

Office of the City Engineer

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January 20, 2015

Legistar Item: 14-10389

To: Alderman Jim Kaplan, Chairman
Public Works and Services Committee

From: John Rooney *JCR*
Assistant Commissioner of Public Works/City Engineer

Re: Downtown Way Finding Signs

Pursuant of the recommendation of the Public Works and Services Committee on November 11, 2014, to defer Legislative Item 14-10389, I have contacted a design firm in regards to the request for way finding signs for the City of Racine.

I contacted Schreiber Anderson Associates of Madison, WI to discuss similar type projects they have done for similar size municipalities. SAA has performed work and has provided proposals for the both the City of Kenosha and Port Washington. The proposal most applicable to the City of Racine was the one done for the City of Kenosha. The way finding sign project consisted of a community-wide way finding system design and construction document preparation. It included the use of a new community logo, unique sign shape, color scheme and mounting details. Also included was a sign location plan, schedule and several visual simulations which were included in the scope of services. SAA also provided a limited bidding assistance and contract award recommendations.

Based on my discussions with SAA, the City would need to budget around \$50,000 for a similar scope of work. This budget would not include monies needed for procurement of the way finding signs and installation costs.

If the Committee is desirous of moving forward with this type of project, my recommendation would be to refer the item to the Finance and Personnel Committee for funding, as this work is not included in the 2015 budget. If funds are appropriated by the Finance and Personnel Committee, the City Engineer's Office would solicit formal proposals for the work, at which time they could be brought to the Public Works and Services Committee for discussion and for staff recommendation on a consultant to be selected for this work.

JCR:njp