



CITY OF SANTA BARBARA

COUNCIL AGENDA REPORT

AGENDA DATE: July 28, 2015

TO: Mayor and Councilmembers

FROM: Administration Division, Parks and Recreation Department

SUBJECT: Professional Services Contract With Hunt Design, Inc., For The Parks And Recreation Facility Sign Replacement Project

RECOMMENDATION: That Council:

- A. Authorize the Parks and Recreation Director to execute a professional services agreement with Hunt Design, Inc., in the amount of \$45,000 to develop a comprehensive sign program for City parks and recreation facilities; and
- B. Authorize the Parks and Recreation Director to approve additional expenditures of up to \$5,000 to cover cost increases that may result from necessary changes in the scope of work.

DISCUSSION:

The purpose of the Parks and Recreation Facility Sign Replacement Project is to: 1) Develop a comprehensive sign program that establishes design and fabrication standards of signs located in City parks and recreation facilities; and 2) Systematically remove and replace all park and facility signage. Signs are the primary tool used to communicate the name of the park, intended use and prohibitions and hours of operation, as well as provide educational opportunities. Over time, park signs have been replaced and/or updated for a number of reasons. Park signs become degraded from sun and salt air exposure, are subject to vandalism, and become outdated in their appearance or message over time. As new signs have been installed, outdated signs have not always been removed and/or replaced. Some parks are now cluttered with signs of varying styles and colors. The Parks and Recreation Department (Department) has long needed a sign program that sets design standards and establishes a system for sign removal and replacement.

To develop baseline information for the project, the Department completed a comprehensive inventory of all outdoor signs in City parks and recreation facilities. The signs perform a variety of functions including regulatory, informational, park/facility name, and interpretive or educational. The inventory details the location and condition of over 700 signs in 62 parks and recreation facilities.

Sign Program Scope of Work

The primary design objectives include unifying regulatory and informational signage with consistent design aesthetics using distinct sign types, color schemes, fonts and symbols. The sign program will remain flexible enough to include the unique qualities (fonts and colors) found within interpretive and educational signage. New signage will be designed to provide effective information, communicate park rules/regulations, encourage learning experiences, and enhance park aesthetics. Designs will be compatible with the City's Sign Ordinance and Sign Guidelines and approved by the City's Sign Committee. Fabrication details will be developed as part of the sign program to standardize the size, material used, hardware and mounting method for sign installation.

Consultant Selection

The Department recommends City Council approve the execution of a contract with Hunt Design, Inc. The firm was selected through a competitive request for proposal (RFP) process. The RFP was distributed to six firms located throughout California. The Department received three proposals and conducted interviews with two selected firms. Hunt Design, Inc. was selected as the most qualified company due to the firm's experience in developing successful sign programs for cities within California and around the nation. Their portfolio includes developing signage guidelines for Santa Monica Parks and Beaches, a sign master plan and guidelines for all parks, beaches, trails and historic sites in Orange County, and sign design guidelines for parks located within the Golden Gate National Recreation Area. The firm is also currently under contract with the Public Works Department to develop Santa Barbara's Way-find Signage Program.

BUDGET/FINANCIAL INFORMATION:

The Fiscal Year 2016 Capital Outlay Fund includes \$150,000 for the design and installation of new park and recreation facility signage.

A copy of the contract/agreement is available for public review in the City Clerk's Office.

PREPARED BY: Mandy Burgess, Administrative Analyst

SUBMITTED BY: Nancy Rapp, Parks and Recreation Director

APPROVED BY: City Administrator's Office