



CITY OF SANTA BARBARA

COUNCIL AGENDA REPORT

AGENDA DATE: January 27, 2015

TO: Mayor and Councilmembers

FROM: Transportation Division, Public Works Department

SUBJECT: Approval Of Professional Services Agreement For Citywide Wayfind Directional Signage Program

RECOMMENDATION:

That Council authorize the Public Works Director to execute a Professional Services Agreement with Hunt Design in the amount of \$91,300 to review the City's existing directional signage, offer suggestions for elimination and/or retention of the current inventory, and design a comprehensive, attractive, and cohesive Citywide Wayfind Directional Signage Program to improve multi-modal access, identification and connectivity within and about Santa Barbara, and authorize the Public Works Director to approve expenditures of up to \$14,895 for extra services of Hunt Design that may result from necessary changes in the scope of work.

DISCUSSION:

On January 27, 2014, Council held a work session to review potential capital projects to be funded by approximately \$4.3 million in one-time monies from the General Fund. Among the many projects for consideration was the Wayfinding Design Signage Upgrade Project (Project). As presented to Council, this involved hiring a consultant with expertise in branding, signage and municipal wayfinding to prepare a unified signage design within, and leading into, the downtown area, as well as gateway signage at major City inroads. The purpose of the Project was to serve as a framework to implement an attractive signage system throughout the City that establishes universal design standards for citywide wayfinding signage that is reflective of the City's identity. The signage would also serve to facilitate a visitor-friendly experience when walking, cycling, and driving throughout the city.

Council appropriated \$250,000 to hire a consultant to study the City's existing inventory of directional signs, survey their current designs and conditions, and prepare a comprehensive Citywide Wayfind Directional Signage program that would address branding and design guidelines, not only within the City's Central Business District (CBD) or downtown core, but also to the gateways of the community and City landmarks. The selected consultant would be expected to work closely with City staff,

boards and commissions, and a diverse group of community stakeholders for public input. The final design is expected to not only meet the City's strict design guidelines but also be representative of the consensus from the community.

Following Council action to award the one-time funds, staff established and met with a group of community stakeholders, including members from the local business community, design review boards, various City agencies, the Downtown Organization, and Visit Santa Barbara. As a result of the stakeholders' meeting, a Request for Proposals was drafted, circulated, and ultimately finalized and released in November 2014. After reviewing all of the proposals submitted, four firms were selected to be interviewed by a panel consisting of Community Development and Public Works staff, as well as Santa Barbara's business community members. The panelists received presentations from the four firms and were asked to independently score the proposals and presentations based upon a professional understanding of the project, qualifications, objectiveness, creativity of their public outreach strategy, and their ability to respond to eight project goals.

Hunt Design is the firm that the interview committee is recommending based on their interview and the firm's experience. Subsequent reference checks confirmed Hunt Design's professionalism and their expertise in developing a wayfinding signage program that included engaging members of the community in its development.

BUDGET/FINANCIAL INFORMATION:

Public Works was awarded \$250,000 to inventory its existing directional signs, analyze their conditions, and design a comprehensive directional sign program for future installation. Upon fulfillment of the scope of work, there will be \$145,000 remaining that can be used for the first phase of implementation of the new Project.

PROJECT BENEFIT:

The end product from these one-time monies awarded will afford the City an attractive and unified wayfind directional signage system throughout Santa Barbara that will positively reflect the City's identity and facilitate a visitor-friendly experience when driving, walking, or biking throughout the City.

PREPARED BY: Browning Allen, Transportation Manager/TG/kts

SUBMITTED BY: Rebecca J. Bjork, Public Works Director

APPROVED BY: City Administrator's Office