



AD HOC WAYFINDING AND BRANDING COMMITTEE AGENDA

Members: Doug Fehan, Sarvy Lipari, Jana Ecker, Nicholas Dupuis, Annie

VanGelderen, Kevin Hart, Marianne Gamboa, Erika Bassett, Denise

Trombly, Carrie Laird, Aaron Ford

Date and Time: Monday, November 14, 2022 at 1:00 p.m. **Location:** City Hall Second Floor Conference Room

AGENDA

- 1. Call to Order
- 2. Roll Call
- 3. Public Comment
- 4. Approval of Minutes September 12, 2022
- 5. Baldwin Public Library Logo
- 6. Parking Kiosk Faceplate and Wrap Design
- 7. Water Tower Update
- 8. RFP Review Wayfinding/Signage Program
- 9. Gateway Signage South Old Woodward
- 10. Set 2023 Meeting Dates
- 11. Adjourn

Future Meeting Dates:

• Monday, December 12 at 1 p.m.

Ad Hoc Wayfinding & Branding Committee Meeting Minutes 151 Martin Street, Conference Rooms 202 & 203 September 12, 2022

Chairperson Fehan called the meeting to order at 1:05 p.m.

In Attendance: D. Fehan (Chairperson), E. Bassett, L. Wood, D. Trombly, A. Ford, S.

Lipari, M. Gamboa, N. Dupuis, J. Ecker, A. VanGelderen

Absent: K. Hart, C. Laird

There was no public comment.

Approval of minutes was motioned by Dupuis and seconded by Ecker.

Yeas: Fehan, Bassett, Wood, Trombly, Ford, Lipari, Gamboa, Dupuis, Ecker, VanGelderen

Nays: None

BSD Logo options

- Bassett reported that the BSD Board approved the proposed logo and color palette at the September 1, 2022 Board meeting.
- Ecker added that the new BSD logo will be implemented late-fall with the completion of the South Old Woodward reconstruction project.

City Color Palette Recommendations

- Gamboa presented the proposed City color palette with the recommendation to replace "Yellowish Gray" with "Medium Gray."
- The Committee agreed that the proposed color palette includes a wide variety of colors for use in seasonal communications, parking structures, etc. Ford advised that the colors included in the palette could be used for designating parking structure floors.
- Motion by VanGelderen, seconded by Wood to approve the proposed color palette with Gamboa's recommended change. VOTE: Yeas: Fehan, Bassett, Wood, Trombly, Ford, Lipari, Gamboa, Dupuis, Ecker, VanGelderen. Nays: None

RFP - Wayfinding/ Signage Program Updates Timeline

- Dupuis advised the RFP would be posted on September 12, 2022 and will include the newly approved color palette.
- Ecker advised that the RFP deadline should be at least 30 days and the goal is to have it wrapped up before the end of December.

Strategic Planning City Commission Workshops

- Ecker briefed the Committee on the strategic planning process and invited members to attend the upcoming workshop on September 14. She advised that the in-person only workshop will include breakout sessions with Commissioners and City staff members to facilitate discussions and answer questions from the community.
- Gamboa added that refreshments will be served during the workshop for all attendees.

Other Business

- Ford reported that as part of the current parking system upgrades, the City has the opportunity to add branding to new hardware. Ford will provide mock ups at the October 3, 2022 Committee meeting.
- With the South Old Woodward Phase 3 project nearing completion, Fehan requested adding gateway signage for that area to the upcoming October 3, 2022 Committee meeting agenda.
- Gamboa described the new City Guide and advised the project will continue to move forward with the approval of the City color palette.
- Ecker asked Gamboa if the City Style Guide would continue to move forward with the approval of the City color palette. Gamboa advised that the Communications team will continue finalizing the City Style Guide and distribute it to department heads when complete.
- Fehan asked about the timeline for the water tower project. Gamboa advised that Engineering is working on the project and that she would request an update.

Meeting adjourned at 1:26 p.m.



MEMORANDUM BALDWIN PUBLIC LIBRARY

DATE: September 28, 2022

TO: Marianne Gamboa, Wayfinding & Gateway Signage Committee

FROM: Rebekah Craft, Library Director

SUBJECT: Proposed Logo Redesign for Baldwin Public Library

INTRODUCTION:

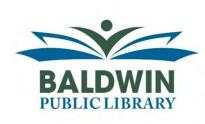
Baldwin's logo was last updated in 2011. The logo features an open book, a globe (representing the internet), and the letters BPL. Because the City of Birmingham has just adopted a new logo, the Library wanted to update its logo to be more complementary with the City's logo. After soliciting guidance from the Library Board and presenting seven potential logos, we compiled community feedback from a public survey. The Library Board voted unanimously to conditionally approve the logo at their meeting Board on September 19. I would like the Wayfinding & Signage Committee to review the logo, provide input, and vote on whether or not to approve this proposed logo.

BACKGROUND:

The Library's current logo is shown below. This logo appears often as green on a white background, black on a white background, or white on a colored/black background. When the logo is shown smaller than 2" wide, the fine lines of the book pages become difficult to render. This makes it difficult to print the logo on smaller items like business cards or fliers and difficult to screen print on clothing or tote bags.



At their July 18 meeting, the Library Board directed Baldwin's graphic designer to create a logo using Birmingham Green and the two fonts used in Birmingham's new logo. At the August 15 meeting, the Library Board reviewed 7 potential logo options from designer Michelle Hollo. The Board took an informal survey and 3 board members were in favor of design 1 while 3 were in favor of design 3. The Library Board directed staff to survey staff and the public on favorite logo designs.







Logo Design 1

Logo Design 2

Logo Design 3

An online survey was made available to members of the public and library. 130 respondents provided feedback on the online survey. Additionally, we asked members of the public to share logo feedback on several posters placed throughout the library. Respondents were very passionate about the logo designs and what they represent. Most responded favorably to at least one logo, but a handful of respondents disliked all three logos. Overall, logo 1 was the clear favorite of the three designs in both the online survey and the in person poster survey.

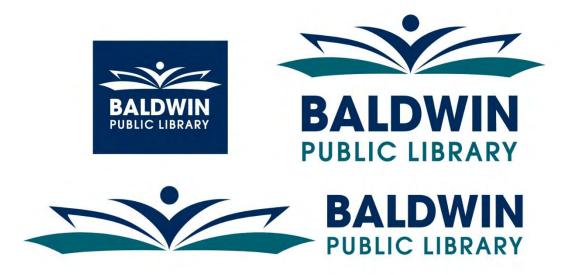
Taking public feedback into account, the graphic designer made the following updates to logo design 1:

Respondents felt that the Birmingham green color was too dark Birmingham green was removed from the logo and changed to Dark Blue and Astral Teal, both from Birmingham's primary color palette.

Respondents did not like the mixture of serif and sans serif fonts in the text. The serif font, Big Caslon Medium, was removed from the logo, and ITCAvantGardeStd-Md, a serif font, was used for all of the logo text. This serif font is easier to read and more modern to reflect a library of the 21st century.

The two colors for the logo are not accessible for those with visual impairments, mainly because they use the color green and because the two shades are too close in hue. The new logo uses higher contrast colors, which are fully accessible.

The proposed logo, a selection of applied uses, and its variations are shown below and in the attachment to this memo.



We will be using the new logo on the following types of materials, many of which are printed on demand:

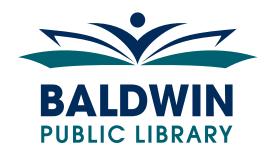
- Library cards
- Letterhead, envelopes, and business cards
- Front door window sign
- Book drop signage (whenever the book drop needs to be replaced)
- T-shirts
- Posters
- Newsletters and brochures
- Retractable sign and/or tablecloth for outreach events
- Website

BPL LOGO REDESIGN PROJECT 2022 MICHELLE HOLLO

LOGO 1

2 COLORS

CHOSEN FROM BIRMINGHAM LOGO PRIMARY COLOR PALETTE FONT: ITC AVANT GARDE BOLD & ITC AVANT GARDE CUSTOM







LOGO 1

2 Color: Examples in Use













MP-60 ENTRY STATION





FAST

- High-speed ticket issuance mechanism for fast vehicle throughput
- Supports ticketless entry via phone number, credit card, proximity card, barcode credential, and Bluetooth
- High-resolution 10.1" color touch screen supports: ticketless, rate display, prepay options, and help services
- Up to 5,000 tickets in one paper roll
- Embedded Voice Over IP intercom and Pinhole IP camera



FLEXIBLE

- Numerous credit card solutions including: Mag-Stripe, P2PE EMV with or without pin pad, and NFC
- Various access credentials include: LPR, HID Proximity, Mifare, Mag-Stripe Room Key, QR barcodes, BLE, AVI, and drivers license
- · Controls barrier gates, electronic signage, lane counts, and more
- · Surge protection built in



CREDIBLE

- Rugged, tamper-resistant stainless steel housing
- O/S less embedded technology
- FCC, CE, UL, CSA certified
- PCI 3.2 compliant
- ADA compliant



About the New TIBA X60 Series.

- Smarter and faster than ever with new product architecture.
- Increased security to protect your data.
- Connectivity using native TCP/IP and RS485.
- User engagement through extra-large, high contrast touch screen.
- Easy to install, service, and maintain.
- Backward compatibility. Seamlessly mix X30 and X60 devices.
- New technology. More features at a lower cost of ownership.

MP-60 ENTRY STATION

FEATURES

Driver Instruction Display

10.1" high-resolution color touch screen display

Ticket Issuing Thermal ticket printer, roll supports up to 5,000 paper tickets

Card Holder Access Bluetooth, Proximity, Mifare, AVI, barcode

LPR Imaging Supported

Barcode Scanner Reads multiple barcode formats - ID & 2D, QR, PDF417, and

more. Supports various barcode credentials via mobile device or paper

Data Line Surge Protection Built-in Heater and Thermostat

Supported Supported Built-in

Intercom

Hotel Room Keys

Pin Hole Camera

OPERATIONS

Processor High-speed embedded industrial processor

Operating System

Communication and Network

Built-In Clock

Off-Line Operation Off-line functionality supported

Remote Monitoring Real-time transaction and events monitoring via Facility

Management System

HOUSING

Construction Stainless steel

Measurements 14.9" (37.8 cm) W; 12.4" (31.5 cm) D; 49.9" (126.7 cm) H

Weight Dependent on components selected

Color (Housing) Standard: White RAL 9010

Faceplate High-grade epoxy-based TIBA standard or custom design

Locks Keyed device lock

ELECTRICAL

Voltage 100-240 VAC, 50-60 HZ

Current 6.5A approximate max. (with heater)

Power Consumption 640W (with heater)

ENVIRONMENTAL CONDITIONS

Operating Temperature -4° to 122°F (-20° to 50°C) with heater

IP Rating 54

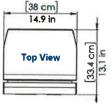
REGULATORY

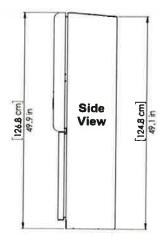
Safety UL 60950-1:2007

CAN/CSA-C22.2 No. 60950-1-07

EMC CE, FCC Part 15, Subpart B, Class B









USA

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ISRAEL 17 Hamefalsim Street

Petah-Tikva, Israel 4951251

T: +972-3619-9777 F: +972-3-905-4306



SW-60 EXIT STATION



FAST

- In-lane ticket processing & pay station designed for highthroughput unattended parking operations
- Supports ticketless exit via phone number, credit card, proximity card, barcode credential, and Bluetooth
- Calculates and displays parking fees
- High-resolution 10.1" color touch screen supports: ticketless, rate display, prepay options, and help services
- · Prints patron receipt on demand
- Embedded Voice Over IP intercom and Pinhole IP camera



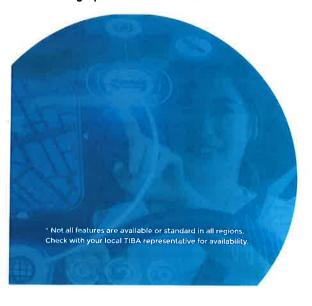
FLEXIBLE

- Numerous credit card solutions including: Mag-Stripe, P2PE
 EMV with or without pin pad, and NFC
- Various access credentials include: LPR, HID Proximity, Mifare, Mag-Stripe Room Key, QR barcodes, BLE, AVI, and drivers license
- Supports validation barcode stickers and coupons, reservations, and vouchers
- Controls barrier gates, electronic signage, lane counts, and more
- Surge protection built in



CREDIBLE

- Rugged, tamper-resistant stainless steel housing
- O/S less embedded technology
- FCC, CE, UL, CSA certified
- PCI 3.2 compliant
- ADA compliant



About the New TIBA X60 Series.

- Smarter and faster than ever with new product architecture.
- Increased security to protect your data.
- Connectivity using native TCP/IP and RS485.
- User engagement through extra-large, high contrast touch screen.
- Easy to install, service, and maintain.
- Backward compatibility. Seamlessly mix X30 and X60 devices.
- New technology. More features at a lower cost of ownership.

SW-60 EXIT STATION

FEATURES

Driver Instruction Display

10.1" high-resolution color touch screen display **Ticket Verifier**

Barcode scanning or motorized barcode ticket reader

Card Holder Access

Bluetooth, Proximity, Mifare, AVI, barcode

LPR Imaging

Supported

Barcode Scanner

Reads multiple barcode formats - 1D & 2D, QR, PDF417, and more. Supports various barcode credentials via mobile

device or paper

Receipt Printer

For receipts and lost tickets

Data Line Surge Protection Heater and Thermostat

Built-in Supported

Hotel Room Keys

Supported Built-in

Pin Hole Camera Intercom

Built-in VolP

Credit Card Payments

Mag-Stripe, P2PE EMV with or without pin pad, NFC

OPERATIONS

Processor

High-speed embedded industrial processor

Operating System

Communication and Network

Native TCP/IP Ethernet, or RS-485 Communication

Built-In Clock

Lithium-ion battery Off-line functionality supported

Off-Line Operation **Remote Monitoring**

Real-time transaction and events monitoring via Facility

Management System

HOUSING

Construction

Stainless steel

Measurements

14.9" (37.8 cm) W; 13.1" (33.27 cm) D; 49.9" (126.7 cm) H

Weight

Dependent on components selected

Color (Housing)

Standard: White RAL 9010

Faceplate

High-grade epoxy-based TIBA standard or custom design

Locks

Keyed device lock

ELECTRICAL

Voltage

100-240 VAC, 50-60 HZ

Current

6.5A approximate max. (with heater)

Power Consumption

650W (with heater)

ENVIRONMENTAL CONDITIONS

Operating Temperature

-4° to 122°F (-20° to 50°C) with heater

IP Rating

54

REGULATORY

Safety

UL 60950-1:2007

CAN/CSA-C22.2 No. 60950-1-07

EMC

CE, FCC Part 15, Subpart B, Class B





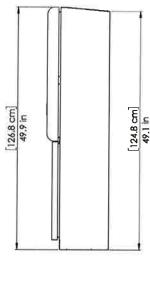
2228 Citygate Drive Columbus, Ohio 43219

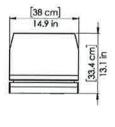
T: +1 (614) 328-2040 F: +1 (614) 864-2153 866-901-8883 Toll Free

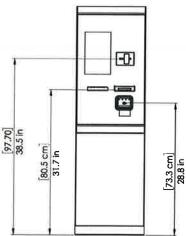


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TIBA Examples











Flash Design Example







Marianne Gamboa <mgamboa@bhamgov.org>

Wrapping of Kiosks

Aaron Ford <a ford@bhamgov.org>
To: Marianne Gamboa <mgamboa@bhamgov.org>

Mon, Nov 7, 2022 at 12:34 PM

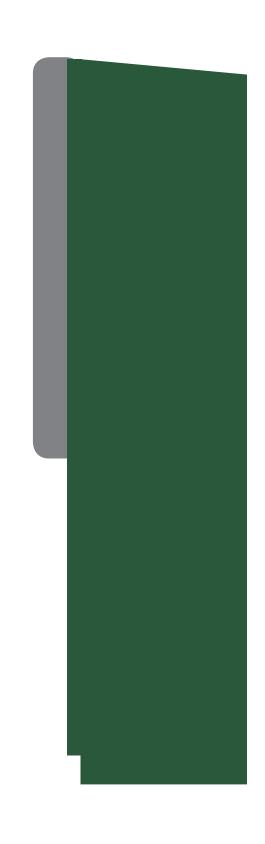
Marianne -

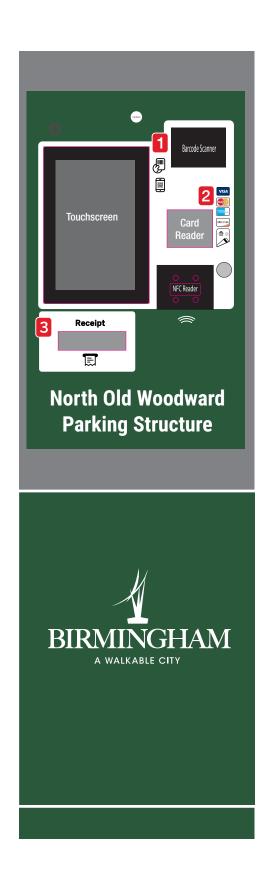
I forgot to mention on our call, SP+ and Traffic and Safety both recommend that we do not wrap the kiosks. They said that when the wrapping gets hit, dinged, and scratched that it will show the white paint underneath the wrap and will look bad. They recommended branding the faceplate and possibly doing the City's logo on the base of the kiosk vs. wrapping the entire kiosk. They also recommended logo or messaging on the side as they will not get scratched/hit as often.

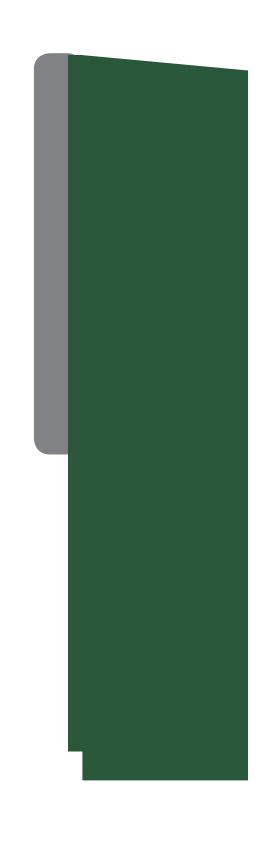
Aaron Ford Parking Systems Manager 151 Martin Street Birmingham, MI 48009 City of Birmingham 248-530-1257 Birmingham Parking Deck kiosk layout1 110122 Green Wrap - PMS 7483 Grey Frame White Faceplate



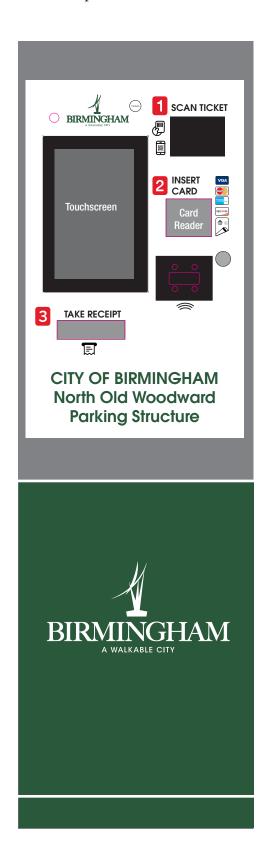
NORTH
OLD WOODWARD
PARKING
STRUCTURE

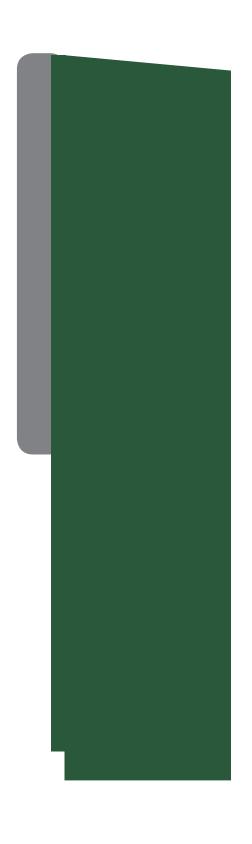






Birmingham Parking Deck kiosk layout3 110122 Green Wrap - PMS 7483 Grey Frame White Faceplate





Birmingham Parking Deck kiosk layout4 110122 Green Wrap - PMS 7483 Grey Frame White Faceplate

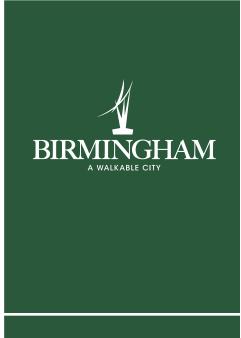


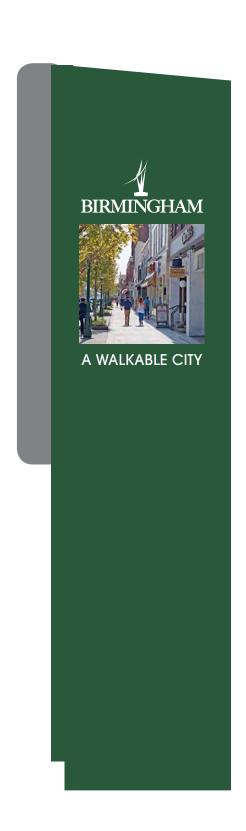
North
Old Woodward
Parking Structure



Birmingham Parking Deck kiosk layout5 110122 Green Wrap - PMS 7483 Grey Frame White Faceplate









Wayfinding/Signage Program Updates

fd2s Response



28 October 2022 **COVER LETTER**

Nicholas J. Dupuis Planning Director City of Birmingham 151 Martin Street Birmingham, MI 48009 248.530.1856 ndupuis@bhamgov.org

fd2s

Design Studio

RE: The City of Birmingham, Michigan Request for Proposals for Wayfinding/Signage Program Updates

Dear Nicholas.

Thank you for the opportunity to submit our proposal to update the Wayfinding/Signage Program for the City of Birmingham. This is an exciting project that represents a great fit for our studio.

As you will see in the attached information, our team has a wealth of experience in developing brands and wayfinding systems for a wide range of project types, including entire communities, special districts, mixed-use developments, parks-and-trails systems, academic healthcare and academic campuses, and corporate settings. Our team's approach to this engagement, coupled with our collective philosophy that emphasizes thorough analysis and planning prior to undertaking programming and design efforts, is well suited to address the unique needs of this assignment.

We look forward to the prospect of including Birmingham among the communities with whom we have successfully developed branded wayfinding programs. Currently, we are developing wayfinding programs for Little Elm, Lewisville, Wharton, and El Campo (all in Texas). Our previous work includes collaborations with the cities of Bastrop, Brenham, El Paso, Hallettsville, Wichita Falls, the Village Wauwatosa (a suburb of Milwaukee) and the Kansas City, Missouri CBD.

The success of these programs lays not only in interpreting the unique needs of these diverse communities but through the active participation of client stakeholders, especially when seeking approvals from regulatory agencies such as MDOT.

Again, we are enthusiastic about the possibility of collaborating with City of Birmingham staff members and others, including local business owners and residents, who represent project stakeholders. If you have any questions or require additional information about this proposal, please do not hesitate to contact me by phone, 512.476.7733, or via email, croberts@fd2s.com.

Sincerely,

W Curtis Roberts, AIGA, SEGD

Principal



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Wayfinding/Signage Program Updates

fd2s Response

Firm Profile

SECTION 1

Wayfinding/Signage Program Updates

fd2s Response

Founded as an S Corp in 1985, fd2s has almost 40 years of experience in the development of identities and associated signage and graphics for a wide range of public and private clients, including municipalities, urban districts, parks and recreation departments, economic development groups, universities, developers, cultural organizations, and large healthcare institutions. We are known as a studio with a major focus on branding and graphic identity, often in service to a wayfinding strategy. Our staff, with its outstanding design capabilities, have a particular ability to tailor design solutions to the unique needs of the client and project.

FIRM PROFILE
Profile and Services

Our environmental graphic design services include:

- Brand and Identity Development: For retail, residential, and mixed-use projects, fd2s works closely
 with the project's developer and appropriate consultants to develop project names and graphic
 identities (logos, color palettes, etc.) that reflect the project's desired market position, target
 audience, and physical environment.
- Signage Audits and Needs Assessments: Through on-site analysis, discussions with client team members, and review of available documentation, fd2s evaluates the wayfinding and information signage needs of existing or planned projects.
- Signage Master Plans: For large facilities, or projects that will be implemented over time, fd2s creates detailed road maps for addressing current and future signage and wayfinding needs. This road map establishes a strategic approach, design direction, budget, and phasing plan for the development and implementation of the signage program.
- Development of Signage Systems: fd2s has extensive experience with the full range of signage elements in the built environment. This includes interior and exterior pedestrian and vehicular directional signage, building directories, building identification elements, info booths/kiosks, interpretive displays, and architectural clues (landmarking, zoning, pathways, etc.). In addition to experts in signage planning and design, the fd2s team also includes specialists in signage materials and fabrication methods, which enable us to provide services through documentation, bidding, and contract administration.
- Placemaking Elements: fd2s designs and/or specifies public art, street furniture, paving patterns, seasonal pageantry, and other non-signage elements that can be used to enhance the physical environment – creating a stronger sense of place and supporting the project's brand position.
- Interactive Wayfinding: The Internet and other self-service technology, such as electronic kiosks or content delivered to mobile devices, now offer an excellent opportunity to provide customized, on-demand wayfinding information. fd2s has the strategic capabilities and technology partnerships required to develop and deploy these interactive tools, whether built from the ground up or utilizing off-the-shelf hardware and software products.

Working from our office in Austin TX, our 10-person staff has worked throughout the U.S., as well as internationally in countries such as Egypt, Saudi Arabia, Brazil, Spain, Japan, China, Taiwan, Bulgaria, Czech Republic, Poland, Ukraine, United Arab Emirates, Canada, and Mexico.

Led by principal Curtis Roberts and founder Steven Stamper, our firm has garnered numerous design awards from organizations such as AIGA, SEGD and the AIA, and our work has been published in a number of design publications.

Wayfinding/Signage Program Updates

fd2s Response

At the root of the fd2s approach to design is the conviction that an effective solution must be based on the actual needs of that project's clients and customers. This conviction is supported by our project methodology, which includes the following key components:

FIRM PROFILE

Wayfinding Philosophy

- An in-depth period of review and analysis before beginning the consideration of any actual design concepts.
- Close interaction with project stakeholders throughout the process, which helps to ensure maximum effectiveness of the wayfinding system and also smooth buy-in from stakeholders.
- The use of standardized methodologies for rapid prototyping and testing throughout the design process to validate conceptual directions.
- Clear documentation of the design process and resulting standards to maintain project momentum and focus during dynamic, long-term engagements.
- An emphasis on the integration of wayfinding messages across multiple delivery vehicles. Users
 expect the content and style of wayfinding information to be consistent regardless of where it is
 obtained, and our experience tells us that wayfinding systems are most effective when they meet
 this expectation.
- An emphasis on flexibility and expandability, which is essential for large, dynamic environments like cities and campus environments.
- A commitment to seeking innovative solutions that minimize the number of actual signs in the
 environment. Excessive signage creates clutter that limits its own effectiveness and creates an
 unpleasant visual experience. With smart signage placement and messaging, and the utilization of
 non-signage wayfinding tools, we work to develop strategies that reduce this clutter.
- A commitment to sustainability, both in the way we approach projects and in our own operations.
 For projects, this includes activities such as minimizing materials use with smart planning (see above), designing signage components for maximum usability, and specifying sustainable materials where available. In our operations, this includes an extensive recycling program, efforts to encourage cycling and other alternative transportation, and utilization of online meetings to further reduce our carbon footprint.
- An understanding that the launch of a new wayfinding system is not the end of the challenge, but the beginning of an ongoing effort to constantly monitor wayfinding components for accuracy and effectiveness. fd2s helps clients to facilitate this management process.

This approach is revolutionizing the role of branding and wayfinding in complex environments. Our clients tell us that not only has it has changed the way they think about the role of design in helping to shape the user experience, but also how they deal with organizational issues related to the development and ongoing management of their organization's virtual and environmental assets.

fd2s does not offer in-house fabrication services, and would enlist the services of a (preferably local) fabrication and installation team to be determined in coordination with City of Birmingham staff and other project stake holders. We would act as the client's representative to ensure adherence to the design intent documentation and evaluate the bids from qualified contractors. The selected contractor's agreement would be directly with the City of Birmingham to ensure a fully-coordinated process.

During fabrication and installation, fd2s would work with the fabricator to ensure the quality and integrity of the approved design is maintained through the review of shop drawings and sample submittals, and provide construction observation as required.

Wayfinding/Signage Program Updates

fd2s Response

As one of the world's leading environmental graphic design studios, fd2s is working – on its own and with others – to promote sustainable design and fabrication practices. These steps range from industry advocacy to changing how we approach projects and our own day-to-day operations, as described in more detail below.

FIRM PROFILE
Sustainability

Industry Leadership

fd2s subscribes to the principles of the Designers Accord, a nonprofit coalition of design and innovation firms from around the world focused on creating positive environmental and social impacts. The Designers Accord envisions a creative community where the principles of sustainable design are seamlessly integrated into all practice and production. We are also members of the U.S. Green Building Council (USGBC), a non-profit organization with a mission of transforming the way buildings and communities are designed, built, and operated, enabling an environmentally and socially responsible, healthy, and prosperous environment that improves quality of life.

In addition, fd2s founder Steven Stamper is a former president of the Society for Experiential Graphic Design (SEGD), and was instrumental in the recent development of the SEGD Green Paper, which establishes best practices for sustainability in environmental graphic design.

Project Involvement

US Green Building Council

Our commitment to conscientious, sustainable design solutions and partnerships with equally-dedicated clients and design partners have yielded a number of projects achieving LEED certifications from the USGBC. As examples, our collaboration with Studio Outside for Sea Scout Base Galveston garnered Platinum certification. We also partnered with the office of Rafael Viñoly on the University of Chicago Medical Center's Center for Care and Discovery, which was recognized with Gold certification. Closer to home, our work with Lake Flato Architects on the Austin Central Library attained Platinum certification. Other projects achieving LEED recognition include Livestrong Foundation (Gold) and Dell Children's Medical Center of Central Texas (Platinum), the latter of which was the first children's hospital to achieve this certification.

SITES

Our team contributed interpretive narratives for The Ditch Water Discovery Center in Stephenville, which is the first such site in the state of Texas to be recognized by SITES (affiliated with USGBC), a comprehensive rating system that distinguishes sustainable landscapes by aligning land development and management with innovative sustainable design. Our other engagements with emphasis on SITES are Heroes Memorial Park (Kyle, Texas) and Thrive Nature Park (Lewisville).

Design Principles

Based on the ongoing work of our own in-house planning group, and the recommendations of the SEGD Green Paper, fd2s has incorporated principles of sustainability throughout our design practice. These principles include:

• Effective Strategy/Planning

Effective wayfinding strategy and sign planning can have the benefits of limiting materials usage by minimizing the number of signage elements required in the environment, and also limiting the use of fuel by motorists who are forced to drive around looking for their destination or suitable parking, or who are stuck in congestion created in part by a poorly planned wayfinding system.

Wayfinding/Signage Program Updates

fd2s Response

Use of Technology

Where possible, we further minimize the need for excessive signage by leveraging technology. This can include technology-enhanced signage elements that display varying messages depending on the needs of the user, or alternatives to signage, such as wayfinding web sites or touch-screen kiosks.

FIRM PROFILE

Sustainability

Design for Reuse

By designing wayfinding systems that utilize similar, interchangeable components, and that use hardware fasteners (rather than adhesives), fd2s is finding ways to dramatically limit waste as large developments evolve and expand over time.

Materials Selection

Recycled materials are finally becoming widely available for signage, and we specify these where appropriate. At the same time however, we always consider not just the impact of the materials at initial installation, but also their durability and how that effects the environmental impact of their complete life cycle.

Minimizing Waste

We regularly work with fabricators to understand how signage components will be built and installed, and then respond by designing these components in the manner that will create the least waste during the fabrication and installation process. This often involves tactics such as tailoring component sizes to maximize the number that can be cut from a sheet of base material, etc.

Corporate Operations

In our own day-to-day operations, fd2s has implemented tactics that include an extensive materials recycling program, efforts to encourage cycling and other alternative forms of transportation, energy reduction plans for our corporate facility and company vehicles, and the utilization of online meetings to further reduce our carbon footprint.

Wayfinding/Signage Program Updates

fd2s Response

We will adhere to the budgetary, schedule, and quality goals of the assignment by utilizing an established quality assurance program throughout all phases of our work. Highlights of this program include:

FIRM PROFILE Quality Control

- Weekly meetings of the internal fd2s project team to check project status related to schedule, budget, and design goals.
- Open and regular two-way communication between fd2s project manager, client, and other appropriate members of the project team to keep all parties aware of the latest project requirements and status.
- Review of all documentation (interim and final) for accuracy and completeness by fd2s project manager prior to its release.
- Review of all documentation for key presentations or bidding/estimating by fd2s project manager and responsible principal prior to its release.

We will also utilize project management and scheduling software to create detailed schedules that are tied to milestones identified in conversations with the project team. The various technical and managerial capabilities and methods that will keep the project moving smoothly, especially through phases that require client decisions or input, include:

- A computerized project management system that allows us to constantly track and report on the status of all aspects of the project.
- A thorough record-keeping and reporting system. By accurately documenting all interaction with the client (including presentations, work sessions, etc.) we ensure that all comments are fully addressed in subsequent presentations.
- Advanced technical capabilities that allow us to produce materials at all stages of the project that
 give the client a clear understanding of the proposed concepts. Depending on the phase, this might
 include photo montages, digital renderings, scale models, or signage mock-ups. Particularly when
 working with large groups, we find the approval process can be accelerated by providing very clear
 and comprehensive presentations to all stakeholders.
- Early and frequent interaction with key client contacts. By working closely with the client's designated project manager throughout the process, we are able to deal with many of the project's "smaller" issues prior to making presentations to the larger group, which allows us to focus on the big picture at these key presentations.

Wayfinding/Signage Program Updates

fd2s Response

Project Team

SECTION 2

Wayfinding/Signage Program Updates

fd2s Response



Curtis Roberts is an experiential graphic designer with more than 35 years of experience across a broad range of project types that includes corporate, academic, healthcare, civic, retail and mixed-use, and hospitality engagements. Along the way, his design worldview has been shaped by his travel for projects in Japan, Brazil, Canada, Dubai, Oman, Ukraine, Bulgaria, Poland, and the Czech

Curtis has served as design principal on a number of the firm's recent significant projects, including engagements with Sea Scout Base Galveston, Ruby City, Austin Central Library, Heritage Park Plaza, Headwaters at the Comal, The Alamo Wall of History; The University of Texas' Robert B. Rowling Hall, Baylor University's Foster Campus for Business and Innovation, and Circuit of the Americas.

and Slovak Republics.

Curtis holds a Bachelor of Architecture degree from the University of Texas at Austin. He is a regular presenter on the topic of experiential graphic design at industry events, and has served as a guest critic at the Texas State University College of Fine Arts and Communication and the Design Program of the University of Texas at Austin's College of Design. Several of his architectural illustrations recently appeared in a special issue of *D Magazine* entitled Dallas and the New Urbanism.

Curtis Roberts, SEGD, AIGA

Principal

Education

The University of Texas at Austin Bachelor of Architecture

Coastal Bend College Associate of Science

Professional Affiliations

Society for Experiential Graphic Design *Member*

American Institute of Graphic Arts Member

Professional Experience

Trussway Inc. | Houston, 1986

Texas Department of Transportation | Austin, 1985

David Dewhitt Architects | Houston, 1984

fd2s Project Experience

City of Bastrop, Texas

City of Brenham, Texas

City of El Paso, Texas

City of El Campo, Texas

City of Hallettsville, Texas

City of Kansas City, Missouri

City of Katy, Texas

City of Lewisville, Texas

City of Little Elm, Texas

City of Seguin, Texas

City of Wharton, Texas

City of Wichita Falls, Texas

Headwaters at the Comal

Louisiana State University Foundation

Marina Town Center

Over Yonder Cay

Parque D. Pedro

Performing Arts Center, University of Texas at Austin

Second Street District, Austin, Texas

Seventh Street District, Austin, Texas

The Shops at La Cantera

Silesia City Centre

Southern Methodist University

Texas Medical Center

Texas State History Museum | The Story of Texas

Village in Wauwatosa, Wisconsin

Visual Arts Center, University of Texas at Austin

PROJECT TEAM

Résumés

Wayfinding/Signage Program Updates

fd2s Response



Rick Smits, segD Senior Designer and Project Manager

Education

Columbia College, Chicago Bachelor of Arts, Graphic Design

Professional Affiliations

Society for Experiential Graphic Design *Member*

Professional Experience

neXt Wayfinding + Design | Chicago, 2000-2008 Comcorp | Chicago, 1998-2000 Ambrosi & Associates | Chicago, 1997-1998 Comcorp | Chicago, 1995-1997

Rick Smits is an experiential graphic designer with 25 years of experience in the industry. His project involvement spans the concept development, planning, design, specification, and implementation of robust signage and wayfinding programs for hospitals, university campuses, transportation facilities, corporate headquarters, and retail and mixed-use developments all over the country.

Rick's recent work at fd2s includes serving as a senior designer for project concerns at MHealth –The University of Minnesota; Baylor University; The University of Texas; Michigan Medicine – University of Michigan; Circuit of the Americas; Village of Wauwatosa, Wisconsin; City of Brenham, Texas; Loma Linda University Medical Center, The Oklahoma Health Center; The Miami Health District and the University of Kansas Health System.

Prior to joining fd2s, Rick's projects included signage and wayfinding for Midway International Airport, Chicago's Union Station, Motorola, Blue Cross Blue Shield of Illinois and the Navy Pier tourist and cultural destination in Chicago, Illinois. Rick's work was included in *This Way, Environmental Graphics for Public Spaces*, and *All New American Logo*.

fd2s Project Experience 1801 Congress Ave Arapahoe Libraries District Center for Advanced Healthcare at Brownwood Circuit of the Americas City of Bastrop, Texas City of Brenham, Texas City of Hallettsville, Texas City of Kansas City, Missouri CBD City of Seguin, Texas College of Liberal Arts, University of Texas The Eastern Iowa Airport Foster Campus for Business and Innovation, **Baylor University** Headwaters at the Comal Louisiana State University Foundation

Marine Education Center
Northwestern Lake Forest Hospital System
Oklahoma Health Center
Over Yonder Cay
Ruby City
Sea Scout Base Galveston
Southern Methodist University
St. David's Medical Center
Texas A&M Health Science Center
The Methodist Hospital Research Institute
University of Kansas Health System
University of Miami Health System
University of Michigan Medical Center
University of Minnesota Medical Center
Village in Wauwatosa, Wisconsin

PROJECT TEAM

Résumés

Wayfinding/Signage Program Updates

fd2s Response



Yajayra Barragan is a UX/UI and visual designer with a passion for human-centered design. Her design background in branding and content marketing across multiple platforms has made her a valuable addition to the studio.

Since joining fd2s, Yajayra has made key contributions to engagements with HSS, Cedar Valley College and North Lake College campuses of the Dallas Community College District, the City of Wichita Falls, AT&T Executive Education and Conference Center; and most recently, the new Welcome Center at Texas State University in San Marcos.

Additionally, she co-developed a new graphic identity and collateral system for an Austin-based non-profit organization, Fresh Chefs Society, which mentors youth, who are aging out of the foster care system, and equips them with the skills necessary to take charge of their eating lifestyle through educational experiences with community cooks, chefs, and restaurateurs.

Yajayra Barragan, AIGA, SEGD

Designer

Education

Texas State University
Bachelor of Fine Arts, Communication Design

Professional Affiliations

Society for Experiential Graphic Design Member American Institute of Graphic Arts Member

Professional Experience

University Marketing | Texas State University, 2016

fd2s Project Experience

Arapahoe Libraries District
Barton Springs Bathhouse Interpretive Experience
Bistro 5718

Cedar Valley College, Dallas Community College District Center for Advanced Healthcare at Brownwood City of El Campo, Texas

City of Lewisville, Texas

City of Lewisville, Texas

City of Little Elm

City of Wharton, Texas

Energy Engineering Building, University of Texas at Austin Fresh Chefs Society

Gin Atomic

Headwaters at the Comal

Heroes Memorial Park

Hotel Magdalena

Houston Community College

HSS

North Lake College, Dallas Community College District

Reeves County Health District

Rim Commons

San Antonio Food Bank

St. David's Medical Center

University of Colorado Health

University of Kansas Health System

Wake Forest University Baptist Medical Center

Welcome Center, Texas State University

Zilker Metro Park Clubhouse

PROJECT TEAM

Résumés

Wayfinding/Signage Program Updates

fd2s Response

Relevant Experience and References

SECTION 3

Wayfinding/Signage Program Updates

fd2s Response

The Village Wauwatosa

The Village Wauwatosa, WI

The Village Wauwatosa, a part of the greater Milwaukee metropolitan area, selected fd2s to develop its wayfinding master plan. One goal of the plan for this community of 40,000+ residents is to enhance a sense of place by leveraging landmarks such as the Menomonee River, Honey Creek and State Street. The village touts, among other notable destinations, the Frank Lloyd Wright-designed Annunciation Greek Orthodox Church and Washington Highlands Historic District. Famous sons and daughters include actor Spencer Tracy, Peabody Award-winning journalist Nancy Dickerson, former NBA star Devin Harris, and Nobel Prize-winning physicist David J. Wineland.

Initially, fd2s spent several days on site, evaluating firsthand the existing challenges to wayfinding, reviewing city plans for current and future development, and meeting with project stakeholders to help determine priorities related to budgeting and implementation.

The resulting strategy includes recommendations for pedestrian and vehicular wayfinding that addresses both first-time visitors and longtime residents, identification of thresholds into the Village, and conceptual ideas for placemaking elements in key areas.

Incidentally, Wauwatosa is derived from the Potowatomi word for *firefly*, which served as inspiration for lighting effects and patterns.



RELEVANT EXPERIENCE & REFERENCES

The Village Wauwatosa

Implementation Budget \$190,000

CollaboratorsSign Effectz Inc. *Fabricator*

Timeframe
18 Months

Client Contact
Jim Plaisted,
Executive Director, Historic
Third Ward Association,
Milwaukee, Wisconsin
(Formerly Executive Director
of Village in Wauwatosa
Business Improvement
District)
414.273.1173
jplaisted@historicthirdward.

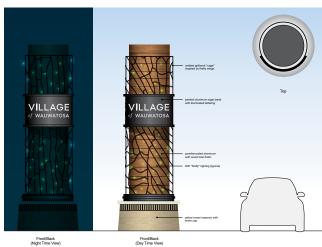
Wayfinding/Signage Program Updates

fd2s Response

The Village Wauwatosa



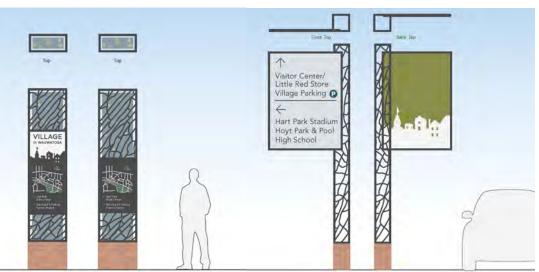






RELEVANT EXPERIENCE & REFERENCES

The Village Wauwatosa



Wayfinding/Signage Program Updates

fd2s Response

The Village Wauwatosa





RELEVANT EXPERIENCE & REFERENCES

The Village Wauwatosa

Wayfinding/Signage Program Updates

fd2s Response

City of Bastrop

Bastrop, Texas

Working in concert with the community's Main Street Program, Economic Development Corporation members, city staff, and numerous local stakeholders, fd2s designed a wayfinding program that highlights Bastrop's rich history as one of the oldest towns in Texas. To dispel the perception of many motorists that Bastrop comprises only commercial frontage along US Highways 71 and 29, fd2s also worked closely with the City and Texas Department of Transportation officials to locate and design "trailblazer signs" that direct to major destinations in the historic downtown via Chestnut Street.

Reinforcing Chestnut Street as the major arterial into the downtown area, from both the south and the east, motorists are treated to a vibrant streetscape replete with period light fixtures, special paving, a history walk, and a wonderfully preserved downtown core with shops, cafes, and entertainment venues. A system of free-standing and wall-mounted pedestrian directories highlight the Memorial Riverwalk and Fisherman's Park, both adjacent to downtown, as well as clearly articulated parking areas in order to accommodate heavily attended events that take place throughout the year.

Plans for future wayfinding include retrofitting threshold elements at each end of Chestnut Street with lighting elements and vintage sign treatments to amplify the sense of arrival and welcome. Stone found on these monuments and walls, which pays homage to nearby Bastrop State Park (a gem of the Civilian Conservation Corps-era), are also used as bases for new welcome and event-announcement signs at the perimeter of the community.







RELEVANT EXPERIENCE & REFERENCES

City of Bastrop

Implementation Budget \$125,000

Collaborators
Walton Signs
Fabricator

Timeframe 12 months

Client Contact Nancy Wood, Main Street Program Director (Retired) City of Bastrop

Wayfinding/Signage Program Updates

fd2s Response

City of Bastrop











RELEVANT EXPERIENCE & REFERENCES

City of Bastrop

Wayfinding/Signage Program Updates

fd2s Response

City of Bastrop





RELEVANT EXPERIENCE & REFERENCES

City of Bastrop





Wayfinding/Signage Program Updates

fd2s Response

City of Brenham

Brenham, Texas

To kickstart its interactions with the community of Brenham, fd2s representatives attended Brenham's Uptown Swirl, a roving wine-tasting tour of its historic downtown that involved over thirty local businesses and attracted 1,400 visitors to this one-day event. In order to build on the Brenham Downtown Master Plan, fd2s then developed a strategy and associated designs for perimeter signage and gateways for the city, as well as vehicular directionals and pedestrian orientation within its bustling downtown.

The graphic vocabulary, form factors, and materials are informed by a wide variety of local and regional themes, from wildflowers to historic trade marks to the iconic Maipole in Fireman's Park, which serves as a rallying point for Brenham's annual Maifest, the oldest event of its kind in the state of Texas.









RELEVANT EXPERIENCE

Implementation Budget \$175,000

Collaborators
Austin Architectural
Graphics
Fabricator

Timeframe 18 Months

Client Contact
Jennifer Eckermann,
Main Street Manager
City of Brenham
P.O. Box 1059
Brenham, TX 77834
979.337.7384
jeckermann@
cityofbrenham.org





























Wayfinding/Signage Program Updates

fd2s Response

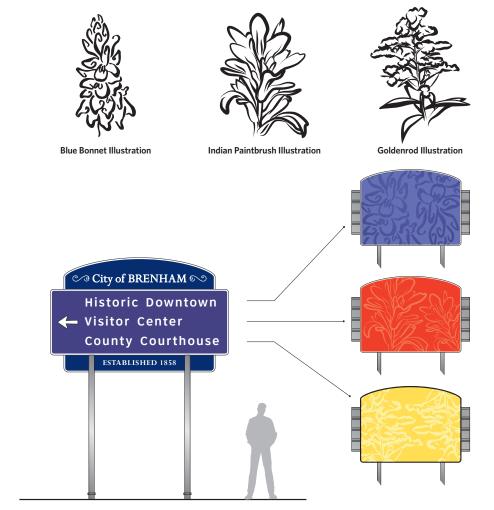
City of Brenham





RELEVANT EXPERIENCE & REFERENCES





Wayfinding/Signage Program Updates

fd2s Response

City of Brenham



RELEVANT EXPERIENCE & REFERENCES

City of Brenham



Wayfinding/Signage Program Updates

fd2s Response

City of Brenham



RELEVANT EXPERIENCE & REFERENCES

City of Brenham



Wayfinding/Signage **Program Updates**

fd2s Response

City of Lewisville Parks and Trails

Lewisville, Texas

The City of Lewisville's commitment to providing world-class public green spaces, trails and facilities prompted a comprehensive assessment and inventory of existing wayfinding and signage. Working in lockstep with Parks & Recreation Department (PARD) staff and a landscape architect-partner, the fd2s team engaged in an exhaustive review of existing community assets followed by an iterative process of programming, design, and testing.

With the goal of developing comprehensive wayfinding and landscaping standards for the community, fd2s equipped PARD staff with tools for capturing feedback from residents and visitors during a rigorous mockup phase. Full-size forms that displayed actual graphic content allowed parks and trails users ("Parkfans") to not only road-test the proposed wayfinding strategy and design tactics, but inform the programming and design recommendations conveyed in the final design standards. The purpose of the overall plan is to orient Parkfans, support accessibility, provide knowledge of the community, and create a brand for the City's park system.

The initial wave of implementation includes a range of wayfinding and identification elements to be deployed for Garden Ridge Trail and Railroad Park, the latter of which serves as a regional if not statewide draw for athletic events such as football, soccer, baseball, softball, and skating. The City elected to tap into its capital improvements program to fund the project.



RELEVANT EXPERIENCE & REFERENCES

City of Lewisville Parks & Trails

Implementation Budget \$250,000

Collaborators

Kimley-Horn Landscape Architect

SSG Signs & Lighting Fabricator

Timeframe

24 months

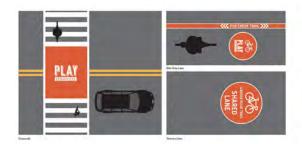
Client Contact

Stacie Anaya Director City of Lewisville Parks & Recreation 972.219.3550 sanaya@cityoflewisville.com

Wayfinding/Signage Program Updates

fd2s Response

City of Lewisville Parks and Trails (Cont.)





Length: 4.5 miles Connects to: DCTA Train Station Highland Lake Park Highlands Park Valley Ridge Elementary Trail Rules and Regulations All pets must be on leash Dispose of all wastertrash properly Pass on the left with care Respect other trail users and parkfans Vield to slower trail users.



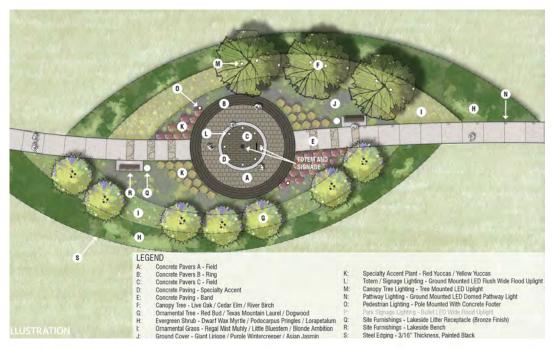
RELEVANT EXPERIENCE & REFERENCES

City of Lewisville Parks & Trails

Wayfinding/Signage Program Updates

fd2s Response

City of Lewisville Parks and Trails (Cont.)



RELEVANT EXPERIENCE & REFERENCES

City of Lewisville Parks & Trails



1 ST-203: Bike Only Lane Plan View



2 ST-203: Graphic Detail

Wayfinding/Signage Program Updates

fd2s Response

City of Wharton

Wharton, Texas

In the course of developing the community-wide way finding signage program for the Southeast Texas town of Wharton, we also created a new graphic identity that features a stylized depiction of the iconic county courthouse. The architectural restoration of this structure is widely recognized by preservationists as one of the most successful such efforts in the state. This graphic icon serves as a mnemonic that equally represents the community and its role as the seat of government in Wharton County.

The typography, color palette, and brand pattern evoke Victorian architecture, which is a prevalent architectural style in Wharton's several nationally-recognized historic districts.





RELEVANT EXPERIENCE & REFERENCES

City of Wharton

Implementation Budget \$25,000

Timeframe 12 months

Client Contact
Debra Medina, President
Wharton Downtown
Business Association
979.253.0220
debrapmedina@gmail.com

THEATRE	GULF	ANTIQUE	HISTORIC	PURE
RED	BLUE	GRAY	VERMILION	WHITE
Pantone 179 C	Pantone 2161 C	Pantone 2333 C	Pantone 180 C	Pantone WHITE C
CMYK: 4-91-91-0	CMYK: 91-66-28-10	CMYK: 55-49-51-17	CMYK: 17-90-89-6	CMYK: 0-0-0-0
RGB: 228-62-48	RGB: 40-87-129	RGB: 113-110-106	RGB: 194-60-50	RGB: 255-255-255
#E43E30	#285781	#716E6A	#C23C32	#FFFFFF
75% 50% 25%	75% 50% 25%	75% 50% 25%	75% 50% 25%	

Wayfinding/Signage Program Updates

fd2s Response

City of Wharton













RELEVANT EXPERIENCE & REFERENCES

City of Wharton

Wayfinding/Signage Program Updates

fd2s Response

Project Approach

SECTION 4

Wayfinding/Signage Program Updates

fd2s Response

Scope of Services

PROJECT APPROACH

Discovery and Experience Audit

fd2s will conduct one or more virtual conferences with City of Birmingham staff and key stakeholder groups (Community Development Department, Birmingham Shopping Districts, etc.), in order to prepare for a series of on-site activities and establish a rapport among key team members.

We will also perform a thorough review of the City's web presence and brand initiatives, and explore other materials such as the 2004 Citywide Wayfinding and Signage Design Program, Parks and Recreation Master Plan, City Style Guide, maps, visitors guides, and federal, state, and county requirements. In addition, we will conduct in-depth reviews of any planning documents generated to date in order to further our understanding of the parallel initiatives as well as the history, culture, physical environment, and key thresholds and arterial roadways of the community.

fd2s will then engage in an intensive on-site research session we call our *Experience Audit*, spending approximately three (3) days in Birmingham, developing a thorough understanding of the City's desired brand position and immersing ourselves in the wayfinding issues faced by residents, visitors, and other potential user groups.

Activities during this visit will include:

- Existing conditions review fd2s will examine the key routes and circulation patterns into the area, as well as major destinations and pedestrian and potential bicycle routes through the community and any relevant existing wayfinding tools. The team will also develop a photographic inventory of representative existing conditions for use in future analysis, design work, and presentations.
- · City navigation exercises The team will experience the city from the viewpoints and mindsets of various users such as holiday visitors, travelers passing on nearby highways, local residents who do not frequently visit the historic downtown, senior citizens, and the disabled.
- \cdot Meeting(s) with the City fd2s will conduct interviews with the client and City staff to learn about existing in-house sign production capabilities, maintenance procedures for signage and placemaking elements, as well as any new development or capital improvement projects on the horizon.
- · Meeting(s) with the client and City staff We will meet with the client and City staff to discuss guiding principles, expectations, inclusion criteria, and schedule, as well as institutional identity and graphic standards issues, and develop a thorough understanding of the City's brand positioning efforts and objectives of the wayfinding program.
- \cdot Meeting(s) with other stakeholders We will also meet with other relevant stakeholders (not included in the groups above), and will participate in a community input session organized by the client to solicit input on its history, key destinations and locations, and any preconceptions related to the design vocabulary of the wayfinding elements.

Following these on-site exercises, we will prepare a summary of our findings and present it to the client, appropriate City staff, and key stakeholders. This summary – and the feedback it generates – will help to ensure a proper focus for our recommended wayfinding signage concepts. We will also document these findings and analysis in a concise document shared with the client group and other relevant parties.

Schematic Design

Once vetted, fd2s will use the findings from our *Experience Audit* in the development of preliminary signage component designs for wayfinding for the community. These preliminary signage concepts will include two-three conceptual design approaches that meet the community's wayfinding needs while properly reflecting current branding and marketing standards for Birmingham. For this initial phase, the location strategy and conceptual designs will be documented using a combination of text descriptions, reference

Wayfinding/Signage Program Updates

fd2s Response

images, STET drawings of representative wayfinding elements with overall dimensions, preliminary location plans, and photomontages as appropriate.

PROJECT APPROACH

This wayfinding signage documentation will address issues such as:

- · The range of signage elements that will make up the overall program
- · Specific strategies for effectively directing people into and through the downtown area as well as direct to other important landmarks, parking areas, historic buildings and districts (Birmingham Shopping District), civic institutions (Baldwin Public Library), recreational amenities, and other major destinations
- \cdot Aesthetic and functional approaches that will link the signage and wayfinding program to the City's brand position
- · Identification of key destinations and confirmation of the corresponding criteria for qualifying these destinations
- · Nomenclature for wayfinding destinations to ensure consistency on signage, maps, website, etc.
- · Preliminary locations for key signage elements
- · Review preliminary locations with MDOT for key MDOT signage (as appropriate)
- · Recommendations for retrofitting or adapting existing sign structures, where appropriate
- · Preliminary probable costs of signage elements
- · Other issues identified in the research and analysis process.

fd2s will make a preliminary presentation of these concepts to the client, City staff, and key stakeholders via web conference. fd2s will then revise the materials based on input from this meeting, and present the revised concepts via web conference to the client group, City staff, and key stakeholders, and community groups as appropriate.

Design Development

Following approval of the schematic direction and placement of key signage elements (including MDOT signage), fd2s will further develop the sign type family that will facilitate the wayfinding program. At this time, we will analyze how the sign type family extends to individual sign locations; establishing best practices for messaging, as well as guidelines for future implementation.

The consolidated documentation for this phase will include the following components:

- · Color palettes
- $\cdot \, \mathsf{Typography}$
- ·Symbols
- · Materials and finishes
- \cdot Sizes and forms for wayfinding signage elements
- · Styles for orientation maps (not actual artwork)
- · Information hierarchy
- · Inclusion criteria for destinations
- · Destination nomenclature
- · Elevations
- · Profiles
- · Location plans for the wayfinding signage
- · Message schedule for the wayfinding signage
- · Preliminary probable costs for the wayfinding signage
- · Recommendations regarding phasing (if necessary) of sign implementation

Wayfinding/Signage Program Updates

fd2s Response

While the exact nature of elements that will be included in the overall wayfinding signage program would be determined during schematic design, it is likely to consist of some combination of the following:

PROJECT APPROACH

- · MDOT trailblazer signage
- · Modifications/enhancements to existing signage elements (if appropriate)
- · Threshold identification signage
- · Vehicular directional signage
- \cdot System for the display of seasonal or event-specific pageantry Banner designs not included in scope
- · Pedestrian directional signage Including basic orientation maps, as appropriate (style references only)
- · Pedestrian information kiosks
- · District identification signage
- · Parking identification signage

fd2s will make one preliminary presentation of these materials to the client group, City staff, and key stakeholders in Birmingham, and will then make up to two (2) rounds of necessary revisions before presenting the final materials via web conference to the client group. fd2s will then modify the material (if required) and present to the client group, appropriate City staff, and key stakeholders via web conference.

Design Documentation

Based on approval of the above documents, fd2s will prepare a Wayfinding Master Plan in accordance with the concepts approved by the City and key stakeholders. fd2s will also prepare necessary design STET documentation suitable for use in the solicitation of fabrication and installation bids from qualified signage fabricators, and for use by the selected fabricator in the development of shop drawings.

This refined set of documentation may include some or all of the following:

- · Dimensioned elevations
- · Dimensioned sections
- · Dimensioned details
- · Project specifications
- · Final signage location plans
- · Final message schedule, as either layouts or spread sheet as appropriate
- · Electronic versions of graphic elements required for signage fabrication, such as custom symbols, background patterns, etc.
- · Bid forms
- · Submittal schedule
- · Statement of probable costs

Note that the acquisition and/or modification of any photography or illustration is considered a production-related expense, and is not included in the fees or expenses proposed in this document. Relatedly, the design and development of any custom maps are not included in this scope of services.

fd2s will make one preliminary presentation of these materials to the client group, appropriate City staff, and key stakeholders via web conference, and will then make any necessary revisions before presenting the final materials to the group in Birmingham.

Bidding Assistance & Contract Administration

It is our understanding that these tasks are not included in this project scope and as such are not included in this proposal. Should the client group wish to further engage fd2s regarding these phases, it would necessitate a Change Order or additional proposal.

Wayfinding/Signage Program Updates

fd2s Response

Proposed Timeline

SECTION 5

Wayfinding/Signage Program Updates

fd2s Response

Project Timeline

Total Time Estimate

PROPOSED TIMELINE

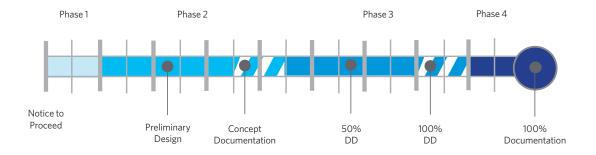
Based on similar project experiences, we anticipate the activities and deliverables associated with the phases described in this document will follow these timelines, pending notice to proceed:

28-36 weeks

Discovery & Experience Audit	4 weeks
Schematic Design	
-Preliminary Design	4-6 weeks
-Concept Documentation	6-8 weeks
Design Development	
-Design Development	6-8 weeks
-Final Documentation	4-6 weeks
Design Documentation	4 weeks

^{*}Time frames above assume prompt approvals from client.

Timeline



Wayfinding/Signage Program Updates

fd2s Response

Cost Proposal

SECTION 6

Wayfinding/Signage Program Updates

fd2s Response

COST PROPOSAL FOR WAYFINDING/SIGNAGE PROGRAM UPDATES

COST PROPOSAL

In order for the bid to be considered valid, this form must be completed in its entirety. The cost for the Scope of Work as stated in the Request for Proposal documents shall be a lump sum, as follows:

*Attach technical specifications for all proposed materials as outlined in the Submission Requirements section of the RFP (pg. 5-6)

COST PROPOSAL		
ITEM	BID AMOUNT	
1. Discovery & Experience Audit	\$ 12,500.00	
2. Schematic Design	\$ 20,500.00	
3. Design Development	\$ 17,500.00	
4. Design Documentation	\$ 14,500.00	
5.		
6.		
7.		
8.		
TOTAL BID AMOUNT	\$ 65,000.00	
ADDITIONAL BID ITEMS		
Additional Meetings with City Staff and Boards	\$ 3,000.00	
Other - Miscellaneous Expenses	\$ 3,250.00	
Other -	\$	
GRAND TOTAL AMOUNT	\$ 71,250.00	

Firm Name: fd2s, inc.	
Authorized Signature:	Date: <u>26-October-202</u> 2

Wayfinding/Signage Program Updates

fd2s Response

Attachments & Agreements

SECTION 7

Wayfinding/Signage Program Updates

fd2s Response

BIDDERS AGREEMENT FOR WAYFINDING/SIGNAGE PROGRAM UPDATES

AGREEMENTS &
ATTACHMENTS
Bidders Agreement

In submitting this proposal, as herein described, the Contractor agrees that:

- 1. They have carefully examined the specifications, terms and Agreement of the Request for Proposal and all other provisions of this document and understand the meaning, intent, and requirement of it.
- 2. They will enter into a written contract and furnish the item or items in the time specified in conformance with the specifications and conditions contained therein for the price quoted by the proponent on this proposal.

W. Curtis Roberts	26-October-2022
PREPARED BY (PRINT NAME)	DATE
tm 1	
AUTHORIZED SIGNATURE	
Principal	croberts@fd2s.com
TITLÉ	EMAIL ADDRESS
fd2s, inc.	
COMPANY	
14205 N. Mopac Expy, Ste 400F, Austin, TX 78728	512.476.7733
ADDRESS	PHONE
N/A	
NAME OF PARENT COMPANY	
ADDRESS	PHONE

Wayfinding/Signage Program Updates

fd2s Response

IRAN SANCTIONS ACT VENDOR CERTIFICATION FORM FOR WAYFINDING/SIGNAGE PROGRAM UPDATES

AGREEMENTS & ATTACHMENTS

Iran Sanctions Act Vendor Certification

Pursuant to Michigan Law and the Iran Economic Sanction Act, 2012 PA 517 ("Act"), prior to the City accepting any bid or proposal, or entering into any contract for goods or services with any prospective Vendor, the Vendor must certify that it is not an "Iran Linked Business", as defined by the Act.

By completing this form, the Vendor certifies that it is not an "Iran Linked Business", as defined by the Act and is in full compliance with all provisions of the Act and is legally eligible to submit a bid for consideration by the City.

W. Curtis Roberts	26-October-2022
PREPARED BY (PRINT NAME)	DATE
AUTHORIZED SIGNATURE	
Principal	croberts@fd2s.com
TITLE	EMAIL ADDRESS
fd2s, inc. COMPANY 14205 N. Mopac Expy, Ste 400F, Austin, TX 78728	512.476.7733
ADDRESS	PHONE
N/A NAME OF PARENT COMPANY	
ADDRESS	PHONE



CORBIN

People get lost. We fix that.®



PROPOSAL FOR SERVICES

City of Birmingham, Michigan

Wayfinding/Signage Program Updates

Submittal Date: October 28, 2022



SUBMITTED BY:

Shelley Steele, President Corbin Design

415 S Union, Second Floor Traverse City, MI 49684

Telephone Email

(231) 947-1236

Email Website shelley@corbindesign.com www.corbindesign.com

1. Cover Letter

Nicholas J. Dupuis, Planning Director City of Birmingham 151 Martin Street Birmingham, MI 48009

Nicholas, thank you for considering our team for this project. Corbin Design, Inc. (Corbin Design) understands that the City of Birmingham (the City) is seeking a qualified wayfinding design consultant to update the existing Citywide Wayfinding and Signage Program for your 4.8 square mile city.

Over the past 46 years, Corbin Design has earned a reputation as one of the most experienced firms in the field of wayfinding and signage design. We're proud to say that we've developed wayfinding systems for 100 cities, 170 hospital campuses, and 50 educational campuses. Our Michigan experience includes Ann Arbor, Battle Creek, Bay City, Berkley, Chelsea, East Lansing, Frankenmuth, Grand Rapids, Harbor Springs, Holland, Howell, Kalamazoo, Downtown Lansing, Mackinaw City, Meridian Township, Mount Clemens, Petoskey, Downtown Rochester, Saline, Sault Ste. Marie, and our hometown of Downtown Traverse City. Each of these projects reflects our clients' unique brand attributes while improving visitor experiences.

This proposal includes: the qualifications and experience of our firm and key staff members proposed for the project; references from similar projects to contact regarding our past performance; links to sample wayfinding plans; the process our team of professionals proposes to accomplish each task; and project examples.

Our wayfinding programs are designed to complement your environment and mesh with other design disciplines such as architecture, streetscape design, and brand communications to create a strong first impression, boost visitor satisfaction and, ultimately, improve the City's tourism business by encouraging exploring, longer stays, and return visits.

We welcome the opportunity to discuss this project further with you and your team. Please let me know if you have any questions or need additional information.

Best regards,

Shelley Steele, President

Thelley Steele



2. Firm and Proposed Team Qualifications



Professional Affiliations / Memberships:

The ESOP Association
The Forum for Healthcare Strategists
International Downtown Association
National Main Street Center
Project Management Institute
Society for College and University Planning
Society for Experiential Graphic Design
Society for Healthcare Strategy and Market
Development

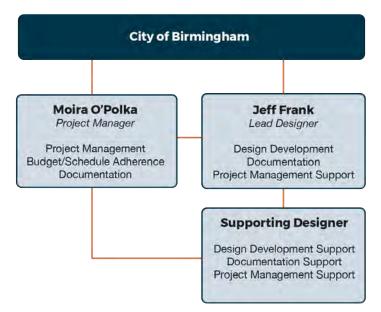
Corbin Design was established in Traverse City, Michigan in 1976. Since then, we have earned a reputation as a leader in wayfinding and environmental graphic design throughout North America. Our wayfinding clients include 100 cities and towns, 170 medical centers, and 50 colleges and universities.

We employ ten people, including five designers and three project managers. In 2002, we became employee-owned, giving each staff member an increased stake in the success of our firm and its clients.

Our Mission Statement is "To design intuitive wayfinding systems that guide users through complex environments." We define wayfinding simply as direction for people in motion. In this discipline, we merge information and visual design to help people find their way through complex environments more comfortably and more successfully. By tying the wayfinding logic to all forms of communication that a visitor experiences as they come into contact with your city or town, we assure a consistent, seamless journey.

The proposed team members have been selected for your project due to their extensive experience with civic wayfinding projects and their availability to start and complete your project within the proposed timeline.

Moira O'Polka and Jeff Frank have worked together on the majority of our recent civic wayfinding projects and have almost 35 years of combined wayfinding experience. They will be assisted by one of our supporting designers. Their roles are defined in the organizational chart to the right and their resumes follow.



JEFF FRANK

Lead Designer



Jeff joined Corbin Design with eight years of studio experience in environmental graphic and industrial design and eight years of manufacturing and installation experience. Jeff's past assignments have involved conducting comprehensive circulation analyses of healthcare, education, corporate and transportation facilities, and designing and implementing comprehensive wayfinding and signage systems for national and global clients.

Joined Firm: 2005

Contact information: 231.346.2276; no fax; jeff@corbindesign.com Professional Membership: Society for Experiential Graphic Design

Wayfinding and Signage Project Experience:

CIVIC

Albany, NY - Downtown

Alva, OK - Downtown

Ann Arbor, MI – Downtown

Atlanta, GA - Downtown

Bay City, MI

Berkley, MI

Carthage, MO

Cedar Rapids, IA - Downtown

Charles City, IA

Danville, IL

Enid, OK

Eureka, MO

Fairborn, OH

Fort Worth, TX

Fox Lake, IL

Frisco, TX

Georgetown, SC - Downtown

Grand Rapids, MI - Skywalk and Riverwalk

Harbor Springs, MI - Downtown

Indianapolis, IN - Downtown

Lansing, MI - Downtown

Lehigh Valley, PA

Mammoth Lakes, CA

McKinney, TX

Milwaukee, WI - Downtown

Montgomery County/Crawfordsville, IN

Mount Clemens, MI - Downtown

Mount Pleasant, SC - Coleman Blvd.

Northern Ontario, Canada

Oak Point, TX

Peoria, IL - Downtown

Plano, TX

Quad Cities, IA and IL

Racine, WI

Rochester, MI - Downtown

Rocky Mount, NC

Sioux City, IA - Downtown

South Bend, IN

Springfield, MO

St. Clair Shores Nautical Mile, MI

St. Louis, MO - Downtown / St. Louis County, MO

Syracuse, UT

Traverse City, MI - Downtown

Wausau, WI - Downtown

Wilkes-Barre, PA - Downtown

Wisconsin Rapids, WI - Downtown and Trails

EDUCATION

College of Davidson and Davie Counties, Thomasville, NC

Grand Valley State University, Allendale, MI

Lansing Community College, Lansing, MI

St. Cloud State University, St. Cloud, MN

Triton College, River Grove, IL

University of Nebraska-Kearney, Kearney, NE

University of Nebraska-Omaha, Omaha, NE

CORPORATE / RECREATION / RESORT

Cantigy Park, Wheaton, IL

Cobo Center, Detroit, MI

Dakota County Greenways, MN

Department of Natural Resources Trail System, MI

Erie Insurance, Erie, PA

Forest Park, St. Louis, MO

Great Rivers Greenway, St. Louis, MO

JW Marriott, Grand Rapids, MI

Kingsport, TN - Greenbelt Trail

Lake County Bike Path, Libertyville, IL

Little Traverse Wheelway, Petoskey, MI

Mammoth Lakes Trails-Public Access, Mammoth Lakes, CA

Mecklenburg County Greenways, Charlotte, NC

TART Leelanau Trail, Traverse City, MI

Terre Haute Convention Center, Terre Haute, IN

Toledo Museum of Art Glass Pavilion, Toledo, OH

MOIRA O'POLKA

Project Manager



Moira works to assure that each project stays within budget and on schedule. Acting as the main client contact, Moira tracks all details of her projects and facilitates teamwork between client teams and Corbin Design. Her information-gathering skills combined with her knowledge of wayfinding ensure that her clients' best interests and expectations will be met. She also assists with documentation and the proofing of all project components.

Joined Firm: 2012

Contact information: 231.346.2279; no fax; moira@corbindesign.com

Education: Master of Arts - Gonzaga University; Bachelor of Science and

Humanities – Ball State University

Wayfinding and Signage Project Experience:

CIVIC

Albany, NY - Downtown

Alva, OK - Downtown

Berkley, MI

Carthage, MO

Cedar Rapids, IA - Downtown

Charles City, IA

Danville, IL

East Lansing, MI - Downtown

Eureka, MO

Fairborn, OH

Fox Lake, IL

Harbor Springs, MI - Downtown

Lafayette, IN - Downtown

Lansing, MI - Downtown

McKinney, TX

Montgomery County/Crawfordsville, IN

Mount Pleasant, SC - Coleman Blvd.

Northern Ontario, Canada

Oak Point, TX

Peoria, IL - Downtown

Plano, TX

Racine, WI

Rocky Mount, NC

Sault Ste Marie, Ontario, Canada

Sioux City, IA - Downtown

South Bend, IN

St. Clair Shores Nautical Mile, MI

Syracuse, UT

Wausau, WI - Downtown

West Lafayette, IN - Downtown

Wisconsin Rapids, WI - Downtown and Trails

EDUCATION

Buffalo State College, Buffalo, NY Butler University, Indianapolis, IN Cleveland State University, Cleveland, OH

Grand Rapids Community College, Grand Rapids, MI

Grand Valley State University, Allendale, MI

Hope College, Holland, MI

Interlochen Center for the Arts, Interlochen, MI

Lake Michigan College, Benton Harbor, MI

Lake Superior State University, Sault Ste. Marie, MI

Marshall University, Huntington, WV

Purdue University, West Lafayette, IN

SUNY Cortland, Cortland, NY

University of Southern Indiana, Evansville, IN

CORPORATE / RECREATION / RESORT

Cantigny Park, Wheaton, IL

Cobo Center, Detroit, MI

Dakota County Greenways, MN

Department of Natural Resources Trail System, MI

Kingsport, TN - Greenbelt Trail

Lake County Bike Path, Libertyville, IL

HEALTHCARE

Battle Creek VA Medical Center, Battle Creek, MI

Boca Raton Regional Hospital, Boca Raton, FL

Brookwood Medical Center, Birmingham, AL

Buffalo Niagara Medical Campus, Buffalo, NY

Detroit Medical Center, Detroit, MI

Memorial Health, Springfield, IL

Memorial Hospital-East, Shiloh, IL

 $\label{eq:meand} \textit{Mercy Health System Rebrand, Chesterfield, MO}$

Mosaic Life Care, St. Joseph, MO

Munson Healthcare, Traverse City, MI

Oaklawn Hospital, Marshall, MI

Ochsner Medical Center, New Orleans, LA

OSF Saint Anthony Medical Center, Rockford, IL

Saint Luke's Hospital of Kansas City, Kansas City, MO

Sparrow Hospital, Lansing, MI

ThedaCare Shawano Medical Center, Shawano, WI

3. Experience and References

Corbin Design has been developing wayfinding plans for 46 years. During that time, we have developed successful wayfinding systems for more than 100 cities, towns, and regions. This experience has made us one of the nation's top firms in the field of wayfinding and signage design for civic environments. Our Michigan experience includes Ann Arbor, Battle Creek, Bay City, Berkley, Chelsea, East Lansing, Frankenmuth, Grand Rapids, Harbor Springs, Holland, Howell, Kalamazoo, Downtown Lansing, Mackinaw City, Meridian Township, Mount Clemens, Petoskey, Downtown Rochester, Saline, Sault Ste. Marie, and our hometown of Downtown Traverse City. This experience has provided us with a deep understanding of small community wayfinding needs as well as MDOT/MUTCD signage compliance requirements.

References and links to sample plan deliverables from recent projects are below. Details on other projects with a similar scope are shown on the project sheets and civic experience list following this document.

Project: City of Rocky Mount and Rocky Mills, North Carolina Wayfinding and Signage Plan

Client Contact: Brad Kerr, Director of Public Works,

Phone: 252.972.1120, Email: brad.kerr@rockymountnc.gov

Project: City of South Bend, Indiana Wayfinding Signage Plan

Client Contact: Cara Grabowski, Director of Marketing, Department of Public Works

Phone: 574.235.5819, Email: cgrabows@southbendin.gov Sample Plan Link: https://www.dropbox.com/t/dHvr2sFlfY2Z3cox

Project: City of Fairborn, Ohio Wayfinding Signage Plan
Client Contact: Kathleen Riggs, City Planner, City of Fairborn
Phone: 937.754.3056, Email: kathleen.riggs@ci.fairborn.oh.us
Sample Plan Link: https://www.dropbox.com/t/104u8rmFrjs66HBV

Project: Downtown Milwaukee, Wisconsin Wayfinding System

Client Contact: Gabriel Yeager, Downtown Environment Specialist, BID #21

Phone: 414.220.4700, Email: gyeager@milwaukeedowntown.com

4. Sub-contractors

Our firm has the expertise to complete the projects without the need for sub-consultants.

5. Scope of Work Overview

We understand that this project will be to evaluate and update the 2004 Citywide Wayfinding and Signage Design Program. The project will also include the development new signage design standards that integrate all municipal signage into a cohesive, user-friendly program that will provide fresh and consistent wayfinding for the City. Our proposed approach will use the information in that document as a basis to develop an up-to-date plan that meets new MDOT and MUTCD requirements. We will also cover each of the following items as outlined in the RFP: review of related documents and master plans; review of City Style Guide and other publications to create cohesive design; recommend changes to typography, symbology and other graphics; provide specific recommendations for updated locations; develop a system maintenance program; provide recommendations on new technology; and provide a timeline for project implementation, including costs, and potential funding sources.

6. Project Timeline and Approach

Corbin Design will be available according to the proposed timeline and we understand the anticipated project completion deadline is December 2023. Below is our proposed approach and preliminary timeline.

Task One: Analysis

- An initial visit to learn about your area, gather information about your visitors, and determine your wayfinding and signage needs;
- Discuss 2004 Wayfinding/Signage Program and other related documents and plans;
- Assess the existing wayfinding signage and communication materials that contain wayfinding information;
- Document recommended logic and circulation patterns;
- Develop a destination list; and
- Present and discuss the analysis findings and recommendations.

Task One Details

To begin Task One, Analysis, we familiarize ourselves thoroughly with your area and what draws people there: its history, culture, destinations, and events. We also review the 2004 Wayfinding and Signage Design Program document and other related documents and master plans to identify wayfinding issues and opportunities. Corbin Design will assist the City in selecting the appropriate representatives to form a Stakeholder Group and a smaller Core Team that will work with us throughout the project. During the kickoff trip, we will complete the following:

- A tour of the area
- Initial Core Team meeting
- Stakeholder Group meeting
- On site research and analysis
- Initial findings, design direction, and next steps meeting with the Core Team

During the initial meeting with the Stakeholder Group, we will discuss the project scope and objectives, wayfinding needs, budget, schedule, physical and architectural characteristics of the City, and potential design aesthetics of the signage and other wayfinding elements.

During this task, we:

- Learn how people move into, around and out of the area in order to review vehicular and pedestrian circulation patterns;
- Identify user groups, their specific needs, and expectations regarding wayfinding, particularly as they affect the disabled and senior citizens;
- Assess the existing wayfinding signage;
- Review visitor communications materials that contain wayfinding information;

- Develop the wayfinding logic and districting;
- Determine the new destinations/attractions that should be included in the system;
- Review destination/attraction names and, if needed, suggest alternative terms that might clarify wayfinding;
- Update the destination lists;
- Update the site plan showing circulation patterns, primary public destinations, etc.;
- Review the City Style Guide and other publications to learn about the use of the new city logo design;
- Discuss the need for electronic kiosks, a mobile app, or other technology tools;
- Review Americans with Disabilities Act (ADA) conformance issues;
- Learn about the required bidding process, maintenance, budget, and phasing issues;
- Evaluate zoning code requirements for the signage; and
- Develop a detailed project schedule.

At the end of this task, we will conduct a web-based conference call to discuss the document. After the conference call, this document will be updated once before final approval.

Deliverables: A digital version of the Wayfinding Recommendations Summary

On-site Meetings: One, three-person trip to complete the kickoff trip

Timeline: Two months (March-April 2023)

Task Two: System Design

- We design and present two initial signage design concepts;
- Revise the selected design concept;
- Develop the full sign type array;
- Present, discuss, and revise the full sign type array;
- Add detailed specifications to each sign type drawing;
- Build a preliminary cost estimate.

Task Two Details

We begin Task Two, System Design, by further analyzing your identity standards, project goals and objectives, and feedback from our initial meetings. We discuss integrating design cues such as historical, architectural, or topographical features, streetscape elements, materials, and themes as we develop an appropriate design aesthetic for the system.

We then prepare color elevation design drawings for two initial signage design concepts. Each concept will show the form, scale, typography, and color for three wayfinding sign types. Corbin Design will present two design concepts for the City's review and approval and will modify the selected design concept up to two times to obtain final approval of the visual design direction.

Once the City has given final approval on the visual design of the system, we apply the design to the remaining sign types. We present these designs and revise individual sign type designs up to two more

times to obtain final approval of the visual design of the entire sign type array. The full sign type array generally includes the following types of signs:

- Trailblazers leading to the area
- Gateway signage
- Boundary markers or welcoming landmarks
- Parking identification signs (for public parking facilities)
- Vehicular directional signs
- Pedestrian directional signs
- Pedestrian map kiosks

Once we have design approval for the full sign type array, we will add fabrication and installation specifications to each sign type to prepare Design Intent Drawings. This will include dimensions, letter heights, material specifications, general mounting methods, and color specifications. At this point, we can develop a preliminary cost estimate for the fabrication and installation of the system, based on approximate unit cost and estimated quantities.

During the design task, we will evaluate your current map(s) for use in the new wayfinding signs. If custom graphic design elements such as icons, logos, maps, and/or directories are needed, preparing the artwork for these elements is not included as part of our professional fees. If needed, we will estimate the costs for these elements during the project.

Note that we are designing a system to meet the specific wayfinding needs of the City of Birmingham in Michigan. Aspects of the system as designed may not meet all applicable local planning or zoning codes and may require variances from the local governing authority.

Deliverables: Digital versions of the final Sign Type Array and preliminary cost estimate

On-site Meetings: One, two-person trip to complete the initial design presentation

Timeline: Two to three months (May-July 2023)

Task Three: Documentation

- We develop a detailed Sign Location Plan and Sign Message Schedule;
- Verify the sign locations and sign messaging on-site;
- Refine the cost estimate;
- Develop a phasing plan; and
- Prepare the final Wayfinding and Signage Plan.

Task Three Details

With the City's final approval of the wayfinding recommendations and designs, we begin Task Three, Documentation. This task provides information necessary for the specification, purchase, fabrication, and installation of the approved signage system.

The resulting documentation consists of the following:

- Sign Location Plan and Sign Message Schedule; and
- Design Intent Drawings for each sign type, including dimensions, letter heights, material specifications, general mounting methods, and color specifications.

The Sign Location Plan and Sign Message Schedule identify the high-level public wayfinding signage we have designed for the proposed system, plot its location, and define its content. A Sign Location Plan is a site plan that graphically illustrates the preferred location of each proposed sign from a wayfinding standpoint, with locations depicted as accurately as possible given the plan's scale. A Sign Message Schedule defines what each sign will say, identifies the sign type, and lists its location. It also notes whether any graphics are included on the sign, such as directional arrows, icons, or symbols.

We ask the City to review the Sign Location Plan and Sign Message Schedule closely for accuracy. We will modify these documents up to two times before asking for final approval.

Using the final Sign Location Plan and Sign and Sign Message Schedule, we update the cost estimate and develop a phasing plan for the implementation of the signage elements.

We then prepare the updated Wayfinding and Signage Plan. This document will include:

- A brief review of the issues and objectives of the wayfinding system;
- Documentation of the approved wayfinding logic;
- New technology recommendations;
- A final cost estimate;
- A phasing plan for project implementation;
- Recommendations for potential funding sources;
- Recommendations for the maintenance costs and plan;
- The final destination list including terminology for primary and secondary destinations;
- Sign type drawings with specifications that are ready for bid; and
- The Sign Location Plan and Sign Message Schedule.

At the end of this task, we will present the updated Wayfinding and Signage Plan via a web-based conference call and update the document once before approval.

Deliverables: A digital version of the updated Wayfinding and Signage Plan

On-site Meetings: One, two-person trip to verify the sign locations and messaging

Timeline: Two to three months (August-October 2023)

7. Agreement (Attachment A – only if selected by the City)

Corbin Design has reviewed the agreement and has no concerns signing it if we are selected.

8. Bidders Agreement (Attachment B)

BIDDERS AGREEMENT FOR WAYFINDING/SIGNAGE PROGRAM UPDATES

In submitting this proposal, as herein described, the Contractor agrees that:

- 1. They have carefully examined the specifications, terms and Agreement of the Request for Proposal and all other provisions of this document and understand the meaning, intent, and requirement of it.
- 2. They will enter into a written contract and furnish the item or items in the time specified in conformance with the specifications and conditions contained therein for the price quoted by the proponent on this proposal.

_Shelley Steele PREPARED BY (PRINT NAME)	October 27, 2022 DATE
Shelle Steele AUTHORIZED SIGNATURE	
AUTHORIZED SIGNATURE	
_President	shelley@corbindesign.com EMAIL ADDRESS
_Corbin Design, Inc COMPANY	
_415 S Union, 2nd Floor ADDRESS	231.346.2271 PHONE
_N/ANAME OF PARENT COMPANY	
ADDRESS	PHONE

9. Cost Proposal (Attachment C)

COST PROPOSAL FOR WAYFINDING/SIGNAGE PROGRAM UPDATES

In order for the bid to be considered valid, this form must be completed in its entirety. The cost for the Scope of Work as stated in the Request for Proposal documents shall be a lump sum, as follows:

*Attach technical specifications for all proposed materials as outlined in the Submission Requirements section of the RFP (pg. 5-6)

COST PROPOSAL		
ITEM	BID AMOUNT	
1. Task One, Analysis	\$15,070	
2. Task Two, System Design	\$26,590	
3. Task Three, Documentation	\$16,890	
4.		
5.		
6.		
7.		
8.		
TOTAL BID AMOUNT	\$58,550	
ADDITIONAL BID ITEMS		
Additional Meetings with City Staff and Boards	\$ 1,940 (lead designer daytrip)	
Other -	\$	
Other -	\$	
GRAND TOTAL AMOUNT	\$58,550	

Firm Name:Corbin Design	
a la CHA	
Authorized Signature: Shelley Steele	Date: 10/27/2022
Additionized Signature.	_ Datc10/2//2022

10. Iran Sanctions Act Vendor Certification (Attachment D)

IRAN SANCTIONS ACT VENDOR CERTIFICATION FORM FOR WAYFINDING/SIGNAGE PROGRAM UPDATES

Pursuant to Michigan Law and the Iran Economic Sanction Act, 2012 PA 517 ("Act"), prior to the City accepting any bid or proposal, or entering into any contract for goods or services with any prospective Vendor, the Vendor must certify that it is not an "Iran Linked Business", as defined by the Act.

By completing this form, the Vendor certifies that it is not an "Iran Linked Business", as defined by the Act and is in full compliance with all provisions of the Act and is legally eligible to submit a bid for consideration by the City.

ADDRESS	PHONE
_N/ANAME OF PARENT COMPANY	
_415 S Union, 2nd Floor ADDRESS	PHONE
_Corbin Design, Inc COMPANY	·
_President TITLE	_shelley@corbindesign.com_ EMAIL ADDRESS
Shelly Steele AUTHORIZED SIGNATURE	
_Shelley Steele	

Additional Services

Corbin Design is often asked to provide additional services in conjunction with a wayfinding and signage program, to promote the program and/or expand its reach. If asked to provide any of these services, we will submit a detailed cost estimate and obtain approval before performing any work. These services include but are not limited to:

- Designing or developing:
 - o Custom icons, logos, maps, or directory artwork
 - Donor recognition signs and sign elements
 - Interior wayfinding signage for any parking decks/garages
 - o Presentation materials for use in education or promotion of the program
 - o Electronic, interactive, or web-based wayfinding applications
 - o Documentation beyond the items listed as deliverables in this proposal
- Sign by sign audit of existing signage or a demolition report
- Developing mockup, temporary, prototype, or sample signs, including:
 - o Production, coordination, or management
 - Fabrication or installation
- Determining electrical or structural requirements for building-mounted signage
- Construction documents with a seal from a licensed architect and/or engineer
- Managing the Zoning, DOT, or Planning approval process, including:
 - Attendance at meetings
 - Development of custom documentation
- Translating sign messaging into languages other than English
- Building the logic or providing consulting services for soliciting funding, whether by development formulas or identifying potential sources for implementation funds
- Management of a bid, fabrication, or installation process

Fine Print

- 1. Professional Fees for services are billed monthly according to the progress of the work together with expenses incurred and are payable within 30 days. No initial payment is required. Balances unpaid for 30 days after the date of invoice are subject to a late charge of 1.5% per month. For any additional services that are requested, we first define a scope of services sufficient to determine the amount of professional fees required and receive approval from the City before any additional services are provided. If the project is not completed within 12 months from the date of this contract, additional professional fees may be required.
- 2. Travel Expenses will be billed at the actual cost of transportation and living expenses incurred while performing services on the project. Estimated travel expenses for this project include one, three-person and two, two-person trips to Birmingham, Michigan. To maintain cost efficiency and stay within estimated budget guidelines, we request that meeting dates be confirmed at least two weeks in advance. If the project is not completed within 12 months from the date of this contract, or meeting dates are not confirmed at least two weeks in advance, additional travel expenses may be required.

- 3. **General Expenses** will be billed at actual cost for expenses we incur on behalf of the project, such as printing, communications, and shipping.
- 4. Maximum Fees: These maximum fees and expenses apply as long as the scope of the work remains the same, previously approved materials are not revised, and the work schedule proceeds directly and efficiently without a delay that exceeds six months. If it appears that the maximum fees and expenses could be exceeded for reasons beyond our control, we will notify you and agree either on new fee and expense limits or a new strategy for completing the project within the existing fees and expenses.
- 5. **Reactivation Compensation:** If the project is suspended for longer than six months and is subsequently reactivated, the City and Corbin Design shall, prior to reactivation, agree upon a lump sum or other basis of reimbursement to Corbin Design for any extra start-up costs occasioned as a result of the work having been suspended.
- 6. **Leadership Changes:** Should the City leadership change during Corbin Design's work, or should new entities join the leadership team, necessitating additional client education, Corbin Design may elect to put its work on hold until a meeting is held to discuss project progress to date and future direction, to assure a smooth transition. Corbin Design's time and expenses applicable to such meeting, if any, shall be paid by the City as an additional expense along with associated fees.
- 7. **Insurance Coverage:** As a professional services firm located in Michigan, Corbin Design maintains the following insurance coverage:
 - Commercial General Liability: \$2,000,000 per occurrence/\$4,000,000 aggregate;
 - Automobile Liability: \$2,000,000 combined single limit;
 - Excess Liability: \$1,000,000 per occurrence/\$1,000,000 aggregate;
 - Workers Comp and Employer Liability: \$1,000,000 per occurrence; and
 - Professional Liability: \$1,000,000 per occurrence/\$2,000,000 aggregate.

If additional insurance coverage is required, the cost of purchasing the additional coverage, if any, shall be paid by the City as an additional expense.

8. **Conditions and Responsibilities:** The Sign Location Plan provided to the City by Corbin Design is general in nature and not to scale, as reflects locations deemed desirable for the effectiveness of the overall wayfinding plan. They do not include exact locations or provide mounting, electrical, or landscaping specifications. The investigation of actual exterior site conditions such as underground utilities and other encumbrances is the responsibility of the City and fabricator selected/contracted to fabricated and install the signs.

The design drawings prepared by Corbin Design show design intent, not construction or engineering detail. The fabricator is responsible for fabrication, installation, and overall product quality. We expect the more detailed development and engineering of the design intent drawings and installation specifics to be shown in the fabricator's submitted shop drawings.

This fee proposal shall remain in effect for 90 days. We reserve the right to re-evaluate our proposal if not acted upon during this period. Our quotation for professional fees is based on the anticipated project schedule and our experience with projects of similar size and complexity.

THE CITY OF ROCKY MOUNT

Rocky Mount, North Carolina







Situated on the border of Edgecomb and Nash counties in North Carolina, Rocky Mount is a city at the center of it all. Spanning a 44-square mile area, Rocky Mount needed a new citywide wayfinding and signage system and a focus on directing people towards the new Event Center opening in October 2018.

With a rich history in cotton, tobacco, and rail transportation, we took inspiration from each of these industries with the design of the sign system. The Rocky Mount train stop identification served as inspiration for the header of the sign, while it was

modernized for the signage. The posts for the signs are made from Corten steel used by several industries in the area. Over time, these will naturally rust and patina before stabilizing with an antique finish. The decorative brackets were inspired by the roof trusses at the train station and the Imperial Center for Arts & Science. On the back of the signs, the supportive upright posts are painted a bright yellow featured at the Imperial Center and at the cotton mills. The entire system was designed to pay homage to the history of the town while propelling it into the future with a dynamic, logical, and attractive wayfinding system.

CITY OF SOUTH BEND

South Bend, Indiana









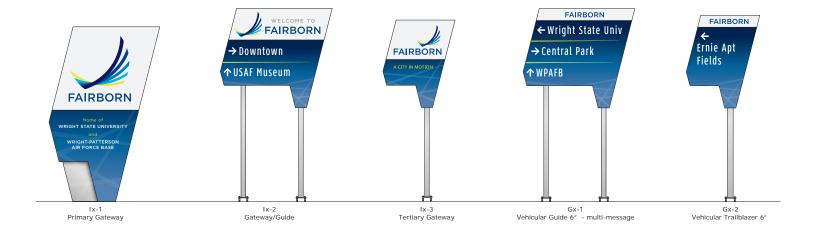


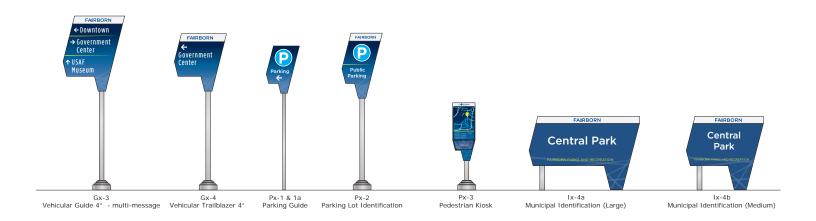
Located in northern Indiana, South Bend needed a fresh wayfinding system that would welcome and guide visitors to the various downtown districts and destinations. Spanning over 40 square miles, the sprawling landscape, and many diverse destinations throughout made districts an essential part of the wayfinding logic. While many districts existed informally throughout the city, this plan formalized the district names by featuring them on signage in both an identification and direction-giving capacity.

The city flag inspired the design. Color and design elements were reinterpreted into physical sign components, such as the brackets, dimensional letters, and the rigid vertical banner on the back. Signposts and bases were selected to coordinate with the existing downtown streetscape. Bold colored graphics call attention to the downtown pedestrian map kiosks, helping first-time visitors identify wayfinding information. Pedestrian signage also includes maps to orient the viewer and provide nearby walkable destinations to encourage exploration of this vibrant community.

CITY OF FAIRBORN

Fairborn, Ohio





With a new city brand and slogan to showcase, Fairborn, Ohio, sought to install new wayfinding signage in their 13.2 square-mile city home to Wright State University. The goals of the program were to showcase this new logo, better highlight the city boundaries and diversity of destinations, and create a system that is easy to update and maintain.

Highlighting the city boundaries was a major priority with this system. With many unique destinations offered and neighboring cities close by, identifying when a visitor is entering or exiting Fairborn was important. The National Museum of the US Air Force, located in neighboring Dayton, is located just outside of Fairborn. Despite being outside of city limits, the museum was included in the wayfinding system to support

the large amount of visitor traffic traveling from Fairborn to the museum and back. Another priority of the system was to reinforce the brand once visitors and residents are exploring within the city limits. This goal was accomplished through the unique design of vehicular and pedestrian signage.

With a rich history in aviation, the design needed to reflect both the history along with the city slogan, "A City in Motion." To achieve this, Corbin Design designed the system with a digital printing process in mind to produce a dynamic gradient and subtle nods to jet streams. The panels are a unique shape and the final result is a cost-effective single-panel design that has a unique, high-quality look.

DOWNTOWN MILWAUKEE

Milwaukee, Wisconsin









Downtown Milwaukee was preparing for three major events coming in summer 2020: The Democratic National Convention, USA Triathlon Age Group National Championships, and Ryder Cup. It was the perfect time for a refresh of their nearly 20-year-old vehicular wayfinding system and to implement additional pedestrian signage. Corbin Design worked with VISIT Milwaukee, Milwaukee Downtown BID #21 and Poblocki Signs on our fastest design and installation to date, to ensure the city was ready to go in time for these planned events.

This proud Midwestern city heavily influences the unique design. The red Milwaukee letters on the top of the sign were inspired by the Milwaukee Public Market and Pabst brewery signs. Exposed fasteners and decorative brackets reflect the industrial heritage of the city, with the arch at the top inspired by the Daniel Hoan Memorial Bridge. A subtle chevron pattern



in the blue destination panels is a nod to the "M" in Milwaukee. Elements of this new design will also be incorporated into Milwaukee's new CityPost digital kiosks.

The existing system had permanent poles that were recycled to keep the project on time and budget. New sign panels were designed to be modular so that a single destination could be updated more easily. Vehicular signs are DOT and MUTCD compliant with full face reflective to improve visibility at night.

Eight large map kiosks were retrofitted to complement the new design. Forty brand-new pedestrian directional signs have been added to the wayfinding system around key visitor areas. The new pedestrian signs feature walking distances to encourage exploration, and maps with a "You Are Here" icon to help orient the visitor.

CITY OF BERKLEY

Berkley, Michigan











Known for its small-town appeal, Berkley, a suburb of Detroit, offers residents and visitors unique dining and shopping opportunities in both of its Downtown districts.

With a city motto of "Small City - Big Impact", it is important for Berkley to provide its residents and visitors with a positive experience when they enter the city limits and that begins with wayfinding.

Because of the ease in which visitors can transition from town to town in this area, one of the main objectives of this program is for Berkley to clearly identify its boundaries and welcome visitors to the city. To accomplish this, the new wayfinding signage design includes multiple options for gateway and welcome signs to be used throughout the city including a retrofit option which reuses existing brick walls. The full sign type array also includes large gateway signs and smaller single-post welcome signs that introduce the Downtown districts as well as the city brand.

This unique design takes subtle inspiration from the City's brand standards while giving a nod to the local architecture through panel shapes and pattern applications. Modular pieces including framing structures and message panels have been designed in order to simplify long-term program maintenance and keep down future costs.

DOWNTOWN BAY CITY

Bay City, Michigan









Bay City is a tourist town nestled in the crook of the "thumb" in Mid-Michigan. Located on Lake Huron's Saginaw Bay, it has the advantages of quaint historical architecture, local culture and a thriving summer tourist trade, along with a manufacturing base that sustains businesses and incomes throughout the region.

The goal of the wayfinding system was three-fold: build awareness, direct to downtown from area highways, and connect people to a variety of opportunities for entertainment, recreation, shopping, dining and festivals.

Because of its maritime heritage, the design of the sign system reflects a mast and sail. Within this unique design context,

the information directing to primary public destinations is presented for drivers and pedestrians. Additionally, the negative spaces between sign panels generate less wind load, allowing for the slim post to carry the proper aesthetic.

Considerable work was done with the Michigan Department of Transportation (MDOT) to assure that the program meets all requirements for viewing in the environment. Type size and style, contrast, reflectivity, color, scale, road speeds and setback were all considered as design constraints. Within those, we worked with Bay City stakeholders to present the culture and heritage of the city in a bold, memorable way.

DOWNTOWN EAST LANSING

East Lansing, Michigan











Known as the home of Michigan State University and a number of government offices and businesses, East Lansing is the epitome of a 'town and gown' city. The MSU campus and a number of student bookstores, entertainment and dining venues are divided by Grand River Avenue; on any given football Saturday, thousands of visitors may need wayfinding help.

However, the program was initiated due to the construction of the Broad Art Museum on MSU's campus: the City correctly assumed that these new visitors might be less familiar with East Lansing, and decided that a parking and pedestrian wayfinding program was needed.

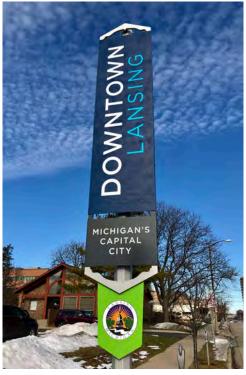
Corbin Design recommended first that parking garages and lots be prominently named and identified from primary roadways. Second, we designed a number of pedestrian kiosks directing to public destinations, both within downtown and on the campus shared boundary. The maps prominently indicate opportunities to safely cross Grand River Ave. and are designed for accessibility. Since a college town can be tough on signage, they are also designed to resist Michigan weather and vandalism.

For art lovers, students, Spartan fans and residents, the program is designed to reduce traffic confusion and increase visitor confidence.

DOWNTOWN LANSING

Lansing, Michigan











In effort to celebrate its uniqueness as a capital city, Downtown Lansing worked with Corbin Design to implement a wayfinding program that focused on Downtown's new destination branding.

We worked with a Core Team to evaluate the ways people were navigating to and from downtown destinations. As a result, four new wayfinding districts - Capital Complex, Riverfront District, Stadium District, and Washington Square - were created to help simplify and strengthen the visitor experience.

The unique, modular vehicular signage design was created to be installed on the city's new light poles when possible. When signs could not be installed on existing light poles, custom octagonal posts were created to coordinate with the existing light poles and streetscape. The system's individual message panels allow the city the flexibility to update the system when individual destinations change.

Because of the importance of getting first-time visitors to public parking opportunities, the sign design features a modular, integrated footer panel that accommodates directions to public parking.

Design considerations were made so that this system could be extended beyond the downtown boundaries when city-wide expansion of the program is desired.

DOWNTOWN ANN ARBOR

Ann Arbor, Michigan









Ann Arbor is not your typical college town. Home to the University of Michigan and a vibrant arts community, A2, as it's known locally, offers many cultural attractions. One question visitors have is "Where does the university end and downtown begin?" The wayfinding system needed to clarify this, then distinguish between four unique districts. Corbin and the city's Downtown Development Authority, working with community leaders over a series of meetings, helped to conceptualize the verbal and visual logic of the program. Since many university buildings are also key cultural venues, the city adopted detailed requirements for their appearance on signage, helping to define the integration of "town and gown" to the estimated four million annual visitors.



A grassroots effort by the local design community provided critical input that we used to further refine the design of the signage elements, helping them better conform to the streetscape.

The wayfinding program includes recommendations to the Michigan Department of Transportation on directing people into town from major highways. The logic continues as drivers progress to downtown districts, directing them to parking, civic, and cultural destinations. Once parked, visitors can rely on a range of pedestrian elements that define what to see and do within each district.

DOWNTOWN GRAND RAPIDS

Grand Rapids, Michigan









Located at the confluence of two major highways, Grand Rapids is a city of 200,000 people that boasts a thriving downtown that is attracting an increasing number of regional and international visitors. The city's urban character can be disorienting to visitors from surrounding rural areas. That, together with a large number of one-way streets and a bend in many streets to follow the nearby Grand River, leaves some visitors confused. Corbin helped the city organize its wayfinding system into four districts and developed a list of major public destinations within each district. Symbols were designed for each district using local landmarks, including a well-known Calder sculpture in the CenterCity district and a tower at Grand Valley State University

in the WestSide district. New welcome signs introduce visitors to the four districts, and to the symbols and colors that represent each. District and local directional signs use the city seal and the new symbols to point drivers to the districts before directing them to specific destinations and parking areas within each district.

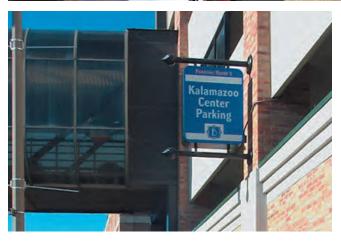
On a smaller scale, pedestrian signs display maps of the entire downtown and the immediate neighborhood, along with a list of destinations and their map coordinates. A circle on the neighborhood map shows destinations within a five-minute walk from the viewer's location.

DOWNTOWN KALAMAZOO

Kalamazoo, Michigan









Kalamazoo is a bustling city in southwest Michigan home to an outdoor pedestrian mall, a thriving craft brewery scene, Western Michigan University, and Kalamazoo College. The wayfinding program for downtown Kalamazoo defines six "neighborhoods" or districts within the downtown area to direct people to a certain district before pointing them to specific destinations. To identify these districts, a symbol and color were designed for each. Symbol characters and sign designs reflect the art deco aesthetic being implemented in the capital improvements. The wayfinding system includes these elements:

• Trailblazers lead visitors to downtown Kalamazoo from outlying areas.

- · Cultural Luminaries announce one's arrival in the downtown area while providing cultural and historical information.
- · Vehicular Directional Signs define the various districts and lead visitors to specific destinations in each district.
- \cdot Pedestrian Directional Signs direct pedestrians to nearby destinations.
- · Pedestrian Maps located throughout the downtown direct people to destinations in the immediate neighborhood.

The wayfinding program is designed so that over time it can be expanded to include the entire city, incorporating the names of the many existing residential neighborhoods.

DOWNTOWN TRAVERSE CITY

Traverse City, Michigan









Research showed that travelers were having a difficult time finding the historic core of our very own hometown, Traverse City. The city is known primarily for Front Street, a main shopping district, but businesses and the Traverse City DDA wanted to connect visitors to all three downtown districts, giving each equal importance. Building awareness would drive traffic within and between each.

The design needed to stand out visually, be cost-effective and require minimum maintenance. We worked with the Michigan DOT to guide visitors from surrounding roadways into each of the districts via main gateways. From there, we direct internally to primary destinations and parking.

Pedestrian elements direct between main streets to beaches, marina, recreational and civic destinations. Pedestrian kiosks feature merchant directories and event information; the DDA has budgeted for regular changes on a set schedule; low-cost impregnated fiberglass products keep maintenance costs down.

Overall the system has been extremely well received. Our client said he's never worked on an initiative that received such an immediate outpouring of positive commentary, from merchants, residents and those all-important tourists!

CITY OF HARBOR SPRINGS

Harbor Springs, Michigan











Nestled on the north shore of the Little Traverse Bay on Lake Michigan is the resort community of Harbor Springs. Known for its four-season appeal, Harbor Springs boasts a thriving downtown with unique shops and dining, access to a multitude of year-round outdoor activities, as well as natural amenities like the harbor, bluffs and popular Tunnel of Trees. The primary objective of this program was to create a seamless wayfinding experience for vehicles, pedestrians, cyclists and boaters by connecting Harbor Springs' three distinct districts - Bluffs, Downtown and Waterfront.

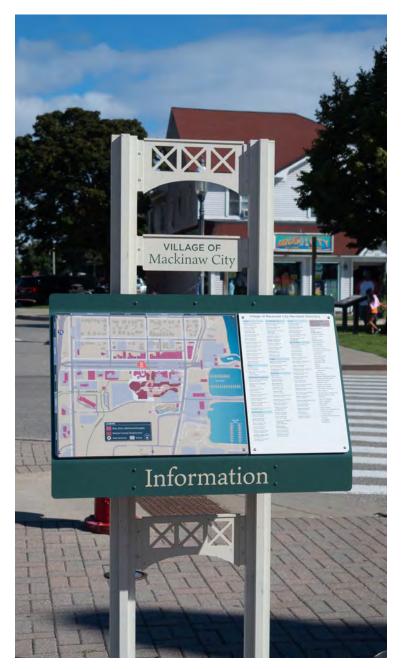
The current Harbor Springs brand is intentionally understated, and the sign design needed to be the same. The final design

reflects the relaxed coastal lifestyle of Harbor Springs and coordinates with the downtown architecture. Though no true logo or branding is used in this system, the wayfinding program becomes its own brand though unique shapes, colors, and graphics. In effort to keep the costs down, the design features an off-the-shelf base and commercially available crown molding.

To achieve final approval from the mayor and city council, photo-renderings and full-size mock-ups were displayed to give a better understanding of the signs' sizes and how they would work within the existing streetscape.

DOWNTOWN MACKINAW CITY

Mackinaw City, Michigan







A gateway to the Upper Peninsula and one of two port cities for the popular tourist destination Mackinac Island, Mackinaw City was seen by many as a pass-through city on their way to their final destination. With a variety of amenities and shops in the downtown area, Mackinaw City wanted to encourage visitors to spend time exploring the area before continuing on their travels. Corbin Design was brought on to develop pedestrian kiosks to highlight what the 3-block area of the downtown has to offer. Stone bases complemented the aesthetic of surrounding buildings and the signs were all custom designed with inspiration from The Mighty Mac. Corbin also developed the map artwork and merchant directory for the kiosks. While this system was smaller in scale, these eye-catching kiosks are successfully encouraging more Mackinaw City exploration.

GREATER RACINE REGION

Racine, Wisconsin











Because visitors have to travel more than 10 miles from the highway to reach downtown Racine, traversing several other communities along the way, it was imperative to create a region-wide plan that not only connected visitors to the city



of Racine but also the communities within Greater Racine. To do so, a Core Team made up of various community representatives worked closely to create a comprehensive system that represents the entire region and benefits each of the communities.

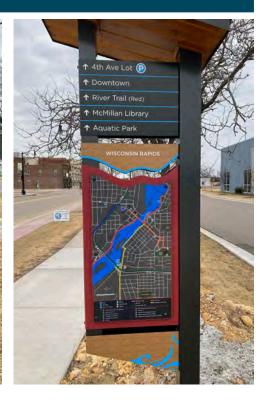
The final aesthetic of the wayfinding signage design took inspiration from some of the region's prairie-style architecture as well as Frank Lloyd Wright's local works. It is flexible enough to allow for each community to uniquely identify itself with a custom footer/color, while retaining the same shape and sign elements throughout the entire program.

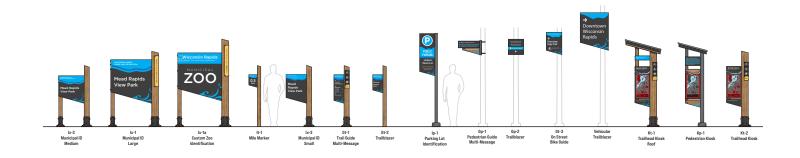
DOWNTOWN WISCONSIN RAPIDS

Wisconsin Rapids, Wisconsin









Wisconsin Rapids is a 14.77-square mile city and the county seat of Wood County in central Wisconsin. Located along the Wisconsin River and in the heart of cranberry country, the goal was to create a program that could connect the downtown and riverside area, with the several recreational trails in and around the city. Corbin Design worked to create a system that could meet the desired natural look for the trails but be updated for a contemporary feel in the downtown area sidewalks. With a unique, identifiable shape designed for the pedestrian kiosks, the sign design was modified by using different materials to complement the environment the sign was in, but still be easily

identifiable in the environment. The system is in the process of being fabricated and installed.

The sign design was also influenced by the recent design of the new brand and gateway signs. We used the accent piece of the river and incorporated it into the design, along with adding the actual shape and flow of the Wisconsin River in the top of the sign.

DOWNTOWN WAUSAU

Wausau, Wisconsin











Located in Central Wisconsin along State Highway 51, the city is bisected by the Wisconsin River. The primary goal of the system is to direct from the highway to downtown and the riverfront, which contains multiple tourism and business districts. The system also supports suburban healthcare and shopping destinations.

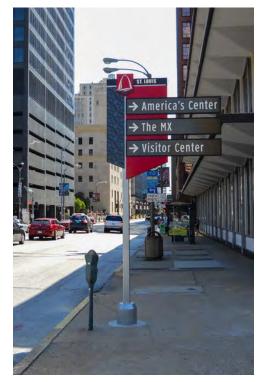
Local government, business and community leaders asked us to help develop their entry into the 2015 America's Best Communities competition. Their strategy: to implement an economic redevelopment plan focused on wayfinding that highlights the area's many "hidden gems." It was important to

civic leaders to involve as many residents as possible in the process. To gather input, the committee presented designs via local digital and print media and solicited feedback with social media and an online survey. The Corbin Design team participated in a public open house to hear feedback as well.

The selected design reflects the character of the city's urban and natural features: the skyline appears prominently, while tree graphics and asymmetrical panels dominate the sign's silhouette. Even with the character-filled design, these also meet Wisconsin DOT requirements for information along roadways on which the signs will appear.

ST. LOUIS REGION

St. Louis, Missouri











Representatives from the Missouri DOT and the St. Louis Convention & Visitors Commission (CVC) saw an opportunity when Interstate 64 was reconstructed. Rather than just replace existing interstate signs, they sought to create an inclusive utility that connects tourists and residents to attractions across 92 individual communities, each containing distinct districts – some with their own unique wayfinding systems.

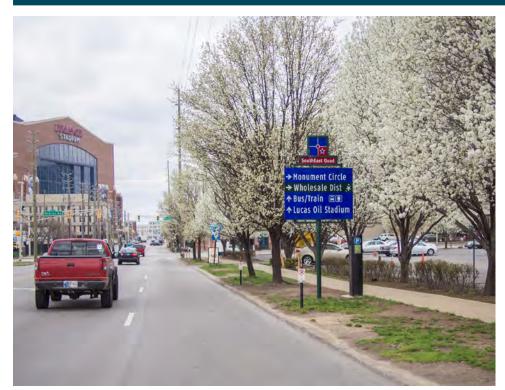
Instead of building an unmanageable destination-based system pointing to every single community and destination, Corbin designed a wayfinding system of "Attraction Corridors" along

which most primary districts and destinations reside. Using these, regional visitors can intuitively connect to the region's diverse history, culture, shopping, dining and entertainment.

Corbin designed not only the logic and signage elements featuring architectural elements of the city, but also an equitable funding formula that places responsibility on those most able to contribute. Any destination, large or small, can now use this logic, directing from throughout the region to their front door.

DOWNTOWN INDIANAPOLIS

Indianapolis, Indiana









In 1999, Corbin Design completed the first large-scale civic wayfinding program in Indy, taking advantage of the fact that the City Plan is divided into "quadrants' centered on Monument Circle. Over the years, the Indianapolis team kept the system updated, incorporating cultural districts in 2005.

Prior to Superbowl XLVI in 2012, the entire system was updated to accommodate new federal and state guidelines for wayfinding signage. With fewer destinations per sign, we direct traffic to primary destinations only, such as the Lucas Oil Stadium. Secondary destinations, such as restaurants and bars, refer to these as they direct their patrons. Once parked or off the bus, directional signs and maps support pedestrians with

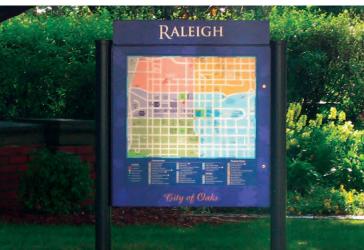
updated destination directories and maps, including local businesses and amenities.

Finally, we added a local map sign type to the original program, to provide an even greater level of detail in this complex urban environment. Applied directly to existing signposts, these provide at-a-glance direction to nearby destinations, and a detailed map for orientation. With everything in place for the Superbowl, there was a last-minute name change for a major sports venue. Because our signage is designed for maximum flexibility, the City was able to make the changes quickly, and was prepared to welcome their visitors.

DOWNTOWN RALEIGH

Raleigh, North Carolina











As North Carolina's state capital and one of fastest-growing cities in the nation, Raleigh needed a wayfinding system to direct its 370,000 residents and the 11.5 million people who visit greater Raleigh each year.

The city's network of high-traffic, one-way streets along with its aging and incomplete signage made navigating downtown Raleigh difficult for residents and visitors alike. Parking, though abundant, was often hard to find, and many public parking venues lacked clear identification signage. Corbin worked closely with the Downtown Raleigh Alliance, a nonprofit organization that promotes economic development, to improve wayfinding while better branding the city itself.

The resulting system was designed both as a utility for direction giving and to help enhance the market potential for the city's historic, cultural and business entities. Using a new ParkLink logo that Corbin developed to represent the city's public parking program, the system provides better direction to and identification of the venues and parking options.

The system's design, with its aluminum mesh and leaf pattern fins and decorative acorn finials, also reflects Raleigh's motto as the "City of Oaks."

DOWNTOWN OKLAHOMA CITY

Oklahoma City, Oklahoma









Corbin contributed to a more attractive Oklahoma City by developing an elegant wayfinding system for a two-square-mile section of the city's downtown. The new unified sign system is designed to be functional and attractive, and replaces a "hodgepodge" of dissimilar signs, said City Manager Jim Couch.

The system includes 45 vehicular signs and 22 pedestrian signs along with 27 kiosks for more detailed visitor information. The new signs point visitors to key downtown destinations, including the site of the 1995 Alfred P. Murrah Building bombing, now the Oklahoma City National Memorial. Also included are

destinations in Bricktown, a converted warehouse district that is home to the city's ballpark and many restaurants, as well as a growing arts district and other entertainment venues.

The look of the signage is based on an art deco motif to reflect downtown architecture. City officials hope to increase pedestrian traffic through the use of trailblazer signage, to areas including the memorial, Bricktown, and the arts district.

Interstate 40 serves as the southern boundary of the project area, providing lots of potential traffic to the area and increasing the need for accurate and effective wayfinding.

CITY CENTRE CALGARY

Calgary, Alberta, Canada









Any visitor to Calgary's famous Stampede was certainly aware of Calgarians' legendary hospitality. But in many ways, the experience of coming to City Centre was still challenging for visitors. At the outset of the project, our clients presented us with this challenge: "We want to become a world-class city. Help us understand how to get there."

So we began with a thorough analysis of the assets that Calgary's City Centre already enjoys. Together with a large internal working team, we built a list of recommendations to design the built environment as a reflection of their welcoming culture: clear, accessible, friendly. We developed three primary

objectives, under which all wayfinding tactics reside: Speak Calgarian: capture the language used by Calgarians and reflect in all wayfinding tools; Connect Centres of Activity: Build a wayfinding system that connects people to places and events; and Build Awareness: Allow every Calgarian to be part of the wayfinding experience by explaining the tools that will be used to guide, direct and inform.

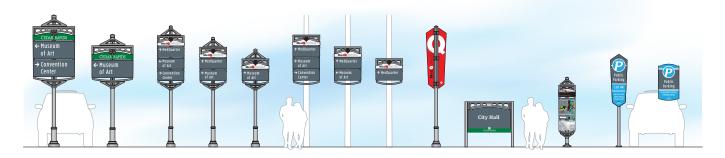
While our scope was limited to the built environment, our working team is developing initiatives in print and digital media that incorporate the logic and look of the wayfinding system.

DOWNTOWN CEDAR RAPIDS

Cedar Rapids, Iowa







As the second largest city in Iowa with more than \$1.5 billion spent toward revitalizing its downtown, Cedar Rapids looked to Corbin Design to develop a comprehensive vehicular and pedestrian wayfinding plan. The goals of this program were to highlight and create awareness of the city's four core districts – Czech Village, Downtown, MedQuarter and New Bohemia – and to assist visitors in navigating to and among destinations throughout the districts. The system design was inspired by bridges - both the physical bridges within the city and the metaphorical bridges that connect the community. The sign frame features structural bridge elements as well as a replication of the 6th St. bridge as the decorative header.

To highlight Cedar Rapids' core districts, a unique, three-sided sign was designed by combining banner and signage elements into a single structure. In effort to make this system easy to maintain and update, nearly every piece of it is modular, including the message panels, banner panels, city icon and even the decorative bridge bracket.

Each district is uniquely identified with its own brand and color in the header and banner panels to help build recognition throughout the system.

DOWNTOWN SIOUX CITY

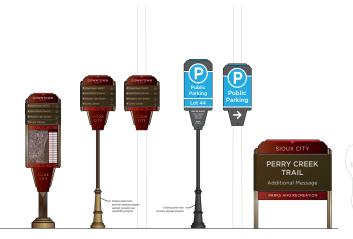
Sioux City, Iowa







What was once known as a raucous, cowtown, Sioux City is now a regional hub for business, culture and entertainment. Historic Downtown is full of unique architecture, museums, shops, and theaters and serves as the tri-state area's only "urban downtown" experience. Though the city has been able to capitalize on its unique downtown, it identified a need to better



welcome and guide vehicular traffic from major entrance points into Downtown. The Sioux City wayfinding program was designed to engage visitors from the freeway into Downtown, promoting the downtown districts and over 25 unique destinations.

CITY OF FORT WORTH

Fort Worth, Texas









Fort Worth is a city of contrasts: home to the Historic Stockyards, Kimbell Art Museum, Will Rogers Memorial Center and several universities, this Texas town's reputation runs from cowtown to cultural mecca. Millions of visitors come to Fort Worth each year for its diversity of destinations and the events and entertainment it offers.

The city has three separate districts: Downtown, the Cultural District, and the Historic Stockyards. Our wayfinding challenge was to differentiate these districts, trailblaze between them, and then direct to primary destinations within each district. We began with an already established color logic, which we incorporated into each sign type and map. Once inside a district,



visitors can orient themselves and determine whether to walk, drive or take a free trolley to their next stop. This allows visitors to park once and spend time exploring, benefitting more local merchants.

Since the Texas Department of Transportation (TxDOT) funded the signage, we worked extensively with City departments, Historic Districts, and TxDOT to assure compliance. Each district had strict guidelines for the scale, placement and contrast of wayfinding signage. Within these constraints, we designed a simple, dramatic sign system that's easily recognizable throughout the city.

CITY OF FRISCO

Frisco, Texas











The City of Frisco, TX is a thriving metropolis just north of Dallas. As a destination for sports, arts, culture, entertainment and business, it is unmatched in the greater Fort Worth area. Rather than be overwhelmed by typical urban sprawl, elected officials, planners and residents have controlled growth to fit their vision, as one might expect in this take-charge Texas town.

Working with Kimley-Horn and Associates, Corbin Design has developed a comprehensive wayfinding package that places the local culture in the forefront of both verbal and visual aspects of wayfinding. As part of our discovery process, we captured how locals "speak to wayfinding" as they refer to commonly known routes, landmarks and destinations.

We identified two current districts, already part of Frisco's vernacular; the signage leaves room for a future district, still to be determined.

A robust program of public art funding was the major impetus behind the design of the signage elements; so finding ways to incorporate local history into the program was a key design consideration.

The wayfinding logic appears in several media: signage but also print and digital applications such as resident and visitor websites, visitor guides and mobile applications.

CITY OF PLANO

Plano, Texas







Known as "a city of excellence," Plano, Texas is a city with broad appeal. It has an abundance of destinations and amenities for visitors and is home to numerous corporate headquarters including Toyota, JPMorgan Chase and PepsiCo. In an effort to better connect people to community resources, entice visitors to discover new destinations, and enhance the look of the community, the city of Plano decided it needed a city-wide wayfinding program.

Though the city continues to develop, the majority of visitor destinations and attractions reside in five major hubs of activity. However, these hubs are divided by a central residential core

making it difficult to understand the wealth of destinations in Plano and even more difficult to navigate from one destination to the next. This division of destinations required the creation of five districts. For wayfinding purposes, each district has been given a unique name and color.

The system design is a nod to the city's blend of modern luxury with historic charm. The unique shape of the structure is inspired by the city logo. The structure uses a stainless-steel mesh, creating a more transparent look. Message panels are individually mounted to the mesh allowing for updates to be made without affecting the entire sign.

DOWNTOWN GEORGETOWN

Georgetown, South Carolina









Georgetown had an identity problem. Located midway between Myrtle Beach and Charleston on South Carolina's Grand Strand, the opportunities presented in this welcoming, historic town were often missed by uninformed tourists.

Our objective was to direct those tourists from Highway 17 to the historic waterfront district, connecting them to dining, shopping and events.

To help manage increased traffic flow, we designed parking signage that clarifies the rules (parking is free) and helps people remember where they've left their car. We also needed to orient visitors as pedestrians once they'd parked, and support



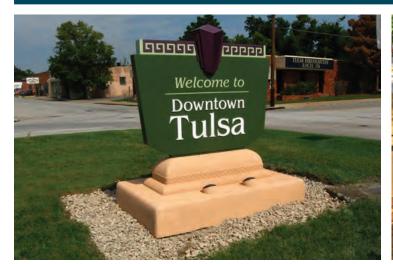
circulation between parking, the Harborwalk, along Front St. and throughout the Historic Waterfront District.

Pedestrians are now able to see the variety of destinations, new and old, offered here - and gauge whether they'll be able to walk or drive between them.

The design is meant to reflect the existing architecture, creating a helpful addition to the streetscape without detracting from the environment. Compatible with all current federal, state and local guidelines, the messages are presented quietly, confidently and in proper context with this vibrant, elegant coastal port city.

DOWNTOWN TULSA

Tulsa, Oklahoma











While preparing for the opening of a new event center designed by renowned architect César Pelli, Tulsa city officials sought to improve wayfinding for drivers and pedestrians looking for the event center and other attractions.

Their aim was to draw first-time visitors downtown and help them access entertainment and historical opportunities throughout the downtown area, along with appropriate public parking for their destinations.

Corbin Design was chosen to develop the system, which guides visitors to the new BOK Center as well as the Performing Arts

Center, Convention Center, Civic Center, and other public venues.

Exterior signage elements are custom designed with an Art Deco style to reflect Downtown Tulsa's architecture. Fluted poles with custom bases mimic downtown light poles complementing their character and support post-mounted signs. The comprehensive system includes welcome gateway identification, vehicular and pedestrian directional signage, and parking identifiers.

DOWNTOWN ALBANY

Albany, New York

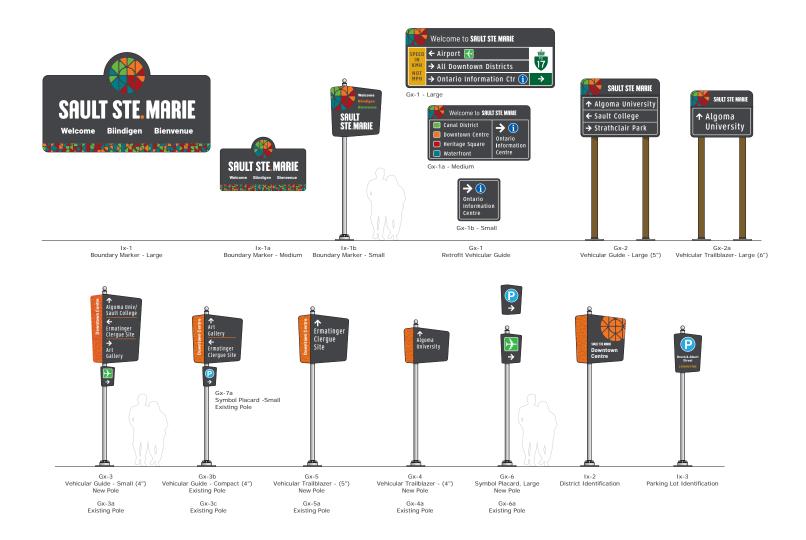


In order to secure funding for a new wayfinding signage system, Albany needed to develop a master plan that presented a vision for directional signage, created portals to the city, and provided concepts for interpretive/placemaking signs for the historical and cultural assets in the downtown area. Working with the Downtown Albany Business Improvement District, Albany Parking Authority, and members of Albany's Cultural Heritage & Tourism Partnership, Corbin Design developed a thorough plan and design for Albany leaders to present for grant applications.

With status as a state capital and significant growth and development, Albany had several challenges they were looking to alleviate with a new wayfinding plan. The original system was focused on the Central Business District, but the new design and system has the flexibility to grow with the city in the future. The existing wayfinding in Albany was a layered result of several signage projects executed over the years by various groups. The sign design has an updated and unified aesthetic that will help visitors identify and use the system and creates a cohesive look. Working with the client we developed the design and a Master Plan document that clearly shows the benefits of the system that can be used to help the city secure funding.

CITY OF SAULT STE. MARIE

Sault Ste. Marie, Ontario, Canada



Located on the Canadian side of the St. Mary's River, Sault Ste. Marie is a unique border town offering visitors a mix of urban and natural amenities and destinations across a 220-square kilometer (85-square mile) area. With a vibrant new brand in place, the city brought on Corbin Design to develop a complementary vehicular wayfinding signage program.

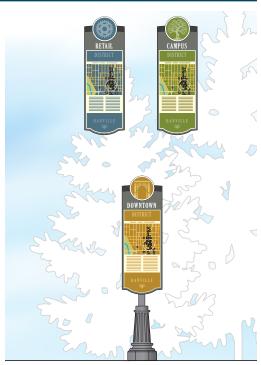
Without a strict sign code, roadways were overwhelmed with sign clutter. With the goal of using fewer, better signs, Corbin Design recommended that hard to understand iconographic, single destination signs be replaced and the city update its sign code to limit temporary signage.

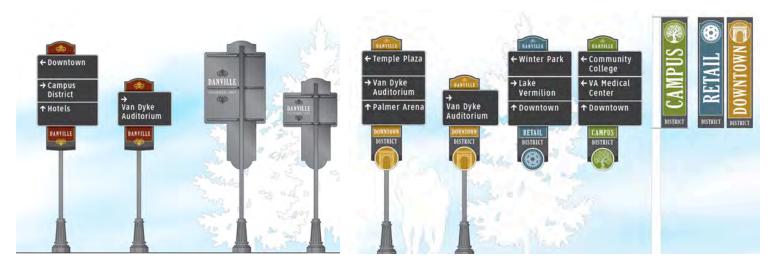
As the new brand was so colorful and eye-catching, it was incorporated into the sign design. By applying the brand to a unique shape, the signs act as easy-to-locate wayfinding beacons to help visitors move about the city. Since the city spans such a large area, we recommended that the city adopt smaller sub-districts to be highlighted in the downtown area. Signs were able to direct visitors to the districts before narrowing down to focus on specific destinations. Districts were assigned a color featured in the city brand and added to the signs as a side banner, while non-district areas had a banner featuring the general city branding.

CITY OF DANVILLE

Danville, Illinois







Improving the visitor experience was the city of Danville's main goal when they hired Corbin Design to create a Wayfinding Master Plan. The city was looking to increase the awareness of commercial areas and connect the city's various areas of activity.

To achieve these goals, three districts were created:

- Campus District: Home to the Veterans Affairs Hospital and Danville Area Community College
- Downtown Danville: The city's vibrant business, residential, and entertainment district
- Retail District The community shopping and dining hub

To visually communicate and connect these areas of activity to one another, each district was assigned its own color and icon to help build branding and recognition throughout the city. These district identities are introduced on gateway directional signs to help create a sense of arrival for the visitor and to create awareness of the depth of destinations that reside within Danville. The district identities are then reinforced throughout the signage system. The system design was inspired by the large amount of culture and arts in the area. It is a gentle nod to the city's past while recognizing its future progress.

Civic

Experience

Akron, Ohio

Downtown Wayfinding Plan - 2007-2010

Albany, New York

Downtown Wayfinding Master Plan - 2018

Alva, Oklahoma

Sign System Design - 2015

Ann Arbor, Michigan

Downtown Wayfinding System - 2007-2010

Atlanta, Georgia

Downtown & Midtown Wayfinding System - 2002-2006, 2014, 2017

Battle Creek, Michigan

Downtown Wayfinding System - 2004-2005

Bay City, Michigan

Citywide Wayfinding System - 2009-2012

Berkley, Michigan

Citywide Wayfinding System & Map - 2017-2021

Bloomington, Indiana

Citywide Wayfinding System - 2001-2004

Brampton, Ontario, Canada

Citywide Wayfinding System - 2005-2009

Bruce County, Ontario, Canada

Regional Wayfinding Plan - 2008-2009

Bryan and College Station, Texas

Regional Wayfinding Plan - 2005-2009

Calgary, Alberta, Canada

City Centre Pedestrian & Transit Wayfinding Systems - 2009-2013 City Centre Vehicular Wayfinding System - 2015-2020

Carthage, Missouri

Citywide Wayfinding System - 2014-2018

Cedar Rapids, Iowa

Downtown Wayfinding Plan - 2017

Charles City, Iowa

Citywide Wayfinding and Signage Plan - 2017

Chelsea, Michigan

Downtown Wayfinding System - 1991, 2005

Columbus, Indiana

City Wayfinding Plan - 2001-2005

Danville, Illinois

Citywide Wayfinding Plan - 2015-2016

Dayton / Montgomery County, Ohio

Regional Wayfinding Plan - 1999

Duluth, Minnesota / Superior, Wisconsin

Citywide Wayfinding Analysis and Design - 2002-2004

East Lansing, Michigan

Downtown Wayfinding System - 2013

Enid, Oklahoma

Downtown Wayfinding Plan - 2016

Fairbanks, Alaska

Downtown Wayfinding Analysis and Design - 2013

Fairborn, Ohio

Citywide Wayfinding Plan - 2018-2019

Fort Worth, Texas

Citywide Wayfinding System - 2012-2015

Fox Cities of Wisconsin

Regional Wayfinding Plan - 2006

Fox Lake, Illinois

Citywide Wayfinding Plan - 2019-2020

Frankenmuth, Michigan

Citywide Wayfinding Plan - 1997

Frisco, Texas

Citywide Wayfinding System - 2010-2013

Georgetown, South Carolina

Downtown Wayfinding System - 2010-2011

Grand Rapids, Michigan

Downtown, Skywalk & RiverWalk Wayfinding Plans - 2000-2009

Harbor Springs, Michigan

Downtown Wayfinding System - 2016-2018

Holland, Michigan

Downtown Wayfinding System - 2000, 2010

Honolulu, Hawaii

Convention Center Vehicular Wayfinding Signage - 1997

Howell, Michigan

Citywide Wayfinding System - 2004-2005

Indianapolis, Indiana

Downtown Wayfinding System - 1998, 2005, 2010-2011

Kalamazoo, Michigan

Downtown Wayfinding System - 2001

Kansas City, Missouri

Downtown / Greater Downtown Wayfinding System - 2000-2006

Kingsport, Tennessee

Citywide Wayfinding Plan - 2008-2010, 2016 Greenbelt Trail Signage Plan and Map - 2017-2018

Lafayette, Indiana

Downtown Wayfinding Plan - 2012

Lansing, Michigan

Downtown Wayfinding System - 2001-2003 Downtown Wayfinding Plan & Map - 2016-2018 Capital Complex District Plan - 2016

Lehigh Valley, Pennsylvania

Regional Wayfinding Plan - 2008-2011

Lincoln, Nebraska

Citywide Wayfinding Analysis and Design - 2010-2011

Los Angeles, California (with Hunt Design)

Downtown Wayfinding System - 2000-2005

Civic Experience

Mackinaw City, Michigan

Pedestrian Kiosk and Map Design - 2018

Madison, Wisconsin

Citywide Wayfinding Plan - 1995

McKinney, Texas

Citywide Wayfinding Plan - 2021-present

Medina, Ohio

Historic Business District Wayfinding System - 2006-2010

Meridian Township, Michigan

Municipal Center Wayfinding System - 2020-present

Milwaukee, Wisconsin

Downtown & Riverwalk Wayfinding - 2003-2010, 2019-present

Montgomery County/Crawfordsville, Indiana

Regional Wayfinding System - 2019-present

Mount Clemens, Michigan

Downtown Wayfinding Plan - 2008-2009

Mount Pleasant, South Carolina

Coleman Boulevard Signage Design - 2015 MP Waterfront Park Wayfinding Plan - 2016

Northern Ontario, Canada

Wayfinding Strategy - 2014

Oak Point, Texas

Vehicular Wayfinding System - 2021-present

Oklahoma City, Oklahoma

Downtown Wayfinding System - 2004

Peoria, Illinois

Downtown Wayfinding Plan - 2018

Petoskey, Michigan

Downtown Wayfinding System - 2003-2004

Plano, Texas

Citywide Wayfinding Plan - 2017-present

Quad Cities, Illinois, Iowa

Regional Wayfinding Plan - 2001-2007

Racine, Wisconsin

Citywide Wayfinding System - 2015-2019

Raleigh, North Carolina

Downtown Wayfinding System - 2006-2008

Rochester, Michigan

Downtown Wayfinding Plan - 2007-2010

Rochester, New York

Citywide Vehicular Wayfinding Plan - 2001-2008

Rock Hill, South Carolina

Citywide Wayfinding Plan - 2007-2008

Rocky Mount, North Carolina

Citywide Wayfinding Plan - 2018-2020 Rocky Mount Mills District - 2020-present Royal Oak, Michigan

Central Business District Wayfinding Master Plan - 2002-2004

Saline, Michigan

Citywide Wayfinding Plan - 2006-2008

Sault Ste. Marie, Michigan

Citywide Wayfinding Plan - 1995

Sault Ste. Marie, Ontario, Canada

Citywide Wayfinding Plan - 2018-2019

Downtown Pedestrian Wayfinding Plan - 2021-present

Sioux City, Iowa

Downtown Wayfinding Plan - 2017-2020

South Bend, Indiana

Citywide Wayfinding Plan - 2018-2019

Springfield, Missouri

Citywide Wayfinding Plan - 2003-2010

St. Clair Shores Nautical Mile, Michigan

District Wayfinding Analysis - 2017-2018

St. Louis / St. Louis County, Missouri

Regional Wayfinding System - 2009-2013

Arch Park Wayfinding Plan - 2018

Stillwater, OklahomaCitywide Wayfinding Analysis and Design - 2004

Traverse City, Michigan

Downtown Wayfinding System - 2008-2009

Tulsa, Oklahoma

Downtown Wayfinding System - 2007-2008

Vail, Colorado

Townwide Wayfinding Plan - 2000

Wausau, Wisconsin

Downtown Wayfinding Plan - 2015-2016

West Lafayette, Indiana

Downtown Wayfinding Plan - 2012

Wilkes-Barre, Pennsylvania

Downtown Wayfinding Analysis - 2007-2008

Wisconsin Dells / Lake Delton, Wisconsin

Citywide Wayfinding Plan - 2005

Wisconsin Rapids, Wisconsin

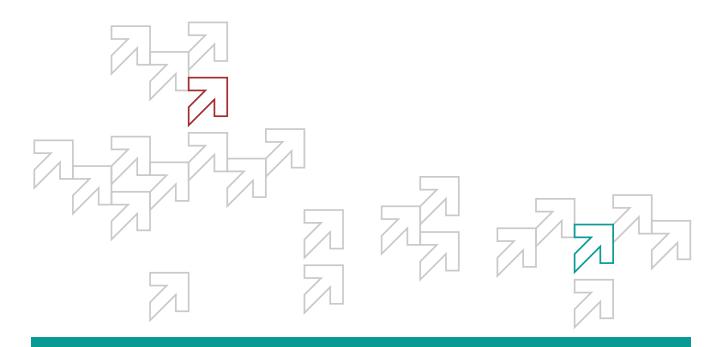
Downtown & Trails Wayfinding Plan - 2020-2021

West Lafayette, Indiana

Downtown Wayfinding Plan - 2012







PROPOSAL | 28 OCTOBER 2022

WAYFINDING SIGNAGE PROGRAM/UPDATES

CITY OF BIRMINGHAM, MI

STATEMENT OF QUALIFICATIONS

Wayfinding Signage Program/Updates | City of Birmingham, MI

We believe that Branding, and Wayfinding are powerful communication tools that can help improve image, elevate the experience, and contribute to positive economic growth for

communities.

Dear Mr. Dupuis,

On behalf of Guide Studio, I am pleased to submit our proposed Wayfinding Signage Program/Updates Approach and Qualifications for the City of Birmingham, Michigan.

When communities look to elevate the image and experience of their place through a new wayfinding program — by extension — it elevates the image and experience of your community. This communication tool helps establish a quality and character that boosts reputation. It states that this place is "cared for", and a place that is well loved and cared for is a place where people (and businesses) want to be.

Design With Direction™

Guide Studio uses a three-step process that will help you create a lasting, positive image through your wayfinding program.

- **Step 1: Engagement to inform the work.** We believe that you and your stakeholders are the true experts of Birmingham and our team facilitates conversation to extract the right information, understand your struggles, and arrive at the best solutions.
- **Step 2: Design that serves a purpose and your needs.** We believe that design can be beautiful, solve problems, and strengthen communications. We create solutions that highlight your character, and best assets. We use design to bring consistency and clarity to the experience you offer so that people understand that all these wonderful amenities are part of your community.
- Step 3: Implementation support and tools that help you succeed. We all know that the work doesn't end with a design. We want you to believe in the outcomes and have all the tools for a successful implementation and for the longevity of the project. Signage and Wayfinding initiatives are a long term investment that require the right plan which can inform and manage budget and resource requirements.

Since we are an out-of state firm, you may ask yourself "How can they really understand the wayfinding challenges for the City of Birmingham?" Its always advantageous to approach a new community through a visitors lens — which as out-of-towners we can easily provide. We also know we need local experts on our team — and who better than you!

This project is intriguing since the City has incorporated comprehensive wayfinding into their community. While its been some time since the original plan was implemented, having been through this process before is a valuable resource for a successfully updated program.

Carefully Cultivated Experience and Expertise

For 25 years, Guide Studio has focused on building our expertise and partnerships in the services that help community organizations communicate effectively with residents, visitors and businesses. We help develop brand tools that improve image and tell your authentic story; we design wayfinding programs that welcome visitors and guide the experience of place through signage, graphics and technology; and we help communities stay connected with their people through smart communications strategies. Not only has Guide Studio been working with place-based clients for 25 years, but each of our team members have 20+ years of experience as strategic design consultants for places, and this is how you benefit:

We understand the needs and challenges facing municipalities and place-based organizations
 Guide Studio's experience, expertise and services have been carefully cultivated to address image,
 reputation, communication and experience challenges that face municipalities and public-places.

STATEMENT OF QUALIFICATIONS

Wayfinding Signage Program/Updates | City of Birmingham, MI

• Our process and methodology for this work is proven and we will guide you every step of the way
We design a project journey with your goals, objectives, and end benefits in mind. We know these
projects can be complicated, especially when managing the expectations of community stakeholders.
But this isn't our first rodeo and we aren't afraid to face issues head on to help you find consensus
and harmony for this work within your community.

• We use brand and design to solve challenges and meet objectives

We understand how important your brand is to your place. Whether we have helped you build your brand or we are using it to establish a sense of place in your community, we understand how to apply brand to built environments for maximum impact. We pride ourselves in maintaining a high standard of design quality as well as developing solutions that work within budgets and are purposeful and implementable.

We empower you to manage your image, reputation and experience

We want you to feel confident in the results of the projects we deliver — but we know the hard work doesn't end there. It is critical to your investment that you are set-up with the right tools, processes and action plans to ensure that your brand, communications or wayfinding programs will be implemented and managed for optimal results, now and into the future.

We Know and Love Public Places

Communities are our passion, and this team has worked with hundreds of cities, towns, and villages in Ohio and beyond. This focused experience has helped us deeply understand the issues and challenges related to wayfinding, brand and communications specifically for places. Every project has provided us new and valuable insights that we provide back to our clients through education and the execution of our work.

We feel comfortable that the project we are proposing covers the expectations outlined in your RFP. We have the knowledge and expertise to deliver the work objectives outlined in this proposal and we believe the information contained in this response will demonstrate our process, as well as clearly presenting our experience in developing a Wayfinding Signage Program/Update for Birmingham, Michigan.

Sincerely,

Cathy Fromet, President

cathy@quidestudio.com

From the outset, we were so impressed with Guide Studio, not only for their creativity, but their approach to the relationship. Rather than dictating their own ideas, they opened up a dialogue and listened."

Lee Brown, Director, Planning and Building Department, City of Worthington

We help municipalities and place-based organizations develop tools to manage image and reputation — strengthening pride and investment in their communities and public places.

Our services provide strategies, designs and implementation plans that can help improve image, elevate the experience and foster engagement with your people.

Wayfinding

Wayfinding is one of the most valuable communication tools that public place can use to set up a positive and engaging experience for people who are new to or unfamiliar with a place. Signage and technology are part of the wayfinding tool kit; but more than that it's a strategy that provides information in the right way, at the right moments, so people don't get lost or confused.

- · Community Engagement
- Wayfinding Analysis
- · Wayfinding and Sign Planning
- · Sign Program Design
- · Sign Standards
- · Implementation Management

Place Branding

Branding is important to any public place. It defines the critical elements that people value about a community and provides a foundation for how to express these things to the most people in the most consistent way.

- · Community Engagement
- Brand Audit
- Positioning
- Messaging

- · Identity Design
- · Brand Guidelines and Templates
- · Brand Implementation Plan

Brand Implementation

A place brand is so much more than a logo. Understanding how to use a brand platform to effectively communicate to audiences, attract new people or businesses, and improve the image of place requires planning, creative implementation and a resource management.

- · Brand Launch Planning
- Marketing Strategy
- · Communications Planning
- Messaging Salad Bar

- · Brand Voice
- · Placemaking Planning
- · Website Design & Development
- · Ongoing Design Support

PROCESS

Wayfinding Signage Program/Updates | City of Birmingham, MI

Since 1997, Guide Studio has partnered with communities and place-based organizations to communicate and engage with their residents, visitors, and local businesses.

Design With Direction®

ENGAGE

IT STARTS WITH PEOPLE

The best part of our jobs is getting to know new people and places! For our wayfinding process, this includes facilitated discovery with community stakeholders to understand parts of your brand strategy including audience profiles and community character and their understanding of navigational and experience challenges. All wayfinding projects include experience tours to help the team understand context of place as well as how wayfinding can help showcase your best assets.

- · Facilitated workshops (virtual & in person)
- Focus Groups
- Interviews
- Online surveys

- Competitor Analysis
- · Experience Tours
- Project Websites
- · Branding, Wayfinding & Placemaking Audits

DESIGN

THE BLUEPRINT FOR EVERYTHING

From our discovery sessions and visit, we compile a Wayfinding Framework — an essential plan that will inform the strategy and design of your signage and wayfinding program. This includes a study of primary travel paths, recommended sign type hierarchy, and messaging matrix. From this plan, we enter into an iterative design process that provides multiple touchpoints with your team to inform in the design and process.

- Design created from foundational plans and strategies
- Personality & character studies
- Iterative and collaborative design process
- Budget building and refinement throughout the process

➢ IMPLEMENT

SUPPORT AND TOOLS TO HELP YOU SUCCEED

Signage and wayfinding programs are long term investments. We help you understand the best way to prioritize the implementation of your sign program. We can also help you find, resource and manage contractors for the implementation of your sign programs to ensure quality and continuity.

- Phased Implementation Plans: Community Building, Economic Development, Placemaking
- Accountability check points

- Success monitoring
- · Process Building and Training
- · Implementation management and support

QUALIFICATIONS & EXPERIENCE | TEAM

Wayfinding Signage Program/Updates | City of Birmingham, MI

CLIENT RELATIONSHIP TEAM

Cathy Fromet

President/Partner Brand & Wayfinding Strategist

24 Years Experience

17 with Guide Studio

Jessica Sharp

Studio Manager

20 Years Experience

1 with Guide Studio

Erica Deutsch

Business Development Manager

19 Years Experience

14 with Guide Studio

DESIGN CONSULTING TEAM

Gina Gerken

Creative Director Brand Strategist

23 Years Experience

22 with Guide Studio

Ryan Kenny

Project Manager Design Consultant

8 Years Experience

1 with Guide Studio

Kevin Fromet

Senior Design Consultant Wayfinding Strategist

25 Years Experience

10 with Guide Studio

Bryan Evans

Brand Strategist Wayfinding Strategist

16 Years Experience

3 with Guide Studio

Jamie Wilhelm

Senior Design Consultant

23 Years Experience

11 with Guide Studio

The majority of our design consultants & strategists each hold over 20 years of experience in place brand development, wayfinding and experiential graphic design.

Quick Facts



Founded by Rachel Downey/Partner

1997 incorporated 1999 Certified Female Business Enterprise

Location

13110 Shaker Square, Suite 101 Cleveland, OH 44120

Contact

216-921-0750 cathy@guidestudio.com

Website

www.guidestudio.com



Kevin Fromet

Design Consultant/Wayfinding Strategist

Practical problem-solver. Full-blown perfectionist. Tortured Cleveland sports fan.

TO KNOW

Father to 2 intensely

MORE THINGS

creative boys

Contributor/designer for Cleveland-based sports blog

Certified AIA
Continuing
Education Presenter
(An Overview
of the ADA and
its Accessibility
Guidelines for
Signage)

Kevin has always been fascinated with the creative process. Even as a kid, he would sketch logos for the next NFL team or tour construction sites to see how architectural drawings transformed into three-dimensional spaces. Once he realized that he wasn't going to be Cleveland's next professional sports hero, Kevin pursued a degree in architecture, before transitioning to visual communication design, where he fell in love with EGD (environmental graphic design). Prior to Guide Studio, he spent eleven years as a design consultant for an international architectural signage company, where he became well versed in the fabrication process, techniques and materials.

Education

The Ohio State University

Bachelor of Science in Visual Communication, Summa Cum Laude

Project Experience

City of Delaware Brand & City-wide Signage & Wayfinding Program Delaware, OH

City of Lowell Downtown Pedestrian Signage & Wayfinding Master Plan Lowell, MA

City of Stamford Innovation District Signage & Wayfinding Master Plan Stamford, CT

City of River Falls City-wide Signage & Wayfinding Sign Program River Falls, WI

City of Kaukauna City-wide Signage & Wayfinding Program Kaukauna, WI

Great Miami Riverway Signage & Wayfinding Master Plan Dayton, OH

City of Sandusky Signage & Wayfinding Master Plan Sandusky, OH



Jamie Wilhelm

Senior Design Consultant

World traveler. Lego lover. Keeps it simple.

The first time Jamie picked up an Industrial Design magazine, it sealed the deal: making things purposeful and appealing was going to be his destiny. Trained in both industrial and graphic design, Jamie moves in and out of 2D and 3D design with ease, resulting in work that reflects his understanding of structure and space, as well as the technology behind it. Guide Studio clients especially appreciate Jamie's ability to ideate high design concepts within budgets and timelines.

MORE THINGS TO KNOW

Likes to try new foods and not afraid to try anything

Has over 30 pairs of cool patterned socks

Father of 2 crazy girls

Adjunct Professor at The Cleveland Institute of Art

Education

Kent State University

Master of Fine Arts in Visual Communication Design

Rhode Island School of Design

Bachelor of Fine Arts in Industrial Design

Project Experience

City of Stamford Innovation District Signage & Wayfinding Master Plan Stamford, CT

City of Piqua Signage & Wayfinding Master Plan

Midtown Cleveland Signage & Wayfinding Master Plan Cleveland, OH

City of Worthington Signage & Wayfinding Master Plan

Worthington, OH

Wayne County Parks Sign Program

Wayne County, MI

Arkansas Tech University Signage & Wayfinding Master Plan

Russellville, AK

Franciscan University of Steubenville Signage & Wayfinding Master Plan

Steubenville, OH

Wayfinding Signage Program/Updates | City of Birmingham, MI



Ryan Kenny

Project Manager/Design Consultant

Innovative. Creative. Positive.

Ryan has innovation on his mind and design in his heart. With a background in graphic design, project management, and budget management, Ryan is a jack of all trades. From keeping a project on track to assisting in design, he is always ready to lend a helping hand and make sure things get done smoothly.

MORE THINGS TO KNOW

Typically not seen without a floral shirt

One of those craft beer guys

Dungeons and Dragons enthusiast

Has many animals

Education

Western Michigan University

Bachelor of Fine Arts in Graphic Design

Project Experience

City of Green Parks Sign Program Design and Standards Development Green, OH

City of Hilliard Brand Strategy and Identity Development Hilliard, OH

Cuyahoga County Public Library Sign Program Design and Standards Development Cuyahoga County, OH

City of Canton Downtown Signage & Wayfinding Master Plan Canton, OH

REFERENCES

Wayfinding Signage Program/Updates | City of Birmingham, MI

Our clients know that we are as dedicated to their projects as they are. We thoroughly enjoy working with them and think they are amazing. We would love to add you to this list!

City Brand completed 2013

City Sign Program Design/ Implementation 2015

Park Sign System Developed 2017

Business District Sign System 2018 City of Delaware

David Efland, Director of Planning

Lee Yoakum, Community Affairs Coordinator

lyoakum@delawareohio.net

defland@delawareohio.net

Brand Strategy, Brand Identity Development, Brand Standards, Planning and Design of Downtown, City-wide and Park System Signage and Wayfinding Program

City of Delaware 1 South Sandusky Street Delaware, OH 43015

740.203.1600

City Brand completed 2016

City Sign Program Design 2017

City Sign Program Implementation 2018 City of Sandusky

Eric Wobser, City Manager ewobser@ci.sandusky.oh.us

City-wide Gateway and Wayfinding Sign Plan District Wayfinding Sign Program (with Ohio City Inc.) City of Sandusky 222 Meigs Street Sandusky, OH 44870

419.627.5844

Downtown Sign Program Designed 2018

Phase 1 Implementation 2019 City of Stamford

Mike Moore, Vice President of Operations, Stamford Downtown

moore@stamford-downtown.com

Planning and Design for a District-wide Wayfinding Program (vehicular and pedestrian)

Stamford Downtown Special Services District

Five Landmark Square, Suite 110 Stamford, CT 06901

203.348.5285

City Brand completed 2020

City Signage & Wayfinding Program Design 2021 City of Kaukauna, WI

Allyson Watson-Brunette (previously Principal Planner for the City, Municipal Brand and Wayfinding Project Lead)

allyson@allysonbrunette.com

City Brand Strategy, Brand Identity Development, Brand Standards Planning and Design for a District-wide Wayfinding Program (vehicular and pedestrian)

Wayfinding Signage Program/Updates | City of Birmingham, MI

Our Promise

- To guide you through a creative and strategic process that helps you understand how brand, wayfinding and placemaking tools can be effectively used in YOUR community;
- Provide a process that allows you and your stakeholders to feel that you contributed and feel a sense of ownership for the project and its outcomes;
- And project deliverables that allow your team to feel prepared to confidently implement this work when you are ready.
- That you have a supportive partners in our team as you continue to progress this work for the City of Birmingham, Michigan

Project Scope

- Project Work Area We will study and provide comprehensive recommendations for the entire City of Birmingham that guide travelers in Town to key public destinations including schools, parks, recreational facilities, municipal buildings, and other points of interest utilizing Gateway, vehicular and pedestrian directionals.
- 2. Community Stakeholder Engagement We involve members of the community to provide their own observations regarding signage and wayfinding issues and experiences as well as tapping into their expertise of place understanding the character, personality and unique stories that make your community special.
- **3. Wayfinding Analysis and Framework** The Framework will present our observations and recommendations for improving the experience of the City of Birmingham's wayfinding system.
- **4. Sign System Design** The City is balancing several elements that will affect the design of the program that we will take into consideration, including existing sign program design, new brand identity, and simply changes to your city's landscape over time. The design phases of this project will be from Concept Presentation through Design Intent (Bid Documents).
- 5. Program Budget and Implementation Plan We will establish a budget for the sign program, and a practical phasing and management plan, as well as a public relations approach to presenting and education to the public on this initiative.

Analysis & Planning

Getting Started

We refer to the Client Team as the 2-3 individuals from the City of Birmingham who will act as the project contacts on the client side. For balanced support throughout the project process, we will also ask you to form a Steering Committee comprised of 4-6 additional individuals from the community who will be responsible for advising the process, making decisions and advocating for the determined solution.

Wayfinding Signage Program/Updates | City of Birmingham, MI

Research

- Initial Meeting with the Client Team: To establish priorities, define the work plan and Phase 1 timeline, set benchmarks, define the working relationships, and work out the agenda for our Discovery which may include a Site Visit and Wayfinding Workshop.
- Existing Brand, Master Plan, Special Initiatives Review: We will request any existing strategic plans, information about past signage and wayfinding initiatives, etc. This information helps to inform how we develop our discovery sessions as well as future recommendations.
- Online surveys: We may conduct online surveys that will help us verify the ideas and conclusions that may have been drawn through the Discovery Workshops.

Discovery

Discovery that may include the following activities:

- Experience Tours and meeting with the project team: Review the community's sense of place and overall visitor experience. This will be a mix of windshield and walking tours where you highlight for us, all the best amenities and experiences offered within the City of Birmingham.
- Discovery Workshop: The consulting team will conduct Discovery Workshops with the Steering Committee and an invited group of public stakeholders. This workshop will help us understand in greater detail what your stakeholders see as the biggest challenges and greatest opportunities for the City of Birmingham.
- Wayfinding Planning session: Our project team will spend a day (on-site) analyzing the results of the site visits and discovery workshop to begin developing the wayfinding strategy.
- Strategy Working Session w/Steering Committee: Before we head out, we will share with you the initial thoughts from our Planning Session — the foundation for the wayfinding strategy. This working session allows us to make sure we all are on the same page before we head back and begin to develop the Sign Program. We will also share some precedent sign program designs and budget ranges so that we understand what type of investment you are looking to make in your sign program before we start the design process.

Framework Development & Conceptual Design

The Framework contains our recommendations for signage and wayfinding for your parks and trails. This comprehensive document may contain the following information as it pertains to your park system:

- Destination List
- User perspective profiles/needs
- Entry point, travel path(s), arrival and decision point study
- Sign Type Hierarchy that outlines and defines the recommended sign types
- Nomenclature/Terminology Study
- Preliminary Location Plan and Nomenclature/Sign Message Criteria
- Preliminary Budget based on historic project data, sign type quantities from the location plan and previous budget discussions.
- Beyond Signage recommendations that support experience including new technology

PROJECT UNDERSTANDING & SCOPE

Wayfinding Signage Program/Updates | City of Birmingham, MI

Conceptual Design

- Conceptual Design will address functional and aesthetic goals for your sign program. We will
 present up to (2) conceptual design themes for the proposed program. Client team/Steering
 Committee will select a conceptual direction to move forward and provide consolidated feedback
 to inform the next phase of development.
 - Conceptual Design typically includes hand sketches, support imagery and notations to describe the concepts.
 - 4-6 sign types will be selected from the Sign Type Hierarchy to demonstrate the conceptual design themes.
- Conceptual Design Presentation We will present the completed Framework and Conceptual
 Design to the Steering Committee.

Sign Program Development

Design Development

Based on the selected concept direction, our team will begin to develop the sign family, which includes the development of a coordinated Message/Content Schedule and Location Plan. Activities and deliverables include:

- **System Programming** We will establish coordinated sign messaging with each sign type location found on the plan. Client team will review and provide consolidated feedback.
- **Sign Family Design (30% Schematic/60% Design Intent):** Based on the selected Conceptual Theme, we will develop designs for all the sign types recommended.
 - Schematic level designs provide scaled drawings with basic dimensions, material, color and recommended fabrication techniques. Client team will review and provide consolidated feedback. Any revisions will be presented in the Design Development.
 - Design Intent includes more functional details with selected material, color, finishes, etc.
 Detailed views of architectural elements, construction and installation will also be developed in this step. Mock-ups/photo renderings of the signs within the context of the proposed environment will be developed.

Schematic Design and Programming Presentation Progress will be presented via online video conferencing with the client team for review and comment on the design direction before moving on to the development of Design Intent Drawings.

Design Intent Presentation Final presentation of the Wayfinding Signage Program to City Council. This would also be a great time to regroup with Stakeholders to share the progress of the work they helped develop. We are providing an option for a member of our team to visit for this presentation.

PROJECT UNDERSTANDING & SCOPE

Wayfinding Signage Program/Updates | City of Birmingham, MI

Bid/Construction Documentation

Comments and changes based on the review of the 60% Design Intent Presentations will be incorporated.

- **Programming Scenarios:** Select facility Location plans and a coordinated message schedules will undergo a final update.
- **Develop a Sign Content Policy:** These guidelines will aid in future decision making when the need arises for additional signs and messages.
- Sign Type Drawings: May include additional views and details for each sign type along with more
 extensive dimensioning of sign structure components. Material and installation specifications
 will be finalized.

Implementation and Management Plan/Final Master Plan

- **Updated Program Budget** we will send the Design Intent Documents to (2) local Sign Fabrication Contractors to get budget numbers based on the selected designs.
- **Phased Implementation Plan** we will provide recommendations on how the Sign Program may be implemented over a period of time with alignment of projects and resources.
- **Executive Summary** that presents the purpose behind the program, along with an overview of the sign family design.
- **Final Documentation** Location Plan, Message Schedule, Sign Type Drawings along with design standards will be compiled into a final document
- Compilation of Project Documents will be accessible to the client as PDF forms via Drop Box:
 - Wayfinding Framework
 - Conceptual Presentation
 - Schematic Design Presentation
 - Programming Documents
 - Implementation Plan

Project Timeline

WEEKS 1-3	Initial meeting with client team via online meeting
	· Internal project & Discovery Workshop preparation; Project Communications set-up
	· Conduct initial research; Review of existing research, plans, etc.
	Deploy perception survey
WEEK 4	• Visit #1: Discovery Workshops (multiple days on-site)
WEEKS 5-9	Develop Wayfinding Framework
	· Develop Preliminary Programming Scenarios
	 Presentation of Wayfinding Framework to Client Team/Steering Committee (Virtual)
WEEKS 10-14	· Conceptual Sign Program Design
	 Visit #2: Present Sign Design Concepts to Client Team/Steering Committee
	On-site Programming Review
2 WEEK BUFFER	· Conceptual Design Feedback/Revision period
WEEKS 16-20	Sign System Programming (Round 1)
	· Schematic Design (30%)
	 Presentation of Design Development to Client Team/Steering Committee via online meeting
WEEKS 20-24	Design Intent Drawings development
	 Visit #3: Design Intent (60%) Presentation to Town Council (On-site)
	 On-site Working Session - building the Implementation Plan
WEEK 25-29	 Further development of Design Intent Drawings, Instructional Drawings, Specifications Packet and Bid Documents
	· Development of Implementation Plan
	Sign System Programming (Round 2)
	 90% Drawing/Implementation Plan Progress Meeting via online meeting with Client Team
WEEK 30-34	· Final updates to Bid Documents
	 Delivery of Bid Documents: final Budget, Drawings, Location Plans, Message Schedule, Specifications

INVESTMENT



Wayfinding Signage Program/Updates | City of Birmingham, MI

The Scope and Approach we present is a standard recommendation for any community that is seeking to undertake a wayfinding initiative. We know municipal budgets can be tight, so we've created an approach that is flexible so you don't have to do this work all at once!

Communities seeking to understand what they actually need to create a great experience often start with the Discovery and Sign Plan Framework. If you want to understand how the design will look in the context of your community, and want a more detailed budget to plan future implementation, we recommend pairing the Sign Plan with Conceptual Design. We are happy to discuss the approach that would work best for you.

Scope of Services

PHASE 1: ANALYSIS, PLANNING & FRAMEWORK Expenses included in total	\$30,000
Discovery & Sign Plan/Framework	\$20,000 \$10,000
Conceptual Design	
PHASE 2: SIGN PROGRAM DEVELOPMENT Expenses included in total	\$42,500
Programming	\$7,500
Design Development (30%, 60%)	\$20,000
Design Intent/Bid Documents (100%)	\$15,000
• Implementation Plan (\$5,000 value)	included
PROJECT TOTAL	\$72,500

Out-of-Pocket Expenses: Are included in the fees proposed above. No additional funds will be requested to cover out-of-pocket expenses.

Fees and expenses estimates do not include applicable sales or use tax.

Additional Site Visits

Additional Site Visits (including expenses) are \$3,500 per person/per day.

Submitted by:

Cathy Fromet, President cathy@gaidestudio.com

AGREEMENT FOR WAYFINDING/SIGNAGE PROGRAM UPDATES

OF BIRI	This AGREEMENT, made this day of, 2022, by and between CITY MINGHAM, having its principal municipal office at 151 Martin Street, Birmingham, MI after called "City"), and, Inc., having its principal office at (hereinafter called "Contractor"), provides as follows:
	WITNESSETH:
procure wayfind	WHEREAS, the City of Birmingham has heretofore advertised for bids for the ment and performance of services required to perform design services to provide ling/signage program updates, and in connection therewith has prepared a request for proposals ("RFP"), which includes certain instructions to bidders, specifications, terms and ons.
requirer	WHEREAS, the Contractor has professional qualifications that meet the project ments and has made a bid in accordance with such request for cost proposals to crate a mprehensive set of historic design guidelines;
	NOW, THEREFORE, for and in consideration of the respective agreements and kings herein contained, the parties agree as follows:
 (It is mutually agreed by and between the parties that the documents consisting of the Request for Proposal to provide wayfinding/signage program updates and the Contractor's cost proposal dated, 2022 shall be incorporated herein by reference and shall become a part of this Agreement, and shall be binding upon both parties hereto (Attachment A). If any of the documents are in control with one another, this Agreement shall take precedence. The City shall pay the Contractor for the performance of this Agreement in an amount not
1	The City shall pay the contractor for the performance of this Agreement in an amount not to exceed, as set forth in the Contractor's, 2022 cost proposal to perform the scope of work as contained in the RFP (Attachment A).
	This Agreement shall commence upon execution by both parties, unless the City exercises its option to terminate the Agreement in accordance with the Request for Proposals.
	The Contractor shall employ personnel of good moral character and fitness in performing all services under this Agreement.
(((The Contractor and the City agree that the Contractor is acting as an independent Contractor with respect to the Contractor 's role in providing services to the City pursuant to this Agreement, and as such, shall be liable for its own actions and neither the Contractor nor its employees shall be construed as employees of the City. Nothing contained in this Agreement shall be construed to imply a joint venture or partnership and neither party, by virtue of this Agreement, shall have any right, power or authority to act or create any obligation, express or implied, on behalf of the other party, except as

in this Agreement or the affairs of the Contractor, the City shall have the right to terminate this Agreement without further liability to the Contractor if the disqualification has not been removed within thirty (30) days after the City has given the Contractor notice of the disqualifying interest. Ownership of less than one percent (1%) of the stock or other equity interest in a corporation or partnership shall not be a disqualifying interest. Employment shall be a disqualifying interest.

- 15. If Contractor fails to perform its obligations hereunder, the City may take any and all remedial actions provided by the general specifications or otherwise permitted by law.
- 16. All notices required to be sent pursuant to this Agreement shall be mailed to the following addresses:

City of Birmingham Attn: Nicholas Dupuis 151 Martin St. Birmingham, MI 48009 (248)-530-1856

CONTRACTOR

Guide Studio, Inc.

13110 Shaker Square, Suite 101

Cleveland, OH 44120

- 17. Any controversy or claim arising out of or relating to this Agreement, or the breach thereof, shall be settled either by commencement of a suit in Oakland County Circuit Court, the 48th District Court or by arbitration. If both parties elect to have the dispute resolved by arbitration, it shall be settled pursuant to Chapter 50 of the Revised Judicature Act for the State of Michigan and administered by the American Arbitration Association with one arbitrator being used, or three arbitrators in the event any party's claim exceeds \$1,000,000. Each party shall bear its own costs and expenses and an equal share of the arbitrator's and administrative fees of arbitration. Such arbitration shall qualify as statutory arbitration pursuant to MCL§600.5001 et. seq., and the Oakland County Circuit Court or any court having jurisdiction shall render judgment upon the award of the arbitrator made pursuant to this Agreement. The laws of the State of Michigan shall govern this Agreement, and the arbitration shall take place in Oakland County, Michigan. In the event that the parties elect not to have the matter in dispute arbitrated, any dispute between the parties may be resolved by the filing of a suit in the Oakland County Circuit Court or the 48th District Court.
- 18. FAIR PROCUREMENT OPPORTUNITY: Procurement for the City of Birmingham will be handled in a manner providing fair opportunity for all businesses. This will be accomplished without abrogation or sacrifice of quality and as determined to be in the best interest of the City of Birmingham.

IN WITNESS WHEREOF, the said parties have caused this Agreement to be executed as of the date and year above written.

CONTRACTOR	
By: Cathy Fromet	
Its: President	
STATE OF MICHIGAN) ss:	
On this day of, who acknowledged that to do so he/she signed	, 2022, before me personally appeared at with authority on behalf of d this Agreement.
Notary Public County, Michigan Acting in County, Michigan My commission expires:	
CITY OF BIRMINGHAM	
By: Therese Longe	By:Alexandria Bingham
Its:	Its:
APPROVED	
Nicholas Dupuis, Planning Director (Approved as to Substance)	Mark Gerber, Director of Finance (Approved as to Financial Obligation)
Mary Kucharek, City Attorney (Approved as to Form)	Thomas M. Markus, City Manager (Approved as to Substance)

In submitting this proposal, as herein described, the Contractor agrees that:

- 1. They have carefully examined the specifications, terms and Agreement of the Request for Proposal and all other provisions of this document and understand the meaning, intent, and requirement of it.
- 2. They will enter into a written contract and furnish the item or items in the time specified in conformance with the specifications and conditions contained therein for the price quoted by the proponent on this proposal.

Cathy Fromet	10/27/2022	
PREPARED BY (PRINT NAME)	DATE	
Cathy Fromet		
AUTHORIZED SIĞNATURE		
President	cathy@guidestudio.com	
TITLE	EMAIL ADDRESS	
Guide Studio, Inc.		
COMPANY		
13110 Shaker Square, Suite 101	216-921-0750	
ADDRESS	PHONE	
NAME OF PARENT COMPANY		
ADDRESS	PHONE	

In order for the bid to be considered valid, this form must be completed in its entirety. The cost for the Scope of Work as stated in the Request for Proposal documents shall be a lump sum, as follows:

*Attach technical specifications for all proposed materials as outlined in the Submission Requirements section of the RFP (pg. 5-6)

COST PROPOSAL		
ITEM	BID AMOUNT	
1. Phase I: Analysis, Planning and Framework	30,000	
2. Phase II: Sign Program Development	42,000	
3.		
4.		
5.		
6.		
7.		
8.		
TOTAL BID AMOUNT	\$ 72,000	
ADDITIONAL BID ITEMS		
Additional Meetings with City Staff and Boards	\$	
Other -	\$	
Other -	\$	
GRAND TOTAL AMOUNT	\$	

Firm Name: Guide Studio, Inc.	
Authorized Signature: Athy Homef	Date: 10/27/2022

IRAN SANCTIONS ACT VENDOR CERTIFICATION FORM FOR WAYFINDING/SIGNAGE PROGRAM UPDATES

Pursuant to Michigan Law and the Iran Economic Sanction Act, 2012 PA 517 ("Act"), prior to the City accepting any bid or proposal, or entering into any contract for goods or services with any prospective Vendor, the Vendor must certify that it is not an "Iran Linked Business", as defined by the Act.

By completing this form, the Vendor certifies that it is not an "Iran Linked Business", as defined by the Act and is in full compliance with all provisions of the Act and is legally eligible to submit a bid for consideration by the City.

Cathy Fromet	10/27/2022
PREPARED BY (PRINT NAME)	DATE
Cathy Fromet	
AUTHORYZED'SIGNATURE	
President	cathy@guidestudio.com
TITLE	EMAIL ADDRESS
Guide Studio, Inc.	
COMPANY	
13110 Shaker Square, Suite 101	216-921-0750
ADDRESS	PHONE
NAME OF PARENT COMPANY	
ADDRESS	PHONE

Home Town Living, Modern Spirit

Located in the center of Ohio just north of Columbus, the City of Delaware is home to a population of around 38,000 residents, a robust light industrial/ manufacturing base, Ohio Wesleyan University and a charming downtown shopping district.

While the city was doing just fine, they wanted to stand out even more. With their sights set on continued development and economic vitality, they asked for our help with a new wayfinding system. But during the process, they ended up with a new brand first.

The new logo triggers nostalgia and pride with its classic, Americana vibe. Along with the logo, "Traditions Badges" highlight the city's eclectic attributes and can be used in a variety of marketing communications pieces. A new wayfinding program was developed and infused with brand character and prioritized getting people to and from the historic downtown district. With brand guidelines and robust sign standards in place, the City has been to building and expanding brand awareness through their own platforms as well as those of their community stakeholders.

City of Delaware

Ohio















315

In 2019, Historic Downtown Delaware was designated by the American Planning Association as 1 of 4 Great Neighborhoods in America for their **Great Places Awards.**

Guide Services

> Community Engagement

Brand Strategy

Brand Identity Design

Brand Standards

Downtown Wayfinding

City-wide Wayfinding

Park System Sign Standards

Industrial/Business Park Sign Strategy

Client

City of Delaware, OH

@Guide Studio, Inc. guidestudio.com

The Oldest Shopping District In Ohio

The Coral Company acquired Shaker Square, the nation's second oldest planned shopping and neighborhood center, with a vision to enhance and energize this public space. The identity, which represents the four quadrant plan of the center, is contemporary, yet respects the historic nature of the site and architecture. A complementary color palette was introduced to contrast with the stark red brick and white framed Georgian-style architecture.

To make this a viable destination on a regional scale, the wayfinding system focuses on safely directing visitors to rear-of-building parking, while using pedestrian directory kiosks to showcase the variety of destinations in all four quadrants.

Guide Studio is a proud tenant of Shaker Square.

Shaker Square

Cleveland, Ohio



















Guide Services

Brand Identity Design

Marketing Materials
Design

Wayfinding Audit

Wayfinding Analysis

Sign Plan Development

Sign System Design

Implementation Management

Client

©Guide Studio, Inc.

City on the Kinni

River Falls is a growing community situated along the scenic Kinnickinnic River, in northwest Wisconsin, within the eastern portion of the Twin Cities, MN metropolitan area. The city is home to a historic Main Street, the University of Wisconsin-River Falls, a host of recreational destinations, a riverfront trail system, and more.

Several wayfinding challenges plagued the city, including inconsistent and nondescript signage, a highway that bypasses the core downtown area, and obscured views of the river.

Guide Studio established a functional sign system that embodies the community's unique character and not only directs visitors, but showcases its local amenities and natural resources. Drawing visitors to the historic Main Street, and getting them to stay, became a key goal of the project. It was also paramount that the system connect residents and visitors to the river.

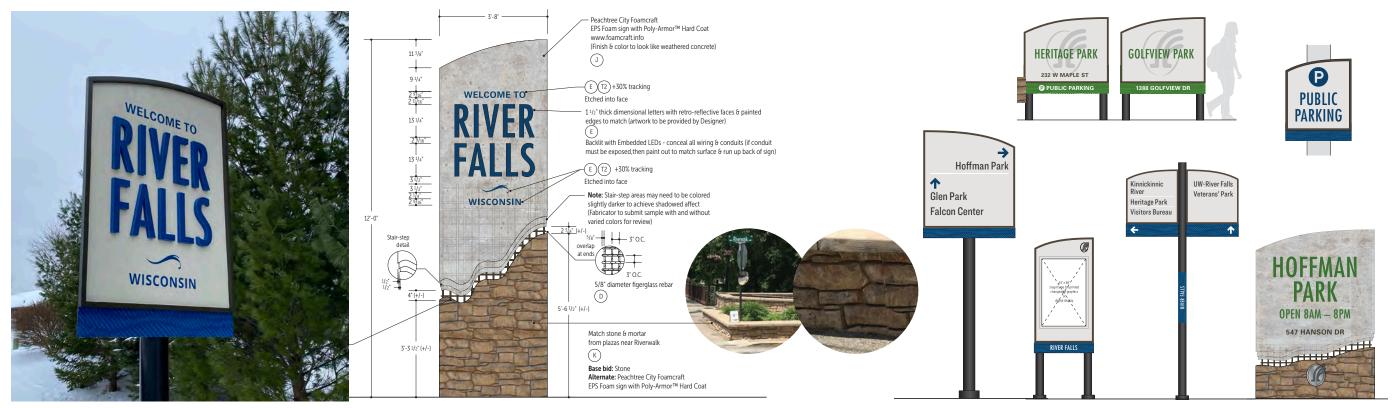
The comprehensive sign family includes gateways that welcome residents and visitors, vehicular and pedestrian directionals, and standards for identifying municipal facilities and parks. Guide worked with the city to develop a four year phased implementation plan that would allow the city to budget appropriately from year to year.

City of River Falls

Wisconsin



Photo courtesy of Dan Koecher and City of River Falls Facebook



Detailed bid documents ensure the design intent is met by the sign fabricator.

The new sign system reflects the character and history of the community.

Guide Services

Stakeholder Engagement

Wayfinding Audit

Wayfinding Analysis

Sign Plan Development

Message & Location Programming

Sign System Design

Implementation Plan

Bid Evaluation

Implementation Management

Client

City of River Falls, WI

©Guide Studio, Inc.

Something for Everyone

With a vast Metropark, historic Automile, and bustling business community, The City of Bedford attracts many visitors who are unaware of its unique assets and charming Historic Downtown.

Guide Studio was first hired to analyze the city's existing signage program to determine how effective it was in helping visitors comfortably navigate the city and to determine if it properly reflected the experiences that the Cleveland suburb has to offer. Following a question and answer session with City officials, a tour and audit, and an on-line public survey, Guide produced a detailed report identifying the current wayfinding challenges, top destinations, primary travel paths, and gateways into the city. By analyzing this data, Guide made recommendations that would enhance the City's image through wayfinding and placemaking. The report also showed sign system examples and cost estimates, which helped the City budget for the design and implementation of the new signage system.

Armed with supportive data and a sound strategy, the City was able to get the approval from Council to move forward with design and implementation. Guide was able to quickly develop an attractive and functional sign system that was bid, fabricated, and installed within budget.



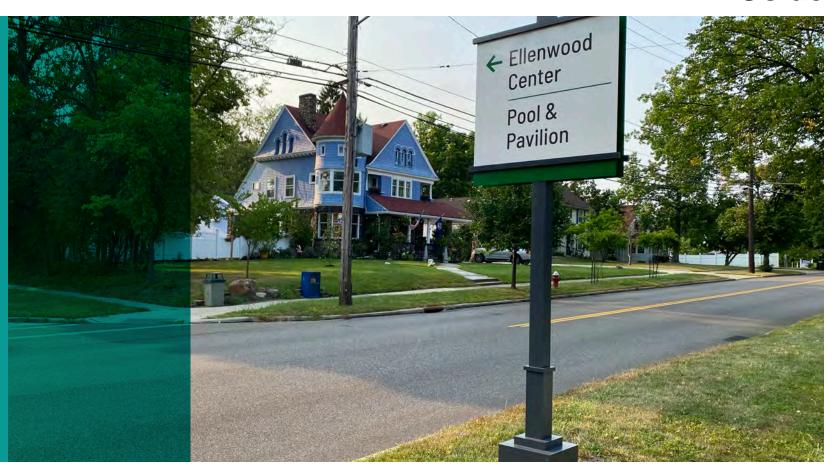


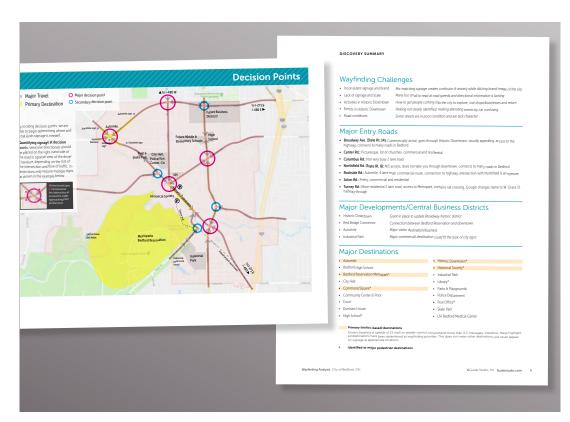


Existing signage was inconsistent and in poor condition.

City of Bedford

Ohio





The Wayfinding Analysis Report details wayfinding challenges, strategies, and recommendations





The new sign system provides a cohesive family of related visual elements and messages.

Guide Services

Wayfinding Audit
Wayfinding Analysis
Sign Plan Development
Sign Messaging
Sign System Design
Implementation Support

Client City of Bedford, OH

and recommendations.

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A lot to Like

The City of Lowell, Massachusetts received a Federal Highway Administration Federal Lands Access Program grant to increase pedestrian safety, mobility, preservation, economic development, and sustainability of access to federal lands within its downtown core.

Downtown Lowell is unique in that Lowell National Historic Park (LNHP) is interwoven into the fabric of the city. Visitation, mobility and access, and commercial development are inextricably linked because the park boundaries encompass downtown. Therefore, the wayfinding project had to address not only LNHP attractions, but also commercial districts and other recreational and civic amenities.

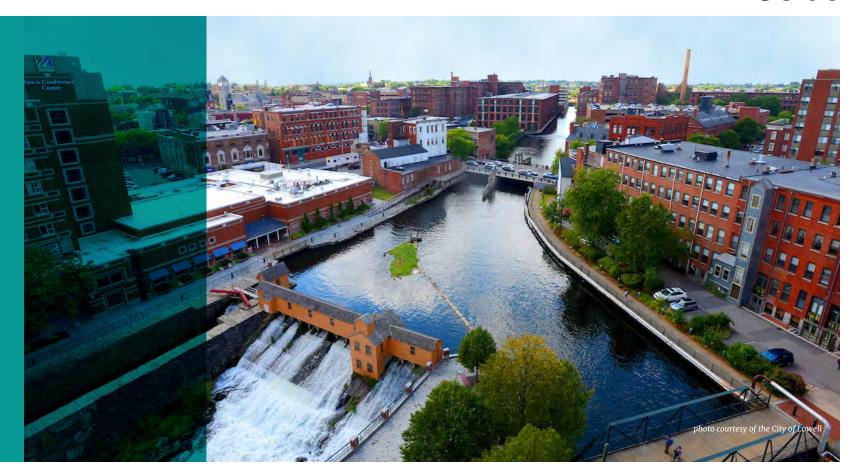
Guide partnered with SLR, formerly Milone and MacBroom, global experts in the areas of Landscape Architecture, Traffic and Transportation Engineering, Structural Engineering, Urban and Neighborhood Planning, and Complete Street Design.

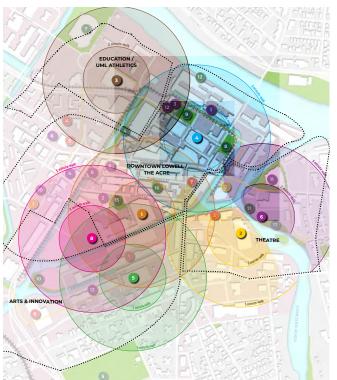
Located in Massachusetts, SLR functioned as the project managers—coordinating client interaction, public outreach, and more. This local partnership proved to be invaluable, as the wayfinding project happened during the COVID-19 pandemic.

The city plans to role out the first phase of signs as part of this grant. The rest of the program will be strategically phased to maximize budgets and coordinate with future projects.

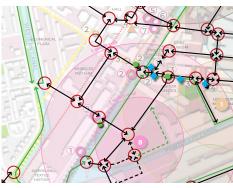


Massachusetts



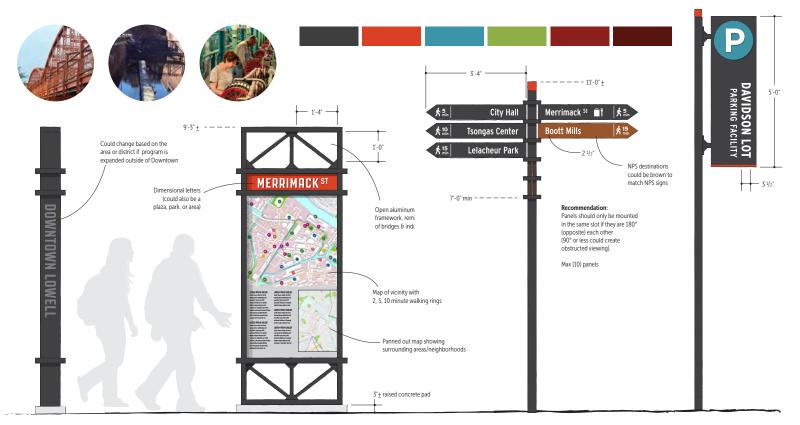


Walking analysis from parking garages & lots to visitor destinations, based on 2-5 minute walks.





Model rendering for context.



Guide Services

Public Outreach & Stakeholder Engagement Support

Pedestrian Wayfinding Analysis

Sign Plan Development

Message & Location Programming

Sign System Design

Client

City of Lowell, MA

©Guide Studio, Inc.

Schematic Design

This is the Place

The City of Stamford hired Guide Studio to develop a master wayfinding signage program that would unify the Downtown Special Services District and the Harbor Point development as the Innovation District. In the center of the two areas is the Stamford Transportation Center, which acts as a hub for visitors and workers traveling from New York and other surrounding cities. As the home of one of the largest financial districts in the region and a high concentration of large corporations, including prestigious Fortune 500 and Fortune 1000 businesses, this small community transforms into a bustling metropolis every day.

Guide Studio worked with a steering committee to name sub-districts and create a nomenclature hierarchy within the Innovation District, allowing for simplified directions to destinations and parking.

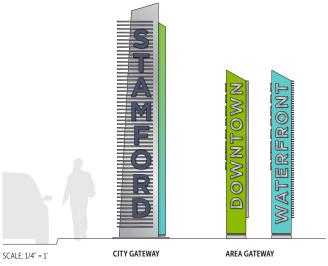
As Stamford continues to attract economic investment, new residents and commuters, the new wayfinding strategy not only helps people navigate everything it has to offer, but establishes the sense of place they lacked in years past. Most importantly, it gives people a reason to stay, explore, and experience this thriving community.



Stamford







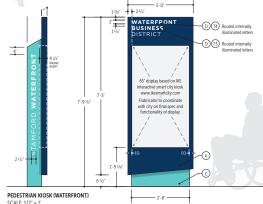




Guide Studio created a fresh and inspiring wayfinding plan for the City of Stamford. It beautifully captures the spirit and energy of our thriving city, and we look forward to continuing our partnership as our needs and desires evolve.

John R. Varamo Jr., Program Manager, City of Stamford





Guide Services

Stakeholder Engagement

Wayfinding Audit

Wayfinding Analysis

Sign Plan Development

District Naming & Nomenclature

Programming

Message & Location

Sign System Design

Prototype Coordination

Implementation Plan

Client City of Stamford

@Guide Studio, Inc. guidestudio.com



Kent Speaks Through Signage

Every college town has the hope of becoming a destination. While the re-development efforts addressed the infrastructure, Downtown Kent, home to Kent State University, needed to champion their brand identity through wayfinding to stand tall as it's own destination.

Guide Studio was provided with some early identity studies completed by Kent State students. Through stakeholder engagement, our team dove deeper to understand the community's character and develop a brand identity.

"Kent Speaks" which is the foundation for the visual brand — is built off of the premise that Downtown Kent has a story to tell. A story that expresses its history and traditions but balances that with a fun loving, eclectic energy. The sign program balanced the purpose of guiding visitors through the downtown while offering a positive energy and interaction.

The resulting program has been embraced by Kent's Main Street Organization and soon, Kent Speaks inspired the community to use its unique theme in new downtown events and parks' programming. The brand and wayfinding program has helped to cement Downtown Kent's status as a true visitor destination.



Downtown Kent

KSU Main Campus

KSU Fashion Museum

Portage Bike & Hike Trail



Ohio

"We wanted to instill a sense of 'you have arrived' when people walked or drove around the downtown. To do that, we needed to strengthen the connection between all of our amenities."

James Bowling, Deputy Service Director at City of Kent













Guide Services

Stakeholder Engagement

Identity Design

Wayfinding Audit
Wayfinding Analysis

Sign Plan Development

Message & Location Programming

Sign System Design

Implementation Plan

Bid Evaluation

Implementation Management

Client

City of Kent, OH

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More than the Roller Coaster Capital of the World

Best known for Cedar Point, Sandusky has a lot more to offer beyond the thrill of roller coasters. The city has developed into a diverse Lake Erie port town and gateway to nearby island recreation destinations. However, limited public awareness around community assets outside of Cedar Point meant visitors were missing out much of what Sandusky has to offer.

City leaders understood that attracting even a small percentage of Cedar Point traffic would transform visitors into advocates, resulting in a tremendous impact on local businesses. The comprehensive brand strategy and wayfinding system champions a special experience beyond the "Roller Coaster Capital of the World." Bearing a nautical design, the signage points the way to and through Sandusky's bustling waterfront downtown.

The wayfinding program has been a piece of a larger branding, placemaking and development puzzle for the City. Named "Best Coastal Small Town" in the 2019 USA Today Readers' Choice Poll, Sandusky continues to position itself as a welcoming place for regional residents, investors, and visitors.



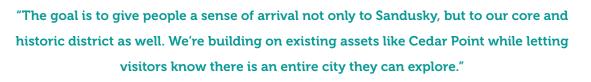
City of Sandusky

Ohio









Eric Wobser, City Manager, City of Sandusky





Guide Services

Stakeholder Engagement

Brand Positioning

Wayfinding Audit

Sign Plan Development

Wayfinding Analysis

Message & Location Programming

Sign System Design

Implementation Plan

Bid Evaluation

Implementation Management

Client

City of Sandusky, OH



A celebration of heritage

The City of Holland, located on the shores of Lake Michigan and Lake Macatawa is home to an award-winning downtown, 23 charming parks and close proximity to the hustle and bustle of bigger western Michigan cities, making it an attractive place to visit and call home.

The City knew it had a lot to offer residents and visitors and working with a local designer, established a new brand that gave a modern nod to their Dutch heritage and was more closely aligned with the City's image and reputation. They knew they needed an additional tool to help people enjoy all they had to offer.

Guide Studio worked with community stakeholders to get a sense of the different experiences they wanted people to have with the city and conducted a wayfinding audit to understand the issues that the sign program could address.

A comprehensive wayfinding plan and sign program design brought their new identity to life with new city gateways, and directionals to critical destinations and parking. A budget and implementation plan allowed the city to plan out fabrication and installation of the program over time.



Michigan



















Implementation Plan

Guide Services

Stakeholder Engagement



Schematic Design

Client
City of Holland, MI

©Guide Studio, Inc.

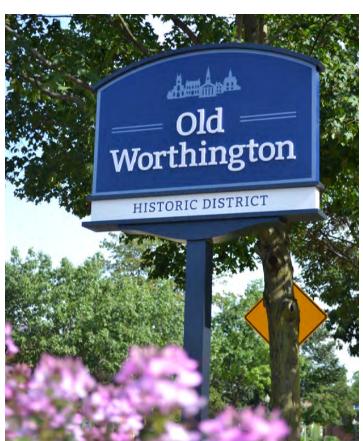
Showcasing history — for the future

As one of the Midwest's first-planned communities, Worthington has preserved its historical roots and established itself as a dynamic hub for commercial businesses, residents and visitors. While Worthington is the quintessential place to live and work, a citywide steering committee wanted to make their brand and wayfinding experience better so even more people could connect with this picture perfect community.

Working with a steering committee made up of local stakeholders, Guide developed a wayfinding plan that addressed their concern about making main attractions and parking more accessible. The committee selected a concept that felt both modern and traditional - keeping in alignment with the community character and history.

The new wayfinding design enables them to sustain their traditional community feel while making movement easier and more pleasant regardless of whether you're walking, biking or driving throughout the city.

The City opted to implement the comprehensive program over a period of five years. The standard of design for the sign program made it easy for them to apply the program consistently everywhere — even with a phased approach.



City of Worthington

Ohio

"As Columbus continues to expand, we needed to maintain our own distinct identity. From the outset, we were so impressed with Guide Studio, not only for their creativity, but their approach to the relationship. Rather than dictating their own process and ideas, they opened up a dialogue and listened."

Lee Brown, Director, Planning and Building Department, City of Worthington









Guide Services

Stakeholder Engagement **Wayfinding Audit Wayfinding Analysis** Sign Plan Sign Program Design Implementation Plan Implementation Oversight

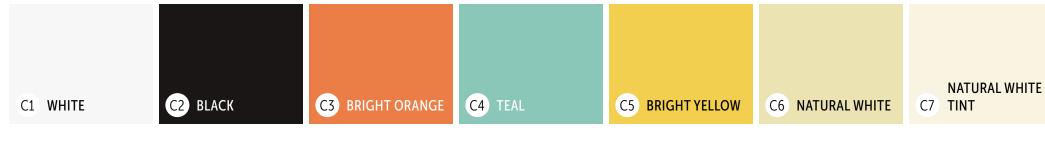
Client City of Worthington, OH

guidestudio.com



COLORS/MATERIALS

- 1. Final colors and finishes must comply with ADA guidelines where applicable.
- 2. Final colors and finishes must be approved by Owner prior to fabrication.



3M Matte White Vinyl or paint to match

* Engineer grade reflective vinyl where indicated on drawings

3M Matte Black Vinyl or paint to match

Match Pantone 164 Matthews MP12876 Midnight Sun

Match Pantone 570 Matthews MP00419 Jamaica Me Happy Match Pantone 122 Matthews MP07676 Golden Orchards

Match Pantone 7499 Matthews MP09017 Solar Yellow

Match Pantone 7499 @ 40%

FONTS

Fonts must be purchased by sign fabricator

T1 Oswald Regular

Aa Bb Cc Dd Ee Ff Gg Hh li Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

T2 Oswald Medium

Aa Bb Cc Dd Ee Ff Gg Hh li Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

T3 Oswald Semibold

Aa Bb Cc Dd Ee Ff Gg Hh li Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

T4 Zaio Regular

A B C D E F G H I J K L M N O P O R S TUVWXYZ 1234567890

T5 Roboto Regular

Aa Bb Cc Dd Ee Ff Gg Hh li Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

T6 ClearviewHwy 2-W

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

LOGOS/GRAPHICS

Designer to provide final artwork unless noted, see drawings for usage







CITY OF KAUKAUNA **KAUKAUNA** KAUKAUNA DOWNTOWN













SYMBOLS

Designer to provide final artwork unless noted, see drawings for usage











X dimension should remain the same when rotating arrow













Sign contractor to specify typical colors for warning and acessibility.

Symbols from National Park System, additional ones can be found: https://www.nps.gov/carto/app/#!/maps/symbols

DATE 07.20.2021

13110 Shaker Square, Suite 101 Cleveland, Ohio 44120

CONTACT

K Fromet **DESIGN** J Wilhelm City of Kaukauna Wayfinding Program

PROJECT KAU1677

PHASE 2 **REVISION 1**

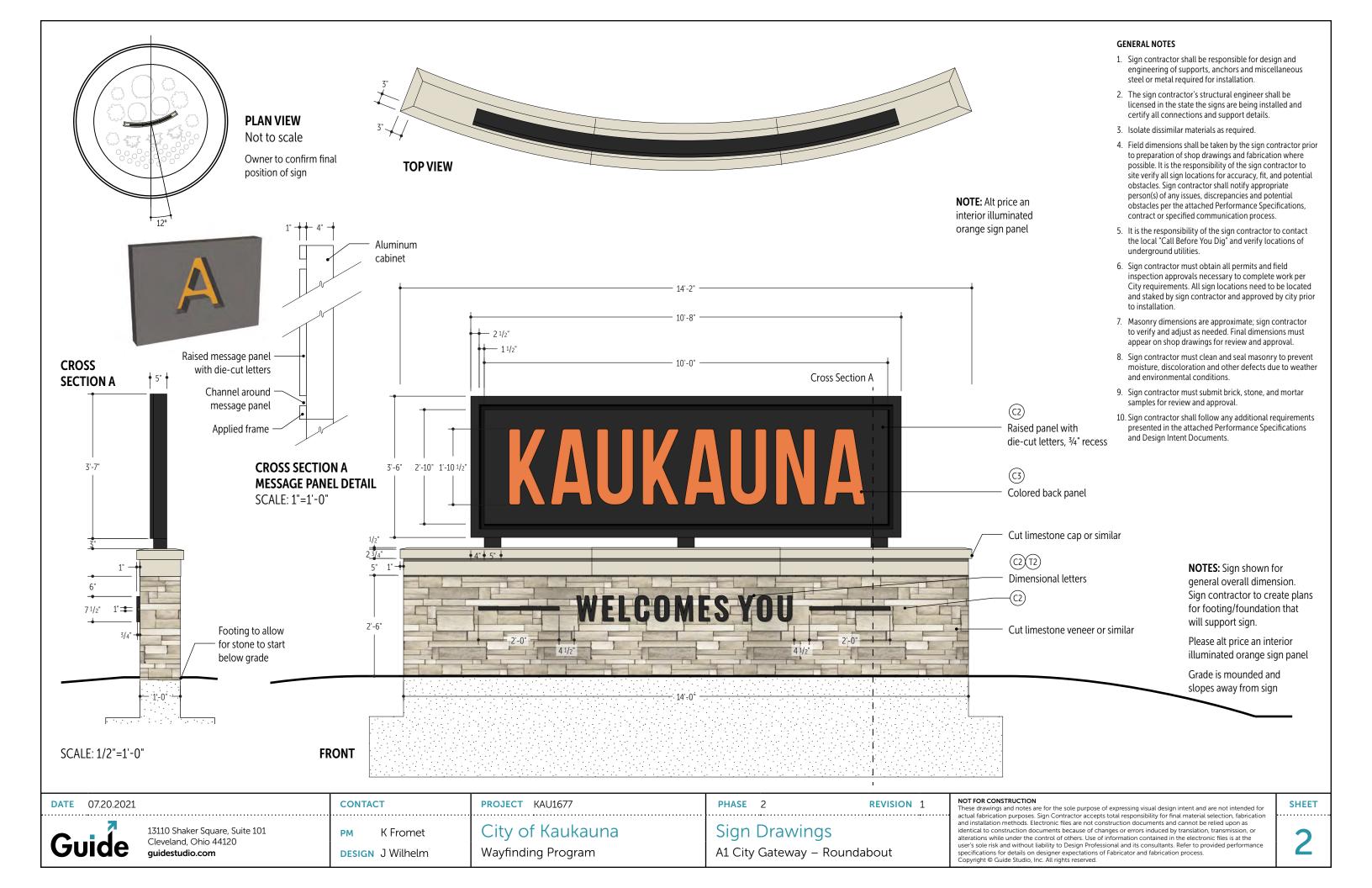
Colors, Materials, Graphics

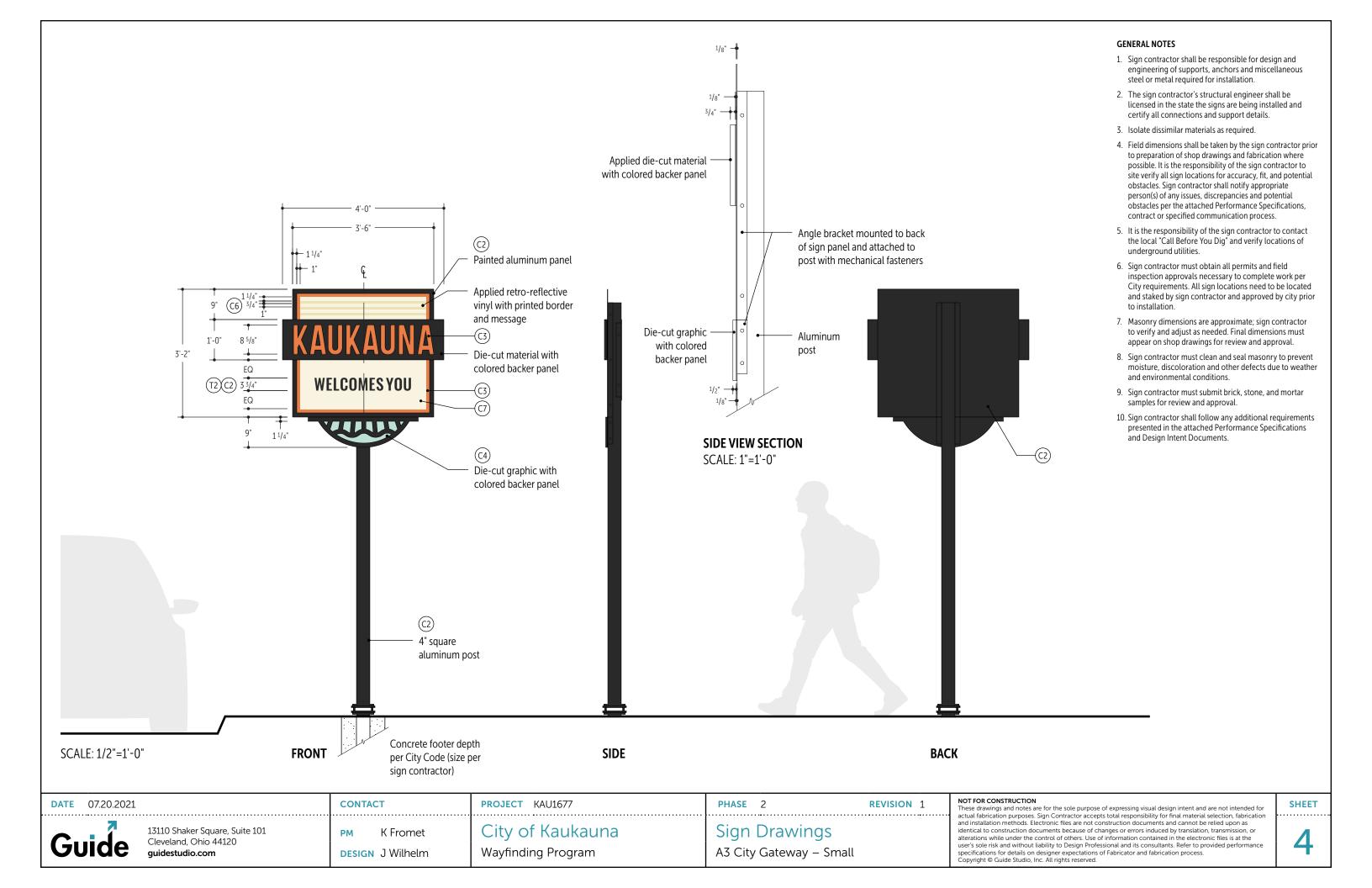
Subtitle or description

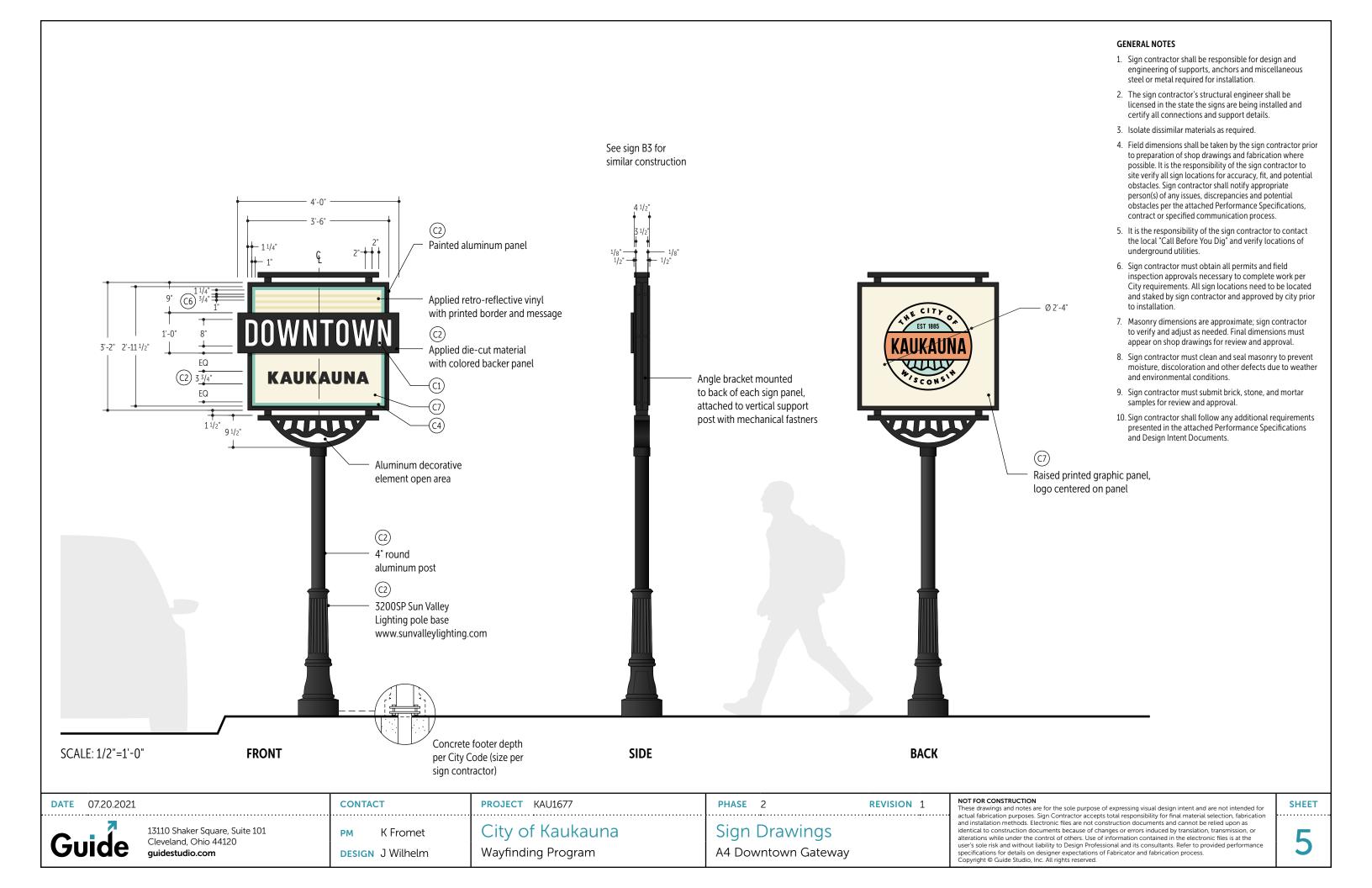
NOT FOR CONSTRUCTION

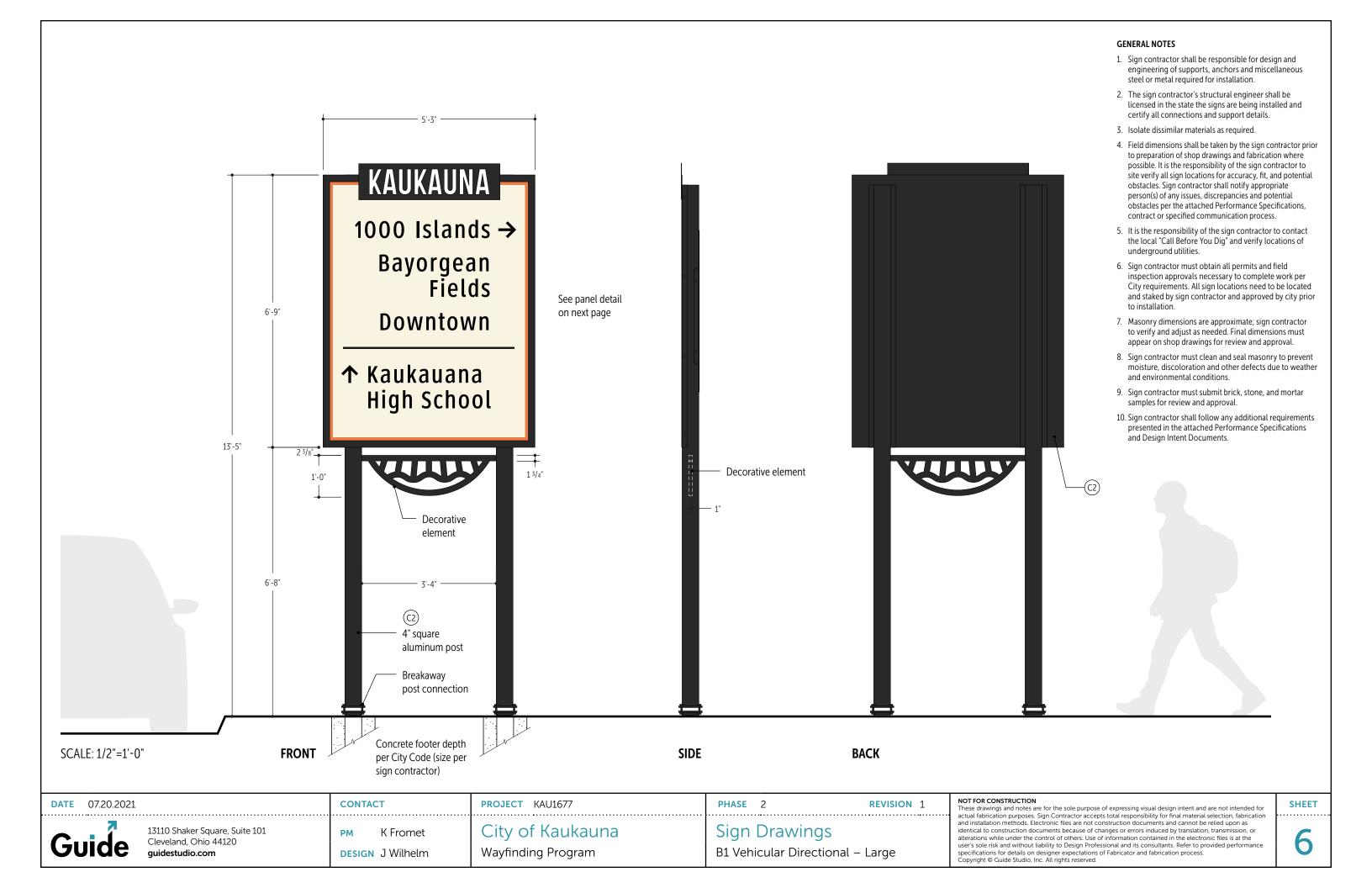
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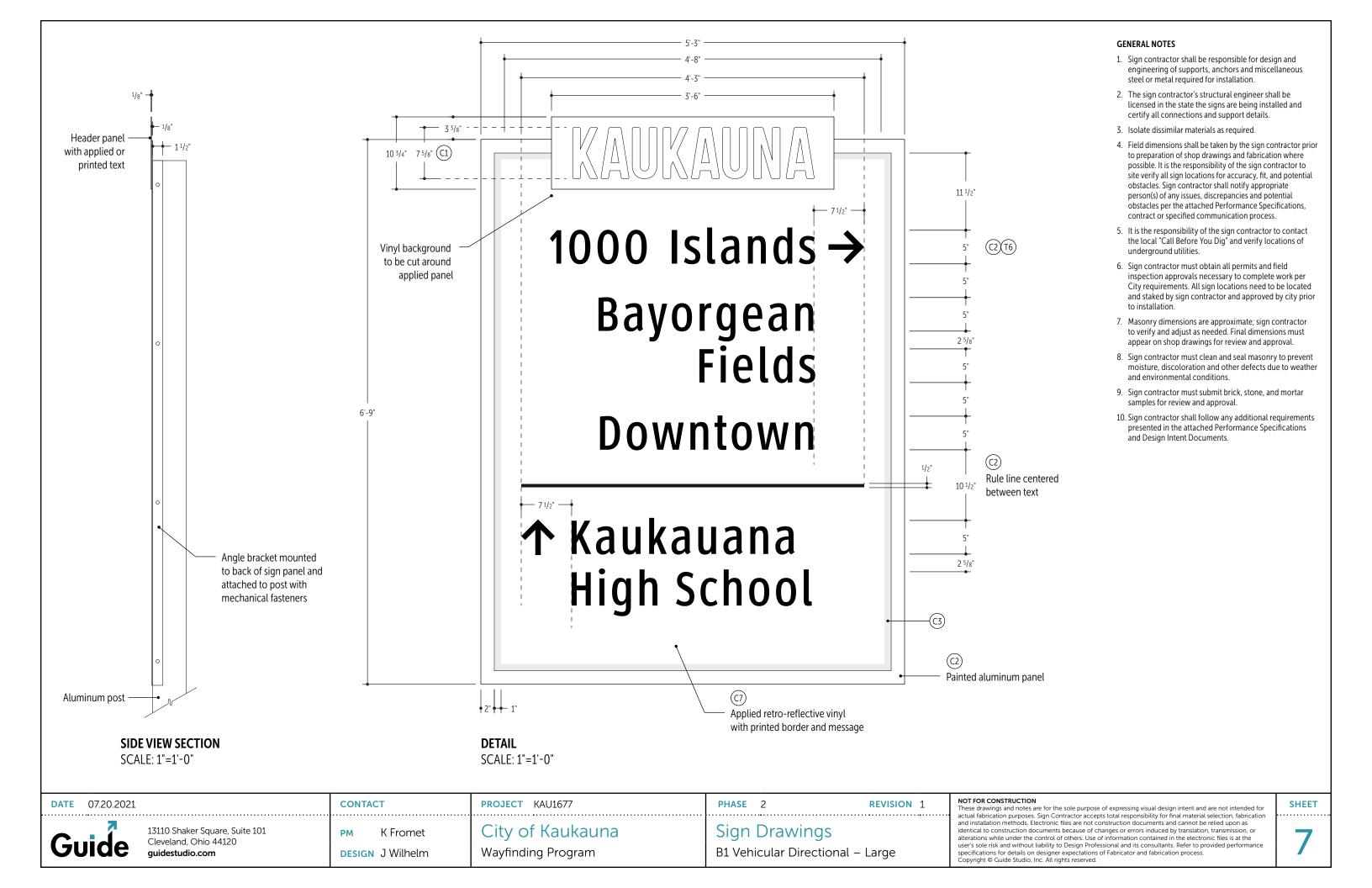
SHEET

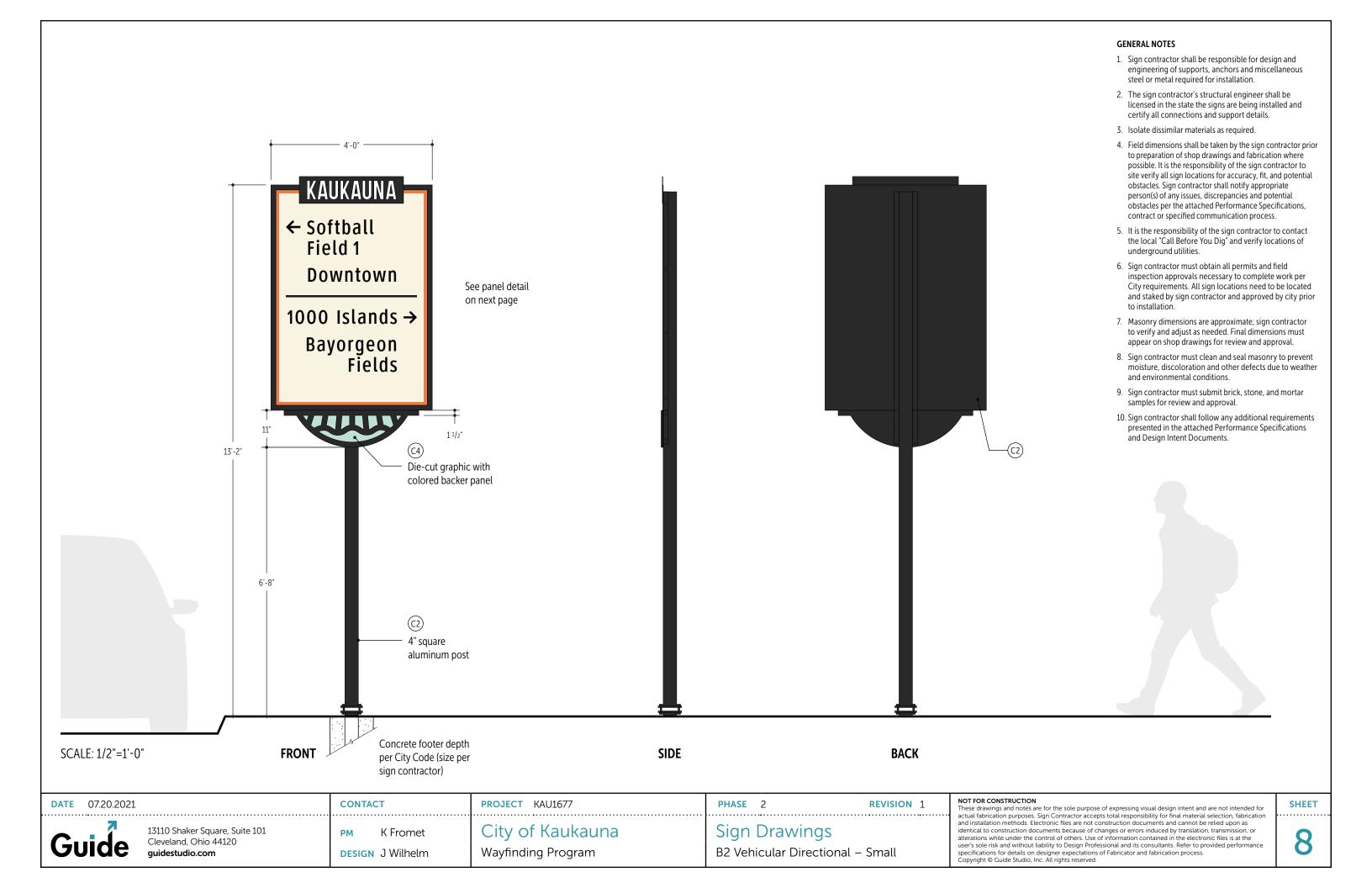


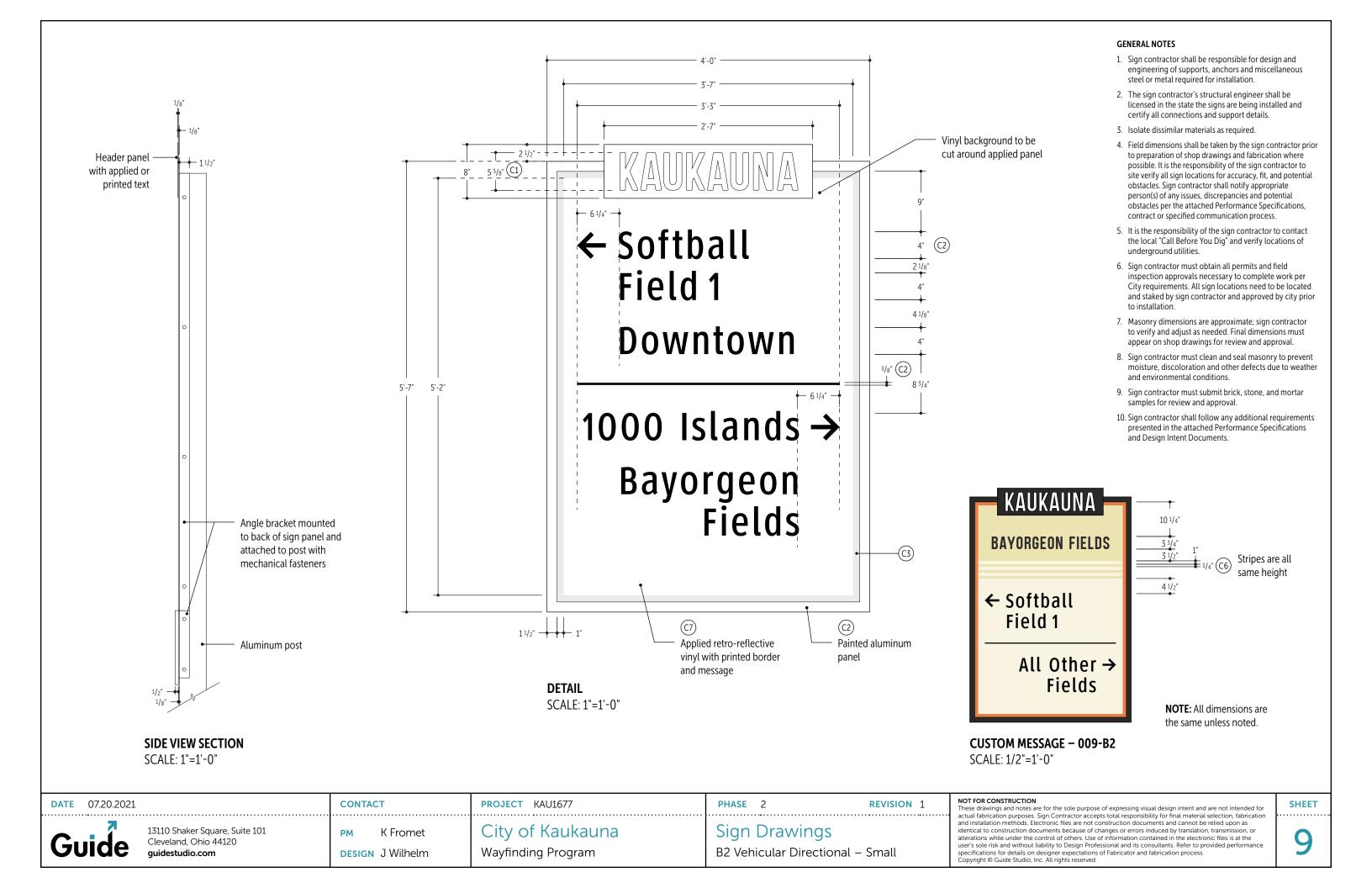


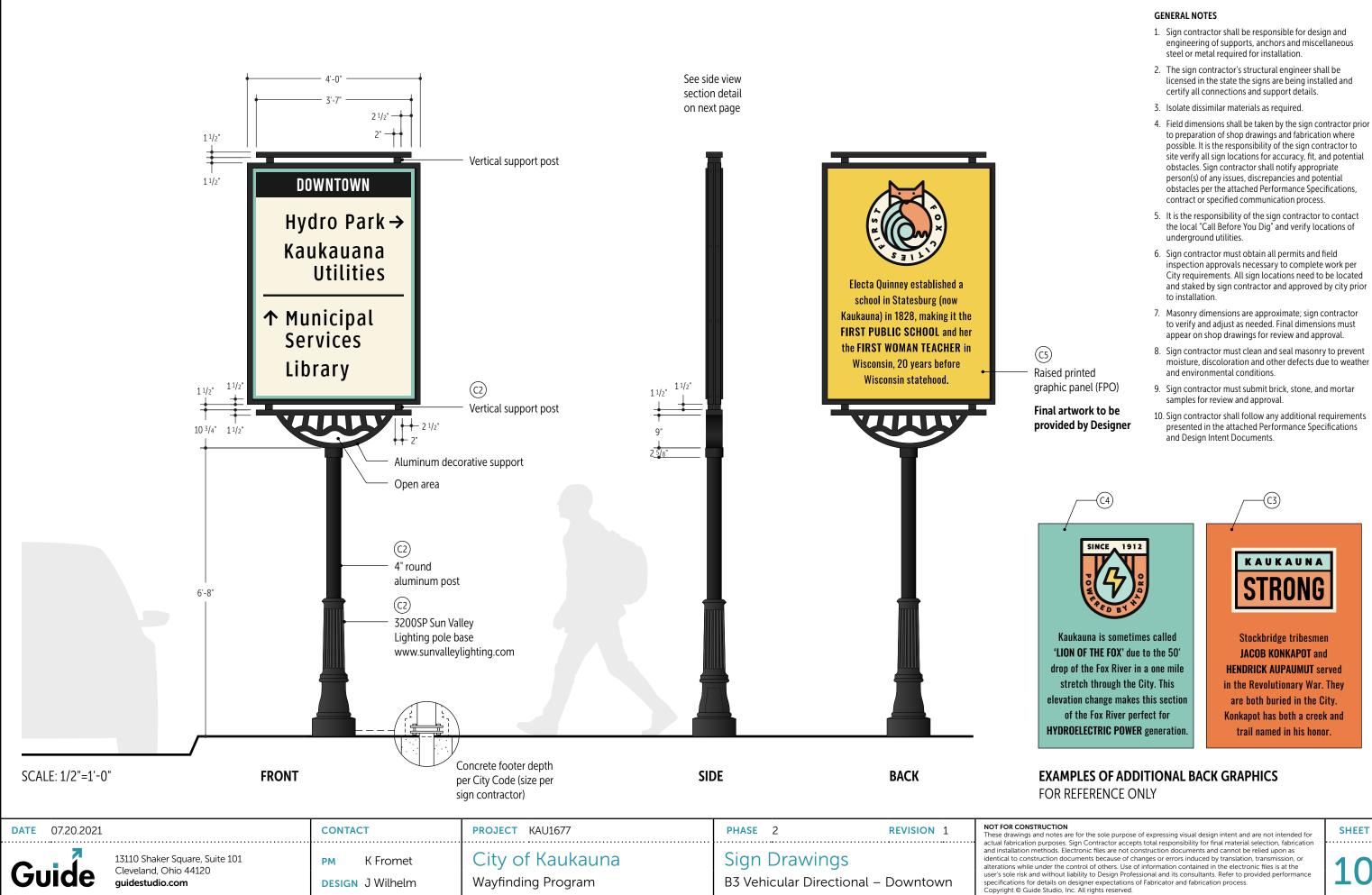


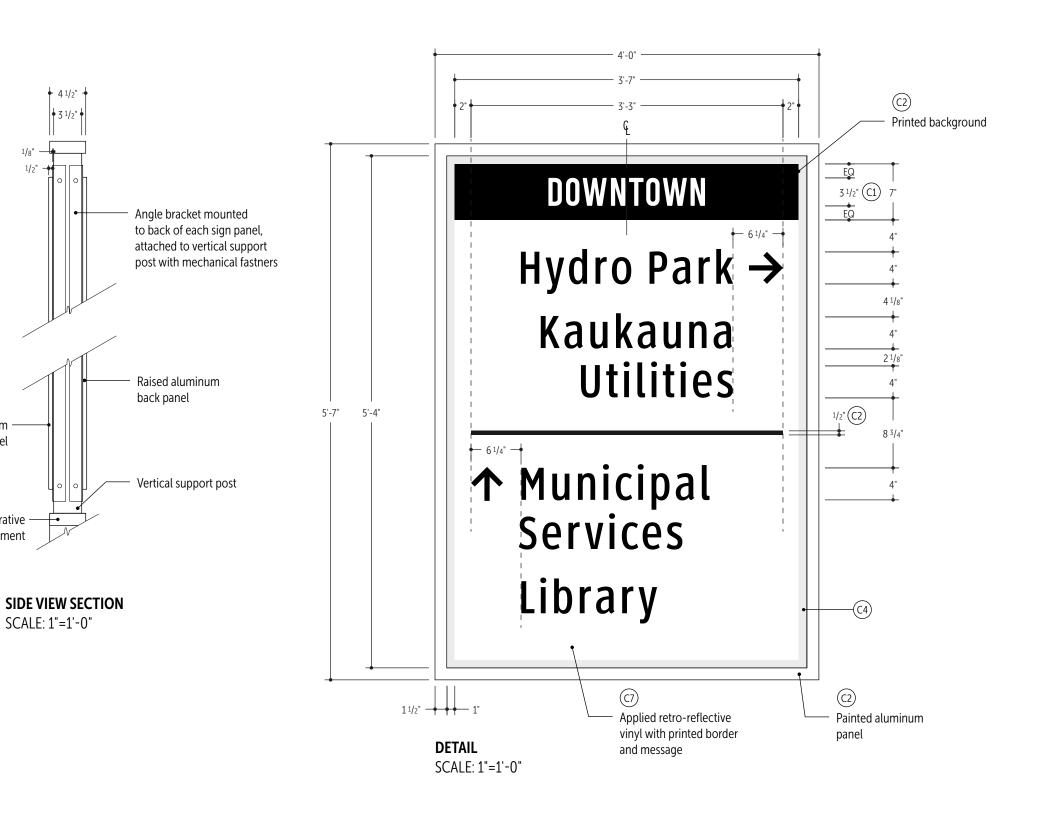












GENERAL NOTES

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- 10. Sign contractor shall follow any additional requirements presented in the attached Performance Specifications and Design Intent Documents.

Raised aluminum

message panel

Aluminum decorative

element

4 1/2"

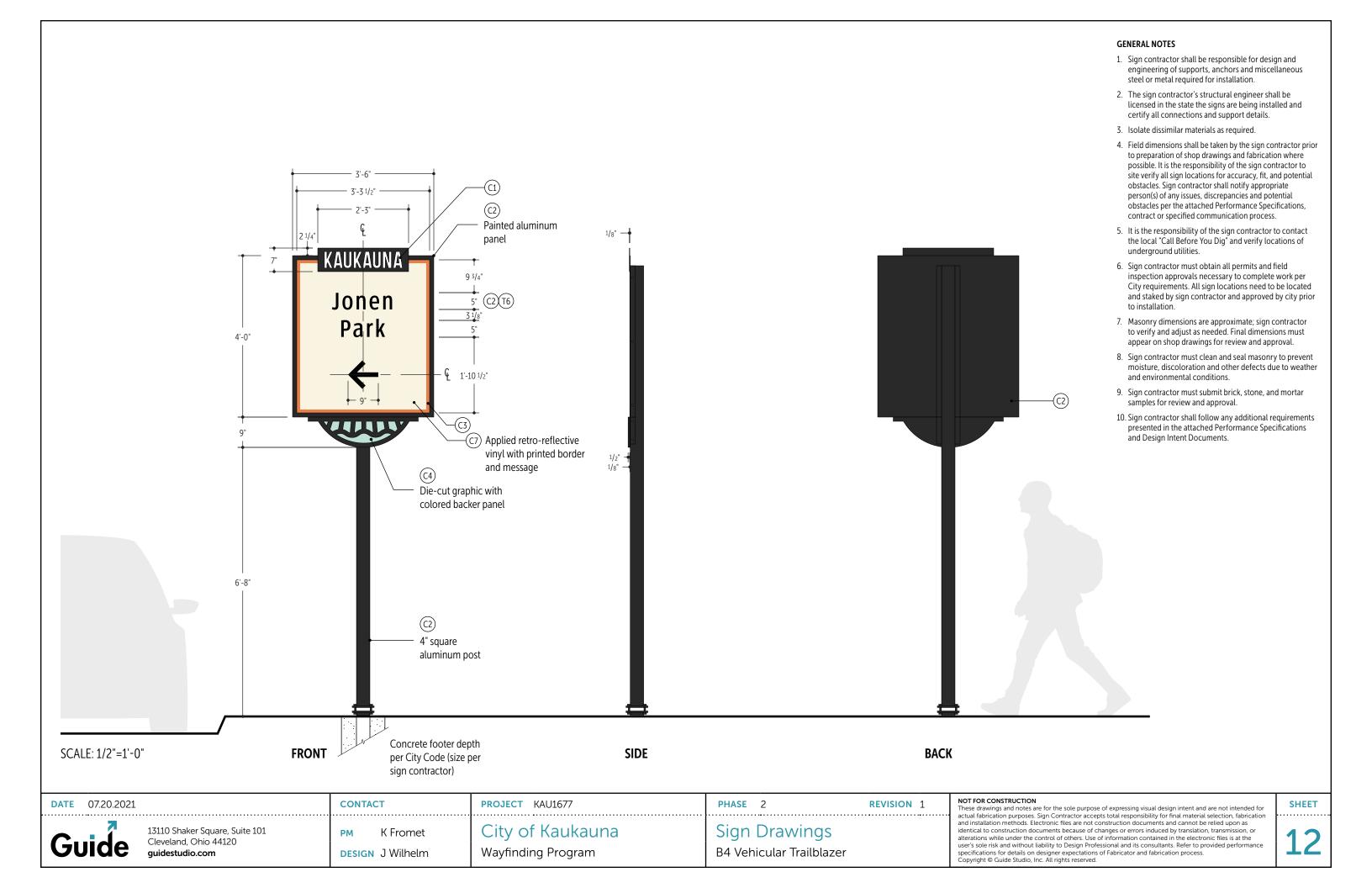
3 1/2"

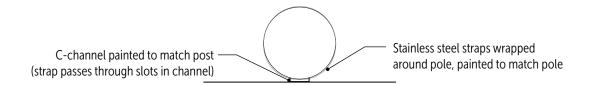
CONTACT

PROJECT KAU1677

REVISION 1

PHASE 2



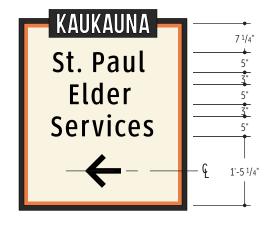


MOUNTING DETAIL (TOP VIEW)

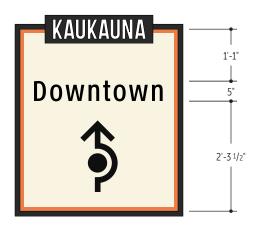


EXISTING UTILITY POLE MOUNTED

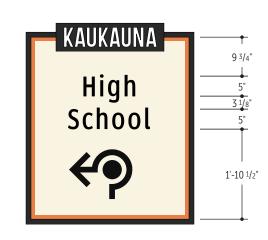
CONTACT



3-LINE MESSAGE



ROUNDABOUT MESSAGES



NOT FOR CONSTRUCTION

REVISION 1

GENERAL NOTES

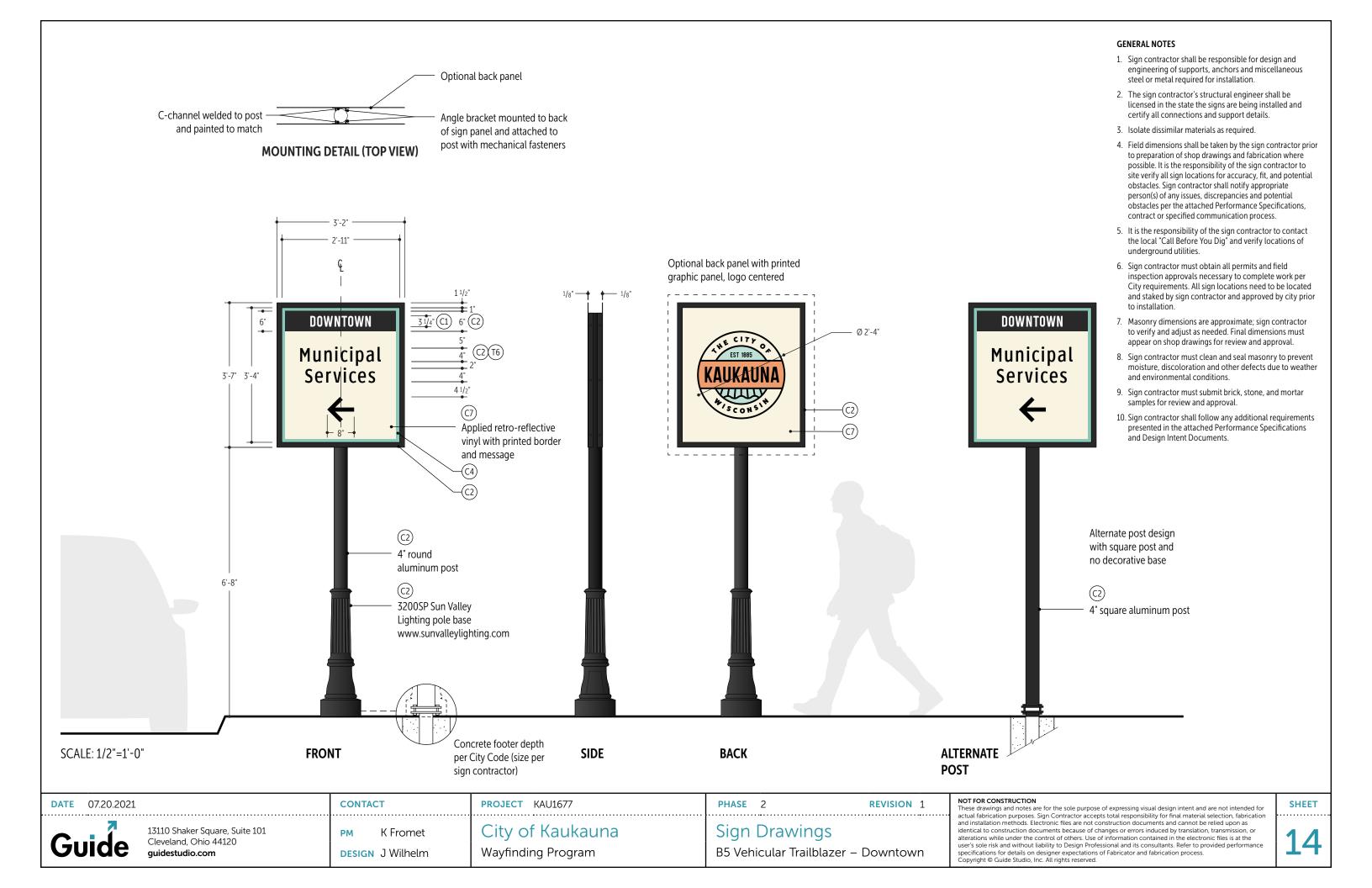
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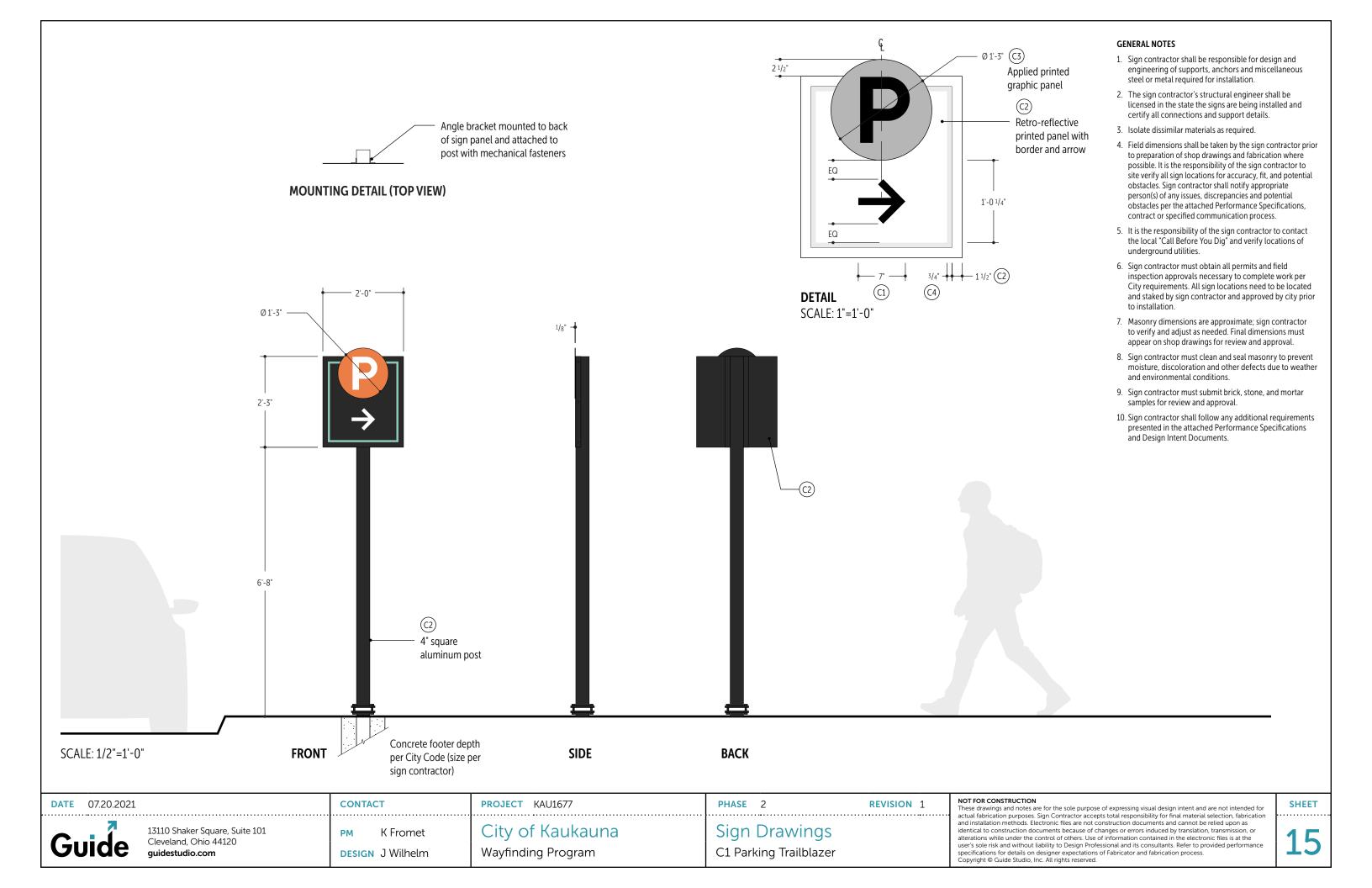
Guide 13110 S
Clevelal

PROJECT KAU1677

B4 Vehicular Trailblazer

PHASE 2





GENERAL NOTES 1. Sign contractor shall be responsible for design and engineering of supports, anchors and miscellaneous steel or metal required for installation. 2. The sign contractor's structural engineer shall be licensed in the state the signs are being installed and certify all connections and support details. 3. Isolate dissimilar materials as required. C-channel welded to post Angle bracket mounted to back 4. Field dimensions shall be taken by the sign contractor prior to preparation of shop drawings and fabrication where and painted to match of sign panel and attached to possible. It is the responsibility of the sign contractor to post with mechanical fasteners site verify all sign locations for accuracy, fit, and potential MOUNTING DETAIL (TOP VIEW) obstacles. Sign contractor shall notify appropriate person(s) of any issues, discrepancies and potential obstacles per the attached Performance Specifications, contract or specified communication process. 5. It is the responsibility of the sign contractor to contact the local "Call Before You Dig" and verify locations of (C3) underground utilities. Applied printed 6. Sign contractor must obtain all permits and field graphic panel inspection approvals necessary to complete work per City requirements. All sign locations need to be located Ø 1'-6" and staked by sign contractor and approved by city prior to installation. 7. Masonry dimensions are approximate; sign contractor to verify and adjust as needed. Final dimensions must appear on shop drawings for review and approval. 8. Sign contractor must clean and seal masonry to prevent moisture, discoloration and other defects due to weather and environmental conditions. 9. Sign contractor must submit brick, stone, and mortar 2'-8" EQ samples for review and approval. **PUBLIC** 4 1/2" (C1)(T6)10. Sign contractor shall follow any additional requirements presented in the attached Performance Specifications and Design Intent Documents. 1 1/2" KONKAPOT Retro-reflective printed Optional trail TRAIL head sign panel graphic mounted to panel (C2) 3/4" 11/2"C2 4" round aluminum post Applied printed seal, SIDE DETAIL 6'-8" graphic is 30% tint of black (C2) 3200SP Sun Valley Lighting pole base www.sunvalleylighting.com Concrete footer depth SCALE: 1/2"=1'-0" **FRONT** SIDE **BACK** per City Code (size per sign contractor) NOT FOR CONSTRUCTION **DATE** 07.20.2021 PROJECT KAU1677 PHASE 2 SHEET CONTACT REVISION 1 These drawings and notes are for the sole purpose of expressing visual design intent and are not intended for actual fabrication purposes. Sign Contractor accepts total responsibility for final material selection, fabrication and installation methods. Electronic files are not construction documents and cannot be relied upon as City of Kaukauna Sign Drawings 13110 Shaker Square, Suite 101 identical to construction documents because of changes or errors induced by translation, transmission, or alterations while under the control of others. Use of information contained in the electronic files is at the K Fromet

C2 Parking Identification

Wayfinding Program

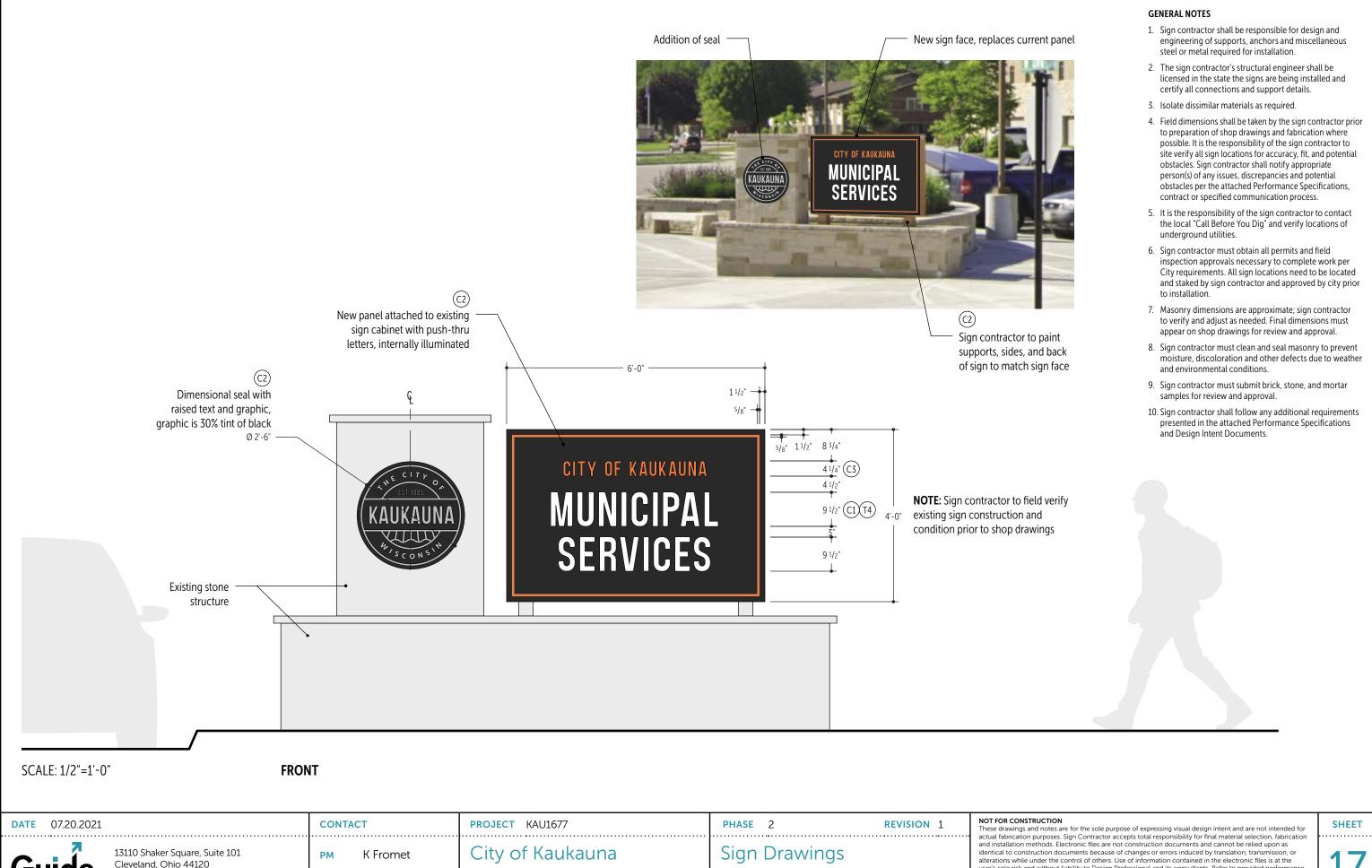
DESIGN J Wilhelm

Cleveland, Ohio 44120

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Wayfinding Program

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D1 Facility Identification - Modify Existing

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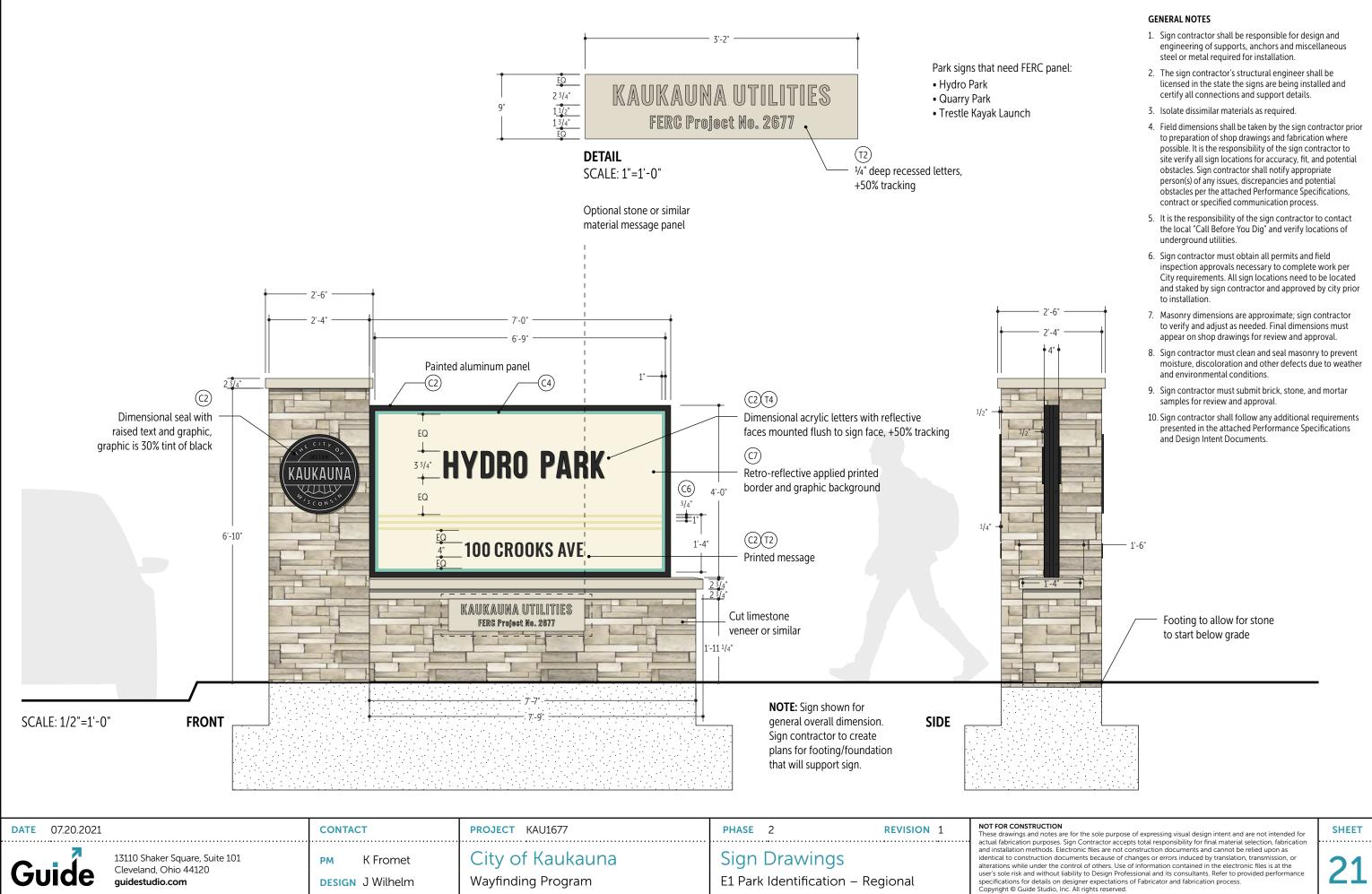
GENERAL NOTES 1. Sign contractor shall be responsible for design and engineering of supports, anchors and miscellaneous steel or metal required for installation. 2. The sign contractor's structural engineer shall be licensed in the state the signs are being installed and certify all connections and support details. 3. Isolate dissimilar materials as required. 4. Field dimensions shall be taken by the sign contractor prior to preparation of shop drawings and fabrication where possible. It is the responsibility of the sign contractor to site verify all sign locations for accuracy, fit, and potential obstacles. Sign contractor shall notify appropriate person(s) of any issues, discrepancies and potential obstacles per the attached Performance Specifications, contract or specified communication process. 5. It is the responsibility of the sign contractor to contact the local "Call Before You Dig" and verify locations of underground utilities. 6. Sign contractor must obtain all permits and field inspection approvals necessary to complete work per TOP City requirements. All sign locations need to be located and staked by sign contractor and approved by city prior to installation 7. Masonry dimensions are approximate; sign contractor to verify and adjust as needed. Final dimensions must appear on shop drawings for review and approval. 8. Sign contractor must clean and seal masonry to prevent moisture, discoloration and other defects due to weather and environmental conditions. 9. Sign contractor must submit brick, stone, and mortar samples for review and approval. Applied panel with 10. Sign contractor shall follow any additional requirements **C3** presented in the attached Performance Specifications applied/printed letters 4 3/8" and Design Intent Documents. Dimensional letters and 1/4" rule line mounted flush, CITY HALL with reflective vinyl faces 4'-3" 4'-0 1/2" Retro-reflective printed graphic POLICE DEPT **C**3 6'-4" (C2) 144 W 2ND ST 3" round aluminum post X-BA-STEU-RD-3 Metalcraft Industries pole base www.metalcraftindustries.net Direct burial installation unless in public right-of-way then use alternate installation with breakaways, sign SCALE: 1/2"=1'-0" **FRONT** SIDE contractor to determine method. Concrete footer depth per City Code (size per sign contractor) NOT FOR CONSTRUCTION **DATE** 07.20.2021 **PROJECT** KAU1677 PHASE 2 SHEET CONTACT **REVISION 1** These drawings and notes are for the sole purpose of expressing visual design intent and are not intended for actual fabrication purposes. Sign Contractor accepts total responsibility for final material selection, fabrication and installation methods. Electronic files are not construction documents and cannot be relied upon as Sign Drawings

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K Fromet **DESIGN** J Wilhelm City of Kaukauna Wayfinding Program

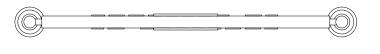
D2 Facility Identification - Large

identical to construction documents because of changes or errors induced by translation, transmission, or alterations while under the control of others. Use of information contained in the electronic files is at the user's sole risk and without liability to Design Professional and its consultants. Refer to provided performance specifications for details on designer expectations of Fabricator and fabrication process Copyright © Guide Studio, Inc. All rights reserved.

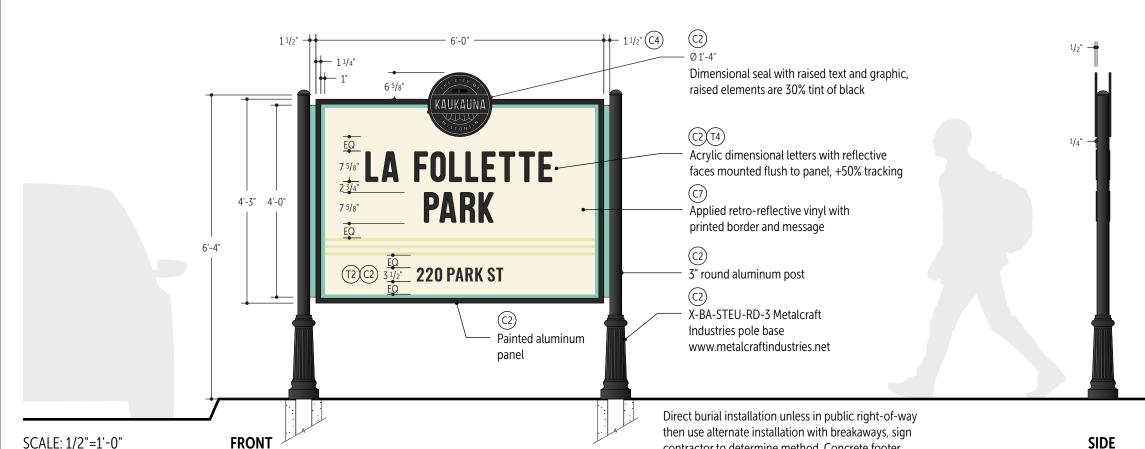


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NOTE: Price alternate full printed retro-reflective panel with no dimensional letters



TOP



GENERAL NOTES

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SIDE

DATE 07.20.2021

13110 Shaker Square, Suite 101 Cleveland, Ohio 44120 guidestudio.com

K Fromet **DESIGN** J Wilhelm

CONTACT

City of Kaukauna Wayfinding Program

PROJECT KAU1677

PHASE 2

contractor to determine method. Concrete footer depth per City Code (size per sign contractor)

REVISION 1

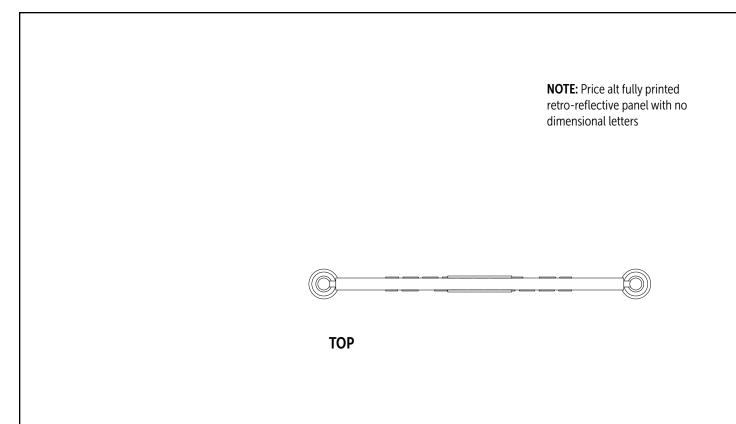
Sign Drawings

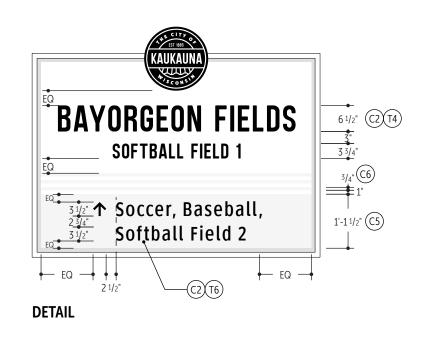
E2 Park Identification - Local

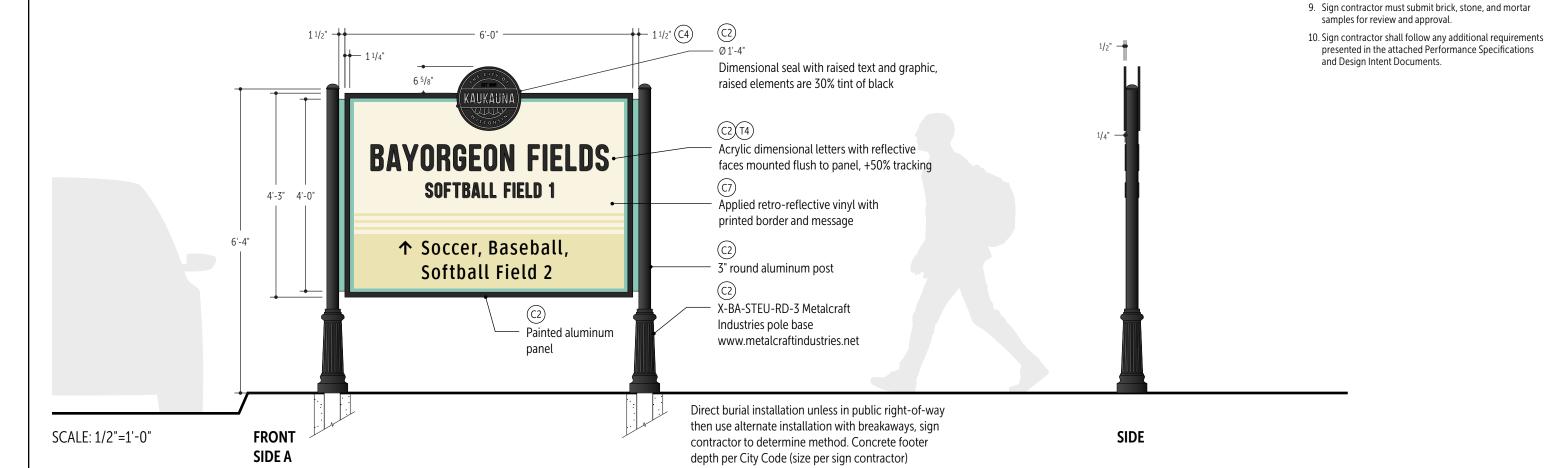
NOT FOR CONSTRUCTION

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SHEET







NOT FOR CONSTRUCTION

REVISION 1

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5. It is the responsibility of the sign contractor to contact

6. Sign contractor must obtain all permits and field

underground utilities.

to installation

the local "Call Before You Dig" and verify locations of

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and environmental conditions.

steel or metal required for installation.

SHEET

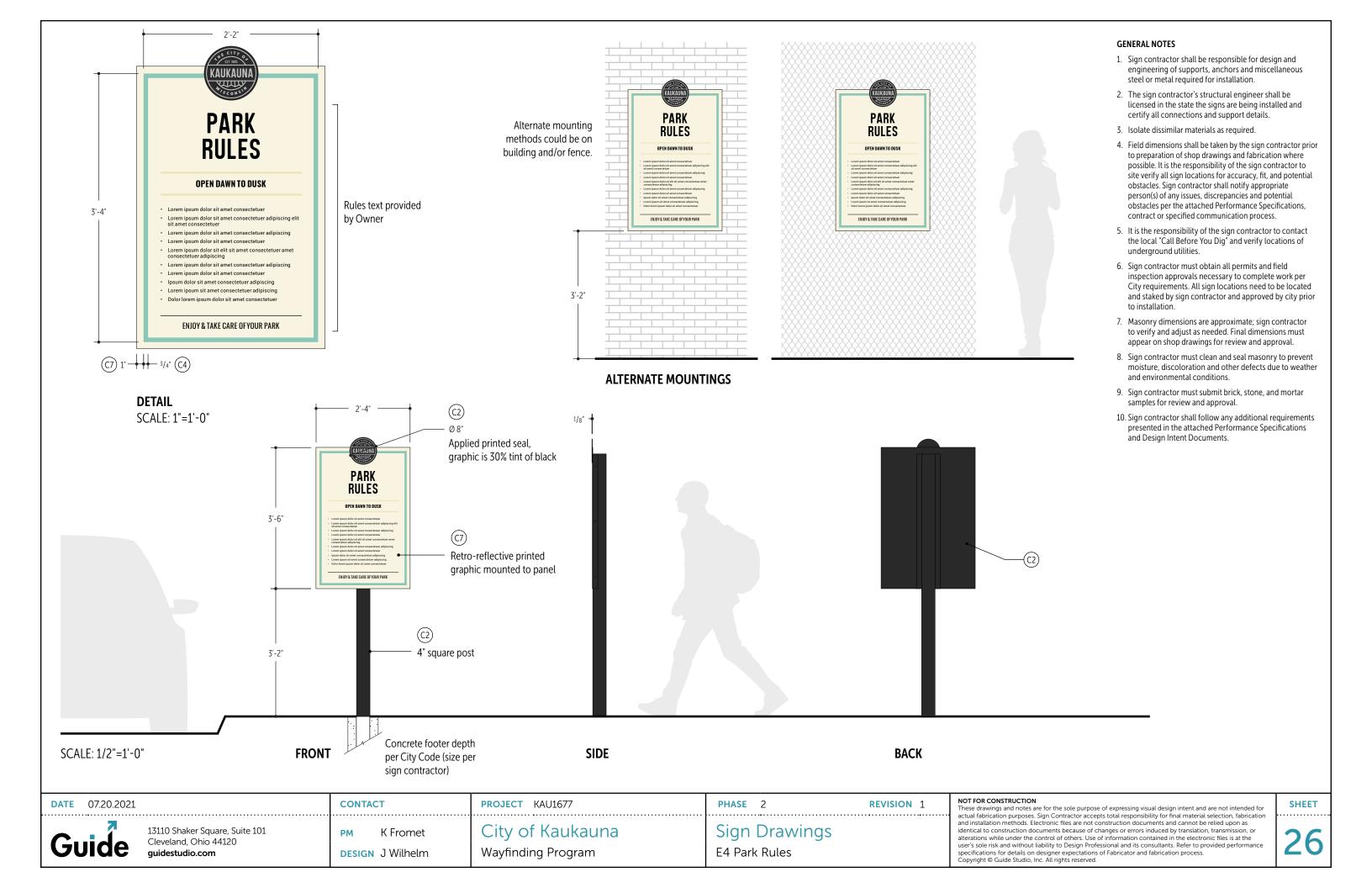
DATE 07.20.2021

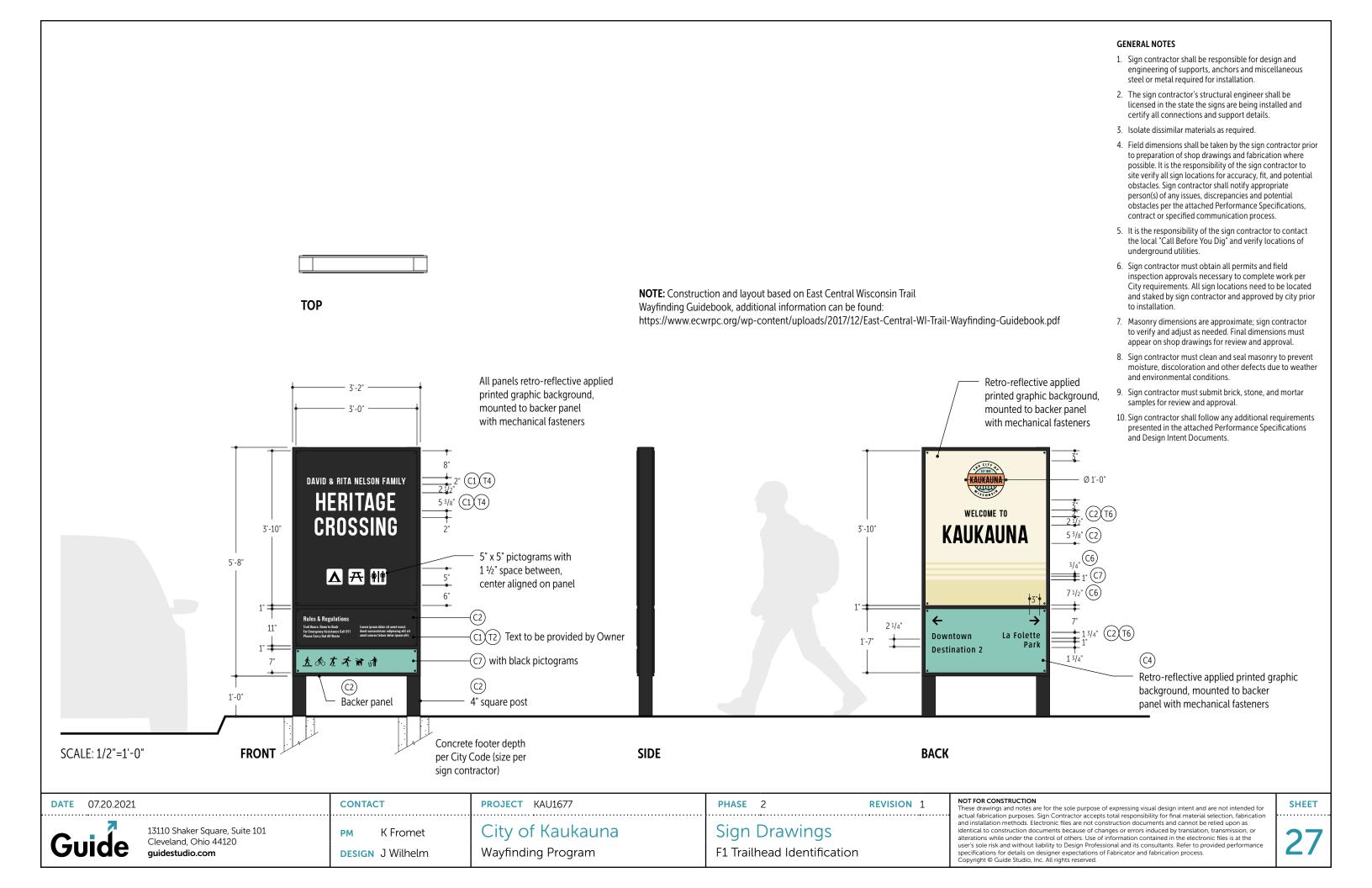
DESIGN J Wilhelm

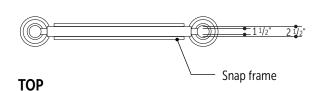
CONTACT

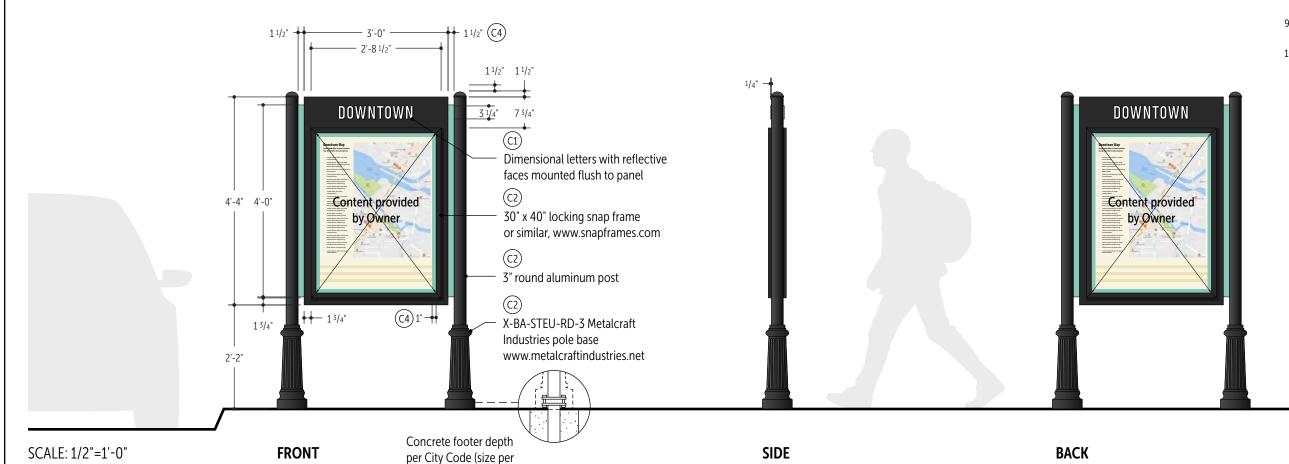
PROJECT KAU1677

PHASE 2









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O7.20.2021

13110 Shaker Square, Suite 101 Cleveland, Ohio 44120 guidestudio.com PM K Fromet

DESIGN J Wilhelm

sign contractor)

City of Kaukauna
Wayfinding Program

PROJECT KAU1677

PHASE 2

Sign Drawings
G1 Pedestrian Kiosk

NOT FOR CONSTRUCTION

REVISION 1

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SHEET

28





Nicholas J. Dupuis, Planning Director 151 Martin Street Birmingham, MI 48009 Phone: 248-530-1856 Email: ndupuis@bhamgov.org City of Birmingham Attention: City Clerk 151 Martin Street Birmingham, MI 48009

Dear Selection Committee:

Kerestes-Martin Associates, Inc., (KMA Design) is pleased to submit this proposal for the Wayfinding Project for the City of Birmingham. The requirements of the RFP match the capabilities of the firm assuring a comprehensive approach to execute this project through fruition. KMA Design has the experience, expertise, personnel, and proven methodology and project management to deliver a quality project that will exceed expectations. Specializing in the unique specialty of experiential graphic design (signage design and planning) KMA excels in all aspects required to develop a comprehensive sign program that will expand and grow with the community for years to come.

The firm is an award-winning, women-owned business certified in FL, PA, NC, TN, and NY. The firm has three offices located in Pittsburgh, Philadelphia, and Tampa. The firm has worked in 30 states including Wisconsin, Paris, France and Rome, Italy. The firm has current and completed work in many cities across the country including, Manassas, VA, Rockwell, MD, Shawnee, OK, North Augusta, SC, Lake Worth, FL, New Port Richey, FL, Viera, FL, Moon, PA, Aspinwall, PA, Sewickley, PA, Bristol, RI, Quonset, RI, Bloomfield, CT, Colchester, VT, Mead, CO, Durango, CO, Mukwonago, WI, Dunwoody, GA, Kennesaw, GA and Perry, GA to name a few.

An attractive and effective sign program has far-reaching results, such as promoting civic pride and enhancing the built and natural environment. It is the synthesis of form and function that results in a signage system that will be cost-effective, flexible and provide prudent life cycle cost to the community. Through a well-planned sign program, KMA Design offers the city an opportunity to add value and visual appeal while attracting visitors from surrounding communities and providing ease of travel. Effective wayfinding solutions, precise planning, and accurate knowledge of materials allows KMA Design to reduce safety concerns, highlight historic, recreational and business destinations, clarify parking areas, and plan for future message modifications through digital and static signage types.

KMA is experienced in synthesizing a community's brand image with the look of the custom signage and wayfinding program creating visual communication that compliments the natural environment of the city.

Contact Person for the Firm: Barbara J. Martin, CEO 1276 McEwen Avenue Cecil, PA 15317 412-429-4071 office phone 724-263-9804 cell bjm@thekmagroup.com

KMA Design invites the City of Birmingham to visit its website at www.thekmagroup.com for a more extensive view of the company's profile.

Thank you in advance for your consideration of KMA Design.

Regards,

Barbara J. Martin Chief Executive Officer





Kerestes-Martin Associates, Inc., (KMA Design) is an S-Corporation incorporated in the Commonwealth of Pennsylvania. KMA Design is a WBE, DBE, and SBE in several states and cities including Pennsylvania.

KMA Design was founded in 1996 by Barbara J. Martin, the firm's Chief Executive Officer and Board Chair. She is the majority shareholder (51%) of the company. Ms. Martin is the recipient of the "Diamond Award" for being one of the top 25 CEOs in the Pittsburgh Region, the "Women in Business Award" given out to only 20 women per year for company performance in the Pittsburgh region and is a "Distinguished Alum" of her alma mater, Seton Hill University.

In 2000, Martin added a partner, David W. Kosick, President and minority shareholder (49%), to help control the burgeoning growth the firm was experiencing. Mr. Kosick comes from a marketing and branding background with experience in the planning and management of signage and wayfinding projects prior to joining KMA Design. Kosick oversees the Project Management and Planning staff for KMA Design.

KMA has offices in Pittsburgh, Philadelphia, and Tampa.

The firm is an experiential graphic design firm and a member of the Society of Experiential Graphic Design (SEGD), specializing in wayfinding and signage design. The firm has worked in 30 states, Paris, France and Rome, Italy. KMA has particular expertise in the development of signage programs for government, municipalities, states, and cities throughout the country.

As the firm will be celebrating its twenty-seventh anniversary on January 1st and it can boast of steady growth and revenue increase during the last several years. During this timeframe, the company more than doubled its annual revenue and opened additional offices due to its increased volume of work in Florida, New York, and New England. The increased revenue afforded KMA Design the "Fastest Growing Businesses in the Pittsburgh Region" award in which KMA ranked 22nd out of the top 100 and first in its specialty.



Diamond Award & The Women in Business Award



US Commerce Association



American Graphic Design and Advertising



The firm's staff is comprised of designers, project managers, auditors/planners, construction experts, and administrative staff. KMA does not believe in having designers do project manager assignments, like the approach of many of its competitors, instead its approach is assigning the most qualified employee to do the tasks that relate best to their talents. This provides the client with diverse experts and the "team" approach to their projects assuring that all involved are aware of the specific nuances of the work facilitating communication and accuracy.

All work required in the scope of work identified in this RFP will be done by KMA Design's own forces. At no time will sub-consultants be utilized to supplement the capabilities of the staff.

Award-Winning

The firm is the recipient of numerous design awards, in the healthcare, public sector, entertainment, and higher education arena. These include:

2019 Lakeland Regional Health Pavilion for Women and Children was the recipient of "Best of Category" awarded by the American Graphic Design & Advertising was the top award given to any designer and was selected from a national design competition.

2019 Mount Sinai Medical Center "Award of Distinction" by the American Graphic Design & Advertising Association for interior and exterior signage and graphics including wall murals to provide additional wayfinding cues while enhancing the environment through the use of historic photos of the Hialeah/Miami area.

2019 WVUMedicine "Award of Distinction" by the American Graphic Design & Advertising Association for the comprehensive branding, signage, and wayfinding implementation for the entire health system including 8 hospitals and over 50 related medical facilities.

S E G

2019 Stamford Hospital "Award of Distinction" by the American Graphic Design & Advertising Association



Lakeland Regional Medical Center, Lakeland, FL



Mount Sinai Medical Center, Haileah, FL



WVUMedicine Ruby Memorial Hospital, Morgantown, WV



Stamford Hospital, Stamford, CT



for the comprehensive interior and exterior signage program developed for the new facility and the replacement of the existing signage in the original building making wayfinding seamless from one location to the next.

2019 David L. Lawrence Convention Center "Award of Distinction" by the American Graphic Design & Advertising Association for the development of a complete replacement program for the center's interior signage. The program highlighted static and digital message boards providing flexibility and the ability to communicate with multiple cultures through bi-lingual translations.

2019 Seton Hill University "Award of Distinction" by the American Graphic Design & Advertising Association for a 100-year timeline wall mural to celebrate the University's Centennial. The 120 linear feet display honors staff, students and distinguished speakers and guests throughout the years.

2019 Town of Bloomfield "Award of Distinction" by the American Graphic Design & Advertising Association for the signage and wayfinding for the entire city including directional, destination, parking and gateway sign types.

2016 Seton Hill University Donor Helix "Best in Category" by the American Graphic Design & Advertising Association for the design of a sculpture commemorating the numerous donors to the Joanne Woodyard Boyle Health Sciences Center.

2015 Gateway Clipper Fleet "Best in Category" by the American Graphic Design & Advertising Association for the branding and signage and wayfinding design for riverboat fleet along the Monongahela, Allegheny, and Ohio Rivers. Signage and graphic enhancements included boats, wharf, dock, and entrances.

2015 St. Johns University "Award of Distinction" by the American Graphic Design & Advertising Association for the signage design and wayfinding for Queens, NY, Rome, Italy and Paris, France campuses. Sign types included gateways, pedestrian and vehicular



David L. Lawrence Convention Center, Pittsburgh, PA



Seton Hill University, Greensburg, PA



Town of Bloomfield, CT



Gateway Clipper Fleet, Pittsburgh, PA





KMADESIGN Innovative Design For Exceptional Spaces

directionals, parking identification, building identification, map kiosks, and street signage.

Additional Awards and Certifications:

2019 CUPRAP Cuppie Award

2019 PRSA-Renaissance Award

2016 Fastest Growing Companies

2016 US Commerce Association Best of Carnegie

2015 US Commerce Association Best of Carnegie

2014 US Commerce Association Best of Carnegie

2013 Diamond Award (Top 15 CEOs)

2013 US Commerce Association Best of Carnegie

2013 Women in Business First Award

2012 US Commerce Assoc. Best of Canonsburg

Portfolio

Healthcare

With a retention rate of over 85% of existing clients, the firm's philosophy of customer service and performance has proven itself through excellent references and repeat work. West Virginia University's health system, WVUMedicine, has hired KMA Design for the past 14 years to execute all of their signage projects. Their flagship, Ruby Memorial Hospital, is a 600-bed 2,000,000 + square foot facility. Other locations include 12 hospitals, outpatient clinics, and physician offices totaling some additional 10,000,000 square feet. Florida Hospital in central Florida hired KMA to develop signage and wayfinding for seven of their hospital facilities over the past 6 years.

KMA Design has executed signage design, wayfinding, and master planning for over 150 hospitals, including Johns Hopkins, Baltimore, MD, Mount Sinai Medical Center, Miami, FL and University Medical Center, El Paso, TX to name only a few.

Convention Centers

KMA designed the second largest convention center in the United States, The Orange County Convention Center, Orlando, FL phases I, II and III. The project consisted of both interior and exterior signage design including all parking structures. KMA also signed the David L. Lawrence Convention Center, Pittsburgh, PA in conjunction with the G-20 World



Seton Hill University, Greensburg, PA



St. John's University, Queens, NY



Castle Rock Adventist Health, Castle Rock, CO



Summit during the Obama administration. This project includes dynamic and static interior signage and exterior building identification and wayfinding along with the signing of the adjacent parking garage. In Morgantown, WV, KMA Design signed the Morgantown Event Center and hotel complex. The project consisted of interior and exterior signage design and implementation.

Athletic Complexes

KMA is also known for its portfolio of professional and NCAA sporting complexes. The PPG Paints Arena, home of the NHL Pittsburgh Penguins, The Amalie Arena, home of the NHL Tampa Bay Lightning, PNC Park, MLB's Pittsburgh Pirates' stadium, MiLB's Black Bears' Monongalia County Ballpark, which shares its diamond with West Virginia University's NCAA baseball and softball teams, Indiana University of Pennsylvania's Kovalchick Athletic and Conference Center, home of IUP's NCAA basketball and University of Pittsburgh's Petersen Events Center, which houses Pitt's basketball arena and convocation center and Pitt's Petersen Sporting Complex home to their softball and soccer teams are all representative of the scale and type of notable projects that KMA can boast about as a part of its portfolio. Seating capacity for these sites range from 6,500 to 38,000, necessitating the need for precise wayfinding. The complexity of loading thousands of patrons into a facility simultaneously is a testament to their understanding of wayfinding and signage planning.

Casinos

Similarly, the firm has created signage programs for the Hard Rock Hotel and Casino in Tulsa, Ok, Mohegan Sun Casino and Racetrack in Wilkes Barre, PA and multiple other Cherokee Nation-owned casinos in Oklahoma.

Transportation Hubs

Major transportation hubs are also a part of the vast experience the firm offers. The Southwest Florida International Airport, Fort Myers, FL, T.F.Green International Airport, Providence, RI and the Colorado Springs International Airport, and county airports in central Pennsylvania; Capital City Executive Airport, Gettysburg Regional Airport, and



PNC Park, Pittsburgh, PA



PPG Paints Arena, Pittsburgh, PA



Hard Rock Casino & Hotel, Tulsa, OK



Regional Transportation District, Denver, CO





Franklin County Regional Airport are examples of extensive wayfinding projects requiring the proper team, design ability, and management skills.

Entertainment Venues

Some of the firm's more recognizable projects include the entrances into Walt Disney World, EPCOT Center and Hotel Plaza at Disney World Orlando and Universal Studios' Marvel Comics and Suessland a part of the Islands of Adventure venues also in Orlando.

Success with State and National Organizations:

Federal Experience

KMA was hired as one of three firms selected for a three-year period to create analyses and maintain existing signage standards for the National Park Service. The NPS Standards Manual had guidelines, but as with all documents, there were exceptions or modifications that had to occur to accommodate individual parks. One example in which KMA Design was the designer, is the Everglades National Park, which included signage and interpretive panels, trail maps and regulations throughout its vast expanse.

State Experience

When it comes to working directly with state agencies, KMA is one of a few firms that has contracted directly with several states in the United States. These include Iowa, Pennsylvania, New Hampshire, Michigan, Rhode Island, West Virginia, New York, Florida, and Tennessee.

KMA Design is currently in the process of developing new state-wide signage standards for Rhode Island's Department of Environmental Management and the state of Michigan's state park system. These large projects entail several types of signage including park entrances, rules and regulations, informational kiosks, interpretive panels, and trail signage.

The State of Tennessee hired KMA Design in 2019 for a three-year term to update its existing signage branding standards and implement them at some 3,000 state-owned buildings and sites across



Walt Disney World Entrances, Orlando, FL



National Park Service , Everglades National Park, Florida



State of Iowa Department of Natural Resources



State of Tennessee



KMADESIGN

Tennessee. This project is one that requires diligence in maintaining the existing graphic master plan while accommodating specific nuances that arise based on site constraints, DOT limitations, the MUTCD and unique parameters that the current standards do not specifically address.

KMA has had a successful relationship with the state of Iowa's Department of Natural Resources. The firm was responsible for producing a standards manual for all sign types necessary to effectively sign the sixty-threestate park system. The signage program is intended to inform, label, direct and provide restrictions and regulations. They identify park gateways and entrances, major destinations within each park, wayfinding, camping sites, trails, distance markers, restrooms, buildings, and boat docking locations.

Cities and Towns

KMA is proud of its resume of cities and towns, which represent all geographic regions and sizes. The firm has satisfied the needs of communities throughout the country these include:

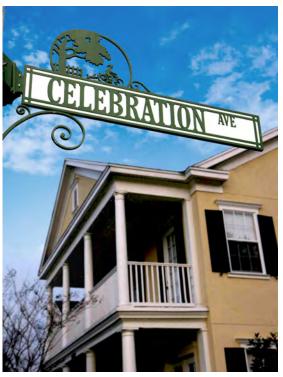
Allentown, PA Aspinwall, PA Bridgeville, PA Bloomfield, CT Bloomington, IL Bristol, RI Castle Shannon, PA Carnegie, PA Celebration, FL Colchester, VT Covington, KY Dunwoody, GA Durango, CO Glenview, IL Kennesaw, GA Lake Worth, FL

Manassas, VA Manchester, CT Mead, CO Moon Township, PA Mukwonago, WI New Port Richey, FL North Augusta, SC Perry, GA Quonset, RI Rockville, MD Sewickley, PA Shawnee, OK

Tinley Park, IL Troy, MI Viera, FL

Smithville, MO

Many of the cities KMA has developed signage systems for are of a similar size to Birmingham. Whether population of geographic area, KMA has signed rural and urban municipalities with populations exceeding 100,000 and geographic areas comprising over 45



City of Celebration, Celebration, FL



City of Shawnee, Shawnee, OK



City of Lake Worth, FL

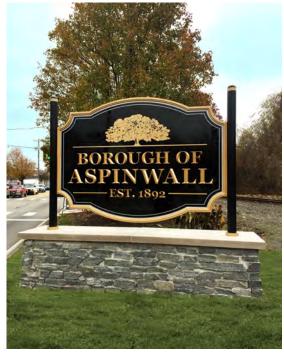




square miles. The work that the firm has done is individualized for each location with a unique design concept that is reflective of the architecture, history or vision of the community toward the future. This is evident in the firm's portfolio of city work, which follows in item 3 of this response.

Complete planning and design services through construction documents and construction administration (optional service) are offered by the firm to assure its clients continuity and accountability from start to finish.

This staff is qualified in the specific area of environmental graphic design, eliminating the watered-down effect of trying to be good at too many things. Instead, KMA strives to be excellent in the finite world of signage and wayfinding design, which is evident through its long history, quality design and many satisfied clients.



Borough of Aspinwall, Aspinwall, PA



City of Perry, GA



City of Sevierville, TN





Individuals Assigned to this Project

The professionals assigned to this project have the tenure and experience to work with the City of Birmingham and its stakeholders in coordinating a cohesive exterior signage program. KMA's staffing philosophy is two-fold in the execution of work and division of staff responsibilities.

The following synopsis highlight the key personnel who will be assigned to this project. The team assembled has worked side by side on several municipal signage and wayfinding projects. The team approach that will be taken on this project will benefit the city as KMA staff have the same goal, which is to produce quality wayfinding standards to meet the specific requirements of this project.

The fact that key personnel have worked together on over twenty-five city projects, bodes well for KMA's clients. All are knowledgeable of the status of a project and can provide information to the client at any stage of the process. The team will focus its individual strengths to execute the planning, design and final standards/construction documents for the program as a whole.

The following synopsis highlights the key personnel who will be assigned to this project. The team assembled has worked side-by-side on several city signage and wayfinding projects. The team approach will be unilateral and will benefit Birmingham as the KMA staff have the same goal, which is to produce quality wayfinding standards to meet the specific requirements of this project.

The fact that key personnel have worked together for years, bodes well for KMA's clients. All are knowledgeable of the status of a project and can provide information to the client at any stage of the process. The team will focus its individual strengths to execute the planning, design and final standards/construction documents for the program as a whole.

Principal in Charge: Barbara Martin, Principal-in-Charge 30 years-experience

As the Principal in Charge of the project, Martin will serve as the project principal overseeing staff responsible for design and planning. This includes quality assurance through the final approval of the work. She will oversee all aspects of the project from client interface, design, master planning and the overall management approach. She will monitor the work of the Project Director, Project Manager, planning and design staff quality controlling all processes and deliverables. Once she has reviewed and approved the work, each phase's deliverables will then be presented to the city.

Her intimate understanding of signage and wayfinding for cities and towns is complimented by an extensive resume and wisdom of the process. She understands working with stakeholders representing all constituents including marketing, administration, public works, planning and other community representatives making presentations to Council and other governing bodies to achieve consensus. She has also conducted several public forums in both the planning process to foster a baseline for signage programs as well as to present design options.



PHILADELPHIA

RGH / TAMPA / PHILA

Project Director: David Kosick, Project Programming/Planner 22 years-experience

Kosick has twenty-two years-experience with city work and will oversee the planning process beginning with an inventory of existing conditions, observations of voids in the current system, new construction modifications and the overall circulation of visitors. He will coordinate planning staff on the project, problem solve, provide client interface, and on-site representation during meetings and site inspections. Kosick will be responsible for the planning of new sign types and messaging. He will assure schedule compliance and work with planners to verify wayfinding solutions.

He will also coordinate with the planning staff to verify DOT locations and work to resolve any conflicts with any state or local agencies.

Design Director: Michael Martin 18 years-experience

Martin will oversee KMA's graphics staff to ensure the design of wayfinding needs meets the required needs and exceeds the client's expectations. This includes branding coordination, design concepts and aesthetic appeal, and assuring appropriate fonts, colors and materials, will be compatible with current design concepts. Martin will also be responsible for overseeing the execution of location plans, sections, details, elevations and all other pertinent information as it relates to standards documents.

Martin has designed signage programs for many cities and towns and has created award-winning concepts for his work creating a "sense of place" for communities that once struggled for an identity.

Sr. Graphic Designer: Frank Speney 21 years-experience

Speney will produce signage details and make recommendations for materials, placement, and layouts. He will be responsible for the accuracy of measurements and documentation of existing conditions during the inventory process. He will oversee the execution of design documents, presentation materials, construction documents, and specifications in preparation for bidding. Speney has developed designs and construction documents for over twenty cities and towns and brings his knowledge of this particular genre to the development of signage master plans, standards, and detailed bidding documents to his work.

Graphic Designer / Detailer / Coordinator: Marianna Mohney 11 years-experience

Mohney assists during the design, management, and detailing process by lending her exemplary ability to handle several things at once, displaying her capability to work on several aspects of a project. She is responsible for design presentations, photoshop renderings and assists in the design and documentation process of a project. Additionally, she coordinates with the project manager on zoning reviews and approvals, ADA compliance and other code requirements. She has ten years-experience with KMA and has managed the development of location plans, and other details associated with construction documentation during her tenure.







Chief Executive Officer and founder of KMA Design, Barbara J. Martin is the Principal-in-Charge overseeing all design and master planning on the project.

With over 30 years of experience, she has developed a national reputation as an expert in creating architecturally and aesthetically cohesive signage and wayfinding systems. Her resume of projects includes work in educational institutions, sporting complexes, healthcare facilities, transportation and airport environs, entertainment complexes, governmental entities, park systems, and large scale general assembly spaces.

Martin is primarily responsible for design and master planning for signage programs averaging in size from 300,000 to over 7,000,000 building square feet, and has managed individual projects with signage budgets exceeding 6 million dollars. She has planned exterior signage programs for complex campuses as large as 48 square miles.

Her particular area of expertise is "wayfinding," the art of synthesizing key elements in functional and aesthetic design aiding in the cognitive mapping of unfamiliar territory. As a faculty member for the American Hospital Association and the American Society of Hospital Engineers, Martin lectured on both wayfinding and developing signage master plans for health care facilities at several national health care conventions and conferences. She has also served as a guest panelist for educational programs regarding the Americans with Disabilities Act.

EDUCATION

Seton Hill University, Greensburg, PA Bachelor of Arts Degree, 1980

EXPERIENCE

33 Years

REFERENCES

Debbie Manns

City Manager New Port Richey 5919 Main Street New Port Richey, FL 34652 MannsD@CityofNewPortRichey.org 727-853-1021

Diane Williamson

Director of Community Development Town of Bristol 10 Court Street Bristol, RI 02809 dianew@bristolri.us 401-253-7000

RELEVANT PROJECTS

Government

Borough of Aspinwall, PA

Borough of Bridgeville, PA Borough of Carnegie, PA Borough of Sewickley, PA City of Bloomington, IL City of Celebration, FL City of Colorado Springs, CO City of Covington, KY City of Dunwoody, GA City of Durango, CO City of Lake Worth, FL City of Manassas, VA City of New Port Richey, FL City of North Augusta, SC City of Pittsburgh, PA City of Rockville, MD City of Sevierville, TN City of Shawnee, OK City of Troy, MI City of Viera, FL Iowa State Parks, IA Moon Township, PA National Park Service, Harpers Ferry, WV Everglades National Park, FL Kennesaw Mountain National Battlefield Park, GA Orange County Convention Center, Orlando, FL Osceola County, Osceola, FL Rhode Island Department of Environmental Management, RI

Seminole County, Sanford, FL

State of Tennessee, TN

Steel Industry Heritage Corporation,
Pittsburgh, PA
Town of Bristol, RI
Town of Christiansburg, VA
Town of Colchester, VT
Town of Mead, CO
Village of Glenview, IL
Village of Port Chester, NY
Village of Tinley Park, IL

Transportation

Colorado Springs Airport, Colorado Springs, CO Port Authority of Allegheny County, Pittsburgh, PA Quonset Business Park, North Kingstown, RI Regional Transportation District, Denver, CO Arapahoe Station

Belleview Station
Colorado Station
County Line Station
Dayton Station
Dry Creek Station
I-25 Broadway Station
Lincoln Station
Louisiana Station
Nine Mile Station
Orchard Station
Southmoor Station
Union Station
University Station
Yale Station

Southwest Florida International Airport, Fort Myers, FL





President and co-owner of KMA Design, Kosick is responsible for overseeing the KMA project management staff; as well as, the day-to-day operations of the firm.

With nearly 30 years experience in the sign master planning, intellectual property, advertising and marketing areas of the industry, he has developed a quality reputation as a communications specialist, providing expert knowledge in complex direction and information through the use of language, all conveyed in a understandable manner. His background in communications, with an emphasis in rhetoric, provides an intimate knowledge of language to signage programs, assuring consistency and clarity through the use of the written word.

With experience in all aspects of wayfinding, Kosick is a master at breaking down complex nuances of space and direction, and conveying them in a simple, yet refined manner. Working in tandem with a team of graphic designers, Kosick brings the use of language into a functional and understandable format for each wayfinding program developed.

Kosick has programmed numerous parks, facilities, stadia, cities, and complexes across the nation, with a focus on wayfinding for the occasional or infrequent visitor. His work precisely plans where and when it is necessary to provide directional cues for appropriate pedestrian and vehicular circulation in and around buildings.

EDUCATION

University of Pittsburgh, PABachelor of Arts Degree, 1985

EXPERIENCE

22 Years

REFERENCES

Robert D. Smith

Assistant City Manager City of Perry 500 Ball Street, P.O. Box 2030 Perry, GA 31069 robert.smith@perry-ga.gov 478-988-2757

Edward M. Tanner

Principal Planner / Zoning Officer
Town of Bristol
9 Court Street
Bristol,RI 02809
etanner@bristolri/gov
401-253-7000

RELEVANT PROJECTS

Government

ALCOSAN, Pittsburgh, PA Borough of Aspinwall, PA Borough of Carnegie, PA Butler Township, Butler, PA City of Bloomington, IL City of Colorado Springs, CO City of Covington, KY City of Dunwoody, GA City of Durango, CO City of Manassas, VA City of North Augusta, SC City of Pittsburgh, PA City of Rockville, MD City of Sevierville, TN City of Shawnee, OK City of Troy, MI Dane County Courthouse, Madison, WI Iowa State Parks, IA Moon Township, PA

National Park Service, Harpers Ferry, WV Everglades National Park, FL Kennesaw Mountain National Battlefield Park, GA

Rhode Island Department of Environmental Management, RI

Seminole County, Sanford, FL State of Tennessee, TN

Steel Industry Heritage Corporation,

Pittsburgh, PA Town of Bristol, RI

Town of Christiansburg, VA

Town of Mead, CO

Village of Glenview, IL

Village of Port Chester, NY

Village of Tinley Park, IL

Transportation

Colorado Springs Airport, Colorado Springs, CO Port Authority of Allegheny County,

Pittsburgh, PA

Quonset Business Park, North Kingstown, RI Regional Transportation District, Denver, CO

Regional Transportation
Arapahoe Station
Belleview Station
Colorado Station
County Line Station
Dayton Station
Dry Creek Station
I-25 Broadway Station
Lincoln Station
Louisiana Station
Nine Mile Station

Southmoor Station Union Station

Orchard Station

University Station Yale Station

Southwest Florida International Airport, Fort Myers, FL





As a part of the graphic design and managemnt departments, Mohney plays an integral role in the development of signage design and implementation for the firm.

She is charged with designing and detailing of construction documents as well as assisting in the project management of a sign program by coordinating with the graphics and planning teams. Her attention to detail provides accuracy in all of her work. She is responsible for the inventory of existing signage programs and the creation of location and demolition plans during the planning process through the use of SignAgent software.

Her role in management support includes the monitoring of project schedules, zoning research and coordination, and the creation of surveys and analysis documents. She is also well versed in several web design oriented applications and is proficient in several front-end programming languages.

EDUCATION

Pittsburgh Technical College - Oakdale, PAAssociate in Science Degree, Specialized in
Multimedia Technologies, 2011

AFFILIATIONS

Pittsburgh Technical College Curriculum Advisory Board

EXPERIENCE

11 Years

RELEVANT PROJECTS

Alle-Kiski Medical Center, Natrona Heights, PA Allegheny General Hospital, Pittsburgh, PA Allegheny Valley Hospital, Natrona Heights, PA Borough of Aspinwall, PA Borough of Bridgeville, PA Borough of Carnegie, PA Borough of Castle Shannon, PA Canonsburg Hospital, Canonsburg, PA Carlynton School District, Carnegie, PA Castle Rock Adventist Medical Center, Castle Rock, CO Century Sports, McMurray, PA Cherokee Nation Entertainment, Fort Gibson, OK City of Bloomington, IL City of Dunwoody, GA City of Lake Worth Beach, FL City of Manchester, CT City of New Port Richey, FL City of North Augusta, SC City of Perry, GA City of Rockville, MD City of Sevierville, TN City of Troy, MI City of Viera, FL

Brentwood, NY David Davis Communication, Finleyville, PA Esmark, Inc., Sewickley, PA Esmark Stars, Pittsburgh, PA Excela Health, Norwin, PA Florida Hospital Fish Memorial, Orange City, FL Florida Hospital-Palm Harbor, Tarpon Springs, FL Florida Hospital-Tampa, Tampa, FL Florida Hospital- Wauchula, Wauchula, FL Florida Hospital Wesley Chapel, Wesley Chapel, FL Forbes Hospital, Monroeville, PA Gateway Clipper Fleet, Pittsburgh, PA Guttman Oil Company, Belle Vernon, PA Highmark, Wilkes-Barre, PA Indiana University of Pennsylvania, Indiana, PA Iowa Department of Natural Resources, IA Jefferson Hospital, Jefferson. PA John's Hopkins Bayview Medical Center, Baltimore, MD Lakeland Regional Medical Center, Lakeland, FL Leech Tishman, Pittsburgh, PA Mercyhurst University, Erie, PA Monongalia County Ballpark, Morgantown, WV Mount Nittany Medical Center, State College, PA Newbury Market, Bridgeville, PA North Hills Amateur Hockey Association, Pittsburgh, PA Penn State University, Altoona, PA Pennsylvania Department of Corrections, Phoenix Prison, Skippack, PA Pittsburgh Young Professionals, Pittsburgh, PA Rhode Island Department of Environmental Management, RI Seton Hill University, Greensburg, PA

DASNY Pilgrim Psychiatric Center,

St. John's University, Queens, NY St Vincent Hospital, Erie, PA Stamford Hospital, Stamford, CT State of Tennessee, TN SUNY Farmingdale State College, Farmingdale, NY Town of Bristol, RI Town of Bloomfield, CT Town of Christiansburg, VA Town of Colchester, VT Town of Mead, CO University Medical Center of El Paso, El Paso, TX University of Memphis, Memphis, TN Village of Glenview, IL Village of Mukwonago, WI Village of Port Chester, NY Village of Tinley Park, IL West Penn Hospital, Pittsburgh, PA Wheeling Hospital, Wheeling, WV WVU Medicine, Morgantown, WV





Martin serves as the Design Director for KMA Design. He has been a member of the design team since 2004. His responsibilities include the graphic development of design concepts and ideas, for both environmental graphic design (signage), and traditional graphic design (websites, logos, print and collateral material) Martin is an expert in managing large-scale brand programs and the roll out of re-branding initiatives and adds great value to the KMA team and projects.

From the development of an original idea to construction documents for approved signage, the translation of a client's desired look for graphic material, Martin serves as a link between KMA and clients/fabricators while bringing an abstract concept to reality.

Understanding that each environment is different, Martin believes that each project has its own strengths, values, and surroundings and that each should be taken into account while designing. This allows the final signage design and brand identity to become part of the environment, accenting what is important while being aesthetically pleasing and cohesive architecturally.

He also understands the importance of typography in graphic design. The use of the right letterforms and spacing increase visibility and legibility, allowing the design to easily communicate the information necessary. Martin blends a modern graphic design sensibility with the more classic rules of fine art and architecture, creating programs that appeal to both conservative and ultra- modern tastes alike.

EDUCATION

Art Institute of Pittsburgh, PA, 2004

Villanova University, PA

EXPERIENCE

14 Years

RELEVANT PROJECTS

Government

ALCOSAN, Pittsburgh, PA
Borough of Aspinwall, PA
Borough of Bridgeville, PA
Borough of Carnegie, PA
Borough of Sewickley, PA
City of Bloomington, IL
City of Colorado Springs, CO
City of Covington, KY
City of Dunwoody, GA
City of Durango, CO
City of Lake Worth, FL

City of New Port Richey, FL City of North Augusta, SC

City of Pittsburgh, PA

City of Manassas, VA

City of Rockville, MD City of Sevierville, TN

City of Shawnee, OK

City of Troy, MI

Dane County Courthouse, Madison, WI

David L. Lawrence Convention Center,

Pittsburgh, PA Iowa State Parks, IA

Moon Township, PA

National Park Service, Harpers Ferry, WV Rhode Island Department of Environmental

Management, RI

Seminole County, Sanford, FL

State of Tennessee, TN

Steel Industry Heritage Corporation,

Pittsburgh, PA

Town of Bristol, RI

Town of Christiansburg, VA

Town of Colchester, VT Town of Mead, CO Village of Glenview, IL Village of Port Chester, NY Village of Tinley Park, IL

Transportation

Colorado Springs Airport, Colorado Springs, CO Port Authority of Allegheny County,

Pittsburgh, PA

Quonset Business Park, North Kingstown, RI Regional Transportation District, Denver, CO

Arapahoe Station

Belleview Station

Colorado Station

County Line Station

Dayton Station

Dry Creek Station

I-25 Broadway Station

Lincoln Station

Louisiana Station

Nine Mile Station

Orchard Station

Southmoor Station

Union Station

University Station

Yale Station

Southwest Florida International Airport,

Fort Myers, FL





As a Senior Graphic Designer, Speney's primary responsibility is to serve as a liaison between KMA and clients/fabricators from project inception to conclusion. With a background in fabrication, Speney provides an extra level of client comfort and project thoroughness to each step of the process. From cost estimating to executing punch lists, his primary responsibility is to represent the interests of the client in each and every step of a project.

Speney is well-versed in codes affecting signage, including the 2010 ADA, MUTCD, JCAHO requirements, National Fire Code and state/municipal codes particular to various projects.

Other responsibilities include: inventorying existing signage, development of historical documentation, assisting with the development of message schedules and sign placement for appropriate pedestrian and vehicular circulation and maintaining direct communications with other designers, clients and fabricators.

Speney has served as graphic designer on projects of all sizes. Working in tandem with the various specialties of the KMA team, he ensures each project unsurpassed representation. In addition, Frank oversees all construction details created by the KMA staff quality controlling them for viability in the built environment.

EDUCATION

Pittsburgh Technical College Associate in Science Degree, Specialized in Graphic Design, 1999

EXPERIENCE

19 Years

RELEVANT PROJECTS

Government

Borough of Aspinwall, PA Borough of Carnegie, PA Borough of Sewickley, PA City of Bloomington, IL City of Dunwoody, GA City of Durango, CO City of Manassas, VA City of North Augusta, SC City of Rockville, MD City of Sevierville, TN

City of Shawnee, OK

City of Troy, MI

DASNY Pilgrim Psychiatric Center, Brentwood, NY David L. Lawrence Convention Center, Pittsburgh, PA

Moon Township, PA

National Park Service, Harpers Ferry, WV

Pennsylvania Department of Corrections, Phoenix Prison, Skippack, PA

Port Authority of Allegheny County, Pittsburgh, PA

Rhode Island Department of environmental Management, RI

State of Tennessee, TN

Town of Bristol, RI

Town of Christiansburg, VA

Town of Colchester, VT

Town of Mead, CO

Village of Glenview, IL

Village of Port Chester, NY

Village of Tinley Park, IL

Transportation

Colorado Springs Airport, Colorado Springs, CO Port Authority of Allegheny County, Pittsburgh, PA First Avenue Station North Shore Station Connellsville Airport, PA







ew Port Richey, once know as the "Hollywood of the South" during the silent movie era, wished to create a new look for the city highlighting the downtown area, which could be accessed off of Route 19 a major state artery connecting to Clearwater. To create a sense of place for the community, KMA Design created a tropical-themed sign program that set the city apart from its counterparts. The fresh brand now provides a visible presence to the thousands of cars that once passed by the gateway into downtown unaware that New Port Richey's business hub existed.

In addition to city gateways and wayfinding signage, park signs and water tower graphics were also developed to carry the look of the new brand throughout the community. Two message display boards were incorporated, one at City Hall and the other at the Aquatic Center to provide a changeable display for announcements and community events.

SCOPE

- Gateway Signage
- Message Display Boards for Announcements and Community Events
- Park Identification
- Water Tower Graphics
- Wayfinding

REFERENCE

Debbie Manns, City Manager 5919 Main St, New Port Richey, FL 34652 727-853-1021 MannsD@CityofNewPortRichey.org



















n an effort to revitalize the business district of Carnegie, the Borough and the Carnegie Community Development Corporation adopted a wayfinding system to identify entrances, businesses, parking and local attractions. KMA Design created a design theme that honored the Borough's namesake, philanthropist and steel magnate, Andrew Carnegie, using the Carnegie clan, Scottish-tartan plaid in the sign details. Overhead signage was planned to alleviate traffic congestion by differentiating the business route, Main Street and business by-pass.

SCOPE

- Directional Signage
- Gateway Signage

REFERENCE

Steve Beuter, Borough Manager 1 Veterans Way, Carnegie, PA 15106 412-276-1414

sbeuter.carnegieboro@comcast.net











he Town of Bloomfield, has a population of 20,000 residents and is located in the central part of the Connecticut in Hartford County. Incorporated in 1835, the town historically is known for the Brown Drum Factory, where both revolutionary and civil war battle drums were made for many years. The town is more densely populated on the south and eastern fringes while the north and west sections have a more rural appeal of meadows, woods and farms.

KMA Design was hired from a national search of signage companies to develop a comprehensive wayfinding program highlighting gateways and destinations into the town as well as providing directions throughout the community. The sign system highlights the area's theme of "bloom" using a tone on tone watermark of flowers used as a decorative border on structures. Certain branding elements were also used to unify the look of the signs to the other graphic standards found in the town's print media and web applications; including fonts and colors.

Suggested materials included resin beams for maintenance and longevity, aluminum panels and vinyl messaging for flexibility if destinations are changed in the future.

"Congratulations on this award, after working with you and your team I am not surprised. I'm glad the town had the opportunity to benefit from your firm's creativity, hard work, and professionalism..."

-David Melesko Director of Leisure Services Town of Bloomfield

SCOPE

- Destination Signage
- Directional Signage
- Gateway Signage
- Park Identification
- Wayfinding
- Interpretive Panels
- Trail Signage

REFERENCE

David Melesko, *Director of Leisure Services* 800 Bloomfield Ave, Bloomfield, CT 06002 860-769-3567 dmelesko@bloomfieldct.org



American Graphic Design and Advertising "AWARD OF DISTINCTION" Recipient for Environmental Graphics and Signage









O DIO COnnecticut The Town of

CONSTRUCTION DOCUMENTS

PROJECT # 1507.06

07-21-2016

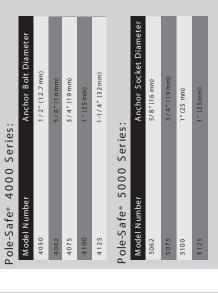


KMADESIGN Innovative Design For Exceptional Spaces

			SHEET GN1
			PROVAL: DATE:
			CUSTOMER APPROVAL:
			DATE: Documents 07-21-16
-	ON E		ISSUED FOR: Construction Documents
MATERIALS	STRUCTURAL GRADE PLASTIC LUMBER. WWW.PLASTICLLUMBERYARD.COM. REDWOOD EXPOSED THROUGH BOLTS W. PAINTED FASTENERS BREAK FORMED ALUMINUM W/ TEXTURED FINISH REFLECTIVE WHITE VINY. 3° ALUMINUM CABINET PAINTED TO MATCH WOOD FINISH PAINTED W/ METALLIC FINISH TO MATCH PMS 349 C STEEL MOUNTING HARDWARE W/ HAMMERED FINISH DIGITAL PRINT WID BEDGES. IMAGE TBB POURED CONDETES TBB BY FABRICATOR POURED CONDETES TBB BY FABRICATOR POURED CONDETE FOOTER SKINNED W/ NATURAL STONE ALUMINUM CABINET FOOTER SKINNED W/ NATURAL STONE ALUMINUM THOSE REAME PAINTED TO MATCH WWW.PLASTICLUMBERYARD.COM. REDWOOD 1.25° ALCK PLATE PAINTED TO MATCH PMS 349 C 1.25° ACK PLATE PAINTED TO MATCH PMS 349 C 1.25° SIGN CABINET W/ REMOVEBLE HINGED RETAINER ALUMINUM ROOF 2° SIGN CABINET W/ REMOVEBLE HINGED RETAINER MAD STATUMEN PAINTED TO MATCH PMS 349 C 1.25° SIGN CABINET W/ REMOVEBLE HINGED RETAINER S'STEM HUNTINGTON FOLLA COPY, PRESSURE L'AMINATE. 1' THICK W/ DIGITAL COPY, BY OTHERS	WRITTEN DIMENSIONS ON DRAWNINGS TAKE PRECEDENCE OVER SCALED DIMENSIONS. SIGN CONTRACTOR SHALL VERIFY AND BE RESPONSIBLE FOR ALL DIMENSIONS AND CONDITIONS SHOWN ON DRAWNINGS SIGN CONTRACTOR SHALL VERIFY ALL EXISTING CONDITIONS PROOF TO SHOP DRAWNINGS AND BRING ANY DISCREPANCY BETWEEN THE DRAWNING AND THE ACTUAL CONDITION TO THE CONNECTION SIGN OF A SHALL PROPUBLE BEGINE FOR ALL SIGNS INCLUDING STRUCTURAL. ELECTRICAL CONNECTIONS AND WIND LOAD REQUIREMENTS. THESE ELECTRICAL ENGINEERED CONNECTIONS SHALL BE SUBMITTED WITH THE SHOP DRAWNINGS AND STAMPED BY AN ENGINEER REGISTERED LOCALLY. ALL COLORS AND FINISHES SHALL BE APPROVED BY THE OWNER PRIOR TO THE PRODUCTION OF SIGN UNITS. SIGN CONTRACTOR SHALL PROVIDE FULL SIZE MOCK-UPS OF DESIGNATED PROTOTYPES FOR OWNER APPROVAL BEFORE PROCEDING WITH SIGN FABRICATION AND INSTALLTION. PAINT / COLOR / MATERIALS SHOWN IN DRAWNINGS SHALL BE CONTRUOUS AROUND EDGES AND CONTINUOUS FACES. TYPEFACES SHALL NOT BE SUPPLIED TO CONTRACTOR. CONTRACTOR SHALL OBTAIN THE LICENSED EDITION FOR THEIR OWN USE.	DRAWN BY. Sleven Fay PROJECT MANAGER. Jeremy Detwiler
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	ABCDEFGHIJK 1234567890 abcdefghijklmn RAWLINSON BOLD UPPERLOWER CASE ABCDEFGHIJK abcdefghijklmno 1234567890 RAWLINSON REGULAR UPPERLOWER CASE : " " " " " " " " " " " " " " " " " "	PANTONE BLACKC	KMA DESIGN 104 Broadway Street Carnegie, Pa 15106

Pole-Safe[®]

Breakaway Support System



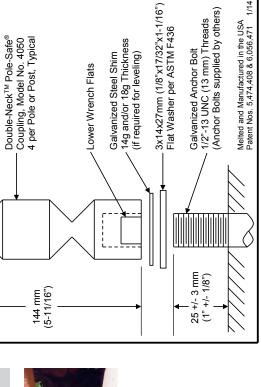
44 mm (1-3/4")

Applications

- Light Poles
- ■Traffic Monitoring Poles
 - Weather Station Poles
- Call Boxes
- Residential Poles
- RequiringBreakaway Support Any Other Roadside Element

Features and Advantages

- Superior Breakaway Performance
- High Structural Capacity
 - High Durability
- Easy to Install and Maintain
 - Low Cost



SPECIFICATIONS

Performance Criteria:

'Standard Specifications for Structural Supports for 1. Double-Neck™ Pole-Safe® conforms to AASHTO Highway Signs, Luminaires and Traffic Signals."

3x14x27mm (1/8"x17/32"x1-1/16") Flat Washer per ASTM F436

Pole Base Plate

1/2"-13 UNC (13 mm) Nut per ASTM A563 Grade DH

Double-NeckTM Pole-Safe[®] has been crash-tested and FHWA approved in accordance with the requirements of NCHRP Report 350, "Recommended Procedures for the Safety Performance Evaluation of Highway Features." ۲i

3x14x27mm (1/8"x17/32"x1-1/16") Flat Washer per ASTM F436

Physical Properties per Coupling:

- 1. Ultimate Tensile Strength = 53.8 kN (12.1 kips),
- 2. Tensile Yield Strength = 46.5 kN (10.4 kips), minimum.

Upper Wrench Flats

- Ultimate Restrained Shear Strength = 2.6 kN (0.6 kips), minimum.
- Ultimate Restrained Shear Strength = 4.4 kN (1.0 kips), maximum.

Corrosion Protection:

1. All Double-NeckTM Pole-Safe® couplings, nuts, bolts, and washers are galvanized after fabrication in accordance with ASTM A153. All leveling shims are galvanized after fabrication in accordance with ASTM A653.

Pole-Safe® Model No. 4050



20 Jones Street New Rochelle, NY 10801 914-636-1000

THEKMAGROUP.COM V. 412-429-4071 F. 412-429-4074 KMA DESIGN 104 Broadway Street Carnegie, Pa 15106

Town of Bloomfield OWNER:

PROJECT: Wayfinding

Breakaway Base Specifications DRAWING TITLE: General Notes / PROJECT # 1507.06

DRAWN BY: Steven Fay PROJECT MANAGER: Jeremy Detwiler

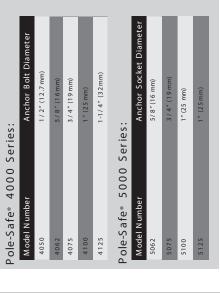
ISSUED FOR: Construction Documents

CUSTOMER APPROVAL: DATE: 07-21-16

DATE:

Pole-Safe

Breakaway Support System



Applications

- Light Poles
- Traffic Monitoring Poles
 - Weather Station Poles
- Call Boxes
- Residential Poles
- RequiringBreakaway Support ■ Any Other Roadside Element

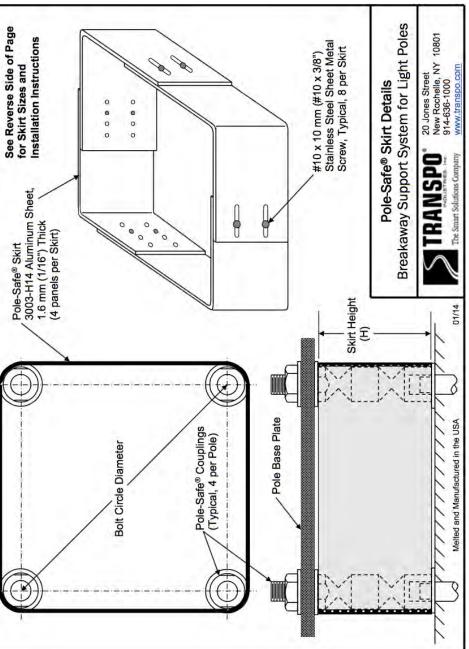
Features and Advantages

- High Durability





- Superior Breakaway Performance
- High Structural Capacity
- Easy to Install and Maintain
- Low Cost



DRAWING TITLE: General Notes / PROJECT # 1507.06 PROJECT: Wayfinding OWNER: Town of Bloomfield THEKMAGROUPCOM V. 412-429-4071 F. 412-429-4074 KMA DESIGN 104 Broadway Street Carnegie, Pa 15106

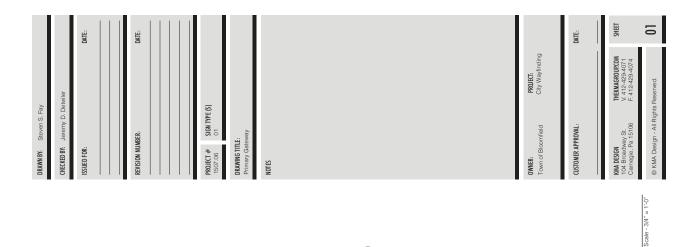
/ Breakaway Base Specifications

DRAWN BY: Steven Fay PROJECT MANAGER: Jeromy Detwiler

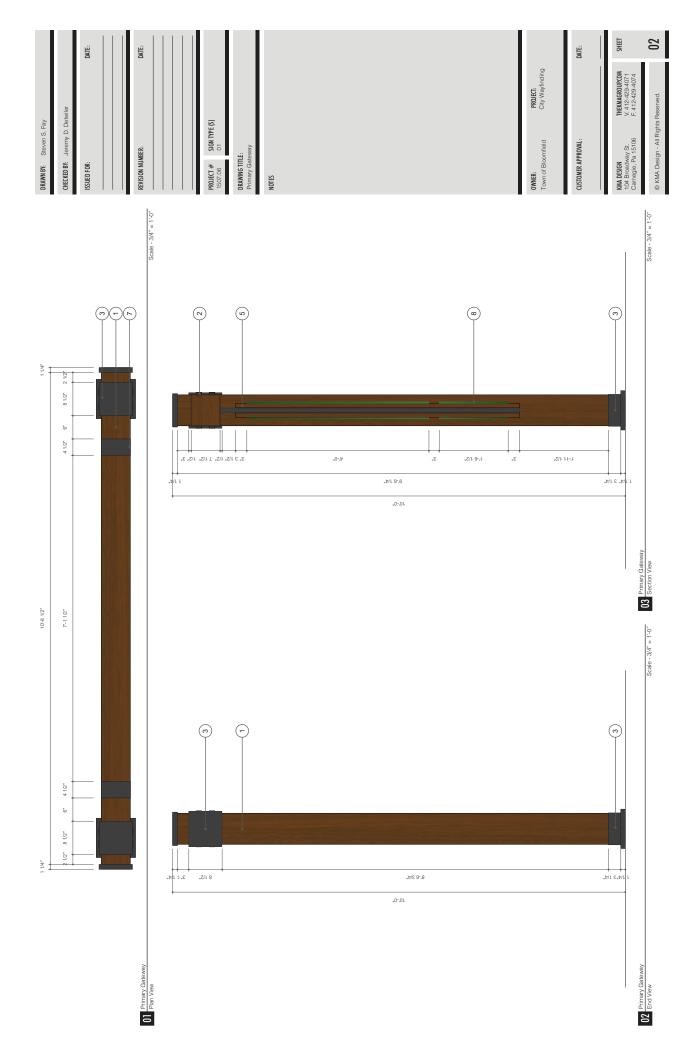
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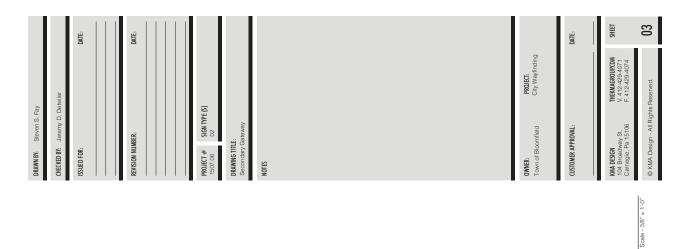
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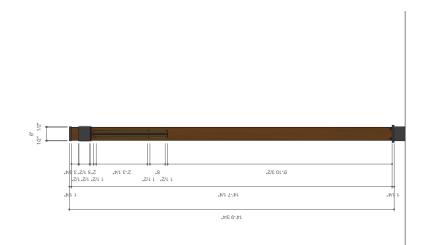
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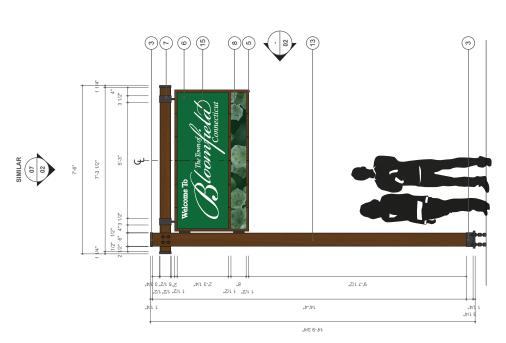








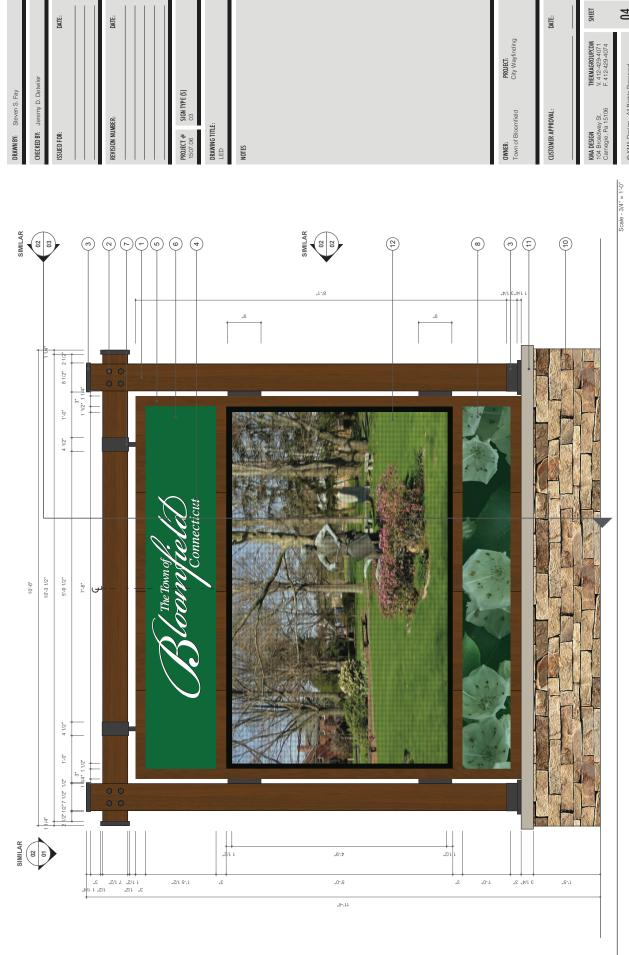


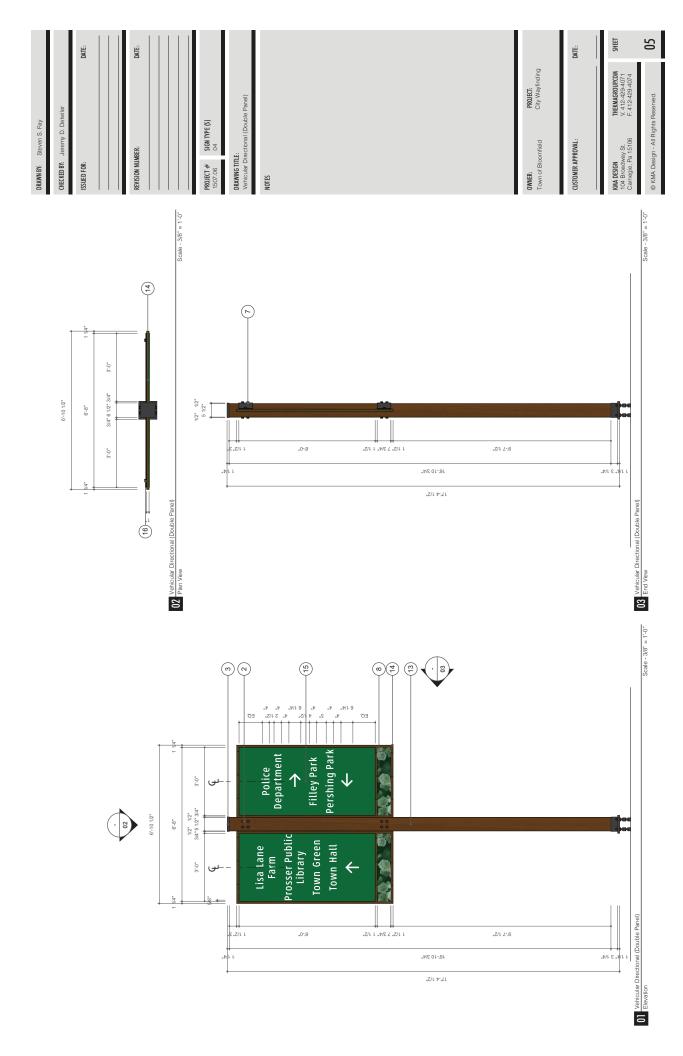


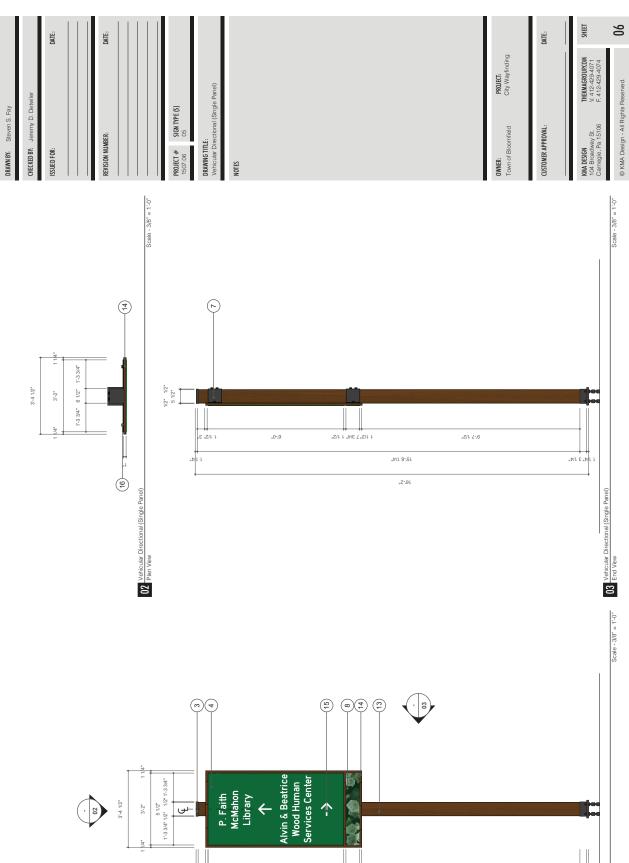
Secondary Gateway Elevation

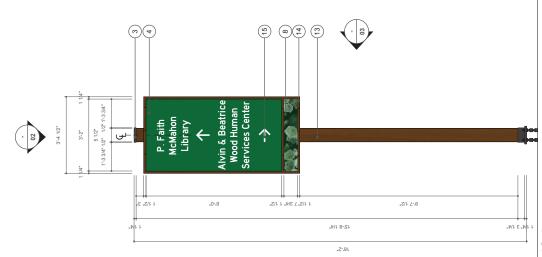
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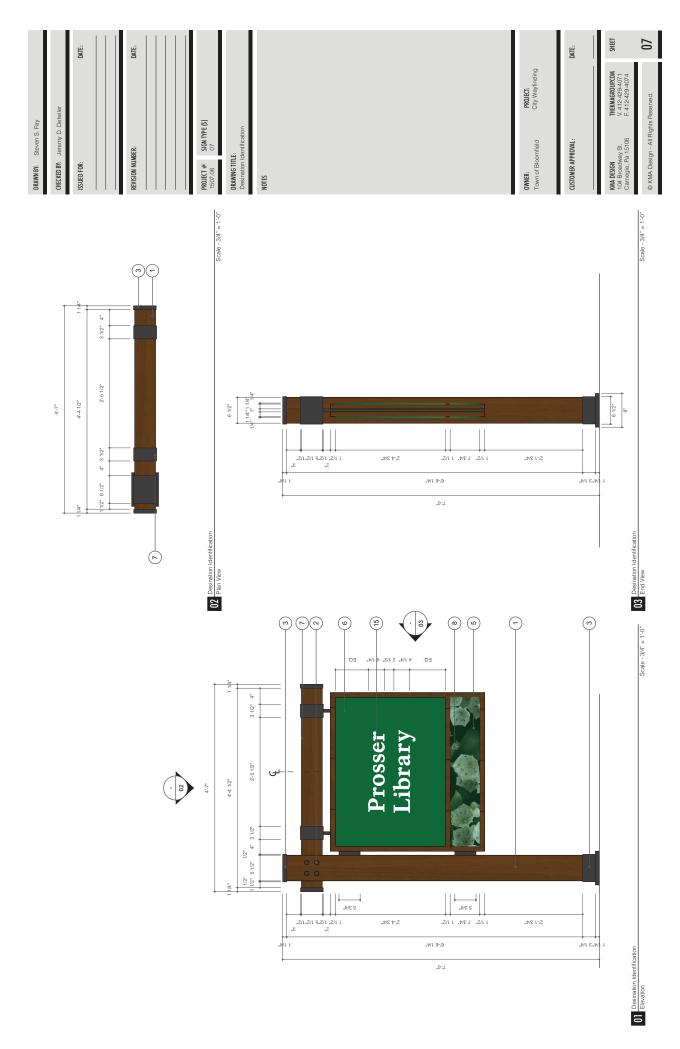
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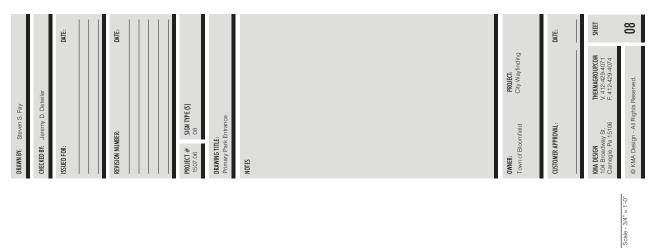












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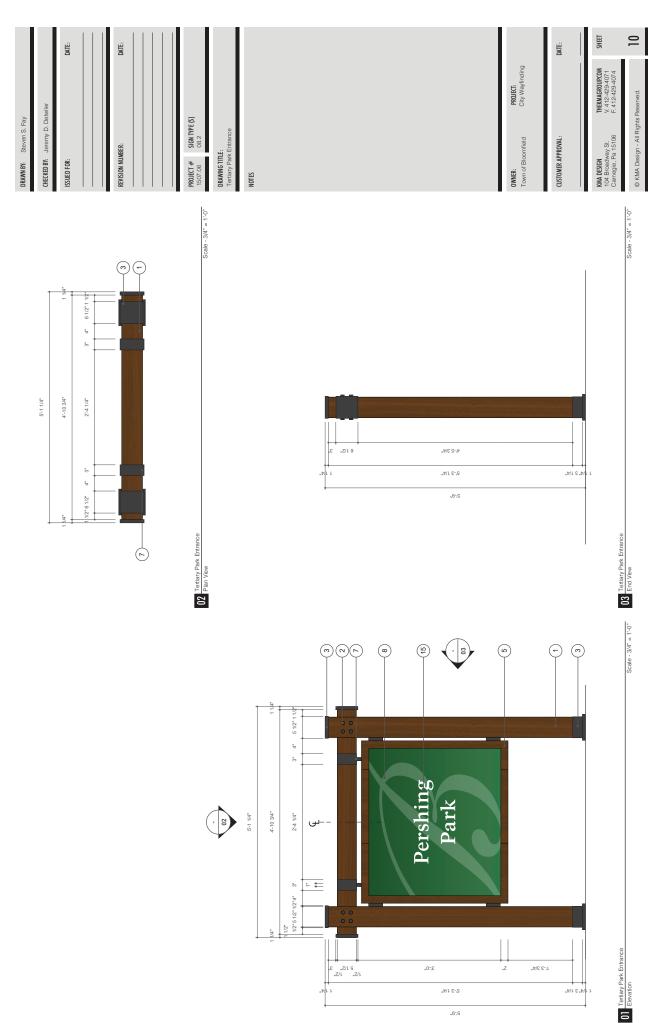
Town of Bloomfield City Wayfinding
CUSTOMER APPROVAL:

KMA DESIGN
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Carnegue, Pa 15106
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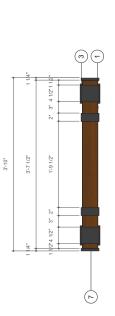
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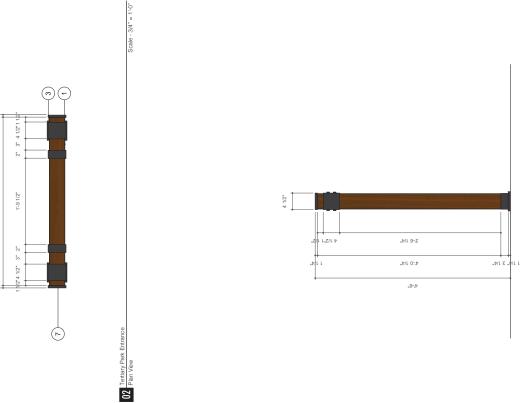


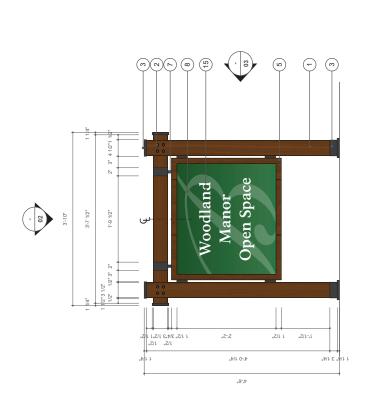
DATE:

Steven S. Fay

DRAWN BY: CHECKED BY: ISSUED FOR: SIGN TYPE (S)

DRAWING TITLE:





Scale - 3/4" = 1'-0" and Tertiary Park Entrance

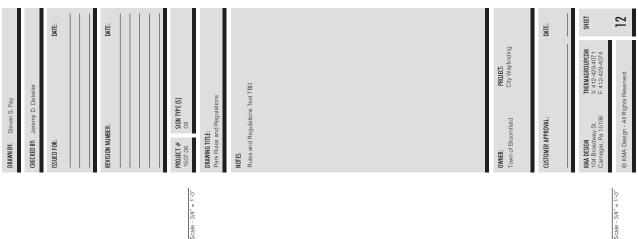
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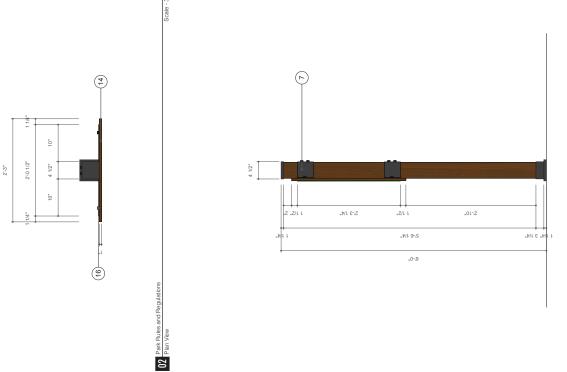
KMA DESIGN 104 Broadway St. Carnegie, Pa 15106

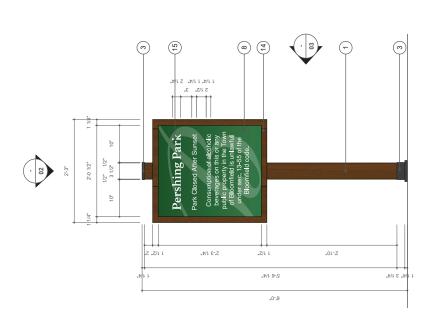
Town of Bloomfield

CUSTOMER APPROVAL:

THEKMAGROUPCOM V. 412-429-4071 F. 412-429-4074



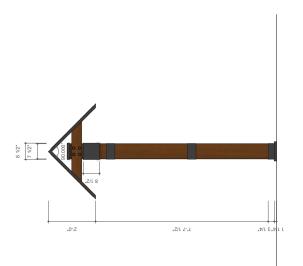


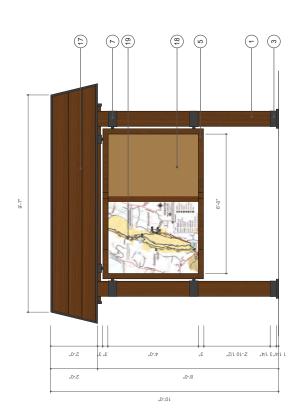


Scale - 3/4" = 1'-0" End View

Scale - 3/4" = 1'-0"

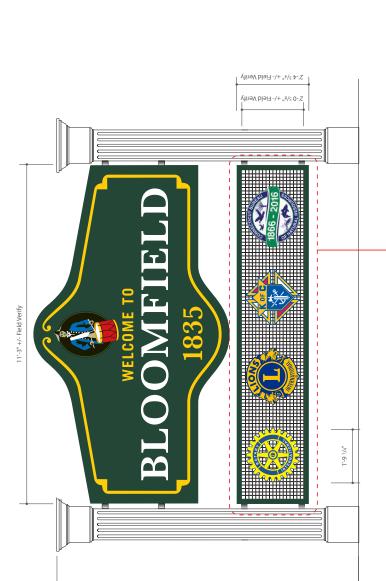
CUSTOMER APPROVAL: CHECKED BY:





Scale - 3/8" = 1'-0" Kioski/Information Identification End View

| Kioski/Information Identification | Elevation |



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PROJECT: City Wayfinding SIGN TYPE (S) DRAWING TITLE: PROJECT # OWNER:

DATE:

ISSUED FOR:

Steven S. Fay

DRAWN BY:

CHECKED BY: Jeremy D. Det

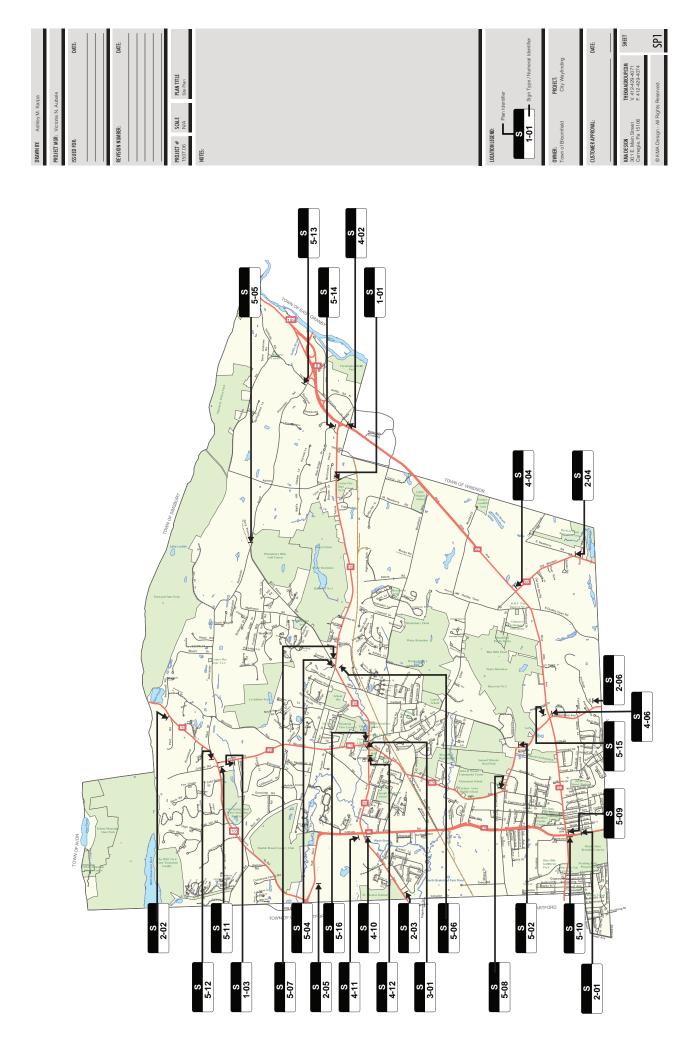
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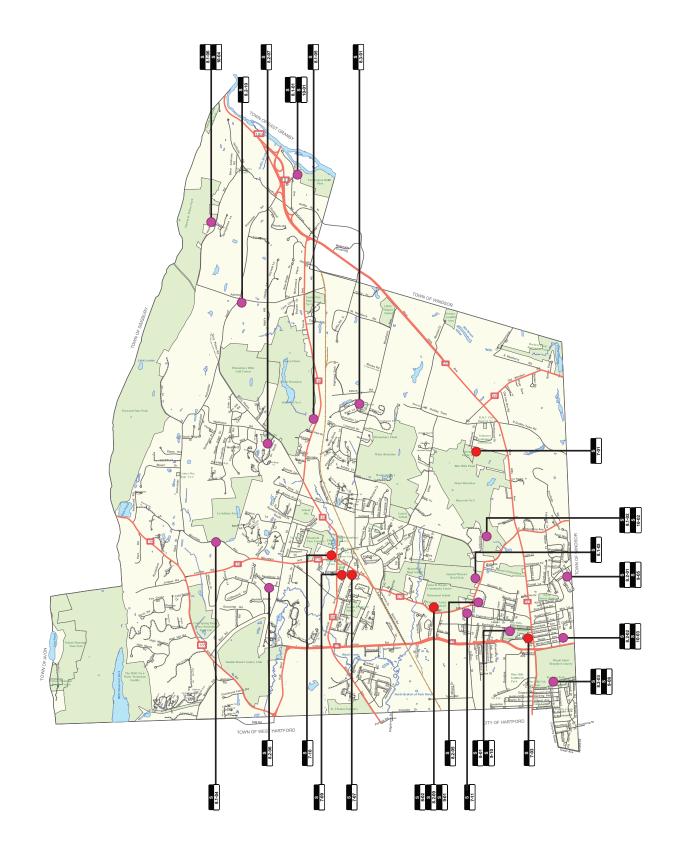
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	KMA DESIGN

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KMA DESIGN 104 Broadway St. Carnegie, Pa 15106	© KWA Design - All Rights Reserved.

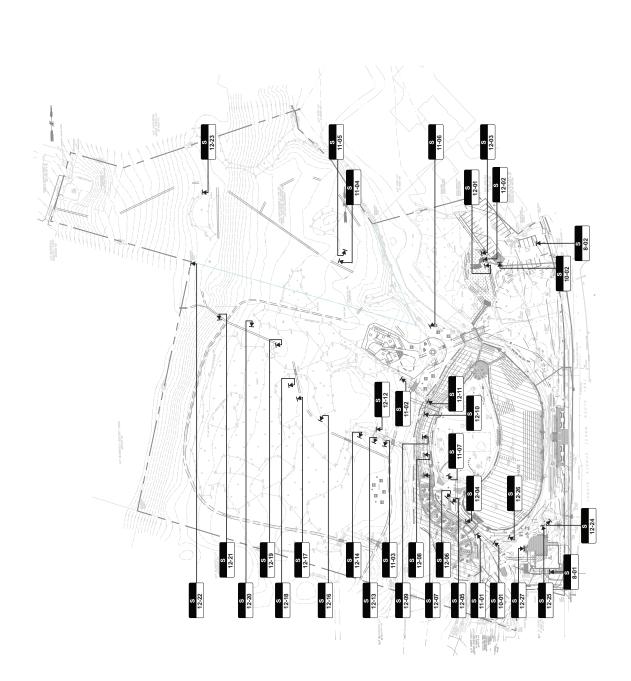
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PROJECT MGR:	ISSUED FOR:	REVISION NUMBER:	PROJECT#	1-0-7	OWNER: Town Of Bloomfield	CUSTOMER APPROVAL:	KMA DESIGN 301 E. Main Street Carnegie, Pa 15106



Schedule Index

Sign Type Description

1 Primary Gateway

.1 Service Organization Sign

Secondary Gateway

3 Town Informaton LED Board

4 Vehicular Directional (Double Panel)

Vehicular Directional (Single Panel)

2

Pedestrian Directional

Destination Identification

8 Primary Park Entrance Sign

8.1 Secondary Park Entrance Sign

Secondary Fair Eliuarice Sign

8.2 Tertiary Park Entrance Sign9 Park Rules and Regulations (Pole Mounted)

9.1 Park Rules and Regulations (Fence Mounted)

Kiosk/Information Identification

Feature Introduction

Educational Plaque

Town Obelisk

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Index

Level	Sign Type	Sign Number	Message	Symbol Notes Remarks
S	7	10	TOWN OF BLOOMFIELD	(SEE LAYOUT) (FIELD VERIFY)
S	1	02	(NOT USED)	,
S	1	03	TOWN OF BLOOMFIELD	(SEE LAYOUT) (FIELD VERIFY)
S	2	10	TOWN OF BLOOMFIELD	(SEE LAYOUT) (FIELD VERIFY)
S	2	02	TOWN OF BLOOMFIELD	(SEE LAYOUT) (FIELD VERIFY)
တ	2	03	TOWN OF BLOOMFIELD	(SEE LAYOUT) (FIELD VERIFY)
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တ	2	05	TOWN OF BLOOMFIELD	(SEE LAYOUT)
Ø	2	90	TOWN OF BLOOMFIELD	(SEE LAYOUT) (FIELD VERIFY)
				1
S	3	01	(SEE LAYOUT)	(FIELD VERIFY LOCATION)
S	4	10	(NOT USED)	
			(UP ARROW) FARMINGTON RIVER PARK	
တ	4	02	M.K. WILCOX PARK (LEFT ARROW)	(FIELD VERIFY LOCATION)
			TOWN CENTER P EAITH MCMAHON I IRRARY	
S	4	03		
			(RIGHT ARROW) FARMINGTON RIVER PARK	
Ø	4	90	M.K. WILCOX PARK (LEFT ARROW)	(FIELD VERIFY LOCATION)
			TOWN CENTER P. FAITH MCMAHON LIBRARY	
S	4	05	(NOT USED)	

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he Village of Tinley Park, IL is the 14th largest city in the metropolitan Chicago area with over 60,000 residents. The village wanted to develop a new comprehensive signage program to highlight the city's new brand and tag line "Life Amplified" celebrating its rich musical heritage. The Hollywood Casino Amphitheater draws thousands to musical events annually, as this was the basis for the brand, it also is reflected in the signage design.

The signs are a creative blend of the new brand logo displayed over cut-outs of various musical symbols and notes creating a filigree backdrop, which reads copper by day and black at night. The evening illumination contrasts against the graphics with an RGB LED display that morphs from one color to the next.

Additionally, wayfinding signage, downtown gateways and kiosks carry out the graphic them of the sign program highlighting the amenities that should be explored by residents and visitors.

SCOPE

- Exterior Signage
- Wayfinding











ust outside of Atlanta sits the City of Kennesaw, GA, home of the "General", an infamous Civil War steam engine stolen by the Union in an attempt to cut off all communication to the South. Telegraph lines were cut along the way during the heist only to be foiled by the owner of the train, John Fulton, who hunted down the robbers and single-handedly halted what could have been a military disaster for the Confederate States.

Kennesaw sought to celebrate the history of the city, once known as Big Shanty, by engaging in a city-wide wayfinding and signage program. The signage is intended to pull visitors off the highways and from other Civil War historic sites, such as the Kennesaw Mountain Battle Field to the heart of downtown where the Southern Museum of Civil War & Locomotive History and historic train depot are located.

The signage has a Southern appeal with the use of color and details found on the historic locomotive. Gold pin-striping, red and black hues highlight the sign construction, while the type is in white to contrast with the background. In addition to the destination signs and directional signs, large gateway signs with full-color LED video message boards were also developed.



- Destination Signage
- Directional Signage
- Gateway Signage (with LED video message board)
- Wayfinding











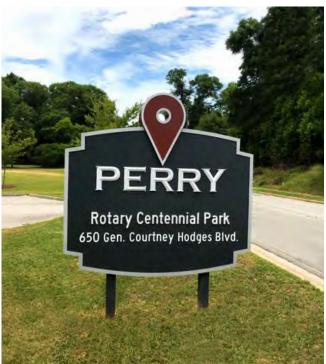
he city of Perry, Georgia wanted to create a signage program that would be commensurate with the new brand the city had recently developed. To do this, KMA was hired to find commonalities between the brand and the architectural fabric of the community. Traditional materials of brick contrast with the brand's modern "pinpoint" graphic. Signage can be found at the gateways off of the interstate's interchanges, secondary and tertiary roadways, and into the downtown area. Wayfinding, parking and destination signage rounds out the signage family creating place-making for the community that was previously non-existent.

SCOPE

- Gateway Signage
- Park Identification
- Parking and Destination Signage
- Wayfinding













he Town of Manchester, Connecticut, selected KMA Design to develop a wayfinding signage system for its historic Main Street and central business district. The goal of the project was to guide vehicular traffic to appropriate destinations and parking areas and guide pedestrians to shopping and nearby landmarks and points of interest.

The signage designs are traditional and reflect the historic nature of the downtown district. Using wrought iron-like details and traditional fluted sign pole bases, highlight the other hardscape items found in the community. The contextual balance of the sign program to the rural and urban landscape serves the community in the presentation of information in an architectural format.

- Destination Signage
- Directional Signage
- Pedestrian Mapping
- Wayfinding













he town of Bristol envisioned welcoming visitors with a positive experience by

showcasing local assets and attractions such as the East Bay Bike Path, cultural

sites, the downtown historic district and waterfront. KMA Design created a

wayfinding system that enhances the community's sense of place by reducing

sign clutter and aiding multi-modal navigation by highlighting direct routes to

desired locations with a unified design theme. The town elected a patriotic design

concept celebrating Bristol as being the oldest town in the United States to hold



- Design Concept • Directories and Town Banners
- · Gateway Signage
- · Parking Lot Identification
- Wayfinding
- Interpretive Panels

















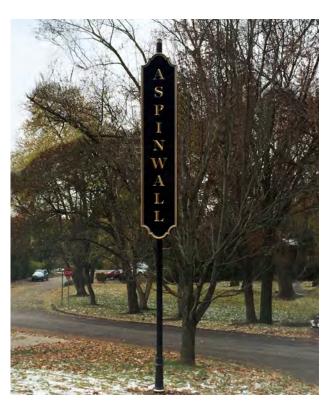




ncorporated in 1892, the historic Borough of Aspinwall desired an exterior wayfinding system to assist with pedestrian and vehicular navigation. KMA was contracted to design a wayfinding master plan that would best reflect, direct, and serve the residents and visitors of the community.

KMA Design also devised a new logo for the Borough of Aspinwall that is incorporated into the signage designs. A large sycamore tree is paired with a black and gold motif that anchors a damask-patterned background. The firm used notable attributes of the area, which includes an abundance of sycamores, to best represent the Borough. Sign types included in the design package consist of gateways, directionals, parking and street identification, and point of interest markers.

- Destination Signage
- Directional Signage
- Gateway Signage
- Park Identification
- Parking and Street Sign Identification
- Wayfinding













he City of Lake Worth Beach, Florida, conveniently nestled between I-95 and the Atlantic coast adjacent to Palm Beach, required a revitalization of the community's exterior signage. KMA devised a comprehensive wayfinding program to help attract and direct visitors and residents to numerous landmarks, district neighborhoods, historic buildings and major destinations.

The City believes in "The Art of Florida Living," and KMA made sure to incorporate designs that would best compliment the tropical environment into the signage. The use of bright colors adds a whimsical element that helps accentuate the coastal atmosphere and local architecture. The City is comprised of a historic cottage district, a large art deco architectural region, and an artisan resident community.

SCOPE

- Destination Signage
- Digital Message Display
- Directional Signage
- Gateway Signage

For a video showing the entire sign family installation, please visit this link.

youtube.com/watch?v=JfSO_eyr5T0











he Village of Glenview was looking for a fresh new image that would provide the community with a consistent look through gateway and directional signage. Located in Cook County, on the North Shore of Chicago, the hamlet has some 45,000 residents and a variety of amenities like shopping, dining, recreation and entertainment.

KMA created several concepts for the village to consider prior to their selection of monuments made up of stone, wood and slate with high-polished dimensional letters. Sunlight highlights the letters during the day, and during the evening white halo lighting surrounds the characters, elegantly creating a sense of place at its approaches and within the city. Similarly designed supportive signage, which directs and identifies various destinations is located throughout the village.

- Exterior Signage
- Wayfinding







he historic civil war city of Manassas, Virginia, with a population of over 35,000, was in need of a comprehensive wayfinding system to attract and better serve both visitor and residential needs. KMA Design was hired to create a signage program that would alleviate confusion while highlighting the many attractions and amenities the City has to offer.

KMA's design team worked to develop an effective wayfinding program by creating a signage family that maintains consistent characteristics and recognition factors from sign type to sign type. Colors, fonts and shapes were all established to work with the City's history while complementing its existing cityscape, landscaping and diverse architecture styles. Types of signage that were designed included gateway, vehicular and pedestrian directionals, parking identification, destination identification and kiosks.

- Destination identification
- Digital Display
- · Gateway Signage
- Parking Identification
- Wayfinding













he city of Sevierville, Tennessee sought out a national design firm with expertise in the development of gateway and wayfinding signage to help them foster tourists to their many destinations and venues. KMA Design was selected to facilitate the comprehensive sign program that replaced all existing signs. Sevierville is located off of Interstate 40 and unfortunately was a pass-through to Pigeon Forge and the Great Smoky Mountain National Park. The 14-mile stretch offered restaurants, hotels and other amenities that were ignored by those who were looking for Dollywood and other area attractions. Even some of the key destinations like the outlet mall and civic center advertised as being a part of Pigeon Forge for better name recognition instead of Sevierville.

The city struggled with their own identity and asked the design team to develop concepts that reflected a variety of themes including; hometown, theme park and the mountains during the design development stage of the work. The end result was a mixed-use of perforated metals and layered acrylics to emulate the Smoky Mountains and the city's rolling rivers. The sign designs are unique to Sevierville and brand the community from one end of the city to the other.

To help resolve this issue, KMA developed a sign system that clearly announced the boundaries of the city and directed to all major destinations. Key mile markers with large illuminated pylons were created to serve as a means of orientation and name reinforcement to tourists and visitors.

- Creation of New Design Concept
- Directional Signage
- · Identification Signage
- Rebranding
- Wayfinding















ased on the previous performance by KMA in the development of a city-wide gateway and wayfinding program, the firm was hired to create a unified signage program for the municipal complex, which houses all city government entities including; City Hall, Library, Police and Chamber of Commerce. The site was not easy to negotiate and required wayfinding directional signage and building identification to assist visitors to appropriate parking areas, accessible entrances and departments.

Utilizing similar materials and design concepts from the city's signage program, the firm developed a comprehensive exterior signage program that efficiently directs, identifies and enhances the government complex.

SCOPE

- Exterior Signage
- Wayfinding



Graphic Design USA American Graphic Design Awards 2021 Winner













iera is a planned town comprising 38,000 acres along I-95 in Brevard County. This mixed-used development blends the built environment with the natural landscape. The development incorporates a hierarchy of villages, schools, healthcare facilities and parks. The residents share in amenities that include bicycle paths, jogging and exercise trails, and baseball fields.

Recreational signage is thematic with development entrance identification using like colors and materials. Graphic icons announce what venues are found at each sporting location.

- Community Signage
- Park Identification
- Trail Signage
- Wayfinding









he city of Durango's historic downtown district was in need of an overall comprehensive signage and wayfinding master plan to brand and help direct numerous visitors throughout the city. The Durango and Silverton Narrow Gauge Railroad stops in the heart of the historic district and floods the community with tourists several times a day. The problem was that the city lacked an identity and signs that would pull visitors down Main Avenue and up and down cross streets, which were overlooked as potential areas for shopping, dining and the arts.

KMA Design was awarded the project after a national search, due to their experience in city wayfinding and design for other historic landmark buildings and communities. The city, though established in the late 1800's, did not want to have an image that reflected the "wild west" but instead, one that honored the rich architectural palette that abounds. Colors, fonts and shapes were all established to work with history of the city and the style and color of the streetlights, trash receptacles, and benches. A complete sign family was designed and a detailed manual was provided to the city for phased implementation.



- Directional Signage
- Identification Signage
- Re-branding Design Development
- Wayfinding













he city of Shawnee, 48 square miles with a population of 30,000, hired KMA Design to transform all forms of traveler information into a cohesive wayfinding system. Trying to shed the image of a "Rodeo Town", Shawnee wanted a fun, progressive and well-planned program to reflect the master plan goals for the city. Names were assigned to each district and incorporated into the trailblazing signage, serving as a wayfinding tool by reinforcing to the visitor their location within the city.

KMA Design segregated its regional travel into five districts: Gateway District, Enterprise District, Pioneer District, Downtown District, and Heritage District. The font used upon the top of each trailblazing sign is artfully dignified and announces each district upon entry. Signs limit the amount of messages to maximize visibility and highlight forty-three major destinations.

- Directional Signage
- Identification Signage
- Street Signage
- Wayfinding













he City of Celebration boasts numerous residential parks and areas of respite for the many adjacent neighborhoods. In an effort to thematically complement the architecture and the environmental settings of these various parks, KMA Design was asked to develop a sign program that would identify each park by name and icon.

The results were a series of nine different graphic images cut out of aluminum, which mount to the top of a fluted sign-post that is reminiscent of a turn-of-thecentury smalltown activity hub.

- Gateway Signage
- Park Identification
- Path Identification
- Street Signage











ocated off of Interstate 75 in Michigan, the city of Troy had no identity off of the exit ramp. The main boulevard, was lined with a variety of businesses, but had not sense of place as it was difficult to determine where exactly one was. To eliminate the impression of anywhere USA, Troy invoked on a city-wide signage program to highlight geographic boundaries and placemaking for the community.

KMA Design created a unique signage design utilizing the brand that the city had recently adopted to reinforce website and printed materials with the new signage program for continuity. The signage is a combination of various angles to provide interest from all vantage points. These angles are illuminated with LED lighting to add interest and draw one's eye to them during evening hours when the bold colors would not be so evident. A full complement of sign types was created to direct, label and inform.

- Destination Signage
- Directional Signage
- Gateway Signage
- Wayfinding







ocated along Route 66 in Illinois, this historic town, where Lincoln once practiced law, was aching for an identity. The city desired to pull students from nearby colleges to the city to enjoy its many historic, entertainment, shopping and dining venues. To do this, KMA Design was hired to work with the downtown development board in creating a sign program that spoke to the community's past, while celebrating the future.

The signage has a traditional flair, with a historic teal paint that seamlessly blends with the architectural surrounds of the area. The main goal of the program was to draw traffic into the downtown area. To do this the design team created a large archway that beckons visitors to enter and explore what Bloomington has to offer. Community workshops and input were a vital force in the look of the designs as many avenues were utilized in gathering public opinion prior to the designs being brought to council for final approval.

- Directional Signage
- Gateway Signage
- Thematic Design











he historic city of Christiansburg, VA selected KMA Design to develop a citywide signage program to provide direction to both vehicular and pedestrian traffic around the city. In addition to the city and its many points of interest, the firm was also hired to develop directional and identification signage for the areas ten parks and the Huckleberry Trail, which extends from Christiansburg through the town of Blacksburg, home of Virginia Tech, to the Jefferson National Forest Trail system.

The signage is unique to the city with its delicate filigree accent, which consists of the leaves and fruit of the huckleberry shrub, routed out of aluminum. Transitions from adjacent communities are announced by a vertical stanchion naming

- Vehicular Directional
- Pedestrian Directional
- Destination Signage
- Park Identification • Trail Signage
- individual locations while maintaining a consistent look.









he Town of Mead desired a comprehensive wayfinding plan to direct visitors and residents to key destinations and highlight the downtown area. As the population is projected to increase substantially in the next few years, the goal was to get signage in place as a part of the town's infrastructure in preparation for mass expansion. The sign program had to be updateable for future developments and changeable over time. The progressive design highlights, gateways, park signs, pedestrian and bicycle navigation, and key locations. Additionally, the town received a major grant to add a large-scale LED video display sign to highlight events and upcoming activities.

- Destination Signage
- Directional Signage
- Gateway Signage
- Wayfinding











There will be no sub-contractors used on this project as KMA can execute all necessary tasks with their own in-house capabilities.





KMA's rich history of successful project management has resulted in work being completed both on time and on budget. Custom design and functionality will be combined to create sign systems that will expand with time while maintaining a unique graphic palette that supports the image, architecture, and local vernacular of the city. An emphasis will be placed on vehicular, pedestrian, parking and destination wayfinding through the use of concise directional cues intended to ease the flow of car and foot traffic.

The plan should implement a signage system with a consistent design to improve branding efforts and provide better direction to local attractions and main thoroughfares. Infrequent visitors and even residents should be clear as to what pedestrian pathways lead directly to desired destinations. A prioritization of destinations will be created indicating primary and secondary and tertiary levels of significance.

Parking should also be given ample attention as part of the program's sign family to maintain consistency and turn travelers into pedestrians. In most cases a pedestrian starts to perambulate from a parking location transitioning from a centralized parking location in proximity to a destination to pathways. Identifying how and where these locations exist and what other points of interest are nearby will enhance the viability of the community by enticing visitors to explore previously unknown establishments. Map kiosks are another opportunity to tie the theme together, highlight destinations, promote economic activity, and evoke civic pride. While these descriptions are merely a small fraction of a full analysis, KMA Design maintains the disposition that understanding the project site and client's requests is the only way to protect the city's best interests.

Today, nearly everyone uses some form of GPS application to direct them to a destination. From a wayfinding perspective this works well, from the perspective of informing those who are from out of town and are looking for a particular destination, it limits sharing other options, destinations and activities that Birmingham can offer by simply making a left or right turn off of the GPS path. The long-term value of having a wayfinding program in place will benefit the community by not only directing but sharing other opportunities for nearby entertainment, retail, dining, and recreational activities.

Major intersections and decision points where an influx in traffic converges are prime for hosting directional messages. This cohesion is essential to strengthen the association in linking directional signage to destinations and amenities. Additionally, safety is a primary concern. Having signage that conforms with Michigan's DOT regulations to most efficiently and safely direct travelers is imperative.

KMA will request all current site plans, future master plans and any streetscape projects that are in the works or the near future. These will be studied to get a complete understanding of current and future wayfinding considerations. For any digital signage knowledge of electrical capabilities will be reviewed for potential placement of these types of signs. Right of ways and easements will also be of importance in the placement of proposed sign types.

KMA will explore options and best practices for sight lines, cap height, font, and color based on locations and viewing distances. The City Style Guide will be utilized as a base for the signage design, however, the color contrast and fonts may not comply with the Manual for Uniform Traffic Control Devices or the state's DOT codes. In those instances, recommendations for use of alternate graphic elements will be defined and reviewed with the signage committee for approval prior to beginning the design concepts.





The firm will conduct a comprehensive study of traffic patterns and existing conditions with recommended solutions as part of the project and provide the first deliverable in the form of an analysis and recommendations document.

A full photographic inventory with location plans of existing signage will correspond with research and information gleaned from meetings with the signage committee. The entire project will revolve around an emphasis on concurrence. All planning and design aspects of the exploratory stage will be approved by the signage committee in a variety of formats. KMA Design's extensive experience working with municipalities throughout the United States and in various industries has allowed the firm to become highly accustomed to the nuances involved with public consensus and stakeholder coordination.

The sign family will incorporate gateways, public parking, wayfinding for vehicular and pedestrian traffic, kiosks, parks, major destinations, etc., a full complement of potential signage will be a part of the master plan document. This document will include the locations of all sign types and associated messages that should appear. Destinations will be divided into three groups, primary, secondary and tertiary depending on the order of importance.

A review of existing signage and where signs can be eliminated or incorporated into the new plan will be conducted to reduce sign clutter and maximize comprehension of messages.

Digital signage opportunities will be explored and cost estimates will be provided in an effort to find what the city can afford to implement. If the cost of such desired signs is prohibitive to do all at once, KMA will work with the city's budget to establish a phasing plan over several fiscal years prioritizing key sign types or geographic areas.

The system maintenance program can be one that city resources can expedite or even fabricate depending on their capabilities. From an ongoing maintenance perspective, the signage will be specified to be flexible so messages can be added or removed as destinations change. This could be done by local signage contractors or public works staff. A detailed maintenance schedule will be provided indicating parts, mounting recommendations, and cleaning guidelines. KMA's specifications are extremely rigid to assure that the city is getting the signs made as detailed and that a fabricator isn't making decisions on paints, materials or other items that might not have the longevity that the city requires. Due to the level of detail in the firm's drawings and specifications, the signage should be built to those guidelines, which will assist in the long-term maintenance of the program for years to come.

Once the overall wayfinding plan has been established, a firm cost estimate will be created indicating the cost of sign units and installation costs. As previously stated, the timeline for the implementation of the program is subject to the available funding sources for each fiscal year. KMA will help devise a plan for the removal and installation of new signage that is commensurate with the available budget. State and Federal grants may be available and these might be opportunities for additional revenue streams. KMA can advise how other jurisdictions obtained funds to assist in the implementation of their wayfinding master plan.





Project Management

Regardless of how great a design solution is for a client, it is only as good as the management of the project. KMA Design realizes that having a dedicated staff to shepherd the project through all tasks and deadlines is necessary for the ultimate success of a project. Several different tracking methods, software and communication methods are utilized to assure project accuracy. The project management team at KMA is comprised of staff with backgrounds in business management, engineering, accounting and the arts. These diverse backgrounds dovetail into a cohesive team with a proven track record to see projects through fruition.

Scheduling

As an integral part of project management, schedule compliance and tracking will occur during each phase of the project at continual intervals. Schedules initially developed during the proposal process, will be updated and modified as necessary and then distributed to all team members.

Documentation

Open communication and proper documentation is a major consideration for each task and KMA relies upon various cloud-based programs such as Google Sheets, Docs, and Slides to create documents that may be shared and saved historically. Project memorandum will be sent post each meeting, conference call, or video transmission meeting to verify that all parties are in agreement on decisions made and what outstanding items are to be accomplished and by whom. Both Zoom and Webex conferencing are utilized to reduce travel expenses when possible, or for immediate face-to-face communication with clients or other project-related personnel to bring all team members together no matter their physical location.

Production Tools

KMA utilizes SignAgent, a cloud-based all-in-one wayfinding and signage project management platform tool, that allows for the programming and development of full signage projects through the entire life cycle. Exterior sign locations may be pinpointed using global positioning or placed on provided site plans for new construction projects, while signage is typically located using client-provided architectural base plans, planning documents may be reviewed online or produced into shareable documents that include the location plans, message schedule, photos of existing conditions and embedded design or construction files. This platform streamlines wayfinding and signage projects from start to finish while allowing for real-time revisions and customizable, downloadable reports for approval and record.

Administrative Tools

Administratively, QuickBooks Online is used to assure accuracy in billing percentages, expenses, and fees. Time tracking is done online using Clockify, which produces accurate documentation of hours spent by each individual team member for every active project. Each team member also accounts for mileage and any individual expenditures associated with active projects, when applicable, with a consolidated monthly report including images of all receipts to support submitted invoices.





Phased Approach

A detailed outline of the proposed approach follows. Proposed are the phases to correctly accomplish the tasks and project goals outlined in the solicitation. Each task is suggested to reach the ultimate goal of the project. Items outlined in the RFP are included along with individual tasks that the team deems necessary for the success of the project.

Analysis

- Kick-off meeting to define wayfinding system goals, budget, and schedule
- Review the history of the community
- Review the 2004 Signage Design Document
- Review master plan documents
- Review Style Guide branding elements
- · Complete photographic inventory of existing signage
- Document existing conditions of signage for all modes of transportation
- Recommend existing signage that should be removed, replaced, relocated and/or consolidated
- Review existing infrastructure studies and other relevant documents as part of recommendations
- Review and organize guidelines from local ordinances, zoning codes, sign regulations and relevant reference materials as related to City, County, and State requirements
- Identify routes that will be affected by changes to future construction and circulation plans
- Define nomenclature, terminology and hierarchy to describe districts, destinations, and directional wording
- Create preliminary location plan and message schedule as part of potential recommendations.
 Recommendations are not to be considered final but to act as an illustration of what sign types could be used to identify key attractions
- Prepare project area analysis document
- Present project area analysis to the signage committee
- Approval to Proceed

Design

- Assess architectural elements, materials and themes to develop design aesthetics for the signage
- Review City branding standards as they relate to signage usage
- Further prepare preliminary location plans with proper GIS coordinates for proposed signage locations. Site checks will occur to note any problems with the conditions of sign locations
- Further prepare preliminary message schedule
- Create list of sign types
- Based on the sign type list and recommendations for the design criteria, create three (3) design concepts for wayfinding signage, kiosks, and destination markers for agreed-upon amenities
- Prepare design package
- Present design package to the signage committee
- Approval of single design concept
- Modify and develop the chosen design scheme for all sign types
- Establish what signage fabrication capabilities the City has internally and refine the concept to maximize this capability.



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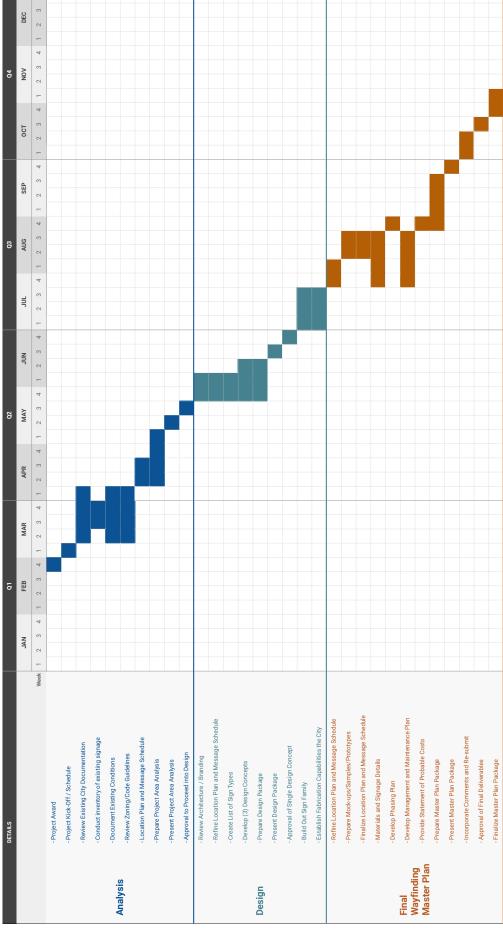
Final Wayfinding Master Plan

- Update location plans
- Update message schedule
- Prepare full-scale mock-ups, samples and prototypes for scale, visibility and materials
- Update location plans and message schedules accordingly
- Detail mounting methods
- Develop phasing plan based on sign types and areas of priority
- Develop management and maintenance plan
- Provide statement of probable costs for fabrication, installation and maintenance of the wayfinding system
- Prepare final package
- Present the final package for evaluation and feedback
- · Incorporate comments into the design package and re-submit
- Approval
- Finalize signage details for functional aspects of the program including size, materials, contrasts, nomenclature, typography, symbols, hardware, placement, construction details, mounting methods and installation













BIDDERS AGREEMENT FOR WAYFINDING/SIGNAGE PROGRAM UPDATES

In submitting this proposal, as herein described, the Contractor agrees that:

- 1. They have carefully examined the specifications, terms and Agreement of the Request for Proposal and all other provisions of this document and understand the meaning, intent, and requirement of it.
- 2. They will enter into a written contract and furnish the item or items in the time specified in conformance with the specifications and conditions contained therein for the price quoted by the proponent on this proposal.

Barbara J. Martin	10/26/2022
PREPARED BY (PRINT NAME)	DATE
Twithing Samuelly,	
A BULLETTUTUTUTUTUTUTUTUTUTUTUTUTUTUTUTUTUT	
AUTHORIZED SIGNATURE	
Chief Executive Officer	bjm@thekmagroup.com
TITLE	EMAIL ADDRESS
Kerestes-Martin Associates, Inc.	
COMPANY	
1276 McEwen Avenue, Canonsburg, PA 15317	412-429-4071
ADDRESS	PHONE
N/A	
NAME OF PARENT COMPANY	
ADDRESS	PHONE

In order for the bid to be considered valid, this form must be completed in its entirety. The cost for the Scope of Work as stated in the Request for Proposal documents shall be a lump sum, as follows:

*Attach technical specifications for all proposed materials as outlined in the Submission Requirements section of the RFP (pg. 5-6)

COST PROPOSAL		
ITEM	BID AMOUNT	
1. Review Documentation/Master Plan	\$ 825.00	
2. Review City Style Guide	\$ 400.00	
3. Recommend Changes	\$ 375.00	
4. Location Recommendations	\$ 4,500.00	
5. System Maintenance Plan	\$ 3,000.00	
6. Recommendations on New Technology	\$ 1,750.00	
7. Design	\$ 5,500.00	
8. Project Implementation Timeline	\$ 3,100.00	
TOTAL BID AMOUNT	\$ 19,450.00	
ADDITIONAL BID ITEMS		
Additional Meetings with City Staff and Boards	\$ 1,500.00	
Other - Construction Documents	\$ 7,500.00	
Other - Zoning/MDOT Approval	\$ 2,500.00	
GRAND TOTAL AMOUNT	\$ 30,950.00	

Firm Name: Kerestes-Martin Associates, Inc.

Authorized Signature:

Date: 10/26/2022

IRAN SANCTIONS ACT VENDOR CERTIFICATION FORM FOR WAYFINDING/SIGNAGE PROGRAM UPDATES

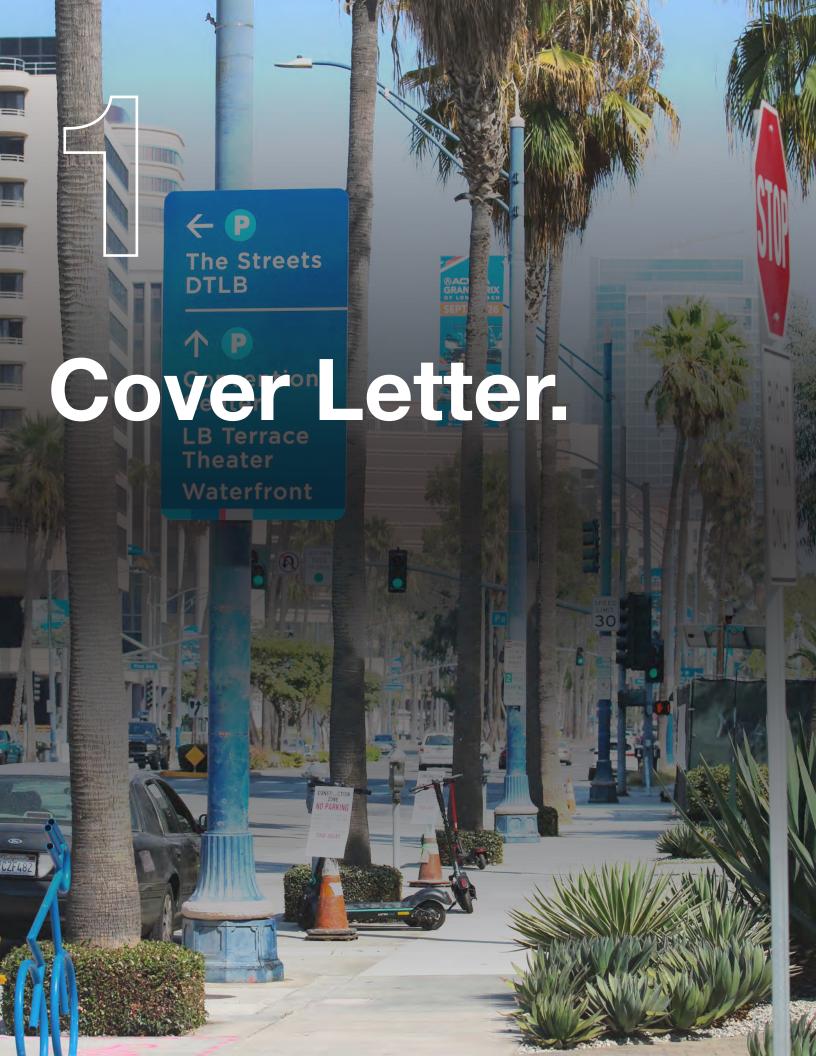
Pursuant to Michigan Law and the Iran Economic Sanction Act, 2012 PA 517 ("Act"), prior to the City accepting any bid or proposal, or entering into any contract for goods or services with any prospective Vendor, the Vendor must certify that it is not an "Iran Linked Business", as defined by the Act.

By completing this form, the Vendor certifies that it is not an "Iran Linked Business", as defined by the Act and is in full compliance with all provisions of the Act and is legally eligible to submit a bid for consideration by the City.

PREPARED BY	10/26/2022
PREPARED BY (PRINT NAME)	DATE
AUTHORIZED SIGNATURE	
Chief Executive Officer TITLE	bjm@thekmagroup.com EMAIL ADDRESS
Kerestes-Martin Associates, Inc. COMPANY	
1276 McEwen Avenue, Canonsburg, PA 15317 ADDRESS	412-429-4071 PHONE
N/A NAME OF PARENT COMPANY	
ADDRESS	PHONE









The City of Birmingham, Nicholas J. Dupuis, Planning Director 151 Martin Street Birmingham, MI 48009 Phone: 248-530-1856

Email: ndupuis@bhamgov.org

Re: City of Birmingham, MI - Signage Consultant

Dear Nicholas,

Selbert Perkins Design is pleased to submit our proposal to The City of Birmingham for a design professional to work with members of its Community Development Department, Birmingham Shopping District, Communications Department and residents to update an existing wayfinding/signage program for the entire City. For more than four decades, SPD has developed effective, results-driven signage programs for over 50 cities, counties, regional groups, economic development organizations, tourism and heritage organizations. We are confident that our team brings the essential creativity and expertise to develop a modern and innovative Signage and Wayfinding Plan that meets all of the project goals outlined in the RFP.

We understand that the goal of this project is to integrate all municipal signage into a cohesive, user-friendly program. Our design plan is to not only update the citywide wayfinding and signage design program and provide the City with a new, official guide for all City wayfinding signage but also to visually integrate the various municipal operations and initiatives.

Additionally, SPD is familiar with The City of Birmingham as we are currently working on a Signage and Wayfinding project in the Triangle District for the Adams / Haynes Mixed Use Development. Our work in the Detroit area can be seen throughout the District Detroit development, Huntington/Chemical Bank, The historic Eddystone Apartments, The Fox Theatre and many other projects.

Thank you for your consideration. We look forward to discussing the next steps.

Best regards,

John Lutz Partner 312.523.4443

ilutz@selbertperkins.com

Boston Chicago Los Angeles

Shanghai



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About Selbert Perkins

Every place has a story, every story has a place.™

Selbert Perkins Design (SPD) is a multidisciplinary, international design firm. For over four decades, SPD has collaborated with communities and clients to research and define their goals and stories, and translate them into a unified branding, wayfinding, placemaking, and public art program. The branded components, from logos to landmarks, are strategically integrated into the environment to simplify wayfinding and provide a powerful sense of place, providing a positive experience for all municipal users.

Design Services

- · Wayfinding Systems
- · Signage Design
- Murals and Graphics
- · Print and Digital Mapping
- · Media Integration
- Master Planning

- Community Engagement
- · Logos and Identity Design
- · Brand Roll-outs
- · Marketing Materials
- Placemaking
- · Public Art & Sculpture

Firm History

1982 - Clifford Selbert Design office opened Cambridge, Massachusetts office

1992 - Opened California office

1996 - Incorporated as Selbert Perkins Design Collaborative

2003 - LA office becomes certified WBE firm

2006 - Chicago office opened

2008 - Shanghai office opened

Primary Contact

John Lutz, Partner jlutz@selbertperkins.com C: 312.523.4443 O: 312.876.1839 210 W. Main St. #1 Barrington, IL 60010

Additional Contacts

Chris Wong, Principal cwong@selbertperkins.com

Sharon Brooks, Principal sbrooks@selbertperkins.com

Visit us at: selbertperkins.com

Qualifications

Selbert Perkins Design combines wayfinding, branding, and placemaking to create memorable and meaningful experiences.

What makes us different

Collaborating with clients across five continents, Selbert Perkins Design believes "Every place has a story, every story has a place". We translate a client's story, their history and personality into a design experience that inspires and makes people say, "wow." We design everything from Logos to Landmarks and are best known for our unique expertise with signage and wayfinding, brand identity and logo design, large scale public art, branded environments, and overall "big picture" project visioning. We are passionate about creating **innovative and meaningful design solutions** that serve the public good and translate into positive results and steadfast ROI for our clients. We believe that our work – and working with us – will make you smile.

Selbert Perkins Design has **extensive civic Signage and Wayfinding project experience**. Every project we are awarded has its own set of unique design challenges which require a new and original approach to problem solving – whether it's applying proven methods in unfamiliar ways or creating new solutions.

SPD **integrates the local community and culture** into every project to tell the story of the communities we serve. Whether it's helping travelers to navigate, creating a sustainably designed urban community, or designing a timeless piece of public art, SPD believes its work should create a **memorable experience** that serves both clients and the greater good.

Civic Partners (Partial List)

- · City of Anaheim, CA
- · City of Arlington, MA
- · City of Everett, MA
- City of Lancaster ,CA
- City of Las Vegas, NV
- City of Long Beach, CA
- · City of Louisville, KY
- · City of Manhattan Beach, CA
- · City of Santa Monica, CA
- City of Santa Clara, CA

- City of Worcester, MA
- · Urbana, IL
- Quincy, IL
- Michigan City, IN
- City of West Hollywood, CA
- Kailua Village, HI
- Rockville Town Square, MD

Project Team

The key personnel located in the Chicago office leading this project will be John, Chris, Varsha and Logan. We provide executive management overview on every project. The strategic and design management staff directs daily project activities. Our team has the foundation and familiarity to guarantee a smooth project process from concept through completion.



John Lutz Partner

John will be the strategic and conceptual leader for the project. With extensive national and international project experience across multiple market sectors, John will guide the vision and lead all SPD team efforts.



Chris Wong Principal, Project Manager

Chris will provide additional strategic and creative direction towards the collaborative efforts of the design team – facilitating concept & design development, managing project schedules & delivery. Chris will serve as the primary client contact and community contact.



Varsha Sheth Senior Designer

Varsha will guide the designers under Chris' direction and assist the creative team with initial conceptual approaches through final design documentation & implementation. The Senior Designers will often serve as secondary points of contact for the client.



Logan Strauss Designer

Logan will also support the creative development of the entire project from initial conceptual approaches through final design documentation & implementation. The Designers will often serve as an additional contact for the client.







John Lutz

Partner

Education
University of Cincinnati
Bachelor of Science

Received Professional Practice Award in Graphic Design

Years of Experience

28 Years with SPD

28 Years Total

Affiliations

Society for Experiential Graphic Design (SEGD), Member John runs the Chicago office of Selbert Perkins Design and brings to SPD the ability to turn verbal concepts into powerful graphic identities and dynamic communications programs. John has been an integral part of the SPD team for over 28 years. Deeply committed to a project's success, John's remarkable creativity and diligence have resulted in bold, unique design solutions that consistently exceed client expectations. John takes a sculptural approach to his experiential work, creating systems that provide both visual drama and effective communication, and he brings imagination and creative energy to all of his projects. John served on the Society of Experiential Graphic Designer's (SEGD) Board of Directors from 2010-2019, as Vice President in 2014-2015 and as President in 2016-2017.

- · City Creek Center, Salt Lake City, UT
- · City of Blue Island, IL
- · City of Louisville, KY
- · City of Marina Del Rey, CA
- · City of Michigan City, IN
- · City of Sandusky, OH
- · City of Urbana, IL
- · City of Worcester, MA
- · Culver City, CA
- · East Chicago, IN
- · Historic Quincy Business District (HQBD), Quincy, IL
- · Kansas City Live! and Kansas City Power & Light District in Kansas City, MO
- · Los Angeles World Airports (LAX), Los Angeles, CA
- · Port of Los Angeles, San Pedro, CA
- · St. Louis Ballpark Village, St. Louis, MO
- · The Battery at SunTrust Park, Atlanta, GA
- · The District Detroit, Detroit, MI
- · Great Lakes Crossing, Auburn Hills, MI







Education

Southern Illinois University Bachelor of Arts Industrial Design

Years of Experience

15 Years with SPD

26 Years Total

Affiliations

Society for Experiential Graphic Design (SEGD), Member

Chris Wong

Principal / Project Manager

Chris is a Principal at Selbert Perkins Design in the Chicago office where he brings more than 25 years of experience to the team. Chris delivers remarkable project leadership, unique creativity, and passionate dedication to every project. As Principal, Chris is a primary point of contact for the Chicago office, managing a myriad of projects to ensure their success. His specialties are branding, public art, sculpture, signage and wayfinding and environmental graphic design.

- · Atlantic City Boardwalk, NJ
- · Blackstone River Valley National Heritage Corridor, MA & RI
- · City Creek Center, Salt Lake City, UT
- · City of Blue Island, IL
- · City of Louisville, KY
- · City of Marina Del Rey, CA
- · City of Michigan City, IN
- · City of Sandusky, OH
- · City of Urbana, IL
- · City of Worcester, MA
- · East Chicago, IN
- · Fulton County Government Facilities, Atlanta, GA
- · Historic Quincy Business District (HQBD), Quincy, IL
- · Kansas City Live! and Kansas City Power & Light District in Kansas City, MO
- · The Battery at SunTrust Park, Atlanta, GA
- · Wicker Park Commons, Chicago, IL
- · The District Detroit, Detroit, MI
- · Great Lakes Crossing, Auburn Hills, MI





Varsha Sheth

Senior Designer

Varsha holds degrees in both graphic design and interior design. This unique education combined with her experience, has resulted in Varsha's comprehensive understanding of creative problem solving. Enhancing the user experience through experiential design for a diverse range of clients and project types and working with our team of designers keeps Varsha inspired.

Education

National Institute Of Design, Ahmedabad, India Post Graduation in Graphic Design

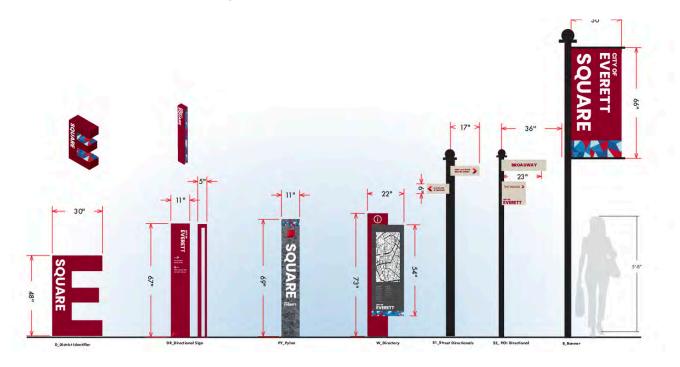
LAD & SRP College Nagpur University, India B.A. Interior Design

Years of Experience

6 Years with SPD

13 Years Total

- · Philadelphia Master Plan, Philadelphia, PA
- · University of Chicago, Chicago, IL
- · City of Louisville, KY
- · Fiserv Forum, Milwaukee, WI
- · Globe Life Field, Arlington, TX
- · St. Louis Ballpark Village, St. Louis, MO
- · The Battery at SunTrust Park, Atlanta, GA
- · Wicker Park Commons, Chicago, IL
- The District Detroit, Detroit, MI
- · Little Caesars Arena, Detroit, MI
- · Oklahoma City Convention Center, OK
- · Northwestern University, Evanston, IL
- Texas Live! Mixed-Use District, Arlington, TX
- Texas Live! Hotel, Arlington, TX
- · U.S. Bank Stadium, Minneapolis, MN





Logan Strauss

Designer

Logan has worked in both our Boston and Chicago offices. He began his SPD career as an intern working with the Boston team and currently is a Designer in the Chicago office. Logan has passion for branding projects, typography and experiential design. Logan's skills apply to all of our projects across a variety of markets.

Education

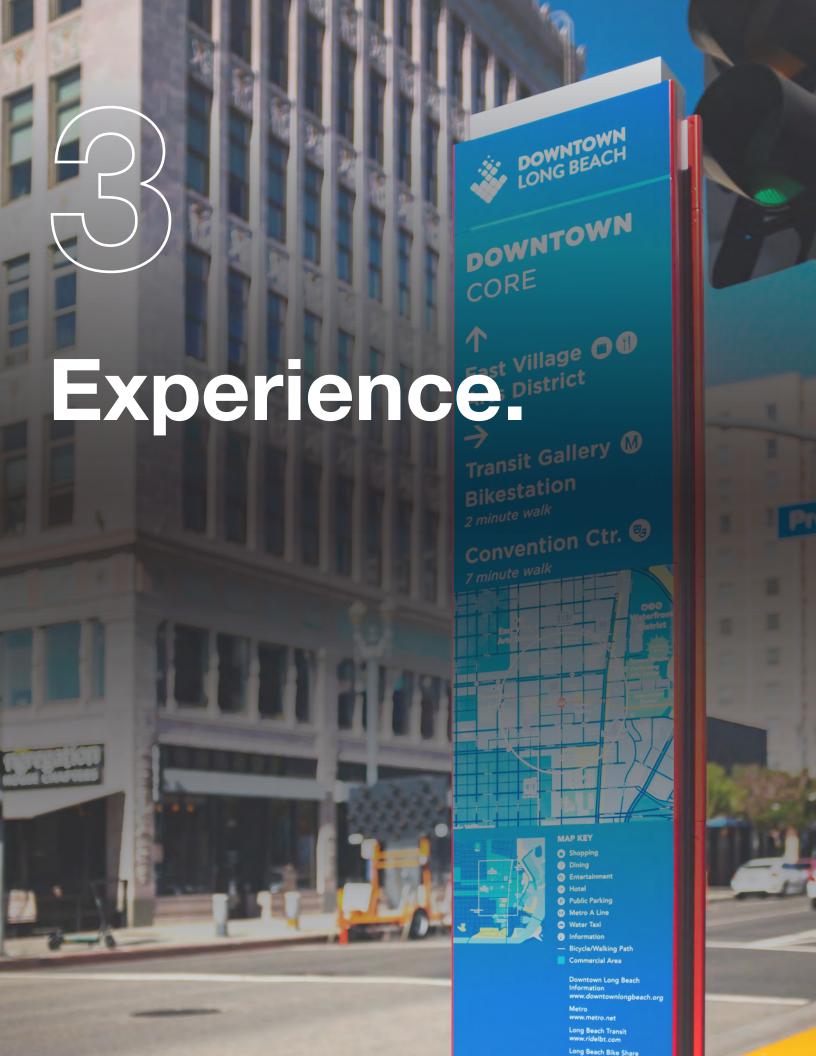
University of Cincinnati

Bachelor of Science Graphic Design

Years of Experience

2 Years with SPD

- · City of Everett, MA
- · Ballpark Village, St. Louis, MO
- · The District Detroit, Detroit, MI
- · Little Caesars Arena, Detroit, MI
- · Dolphin Mall, Miami, FL
- · Essentia Health, Duluth, MN
- · Fiserv Forum, Milwaukee, WI
- · Fulton County Courthouse, Atlanta, GA
- · International Plaza, Tampa, FL
- · Kansas City Power & Light District, Kansas City, MO
- McCormick Place, Chicago, IL
- Sunseeker Resort, Charlotte Harbor, FL
- · Three Light, Kansas City, MO



References



City of Long Beach

Linda Tatum

Planning Bureau Manager City of Long Beach 333 West Ocean Blvd. Long Beach, CA 89092 P 562.570.6261 F 562.570.6012 Linda.tatum@longbeach.gov SPD designed the City of Long Beach citywide pedestrian and vehicle wayfinding program, including gateways, parking, coastal access, and digital communications. The new city and neighborhood gateways integrate the Long Beach Brand and can be customized by each neighborhood. Pedestrian signs include headsup maps, and new digital signs that provide information and revenue generation opportunities.



City of Louisville

Barry Alberts

Managing Partner
CityVisions Associates
604 South Third Street
Louisville, KY 40202
T: (502) 561-7885
balberts@cityvisionsassociates.com

SPD developed the citywide signage and wayfinding master plan for the City of Louisville, KY including four key districts in the city. SPD worked with the City of Louisville, community groups, and businesses to create an identity and signage system. The signage and wayfinding system for the site also included retail tenant signage, sculpture and other public art elements.



City of Santa Monica

Francine Stefan

Planning & Trans Manager City of Santa Monica 1685 Main Street Santa Monica, CA 90402 310.458.8341 francinestefan@smgov.net SPD has worked with the City of Santa Monica to transform the city's wayfinding system. This unique signage system includes static and digital wayfinding for pedestrians, vehicles, and cyclist. The results are a dynamic, sustainable system as well as an Online Travel and Information System that enhances the traveler experience by providing detailed trip planning.



City of Long Beach

Long Beach, California

Dates:

2015 - ongoing

Client:

City of Long Beach

Services Provided:

City & Neighborhood Gateway Design

Vehicle & Pedestrian Signage & Wayfinding Master Plan

Bicycle Wayfinding

Mapping

Revenue Generation

SPD designed the City of Long Beach citywide pedestrian and vehicle wayfinding program, including gateways, parking, coastal access, and digital communications. The new city and neighborhood gateways integrate the Long Beach brand and can be customized by each neighborhood to celebrate the diversity of the city. Pedestrian signs include heads-up maps, and new digital signs, which provide information and revenue generation opportunities.









City of Long Beach

Long Beach, California

Dates:

2015 - ongoing

Client:

City of Long Beach

Services Provided:

City & Neighborhood Gateway Design

Vehicle & Pedestrian Signage & Wayfinding Master Plan

Bicycle Wayfinding

Mapping

Revenue Generation









City of Long Beach

Long Beach, California

Dates:

2015 – ongoing

Client:

City of Long Beach

Services Provided:

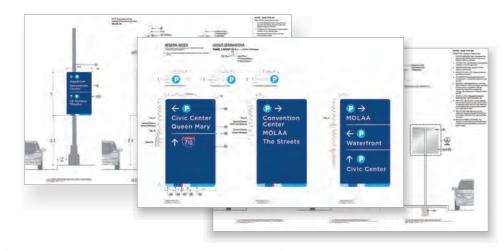
City & Neighborhood Gateway Design

Vehicle & Pedestrian Signage & Wayfinding Master Plan

Bicycle Wayfinding

Mapping

Revenue Generation









CITY OF LOUISVILLE LOUISVILLE, KENTUCKY

Dates:

2003 - 2005

Client:

City Louisville

Services Provided:

Brand Identity

Signage & Wayfinding Master Plan SPD designed the brand identity for the Downtown Louisville entertainment district for a different kind of entertainment experience. Elements include site identity, wayfinding, and retail signage standards. For the entire block, a city street closes its doors to automotive traffic and becomes Fourth Street Live!, a mixed-use entertainment district spanning 8-acres. The design integrates the development with the adjacent hotel, convention center, residences, and other entertainment and cultural attractions in the downtown environment.





Birmingham, MI - Signage Consultant



City of Santa Monica

Santa Monica, CA

Dates: 2013 – 2017

Client: City of Santa Monica

Services Provided:Signage & Wayfinding Master Plan

Mapping

Digital Communications

Furniture & Lighting Design

Selbert Perkins has worked with the City of Santa Monica to transform the city's wayfinding system. This comprehensive signage system includes static and digital wayfinding for pedestrians, vehicles, and cyclists. The results are a dynamic, sustainable system as well as an online travel and information system that enhances the traveler experience by providing detailed trip planning. Projects completed include streetscape enhancements along the iconic 4th Street, a bicycle wayfinding program, a digital wayfinding system for downtown Santa Monica's parking garages and a comprehensive first/last mile wayfinding program.







City of Santa Monica - Vehicle Wayfinding

Santa Monica, CA

Dates:

2013 - 2017

Client:

City of Santa Monica

Services Provided:

Signage & Wayfinding Master Plan

Mapping

Digital Communications

Furniture & Lighting Design











City of Santa Monica - Digital Wayfinding

Santa Monica, CA

Dates:

2013 - 2017

Client:

City of Santa Monica

Services Provided:

Signage & Wayfinding Master Plan

Mapping

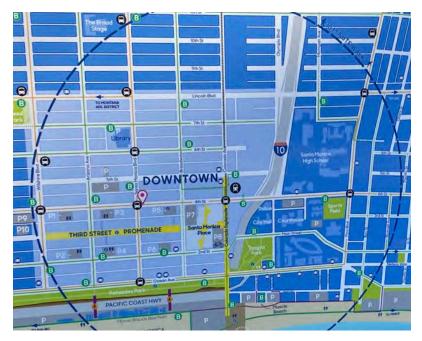
Digital Communications

Furniture & Lighting Design











City of Santa Monica - Pedestrian Wayfinding

Santa Monica, CA

Dates:

2013 - 2017

Client:

City of Santa Monica

Services Provided:

Signage & Wayfinding Master Plan

Mapping

Digital Communications

Furniture & Lighting Design









City of Santa Monica

Santa Monica, CA

Dates:

2013 - 2021

Client:

City of Santa Monica

Services Provided:

Signage & Wayfinding Master Plan

Mapping

Digital Communications

Furniture & Lighting Design





Abu Dhabi Urban Street Design Manual

Abu Dhabi, United Arab Emirates

Dates: 2009 – 2012

SPD collaborated with the Abu Dhabi Planning Council (UPC) and OTAK to create the new design manual, including citywide guidelines for street design, signage, and wayfinding, for the Emirate of Abu Dhabi.

Client:

Otak International

Abu Dhabi Urban Planning Council

Services Provided:Signage & Wayfinding

Mapping

Master Plan





Abu Dhabi Municipality Signage

Abu Dhabi, United Arab Emirates

Dates:

2009 - 2012

Client:

City of Abu Dhabi

Services Provided:Signage & Wayfinding Master Plan

Digital Communications

Mapping

SPD collaborated with an extensive team of planners, engineers, and cultural experts to create the first citywide system of street names, addresses, zip codes, and sign standards for all municipal districts, public facilities, and parks for the Emirate of Abu Dhabi. The new dual language program includes more than 20,000 signs linked via QR codes, transforming this historic city into a dynamic, thriving metropolis.















City of Worcester

Worcester, Massachusetts

Dates:

2009 - 2015

Client:

City of Worcester

Services Provided:

Brand Identity

Signage & Wayfinding Master Plan

Mapping

Monuments

SPD created the logo and wayfinding master plan for the City of Worcester, including a comprehensive analysis of their brand identity and wayfinding signs, recommendations, and design concepts. SPD collaborated with the project team to increase awareness and tourism, and to improve the overall image of the City by creating a functional wayfinding system for visitors and residents. Worcester has implemented a small selection of signs and landmarks within the new system to raise capital.









City of Anaheim

Anaheim, California

Dates:

2015 - ongoing

Client:

City of Anaheim

Services Provided:

Signage & Wayfinding Master Plan

Solar Powered Signage System

Mapping

Digital Parking

Selbert Perkins Design designed and implemented the branded citywide vehicle, pedestrian, digital parking, and paratransit wayfinding systems for the City of Anaheim, CtrCity, and Resort District, as well as the branding for its museum and residential properties. The new sustainable systems feature solar powered signs and digital connectivity throughout the city.













City of Lancaster - Master Plan

Lancaster, California

Dates:

2021 - ongoing

Client:

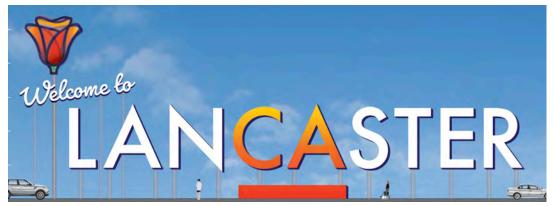
City of Lancaster

Kimley-Horn

Services Provided: Signage & Wayfinding Master Plan Selbert Perkins Design is developing a comprehensive vehicle, pedestrian, and bicycle signage and wayfinding master plan for the City of Lancaster that will not only reflect the city's unique personality but will also accommodate future growth. SPD will provide comprehensive maps and routes to connect key locations such as neighborhoods, services (healthcare, retail, etc.), recreational opportunities, government institutions, educational facilities, and other key destinations. The plan will address the current identity and navigation issues along the main highway corridor that runs through the City and will provide solutions including a phased approach for implementation.











Marina Del Rey Harbor

Marina Del Rey, California

Dates:

2008 - 2010

Client:

Los Angeles Department of Beaches and Harbors

Services Provided:Signage & Wayfinding

Banner Program

After months of careful collaboration with community leaders, revised visual identity and brand standards were developed for Marina Del Rey, CA. Selbert Perkins created a bright new color palette and system of icons for the Marina-wide sign system, all inspired by the colors of the sea and sky. As a cost-effective measure, the aging and dated existing signage and wayfinding structures were retrofitted and refaced, and existing entrance signs were refreshed and repainted. An annual banner program was designed and implemented to develop an awareness of Marina del Rey and draw public attention to community events, services and festivals, such as the annual "Discover the Marina", the annual free public concert series, and the Coast Link - a water shuttle services that operates in the summer months.









Rockville Town Square

Rockville, Maryland

Dates: 2009

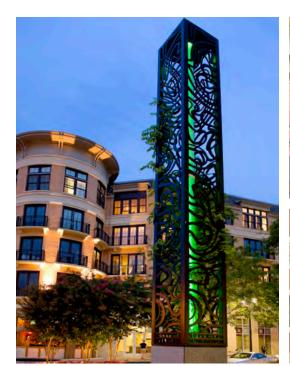
Client: City of Rockville

Services Provided:Signage & Wayfinding Master Plan

Public Art

Monuments

SPD collaborated with Federal Realty, the City of Rockville, Maryland, planners, architects, historians, community representatives, and public agencies to create the environmental communications master plan for the Rockville Town Center. The branded sign program includes identity, direction, interpretation, and regulatory elements, which are integrated into the 8-acre, 12-square block area. SPD also created interpretive elements to tell the city's eclectic history. The storytelling exhibits link the library, city hall, offices, retail, theaters, parking, and residential properties to the civic plaza. Gateways, pavement engravings, and exhibits infuse the streets with stories of famous people, places, and events, establishing the renovated Rockville Town Center as the cultural heart of the city.









City of West Hollywood

West Hollywood, California

Dates:

2011 - ongoing

Client:

City of West Hollywood

Services Provided:

Street Media Master Plan

Signage & Wayfinding Master Plan

Street Furniture Master Plan

Sunset Strip Spectaculars Billboard Competition

Digital Communications (in construction)

Selbert Perkins Design collaborated with the City of West Hollywood on a wide range of projects to re-establish The Sunset Strip as a world class entertainment district. SPD wrote the new digital billboard and street furniture ordinance, coordinated the Sunset Strip Spectaculars billboard competition, designed the citywide vehicle and pedestrian wayfinding system for streets, parks, and parking, new digital welcome signs, graphics for hotels, mixed use retail centers, select billboards, and large scale public art and amenities.





















Port of Los Angeles

Los Angeles, California

Dates:

2004 - 2018

Client:

Port of Los Angeles

Services Provided:

Brand Identity

Signage & Wayfinding Master Plan

Public Art

The Port of Los Angeles Waterfront Promenade is a redevelopment project encompassing the Port of Los Angeles' previously neglected waterfront. This project is a significant enhancement to the appearance and function of the Port's authentic working waterfront. Selbert Perkins Design developed the comprehensive brand identity and signage and wayfinding master plan for the Waterfront Promenade. The logo has been integrated into the pedestrian and bike pathways, and vehicular wayfinding signs. Master plan elements include historical and informational interpretive signs, as well as the pedestrian, vehicular and bike path signage system. The banner system, implemented along the Promenade to promote the public access areas, features icons of local historical monuments.













Port of Los Angeles

Los Angeles, California

Dates:

2004 - 2018

Client:

Port of Los Angeles

Services Provided:

Brand Identity

Signage & Wayfinding Master Plan

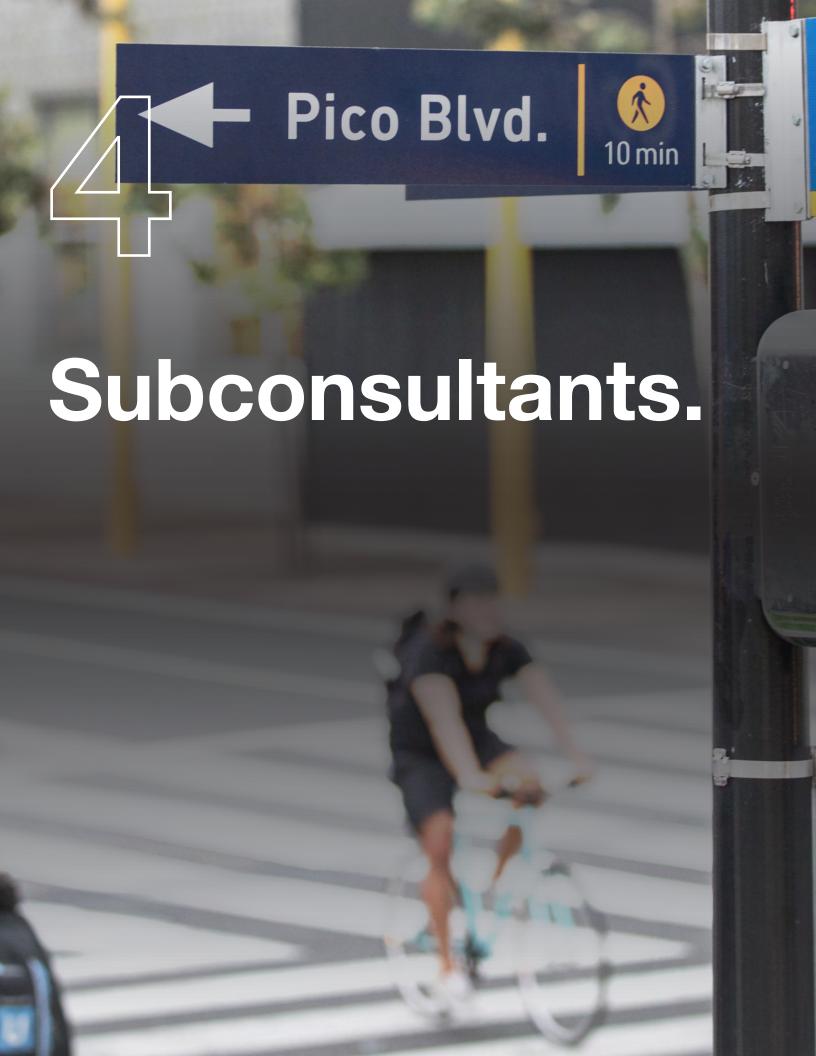
Public Art





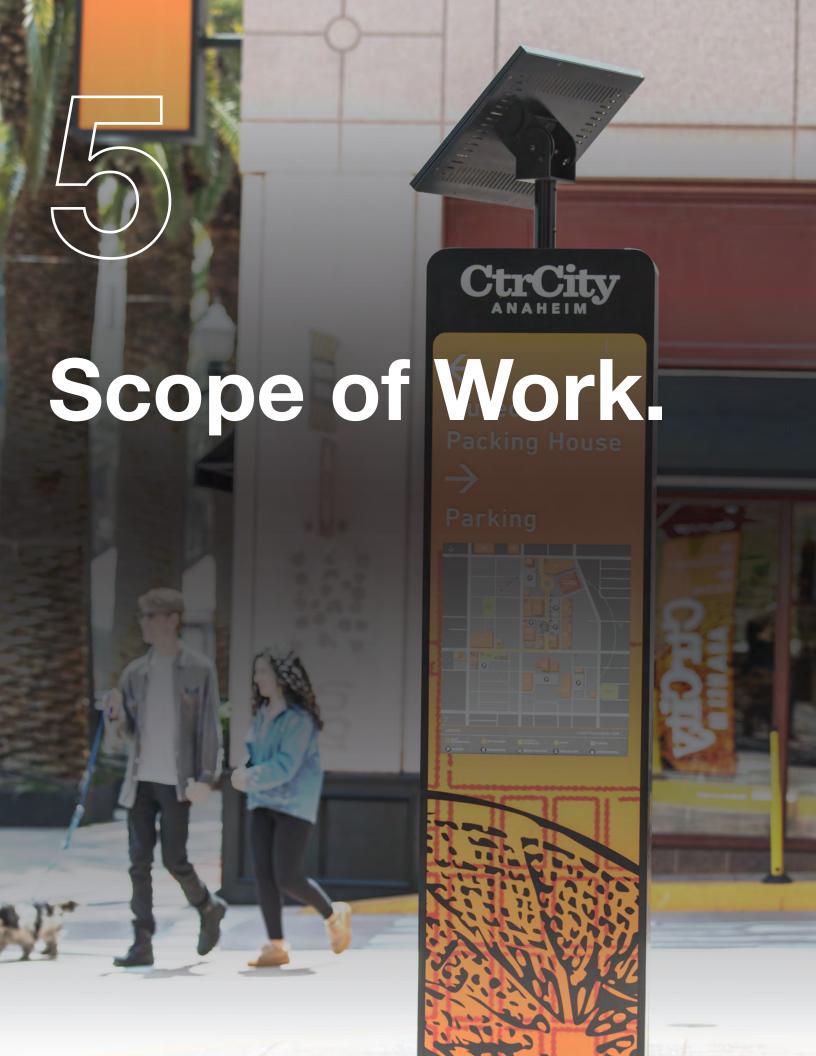






Subconsultants

We do not plan on utilizing any subconsultants for this project.





Project Understanding

SPD understands that The City of Birmingham is seeking the services of a design professional to work with members of its Community Development Department, Birmingham Shopping District, Communications Department and residents to update an existing wayfinding/signage program for the entire City.

Our objectives include; **Evaluating and updating the Citywide Wayfinding and Signage Design Program (2004)**; and **reviewing recommendations within the City's various master plans** including (but not limited to) the Parks and Recreation Master Plan, Triangle District Urban Design Plan, Eton Road Corridor Plan, and The Birmingham Plan 2040 for inclusion in new document.

Per the RFP, included in our approach will be the following;

- a. Review of related documents and master plans.
- b. Review of City Style Guide and other publications to create cohesive design.
- c. Recommendations for changes to typography, symbology and other graphics.
- d. Providing specific recommendations for updated locations.
- e. Developing a system maintenance program.
- f. Providing recommendations on new technology.
- g. Providing a timeline for project implementation, including costs and potential funding sources.

**In addition to the items mentioned above we acknowledge that additional meetings with both the Planning Board, Design Review Board and City Commission may be requested as needed.

SPD is capable of meeting the project timeframe as indicated in the RFP:

- Project Kick-Off Meeting March 2023
- First Draft Due June 2023
- Second Draft Due September 2023
- Final Draft of Plan Completed December 2023

Project Understanding

The following sign types could be included;

Identification

- · Gateway Signage
- · Primary Arrival Signage
- · Pathway Identification (Bridge, Overpass)
- Destination Identification including; public sites, parks, public art, districts, museums, parking and municipal facilities

Pedestrian Directional

- Pedestrian/Bicyclist Wayfinding
 - Freestanding Directional Signage
 - Pole Mount Directional Signage

Vehicular Directional

- Directionals from main interstates, highways, and/or city streets to the key destinations, districts, parks, museums, public art, parking and other various points of interest
 - Freestanding Directional Signage at key decision-making points

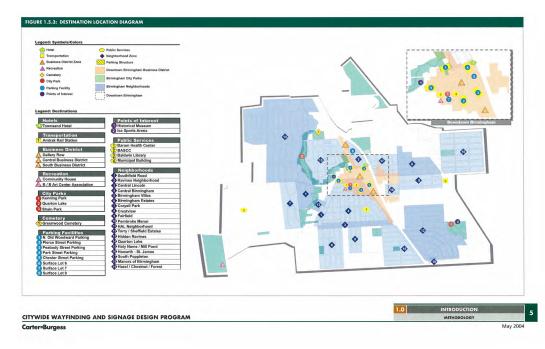
Information

· Pedestrian Kiosks (Med. and Large)

Ammenities

· Pole Mounted Banners, (DS/SS - New and Existing Post)

- *Any city maps and logos to be utilized and integrated into the wayfinding design are to be provided to SPD by the client team
- **Additional meetings with both the Planning Board, Design Review Board and City Commission may be requested as needed.



Scope of Work

Phase 1: Research and Analysis

Meetings: (1) Project Kick Off and Site Review - On Site (Birmingham, MI)

(1) Analysis Presentation via Teleconference

Schedule: 4 weeks

- 1. Hold kick-off meeting (3/23) and Site Review with the project team to discuss needs, concerns, and goals.
- Review all planning documents including the Citywide Wayfinding and Signage Design
 Program (2004), the City Style Guide and other publications as well as the projects history and
 timeline.
- 3. Review recommendations within the City's various master plans including (but not limited to) the Parks and Recreation Master Plan, Triangle District Urban Design Plan, Eton Road Corridor Plan, and The Birmingham Plan 2040 for inclusion in new document.
- 4. Review user groups with project team and understand their specific needs.
- 5. Evaluate potential & existing site factors including vehicular and pedestrian circulation routes, decision points & destination generators, land & building uses, ingress & egress points to destinations, lines of sight, feasibility in the right of way, environmental factors, & interrelationships.
- 6. Confirm key destinations such as; Birmingham Shopping District, City parks, Birmingham Museum, Baldwin Public Library, Historic Districts, Triangle District and other locations.
- 7. Prepare outline of all required signage & wayfinding elements (Identification, Direction, Information and Ammenities).
- 8. Develop a matrix of destinations and gateways to include in the wayfinding plan.
- Create preliminary signage types list and location plan that includes elements to be added, replaced, or consolidated.
- 10. Present findings to the Project Team and deliver final Analysis Report and Summary that led to the final recommendations of the plan and approval for Phase II: Concept/Schematic Design.

Phase I Deliverables: Uploaded digital files

- Signage Research Analysis
- Outline of All Required Signage and Wayfinding Elements
- Meeting Minutes

Scope of Work

Phase 2: Concept/Schematic Design

Meetings: (2) meetings with project team, additional conference calls as needed

Schedule: 9 Months

- Based upon initial discussions, research and analysis results, develop image strategy and conceptual directions for the wayfinding signage. Design standards will incorporate the City's new logo, brand, reflect the City's identity and incorporate various municipal operations and initiatives into the plan. (2-3) design options will be developed.
- Meet with the project team to present preliminary design concepts for the Citywide Wayfinding and Signage Design Program (Deliverable #1). Team to choose 1 conceptual direction for refinement.
- 3. Refine the selected design direction for all major signage and wayfinding elements.
- 4. Follow applicable local/state laws.
- 5. Provide maintenance and replacement recommendations.
- 6. Present the refined design of the Citywide Wayfinding and Signage Design Program (Deliverable #2) to the Signage Design Committee Team and obtain input on the refined design.
- 7. Prepare preliminary signage types list and location plan that includes elements to be added, replaced, or consolidated.
- 8. Provide recommendations on new technology.
- 9. Develop preliminary message schedule template.
- 10. Meet with the project team to present the refined design, preliminary location plans and message schedule template. Presentations will include visual approaches with sketches indicating scale, shape, structure, materials, typeface, iconography, and color palette for all major signage and wayfinding elements. Obtain client team input.
- 11. Based upon project team input, finalize sign types, locations, elevations/positions, font styles, colors, and finishes.

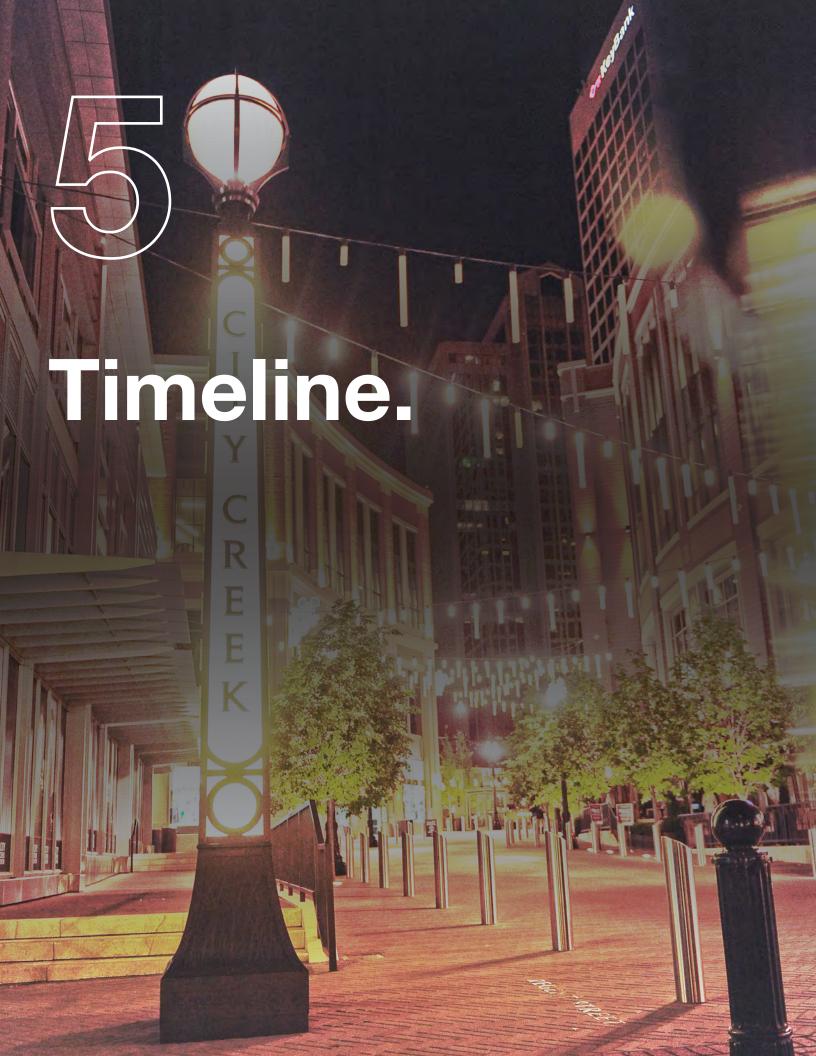
Scope of Work

Phase 2: Concept/Schematic Design (Continued)

- 12. Prepare preliminary fabrication cost estimates, assist with potential funding sources and implementation schedule.
- 13. Prepare and submit final Schematic Design package of the Citywide Wayfinding and Signage Design Program (Deliverable 3) including detailed drawings and specifications. Obtain final client approval via teleconference.

Phase 2 Deliverables: Uploaded digital files

- Deliverable 1 6/23: First draft of a proposal for an updated Citywide Wayfinding and Signage
 Design Program for review by the Wayfinding and Gateway Signage Committee. (Electronic PDF)
- Deliverable 2 9/23: Second draft of a proposal for an updated Citywide Wayfinding and Signage Design Program for review by the Wayfinding and Gateway Signage Committee. (Electronic PDF)
- Deliverable 3 12/23: Complete Final draft with proposed updates and recommendations for signage across the City.
 - One (1) electronic PDF version of final document.
 - Ten (10) bound hard-copy sets of the final document.
- Sign Location Plan and Message Schedule
- Fabrication Cost Estimates, Assist with Potential Funding Sources and Implementation Schedule
- Meeting Minutes



Schedule

We recognize that meeting the implementation schedule and budget are critical components to the success of this project. We will coordinate with all team members to address individual needs, production variations, meet deadlines and all project needs.

Our management capabilities allow us to keep track of all aspects of the project and ensure efficient use of time and budget. Weekly updates are made available to the client team and assist us in completing the scope of work on schedule.

We propose the following preliminary schedule based on the completion date of December 23, 2023.

Research and Analysis (4 Weeks, March 23 - April 23)

Hold kick-off meeting (3/23) and Site Review	Week 1 (3/23)
Review all planning documents and recommendations	Week 1
Evaluate potential & existing site factors	Week 1
Confirm key destinations	Week 2
Prepare outline of all required elements	Week 2
Develop a matrix of destinations	Week 3
Create preliminary signage types list and location	Week 3
Present findings to the Project Team and deliver final Analysis Report	Week 4 (4/23)

Concept/Schematic Design (9 Months, April 23 - December 23)

Develop image strategy and conceptual directions	4/23 - 6/23
Present preliminary design concepts - Deliverable 1	6/23
Refine the selected design direction Follow applicable local/state laws Provide maintenance and replacement recommendations	6/23 - 9/23 6/23 - 9/23 6/23 - 9/23
Present the refined design of the Citywide Wayfinding and Signage Design Program - Deliverable 2	9/23
Prepare preliminary signage types list and location Provide recommendations on new technology Develop preliminary message schedule template Finalize sign types, locations, elevations/positions, font styles, colors, and finishes Prepare preliminary fabrication and estimates, potential funding	9/23 - 12/23 9/23 - 12/23 9/23 - 12/23 9/23 - 12/23
Prepare preliminary fabrication cost estimates, potential funding sources and implementation schedule	9/23 - 12/23
Submit final Schematic Design package of the Citywide Wayfinding and Signage Design Program - Deliverable 3	12/23



Attachment A

To Be Completed - only if selected by the City

Attachment B

BIDDERS AGREEMENT FOR WAYFINDING/SIGNAGE PROGRAM UPDATES

In submitting this proposal, as herein described, the Contractor agrees that:

- 1. They have carefully examined the specifications, terms and Agreement of the Request for Proposal and all other provisions of this document and understand the meaning, intent, and requirement of it.
- 2. They will enter into a written contract and furnish the item or items in the time specified in conformance with the specifications and conditions contained therein for the price quoted by the proponent on this proposal.

Sharon Brooks	10.24.200		
PREPARED BY (PRINT NAME)	DATE		
Spann Brooks			
AUTHORIZED SIGNATURE			
Principal, Business Development	sbrooks@selbertperkins.com		
TITLE	EMAIL ADDRESS		
Selbert Perkins Design			
COMPANY			
210 W. Main St. #1, Barrington, IL 60010	317-755-9660		
ADDRESS	PHONE		
NA			
NAME OF PARENT COMPANY			
ADDRESS	PHONE		

Attachment C

COST PROPOSAL FOR WAYFINDING/SIGNAGE PROGRAM UPDATES

In order for the bid to be considered valid, this form must be completed in its entirety. The cost for the Scope of Work as stated in the Request for Proposal documents shall be a lump sum, as follows:

*Attach technical specifications for all proposed materials as outlined in the Submission Requirements section of the RFP (pg. 5-6)

COST PROPOSAL		
ITEM	BID AMOUNT	
1. Review related documents and master plans.	\$3,000.00	
2. Review City Style Guide & other publications to create cohesive design.	\$3,000.00	
3. Recommend changes to typography, symbology and other graphics.	\$40,000.00	
4. Provide specific recommendations for updated locations.	\$9,000.00	
5. Develop a system maintenance program.	\$8,500.00	
6. Provide recommendations on new technology.	\$5,000.00	
7. Provide a timeline for project implementation, including costs and poter	tial funding sources. \$6,000.00	
8.		
TOTAL BID AMOUNT	\$ \$74,500.00	
ADDITIONAL BID ITEMS		
Additional Meetings with City Staff and Boards	\$ \$1050.00 per meeting	
Other - Travel Expenses	\$ \$2500.00/trip	
Other -	\$	
GRAND TOTAL AMOUNT	\$ 74,500.00 plus travel and meetings	

Firm Name:_	Selbert Perkins Design		
Authorized S	ignature:	Sparon Porooks	Date:_10/23/22

Attachment D

IRAN SANCTIONS ACT VENDOR CERTIFICATION FORM FOR WAYFINDING/SIGNAGE PROGRAM UPDATES

Pursuant to Michigan Law and the Iran Economic Sanction Act, 2012 PA 517 ("Act"), prior to the City accepting any bid or proposal, or entering into any contract for goods or services with any prospective Vendor, the Vendor must certify that it is not an "Iran Linked Business", as defined by the Act.

By completing this form, the Vendor certifies that it is not an "Iran Linked Business", as defined by the Act and is in full compliance with all provisions of the Act and is legally eligible to submit a bid for consideration by the City.

Sharon Brooks	10.24.22	
PREPARED BY (PRINT NAME)	DATE	
Spann Brooks		
AUTHORIZED SIGNATURE		
Principal, Business Development	sbrooks@selbertperkins.com	
TITLE	EMAIL ADDRESS	
Selbert Perkins Design		
COMPANY		
210 W. Main St. #1, Barrington, IL 60010	317-755-9660	
ADDRESS	PHONE	
NA		
NAME OF PARENT COMPANY		
ADDRESS	PHONE	



Certifies that:

Selbert Perkins Design, Inc.

has successfully met the requirements of the NWBOC a woman-owned and woman-controlled business. national certification program for certification as

The identified business has qualified as an eligible Woman Business Enterprise (WBE) as set forth in NWBOC standards and procedures.

PHYLLIS HILL SLATER Board Chair, NWBOC

541400, 541430, 541800, 541490

NAICS Code(s)

02/19/22

WWW.NWBOC.ORG

INFO@NWBOC.ORG | 800-794-6140 | 1101 East Cumberland Ave., Suite #301, Tampa, Florida 33602

TAMPERING OR ALTERING THIS CERTIFICATE IS, IN THE DISCRETION OF NWBOC, GROUNDS FOR TERMINATION OF CERTIFICATION.