

**SPRINGVILLE CITY RFP#2019-03**  
**FOR**  
**ENTRANCE AND WAYFINDING SIGN DESIGN**

**INTRODUCTION**

Springville City is accepting proposals from qualified architectural, landscape, and urban planning design firms for "Gateway and Wayfinding Signage Design Services." Proposals will be received on or before 4:30 p.m. on August 2, 2019 at the Springville Civic Center, 110 South Main, Springville, Utah 84663 in a sealed envelope clearly marked RFP#2019-03. Proposals received after the above date and time will not be considered. Springville City reserves the right to reject any or all proposals and to waive technicalities and informalities.

**PURPOSE**

Springville City is soliciting RFPs from qualified firms to establish a wayfinding strategy and branding elements with a focus on the design of gateway entrances at all entrances to the City. Wayfinding strategies will provide consistent standards that can be adapted to existing routes and future development. The gateway designs must be detailed enough to be used for construction bids.

**OBJECTIVES**

The primary objective of the proposed signage system is to provide attractive, low-maintenance signage to greet visitors and help motorists. The signage should be sensitive to brand and traditional city materials.

**DESIGN GUIDELINES**

It is anticipated that monument designs should emphasize brick and metal and should provide for lighting. The gateway signage and wayfinding signage should be complimentary of each other. The goal is to standardize the entrance signage with a consistent look that enhances each site. Proposed designs should be proportionate to the site and not obstruct traffic sight-lines. The City logo must be incorporated into the gateway and sign designs.

**SCOPE OF WORK** The successful firm is expected to provide the following:

- The consultant will work with City staff to seek input from stakeholders with interest in community culture, local businesses, visitor destinations, and economic development.
- The consultant may modify the desired scope of work presented if, based on his/her professional expertise and knowledge, he/she can provide an approach that will more effectively address the goals of this project. However, the consultant shall not delete any requested scope tasks unless explicitly noted.

#### TASK 1: RECOMMEND GATEWAY/WAYFINDING DESIGN AND POLICIES

- Recommend a possible hierarchy of wayfinding classes that may be used to guide design, content, and location of wayfinding types (e.g. directional, automobile, pedestrian, informational, interpretive, etc.);
- Recommend a hierarchy of messaging (i.e. the guidelines for order of placement on signage ).
- Specifically, the City would like the following signs designed:
  - A standard gateway monument sign for primary entrances to the city
  - A smaller, secondary gateway sign (smaller footprint) with a vertical orientation
  - A pole mounted entrance sign
  - A pole mounted wayfinding sign
  - A street sign
- The RFP may suggest other signs that would be warranted within the not to exceed price.

#### TASK 2: DESIGN STANDARDS

- Establish graphic design standards for new wayfinding;
- Develop an attractive, readable and easily understood design;
- Where appropriate, provide guidance on integrating existing or future City branding (logos and/or tag lines);
- Recommend wayfinding design types that should be added, replaced or consolidated. Design types should be sensitive to issues of clutter, maintenance, budget and change over time;
- Explain and provide a detailed description of the recommended signage types, placement etc.;
- Provide a cost analysis to fabricate and implement recommendations.

#### TASK 3: WAYFINDING PLAN

- Develop a consistent and standardized wayfinding plan that will enable the City to provide easily understood and comprehensive direction to visitors and residents.
- Develop a themed sign program that is representative of, and associated with, Springville City;
- Recommend design standards for wayfinding elements that are reflective of the City's identity and consistent in color, font, materials, architectural elements and graphics;
- Provide at least four (4) initial design concepts of signs for review by City staff;
- Upon selection of preferred design, make adjustments pursuant to discussion to the final design and submit one (1) final design drawing to include color specifications, fonts, exact dimensions, letter heights, materials, mounting details and material performance standards with written statements explaining the rationale for design choices for both entrance and wayfinding signs; and
- Presentation on the final design selected during a study session to the City Council for their feedback.
- Provide drawings and specifications for fabrication and installation of signs.

#### SUBMITTAL REQUIREMENTS

Qualified vendors should submit two (2) full-color copies and one (1) digital copy of their qualifications and proposal. Submittals should be kept to the minimum necessary length to explain the vendor's attributes and pricing. Each copy of the submission should be complete and include the following minimum requirements:

1. Firm Description: Provide a brief description of the firm including firm size and area of specialization, location of corporate headquarters, and potential satellite office proposed to handle this project.
2. Project Team: Provide names and resumes of key staff that will be assigned to the project. Each team member's education and qualifications should be included. The project manager shall be clearly identified. If different consultants will be teaming together, indicate the lead consultant.
3. Scope of Services: Describe the consultant's approach and technical plan for accomplishing the work listed herein.
4. Project Schedule: The consultant shall submit a schedule, itemized by task, for completing the scope of work.
5. Project Budget: The consultant shall submit a proposed project budget itemized by task and total project cost stated as a firm, not to exceed fixed fee. Labor and direct costs should be identified by task. Hourly rates for project staff shall also be provided.

6. Comparable Projects: Description of related, recent project experience and role of key staff.

## EVALUATION CRITERIA

1. Understanding of project as demonstrated in the proposal including conciseness and thoroughness and identification of issues and approaches/solutions.
2. Ability to provide design services with a final lump-sum total price;
3. Strength of team qualifications/experience;
4. Extent of experience on similar projects including developing Gateway Signage Plans and completion of comparable projects;
5. Quality of sample work;

## SELECTION PROCESS

The qualifications and costs provided under this RFP will be thoroughly reviewed with the top candidate(s) selected by a Review Team. Second, top candidate(s) may be interviewed by the Review Team and the finalist selected. The cost provided is to be a "not to exceed" lump sum cost.

## QUESTIONS

Requests for additional information should be directed in writing to Troy Fitzgerald at [tfitzgerald@springville.org](mailto:tfitzgerald@springville.org). The deadline for submitting written questions and requests for additional information is July 31, 2019 at 4:30 PM.

## GENERAL CONDITIONS

1. The City reserves the right to accept or reject any and all proposals, or any item or part thereof, or to waive any informalities or irregularities in proposals.
2. The City reserves the right to withdraw or cancel this RFP at any time without prior notice and the City makes no representations that any contract will be awarded to any Proposer(s) responding to this RFP.
3. The City reserves the right to postpone proposal openings for its own convenience.
4. Proposals received by the City are public information and may be made available to any person upon request.
5. Submitted proposals are not to be copyrighted.
6. The City reserves the right to seek clarification of information submitted in response to this RFP.

7. The City reserves the right to modify the RFP as it deems necessary.