



City of Dublin

Office of the City Manager

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Memo

To: Members of Dublin City Council

From: Dana L. McDaniel, City Manager

Date: February 23, 2017

Initiated By: Paul A. Hammersmith, P.E., Director of Engineering/City Engineer

Re: Resolution No. 12-17 - Comprehensive Wayfinding System Phase 1A and 1B Project - Bid Acceptance

Summary

On February 7, 2017, four (4) bids were received, publicly opened and read for the Comprehensive Wayfinding System Phase 1A and 1B project, which involves the fabrication and installation of new signs, including foundations, with installations occurring east of Avery Road as follows:

Phase 1A: Bridge Street District — Riverside Drive and 161/Roundabout, John Shields Parkway (Riverside Drive to Village Parkway)

Phase 1B: Bridge Street District — All other areas of the district outside the phase 1A project limits, and including surrounding areas on Riverside Drive North and around City Hall/Coffman Park

There are four (4) Historic Dublin entry signs, twenty-seven (27) street name sign replacements, eighty-six (86) wayfinding signs, and an additional twenty-six (26) wayfinding sign faces for future use.

Background

Together with key City of Dublin staff, an integrated consultant team, and numerous external Dublin stakeholders, Kolar Design, Inc. assessed Dublin's existing conditions and then crafted a comprehensive wayfinding strategy with the primary goal of creating a best-in-class visitor experience. The wayfinding system, which was presented to and endorsed by City Council at a work shop, is designed as a modular, cost effective, and maintainable program of signs. The system will welcome and guide visitors from "highway to hallway" with an integrated, multimodal and fully coordinated system of signs. Aesthetically, the system design builds on the Dublin brand, the unique architectural and streetscape character of historic Dublin, and the future Bridge Street District (BSD) streetscape standards.

The comprehensive wayfinding strategy was brought to Council at two work sessions in 2015. The first was April 6, 2015 and the second was June 15, 2015. The first work session provided background information and a progress report for the implementation of the City-wide wayfinding system.

The second work session provided specific information regarding the sign package details. The wayfinding sign program has three main parts: traffic control signs (e.g. stop signs, lane control signs) wayfinding signs (identifying major destinations), and signs that have both wayfinding and traffic control elements. Images of the various sign types, including the Bridge Street District

wayfinding, street name, and traffic control signs, Historic Dublin wayfinding and entry signs, and the overhead wayfinding and traffic control signs for the SR 161/Riverside Drive roundabout were provided. At the June 2015 work session, Council approved the design of each of the sign types proposed. The staff reports for both work sessions are attached for your reference.

The City's approved 2017-2021 Five Year Capital Improvement Program included funding pursuant to the project phasing and as shown in Table 2 below.

Bidding Process

Staff and Kolar Design completed the detailed construction drawings for the project in the fall of 2016. Once the construction drawings were complete, the project was bid in October 2016 for the first time. On October 20, 2016, two bids were publicly opened and read. The apparent low bidder was Geograph Industries, Inc., with a cost of \$780,474.40. The bid was not awarded, however, as the bids received were over both the budget and the Engineer's estimate for the project. As a result, the bidders were contacted in an effort to better understand possible areas of confusion within the bid documents that might have negatively impacted the bidding. As a result of these discussions, it became clear that some of the sign vendors were not fully familiar with the standard bid specification documents and this led to some uncertainty which impacted pricing. The bid documents were subsequently revised to clarify the issues and were then bid a second time in early 2017, with additional details as follows.

The Engineer's estimate is \$760,000. Funds for this project budgeted in the 2016 Capital Improvement Program (CIP) are \$705,000 in ET1615/ET16E through the Capital Improvements Tax Fund. Geograph Industries, Inc. submitted the lowest and best bid of \$710,560.44. The additional funds needed over the \$705,000 budgeted amount are proposed to be taken from 2017 funds available for the Phase 2A of the wayfinding project. Details regarding future phases and funding amounts are included on pages 3 and 4 of this report.

Staff has reviewed all bids and a summary is listed below.

Table 1: Summary of Bids

| Bidder | Bid as Read | Bid as Read Over (+) or Under (-) Engineer's Estimate | Corrected Bid |
|----------------------------------------|--------------------|--------------------------------------------------------------------|----------------------|
| Geograph Industries, Inc. | \$709,808.44 | -6.6% | \$710,560.44 |
| M. P. Dory Co. | \$729,501.80 | -4.0% | n/a |
| Allen Industries, Harmon Sign Division | \$845,786.88 | +11.3% | \$839,161.88 |
| Holthaus Lackner Signs | \$1,085,163.00 | +42.8% | \$1,139,003.20 |

For Council's reference and review, a reduced set of project construction drawings has been placed in the Council Planning Room.

Staff anticipates the construction to commence in March 2017. Roadways will remain open to traffic, with short term lane closures, for the duration of the construction. The scheduled completion date for the project is September 29, 2017.

Staff has thoroughly reviewed the bid from Geograph Industries, Inc. The City of Dublin has not contracted with Geograph Industries, Inc. in the past. Previous experience with other public and private agencies has been favorable, including these recent projects:

- Asheville, North Carolina Wayfinding Signage
- City of Wichita Falls, Texas Wayfinding Signage
- Butler County Visitors Bureau Wayfinding Signage
- MERJE Design Group - Various urban wayfinding projects

Future Phases of Comprehensive Wayfinding System

There are an additional four phases of the Comprehensive Wayfinding System to be completed, Phases 2A, 2B, 2C, and 2D. These additional phases will extend the wayfinding system throughout Dublin, as shown in Exhibit 1 (attached).

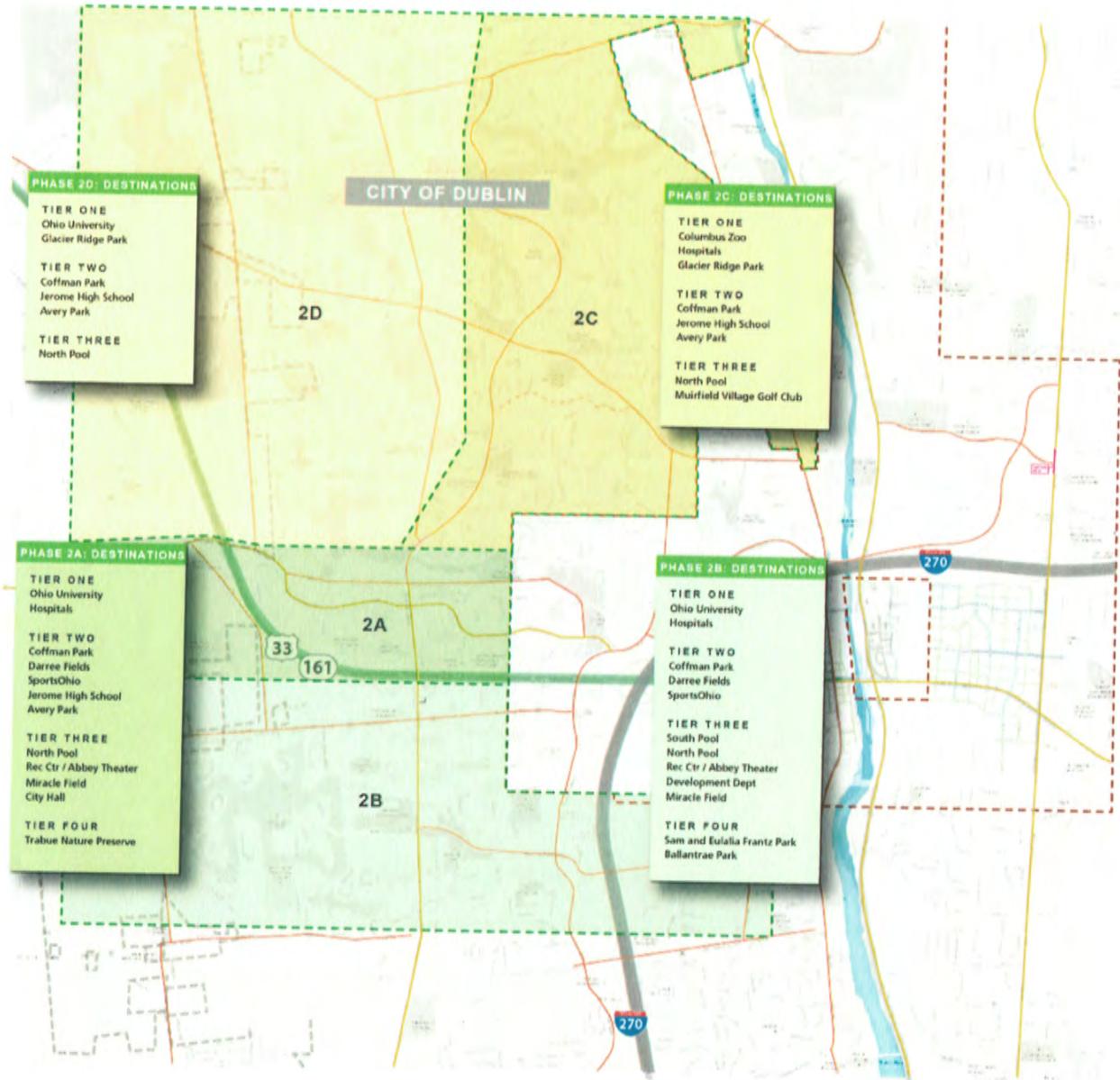


Exhibit 1: Comprehensive Wayfinding Phasing Plan

Table 2 below shows the project phasing and funding schedule included in the 2017-2021 CIP. This phasing plan will be reviewed and adjusted during the CIP process this year.

Table 2: Future Phases of Comprehensive Wayfinding Plan

| Phase | 2017 (\$000) | 2018 (\$000) | 2019 (\$000) | 2020 (\$000) |
|----------------------------|-------------------------|-------------------------|-------------------------|-------------------------|
| Phase 2A | 10 | | | |
| Design | | | | |
| Construction | 120 | | | |
| Phase 2B | | 8 | | |
| Design | | | | |
| Construction | | 117 | | |
| Phase 2C | | | 5 | |
| Design | | | | |
| Construction | | | 90 | |
| Phase 2D | | | | 5 |
| Design | | | | |
| Construction | | | | 60 |
| Total Capital Costs | 130 | 125 | 95 | 65 |

Recommendation

Staff recommends Council approval of Resolution 12-17 accepting as lowest and best the bid of Geograph Industries, Inc. in the amount of \$710,560.44 and authorizing the City Manager to enter into a contract with Geograph Industries, Inc. for this project.

RECORD OF RESOLUTIONS

Dayton Legal Blank, Inc., Form No. 30045

Resolution No. 12-17

Passed _____, 20____

A RESOLUTION ACCEPTING THE LOWEST AND BEST BID FOR THE COMPREHENSIVE WAYFINDING SYSTEM, PHASE 1A AND 1B, PROJECT

WHEREAS, formal advertising and competitive bidding procedures have been conducted, pursuant to Section 8.04 of the Revised Charter and Chapter 37 of the Dublin Code, for the Comprehensive Wayfinding System Phase 1A and 1B Project; and

WHEREAS, Council has determined that the bid submitted by Geograph Industries, Inc. constitutes the lowest and best bid.

NOW, THEREFORE, BE IT RESOLVED by the Council of the City of Dublin, _____ of its elected members concurring, that:

Section 1. The bid submitted by Geograph Industries, Inc. in the total amount of \$710,560.44 is hereby accepted.

Section 2. The City Manager is hereby authorized to enter into contracts with Geograph Industries, Inc. for performance and completion of the Comprehensive Wayfinding System Phase 1A and 1B project pursuant to the Advertisement, Proposal and Contract Documents for said project on file in the office of the City Engineer.

Section 3. This Council further hereby authorizes and directs the City Manager, the Director of Law, the Director of Finance, the Clerk of Council, or other appropriate officers of the City to prepare and sign all other agreements and instruments and to take any other actions as may be necessary to implement this Ordinance and complete the Project.

Section 4. This Resolution shall take effect upon passage in accordance with Section 4.04(a) of the Revised Charter.

Passed this _____ day of _____, 2017.

Mayor - Presiding Officer

ATTEST:

Clerk of Council

To: Members of Dublin City Council
From: Dana L. McDaniel, City Manager
Date: June 12, 2015
Initiated By: Steve Langworthy, Planning Director
 Terry Foegler, Director of Strategic Initiatives/Special Projects
 Jeannie Willis, PE, Engineering Manager
Re: Wayfinding

Background

At the City Council Work Session held on April 6, 2015, the City's wayfinding consultant, Kolar Design, provided an update for the work that had been completed at that time. Before any implementation actions can occur, City Council has requested to review the sign packages applicable to this effort. Once approved, staff can begin providing additional implementation steps and costs.

The wayfinding sign program has three main parts: traffic control signs (e.g. stop signs, lane control signs) wayfinding signs (identifying major destinations), and signs that have both wayfinding and traffic control elements.

Traffic Control Signs (Bridge Street District only)

Kolar Design has suggested a unique look for traffic control signs in the Bridge Street District. The proposed changes add a thicker black border fitting around the existing signs and uses a round post instead of a square post with a new break away foundation connection. This design does not propose that the City depart from the standard traffic control signs required in the Ohio Manual of Uniform Traffic Control Devices (OMUTCD), as shown in Figure 1. The traffic control sign system used in the remainder of the City would remain unchanged from the current standard.

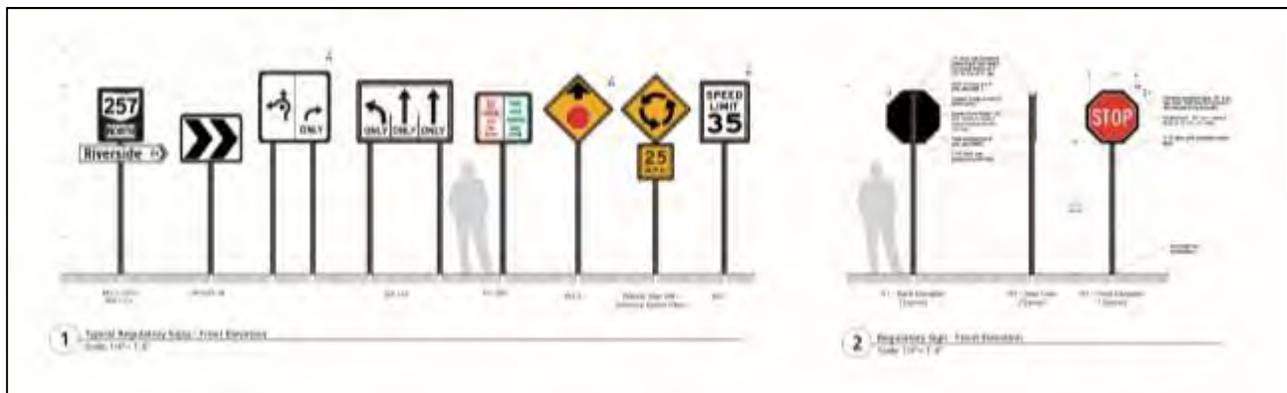


Figure 1: Proposed BSD Traffic Control Sign Package

At the same Work Session, Council requested information regarding the color scheme change to the Street Name Signs in Historic Dublin. These changes are necessary due to a 2012 update to the OMUTCD. In order to comply with new Federal requirements, this change excludes the current color scheme used on the street name signs in Historic Dublin. Accordingly, Staff is presenting a new sign design.

The existing signs are shown in Figure 2. There are three elements that change under the new requirements: background color, lettering height, and lettering case.

1. The background color of the existing signs is black. The new requirements allow green, blue, brown or white backgrounds. When the background is white, the lettering and border must be black.
2. The lettering height on the existing signs is four-inches. For streets like Bridge Street and High Street with speed limits between 25 and 40 mph, lettering must be six inches. Four-inch lettering is still allowed on streets with speed limits of 25 mph or lower.
3. The lettering case on the existing signs is all upper-case. New signs are required to use mixed-case letter, or a combination of lower-case with initial upper-case letters.



Figure 2: Existing Street Name Sign
in Historic Dublin



Figure 3: Proposed Street Name Sign in Bridge
Street District

A sign layout meeting these new requirements is shown in Figure 3. The proposed sign uses black text on a white background and six-inch lettering using mixed cases. The final sign layout, post and cap will be consistent with design elements developed by Kolar during the Wayfinding project.

There is no time frame to change the existing Street Name Signs to the new color scheme. The existing signs are allowed to remain in place until the end of their useful life. Staff will incorporate the Wayfinding design through development and Capital Improvement projects and as Street Name Signs need to be replaced.

The City's standard street name signs outside of Historic Dublin comply with the new color requirements. The lettering height and case will be updated on the brown street name signs as they are replaced through routine maintenance.

Wayfinding Signs

The next category of signs is for wayfinding purposes. As noted in the Kolar presentation, the wayfinding signs provide "bread crumbs" to those destinations deemed to have the largest potential audiences, or a high level of importance to the community. There are to be three design formats for the signs: Historic Dublin Entry, Historic Dublin Wayfinding, and Standard Wayfinding.

Historic Dublin Entry

The entries to Historic Dublin are currently identified by a series of eight concrete obelisks (Figure 4), one on each side of the streets entering the District. In past reviews of these entry signs, comments included thoughts that the markers looked too much like cemetery monuments, and that they “gave the impression of a ‘dead town’.” Markers of a similar but smaller design were historically used as street signs which may make them reminiscent of past use, but as historic districts became more of a unique attraction different marker styles evolved.



Figure 4: Existing Historic Dublin ID

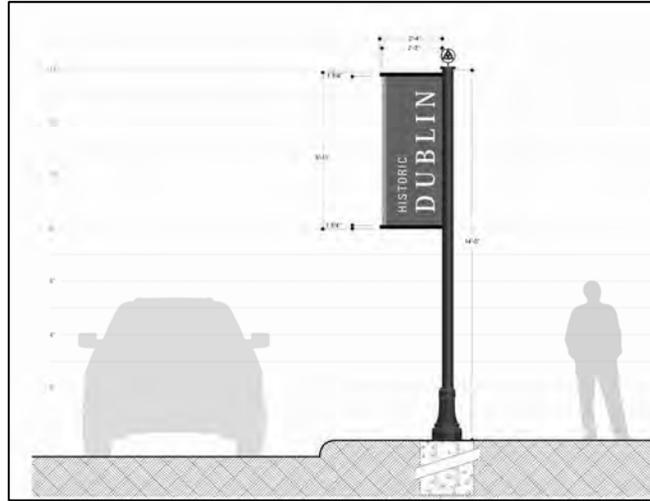


Figure 5: Proposed Historic Dublin ID

As a replacement to the obelisks, Kolar has provided a sign design that highlights the entry into Historic Dublin using a version of the standard wayfinding sign. The proposed sign will only have the text “Historic Dublin” and will have a unique finial at the top of the supporting post that is consistent for all wayfinding signs in Historic Dublin (Figure 5). These would be placed in the approximate locations as the current obelisks. Some slight shifting of location may be needed due to site locations and road improvements being made.

Historic Dublin Wayfinding

The next sign type will be used only within the boundaries of Historic Dublin. This sign design is the same as those used for all wayfinding, with the exception of a small finial post cap. It will include the “Dublin” identification at the top of the sign, with the appropriate wayfinding destinations. Each panel of the destinations can be changed out to other messages as needed. The supporting pole is the same as is being used for the current lighting posts with the decorative base. (See Attachment 1.)

Standard Wayfinding

The standard wayfinding sign will be used throughout the Bridge Street District, and ultimately, throughout designated areas of the city. As with the other wayfinding signs, each will have the “Dublin” identifier at the top with the appropriate destinations on the interchangeable panel below. The supporting post is a standard pole. Note that the top does not have the distinctive finial that is only used in Historic Dublin. (See Attachment 1.)

Wayfinding/Traffic Control Signs

Another category of wayfinding signs takes place at the SR 161/Riverside Drive roundabout where an overhead sign combines the traffic control function of organizing traffic into appropriate lanes with wayfinding to designated locations. This is an ODOT standard-style sign that will be used to direct drivers into the lanes necessary to find their desired roadway, with an additional wayfinding sign attached on the side of the support post that will direct drivers to major destinations (the Columbus Zoo, Historic Dublin, and Bridge Park are currently identified). (Figure 6)

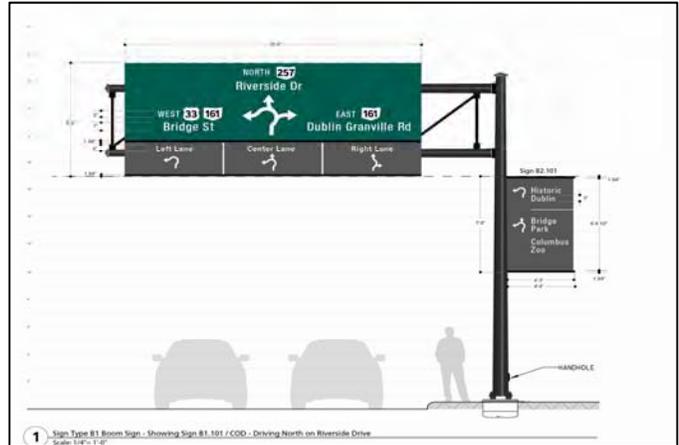


Figure 6: Overhead Sign Design Example

There are four overhead signs anticipated, one on each leg of the roundabout. These signs are placed at the decision making points so that drivers can choose the appropriate lane to reach their destination. They will be illuminated with specially designed lights that are incorporated into the sign design. The overhead signs were designed to maximize clarity for drivers and combine the wayfinding element. Lack of space for additional signs for wayfinding on the approaches to the roundabout was the primary reason for the combination signs. The overhead traffic control signs are necessary as providing this information on a ground mounted sign to the driver's right would require a sign about 20-feet wide. Figures 7 and 8 show the general location in relationship to the roundabout and the design of the sign.



Figure 7: Locations of Overhead Signs



Figure 8: Overhead Sign Location on Approach

Next Steps

Wayfinding Sign Policy

Staff, with Kolar's assistance, will be drafting a proposed sign policy that will provide the guidance necessary to evaluate what destinations should be permitted within the City's wayfinding system. Generally, this policy will be related to three principal concepts:

1. Wayfinding priorities will concentrate on Historical, Ecological, Cultural, Social, and Civic Institutions based on the traffic generated by those locations/features/activities.
2. Locations of signs and the distance from the wayfinding destinations will determine the frequency of the wayfinding messages (i.e. the greater the wayfinding need, the farther out the messaging will start).
3. The purpose of wayfinding will be to connect users from highways to major access routes, and then to secondary roads as necessary to reach the intended destination.

An important purpose of developing a policy is to have proper guidance when faced with requests from individuals, groups, agencies, and others to be part of the wayfinding system.

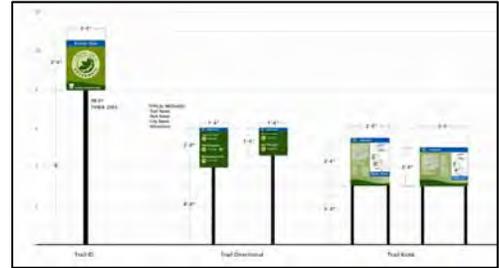
Gateways

Another wayfinding feature is the establishment of gateway locations into the city and a suitable identification feature at those locations. A variety of design selections and proposed locations will be presented for Council's consideration.



Secondary Wayfinding

Kolar is also proposing a system of signs related to the City's multi-use pathways, trails and other similar facilities. These will be reviewed by the Parks and Recreation Department for future consideration.



Implementation

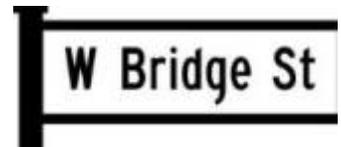
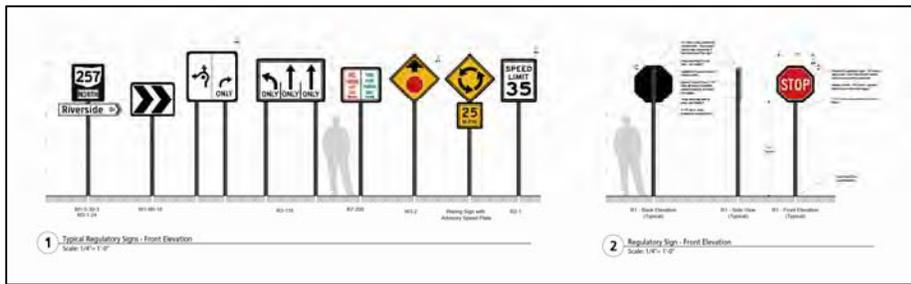
This effort is intended to be implemented in phases; some in planned phases and others as roadway or other related improvements are made. The first phase will be concentrated in Historic Dublin, the area involved in the SR 161/Riverside Drive improvements, and Bridge Park, including areas that lead to these attractions. More details and costs will be presented with the CIP process.

Recommendation

Staff recommends Council consideration of the following proposed actions.

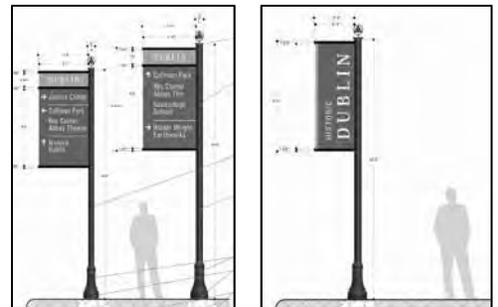
1. Approval of Bridge Street District street name signs and traffic control signs.

The proposed signs are consistent with Federal requirements for street signs and allow a unique look for streets within the Bridge Street District.



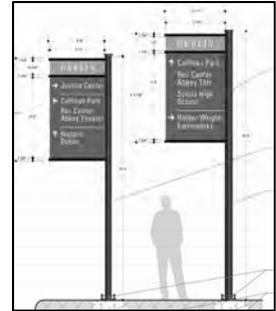
2. Approval of the Historic Dublin wayfinding and entry sign designs.

The proposed entry sign presents a unique opportunity to more clearly mark the entry into Historic Dublin, as a replacement for the current obelisks. The wayfinding signs are consistent with the general wayfinding format yet provide a distinctive identifier for Historic Dublin through the use of a finial design at the top.



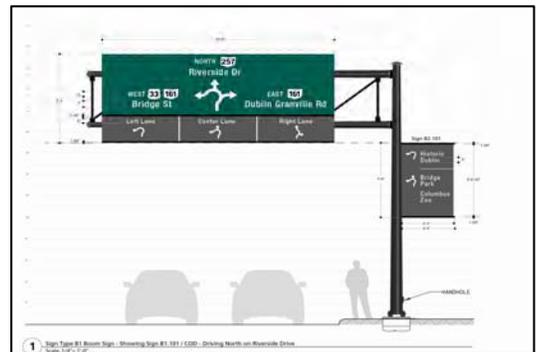
3. Approval of the standard wayfinding sign design.

The proposed standard wayfinding sign is intended for use throughout the city, outside of Historic Dublin. Sign colors and design are consistent with the City's branding identity and provide a high quality sign to identify key destinations.

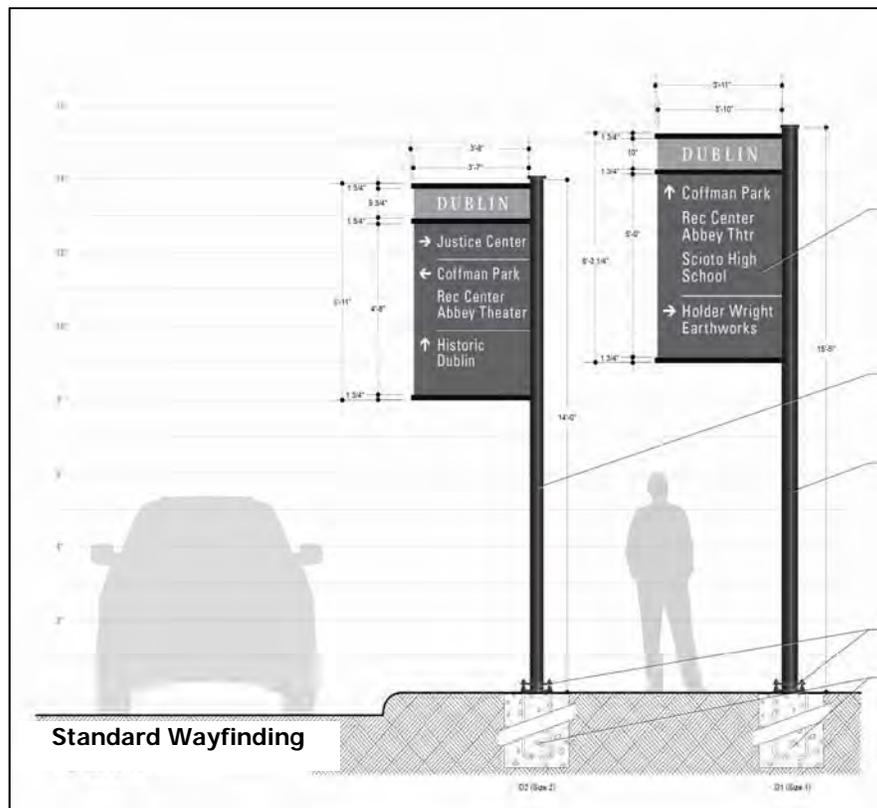
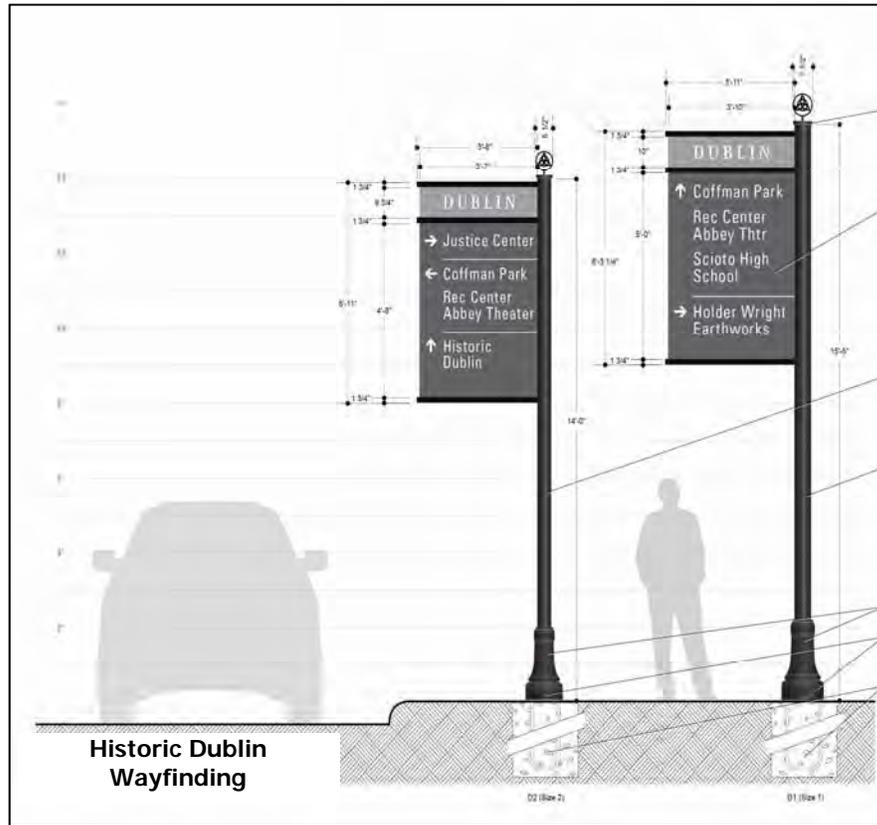


4. Approval of the wayfinding sign mounted with the overhead traffic control signs.

The ODOT standard-style sign will be used to as the required lane assignment sign to direct drivers into the lanes necessary to find their desired roadway entering the four legs of the SR 161/Riverside Drive roundabout. The overhead signs were designed to maximize clarity for drivers and combine the wayfinding element. Lack of space for additional signs for wayfinding on the approaches to the roundabout was the primary reason for the combination signs.



ATTACHMENT 1





To: Members of Dublin City Council
From: Dana L. McDaniel, City Manager
Date: April 3, 2015
Initiated By: Terry Foegler, Director of Strategic Initiatives and Special Projects
Steve Langworthy, Director of Land Use & Long-Range Planning
Jennifer M. Rauch, AICP, Senior Planner
Re: City-wide Dublin Wayfinding System

Summary

This memo is to provide background and progress information regarding the planning and implementation efforts associated with the city-wide comprehensive Dublin Wayfinding System. An overview and update will be presented and discussed in the upcoming Council work session on the evening of April 6, 2015.

Project Background

Together with key City of Dublin staff, an integrated consultant team, and numerous external Dublin stakeholders, Kolar Design, Inc. has served as lead consultant in assessing Dublin's existing conditions and then crafting a recommended city-wide wayfinding strategy with the primary goal of creating a best-in-class visitor experience. In addition, this strategic approach will provide the framework for future city planning and further distinguish Dublin as a regional destination in the minds of its stakeholders, the community it serves, and the region as a whole.

Recommendations include the design and implementation of a comprehensive wayfinding system to be designed as a modular, cost effective, and maintainable program of signs. The system will welcome and guide visitors from "highway to hallway" with an integrated multimodal system of signs to include gateways, directional signage (vehicular, pedestrian, bike), integrated mapping system, future transit, and parking connectivity. Aesthetically, the system design builds on the Dublin brand, the unique architectural and streetscape character of historic Dublin, and the future Bridge Street District (BSD) streetscape standards.

Project Status

Kolar Design, Inc. has recently completed and submitted a Recommendations Report to city staff as part of the Conceptual Master Plan Phase to include the wayfinding system strategy and future policy development and criteria.

The consultant's current scope includes the programming and design of a city-wide vehicular directional system and, more recently, the development of new City signage and wayfinding standards for inclusion in the Riverside Drive and 161/Roundabout roadway projects. In addition, the consultant has been asked to provide recommendations on a variety of regulatory sign types as part of the Bridge Street District signage standards, which would be consistent with the District's new streetscape standards approved by City Council. The consultant has also been engaged by Crawford and Hoying to help ensure that the Bridge Park signage and wayfinding systems are consistent with the emerging citywide approaches.

Next Steps

The goal for the outcomes of this work session with Council is to seek feedback and endorsement of Kolar Design's proposed Wayfinding System strategy and recommendations, current design development and implementation plan for the directional wayfinding signage, and regulatory system recommendations as part of the BSD roadway projects.