



Council Agenda Report

From: Meg Williamson, Assistant City Manager

Subject: Visitor Wayfinding – Design Services

Date: June 6, 2017

Facts

1. Tourism is an important part of the local economy, and having visitors be able to easily find their way around is very important to the quality of their experience.
2. Directional identification to public parking, shopping, dining, recreational features and civic services are typical landmarks featured on signs that would be strategically placed to guide the visitor experience.
3. To be strategically effective, a comprehensive sign program should address the appropriate local design element influences, scale/dimensions, naming conventions, and mapped out locations for wayfinding signage. Also, the program should be developed with stakeholder input to develop community consensus.
4. City staff met with Pierre Rademaker to discuss a Wayfinding Signage Program for Paso Robles and to request a design proposal. Mr. Rademaker has a unique familiarity with Paso Robles signage, having done the designs for the gateway monument signs at Spring/101 and Hwy 46E, the Multi-Modal Train Station monument, and the crimson/gold branding for the local bus wraps that all reflect a local Paso Robles feel. Mr. Rademaker has assisted the City of San Luis Obispo and other cities with similar Wayfinding Signage programs and is well
5. Mr. Rademaker has provided the attached proposal that would include inventory of existing signage, stakeholder meetings, development of design concepts, naming conventions, location mapping and final design refinements with implementation guidelines. Sign fabrication and installation would be a future phase of this project.
6. Stakeholder involvement would include tourism and business partners, City Council and Planning Commission liaisons, Parks and Recreation Advisory, and the Tourism Collaboration Committee.

Options

1. Take no action.
2. Authorize the City Manager to enter into a service contract with Pierre Rademaker Design to develop a Visitor Wayfinding Program.
3. Provide alternative direction as may be appropriate.

Analysis and Conclusions

Option 1: No action by the City Council would maintain the status quo, with no program for directional signage to help visitors locate key services.

Option 2: The Travel Paso Robles Alliance (TPRA), which will soon become a Destination Marketing Organization, continues a well-funded and organized marketing effort to attract visitors to Paso Robles. The quality of the experience once the visitor has arrived here is dependent on many hospitality businesses and their fulfillment of various services and offerings. The visitor experience could be further enhanced with well-placed directional identification to public parking, shopping, dining, recreational features and civic services. The first step in that process is to establish a comprehensive signage program with the input from key stakeholders. The proposal from Pierre Rademaker Design will accomplish this.

Option 3: Should the City Council identify additional considerations within the context of the visitor wayfinding program, such direction can be provided.

Fiscal Impact

Council approved the visitor wayfinding signage effort in May 2016 and budgeted \$25,000 in FY16-17. The proposed cost for the requested design services is \$21,800, and within budget parameters. Also of note, the Travel Paso Robles Alliance has contributed \$20,000 of Business Improvement District (BID) funding earmarked for this signage effort, which can jumpstart the implementation phase of the project.

Recommendation

Authorize the City Manager to enter into a service contract with Pierre Rademaker Design to develop a Visitor Wayfinding Program.

Attachments

1. Proposal from Pierre Rademaker, dated May 1, 2017

1041 CHORRO STREET, SUITE 230
SAN LUIS OBISPO, CALIFORNIA 93401
rademakerdesign.com

TELEPHONE: 805/544-7774

May 1, 2017

Estimate for Design Services

Meg Williamson, Assistant City Manager
City of El Paso de Robles
1000 Spring Street
Paso Robles, CA 93446

Scope of Work

Content coordination, design and siting of various sign types into a unified, city wide graphic informational system for the City of Paso Robles.

Specific phases and services to be provided are detailed on the attached outline.

Fees

- | | |
|---|---------|
| • Professional fees for services as per attached outline | 21,000. |
| • Estimated expenses for scans, copies, prints, proofs, etc.: | 800. |

Notes

The city shall appoint a key staff member to coordinate vital project information.

The city shall provide necessary base maps in digital format for site planning.

Approximate completion time will be 12 weeks after approval to proceed.

Construction document preparation, bid administration and fabrication supervision if any, will be provided under separate agreement.

Fees are based upon the following hourly rates and billed monthly as work progresses:

- Principal Time: \$165./hour
- Draftsperson: \$85./hour
- Clerical Time: \$55./hour
- Reimbursable Expenses: (prints, copies, etc.) cost plus 15%

Approved:

Signed:

For City of Paso Robles



For Pierre Rademaker Design

City of Paso Robles Wayfinding Signage Program

Scope of Work

Phase I. Planning

- A. Analysis of project requirements
 - 1. Kick off meeting with City Staff
 - 2. Data collection (by City Staff)
 - a. Existing signage types and locations.
 - b. Gateway conditions.
 - c. Existing city branding materials.
- B. Programming
 - 1. Finalize required sign categories and types.
 - 2. Stakeholders meeting.
 - 3. Compile Destination List.
 - 4. Layout of preliminary location map.

Phase II. Schematic Design

- A. Develop concepts for integrated system of sign types and graphic elements.
 - 1. Sign size, colors, materials, siting.
 - 2. Typographic concept, graphic elements.
- B. Meet with City Staff
- C. Incorporate revisions prior to further review
- D. Schematic Design Presentations
 - 1. Development Review Committee
 - 2. Stakeholders Group

Phase III. Design Refinement

- A. Final Design
 - 1. Specify final colors, materials and sizes for each sign type.
 - 2. Finalize letterforms and graphic elements.
 - 3. Cost Estimates
- B. Prepare revised location map with sign type key.
- C. Meet with City Staff prior to further review.
- D. Presentation of refined concepts.
 - 1. Stakeholders Group
 - 2. Development Review Committee
- E. Final refinements and response to comments
- F. Planning Commission Presentation
- G. City Council Presentation
- H. Preparation of final designs and implementation guidelines as per Council direction.