

A G E N D A
WORK SESSION MEETING
City of Moberly
July 17, 2023
6:00 PM

Requests, Ordinances, and Miscellaneous

1. Discussion Of Pay Scale Update.
2. Review Of Proposals Received On A New City Of Moberly Flag.
3. Review Of A Proposal From The Tourism Advisory Commission.
4. A Discussion Regarding An Application For 319 Grant Funding Through Missouri Department Of Natural Resources.
5. Proposal For Arcturis For Wayfinding Signage Design.

City of Moberly City Council Agenda Summary

Agenda Number: _____ WS #1.

Department: Administration

Date: July 17, 2023

Agenda Item: Discussion Of Pay Scale Update.

Summary: In the 2022-2023 budget, the city council authorized funding the salary study findings from 2021 and bringing up all positions to the range minimum with the exception of all positions found in the General Fund with a recommended increase over 9%. In the proposed pay scale and approved budget, staff is recommending fund the salary study finding and complete the two step process for those that were over 9% recommended. The Police Department was also recommended for additional increases due to a lack of applicants, constant openings and market conditions. These are reflected in the new pay scale.

Recommended Action: Direct staff to bring to the August 1, 2023 council meeting for approval.

Fund Name: N/A

Account Number: N/A

Available Budget \$: \$0

ATTACHMENTS:		Roll Call	Aye	Nay
<input type="checkbox"/> Memo	<input type="checkbox"/> Council Minutes	Mayor		
<input type="checkbox"/> Staff Report	<input type="checkbox"/> Proposed Ordinance	M___ S___ Jeffrey	___	___
<input type="checkbox"/> Correspondence	<input checked="" type="checkbox"/> Proposed Resolution	Council Member		
<input type="checkbox"/> Bid Tabulation	<input type="checkbox"/> Attorney's Report	M___ S___ Brubaker	___	___
<input type="checkbox"/> P/C Recommendation	<input type="checkbox"/> Petition	M___ S___ Kimmons	___	___
<input type="checkbox"/> P/C Minutes	<input type="checkbox"/> Contract	M___ S___ Davis	___	___
<input type="checkbox"/> Application	<input type="checkbox"/> Budget Amendment	M___ S___ Kyser	___	___
<input type="checkbox"/> Citizen	<input type="checkbox"/> Legal Notice			
<input type="checkbox"/> Consultant Report	<input type="checkbox"/> Other _____		Passed	Failed

DRAFT

DEPT	JOB TITLE	PROPOSED HOURLY RANGE MINIMUM	PROPOSED HOURLY RANGE MAXIMUM
Parks & Recreation	Concession Manager	\$ 11.15	\$ 14.66
Parks & Recreation	Concession Supervisor	\$ 11.15	\$ 14.66
Parks & Recreation	Concession Worker	\$ 11.15	\$ 14.66
Parks & Recreation	Head Lifeguard	\$ 11.15	\$ 14.66
Parks & Recreation	Lifeguard	\$ 11.15	\$ 14.66
Parks & Recreation	Seasonal Maintenance Worker	\$ 11.15	\$ 14.66
Parks & Recreation	PT Custodian	\$ 12.23	\$ 16.89
Parks & Recreation	PT Park Ranger	\$ 12.23	\$ 16.89
Parks & Recreation	PT Laborer	\$ 12.23	\$ 16.89
Public Works - Airport	PT Airport Attendant	\$ 12.23	\$ 16.89
Police	Custodian	\$ 12.43	\$ 17.16
Parks & Recreation	Custodian	\$ 12.43	\$ 17.16
Parks & Recreation	Semi-Skilled Mtc Worker	\$ 13.19	\$ 18.21
Utilities - Water Administration	Utility Clerk	\$ 14.42	\$ 19.91
Utilities - Water Administration	Customer Service Representative	\$ 14.52	\$ 20.05
Police	Animal Control	\$ 14.52	\$ 20.05
Public Works	Light Equipment Operator	\$ 14.52	\$ 20.05
Public Works	Semi Skilled Mtc Worker	\$ 14.52	\$ 20.05
Utilities - Water D & C	Semi Skilled Mtc Worker	\$ 14.52	\$ 20.05
Administration	Administrative Assistant	\$ 15.02	\$ 20.74
Community Development	Administrative Assistant	\$ 15.02	\$ 20.74
Police	Administrative Assistant	\$ 15.02	\$ 20.74
Administration	Administrative Assistant	\$ 15.02	\$ 20.74
Utilities - Water Administration	Administrative Assistant	\$ 15.02	\$ 20.74
Police	Evidence Clerk	\$ 15.02	\$ 20.74
Police	Communication Operator	\$ 15.11	\$ 20.87
Parks & Recreation	Recreation Assistant	\$ 15.74	\$ 21.73
Community Development	Property Mtc Inspector	\$ 15.74	\$ 21.73
Utilities - Water D & C	Heavy Equipment Operator	\$ 16.13	\$ 22.27
Parks & Recreation	Skilled Mtc Worker	\$ 16.13	\$ 22.27
Public Works	Skilled Mtc Worker	\$ 16.13	\$ 22.27
Utilities - Water D & C	Skilled Mtc Worker	\$ 16.13	\$ 22.27
Public Works	Mechanic	\$ 16.13	\$ 22.27
Utilities - Water Plant	Lake Ranger Sugar Creek	\$ 16.13	\$ 22.27
Parks & Recreation	Facility Supervisor	\$ 16.13	\$ 22.27
Administration	Deputy City Clerk	\$ 16.78	\$ 23.17
Police	Police Court Clerk	\$ 16.78	\$ 23.17
Finance	Accountant	\$ 16.78	\$ 23.17
Parks & Recreation	Office Manager	\$ 16.78	\$ 23.17
Police	Head Dispatcher	\$ 16.78	\$ 23.17
Utilities - Wastewater	Wastewater Operator: D	\$ 17.22	\$ 23.78

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Utilities - Water Plant	Water Plant Operator: D	\$ 17.22	\$ 23.78
Utilities - Wastewater	Wastewater Operator: C	\$ 19.37	\$ 26.75
Utilities - Water Plant	Wastewater Operator: C	\$ 19.37	\$ 26.75
Utilities - Wastewater	Wastewater Water Quality Coordinator	\$ 19.37	\$ 26.75
Parks & Recreation	Recreation Supervisor	\$ 19.37	\$ 26.75
Parks & Recreation	Athletic Complex Supervisor	\$ 19.37	\$ 26.75
Community Development	Code Enforcer/Building Inspector	\$ 19.37	\$ 26.75
Utilities - Wastewater	Wastewater Operator: B	\$ 19.47	\$ 26.88
Utilities - Water Plant	Water Plant Operator: B	\$ 19.47	\$ 26.88
Utilities - Wastewater	Wastewater Operator: A	\$ 19.83	\$ 27.38
Utilities - Wastewater	Water Plant Operator: A	\$ 19.83	\$ 27.38
Parks & Recreation	Superintendent Parks	\$ 20.08	\$ 27.73
Public Works	Foreman/Heavy Equip Operator	\$ 20.08	\$ 27.73
Utilities - Water D & C	Water Distribution Foreman	\$ 20.08	\$ 27.73
Finance	Assistant Finance Director	\$ 22.79	\$ 31.47
Utilities - Wastewater	Chief Wastewater Operator	\$ 22.79	\$ 31.47
Utilities - Water Plant	Chief Water Operator	\$ 22.79	\$ 31.47
Administration	City Clerk	\$ 24.38	\$ 33.66
Public Works	Street Superintendent	\$ 24.38	\$ 33.66
Parks & Recreation	Director	\$ 28.65	\$ 39.56
Administration	Human Resource Director	\$ 28.65	\$ 39.56
Utilities	Director of Utilities	\$ 31.32	\$ 43.24
Administration	City Attorney	\$ 31.32	\$ 43.24
Finance	Finance Director	\$ 34.63	\$ 47.82
Community Development & Public Works	Director of Public Works/Comm Dev	\$ 34.63	\$ 47.82
Administration	City Manager	\$ 49.11	\$ 67.81
DEPT	JOB TITLE	PROPOSED HOURLY RANGE MINIMUM	PROPOSED HOURLY RANGE MAXIMUM
Fire	Firefighter	\$ 13.51	\$ 18.58
Fire	Fire Engineer	\$ 14.83	\$ 20.39
Fire	Fire Lieutenant	\$ 16.68	\$ 22.93
Fire	Fire Captain	\$ 17.66	\$ 24.27
Fire	Fire Chief	\$ 30.29	\$ 41.64
DEPT	JOB TITLE	PROPOSED HOURLY RANGE MINIMUM	PROPOSED HOURLY RANGE MAXIMUM
Police	Police Officer	\$ 17.87	\$ 24.31
Police	Police Dectective	\$ 19.32	\$ 26.27
Police	School Resource Officer	\$ 19.32	\$ 26.27
Police	Police Corporal	\$ 19.81	\$ 26.94

City of Moberly City Council Agenda Summary

Agenda Number: _____
Department: Administration
Date: July 17, 2023

Agenda Item: Review Of Proposals Received On A New City Of Moberly Flag.

Summary: In 2022, a citizen presented the city with the idea of replacing the city’s flag with a more appropriate flag. The city asked Moberly Community Betterment to hold a contest for a new flag. After the contest concluded, Moberly Community Betterment scored and ranked the flags for presentation to the council. Included in the packet is the flag requested for a new city flag approved by Moberly Community Betterment including the other entries

Recommended

Action: Direct staff on how to proceed.

Fund Name:

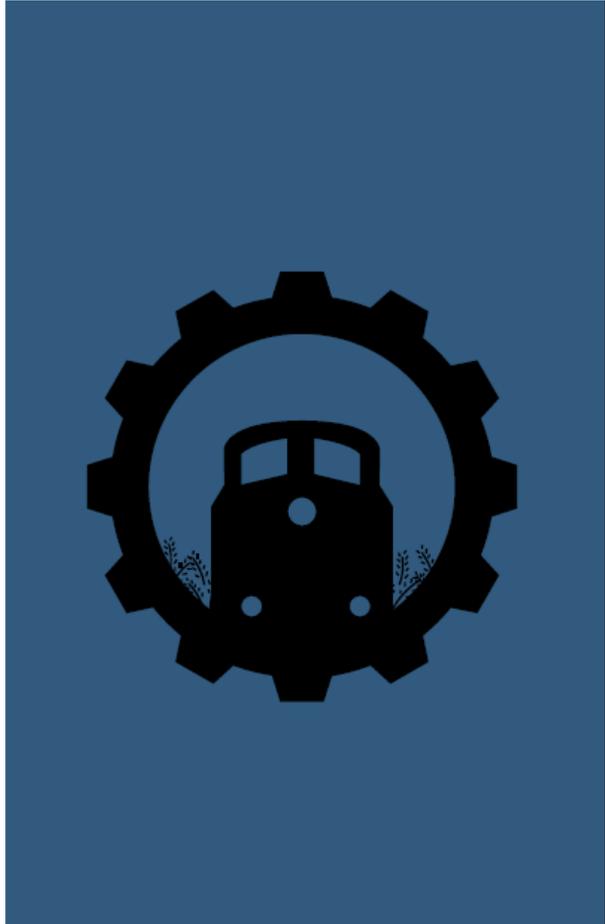
Account Number:

Available Budget \$:

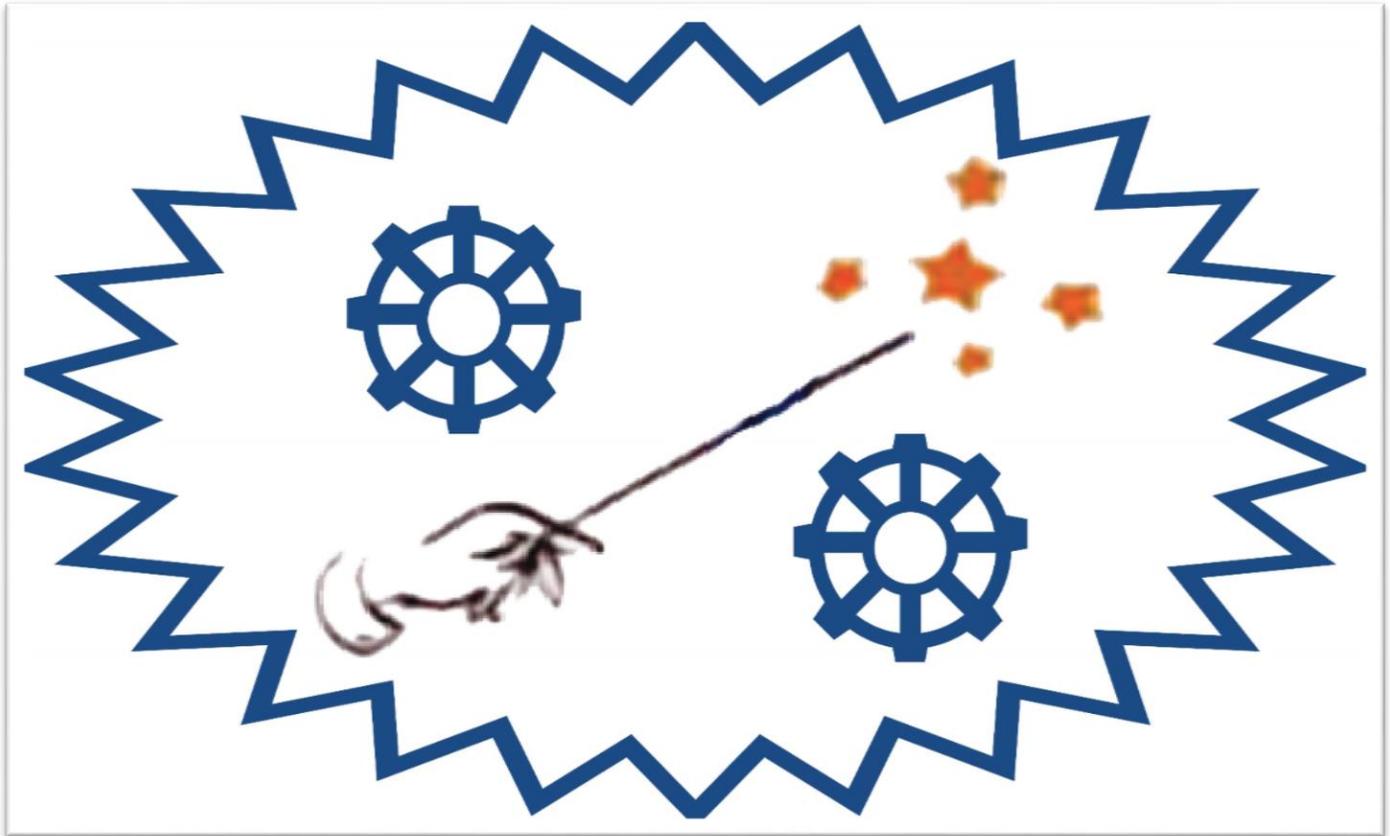
ATTACHMENTS:		Roll Call	Aye	Nay
<input type="checkbox"/> Memo	<input type="checkbox"/> Council Minutes	Mayor		
<input checked="" type="checkbox"/> Staff Report	<input type="checkbox"/> Proposed Ordinance	M___ S___ Brubaker	___	___
<input type="checkbox"/> Correspondence	<input type="checkbox"/> Proposed Resolution	Council Member		
<input type="checkbox"/> Bid Tabulation	<input type="checkbox"/> Attorney's Report	M___ S___ Lucas	___	___
<input type="checkbox"/> P/C Recommendation	<input type="checkbox"/> Petition	M___ S___ Kimmons	___	___
<input type="checkbox"/> P/C Minutes	<input type="checkbox"/> Contract	M___ S___ Jeffrey	___	___
<input type="checkbox"/> Application	<input type="checkbox"/> Budget Amendment	M___ S___ Kyser	___	___
<input type="checkbox"/> Citizen	<input type="checkbox"/> Legal Notice			
<input type="checkbox"/> Consultant Report	<input checked="" type="checkbox"/> Other _____		Passed	Failed

Design Description: Not Included

(Alternate Color palette)



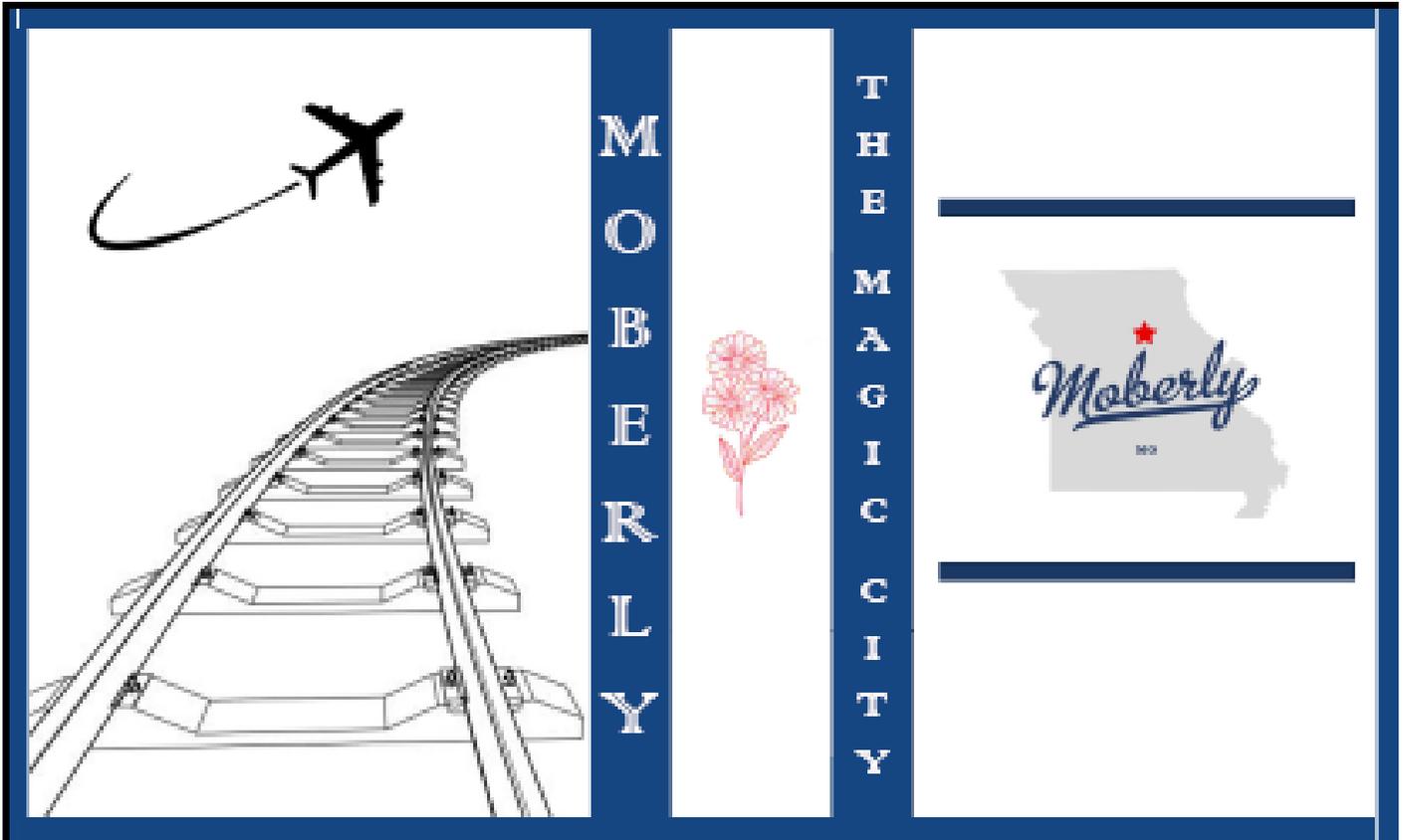
Design Description: The gears represent the Moberly Rotary Club, as well as gears on a train. The wand with stars represents the phrase "The Magic City" and the water tower. The spiky bubble around the wand and gears is to draw attention to the design and make people want to look at it.



Design Description: I decided to make the center of the flag a very popular mural located in downtown Moberly. Many people know this Mural and it is not to complex but not to simple. I made the colors of the mural dull so you could see the Moberly in the middle.



Design Description: I chose this design because it is simple but still creative. It would be easily printed on t-shirts, mugs, and other things. I chose the railroad tracks because that is a huge part of Moberly. I added in a flower as well because there are a lot of farms in Moberly. I added the plane because there is a small airport here as well. Not many people know that. Lastly I added the map of Missouri so people know where it is located.



Design Description: The stylized M ties to Moberly and nods at our state, Missouri. The shape M is a series of line intersections, just like Moberly's major corridors highway 24 & 63 that facilitate easy access to our community. The M is widened to represent our future growth and continued progress.

The interpretive rail tracks are included to remind us of the importance rail has played in the development of our city.

The section of track included in this design is leading us to progress while connecting our past to our future.

The Five Stars are included to highlight Moberly's historic connection to General Omar Bradley but also to a goal of being ranked the best.

The color blue represents our city's historic use of blue in their branding efforts as well as trust, loyalty, and stability. The attributes we strive to uphold as a city.

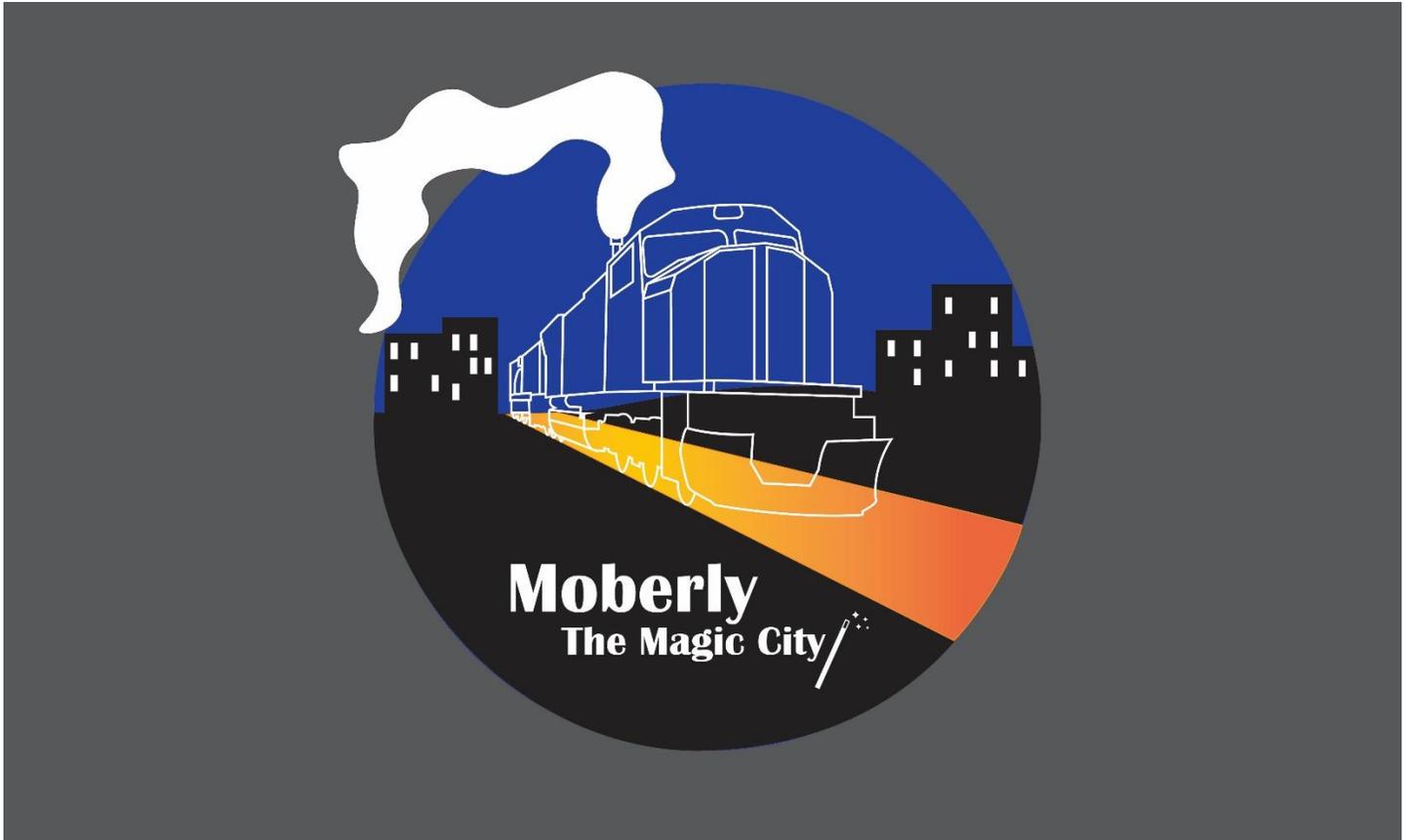
The color yellow represents Moberly's agricultural background as well as Moberly's optimistic outlook on our future.

The color white represents unity and goodness. It is used to balance the design but also to represent Moberly's goal of uniting together to support Moberly first.

To be noted, this Flag was designed to be readable from both the front and back.



Design Description: I like to think of Moberly as a small city that never sleeps because of the railroad running through the night and what it means for the city to have that symbolism in our community. The railroad being the reason why this city exists inspired my design for this flag.



Design Description: This flag's design is an abstract representation of a magic train over railroad tracks. The tracks are inspired by old Wabash RR's railroad maps for the Moberly area, which denoted train tracks with white dotted lines over stripes. The flag takes inspiration from the NAVA-ranked #1, #2, and #5 municipal flags in the country, Washington DC, Chicago, and St. Louis respectively, with a focus on originality, distinction, simplicity, and memorability. It includes symbolism significant to Moberly, representing both the town's railroad town origin and "Magic City" identity. Additionally, the abstract design is near infinitely malleable for merchandising, as any combination of the stripes, circles, star, or train can be taken apart and repurposed in artwork for merch while still instantly recalling this flag, (examples available).

Symbolism:

- The white roundels and blue fess symbolize train tracks, representing Moberly's railroad town origin, in reference to how the Wabash RR denoted railroad tracks on their maps for the Moberly area with dotted lines over stripes.
- The gold star is consistent with those used in city branding and represents the magic of the Magic City.
- The gold train represents progress.
- The 3 stripes are a section of traditional American railroad stripe aligned to look like a magician's wand.
- The Gold (#ffc030), that makes the train and star represents prosperity for Moberly and its people.
- The Blue (#154682) that makes the tracks represents the strength of Moberly's industry.
- The White (#ffffff) that makes the ground represents the beauty and purity of Moberly's land and parks.



Design Description: This flag pays respect to the current flag of Moberly but is made with good flag design fundamentals in mind. The striking and unique vertical lines were kept, and their width and spacing were standardized. The train tracks are now thicker and more pronounced as well as centralized for easier reading at a distance. The mess of varying symbols inside was replaced with one that equally represents all of Moberly and isn't likely to become outdated: a magic star like those Moberly already uses in its branding.

Symbolism:

The multi-width vertical lines represent development, as they did according to the original flag's flag code.
In honor of Missouri, the train track ring is centered and sized to be similar to the state seal on the Missouri flag.
The train tracks represent industry, while also alluding to the town's railroad origins.
The train tracks are a ring to symbolize longevity
The gold star represents the magic that first grew and continues to thrive in the Magic City
Blue (#154682) represents change.
White (ffffff) represents peace.
Gold (ffc030) represents prosperity.



Design Description: Symbolism:

- The tracks represent industry, as well as allude to Moberly's railroad town origin
- The gold star is consistent with those used in city branding and represents the magic of the Magic City.
- The 2 sparkles represent the magic and beauty of Moberly's surrounding land and parks.
- The 3 stripes are a section of traditional American railroad stripe aligned to look like a magician's wand.
- Gold (#ffc030) represents prosperity
- Blue (#154682) represents strength.
- White (#ffffff) peace.



Moberly Community Betterment is recommending this drawing as the new City of Moberly Flag.

WS #2.

April 25, 2023

Design Description: The stylized M ties to Moberly and nods at our state, Missouri. The shape M is a series of line intersections, just like Moberly's major corridors highway 24 & 63 that facilitate easy access to our community. The M is widened to represent our future growth and continued progress.

The interpretive rail tracks are included to remind us of the importance rail has played in the development of our city. The section of track included in this design is leading us to progress while connecting our past to our future.

The Five Stars are included to highlight Moberly's historic connection to General Omar Bradley but also to a goal of being ranked the best.

The color blue represents our city's historic use of blue in their branding efforts as well as trust, loyalty, and stability. The attributes we strive to uphold as a city. The color yellow represents Moberly's agricultural background as well as Moberly's optimistic outlook on our future.

The color white represents unity and goodness. It is used to balance the design but also to represent Moberly's goal of uniting together to support Moberly first.

To be noted, this Flag was designed to be readable from both the front and back.



City of Moberly City Council Agenda Summary

Agenda Number: _____ WS #3.

Department: Administration

Date: July 17, 2023

Agenda Item: Proposal from the Tourism Advisory Commission

Summary: At the June 13, 2023 Moberly Tourism Commission meeting the following proposal was reviewed and recommended for approval by the Commission.

A proposal from Randolph County Community Education for Craft Fair. They are requesting \$888 for social media marketing, Radio ads, banners, and flyers. After a brief discussion, the board made a motion to approve this sponsorship for \$300 for increasing the marketing to outside a 40 mile radius.

Recommended

Action: Direct staff to bring to the August 7th Council meeting for final approval.

Fund Name: Non-Resident Lodging Tax Fund

Account Number: 102.000.5502

Available Budget \$: 1,500.00

ATTACHMENTS:		Roll Call	Aye	Nay
<input type="checkbox"/> Memo	<input type="checkbox"/> Council Minutes	Mayor		
<input type="checkbox"/> Staff Report	<input type="checkbox"/> Proposed Ordinance	M___ S___ Brubaker	___	___
<input checked="" type="checkbox"/> Correspondence	<input type="checkbox"/> Proposed Resolution	Council Member		
<input type="checkbox"/> Bid Tabulation	<input type="checkbox"/> Attorney's Report	M___ S___ Lucas	___	___
<input type="checkbox"/> P/C Recommendation	<input type="checkbox"/> Petition	M___ S___ Kimmons	___	___
<input type="checkbox"/> P/C Minutes	<input type="checkbox"/> Contract	M___ S___ Jeffrey	___	___
<input type="checkbox"/> Application	<input type="checkbox"/> Budget Amendment	M___ S___ Kyser	___	___
<input type="checkbox"/> Citizen	<input type="checkbox"/> Legal Notice		Passed	Failed
<input type="checkbox"/> Consultant Report	<input type="checkbox"/> Other _____			

City of

Moberly!

Name of Organization: Randolph County Family & Community Education Date: _____

Contact Person: Betty Mayo

Address: 3282 C.R. 2130, Huntsville, MO 65257 Telephone: 660-277-4712/678-2560

Date of Event: Nov. 10-11 '23 Name of Event: Craft and Gift Show

How Event Promotes Tourism in Moberly

What are the specific, measurable Tourism benefits your event or capital project produces?

See sheet enclosed We would like to ask for 1000⁰⁰ grant

How does your event promote tourism, conventions, and other events within the city?

There were 26 other towns from Missouri other than Moberly.
plus 2 vendors from out of state

How does your event attract non-residents?

By ads in magazines, newspapers, radio stations, TV stations,
flyers, word of mouth, personal interviews on radios.

If your application were accepted, how would the tourism funds granted be used? (If marketing, fill out itemized marketing budget)

Financial Statement (See Attached)

Statement of Assurances

Any funds received under this grant will be used for the purposes described in this application. The figures, facts, and representations in this application are true and correct to be best of my knowledge.

Name (Please Print): Betty Mayo

Signature: Betty Mayo

Date: 5-23 Title or Office Held: President

Thank you on behalf of Randolph County Family and Community Education. Betty Mayo, craft show chairman.

The following is what the Randolph County Family & Community Education does with the proceeds of this show. We are a non-profit organization. Our main goal is education for all ages.

- One \$500 scholarship is given to a high school senior in each of the 4 high schools in Randolph County.
- Four \$500 scholarships are given to students of the New Traditions Program at the Moberly Area Community College. This program is for anyone of any age and from anywhere.
- Support the 4-H program. \$100
- Support our military (especially the overseas military and families), veterans and honor flight.
- Partnership with the Missouri University Extension of Randolph County in educational projects such as babysitting/child care clinic, Farm Tours and etc. approximately \$250
- Literacy projects for school students in the county especially the national FCE contest for 4th graders called 4th Grade Essay/artwork on a word of Character Counts. The words are Trustworthiness, Fairness, Caring, Responsibility, Respect and Citizenship. \$100
- We did sponsor the annual "Kids make it for Christmas" project each year for 39 years where children came from all over the area even from Jefferson City, Kansas City and etc. and made gifts for their family, friends and teachers which was a four-to-five-hour event. As of 2021 we are having a shorter version from 10 to 12 at the annual craft show in November which we are calling "Crafts on the Stage for Children".
- Participate in helping furnish lunch for the Junior class of the four high schools in the county for the Rotary Club's Government Day where the students tour the Randolph County courthouse and the Westran District Fire Department located in Huntsville and where the students eat lunch and have a special speech delivered by the circuit judge. \$100
- Participated in the annual Child Advocacy Day held in the spring in Jefferson City at the capital and the Truman Building where we talk with the legislators about the issues and concerns of children.
- Hold an International Night with program on a foreign country presented by either a missionary, someone from that country or person studying the country to give the program.
- Membership Night: invite others to come and enjoy a fun evening of fun and learning what our organization is about.
- Various educational projects and programs in the county, region and state. We are a member of the state and national Family & Community Education organization
- We rent this Moberly Area Community College Activity Center for the two days which is \$950.
- We donate \$200 to helpers of a non-profit organization to help at the entry tables to take the fee.
- Donate to the Safe Passage Home with various items needed to run the home.
- These are the reasons we charge shoppers \$2 each (ages 13 and older) to come to our show.

2022 FCE CRAFT SHOW ADVERTISING

Missouri Life	\$ 300.00
Moberly Monitor Index	240.00
Alpha Media - KWIX	106.00
KWWR Mexico Radio	168.00
Alpha Media - KRES	75.00
	<hr/>
TOTAL	\$ 889.00
	=====

Income and Expense Report for 2022 Fall Craft Show

AS OF 02/22/23

INCOME		EXPENSES	
Booth Rents	\$3,195.00	Advertising	948.00
Door Receipts	\$1,424.00	MACC Rent	950.00
Start Up Cash (door)	\$375.00	Start Up Cash (door)	375.00
Tourism Grant		Donation to Madison	200.00
		Postage & Copies	
Total Income	\$4,994.00	Total Expenses	2,473.00
Net Income	\$2,521.00		

Calendar Year 2022 Randolph County FCE:

Income: \$6,034.00

Expenses: -8,265.25

**Minutes of Meeting
Tourism Advisory Committee
June 13, 2023
9:00 AM**

The Tourism Advisory Commission for the City of Moberly met in a regular session on Tuesday, June 13, 2023 at 9 :00 a.m. in the Conference Room at City Hall. The meeting was called to order by Chairman, Tom Sanders.

Members Present: **Janie Riley
Ryan Blackwell
Jonique Barnett**

City Staff Attending: **Tom Sanders, Dir. Of Comm. Dev.
Shirley Olney, Executive Assistant**

Members Absent: **John Kimmons-City Council liaison**

Visitors: **Michelle Westhues
Sarah Graff
Mark Fischer**

Tom Sanders opened the meeting at 9:00 AM. One member was absent from the meeting.

The minutes from the May 9, 2023, meeting was reviewed. Tom Sanders asked if there were any corrections. Janie Riley made a motion to approve these minutes as presented. Ryan Blackwell seconded the motion. Motion carried.

Mr. Sanders asked if there was any new business. There being none for discussion moved onto the next item on the agenda.

Mr. Sanders moved to first item under old business “Review of Proposals”. Michelle Westhues noted that one proposal was received from Betty Mayo- Randolph County Randolph County Family & Community Education. After a brief discussion on this event the board approved fund of only \$300 that would go towards her increasing advertising on Facebook/Instagram marketing only to reach more people out of town and target outside a 40 miles radius. Mr. Blackwell made a motion to approve. Ms. Riley seconded the motion. All was in favor.

Mr. Sanders moved to the second item on the agenda “Update from Moberly Chamber of Commerce on Tourism Activities”. Ms. Westhues presented to the board the May report for social media stats.

Mr. Sanders moved to the third item on the agenda “information on Account Balance of the Lodging Tax”. Mr. Sander review the amount of funds in the two accounts with the board.

Tom Sanders asked if there was anything else to be brought before the Commission. Mr. Fischer noted that the Missouri Film Festival Bureau will be in Moberly on September 9th to tour the town for locations of filming. Ms. Graff stated that at the last meeting she mentioned the Omar Bradley museum, and was wondering if there was any updates or any new information. Mr. Sanders will get with Mr. Crane this matter. Mr. Sanders asked if there was anything further. There being no other business Ryan Blackwell made a motion to adjourn. Janie Riley seconded the motion to adjourn. Meeting adjourned.

Next meeting schedule for July 11, 2023.

City of Moberly City Council Agenda Summary

Agenda Number: _____ WS #4.

Department: Public Utilities

Date: July 17, 2023

Agenda Item: A Discussion Regarding An Application For 319 Grant Funding Through Missouri Department Of Natural Resources.

Summary: The City of Moberly has an opportunity to apply for up to \$162,000 of stormwater grant funding from MoDNR as part of Clean Water Act Section 319 Grant funding for the Nine Element Watershed Plan and part of Moberly’s overall effort to allow future improvements to follow a prescribed, prioritized planning methodology. This water quality planning will evaluate non-point-sources of pollution and their impacts to the respective watersheds and is an opportunity to receive over 30% funding up to \$162,000 towards the project, which is estimated, in 2022 dollars, to cost \$444,000. Receipt of the 319 Grant funding will reduce the overall investment to less than \$300,000. The 2023 through 2025 CIP budget plan lists \$485,000 for stormwater planning for both this 9 Element Watershed Plan and Barr’s contribution to Moberly’s Integrated Management Plan covering both Stormwater and Wastewater, required by Moberly’s commitment to MoDNR in 2018.

Recommended

Action: Direct staff to present a resolution at the next scheduled council meeting.

Fund Name: Public Utilities Operations—Stormwater Department

Account Number: 301.115.5502

Available Budget \$: To be transferred from operating reserve fund.

ATTACHMENTS:	Roll Call	Aye	Nay
<input type="checkbox"/> Memo			
<input type="checkbox"/> Staff Report			
<input checked="" type="checkbox"/> Correspondence			
<input type="checkbox"/> Bid Tabulation			
<input type="checkbox"/> P/C Recommendation			
<input type="checkbox"/> P/C Minutes			
<input type="checkbox"/> Application			
<input type="checkbox"/> Citizen			
<input type="checkbox"/> Consultant Report			
<input type="checkbox"/> Council Minutes			
<input type="checkbox"/> Proposed Ordinance			
<input type="checkbox"/> Proposed Resolution			
<input type="checkbox"/> Attorney’s Report			
<input type="checkbox"/> Petition			
<input type="checkbox"/> Contract			
<input type="checkbox"/> Budget Amendment			
<input type="checkbox"/> Legal Notice			
<input checked="" type="checkbox"/> Other <u>Add'l Information</u>			
	Mayor		
	M___ S___ Brubaker	___	___
	Council Member		
	M___ S___ Lucas	___	___
	M___ S___ Kimmons	___	___
	M___ S___ Jeffrey	___	___
	M___ S___ Kyser	___	___
		Passed	Failed

V. Watershed-based Planning

A. EPA's Continued Emphasis on Nine-Element Watershed-based Plans (WBPs)

For many years EPA has focused § 319 resources on watershed-based environmental restoration and protection, in which local stakeholders join forces to develop and implement WBPs to address NPS pollution based on the particular conditions in their communities. The watershed approach is a coordinating framework to organize public and private sector efforts to identify, prioritize, and then implement activities to address water-related problems (considering both surface and ground water). This approach is commonly characterized by diverse, well-integrated partnerships; a specific geographic focus action driven by environmental and public health objectives and by strong science and data; and coordinated priority setting and integrated solutions.

Due to the complex and diffuse nature of NPS pollution, the substantial costs to address it, and frequent reliance on voluntary action by individual landowners, successfully addressing NPS pollution to achieve water quality standards often requires years of support from a coalition of stakeholders, programs, and funding sources. Watershed-based planning helps address water quality problems in a holistic manner by fully assessing the potential contributing causes and sources of pollution, then prioritizing restoration and protection strategies to address these problems. In adopting the watershed approach over the past several years, state NPS programs have demonstrated their capability to solve NPS pollution problems. Most of the § 319 success stories document that multi-year, watershed-wide collaborations were required to deliver success.

Over the last several years states' success in restoring NPS-impaired waters through implementation of watershed-based efforts has demonstrated the critical role of watershed planning in effectively guiding NPS pollution control efforts. Additionally, a number of watershed assessment studies, such as USDA's Conservation Effects Assessment Project (CEAP), demonstrate the importance of sound planning to effectively guide project implementation. Between 2004 and 2011, USDA's National Institute of Food and Agriculture (NIFA) and NRCS jointly funded 13 projects to evaluate the effects of conservation practices on trends in water quality at the watershed scale. Findings from these NIFA-CEAP Watershed Assessment Studies demonstrated that more effective water quality outcomes are achieved when partners assess and plan conservation practice implementation at the watershed scale (in addition to the field or farm scale).

These studies found that planning at the watershed scale is needed to provide a comprehensive analysis of the causes and sources of pollution and to identify critical areas (i.e., those that generate the most pollution) in which to give priority to conservation practice implementation. In addition to selecting and applying practices that will be effective in addressing the pollutants of concern, conservation practice implementation was dependent on local willingness to adopt and maintain these practices.⁷ The watershed-based planning approach can identify possible

⁷ A summary of key findings from USDA's CEAP Competitive Grant Watershed Studies Synthesis Report is available here: www.nrcs.usda.gov/wps/portal/nrcs/detail/national/technical/nra/ceap/?cid=stelprdb1047821

implementation activities to address a water quality problem, and then prioritize these activities based on their relative contributions to NPS pollutant loads and the likelihood that they will be adopted and maintained by local partners.

National experience indicates that WBPs containing the nine elements identified in EPA's *Handbook for Developing Watershed Plans to Restore and Protect our Waters* (water.epa.gov/polwaste/nps/handbook_index.cfm) and in appendix C of these guidelines, provide an effective, integrated approach to address the diverse realities and needs of each watershed. WBPs provide a watershed-specific roadmap to guide cost-effective, well-informed restoration and protection efforts. EPA strongly supports this approach and continues to emphasize WBPs as the primary planning framework for § 319 watershed projects.

For WBPs in watersheds that contain wetlands, additional documents are available to assist planners to effectively incorporate wetland protection and restoration into their efforts. These include EPA Region 5's document entitled, *EPA Region 5 Wetlands Supplement: Incorporating Wetlands into Watershed Planning* (www.epa.gov/region5/agriculture), and a document produced by the Center for Watershed Protection, *Using Local Watershed Plans to Protect Wetlands* (2006) (www.cwp.org/documents/cat_view/73-wetlands-and-watersheds-article-series.html).

The level of detail needed to address the nine elements of WBPs will vary in proportion to the homogeneity or similarity of land use types and variety and complexity of pollution sources. EPA encourages states and WBP developers to refer to the *Handbook for Developing Watershed Plans to Restore and Protect our Waters* to assess the level of detail most appropriate to fully address their planning needs. EPA continues to require that watershed projects funded under § 319 directly implement a WBP addressing the nine elements. However, in select cases (described in section IX.B.ii), EPA may approve an alternative planning approach to guide implementation of watershed restoration or protection efforts. While watershed planning is an iterative and adaptive process, all plans (including WBPs and acceptable alternatives) should include the assessment necessary to provide assurance that the water quality problem can be fully addressed through the recommended management strategies outlined in the plan.

EPA encourages efficiency in the utilization of other relevant planning documents that contain some or all of the information needed to fulfill the elements of a WBP. Where necessary information already exists, is representative of current conditions, and is of sufficient quality and detail for the planning area the information may be used to fulfill some or all of the required (a) through (i) WBP elements. Examples of such documents include various state and local watershed planning documents like TMDLs and TMDL implementation plans, source water protection assessments and plans, Chesapeake Bay Watershed Implementation Plans, National Estuary Program Comprehensive Conservation and Management Plans (CCMPs) or NEP annual project work plans. In such cases, this information should be incorporated by reference in a WBP. States should ensure that WBPs, including any planning elements addressed through other existing documents, are readily accessible to watershed stakeholders and the public to maximize their utility in providing a coherent, comprehensive roadmap that can effectively guide restoration and protection efforts.

B. Balance Between Planning and Implementation

States and EPA regions should ensure that a proper balance exists between funding the development and implementation of WBPs and TMDLs to meet the approved milestones and schedules in the state NPS management program. On one hand, states should support the development of WBPs at a sufficient pace to advance implementation efforts funded through § 319 or other funding sources. On the other hand, WBP and TMDL development should not be funded at a pace that significantly exceeds the pace of implementation because these plans may become outdated before they are implemented. For those states where a large number of WBPs have been developed EPA encourages states to direct § 319 funds to the implementation of these plans if they are not being fully implemented with other sources of funding.

C. Integration of Watershed-based Plans and TMDLs

As noted in section II.D.ii, EPA encourages states to coordinate their efforts to develop and implement WBPs with efforts to develop and implement TMDLs. Where a TMDL for the affected waters has already been developed and approved or is being developed, the WBP must be designed to achieve the NPS pollutant load reductions called for in the TMDL. As described in section V.A, EPA encourages WBP developers to incorporate information from existing planning documents to meet the nine elements of a WBP. In cases where a TMDL and TMDL implementation plan exist and adequately address many of the nine elements of a WBP, EPA encourages states and WBP developers to incorporate such information by reference in the WBP.

However, where a TMDL has not yet been developed and approved, the state may use § 319 funds to develop a WBP in the absence of the TMDL. In such cases, the plan must be designed to reduce NPS pollutant loadings that are contributing to water quality threats and impairments. If a TMDL has not yet been developed, the WBP should be designed to attain water quality standards if possible, or should describe how the implementation of the WBP will make progress towards achieving water quality standards. In this way, progress towards achieving water quality standards continues even before a TMDL is established.

Once a TMDL is completed and approved, the WBP should be modified as appropriate to be consistent with the load allocation in the TMDL. Alternatively, through the course of implementing the WBP, the state may find that water quality standards are met, obviating the need to establish a TMDL. EPA believes that improving the integration of TMDLs and WBPs to implement NPS management measures will improve efficiency and help accelerate achievement of water quality standards.

D. Role of EPA Regions in Watershed-based Plan Review

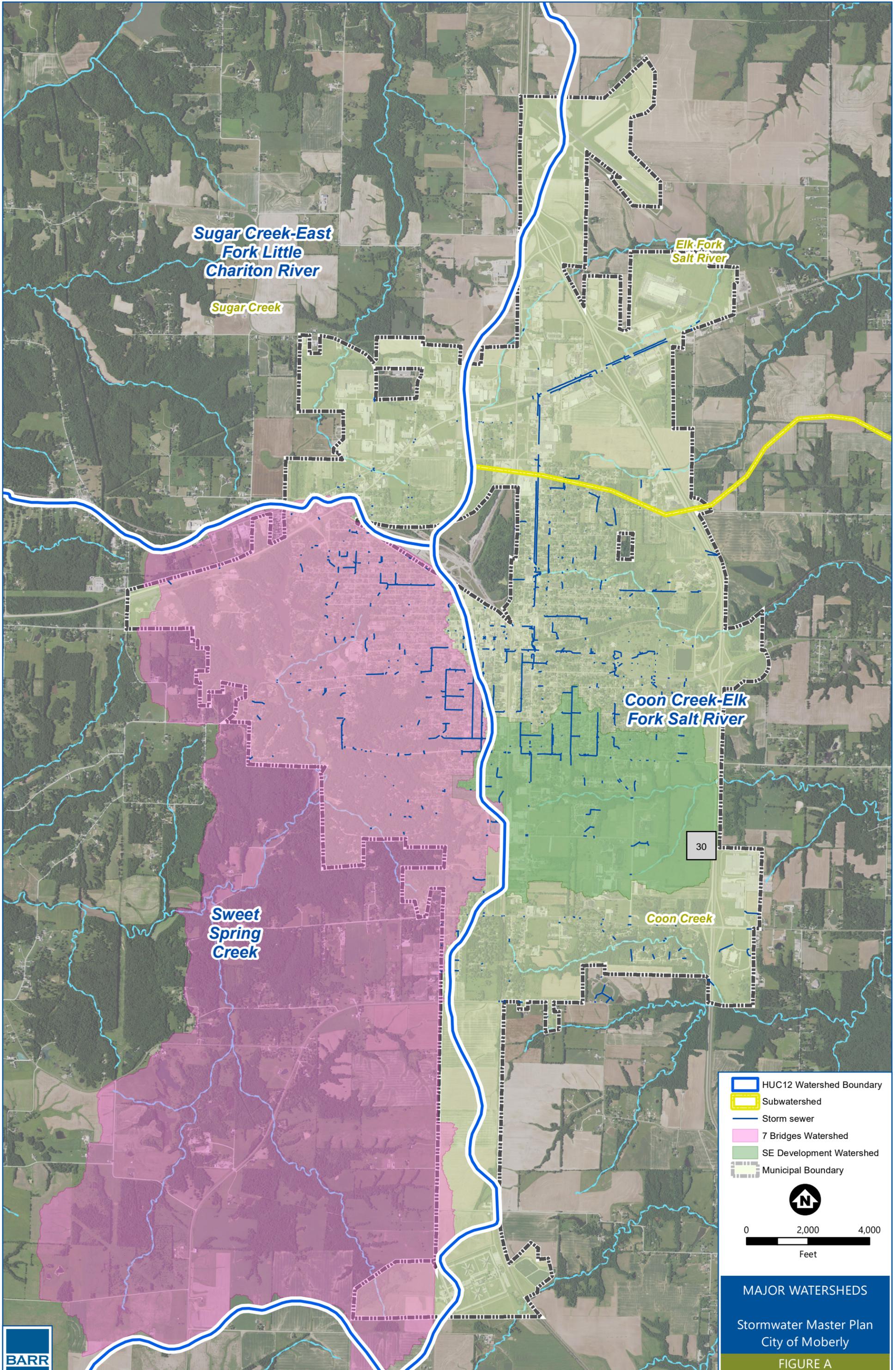
EPA remains committed to ensuring that § 319-funded restoration and protection projects are guided by well-developed WBPs. Consistent with the past § 319 guidelines, EPA recognizes that the success of a state NPS management program rests significantly on developing good-quality plans and implementing them effectively.

Since 2006, EPA has conducted two national reviews of WBPs to evaluate how well stakeholders were meeting the challenge of developing high-quality WBPs in accordance with the nine minimum elements (see appendix C). Both reviews concluded that while some plans were robust and provided a good foundation for watershed projects, many plans did not contain sufficient information to support a fully successful implementation effort. Further, the reviews recommended that: greater care be taken in development of WBPs to ensure they provide as specific a roadmap to future actions in the watershed as reasonably possible; states and their watershed partners should have sufficient technical and financial capacity to develop robust plans; and EPA regions work more closely with states to ensure WBPs are adequate.

In an effort to achieve greater program consistency in the quality of WBPs, beginning in fiscal year 2014 EPA regions will annually review a sample of WBPs from each state in their region and provide feedback and recommendations to help ensure these plans lay a good foundation for efforts to restore and/or protect waters. Each EPA regional office will have the discretion to determine the appropriate number of plans to review each year. EPA expects that one WBP per state per year will serve as a minimum threshold from which to begin these discussions in fiscal year 2014 and that the actual number will vary based on regional and state experience and circumstances. EPA regions will select the plan(s) for review and conduct each review to assess whether the WBP meets the nine elements outlined in appendix C of these guidelines.

EPA regional feedback should serve as the basis for dialogue between EPA, the state, and the WBP developer to discuss any opportunities for WBP improvements. Upon completion of each WBP review, the EPA region will provide written feedback to the state, identifying any opportunities for improving the plan to align with the nine minimum elements. The state will then work with the WBP developer (if not the state) to review EPA regional feedback and provide a written response describing how the suggested improvements will be addressed. In general, EPA regions have the discretion to determine when WBPs meet the nine minimum elements and thus are acceptable for implementation with watershed project funding.

EPA regions are encouraged to review draft WBPs currently under development, particularly where § 319 funds support plan development. EPA regions should ensure that each WBP review is timely so as not to interfere with plan completion nor delay implementation of the WBP. In cases when the EPA region elects to review a WBP being developed through a § 319 subgrant, EPA and the state should coordinate EPA's review so that the subgrantee has ample time and resources to make any necessary revisions before the subgrant closes. In cases when the EPA region selects a completed WBP to review, for which the § 319 subgrant may have already closed, any adjustments to the WBP based on EPA feedback should occur prior to its implementation with additional § 319 funds. As described in section IX.B.ii of these guidelines, there are select cases when an alternative plan to a WBP can serve as an effective roadmap to guide watershed project implementation. In these cases, states may use watershed project funds to implement an acceptable alternative plan. EPA regions will review and approve all alternative plans proposed for implementation in the state's § 319 grant work plan to ensure required planning elements are adequately addressed.



**Sugar Creek-East
Fork Little
Chariton River**

Sugar Creek

**Elk Fork
Salt River**

**Coon Creek-Elk
Fork Salt River**

**Sweet
Spring
Creek**

Coon Creek

30

- HUC12 Watershed Boundary
- Subwatershed
- Storm sewer
- 7 Bridges Watershed
- SE Development Watershed
- Municipal Boundary



0 2,000 4,000
Feet

MAJOR WATERSHEDS

Stormwater Master Plan
City of Moberly

FIGURE A



City of Moberly City Council Agenda Summary

Agenda Number: _____

WS #5.

Department: Community Development
Date: July 17, 2023

Agenda Item: Proposal For Arcturis For Wayfinding Signage Design.

Summary: Attached is the proposal from Arcturis for Wayfinding signage design for the City of Moberly. This information is based on their experiences from many other communities and input based on Arcturis Staff field visits and information from Staff & community stakeholders.

The document features suggested points to reference and provides a couple options for suggested signage styling and colors. Different colors were selected for the Depot District (Blue), Parks (Tan) and Schools (Red).

This document and options have been reviewed by staff, Park Board and CID board. Below are the questions/recommendations from the groups.

Downtown

- Confirm that the signs would use Depot District Font
- Add – Visitors Center, Post Office
- Change – Tannehill Park/Splash Pad and 4th St. Theater

Black support poles for signs should be black fluted to match style of light poles.

Parks

-Arcturis recommended a tan color for the parks sign color. Parks likes/wants a shade of green, and that is reflected in the current document.

Sign Styles – there are two optional formats, all of the groups preferred option 2.

Recommended Action: Direct staff to bring forward to the August 7, 2023 regular City Council meeting for final approval.

Fund Name: N/A

Account Number: N/A

Available Budget \$: N/A

ATTACHMENTS:		Roll Call	Aye	Nay
<input type="checkbox"/> Memo	<input type="checkbox"/> Council Minutes	Mayor		
<input type="checkbox"/> Staff Report	<input type="checkbox"/> Proposed Ordinance	M__ S__		
<input type="checkbox"/> Correspondence	<input type="checkbox"/> Proposed Resolution	Brubaker		
<input type="checkbox"/> Bid Tabulation	<input type="checkbox"/> Attorney's Report	Council Member		
<input type="checkbox"/> P/C Recommendation	<input type="checkbox"/> Petition	M__ S__		
<input type="checkbox"/> P/C Minutes	<input type="checkbox"/> Contract	Lucas		
<input type="checkbox"/> Application	<input type="checkbox"/> Budget Amendment	M__ S__		
<input type="checkbox"/> Citizen	<input type="checkbox"/> Legal Notice	Kimmons		
<input type="checkbox"/> Consultant Report	<input type="checkbox"/> Other Proposal	M__ S__		
		Jeffrey		
		M__ S__		
		Kyser		
			Passed	Failed

City of Moberly Exterior Wayfinding Signage

City of Moberly
Missouri

City of Moberly
Exterior Wayfinding
Project Number: 22-3278.00

DESIGNER/S
RD, BK

REVIEWER/S
RD, JB

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G-100

CITY OF MOBERLY EXTERIOR WAYFINDING— EXISTING WAYFINDING GUIDELINES (OUTLINE)

1.0 INTRODUCTION

The City of Moberly is creating a wayfinding signage system that will help to identify destinations for visitors and locals alike creating awareness of attractions and services. The City of Moberly Wayfinding Plan serves as a framework for implementing an attractive and effective sign system that directs drivers, cyclists and pedestrians to key destinations within the City of Moberly and surrounding areas. Signage increases a visitor’s comfort level guiding them clearly along their journey. A signage system also serve as a unique civic identifier enhancing the overall image of Moberly as a destination.

PROJECT GOALS

- Create awareness for visitors and locals of the sites and attractions of the greater Moberly area.
- Guide visitors to destinations from all modes of transportation (automobile, train, pedestrian, bicycle).
- Enhance the visitor experience - make it welcoming and easy to navigate the region and find destinations and parking.

2.0 WAYFINDING PLAN PROCESS

A site analysis was taken of the region to document existing wayfinding practices. This analysis with the additional of initial schematic design direction will be presented to the Stakeholder and Public through a strategic meeting which will be held to discuss strategic goals, destinations, and design input. This input will help to direct the Wayfinding Plan and will serves as the framework to implement the sign system. The design of the system will be based on feedback and the strategy outlined in the plan.

- Project Initiation - Fall 2022
- Preliminary Site Analysis - Fall 2022
- Key Stakeholder Meetings - Fall / Winter 2022
- Development of Destination/Wayfinding Plan - Continue through project
- Preliminary Designs - Winter 2023
- Public Meeting - Winter / Spring 2023
- Design Development - Spring 2023
- Final Design Plans - Summer 2023

3.0 WAYFINDING

For the City of Moberly Wayfinding Plan these elements are focused on wayfinding sign types. Categories of wayfinding signs include the following:

- Identification Signs
- Directional Signs
- Orientation Signs
- Regulation Signs

All of these sign types work together as a system to create a sense of place and provide an experience for the visitor. These signs clearly direct the visitor to

destinations while also infusing the city’s brand reflecting energy and excitement. The sign system can help eliminate clutter of sign types created through the years by combining messaging into similiar sign types and using consistant guidelines for implementation.

IDENTIFICATION SIGNS

Provide the first impression of a destination

- Creates a sense of place
- Creates civic identity and enhances image of the entire community
- Establishes a sense of arrival

DIRECTIONAL SIGNS

The circulatory system of wayfinding

- Build awareness of destinations
- Routes pedestrian and vehicular traffic

ORIENTATION SIGNS

Offers an overview of the surroundings

- You are here
- Identifies boundaries, entry/exits, buildings, etc

REGULATION SIGNS

Commicates instructions or warning information

4.0 EXISTING SIGN TYPES

An audit outline will be included in the overall final documentation

5.0 WAYFINDING STRATEGY

This next section will define the framework for the wayfinding signage explaining how it will provide direction and information to its users. This section will outline the recommended sign types, functionality and their approach to placement as part of the visitor experience.

5.1 PLANNING

The common method for developing urban sign routes is the “peeling the onion approach” i.e. looking at a hierarchy of individual elements as a series of layers that a visitor encounters when experiencing an urban environment starting at the vehicular edges of the region and continuing into downtown, and finally pedestrian main streets and destination.

- **Edge of the City:** Direct to large District (Downtown)
- **District Edge:** Direct to smaller subdistricts, major boulevards, major landmarks, and parks
- **Inside the District:** Direct to key destinations and parking
- **At the Pedestrian Level:** Direct to all destinations

5.2 COMPREHENSIVE WAYFINDING SIGN SYSTEM

To be developed and identified at a later time and finalized at the end of Design Development

5.3 SIGN TYPES

DISTRICT EDGE

- Major Boulevard Vehicular Directional
- DOT Signage - City Identifier

INSIDE THE DISTRICT

- Street Vehicular Directional
- Parking Directional

PEDESTRIAN LEVEL

- Pedestrian Directional
- Information Kiosk
- Bikeway Directional

THE DESTINATION

- Identification Signs
- Interpretive Signs

5.4 DESTINATION & HIERARCY

DESTINATIONS

The criteria for destinations listed on the sign types should be set by The City of Moberly. This can be determined by how many visitors a destination receives annually or by attractions deemed of regional significance based on Stakeholder/ Public input. Private businesses should not be listed but a cluster of private businesses (i.e. downtown restaurants) can.

Outline list of destinations for inclusion in the Wayfinding Guidelines will be determined though Stakeholders and the Public.

Districts and neighborhoods help to make places easier to understand and navigate. Divide places into meaningful zones for use on signs and maps. Other communities, retail clusters and corridors, employment centers can be included. A nomenclature system should be put in place to identify those areas.

Typical for vehicular signs, destination listings should be limited to 3 to

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City of Moberly
Exterior Wayfinding
Project Number: 22-3278.00

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RD, JB

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CITY OF MOBERLY EXTERIOR WAYFINDING— EXISTING WAYFINDING GUIDELINES (OUTLINE) CONT.

4 message on one sign. On pedestrian level signs the messages can be more extensive keeping simplicity in mind to cut through the clutter. Abbreviations may be necessary when listing destinations on sign types. Use recognizable abbreviations consistently in messaging. For example - Boulevard-Blvd., University-Univ., Missouri-Mo.

Symbols designating services such as a shopping bag to represent retail districts can be used to designate these areas as well. Symbols also help to streamline the amount of information needed on the sign.

DISTRICTS

Districts are areas or neighborhoods that have distinctive characteristics such as retail and restaurant destinations, historic or architectural significance or a predominant ethnicity (e.g. Little Italy, Chinatown). It could be a group or area of businesses defined by a Business Organization or Community Improvement District. Scale of buildings or density of development are other physical attributes that help define a district. The following are some of the districts and neighborhoods identified by the Stakeholders and Public.

Locations to be identified during Schematic Design

ATTRACTIONS/INSTITUTIONS

Locations to be identified during Schematic Design

MAJOR RETAIL DESTINATIONS

Locations to be identified during Schematic Design

OUTDOOR RECREATION

Locations to be identified during Schematic Design

SERVICES

Locations to be identified during Schematic Design

OTHER COMMUNITIES/CLUSTERS/CORRIDORS

Locations to be identified during Schematic Design

5.5 FUNCTIONALITY

Wayfinding Signs identify, direct, orientate and regulate. Other functional elements include mapping and symbols.

Mapping and symbols to be developed and identified during Design Development

6.0 DESIGN AESTHETIC

Stakeholders and public will be asked what design aesthetic best represents the Moberly region. These questions will be asked within an online survey during the schematic design phase of the project. These words will be ranked and applied to future design development phase of the project.

Words:

Historic, Traditional, Vibrant, Modern, Energetic, Calm, Whimsical, Edgy, Subdued, Cool, Funky

7.0 WAYS TO SUPPORT WAYFINDING

To be developed with the final guidelines

8.0 MAINTENANCE

To be developed in more detail with final guidelines

Ease of maintenance was taken into consideration when designing this system, as damage sometimes occurs through vandalism, storms or even flooding.

WARRANTY

To be determined by fabricators / contractors and included in final guidelines

CLEANING

To be determined by fabricators / contractors and included in final guidelines

REPAIRS

To be determined by fabricators / contractors and included in final guidelines

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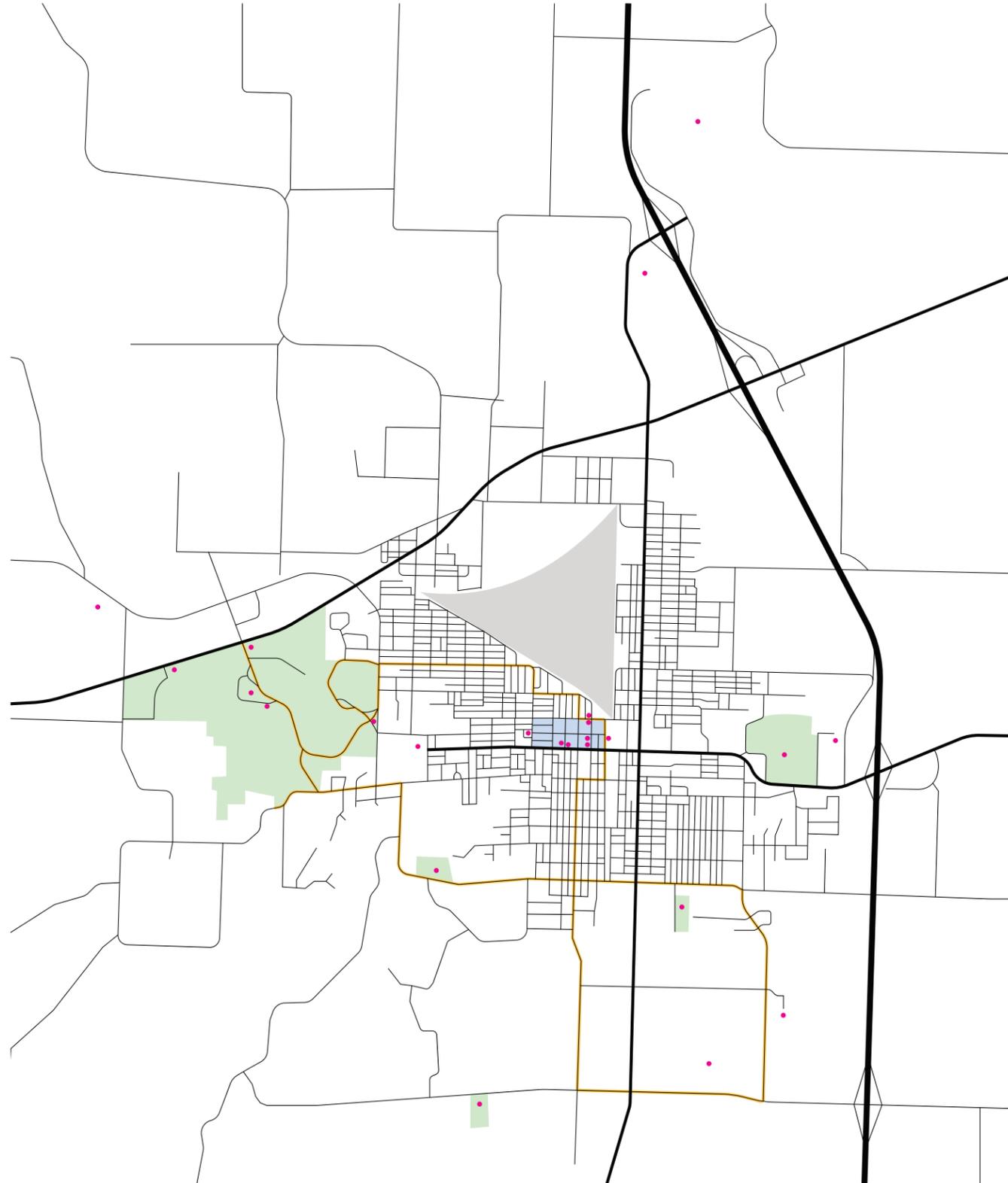
DOWNTOWN:

Auditorium, Fennel Event Center, Library, Train Museum,
County Historical Society, Splash Pad, Tannehill Park,
Fourth St. Theatre, Merchants Hotel

ROTHWELL PARK:

Trails, Athletic Complex, Aquatic Center, Omar Bradley
Memorial, Thompson Campground

Lions Bueth Park
Fox Park
K of C Paradise Park
Oakland Cemetary
Animal Shelter
Theatre and Drive In
Golf Course
Airport
Sugar Creek Lake
YMCA
Central Christian College
Moberly Area Community College



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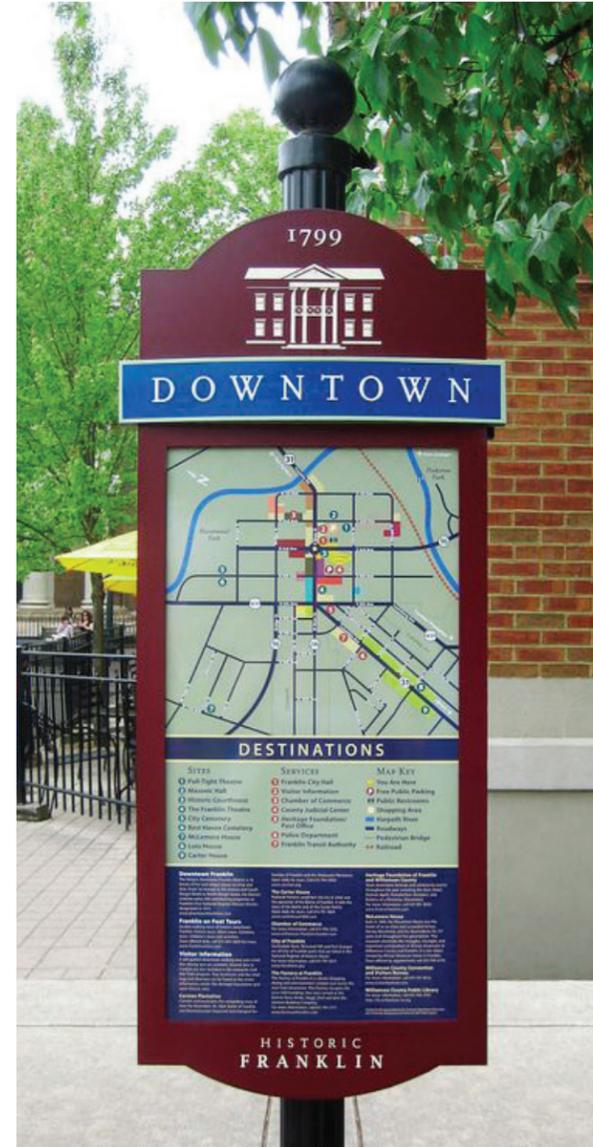
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Inspiration

A collection of inspiration images including building signage, wayfinding and placemaking.



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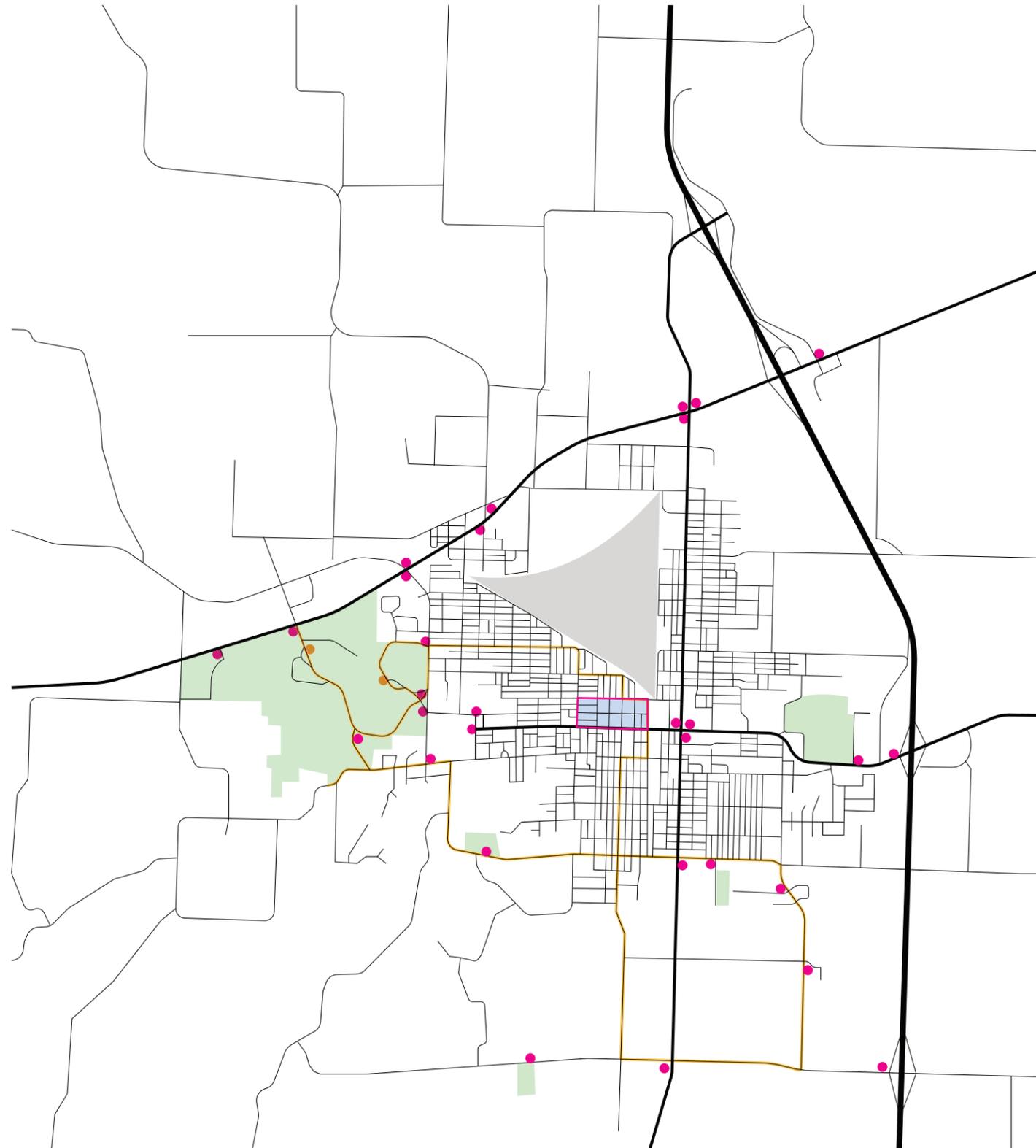
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CITY OF MOBERLY EXTERIOR WAYFINDING—
PRELIMINARY WAYFINDING LOCATION PLAN

- MAP SIGN
- WAYFINDING SIGN



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SAINT LOUIS, MO 63101
ARCTURIS.COM

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DEPOT DISTRICT



PARKS



SCHOOLS

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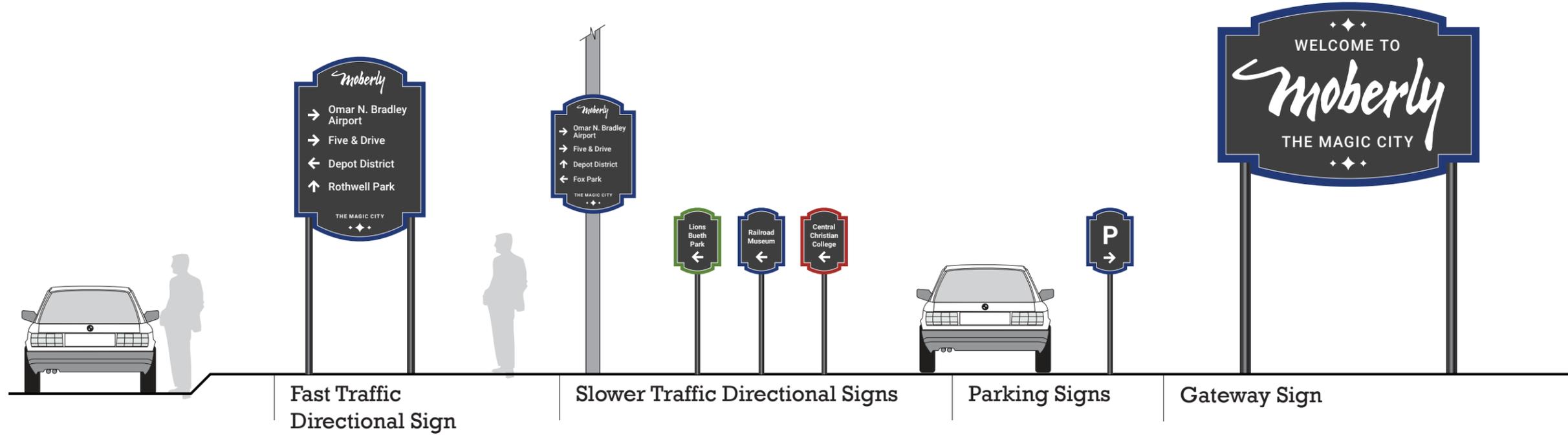
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CITY OF MOBERLY EXTERIOR WAYFINDING-
SIGN FAMILY OPTION 1

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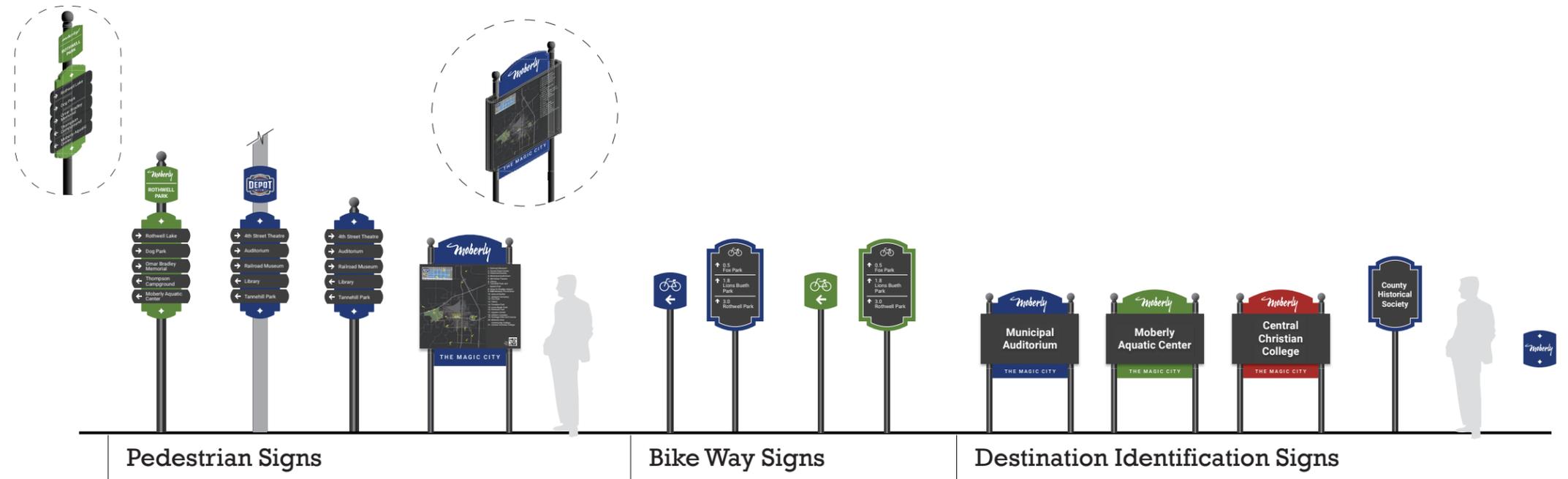
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CITY OF MOBERLY EXTERIOR WAYFINDING—
SIGN FAMILY OPTION 1 - DETAIL



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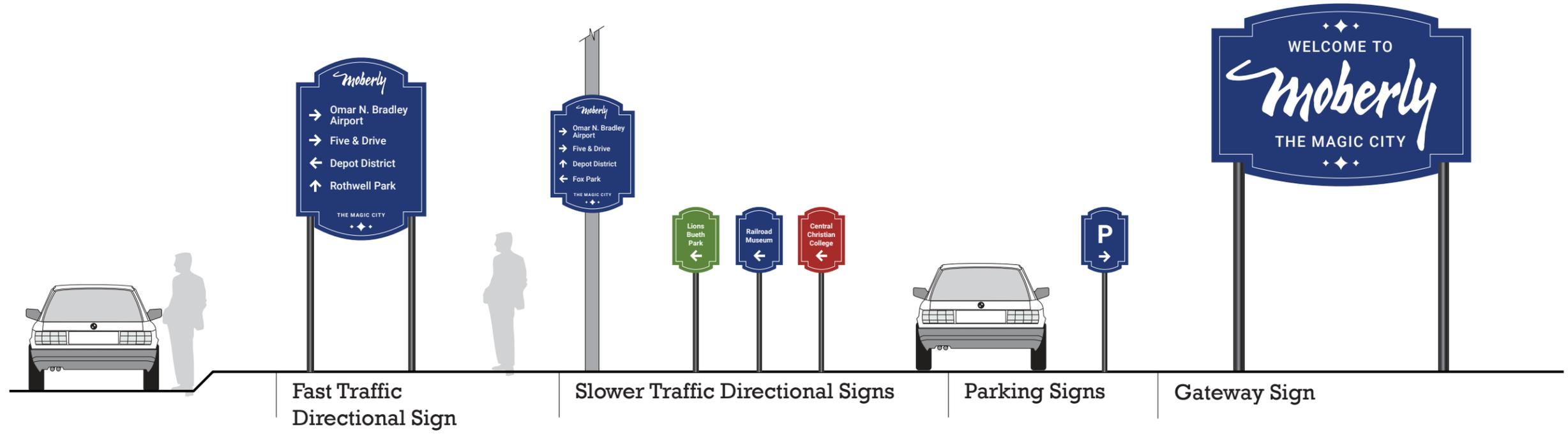
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CITY OF MOBERLY EXTERIOR WAYFINDING-
SIGN FAMILY OPTION 2

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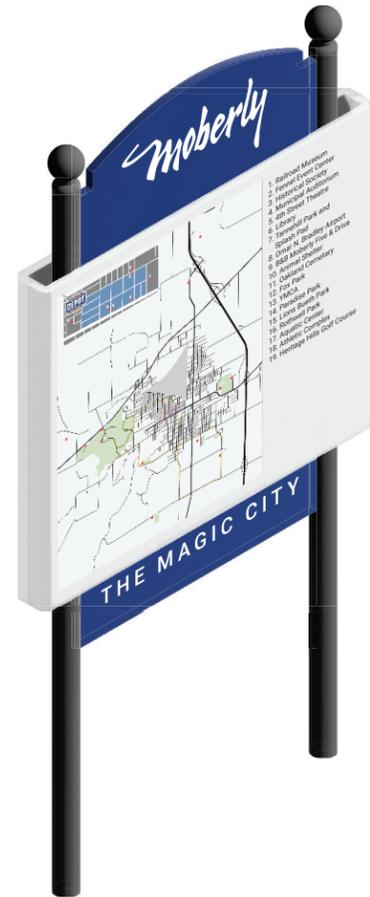
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**CITY OF MOBERLY EXTERIOR WAYFINDING—
SIGN FAMILY OPTION 2 - DETAIL**



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Next Steps

- City of Moberly to pick direction to move in based on design options
- City of Moberly to supply list of names to be included in first round of signs to be produced.
- Arcturis to make edits and adjustments during Design Development for chosen direction
- Arcturis to order material samples to review for approval
- Arcturis to create preliminary message and signage schedule
- Arcturis to create specification outline for review
- Virtual Meeting to review Design Development progress - Date TBD

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