

AGENDA ITEM #: _____

DATE: July 11, 2016

COAC #: 16-5808ws

**CITY OF GOODYEAR
CITY COUNCIL ACTION FORM**

SUBJECT: City Hall Entrance Enhancements	STAFF PRESENTER: Regis Reed, Project Manager and Guylene Ozlanski, Arts & Culture Coordinator CASE NUMBER: N/A OTHER PRESENTER: N/A
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RECOMMENDATION:

Council will receive an overview of proposed entrance enhancements for Goodyear City Hall.

PURPOSE:

Discuss and review entrance enhancements for City Hall. Staff will provide current design examples of proposed design which include identification signage, public art and landscaping. (Regis Reed, Project Manager and Guylene Ozlanski, Arts & Culture Coordinator)

BACKGROUND AND PREVIOUS ACTIONS:

In an effort to provide visitors with a “sense of arrival” at Goodyear City Hall, project budgets for signage, art and landscaping were combined to create a welcoming and cohesive appearance at the entrance to City Hall.

The Arts & Culture Commission approved artist, Stephen Fairfield of the New Media Public Art Collective, on November 6, 2014. The artist was tasked with designing a project that included entry identification signage, artwork and landscaping that met project objectives. On November 17, 2015 staff presented to Mayor and Council an update on the City Hall entrance enhancement project. As staff began working with the artist it was determined that the artist would not be able to meet contractual requirements and was unable to enter into a contract with the City for the design, fabrication, and installation of the entrance enhancements. The City opted to purchase the intellectual property of the artist including all designs, copyright and models for \$7,400. This agreement was formalized on March 19, 2015 with the intent that the City would hire a general contractor to fabricate and install the project.

STAFF ANALYSIS:

Through coordinated efforts of multiple departments the way-finding signage, entry identification signage, public art and landscaping for City Hall are a convergence of three initiatives:

- Improve the accessibility and identification of the entrance to City Hall for visitors
- Provide an aesthetic improvement that creates a more welcoming presence
- Impart an attractive art experience for the visitors at City Hall

Initial combined budget allocation for the City Hall project was \$185,000. Upon receiving estimates it was identified that the public art shade canopies, proposed by the artist, exceed the allocated budget for the project. Due to this staff and the Arts & Culture Commission recommend removing the shade canopies from the project and moving forward with the signage, public art seating element and lighting. It is further recommended by staff to include signage and landscaping that emulates the artist original vision and reflects the Cities culture. The current proposal reduces the total project cost to \$134,400 including amounts already spent on signage and the artist design and rights. The proposed enhancements are consistent with new signage recently installed at City Hall.

The integrated City Hall project will:

- Highlight a spirit of creativity and contemporary design that reflects the original artist intent through enhanced aesthetic for the entrance to the building.
- Take into consideration the building's architecture as well as the City's commitment to sustainability and the environment.
- Demonstrate a commitment to design integrity and functionality.
- Establish an identity through inclusion of a theme that reflects current way-finding designs at City buildings.
- Create emphasis on the entrance to help direct people to enter the building.

Elements to be included in the proposed entrance enhancements include:

- Water Harvest Garden
- Entry Identification Signage
- Sculptural Seating
- Architectural Lighting
- Vegetation

FISCAL ANALYSIS:

The fabrication and installation of all City Hall entrance enhancements including signage, soft scape and art total \$134,400. The Public Art Fund, derived from Public and Performing Arts Program ordinance, will fund \$20,000 of the project. This Public Art Fund expenditure will be brought back to Council on June 27, 2016 for approval. By combining entry identification signage, way-finding signage, public art and landscaping components into one project an aesthetic continuity will be established.

This project employs multiple funding sources and they are outlined below:

Project	Funding Source	Project Status	Original Budget	Revised Budget
City Hall Signage: Phase II	FY15 Budgeted Signage Supplemental	Complete	\$30,000	\$30,000
City Hall Signage: Phase I	FY14 City Hall Entry Improvement Supplemental	Pending	\$75,000	\$59,400
Landscaping	FY15 Budgeted Soft-Scape Supplemental	Pending	\$10,000	\$25,000
Public Artwork	FY15 Public Art Fund	Pending	\$70,000	\$20,000
	Project Total		\$185,000	\$134,400

ATTACHMENTS:

None.