



## Legislation Text

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**File #:** 1417-2023, **Version:** 1

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**Background:** This ordinance authorizes the Director of the Recreation and Parks Department to enter into contract with Designing Local for the 2023 Signage Program Update - Phase 1 Project. The contract amount is \$49,236.00, with reimbursable expenses of \$679.00, for a total of \$49,915.00 being authorized by this ordinance.

The Columbus Recreation and Parks Department has progressed its signage program significantly in the past few years. With this momentum, the opportunity exists to create a meaningful story and new message strategy to celebrate the mission, vision, and narrative of the Department while defining the updated signage guidelines. This brand strategy will strengthen the sense of place at facilities and parks, promoting current initiatives that improve connectivity for neighbors and visitors within the renewed connections. The goal of this project is to collaborate with the sign professionals to do a holistic analysis of the signage master plan, brand position, 2D print, 3D environment, and digital applications to understand success criteria for the future. As part of this project, this audit and analysis will create a deep understanding of the drivers, challenges, key criteria, and opportunities to deliver a best-in-class signage experience throughout the Recreation and Parks Department. This project will also focus on donor appreciation signs, interior building signs, park entrance signage, interpretive signage, golf course signage, aquatics facility signage, community center exterior signage, and signage guidelines refinement. The consultant team and the Design & Construction Section will work closely with Columbus Recreation and Parks Department graphic designers and the internal Signage Committee throughout all phases of this project. This project will design prototypes of the updated sign families and develop updated fabrication, installation, and construction specifications to create cost savings for future sign packages.

Signs serve an important role in strengthening the identity of the Columbus Recreation and Parks Department. Signs aid in helping residents find their way to and within parks and facilities. Park signs are often the first amenity that residents see or look for when entering a park, setting the tone for the experience the residents can expect. The Department's current sign system is partially outdated and does not fully reflect Columbus Recreation and Parks Department branding and identity goals. Updating signs will enhance park user's ability to understand critical wayfinding information and integrate more closely with the Columbus Recreation and Parks Department brand.

### **Vendor Bid/Proposal Submissions (Office of Diversity and Inclusion designation status):**

Proposals were advertised through Vendor Services, in accordance with City Code Chapter 329, on March 1, 2023 and received by the Recreation and Parks Department on March 17, 2023.

Proposals were received from the following companies:

Designing Local (WBE)  
Selbert Perkins Design (WBE)

Of note, professional services contracts are quality based selections and not based on price. Costs were not requested nor were they part of this evaluation.

In accordance with City Code, a selection team evaluated the proposals and recommended Designing Local be selected to perform the work. The firm was chosen based on their referenced projects, experience, qualifications, availability, timeline, and project approach.

### **Principal Parties:**

Designing Local  
1223 East Main Street  
Columbus, Ohio 43205  
Matt Leasure, (614) 893-7178  
Contract Compliance Number: 020995  
Contract Compliance Expiration Date: July 14, 2023

**Benefits to the Public:** Signs serve an important in helping residents find their way to and within parks and facilities. Park signs are often the first amenity that residents see or look for when entering a park and the Department's current sign system is outdated. Updating signs will enhance the community's ability to find and navigate within facilities and parks.

**Community Input/Issues:** Community members have shared park sign concerns and sign replacement requests through 311 and other forms of communication. Community members have also expressed a need for more accessible signage through graphic design improvements and alternative languages.

**Area(s) Affected:** Citywide (99)

**Master Plan Relation:** This project will support the Columbus Recreation and Parks Department Master Plan by improving overall design standards. By improving departmental signage throughout the system, this project will also improve the safety of facilities and parks while removing access and circulation barriers.

**Fiscal Impact:** \$49,915.00 is budgeted and available from within the Recreation and Parks Voted Bond Fund 7702 to meet the financial obligations of this contract.

To authorize the Director of Recreation and Parks to enter into contract with Designing Local for the 2023 Signage Program Update - Phase 1 Project; to authorize the transfer of \$49,915.00 within the Recreation and Parks Voted Bond Fund, to authorize the amendment of the 2022 Capital Improvements Budget; and to authorize the expenditure of \$49,915.00 from the Recreation and Parks Voted Bond Fund. (\$49,915.00)

**WHEREAS,** it is necessary to authorize the Director of the Recreation and Parks Department to enter into contract with Designing Local for the 2023 Signage Program Update - Phase 1 Project; and

**WHEREAS,** it is necessary to authorize the transfer of \$49,915.00 within the Recreation and Parks Voted Bond Fund 7702; and

**WHEREAS,** it is necessary to authorize the amendment of the 2022 Capital Improvements Budget Ordinance 1896-2022 in order to provide sufficient budget authority for this and future projects; and

**WHEREAS,** it is necessary to authorize the expenditure of \$49,915.00 from the Recreation and Parks Voted Bond Fund 7702;

**WHEREAS,** it has become necessary in the usual daily operations of the Recreation and Parks Department in that it is necessary to authorize the Director to enter into contract with Designing Local for the 2023 Signage Program Update - Phase 1 Project, **NOW, THEREFORE**

**BE IT ORDAINED BY THE COUNCIL OF THE CITY OF COLUMBUS:**

**SECTION 1.** That the Director of Recreation and Parks be and is hereby authorized to enter into contract with Designing Local for the 2023 Signage Program Update - Phase 1 Project.

**SECTION 2.** That the funds necessary to carry out the purpose of this ordinance are hereby deemed appropriated, and the City Auditor shall establish such accounting codes as necessary.

**SECTION 3.** That the City Auditor is authorized to make any accounting changes to revise the funding source for all contracts or contract modifications associated with this ordinance.

**SECTION 4.** That the City Auditor is hereby authorized to transfer the unencumbered balance in a project account to the unallocated balance account within the same fund upon receipt of certification by the Director of the Department administering said project that the project has been completed and the monies are no longer required for said project.

**SECTION 5.** That the transfer of \$49,915.00 or so much thereof as may be needed, is hereby authorized between projects within the Recreation and Parks Bond Fund 7702 per the account codes in the attachment to this ordinance.

**SECTION 6.** That the 2022 Capital Improvements Budget Ordinance 1896-2022 is hereby amended as follows in order to provide sufficient budget authority for this ordinance and future projects.

Fund / Project / Project Name / Current Revised Authority / Current Remaining Authority / Change / Amended Revised Authority / Amended Remaining Authority

Fund 7702 / P511000-100000 / Renovation - Misc. (Voted 2019 SIT Supported) / \$4,927,078 / \$4,477,078 / (\$49,915) / \$4,877,163 / \$4,427,163

Fund 7702 / P511055-100000 / 2023 Signage Program Update (Voted 2019 SIT Supported) / \$0 / \$0 / \$49,915 / \$49,915 / \$49,915

**SECTION 7.** For the purpose stated in Section 1, the expenditure of \$49,915.00 or so much thereof as may be necessary to pay the cost thereof, be and is hereby authorized from the Recreation and Parks and Voted Bond Fund 7702 in object class 06 Capital Outlay per the accounting codes in the attachments to this ordinance.

**SECTION 8.** That this ordinance shall take effect and be in force from and after the earliest period allowed by law.