



AGENDA MEMORANDUM

Future Item for the City Council Meeting of September 12, 2017
Action Item for the City Council Meeting of September 19, 2017

DATE: September 6, 2017

TO: Margie C. Rose, City Manager

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<p style="text-align: center;"><u>Professional Services Contract</u> Tourist Area Amenities – Wayfinding Initiative</p>

CAPTION:

Motion authorizing the City Manager or designee to execute a professional services contract with Freese and Nichols, Inc. of Corpus Christi, Texas in the amount of \$251,860 for the Tourist Area Amenities – Wayfinding Initiative project

PURPOSE:

The purpose of this Agenda Item is to obtain authority to execute to the professional services contract for the Tourist Area Amenities – Wayfinding Initiative project.

BACKGROUND AND FINDINGS:

This item develops Wayfinding concepts to achieve an enhanced image and sense of arrival into the Downtown. During design of several ongoing Bond 2012 and 2014 projects, including Downtown Road and Streetscape Improvements, need for a comprehensive Wayfinding guide became critical to cost effectively implement planned improvements. This project provides for development and design of Wayfinding standards in four areas; Downtown District, SEA District, Marina Arts District and North Beach. The Wayfinding System will create a consistent practical network for navigating each of the areas, while supporting unique branded identities for each area within greater Downtown.

These Wayfinding strategies will directly enhance ongoing Bond projects including the Downtown Road and Streetscape Improvements. The Downtown Road and Streetscape project included nominal Wayfinding efforts for a limited area within the Downtown District, but lacked funding to fully develop standards for the entire District. Additionally, it is essential to formalize standards for all four

areas to cost effectively implement a consistent network to key destinations.

The work includes developing the implementation plan, preparation of design standards and specifications, and includes fabrication and installation of signs. All work will be coordinated through meetings and discussions with key stakeholders including the Downtown Management District, affected property owners, Texas Historical Commission, and City Parks & Recreation, Streets & Signals, Engineering Services, Business Liaison Office, Utilities and others as needed.

Wayfinding Objectives:

- Emphasize Downtown as a Destination
- Highlight Key Attractions
- Enhance the User's Experience and Orientation to choose the route
- Improve Mobility
- Integrate a Range of Navigation Tools
- Reinforce Community Identity
- Enhance Urban Design
- Develop a System that can be implemented

The work includes design services for Wayfinding and Signage Schematic Design, Design Development and Programming, Design Intent Documentation, Wayfinding Assessment, Sign Standards Manual, and Implementation Planning services. Design work includes preparation of digital vector art and/or electronic art files for use by fabrication and sign installation contractor.

The following areas of the City are included:

- Downtown Corpus Christi
- Uptown District
- North Beach
- SEA District

Tools anticipated to be developed include:

- District Gateways
- Vehicular Directional Signs
- Parking Directional Signs
- Municipal Parking Garage & Lot Identity Signs
- Pedestrian Directional Signs
- Pedestrian Information Kiosks
- Historical/Cultural Information Sign Standards
- Banner Standards
- Special Events Sign Standards

The fabrication and installation will be implemented through separate contract.

ALTERNATIVES:

1. Authorize execution of engineering design services contract.
2. Do not authorize execution of engineering design services contract. (Not Recommended)

OTHER CONSIDERATIONS:

Freese and Nichols, Inc. (FNI) is the design engineer that was selected for the Downtown Road and Streetscape project under RFQ 2014-08, which includes limited Wayfinding. As such, FNI was the most qualified team to complete this project.

CONFORMITY TO CITY POLICY:

Complies with statutory requirements for architectural and engineering contracts.

EMERGENCY / NON-EMERGENCY:

Not applicable

DEPARTMENTAL CLEARANCES:

Street Department

FINANCIAL IMPACT:

X Operating ☐ Revenue ☐ Capital ☐ Not applicable

Fiscal Year 2016-2017	Project to Date Expenditures (CIP only)	Current Year	Future Years	TOTALS
Budget		\$435,000		\$435,000
Encumbered / Expended Amount		0		0
This item		251,860		251,860
Future Anticipated Expenditures This Project		183,140		183,140
BALANCE		\$0		\$0

Fund(s): Hotel Occupancy Tax

Comments: N/A

RECOMMENDATION:

City staff recommends approval of a professional services contract with Freese and Nichols, Inc. in the amount of \$251,860 for the Tourist Area Amenities – Wayfinding Initiative project.

LIST OF SUPPORTING DOCUMENTS:

Project Budget
AE Proposal
Location Map
Presentation