



AGENDA SUMMARY REPORT

To: Honorable Mayor and Council Members

From: Dusty Duley, City Planner

Agenda Title: ADOPT RESOLUTION AUTHORIZING AND REQUESTING INSTALLATION OF DIRECTIONAL SIGNAGE TO DOWNTOWN WILLITS ON U.S. HIGHWAY 101 AND STATE ROUTE 20

Type: Presentation Consent Regular Agenda Public Hearing Urgent Time: 10 min.

Summary of Request: City staff has been working with Caltrans to explore possibilities for additional signage on U.S. Hwy 101 and State Route 20 to help motorists identify and find City services and attractions, including Downtown Willits.

Staff is proposing to install new "Downtown Willits" directional signs prior to the North Main Street (Exit 573) northbound and southbound off-ramps, along with additional off Highway signs, to direct motorists into the Downtown area. Staff is also proposing to install a directional sign on State Route 20 prior to its intersection with Main Street to alert motorists of our Downtown area. Final location, number and size of permitted signs will be determined by Caltrans staff.

Caltrans regulations require a City adopt a resolution requesting installation of such signs. This is the first step in the process of installing signage on Highway 101 and Route 20 to guide motorists to our Downtown area. Staff will request to meet with Caltrans in the field to determine the allowable number of "Downtown Willits" signs as well as their size and location.

The cost to the City to fabricate and install the signs (request anticipated to be two exit signs, two smaller off-ramp signs and two directional signs) is estimated to be \$10,000. It is anticipated that the City will save time and possibly money by taking the lead on having the signs fabricated to Caltrans standards and hiring a contractor to install the signs, in-lieu of waiting to have the signs prioritized by Caltrans, as staff understands they currently have a backlog queue.

The addition of these new "Downtown Willits" should help direct and focus driver attention to the Downtown area. By attracting motorists to our Downtown area, the City would be supporting local businesses and our local economy. Staff will continue to work towards establishing additional off-highway directional signage to direct motorists to individual attractions within the City.

Recommended Action: Adopt resolution authorizing and requesting the installation of directional signage on U.S. Highway 101 and Route 20 to Downtown Willits and authorize City Manager or her designee to execute all related documents.

Alternative(s): Do not adopt the resolution authorizing and requesting the installation of directional signage to Downtown Willits on U.S. Highway 101 and Route 20.

Fiscal Impact: The cost to the City is estimated to be up to \$12,000 to include fabrication and installation of signs as well as cost of Caltrans encroachment permit.

Personnel Impact: Approximately 10 hours of staff time would be required to facilitate the installation of requested signage.

Reviewed by: City Manager City Attorney Finance Director Human Resources Risk

Council Action: Approved Denied Other: _____

Records: Agreement Resolution # _____ Ordinance # _____ Other _____

RESOLUTION NO. 2017-_____

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WILLITS REQUESTING INSTALLATION OF SIGNAGE ON U.S. ROUTE 101 AND STATE ROUTE 20 FOR THE PURPOSE OF GUIDING MOTORISTS TO DOWNTOWN WILLITS

WHEREAS, the California Department of Transportation (Caltrans) follows the California Manual of Uniform Traffic Control Devices (CAMUTCD); and

WHEREAS, the City Council, in accordance with the CAMUTCD, desires the placement of additional signs on U.S. Route 101 in both directions, as well as on State Highway 20, to guide motorists to Downtown Willits; and

WHEREAS, the City Council designates the North Main Street (Exit 573) as the main northbound and southbound exit to direct motorists into the Downtown area; and

WHEREAS, CAMUTCD regulations requires that “the city shall adopt a resolution requesting installation of signs on specific State highways for the purpose of guiding motorists to the city’s civic center area, otherwise commonly referred to as downtown, central business district, city center, or city hall. The resolution shall include the appropriate wording for the legend on the sign.”

NOW, THEREFORE BE IT RESOLVED, that the City Council of the City of Willits requests the installation of signs directing motorists to Willits civic center and downtown area. These signs shall read “Downtown Willits”. As permitted by CAMUTCD regulations, there shall be one sign in each direction of U.S. Route 101. The signs directing northbound and southbound motorists to the downtown area shall be located prior to motorists’ arrival at the North Main Street exit. One sign shall also be located on State Route 20 directing eastbound motorists to the downtown area.

BE IT FURTHER RESOLVED, that the City Council of the City of Willits finds that this request satisfies all requirements of the California Manual of Uniform Traffic Control Devices Section 2d.37 Destination Signs (D1 Series).

The above and foregoing Resolution was introduced by Councilmember _____ seconded by Councilmember _____, and passed and adopted at a regular meeting of the City Council of the City of Willits, held on the 25th day of January, 2017, by the following vote:

AYES:
NOES:
ABSENT:

GERARDO GONZALEZ, Mayor
City Council of the City of Willits

ATTEST:

CATHY MOORHEAD
City Clerk