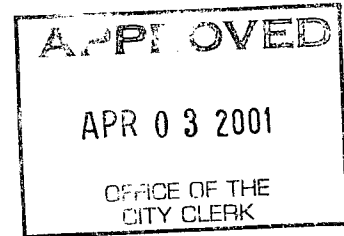


ECONOMIC DEVELOPMENT DEPARTMENT

CITY OF SACRAMENTO

13.3



March 20, 2001

Redevelopment Agency of the City of Sacramento
Sacramento, California

Honorable Members in Session:

SUBJECT: CONSULTANT PRESENTATION AND DIRECTION TO STAFF ON THE
CENTRAL CITY WAYFINDING SIGNAGE PROJECT

LOCATION AND COUNCIL DISTRICT: Central City as defined by Broadway, north to the
American River, and Alhambra Blvd. west to the
Sacramento River. Council Districts 1, 3 and 4.

RECOMMENDATION:

Receive presentation on the Central City Wayfinding Signage Project and adopt the attached Agency resolution directing staff to return in 120 days with an update and recommendations for a funding strategy to implement the project.

CONTACT PERSON: David Harzoff, Senior Project Manager, 264-8646
Wendy Saunders, Downtown Development Group Manager, 264-8196

FOR COUNCIL MEETING OF: April 3, 2001

SUMMARY:

This report provides an update and presentation on the Central City Wayfinding Signage Project. The wayfinding project is part of the Economic Development Department's Work Plan for FY 2000-01. The goal of the project is to create a system that will make travel to and from major destinations in the Central City as convenient as possible. A group of primary stakeholders interested in participating and potentially contributing funding towards the project has been assembled and will help design the system to be recommended to the Agency and others. Outreach to a secondary stakeholder group and the public will be part of the process. The City has contracted with the Downtown Sacramento Partnership (DSP) to carry out the day-to-day coordination of the process in conjunction with City staff. An experienced consultant, Steve Gibson, of the Main Street Group is subcontracted to the DSP to facilitate the technical decision making necessary to design the basic framework of the wayfinding system. Steve is currently coordinating the project for Downtown Los Angeles and will make a brief presentation on wayfinding systems.

Building on Our History - Creating The Place to Be.

BACKGROUND:

Development of a comprehensive information and wayfinding system will make travel to and from major destinations in the Central City as convenient and comfortable as possible. This will contribute to visitors' positive experience and encourage return trips and multi-destination trips. By minimizing visitors' confusion we can also achieve some modest congestion, air quality and safety benefits and develop stronger links between activity centers. Other benefits include adding to the richness of visitors' experience; strengthening the Central City's image as the business, entertainment and cultural heart of the region; and brightening downtown streetscapes. These types of systems have produced those results in other urban areas.

The timing for the system is good with the development of the new Sheraton Grand and Embassy Suites Hotels, the State's East End Complex, the railyards intermodal transportation facility, new light rail lines and continued expansion of Sacramento International Airport. A program of this type was developed in the early to mid-90's and led to some directional signs and maps placed in and around Old Sacramento and the Amtrak Depot. The plans from that process will be synthesized as part of this new, more comprehensive effort.

Targeted components for the wayfinding system will be vehicle, public transportation and pedestrian signage at major gateways, along major travel routes, and in high traffic areas. Collateral materials such as a pamphlet map for wide distribution will also be considered. Major destinations will include cultural and government facilities, identifiable districts and recreation areas, major parking structures and major entrance and exit gateways. A list of a typical sign hierarchy is included in Attachment 1. Examples of the types of signage contemplated, from Los Angeles and Indianapolis, are included in Attachment 2.

Wayfinding Project Process

A group of primary stakeholders has been assembled to help guide the development of the system. Primary stakeholders are interests that could derive substantial benefit from a wayfinding system and may financially contribute to its implementation. The primary stakeholders group includes the Downtown Sacramento Partnership, the Convention and Visitor's Bureau, SHRA, the County of Sacramento, the State Department of General Services, State Parks and Recreation, Old Sacramento, the Midtown Business Association and the City's Convention, Culture and Leisure Department. A full list is included in Attachment 3. A secondary group of likely interested stakeholders has been identified and a specific outreach effort will be made to them and the public during the process. Some of the primary stakeholders have indicated an interest in possibly financially partnering with the Agency to implement the project. It is expected that the system can be designed over the next year and decisions on funding and implementation can tentatively be completed by next year's construction season.

The City has contracted with the (DSP) to help coordinate the day-to-day process in conjunction with City staff. The DSP has subcontracted with Steve Gibson of the Main Street Group to help facilitate the technical decision making for the design of the basic system framework. Steve is currently coordinating the wayfinding project for Downtown Los Angeles. Once the geographic coverage, functions of the system, primary routes and destinations are identified, an RFP will be prepared to hire an environmental graphic design firm to design the sign styles and

specifications, related materials, and to develop the siting and installation plan. Before any final decisions on what to recommend to the Agency and other organizations' decision makers, outreach to the other stakeholders and public will take place. Once all decisions on the final system design, sign design, and funding availability are made the contract for the system fabrication and installation can be bid.

FINANCIAL CONSIDERATIONS:

Utilizing redevelopment funds, the City of Sacramento initially budgeted \$100,000 to fund the design portion of the program up to the point of being prepared to bid the fabrication and installation contract. The City has contracted with the DSP to work with the City, a group of stakeholders, and a consultant to design the framework for the wayfinding system. The contract with the DSP is for \$55,000. Of that, the DSP has subcontracted with Steve Gibson of the Main Street Group for \$45,000 to coordinate the technical decisions necessary to establish the system framework. The Agency will enter into an additional contract with an environmental graphic design firm to design the sign styles and specifications, companion materials, and to develop the plan for siting components of the wayfinding system. Combined, these services are estimated to exceed the current \$100,000 budget. A more precise budget will be identified when an RFP is issued for the environmental graphic design contractor.

Financial contributions from the Agency's partners and other appropriate sources will be sought for project implementation. The project is roughly estimated to cost between \$500,000 to \$1,000,000 to implement depending on the scale of the project approved. Implementation could take place in phases over a period of time and could eventually even be expanded beyond the Central City. Ultimately, it is intended that the system be maintained and expanded, using the same design scheme, as part of the budgets of other capital projects and maintenance programs. Staff will return following completion of the project design to make specific recommendations on project implementation funding and phasing.

POLICY CONSIDERATIONS:

The actions proposed are consistent with the economic development goals of the Merged Downtown Redevelopment Plan and Implementation Plan, as well as past Downtown revitalization strategies. Previous City and Agency visitor signage efforts have led to limited components of a wayfinding system being put in place and this program will build and greatly expand upon those efforts.

ENVIRONMENTAL CONSIDERATIONS:


The proposed action is in furtherance of the Merged Downtown Sacramento Redevelopment Plan as amended per CEQA Guidelines Section 15180, 15162, and 15163. The installation of this project is exempt from CEQA per Guideline Section 15301.

ESBD CONSIDERATIONS:

None

Redevelopment Agency of the City of Sacramento
Central City Wayfinding System

Respectfully submitted,



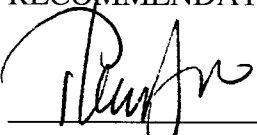
Wendy S. Saunders, Manager
Downtown Development Group

APPROVED:



Andrew J. Plescia, Director
Economic Development Department

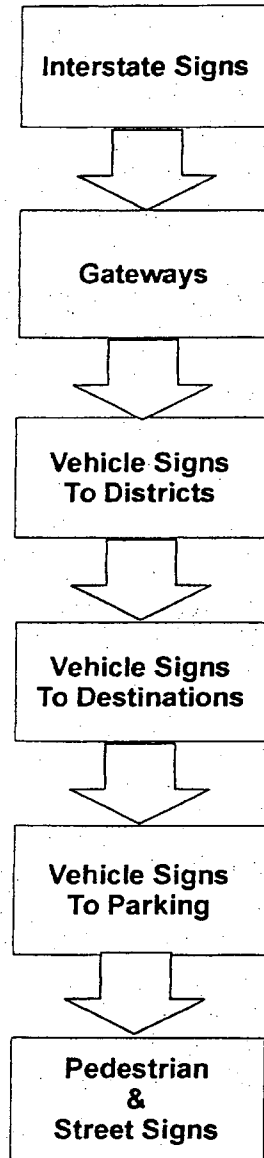
RECOMMENDATION APPROVED:



ROBERT R. THOMAS
City Manager

ATTACHMENT 1

WAYFINDING SIGN PROGRESSION



LA WALKS – COLOR/SHAPE CHART

2/9/01



| | | | |
|----------------|--------------------------|-------------------------|--------------------------|
| Yellow | | <u>FASHION DISTRICT</u> | |
| Green/ Teal | <u>FIGUEROA CORRIDOR</u> | <u>EL PUEBLO</u> | <u>HISTORIC DOWNTOWN</u> |
| Blue | <u>JEWELRY DISTRICT</u> | <u>CIVIC CENTER</u> | <u>SOUTH PARK</u> |
| Purple | <u>LITTLE TOKYO</u> | <u>DOWNTOWN CENTER</u> | <u>BUNKER HILL</u> |
| Red | <u>CHINATOWN</u> | <u>WHOLESALE/MARKET</u> | <u>TOY DISTRICT</u> |
| Orange | | | |

District Color- Shape Matrix

Nov 9, 2000 Preliminary
Feb 9, 2001 Updated

1.0
2.0

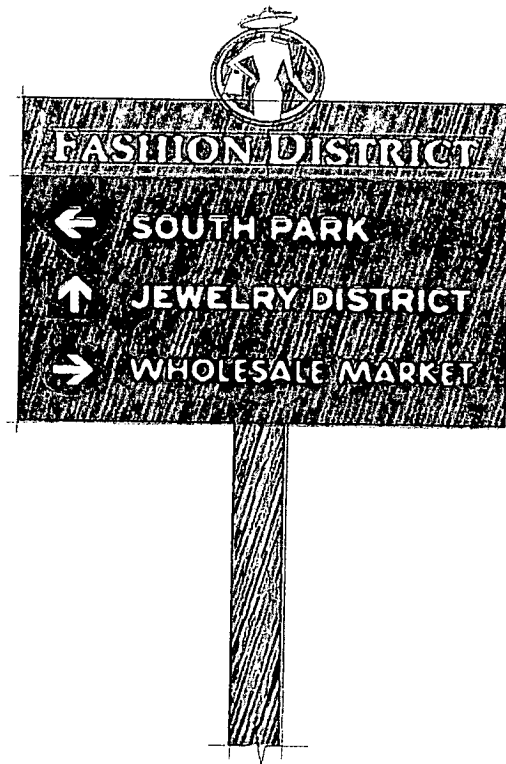
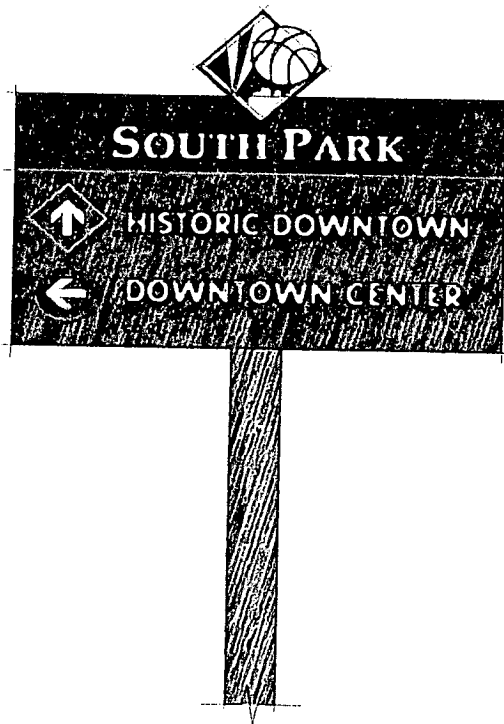


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Pasadena, CA
th@thdesign.com

corbin

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Traverse City, MI 49684
231.947.1236

LA Walks
Downtown Los Angeles, CA



LA Walks
Downtown Los Angeles, CA

corbin

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61106-1704

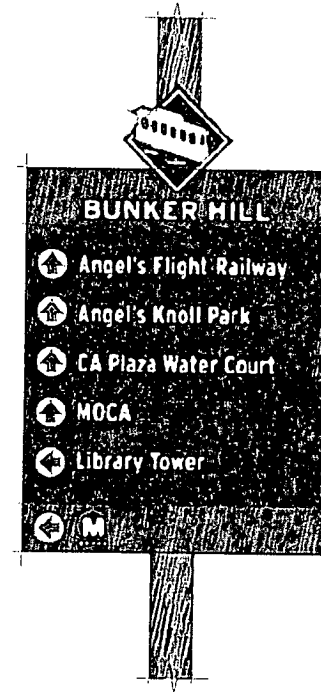
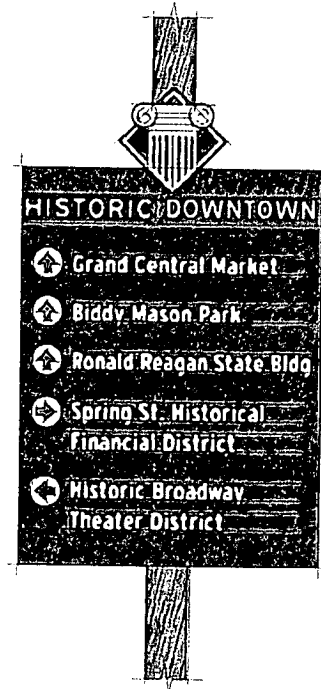
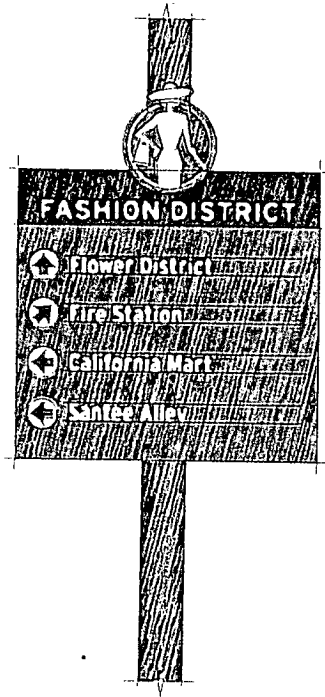


1.0
2.0

Nov 9, 2000 Preliminary
Feb 9, 2001 Updated

Off Ramp
Greeting
A.1.1(S)





LA Walks
Downtown Los Angeles, CA

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Pasadena, CA
41206-1700



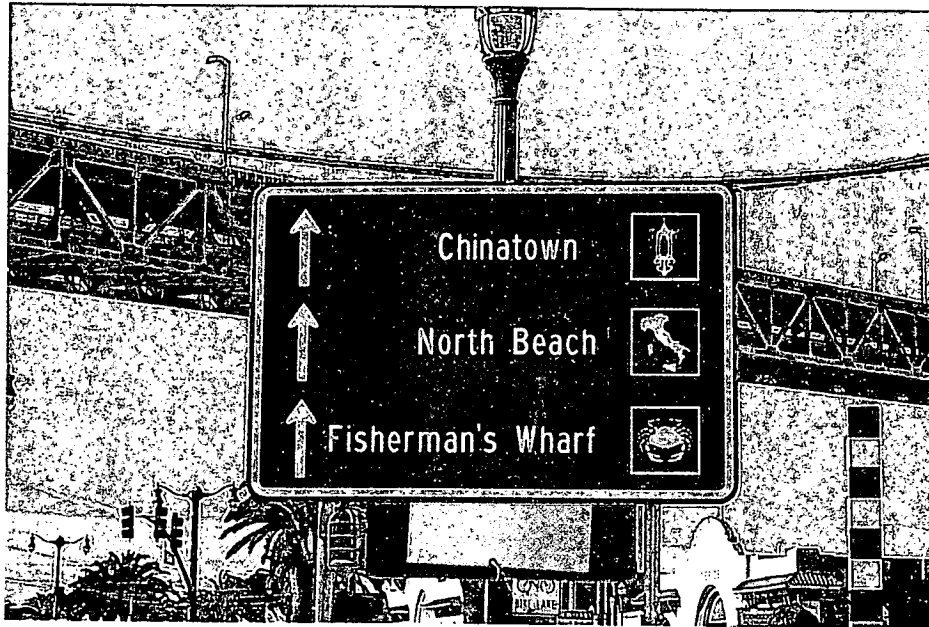
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Nov 9, 2000 Preliminary
Feb 9, 2001 Updated

**Pedestrian
Directional
A.5.1(S)**

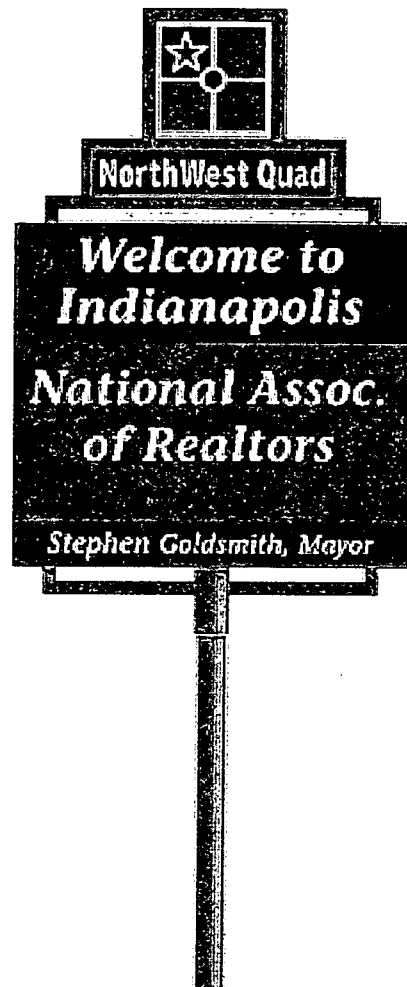
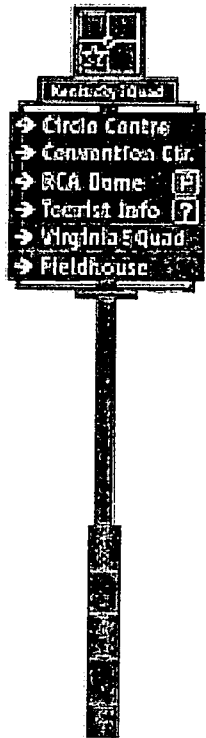
SIGNAGE EXAMPLES

Interstate



SIGNAGE EXAMPLES

Vehicular

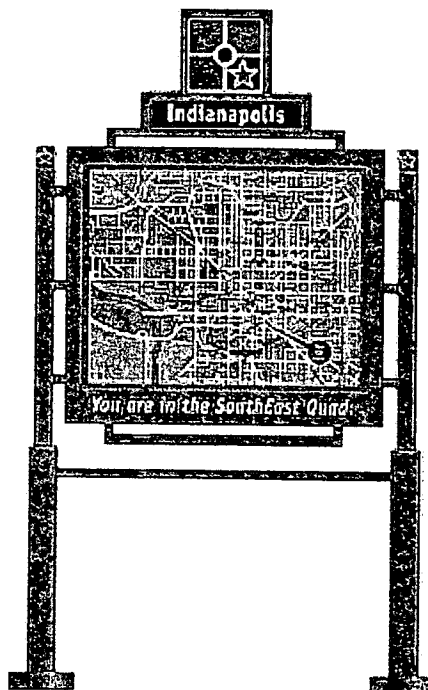
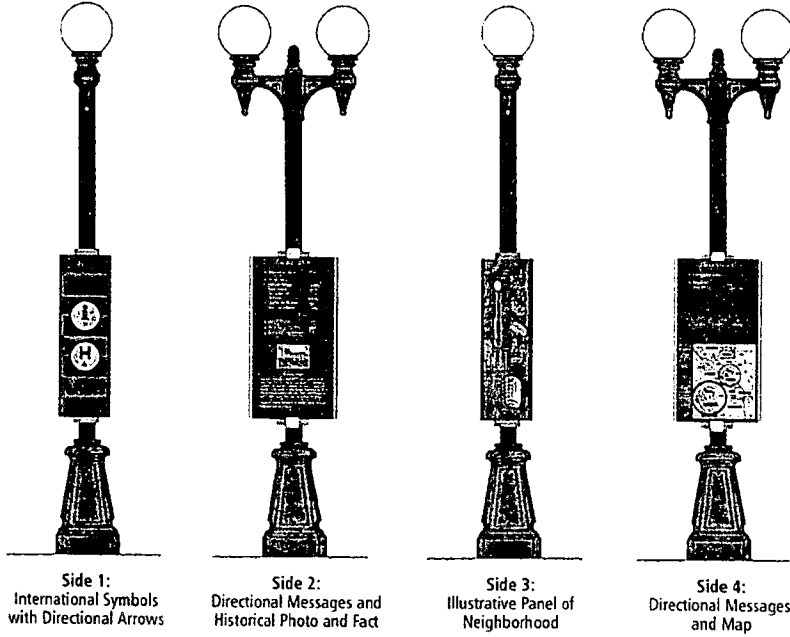


SIGNAGE EXAMPLES

Pedestrian

Pedestrian Directionals

Demonstration Project • Porcelain Panels



ATTACHMENT 3 Central City Wayfinding Preliminary Stakeholders List

Primary Stakeholders

City of Sacramento Economic Development Department
City of Sacramento Convention, Culture and Leisure Department
City of Sacramento Off-Street Parking Division
City of Sacramento Planning/Design Review
City of Sacramento Public Works Department-Traffic Engineering
City of Sacramento Council Districts 1,3 and 4
County of Sacramento Supervisor District 1
Old Sacramento Management
Sacramento Convention and Visitor's Bureau
Sacramento Regional Transit
Sacramento Housing and Redevelopment Agency
Downtown Sacramento Partnership
Midtown Business Association
State of California Department of General Services
State of California Department of Parks and Recreation

Secondary Stakeholders

City of Sacramento Department of Parks and Recreation
City of Sacramento Public Works Department-Funding and Priorities Division
City of Sacramento Public Works Department-Street Maintenance
County of Sacramento Dept. of Parks, Recreation and Open Space
County of Sacramento Administration
City of West Sacramento
CalTrans
Sacramento Metropolitan Arts Commission
Crocker Art Museum
Association of Sacramento Museums
Lower American River Task Force
Capital Area Development Authority (CADA)
California Musical Theater Company
Sacramento Theater Company
Sacramento Old City Association
Broadway Business Association
Capital Station District
Sacramento Hotel Association
Sacramento Area Bicycle Advocates
WalkSacramento
Interested Neighborhood Associations
Sacramento River Cats
Westfield Shoppingtown Downtown Plaza
Sutter Health
Union Pacific Railroad
Amtrak
Greyhound
Sacramento County Division of Airports
Sacramento Area Council of Governments
Sacramento Metropolitan Chamber of Commerce

ATTACHMENT 4
TENTATIVE PROJECT SCHEDULE

Phase 1 Getting Started

Feb.-June, 2001

Identifying Stakeholders/Partners
Define Geographic Parameters
Develop Vision and Consensus for System
Identify Preliminary Gateways, Routes and Destinations
Identify Funding Sources

Phase 2 Program Development

May-August, 2001

Refine Gateways, Routes and Destinations
Develop Scope of Work for Graphic Design Firm
Prepare RFP/RFQ for Graphic Design Firm
Conduct Selection Process for Graphic Design Firm

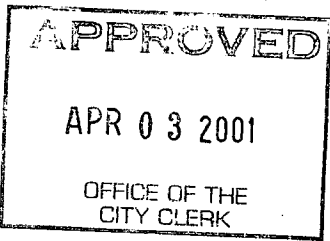
Phase 3 System Design Development

August-December, 2001

Define Messages and Locations
Develop Sign Designs/Logos
Define Materials and Fabrication Specifications
Define Display and Installation Specifications

Phase 4 Fabrication and Installation

January-September, 2002



RESOLUTION NO. 200-189

ADOPTED BY THE REDEVELOPMENT AGENCY OF THE CITY OF SACRAMENTO

ON DATE OF _____

**MERGED DOWNTOWN SACRAMENTO REDEVELOPMENT PROJECT AREA
CENTRAL CITY WAYFINDING PROJECT
DIRECTION TO STAFF ON PROJECT STATUS AND FUNDING**

WHEREAS, the 2005 Downtown Sacramento Redevelopment Five-Year Implementation Strategy for the Merged Downtown Sacramento Redevelopment Project Area, adopted February 29, 2000, by Redevelopment Agency of the City of Sacramento Resolution No. 2000-011, included strategies and actions to improve directional signage, streetscapes, and pedestrian circulation; and to support tourism, and cultural and entertainment facilities within the Project Area; and

WHEREAS, the Downtown Development Group administers redevelopment within the Merged Downtown Redevelopment Project Area on behalf of the Agency; and

WHEREAS, \$100,000 in Redevelopment Agency funds were transferred to the City's capital budget for the purposes of designing a Central City Wayfinding Signage System and the Downtown Development Group's Work Plan for Fiscal Year 2000-01 included that task; and

WHEREAS, the City's Convention, Culture, and Leisure Department; the Sacramento Convention and Visitor's Bureau; the Downtown Sacramento Partnership, City of Sacramento, and other public and private interests have emphasized the need for a Central City Wayfinding System and previous attempts have led to limited implementation.

NOW THEREFORE, BE IT RESOLVED BY THE REDEVELOPMENT AGENCY OF THE CITY OF SACRAMENTO:

The Downtown Development Group is hereby directed to return to the Agency within 120 days to update the Council on the progress of designing the Central City Wayfinding System and to recommend a funding strategy for its implementation.

Chair

ATTEST:

Secretary

FOR CITY CLERK USE ONLY

RESOLUTION NO.: _____

DATE ADOPTED: _____