



# CITY OF SANTA BARBARA

## COUNCIL AGENDA REPORT

**AGENDA DATE:** November 24, 2015

**TO:** Mayor and Councilmembers

**FROM:** Transportation Division, Public Works Department

**SUBJECT:** Approval Of The Citywide Wayfinding Directional Signage Program Including Project Funding And Installation Plan

### RECOMMENDATION:

That Council approve the Citywide Wayfinding Directional Signage Program and authorize the Public Works Director to implement the installation of the signage as outlined in the recommended phasing plan and provide staff direction on funding future phases of the Wayfinding program.

### BACKGROUND:

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). The Project 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. At that work session, Council approved the use of \$250,000 of General Fund monies toward the Project.

On January 27, 2015, Council approved a Professional Services Agreement with the Pasadena based firm, 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 Wayfinding Directional Signage Program to improve multi-modal access, identification, and connectivity around Santa Barbara.

Hunt Design developed the Citywide Wayfinding Directional Signage Program in close coordination with a comprehensive group of Community Stakeholders, City staff from multiple departments, and an ad-hoc design review sub-committee comprised of representatives from the Historic Landmarks Commission, Architectural Board of Review, and the Sign Committee. The Program was presented to the community stakeholder group in July 2015, the Visit Santa Barbara Board in September 2015, the

Downtown Parking Committee (DPC) in September 2015, and the Transportation and Circulation Committee (TCC) in October 2015. All of these groups support the Program. Hunt Design also presented the Program to the Historic Landmarks Commission on October 21, 2015, and the Architectural Board of Review on October 26, 2015. Both design review boards were in full support of the Program and forwarded it to the Sign Committee for approval. The Wayfinding Program is going before the Sign Committee on November 18, 2015, and staff will advise Council of the Committee's action at the Council meeting.

Hunt Design also considered other requests from stakeholders. Visit Santa Barbara requested the inclusion of the Red Tile Walking Tour and the Scenic Drive Tour while members of the TCC asked to address the retention of the regional Bike Route signs. To the satisfaction of Visit Santa Barbara, Hunt Design has incorporated a Historic Walking Tour on the pedestrian maps and staff has informed concerned TCC members that the existing regional bike signs will remain.

The DPC has expressed a concern regarding the color background for the parking signs. The ad-hoc subcommittee recommended a green background and the DPC strongly feels that a blue background will be more visible to drivers. The DPC requests that Council approve the blue background rather than the green background.

## **DISCUSSION:**

The Citywide Wayfinding Directional Signage Program (Program) consists of 293 total directional sign panels, comprised of five (5) sign types – vehicular directional, parking directional, parking lot identification, pedestrian directional, and pedestrian maps. To minimize project costs, wherever possible, signage has been programmed to utilize existing posts. However, where a new pole is necessary, Hunt Design has quantified an estimated cost differential using standard posts versus decorative posts, customarily required in the El Pueblo Viejo district (EPV). The estimated Program cost using standard posts is \$629,500 plus a suggested 15 percent contingency totaling \$723,925 for any unforeseen constructed related complications. The estimated Program cost using decorative posts is \$871,000 plus a suggested 15 percent contingency totaling \$1,001,650. These costs include the fabrication and installation of all sign panels as well as the supply of any necessary new poles.

As an expert in municipal wayfinding, Hunt Design has prepared the following phasing plan (detailing cost estimates for the use of both standard posts and decorative posts). Although recommended by Hunt Design to include a 15 percent contingency as detailed above, the figures below represent a 10 percent contingency to reduce overall projected budgets, where possible.

**PHASE I: Pedestrian and Downtown Parking Wayfinding Directional Signs**

Downtown Santa Barbara will strongly benefit from the installation of pedestrian directional signs to start the project. The entire Program includes 42 Pedestrian Directional signs of which 32 are located in the downtown core and 10 on the waterfront. Sufficient funds remain in the original design budget to fabricate and install the pedestrian directional signs in Phase I entirely, with a substantially reduced contingency at six percent, if authorization to use standard posts painted Malaga Green (versus the decorative posts as required in the EPV) is granted.

<b>Sign Type</b>	<b>Standard Post Cost Estimate</b>	<b>Decorative Post Cost Estimate</b>
Pedestrian Directional	\$134,600	\$191,600
Phase 1 Total:	\$134,600	\$191,600
<i>Phase 1 (with a 10 percent contingency):</i>	<i>\$148,060</i>	<i>\$210,760</i>

Additionally, in Phase I, Hunt Design recommends removal and replacement of all downtown parking signage to address the concern of the DPC regarding the visibility of the parking lots. Sufficient funds exist in the Downtown Parking Capital budget to cover the cost of fabrication and installation of standard posts for all downtown parking directional and parking lot identification signs.

<b>Sign Type</b>	<b>Standard Post Cost Estimate</b>	<b>Decorative Post Cost Estimate</b>
Parking Directional	\$44,800	\$ 68,800
Parking Lot Identification Signs	\$32,000	\$ 56,000
Phase 1 Total:	\$76,800	\$124,800
<i>Phase 1 (with a 10 percent contingency):</i>	<i>\$84,480</i>	<i>\$137,280</i>

**PHASE II: Vehicular Wayfinding Directional Signage**

The Phase 2 Vehicular Signs are a network of wayfinding signs that are dependent on one another to get drivers to their destinations. Hunt Design strongly recommends that these signs be installed simultaneously as a network.

<b>Sign Type</b>	<b>Standard Post Cost Estimate</b>	<b>Decorative Post Cost Estimate</b>
Vehicular Large Directional	\$ 68,800	\$ 88,300
Vehicular Medium Directional	\$225,000	\$273,000
Vehicular Small Directional	\$ 44,500	\$ 71,500
Phase 2 Total:	\$338,300	\$432,800
<i>Phase 2 (with a 10 percent contingency):</i>	<i>\$372,130</i>	<i>\$476,080</i>

**PHASE III: Pedestrian Maps**

The Phase 3 Pedestrian Maps support the pedestrian sign program and can be added as funds become available. While these signs are important to the Program, they are independent of one another and can be added without being dependent on a sequence of wayfinding signs. In the downtown EPV district, these maps identify the historic walking tour, which addresses the request of Visit Santa Barbara to identify the Red Tile Walking Tour in the wayfinding program.

<b>Sign Type</b>	<b>Standard Post Cost Estimate</b>	<b>Decorative Post Cost Estimate</b>
Pedestrian Map Signs	\$65,000	\$ 95,000
Phase 3 Total:	\$65,000	\$ 95,000
<i>Phase 3 (with a 10 percent contingency):</i>	<i>\$71,000</i>	<i>\$104,500</i>

**PHASE IV: Waterfront Parking Directional Signage**

Revised parking signage in the waterfront will support the overall Program goal of creating a unified and cohesive family of signs for the entire City. While these signs are important to the comprehensive program, they are not critical and can be added as funding permits.

<b>Sign Type</b>	<b>Standard Post Cost Estimate</b>	<b>Decorative Post Cost Estimate</b>
Parking Directional	\$7,400	\$13,400
Parking Lot Identification Signs	\$7,400	\$13,400
Phase 4 Total:	\$14,800	\$26,800
<i>Phase 4 (with a 10 percent contingency):</i>	<i>\$16,280</i>	<i>\$29,480</i>

**BUDGET AND FINANICAL INFORMATION**

**PHASING RECOMMENDATION:**

\$143,705 remains from the \$250,000 that Council appropriated for this program. Utilization of these funds would cover the majority of fabrication and installation costs of standard posts in Phase 1 - Pedestrian Wayfinding Directional Signage. Downtown Parking has sufficient funds available in the Fiscal Year 2016 Capital budget to cover the cost of all downtown parking directional and parking lot identification signs.

Staff will include a Phases II – IV during future Council discussions of Capital Improvement Program funding priorities. Funding using standard sign posts would require an additional \$418,100, plus a ten percent contingency for a total of \$459,910 from the General Fund or, funding using decorative sign posts would require an additional \$554,600, plus a ten percent contingency for a total of \$610,060 from the General Fund. Council could direct staff to appropriate funding over the next three

fiscal years to fully implement the program or appropriate the funds needed to complete the program all at once.

Based on the complexity of the fabrication of the signs, Staff is recommending that Hunt Design provide Construction Administration. In this capacity, Hunt Design would be responsible for reviewing all shop drawings and material samples and overseeing the removal of existing signs and the installation of all new signs. There are sufficient funds remaining in the extra services portion of the original design contract executed between the City and Hunt Design to cover the Construction Administration costs. The benefit moving forward with the installation of all the signs at one time is having the expertise of Hunt Design for Contract Administration throughout the fabrication and installation of the entire Program. With a phased approach, Hunt Design would only provide Contract Administration for Phase 1, unless Council appropriates additional funds to keep them on retainer. Alternately, should Council opt to not use Hunt Design for the additional phases, Council could approve the use of the Phase 1 sign fabricator for all remaining signs in the Program, which will guarantee quality control. Staff assigned to assist with this project will also have to work closely with Hunt Design during Phase 1 and thus would be available to take over subsequent phasing.

**PROJECT BENEFITS:**

Installation of the complete Program will afford the City an attractive and unified wayfinding directional signage system throughout Santa Barbara which 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/mj

**SUBMITTED BY:** Rebecca J. Bjork, Public Works Director

**APPROVED BY:** City Administrator's Office

# CITYWIDE WAYFINDING SIGNAGE PROGRAM CITY COUNCIL MEETING

The Citywide Wayfinding Signage Program is a **council-driven project in conjunction with Visit Santa Barbara.**

## **PROJECT GOALS**

- Create a **cohesive design** for vehicular and pedestrian signs throughout the city
- **Reduce sign clutter** by combining several messages and signs into one
- Provide **critical directional information at key intersections** throughout the city
- Create a **family of sign types that maintains visual consistency**
- Improve the **connection** between the **waterfront** and the **downtown area**
- Create **walking maps to help pedestrians explore** more of Santa Barbara
- Optimize Santa Barbara's inherent **"walkability"**
- **Turn drivers into walkers, and walkers into shoppers**

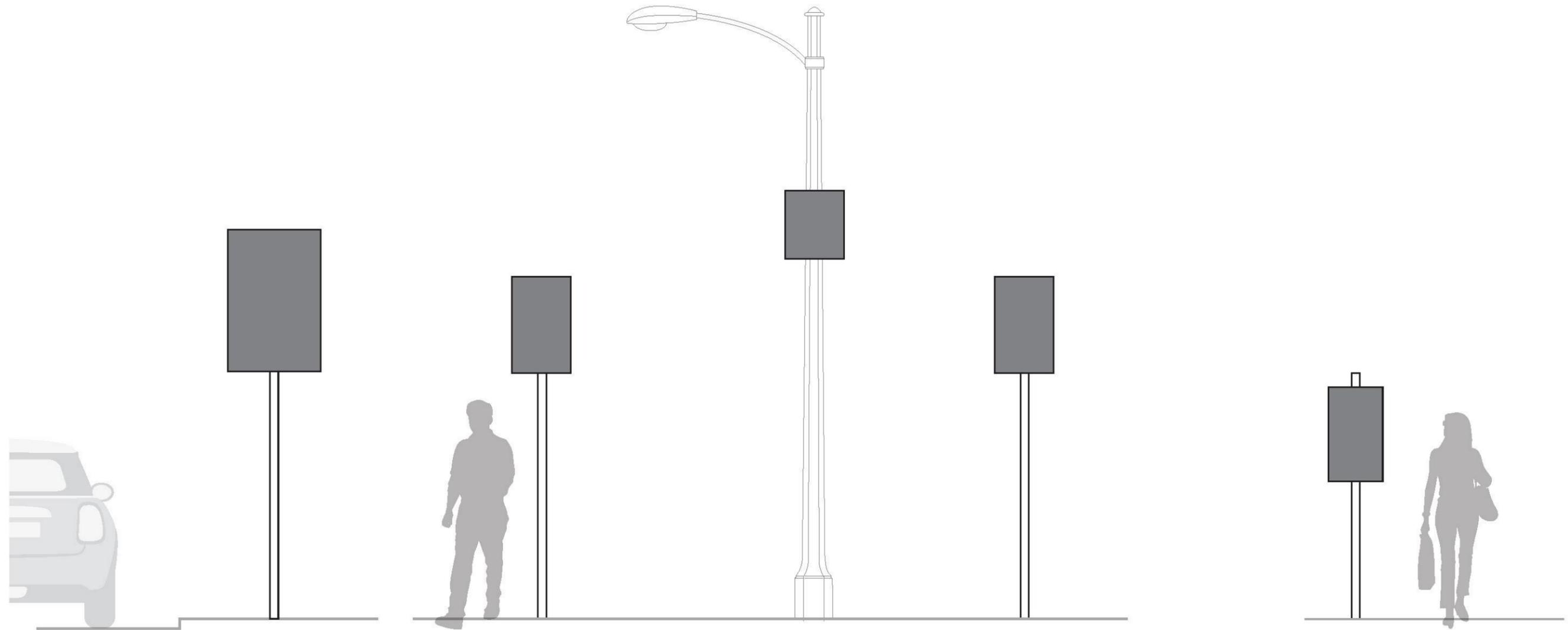
Existing Sign Conditions



Santa Barbara Reference Images



# Family of Sign Types



**Vehicular Directional Sign**  
Signs directing drivers to destinations citywide.

**Pedestrian Directional Sign**  
Signs directing walkers to destinations.

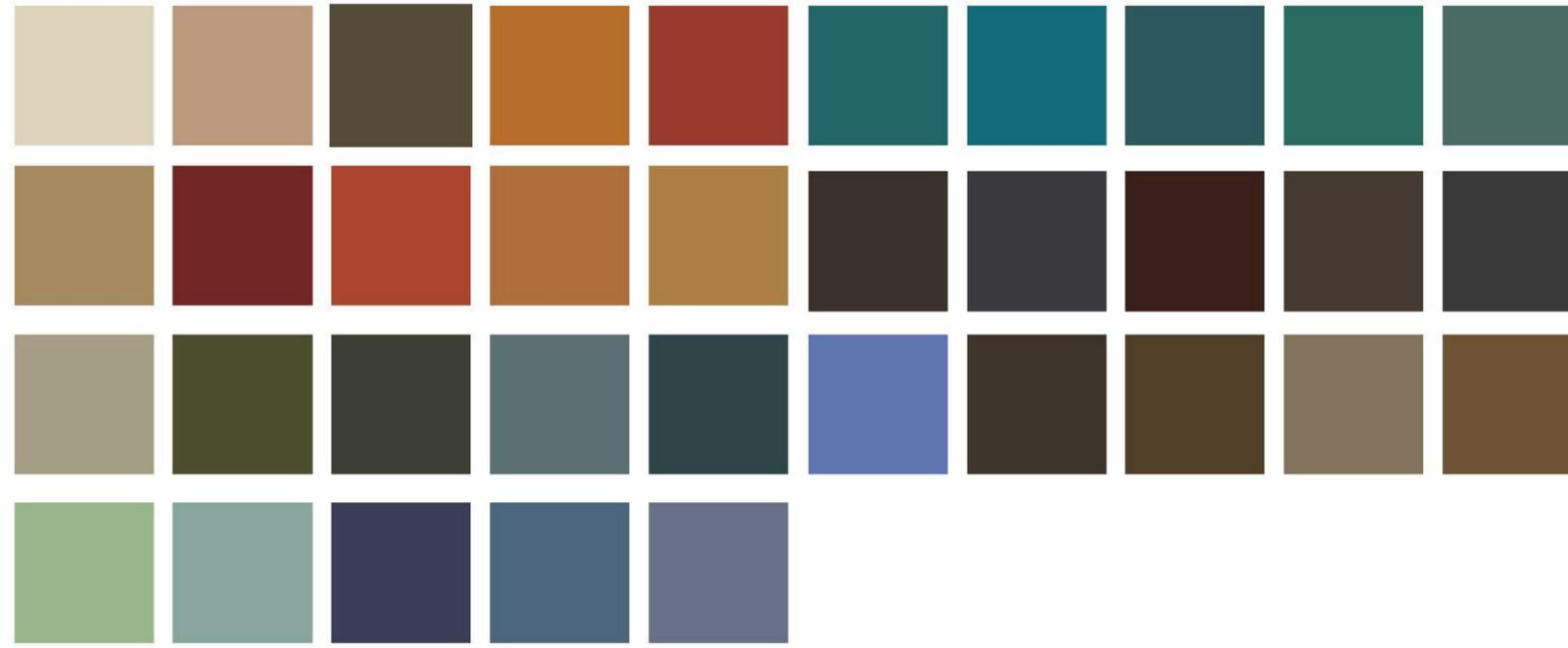
**Parking Directional Sign**  
Signs directing drivers to public parking.

**Parking Identification Sign**  
Signs identifying public parking surface lots and garages.

**Map Kiosk**  
Map display of key destinations.

# Color Study

## Santa Barbara Architectural Colors



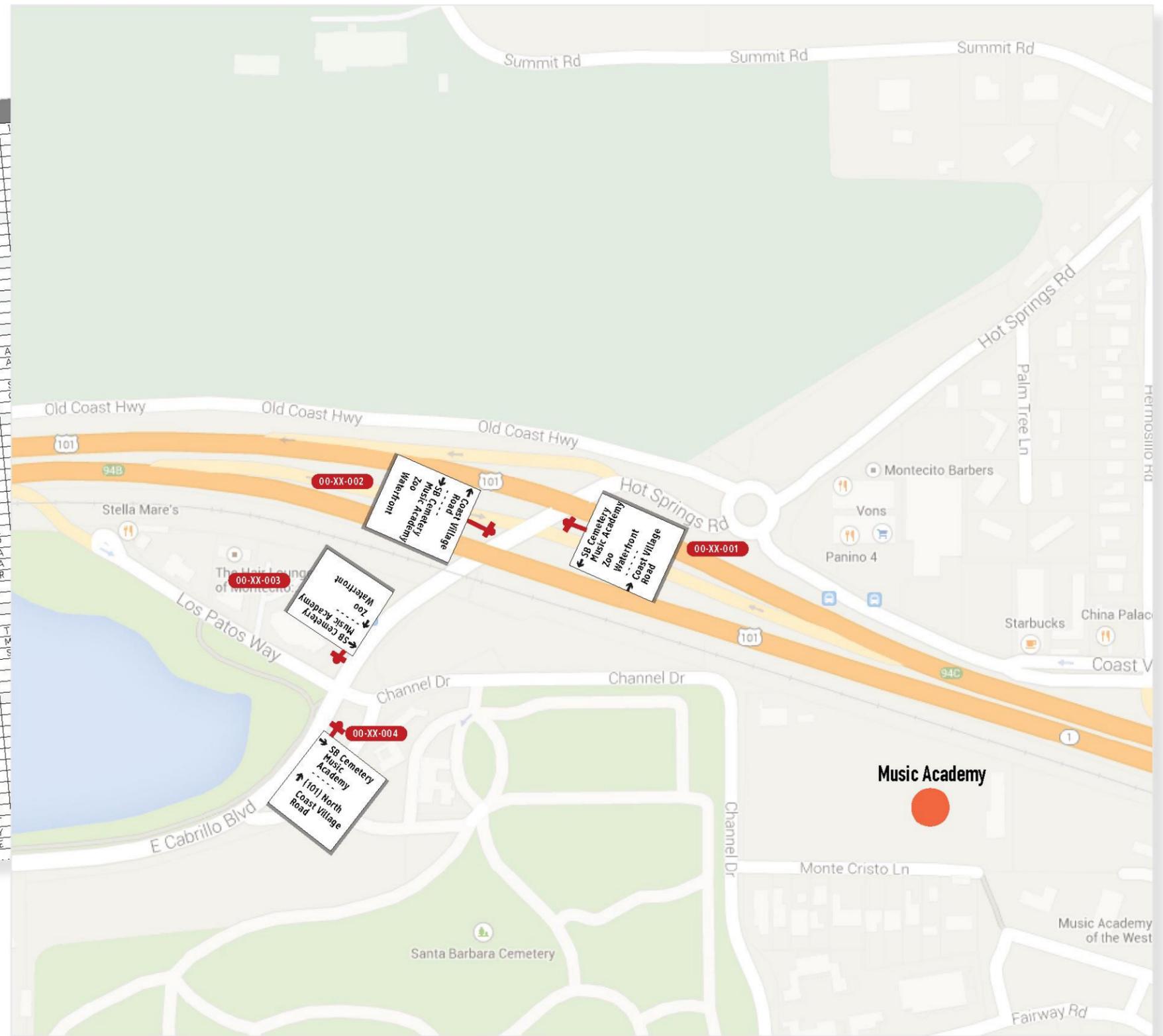
## Santa Barbara Environmental Colors



# Programming, Sign Messaging and Letter Counts

City of Santa Barbara - Wayfinding Destination List - 2015 05 01

	Veh.	Ped.	1	2	3	4	5	6	7	8	9	10	11	12	13
<b>CIVIC</b>															
Courthouse	X	X	C	O	U	R	T	H	O	U	S	E			
City Hall	X	X	C	I	T	Y	A	R	Y	G	U	E	R	R	A
Library		X	L	I	B	R	A	R	I						
De La Guerra Plaza		X	D	E	L	A	O	F	F	I	C	E			
Post Office		X	P	O	S	T									
<b>TRANSPORTATION</b>															
Train and Bus	X	X	T	R	A	I	N	U	S	A	N	D	E	B	U
MTD Bus Depot		X	M	T	D										
<b>SCHOOLS</b>															
City College	X	X	C	I	T	Y	C	O	L	L	E	G	E		
<b>HOSPITALS</b>															
Hospital	X	X	H	O	S	P	I	T	A	L					
<b>SHOPPING</b>															
Paseo Nuevo Shopping Center	X	X	P	A	S	E	O	T	N	U	E	V	O	Z	A
Loretto Plaza Shopping Center	X	X	L	O	R	C	U	M	B	R	O				
La Cumbre Plaza		X	L	A	E	L	L	P	A	S	E	O	T		
El Paseo		X	E	L	L	P	A	S	E	O	T				
Five Points Shopping Center		X	F	I	V	E	P	O	I	N	T	S	H		
La Arcada Shopping Center		X	L	A	A	R	C	A	D	A					
<b>RECREATION</b>															
SB Golf Club	X	X	S	B	G	O	L	F	C	L	U	B			
Carrillo Rec Center	X	X													
Los Baños Del Mar Pool	X	X													
Skaters Point	X	X													
Mackenzie Park	X	X													
Elings Park	X	X													
Cabrillo Pavilion East Beach	X	X													
Oak Park	X	X													
Chase Palm Park	X	X													
Alameda Park	X	X													
Alice Keck Park	X	X													
Shoreline Park	X	X													
Santa Barbara Botanical Gardens	X	X													
Santa Barbara Zoo	X	X													
Harbor	X	X													
<b>MUSEUMS</b>															
Art Museum	X	X													
Natural History Museum	X	X													
Historical Museum	X	X													
Maritime Museum	X	X													
El Presidio de Santa Barbara	X	X													
MOXI	X	X													
<b>ADDITIONAL DESTINATIONS</b>															
Highway 101	X	X													
Channel Islands YMCA	X	X	M												
Mission Historical Park	X	X													
Steamers Wharf	X	X													
Visitor Center	X	X													
Santa Barbara Bowl	X	X													
Channel Islands YMCA	X	X													
New Vic	X	X													
Lobero Theater	X	X													
Granada Theater	X	X													
Arlington Theater	X	X													
SB Cemetery	X	X													
Music Academy	X	X													



# All Things Considered During the Course of the Project



All Existing South Coast Bicycle Wayfinding Signage to remain in place.

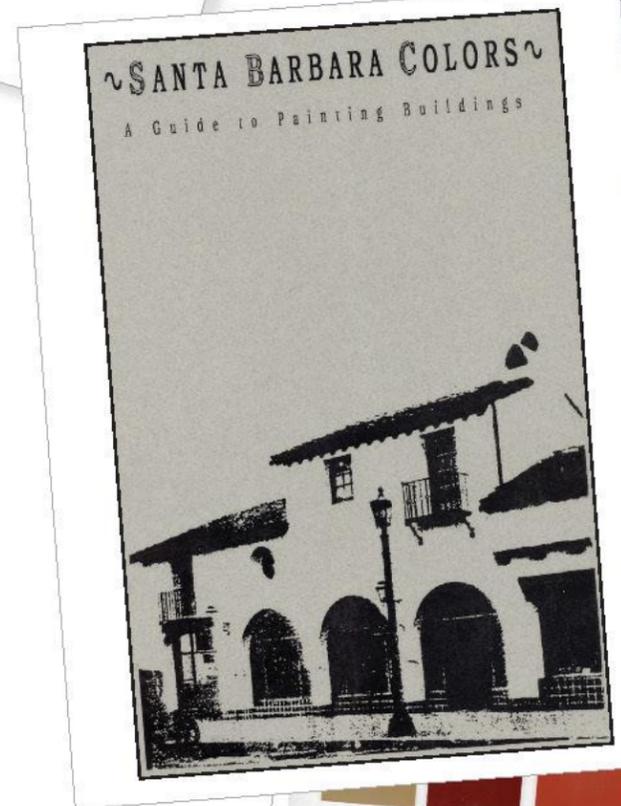
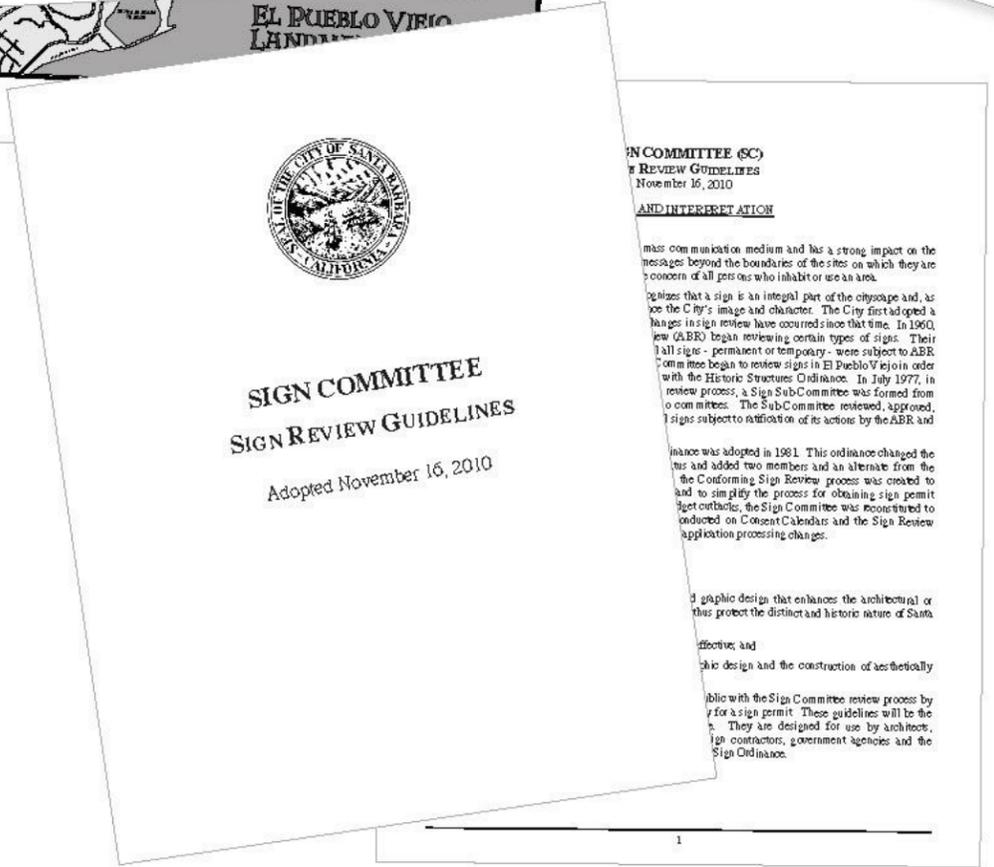
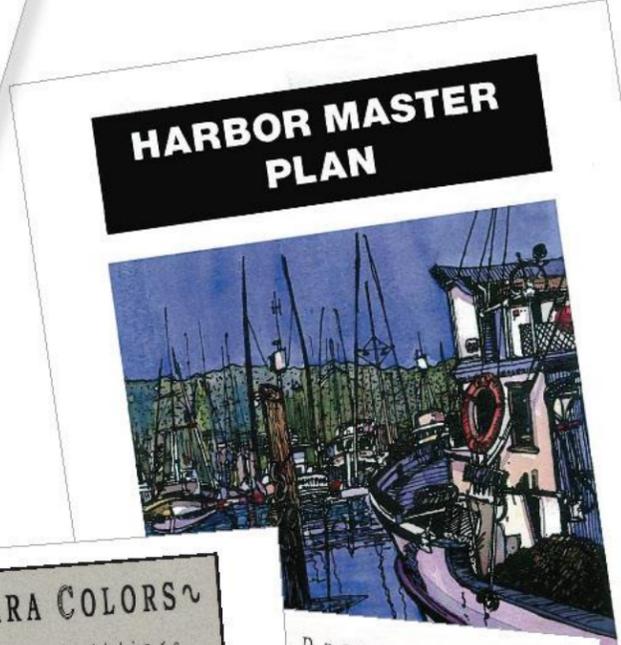
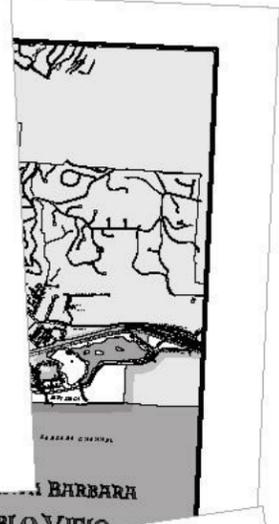
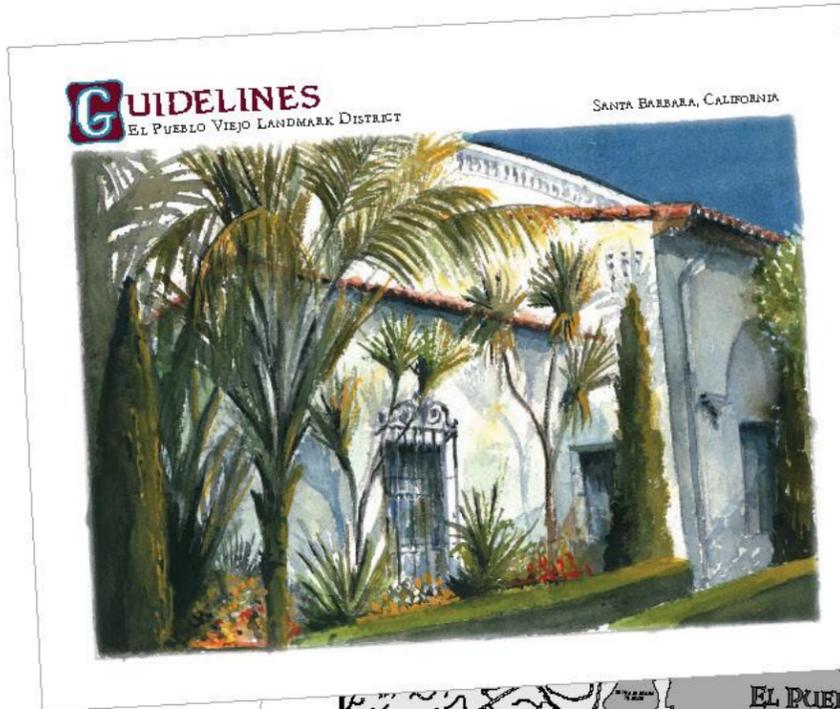


Existing Scenic Drive Tour Signage is a positive asset for the City.

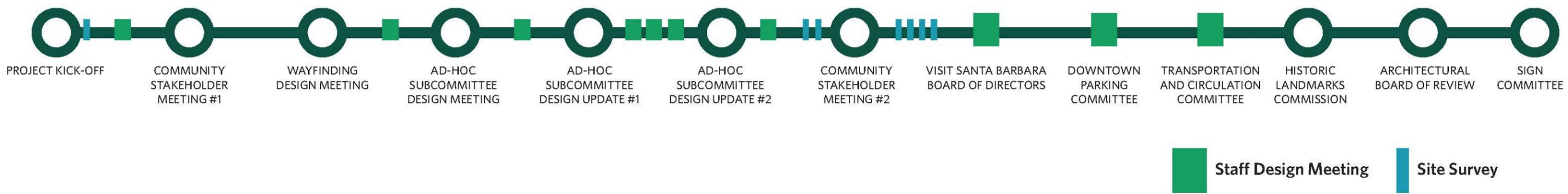
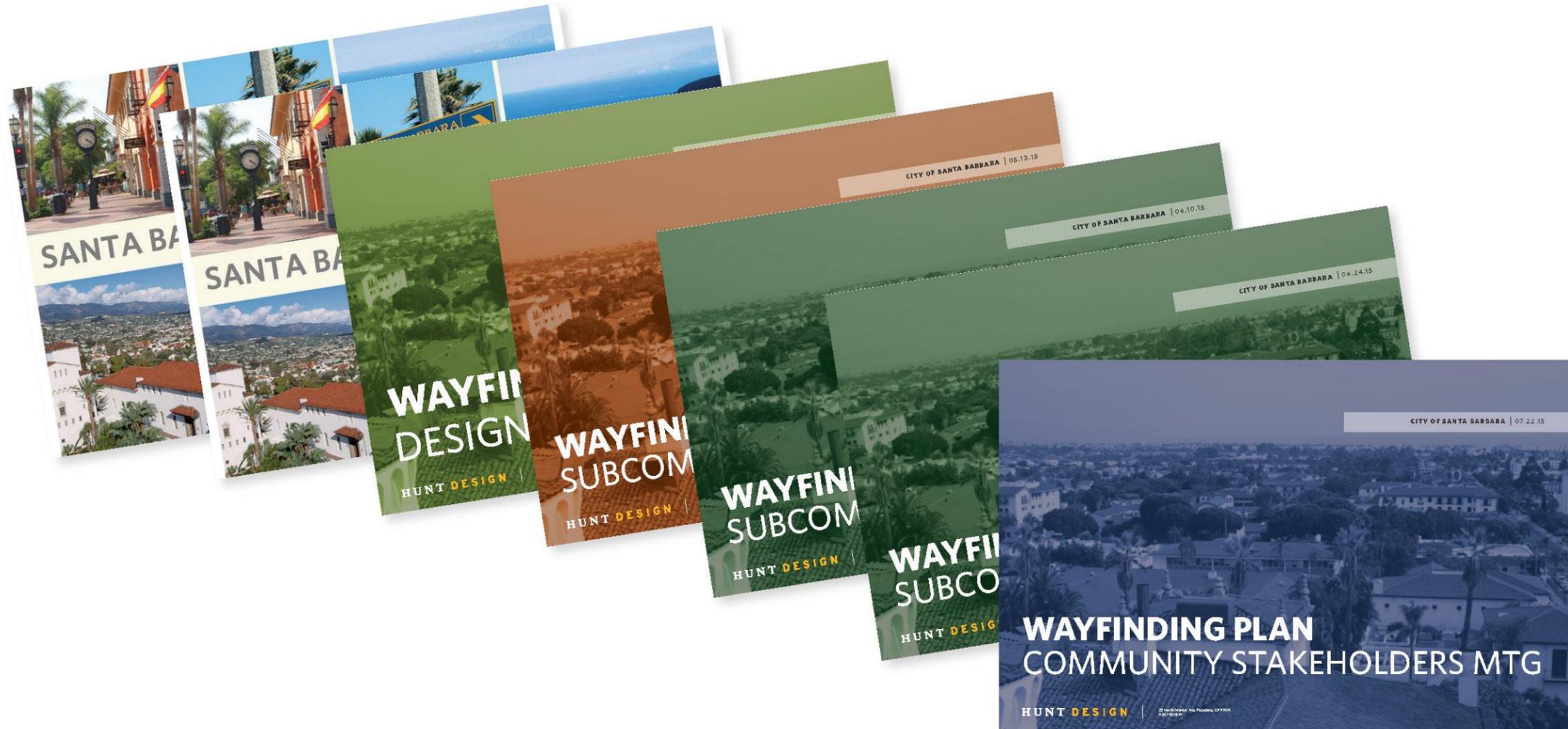


The Visit Santa Barbara Red Tile Walking Tour was one of the main sources of inspiration that led to the pedestrian walking maps included in the final signage package.

Santa Barbara Sign Guidelines and Previous Projects that Drove the Design Process



# Project History

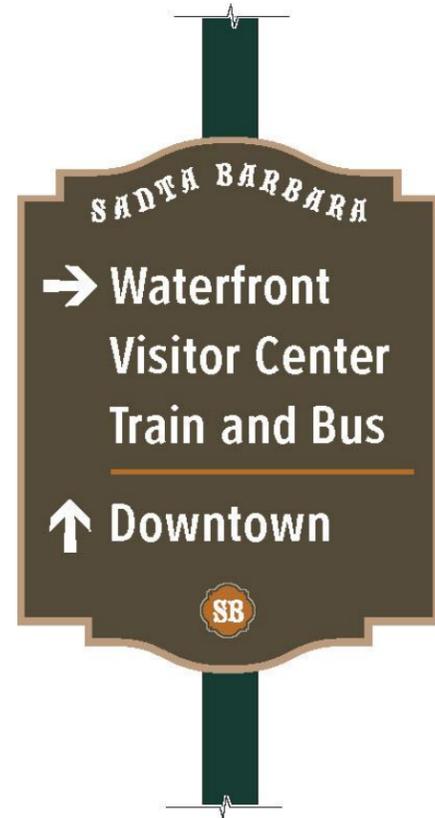
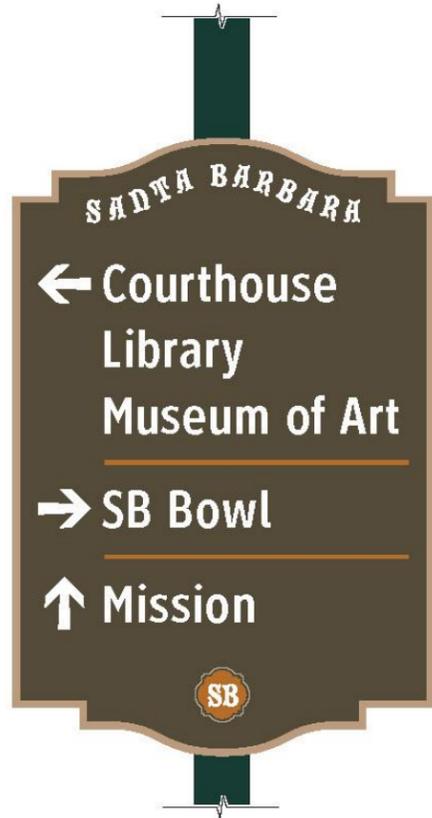


City of Santa Barbara - Citywide Map

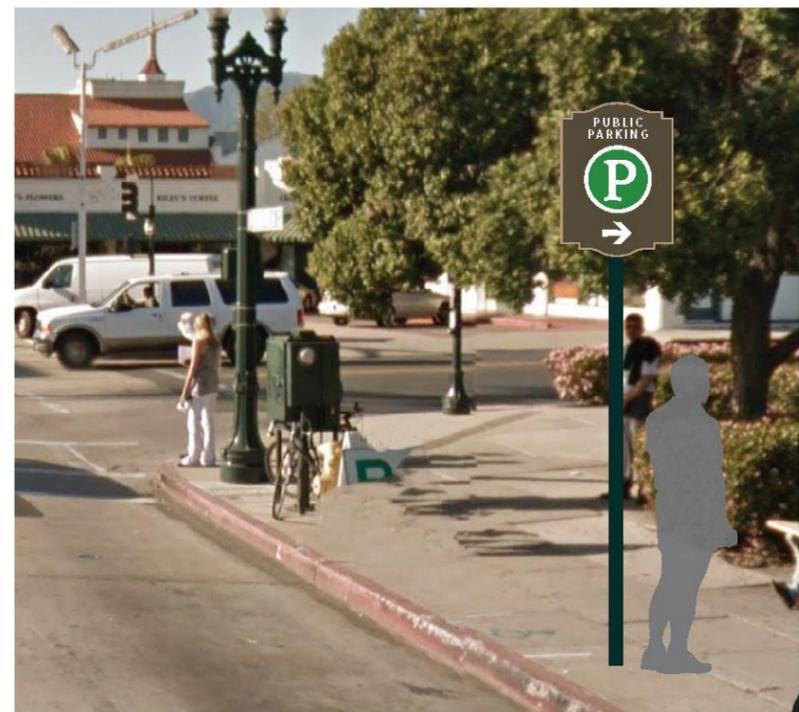
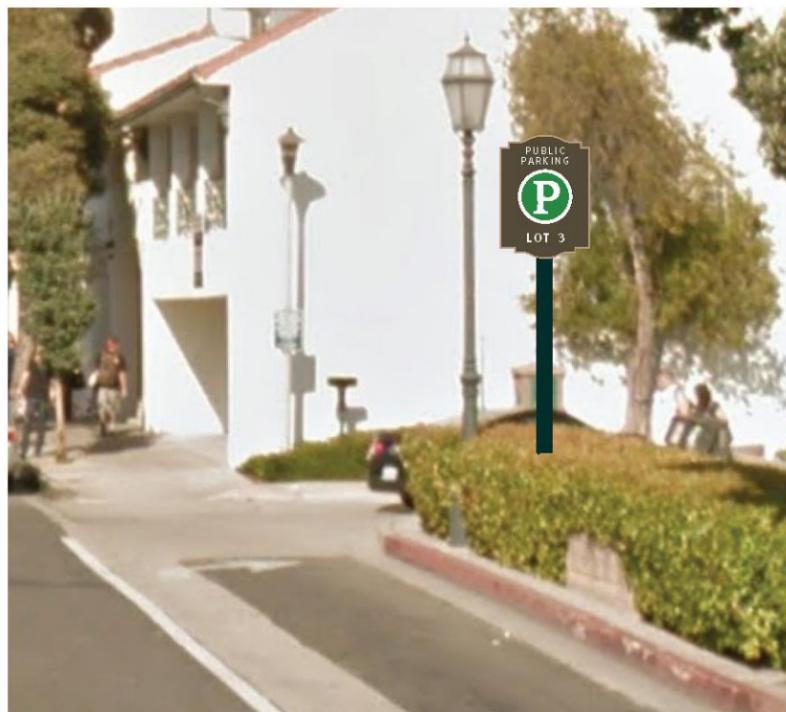
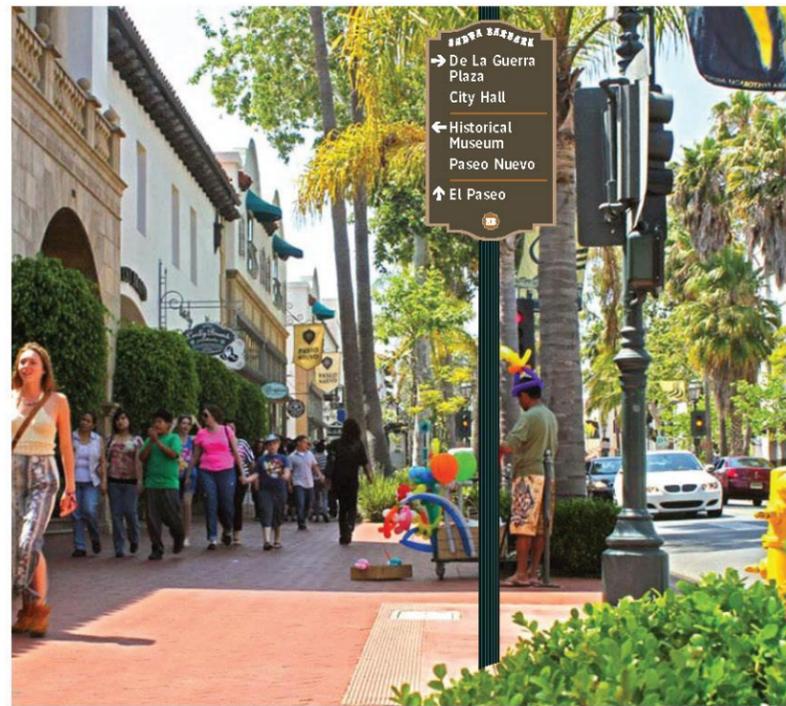




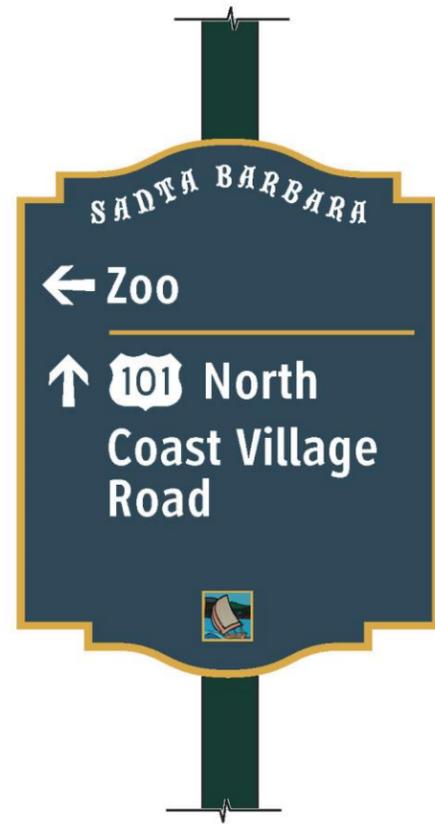
EPV Sign Family



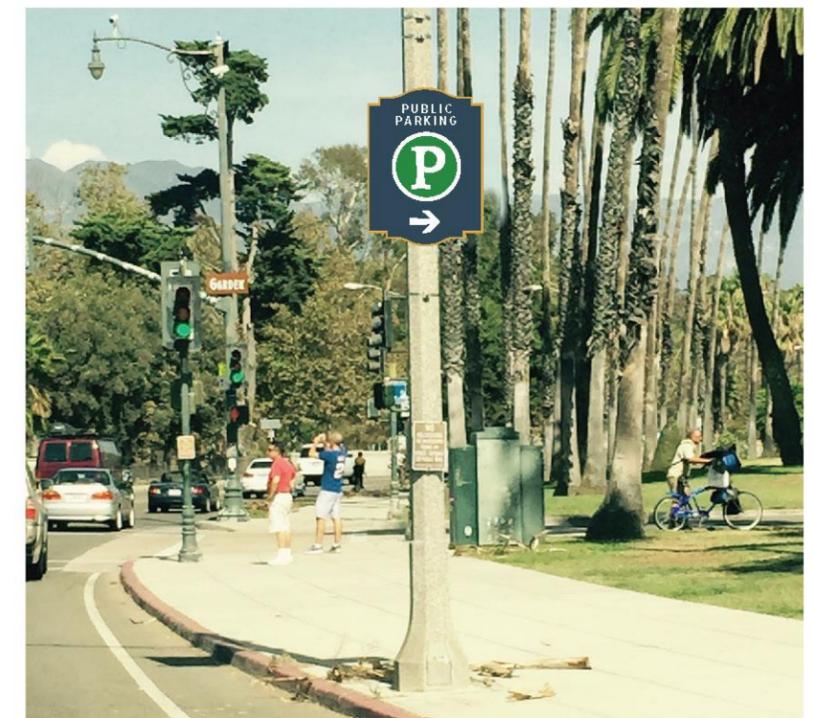
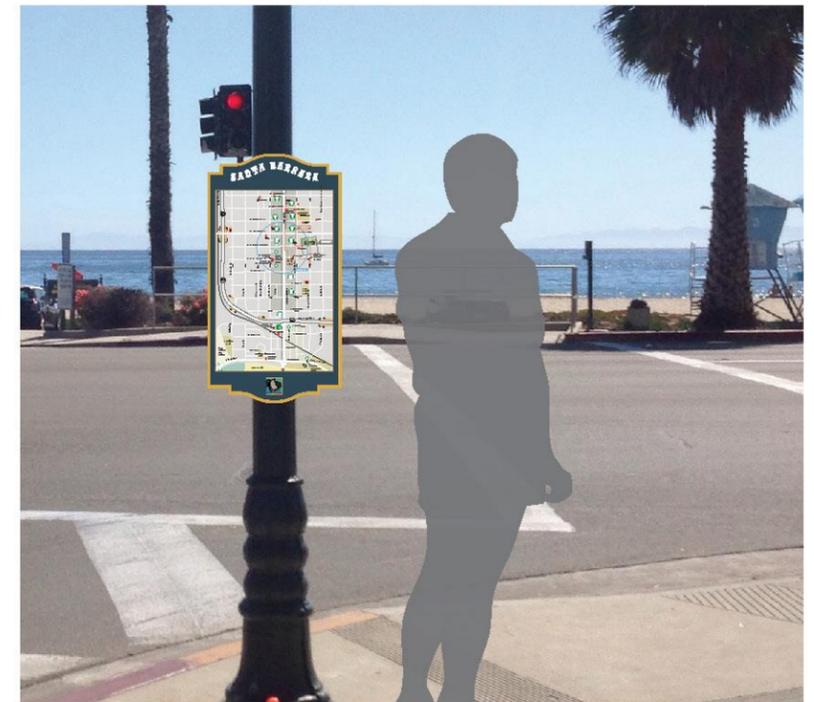
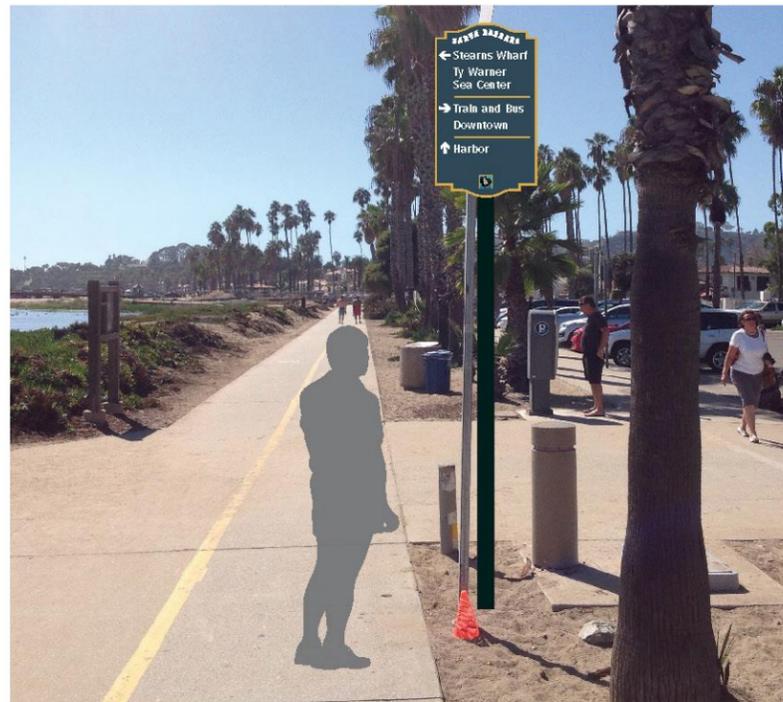
EPV Signage in Context



Waterfront Sign Family



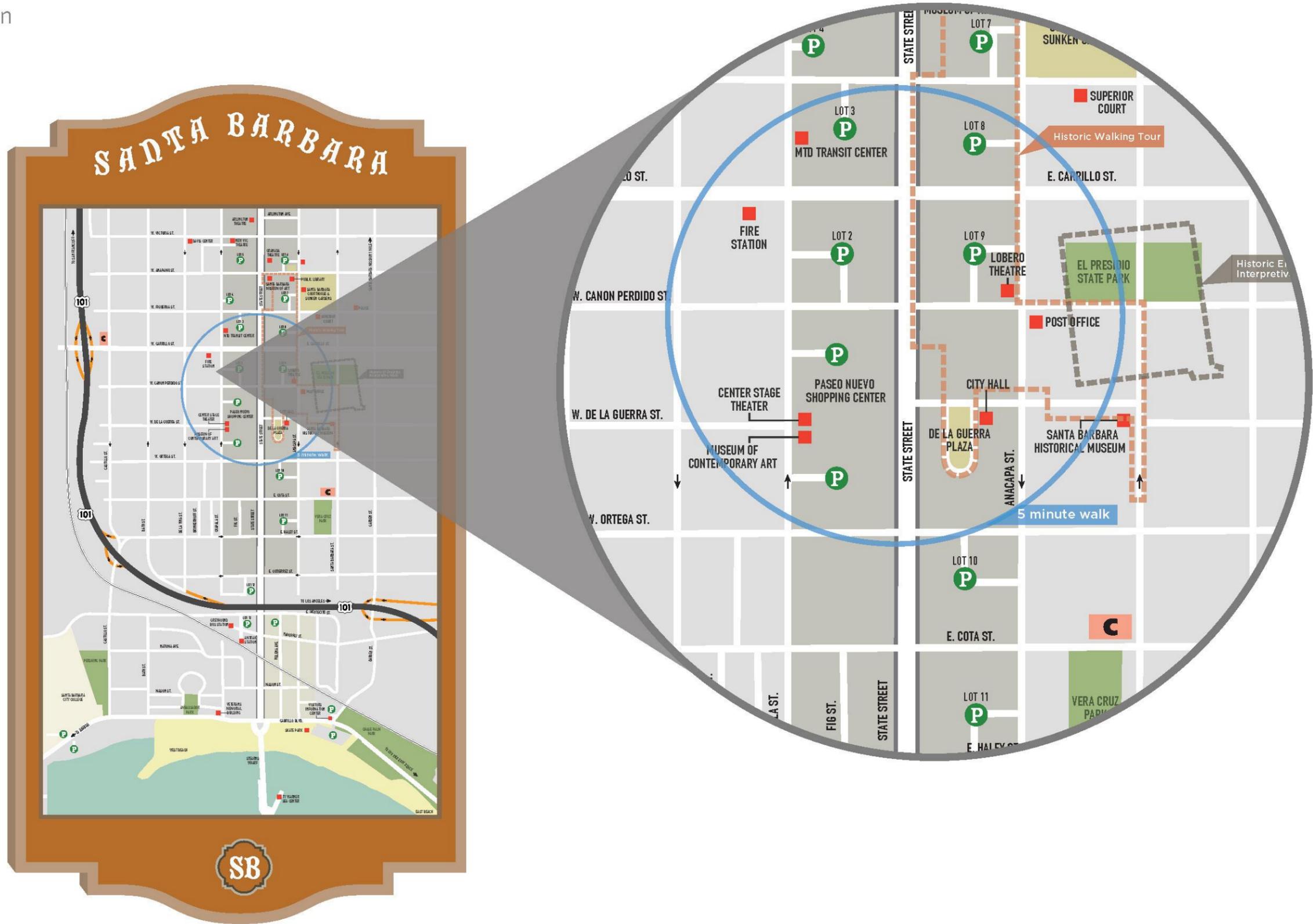
# Waterfront Signage in Context



Citywide Sign Family



Pedestrian Map Sign



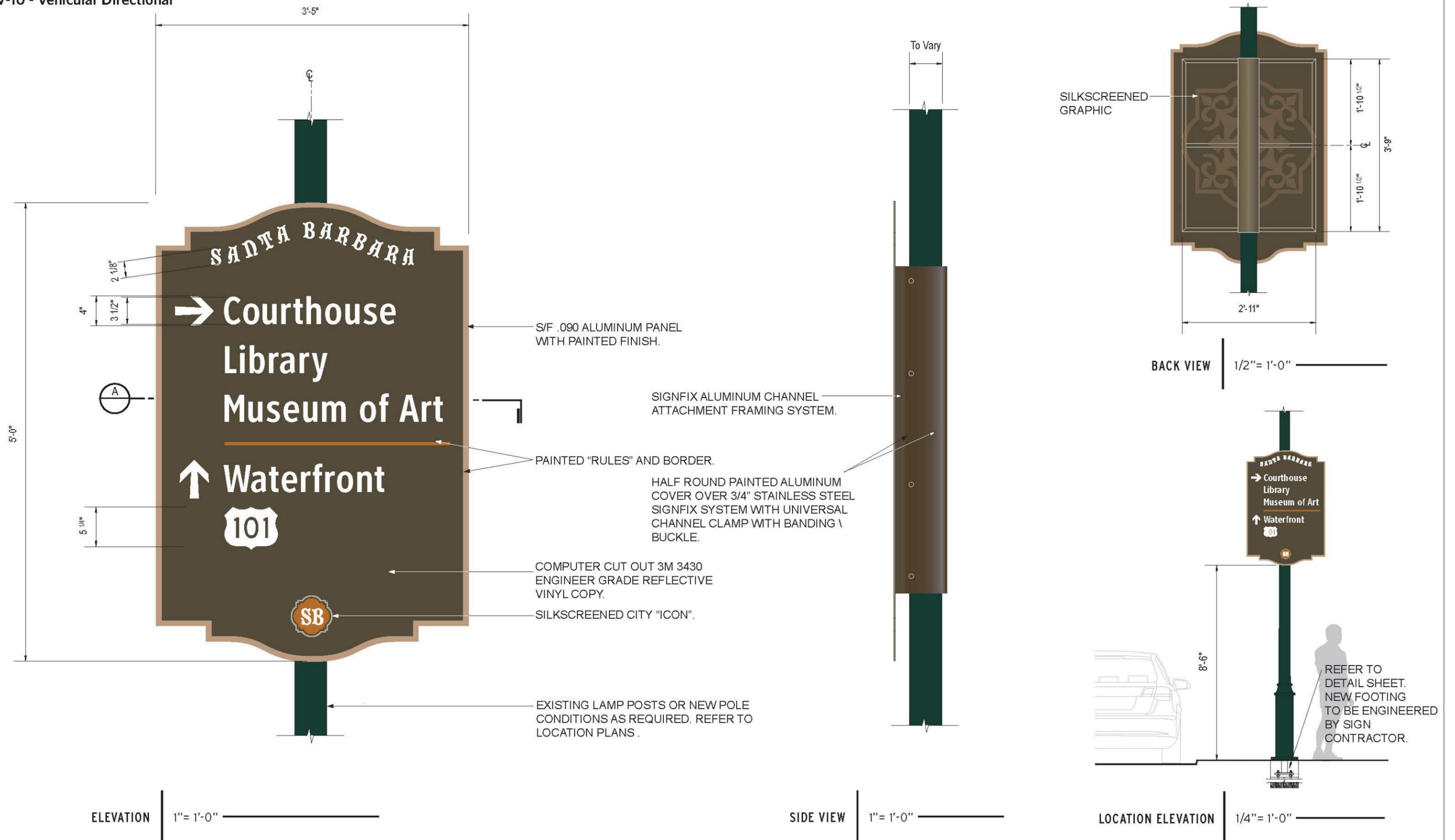
Full-size Mock-ups to Confirm Street Scale



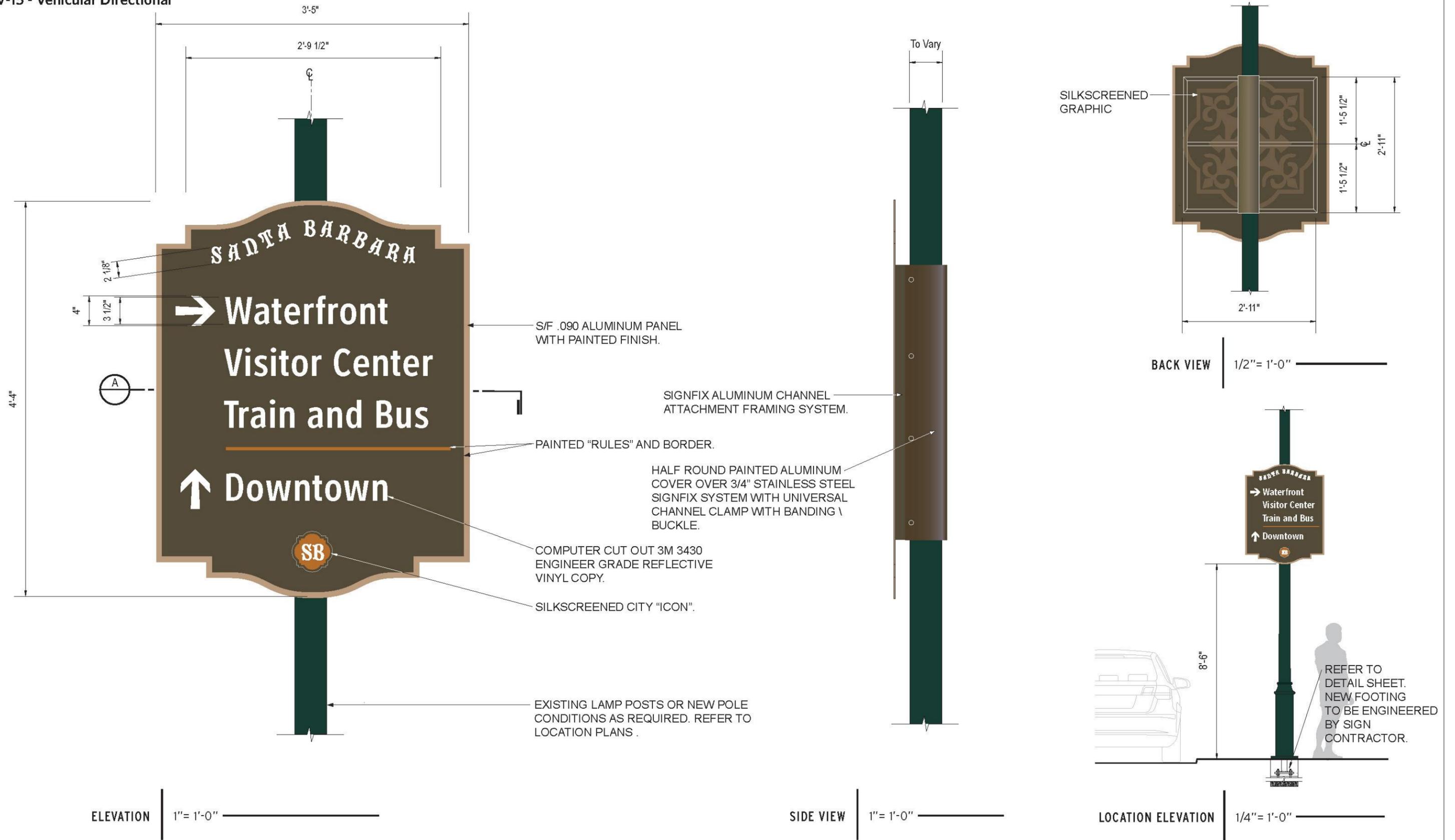
Full-size Parking Mock-ups to Study Green vs. Blue P Icon



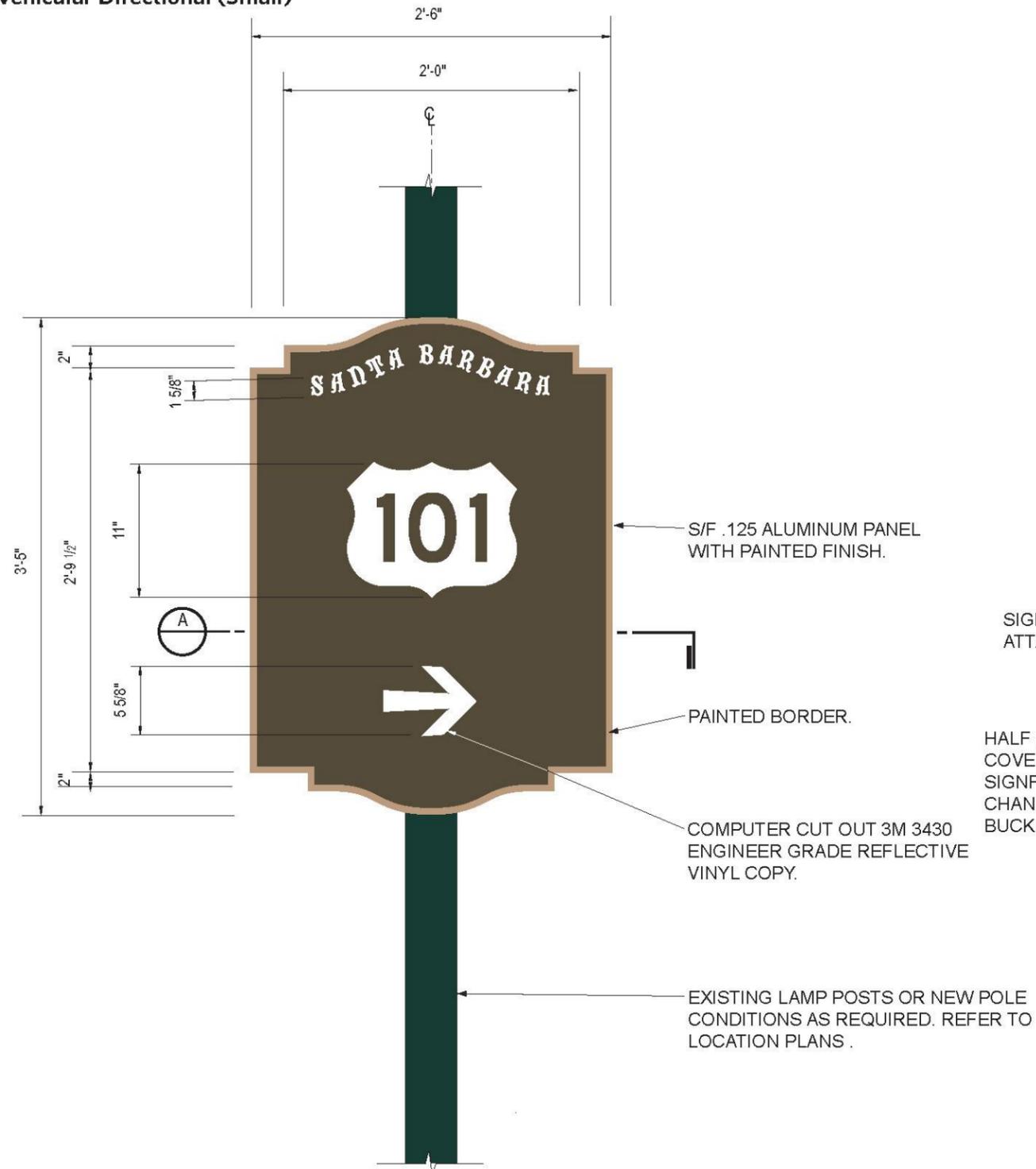
V-10 - Vehicular Directional



V-15 - Vehicular Directional



V-18 - Vehicular Directional (Small)



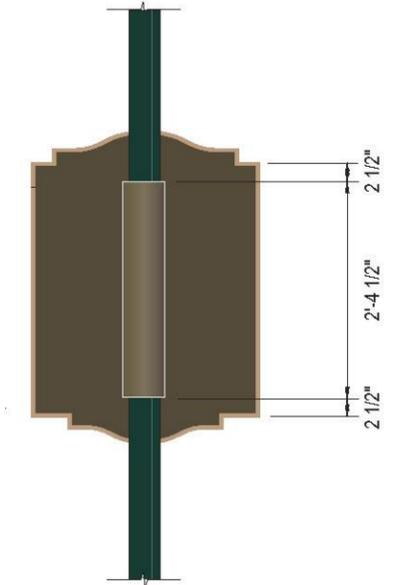
ELEVATION 1" = 1'-0"

SIGNFIX ALUMINUM CHANNEL ATTACHMENT FRAMING SYSTEM.

HALF ROUND PAINTED ALUMINUM COVER OVER 3/4" STAINLESS STEEL SIGNFIX SYSTEM WITH UNIVERSAL CHANNEL CLAMP WITH BANDING \ BUCKLE.



SIDE VIEW 1" = 1'-0"

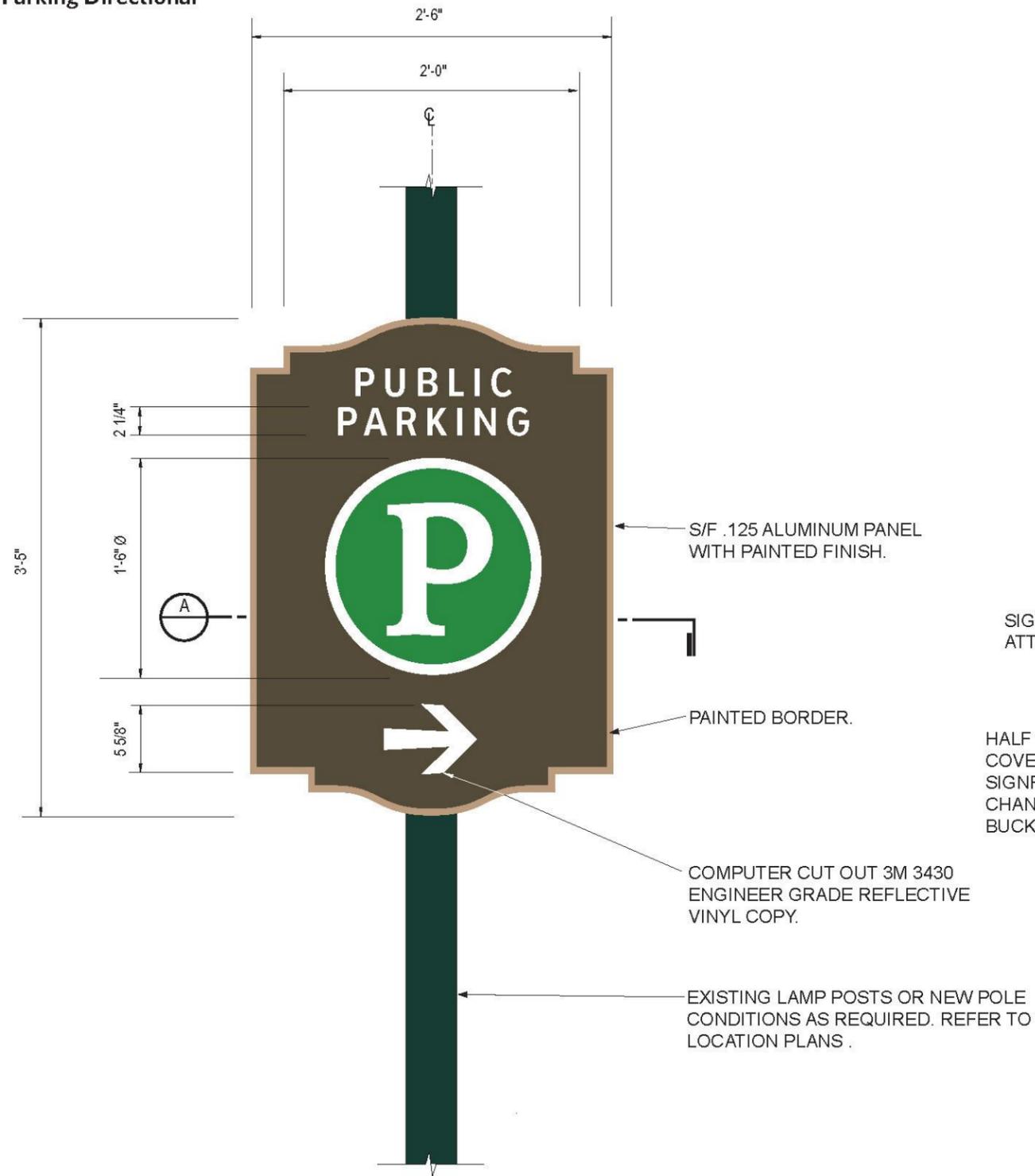


BACK VIEW 1/2" = 1'-0"

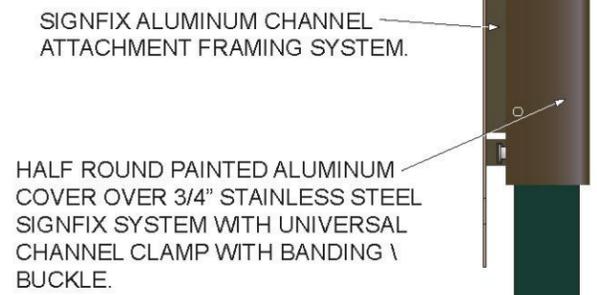


LOCATION ELEVATION 1/4" = 1'-0"

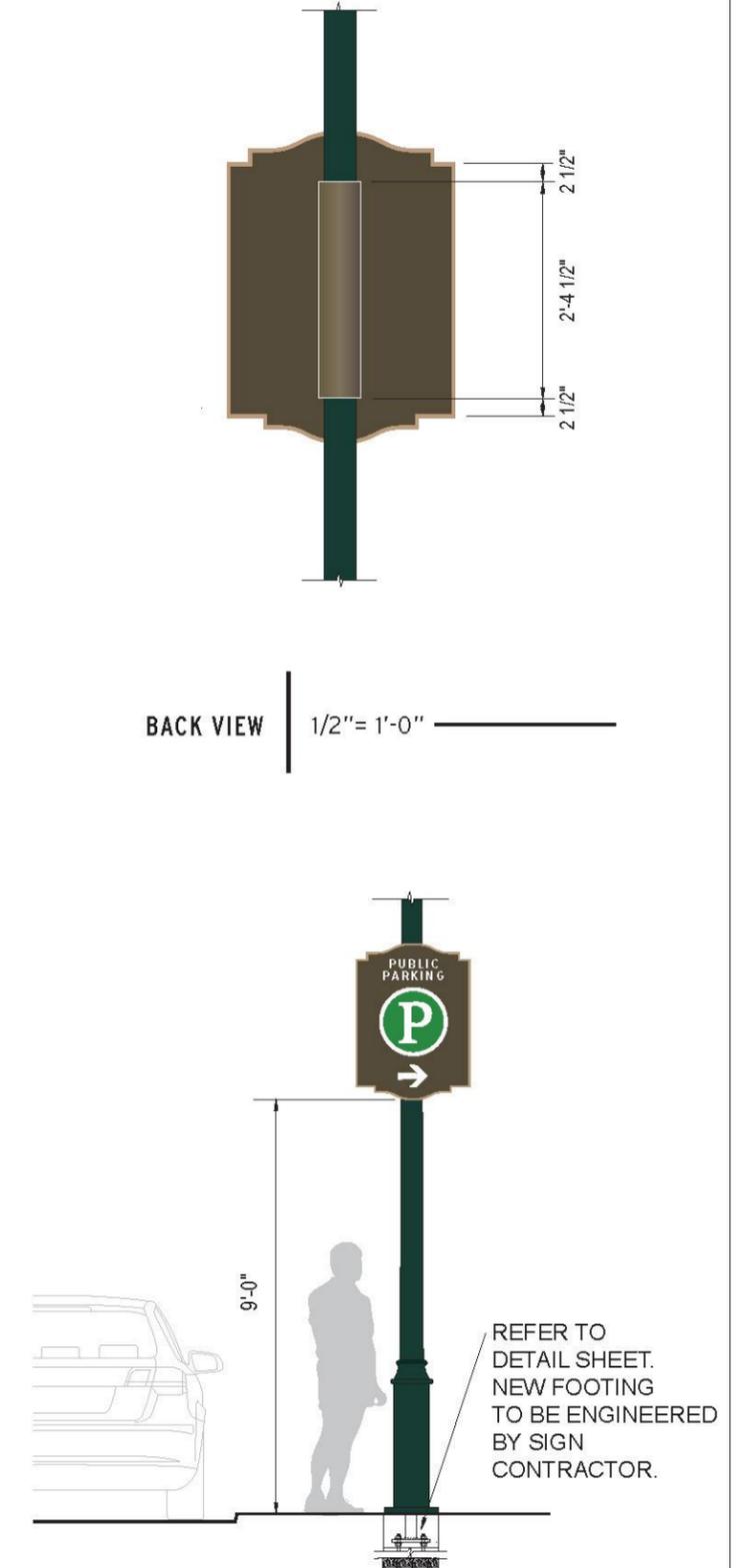
V-20 - Parking Directional



ELEVATION 1" = 1'-0"

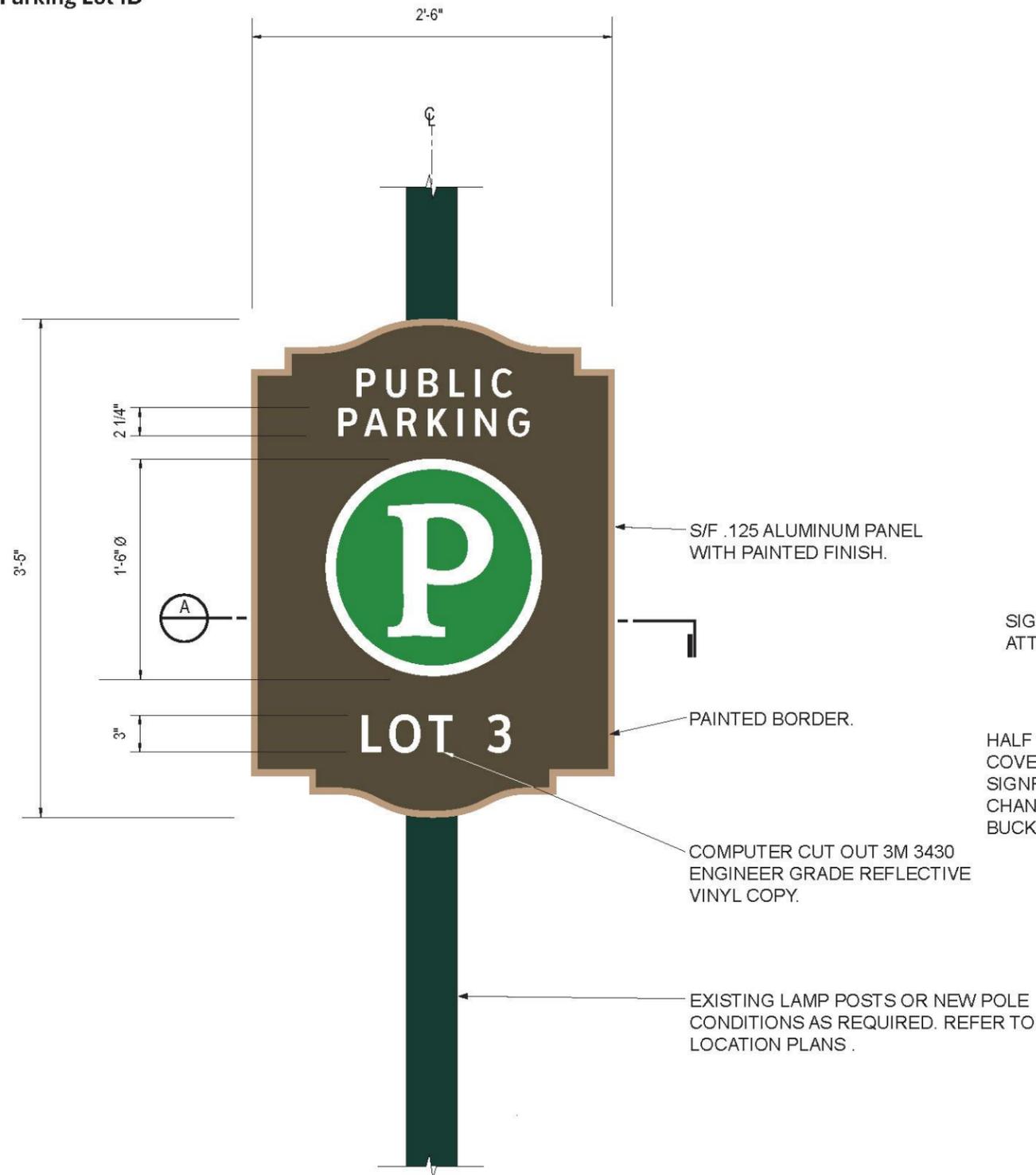


SIDE VIEW 1" = 1'-0"

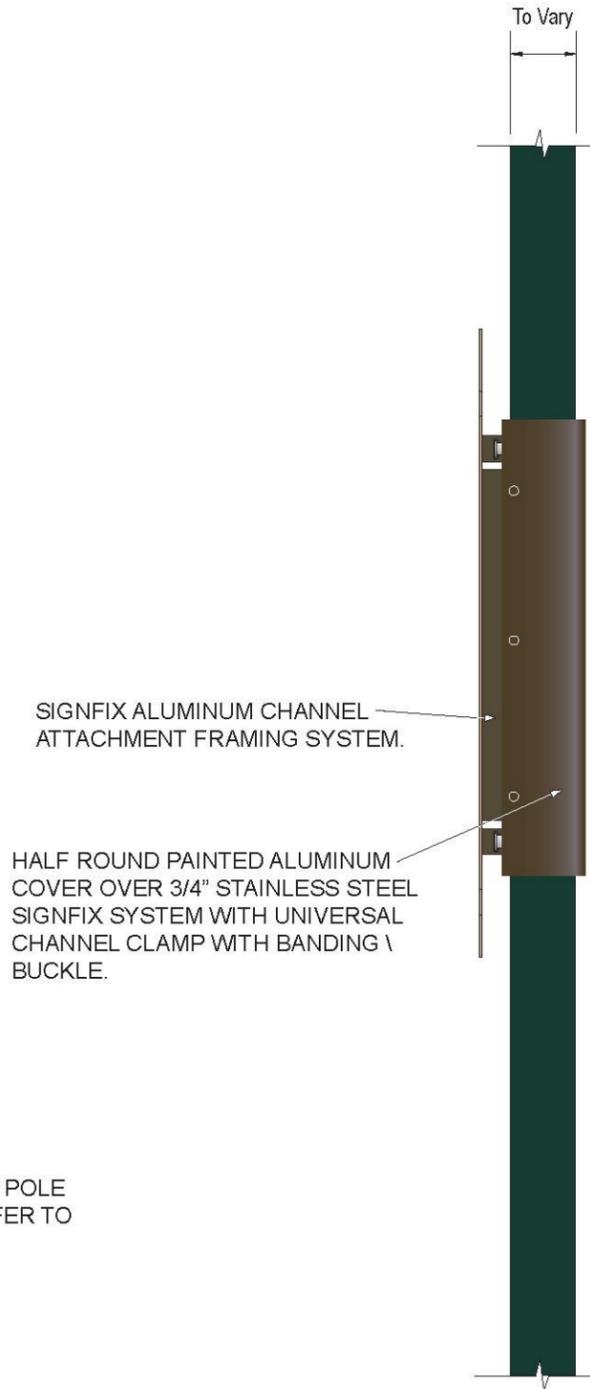


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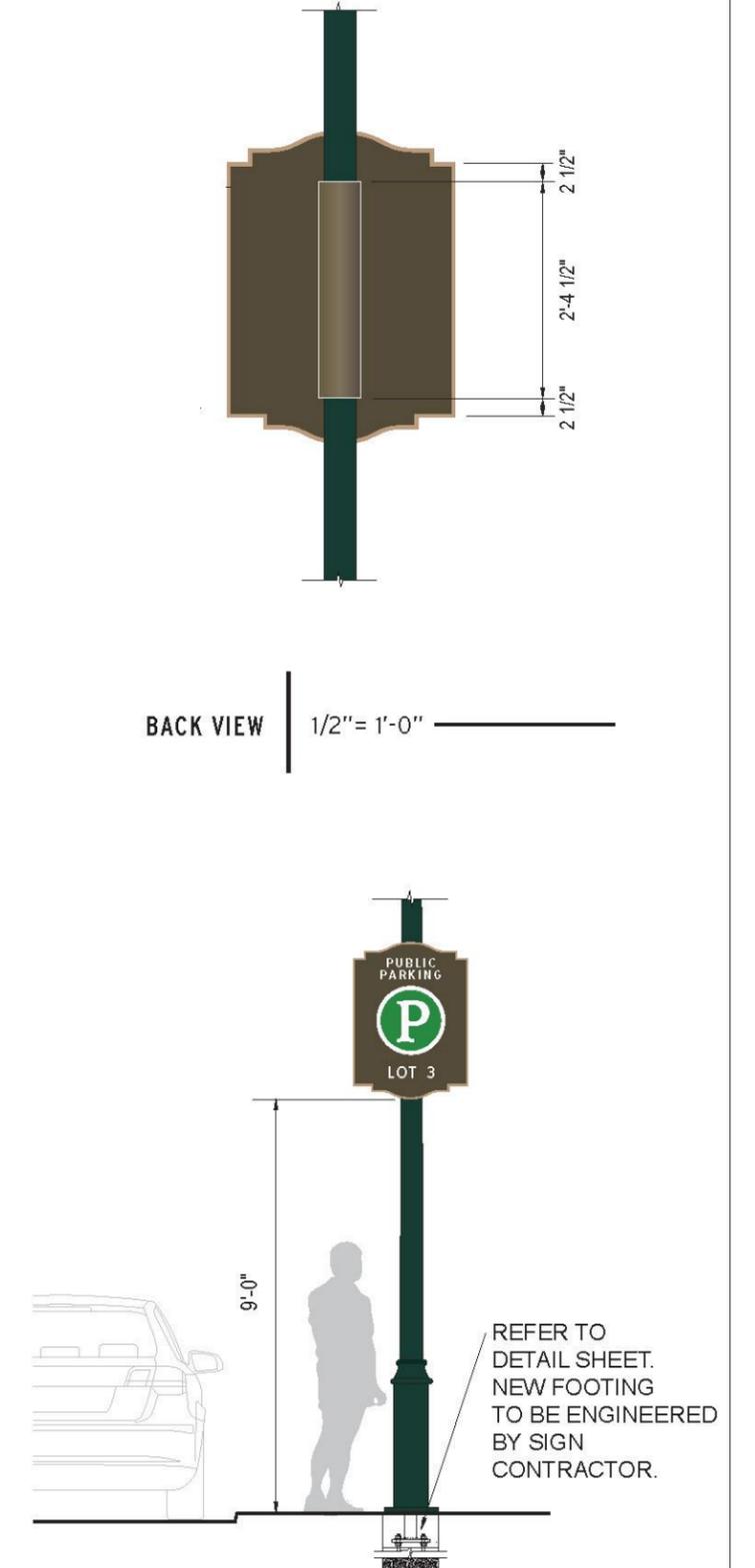
V-25 - Parking Lot ID



ELEVATION 1" = 1'-0"

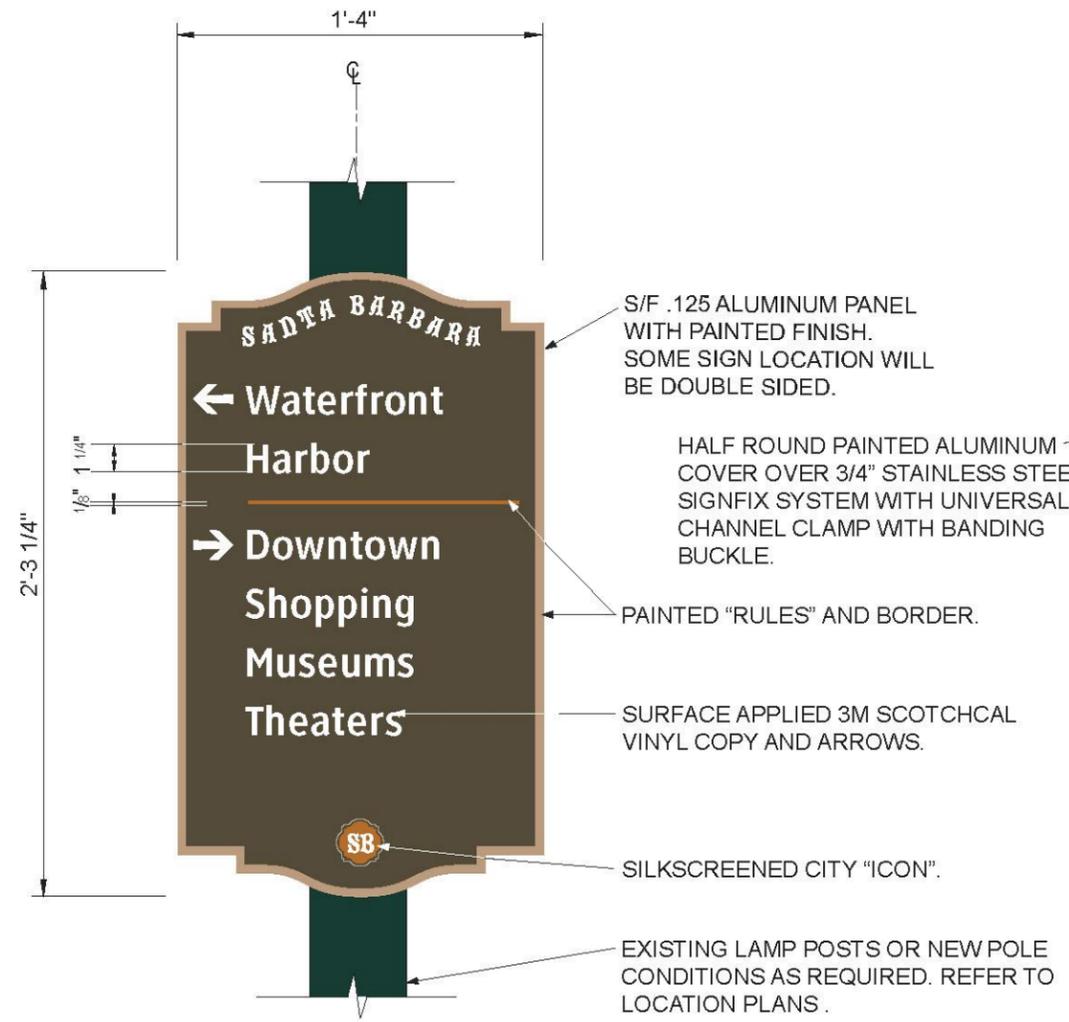


SIDE VIEW 1" = 1'-0"

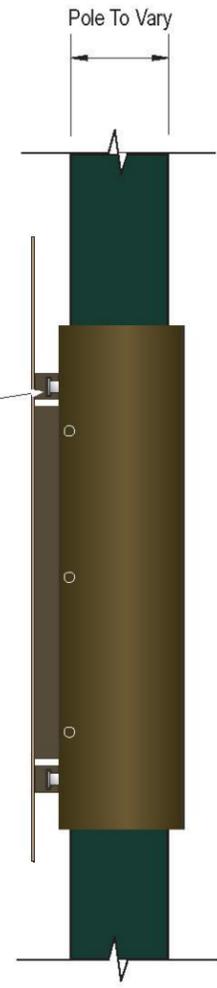


LOCATION ELEVATION 1/4" = 1'-0"

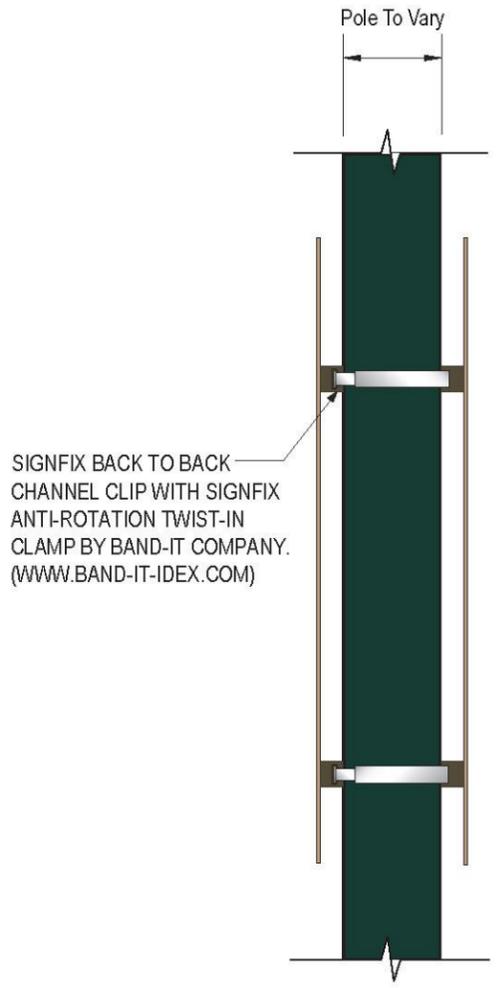
P-10 P-12 Pedestrian Directional



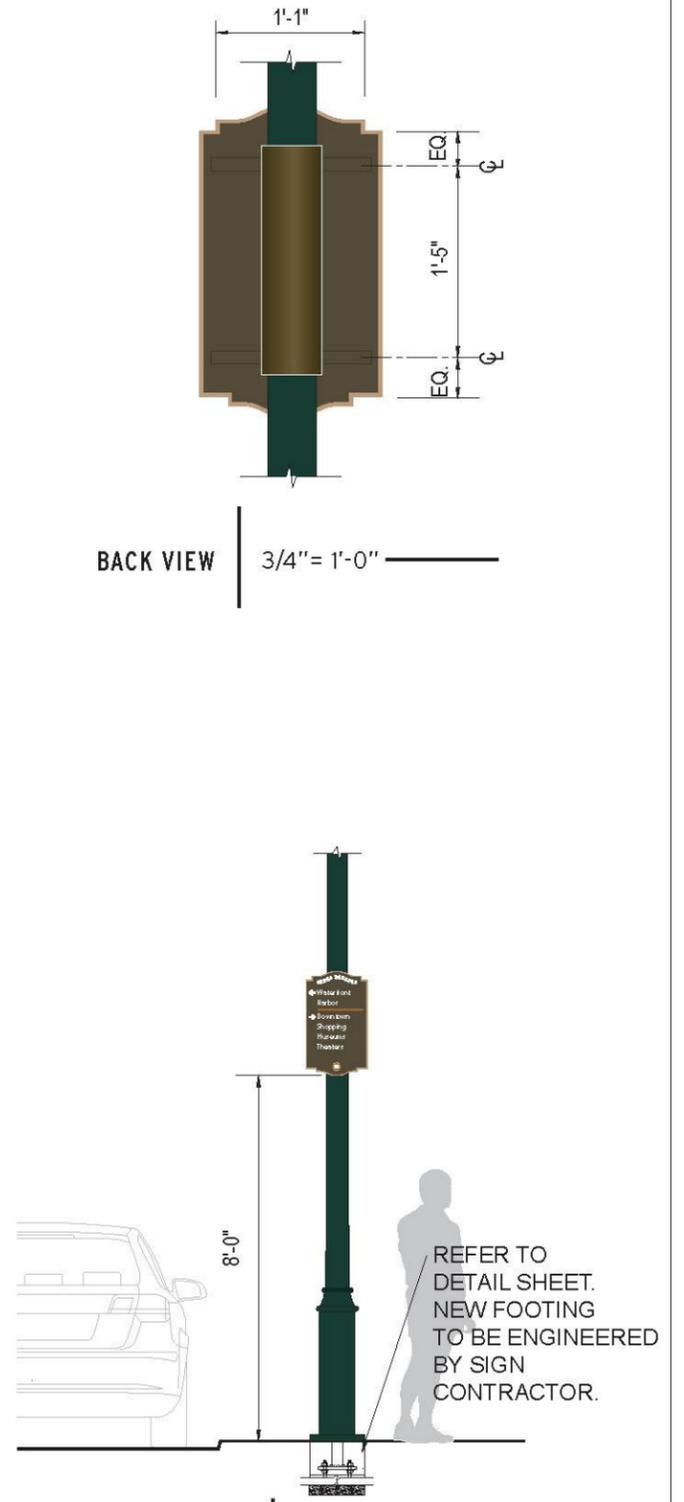
ELEVATION | 1 1/2" = 1'-0"



S/F SIDE VIEW | 1 1/2" = 1'-0"

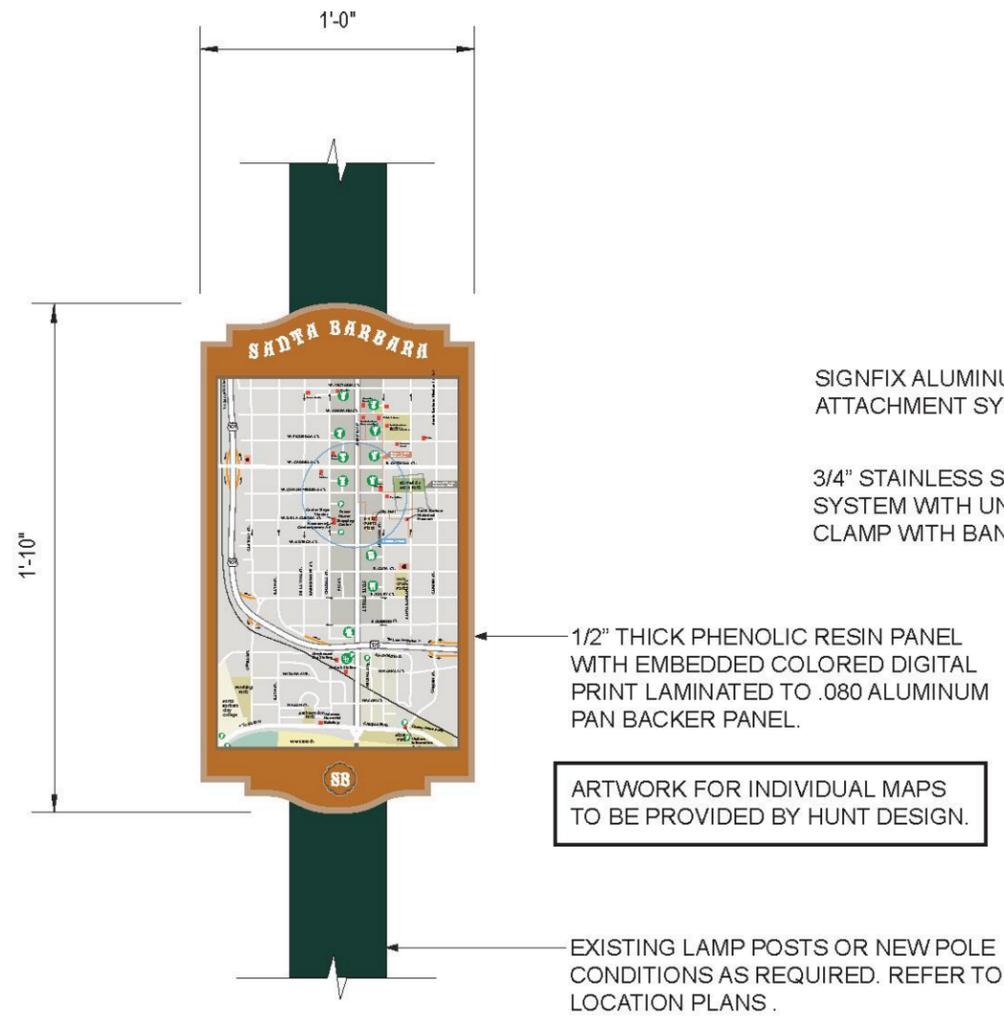


D/F SIDE VIEW | 1 1/2" = 1'-0"

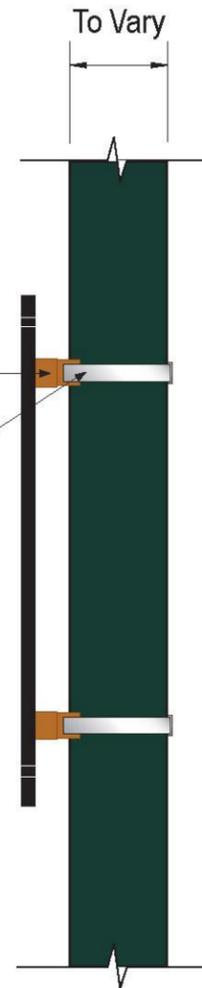


LOCATION ELEVATION | 1/4" = 1'-0"

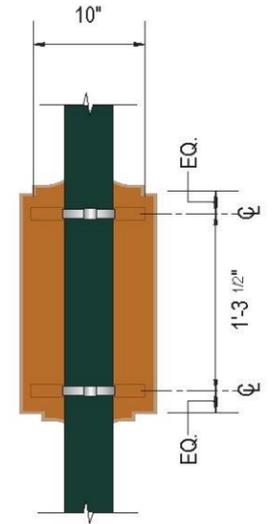
P-15 Pedestrian Map



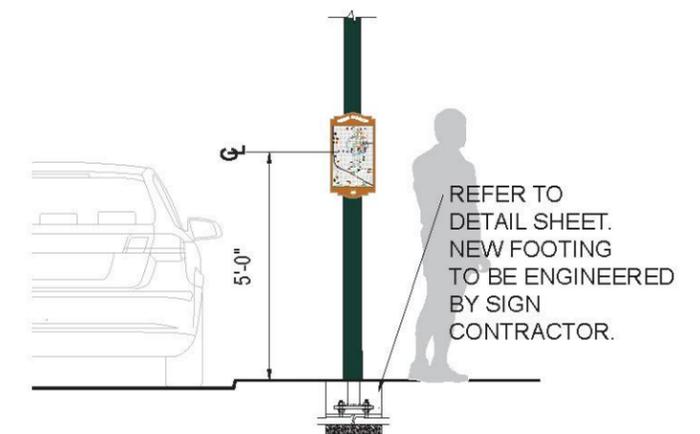
ELEVATION | 1 1/2" = 1'-0"



S/F SIDE VIEW | 1 1/2" = 1'-0"



BACK VIEW | 3/4" = 1'-0"



LOCATION ELEVATION | 1/4" = 1'-0"

Phase I - Pedestrian Directional Signage		
Description	Total Cost Standard Posts	Total Cost Decorative Posts
Pedestrian Signs	\$134,600	\$191,600
10% Contingency	\$13,460	\$19,160
<b>Total</b>	<b>\$148,060</b>	<b>\$210,760</b>
Remaining Appropriated Funds	-\$143,805	-\$143,805
<b>Funding Needed</b>	<b>\$4,255</b>	<b>\$66,955</b>

Phase I - Parking Directional & Lot Identification		
Description	Total Cost Standard Posts	Total Cost Decorative Posts
Parking Signs - Downtown	\$76,800	\$124,800
10% Contingency	\$7,680	\$12,480
<b>Total</b>	<b>\$84,480</b>	<b>\$137,280</b>
Downtown Parking Funds	-\$84,480	-\$100,000
<b>Funding Needed</b>	<b>\$0</b>	<b>\$37,280</b>

Description	Total Cost Standard Posts
Pedestrian Signs	\$134,600
6% Contingency	\$8,076
<b>Total</b>	<b>\$142,676</b>
Remaining Appropriated Funds	-\$143,805
<b>Funding Needed</b>	<b>\$0</b>
<b>Funding Balance</b>	<b>\$1,129</b>

*Staff Recommendation: Use of Standard Posts for all Parking Signage*

*Staff Recommendation: 6% contingency with Standard Posts*

Citywide Wayfinding Signage Program		
Description	Total Cost Standard Posts	Total Cost Decorative Posts
Signs - <i>All signs in Program</i>	\$629,500	\$871,000
10% Contingency	\$62,950	\$87,100
Construction Administration Fee	\$10,956	\$10,956
<b>Total Project Cost</b>	<b>\$703,406</b>	<b>\$969,056</b>
Extra Services Funds Available for CA	\$10,956	\$10,956
Remaining Appropriated Funds	\$143,805	\$143,805
Downtown Parking Funds	\$84,480	\$100,000
<b>Total Available Funding</b>	<b>\$239,241</b>	<b>\$254,761</b>
<b>Funding Needed</b>	<b>\$464,165</b>	<b>\$714,295</b>

\* CA is 12% of Basic Design Contract

\* If the Phase I Pedestrian Directional Signage assumes a 6% contingency then the total funding needed for a standard post design in Phase II - IV is \$459,910 or, \$610,060 for a decorative post design.

However, if the entire Project assumes a 10% contingency, then the above noted necessary funding is required to complete the project.

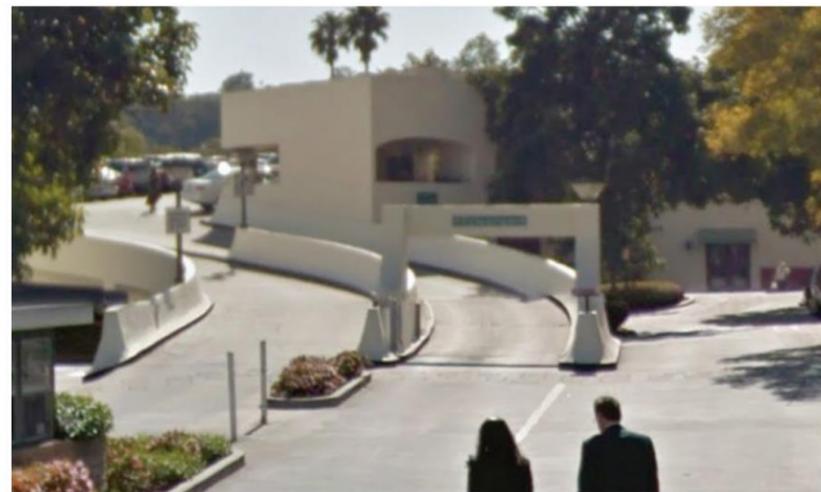
Phase II - Vehicular Directional Signage		
Description	Total Cost Standard Posts	Total Cost Decorative Posts
Vehicular Directional	\$338,300	\$432,800
10% Contingency	\$33,830	\$43,280
<b>Total</b>	<b>\$372,130</b>	<b>\$476,080</b>
Remaining Appropriated Funds	\$1,129	\$1,129
<b>Funding Needed</b>	<b>\$371,001</b>	<b>\$474,951</b>

Phase III - Pedestrian Maps		
Description	Total Cost Standard Posts	Total Cost Decorative Posts
Pedestrian Map Panels	\$65,000	\$95,000
10% Contingency	\$6,500	\$9,500
<b>Total</b>	<b>\$71,500</b>	<b>\$104,500</b>
Remaining Appropriated Funds	\$0	\$0
<b>Funding Needed</b>	<b>\$71,500</b>	<b>\$104,500</b>

Phase IV - Waterfront Parking Signage		
Description	Total Cost Standard	Total Cost Decorative
Lot Identification & Directional	\$14,800	\$26,800
10% Contingency	\$1,480	\$2,680
<b>Total</b>	<b>\$16,280</b>	<b>\$29,480</b>
Remaining Appropriated Funds	\$0	\$0
<b>Funding Needed</b>	<b>\$16,280</b>	<b>\$29,480</b>



## Existing Parking Lot Signage



### The real issue is not a question of color...

- the architecture is the top priority, not the signage
- the existing parking signs are often hidden
- the signs are scaled for pedestrians rather than drivers
- type is stacked and therefore difficult to read
- many of the signs are mounted too low and are out of sight
- many of the signs lack a strong enough color contrast of the type to the background



# Both Green and Blue Play an Active Role in Parking Signage



Green and blue are both viable options. The community stakeholders, the Ad-Hoc Design Review Sub-Committee, the Historic Landmark Commission (full board) and the Architectural Board of Review (full board), all tended to like the circle P in green during the course of the project.

