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): $122,100

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