



**TOWN OF LOS GATOS  
COUNCIL AGENDA REPORT**

MEETING DATE: 10/19/21

ITEM NO: 5

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**DATE:** October 13, 2021  
**TO:** Mayor and Town Council  
**FROM:** Laurel Prevetti, Town Manager  
**SUBJECT:** Authorize the Town Manager to Execute a Consultant Services Agreement in the Amount of \$109,960 with Hunt Design Associates, Inc for Downtown Wayfinding and Signage Design Consultant Services

**RECOMMENDATION:**

Authorize the Town Manager to execute a consultant services agreement in the amount of \$109,960 with Hunt Design Associates, Inc for downtown Wayfinding and Signage Design Consultant Services.

**BACKGROUND:**

On December 17, 2019, the Town Council accepted the Dixon Resources Unlimited recommendations for the Downtown Parking Roadmap. The implementation plan includes short, medium and long-term actions. On January 26, 2021, the Town Council reaffirmed the Parking Roadmap implementation as one of its FY 2021-2023 Strategic Priorities. On April 20, 2021, the Town Council approved the initial short-term actions including a pilot employee parking program and improving wayfinding. The wayfinding improvement would start through development of a Downtown Master Plan for Wayfinding and Signage.

On July 1, 2021, the Town issued a Request for Proposals (RFP) for Downtown Master Plan Wayfinding and Signage Consultant Services. The RFP was made available on the Town's website and several firms specializing in wayfinding design services were contacted and informed of the RFP.

**DISCUSSION:**

Three firms submitted proposals by the July 22, 2021 deadline. A staff panel evaluated the three proposals and ranked the proposals on specific criteria, including qualifications and experience in wayfinding and signage design, experience working with jurisdictions of similar size and character, organization, approach, pricing, and responses to the required information

**PREPARED BY:** Greg Borrromeo, Interim Captain and  
Jim Renelle, Parking Program Manager

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Reviewed by: Town Manager, Assistant Town Manager, Town Attorney, and Finance Director

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DISCUSSION (continued):

requested in the RFP. The top two firms were interviewed by the evaluation panel via teleconference. Following the interviews, Hunt Design Associates was selected as the top candidate. Reference checks provided favorable feedback on the firm and its work.

Hunt Design Associates has prior experience working with communities that want to maintain their historic and unique character. Hunt demonstrated a creative energy to not only maintain but enhance this unique character through their design work. Hunt’s design team will work well with the stakeholders involved in this project. The evaluation panel felt that Hunt Design Associates, Inc was the best fit as their design concepts and processes were in alignment with the Town’s objectives for Downtown wayfinding and signage. In addition, while not part of the evaluation process, Hunt Design Associates has performed prior work for the Town which was received favorably.

Initially, Hunt Designs Associates will survey and analyze the current wayfinding/signage conditions and draft a report with recommendations. Working with staff, Hunt Design Associates will create three design options that incorporates the Town branding standards. Using Town approved designs, Hunt Design Associates will then develop a Master Plan for Downtown Wayfinding and Signage. During design development, staff and Hunt Design Associates will collaborate and design opportunities for stakeholder and community outreach. Upon approval, Hunt Design Associates will create detailed bid packages with cost estimates for signage manufacturing and installation. Hunt Design Associates will oversee construction to ensure quality and compliance with specifications. The following table identifies the major project tasks and estimated costs:

<b>Task</b>	<b>Fee</b>
Conditions Analysis and Concept Designs	\$23,520
Schematic Design	\$20,160
Design Development	\$16,800
Bid Package (3x \$7,760)	\$23,280
Expenses	\$6,200
Contingency	\$20,000
<b>TOTAL</b>	<b>\$109,960</b>

Specifically, Hunt Design Associates can start work immediately upon receiving the notice to proceed. During the first 30 days Hunt Design Associates will survey conditions and begin conceptual design work. The initial written report with recommendations will take an additional 15 days. The Master Plan final draft is expected to be delivered at Week 15 which takes into consideration time for the Town to review all designs, scale models and mockups.

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DISCUSSION (continued):

Parking wayfinding will be prioritized with the signage bid package being released for manufacturing and installation between Week 16 to Week 18. All wayfinding and signage design work should be completed by the end of Week 24.

CONCLUSION:

Based on the strengths and services offered by Hunt Design Associates, Inc, staff recommends that the Town Council authorize the Town Manager to Execute a Consultant Services Agreement in the amount of \$109,960 with Hunt Design Associates, Inc for Downtown Wayfinding and Signage Design Consultant Services.

COORDINATION:

The evaluation of the consultants, scope of services, and the preparation of this report were coordinated with the Parks and Public Works Director and the Economic Vitality Manager.

FISCAL IMPACT:

The fiscal impact of executing an agreement with Hunt Design Associates for Downtown Master Plan Wayfinding and Signage consultant services would result in an expenditure budget adjustment in the amount of \$109,960 from the General Fund Capital Improvement Project Reserve. Funds are available in the Fiscal Year (FY) 2021/22 Adopted Budget.

<b>Parking Program Implementation Project 813-0242</b>		
	<b>Budget</b>	<b>Costs</b>
GFAR	\$198,500	
<b>Total Budget</b>	<b>\$198,500</b>	
Hunt Design Associates		\$109,960
<b>Total Expenditures</b>		<b>\$109,960</b>
<b>Remaining Balance</b>		<b>\$88,540</b>

ENVIRONMENTAL ASSESSMENT:

This is not a project as defined under CEQA, and no further action is required.

Attachment:

1. Draft Agreement for Services with Hunt Design Associates, Inc.