

September 4, 2012

GENERAL IMPROVEMENT DISTRICT NO. 1

A regular meeting of the General Improvement District No. 1 was held on Tuesday, September 4, 2012, at 9:40 p.m. in the Council Chambers of the City of Fort Collins City Hall. Roll Call was answered by the following Boardmembers: Horak, Kottwitz, Manvel, Ohlson, Poppaw, and Weitkunat.

Boardmembers Absent: Troxell

Staff Members Present: Atteberry, Nelson, Eckman.

**Ordinance No. 063,
Appropriating Prior Year Reserves in the General Improvement
District Fund for the Downtown Wayfinding Sign System, Adopted on First Reading**

The following is the staff memorandum for this item.

“EXECUTIVE SUMMARY

This Ordinance appropriates \$500,000 from the General Improvement District No. 1 (GID) Fund for final design, fabrication and installation of a Downtown Wayfinding Sign System. Schematic design of a sign system was completed in 2009, and this appropriation provides funding to implement the system. The funds will be used to hire a sign company to develop final design and construction details, and then fabricate and install signs in collaboration and coordination with the City's Traffic Operations sign shop.

BACKGROUND / DISCUSSION

A background memo is attached to provide additional background on the GID and the sign system project (Attachment 2).

This request represents a reappropriation of funds first approved by the GID Board in November 2011. That original appropriation lapsed at year-end due to lack of a contract as required to encumber the monies. The reasons staff brought that original appropriation forward were: (1) to reaffirm GID Board support for the project; (2) to cover the possibility that the funds might be needed to support initiation of the contractor selection process; and (3) the lack of harm if the funding were to lapse.

In late 2011, staff evaluated project staffing, work programs, and possible approaches to issuing a Request for Proposals from sign contractors and resolution of those issues extended into 2012. A Request For Proposals was been issued, and proposals have been received from sign companies.

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The appropriation will implement the 2009 Downtown Fort Collins Wayfinding Sign System Schematic Design Manual, which was developed in a public process in 2008 and 2009. That manual spells out parameters for a new sign system, and recommends the formation of a staff team to administer the system.

Objectives of the sign system are to:

- Build awareness of Downtown by announcing its presence along main thoroughfares.
- Lead visitors to main Downtown entries and clarify the arrival sequence.
- Guide visitors to public parking garages and lots, and make the garages more user-friendly, reducing common discomforts about using public garages.
- Help visitors navigate the area and find destinations, in cars or on bikes, and then on foot once parked.
- Add a sense of welcome in support of the overall image.
- Enhance the identity and perception of Downtown as an interesting and desirable place with distinctive, helpful graphics.
- Build awareness of attractions in and around downtown by highlighting key destinations that may not be immediately obvious.
- Allow for flexibility and updating of signs over time.

NEXT STEPS AND SCHEDULE

The main steps in proceeding to completion, with target dates, are:

- Select contractor team August 9 - September 7
- Finalize scope, schedule and contract September 10 - September 25
- Define phasing packages and installation responsibilities of City Sign Shop and Contractor September 26 - October 19
- Develop final messaging and construction drawings for Phase 1 installation October 22 - November 30
- Fabricate and install Phase 1 December 3, 2012 - January 24, 2013
- Develop final messaging and construction drawings, fabricate and install remainder of sign system February-March 2013
- Begin ongoing sign system program administered by a staff team Ongoing

Target dates shown above are subject to confirmation with a contractor. The schedule will also be subject to weather, given the winter target dates for installations.

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FINANCIAL / ECONOMIC IMPACTS

The appropriation of \$500,000 for this project is from the GID No. 1 Fund reserve balance, which was \$1,100,000 at the end of 2011.

Installation of the sign system will create the need for ongoing maintenance, replacements, additions and updates. A conceptual estimate of cost for this, for planning purposes, is \$5,000-\$6,000 per year for materials in 2012 dollars. The division of responsibility for ongoing funding of staff time, between the City General Fund and GID No. 1, will be determined in annual budget processes.

The system is intended to enhance the downtown area as a business and commercial area.

ENVIRONMENTAL IMPACTS

The parking signage included in the system is partly intended to reduce trolling for parking in the Downtown. The system is intended to support getting vehicles parked efficiently, thereby reducing emissions and congestion, and encouraging pedestrian use in the downtown area.

PUBLIC OUTREACH

A sign system has consistently been a prominent, highly supported project in extensive public participation in the following planning efforts:

- *Downtown Plan (1989)*
- *Downtown Strategic Plan (2004)*
- *UniverCity Connections Transit and Mobility Task Group Report (2008)*
- *Downtown Fort Collins Wayfinding Sign System Schematic Design Manual (2009)."*

Clark Mapes, City Planner, discussed the appropriation. He stated the appropriation was originally made in late 2011; however, a sign contractor is only now being hired and that appropriation expired with the new year.

Vice-President Ohlson asked why this project has taken so long. Mapes replied various aspects have been in process since 2009 and budget cuts and other priorities have prevented the project from occurring previously.

Boardmember Horak made a motion, seconded by Boardmember Manvel, to adopt Ordinance No. 063, on First Reading. Yeas: Weitkunat, Manvel, Ohlson, Kottwitz, Poppaw and Horak. Nays: none.

THE MOTION CARRIED.

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Adjournment

The meeting adjourned at 9:45 p.m.

ATTEST:

Wanda Nelson
City Clerk, Ex Officio Secretary



Karen Weikert
Mayor, Ex Officio President

