

**SEMINOLE COUNTY GOVERNMENT
AGENDA MEMORANDUM
US 17-92 COMMUNITY REDEVELOPMENT AGENCY**

SUBJECT: US 17-92 Corridor Wayfinding and Public Signage Program

DEPARTMENT: Economic Development **DIVISION:** US 17-92 CRA

AUTHORIZED BY: William McDermott **CONTACT:** Kevin Fall **EXT.** 7133

Agenda Date <u>11/07/06</u>	Regular <input checked="" type="checkbox"/>	Consent <input type="checkbox"/>	Work Session <input type="checkbox"/>	Briefing <input type="checkbox"/>
	Public Hearing – 1:30 <input type="checkbox"/>		Public Hearing – 7:00 <input type="checkbox"/>	

MOTION/RECOMMENDATION:

Request the US 17-92 Community Redevelopment Agency (CRA) authorize an appropriation from the 17-92 CRA Redevelopment Trust Fund in the amount of \$40,000 for professional services necessary to proceed with the establishment of a CRA Wayfinding and Public Signage Program.

BACKGROUND:

On October 27, 2006, the US 17-92 Redevelopment Planning Agency (RPA) authorized forwarding a recommendation to the US 17-92 CRA to utilize CRA funds (not to exceed \$40,000) for professional services necessary to proceed with the design and development of a 17-92 Corridor Wayfinding and Public Signage Program.

The primary goal of the program is to develop a unique and identifiable wayfinding system that also serves to create a visual identity for the corridor.

The proposed scope of services is attached and will be utilized as the basis for a professional services contract. Upon authorization of funds, the CRA staff will utilize the County's procurement system in competitively bidding this project. A work order will be negotiated with the selected vendor and will be brought back to the CRA Board for execution.

The US 17-92 corridor is a designated community redevelopment area. The design, establishment and implementation of a wayfinding* and public signage program will serve several objectives of the adopted Redevelopment Plan:

- Aesthetics – Enhance the visual and aesthetic qualities of the redevelopment area through streetscape, landscape, hardscape and gateway projects

Reviewed by:	_____
Co Atty:	_____
DFS:	_____
Other:	_____
DCM:	_____
CM:	_____
File No.	<u>CRA 8</u>

- Land Development Regulations – Develop a specific corridor overlay zoning district and consolidate local regulations into one reasonable and consistent set of corridor standards for new development and redevelopment
- Economic Development – Eliminate blight conditions in the redevelopment area which constitute an economic and social liability

Funds are available in the Public Spaces and Streetscape Improvement Fund within the adopted FY06/07 US 17-92 CRA budget.

Attachment: Proposed Scope of Services

US 17-92 COMMUNITY REDEVELOPMENT AGENCY

Wayfinding and Public Signage Program for US 17-92 Corridor

The US 17-92 Community Redevelopment Agency is seeking a professional community design and land planning firm to assist with the development, design and implementation of a Wayfinding and Public Signage Program for the US 17-92 corridor in Seminole County. The primary goal of the project is to develop a unique and identifiable wayfinding and public signage program that also serves to create a visual identity for the corridor. The project will be administered by the US 17-92 Redevelopment Planning Agency, an advisory committee of the US 17-92 Community Redevelopment Agency.

SCOPE OF SERVICES

1. Data Gathering - The consultant shall conduct a wayfinding and public signage analysis of the corridor and the areas adjacent to the corridor to acquire the informational data pertaining to:

Landmarks	Gateway Features
Top Destinations	Community Identity
Informational Signage	Pedestrian Directional Signs
Vehicle Directional Signs	Regulatory Signage
Parking Identification	Building Entrance Identification
Address Information	Building Identification
Physical Structure	Architectural Character
Community Character	Traffic Circulation
Points of Entry	Applicable ADA Codes/Considerations
Existing Signage Standards	Signage Code Requirements

2. Analysis - The consultant shall prepare a Project Summary which provides:
 - A review of the proposed wayfinding methodology
 - List of proposed terminology for all facilities and destinations
 - The circulation patterns affecting each destination
 - Schematic designs of proposed key sign types
 - Anticipated ongoing maintenance for various sign types
 - Preliminary budget guidelines for system implementation
3. Design - The consultant shall prepare detailed designs for each sign type proposed including sign configurations, formats, print styles, color themes, mounting locations, illumination and installation/construction. The designs should appear as color renderings as they might appear on site.
4. Documentation - The consultant shall present a Sign Location Plan which identifies the location of each proposed sign and the documentation necessary for

the purchase, fabrication and installation of the wayfinding/public signage system. The Sign Location Plan shall also contain a schedule of implementation for the proposed system.

5. Implementation - The consultant shall assist the CRA in evaluating compliance with the design intent, reviewing the installation process to ensure contractor understanding, and conduct final inspection at the completion on the installation of all signs proposed within the Sign Location Plan.