



City of Santa Barbara
Airport Department

DATE: July 20, 2022
TO: Airport Commission
FROM: *RD* Brian D'Amour, Interim Airport Director
SUBJECT: Airport Tenant Signage Program

RECOMMENDATION:

That Airport Commission receive a staff presentation regarding the status of the Airport Tenant Signage Program.

DISCUSSION:

Background

The Airport campus consists of over 900 acres of land stretching from the railroad tracks north of Hollister Avenue to Goleta Beach south of Hollister Avenue. Monument signs and building signs vary drastically throughout the Airport campus in age, style, and materials. Without an existing signage program in effect, Airport staff identified the need to create a signage program that will unify the Airport campus, as well as unify the Airport campus with the City of Santa Barbara. Airport staff received two proposals from experienced airport and commercial signage consultants. A contract was awarded to Hunt Design, Inc. in February 2022.

Project Description

The scope of services to be provided by Hunt Design includes an initial assessment of existing signs and then presenting up to three schematic signage systems for Airport review. After Airport selects the recommended signage style and theme, Hunt Design and Airport staff will present the signage program to the City Sign Committee for approval. Once approved, Hunt Design will prepare construction drawings and details to show details such as materials, mounting methods, and colors. The final deliverable will be a formal Tenant Signage Design Guidelines document that will be used for all future signage and phased replacement of existing signage.

Budget/Financial Information

The total cost of the contract is \$19,600. The estimated cost of construction for each monument sign is roughly \$25,000. Any new tenant signage will strictly follow the

approved signage program and be typically funded by the tenant. Existing tenant signage will be replaced over the next several years in a phased approach and in conjunction with available funding.

PREPARED BY: Brian D'Amour, Interim Airport Director