CITY OF GLENDALE CALIFORNIA
JOINT REPORT TO THE CITY COUNCIL/ AGENCY

October 27, 2009

AGENDA ITEM

Report: Award of Professional Services Agreement for downtown Environmental Graphics.

(1) Council Motion awarding a Professional Services Agreement to Hunt Design for the development of an Environmental Graphics Manual, Downtown Parking Sign Program and Downtown Wayfinding Program
(2) Agency Motion awarding a Professional Services Agreement to Hunt Design for the development of an Environmental Graphics Manual, Downtown Parking Sign Program and Downtown Wayfinding Program
(3) Resolution appropriating $119,337 from Undesignated Parking Fund to Account No. 43110-520-561
(4) Resolution appropriating $67,471 from Central Glendale Undesignated Fund to Account No. 53160-240-51752

COUNCIL ACTION

Public Hearing [ ] Ordinance [ ] Consent Calendar [ ] Action Item [X] Report Only [ ]
Approved for 10.27.2009 calendar

ADMINISTRATIVE ACTION

	Signature
Submitted	
Stephen M. Zurn; Director of Public Works	
Philip Lanzafame; Director of Development Services	
Prepared	
Michael Nilsson, Mobility Planner	
Approved	
James E. Starbird, City Manager	
Reviewed	
Robert Elliot, Director of Finance	
Scott H. Howard, City Attorney	By

Reviewed

Jano Baghdanian, Traffic and Transportation Administrator .....

Alan Loomis, Principal Urban Designer .....

Emil Tatevosian, Deputy Director of Development Services .....

Tad Dombroski, Parking Manager .....

Peter Vierheilig, Project Manager .....

RECOMMENDATION

It is recommended that the Agency and Council approve a motion authorizing a Professional Services Agreement with Hunt Design of Pasadena, California for an amount not to exceed $169,825 in professional fees with a reserve for contingencies of 10% ($16,983), for a total amount of $186,808 for the development of an Environmental Graphics Manual, Downtown Parking Sign Program and Downtown Wayfinding Program.

SUMMARY

The Downtown Specific Plan (DSP), adopted by Council in 2006, establishes the physical development vision for downtown Glendale through a set of policies, incentives, and requirements. The corresponding Downtown Mobility Study adopted in 2007 provides policies to achieve a vibrant, multi-modal downtown. The DSP and Mobility Study serve a dual purpose of expanding economic development and managing traffic. This work effort will collaborate with the marketing team in promoting the City's regional identity while ensuring access of all modes to downtown and its destinations.

Currently, downtown Glendale and the City lack a clear graphic identity with no consistent standards in place. Existing informational and directional signs have been implemented in a piecemeal fashion, confusing and disorienting residents and visitors. There are approximately a half dozen different types of parking signs in downtown Glendale alone. Updating and streamlining parking and wayfinding signs will ensure that residents and visitors can enter, park, navigate and exit Glendale with ease, encouraging more people to discover Glendale and ensure future visits.

The citywide graphics update effort will work in tandem with the proposed citywide marketing effort as they are both economic tools. As the marketing effort will develop a brand for the City, the graphics team will produce an environmental graphics manual. It will set standard colors, symbols, sizes, and fonts for signs, print and digital media Citywide and provide direction to implement these graphics. Together, the creation of a graphics manual and branding will work to develop an identity for Glendale that is unique, distinctive and memorable. It will allow for consistency in future sign and branding updates, strengthening Glendale's standing as a desired destination in the Los Angeles area.

A Request for Qualifications (RFQ) was issued to 17 consultants with experience in environmental graphic design. Out of 11 proposals submitted, 4 candidates with the highest scores were asked to

submit proposals for a project updating Glendale's parking signs, wayfinding signs and graphic standards. The subsequent interview process distinguished Hunt Design as most qualified for the project. This determination was based on project management experience, design expertise, communication and presentation skills, and cost structure.

Hunt Design, based in Pasadena, is a team of professionals with experience in the production of graphic manuals, design of signs, and assistance in sign fabrication and installation. The firm works on many projects with a similar scope. Some of Hunt's many completed projects include a wayfinding program for the Golden Gate National Recreation Area, a pedestrian and parking sign update for the Hollywood Bowl and a sign manual for the Los Angeles Zoo. Hunt Design also created the original Urban Graphics Program in Old Pasadena. The firm is currently working with the Washington DC Fine Arts Commission and National Park Service to update signs for the National Mall.

Staff recommends award of a Professional Services Agreement to Hunt Design for the negotiated amount not to exceed $169,825 with a reserve of contingencies of 10%, or $16,983, for a total amount of $186,808. This full service contract includes the design of parking and wayfinding signs, production of the environmental graphics manual, producing construction level CAD drawings for parking and wayfinding signs, bid documents, and assistance in reviewing bids for fabrication and installation of the aforementioned signs. The proposal anticipates completing design work by Spring 2010 with the goal of installing new downtown parking and wayfinding signs prior to the 2010 holiday season.

FISCAL IMPACT

Professional Services Agreement:	$169,825
Contingency (10%):	$16,983
Total:	$186,808

This Professional Services Agreement will be funded as follows:

Undesignated Parking Fund 520 to Account No. 43110-520-561 in the amount of $119,337 to fund the installation of parking signs as well as provide half of the funding for the environmental graphics manual.

Central Glendale Undesignated Fund 25300-240 to Account No. 53160-240-701-51752 in the amount of $67,471 to fund the installation of wayfinding signs as well as provide half of the funding for the environmental graphics manual.

BACKGROUND

The Downtown Specific Plan (DSP) is a mixed-use, urban design plan that establishes the desired physical vision for Downtown Glendale through a comprehensive set of policies, incentives, and requirements. The plan establishes a consistent regulatory framework of standards and guidelines, as well as land use regulations and policies for economic development; streetscape improvements;

transportation development; parking; pedestrian amenities; open space and land use; preservation of cultural resources; and public art. The corresponding Mobility Study is tailored to the physical vision articulated by the DSP and gathers under a single umbrella the full range of best-practices to reduce auto congestion and promote multi-modal transportation. Policy recommendations in the DSP and Mobility Study include a menu of parking management and urban design programs to promote the City's regional identity while ensuring access by all transportation modes to downtown and its destinations. In addition, a comprehensive environmental graphics program consisting of parking and wayfinding signs is specifically recommended by the Mobility Study.

Project Scope

As recommended by the Mobility Study's Parking Management policies, in fall 2008 the City installed multi-space pay stations and adjusted parking prices in City-owned garages and lots. Temporary signs to promote this change were quickly erected. However, existing signs remain in place, resulting in a half dozen different types of parking signs which is often confusing and disorienting to Glendale residents and visitors. Updating this sign program will be the first effort of this project. All parking signs will be updated using new, consistent design standards. Updates will include informational and directional signs for the pay-by-space meters on Brand Boulevard and other on-street parking meters, an overhaul of the existing EZ-Park identity at the ten city-owned parking lots, and both interior and exterior graphics for the three city-owned parking structures downtown.

In conjunction with the new sign program for parking lots and structures, a wayfinding sign program will be designed. As recommended by the Mobility Study, a wayfinding program will direct visitors and locals from regional access points to downtown, in and out of parking lots and structures, as well as direct patrons to points of interest and regional transit routes. Implementation of a consistent directional, informational and real-time parking occupancy sign system has been proven to help reduce traffic congestion and improve traffic safety by reducing conflicts between autos and other transportation modes. Improved wayfinding will also support the development of the City's downtown business improvement district and the citywide marketing effort by helping to establish and reinforce the 'brand' for downtown Glendale.

The update of environmental graphics for greater downtown Glendale will work in tandem with the proposed citywide marketing effort. Through this collaboration, an environmental graphics manual will be created establishing consistent sign and graphic types for application citywide. This manual will serve as a kit of parts delineating standard colors, symbols, sizes, and fonts for parking, traffic, parks and recreation and pedestrian signs citywide as well as print material and promotional media. As the principal tool to update signs and graphics throughout the City of Glendale, it will provide consistent design direction and maintenance of the Glendale 'brand' as developed by the marketing team. City staff will overlap on the graphics and marketing teams and consultants will be coordinated to ensure consistency in products produced.

Client Team

To launch this work effort, a five member staff Working Group was formed, composed of representatives from Planning, Development Services, Traffic and Transportation, and Parks and Recreation. This team was involved in all facets of the consultant selection and will continue to guide design development and implementation of tasks. In addition to the Working Group, a larger "Client Team" will be composed of approximately 12-14 City staff members and will be involved in key decisions prior to submittal of items to the Council/Agency. This larger team will also include representatives from Public Works – Engineering and Streets, Management Services, City Libraries, Glendale Water and Power, and Information Services. At key intervals, presentations will be made to the Council/Agency to receive input.

RFQ/RFP Process

On June 23, 2009 a Request for Qualifications on the "Environmental Graphics Manual and Implementation Components" (RFQ) was issued to identify consultants with environmental graphic design experience. The City of Glendale submitted the RFQ to 17 potential candidates. 11 teams submitted a Statement of Qualifications (SOQ) by the July 13, 2009 deadline.

Candidates were ranked on qualifications and experience, quality of the RFQ submittal and soundness of methodology. The 4 candidates with the highest scores on the RFQ were asked to submit proposals for the Environmental Graphics Manual, Parking Signs and Wayfinding Program. The top 4 firms were Sussman/Prejza and Company, Hunt Design, Ilium Associates Inc. and Newsom Design.

During the interview, candidates were evaluated on the composition of the firms' design teams, their expertise in environmental graphics, their project management and presentation skills with projects of a similar scope and their accessibility to City Staff. The interview process distinguished Hunt Design as the most qualified with regard to the scope and demands of the project. Established in 1977, the Pasadena-based firm is one of the pioneers in wayfinding and environmental graphics. It provides a team of professionals with experience in the production of graphic manuals, working with municipalities and public organizations, design of sign programs as well as assistance in the fabrication and installation of said signs. A short list of Hunt Design's many successfully completed projects includes sign guidelines and a wayfinding program for the Golden Gate National Recreation Area, a comprehensive parking and pedestrian sign update for the Hollywood Bowl, a wayfinding and parking sign program for downtown Burbank, and a sign manual for the Los Angeles Zoo. Hunt Design is also responsible for the original Urban Graphics Program in Old Pasadena. The firm is currently working with the Washington DC Fine Arts Commission and National Park Service to update signs for the National Mall including the Lincoln Memorial, Washington Monument and Smithsonian museums.

In addition, the negotiated price and program details Hunt Design provides allows for the most flexible cost structure as well as provides for the best level of deliverables and products for the price. Staff recommends award of a Professional Services Agreement to Hunt Design for the negotiated amount of $169,825 with a reserve of contingencies of 10%, or $16,983, for a total amount of $186,808. The contingency of 10% is based on previous experience, and is

commensurate with the nature and condition of the project. This fee proposal is a full service contract and includes services for the design of parking and wayfinding signs, production of the environmental graphics manual, producing construction level CAD drawings for parking and wayfinding signs, bid documents, as well as assistance in reviewing bids for the fabrication and installation of parking and wayfinding signs. Hunt Design's proposal anticipates the completion of design work by Spring 2010 with the goal of installing new parking and wayfinding signs downtown prior to the 2010 holiday season.

MOTION

Moved by City Council member, _____, seconded by City Council member _____, that the proposal submitted by Hunt Design in an amount not to exceed $169,825.00, plus contingency, to provide for the development of an Environmental Graphics Manual, Downtown Parking Sign Program and Downtown Wayfinding Program for the City and Central Glendale Redevelopment Project Area is hereby approved and accepted. The City Manager is hereby authorized to execute a professional services agreement between the City, Agency and Hunt Design, amount not to exceed $169,825.00, plus 10% contingency ($16,983.00), subject to approval by the City Attorney.

Votes as follow:

Ayes:

Noes:

Absent:

Abstain:

APPROVED AS TO FORM

General Counsel - Redevelopmont Agency

Date: 10/22/09

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MOTION

Moved by Agency member, _____, seconded by Agency member _____, that the proposal submitted by Hunt Design in an amount not to exceed $169,825.00, plus contingency, to provide for the development of an Environmental Graphics Manual, Downtown Parking Sign Program and Downtown Wayfinding Program for the City and Central Glendale Redevelopment Project Area is hereby approved and accepted. The Executive Director is hereby authorized to execute a professional services agreement between the Agency, City and Hunt Design, amount not to exceed $169,825.00, plus 10% contingency ($16,983.00), subject to approval by General Counsel-Redevelopment.

Votes as follow:

Ayes:

Noes:

Absent:

Abstain:

APPROVED AS TO FORM

General Counsel - Redevelopment Agency

Date: 10/22/09

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RESOLUTION NO. _____

RESOLUTION OF THE COUNCIL OF THE CITY OF GLENDALE MAKING AN APPROPRIATION

BE IT RESOLVED BY THE COUNCIL OF THE CITY OF GLENDALE:

SECTION 1: That the sum of $119,337 is hereby appropriated and transferred from the following accounts:

ACCOUNT	DESCRIPTION	FROM	TO
27900-520	Undesignated Fund Balance, Parking Fund	$119,337	
43110-520-561	Parking Fund, Downtown Parking, Contractual Services		$119,337

To appropriate funding for the Professional Services Agreement with Hunt Design for the installation of parking signs as well as provide half the funding for the environmental graphics manual.

SECTION 2: The Director of Finance is authorized to make such other revisions, individual appropriation line-items, changes in summaries, fund totals, grand totals, and other portions of the budget document as necessary to reflect and implement the changes specified in this resolution, and in full accordance to the direction provided by the Council up until the adoption of this resolution.

SECTION 3: The City Clerk shall certify to the adoption of this Resolution.

Adopted this _____ day of _____, 2009.

_____
Mayor

ATTEST:

_____
City Clerk

CITY OF GLENDALE
DATE 10/14/09
APPROVED AS TO FINANCIAL PROVISION FOR $ 119,337

Michele Flynn
Director of Finance

STATE OF CALIFORNIA)
COUNTY OF LOS ANGELES) SS
CITY OF GLENDALE)

I, Ardashes Kassakhian, City Clerk of the City of Glendale, certify that the foregoing Resolution No. _____was adopted by the Council of the City of Glendale, California, at a regular meeting held on the _____ day of _____, 2009 and that the same was adopted by the following vote:

Ayes:
Noes:
Absent:

APPROVED AS TO FORM

_____
General Counsel - Redevelopment Agency

Date: 10/22/09

_____
City Clerk

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RESOLUTION NO. _____

RESOLUTION OF THE GLENDALE REDEVELOPMENT AGENCY MAKING AN APPROPRIATION

BE IT RESOLVED BY THE GLENDALE REDEVELOPMENT AGENCY:

SECTION 1: That the sum of $67,471 is hereby appropriated and/or transferred from the following accounts:

ACCOUNTS	DESCRIPTION	FROM	TO
25300-240	Central Project Area, Undesignated Fund Balance	$67,471	
53160-240-701-51752	Central Project Area, Planning, Survey, Design, Environmental Graphics Project		$67,471

To appropriate funding for the Professional Services Agreement with Hunt Design for the installation of wayfinding signs as well as provide half of the funding for the environmental graphics manual.

SECTION 2: The Director of Finance is authorized to make such other revisions, individual appropriation line-items, changes in summaries, fund totals, grand totals, and other portions of the budget document as necessary to reflect and implement the changes specified in this resolution, and in full accordance to the direction provided by the Glendale Redevelopment Agency up until the adoption of this resolution.

SECTION 3: The Secretary shall certify to the adoption of this Resolution.

Adopted this_____day of _____, 2009.

_____
Chairperson

ATTEST:

_____
Secretary

CITY OF GLENDALE
DATE 10/13/09
APPROVED AS TO FINANCIAL PROVISION FOR $ 67,471

Robert Elliott
Director of Finance

STATE OF CALIFORNIA)
COUNTY OF LOS ANGELES) SS
CITY OF GLENDALE)

I, Ardashes Kassakhian, Secretary of the Glendale Redevelopment Agency, do hereby certify that the foregoing Resolution No._____was adopted by the Glendale Redevelopment Agency of the City of Glendale, California, at a regular meeting held on the_____ day of _____, 2009, and that the same was adopted by the following vote:

Ayes:
Noes:
Absent:

APPROVED AS TO FORM

General Counsel - Redevelopment Agency

Date: 10/22/09

_____
Secretary

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