

Staff Report

July 21, 2024

TO: Honorable Mayor and Members of the Town Council
FROM: Merrill Buck, Town Engineer
RE: Presentation Regarding the Back Side of the Loomis Welcome Sign

Recommendation

Staff recommends that the Town Council receive a presentation on options for the back side of the Loomis Welcome Sign, consider public comment, and then provide input and direction to staff.

Issue Statement and Discussion

The Loomis Welcome Sign project was completed in March 2024, although staff is still working with the Union Pacific Railroad to get permission to run power for accent lighting. There was discussion at a prior Council Meeting about possibly doing something with the blank white space on the back side of the sign.

Staff ideas for addressing the back side include:

- Permanent artwork with or without a message
- Message only perhaps with the Town logo or We Love Loomis logo
- Use the space to install seasonal or event specific vinyl banners
- Some combination of the above
- Duplicate what was done on the front, on the back.

Artwork

If permanent artwork on the backside of the signboard is desired, two approaches come to mind. The first would be to use the original Welcome Sign artwork that was proposed as a mural (See Attachment A). This was not selected for the front of the sign because the picture was deemed too busy and would distract from the desire to have an actionable message, which became "Discover Loomis". On the backside, however, the emphasis is not so much on a message, and so artwork in the form of a mural might work well.

Another approach for generating concepts for permanent artwork could be to host an art competition, where people in the community could be asked to come up with artwork ideas that they feel are representative of Loomis. This might result in some great ideas, especially with AI as a tool to assist people in generating concept art. A small cash prize to the top design(s) could perhaps be offered as an incentive for people to take the competition seriously and create nice work. The downside and risk to this approach might be a feeling that the top selection would have to be installed, no matter what, even if it was deemed underwhelming.

Message

Ideas for a message on the backside of the signboard, in conjunction with artwork, include:

“Thank You for Visiting Loomis” – While this is commonly used as a “backside” message, the signboard isn’t really near the Town Limits. From the perspective of somebody using Sierra College Boulevard southbound to get to Costco, for example, the backside of the sign is what they see when *arriving* in Loomis, not leaving.

Other ideas might include “Welcome to Loomis”, “Enjoy Loomis”, or repeating “Discover Loomis” as a more neutral message where you don’t have to worry about directional orientation.

Seasonal Banners

Installing vinyl banners on corner hooks, on the backside of the sign, could be used if a less permanent, or event-specific approach to artwork was desired. Promoting events like the Summer Concert Series, for example. These sign banners could also be designed to complement seasonal banners placed on the Downtown streetlights. As suggested earlier, a design competition might be used as a way of generating banner artwork ideas, as well.

Financial and/or Policy Implications

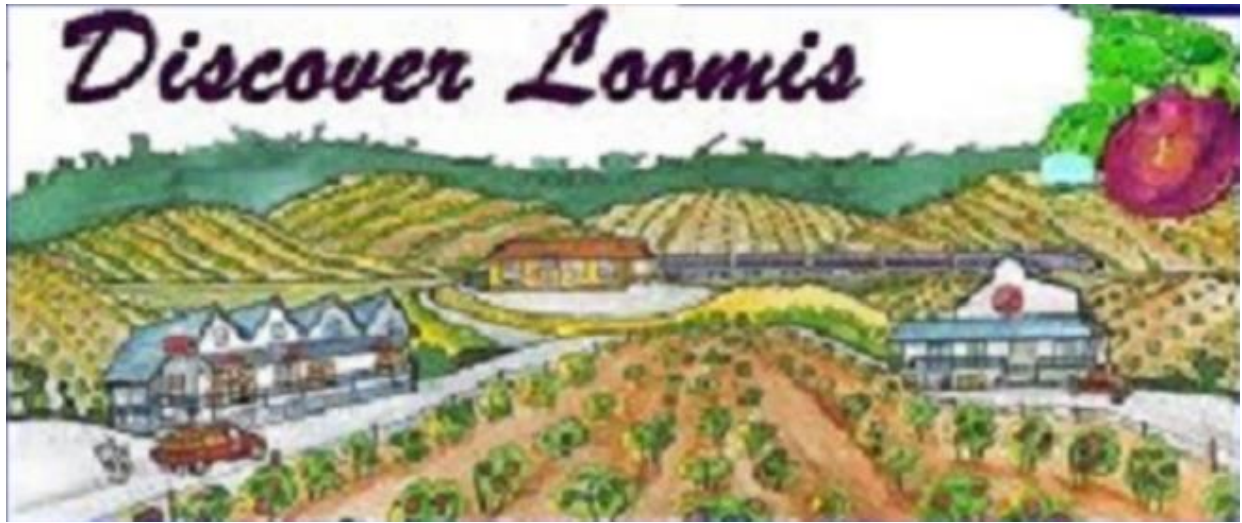
The cost to install artwork as a digital print on the backside of the vinyl panels was quoted as being about \$1,800. To have a vinyl banner printed for installation is estimated to be around \$250.

Attachment

- A. Sign Concepts

Attachment A

Original Artwork:



Signboard Backside:



Possible Messages / Logos:

Discover Loomis

Welcome to Loomis

Enjoy Loomis

Thanks for Visiting Loomis

