



Town of Holly Springs

Town Council Meeting Agenda Form

Town Clerk's Office Use:

Agenda Item #:	11a
Attachment #:	8

Meeting Date: May 15, 2018

Agenda Placement: New Business

(Special Recognitions (awards, proclamations), Requests & Communications (reports, information presentations), Public Hearings, Consent Agenda, Unfinished Business, New Business, Closed Session)

Subject Title: Wayfinding Signage Fabrication and Installation Consultant Selection

Presenter Name(s): Melissa Sigmund

SUBJECT HIGHLIGHTS:

In late 2016, the Town of Holly Springs engaged with a consultant to design a wayfinding sign program to welcome visitors and new Holly Springs residents. The signs will showcase and direct people to the wide range of facilities around Town. This project is identified in Vision Holly Springs, the Town of Holly Springs Comprehensive Plan, Section 4.0 Community Character. One of the objectives defined by this section of the plan is to "Develop a comprehensive wayfinding signage program for the Town to direct motorists, pedestrians, and cyclists to major areas of interest throughout the town.

The 2017 Wayfinding Sign System document produced by consultant Frazier Associates includes two primary sizes of wayfinding signs to respond to the differing conditions for pedestrian and vehicular traffic along roads with maximum speed limits of up to 25 mph and those roads with maximum speeds of up to 45 mph throughout town. The signs will create a cohesive streetscape as the proposed sign posts are designed to reference the decorative street name signs and stop signs used throughout the Village District. The signs also reflect the Town's branding, using the adopted color palette and incorporating a decorative bracket that evokes the Town's logo. The signage design has been endorsed by Town Council and has subsequently received all required approvals and encroachment permits from NCDOT for construction and installation.

On March 18, 2018, staff released a Request for Proposals (RFP) to identify sign companies interested in assisting the town in final design, fabrication, and installation of the signs for the Wayfinding program. The town received proposals from five companies. The RFP evaluation committee consisted of staff from the Planning & Zoning, Engineering, Administration, and Parks & Recreation departments. Based on review of the proposals submitted, as well as interviews with the highest ranked respondents, the evaluation committee is recommending Signs, Etc. be contracted to complete the fabrication and installation of wayfinding signs.

The current fiscal year 2017-2018 budget appropriates \$100,000 for final design (engineered drawings), fabrication, and installation of the signs. While the Wayfinding Sign System document expects a total of approximately 40 wayfinding signs, it is anticipated that the current fiscal year appropriation will cover approximately 50% of total project costs. As a result, the proposed FY 2018-2019 budget that will be presented for Town Council's adoption, includes an additional \$100,000 allocation for Wayfinding Signs to complete the entire signage system. Staff will work with the consultant to refine project phasing plans for time and cost efficiencies as the scope of work and project timeline is finalized with the consultant.

ADVISORY BOARD RECOMMENDATION:

N/A

STAFF REVIEW NOTE:

Number of Motions with this Item: 0

Suggested motion(s):

Motion to select Signs, Etc. as the chosen vendor to provide the service contract for final design, fabrication, and installation of Wayfinding Signs and authorize the Town Manager to negotiate terms of a contract with Signs, Etc. for an amount not to exceed \$200,000. (actual contract to later be brought before council for approval).

Funds, if applicable, are to be appropriated from account(s) / line item(s):

10-417 90.01 : Planning & Zoning Capital Outlay

Staff Review Record

Are there exhibits for this agenda item?

List them in order they should appear in packet:

Department head initials and comments, if applicable: gmc

Finance director initials and comments, if applicable:

Town attorney initials and comments, if applicable:

Town manager initials and / or comments:

Town clerk initials: jp



**Cultural Ctr
and Library**



Hunt Rec Ctr



Ting Park

