



AGENDA ITEM MEMORADUM

Development Services

Linda Connors *LC*

Department

Town Planner

COMMISSION MEETING DATE (*) - 7:00 PM	Deadline to Town Clerk
<input checked="" type="checkbox"/> Feb 28, 2012	Feb 17 th

***Subject to Change**

- | | | | |
|---------------------------------------|--|---|---|
| <input type="checkbox"/> Presentation | <input type="checkbox"/> Reports | <input checked="" type="checkbox"/> Consent | <input checked="" type="checkbox"/> Ordinance |
| <input type="checkbox"/> Resolution | <input type="checkbox"/> Quasi-Judicial | <input type="checkbox"/> Old Business | <input type="checkbox"/> New Business |

FY2011 DESIGNATED HIGH PRIORITY ITEM - PRIORITY TOPIC

SUBJECT TITLE: SIGN CODE (PLANNING PRIORITY #3) BUDGET REVISION

EXPLANATION: Last year, Town staff developed an estimate of the costs involved in implementing the planning priority of overhauling the Town's sign code to be \$18,600 (see table below) plus Town Attorney's fees which were estimated to be \$1,290. We anticipated hiring an urban design firm to do the bulk of the work with the assistance of a planning intern. We later, however, decided to not use an urban design firm and the Commission authorized the retention of Cecelia Ward of JC Consulting to work on this project. At that time, we estimated that Ms. Ward's portion of the project cost would be a maximum amount of \$9,750 and believed that the best course of action would be to break the sign code revisions into two parts, immediate issues and a comprehensive review. Because the issues overlapped, we found it was more cost effective and efficient to draft one ordinance that identified all of our issues. This draft has been presented to the community and Planning and Zoning Board and we have scheduled it for the Town Commission's February 28th meeting for first reading.

Ms. Ward did the work we expected the urban designer to do, so we need to increase her budget authorization by \$3,500 to cover that work. She saved us money in the supervision of the intern, so we are actually coming in under budget for the expenses that staff controls. The original budget, revised budget and the actual expenditures are shown in Table 1 below. For ease of review, estimated attorney costs have been removed from all three categories as their actual time is not yet known.

TABLE 1

	Original Budget	Revised Budget (Nov 8)	Revised Estimates
Planning Intern	\$ 3,000 (max)	\$ 3,000 (max)	\$ 1,688
Contract Planner (JC)	\$ 600	\$ 6,500 (JC)	\$ 10,000 (JC)
Urban Design Firm	\$ 10,000	\$ 3,500	\$ -0-
Acting Town Planner (JC)		\$ 3,250 (JC)	\$ 3,250 (CW)
Town Planner (LC)	\$ 3,250	\$ 600	\$ 1,600 (LC)
Economic Dev. Professional	\$ 1,750	\$ 1,750	\$ -0-
TOTAL	\$18,600	\$18,600	\$16,538

JC = JC Consulting (Cecelia Ward), LC = Linda Connors, Town Planner

RECOMMENDATION: Staff recommends increasing the authorization for JC Consulting for work on this project in an amount not to exceed \$13,250 for the sign code revisions.

Reviewed by Town Attorney
 Yes No

Town Manager Initials *CH*
by 1/30