

CITY OF MIAMI BEACH
Office of the City Manager
Letter to Commission No. 013-2004



To: Mayor David Dermer and
Members of the City Commission

Date: January 15, 2004

From: Jorge M. Gonzalez
City Manager

A handwritten signature in black ink, appearing to read "Jorge", written over the printed name.

Subject: **WAYFINDING SIGNAGE STUDY UPDATE**

On December 16, 2003, Hillier presented three different design options of a proposed citywide coordinated signage system to the Design Review Board, Community Affairs Committee and an open house community forum. The consensus from all three meetings was a preference for Option B with certain elements of Option C that give individual identity to South Beach, Middle Beach and North Beach.

Upcoming presentations will be made to the following groups to complete the public input process on the three design options:

January 21, 2004 Miami Beach Chamber of Commerce / Executive Board
February 10, 2004 Historic Preservation Board

Based on the information gathered at each of the above mentioned presentations, the consultant team will be revising the design and presenting the final schematic design option(s) to the City Commission on February 25, 2004 (tentative).

Upon receiving feedback from the City Commission, the public and other interested groups, including FDOT and Miami-Dade County, the design consultants will make a final design presentation of the entire sign system, including all necessary, drawings, materials and prototypes.

Programming (Sign Locations and Messages)

The consultant team has completed Preliminary programming of all gateways, vehicular directional signs and destination arrival signs. The team has also completed an initial drive of the proposed routes and sign locations. The next step is to review the sign locations and messages with each of the destinations. This will take place in early March, 2004.

Budgets

The consultant team has received preliminary cost for the schematic design options. Option A was identified as the most expensive, and B was the least expensive. The consultants will be working with the Steering Committee to develop a phasing plan that will allow for the implementation of the priority sign types. Hillier will present a draft plan at the next Steering Committee meeting.

Summary Next Steps and Upcoming Dates

January 21	Chamber of Commerce, Executive Board – Presentation
February 10	Historic Preservation Board
February 25	City Commission – Design Presentation
February 26	Steering Committee Additional in Field Review of Sign Locations
March (tbd)	Meetings with destinations to review sign locations
April/May	Final Design Development Presentations

Background / Project Description

The signage system will include:

- Three new gateway signs to the City
- Signs directing visitors to major destinations
- Prototype neighborhood entrance signs
- Public parking directional signs
- Beach walk and trail markers

On April 30, 2003 the Mayor and City Commission adopted Resolution No. 2003-25182 authorizing execution of a professional services agreement with the firm of Hiller, pursuant to RFP No. 48-01/02, for planning, design and construction administration services for this project. The Notice to Proceed was issued on June 25, 2003.

The Administration has established two committees to work with the consultant throughout this project. The Steering Committee is made up of senior staff members in the departments of Planning, Public Works, CIP, Parking, Convention Center, Economic Development, Tourism and Cultural Development, Finance, and the VCA. The Stakeholder Group is made up of representatives from individual destinations and/or districts that will be identified in the signage system. Examples of these stakeholders include the museums and cultural facilities, business districts, public facilities, and visitor information centers.

The Process

The planning phase of this project consisted of two major efforts. One is the “wayfinding” analysis, which is a technical analysis of the hierarchy of districts and destinations and the optimum routes that visitors should be directed to follow. The consultant held numerous meetings with the Steering Committee, the Stakeholders, the Police Department, and representatives from the Florida Department of Transportation (FDOT) and the Miami-Dade County Public Works Department to collect information for this analysis. The results of this effort have been documented in a draft report. The consultant then proceeded with the following step in the wayfinding analysis which is to program locations and the messages that will be needed for each type of sign.

The second major effort in the planning phase was the conceptual design of the signs. This began with a series of meetings with the regulatory agencies to establish a common understanding of the rules that must be followed versus the areas where flexibility and creative design will be permitted. This process was extremely beneficial, and we found the County and the State to be very cooperative and supportive of our project. On July 24, 2003, the consultant conducted an "Identity Forum" to elicit reactions to images, colors, typography, pattern, materials, architecture, themes, words and historical references that reflect (or don't reflect) the overall identity of Miami Beach. A total of thirty-two persons participated in the Forum from an invitation list that included the Mayor and Commission, the Design Review Board, the Historic Preservation Board, the Planning Board, the Stakeholder Group and the Steering Committee. The consultant used the input from the Identity Forum to provide design direction and inspiration.

Design Reviews

On October 1, 2003, the consultant presented three alternative design concepts to the Steering Committee and the regulatory agencies. The regulatory agencies stated that all three concepts were generally acceptable, with minor refinements that could be made during design development. The Steering Committee felt that the overall quality of the consultant's design work is outstanding. They recommended that all three alternative design concepts should be carried forward to allow the community, the design review boards and the City Commission to make the choice of which of the alternatives is best suited for Miami Beach.

Some of the key policy issues that will be involved in making a decision among the alternative design concepts are:

- a) The image/branding of Miami Beach (this will be coordinated with other marketing efforts);
- b) The degree to which the individual identities of South Beach, Mid Beach and North Beach will be emphasized in the signage system; and
- c) The effects of "b" on the complexity and variety of elements in the signage system and the resulting long-term maintenance implications.

On December 16, 2003, Hillier presented the Design Review Board, Community Affairs Committee and the community with three different design options of a proposed citywide coordinated signage system. Consensus was reached to combine the design concepts of Options B and C. Hillier will now prepare a design presentation that assimilates those comments.

JMG\CMC\JGJAM