



AGENDA REPORT

To: Mayor and City Council

From: Warren Hutmacher, City Manager

Agenda: March 25, 2019 – Work Session

Item: Johns Creek Convention and Visitors Bureau (JCCVB) Presentation of Gateway Markers –
Public Participation Plan and Cost Estimate

Background:

At its February 11 meeting, City Council approved a potential allocation of \$40,000 for coordination and implementation of a staff-led process for community involvement/design to help provide a variety of options for the fabrication and installation of gateway markers.

City Manager Hutmacher met with members of the Board of Directors for the JCCVB on March 13th to discuss the Council's objectives and work toward a collaborative approach with the JCCVB that focused on "process and product". At that time, the JCCVB asked the City Manager to return on March 20th to present a public participation plan (process), and if possible, cost estimates for design services (product).

At a special called JCCVB meeting on March 20th, Communications Director Bob Mullen presented a detailed public participation process for the eventual installation of gateway markers. The JCCVB reiterated that they prefer their original recommendation of hiring Urban Catalyst to manage the public process as well as pick an artist to design and fabricate two art pieces as gateway markers. They understood the Council's preference for an alternate approach that would include City staff leading the public participation process with the use of an RFP to select a design professional or artist to interpret the community's input into a gateway marker design for Council consideration. The Council will be provided an estimated cost to complete shop drawings, design fabrication and installation at that time.

JCCB Gateway Markers Public Participation Plan and Cost Estimate

Primary Goal:

Work with the CVB to execute a process for bringing the community and interested stakeholders together to develop a design process for markers at key gateways through the City at a reasonable cost. The following represents an outline of the proposed process to lead us collectively to the end goal of installing gateway markers.

Key Considerations:

- Explore both artistic markers and more traditional gateway signage
- Ensure a successful and broad public engagement process
- Create compelling and easy to comprehend visual reporting and storytelling
- Identify and recommend the design, scale, size, and locations for the gateway signs
- Establish an achievable budget for the gateway sign fabrication and installation given cost constraints.

Background & Tactics/Approach:

1. Create process for gathering proposals from vendors for design services to create the necessary visuals and cost estimates (Gateway Plan reviewed by the CVB on Wednesday March 20th. Present to the Mayor and Council on March 25)
2. Create a proposal process (City procurement to invite select firms/designers to submit proposals or distribute an RFP (March 26)
3. Selection of a lead firm/designer - The lead firm/designer would be involved in the public participation process meetings, review all public input collected and meet with City/CVB throughout the draft design process (April 5)
4. Plan, staff and lead a clear/thorough public participation process to:
 - a. Gain input from a wide variety of community stakeholders and residents regarding:
 - i. What form the gateway markers should take (primary design takeaways: materials, vertical/horizontal, space constraints, etc.)
 - ii. Where the gateway markers should be located (mapped spots, point of views, mock-ups)
 - iii. What the gateway markers will look like (wording, logo, spacing, font, letters, brand/style guidelines, etc.)
 - b. Public participation process (April-May) consists of:
 - i. Two public input collection meetings (April 18 or 25, May 2 or 9)
 1. Scheduled for convenient times at City facilities
 2. Drop-In/Two-hour timeslot to offer a chance for community to weigh in

3. Attendees are taken through initial presentation
 4. A selection process – review of approximately 50-70 images of both artistic and traditional gateway design examples
 5. Attendees provide feedback to City staff attendees
 6. Focus-group breakouts to delve further into key likes/dislikes
- ii. Online Visual Preference Survey
 - iii. Event-related Input & Data Collection: Tent and table at City Events
5. Based on involvement in the public participation process and review of all public input collected, the lead firm/designer will meet with City/CVB to deliver an initial set of at least 10 designs for consideration (May 20-31)
 6. City/CVB work with designer to create a refined list of at least five (5) design choices (May 27 – June 7)
 7. City/CVB modifies list to a selection of three (3) final choices to be shared with the public along with results from the Public Participation process and the Visual Preference survey data (data collection summary) (June 3-11)
 8. Presentation to City Council of recommended choices and locations recommendations for City Council vote/approval (June 17)