

2023-2024 Proposed Budget
BUDGET DOCUMENT COST ESTIMATE REQUEST

TO BE COMPLETED BY COUNCILMEMBER:

Councilmember: **Peter Ortiz**

Council District: **5**

BD PROPOSAL: Placemaking at the Alum Rock Village

City Department (if known): **OEDC and DOT**

Program/Project Title: **“Welcome to the Alum Rock Village” Signage**

Proposal Description, including anticipated outcomes (describe how change would affect services for San Jose residents, businesses, community groups, etc.):

The Alum Rock Village is a major small business corridor within District 5 that has been subject to vandalism, blight, litter, and graffiti. By placing a welcome sign at the village, we can establish the Alum Rock Village as a place for community to shop, dine, and draw pride from.

Civic placemaking is more than just signage. A strong placemaking design orients and invites residents and visitors and can accelerate economic development through strategically placing and beautifully designed gateways and entrances.

This signage should include iconic landscapes such as the Lick Observatory, Alum Rock Park Mountains as a background to the words “Welcome to the Alum Rock Village.” Keep considerations for placement on existing banner infrastructure as noted in the image below.

**2023-2024 Proposed Budget
BUDGET DOCUMENT COST ESTIMATE REQUEST**



Position Changes (include classifications, if known): **N/A**

Estimated Amount of City Funding Change (to be validated by the cost estimate): **\$20,000**

Fund(s) Impacted (e.g. General Fund, C&C Tax Funds, etc.): **General Fund**

Ongoing or One-Time:

BD PROPOSAL OFFSET/FUNDING SOURCE (identify the offsetting action to fund the BD proposal identified above):

Essential Services Reserve:

Other (Program/Project/Fund):

**2023-2024 Proposed Budget
BUDGET DOCUMENT COST ESTIMATE REQUEST**

Cost Estimate #: 15

TO BE COMPLETED BY CITY MANAGER’S OFFICE:

Cost Estimate Approved By  Date 5/19/2023

CITY DEPARTMENT:

Staff Person Completing Cost Estimate: Sarah Castellanos /Associate Landscape Date 05/16/2023
Name/Title

Department Approval of Cost Estimate: Matt Loesch, Acting Public Works Director
Date 05/19/23
Department Director or Designee

BD PROPOSAL:

BD Cost Estimate:

Fund	2023-2024 Cost	Ongoing Cost
General Fund	\$53,900	
Other Funds (list funds below, if applicable)		
TOTAL	\$53,900	

Position Changes (if applicable):

Position Classification	2023-2024 FTE	Ongoing FTE
TOTAL		

BD Cost Estimate Notes (if applicable – provide any notes only if necessary to clarify the cost estimate):

The tasks, services, and deliverables described below were used to generate the cost estimate.

2023-2024 Proposed Budget
BUDGET DOCUMENT COST ESTIMATE REQUEST

Task No. 1: Signage Design and Staff Review

On-board signage consultant to design the sign and prepare shop drawings for fabrication and installation. Assumes consultant will attend up to (2) staff or community meetings. Includes up to (2) public works design reviews for building permit. Includes (1) design revision.

Deliverables for Task 1:

- 1) Cover sheet and Location (1 sheet)
- 2) Signage Plan and Notes (1 sheet)
- 3) Signage Details (1 sheet)
- 4) Technical Specifications

Consultant to provide city with electronic digital files of the items noted above.

Task No. 2: Construction and Project Closeout

Procure contractor to execute sign fabrication and installation. Assumes an on-call contractor method of procurement. Includes public works staff time for contract execution, construction administration, and field inspections.

Please note that this estimate includes the design, fabrication, and installation of one sign. It does not include any additional signage or banners.