



## DEPARTMENT OF COMMUNITY DEVELOPMENT SERVICES

*Economic Development Division*

### **m e m o r a n d u m**

**TO:** Urbana Public Arts Commission

**FROM:** Christina McClelland, Public Arts Coordinator

**DATE:** June 9, 2011

**SUBJECT: Downtown and Royer District Brochure Rack**

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### **Background**

During the April 12, 2011 meeting of the Urbana Public Arts Commission, Alderman Dennis Roberts gave a presentation on incorporating signage acknowledging the Joseph Royer Arts and Architecture District into the Signage and Wayfinding Plan. Following this presentation, the Downtown and Royer Subcommittee met to discuss various ways that signage could be used to promote and enhance this district. One idea that emerged from that meeting was the installation of a directory sign at the northeast corner of Main Street and Race Street to promote the Joseph Royer Arts and Architecture District and downtown in general.

Another idea that emerged during this meeting was the installation of a brochure rack and sign in one of the covered stairway areas in the parking garage on Broadway and Elm Street. The idea was that this would make information about businesses, arts organizations, and events easily accessible to visitors of the Downtown area.

### **Discussion**

Staff has been researching the possibility of these ideas, including the cost of a directory sign, the various brochure rack options and prices, as well as consulting with Public Works staff on safety and logistic issues for installation. In working with members of Public Works and the City's signage consultant team, it was determined that the approximate cost of a directory sign is \$8,700, which would be in excess of funds budgeted for this project. Additionally, the northeast corner of Main Street and Race Street is a problematic location for a directory sign in that there could possibly be visibility issues and the intersection is going to be redesigned as part of an upcoming road project. One possibility related to Royer signage is for the effort to be included as part of a larger upcoming City signage and wayfinding program.

Related to the installation of a brochure rack in the parking deck, Public Works staff brought up several potential issues of maintaining brochures and potential vandalism. It was suggested that possibilities for marketing and promotion at existing venues should be explored as an alternative to a new brochure rack in the parking deck. Those might include the Urbana Business Association office, Urbana City Hall, Lincoln Square Village, the Urbana Free Library, and

others.

## **Recommendation**

Staff should continue to work with the Downtown and Royer subcommittee and the Public Arts Commission to explore possibilities to market and promote the Joseph Royer Arts and Architecture District and downtown Urbana in general related to awareness and tourism for the many cultural offerings of Downtown Urbana.