Request for Proposals

Implementation of Wayfinding Signage System
In Downtown Phoenix, Arizona

Downtown Phoenix Partnership
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INTRODUCTION

Located in the heart of one of the nation’s fastest growing metropolitan areas, Downtown Phoenix is in the midst of an unprecedented renaissance. Nearly $4 billion of private and public investment will be completed in the next three to five years. This includes a new convention center, hotels, residential, retail, offices, biomedical, higher education and light rail development.

The Downtown Phoenix Partnership, Inc., a 501(c)3 non-profit, public-private partnership has served as a major catalyst for this renaissance. The organization is governed by a 27-member board of directors comprised of leaders from the private, public and non-profit sectors.

Enhanced Municipal Services District (EMSD)
The organization’s primary responsibility is to manage an Enhanced Municipal Services District (i.e., Business Improvement District) for the 90-block core of Downtown Phoenix. The Partnership contracts with the City of Phoenix to manage the district on behalf of all stakeholders within the district, including property owners; businesses; city, county and federal governments; higher education institutions; residents, non-profit organizations; and religious institutions.

The activities of the EMSD are funded by assessments on property owners. Services provided through the district include:
• Security and Hospitality
• Retail and Cultural Marketing
• Economic Development
• Transportation and Parking
• Streetscape and Urban Planning
• Streetscape Maintenance
• Advocacy

PROJECT GOALS

The Downtown Phoenix Partnership in conjunction with the City of Phoenix seeks to build upon the many entertainment, cultural, historical and other leisure time venues and activities currently existing in the greater Downtown area. It is also necessary to help direct visitors to downtown from Phoenix’s major arteries as well as ease their wayfinding within the downtown core. It is the intent of the wayfinding signage program to enhance the success and market potential for arts, entertainment, historical, and economic growth. The system should anticipate the continued evolution of Downtown, including traffic pattern changes, the addition of new tourist attractions, and increased pedestrian traffic.

PROJECT DESCRIPTION

The Downtown Phoenix Partnership in conjunction with the City of Phoenix seeks to develop a comprehensive signage system that facilitates wayfinding throughout the Downtown, while enhancing the sense of direction and evoking imagery. This wayfinding signage system should address the needs of visitors and locals using all modes of transportation. Street level vitality, legibility, safety, maintenance and replacement costs are all major concerns in creating an informational signage and wayfinding system that is both direct and friendly. This project will set the tone for future projects and should be easily altered and expanded upon as Downtown Phoenix continues to grow. The program should consider a variety of sign types including, but not limited to:

• General directional information and wayfinding, pedestrian and vehicular
• Attractions signage
• District branding
• Interpretive signage for historic areas
• Decorative and/or celebratory
• Memorial and historical venue
• Arts and entertainment venue
• Public parking/trailblazing (separate design vocabulary)
• Maps for kiosks and websites
• Significant Municipal/Governmental Buildings
• Future projects
LOCATION AND CHARACTERISTICS
The wayfinding/signage program will be installed on major arteries leading to downtown as well as throughout the downtown area. The plan should consider existing signage locations, the possibility of locating signage on existing poles, and responsiveness to mode of travel, traffic patterns, surrounding land uses, as well as maintaining pedestrian travel and ADA accessibility. Price of fabrication and installation, and the ease and cost of changing and maintaining signage, should also be considered.

PILOT PROGRAM IMPLEMENTATION
As part of the broader wayfinding initiative, the consultant team will develop a pilot program and implementation of that program for the area surrounding the US Airways Arena and the Convention Center. Money has been allocated to create a small pilot program to be installed prior to the NBA All Star Game in February 2009. Additional funds will be made available to further develop the wayfinding program throughout the rest of downtown.

PROJECT SCOPE

Phase 1: Analysis and Program Development

- Conduct an on-site kickoff meeting and site analysis
- Learn how people will enter and leave the area and move between the destinations, developing circulation patterns;
- Learn about maintenance, budget, schedule and phasing issues;
- Review existing wayfinding plans and implementation status;
- Conduct interviews with current wayfinding participants- City, County, State, destinations; sign shops, to hear their evaluation of current system, operational difficulties, and needs of a future system.
- Identify user groups, their specific needs, and potential wayfinding difficulties, particularly as they affect the disabled, senior citizens, staff, and visitors;
- In coordination with Project Team, develop formula and policy to determine which destinations and districts should be included on signs.
- Determine what destinations and districts should be included in the system, review destination names, and suggest alternate terms that might clarify wayfinding, if necessary;
- Work in cooperation with the Downtown Phoenix Partnership and the City’s Urban Form project to incorporate brand, logo design and district identities;
• Develop a destination list including recommended terminology for primary and secondary destinations;
• Determine what sign types and wayfinding elements will be needed;
• Evaluate zoning code requirements for the signage;
• Meet with representatives of any regulatory agencies having jurisdiction over the right-of-ways or visual characteristics of the signage;
• Document location of existing wayfinding signage, evaluate feasibility of reusing existing locations, poles, hardware on an individual location basis.
• Analyze existing traffic patterns and means of accessing downtown, map recommended locations for signage directing users to the downtown.
• Develop a hierarchy of information;
• Review existing identity standards;
• Develop the Project Schedule; and
• Develop the preliminary wayfinding logic.

**Deliverable:** Wayfinding Analysis and Recommendations Document (hard copy and editable digital copy) with notes from all stakeholder meetings including an evaluation of the existing system, users’ needs, districts and destinations, zoning requirements, regulatory and jurisdictional issues, recommendations for identity graphics; and a detailed schedule for project completion, including team members’ roles and time commitments, and key meetings and milestones. Also, a detailed site plan (with rationale for boundaries) showing public circulation patterns, primary public destinations, and downtown access points, and a detailed site plan showing existing signage locations that will or will not be reused.

**Phase 2- System Design Development**

• Analyzes architectural elements, materials, themes, and the new downtown branding design elements in order to develop an appropriate design aesthetic for the system
• Prepare detailed designs for various sign types, including distinct prototypes for the Historical signage and Parking signage system.
• Present three initial design concepts for review (Committee selects one initial design concept for additional refinements)
• Complete up to two rounds of refinements
• Apply the approved design to the remaining sign types
• Present the full sign type array and mock-up signs
• Revise the individual sign type designs once more (if needed)
**Deliverables:** Final Design Intent Drawings with written statement regarding rationale for design choices, materials, and how systems can be modified over time; scaled mockups of potential sign types and concepts; and a statement of probable cost for the fabrication, installation and maintenance of the system, including number of various sign types and locations.

**Phase 3- Pre-Production**

- Add detailed specifications to the final Design Intent Drawings (exact dimensions, letter heights, materials, mounting details, color specifications, and material performance standards). Consideration for Arizona’s extreme sun, heat, wind and arid conditions must be factored into the specifications.
- Prepare Sign Location Plans and Sign Message Schedules; Submit to committee for review; Revise; Submit for second review; Revise
- Develop Bid Documents (general conditions and “boilerplate” language necessary for a competitive bidding process)
- Verify the Statement of Probable Cost for the fabrication and installation and develop a phasing plan for implementation beyond the pilot program (with stakeholder input)
- Prepare the necessary artwork

**Deliverables:** Final Bid Documents, verification of the Statement of Probable Cost, and Implementation Phasing Plan that includes priorities in terms of sites and sign location. This plan should include details for location such as distance from a point of interest, location on a one-way street, conflicts with existing infrastructure.

**Phase 4- Implementation**

- Issue the Bid Documents to the fabricators for pricing; or work in conjunction with the City on a related RFP
- Solicit bids from local and national firms
- Evaluate the bids and sign samples for compliance with the Bid Documents
- Recommend the fabricator to the City; or participate on the City’s RFP panel which may include awarding contract for the fabrication and installation of the signs
- Review shop drawings and color samples
- Consult with the City and fabricator during fabrication and installation
- Conduct a final inspection at the completion of the installation
- Document punch list items and submit to fabricator
- Coordinate any required modifications that the fabricator may need to make
Final Deliverable: Wayfinding and Signage Reference Manual that serves as a guide for re-ordering and maintaining the new wayfinding system. Should include system summary, map of sign locations and content, shop drawings of each type of sign, recommendations for future project expansion, rules of thumb regarding sign placement, method of updating/replacing signs, and roles and responsibilities of all parties involved in project (tracking, maintenance, ordering, etc.). The manual should be submitted in both hardcopy and electronically. The electronic document should be in an editable format - In Design, Word, etc.

PROJECT ADMINISTRATION
The firm chosen will work with Hormann & Associates, a local partner that is familiar with the area and wayfinding best practices, and will assist in leading the public review processes. The firm chosen will be responsible for managing all phases of the project, and shall establish one point of contact for communication with Hormann & Associates as well as The Downtown Phoenix Partnership and the City of Phoenix.

Hormann & Associates will provide a project manager that will establish stakeholder contact lists and coordinate the review processes.

PROJECT PARTICIPATION
A consortium of public/private organizations including the City of Phoenix, The Greater Phoenix Convention and Visitors Bureau, and the Phoenix Convention Center along with the Downtown Phoenix Partnership will be developed to serve as the key review committee for the project. There will also be a series of public review sessions, these could include open houses, and web review opportunities. The project will also need approval by the City Council and various subcommittees. Hormann & Associates will take the lead on coordinating the review processes, presenting and providing all information for those reviews.

SUBMITTAL REQUIREMENTS
Proposals should include at a minimum, the following materials:

1) The full name, principal business address, mailing address, and phone and fax numbers and e-mail address of the firm. If a team, then all firms/principles that make up the team.

2) Identify all members of the team and define the role of each member in the project, including staff allocation during each phase. Please include resumes and project experience of all identified individuals.

3) Provide a description, and examples if applicable, of similar community wayfinding projects that the firm and/or team members have successfully completed. Please provide contact names and numbers for four to five completed projects as references.
Also provide cost of your services to create these programs and the time frame in which they were implemented.
4) a proposed scope of services
5) a proposed schedule for completion
6) fee for services must not exceed $200,000
7) Ten (10) copies of proposal, including one unbound copy

It is anticipated that selected bidders will be invited to Phoenix for an interview during the month of July and that a bidder will be selected by mid August.

The selection of the bidder is solely at the discretion of the Downtown Phoenix Partnership. The Partnership reserves the right to consider all or parts of any proposal, and is under no obligation to accept any or all proposals. The Partnership reserves the right to negotiate further with any bidders after the receipt of the proposals.

All documents and designs produced for the project are to be property of the Downtown Phoenix Partnership. Upon completion of each phase of the project, the consultant should submit 10 hard copies of each phase’s deliverables, as well as a digital copy of all materials in an editable format. The Partnership cannot reimburse bidders for their costs in preparing documents or proposals in response to this RFP.

The Partnership does not contemplate being able to accommodate pre-submission visits from interested bidders. However, site visits are encouraged and the Partnership will assist in any way possible to make site visits productive.

Proposal Due: Monday, July 21, 2008 at 4:00pm Local Time

Location: Downtown Phoenix Partnership
541 E. Van Buren St., Ste. B-1
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Questions, Contact: Nancy Hormann - Hormann & Associates
602-476-7478
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Submit To: Terry Madekaza, Operations Director
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All telephone inquiries should be directed to Hormann & Associates.