



**BOLTON  
& MENK**

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January 10, 2025

Mr. Kevin Larson, Assistant City Administrator  
City of Maple Plain  
5050 Independence Street  
Maple Plain, Minnesota 55359

RE: Community Wayfinding Signage Study

Dear Kevin:

As a follow up to our phone conversation, I am providing a proposed scope of services and associated estimated costs to provide conceptual planning / design services for community wayfinding signage that identifies a unified community theme.

We have developed a project approach that is rooted in three primary goals:

- Provide Creative, Unique, Holistic, and Appropriate Solutions Consistent with Maple Plain's Visions
- Maximize Value and Cost Effectiveness
- Build Community Consensus

The following describes our detailed approach to your projects. This approach represents our recommendations based on our present understanding of the projects and may be modified as necessary.

### Project Approach

#### Wayfinding signage Development

**Character Generation:** Collect precedent character imagery that describes a range of conceptual alternatives, material / finish options and scale that is appropriate for the Maple Plain wayfinding signage.

- Imagery Board(s)
  - 24" x 36" design imagery boards

**Mapping:** Understanding where wayfinding signage is needed, what it represents and at what scale is appropriate for the City of Maple Plain, to help drive concept development.

- Prepare proposed wayfinding signage location map
  - 24" x 36" signage opportunity map

**Concept Development:** Prepare conceptual designs for three (3) different signage families that include three (3) different levels / scales of wayfinding signage. The different levels of signage will include:

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- Pedestrian scale/pole mounted directional signage
  - Kiosk or informative panel sign
  - Directional/street sign
- Vehicular scale
  - Roadside / destination signage
- Gateway / monument
  - Larger, architectural monument / corridor marker
  - Gateway / monument

**Refinement:** Upon City/Committee review, we will refine the preliminary concepts into a preferred signage family concept. This preferred alternative will incorporate elements of preliminary concepts, based on feedback from city and stakeholder input.

- Prepare preferred concept alternative for each signage scale / level indicated above.

**Deliverables:**

- Concept Imagery Board(s)
- Proposed Signage Location Map
- (3) Preliminary Signage Family Concepts
- Preferred Signage Family Concept

**City Meetings / Stakeholder Outreach**

Understanding the needs and concerns of City staff, stakeholders and the community will be critical to the success of the project. It is important that proposed improvement plans are fully vetted by all parties involved and that the preferred design direction is backed by public support. The following identifies meeting and outreach opportunities anticipated during this planning process.

- City Staff /Stakeholder Review Meetings (2)
  - Review project progress at critical project milestones
- Staff /Stakeholder Council Workshop (1)
  - Review preliminary wayfinding signage and concepts
- Stakeholder Meetings (Up to three)
  - Meet with critical stakeholders and discuss project elements that may affect specific stakeholders and user groups. At least one meeting will be in-person, the other two meetings are anticipated to be virtual.

The Bolton & Menk design team is fully committed to completing this project in a timely manner. A complete schedule, identifying critical milestone deadlines and tentative meeting dates will be developed and provided to the City for review.

**Estimated Fees**

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Please review the above proposed scope of services and fees. Should the scope of services not meet your objectives, please contact me and we can modify the scope and adjust the fees accordingly.

We look forward to working with you for the successful completion of an integrated community wayfinding study.

Sincerely,

**Bolton & Menk, Inc.**

A handwritten signature in black ink that reads "Matt Bauman". The signature is written in a cursive, flowing style.

**Matthew S. Bauman, P.E.**

Project Manager / Assistant City Engineer

Attachments: Example Final Deliverable