



Public Works Transportation

DATE: April 4, 2016
TO: Honorable Mayor and Council
THROUGH: Kevin Phelps, City Manager
FROM: Jack Friedline, Director, Public Works
SUBJECT: Response to Council Item of Special Interest - Downtown Glendale Directional Signs

This memorandum is in response to a Council Item of Special Interest raised by Councilmember Aldama at the February 16, 2016 Council Workshop regarding the addition of directional signs to Grand Avenue for downtown Glendale businesses.

A review of current signing in the downtown area found that there are two existing signs along Grand Avenue approaching downtown Glendale. One sign is for southeast-bound Grand Avenue in advance of Myrtle Avenue directing people going to downtown Glendale to use Myrtle Avenue. The other is for northwest-bound Grand Avenue prior to 57th Drive directing travelers going to downtown Glendale to use 57th Drive. Both of these are standard guide signs (white text on a green background) and fall within the Arizona Department of Transportation (ADOT) right-of-way since Grand Avenue is owned, operated and maintained by ADOT.

Staff has identified several possible options for enhanced signing for downtown businesses and amenities. First is the Grand Canyon State Logo Sign program. This is a program that is administered by ADOT along state highway facilities. Currently the program is in place for urban freeways such as I-17, I-10, and SR-101L and allows for qualified businesses to purchase logo advertising for travel-related businesses such as food, gas, lodging, camping, 24-hr pharmacies and attractions. This program is not currently in place along US-60 (Grand Avenue); however, should Council wish, staff could approach ADOT about expanding the program.

A second option would be to develop a comprehensive wayfinding sign program for downtown Glendale that directs residents and guests to the various commercial, historic, and public service amenities in downtown Glendale. These signs could be placed along each of the major corridors leading into downtown including 59th, Glendale, and Grand avenues. Several possible approaches to a wayfinding sign program could be developed and brought forward to City Council for their consideration if this option is preferred. It is important to note that any signing along Grand Avenue would need to be coordinated with ADOT and likely the BNSF Railroad based on right-of-way limits.

Lastly, both options could be pursued in an effort to provide maximum coverage for downtown businesses and services.

If you have any questions, please feel free to contact me at (623) 930-2610.