

City of Denton



City Hall
215 E. McKinney Street
Denton, Texas
www.cityofdenton.com

AGENDA INFORMATION SHEET

DEPARTMENT: Materials Management

ACM: Mario Canizares

DATE: June 6, 2017

SUBJECT

Consider adoption of an ordinance accepting competitive proposals and awarding a public works contract for the manufacturing and installation of Wayfinding Signage for the City of Denton; providing for the expenditure of funds therefor; and providing an effective date (RFP 6275C-awarded to Color-Ad Inc. in the not-to-exceed amount of \$599,385.00.)

RFP INFORMATION

Following the approval of the Downtown Implementation Plan (DTIP) on August 17, 2010, action items identified in the plan were initiated, one of which was the development of a Wayfinding Signage Project in the DTIP area. The Wayfinding Signage Project was further expanded to develop a more comprehensive package including pedestrian signs, vehicular signs, and large gateway signs for the entire city.

Based on recommendations of the DTIP, information from previous studies, and staff input, a sign palette was prepared in three different themes. In order to build consensus, staff presented the three themes to various boards, committees and commissions to receive input. The information was gathered and compiled to create a modified theme, which was used for an online survey to receive input from citizens. The online survey was made available for two weeks and over 370 citizens participated in the survey. Below are the results of the survey:

- Question #1: Overall approximately 85.8% agreed that the proposed Wayfinding Signage Network is easy to read and understand. While 7.4% strongly disagreed and 6.8% were neutral.
- Question #2: Overall approximately 73.2% agreed that the proposed Wayfinding Signage Network represents the historical character of Denton while incorporating modern features. While 10.8% disagreed and 16.0% were neutral.
- Question #3: Overall approximately 50.7% agreed that the proposed Wayfinding Signage Network is unique and identifiable to Denton. While 21.5% disagreed and 27.8% were neutral.
- Question #4: Overall approximately 78.9% agreed that the proposed Wayfinding Signage Network will enhance wayfinding throughout the City and Downtown. While 11.0% disagreed and 10.1% were neutral.
- Question #5: A total of 177 citizens responded to the question, what is your suggestion for improvement? Of the responses, 26 were positive comments, 75 were constructive criticisms, and the remaining 76 were general comments.

EXHIBIT 1

The citizen comments generally endorsed the proposed sign theme. The modified theme and results of the survey was later presented to the City Council on July 19, 2011. Council directed staff to commence with the project and to hire a consultant to prepare the Technical Design Documents necessary for the manufacturing and installation of the signs. On December 18, 2012, City Council approved an ordinance authorizing a Professional Services Agreement (PSA) with Merje Design for consulting services to prepare the required design documents in the amount of \$119,205. Invoices for this work is being paid from the Capital Improvement Project account for the implementation of the Wayfinding Signage Project.

The proposed Wayfinding Signage Project includes designs for the following:

- large gateway signs (totems and monuments)
- vehicular directional signs
- historic district identification signs
- downtown gateway signs
- parking lot trailblazer signs
- parking lot identifications signs
- pedestrian directions signs
- kiosks

Within the Downtown area the following destinations have been identified:

- | | |
|---------------------------------|---------------------------------|
| • Bolivar Parking Lot | • Downtown Square |
| • Campus Theater | • Emily Fowler Library |
| • Cedar Parking Lot | • Exposition Parking Lot |
| • Center for the Visual Arts | • Firefighter's Museum |
| • Chamber of Commerce | • Hickory Parking Lot |
| • City Hall East | • McKinney Parking Lot |
| • City Hall Main | • Mulberry Parking Lot |
| • Civic Center | • Oak/Hickory Historic District |
| • Courthouse Museum | • Quakertown Park |
| • DCTA Transit Center | • Senior Center |
| • Denton County Courts Building | • Texas Woman's University |
| • Denton County Historical Park | • University of North Texas |
| • Development Services | • Visitor Center |

Outside of the Downtown area the following destinations have been identified:

- | | |
|-------------------------------------|------------------------------|
| • Bell Avenue Conservation District | • North Branch Library |
| • C.H. Collins Stadium | • North Lakes Park |
| • Clear Creek Heritage Center | • NT State Fairgrounds |
| • Evers Park | • South Branch Library |
| • Denton County Complex | • South Lakes Park |
| • Denton Enterprise Airport | • Texas Woman's University |
| • DCTA Medpark Station | • University of North Texas |
| • ECO-W.E.R.C.S. | • UNT Apogee Stadium |
| • Mack Park | • UNT Discovery Park |
| • MLK Jr. Rec Center | • Water Works Park |
| • McNatt Animal Shelter | • West Oak Historic District |
| • Natatorium | |

EXHIBIT 1

It should be taken into consideration that during a period between 2013 and 2015 while the Denton Plan 2030 was being prepared, the project was paused to allow for the City to confirm its Citywide Branding and Placemaking strategy.

Upon approval of the Denton Plan 2030, Council directed staff to commence with the project and start Phase I. The phases of the Wayfinding Signage Project is outlined below, starting with the installment of signs in the Downtown area.

Phase 1 - manufacturing and installation of the parking lot trailblazer signs, parking lot identifications signs, pedestrian directions signs, and kiosks within the DTIP area. Generally located south of Parkway, east of Carroll, north of Sycamore, and west of Exposition. Refer to Exhibit 5 for proposed sign locations.

Phase 2 - manufacturing and installation of the vehicular directional signs, historic district identification signs, and downtown gateway signs within the Downtown area. Generally located south of Parkway, east of Carroll, north of Eagle, and west of Exposition.

Phase 3 - manufacturing and installation of the vehicular directional signs throughout the core of the City. Generally located within I-35 and Loop 288.

Phase 4 - manufacturing and installation of the vehicular directional signs along the periphery of the City. Generally located along the frontage of I-35.

Phase 5 - manufacturing and installation of additional parking lot identifications signs in coordination with future City parking lot redevelopment projects.

The Capital Improvement Project account for the implementation of the Wayfinding Signage Project contains approximately \$741,600, less \$119,205 for Merje Design, the City has approximately \$622,000 for the manufacturing and installation of the wayfinding signs. Based on the proposed cost submitted by Color-Ad Inc., only Phases 1 through 3 will be funded. Phases 4, 5 and the large gateway signs proposed along I-35 are not part of this contract. Signs within phases 4, 5 and the large gateway signs proposed along I-35 were purposely selected because they were either located along the frontage of I-35 where future widening is still pending or were parking lot identifications signs proposed within future City parking lot redevelopment projects.

Throughout the process key stakeholders were involved in the Wayfinding Signage Project. Below is a list of entities that reviewed and provided input on the draft Design Intent Drawings and Programing Documents:

- Denton Convention and Visitors Bureau
- Denton County
- DCTA
- Downtown Main Street Association
- Downtown Task Force
- Public Art Committee
- TxDOT
- Texas Woman's University (TWU)

EXHIBIT 1

- University of North Texas (UNT)

The Wayfinding Signage Project is a city initiated project, cost sharing was not discussed with Denton County, DCTA, TxDOT, TWU and UNT. Representatives from each entity reviewed sign designs, proposed locations, and destinations. Since some of the signs will be located on TxDOT rights-of-way, additional review and coordination with TxDOT will continue as installation of the signs will require staff inspections.

Requests for Proposals were sent to forty (40) prospective suppliers of this item. In addition, specifications were placed on the Materials Management website for prospective suppliers to download and advertised in the local newspaper. Five (5) proposals were received. The proposals were evaluated based upon published criteria including project schedule, compliance to specifications, past performance, and price. After clarifications were made and a budget versus cost analysis was performed, a request for Best and Final Offer (BAFO) was sent to the top two ranked respondents. Both BAFO responses were higher than the original cost proposal due to dividing the project into multiple phases. The manufacturing of all the signs proposed in Phase 1 through 3 will occur in the beginning of the project and the installation of the signs will be done in phases. Color-Ad, Inc. was ranked the highest and determined to be the best value for the City (Exhibit 1). Color-Ad, Inc., the lowest priced respondent, offered a wide array of civic experience, particularly in designing and installing signage on large scale projects. The references revealed outstanding remarks from other municipalities. The feedback included frequent and effective communication with project managers, quality workmanship, and meeting project budget and schedule goals.

PRIOR ACTION/REVIEW (Council, Boards, Commissions)

- August 17, 2010 - City Council acceptance of DTIP
- February 10, 2011 - Downtown Task Force
- February 10, 2011 - Main Street Association Board
- February 23, 2011 - City of Denton Communicators Group
- March 11, 2011 - CIP Oversight Committee
- March 23, 2011 - Planning and Zoning Commission
- March 29, 2011 - Developers Committee
- April 4, 2011 - Parks, Recreation and Beautification Board
- May 13 - May 27, 2011 - Online Survey
- April 19, 2011 - City Council Work Session
- July 19, 2011 - City Council Work Session
- December 18, 2012 - City Council approved Professional Services Agreement (PSA) with Merje Design
- March 12, 2015 - Downtown Task Force
- September 15, 2015 - City Council Work Session
- February 9, 2016 - Mobility Committee Meeting
- March 10, 2016 - Downtown Task Force

RECOMMENDATION

Award to Color-Ad, Inc. in the not-to-exceed amount of \$599,385.00. The not-to-exceed amount reflects estimated quantities based on three phases involving design, manufacturing, and installation for the project. The first phase will begin immediately upon award of the contract. The second phase will be completed by June 2018 and the third phase by December 2018.

EXHIBIT 1

PRINCIPAL PLACE OF BUSINESS

Color-Ad, Inc.
Manassas, VA

ESTIMATED SCHEDULE OF PROJECT

The project is estimated to be completed no later than December 2018. The contract will automatically expire upon completion of the project and acceptance by the City of Denton.

FISCAL INFORMATION

Funding for the acquisition of this product will be charged to the Capital Improvement Project account number 400127470.1365.40100 during each phase of the project. The funding is from the February 5, 2005 GO bond election.

STRATEGIC PLAN RELATIONSHIP

The City of Denton's Strategic Plan is an action-oriented road map that will help the City achieve its vision. The foundation for the plan is the five long-term Key Focus Areas (KFA): Organizational Excellence; Public Infrastructure; Economic Development; Safe, Livable, and Family-Friendly Community; and Sustainability and Environmental Stewardship. While individual items may support multiple KFAs, this specific City Council agenda item contributes most directly to the following KFA and goal:

Related Key Focus Area: **Organizational Excellence**
Related Goal: **4.3 Provide quality, diverse, and accessible neighborhood services for the community**

EXHIBITS

Exhibit 1: Agenda Information Sheet
Exhibit 2: Evaluation and Scoring Sheet
Exhibit 3: Ordinance
Exhibit 4: Contract
Exhibit 5: Menu of Sign Types–Vehicular and Pedestrian Signs
Exhibit 6: Vehicular and Pedestrian Sign Location Maps
Exhibit 7: Menu of Sign Types–Gateway Signs
Exhibit 8: Power Point

Respectfully submitted:
Galen Gillum, 349-7656
Director of Capital Projects

For information concerning this acquisition, contact: Munal Mauladad at 349-8313.