



TO: Honorable Mayor & Members of the
Fort Lauderdale City Commission

FROM: Lee R. Feldman, ICMA-CM, City Manager

DATE: May 20, 2014

TITLE: CONSENT RESOLUTION Adopting New Wayfinding Sign Design and
Approving a Construction Agreement and Community Aesthetic
Agreement with the Florida Department of Transportation for Phase 1
Beach Wayfinding Signage

Recommendation

It is recommended that the City Commission adopt new wayfinding sign design and approve a Construction Agreement and a Community Aesthetic Agreement with the Florida Department of Transportation (FDOT) for Phase 1 Beach Wayfinding Signage.

Background

In 2010, a conceptual design plan was completed for Wayfinding Signage on the Beach to provide unification, branding for the City, and to help navigate multi modes of travel. The plan focused primarily on the Central Beach area, addressing routes only to the Central Beach. During the development of the plan, staff met with many stakeholders, including, but not limited to, the Beach Redevelopment Advisory Board, the Beach Improvement District, the 17th Street Causeway Alliance, the Parks and Recreation Advisory Board, and the Downtown and Beach Business Councils. The feedback was positive, with the desire to expand the design to other parts of the City.

The redesigned wayfinding family of signs (**Exhibit 1**) includes changing existing vehicle parking identity signs, vehicle parking directional signs, vehicle directional (destination) signs, transportation/transit signs, and beachside regulatory signs. It also includes adding vehicular gateway signs, pedestrian directional (destination) signs, bike parking signs, and motorcycle parking signs.

The conceptual design plan was brought before Commission in late 2010 with direction to move forward with implementing Phase 1 (**Exhibit 2**). Since that time, FDOT has adopted a new policy for displaying signage in their right-of-way that differs from the typical standard. It requires entering into a Construction Agreement (**Exhibit 3**), a Community Aesthetics Agreement (**Exhibit 4**), and applying for a permit. Both agreements require that the City pays for design, fabrication, construction, installation, and maintenance of the new signs.

In March 2013, the City contracted with National Sign Plazas to provide value added engineering design assessment and multiple procurement documents. In September 2013, a competitive procurement process was completed for fabrication, construction, and installation of the Phase 1 signs. This was awarded to Creative Sign Designs. In February 2014, City staff (including Transportation and Mobility, Parking, Engineering, Design, and Utilities) met on site with the contractor to finalize the sign location plan.

Once the agreements are executed and the permit is issued, the Phase 1 signs will be fabricated and installed within 6-8 weeks. City staff will prepare a procurement package to fabricate, construct, and install additional signs outlined in the original conceptual design plan.

Resource Impact

Funds were previously allocated to design, fabricate, and install the Phase 1 signs. Both agreements require that the City maintain the signs, once they are installed. Maintenance costs are anticipated to be approximately \$2,500 annually starting in FY 2015.

Funding for the fiscal year 2015 is subject to approval and appropriation of the annual operating budget.

Strategic Connection

This item is a *Press Play Fort Lauderdale Strategic Plan 2018* initiative, included within the Public Places Cylinder of Excellence, specifically advancing:

- **Goal 3:** Be a community that finds opportunities and leverages partnerships to create unique, inviting, and connected gathering places that highlight our beaches, waterways, urban areas, and parks.
- **Objective 2:** Enhance the City's identity and appearance through well-maintained green space, parks, major corridors, gateways, and medians.
- **Initiative 4:** Create a unified way-finding program indicative of our coastal community and unique neighborhoods.

This item advances the *Fast Forward Fort Lauderdale 2035 Vision Plan: We are Here*.

Attachments:

- EX 1 Redesigned Family of Wayfinding Signs
- EX 2 Phase 1 Plan
- EX 3 Construction Agreement with FDOT
- EX 4 Community Aesthetic Feature Agreement with FDOT
- EX 5 Resolution

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