



MARIN COUNTY
PARKS
PRESERVATION • RECREATION



June 10, 2014

Board of Supervisors
County of Marin
3501 Civic Center Drive
San Rafael, California 94903

Linda Dahl
DIRECTOR
GENERAL MANAGER

SUBJECT: REQUEST TO AUTHORIZE PRESIDENT TO EXECUTE FIRST ADDENDUM TO AGREEMENT WITH LESLIE STONE ASSOCIATES EXTENDING THE TERM OF AN AGREEMENT FOR DEVELOPMENT OF A COMPREHENSIVE SIGN PLAN AND STANDARDS MANUAL

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Dear Board Members:

RECOMMENDATION:

Authorize the President to execute the First Addendum to Agreement, extending the term of the agreement to June 30, 2015.

SUMMARY:

Approval of the recommended action would enable Marin County Parks to extend a contract with Leslie Stone Associates to prepare a comprehensive sign plan for all of its parks, open space preserves, and pathways. A sign plan and standards manual is beneficial to the many visitors to these lands for several reasons:

- Parks will address for the first time, the comprehensive organization and visual integrity of its current signage, which is over 40 years old, to develop a unified system in which each sign is clearly part of a visually appealing and well organized "family" of signs.
- The art and science of signage has advanced significantly over the past four decades: facilitate visitor use; encourage appreciation of natural resources, and increase awareness of appropriate behavior.
- Signage to convey way-finding and regulatory information will be essential to the successful implementation of the Open Space District's Road and Trail Management Plan, and will compliment increased ranger presence within preserves toward this end. Interpretive and educational signage will signal and mark areas of special and important habitat, to communicate about wildlife and describe activities and operations related to the District's Vegetation and Biodiversity Management Plan.

- The sign plan will address accessibility requirements through additional information about facilities, sign design, and enhance the development of inviting and informative entries and gates. The design, content, and location of many existing signs do not meet current accessibility requirements.

The extension of the agreement is necessary to align the sign plan with the open space entry and gate improvement project and coordinate the roll out of preserve entry signage, as well as to integrate with the upcoming open space accessibility plan and department park master planning efforts at Stafford Lake, McNear's Beach, and Paradise Beach parks.

FISCAL IMPACT:

None. The addendum changes only the term of the original agreement.

REVIEWED BY:

<input type="checkbox"/> Dept. of Finance	<input type="checkbox"/> N/A
<input checked="" type="checkbox"/> County Counsel	<input type="checkbox"/> N/A
<input type="checkbox"/> Human Resources	<input checked="" type="checkbox"/> N/A

Communications Manager Cristina Torresan is the principal author of this report.

Respectfully submitted,



Ronald Miska, Deputy Director
Marin County Open Space District