


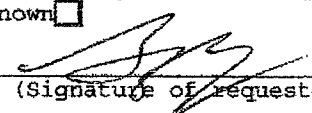
City of Seward, NE
Tuesday, February 9, 2016
Regular Session

Item G7

**CONSIDERATION OF REQUEST BY SEWARD CHAMBER
FIRST IMPRESSIONS COMMITTEE TO ERECT SIGN ON
CITY PROPERTY - EAST HWY 34 - Gary Rolf**

Administrative Report: Following review and discussion, staff to take action or provide staff with other direction.

Staff Contact:

	
City of	SEWARD
	P.O. Box 38 • 537 Main Street Seward, Nebraska 68434 Phone 402-643-2928 Fax 402-643-6491
PUBLIC REQUEST FOR COUNCIL AGENDA ITEM OR ADMINISTRATIVE ACTION	
DATE:	<u>1/25/16</u>
NAME:	<u>Seward Chamber First Impressions Cante</u>
ADDRESS:	
EMAIL ADDRESS:	<u>grolfe@chb.vr.com</u> TELEPHONE NO. <u>641 9765</u>
EXPLANATION OF REQUEST: <u>Re visit site location for Seward East Entrance</u> <u>"welcome" sign.</u>	
ACTION REQUESTED: <u>Consider our proposed location and approve it.</u> <u>See attached Memo.</u>	
Will this agenda item require the expenditure of funds? Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> Unknown <input type="checkbox"/>	
 (Signature of requester)	<u>Gary L. Roll</u> (Print Name) <u>Cante Chair</u>
Council meetings are held on the 1 st & 3 rd Tuesdays of every month. All requests for the Agenda must be submitted by noon on the Wednesday preceding the Council meeting, any item received after this time would have to be of an emergency nature. Once a request is received, Administration will review it and determine whether or not it requires Mayor/Council action, or whether it is an item that needs to be handled by staff.	
Received by: <u>Bonnellto</u> (City employee)	Date: <u>1/25/16</u>

January 8, 2016

Honorable Mayor Eickmeier

Members of Seward City Council

The First Impressions Committee is a subcommittee of the Seward Area Chamber of Commerce. Although it serves all Seward residents, the primary demographic it targets is visitors. Its mission is to facilitate changes in and around Seward that result in aesthetic improvements to the town's appearance. We are business owners, representatives of Chamber businesses, Chamber members and others interested in the committee's mission. Our projects include: award-winning annual Spring Cleanup Days for over 15 years; refurbishment of the Marxhausen mural; installation of the U.S. Highway 34 historical marker and pavilion; tree groves along the hiking and biking trail; update of city ordinance concerning stored, unlicensed vehicles; CASA sign repainting; partnership in the Kiwanis Parade of Flags; curtain hanging in downtown business windows; and demolition of the railroad's green water tower.

Since the committee does not have a budget, funding for our projects consists of grants; private funding; county and other organizational funding; and in-kind labor and donations.

For the past several years we have discussed the idea of constructing a Welcome to Seward sign to greet visitors and residents alike. We have unsuccessfully explored the entire length of south Nebraska Highway 15 looking for possible locations. Most of the properties are privately owned and we have not been able to connect with a private landowner interested in partnering with us.

As the Kiwanis Parade of Flags projects was evolving, the committee began to discuss dovetailing with it to install the welcome sign on east U.S. 34. A committee member drew up a design idea and received a quote for it from Love Designs in Columbus. We also met with Hughes Brothers who provided a quote for the sign's steel beams.

The committee then considered locations. A sub committee explored U.S. 34 starting approximately two miles east of the flags. Six locations were noted: corner of U.S. 34 and E. Seward Rd. east side; corner of U.S. 34 and E. Seward Rd. west side; entrance to old "Jones house" property; farm field to east of Valley View development; berm adjacent to Valley View development; and the city property just to the east of the Parade of Flags. The committee unanimously voted for the city property location for the following reasons:

- its city property location and ease of partnering with the city.
- the Parade of Flags is already highly popular with both residents and visitors.
- its flood zone designation which will ensure there will not be any development to the north of the sign to spoil the "backdrop" view.
- it is level and attractively backed up by a grove of evergreen and shade trees (also a First Impressions project).
- electrical power is nearby