



## CITY OF COMMERCE AGENDA REPORT

Item No.: \_\_\_\_\_

**TO:** Honorable City Council

**FROM:** City Administrator

**SUBJECT:** APPROVAL OF CONTRACT DOCUMENTS AND AUTHORIZING  
STAFF TO ADVERTISE FOR BIDS FOR THE CITYWIDE  
WAYFINDING VEHICULAR DIRECTIONAL SIGNS PROJECT

**MEETING DATE:** November 20, 2018

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### **RECOMMENDATION:**

1. Staff requests that the City Council approve the contract documents for the Citywide Way finding Vehicular Directional Signs Project and authorize staff to advertise for bids.

### **BACKGROUND:**

The City of Commerce has been working towards a brand imaging and way-finding program for the past few years. This effort became the focus of the City's Beautification Committee. The goal of the Citywide Wayfinding and Brand image program is to implement a functional and integrated system that communicates and markets 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 29, 2016, City 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.

Graphic Solutions developed the Citywide Way-finding Vehicular Directional Signs master plan in coordination with City staff and was reviewed by representatives from the Beautification Committee and members from the Measure AA Advisory Committee (comprised of Vice Chairperson Sonia Rodriguez Flores and Committee Member Annelle Grajeda). Measure AA Vice Chairperson Sonia Rodriguez Flores and Committee Member Annelle Grajeda drove around the City to check the wording/direction of all signs and the proposed locations as well as include any new location/wording or sign that they believed was missing and necessary.

The Citywide Way-finding Vehicular Directional Signs Contract Documents consists of 46 total way finding vehicular directional signs to be installed at gateways, major intersections and major roadways. To minimize project costs, wherever possible, signage has been programed to utilize existing posts. However, where a new pole is necessary for other purposes such as banners, etc., a standard post will be placed. In the vicinity of the Civic Center decorative posts will be used versus standard posts (a maximum of 10 decorative posts will be used). All posts will be painted to match the existing color palate of the light posts along Washington Blvd.

Staff requests that City Council approve the contract documents for the Citywide Way-finding Vehicular Directional Signs Project 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. Staff will return to Council prior to procurement of the Wayfinding Vehicular Directional signs and award of contract to seek authorization and funding for this program.

#### **RELATIONSHIP TO STRATEGIC GOALS:**

This item is related to a specific 2017 Strategic Goal to “Develop and invest in infrastructure and beautification projects and support economic growth.”

#### **ATTACHMENTS:**

1. Resolution
2. Bid Package

Recommended by: Maryam Babaki, Director of Public Works & Development Services  
Reviewed by: Vilko Domic, Finance Director  
Approved as to form: Noel Tapia, City Attorney  
Respectfully submitted by: Edgar P. Cisneros, City Administrator