



CITY OF COMMERCE AGENDA REPORT

TO: Honorable City Council

Item No. _____

FROM: Interim City Administrator

SUBJECT: ADOPTION OF RESOLUTION APPROVING THE NEW CITY OF COMMERCE BEAUTIFICATION, BRANDING AND WAY-FINDING EFFORTS, AND APPROVAL OF CONTRACT DOCUMENTS FOR NEIGHBORHOOD BANNER PROGRAM

MEETING DATE: April 4, 2017

RECOMMENDATION:

Per the recommendation from The City Beautification Committee, staff recommends that:

1. Council receive a presentation and adopt the resolution approving new Branding, Neighborhood Identification, Beautification elements and Way-Finding; and
2. Approve Contract Documents consisting of Plans, Specifications and Estimate for Commerce Neighborhood Banner Program and authorize advertisement of notice to invite bids.

BACKGROUND

The City of Commerce has been working towards beautification, brand imaging and way-finding for the past few years. This effort became the focus of the City's Beautification Committee (comprised of Mayor Altamirano and Mayor Pro Tem Tina Baca Del Rio). The goal of the Citywide Beautification, Brand Image and Way-Finding Program is to implement a functional and integrated system that communicates and markets the Commerce brand and guides visitors to more easily find their way to intended locations as well as promote the discovery of the City's many points of interest. In addition, this program will highlight the City's neighborhoods and bring pride and identity to each of the City's diverse communities. The program will serve as a framework to create a brand image for the City and implement a unifying and clear way-finding system in the City that facilitates way-finding, identifies neighborhoods and points of interest, as well as the City landmarks for both visitors and residents, including but not limited to various neighborhoods, tourist destinations, municipal facilities, parks, and City facilities.

ANALYSIS

On November 2016, Council approved the award of a contract to Graphic Solutions to perform design services for the Citywide Brand Image and Way-Finding Program. Since

then, the Beautification Committee has been diligently meeting with the design team to research, study, brainstorm, and select the recommended beautification elements, brand image, neighborhood identification and way-finding program. As this constitutes an on-going effort, Council will receive the first phase of this program which includes adoption of the new City brand, as well as proceeding with the first phase of this effort that includes implementation of the neighborhood banners program.

The banners program will be implemented in two phases. This is due to the fact that some neighborhoods do have the poles that are of the appropriate material, height and location that can utilized for banners, others do not. For the latter neighborhoods, staff recommends installing poles that can accommodate the banners. However, the procurement, and installation of these poles can take several months. Therefore, the program will be implemented in two phases:

- Phase 1:
- Phase 2: Once the remaining poles are procured and installed, staff will install the remaining banners.

Under this proposal, the majority of City arterials and neighborhoods will get banners. The Veterans, Ferguson and Bristow neighborhoods will get some banners immediately, and the full scope of the program will be completed within 3-4 months. The proposed contract documents in this report are for the procurement and installation of 27 additional poles for these neighborhoods.

Per recommendation from Beautification Committee, staff requests that Council adopt the new City brand, and also approve the contract documents for Commerce Neighborhood Banner Program and authorize staff to advertise notice to invite bids for this project such that this phase of the effort may commence.

ALTERNATIVES:

1. Approve staff recommendation
2. Disapprove staff recommendation
3. Provide further direction to staff

FISCAL IMPACT:

No fiscal impact at this point. The estimated cost for neighborhood banner program is about \$300,000. Staff will return to Council prior to procurement of banners and award of contract to seek authorization and funding for this program.

RELATIONSHIP TO STRATEGIC GOALS:

This item is related to a specific 2016 Strategic Goal to “Develop and invest in infrastructure and beautification projects and support economic growth.”

Approved by: Maryam Babaki, Director of Public Works and Development Services

Prepared by: Gina Nila, Deputy Director of Public Works Operations

Reviewed by: Vilko Domic, Finance Director

Approved as to form: Eduardo Olivo, City Attorney

Respectfully submitted: Matthew C. Rodriguez, Interim City Administrator

Attachments: (1) Contract documents and (2) Resolution