



# Council Communication

Office of the City Manager

Date

August 20, 2007

Agenda Item No. 46A

Roll Call No. 07-

Communication No. 07-516

Submitted by: Donald M. Tripp, Park and Recreation Director

## AGENDA HEADING:

Approving Bid from Chestnut Signs for Parks Signage of eight (8) primary entrance signs, one (1) secondary entrance sign, and four (4) multi-use information signs (eight bids mailed, four received).

## SYNOPSIS:

Recommend approval to award Bid No. V08-010 to Chestnut Signs, (President, Don Chestnut, 971 NE Broadway Avenue, Des Moines, IA 50313) as the lowest compliant bidder for Parks Signage. A uniform signage system was designed by Shive-Hattery for the Parks and Recreation Department that developed four distinct components: primary entrance signs, secondary entrance signs (smaller in size and intended for an alternate entrance location to a park), information kiosks and markers. The recommended bid is for the first phase of implementation of this system.

## FISCAL IMPACT:

Amount: \$77,715.84. The actual bid received was \$72,704.32. When added to the \$2,500 donation by the Greater Des Moines Tennis Association, the additional \$5,011.52 allows for the purchase of the McCollum Waveland Tennis Complex sign. This Tennis Complex sign would have been purchased at a later date, but with the donation commitment, low bid, and recent name change, it is appropriate and timely to purchase it now.

Funding Source: Fiscal Years 2007-08/2012-13 Capital Improvement Program, Neighborhood Park Improvements, PKS137 CP040 PKS990000, G. O. Bonds, Park Improvements – Page 8.

## ADDITIONAL INFORMATION:

Shive-Hattery, Inc was chosen by the Park and Recreation Department to provide a uniform design signage system for the identification of park facilities and property. Another goal of the design effort was to provide attractive identification signs that recommend materials for their durability and longevity, pricing advantages, and consideration of maintenance issues. The principals of the signage design system developed a communication network that facilitates consistency and reinforces identity and recognition for the park system and the department.

A team of city staff has been working to develop a recommendation for a new uniform city logo and branding campaign. For this reason, the new park entrance signs do not incorporate any logo. A space is reserved on the signs to allow for the application of a vinyl logo if a decision is made regarding a citywide logo at a later date. Although the logo is not incorporated into this contract, the cost for such an application would be minimal.

The action will allow the first phase of implementation of this system. Primary entrance signs will be installed at Ashby Park, Ewing Park, Glendale Cemetery, Grandview Park, Greater Des Moines Softball Park, Pete Crivaro Park, Waveland Golf Course, and Western Gateway Park. Pete Crivaro Park will also receive a secondary entrance sign and four multi-use information signs.

After the bid went out, the Park and Recreation Board approved renaming the Waveland Tennis Complex the McCollum Waveland Tennis Complex. A donation of \$2,500 was received from the Greater Des Moines Tennis Association towards the construction of a new entrance sign for the Complex. Because the low bid for the above named primary entrance signs came in considerably under the project estimate, staff recommends that one additional primary entrance sign be purchased for the McCollum Waveland Tennis Complex at the same time as the purchase of the other park signs.

### **PREVIOUS COUNCIL ACTION(S):**

Date: July 18, 2005

Roll Call No: 05-1689

Action: Shive-Hattery, Inc. to provide Parks Identification Signage Design Services, \$19,590. ([Council Communication No. 05-389](#)) Moved by Hensley to approve. Motion Carried 6-1. Nays: Vlassis.

### **BOARD/COMMISSION ACTION(S):**

Date: January 23, 2007

Park Board Roll Call No: 07-011

Action: Received and Filed Park Signage prototype for primary entrance sign.

Date: July 25, 2006

Park Board Roll Call No: 06-072

Action: Received and filed the proposed Parks Signage System as designed and developed by Shive-Hattery, Inc.

### **ANTICIPATED ACTIONS AND FUTURE COMMITMENTS:**

Purchase and install all signs as outlined above and plan/budget for future phases of the Park Signage System.