

Agenda Report

May 9, 2011

TO: Honorable Mayor and City Council

FROM: Economic Development, Office of the City Manager

SUBJECT: AUTHORIZATION TO INCREASE THE NOT TO EXCEED AMOUNT OF PURCHASE ORDER CONTRACT #46021 TO \$130,000 WITH HUNT DESIGN TO COMPLETE PHASE II OF THE CITYWIDE WAYFINDING PROGRAM

RECOMMENDATION:

It is recommended that the City Council authorize an increase of \$65,000 in the not to exceed amount of Purchase Order Contract #46021 with Hunt Design for the completion of the Citywide Wayfinding Plan, for a new not to exceed amount of \$130,000.

BACKGROUND:

In November 2009 staff released a Request For Proposals (RFP) for design and consulting services to complete a Citywide Wayfinding Program. As a result of that process Hunt Design, a consultant firm located in Pasadena, was the selected to complete the work. As set forth in the City's RFP, the project was split into two phases, the first a conceptual design phase that included designs and material necessary to determine the merit of such a program. That phase concluded in early 2011 through the help and input by a Working Group composed of City representatives from multiple departments, business districts, the PCOC and other members.

Phase II of the program will include the final Wayfinding Plan, construction drawings, fabrication oversight, and construction coordination with City departments for the placement of each sign. Attached are the concept renderings of the Wayfinding program, district gateways and City gateway program.

The initial Purchase Order was opened at \$65,000, anticipating a phased approach. This request seeks to complete the remaining components envisioned for the project as solicited through the RFP. Upon approval of the proposed amendment, the Working Group will reconvene with the consultant to finalize the Plan for adoption. Fabrication and installation of the Wayfinding program is funded through a \$2.2 million Federal grant secured by the Department of Transportation, included in the 2011-2014 CIP.

COUNCIL POLICY CONSIDERATION:

The purpose of the Citywide Wayfinding Program is to facilitate new and infrequent visitors to navigate the City towards their destination and parking and subsequently, move those visitors from vehicle to foot. By providing essential direction and location information, the program facilitates pedestrian connections between visitor parking and other City amenities, offering exposure and orientation to areas of the City that would not have been contemplated in the primary visit.

The Citywide Wayfinding Program was developed with the City's guiding documents in mind – To create a program that is unique and sensitive to Pasadena's Character; to devise a system that moves visitors from their vehicles to foot by eliminating hesitation and reluctance through the provision of information, and to highlight the many visitor amenities within the City.

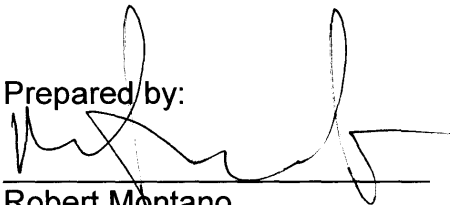
More specifically, the development and implementation of this program responds to multiple Council Policy Considerations including a number of the City's Guiding Principles of the General Plan:

- Economic vitality will be promoted to provide jobs, services, revenues and opportunities;
- Pasadena will be a city where people can circulate without cars;
- Pasadena will be promoted as a cultural, scientific, corporate, entertainment and educational center for the region.

FISCAL IMPACT:

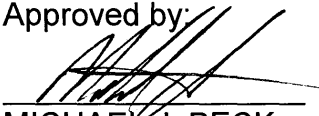
The amount requested is consistent with the Council appropriation reflected in the FY 2011 budget utilizing Redevelopment capital allocated to budget funds 801-452138 and 805-452147. As mentioned above, the initial Purchase Order was opened at \$65,000, anticipating a phased approach. This request seeks to complete the remaining components envisioned for the project and solicited through the RFP.

Prepared by:



Robert Montano
Project Manager

Approved by:

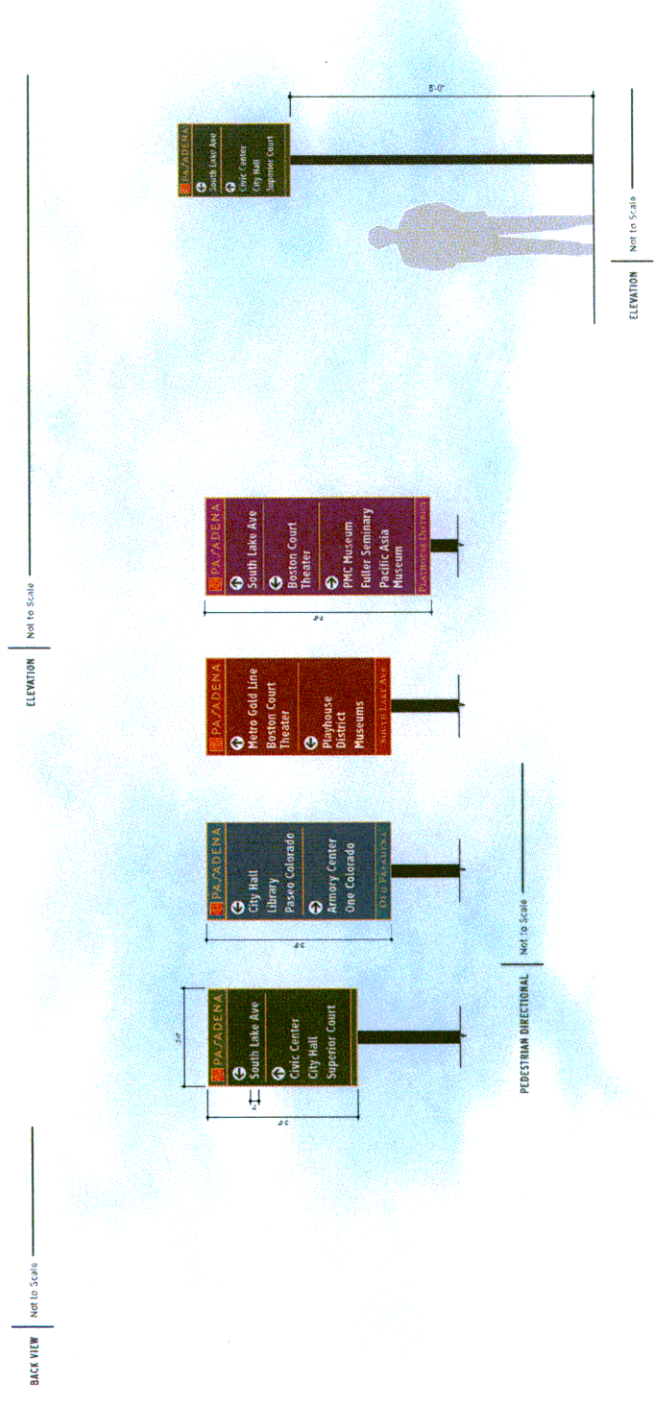
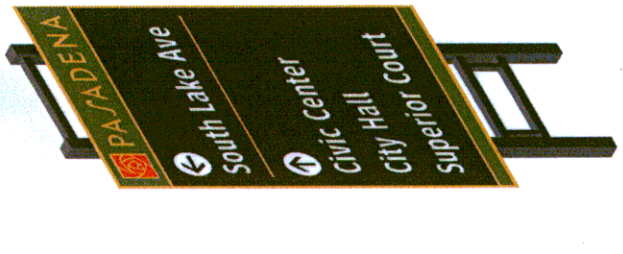
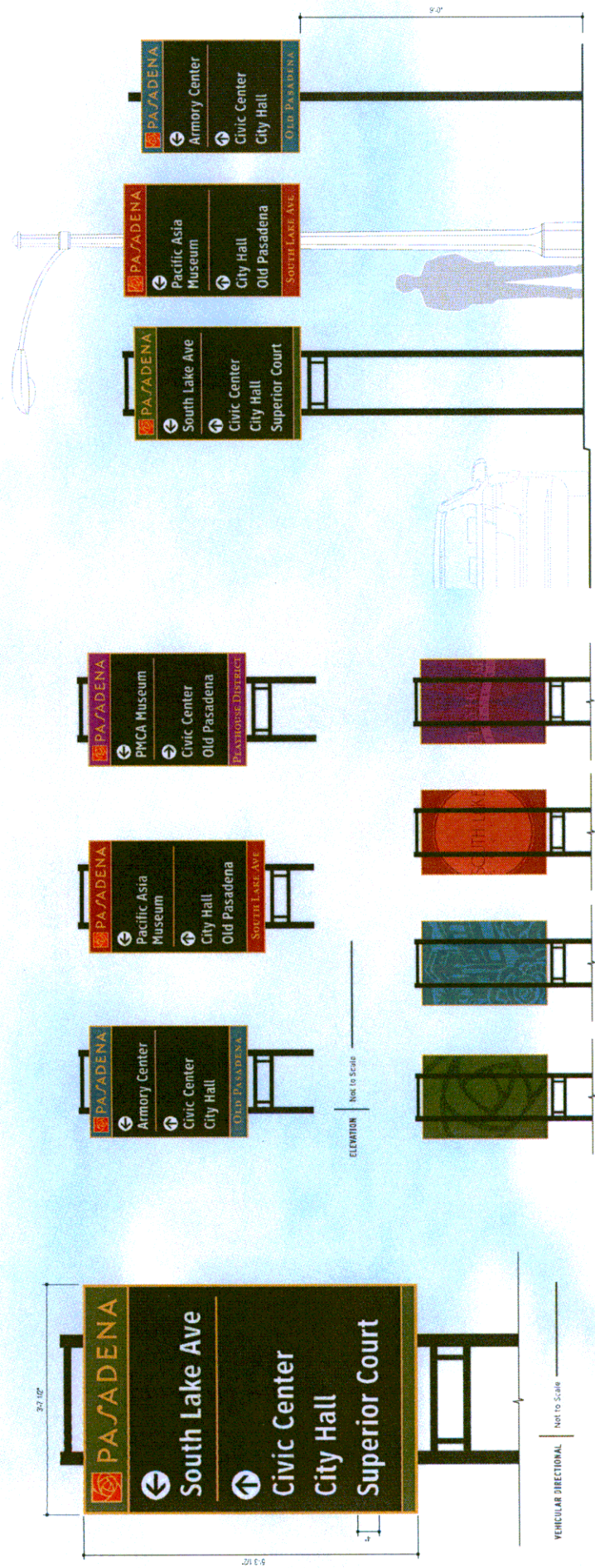


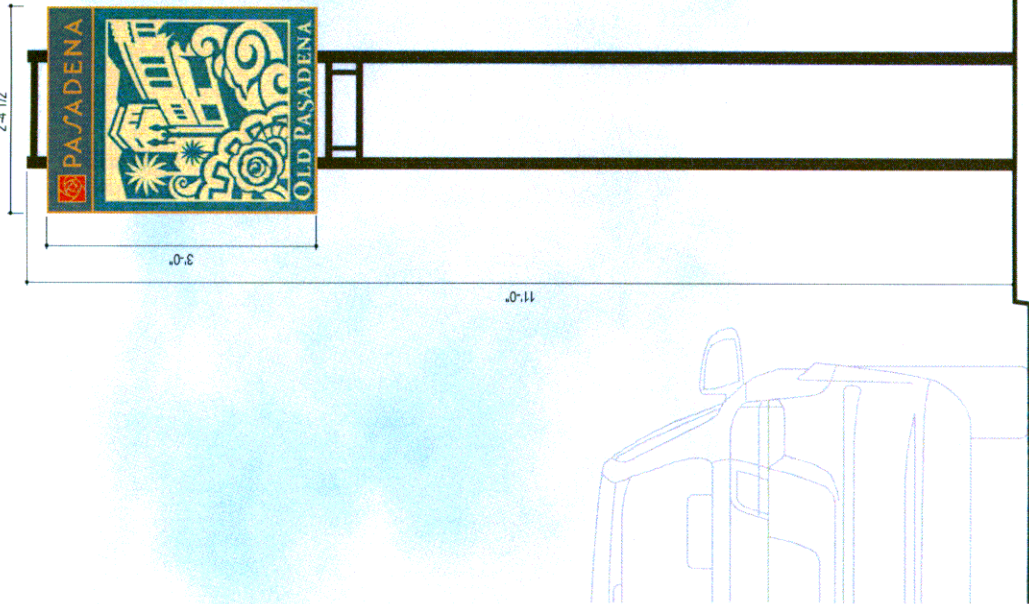
MICHAEL J. BECK
City Manager

Respectfully submitted,



STEVE MERMELL
Assistant City Manager

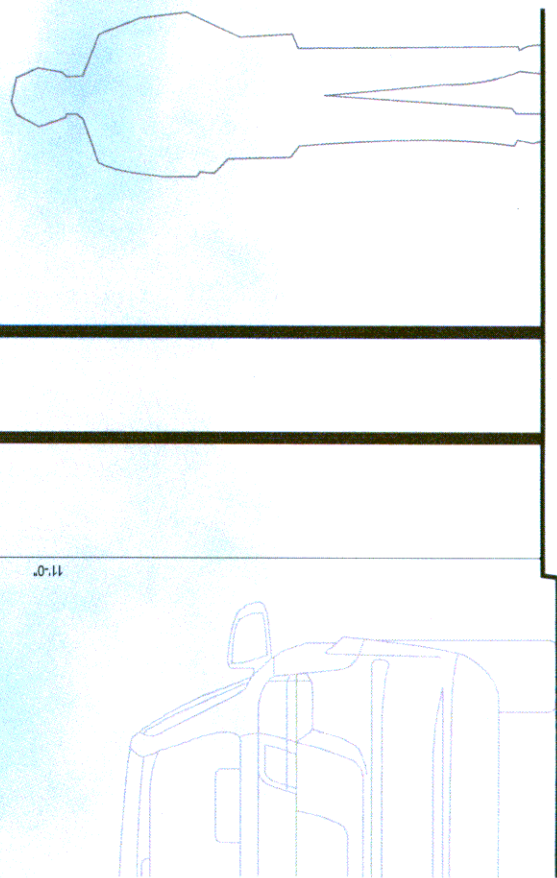




Y103-ELEVATION Not to Scale



PHOTO RENDERING Not to Scale



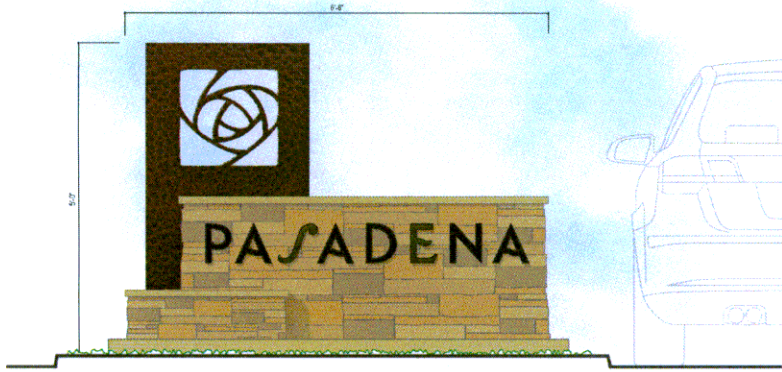
ADDITIONAL LAYOUTS Not to Scale



HUNT DESIGN

35 NORTH MISTOR AVENUE, PASADENA, CA 91106-1709
 T 626 793-7847 F 626 793-2349 W HUNTDDESIGN.COM

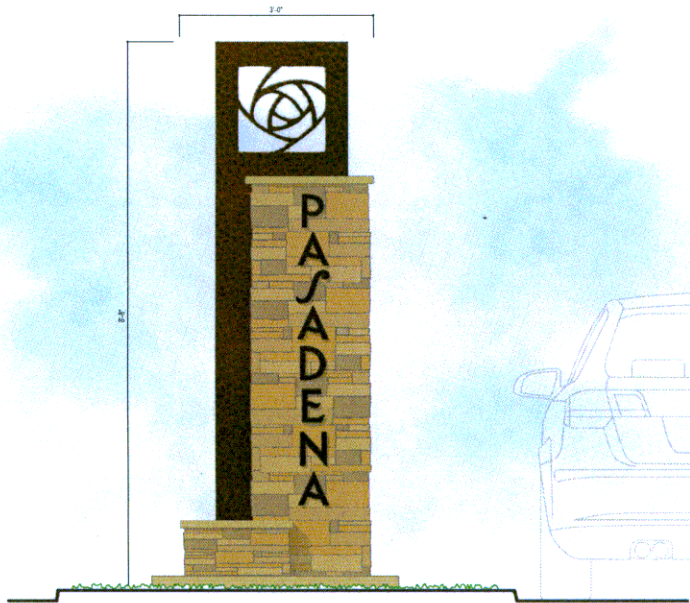
PROJECT	Pasadena Wayfinding	CLIENT	City of Pasadena	SHEET TITLE	District Gateway Signs	DATE	09 17 10	JOB #	2659	SHEET	B	0 of 0
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V101-ELEVATION Not to Scale



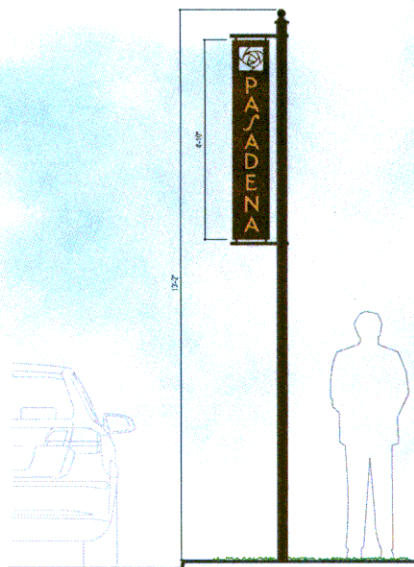
PHOTO RENDERING Not to Scale



V102-ELEVATION Not to Scale



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V103-ELEVATION Not to Scale



PHOTO RENDERING Not to Scale

HUNT DESIGN

45 NORTH MENTOR AVENUE, PASADENA, CA 91106-1709
 T 424 795 7847 F 626 793 4549 W HUNTDDESIGN.COM

PROJECT	Pasadena Wayfinding	CLIENT	City of Pasadena	SHEET TITLE	Gateway Signs	DATE	07/17/10 REV # 2659	△ △ △	SHEET	C	0 of 0
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