



**TOWN OF LOS GATOS  
COUNCIL AGENDA REPORT**

MEETING DATE: 05/07/2024

DATE: April 24, 2024

TO: Mayor and Town Council

FROM: Laurel Prevetti, Town Manager

SUBJECT: Parking Program Implementation – Wayfinding and Signage Project (CIP No. 813-0242):

- a. Award and Authorize the Town Manager to Execute a Construction Agreement with Square Signs LLC., Dba Front Signs in an Amount Not to Exceed \$191,908.13; and
- b. Authorize the Staff to Execute Change Orders in an Amount Not to Exceed \$38,381.63 Which Represents a Twenty Percent (20%) Contingency of the Contract Award Amount

**RECOMMENDATION:**

Parking Program Implementation – Wayfinding and Signage Project (CIP No. 813-0242):

- a. Award and Authorize the Town Manager to Execute a Construction Agreement with Square Signs LLC., Dba Front Signs in an amount not to exceed \$191,908.13; and
- b. Authorize the staff to execute change orders in an amount not to exceed \$38,381.63 which represents a twenty percent (20%) contingency of the contract award amount.

**BACKGROUND:**

On December 17, 2019, the Town Council received the Comprehensive Downtown Parking Study from Dixon Resources Unlimited (DIXON). The Parking Study identified wayfinding as a strategy to efficiently manage parking, improve the visitor experience, and enhance vehicle traffic flow.

On January 26, 2021, the Town Council reaffirmed the commitment to the Parking Roadmap with the adoption of the Strategic Priorities Fiscal Year 2021-2023. One of the initial Town Council priorities was to enhance wayfinding signage and new parking program branding to assist visitors in finding convenient parking.

**PREPARED BY:** Gary Heap  
Town Engineer

Reviewed by: Town Manager, Assistant Town Manager, Town Attorney, Parks and Public Works Director, and Finance Director

SUBJECT: Award of Parking Program Implementation-Wayfinding and Signage Project (CIP 813-0242)

DATE: April 24, 2024

BACKGROUND (continued):

In November 2021, work began with Hunt Design on the Downtown Wayfinding Master Plan, and on March 15, 2022, Town Council selected a design style which was used by Hunt to develop the final design for static signs throughout the downtown area. (See the Parks and Public Works Capital Improvement Program website for the Wayfinding Designs:

The Town Council authorized advertising the signage project for construction bidding on December 3, 2023. Bids were advertised on December 8, 2023, and opened on January 19, 2024. The Town received four bid proposals. Of the bids received, three out of four were deemed unresponsive due to non-compliance with bid requirements. The one remaining bid significantly exceeded the engineer's estimate. On February 20, 2024, the Town Council rejected all bids and authorized staff to re-bid the project.

DISCUSSION:

Staff re-bid the project on March 7, 2024, and bids were opened on April 3, 2024. The Town received bid proposals from three bidders: Fusion Sign & Design, Monarka Development Corporation, and Square Signs LLC dba Front Signs. Square Signs LLC dba Front Signs was the lowest responsive bidder. Table 1 is a summary of the bid totals.

**Table 1. Summary of Bids Received for Wayfinding and Signage Project**

<b>Bid Summary</b>	
Engineer's Estimate	\$287,200.00
Square Signs LLC dba Front Signs	\$191,908.13
Fusion Signs	\$238,201.52
Monarka Development Corporation	\$358,800.00

CONCLUSION:

This action allows work to proceed for the fabrication and installation of the Council approved wayfinding signs in downtown Los Gatos. Work is expected to be completed by the end of the calendar year.

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FISCAL IMPACT:

The engineer's cost estimate for this package of wayfinding signs is \$287,200. The adopted Fiscal Year 2023/24 – 2027/28 Capital Improvement Program (CIP) Budget for this project is shown in the table below:

Parking Program Implementation CIP No. 813-0242		
	Budget	Costs
GFAR	\$ 767,455	
<b>Total Budget</b>	<b>\$ 767,455</b>	
		Costs
Advertising		\$ 1,341
Misc. Project Costs		\$ 1,433
Temp Staff Salary Costs		\$ 1,934
Prior Consultant Agreement Services		\$ 444,375
Agreement with Square Signs (Requested with this Staff Report)		\$ 191,908
20% Contingency (Requested with this Staff Report)		\$ 38,382
<b>Total Costs</b>		<b>\$ 679,373</b>
<b>Available Balance</b>		<b>\$ 88,082</b>

Staff is requesting a 20% contingency for this project due to potential unforeseen issues that might arise during the sign installation process.

ENVIRONMENTAL ASSESSMENT:

In accordance with CEQA Guidelines Section 15301, the installation of this signage in the downtown area is categorically exempt from CEQA because it is a minor alteration to the Town's existing public facilities.

Attachment:

1. Wayfinding Signage Construction Agreement with Bonds