

Bryant Parks and Rec Subcommittee for Park Signage

The Bryant Parks and Recreation Committee elected to form a special subcommittee at its March 2019 meeting to develop signage for the Bryant Park system. The subcommittee is comprised of Joyce Boswell, Richard McKeown, Jay Lasey and Andrea Hooten (chair). The subcommittee will report its progress to the parks committee each month and will disband after a year, except by direction of the parks committee.

Purpose

To develop signage for the City of Bryant parks which:

1. Connects the parks with signage that has a consistent and complementary design (including materials, fonts and new logo)
2. Is cost-effective and efficient to produce, install and maintain
3. Is scalable for parks of varying sizes and diverse uses

Steps to Take

1. Cost Estimation/Budget Projection

- A. Develop an estimated cost range and reference points for the estimated cost range (examples of signage in other parks systems and their actual cost, adjusted for size, number of signs, etc.). This will be accomplished by:
 - Conducting online research on various designs on a local, statewide and even national level with an eye toward cost and ease of installation/maintenance. Parks Staff could help in assembling photos and cost estimates.
 - Touring park systems that have executed well-thought-out signage (i.e. Fayetteville, Hot Springs Village)
- B. With cost information in hand, the committee could pursue funding with A&P and/or the city. Depending on the style, this may have to be constructed in phases.

2. Design Homework

- A. Take photos of all parks and entrances with special note of current landscaping, topography, current entrances. Evaluate if ALL parks need signage, especially Plumb Park, Kings Crossing, Debswood and Lexington.
- B. Verify if the "B" with the leaf in the middle has officially been adopted as the Bryant logo. If it hasn't, we need to see about getting it officially rubber stamped or help develop a new one.

- C. Pull in Kathy Lewellen with the Bryant Historical Society for input, especially on the Ashley Park sign. We should also involve a representative from the A&P Commission since this relates to city advertising and promotion.
- D. Have each subcommittee member present their top two designs (based on research we've done), giving us up to eight, with the potential of 3 – 4 (perhaps 2 – 3) designs. Meet with the Parks Committee for their feedback by August of 2019.
- E. Once we receive this input, we will involve a landscape designer or landscape architect to help us fine-tune the design along with proposed budget for hardscape (signs and lighting) and landscape around the signage.

Timeline

Note: These dates are suggestions and are fluid, especially as we enter the funding phase.

May 13, 2019	Parks committee approval of purpose and process
June 5, 2019	Research into similar signage and development of project estimates
June 10, 2019	Parks committee approval to secure funding
July 30, 2019	Secure partial or full funding (Note: Project may be divided into phases. Partial funding for phase 1 will be acceptable.)
August 2019	Select profession services (architect, developer, landscaper, etc.)
October 2019	Design phase complete
March 2020	Installment of Phase 1, at a minimum