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COMMISSION WORKSHOP MEETING CITY OF ST. PETE BEACH

155 Corey Avenue
St. Pete Beach, FL 33706

Tuesday, January 24, 2017
4:30 PM

Call to Order
Pledge of Allegiance
Roll Call

1. Placemaking/Branding Presentation and Discussion.

2. Adjournment

APPEAL: In accordance with Florida Statute 286.0105, if a person decides to appeal any decision made by the board, agency, or commission with respect to any matter considered at such meeting or hearing, he or she will need a record of the proceedings, and that, for such purpose, he or she may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based. The City does not furnish verbatim transcripts. Interested parties should make the necessary arrangements for verbatim transcripts.

AMERICANS WITH DISABILITIES ACT: In accordance with the Americans with Disabilities Act and Florida Statutes, Chapter 286.26, persons needing special accommodations to participate in a meeting should contact City Hall at (727) 367-2735 no later than four (4) days prior to the meeting for assistance.

**The public is cordially invited to attend this meeting.
All agenda material is available for review at City Hall.**

**St. Pete Beach City Commission
Agenda Report**

Issue Considered: Workshop with the City Commission for project direction to initiate Placemaking contract for the City of St. Pete Beach.

Date: January 24, 2017

Prepared By: Jennifer Bryla– Community Development Director

Through: Wayne Saunders – City Manager

Summary of Issue The consultant, Jonathan Mugmon, will make a presentation that will include graphics and images that represent St. Pete Beach and ask the Commission to provide feedback. The exercise is necessary in order to confirm direction for the branding element(s) for the tasks included in the scope. The contract and scope was approved at the December 13, 2016 City Commission meeting.

This direction is the first step in the process and will lay the foundation from which to build upon. The monies for this project were budgeted in the 2016 fiscal year and will need to be appropriated into the 2017 budget as they were not expended.

As outlined in the contract scope, the consultant will develop a “brand” for the city through stakeholder interviews and existing consensus data that the city holds. The work will culminate in working drawings for the construction of gateway signage for the City.

Funding: 2016 Budget

Requested Motion: NA

Attachment: scope

**Reviewed by the
City Manager** WS

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1.0 PROJECT DESCRIPTION

The City of St. Pete Beach desires to retain Jonathan Mugmon Design to create a brand-mark and gateway feature that will provide the Client with a document that details sign messaging, terminology, and installation locations, materials, size/scale, colors, finishes, copy/text and schedule of signs (e.g. number of each sign type, approximate location). This information shall be suitable for the city to solicit proposals from qualified sign fabricators to prepare complete engineered shop drawings, and to manufacture and install all signage elements.

PART I: CITY BRAND IDENTITY PROJECT - BRAND-MARK

Task 1: Creation of city brand design

- 1.1 Verbal expression – Development of expression of the city’s essence and character into text to define the brand presence.
- 1.2 Public Meeting - Coordination meeting to discuss the character, marketing and audience for development of a city brand mark.
- 1.3 Graphic language - Definition and design of the elements that define the city’s character; both words and graphics.
- 1.4 Define colors, type and symbol - Define appropriate usage of color, type and iconography for various applications.
- 1.5 Presentation – Presentation of three city brand design (3) options to client

PART II: PLACE-MAKING IDENTITY PROJECT – GATEWAY FEATURE

Project Coordination – In addition to the specific services detailed below, Jonathan Mugmon Design shall coordinate our work with the Client’s representative and the Client’s project team, monitor the project schedule as it relates to the scope contained herein, and provide timely invoicing and reporting of project progress.

Task 2: Research and development

- 2.1 Audit – Inventory of existing entry monuments and locations, messaging and review of existing conditions.
- 2.2 Research - An on site audit of existing branding and wayfinding including factors that affect wayfinding, existing character elements, architecture and signage for pedestrians, cyclists, vehicles and public transport; zoning; branding and identity in the public realm; master plans; factors that affect city brand and identity.
- 2.3 Coordination with FDOT and stakeholder team – Interviews with key staff and stakeholders from transportation, planning, marketing and FDOT.

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Task 3: Strategy/Concept Presentation

3.1 Movement analysis - A movement plan that identifies critical routes, decision points, nodes, destinations, districts and identifiable areas.

3.2 Placement analysis - Development of a strategy to assess the indicative placement strategy. This stage would identify the draft total number of entry features required to deliver the project.

3.3 Branding - Propose a series of branding principles that are appropriate that underpin the cities marketing strategy and visual brand. As a result of this study consultant shall provide a city landmark.

Task 4: Gateway Sign Design

4.1 Concept designs - Development of two (2) options for the gateway sign design that will reflect the 'look and feel of the St Pete Beach. Specifications for the gateway shall include architectural form, materials, shapes, color, graphics and branding elements to develop full concept drawings.

4.2 Design development - Definition and design for sign types including definition of materials and graphics.

4.3 Sign location plan - Establishment of sign location plan.

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Deliverables – As a result of these tasks, Jonathan Mugmon Design shall produce printed and electronic copies of the following:

- One (1) set of final design document drawings (digital pdf)
- One (1) set of final brand standards (digital pdf)

FEES:

Part I – City Brand Identity Project services will be provided for a Lump Sum of nine thousand dollars (\$9,000.00)

Part II – Placemaking Identity Project - Gateway services will be provided for a Lump Sum of eight thousand dollars (\$8,000.00)

Budget is inclusive of all direct and travel expenses related to project.

Additional Services not included in this scope of services by which may be added at the CLIENT's request include:

- Additional presentations
- Additional illustrative graphics
- Estimating project improvement costs
- Construction Documents
- Construction Phase Services

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The above fee may be increased as necessary in increments as mutually agreed to by the CLIENT and Jonathan Mugmon Design in a written format. We will bill monthly for all work performed and expenses incurred on the project's behalf. Unpaid invoices after 30 days will accrue service charges at 1.5% per month and include any costs of collections and reasonable attorney's fees.

Again, thank you for the opportunity to submit this proposal. We look forward to working with you on this exciting project. If this proposal is acceptable, please sign both copies and return one to our office.

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Sincerely,
Jonathan Mugmon

AGREED BY:
Wayne Saunders
City Manager

Name Date _____

Title

AGREEMENT AND ACCEPTANCE:

Signed, this _____ Day of _____, 20____
Jonathan Mugmon Design City of St. Pete Beach

By:

By:


Print: Jonathan Mugmon

Print:

Principal
300 North Park Avenue
Winter Park, FL 32789

Title
Address:
City, State and Zip