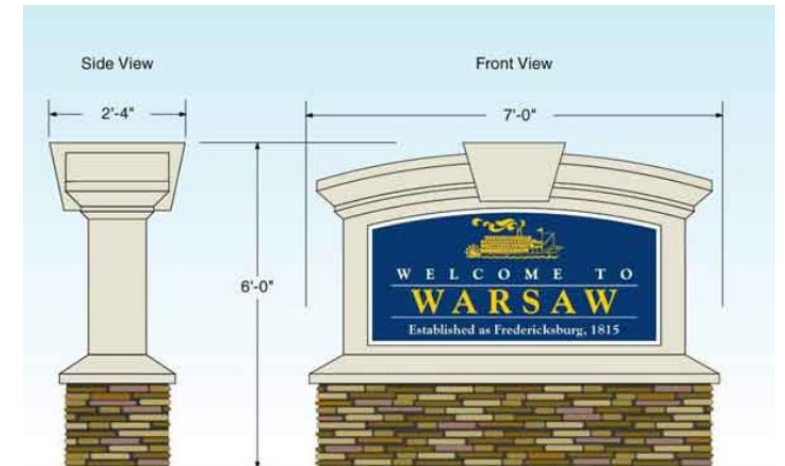
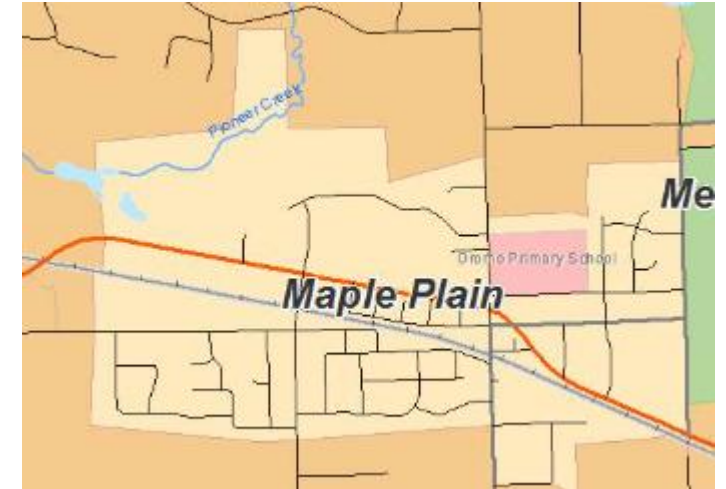
City Park Signs



Welcome to the city signage

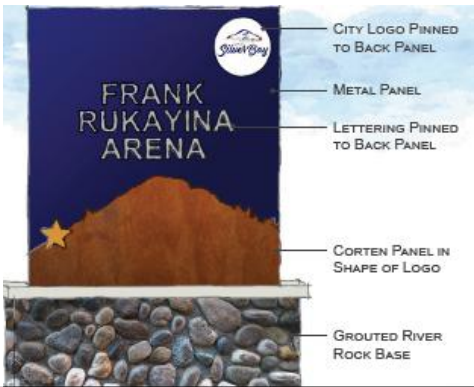


Section 1, Item A.

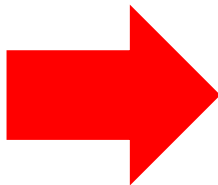


Community Signage

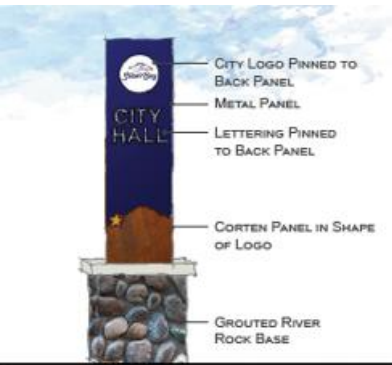
Welcome to Maple Plain Signs



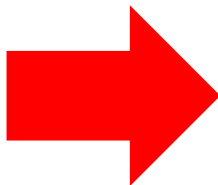
DESTINATION SIGN (LARGE)



City Park Signs



DESTINATION SIGN (SMALL)



Examples



**BOLTON
& MENK**

Real People. Real Solutions.

263

Section 1, Item A.

Suite 200
Chaska, MN 55318-1172

Ph: (952) 448-8838
Fax: (952) 448-8805
Bolton-Menk.com

January 10, 2025

Mr. Kevin Larson, Assistant City Administrator
City of Maple Plain
5050 Independence Street
Maple Plain, Minnesota 55359

RE: Community Wayfinding Signage Study

Dear Kevin:

As a follow up to our phone conversation, I am providing a proposed scope of services and associated estimated costs to provide conceptual planning / design services for community wayfinding signage that identifies a unified community theme.

We have developed a project approach that is rooted in three primary goals:

- Provide Creative, Unique, Holistic, and Appropriate Solutions Consistent with Maple Plain's Visions
- Maximize Value and Cost Effectiveness
- Build Community Consensus

The following describes our detailed approach to your projects. This approach represents our recommendations based on our present understanding of the projects and may be modified as necessary.

Project Approach

Wayfinding signage Development

Character Generation: Collect precedent character imagery that describes a range of conceptual alternatives, material / finish options and scale that is appropriate for the Maple Plain wayfinding signage.

- Imagery Board(s)
 - 24" x 36" design imagery boards

Mapping: Understanding where wayfinding signage is needed, what it represents and at what scale is appropriate for the City of Maple Plain, to help drive concept development.

- Prepare proposed wayfinding signage location map
 - 24" x 36" signage opportunity map

Concept Development: Prepare conceptual designs for three (3) different signage families that include three (3) different levels / scales of wayfinding signage. The different levels of signage will include:

Name: Community Wayfinding Signage
Date: 1/10/2025
Page: 2

- Pedestrian scale/pole mounted directional signage
 - Kiosk or informative panel sign
 - Directional/street sign
- Vehicular scale
 - Roadside / destination signage
- Gateway / monument
 - Larger, architectural monument / corridor marker
 - Gateway / monument

Refinement: Upon City/Committee review, we will refine the preliminary concepts into a preferred signage family concept. This preferred alternative will incorporate elements of preliminary concepts, based on feedback from city and stakeholder input.

- Prepare preferred concept alternative for each signage scale / level indicated above.

Deliverables:

- Concept Imagery Board(s)
- Proposed Signage Location Map
- (3) Preliminary Signage Family Concepts
- Preferred Signage Family Concept

City Meetings / Stakeholder Outreach

Understanding the needs and concerns of City staff, stakeholders and the community will be critical to the success of the project. It is important that proposed improvement plans are fully vetted by all parties involved and that the preferred design direction is backed by public support. The following identifies meeting and outreach opportunities anticipated during this planning process.

- City Staff /Stakeholder Review Meetings (2)
 - Review project progress at critical project milestones
- Staff /Stakeholder Council Workshop (1)
 - Review preliminary wayfinding signage and concepts
- Stakeholder Meetings (Up to three)
 - Meet with critical stakeholders and discuss project elements that may affect specific stakeholders and user groups. At least one meeting will be in-person, the other two meetings are anticipated to be virtual.

The Bolton & Menk design team is fully committed to completing this project in a timely manner. A complete schedule, identifying critical milestone deadlines and tentative meeting dates will be developed and provided to the City for review.

Estimated Fees

Community Wayfinding Signage Study.....\$16,000

Name: Community Wayfinding Signage

Date: 1/10/2025

Page: 3

Please review the above proposed scope of services and fees. Should the scope of services not meet your objectives, please contact me and we can modify the scope and adjust the fees accordingly.

We look forward to working with you for the successful completion of an integrated community wayfinding study.

Sincerely,

Bolton & Menk, Inc.

A handwritten signature in black ink that reads "Matt Bauman". The signature is written in a cursive, flowing style.

Matthew S. Bauman, P.E.

Project Manager / Assistant City Engineer

Attachments: Example Final Deliverable