



CITY OF SANTA BARBARA

COUNCIL AGENDA REPORT

AGENDA DATE: October 4, 2016

TO: Mayor and Councilmembers

FROM: Administration Division, Parks and Recreation Department

SUBJECT: Contract Amendment For The Parks And Recreation Facility Sign Replacement Project

RECOMMENDATION: That Council authorize the Parks and Recreation Director to execute an amendment to City Contract No. 25,272 with Hunt Design, Inc., to increase the scope of services for the Parks and Recreation Facility Sign Replacement Project and to increase the contract amount by \$27,730.

DISCUSSION:

In Fiscal Year 2016, the Parks and Recreation Department (Department) Capital Program budget included \$150,000 for development of park and facility sign design guidelines and for the removal and replacement of existing signs with newly designed signs. The purpose of the sign guidelines is to create a comprehensive system that improves park aesthetics and communication with visitors; is compatible with local design guidelines and the Sign Ordinance; and facilitates management and maintenance of signs. Current signage includes a variety of fonts, colors, sizes and fabrication methods, and is outdated in appearance and message.

On July 28, 2015, City Council authorized the Parks and Recreation Director to execute a contract for professional services with Hunt Design, Inc., in the amount of \$50,000, including extra services. Under this contract, Hunt Design, Inc., provided design consulting services to assess, design and develop Sign Guidelines for City parks and recreation facilities.

Project Status

Since the project initiation, the Department and Hunt Design, Inc., has held meetings to assess the needs of the Department, review the current signage system, and develop new concept designs. Concept designs were presented to the Parks and Recreation Commission on December 15, 2015. Presentations with the Ad Hoc Joint Sign Committee (representatives from Sign Committee, Historic Landmarks Commission and Architectural Board of Review) occurred five times to refine concept design to final sign

design, including fabrication materials and methods. The final Parks and Recreation Facility Sign Guidelines (Guidelines) were approved by the City's Joint Sign Committee on July 27, 2016. The Guidelines specify official icons, typefaces, colors, materials, and clear sign wording plus describes standard installation details.

Additional services are necessary to move sign design into a fabrication-ready art package. Services include developing full size working templates for all sign types in the program; site survey planning, sign content, graphics and symbols layout for 11 of Santa Barbara's priority parks and facilities; and packaging of production ready files. Completing the 11 parks provides the Department with production-ready art files for the most common sign types system-wide. Concurrently, the Department will complete site survey planning for the remaining parks and recreation facilities. Any remaining unique sign types will be easily developed in house using ready-made templates.

Once complete, the Department will secure the services of a sign manufacturing company and initiate sign replacement. It is anticipated that installation of new signs will begin in late spring 2017.

BUDGET/FINANCIAL INFORMATION:

Approval of additional services increases the total contract amount from \$50,000 to \$77,730. Funds for this project are appropriated in the Fiscal Year 2017 Capital Program.

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

PREPARED BY: Mandy Burgess, Administrative Analyst

SUBMITTED BY: Jill E. Zachary, Parks and Recreation Director

APPROVED BY: City Administrator's Office