



## Legislation Text

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**File #:** 17-2512, **Version:** 1

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Resolution - A Resolution Authorizing Supplemental Disbursement of Hotel/Motel Tax Funds to the Convention and Visitors Bureau for Design of a City-Wide Wayfinding System in the Amount of \$89,800.00

Approve a resolution authorizing the allocation of funds from the hotel/motel tax fund for \$89,800.00 for the design of a city wayfinding system

Approve the resolution

In January 2017, upon direction from City Council, the City requested qualification proposals from experienced design firms to develop a master plan for wayfinding signage and infrastructure. 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 the historic downtown area, tourist destinations, shopping and retail areas, municipal facilities, institutional centers, parks, greenways, and school facilities. Of the four proposals, MERJE was considered to be the most qualified firm to complete the master plan study.

Utilizing feedback received from a 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 City Council directed staff to get a proposal from MERJE for design services.

The design 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.

City Council approved the design proposal on 9/11/17. However, a funding source was not identified. The City Council directed staff to provide a supplemental request to the Convention and Visitors Bureau budget which is funded by the Hotel/Motel Tax Funds.

The Mansfield Wayfinding Program is being developed as part of an overall effort to attract tourism activity within the community and region.

#### Hotel/Motel Occupancy Tax

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