

TO: TOWN COUNCIL

FROM: PLANNING DIRECTOR

RE: SOLICIT PROPOSALS FOR SIGN CONSULTANT

### **ISSUE**

Council requested that information be brought back to solicit the services of a consultant to prepare a sign plan for freeway and other signs with a goal of directing people to and around the downtown and other places in order to do business in Loomis.

### **RECOMMENDATION**

Authorize sending out request for proposals.

### **MONEY**

A sign plan would likely run under \$50,000 depending how much meeting time, artistry and engineering is required. At present it is unknown what the types and sizes of signs might be, where they would be placed (right of way = no cost, private land could involve lease costs) and installation methods (temporary, permanent) so it is unknown how many signs and installations would be required. Nor is it known how much sign upkeep would cost. That information would come from the consultant's analysis, who would also be expected to suggest ways to pay for the signs and ongoing maintenance.

### **CEQA**

There are no CEQA issues in discussing signs however once a project is determined (sign types, sizes and placements) there would need to be environmental clearance.

### **DISCUSSION**

The Council agreed at the March meeting to consider going out for a proposal from consultants that do sign programs. Consultant assistance is necessary to complete various studies and prepare various reports that will be needed to complete a sign program. Attached is a letter requesting proposals, a list of firms that do such studies, and the details of the request for proposal. A rough time line, if it is decided to do a sign study, might go as follows:

Mar/Apr 2010	Solicit consultant services
May	Conduct interviews of top few consultants and select a firm; staff completes contract documents and scope of work
June	Council approves consultant services
July/Aug	Consultant conducts studies and meetings
Sept	Submit draft study
Oct	Planning Commission meeting
Nov	Council approval

The time line will be subject to change based on amendments that may be needed in the Town codes and for environmental review.

DRAFT LETTER TO SOLICIT CONSULTANT SERVICES

\_\_\_\_\_, 2010

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\_\_\_\_\_  
\_\_\_\_\_, CA \_\_\_\_\_

RE: REQUEST FOR PROPOSAL TO PREPARE A SIGN PLAN FOR THE TOWN OF LOOMIS

The Town of Loomis seeks consultant services to prepare a sign plan as generally described in the attached project detail. Environmental review will be done by another firm yet to be determined.

The Town of Loomis will be the lead agency in coordinating the study. Submit qualifications and a proposal indicating a preliminary cost estimate range and timing (\_\_\_\_ bound copies and 1 loose original that can be duplicated) to:

Kathy Kerdus, Planning Director  
Town of Loomis  
P. O. Box 1330  
Loomis, CA 95650

Proposals must be received by 4:00 PM \_\_\_\_\_, 2010. Direct questions to: Kathy Kerdus, Planning Director 916-652-1840.

Sincerely,

Perry Beck, Town Manager

## **CONSULTANT LIST**

**Sacramento Sign Source, Orange vale**

**Commercial Sign Crafters**

**Weidner Architectural Signage**

**(Staff is contacting other jurisdictions for other potential consultants)**

## **PROJECT DETAIL**

The Town of Loomis seeks consultant services to prepare a sign plan for the Town that will identify changes needed in the General Plan and Zoning Code to insure consistent regulations when evaluating sign proposals, determine types and sizes of signs that the Town could use in various areas to encourage and direct people to businesses and other locations in the Town, and identify financing methods to accomplish the sign plan.

## **ISSUE**

The Town lacks signage along the I-80 freeway and at other key areas to entice and direct people to find businesses and other features in the Town and the thought is that by having a sign plan that business will increase thereby helping the economy of the Town and the surrounding area.

## **SIGN PLAN FACTORS**

Following are factors to include in the sign plan study.

- Meet with business owners (2 meetings) to determine their sign issues and ideas, work with Chamber of Commerce.
- Meet with the community (2 meetings) to determine sign issues and ideas.
- Evaluate current sign ordinance.
- Evaluate current signs throughout the Town, including traffic signs, and recommend changes that may be needed to better utilize signs and sign space. Of particular concern are entry ways into Town and specifically along Horseshoe Bar Rd from the I-80 freeway into and out of Town.
- Conclude with a draft report that recommends changes to the current sign ordinance, provide a signage plan (showing designs, types, sizes and locations) for Town signs, determine the cost of the sign plan, and identify methods that the Town could use to pay for the plan and maintenance thereof.
- Meet with Planning Commission and Council (possible 4 meetings) to complete the sign evaluation project and prepare a final sign plan report.

## **MEETINGS AND AGENCY COORDINATION**

At this time it is expected that there would be regular (monthly) meetings with staff and at least 8 meetings involving the Park and Open Space Commission, Planning Commission and Council.

Agencies to coordinate with include, but are not limited to: CalTrans, MIG (downtown plan consultant), \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_,

**LEAD AGENCY**

The Town of Loomis will act as lead agency in coordinating the study. Submit qualifications and a proposal indicating a cost estimate range and timing (\_\_\_ bound copies and \_\_\_ loose original that can be duplicated) to:

Kathy Kerdus, Planning Director  
Town of Loomis  
P. O. Box 1330  
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Direct questions to: Kathy Kerdus, Planning Director 916-652-1840.

Proposals will be evaluated primarily on qualifications and fit to do the work as well as cost and timing. Contract cost and time will be negotiated with the successful firm based on the final scope and depth of analysis that is agreed upon.