

 Council Communication Office of the City Manager	Date	October 13, 2008
	Agenda Item No. 42C Roll Call No. 08- Communication No. 08-603 Submitted by: Donald M. Tripp, Park and Recreation Director	

AGENDA HEADING:

Approving base bid and alternate number 3 from Parker Signs and Graphics, Inc. for Parks Signage (seven bids mailed, three received).

SYNOPSIS:

Recommend approval to award Bid No. V09-22 to Parker Signs and Graphics, Inc. (President John Parker, 12869 Geneva St., Indianola, IA 50125) as the lowest compliant bidder for Parks Signage. Approving base bid for the sign panels and alternate number 3 for lockable panels/cabinets. Base bid includes panels for eight (8) primary entrance signs, two (2) secondary entrance signs, thirty (30) multi-use information signs, and additional logos for attachment to existing signs. Alternate number 3 includes lockable panels/cabinets for attachment to select multi-use signs. The lockable panels/cabinets are designed to accommodate a piece of paper to display reservation or other information at wading pools and shelters. Steel framework for all signs will be completed by Parks staff.

The action will allow the second phase of implementation of a uniform signage system. Primary entrance signs will be installed at Brody School Park, Evelyn K. Davis Park, Greenwood Park, Pioneer Park, Sargent Park, Tower Park, Union Park, and Laurel Hill Cemetery. Union Park will also receive two secondary location signs. All of the parks listed will receive multi-use information signs for park rules and shelter identification as applicable.

FISCAL IMPACT:

Amount: \$61,890.50. The base bid received is \$56,187 for the sign panels and additional park logos to be added to existing signs. Alternate #3 is for lockable panels at \$5,703.50.

Funding Source: Capital Improvement Program 2008-09/2013-14, Neighborhood Park Improvements, PKS137 CP040 PKS990000, G. O. Bonds, Park Improvements – Page 15.

ADDITIONAL INFORMATION:

A uniform signage system was designed by Shive-Hattery, Inc. 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), multi-use information signs, information kiosks and markers.

Another goal of the design effort was to provide attractive identification signs that recommend materials for their durability and longevity, pricing advantages, and maintenance. 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.

Park signage has already been installed at Ashby Park, Pete Crivaro Park, Ewing Park, Grandview Park, Greater Des Moines Softball Park, Glendale Cemetery, MacRae Park, and McCollum Waveland Tennis Complex. The Park and Recreation Department has received positive comments from the public on the new signage.

PREVIOUS COUNCIL ACTION(S):

Date: August 20, 2007

Roll Call No.: 07-1622

Action: Accepting low bid from Chestnut Signs for the first phase of signage implementation. (Council Communication No. 07-516) Moved by Vlassis to approve. Motion carried 7-0.

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.

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