



**Calvin, Giordano & Associates, Inc.**  
EXCEPTIONAL SOLUTIONS

# Memorandum

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Agenda Item No. *10B*

**TO: Mayor Zavier Garcia and City Council**  
**Ron Gorland, City Manager**

**City Council Meeting of:**

*1-23-2012*

**FROM: Richard D. Sala, AICP, ICMA-CM**  
**Director of Administration, Redevelopment and Urban Design**  
**Lorraine Tappen, AICP, LEED GA, Senior Planner**

**DATE: January 20, 2012**

**RE: Further Direction on Work Order #2 Commercial Revitalization Aesthetic Theme Program Implementation (Workshop presentation January 18, 2012)**

Calvin, Giordano & Associates, Inc (CGA) presented the Commercial Revitalization Aesthetic Theme Program to the Revitalization and Redevelopment Ad Hoc Committee and the Architectural Review Board and on December 7, 2011 and to the City Council on January 18, 2012. The presentation reviewed the business façade, wayfinding and signage, and street and pedestrian scale lighting programs. The presentation included information on the development of the City's motif and theme based upon the City's history and architectural features and specific design themes for implementation.

In order to complete Work Order #2 according to the City Council's needs and desires, CGA would like to request City Council action on the following items related the Commercial Revitalization Aesthetic Them Program Implementation.

### **Business Façade Program**

- Approval of design elevations and motif for business façade program for NW 36<sup>th</sup> Street and Downtown Miami Springs.
- Direct CGA to prepare an Application Process and return to City Council for approval.
- Direct City Staff to work with CGA on budgeting and funding of program and bring back to City Council for approval.

### **Wayfinding and Signage Program**

- Adopt Wayfinding and Signage identity, branding and thematic interpretation as presented at workshop.
- Adopt recommended CGA pilot area for installation of wayfinding on Curtiss Parkway including intersections between Morningside Drive and Deer Run as budget allows.
- Direct staff to work with CGA on budgeting and proper hiring of contractors for implementation.

### **Street and Pedestrian Scale Lighting**

- Adopt proposed lighting design package as presented at workshop.
- Adopt recommended CGA pilot area for installation of wayfinding on Curtiss Parkway including intersections between Morningside Drive and Deer Run as budget allows.
- Direct staff to work with CGA on budgeting and proper hiring of contractors for implementation.

Direction on these items will allow CGA and City Staff to continue implementation of revitalization strategies that will ultimately impact economic development and quality of life for Miami Springs residents and business owners. Please let us know if there are any questions about the proposed Aesthetic Theme program.