



Legislation Details (With Text)

**File #:** 17-246      **Version:** 1      **Name:** 2017 BRADLEY STREET NAME SIGNS  
**Type:** Agreement      **Status:** Approved  
**File created:** 7/25/2017      **In control:** City Council  
**On agenda:** 9/12/2017      **Final action:** 9/12/2017

**Title:** Communication from the City Manager and Director of Public Works with a Request to APPROVE an AGREEMENT Between the CITY OF PEORIA and BRADLEY UNIVERSITY, which Sets Forth the Terms and Conditions for Customized STREET NAME SIGNS Around the Bradley Campus. (Council District 2)

**Sponsors:**

**Indexes:** Goal 1 - Financially Sound City, Goal 2 - Safe Peoria, Goal 3 - Beautiful Peoria, Invest in our infrastructure and transportation, Reinvest in neighborhoods

**Code sections:**

**Attachments:** 1. Agreement, 2. Street Sign Proposal Map, 3. Bradley Sign Sample, 4. Photos

Date	Ver.	Action By	Action	Result
9/12/2017	1	City Council	approved	Pass
8/8/2017	1	City Council	deferred	Pass

**ACTION REQUESTED:**

Communication from the City Manager and Director of Public Works with a Request to APPROVE an AGREEMENT Between the CITY OF PEORIA and BRADLEY UNIVERSITY, which Sets Forth the Terms and Conditions for Customized STREET NAME SIGNS Around the Bradley Campus. (Council District 2)

**BACKGROUND:**

Bradley University, located at the intersection of Main and University, is truly a central fixture of the City of Peoria. City staff and Bradley employees regularly work together to achieve traffic and pedestrian safety around the campus. Recently, Bradley University reached out to the City concerning customized street name signs on the perimeter of their campus. These signs would help brand the Bradley Campus and provide pedestrians and motorists a visible cue that they are in the Bradley area.

City and Bradley staff have worked together to draft an agreement (ATTACHMENT 1), which provides the terms and conditions that would allow customized street name signs to be installed at the locations indicated on the attached map (ATTACHMENT 2). A template of the proposed customized sign design (ATTACHMENT 3) in addition to photographs of the existing street name signs (ATTACHMENT 4) have also been attached to this communication. The proposed signs will meet all of the Manual of Uniform Traffic Control Devices (MUTCD) and City standards, except that Bradley has requested that the sign background color be red, to match school colors. The color red is not supported for this use by the MUTCD, and could be subject to Federal government requiring replacement in the future. However, Public Works Staff is aware of other cities, such as Normal, IL, that use red street signs as well. Furthermore, the use of the color red seems appropriate for the Bradley Campus due to their school colors.

The terms of the agreement state that Bradley University will provide the customized street name signs to the City of Peoria. Peoria Public Works will install the signs and provide routine maintenance, such as loose hardware. Bradley will be responsible for any replacements necessary, such as if a sign were damaged by traffic accident, weather, or poor manufacturing. The proposed sign locations will be at existing street name

locations, with the addition of one post assembly at Bradley Avenue and Elmwood Avenue.

**FINANCIAL IMPACT:** The work will be done by Public Works Staff during normal work hours, with an estimated cost of \$1,950.00 in labor, equipment and material.

**NEIGHBORHOOD CONCERNS:** NA

**IMPACT IF APPROVED:** Bradley University will have customized street name signs around the campus to further improve the branding of their campus.

**IMPACT IF DENIED:** The street name signs around the Bradley Campus will remain City standard signs.

**ALTERNATIVES:** NA

**EEO CERTIFICATION NUMBER:** NA

**WHICH OF THE GOALS IDENTIFIED IN THE COUNCIL'S 2014 - 2029 STRATEGIC PLAN DOES THIS RECOMMENDATION ADVANCE?**

1. Financially Sound City Government, Effective City Organization
2. Grow Peoria: Businesses, Jobs, and Population
3. Attractive Neighborhoods with Character: Safe and Livable

**WHICH CRITICAL SUCCESS FACTOR(S) FROM THE COMPREHENSIVE PLAN DOES THIS RECOMMENDATION IMPLEMENT?**

1. Reinvest in neighborhoods.
2. Invest in our infrastructure and transportation.
3. Not applicable.

**DEPARTMENT:** Public Works