



**TOWN OF LOS GATOS
COUNCIL AGENDA REPORT**

MEETING DATE: 10/19/21

ITEM NO: 5

DATE: October 13, 2021
TO: Mayor and Town Council
FROM: Laurel Prevetti, Town Manager
SUBJECT: Authorize the Town Manager to Execute a Consultant Services Agreement in the Amount of \$109,960 with Hunt Design Associates, Inc for Downtown Wayfinding and Signage Design Consultant Services

RECOMMENDATION:

Authorize the Town Manager to execute a consultant services agreement in the amount of \$109,960 with Hunt Design Associates, Inc for downtown Wayfinding and Signage Design Consultant Services.

BACKGROUND:

On December 17, 2019, the Town Council accepted the Dixon Resources Unlimited recommendations for the Downtown Parking Roadmap. The implementation plan includes short, medium and long-term actions. On January 26, 2021, the Town Council reaffirmed the Parking Roadmap implementation as one of its FY 2021-2023 Strategic Priorities. On April 20, 2021, the Town Council approved the initial short-term actions including a pilot employee parking program and improving wayfinding. The wayfinding improvement would start through development of a Downtown Master Plan for Wayfinding and Signage.

On July 1, 2021, the Town issued a Request for Proposals (RFP) for Downtown Master Plan Wayfinding and Signage Consultant Services. The RFP was made available on the Town's website and several firms specializing in wayfinding design services were contacted and informed of the RFP.

DISCUSSION:

Three firms submitted proposals by the July 22, 2021 deadline. A staff panel evaluated the three proposals and ranked the proposals on specific criteria, including qualifications and experience in wayfinding and signage design, experience working with jurisdictions of similar size and character, organization, approach, pricing, and responses to the required information

PREPARED BY: Greg Borromeo, Interim Captain and
Jim Renelle, Parking Program Manager

Reviewed by: Town Manager, Assistant Town Manager, Town Attorney, and Finance Director

SUBJECT: Authorize the Town Manager to Execute a Consultant Services Agreement with
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DISCUSSION (continued):

requested in the RFP. The top two firms were interviewed by the evaluation panel via teleconference. Following the interviews, Hunt Design Associates was selected as the top candidate. Reference checks provided favorable feedback on the firm and its work.

Hunt Design Associates has prior experience working with communities that want to maintain their historic and unique character. Hunt demonstrated a creative energy to not only maintain but enhance this unique character through their design work. Hunt's design team will work well with the stakeholders involved in this project. The evaluation panel felt that Hunt Design Associates, Inc was the best fit as their design concepts and processes were in alignment with the Town's objectives for Downtown wayfinding and signage. In addition, while not part of the evaluation process, Hunt Design Associates has performed prior work for the Town which was received favorably.

Initially, Hunt Design Associates will survey and analyze the current wayfinding/signage conditions and draft a report with recommendations. Working with staff, Hunt Design Associates will create three design options that incorporate the Town branding standards. Using Town approved designs, Hunt Design Associates will then develop a Master Plan for Downtown Wayfinding and Signage. During design development, staff and Hunt Design Associates will collaborate and design opportunities for stakeholder and community outreach. Upon approval, Hunt Design Associates will create detailed bid packages with cost estimates for signage manufacturing and installation. Hunt Design Associates will oversee construction to ensure quality and compliance with specifications. The following table identifies the major project tasks and estimated costs:

Task	Fee
Conditions Analysis and Concept Designs	\$23,520
Schematic Design	\$20,160
Design Development	\$16,800
Bid Package (3x \$7,760)	\$23,280
Expenses	\$6,200
Contingency	\$20,000
TOTAL	\$109,960

Specifically, Hunt Design Associates can start work immediately upon receiving the notice to proceed. During the first 30 days Hunt Design Associates will survey conditions and begin conceptual design work. The initial written report with recommendations will take an additional 15 days. The Master Plan final draft is expected to be delivered at Week 15 which takes into consideration time for the Town to review all designs, scale models and mockups.

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DISCUSSION (continued):

Parking wayfinding will be prioritized with the signage bid package being released for manufacturing and installation between Week 16 to Week 18. All wayfinding and signage design work should be completed by the end of Week 24.

CONCLUSION:

Based on the strengths and services offered by Hunt Design Associates, Inc, staff recommends that the Town Council authorize the Town Manager to Execute a Consultant Services Agreement in the amount of \$109,960 with Hunt Design Associates, Inc for Downtown Wayfinding and Signage Design Consultant Services.

COORDINATION:

The evaluation of the consultants, scope of services, and the preparation of this report were coordinated with the Parks and Public Works Director and the Economic Vitality Manager.

FISCAL IMPACT:

The fiscal impact of executing an agreement with Hunt Design Associates for Downtown Master Plan Wayfinding and Signage consultant services would result in an expenditure budget adjustment in the amount of \$109,960 from the General Fund Capital Improvement Project Reserve. Funds are available in the Fiscal Year (FY) 2021/22 Adopted Budget.

Parking Program Implementation Project 813-0242		
	Budget	Costs
GFAR	\$198,500	
Total Budget	\$198,500	
Hunt Design Associates		\$109,960
Total Expenditures		\$109,960
Remaining Balance		\$88,540

ENVIRONMENTAL ASSESSMENT:

This is not a project as defined under CEQA, and no further action is required.

Attachment:

1. Draft Agreement for Services with Hunt Design Associates, Inc.

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AGREEMENT FOR CONSULTANT SERVICES

This AGREEMENT is made and entered into on September XX, 2021 by and between TOWN OF LOS GATOS, a California municipal corporation, ("Town") and Hunt Design Associates, Inc., ("Consultant"), whose address is 88 N. Fair Oaks Ave #105, Pasadena, CA, 91103. This Agreement is made with reference to the following facts.

I. RECITALS

- 1.1 The Town desires to engage Consultant to provide planning and design consultant services for wayfinding and signage.
- 1.2 Consultant represents and affirms that it is willing to perform the desired work pursuant to this Agreement.
- 1.3 Consultant warrants it possesses the distinct professional skills, qualifications, experience, and resources necessary to timely perform the services described in this Agreement. Consultant acknowledges Town has relied upon these warranties to retain Consultant.

II. AGREEMENTS

- 2.1 Scope of Services. Consultant shall provide services as described in the Scope of Services attached as Exhibit A.
- 2.2 Term and Time of Performance. This contract will remain in effect from date of execution to December 31, 2022.
- 2.3 Compliance with Laws. The Consultant shall comply with all applicable laws, codes, ordinances, and regulations of governing federal, state and local laws. Consultant represents and warrants to Town that it has all licenses, permits, qualifications and approvals of whatsoever nature which are legally required for Consultant to practice its profession. Consultant shall maintain a Town of Los Gatos business license pursuant to Chapter 14 of the Code of the Town of Los Gatos.
- 2.4 Sole Responsibility. Consultant shall be responsible for employing or engaging all persons necessary to perform the services under this Agreement.
- 2.5 Information/Report Handling. All documents furnished to Consultant by the Town and all reports and supportive data prepared by the Consultant under this Agreement are the Town's property and shall be delivered to the Town upon the completion of Consultant's services or at the Town's written request. All reports, information, data, and exhibits prepared or assembled by Consultant in connection with the performance of its services pursuant to this Agreement are confidential until released by the Town to the public, and the Consultant shall not make any of the documents or information available to any individual or organization not employed by the Consultant or the Town

without the written consent of the Town before such release. The Town acknowledges that the reports to be prepared by the Consultant pursuant to this Agreement are for the purpose of evaluating a defined project, and Town's use of the information contained in the reports prepared by the Consultant in connection with other projects shall be solely at Town's risk, unless Consultant expressly consents to such use in writing. Town further agrees that it will not appropriate any methodology or technique of Consultant which is and has been confirmed in writing by Consultant to be a trade secret of Consultant.

2.5.1 **Work Product Clause**

Consultant and any subcontractors acknowledge that all work product in whole or in part created under this agreement is Work Made for Hire and is intellectual property of the Town and not the consultant. Intellectual property includes but is not limited to literary or artistic work, designs, symbols, names, logos or slogans. The Town is the sole and exclusive owner of this work and retains all present and future rights whether registered or common law trademarked.

On the Town's reasonable request, Consultant will execute any applications, assignments, or other instruments that consultant deems necessary to apply for and obtain Intellectual Property registrations from the United States Patent and Trademark Office, United States Copyright Office, or any foreign equivalents, for the consultant's work produced under this agreement.

2.5.2 **Intellectual Property**

Each party will retain exclusive interest in and ownership of its Intellectual property existing prior to this agreement or developed outside the scope of this agreement.

2.6 **Compensation.** Compensation for Consultant's professional services shall not exceed \$109,960 inclusive of all costs. Payment shall be based upon Town approval of each task.

2.7 **Billing.** Billing shall be monthly by invoice within thirty (30) days of the rendering of the service and shall be accompanied by a detailed explanation of the work performed by whom at what rate and on what date. Also, plans, specifications, documents or other pertinent materials shall be submitted for Town review, even if only in partial or draft form.

Payment shall be net thirty (30) days. All invoices and statements to the Town shall be addressed as follows:

Invoices:

Town of Los Gatos
Attn: Accounts Payable
P.O. Box 655
Los Gatos, CA 95031-0655

2.8 Availability of Records. Consultant shall maintain the records supporting this billing for not less than three years following completion of the work under this Agreement. Consultant shall make these records available to authorized personnel of the Town at the Consultant's offices during business hours upon written request of the Town.

2.9 Assignability and Subcontracting. The services to be performed under this Agreement are unique and personal to the Consultant. No portion of these services shall be assigned or subcontracted without the written consent of the Town.

2.10 Independent Contractor. It is understood that the Consultant, in the performance of the work and services agreed to be performed, shall act as and be an independent contractor and not an agent or employee of the Town. As an independent contractor he/she shall not obtain any rights to retirement benefits or other benefits which accrue to Town employee(s). With prior written consent, the Consultant may perform some obligations under this Agreement by subcontracting but may not delegate ultimate responsibility for performance or assign or transfer interests under this Agreement. Consultant agrees to testify in any litigation brought regarding the subject of the work to be performed under this Agreement. Consultant shall be compensated for its costs and expenses in preparing for, traveling to, and testifying in such matters at its then current hourly rates of compensation, unless such litigation is brought by Consultant or is based on allegations of Consultant's negligent performance or wrongdoing.

2.11 Conflict of Interest. Consultant understands that its professional responsibilities are solely to the Town. The Consultant has and shall not obtain any holding or interest within the Town of Los Gatos. Consultant has no business holdings or agreements with any individual member of the Staff or management of the Town or its representatives nor shall it enter into any such holdings or agreements. In addition, Consultant warrants that it does not presently and shall not acquire any direct or indirect interest adverse to those of the Town in the subject of this Agreement, and it shall immediately disassociate itself from such an interest, should it discover it has done so and shall, at the Town's sole discretion, divest itself of such interest. Consultant shall not knowingly and shall take reasonable steps to ensure that it does not employ a person having such an interest in this performance of this Agreement. If after employment of a person, Consultant discovers it has employed a person with a direct or indirect interest that would conflict with its performance of this Agreement, Consultant shall promptly notify Town of this employment relationship, and shall, at the Town's sole discretion, sever any such employment relationship.

2.12 Equal Employment Opportunity. Consultant warrants that it is an equal opportunity employer and shall comply with applicable regulations governing equal employment opportunity. Neither Consultant nor its subcontractors do and neither shall discriminate against persons employed or seeking employment with them on the basis of age, sex, color, race, marital status, sexual orientation, ancestry, physical or mental disability, national origin, religion, or medical condition, unless based upon a bona fide

occupational qualification pursuant to the California Fair Employment & Housing Act.

III. INSURANCE AND INDEMNIFICATION

3.1 Minimum Scope of Insurance:

- i. Consultant agrees to have and maintain, for the duration of the contract, General Liability insurance policies insuring him/her and his/her firm to an amount not less than: one million dollars (\$1,000,000) combined single limit per occurrence for bodily injury, personal injury and property damage.
- ii. Consultant agrees to have and maintain for the duration of the contract, an Automobile Liability insurance policy ensuring him/her and his/her staff to an amount not less than one million dollars (\$1,000,000) combined single limit per accident for bodily injury and property damage.
- iii. Consultant shall provide to the Town all certificates of insurance, with original endorsements effecting coverage. Consultant agrees that all certificates and endorsements are to be received and approved by the Town before work commences.
- iv. Consultant agrees to have and maintain, for the duration of the contract, professional liability insurance in amounts not less than \$1,000,000 which is sufficient to insure Consultant for professional errors or omissions in the performance of the particular scope of work under this agreement.

General Liability:

- i. The Town, its officers, officials, employees and volunteers are to be covered as insured as respects: liability arising out of activities performed by or on behalf of the Consultant; products and completed operations of Consultant, premises owned or used by the Consultant. This requirement does not apply to the professional liability insurance required for professional errors and omissions.
- ii. The Consultant's insurance coverage shall be primary insurance as respects the Town, its officers, officials, employees and volunteers. Any insurance or self-insurances maintained by the Town, its officers, officials, employees or volunteers shall be excess of the Consultant's insurance and shall not contribute with it.
- iii. Any failure to comply with reporting provisions of the policies shall not affect coverage provided to the Town, its officers, officials, employees or volunteers.
- iv. The Consultant's insurance shall apply separately to each insured against whom a claim is made or suit is brought, except with respect to the limits of the insurer's liability.

3.2 All Coverages. Each insurance policy required in this item shall be endorsed to state that coverage shall not be suspended, voided, cancelled, reduced in coverage or in limits except after thirty (30) days' prior written notice by certified mail, return receipt requested, has been given to the Town. Current certification of such insurance shall be kept on file at all times during the term of this agreement with the Town Clerk.

- 3.3 Workers' Compensation. In addition to these policies, Consultant shall have and maintain Workers' Compensation insurance as required by California law and shall provide evidence of such policy to the Town before beginning services under this Agreement. Further, Consultant shall ensure that all subcontractors employed by Consultant provide the required Workers' Compensation insurance for their respective employees.
- 3.4 Indemnification. The Consultant shall save, keep, hold harmless and indemnify and defend the Town its officers, agent, employees and volunteers from all damages, liabilities, penalties, costs, or expenses in law or equity that may at any time arise or be set up because of damages to property or personal injury received by reason of, or in the course of performing work which may be occasioned by a willful or negligent act or omissions of the Consultant, or any of the Consultant's officers, employees, or agents or any subconsultant.

IV. GENERAL TERMS

- 4.1 Waiver. No failure on the part of either party to exercise any right or remedy hereunder shall operate as a waiver of any other right or remedy that party may have hereunder, nor does waiver of a breach or default under this Agreement constitute a continuing waiver of a subsequent breach of the same or any other provision of this Agreement.
- 4.2 Governing Law. This Agreement, regardless of where executed, shall be governed by and construed to the laws of the State of California. Venue for any action regarding this Agreement shall be in the Superior Court of the County of Santa Clara.
- 4.3 Termination of Agreement. The Town and the Consultant shall have the right to terminate this agreement with or without cause by giving not less than fifteen days (15) written notice of termination. In the event of termination, the Consultant shall deliver to the Town all plans, files, documents, reports, performed to date by the Consultant. In the event of such termination, Town shall pay Consultant an amount that bears the same ratio to the maximum contract price as the work delivered to the Town bears to completed services contemplated under this Agreement, unless such termination is made for cause, in which event, compensation, if any, shall be adjusted in light of the particular facts and circumstances involved in such termination.
- 4.4 Prevailing Wages. This project is subject to the requirements of Section 1720 et seq. of the California Labor Code requiring the payment of prevailing wages, the training of apprentices and compliance with other applicable requirements. Contractors and all subcontractors who perform work on the project are required to comply with these requirements. Prevailing wages apply to all projects over \$1,000 which are defined as a "public work" by the State of California. This includes construction, demolition, repair, alteration, maintenance and the installation of photovoltaic systems under a

Power Purchase Agreement when certain conditions are met under Labor Code Section 1720.6. This include service and warranty work on public buildings and structures.

- 4.4.1 The applicable California prevailing wage rate can be found at www.dir.ca.gov and are on file with the Town of Los Gatos Parks and Public Works Department, which shall be available to any interested party upon request. The contractor is also required to have a copy of the applicable wage determination posted and/or available at each jobsite.
- 4.4.2 Specifically, contractors are reminded of the need for compliance with Labor Code Section 1774-1775 (the payment of prevailing wages and documentation of such), Section 1776 (the keeping and submission of accurate certified payrolls) and 1777.5 in the employment of apprentices on public works projects. Further, overtime, weekend and holiday pay, and shift pay must be paid pursuant to applicable Labor Code section.
- 4.4.3 The public entity for which work is being performed or the California Department of Industrial Relations may impose penalties upon contractors and subcontractors for failure to comply with prevailing wage requirements. These penalties are up to \$200 per day per worker for each wage violations identified; \$100 per day per worker for failure to provide the required paperwork and documentation requested within a 10-day window; and \$25 per day per worker for any overtime violation.
- 4.4.4 As a condition to receiving progress payments, final payment and payment of retention on any and all projects on which the payment of prevailing wages is required, the contractor agrees to present to the TOWN, along with its request for payment, all applicable and necessary certified payrolls (for itself and all applicable subcontractors) for the time period covering such payment request. The term "certified payroll" shall include all required documentation to comply with the mandates set forth in Labor Code Section 1720 et seq, as well as any additional documentation requested by the Agency or its designee including, but not limited to: certified payroll, fringe benefit statements and backup documentation such as monthly benefit statements, employee timecards, copies of wage statements and cancelled checks, proof of training contributions (CAC2 if applicable), and apprenticeship forms such as DAS-140 and DAS-142.
- 4.4.5 In addition to submitting the certified payrolls and related documentation to the TOWN, the contractor and all subcontractors shall be required to submit certified payroll and related documents electronically to the California Department of Industrial Relations. Failure to submit payrolls to the DIR when mandated by the project parameters shall also result in the withholding of progress, retention and final payment.
- 4.4.6 No contractor or subcontractor may be listed on a bid proposal for a public works project unless registered with the Department of Industrial Relations pursuant to Labor Code section 1725.5 [with limited exceptions from this requirement for bid purposes only under Labor Code section 1771.1(a)].
- 4.4.7 No contractor or subcontractor may be awarded a contract for public work on a public works project, unless registered with the Department of Industrial

Relations pursuant to Labor Code section 1725.5. Contractors MUST be a registered “public works contractor” with the DIR AT THE TIME OF BID. Where the prime contract is less than \$15,000 for maintenance work or less than \$25,000 for construction alteration, demolition or repair work, registration is not required.

- 4.4.8 Should any contractor or subcontractors not be a registered public works contractor and perform work on the project, Contractor agrees to fully indemnify the TOWN for any fines assessed by the California Department of Industrial Relations against the TOWN for such violation, including all staff costs and attorney's fee relating to such fine.
- 4.4.9 The TOWN shall withhold any portion of a payment, including the entire payment amount, until certified payroll forms and related documentation are properly submitted, reviewed and found to be in full compliance. In the event that certified payroll forms do not comply with the requirements of Labor Code Section 1720 et seq., the TOWN may continue to hold sufficient funds to cover estimated wages and penalties under the contract.
- 4.5 Amendment. No modification, waiver, mutual termination, or amendment of this Agreement is effective unless made in writing and signed by the Town and the Consultant.
- 4.6 Disputes. In any dispute over any aspect of this Agreement, the prevailing party shall be entitled to reasonable attorney's fees, including costs of appeal.
- 4.7 Notices. Any notice required to be given shall be deemed to be duly and properly given if mailed postage prepaid, and addressed to:

Town of Los Gatos
Attn: Town Clerk
110 E. Main Street
Los Gatos, CA 95030

Hunt Design Associates, Inc
88 N. Fair Oaks Avenue #105
Pasadena, CA 91103

or personally delivered to Consultant to such address or such other address as Consultant designates in writing to Town.

- 4.8 Order of Precedence. In the event of any conflict, contradiction, or ambiguity between the terms and conditions of this Agreement in respect of the Products or Services and any attachments to this Agreement, then the terms and conditions of this Agreement shall prevail over attachments or other writings.
- 4.9 Entire Agreement. This Agreement, including all Exhibits, constitutes the complete and exclusive statement of the Agreement between the Town and Consultant. No terms,

conditions, understandings or agreements purporting to modify or vary this agreement, unless hereafter made in writing and signed by the party to be bound, shall be binding on either party.

IN WITNESS WHEREOF, the Town and Consultant have executed this Agreement.

Town of Los Gatos by:

Laurel Prevetti, Town Manager

Hunt Design Associates, Inc., by:

Jennifer Bressler, Principal - CEO

Recommended by:

Jaime Field, Police Captain

Printed Name and Title

Approved as to Form:

Robert Schultz, Town Attorney

Attest:

Shelley Neis, MMC, CPMC, Town Clerk

Exhibit A – Scope of Services

Scope of Services

A.1.0 Background

The greater Downtown Los Gatos area is a regional destination for shopping, dining, personal services, and recreation. As a point of confluence for outdoor recreation and the tech world of Silicon Valley, it offers a diverse range of destinations and activities. While Downtown has long been established, it still competes for visitors with other nearby destinations such as Santana Row. Parking availability and traffic congestion are a point of concern that negatively effects the sustainable customer base. A recent comprehensive parking study revealed that the Town possesses sufficient parking, but some parking areas are underutilized creating the perception of an inadequate supply. The Town currently provides free public parking controlled only by time restrictions. The parking study recommended several initial improvements including significant wayfinding upgrades, regulating employee parking and parking branding. The Town has decided to phase in other recommendations as funding and resources become available. Some of these future improvements include paid parking after an initial free period, lot occupancy counting and electronic parking guidance.

A.2.0 Goals

The main goals and objectives of the comprehensive Wayfinding project include the following:

- To create and implement a user-friendly and visible navigational system that will guide visitors and residents to and from Town of Los Gatos destinations
- Welcome visitors by showing that the Town is welcoming, organized, safe and easy to navigate
- Guide visitors quickly to their destinations and nearby parking
- Encourage parking once and walking/biking to explore downtown
- Increase awareness to the depth of the Town's destinations
- Maintain and possibly enhance the small-town charm
- Help create and support an economically vibrant downtown
- Develop designs and themes that complement historic downtown, softening modern technology to blend it in, while enhancing information sharing (Parking, Event, Emergencies)
- Mitigate Downtown vehicular traffic by reducing search time for parking and destinations
- Mitigate Downtown traffic and parking effects on the bordering residential areas
- Guide downtown employees to reserved parking spaces – enhance compliance signage
- Create an impactful Parking Brand so visitors and residents know where to go for parking information. Parking Branding must merge with the Town's existing branding
- Create a modular phased plan that is built upon during other planned capital improvements
- Incorporate ridesharing pickup locations/signs and possibly a community shuttle

A.3.0 Tasks

The purpose of this project is to address the Town's desire to effectively and satisfactorily welcome, guide and inform residents, business owners and visitors using signage and fixed place messaging. The Town sees the process of making these changes, additions and improvements through a phased approach using and applying lessons learned from each phase of the project. Key pieces of the Dixon Parking Study Roadmap will gradually take effect as time moves forward. Many pieces rely on signage to varying degrees. There are several key milestones that need to be met for this project to fully succeed.

A.4.0 Task 1 – Current Conditions Analysis, Initial Wayfinding Report and Concept Design

Conduct an extensive on-site analysis of the existing signage and wayfinding conditions of greater Downtown and the travel routes leading to it. This analysis is to include Downtown traffic and parking patterns. Produce a written report that shall include recommendations for the consolidation, removal, or other solutions to make all signage more effective across wayfinding, regulatory, informational and other signage. Work with designated Town staff to gather needed background, regulatory and destination information. The consultant is to review and become familiar with the Parking Roadmap

(<https://www.losgatosca.gov/DocumentCenter/View/23807/Los-Gatos-Parking-Roadmap>).

The consultant will deliver a conceptual Master Wayfinding and Signage Report with proposed solutions and recommendations that complement the Parking Study Roadmap. This analysis should enhance but not repeat the work included in the Parking Roadmap. This plan must address the anticipated traffic and parking related actions (A.9.0), potential obstacles (A.10.0) and other considerations (A.11.0) listed below. This plan shall hence forward be referred to as the Master Plan. The Master Plan shall meet the main goals and objectives found in section A.2.0 . The Master Plan should include input from stakeholders identified by Town Staff. It should also include recommended gateway, directional, destination, regulatory, informational, and other signage. Further conceptual refinement should include future placement of information kiosks, points of interest and electronic wayfinding signage.

Create a preliminary destination list and sign location plan with sign type definitions.

Incorporate the current Town of Los Gatos branding into the wayfinding signage so that it is an easy recognizable Town symbol creating a positive visitor experience. Provide up to three examples of how future Parking branding may be used on collateral and other media. Such examples may include payment apps, maps, welcoming literature, shop and restaurant posters, Town website and other social media platforms.

Work Product: Analysis of current wayfinding and signage conditions. Preliminary master plan wayfinding and signage report with recommendations, Preliminary destination list, sign location plan and sign type definitions. Written report how current Town branding can be incorporated into signage.

A.5.0 Task Two – Schematic Design

Using Town approved recommendations from the Master Wayfinding and Signage Report, and lessons learned from earlier completed tasks, further develop Downtown pedestrian and vehicular wayfinding and signage. This second milestone is further development of concepts for

a comprehensive Downtown wayfinding and signage plan. The consultant will develop signage design standards for the Town to adopt as the Town sign standards. The consultant will provide three schematic design options for pedestrian and vehicular wayfinding and signage. This will include templates for dimensions, color palette(s), font families, font size, symbols and layout for an integrated sign system.

The consultant will develop or design mounting platform standards for signage. This can vary from a basic metal pole to custom designed pedestals. The consultant will also provide three mounting platform options for each category of wayfinding and signage. Mounting platform options should range from basic to ornate and include estimated costs of each type. Provide design options that will amplify or highlight small-town charm or historic preservation. Platform designs should vary based on signage or wayfinding type.

The consultant will take an integrated visual and functional approach in the design development that is sensitive to the issues of small-town charm, sign clutter, maintenance, future projects, budget and change over time. Signage and mounting platforms must reflect the goals in section A.2.0 and parking branding where applicable.

Work Product: Refined Signage location plan and destination list. Signage Designs Schematic

A.6.0 Task Three – Design Development

Using Town approved concepts for signage and mounting standards, the consultant will fully develop a detailed signage plan including the dimensions, materials, elevations, mounting platform, and location of each sign. This will also include the message or verbiage for each sign. The consultant will work closely with Town staff to finalize sign locations, size, materials, mounting platforms and messaging. The consultant will produce scale models and full-size mock-ups to be presented to designated Town staff as part of the final design. The consultant will deliver a comprehensive Master Plan report also containing a detailed programming plan and related schematic drawings. The Master Plan should include schematic drawings so stakeholders can visualize the consultant's plan. The Master Plan must be approved by the Town prior to moving forward with the development of additional tasks.

The consultant will deliver a Town Signs and Mounting Platform Standards document to the Parks and Public Works Department (PPW) for review and approval.

Where applicable, all designs must be in compliance with the Manual on Uniform Traffic Control Devices (MUTCD) or other federal and state guidelines.

The consultant will develop a written statement of estimated costs for fabrication and installation. The consultant will also make scheduling or phasing recommendations for the fabrication and installation of new signage in coordination with removal of old signage as necessary and in coordination with the Town's Department of Parks and Public Works(PPW). The consultant will develop an overall estimate of costs to fabricate and install the products and items necessary to successfully implement the Town approved Master Plan.

Work Product: Final draft Master Plan including sign locations. Cost estimate. Phasing plan.

A.7.0 Task Four – Construction Documentation

In addition to the deliverables for each task, the consultant will create bid package documents using designs and specifications approved by the Town for manufacturers to fabricate and install. The document's specifications will contain the level of detail needed to fabricate and install the consultant recommended products described in the Town approved Master Plan. This will include sign design details, messaging, locations, elevations and mounting details. The bid packages maybe phased with priority given to parking lot wayfinding. Up to 3 separate bid packages may be required.

Work Product: Full Detail Bid Documents

A.8.0 Task Five - Construction Administration

The consultant will oversee the fabrication and installation of any designed or recommended products. This will include reviewing and approving shop drawings, material samples and the installation of such items. The consultant will respond to sign manufacturers questions (RFIs) and review submittals. The consultant will prepare a final punch list for the manufacturer or installer and assist with the inspection. The consultant will ensure that products are fabricated and installed per the specifications of the Town approved Master Plan.

The consultant will, if needed, provide information to the sign manufacturer/installer so they can create an “as-built” document mapping the items fabricated and installed. This document will be the work product of the manufacturer/installer.

Work Product: RFI responses, Submittal Review, Inspection, Punch List, Production Art Files

A.9.0 Anticipated Parking or Traffic Related Actions

The initial rollout of the Parking Roadmap includes a pilot Employee Parking Program providing dedicated employee parking spaces. The following actions are anticipated but not guaranteed to occur. Some or all of them may or may not occur.

- Re-Parking Prohibition (Regulation requiring signage)
- Pay-to-Stay Parking (Policy implementing pay stations and informational signage)
- Information/Directory kiosk
- Identification of locations for dynamic arterial roadway wayfinding signage
- Parking lot occupancy counting and electronic signage (No consultant action)

A.10.0 Potential Obstacles

The following items may create obstacles and reduce the effectiveness of your wayfinding and signage.

- Parklets (Signage obstructions from parklet infrastructure)
- Vegetation (Tree canopy)
- Existing infrastructure (light poles, theme banners, concrete planters, trash cans, bulb outs for crosswalks, bike lanes, etc..)
- Future streetscape project (Potential for major streetscape renovation)

A.11.0 Other Considerations

The following items may add opportunities for a more effective plan and should be taken under considerations through the development process.

- Diversity, Equity, and Inclusion. (How can we make improvements through this project)
- Creation of Town standards for private business identification signage
- Opportunity to sell Info Kiosk advertising space while maintaining small town charm
- Determination of multi-space pay stations locations
- Possible use of hanging signs from ornate fixtures vs. pole signs when feasible
- Dynamic arterial wayfinding possibly functioning as changeable message signs

A.12.0 Additional Tasks

Additional services may be performed as requested and approved by the Town. All performance requirements from above would apply.

~ End of Section ~