

**TO:** City Council  
**FROM:** City Manager and Staff *RBeck*  
**DATE:** November 16, 2005  
**RE:** Downtown Signage Plan

Source:  
Raymond Beck

EXECUTIVE SUMMARY:

Attached is a letter from the District regarding a downtown signage plan. The SBD is interested in informally discussing their proposed sign plan prior to their proceeding.

SUGGESTED COUNCIL ACTION:

Schedule a meeting with the District as a part of a future work session.

Fiscal Impact

YES

NO

Other Info.

Council  
11/16  
Info  
Beck

# THE DISTRICT

Columbia Special Business District • Central Columbia Association

November 14, 2005

Dear Mr. Beck:

Last year, the Columbia Special Business District (SBD) was moving into the next phase of their District-wide beautification project. The basis for the project started with a comprehensive signage system that was determined to be an integral part of the current beautification efforts. Ensuring that people can find their way to various locations throughout **The District** will encourage further economic prosperity, increase the use of public parking garages, make foot travel easier, and promote **The District** as a destination for both residents and tourists. Furthermore, the removal of unnecessary signs and the creation of attractive yet functional signs will give an aesthetic boost to the area.

Signage or wayfinding systems in other cities were studied—specifically those in Philadelphia, New York, Washington DC and Houston—and it was determined that Columbia needed a unique approach based on its size, its individual needs and other factors.

The SBD Signage Committee held several discussions designed to determine what types of signs were needed, where they should be placed, and how they could reflect the “feel” of **The District**. Next, the Sign Committee met and chose three design teams, reviewed each team’s proposal and voted for Diggitt Graphics because of their sensitivity to historical context of downtown Columbia and their designs fit SBD’s goals.

Both the SBD and the Sign Committee are pleased at the results of the process and look forward to this project promoting a cohesive image of downtown as a welcoming and exciting place to shop, dine, work and live.

If you have any further questions, please don’t hesitate to contact me.

Best wishes,



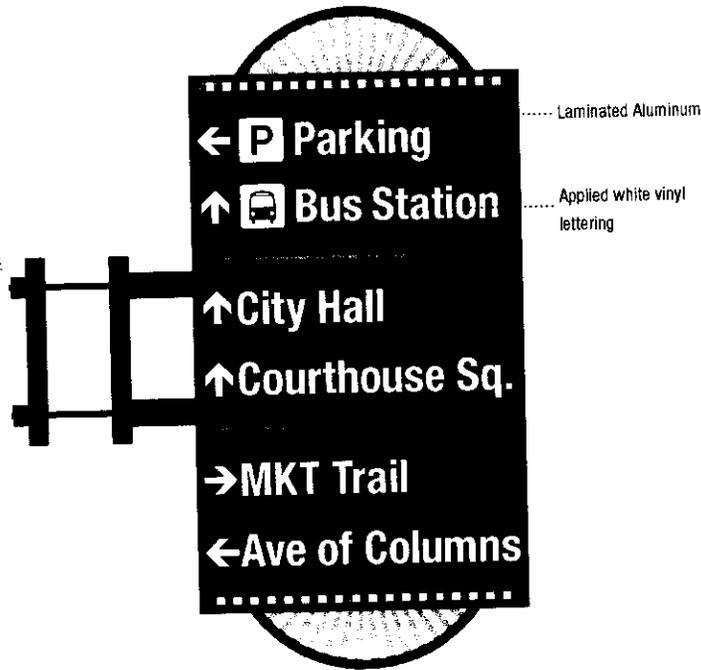
Carrie Gartner  
Director  
Columbia Special Business District

Cc: Paula Hertwig-Hopkins

**NOTE:**

Because of the size of the sign, special care will have to be given to the design of the mounting brackets.

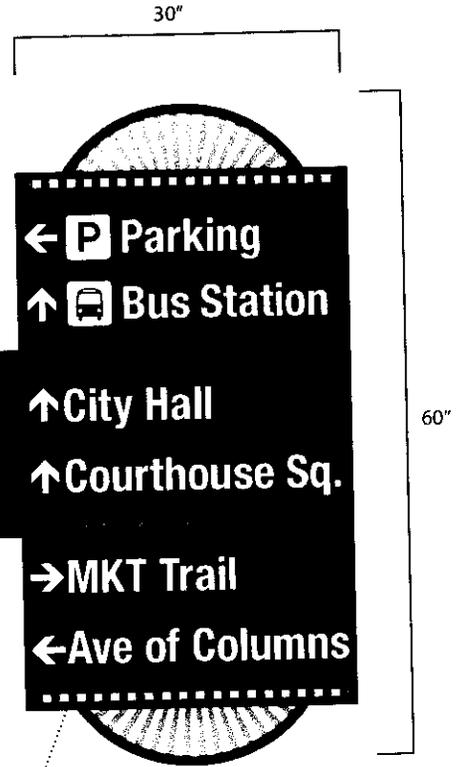
Mount will have to be drilled through pole without damage to light wiring

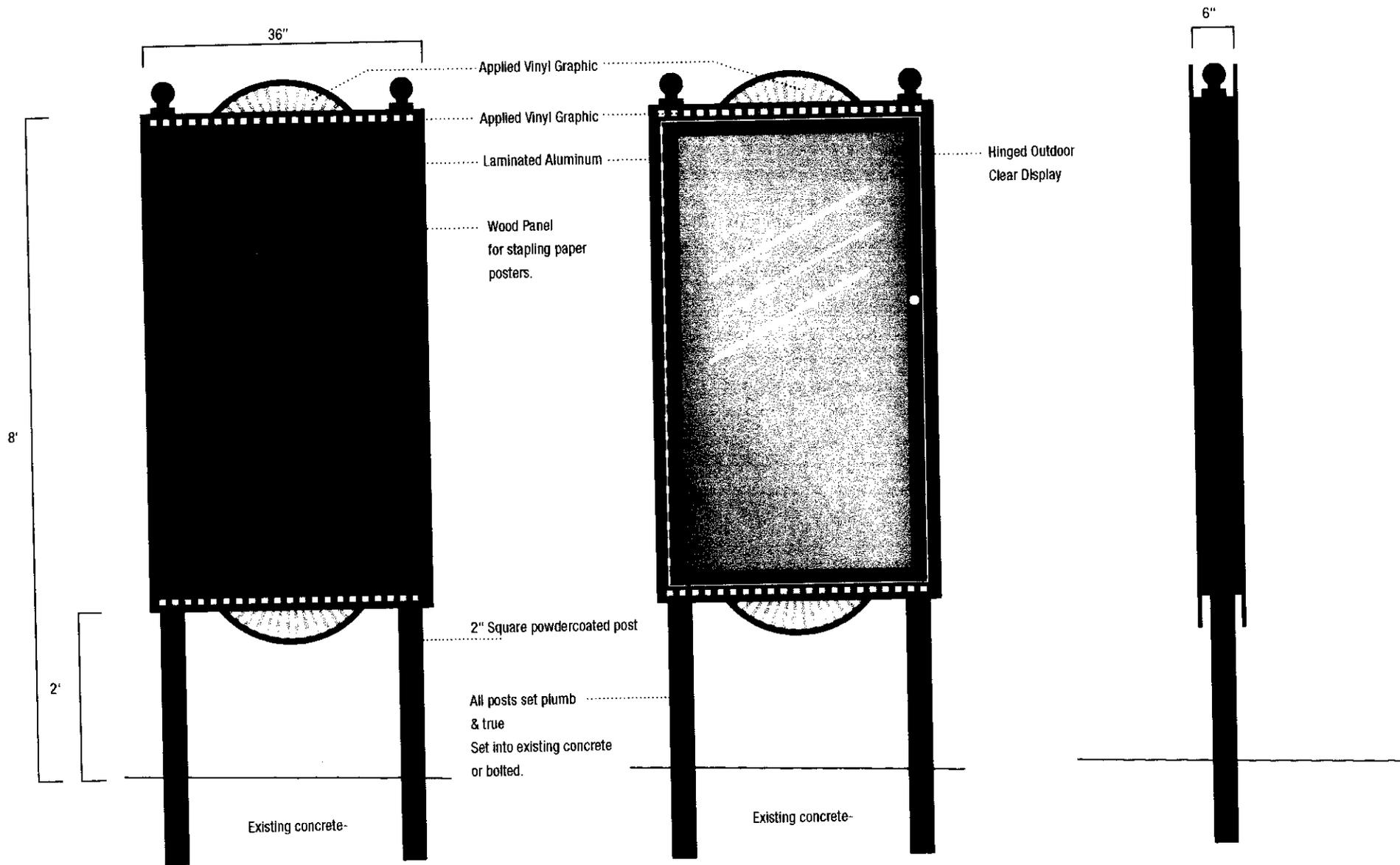


Laminated Aluminum plate hides mounting clamps

15"

Applied Graphic





Poster Kiosk  
8/15/05

