

**CITY OF MIAMI BEACH
COMMISSION ITEM SUMMARY**



Condensed Title:

A Resolution authorizing execution of a contract with the firm of Hillier, in the amount of \$185,770 for professional fees and \$22,230 for reimbursable expenses for a total cost of \$208,000, for Planning, Design and Construction Administration for a Wayfinding Signage System; and appropriating funds in the amount of \$83,200 from the Convention Center Capital fund and \$124,800 from Parking Revenue Bond fund 481.

Issue:

Should the Mayor and City Commission authorize the execution of a contract with the firm of Hillier, for a total cost of \$208,000, for Planning, Design and Construction Administration for a Wayfinding Signage System; and appropriating funds in the amount of \$83,200 from the Convention Center Capital fund and \$124,800 from Parking Revenue Bond fund 481?


Item Summary/Recommendation:

On January 8, 2003, the Mayor and City Commission adopted Resolution 2003-25121 pertaining to Request for Proposals (RFP) No. 48-01/02 for Planning, Design and Construction Administration Services for a Citywide Wayfinding Signage System; authorizing the Administration to enter into negotiations with the top-ranked firm of Hillier, and, if not successful, to negotiate with the second-ranked firm of Tom Graboski Associates/Meecker & Associates; and, if not successful, to negotiate with the third-ranked firm of The Douglas Group. The City Manager appointed a Steering Committee to negotiate the contract and oversee the project implementation. Through negotiations with Hillier, the consultant fees have been reduced from \$235,700 to \$185,770, and the reimbursable expense estimate has been reduced from \$32,000 to \$22,230. The Administration believes this is a fair estimate of the complexity and cost of the work required and, therefore, recommends approval of the Agreement. A total of \$1 million has been identified to fund this wayfinding signage program including professional design fees, fabrication and installation of the signs. The funding includes \$400,000 from the Convention Center Capital fund and \$600,000 from Parking Revenue Bonds. The professional fees and reimbursable expenses are proposed to be allocated proportionately (40/60) to these two funding sources.

Advisory Board Recommendation:

Convention Center Capital Project Oversight Board approved April, 2001

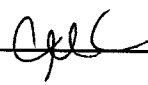
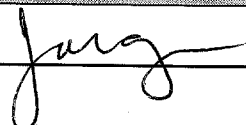
Financial Information:

Source of Funds:	Amount	Account	Approved
 Finance Dept.	1	\$83,200	Exterior Signage Convention Center Capital Project account 441-2200-069358
	2	\$124,800	Fund 481 Parking Revenue Bonds-1997
	3		
	Total	\$208,000	

City Clerk's Office Legislative Tracking:

Joyce Meyers/Planning Dept.

Sign-Offs:

Department Director	Assistant City Manager	City Manager
		

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AGENDA ITEM C7H
DATE 4-30-03


CITY OF MIAMI BEACH

CITY HALL 1700 CONVENTION CENTER DRIVE MIAMI BEACH, FLORIDA 33139
www.ci.miami-beach.fl.us



COMMISSION MEMORANDUM

To: Mayor David Dermer and
Members of the City Commission **Date:** April 30, 2003

From: Jorge M. Gonzalez 
City Manager

Subject: **A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, APPROVING AND AUTHORIZING THE MAYOR AND CITY CLERK TO EXECUTE A PROFESSIONAL SERVICES AGREEMENT WITH THE FIRM OF HILLIER, IN THE AMOUNT OF \$185,770 FOR PROFESSIONAL FEES AND \$22,230 FOR REIMBURSABLE EXPENSES FOR A TOTAL COST OF \$208,000, PURSUANT TO RFP NO. 48-01/02 FOR PLANNING, DESIGN AND CONSTRUCTION ADMINISTRATION SERVICES FOR A WAYFINDING SIGNAGE SYSTEM; AND APPROPRIATING FUNDS IN THE AMOUNT OF \$83,200 FROM THE CONVENTION CENTER CAPITAL FUND AND \$124,800 FROM PARKING REVENUE BOND FUND 481; AND ESTABLISHING A WORK ORDER FOR PAYMENT OF FEES FOR SUCH SERVICES AND PROJECT REIMBURSABLE EXPENSES.**

ADMINISTRATION RECOMMENDATION

Adopt the Resolution.

FUNDING

A total of \$1 million has been identified to fund this signage program including professional design fees, fabrication and installation of the signs. The funding includes \$400,000 from the Convention Center Capital fund and \$600,000 from Parking Enterprise Funds. Funding for this professional services agreement should be appropriated in proportional amounts from these two sources: 40% from the Convention Center Capital Projects Account and 60% from Parking Revenue Bonds.

The total funding in the amount of \$34,717,033 has been appropriated from Fiscal Year (FY) 96/97 through 02/03, for the Convention Center and Jackie Gleason Theater of the Performing Arts (TOPA) Capital Projects. Pursuant to the City Commission request for balance updates to be current, preliminary figures through April 14, 2003 show \$21,012,322.57 disbursed, with an additional \$1,237,942.38 encumbered for projects in progress. The total funding available was \$35,000,000. It is estimated that the City will not need to expend funds from the \$10,000,000 held for the Cultural Arts Council before the end of FY2002/03.

ANALYSIS

On July 10, 2002, the Administration authorized the issuance of a Request for Proposals from environmental graphic design firms for the detailed planning and design of a Citywide Wayfinding Signage System. RFP No. 48-01/02 was issued on July 24, 2002 with an opening date of September 6, 2002. The City received a total of sixteen (16) proposals in response to the RFP. An Evaluation Committee reviewed each proposal, using criteria contained in the RFP, and short-listed five firms. All five firms were invited for oral presentations and interviews. Subsequent to the interviews, the Committee members discussed their individual ranking of the five firms and arrived at the following Committee ranking:

1. Hillier
2. Graboski/Meeker
3. The Douglas Group

The firm of **HILLIER** was deemed to be the top-ranked firm based on the experience and qualifications of their team. Hillier has extensive experience in designing wayfinding signage systems in cities throughout the United States, including projects in Dallas, Texas, Camden, NJ, Newark, NJ, and Jersey City, NJ. Hillier has successfully negotiated with the state's Department of Transportation in their previous urban wayfinding system projects to achieve designs that both meet the DOT's permitting standards and achieved the city's goals to create a distinctive identity and sense of place.

On February 5, 2003, the Mayor and City Commission adopted Resolution 2003-25121 accepting the recommendation of the City Manager pertaining to the ranking of proposals received pursuant to Request for Qualifications (RFP) No. 48-01/02 for Planning, Design and Construction Administration Services for a Citywide Wayfinding Signage System; authorizing the Administration to enter into negotiations with the top-ranked firm of Hillier, and, should the Administration not be able to negotiate an Agreement with the top-ranked firm, authorizing the Administration to negotiate with the second-ranked firm of Tom Graboski Associates/Meeker & Associates; and, should the Administration not be able to negotiate an Agreement with the second-ranked firm, further authorizing the Administration to negotiate with the third-ranked firm of The Douglas Group.

PROJECT DESCRIPTION

BOUNDARIES

Vehicular System --City of Miami Beach city limits (including State and County Roadways)
Pedestrian System – City of Miami Beach city limits (as required) with a specific concentration in the South Beach District.

SIGN TYPES

The design of the following sign types will be included:

1. District gateway signs (3) for entrances to the city and major business and cultural districts
2. District directional signs that include information leading to municipal garage and lots
3. Destination Directional signs that direct visitors to cultural attractions, public beaches, shopping districts and major government buildings
4. Trailblazer directional signs
5. Pedestrian wayfinding maps and signs
6. Pedestrian/bicycle trail signs
7. Arrival signs marking the entrance to parking facilities and major cultural institutions
8. Street name signs for arterial streets and neighborhood residential streets
9. Consistent city map for handouts in parking facilities, kiosks and attractions.

CORE CLIENT GROUP

The following groups have been identified as the core client group and will required presentations, meetings and workshops as indicated in our scope of work.

Steering Committee (12 members)	Meetings and Presentations
Stakeholders	Open House Presentations & Workshops
City Commission	Presentations
Community Group	Open House Presentations
Design Review Board	Presentations
Historic Preservation Board	Presentations
Florida Department of Transportation	Meetings and Presentations
Miami-Dade County Department Of Public Works	Meetings and Presentations

SCOPE OF SERVICES

PHASE ONE – WAYFINDING AND SIGNAGE MASTER PLAN

Step 1. Strategic Implementation Plan (*Not in Contract*) Previously completed by City Staff with assistance from Society of Environmental Graphics Design.

Step 2. Wayfinding Analysis

Kick Off meeting with Steering Committee and Stakeholder Group. Tour and photograph city. Review existing planning work accomplished to date. Identify city gateways, districts, primary routes, major areas, points of interest and destinations (cultural, business, shopping, education, parking, recreation, etc). Conduct working meetings with wayfinding participants/community to review program criteria including: primary and secondary routes, circulation, State & County roadways, assigned speed limits, parking lots, pedestrian requirements. districts/zones, transition points, decision points, information hierarchy, create a general menu of sign types, terminology/nomenclature, audience considerations, daytime vs. evening travel, design criteria, image, marketing goals, functional requirements, flexibility, vandal resistance and maintenance. Identify a preliminary budget based on information gathered to date and estimated number of signs required. Present

preliminary findings and recommendations based on analysis and wayfinding committee comments and recommendations (presentation to Steering Committee and Stakeholders). Meet with FDOT and Miami-Dade County to review wayfinding concepts and philosophy. Confirm traffic engineering and design criteria. Incorporate wayfinding committee decisions and recommendations into the analysis.

Step 2 deliverable: Based upon the wayfinding analysis, the Consultant will provide an outline of existing conditions and make recommendations in the form of a report. The report will address vehicular and pedestrian signage guidelines. This report will establish the criteria upon which the sign system will be based. Timeframe: 6 weeks from acceptance of Strategic Implementation Plan.

Step 3 Programming

Prepare preliminary sign location plans, typical messages and general sign types. Site check (drive by) locations for appropriateness, available space, and general environment conditions. Preliminary submittal of a message schedule and sign location plans for review and approval by city representatives, destinations, and community (Submittal #1). Secondary submittal of revised message schedule and sign location plan for review and approval by city representatives and each destination (Submittal #2). Submit revised Sign Location Plans to FDOT, Miami-Dade County Public Works and City of Miami Beach. Review in the field all locations with permitting agencies. Final submittal of a revised message schedule and sign location plan for review and approval (Submittal #3).

Step 3 deliverable: Based on working meetings and project reviews a sign location plan and message schedule will be developed and submitted for final approval. This will include general sign locations, messages/terminology and required sign types. Timeframe: On-Going (Final Submission shall be completed during Step 6 Documentation)

Step 4 Schematic Design

Research information, data, imagery and history of City of Miami Beach, needed to formulate concepts. Conduct an Identity Workshop with Steering Committee and selected stakeholders to brainstorm and receive design direction for the sign program. This will include a "taste test" of colors, typography, architecture, similar sign programs, images, historical references and other elements that may help to formulate the design concepts. Prepare preliminary sign design based on a limited number of sign types (2 - 3 options). Present the proposed signage system. This would include typical sign types and systems, location, size, shape and colors (includes 1 community review). Prepare preliminary map design. Prepare preliminary budget for fabrication and installation of the signage system.

Step 4 deliverable: A maximum of 3 formal presentations (Steering Committee, 1 Public Open House, Design Review / Historic Preservation Boards) Timeframe: 6 weeks from acceptance of STEP 2 Submittal.

Step 5 Design Development

Refine or revise selected option. Finalize functional aspects of program, size, materials, contrasts, nomenclature, typography, symbols, hardware, architectural elements, placement, construction details, mounting methods and installation. Prepare models, full size mock-ups, sample materials, colors and photo renderings. Develop first draft of Graphic Sign Standards Manuals, including format, program description, inclusion criteria, graphic standards, sign type drawings and general specifications. Fabricate Prototype signs for review and approval in the field. Coordinate with other consultants, landscape design, lighting, traffic, structural and civil engineering. Submit "design development" drawings to fabricators for preliminary pricing and constructability reviews. Value engineer if necessary. Receive preliminary cost estimates from fabricators. Present for final review and approval.

Step 5 deliverable: Design Development package, which will provide general information regarding material, color, finish, typography installation and sign size. A maximum of 3 formal presentations (Steering Committee, Design Review / Historic Preservation Boards and City Commission). Timeframe: 8 weeks from acceptance of Step 4 deliverable.

PHASE TWO - FINAL DESIGN AND BID DOCUMENTS

Step 6 Documentation

Prepare documentation drawings for all sign types; final design, fabrication, construction details and installation methods. Prepare Final Sign Location Plans (route planning) as described in Step 3. Prepare final cost estimate based on final design and sign counts. Outline preliminary permit approval process. Prepare Graphic Sign Standards Manual. Prepare Graphic Sign Standards including: design intent drawings indicating, material specifications for all sign types, illustrating size, typefaces, graphic elements, pictograms, letter spacing, materials, finishes, construction details, installation methods, colors and locations. Prepare Technical Specifications describing materials, products, submittals, coordination, execution, quality assurance, installation, etc.

Step 6 deliverable: The Graphics Sign Standards Manual will provide the City of Miami Beach an "off the shelf" guide to implementing a consistent sign program throughout the city. This phase will include a field survey (3 day maximum). Timeframe: 8 weeks from acceptance of Step 5 deliverable.

PHASE THREE - BIDDING AND AWARD SERVICES

Step 7 Bid Analysis

Prepare minimum requirements for qualification of bidders. Provide a list of fabricators. Provide clarification or addendum to bidders. Review bids and provide recommendations

PHASE FOUR - CONSTRUCTION ADMINISTRATION

Step 8 Construction Administration

Review shop drawings & samples prior to fabrication. Confer with fabricators. Attend weekly construction meetings. Conduct in-field review of locations. Review the installation.

Reimbursable Expenses: The Consultant will be reimbursed for the following costs: usual and customary rate for reproduction of reports, contract documents, graphics and miscellaneous items; travel expenses; long distance telephone, mail and delivery services; and the cost of fabrication and installation of prototype signs.

Additional Services: If additional services are required during the performance of the Work, they will be requested by City and negotiated in accordance with contract requirements. Note that a separate Notice to Proceed is required prior to performance of any Work not expressly required by the Scope of Services specified in the contract. There are a few items anticipated that may require additional services, if the City chooses to move forward with them after the Schematic Design Phase is completed. These include professional fees for the design of icons for district identification, and architectural and engineering drawings for city gateway entrance structures at MacArthur Causeway, Venetian Causeway, and Harding Avenue.

CONTRACT FORMAT AND COMPENSATION

The City Manager appointed a Steering Committee to negotiate the contract and oversee the project implementation. The proposed Professional Services Agreement is comprised of the City's standard form for architectural and engineering services, plus the negotiated scope of services and compensation. Through negotiations with Hillier, the consultant fees have been reduced from \$235,700 in the original proposal to \$185,770; and the reimbursable expense estimate has been reduced from \$32,000 to \$22,230. The Administration believes this is a fair estimate of the complexity and cost of the work required and, therefore, recommends approval of the Resolution.

JMG:CMC:JG:JAM

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RESOLUTION NO. _____

A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, APPROVING AND AUTHORIZING THE MAYOR AND CITY CLERK TO EXECUTE A PROFESSIONAL SERVICES AGREEMENT WITH THE FIRM OF HILLIER, IN THE AMOUNT OF \$185,770 FOR PROFESSIONAL FEES AND \$22,230 FOR REIMBURSABLE EXPENSES FOR A TOTAL COST OF \$208,000, PURSUANT TO RFP NO. 48-01/02 FOR PLANNING, DESIGN AND CONSTRUCTION ADMINISTRATION SERVICES FOR A WAYFINDING SIGNAGE SYSTEM; AND APPROPRIATING FUNDS IN THE AMOUNT OF \$83,200 FROM THE CONVENTION CENTER CAPITAL FUND AND \$124,800 FROM PARKING REVENUE BOND FUND 481; AND ESTABLISHING A WORK ORDER FOR PAYMENT OF FEES FOR SUCH SERVICES AND PROJECT REIMBURSABLE EXPENSES.

WHEREAS, On July 10, 2002, the Administration authorized the issuance of a Request for Proposals (RFP) from environmental graphic design firms for the purpose to facilitate the City with a detailed planning and design for a Citywide Wayfinding Signage System; and

WHEREAS, RFP No. 48-01/02 was subsequently issued and responses received and ranked by an official Evaluation Committee; and

WHEREAS, On February 5, 2003, the Mayor and City Commission adopted Resolution No. 2003-25121, accepting the recommendation of the City Manager pertaining to the ranking of proposals received pursuant to RFP No. 48-01/02 for Planning, Design and Construction Administration Services for a Citywide Wayfinding Signage System; and authorized the Administration to enter into negotiations with the top-ranked firm of Hillier, and, should the Administration not be able to negotiate an Agreement with the top-ranked firm, authorized the Administration to negotiate with the second-ranked firm of Tom Graboski Associates/Meecker & Associates; and, should the Administration not be able to negotiate an Agreement with the second-ranked firm, authorized the Administration to negotiate with the third-ranked firm of The Douglas Group; and

WHEREAS, the Administration has successfully negotiated a Professional Services Agreement with the top-ranked firm of Hillier, in the amount of \$185,770 for professional fees, and \$22,230 for reimbursable expenses; and

WHEREAS, a total of \$1,000,000 has been identified to fund a Citywide Wayfinding Signage System, including design, fabrication and installation of the signs, with funding sources including \$400,000 from the Convention Center Capital fund and \$600,000 from Parking Enterprise Funds.

NOW, THEREFORE, BE IT DULY RESOLVED BY THE MAYOR AND THE CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, that the Mayor and City Commission of the City of Miami Beach, Florida, hereby approves and authorizes the Mayor and City Clerk to execute a Professional Services Agreement with the firm of Hillier,

in the amount of \$185,770 for professional fees and \$22,230 for reimbursable expenses, for a total cost of \$208,000, pursuant to RFP No. 48-01/02 for Planning, Design and Construction Administration services for a Wayfinding Signage System; and appropriating funds in the amount of \$83,200 from the Convention Center Capital Fund and \$124,800 from Parking Revenue Bond Fund 481; and establishing a work order for payment of fees for such services and Project reimbursable expenses.

PASSED and **ADOPTED** this ____ day of _____, 2003.

ATTEST:

MAYOR

CITY CLERK

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**APPROVED AS TO
FORM & LANGUAGE
& FOR EXECUTION**

W. H. Hall 4-23-03
City Attorney Date