



## Legislation Text

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**File #:** 17-2481, **Version:** 1

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Resolution - A Resolution to Consider Executing a Consultant Agreement with MERJE in the amount of \$89,800 for Design Development, Construction Documents and Construction Administration Services for Phase II of the Mansfield Wayfinding Program

Approve a Resolution to Execute a Consultant Agreement

Approve Resolution

In January 2017, the City requested qualification proposals from experienced design firms to develop a master plan for wayfinding signage and infrastructure, focusing on both vehicular and pedestrian traffic. The purpose of the master plan is to serve as a framework to implement a unique and clear wayfinding system in Mansfield that facilitates wayfinding and identifies points of interest for both visitors and residents, including but not limited to the historic downtown area, tourist destinations, shopping and retail areas, municipal facilities, institutional centers, parks, greenways, and school facilities.

Four firms submitted proposals in February, and MERJE was considered the most qualified firm to complete the master plan study. Development of the master plan began with the formation of a steering committee of staff members that helped MERJE refine the project goals, identify key issues, tour the city, and create a plan for stakeholder/public participation.

Following discussion with the steering committee, MERJE conducted a series of stakeholder meetings. The objectives of the stakeholder meetings were to explain the purpose of the project, uncover concerns about existing signage in Mansfield, and elicit ideas about what type of wayfinding signage program might be appropriate for Historic Downtown Mansfield and the city in general. The stakeholder meetings resulted in contacts with more than 40 individuals representing a wide range of interests, including elected officials, public safety, transportation, education, economic development, tourism, downtown business owners, hotel operators and entertainment venue representatives.

Utilizing feedback received from the steering committee, stakeholder interviews and touring Mansfield, MERJE prepared a draft wayfinding analysis. This analysis included a strategic plan for developing and managing the wayfinding program, background on Mansfield's circulation system and existing sign environment, and a generic menu of possible sign types. The City Council was provided a project update during a work session on August 16, with follow-up discussion during a work session on August 28, 2017.

The next phase of the project will include design and planning of the wayfinding signage system, including:

- Schematic design
- Programming (sign location plan; messages/terminology)
- Design development (materials, colors, finish, typography, size, etc.)
- Graphic sign standards manual
- Structural engineering
- Construction and bid documents for sign fabrication and installation
- Construction administration

The exact number and type of signage for the wayfinding program will be determined as part of design and planning phase with MERJE. The estimated cost for construction implementation, which includes signage fabrication, installation and MERJE's project management costs, is \$500,000-1,300,000.

The proposed consultant agreement has been negotiated with MERJE in the amount of \$89,800. The design and planning services are expected to be completed in January 2018, with the first phase of fabrication and installation of signage expected to begin in April.

The Mansfield Wayfinding Program is being developed as part of an overall economic development effort to attract tourism activity within the community and region, with a specific focus on the historic downtown area.

To Be Determined

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