
MEMORANDUM



TO: Mayor Walker and Councilors
FROM: M McPherson, City Administrator
B Gerold, Public Works Director
T Frederick, Police Chief

SUBJECT: Request for Signage from Sylva Corporation

DATE: December 6, 2022

Background:

Staff received a request from Larry Doose of Sylva Corporation for some type of permanent “trucks crossing” signage located north and south of the entrance to the new storage area located west of 19th Avenue. The proposed location of the signage is illustrated by the diamonds:



The concern from Mr. Doose is that drivers on 19th Avenue are not aware of trucks and forklifts crossing to deliver product from the main facility to the new storage area.

Signage can become visual “white noise” after drivers pass it numerous times. Specialized signage such as the requested signs or “deaf/blind child area” become problematic and even forgotten over

time. A better solution, given that the crossing/hauling activities occur for short periods in the spring and late fall, is to purchase temporary signage (orange/black) which can be placed during the hauling periods to alert drivers to be more aware of truck traffic.

The City Engineer provided the attached information regarding ineffective signage.

As the lesser arterial, it is the responsibility of Sylva's drivers to be aware of traffic on 19th Avenue.

Recommendation:

Staff recommends that the City Council deny the request for additional permanent signage regarding trucks crossing on 19th Avenue.