



PROPOSAL FOR SERVICES

Downtown Columbus, Indiana

Wayfinding and Signage System

Submittal Date: August 3, 2022

SUBMITTED BY:

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People get lost. We fix that.®

Project Description

The City of Columbus (the City) has requested that Corbin Design, Inc. (Corbin Design) submit a proposal to provide consulting and design services to develop a wayfinding and signage system for its approximately 40-block downtown area.

The system will include vehicular, parking, and pedestrian wayfinding and identification signage that will direct visitors to the downtown and the parking and primary public destinations within the downtown.

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 your city's tourism business by encouraging exploring and return visits.

Thank you for your interest in Corbin Design!

Firm Background



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 10 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.

Our work has been recognized with awards from the Society of Experiential Graphic Design (SEGD). We have also been featured in civic trade periodicals such as American City & County, The Urban Transportations Monitor, Nation’s Cities Weekly, Sign & Digital Graphics, and Signs of the Times.

We regularly share knowledge through speaking engagements for organizations such as the International Downtown Association, International Sign Association, Healthcare Facilities Symposium, SHSMD, Society for College and University Planning, and SEGD.

Project Approach

Task One: Analysis

- An initial visit to learn about your area, gather information about your visitors, and determine your wayfinding and signage needs;
 - Assess the existing wayfinding signage and communication materials that contain wayfinding information;
 - Document recommended logic and circulation patterns;
 - Develop an initial destination list; and
 - Assemble a Wayfinding Recommendations Summary document.
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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 discuss your Master Plan and any planned construction, identifying wayfinding issues and opportunities to be addressed. 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 and/or online survey
- Public/Community involvement meeting or online survey
- On site research and analysis
- Initial findings, design direction, and next steps meeting with the Core Team

During the initial meeting with the Core Team, we will discuss the project scope and objectives, wayfinding needs, budget, schedule, physical and architectural characteristics of the downtown, 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 downtown 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 preliminary wayfinding logic;
- Determine the destinations/attractions that should be included in the system;

- Review destination/attraction names and, if needed, suggest alternative terms that might clarify wayfinding;
- Develop the destination list;
- Develop the site plan showing circulation patterns, primary public destinations, etc.;
- Learn about the use of existing identity elements such as logotype, the City seal, etc.;
- 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 develop an initial draft of a Wayfinding Recommendations Summary and 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, two-person trip to complete the kickoff trip

Timeline: One to two months

Task Two: System Design

- We design and present two initial signage design concepts;
- Revise the selected design concept;
- Develop and present the full sign type array;
- Revise the full sign type array;
- Add detailed specifications to each sign type drawing; and
- 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 high-level 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 downtown area
- Gateway signage
- Boundary markers or welcoming landmarks
- Vehicular directional signs
- Pedestrian directional signs
- Pedestrian map kiosks
- Parking identification signs (for public parking facilities)

We then develop Design Intent Drawings for each sign type including 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 Downtown Columbus in Indiana. 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

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; and
 - Develop a phasing plan.
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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 Bid Package consists of the following:

- Sign Location Plan and Sign Message Schedule;
- Design Intent Drawings for each sign type; and
- Bid Document consisting of the material performance standards, general conditions, "boilerplate" language necessary for a competitive bidding process, and the bid form.

The Sign Location Plan and Sign Message Schedule identify the high-level public identification and 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. A Sign Message Schedule identifies the sign specific details such as sign type, what each sign will say, and whether any graphics are included (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.

Deliverables: Digital versions of the Bid Package, final cost estimate, and phasing plan

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

Timeline: Two to three months

Task Four: Implementation

- We assist you with the bid process;
 - Review shop drawings, color samples, keystroking documents, etc.;
 - Consult with the selected fabricator during the fabrication and installation; and
 - Conduct a final inspection and document the required modifications.
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Task Four Details

Task Four, Implementation, includes consulting during the bid, fabrication, and installation processes.

During the bid process, we:

- Develop a list of up to five qualified sign fabricators to include in the bid process;
- Issue the electronic Bid Package to those fabricators;
- Conduct a pre-bid conference call;
- Field bidder questions and issue any needed bid addenda during the bidding period;
- Evaluate bid returns, including bid samples (if applicable) and other submittals;
- Create a bid analysis spreadsheet, requesting clarification where needed; and
- Submit the bid analysis and a summary of findings for the City's review.

Once the City selects a fabricator, you hold the primary contractual relations as Owner. It is the responsibility of the awarded fabricator to work from the approved Sign Message Schedule to create individual layouts for every sign face, in accordance with the specifications detailed in the Design Intent Drawings.

It is Corbin Design's responsibility to protect the design intent and assure faithful implementation of the sign message schedule and location plan. During this process, we:

- Work with the selected fabricator to issue necessary documentation;
- Review pre-fabrication submittals up to two times (show drawings, color samples, etc.);

- Review annotated sign face layouts up to two times;
- Work with the City as you verify the accuracy of the messaging in these documents;
- Answer the fabricator's questions during the fabrication period;
- Monitor the fabrication progress via digital photos and conference calls;
- Conduct an on-site inspection after the completion of the installation phase; and
- Submit a list of items from the on-site inspection to the City and the fabricator for the fabricator to correct.

Deliverable: A digital version of the final inspection report

On-site Meetings: One, two-person trip to complete the final inspection

Timeline: Four to six months

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:
 - Custom icons, logos, maps, or directory artwork
 - Donor recognition signs and sign elements
 - Sign by sign audit of existing signage or a demolition report
 - Interior wayfinding signage for any parking decks/garages
 - Documentation beyond the items listed as deliverables in this proposal
 - Presentation materials for use in education or promotion of the program
 - Electronic, interactive or web-based wayfinding applications
- Developing mockup, temporary, prototype, or sample signs, including:
 - 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
- Conducting an onsite trip to stake sign locations with the selected fabricator

Proposal Fee

Corbin Design asks to be compensated for professional fees and estimated reimbursable expenses for the project as follows:

Professional Fees	Reimbursable Expenses
\$77,650	\$11,500
Project total: \$89,150	

A breakdown of the estimated professional fees by task is as follows:

Task One, Analysis	\$16,130
Task Two, System Design	\$29,460
Task Three, Documentation	\$14,200
Task Four, Implementation	\$17,860

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 the 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 24 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 four, two-person trips to Columbus, Indiana. 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 24 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 City, through suppliers identified by itself and Corbin Design, will be ultimately responsible for ordering, purchasing, receiving, and verifying the signage, supervising installation, and authorizing final payment. Corbin Design will not directly purchase or supply any specified items unless it is agreed upon prior to the purchase.

In dealing with contractors and suppliers, Corbin Design will act only as a consultant to the City, and the City will solely be responsible for payments to contractors and suppliers who might be involved in the work as a result of the design services provided by Corbin Design. Corbin Design will not be held responsible for the failure of contractors or suppliers to satisfactorily perform under their agreements with the City.

The Sign Location Plans provided to the City by Corbin Design are general in nature and not to scale, and reflect 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 the sign contractor selected to install the signs.

Bid Documents 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 detail to be shown in the fabricator’s submitted shop drawings. Corbin Design and the City will review all shop drawings submitted by the fabricator.

Although we would prefer to work with signage contractors mutually selected by the City and Corbin Design, we recognize that certain conditions may require that the competitive bidding process for the signage fabrication and installation be open to all bidders, regardless of their qualifications. If such an open bid process or management of a prequalification process is required, we reserve the right to adjust our fees for Task Four based on our evaluation of the qualifications of the successful bidder and the need for additional project management on Corbin Design’s part. We will notify the City before issuing a change order for these services.

The City is responsible for coordinating the provision of electrical service to sign locations that require electricity, working with the fabricator to set up sign installation schedules, and following up with the fabricator to verify that all punch list items have been corrected to the City’s satisfaction.

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.

This Agreement may not be assigned, sublet, or transferred without the written consent of both parties. Either party may terminate the Agreement by giving seven days written notice or at the competition of any of the parts or tasks outlined above. In the event of termination, Corbin Design shall be compensated for all work performed to the date of notification, including authorized general expenses, change orders, and additional services.

Although our services result in the provision of tangible items to the City, this Agreement is a contract for services and not for the sale of goods. Corbin Design will determine methods, details, and means of performing the services provided at our sole and reasonable discretion.

If the above conditions are acceptable to you, an authorized signature below will constitute an agreement. Please return one signed copy for our records. Also, please email a purchase order to accounting@corbindesign.com.

We look forward to working with you on this exciting project!

for **Corbin Design, Inc.**

Date

for **The City of Columbus**

Date