

## Information Item

**Date:** October 15, 2019

**To:** Mayor, Mayor Pro Tempore, and Members of the City Council

**From:** Ed McNeal, Director of Marketing & Communications

**Subject:**

Presentation on Signs for City Buildings & Facilities

**Strategic Focus Area:** Service Excellence

**Strategic Objective:** Ensure Service Delivery Efficiency and Effectiveness

**Strategic Plan Action Item:** No

**Key Work Item:** Yes



The City of Winston-Salem has no standard format or color scheme for the signs that identify its buildings and facilities. As a result, citizens have no instant visual clue that a given building is part of city government.

Additionally, some signs schemes that the City uses are visually hard to see because their colors and format blend into the background. Signs are also inconsistently placed -- some at the street, others on the building façade.

This presentation will familiarize Council Members with the current variety of signs that are in use, provide examples of other approaches, and present some examples of new concepts the City could pursue.