



Request for City Council Committee Action From the Departments of Public Works

Date: February 16, 2010
To: Honorable Sandra Colvin Roy, Chair Transportation & Public Works Committee
Referral: Honorable Betsy Hodges, Chair Ways & Means Committee
Subject: **Contract with Downtown Council for Implementation of Wayfinding**

Recommendation:

1. Authorize the appropriate City Officers to negotiate and execute a contract amendment with the Downtown Council for implementation of the skyway wayfinding signing package and pedestrian scale wayfinding kiosks at various locations in downtown pending satisfactory review by the City Attorney's Office.

Previous Directives:

- December 11, 2008 Council Resolution 208R-544 – Adopting the 2009-2013 Five Year Capital Program (TR018 Ballpark Area Pedestrian Improvements).

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Approved by:

Steven A. Kotke, P.E., City Engineer, Director of Public Works

Presenters: Jenifer Loritz, P.E., Project Manager, Public Works

Reviews:

Permanent Review Committee (PRC):	2-11-2010
Civil Rights Affirmative Action Plan:	Not Applicable
Policy Review Group (PRG):	Not Applicable

Financial Impact

Action is within current department budget

Background/Supporting Information:

In preparation for the opening of Target Field in April 2010, the City's 2009 budget included a line item for Infrastructure Improvements near the site of the new ballpark (TR018 Ballpark Area Pedestrian Improvements). This funding is being used to implement several initiatives that will help improve all modes of transportation to and from Target Field including vehicular, pedestrian, transit and bicycle. One of these initiatives is wayfinding.

The proposed wayfinding plan includes:

- Installation of additional trailblazing signage to the major freeway entrances throughout downtown.
- Installation of eight changeable message signs.
- Modifying the existing signage in the skyway system to include Target Field and the new Northstar and LRT stations.
- Replacing broken or missing directional street signs along Nicollet Mall, adding additional directional blade signs at select locations in downtown.
- Installing several pedestrian level kiosks at key locations that will contain general downtown wayfinding.

These new amenities will assist with wayfinding to the new Target Field and Northstar and LRT stations as well as for downtown in general. Building from an on-going relationship between the City and the Downtown Council with respect to the standards and procedures for the skyway system and marketing aimed at tourism in downtown, staff is seeking authorization to negotiate and execute an amendment to the existing contract with the Downtown Council to facilitate the fabrication and installation of the skyway wayfinding signing package along with the pedestrian scale wayfinding kiosks.

The Downtown Council owns the identity package associated with the existing design of the overhead skyway signs and blue water maps. They also have all necessary sign specifications on file and have historically organized any necessary modification or maintenance of the skyway signing. The Downtown Council has existing relationships with local vendors and fabricators with respect to the mapping and signage. Additionally, the Downtown Council is heavily involved with promoting and marketing downtown as a destination for tourists. The wayfinding package will help improve the experience that tourists have as they walk on the street level downtown or negotiate a complex network of skyways.

Public Works has reached an agreement with the Downtown Business Improvement Special Service District, the terms and conditions of which will be memorialized in a Memorandum of Understanding, whereby the DID has agreed to operate and maintain the proposed pedestrian scale wayfinding kiosks. The kiosks will be owned by the City.

Cc: Council Member Lisa Goodman, Ward 7

**Ballpark Area Pedestrian Improvements
Street Level and Skyway Level Wayfinding Signage Project Summary**

In furtherance of the goals of this project, the Minneapolis Downtown Council shall provide the following:

1. Furnish and install eight free standing pedestrian directory kiosks including map contents and related work in accordance with project plans and specifications.
2. Furnish and install twelve "Target Field" blade signs on existing Nicollet Mall wayfinding fixtures and related work in accordance with project plans and specifications.
3. Furnish and install updated downtown kiosk maps located on existing Nicollet Mall kiosks and related work.

Estimated total costs are \$54,000.

4. Furnish and install 45 "Bluewater" overhead skyway signs and related work in accordance with project plans and specifications.
5. Furnish and install 52 new "Bluewater" map directories including six new directory locations and related work in accordance with project plans and specifications.
6. Furnish and install updated miscellaneous skyway signage and related work in accordance with project plans and specifications.

Estimated total costs are \$89,000.

Total Estimated Cost = \$143,000