



# City of Gulf Breeze

## Memorandum

**To:** Samantha D. Abell, City Manager  
**From:** Sam Wilson, Development Services Manager  
**Thru:** Thomas Lambert, Director of Public Works  
**Date:** December 1, 2021  
**Subject:** Approve the Award of Design/Bid Package Preparation and Construction Administration to Sam Marshall Architects for \$13,000 and Advertisement of Competitive Bid for the Wayfinding and Destination Signs

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### REQUEST:

That the City Council approve the award of design, preparation of bid package, and construction administration to Sam Marshall Architects for \$13,000 and approve the advertisement of a competitive bid package for the Wayfinding and Destination Signs.

### BACKGROUND:

On July 30th, 2019, the Tourism Development Advisory Committee (TDAC) met, discussed, and approved the conceptual design and placement of wayfinding signage. The wayfinding and destination signs are primarily intended to help motorists navigate in and around the City using cohesive design while minimizing signage clutter. Sam Marshall Architects was hired to help spearhead the communication with TDAC and finalized the conceptual design and placement of the signs.

### DISCUSSION:

The approved conceptual design and layout called for (16) sixteen "Destination Directional Signs" and (11) eleven "Destination" you have arrived signs. The following hierarchy lists the approved ranking and official nomenclature of sign messages. The Tiers are based on sorting by frequency of visitation and level of importance as determined by the City.

#### City of Gulf Breeze Destinations

1. Shoreline Park
2. Woodland Park
3. Vista Park
4. Wayside Park
5. Hodges Park
6. Williamsburg Park

#### Tier 1 Arteries

1. Gulf Breeze Parkway US98
2. Shoreline Drive
3. Fairpoint Drive
4. Sunset Drive
5. Navarre Street
6. McLane Road

850.934.5115 • FAX 850.934.5114

P.O. BOX 640 • 1070 SHORELINE DRIVE • GULF BREEZE, FLORIDA 32562-0640

7. Post Office
8. Library
9. City Hall
10. Fire Station
11. Police Station
12. Community Center

7. Bear Drive
- Tier 2 Arteries
1. Remaining City Streets

Sam Marshall Architects has provided a probable cost estimate of \$190,396 for the construction and installation of the signs, to be entirely funded by tourism dollars (bed tax). Based on that dollar amount, City Staff is recommending that we have a base bid and alternate bid (see attached map).

**FINANCIAL IMPACT:**

The design fees, bid package preparation, and construction administration to Sam Marshall Architects for \$13,000 will be funded from the Fund 105 TDAC budget. The FY2022 TDAC budget includes funding for the construction and installation of the signs as recommended by the TDAC Board. The request to award that contract will be brought back to City Council.

**RECOMMENDATION:**

That the City Council approve the award of design, preparation of bid package, and construction administration to Sam Marshall Architects for \$13,000 and approve the advertisement of a competitive bid package for the Wayfinding and Destination Signs.

**ATTACHED:**

[Wayfinding Signs Map 21.12.01](#)

[Wayfinding Signage Proposal rv 21.12.01](#)

[Signage 21.12.01](#)



Legend

2000 ft

Phase II Wayfinding Destination Signage

BID

ALTERNATE

BASE

★

★

★

Destination Sign

BID

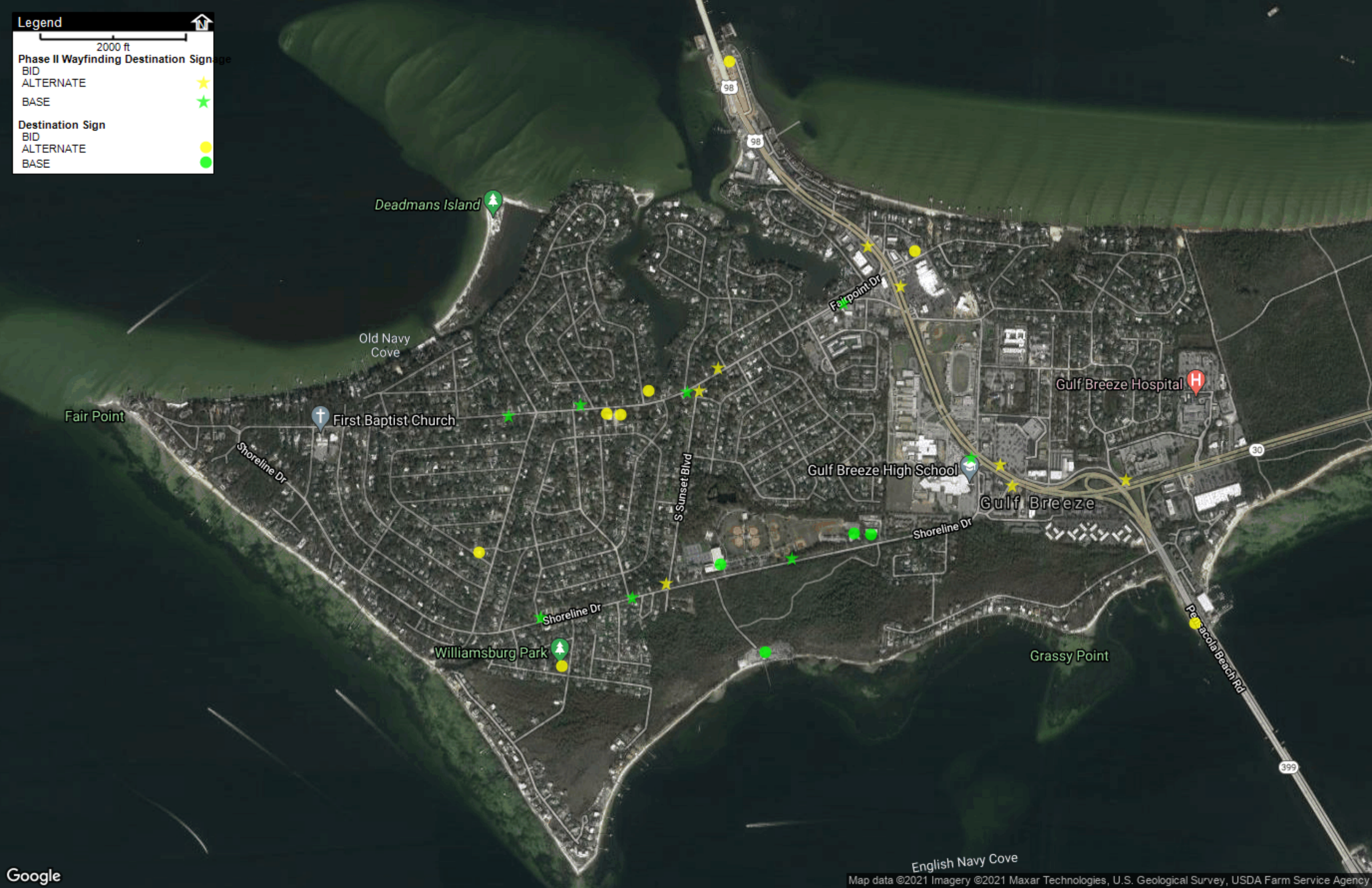
ALTERNATE

BASE

●

●

●







December 1, 2021

Samantha Abell, City Manager  
City of Gulf Breeze  
1070 Shoreline Dr.  
Gulf Breeze, FL 32561

Re: Professional Services Proposal for Wayfinding Signage

Dear Ms. Abell:

This is our proposal for the preparation of bid packages for the Gulf Breeze Wayfinding Signage.

The wayfinding signage was discussed and approved in a TDAC meeting on July 30, 2019, with the concept presented approved for development. Since that time the project was placed on hold for development of the multi-use path so that coordination of the projects could be accomplished.

Design fees for updating the package	\$4,000.00
Fee for preparation of bid package	\$3,500.00
Construction administration	\$5,500.00
 Total fees (based on current scope)	 \$13,000.00

Please see the attached description of the project developed to date for additional details.

Thanks for the opportunity to be of service.

Sincerely,

David Alsop, AIA  
Sam Marshall Architects

211201 wayfinding signage revised



# Destination Hierarchy

## Destination Strategy

The following hierarchy lists the approved ranking and official nomenclature of sign messages. The Tiers are based on a sorting by frequency of visitation and level of importance as determined by the City.

### City of Gulf Breeze Destinations

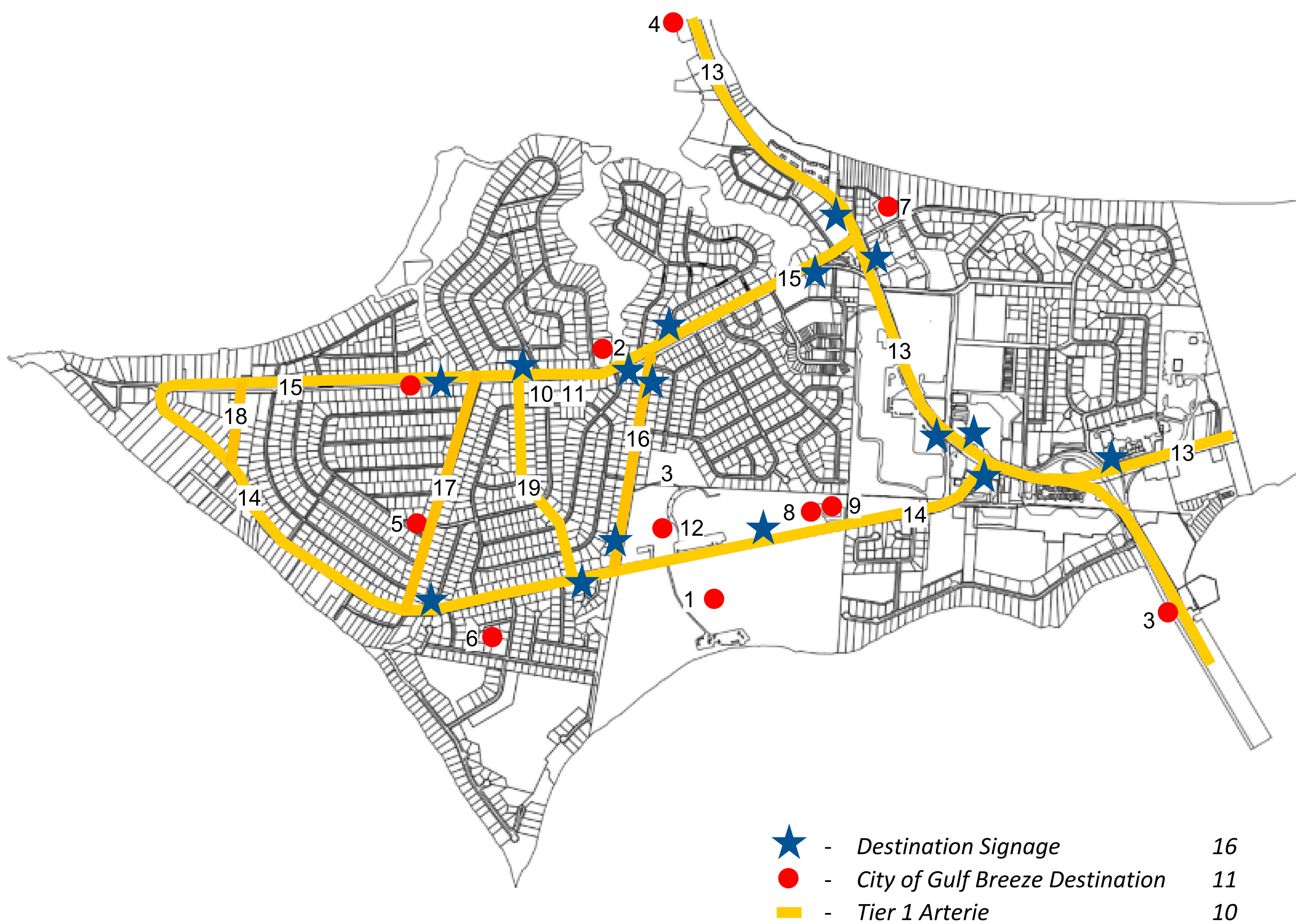
- 1 • Shoreline Park
- 2 • Woodland Park
- 3 • Vista Park
- 4 • Wayside Park
- 5 • Hodges Park
- 6 • Williamsburg Park
- 7 • Post Office
- 8 • Library
- 9 • City Hall
- 10 • Fire Station
- 11 • Police Station
- 12 • Community Center

### Tier 1 Arteries

- 13 • Gulf Breeze Parkway US98
- 14 • Shoreline Drive
- 15 • Fairpoint Drive
- 16 • Sunset Drive
- 17 • Navarre Street
- 18 • McLane Road
- 19 • Bear Drive

### Tier 2 Arteries

Remaining City streets







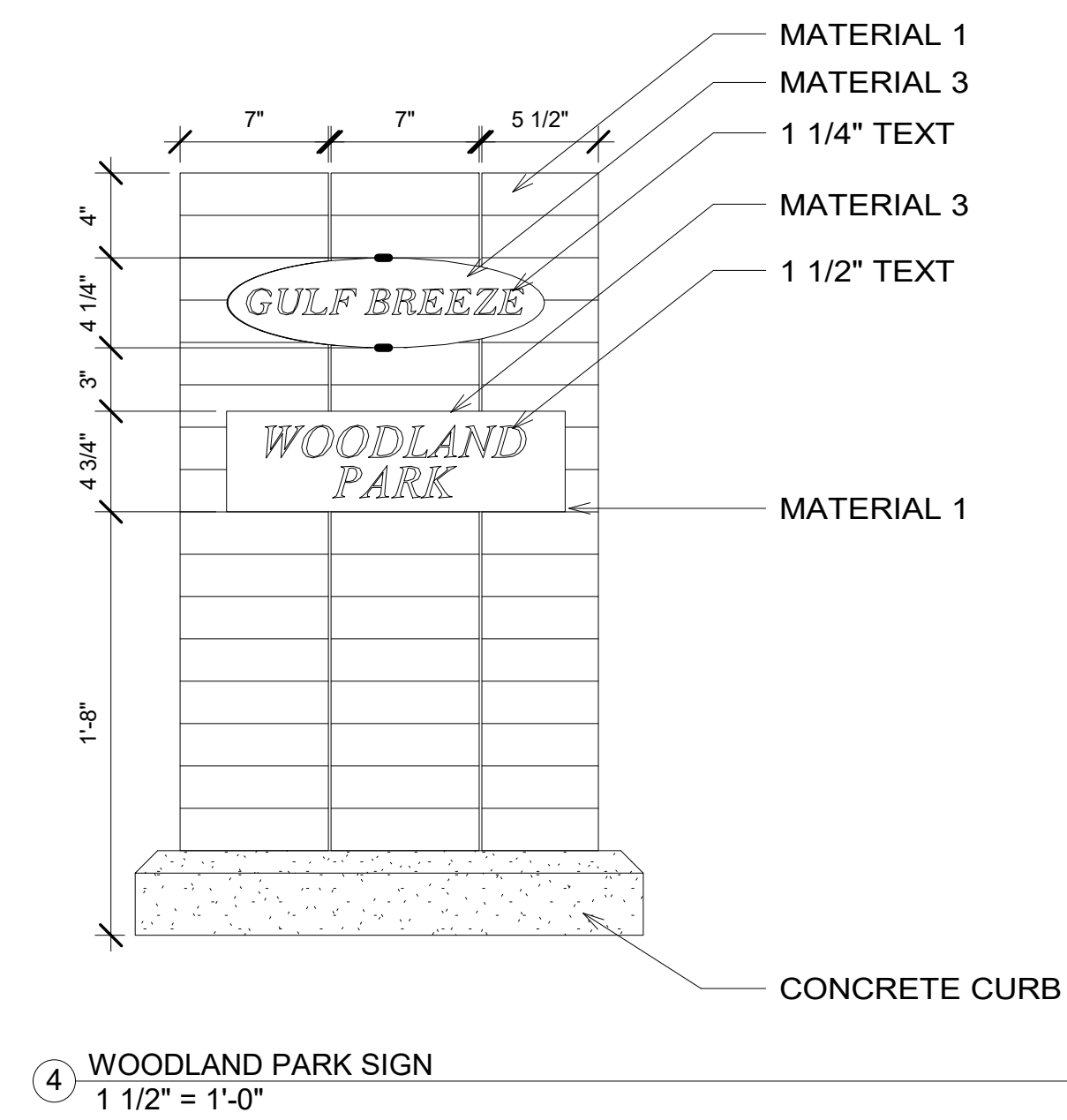
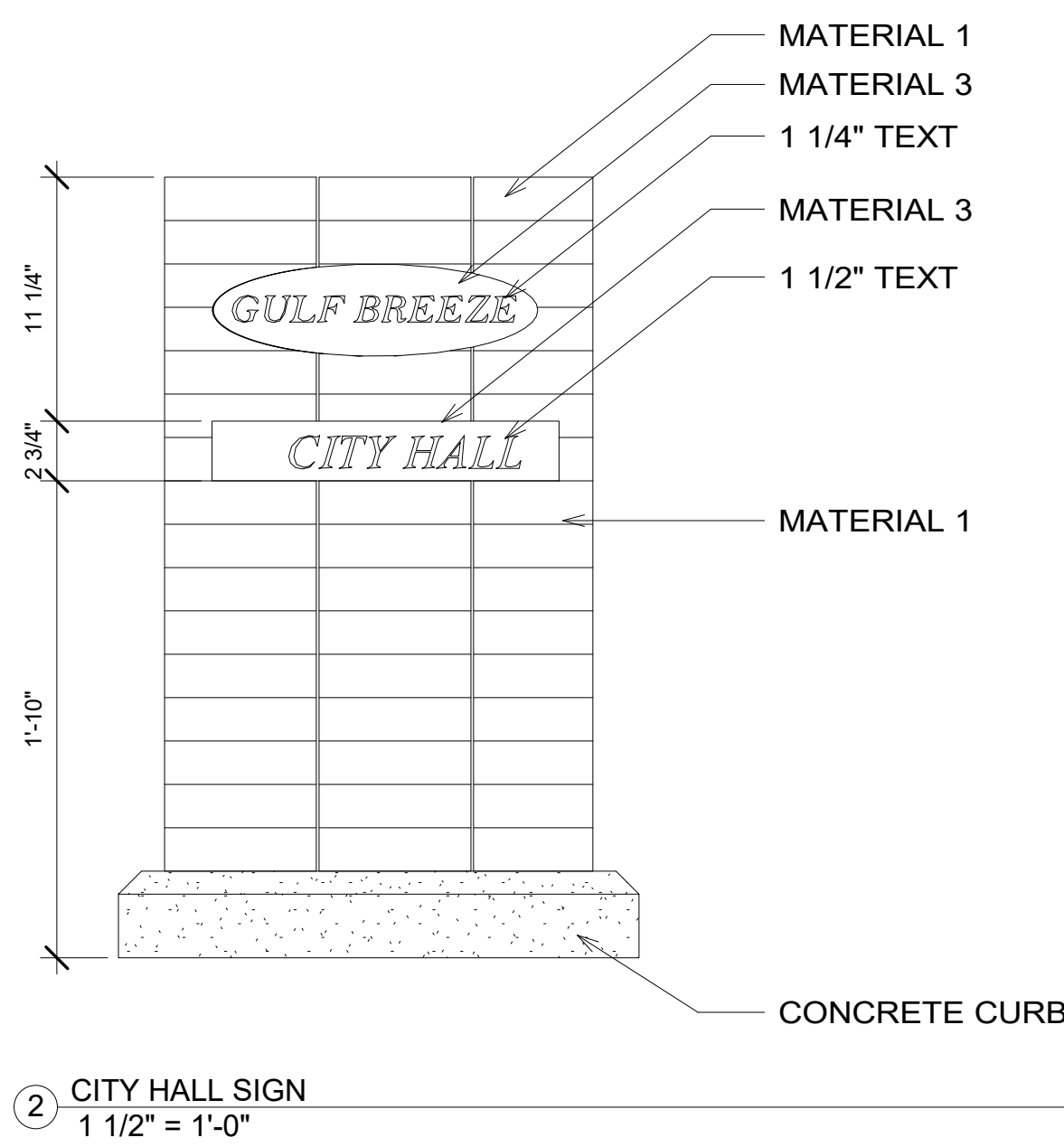
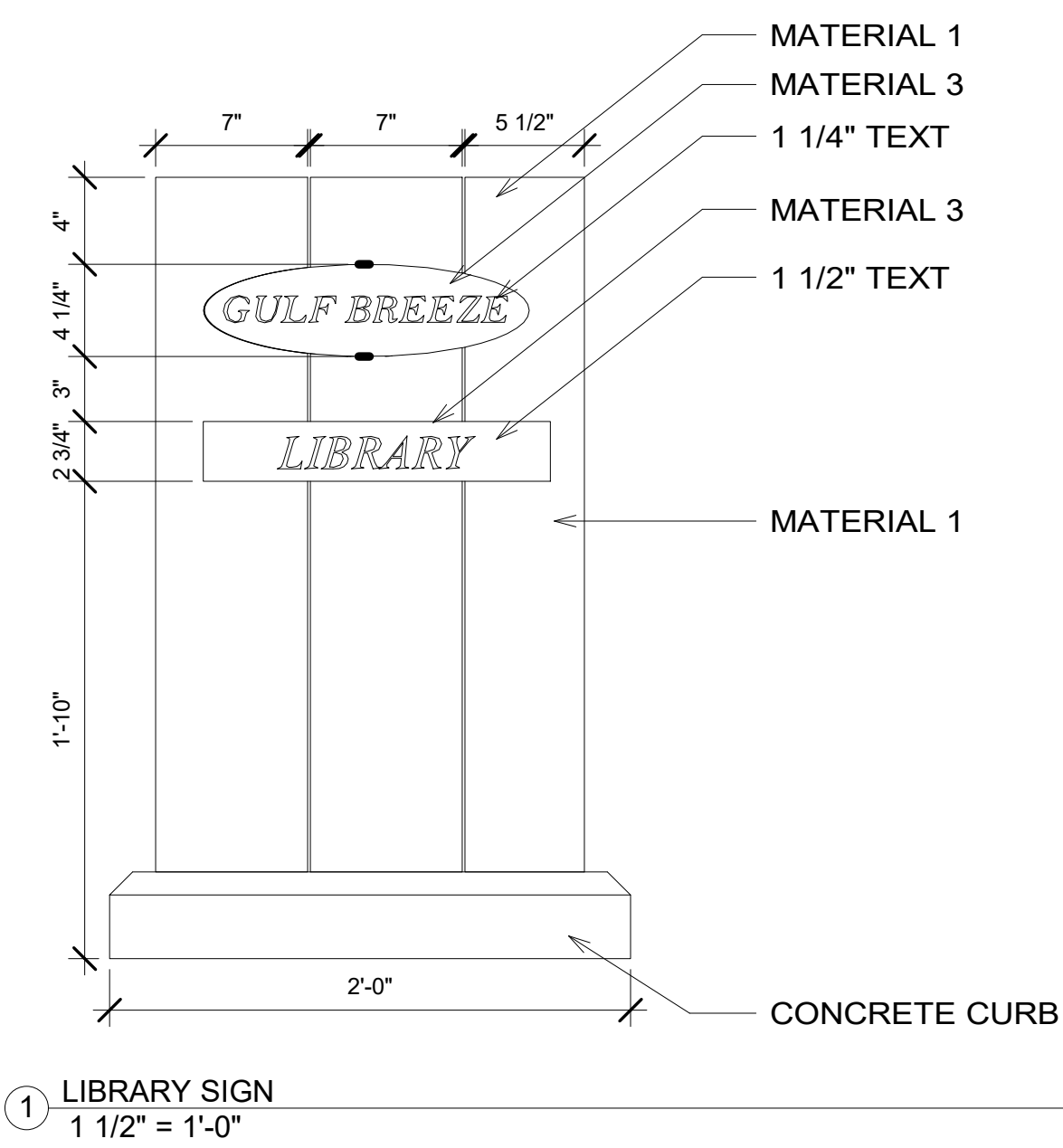
GULF BREEZE SIGNAGE

CITY OF GULF BREEZE

No.	Description	Date

LIBRARY, CITY HALL,  
WOODLAND PARK

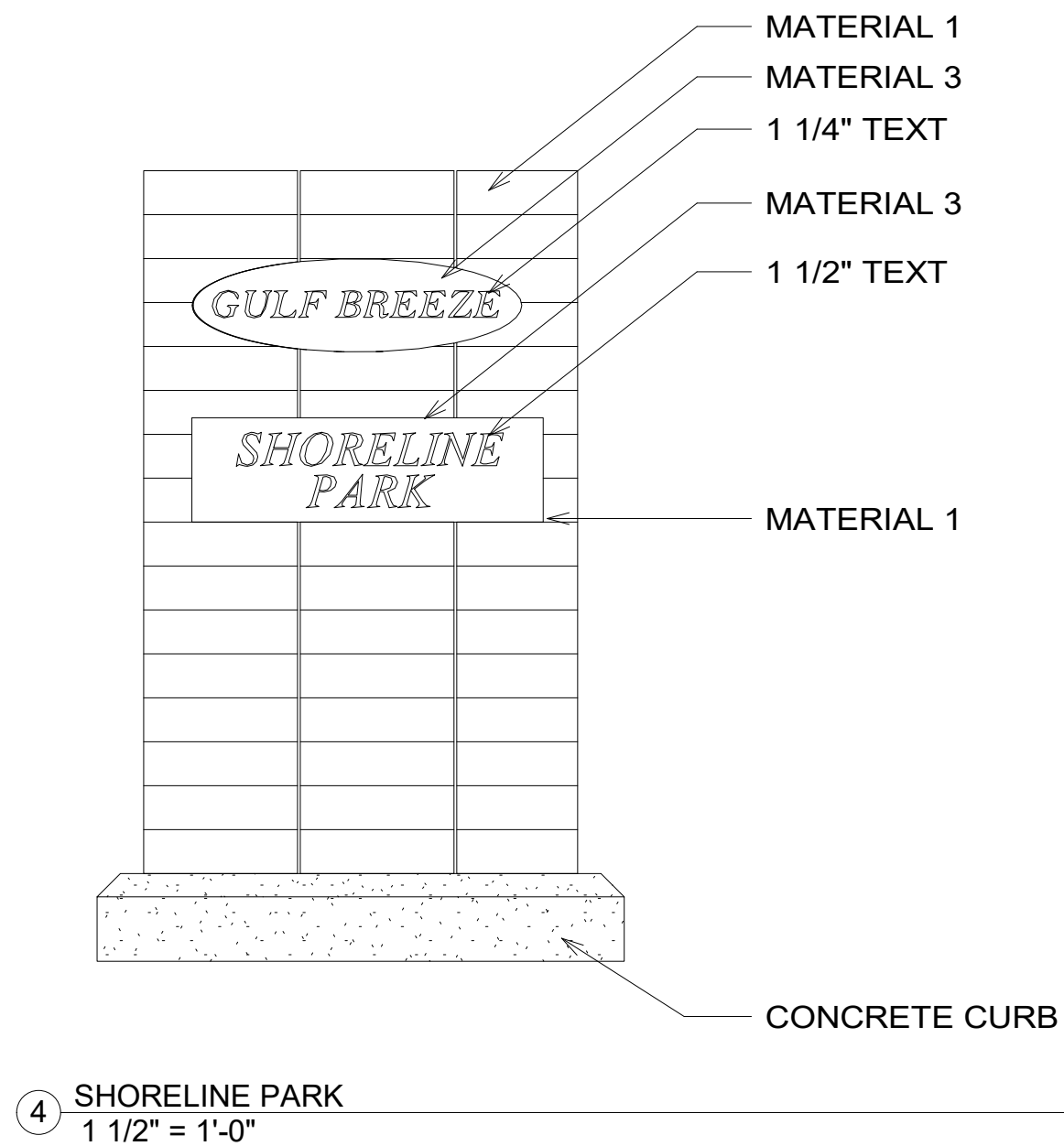
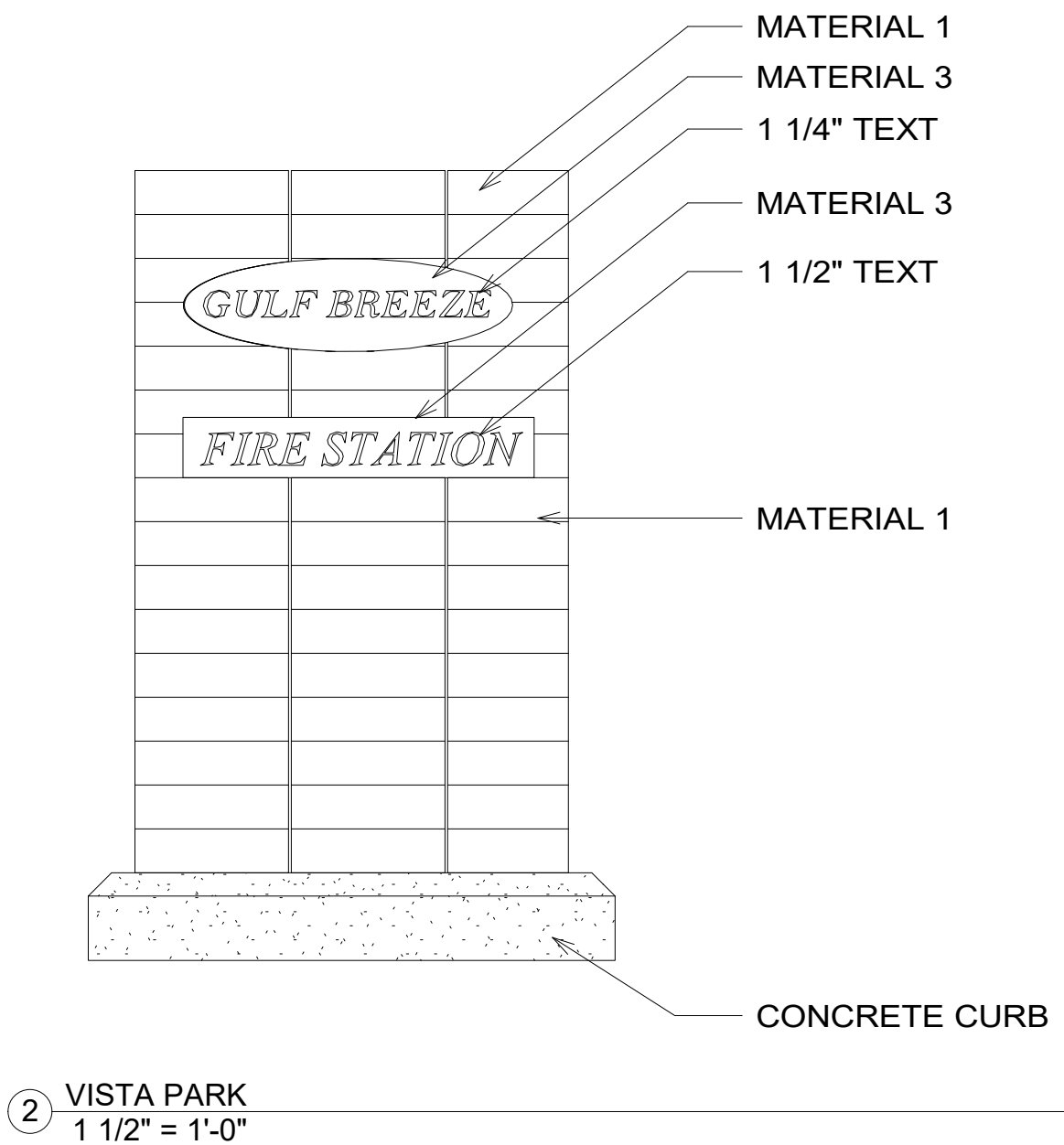
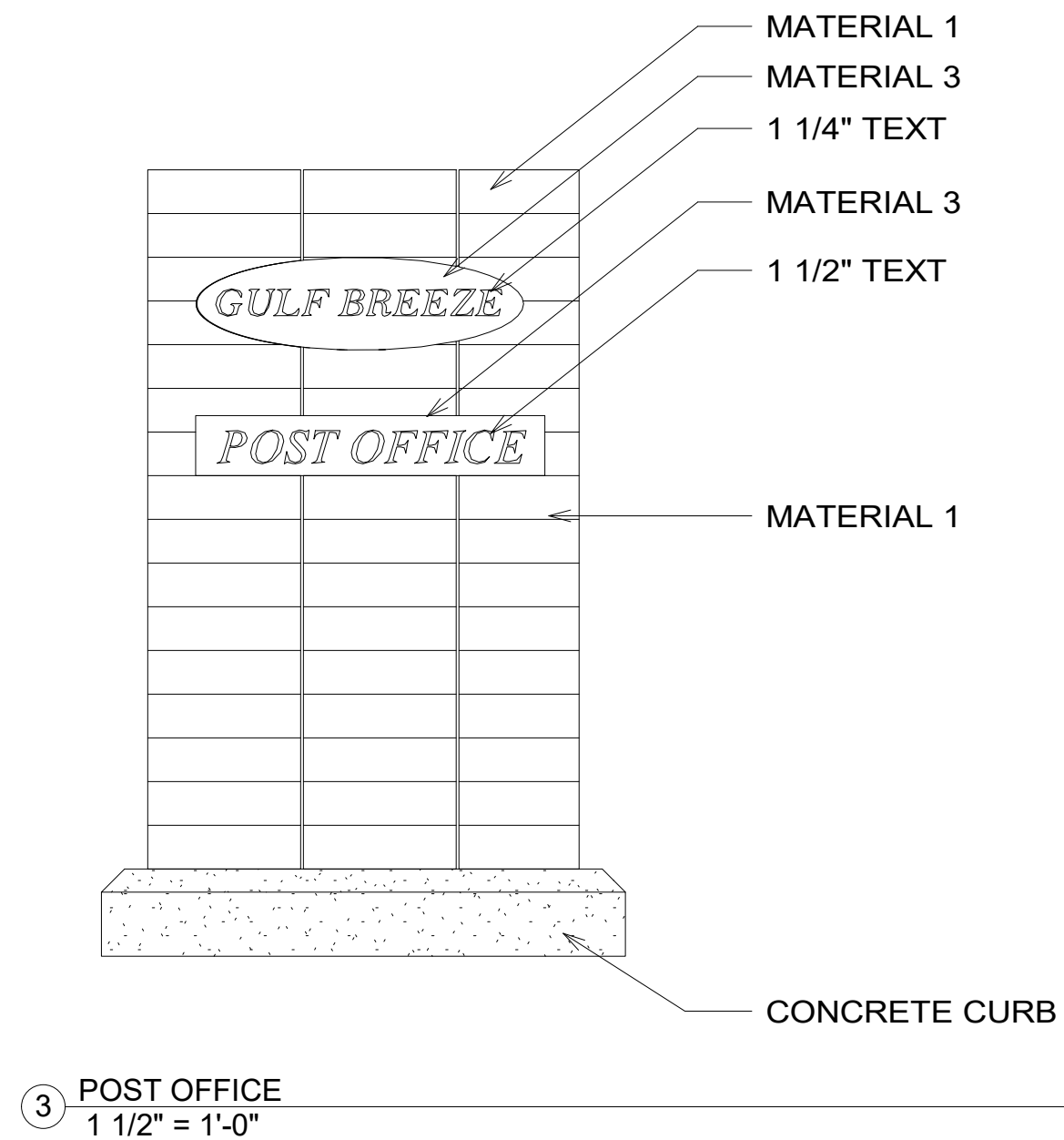
Date 10/23/19  
Drawn By Author  
Checked By Checker







GULF BREEZE SIGNAGE  
CITY OF GULF BREEZE

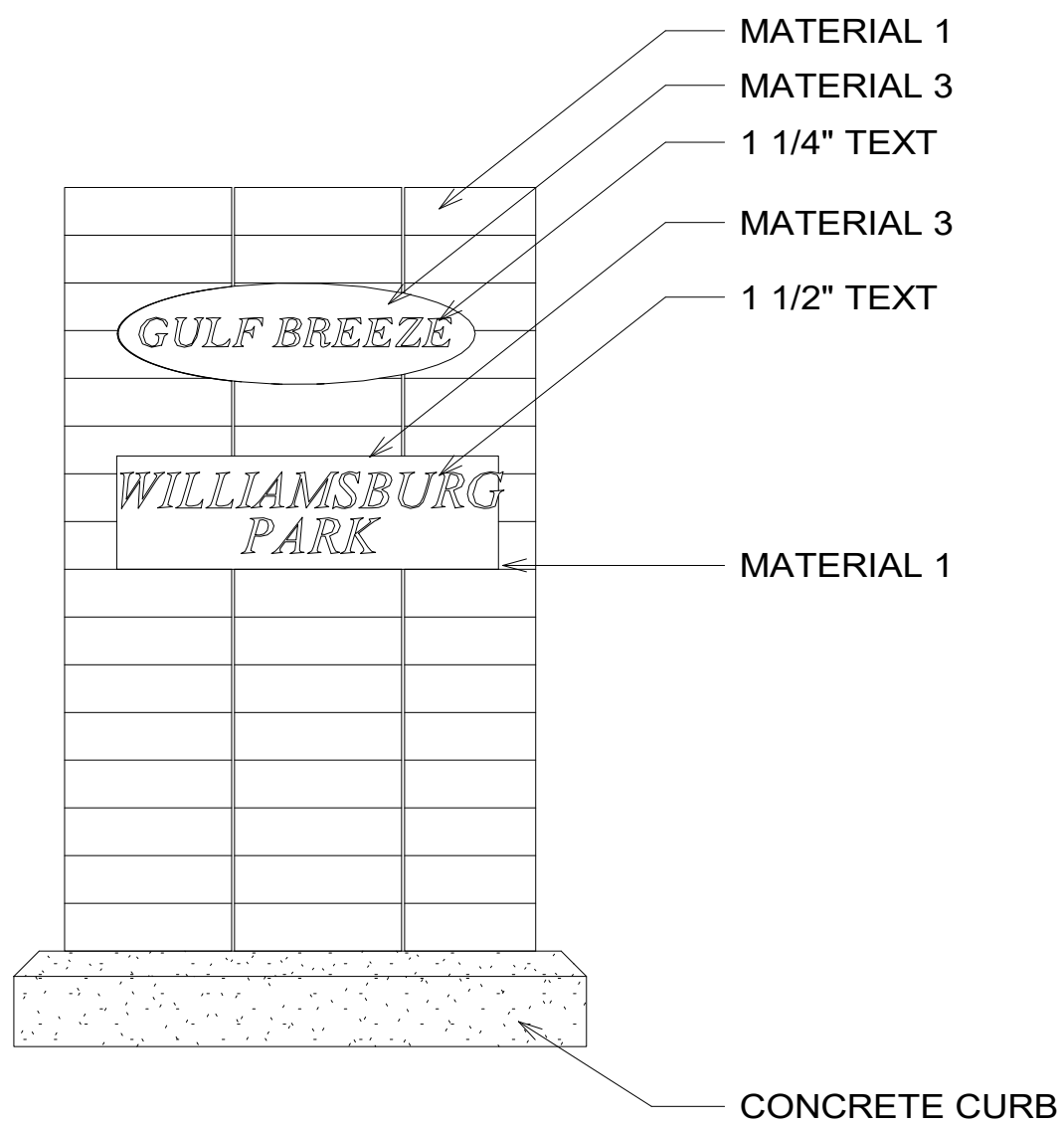


No.	Description	Date

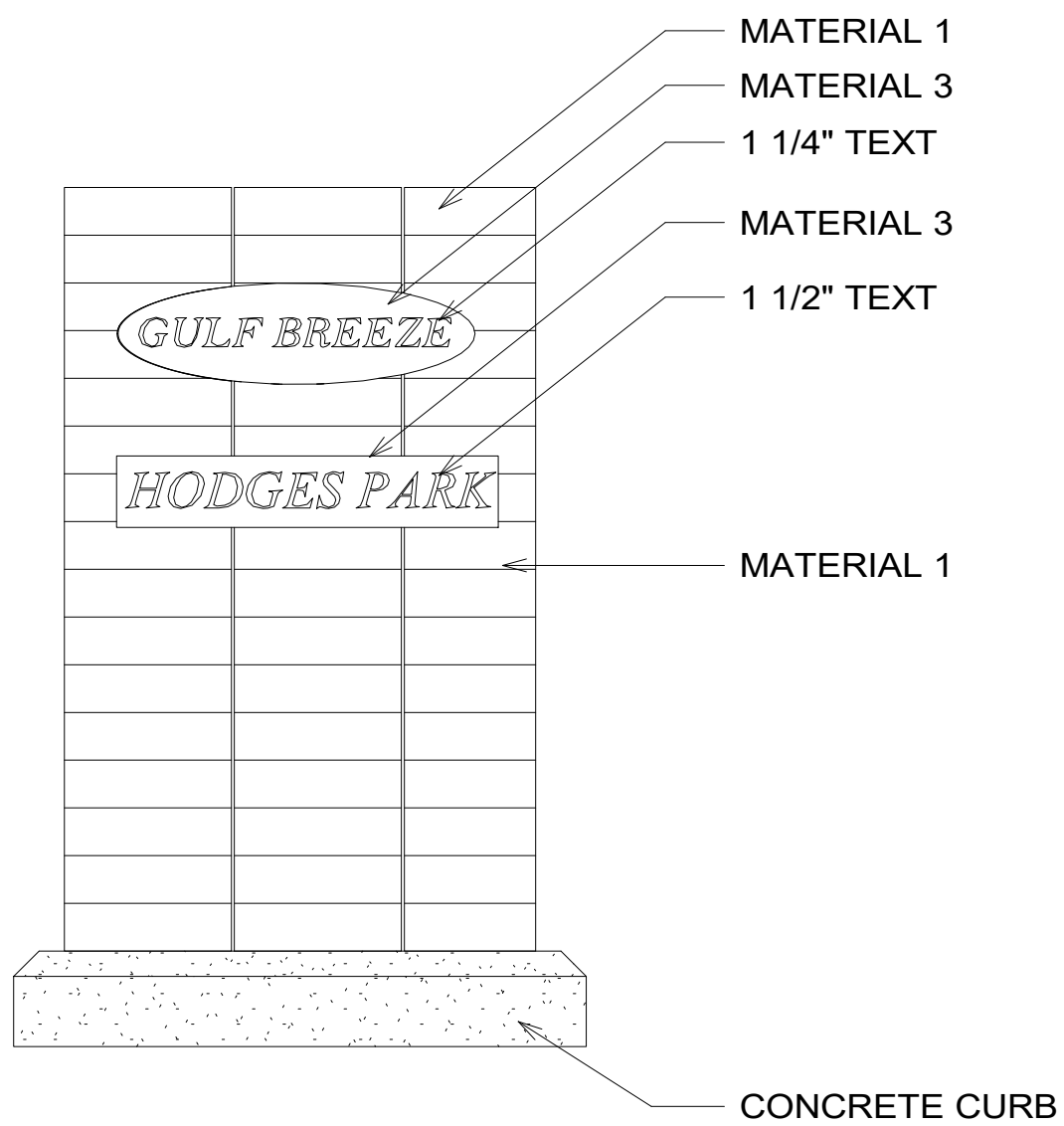
POST OFFICE, FIRE  
STATION, SHORELINE  
PARK

Date 10/23/19  
Drawn By Author  
Checked By Checker

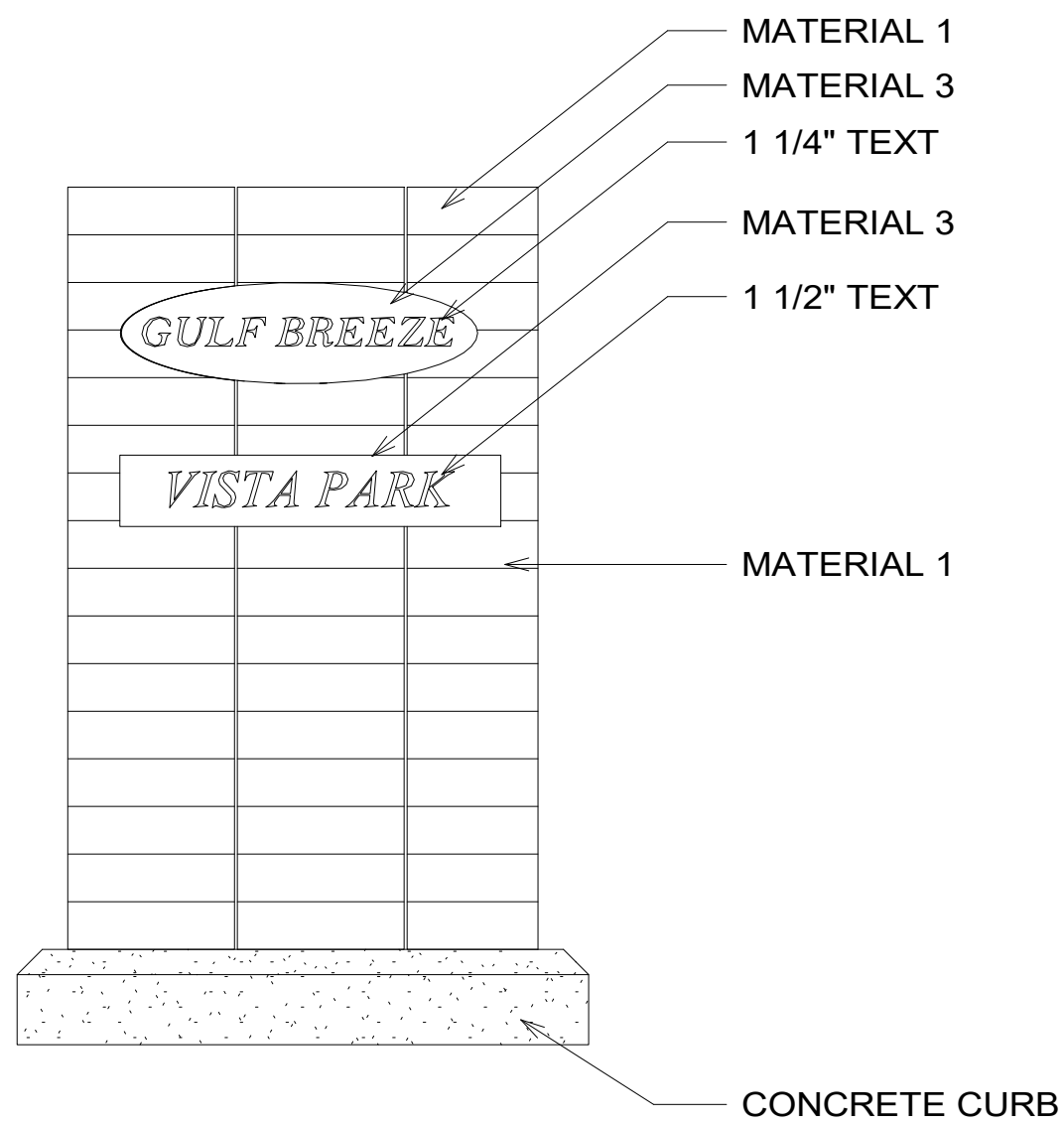




② WILLIAMSBURG PARK  
1 1/2" = 1'-0"



③ HODGES PARK  
1 1/2" = 1'-0"



④ HODGES PARK Copy 1  
1 1/2" = 1'-0"

GULF BREEZE SIGNAGE  
CITY OF GULF BREEZE

No.	Description	Date

WILLIAMSBURG  
PARK, HODGES  
PARK, VISTA PARK

Date	10/23/19
Drawn By	Author
Checked By	Checker



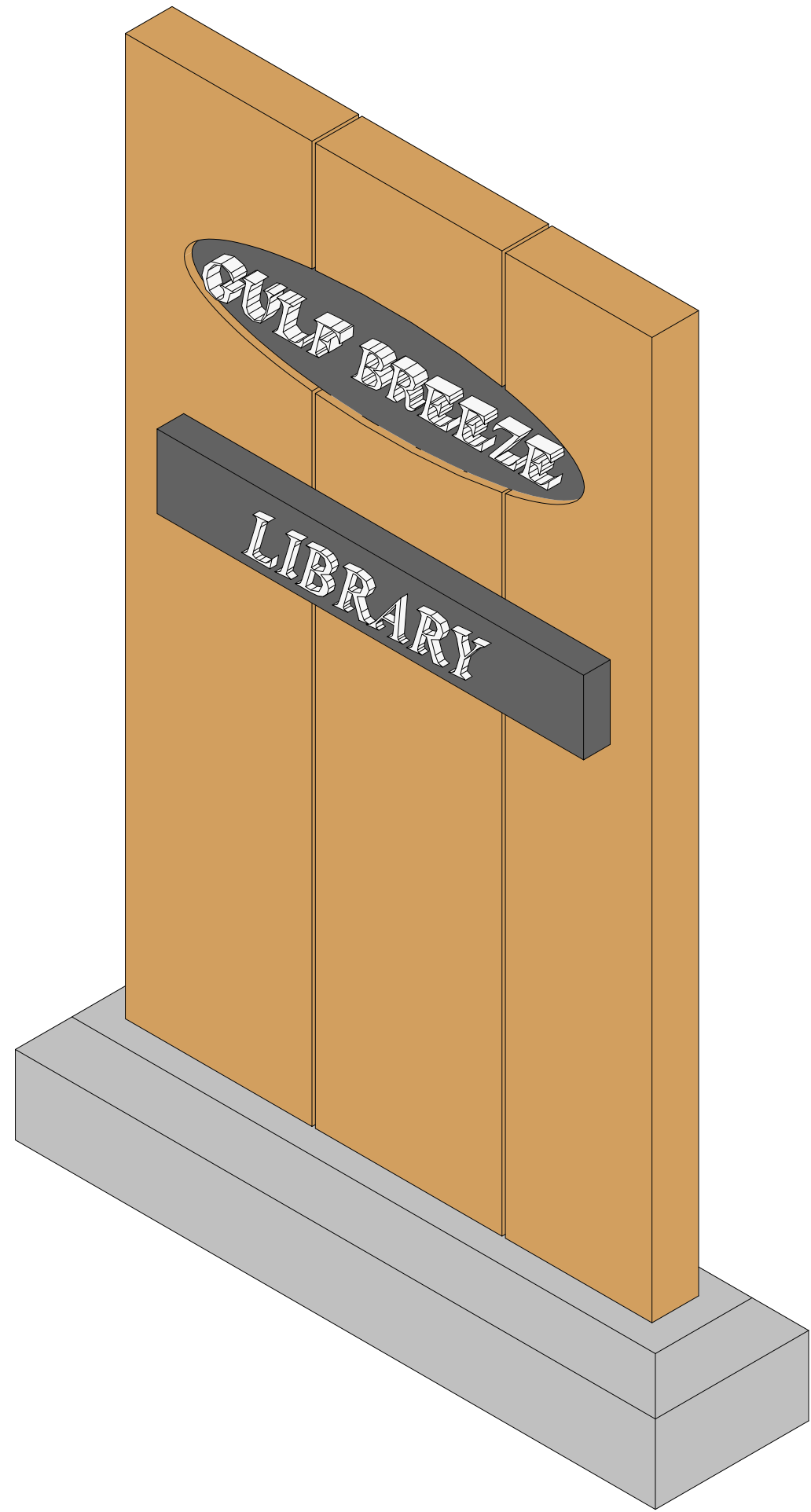
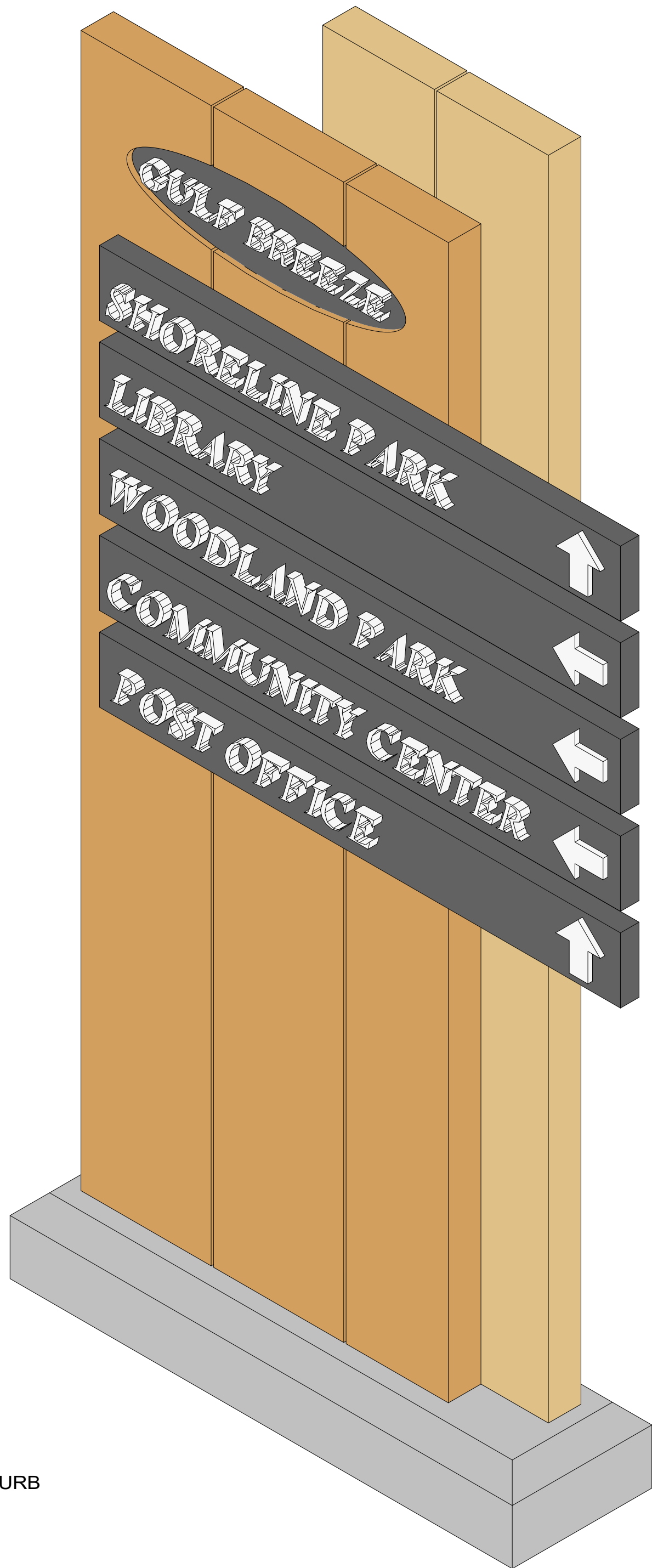
GULF BREEZE SIGNAGE  
CITY OF GULF BREEZE

No.	Description	Date

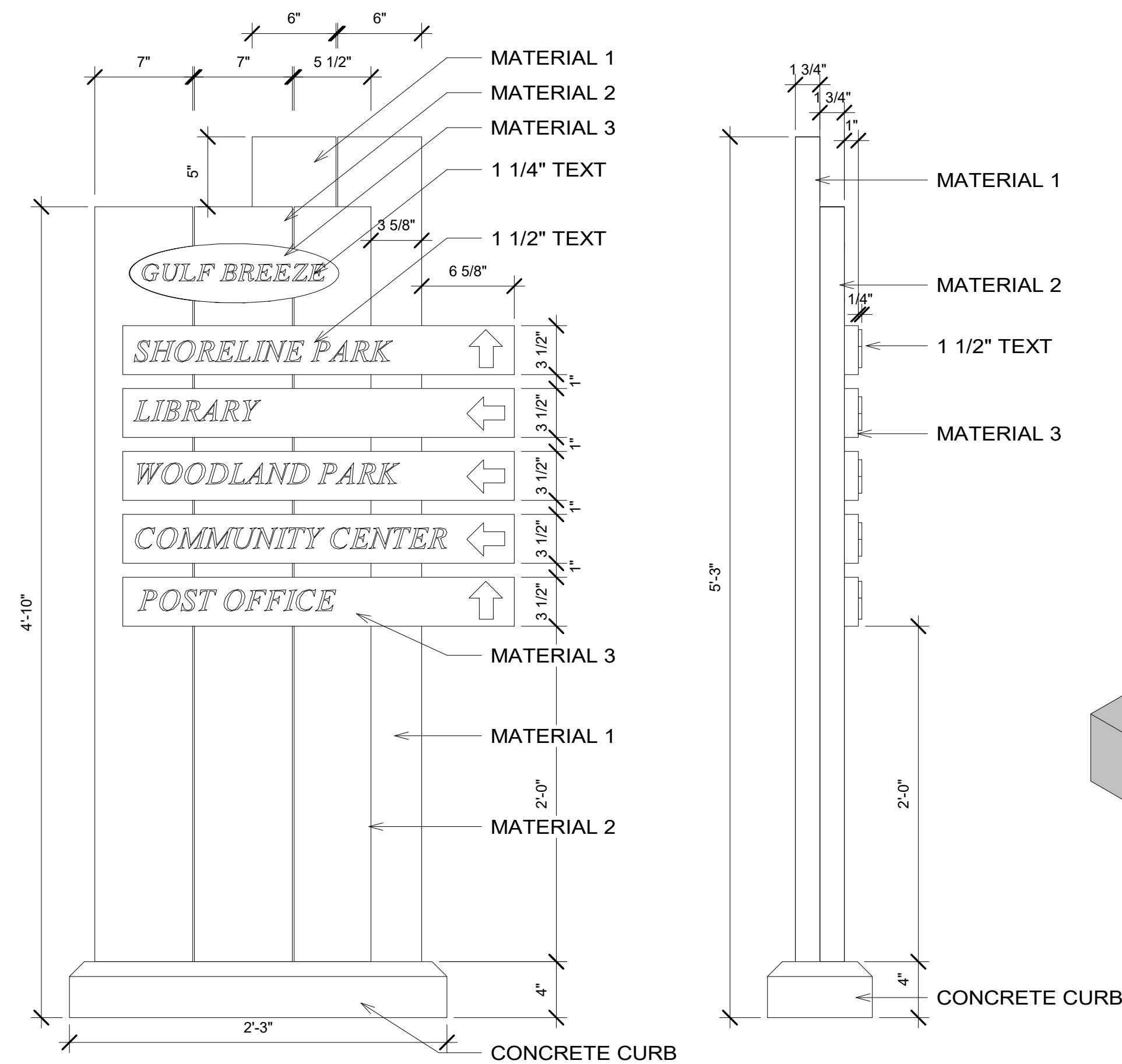
ELEVATIONS

Date	10/23/19
Drawn By	LM
Checked By	DA

A201



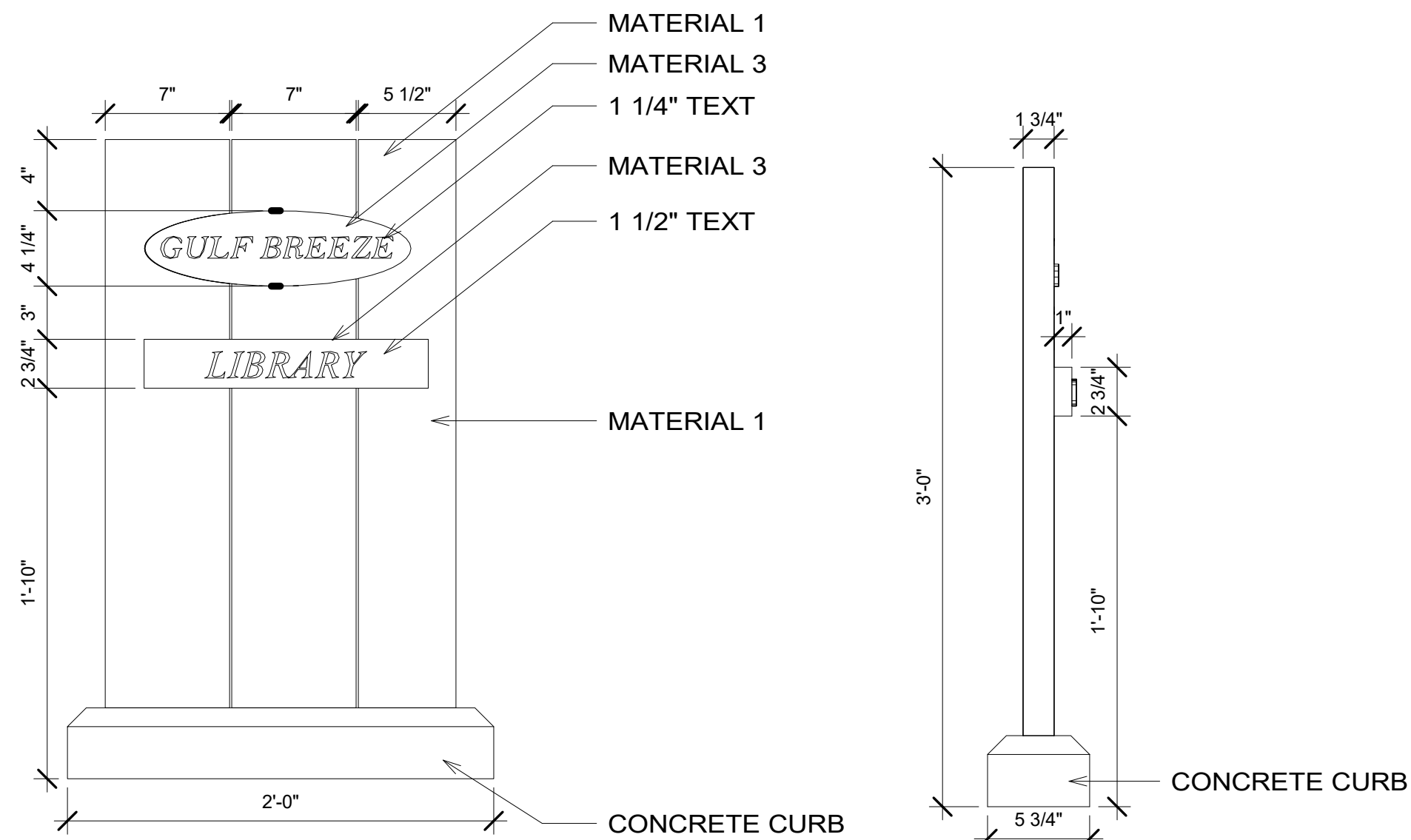
6 DESTINATION ISOMETRIC



1 SIGN FRONT ELEVATION  
1 1/2" = 1'-0"

2 SIGN SIDE ELEVATION  
1 1/2" = 1'-0"

3 ISOMETRIC



4 DESTINATION SIGN FRONT ELEVATION  
1 1/2" = 1'-0"

5 DESTINATION SIGN SIDE ELEVATION  
1 1/2" = 1'-0"