



## MEMORANDUM

**TO:** Mayor Laurel Lunt Prussing and  
Members of the City Council

**FROM:** William R. Gray, Public Works Director  
N. Patrick Pioletti, Public Facilities Manager

**DATE:** January 20, 2011

**RE:** Implementation of Signage and Wayfinding Recommendations and Budget  
Amendment Ordinance

### Action Requested

Adoption of the downtown logo and family of sign designs as proposed by Selbert Perkins Design in the Signage and Wayfinding Study and approval of the budget amendment ordinance for implementation of Phase 1 (Parking and Regulatory Signage).

### Background

In November 2010, the Urbana City Council was presented the findings and recommendations from the Signage and Wayfinding Study by Selbert Perkins Design. The information included specific recommendations on signs, colors, placement and an estimated total cost. At that time, the study was accepted as complete with no specific implementation plan.

Since that time staff, in conjunction with the consultant, compiled a plan for implementation which takes into account the current fiscal situation along with other budget priorities. Upon approval of the budget amendment, staff will conclude contract negotiations with Selbert Perkins Design (proposed scope of work attached) for completion of Phase 1. Subsequent phases, as outlined below, will be undertaken in future years as funding is available. A more detailed explanation of the phases is attached.

**Phase 1: Parking and Regulatory Signage.** Inadequate parking signage was the impetus for undertaking this study initially. The consultants determined that the existing signage for parking lot identity and for regulation of spaces is poorly located and is confusing to users. The estimated expense of \$190,000 would be funded from the Motor Vehicle Parking System (MVPS).

**Phase 2: Direction Signs (to be proposed in FY 2012/13 budget)**

**Phase 3: Gateways**

**Phase 4: Information Signs**

**Phase 5: Street Identity**

**Phase 6: Various**

**Fiscal Impact**

**Phase 1 is estimated to cost \$190,000. The total estimated cost for all phases of \$1,177,000. The first Phase 1 is to be funded with MVPS revenues. Funding sources and timing of future phases is to be determined.**

**Staff Recommendation**

**By motion, adopt the downtown logo and design of family of signs as proposed in the Signage and Wayfinding Study and further authorize staff to proceed with Selbert Perkins Design.**

**Approval of the attached budget amendment ordinance for Phase 1 implementation.**

**ORDINANCE 2011-01-006**

**AN ORDINANCE REVISING THE ANNUAL BUDGET ORDINANCE  
(MOTOR VEHICLE PARKING SIGNAGE)**

WHEREAS, the Annual Budget Ordinance of and for the City of Urbana, Champaign County, Illinois, for the fiscal year beginning July 1, 2010, and ending June 30, 2011, (the "Annual Budget Ordinance") has been duly adopted according to sections 8-2-9.1 et seq. of the Illinois Municipal Code (the "Municipal Code") and Division 2, entitled "Budget", of Article VI, entitled "Finances and Purchases", of Chapter 2, entitled "Administration", of the Code of Ordinances, City of Urbana, Illinois (the "City Code"); and

WHEREAS, the City Council of the said City of Urbana finds it necessary to revise said Annual Budget Ordinance by deleting, adding to, changing or creating sub-classes within object classes and object classes themselves; and

WHEREAS, funds are available to effectuate the purpose of such revision; and

WHEREAS, such revision is not one that may be made by the Budget Director under the authority so delegated to the Budget Director pursuant to section 8-2-9.6 of the Municipal Code and section 2-133 of the City Code.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF URBANA, ILLINOIS, as follows:

Section 1. That the Annual Budget be and the same is hereby revised to provide as follows:

FUND:	Motor Vehicle Parking System	
ADD EXPENSE:	Signage Improvements	\$190,000
REDUCE :	Fund Balance	\$190,000

Section 2. This Ordinance shall be effective immediately upon passage and approval and shall not be published.

Section 3. This Ordinance is hereby passed by the affirmative vote of two-thirds of the members of the corporate authorities then holding office, the "ayes" and "nays" being called at a regular meeting of said Council.

PASSED by the City Council this \_\_\_\_\_ day of \_\_\_\_\_, \_\_\_\_\_.

AYES:  
NAYS:  
ABSTAINED:

\_\_\_\_\_  
Phyllis D. Clark, City Clerk

APPROVED by the Mayor this \_\_\_\_\_ day of \_\_\_\_\_, \_\_\_\_\_.

\_\_\_\_\_  
Laurel Lunt Prussing, Mayor

# master plan elements

These Master Plan signage elements were developed during the Signage and Wayfinding Study. Based on our understanding of the City of Urbana's needs, SPD will assist with the development and implementation of the items listed below:

## **SIGNAGE & WAYFINDING STUDY/MASTER PLAN**

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### **PHASE 1 Sign Types:**

Parking & Regulatory

- A03 Surface Lot Identity (Public Parking)
- A03.1 Surface Lot Identity (Public & Restricted Parking)
- A04 Garage Facade
- A05 Garage Entrance Identity
- A05.1 Garage Blade Sign
- D01 Parking Regulatory (Permit Parking)
- D02 Parking Regulatory (Public Parking)

### **PHASE 2 Sign Types:**

Direction Signs

- B01 Vehicular Direction (In Project Area)
- B02 Pedestrian Direction

### **PHASE 3 Sign Types:**

Gateways

- A01 Primary Gateway
- A02 Secondary Gateway
- A06 Underpass Treatment

### **PHASE 4 Sign Types:**

Information Signs

- C01 Directory - Freestanding
- C02 Directory - Wall Mounted
- C03 Directory - Pole Mounted
- C04 Directory - Bus Shelter
- C05 Information Plaques

### **PHASE 5 Sign Types:**

Street Identity

- A07 Street Identity

### **PHASE 6 Sign Types:**

Various

- A08 Destination Identity
- B01 Vehicle Direction (Outside Project Area)
- E01 Banner / Trail Blazer

# scope of services

The scope of services for this project will include the following:

## **PHASE I: PARKING & REGULATORY SIGNS**

**(FOR PROJECT AREA ONLY AS OUTLINED IN ORIGINAL SIGNAGE RFP)**

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### **DESIGN INTENT:**

**Meetings: 1 (1 DD final, conference calls as needed)**

**Schedule: 8-10 weeks**

- Based on the finalized concept and signage elements from Phase I Concept Design: develop and refine all signage elements for Parking & Regulatory sign types.
- Develop elevations, plans, and perspective sketches sufficient to describe the size, shape, and character of all major design elements. Specify materials, color palette, typefaces, iconography, and lighting that will be used.
- Refine sign location plans & develop message schedule.
- Coordinate signage connection details with existing conditions.
- Develop design development drawings for all approved design elements. Specify scale, material selections, typefaces, and iconography based on client approval. Specify color palette options and develop signage specifications package.
- Assemble final package, sign location plans, message schedule and final signage specifications package.
- Present refined design elements, updated sign location plans and message schedule to client and project team for final design approval.

### **Deliverables:**

- Final design intent drawings for Parking & Regulatory sign types.
- Final sign location plans in CAD
- Final message schedule
- Final signage specifications

### **IMPLEMENTATION:**

**Meetings: 1 (1 for punch list, conference calls as needed)**

**Schedule: TBD**

- Confirm final cost estimate and implementation schedule.
- Provide client team with list of qualified fabricators (if necessary).
- Issue the bid documents to the fabricators for pricing; or work in conjunction with the City on a related Invitation to Bid.

- Assist with the evaluation of the bids for compliance with the Bid Documents.
- Recommend the fabricator(s) to the City; or participate in the City's RFP panel that may include awarding contract for the fabrication and installation of the wayfinding signage program.
- Provide fabricator(s) with electronic artwork, as required.
- Provide consultation to the selected fabricator in their development of shop drawings and message schedule to preserve design intent.
- Review and approve sign fabricator shop drawing submittal, material & finish samples, mock-ups/prototypes and respond to sign fabricator requests for information.
- Coordinate final installation (by others).
- Conduct a final inspection to review wayfinding signage element installation at substantial completion.
- Document punch list items and submit to fabricator and the City.

**Deliverables:**

- Final implementation schedule and cost estimate
- List of fabricators
- Final installed signs (by others)
- Final punch list