



East Village Association, Inc.
Landmark Sign Committee Minutes
Tuesday, May 16, 2017 10:00 a.m. Halcyon
1429 Island Avenue, San Diego, CA 92101

1. Called to Order: 10:06 a.m.
2. Present: Brendan Foote, Claudine Scott, David Hazan, Glenna Gasper

Staff: Sunny Lee
3. Public Comment - None
4. Brendan Foote, Chair, comments/changes to order of agenda

Action Items

5. Brendan Foote, Chair
 - a. Need to put together an RFP including criteria below
 - i. Design + Build + Installation of various sculptural signs throughout East Village
 - ii. All-In Cost not to exceed \$350,000
 - iii. Cost should account for Design Fees, Fabrication and materials to produce "signs", Installation of signs, soft costs (permitting, engineering, etc) and a 5-8% contingency budget.
 - iv. The East Village Association is looking for proposals to design, build and install a series of neighborhood signage throughout the East Village neighborhood of Downtown San Diego. Unlike the traditional neighborhood street sign, East Village would like to explore a more creative and innovative way to create signage throughout the neighborhood. Think more along the lines of artistic installations that brand East Village along with other important facets of the area.
 - v. Initially, we are expecting the scope to include a minimum of 6 and a maximum of 10 signs to be built and installed throughout the neighborhood. For all interested, we would ask that your proposal specifically call out your budget for: Design, Fabrication, Soft Costs and Contingency.
 - vi. We would ask that each proposal include 3-4 tiers of sign styles/costs. For example,
 - vii. Sign A Style - \$40,000 (larger, more expensive materials, solar illumination, etc)
Sign B Style - \$30,000 (large/medium sized, various materials and design elements)
Sign C Style - \$20,000 (Medium sized, less complex, variety of materials)
Sign D Style - \$10,000 (smaller, artistic sign)
 - viii. We would ask that proposals include concept boards with a few design ideas at each Sign level. In the end, we will select a number of signs from each tier and spread them around the neighborhood.
 - ix. Proposals can also include neighborhood market research as it relates to potential locations for the signs to be placed.
 - x. Signs should not require any power and if they are illuminated, they should rely solely on solar, self-contained power sources. Signs should require minimum if any maintenance. Durable, sustainable materials. Variety, creativity.
 - xi. S. Lee will complete the RFP for the committee to present at the next board meeting.
8. Member News
9. Adjourned: 10:30 a.m.
Minutes prepared by: Sunny Lee