

RESOLUTION NO.

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COMMERCE ADOPTING  
OF NEW CITY OF COMMERCE BEAUTIFICATION, BRANDING AND WAY-FINDING  
EFFORTS, AND APPROVING CONTRACT DOCUMENTS FOR NEIGHBORHOOD  
BANNER PROGRAM**

WHEREAS, the City has been working toward improving its efforts in beautification, brand imaging, and way-finding for the last couple years. This has been the focus of the City's Beautification Committee, and will help visitors locate points of interest and better find their way around the City, as well as highlight the diverse communities within the City; and

WHEREAS, 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 finally select the recommended beautification elements, brand image, neighborhood identification and way-finding program; and

WHEREAS, full implementation of the program will be in two phases: (1) installation of banners on the available poles within the City and (2) procure and install poles capable of holding banners in those portions of the City that need them; and

WHEREAS, staff will implement the first phase immediately. However, procuring the necessary services and installing the remaining poles will take a few months. Staff anticipates full execution of the plan within the next three to four months; and

WHEREAS, by way of this Resolution, staff is seeking authorization from the Council to proceed with the efforts discussed herein. Staff is also requesting that the Council approve the proposed contract documents for the installation of 27 poles to complete the total anticipated scope of work, and authorize staff to advertise notice to invite bids for this project such that this phase of the effort may commence.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF COMMERCE  
DOES HEREBY RESOLVE AND ORDER AS FOLLOWS:

Section 1. The Council hereby authorizes staff to proceed with the new City of Commerce beautification, branding, and way-finding efforts discussed herein.

Section 2. The Council hereby approves the contract documents for the neighborhood banner program.

Section 3. The Council hereby authorizes staff to advertise notice to invite bids for this project such that this phase of the effort may commence.

PASSED, APPROVED AND ADOPTED this 4<sup>th</sup> day of April 2017.

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Ivan Altamirano, Mayor

ATTEST:

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Lena Shumway, City Clerk