



Legislation Details (With Text)

File #: ID#16-2897 **Version:** 1 **Name:** Authorize Phase 2 of the US 19 Wayfinding and Signage Master Plan Service - consultant to present the findings of Phase 1 at the work session

Type: Action Item **Status:** City Manager Report

File created: 10/6/2016 **In control:** Planning & Development

On agenda: 10/20/2016 **Final action:**

Title: Approve an amendment to an existing professional services agreement with Foundation Design LLC (d.b.a MERJE), for the US 19 Master Wayfinding and Signage Plan, increasing the purchase order from \$64,295 to \$268,795 to fund Phase 2 as described in the Additional Scope of Services, and authorize the appropriate officials to execute same.

Sponsors:

Indexes:

Code sections:

Attachments: 1. Phase 2 US 19 Wayfinding Contract, 2. Phase 2 US 19 Wayfinding Contract Exhibit B, 3. Signed Contract Phase 1 US 19 Wayfinding, 4. Clearwater_Wayfinding Master Plan Presentation, 5. Final US 19 Wayfinding Master Plan, 6. Final US 19 Wayfinding Master Plan double spread version

Date	Ver.	Action By	Action	Result
10/20/2016	1	City Council		
10/17/2016	1	Council Work Session		

SUBJECT/RECOMMENDATION:

Approve an amendment to an existing professional services agreement with Foundation Design LLC (d.b.a MERJE), for the US 19 Master Wayfinding and Signage Plan, increasing the purchase order from \$64,295 to \$268,795 to fund Phase 2 as described in the Additional Scope of Services, and authorize the appropriate officials to execute same.

SUMMARY:

The preparation and installation of a wayfinding program was identified as a strategy in the U.S. 19 Corridor Redevelopment Plan. In August 2015, the Planning and Development Department issued a Request for Qualifications for environmental graphic and design services to develop a wayfinding and signage master plan for the Corridor. On January 29, 2016, MERJE, a nationally recognized firm with extensive community wayfinding experience, was awarded a contract in the amount of \$64,295 to develop such plan. Key objectives of the plan were to:

- strengthen the brand identity of the Corridor;
- identify key destinations along the Corridor;
- help drivers better navigate the controlled access highway and frontage roads; and
- direct pedestrians, bicyclists and transit users in the area.

In developing the Master Plan MERJE used a two-step approach which involved a wayfinding analysis and schematic design development. This process included field work, interviews with stakeholders along the Corridor, interviews with government agencies and a stakeholder and public meeting where three schematic designs were presented for feedback. Based on feedback a fourth design was developed.

The US 19 Corridor Wayfinding and Signage Plan (Phase 1) lays the foundation for the wayfinding program.

The Planning and Development Department is seeking Council approval for Phase 2 in the amount of \$204,500 to conduct the detailed design work. This project will result in the final design for all sign types, sign locations, message schedule, orientation map and brochure, bid assistance and construction administration. Phase 3 of this project will be the actual contract for the fabrication and installation and will be presented to Council for approval.

Funding for this contract is available in capital project 315-92842, US 19 Wayfinding, to fund this contract.

APPROPRIATION CODE AND AMOUNT: N/A

USE OF RESERVE FUNDS: N/A