



City of Sebastopol

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Mayor

Sarah Glade Gurney

City Council

Una Glass, Vice Mayor

John Eder

Robert Jacob

Patrick Slayter

City Manager/City

Attorney

Larry McLaughlin

City Clerk

Mary Gourley

Meeting Date:

Meeting of December 15, 2015

To:

Mayor and City Council

From:

Kenyon Webster, Planning Director

Subject:

Wayfinding Sign Project Proposal

Recommendation:

Approve Additional Project Funding from Traffic Impact Fee Fund, Authorize City Manager to Execute Contract

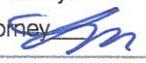
Funding:

Currently Budgeted: Yes No N/A

Net General Fund Cost:

If Cost to Other Fund(s), \$19,200, Traffic Impact Fee Fund

Agenda Report Reviewed by:

City Manager/City Attorney 

Introduction: The current City budget provides funding for an update to the City's wayfinding sign project. A proposal, including various optional services, was discussed at the October 20 Council meeting. The matter was continued to provide time for the consultant to revise the proposal in response to comments.

Background: A number of years ago, with funding from the City's Community Development Agency (CDA), the City developed the design for a 'wayfinding' sign program. The program had several objectives:

- Assist visitors in navigating the streets of Sebastopol, which can be confusing due to the one-way street system. The signs were primarily intended to help guide drivers.
- Replace the hodge-podge of existing directional signs to specific destinations (parking lots, Experiment Farm, Community Center, Center for the Arts, Ives Pool, etc.) with a systematic, uniform wayfinding sign program.
- Provide a design for new 'gateway' signs to replace the aging wooden signs.
- Provide designs for two display kiosks for provision of information at the Town Plaza and the Burnett Street parking lot.
- Through development of a comprehensive, well-designed program, enhance the City's identity.

Revised Proposal: The prospective consultant, Studio L'Image, have extensive qualifications for the project. In addition to proposing for the original project, they more recently worked with Cittaslow Sebastopol on a voluntary basis regarding pedestrian wayfinding.

In response to the prior Council discussion, Studio L'Image has revised their proposal to reflect the Council direction to include all of the elements identified in the proposal, and to review overall costs. Staff was also asked to review funding sources.

The current proposed scope includes updating the previous vehicle-oriented wayfinding program, also providing a pedestrian-oriented wayfinding design as well as designs for new gateway signs, and designs for new identification signs for major City facilities. Costs have been reduced from \$33,000, to a new total of \$31,200.

The project should assist visitors and residents, as well as enhancing the City's identity. It should be noted that this phase of the project is design only; additional budgeting will be needed in the future for fabrication/installation.

As the current budget is \$12,000, Council approval for budgeting an additional \$19,200 is needed. In reviewing potential funding sources, staff recommends use of the Traffic Impact Fee fund, which contemplated funding of a wayfinding sign program.

Recommendation: Staff recommends:

1. Transfer of \$19,200 in additional funding from the Traffic Impact Fee fund into the CIP budget for the Wayfinding project.
2. Authorize the City Manager to execute a professional services contract with Studio L'Image for the project.

Attachments:

Studio L'Image proposal

PROPOSAL

DATE: 27 OCTOBER 2015
TO: KENYON WEBSTER
FROM: SUE LABOUVIE
REF: COMPREHENSIVE SEBASTOPOL WAYFINDING PROGRAM

The following proposal outlines tasks and associated costs to revise and expand Sebastopol's proposed wayfinding program. The original wayfinding program was developed some years ago, and since that time many things have changed in and around Sebastopol. This proposal will address these changes and outline revised wayfinding and design tasks to bring the original wayfinding program more in line with the city of Sebastopol's current goals, objectives, and needs. Additionally, a coordinated and comprehensive wayfinding program will eliminate sign proliferation happening in the city, by institutions attempting to direct to their sole destination.

VISION FOR A COMPREHENSIVE WAYFINDING PROGRAM

1. Sebastopol currently envisions becoming a more pedestrian-oriented community. This can be seen in the recent Ped-Line study, and many of the objectives put forth in the SDAT document. In contrast the proposed city wayfinding program appears to be more focused on a vehicular program.
2. Downtown Sebastopol has been effectively enlarged by the development of the Barlow, and yet the areas are perceived by some as separate. The goal of the program will be to conceptually connect and integrate the entire area into one downtown.
3. A 'Park Once and Walk' wayfinding program that focuses on leading vehicular users to downtown parking lots where they can park for long periods of time and walk around the

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downtown, or along the Ped Lines, would create a pedestrian-oriented environment. The parking identification and directional program, recently installed in downtown Sebastopol, will be helpful in fostering this effort. Adding identifications such as numerals, or letters, would further increase the ability to easily navigate to specific parking lots.

4. Revisions to the currently proposed wayfinding program should be undertaken to reduce fabrication and installation costs. Reducing the scale of the sign types and revising materials and specifications will improve both readability and economics.

DESIGN PROGRAM APPROACH AND GOALS

The primary goal of this design program will be to revise the currently proposed Wayfinding Program and add additional sign types to develop a comprehensive signage program including Vehicular and Pedestrian Directional, Identification, and Orientation sign types, as well as user information components. Branding and Environmental Graphics concepts to unify the Downtown area will also be explored.

DESIGN PROGRAM COMPONENTS

1.0 Revise Currently Proposed Vehicular Signage Program

1.1 Revise scale, materials and production, as needed, for all sign units to reduce costs, and bring the program into compliance with MUTCD and Accessibility standards. Refine design parameters as necessary to meet existing conditions and objectives.

1.2 Revise and simplify messaging on vehicular wayfinding components at city boundaries. For instance, direct to 'Parking, Plaza, Downtown' at these outer edges and then when in the downtown area, direct to local destinations and amenities that could not be

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reached by walking, e.g. 'Ragle Ranch Park'. Transition at this point to a pedestrian-oriented signage program.

1.3 Revise detail designs, specifications, art files and Design Intent Drawings. Prepare mock-ups to confirm design.

1.4 Develop sign location plan and message inventories. Coordinate with Public Works and utilities to confirm sign locations.

2.0 Design Pedestrian-Oriented and Pedestrian-Scaled Sign Components

2.1 Develop pedestrian-oriented sign design concepts.

2.2 Integrate Ped-Line program into pedestrian wayfinding.

2.3 Develop detail designs, specs and Design Intent Drawings for fabrication. Prepare sign mock-ups to confirm design details.

2.4 Develop sign location plan and message inventories. Coordinate with Public Works and utilities to confirm sign locations.

3.0 Design Identification Sign Components

3.1 Add new sign components to currently proposed wayfinding program

- design simple post and panel Gateway Signage for all entrances to Sebastopol
- design Public Facility Identification Signage (Police, Library, City Hall, etc.)

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- design Identification Signage and maps showing interior destinations for Ives and Libby Parks
- revise Parking Directional and Parking Wayfinding signs to reflect differentiating identification coding plan (e.g. numeric or alphabetical, nomenclature, etc.), if this additional information is useful.

3.2 Develop design concepts for new sign components which complement revised and new vehicular and pedestrian signage.

3.3 Develop detail designs, specifications, art files and Design Intent Drawings. Prepare mock-ups to confirm design.

3.4 Develop sign location plan and message inventories. Coordinate with Public Works and utilities to confirm sign locations.

4.0 Design Orientation and User Information Sign Components

4.1 Downsize the currently proposed map kiosk to reduce costs; refine the kiosk design to more appropriately reflect current Sebastopol aesthetics.

4.2 Create map. Encourage a 'Park Once and Walk' environment.

4.3 Explore alternative nomenclature and branding to create a unified downtown area - visually linking together 'The Barlow' and the 'Existing Downtown' areas.

4.4 Revise messaging and prepare specs, mock-ups, art files and Design Intent Drawings.

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4.5 Explore use of banners, sidewalk decals, signage, identification icons and/or other environmental graphics (street intersection signs) to visually support this 'unified downtown' design concept.

DESIGN PROGRAM COSTS

DESIGN PROGRAM CREATIVE FEE –	\$ 30,000.
ESTIMATED DESIGN PROGRAM EXPENSES – (mock-ups/presentations)	\$ 1,200.
TOTAL DESIGN PROGRAM COSTS	\$ 31,200.

NOTE: The above proposal and costs do not include an Implementation Phase - overseeing fabrication and installation. Once funds for implementation have been secured we would like to provide an additional cost estimate to cover this phase.

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