

**CITY OF SAN ANTONIO
DEPARTMENT OF ASSET MANAGEMENT
CITY COUNCIL AGENDA MEMORANDUM**

TO: Sheryl Sculley, City Manager

FROM: Shawn P. Eddy, Interim Director of Asset Management

SUBJECT: HemisFair Park Signage and Wayfinding

DATE: May 04, 2006

SUMMARY AND RECOMMENDATIONS

This Ordinance appropriates funds in the amount of \$27,000 in Certificates of Obligation to facilitate permanent public improvements to HemisFair Park through the fabrication and installation of signage and wayfinding to, from and within the park.

Staff recommends approval of this Ordinance.

BACKGROUND INFORMATION

On March 25, 2004, the HemisFair Park Area Master Plan was adopted by City Council. The Plan identified the need for improved signage and wayfinding to, from and within the park. As part of the strategy to address this need City Council approved an amendment to the professional services agreement with Bender, Inc., dba Bender Wells Clark Design for design services in conjunction with the Downtown Pedestrian Wayfinding Project on June 24, 2004. The professional services agreement included the development of an identifying logo for HemisFair Park and the development of design concepts for a system of graphic elements. Design concepts included guidelines for facility and tenant signs; an overall site map; the design and placement of kiosks for pedestrians that indicate current location and local points of interest; coordination with any existing or planned River Walk and Convention Center signage; and coordination with the overall downtown pedestrian wayfinding system.

All necessary steps prior to the implementation of the signage plan have been completed. An identifying logo, specifically the 1968 Confluence of Civilizations logo, as well as the marks of HemisFair and HemisFair Park have been registered with the U.S. Patent and Trademark Office. Existing kiosks within HemisFair Park have been refurbished, placed as per the overall signage plan and updated maps have been designed and installed in each kiosk (Exhibit "A"). Bender Wells Clark Design and a committee of City staff from Public Works, City Architect's Office, Convention Facilities, Parks and Recreation; Planning Historic Preservation Office and Asset Management developed an overall signage plan for the park, to include directional signage (Exhibit "B"). Tenant Signage Guidelines were created and presented to Tenants and adjacent property owners on February 10, 2006. On February 15, 2006 the Historic Design and Review Commission approved the signage plan for the park and the Tenant Signage Guidelines.

It is anticipated that the purchase and installation of the directional signage will cost approximately \$20,000. Printing and installation of downtown pedestrian wayfinding maps, additional park maps,

and decals are estimated to cost \$4,000. A contingency fund of 12.5% is being requested to cover any unanticipated costs or to use for any future repair or maintenance that may occur due to vandalism or a required change in signage schedules or placement. An informal bid process will be utilized to identify a sign vendor to purchase and install signage.

POLICY ANALYSIS

Approval of this ordinance will be a continuation of City Council policy to support the adopted HemisFair Park Area Master Plan and the Downtown Neighborhood Plan and is in compliance with the Certificates of Obligation, which were issued for making permanent public improvements and for other public purposes, including construction of public works.

FISCAL IMPACT

The funding source for this request will be from previously issued Certificates of Obligation for the HemisFair Arena Renovation. This is a one-time expenditure and is not included in the FY 05-06 Budget. Funds in the amount of \$27,000 are available from HemisFair Arena Renovation Fund (43-814).

COORDINATION

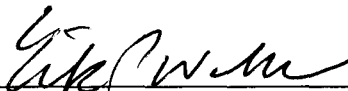
This request was coordinated with the Parks and Recreation Department, Convention Facilities Department, Office of Management and Budget, Public Works Department, Department of Planning Historic Preservation Office, Department of Finance and the City Attorney's Office.



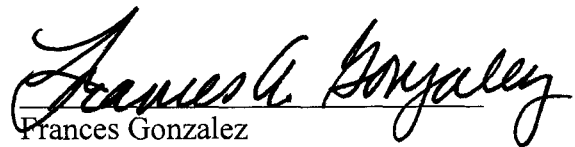
Shawn P. Eddy, Interim Director
Department of Asset Management



Malcolm Matthews, Director
Parks and Recreation Department

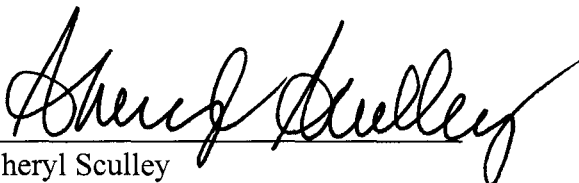


Erik J. Walsh
Assistant City Manager

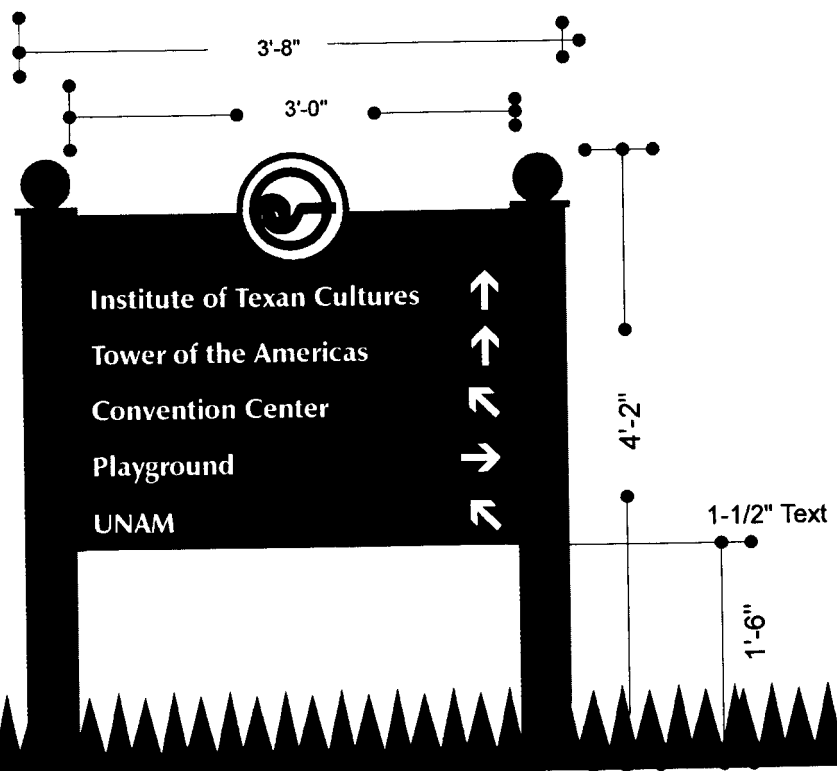


Frances Gonzalez
Assistant City Manager

Approved for Council Consideration:



Sheryl Sculley
City Manager



Directional sign



Informational kiosk