



## Memo – Downtown Garage Signage

Date: April 15, 2025

**To:** Chair and Commissioners

**From:** NDC Staff

**Agenda Item:**

### Background Summary:

- At the January 21, 2025 NDC meeting commissioners voted to approve the purchase of equipment and software for the downtown Garage:

Action Item: Approve or deny purchase of equipment and new software (SAAS) for the Downtown Garage and Authorize Chair to sign two agreements with FlashParking, Inc for one-time amount of \$150,374.00 and a reoccurring monthly fee of \$720.00 (Equipment Purchase and Software SAAS Agreements Approved by NDC Attorneys White Peterson)

**MOVED** by Haverfield and **SECONDED** by Cornilles to Approve purchase of equipment and new software (SAAS) for the Downtown Garage and Authorize Chair to sign two agreements with Flashparking, Inc for one-time amount of \$150,374.00 and a reoccurring monthly fee of \$720.00

**RESULT: Passed [5 TO 1]**

**AYES:** Haverfield, Hutchings, Cornilles, Rhodes, Reynolds

**NOES:** Bruner

**ABSTAIN:** None

- At the March 18, 2025 NDC meeting commissioners voted to delay the decision for a signage plan:

Action Item: Approve or deny selection of Downtown Redevelopment Services, LLC for Downtown Garage parking signage safety and compliance bid package (Agreement to be Reviewed by NDC Attorney, Bill Nichols)

**MOVED** by Haverfield and **SECONDED** by Hutchings to delay the decision.

**RESULT: Passed [4 TO 1]**

**AYES:** Haverfield, Hutchings, Cornilles, Bruner

**NOES:** Rhodes

**ABSTAIN:** None

NDC commissioners requested more information and/or options (minimum and maximum) for the signage in the garage. NDC staff determined the following potential options for signage in the garage:

- Option 1: Minimum** – Working group of 1-3 NDC commissioners directs sign fabricator to create specific signs for specific locations and reviews and approves proofs for signage at all locations deemed necessary by working group
  - Estimated Costs**
    - Signage Plan: \$0
    - Fabrication & Installation: Not yet determined
  - Pros & Cons**
    - Pros**
      - No additional costs for signage design

- Potentially, less time to install equipment
- Cons
  - Accept risk that signage in the garage has not been assessed for safety, compliance, and ease of public use
  - Lack of adequate community branded signage requirements, setting a wrong example for the community facing elements
  - Additional time commitment for 1-3 commissioners who form working group
  - Does not follow wayfinding plan
  - Provides a hap hazardous approach to signage implementation
  - Expect public confusion
  - Anticipated to require duplicated costs when municipal transfer of parking facilities happens.
- **Option 2: Medium** – Contract with expert (Downtown Redevelopment Services) to create a basic safety and compliance signage plan that limits risk by assessing safety, ensuring compliance, and providing effective direction. NDC staff oversee fabrication and installation process.
  - **Estimated Costs**
    - Signage Plan: **\$37,848**
    - Fabrication & Installation: Not yet determined
  - **Pros & Cons**
    - Pros
      - Limits risk by hiring experts to assess safety, compliance, and ease of public use with signage plan
      - Limits public confusion
      - Ensures compliance with current codes and requirements, while being frugal in nature of expenditures
      - No additional commissioner time needed
    - Cons:
      - Additional staff time required to oversee fabrication of signage plan
      - Does not follow wayfinding plan
      - Lack of expertise overseeing fabrication and installation of signage plan
      - Will place the efforts in a potential replacement process in short term, after transfer to the City.
      - Basic, unbranded signage
      - Limited knowledge or placemaking due to lack of branded signage
- **Option 3: Medium** – Contract with expert (Downtown Redevelopment Services) to create a complete signage plan that limits risk by assessing safety, ensuring compliance, providing effective direction, and enhancing the Nampa parking brand and family-friendly experience. NDC staff oversee fabrication and installation process.
  - **Estimated Costs**
    - Signage Plan: **\$49,950**
    - Fabrication & Installation: Not yet determined
  - **Pros & Cons**

- **Pros:**
  - Limits risk by hiring experts to assess safety, compliance, and ease of public use with signage plan
  - Limits public confusion and creates a more family-friendly experience
  - Creates branding for the garage and potentially beyond; follows wayfinding plan
- **Cons:**
  - Cost of complete signage plan is 30% higher
  - Additional staff time required to oversee fabrication and installation of signage plan
  - Lack of expertise overseeing fabrication and installation of signage plan

- **Option 4: Maximum** – In addition to the medium level expert service from Downtown Redevelopment Services, the experts will also oversee the bidding and fabrication process for the new signage plan.

○ **Estimated Costs**

- Signage Plan: \$49,950
- Oversight of Fabrication: Hourly Rates from DRS
- Fabrication & Installation: Not yet determined

*Hourly rates:*

Ryan Wallace	Principal	\$260
Marlo Pratt	Graphic Designer	\$170
Lauren Leydsman	Community Planner	\$145
Alejandra Castillo	Architectural Associate	\$160
Kait Underwood	Project Architect	\$205
Ben Levenger	Lead Planner	\$225
Nathan Davis	Planner II	\$175
	Planner I	\$150

○ **Pros & Cons**

- **Pros:**
  - Limits risk by hiring experts to assess safety, compliance, and ease of public use with signage plan
  - Limits public confusion and creates a more family-friendly experience
  - Creates branding for the garage and potentially beyond
  - Limits errors by hiring experts to oversee fabrication of the signage plan
  - Lessens staff time required for the project
  - Potential cost savings with time and material contract for bidding, contracting, and installation.
- **Cons:**
  - Cost is the highest - 30% higher than the minimum plan + the hourly billed rates from DRS oversight costs

## **Signage Options Summary:**

- Option 1 Minimum – NDC Commissioner Working Group decides, no plan
  - Costs = \$0 for signage design
  - Unknown fabrication costs
- Option 2 Medium – Expert hired for basic signage plan, no fabrication oversight
  - Costs = \$37,848 for signage design
  - Unknown fabrication costs
- Option 3 Medium – Expert hired for signage plan with branding, no fabrication oversight
  - Costs = \$49,950 for signage design
  - Unknown fabrication costs
- Option 4 Maximum – Expert for signage plan with branding, fabrication oversight
  - Costs = \$49,950 for signage design
  - + hourly billed costs of fabrication oversight
  - Unknown fabrication costs

## **Action Item**

The following represents actions available to the Board:

- Motion to Direct staff to pursue option 1 minimum, option 2 medium, option 3 medium, or option 4 maximum to address signage in the Downtown Garage

\*If directed to pursue options 2, 3, or 4, staff will bring back an agreement, reviewed by NDC legal, at the next regular NDC meeting to be approved by NDC and signed by the Chair.

## **Attachments:**

- Basic Signage Bid – DRS
- Branded Signage Bid – DRS