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Title: IMPLEMENTATION OF WAYFINDING SIGNAGE PROGRAM AND ISSUANCE OF SIGN REQUEST FOR PROPOSAL

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TO: Margate CRA Chair and Members of the Board

FROM: Cale Curtis, CRA Executive Director

DATE: February 10, 2021

IMPLEMENTATION OF WAYFINDING SIGNAGE PROGRAM AND ISSUANCE OF SIGN REQUEST FOR PROPOSAL

BACKGROUND: The Board approved the Wayfinding Signage Program in November, 2018. This program serves as a master plan for signage throughout the City by establishing a consistent, attractive design theme and common elements for a dozen different types of signs that vary by size, function and location. The program identified roughly 100 potential signs and locations citywide, with 56 of these signs falling within the MCRA District. To date, there have been two program signs designed, permitted and put under construction: a large community identity sign with water feature for the Winfield Boulevard neighborhood and a small park identity sign at David Park.

The next step should be to issue a Request For Proposal (RFP) for qualified contractors to provide construction drawings, obtain permits and construct/install a to-be-determined number of signs within the MCRA. A budget of \$200,000 has been established for FY 20-21 to begin providing this signage, with similar budget amounts anticipated in future years. The number of signs that can be installed within budget is highly dependent on the types of signs to be used, which in turn is determined by the purpose and location of each sign. Prices are expected to range from about \$11,000 each for small signs to over \$50,000 each for large gateway signs with water features.

RECOMMENDATION: Prioritize signs and sign locations identified in the Wayfinding Program and proceed with a Design/Build RFP.

FISCAL IMPACT: A budget of \$200,000 has been established for FY 20-21 for signage in the MCRA.

CONTACT PERSON: Cale Curtis, CRA Executive Director