



**CITY OF LOS ALTOS
CITY COUNCIL MEETING
January 26, 2016**

DISCUSSION ITEMS

Agenda Item # 7

SUBJECT: Discuss the Commercial Wayfinding Sign Program, Project CD-01002 and either award the Base Bid and Add Alternate No. 1 for Commercial Wayfinding Sign Program, Project CD-01002 to VKK Signmakers in the amount of \$123,697.31 and authorize the City Manager to execute a contract on behalf of the City or reject all bids, and direct staff accordingly

BACKGROUND

On January 12, 2016, Council continued the award of the Commercial Wayfinding Sign Program, Project CD-01002 with a Council member expressing concern over excessive signage throughout the City and requested the item be discussed with a potential revised approach which could include rejecting all bids and directing staff to re-bid a portion of the project.

Wayfinding signs are directional signs that guide people to key destinations and help them locate important resources within the area. The City of Los Altos currently has a commercial wayfinding sign system made up of a collection of different sign types and styles that have been developed over the course of several years. The existing signage lacks cohesion and is not comprehensive in nature. Existing wayfinding signs on Northbound Foothill Expressway direct patrons to take any of the next three right turns to access downtown (San Antonio Road, Main Street and West Edith Avenue), however, no follow-up signs are provided to guide patrons where to turn if they chose San Antonio Road or West Edith Avenue. Implementing a consistent wayfinding program is a priority for the Economic Development program in order to foster long-term viability of the City's commercial districts.

The intent of this project is to update and organize a new sign program that beautifies and simplifies wayfinding to the commercial districts of Los Altos for both visitors and residents. The program will:

- Attract and direct drivers into Los Altos from the El Camino thoroughfare, San Antonio Road and both directions of Foothill Expressway
- Communicate messages clearly, simply and beautifully, adding ambiance to Los Altos roadways and positivity to the user's experience
- Identify Downtown and other commercial districts more prominently
- Direct traffic to parking areas, City-wide
- Be highly appropriate in the design for the community and all ages that dwell in Los Altos

The City contracted with Explore Creative to develop a comprehensive Wayfinding sign system for the City. A Wayfinding Task Force was formed in May 2012, consisting of representatives from the City Council, Planning and Transportation Commission, Los Altos Village Association, Los Altos Chamber of Commerce, and business and property owners from the commercial districts. The Task Force worked with the design consultant to provide input on design, sign locations and messages.

The Task Force consisted of the following participants:

Val Carpenter	City Council
Ron Packard	City Council
Phoebe Bressack	Planning and Transportation Commission
Scott O'Brien	Chamber of Commerce
Jeff Brunello	Los Altos Village Association
Brooke Ray Smith	Downtown Property Owners
Allen Hall	Loyola Corners and Foothill Merchants

The draft Wayfinding design concept was presented to the City Council for review on January 8, 2013. The City Council directed staff to proceed with developing cost estimates for the draft sign concept and to consider cost-saving alternatives to the materials in the original concept. In response to the comments made, the following changes were implemented:

- The piled stone bases were replaced with a solid metal base made of the same material as the sign frame
- An alternative option to the tall V-shaped parking plaza identifier sign was developed that is 3 feet tall by 3.5 feet wide and can be single or double-sided depending on how it is oriented in the parking plazas
- Message panels on the signs were designed to be reflective so that they are visible to cars at night without providing external lighting

The final Wayfinding program was presented to Council on June 11, 2013 with Council direction to further investigate reducing the project budget by eliminating certain signs and to separate the project into two phases. The project phases were subsequently developed as: Phase I includes commercial districts and corridor signs; and Phase II primarily includes civic signs.

On April 8, 2014, an update on the Wayfinding program was presented to Council recommending additional signs from Phase II be incorporated in Phase I and to have the budget adjusted accordingly. Council did not support adding signs to Phase I, and instead supported continuing with the original budget for Phase I and recommended minor adjustments to the scope of work, including working with the developer at 400 Main Street to coordinate and potentially contribute funds for sign D-2, located in the median of Main Street at Foothill Expressway. Funding for Phase I was appropriated in FY 2013/14. Phase II has yet to be scheduled.

Once additional comments were incorporated into the Wayfinding Sign Program, the project was transferred to the Engineering Division for bid preparation. Due to staff retirements and subsequent vacancies in the Engineering Division of the Public Works Department, as well as additional work required to prepare the plans and specifications in order to produce a biddable product and ensure competitive bids, the project was ready to be publicly bid in October 2015.

Discuss the Commercial Wayfinding Sign Program, Project CD-01002 and either award the Base Bid and Add Alternate No. 1 for Commercial Wayfinding Sign Program, Project CD-01002 to VKK Signmakers in the amount of \$123,697.31 and authorize the City Manager to execute a contract on behalf of the City or reject all bids, and direct staff accordingly

EXISTING POLICY

Capital Improvement Program (CIP) Project CD-01002

PREVIOUS COUNCIL CONSIDERATION

May 22, 2012; July 24, 2012; January 8, 2013; June 11, 2013; September 24, 2013; April 8, 2014; and January 12, 2016

DISCUSSION

Sign Program

The design concept defines a family of sign types. Each sign type is designed for a specific purpose and location throughout the City.

Type-A, Primary Auto Directional signs serve the purpose to direct patrons from the major thoroughfares on El Camino Real and Foothill Expressway to the Downtown and Commercial Districts. Five (5) existing signs on Foothill Expressway are to be replaced with the new sign program. Two (2) new signs on both Foothill Expressway and El Camino Real are to be installed.

Type-B, Collector Auto Directional signs serve the similar purpose to direct patrons to the commercial districts along collector streets (San Antonio Road and El Monte Avenue). The Type-B signs proposed in the project replace three (3) existing signs to match the proposed Wayfinding Program aesthetic.

Type-D, Downtown Gateway signs serve as key destination markers. These monuments include a new downtown identity sign within the landscaped median on Main Street at the San Antonio Road entrance and a replacement identity sign at the intersection of Main Street and Foothill Expressway. Staff has successfully coordinated with the development at 400 Main Street to share costs of construction of the City sign in lieu of requiring additional signage at the development identifying 'Downtown.'

Type-E, Post-Mounted Auto Directional signs serve as additional auto directional signs where ground-mounted signs cannot be accommodated. Type-E signs are located along Foothill Expressway, Miramonte Avenue, and San Antonio Road directing patrons to Downtown and Loyola Corners. The project proposes to replace one (1) existing sign and install four (4) new signs.

Type-PD, Parking Directional signs serve as directional signs to assist drivers in locating the parking plazas. These signs match the look and feel of the program re-assuring patrons as they navigate through Downtown. The nine (9) parking direction signs are to be mounted to existing street light poles Downtown.

The universal 'P' parking sign portion of this project supports efforts to aid downtown visitors in identifying and accessing the downtown parking plazas.

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The scope of Phase I program consists primarily of corridor signage and commercial district signage. The primary type and numbers of signs which included are as follows:

Type	Description	Locations	Number of Replacement Signs	Number of New Signs
A	Primary Auto Directional	El Camino Real and Foothill Expressway	5	4
B	Collector Auto Directional	San Antonio Road and El Monte Avenue	3	0
D	Downtown Gateway	Downtown	1	1
E	Post-Mounted Auto Directional	Foothill Expressway, Miramonte Avenue, and San Antonio Road	1	4
PD	Parking Directional	Downtown Core	0	9 <i>To be installed on existing poles</i>

Bid Process

On December 8, 2015, five (5) bids were opened for CIP Project CD-01002. The bid summary is provided as Attachment 1.

The bid was structured with a Base Bid to include the Phase I nine (9) Type-A Signs, three (3) Type-B Signs, five (5) Type-E Signs, and nine (9) Type-PD Signs. One Add Alternate, also included in Phase I approved by Council, was included to furnish and install two Gateway Signs located at the intersections of San Antonio Road and Main Street (D-1) and Foothill Expressway and Main Street (D-2).

VKK Signmakers has no deficiencies against its General Contractor’s license. There are no safety violations listed in the OSHA database under this contractor for the last 5 years. VKK Signmakers has been in business for 26 years. They have successfully completed similar projects for Foothill College, Adobe, eBay, Inc., and Turner Construction.

It is recommended the award of the Base Bid and Add Alternate No. 1 be made to the lowest responsive and responsible bidder, VKK Signmakers.

Alternatively, Council could direct staff to re-bid a portion of the project. This would require rejection of the existing bids.

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PUBLIC CONTACT

Posting of the meeting agenda serves as notice to the general public.

FISCAL/RESOURCE IMPACT

Based on the low bid, the estimated project costs are:

	Project Budget
Design (Explore Creative)	\$ 25,000.00
Contract Award Amount	\$ 123,671.31
Contingency (~12%)	\$ 15,328.69
Printing/Advertising/Misc.	\$ 1,000.00
Total Estimated Expenses	\$ 165,000.00

There are sufficient funds in Project CD-01002 for award of this contract.

ENVIRONMENTAL REVIEW

Categorically Exempt pursuant to CEQA Section 15301 (c)

RECOMMENDATION

Discuss the Commercial Wayfinding Sign Program, Project CD-01002 and either award the Base Bid and Add Alternate No. 1 for Commercial Wayfinding Sign Program, Project CD-01002 to VKK Signmakers in the amount of \$123,697.31 and authorize the City Manager to execute a contract on behalf of the City or reject all bids, and direct staff accordingly

ALTERNATIVES

1. Award the Base Bid (\$110,993.85) and delete the scope of work associated with Add Alternate No. 1
2. Reject all bids and direct staff to revise the project scope, plans and specifications, and re-bid the project
3. Reject all bids and cancel the project

Prepared by: Christopher Lamm, Engineering Services Manager

Reviewed by: Jennifer Quinn, Economic Development Manager

Reviewed by: Susanna Chan, Public Works Director

Approved by: Marcia Somers, City Manager

ATTACHMENTS:

1. Capital Improvement Program Project CD-01002 description
2. Bid results dated December 8, 2016
3. Examples of existing signage
4. Design of approved new signage
5. Sign Locations

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Commercial Wayfinding Sign Program



Downtown

Left on Main St.

Community Development -- General

CD-01002	Priority: Quality of Life	Project Lead: C. Lamm
Initial Funding Year: 2013/14	Planned Start Date: 2013/14	Target Completion Date: June 2016
Project Status: In Design	Expended as of March 31, 2015: \$19,129	Operating Budget Impact: --

The City of Los Altos currently has a wayfinding sign system made up of a collection of different sign types and styles that have been developed over the course of several decades. The existing signs lack cohesion and are not comprehensive in nature. Not all destinations are signed for and there are no signs within the commercial districts that direct patrons to parking. This project would create a comprehensive wayfinding sign system to direct visitors to the commercial districts and civic destinations in Los Altos.

The wayfinding sign design and proposed placement are conceptual and will require further refinement prior to developing construction documents. As such, the design and construction cost estimate is preliminary for budgeting purposes. Phase 1 of the project includes the key directional signs for all of the commercial districts along Foothill Expressway, El Camino Real, San Antonio Road, and El Monte Avenue. Phase 1 also includes the parking directional signs in downtown and Loyola Corners. Phase 2 is yet to be scheduled.

	Prior Appropriations	2015/16 Budget	2016/17 Planned	2017/18 Planned	2018/19 Planned	2019/20 Planned	Total
Project Estimates							
Commercial Wayfinding Sign Program	165,000	--	--	--	--	--	165,000
Funding Sources							
CIP	165,000	--	--	--	--	--	165,000
Total	165,000	--	--	--	--	--	165,000

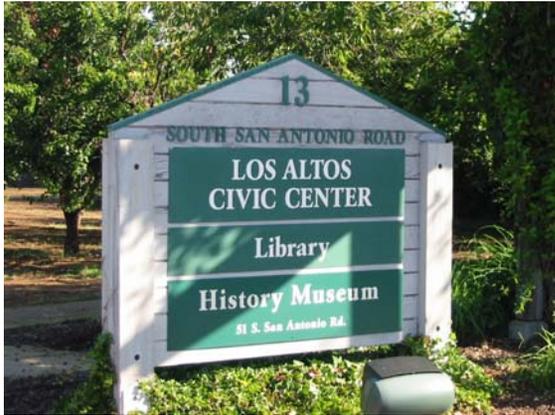
Bid Summary
Tuesday, December 8, 2015
Commerical Wayfinding Sign Program,
Project CD-01002

Engineer's Estimate

Base Bid: \$115,970.00
 Add Alternate #1: \$24,150.00
 Total Bid: \$140,120.00

Contractor	Base Bid	Add Alt. #1	Grand Total
VKK Signmakers	\$110,993.85	12,703.46	123,697.31
Ellis & Ellis Sign Systems	146,616.00	20,699.12	167,315.12
Western Sign Co.	158,056.00	16,242.00	174,298.00
Priority Architectural Graphics	199,200.00	24,500.00	223,700.00
A Good Sign & Graphics	240,000.00	32,000.00	272,000.00

Existing Signage

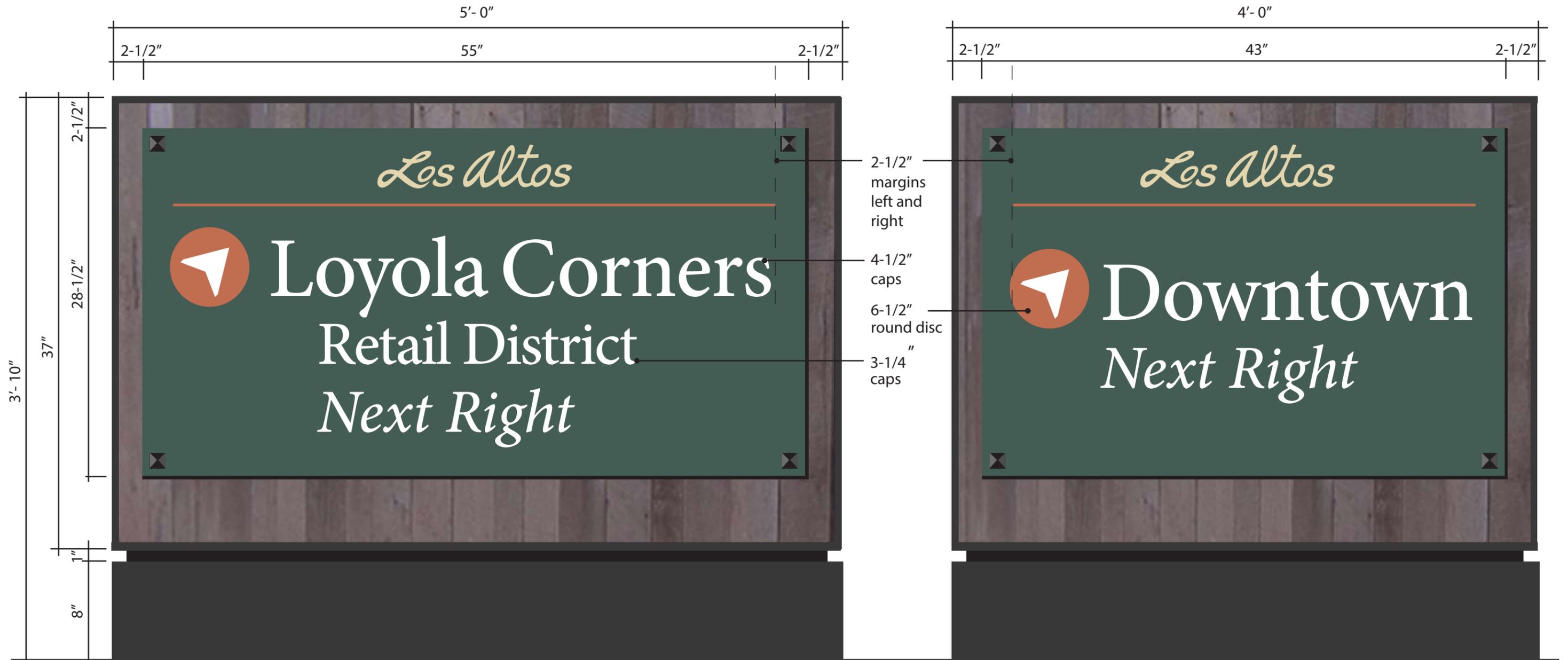


Sign Types A and AA

Design Drawings for Sign Fabrication Bid

- Aluminum Pan Sign Face with water jet cut "Los Altos" logo, rule and round disc, all powder coated
- Reflective vinyl letters and arrow
- Sign Face mounts to Reclaimed Wood Background framed by powder coated Steel Bar Structure; decorative fastener each corner
- Powder coated Steel Base

SEE **MASTER DETAILS PAGE** FOR END VIEWS, SECTIONS AND OTHER INFORMATION.



Sign Type A: 5'0 width at Foothill Expressway Not to Scale
(Sign numbers A6-A12)

Sign Type AA: 4'0 width at El Camino Real Not to Scale
(Sign numbers A2 and A3)

Sign Type B

Design Drawings for Sign Fabrication Bid

- Aluminum Pan Sign Face with water jet cut "Los Altos" logo, rule and round disc, all powder coated
- Reflective vinyl letters and arrow
- Sign Face mounts to Reclaimed Wood Background framed by powder coated Steel Bar Structure; decorative fastener each corner
- Powder coated Steel Base

SEE **MASTER DETAILS PAGE** FOR END VIEWS, SECTIONS AND OTHER INFORMATION.



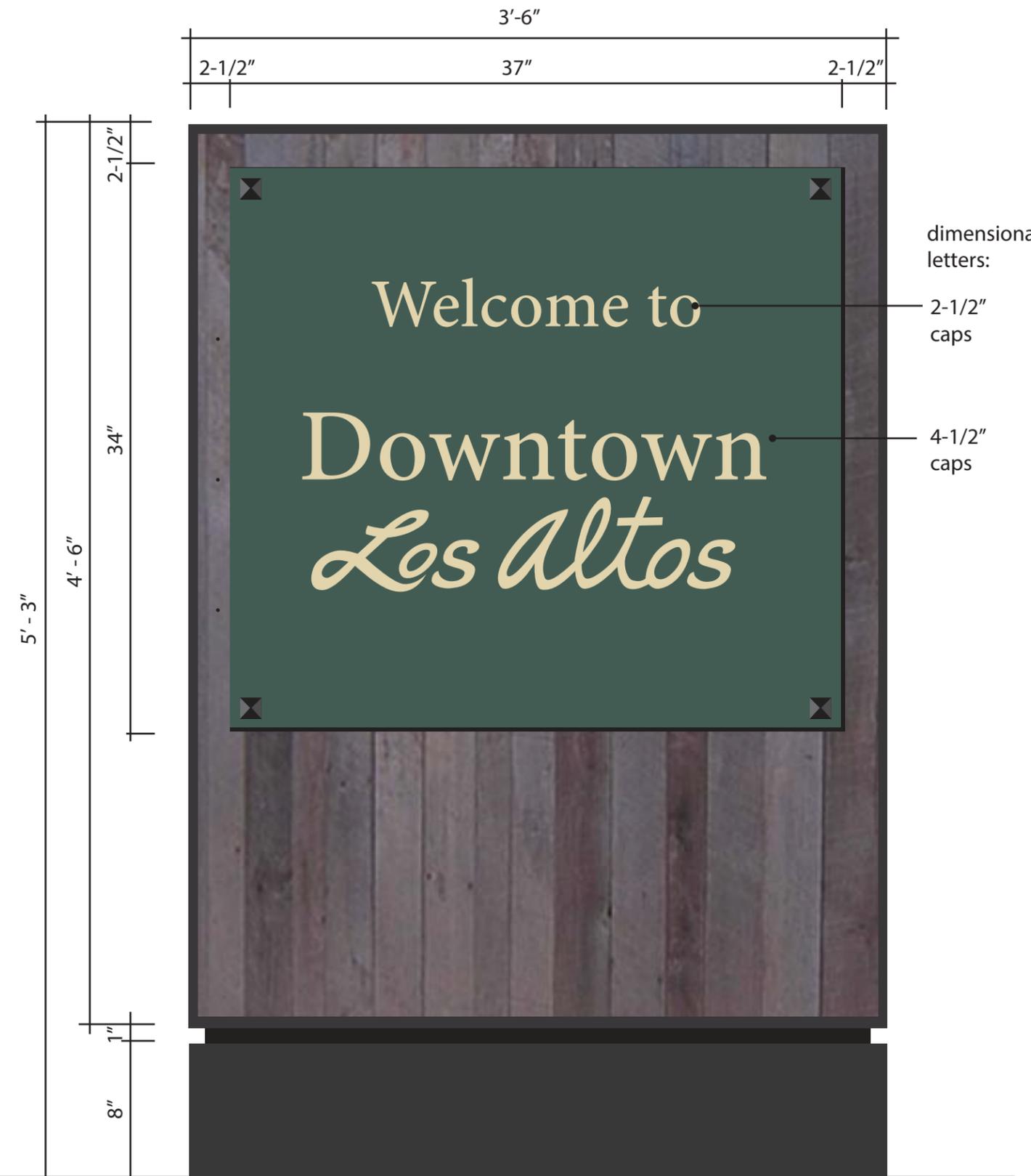
Sign Type B Not to Scale

Add Alternate 1: Sign Types D and DD
Design Drawings for Sign Fabrication Bid

All letters are dimensional: 3/8" thick aluminum water jet cut, powder coated "OFF WHITE"
 SEE **MASTER DETAILS PAGE** FOR END VIEWS, SECTIONS AND OTHER INFORMATION.



Sign Type DD - At Foothill (Location D-2) Not to Scale



Sign Type D - At San Antonio (Location D-1) Not to Scale

Sign Type E

Design Drawings for Sign Fabrication Bid

General Description:

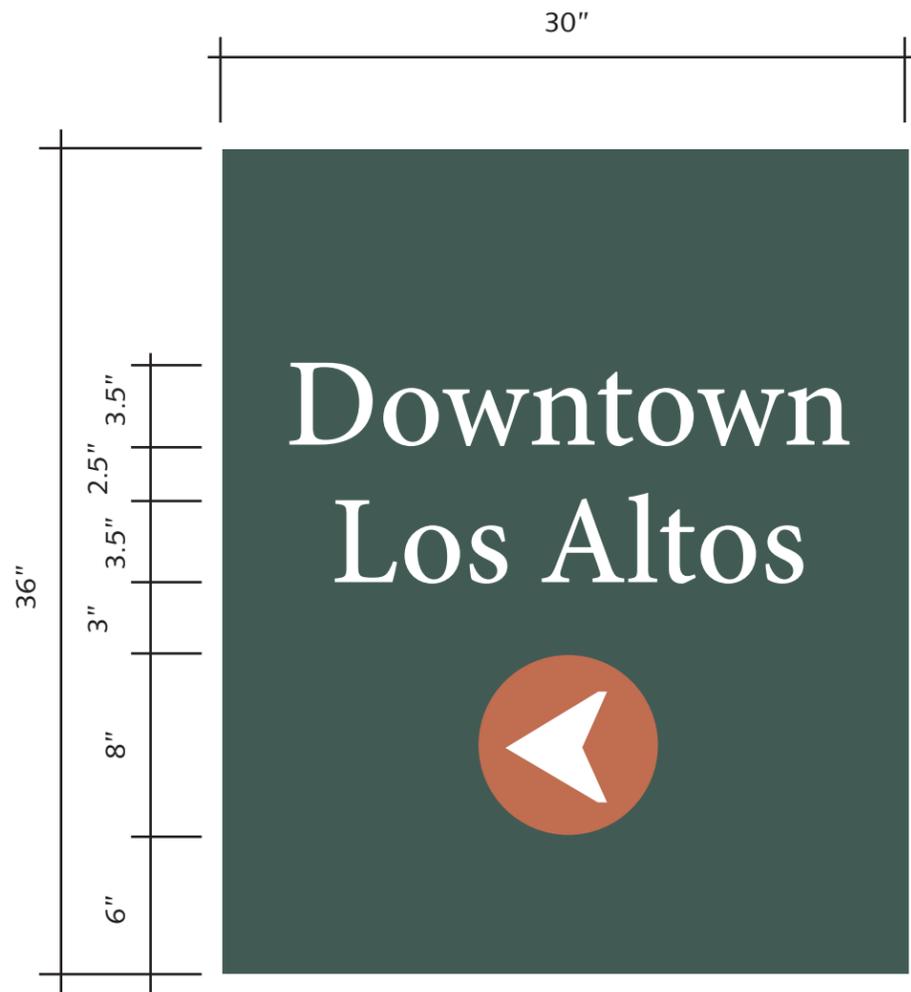
3-1/2" square tube steel post, powder coated BLACK.

1/8" aluminum sign face, GREEN.

Waterjet cut 3/8" thick aluminum circle, TERRACOTTA. Reflective vinyl letters and arrow.

All metals powder coated.

Attach face to post with no visible fasteners on front. Install post in sleeve in concrete foundation.



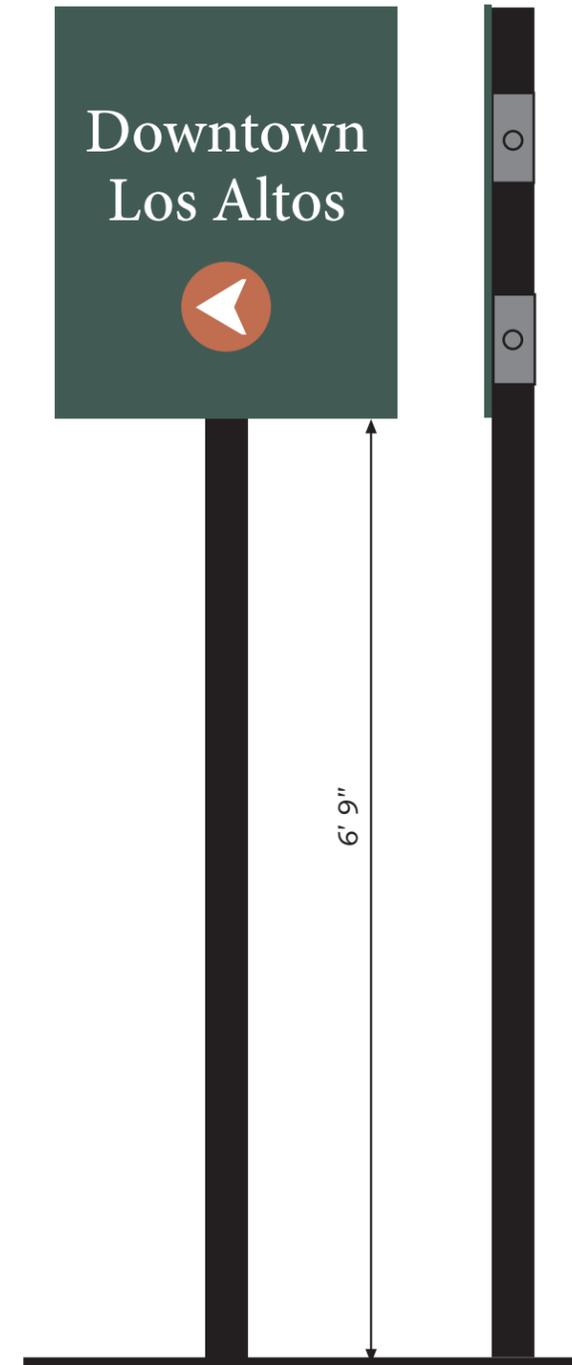
2-line layout Not to Scale



3-line layout Not to Scale



Top View Not to Scale

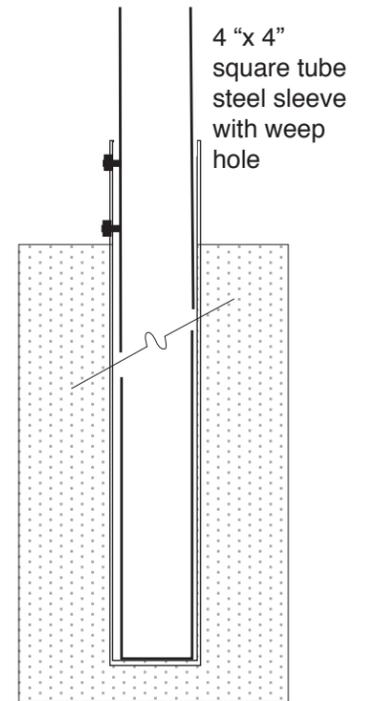


Front and Side view Not to Scale

Sleeve:
Fabricate 4"x4" steel sleeve with 5/8" dia. set screws at corner edges, and weep hole in bottom plate. Sleeves to be concreted into footing with access allowance for set screws. Powder coat sleeves BLACK.

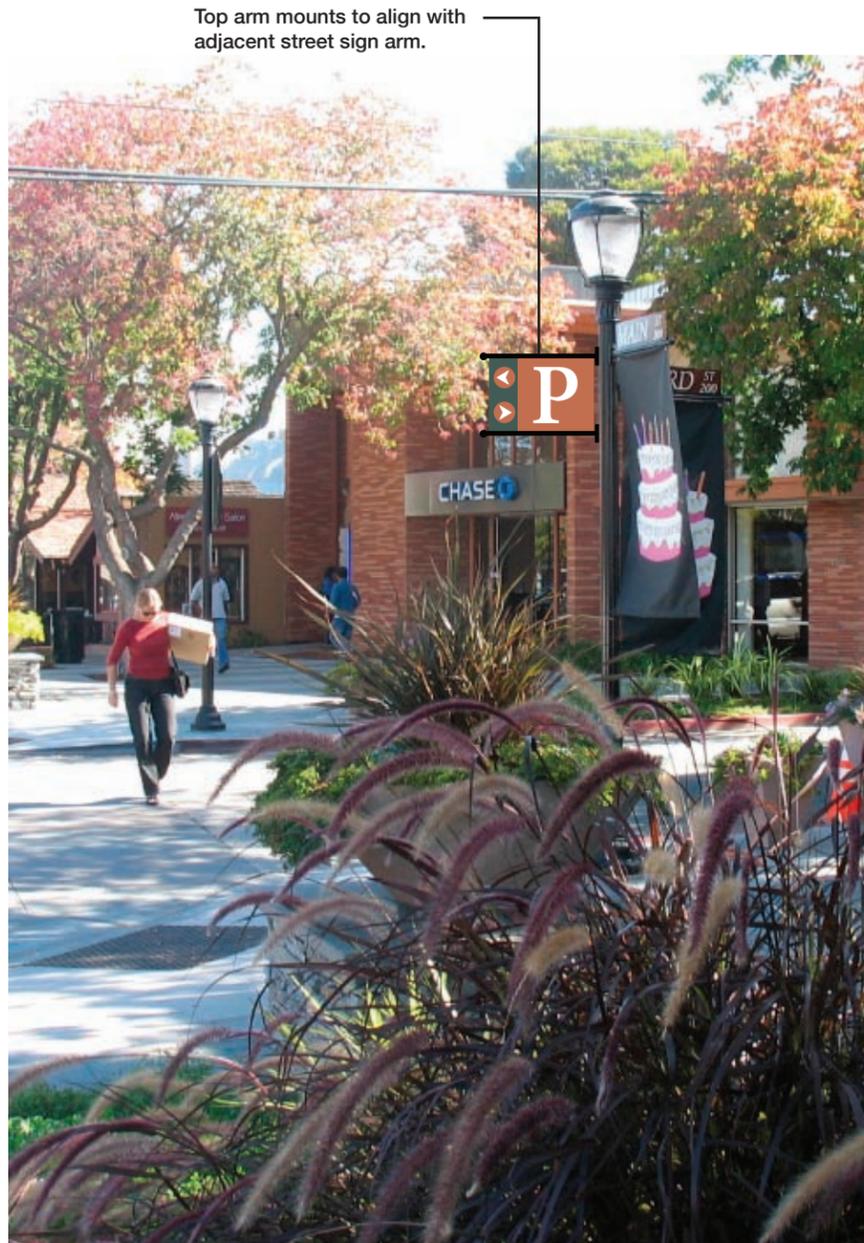


Top View of post, sleeve and set screws

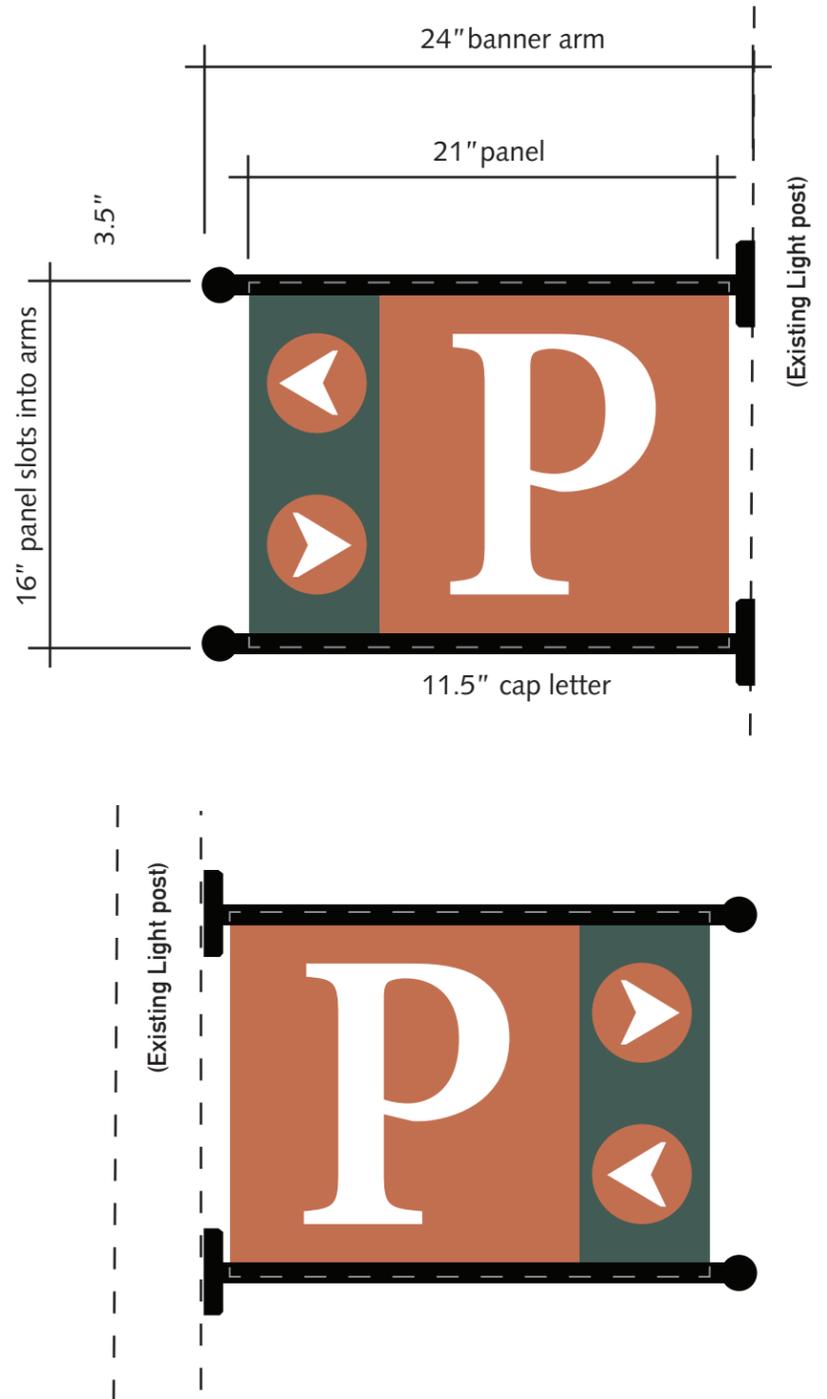


Posts mounted in sleeve in 32" deep foundation holes in concrete

Sign Type PD - Parking Directional
Design Drawings for Sign Fabrication Bid



Sign attached to existing light post Not to Scale



Double-sided Panels Not to Scale

General Description:

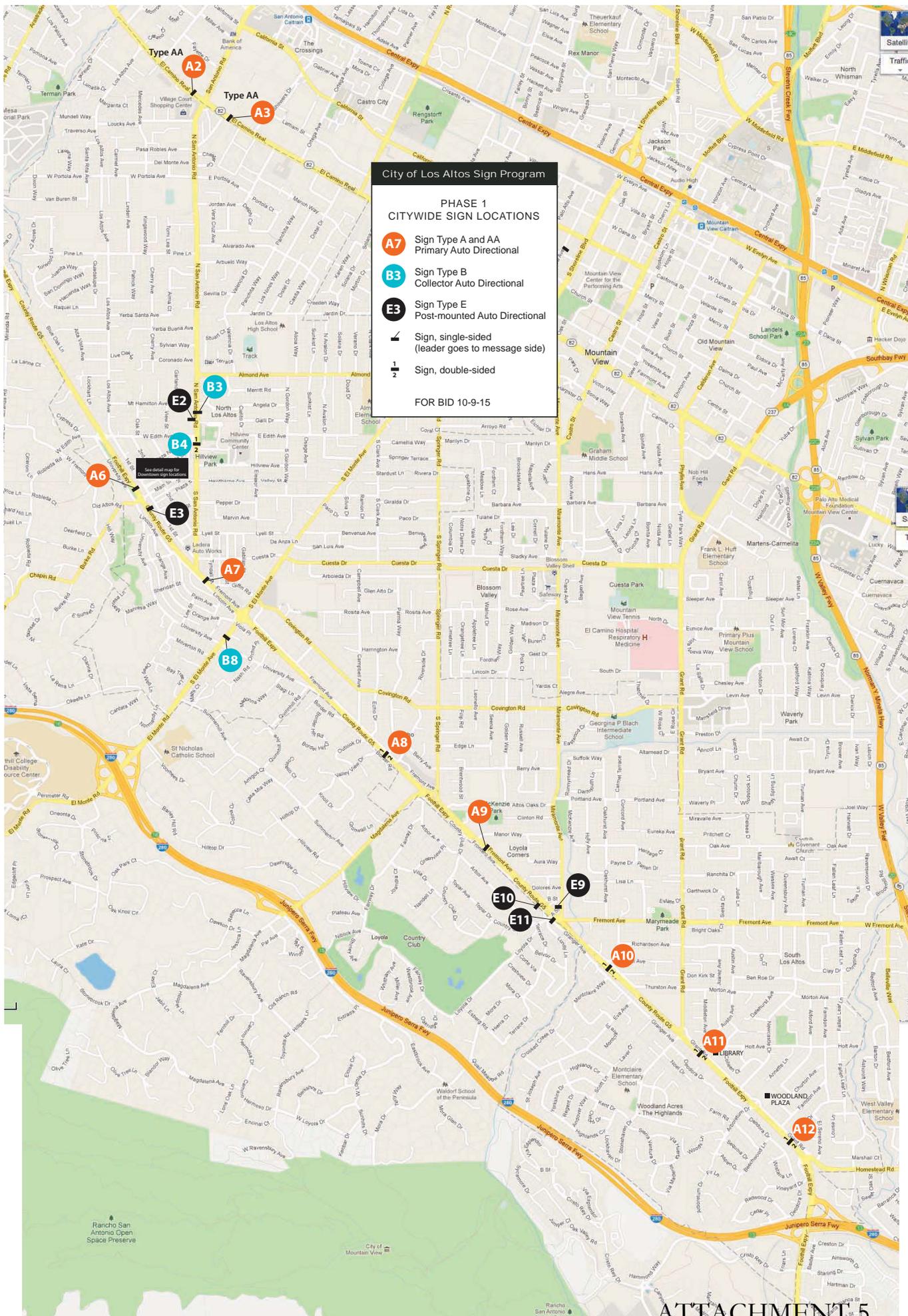
Sign Panel:
 Fabricate double-sided sign panel from 3/16" thick aluminum, square corners; powder coat finishes GREEN and TERRACOTTA. Reflective vinyl "P" and arrows.

Sign Arm:
 24" Banner Arm product by Sternberg Lighting (see below).
 Cut slot into each arm to receive sign panel; secure with welds.



Sign arms and attachments to post are designed to match City's existing banner/street sign arms, black finish, furnished by Sternberg Lighting.

Source: Double Banner Arms, www.sternberglighting.com
 Local rep: Associated Lighting, Oakland (510) 638-3800



City of Los Altos Sign Program

PHASE 1
DOWNTOWN SIGN LOCATIONS

PD-7 Sign Type PD
Downtown Parking Directional

D2 Sign Type D, DD
Downtown Gateway

 Sign, single-sided
(leader goes to message side)

 Sign, double-sided

UPDATED 10-9-15

