



Agenda Report

MEETING DATE: Tuesday, December 13, 2022

TO: City Council

FROM: PARKS & COMMUNITY SERVICES DIRECTOR CALUBAQUIB

THROUGH: CITY MANAGER MENDEZ

SUBJECT: RESOLUTION APPROVING AMENDMENT NO 1 OF CONSULTANT
CONTRACT WITH SELBERT PERKINS DESIGN IN AMOUNT NOT TO
EXCEED \$100,000

RECOMMENDED ACTION:

Adopt a resolution approving Amendment No. 1 of the Contract with Selbert Perkins Design to create a Park and Trails Signage Master Plan and Sign Implementation Package for Ramsay Park, in an amount not to exceed \$100,000, and authorizing and directing the City Manager to execute the same.

BACKGROUND:

On December 14, 2021, the City Council awarded a contract to Selbert Perkins Design to design a new Wayfinding Signage program for the City of Watsonville. On October 25, 2022, the City Council adopted the City's new Signage and Wayfinding Master Plan and directed staff to prepare a multi-year implementation program for consideration.

DISCUSSION:

The City does not currently have a Parks and Trails Signage Master Plan. Accordingly, there is a lack of consistency in signage across the City's parks and trail system in regards to content, look and feel, sizing and placement. New signs will be needed as part of the construction of the Ramsay Park Renaissance Project and, as the City's largest park, presents an opportunity to develop and begin implementation of a new Park and Trails Signage Master Plan.

Through the process of developing the City's new Wayfinding Signage Program, Selbert Perkins Design created a slough-inspired wayfinding design concept through community feedback. This design will serve as a natural jumping off point in the creation of the new Parks and Trails Signage Master Plan to create a related branded look for signs for the City's outdoor recreational spaces and buildings. This Amendment expands the scope of work of the existing contract to include:

- Utilizing the City's Signage and Wayfinding Master Plan to create a Parks and Trails Signage Master Plan, and

- Creating a Sign Implementation Package for Ramsay Park.

Once adopted, implementation of the new Parks and Trails Signage Master Plan will begin with the Ramsay Park Renaissance Project and new Nature/Exploration Center and will continue city-wide as park renovations are conducted utilizing new funds generated by the recently approved Measure R.

STRATEGIC PLAN:

- 3-Infrastructure & Environment – New signage will be designed and installed as part of future park and recreation facility renovation projects.
- 4-Economic Development – Well maintained parks and open spaces increase property values.
- 5-Community Engagement & Well-Being – New signage will assist community members in locating amenities and enhance user experiences in parks and trails.
- 6-Public Safety – Updated park rule signage will assist with enforcement.

FINANCIAL IMPACT:

The cost proposal from Selbert Perkins Design totals \$90,000. This total does not include project related expenses, such as printing and travel. Staff recommends that the Council approve a contract with a not to exceed amount of \$100,000 to account for all expenses. This contract will be charged to 0150-901-7820-15020, a CIP account in the adopted FY 2022-2023 budget for the Ramsay Park Renaissance Project.

ALTERNATIVE ACTION:

The Council could elect to not approve this Amendment.

ATTACHMENTS AND/OR REFERENCES (If any):

None.