



MEMORANDUM

To: Town Council

From: Community Development Committee (CDC)

Date: April 14, 2015

Re: **Wayfinding Signage Project**

The CDC has worked since June 2014 with a sign designer, LandWorks, on a Wayfinding Plan for Falmouth. The final draft plan was recommended by the CDC at its meeting on April 13, 2015. This plan was arrived at with public input at two community forums and includes sign designs, locations, destinations, and cost estimates.

At the request of the Town, LandWorks also submitted a cost proposal for Phase 2 services, which include final specifications, bid documents, and installation assistance.

The CDC recommends the following implementation plan:

Year 1 (2015-16): Installation of 6 gateway signs (1 main, 5 secondary) and 25 large directional signs

Year 2 (2016-17): Installation of 33 small directional signs

Anticipated expenditures are as follows:

Phase 2 services by LandWorks	\$10,750
Year 1 signs (manufacturer to be selected through competitive bid process)	\$169,320
Year 2 signs (use same manufacturer as in Year 1)	<u>\$122,100</u>
Total estimated cost	\$302,170

The CDC recommends bidding both phases at the same time, but also obtaining an alternate bid pricing that combines all signs in a Year 1 installation. This will allow the Town to evaluate if there is a significant cost savings.

Funding is proposed to come equally from three TIF Districts – estimated average amount \$50,361 each year from each of these three districts: Route 1 South, Route 1 North, and West Falmouth Crossing. (Note: The OceanView-Natural Gas TIF has been excluded as it is not yet capitalized.)

The schedule for the remainder of the project is proposed to be as follows:

April 27	Council review of draft Wayfinding Plan and Appropriation Request
May-June	Bid package preparation
July	Project bidding
August	Manufacturer/installer selection
September	Sign manufacturing
October	Year 1 sign installation