



Staff Reports Details (With Text)

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Attachments: 1. ATCH 1 - Resolution, 2. EX A - Signage Plan

Date	Ver.	Action By	Action	Result
3/15/2022	1	CITY COUNCIL OF THE CITY OF NAPA	adopted	Pass

To: Honorable Mayor and Members of City Council

From: Vincent Smith, Community Development Director

Prepared By: Tony Valadez, Parking Programs Manager and Neal Harrison, Economic Development Manager

TITLE:

Downtown Signage Program

RECOMMENDED ACTION:

Adopt a resolution approving the Downtown Signage Program; authorizing the City Manager to negotiate and execute an amendment to Agreement C2022-004 with the Napa Downtown Merchants and Professionals Association for the installation of additional signs within the PBID Boundary in the total amount of up to \$450,000; and determining that the actions authorized by this resolution are exempt from CEQA.

DISCUSSION:

In January 1999, the former Napa Community Redevelopment Agency ("Redevelopment Agency") adopted Resolution No. A-1016, approving the City's existing Downtown Directional Sign Program. City Economic Development Staff initiated the program to help create a recognizable brand for City facilities and help guide motorists and pedestrians to key destinations in Downtown Napa. The 1999 Wayfinding Signage program included a family of sign types such as: vehicular directional signage, parking directional signage, and City building identification signage.

Based on that program, the City installed the wayfinding signs in 2001. Since then, the signs have faded, and some have experienced deterioration to the point that they need replacing. To address these issues and plan for the inevitable replacement of the wayfinding signs, City Staff issued a "Request for Proposal" (RFP) in September 2018 for the project's design services.

The City awarded the design contract to Hunt Design of Pasadena, CA. In keeping with modern best practices and placemaking standards, City staff also asked the Hunt Design to create an updated design for “family of sign types” consisting of the following:

- Vehicular Directional signage;
- City Gateway signage;
- City Building and Downtown Park ID signage;
- Parking Directional (surface lot and garage identification signage);
- District Gateway signage; and
- Pedestrian Information and Directional signage.

On August 20, 2019, City staff presented the designs for the family sign types and asked Council to provide direction regarding conceptual design for the uniform City wayfinding signage. City Council selected “Option A: Materials” that pairs black metalwork with reclaimed materials, which speaks to the historic and authentic nature of Downtown Napa.

The final updated wayfinding design package was provided to the City by Hunt Design following the August 20th Council meeting. It includes up to 112 signs as detailed in the Final Sign Plan (“Exhibit A”).

Although City Council provided direction on the design concept in 2019, funding was not available at that time to install the updated wayfinding signs. In May 2021, City Staff from Economic Development and Parking Divisions approached the Property Business Improvement District (“PBID”) about allocating PBID funding to fabricate and install the updated wayfinding signs.

The City entered into Agreement No. C2022-004 with the Napa Downtown Merchants and Professionals Association (“NDA”), for the replacement of 35 existing wayfinding signs and 5 new gateway signs within public rights of way in Downtown Napa, the cost of which is paid with PBID funds allocated to NDA. NDA has entered into a contract with Well Design Premium Signage (“Well Design”), a Napa-based company specializing in wayfinding signage to manage the fabrication and installation of the wayfinding signs covered by the Agreement in accordance with Hunt Design’s design package.

Next Steps:

Upon Council’s adoption of the recommended resolution (Attachment 1), Staff will negotiate and execute an amendment to Agreement C2022-004 with NDA for the installation of additional signs within the PBID boundary in the total amount of up to \$450,000.

FINANCIAL IMPACTS:

The action results will have no financial impact on City funds. The City Council previously allocated PBID funds in the amount of \$491,249 for FY 2021-22 (“PBID Budget”) to NDA for PBID Improvements and Activities. NDA will allocate and spend PBID funds from the PBID Budget in the amount of up to \$450,000 to pay for the installation of Program signage within the PBID boundary in accordance with the Agreement.

CEQA:

City staff recommends that the City Council determine that the Recommended Action described in this Staff Report is exempt from CEQA pursuant to CEQA Guidelines Section 15303, which exempts the construction of limited new small structures.

DOCUMENTS ATTACHED:

ATCH1 - Resolution

EX A - Signage Plan

NOTIFICATION:

The NDA was notified of this agenda item prior to the meeting date.