



June 8, 2022

Jenny Thompson, MPA
Director of Community Engagement
Assistant to the City Manager
City of Rochelle
420 North 6th Street
Rochelle, Illinois 1068

RE: Community Entrance Signs – Preliminary Design Proposal

Dear Ms. Thompson,

Thank you for asking Hitchcock Design Group to submit this proposal to provide design services for the City of Rochelle community entrance signs. We appreciate the opportunity to work with you and your colleagues at the City of Rochelle.

PROJECT UNDERSTANDING

We understand that the city would like to develop new community entrance signs to be located generally in similar locations to the four existing welcome signs, located near the city limits on major routes into the city. The sign locations will be evaluated as part of the process based on visibility and logistics, and could be located on private easements, located outside of the public right-of-way, or within public rights-of-way. Signs located within IDOT right-of-way (if so determined) will be subject to IDOT signage requirements.

The new signs will incorporate the city brand standards in keeping with the approved style guide. Specific materials, dimensions, lighting, landscaping, and other components will be determined as part of the preliminary design process.

At this time the city would like to proceed with preliminary design to reach consensus on the design, establish an overall budget, and identify specific sign locations. The intent is to establish a budget and strategy to construct the signs over four fiscal years (one sign per year).

SCOPE OF SERVICES

We propose to complete Preliminary Design services as summarized below and described in greater detail in the attached Scope of Services.

We will begin by reviewing the existing sign locations, site context, city brand standards, and discuss material options and budget parameters with city representatives. We will then develop design alternatives for the signs and outline preliminary budget costs. Finally, we will document the preferred signage design, identify specific sign locations, and summarize the preliminary budget costs.

We will review the recommendations with city representatives throughout the process and at a City Council workshop, prior to finalizing the signage design recommendations.

Following approval of the Preliminary Design, we can assist the city with engaging a qualified signage company to fabricate and install the signs as additional services, to be negotiated based on the scope, scale, and complexity of the recommended improvements.

PROFESSIONAL FEES

We propose to complete the Preliminary Design services for a fixed fee of \$9,900. Customary out-of-pocket expenses such as printing, delivery, and mileage will be invoiced in addition to the fixed fee, not-to-exceed \$250.



PROJECT TEAM

I will be our project manager and will be directly responsible for routine project communications with you and the rest of the project team. Mike Wood will be our project designer and will be supported by other members of our Naperville studio as needed to advance the work in a timely manner.

AUTHORIZATION AND SCHEDULE

We can begin this work within two weeks of your authorization and complete our work within your scheduled timeframe, typically within approximately 60 days.

Thank you again for the opportunity to work with the City of Rochelle. If you have any questions or wish to discuss this proposal further, please do not hesitate to call.

Sincerely,
Hitchcock Design Group

Tim King, PLA, ASLA
Principal

ACCEPTANCE

To authorize this work, please sign and return this Agreement to Hitchcock Design Group. A countersigned Agreement will be returned to you. The attached Scope of Services and Standard Terms and Conditions are hereby made part of this Agreement. This proposal may be modified or withdrawn unless written authorization to proceed has been received within 30 days.

Accepted: _____
Authorized City Representative Date

Encl: Scope of Services (made part of this agreement)
 Standard Terms and Conditions (made part of this agreement)



Scope of Services

PRELIMINARY DESIGN

A. Pre-Design

Objective: Confirm the characteristics of the existing conditions, resources, jurisdictional requirements, city brand standards, and produce base maps and a program summary that will be the basis for further design.

Process: Hitchcock Design Group will:

1. (Mtg #1) Conduct a kick-off meeting with city representatives confirming:
 - a. Goals and objectives
 - b. Preliminary sign locations
 - c. City brand standards including logo, brand, and sign message
 - d. Jurisdictional requirements
 - e. Preliminary budgeted parameters
 - f. Communications protocol
 - g. Decision making
 - h. Schedule
 - i. Invoicing and payment
 - j. Other administrative considerations
2. Inventory and review available existing data for the signs and locations including:
 - a. Aerial photography
 - b. GIS information
 - c. Existing city branding standards and marketing materials
 - d. Pending improvement plans
 - e. Jurisdictional regulations and procedures
 - f. Existing sign graphics artwork, including electronic artwork files
 - g. Location and messages for existing public signage
3. Observe and photograph the project area and immediate surroundings, as needed, to identify readily apparent physical conditions and patterns of use.
4. Prepare an **Existing Sign Location Plan** indicating type, location, and jurisdiction (right-of-way, easements, or city property).
5. Prepare a **Signage Design Program** memorandum that summarizes the goals and objectives, existing project conditions, and city design input.

Deliverables: **Existing Sign Location Plan, Signage Design Program**

B. Schematic Design

Objective: Reach consensus on the type, location, organization, scale, character and potential cost of specific signage improvements.

Process: Based on the Signage Design Program, Hitchcock Design Group will:

1. Prepare **Alternative Schematic Concepts** and comparable sign images, illustrating the size and character of the community entrance signs. Anticipated design components include:
 - a. Brand application including logo, message, tagline, colors, etc.
 - b. Materials such as masonry, metal, faux materials (if within IDOT row) etc.
 - c. Potential to incorporate an electronic message board panel
 - d. Lighting
 - e. Sitework and landscape
2. Prepare a **Signage Location Plan** indicating recommended sign locations.



3. Prepare a **Preliminary Construction Cost Opinion** for each concept.
4. (Mtg #2) Review the schematic concepts, location plan, and costs with city representatives.
5. Refine the **Preferred Signage Concepts, Location Plan, and Construction Cost Opinion** based on input received.
6. (Mtg #3) Submit the refined design recommendations and review with city representatives.
7. (Mtg #4) Present the refined design recommendations at a City Council workshop.
8. Finalize and submit the preferred signage design based on input received.

Deliverables: Alternative, Refined, and Final Schematic Concepts, Signage Location Plan, and Preliminary Construction Cost Opinion

GENERAL PROJECT ADMINISTRATION

We will manage the performance of our own work throughout the term of the contract by providing the following services:

A. Communications

1. Schedule, create agendas and summarize the highlights of periodic meetings
2. Rehearse, attend and present at public forums identified
3. Collect and disseminate communications from other parties
4. Periodically inform your representative about our progress

B. Schedules

1. Create, periodically update and distribute the project schedule
2. Coordinate the activities of our staff and our consultants

C. Staffing

1. Select and assign staff members and/or consultants to appropriate tasks and services
2. Prepare and administer consultant agreements

D. File Maintenance

1. Establish and maintain appropriate correspondence, financial, drawing and data files
2. Obtain appropriate insurance certificates from consultants
3. Maintain appropriate time and expense records

OPTIONAL, ADDITIONAL SERVICES

Services or meetings not specified in this scope of services will be considered additional services. If circumstances arise during our performance of the outlined services that we believe require additional services, we will promptly notify you about the nature, extent and probable additional cost of the additional services, and perform only such additional services following your written authorization.



HITCHCOCK DESIGN GROUP STANDARD TERMS AND CONDITIONS

1. **CONTRACT** – These Standard Terms and Conditions, and the accompanying Proposal Letter and Scope of Services constitute the full and complete Agreement (Agreement) between the Client (Client) and Hitchcock Design, Inc., dba Hitchcock Design Group (HDG), and may be amended, added to, superseded, or waived only if both parties agree in writing. The Project title is identified in the Proposal Letter.

2. **DOCUMENTS** – All reports, notes, drawings, specifications, data, calculations, and other documents prepared by HDG ("Documents") are **instruments of HDG'S services that shall remain HDG'S property**. The Client agrees not to use the Documents for future additions or alterations to this Project or for other projects without HDG'S express written consent. Any unauthorized use of the Documents will be at the Client's sole risk and without liability to HDG'S or its subconsultants. Accordingly, Client shall defend, indemnify, and hold harmless HDG from and against any and all losses, claims, demands, liabilities, suits, actions, and damages whatsoever arising out of or resulting from such unauthorized use.

3. **CONSTRUCTION PHASE SERVICES** – When construction-phase services are included in the Agreement, HDG will determine in general whether construction is proceeding in a manner consistent with the Documents. HDG is not responsible for construction means, methods, techniques, sequencing or procedures, or for safety precautions or programs in connection with the Project.

In the event that HDG'S scope of services does not include construction phase services and our work is used for construction by the Client, HDG shall not be responsible for the interpretation, accuracy, or completeness of the Documents. Client agrees to defend, indemnify, and hold harmless HDG from and against losses, claims, demands, liabilities, suits, actions, and damages arising out of or resulting from the design Documents.

4. **STANDARD OF CARE** – HDG and its subconsultants (if applicable) will exercise that degree of care and skill ordinarily exercised by similarly situated professionals practicing under similar circumstances. Client agrees that services provided will be rendered without warranty, express or implied. HDG shall exercise usual and customary professional care in its efforts to comply with codes, regulations, laws rules, ordinances, and such other requirements in effect as of the date of execution of this Agreement.

5. **OPINION OF PROBABLE COSTS** – When required as part of HDG's services, HDG will furnish opinions of probable cost, but does not guarantee, warrant or represent the accuracy of such estimates. Opinions of probable cost prepared by HDG hereunder will be made based on HDG's experience and qualifications and will represent HDG's judgment as an experienced and qualified design professional. Client agrees that HDG does not have control over the cost of labor, materials, equipment, or services furnished by others, or over market conditions, or contractors' methods of determining prices, or performing the work.

6. **SUSPENSION/TERMINATION OF WORK** – The Client may, upon seven (7) days written notice, suspend or terminate the Agreement with HDG. The Client shall remain liable for and shall promptly pay HDG for all services performed to the date of suspension or termination. HDG may suspend or terminate the Agreement with Client upon seven (7) days written notice if the Client fails to substantially perform in accordance with this Agreement.

7. **LIABILITY** – HDG will furnish general and professional liability insurance certificates upon request. The Client agrees that HDG'S

total aggregate liability to the Client for injuries, claims, losses, expenses, or damages, including attorney's fees, arising out the Project or this Agreement, including, but not limited to, HDG's negligence, errors, omissions, strict liability, breach of contract, or breach of warranty shall be limited to the compensation actually paid to HDG under this Agreement.

8. **BILLING AND PAYMENT** – Client shall pay HDG in accordance with the professional service fees identified in the Proposal Letter, plus expenses at 115% of actual cost. HDG will submit to Client, on a monthly basis, an invoice for services performed and expenses incurred during the previous period. **Payment will be due within thirty (30) days of the invoice date.** In the event Client fails to pay HDG within thirty (30) days of invoice date, Client agrees that HDG shall have the right to consider that event a breach of this Agreement, and upon seven (7) days written notice, the services, duties, obligations, and responsibilities of HDG under this Agreement may be either suspended or terminated. Client agrees to compensate HDG for services performed regardless of Client's ability to secure loans, mortgages, additional equity, grants, payment from Client's client, or other supplementary financing for the project.

9. **Permits** - Unless specifically described in this Agreement, Client agrees to obtain and pay for all necessary permits from authorities with jurisdiction over the Project.

10. **CONSEQUENTIAL DAMAGES** – HDG and the Client waive consequential damages, including but not limited to damages for loss of profits, loss of revenues and loss of business of business opportunities, for claims, disputes or other matters in question arising out of or relating to this Agreement.

11. MISCELLANEOUS

Governing Law: The substantive laws of **Illinois** shall govern any disputes between HDG and the Client arising out of the interpretation and performance of this Agreement.

Mediation: HDG and the Client agree that any disputes arising under this Agreement and the performance thereof shall be subject to nonbinding mediation as a prerequisite to further legal proceedings.

HDG Reliance: Unless otherwise specifically indicated in writing, HDG shall be entitled to rely, without liability, on the accuracy and completeness of information provided by Client, Client's consultants and contractors, and information from public records, without the need for independent verification.

Certifications: HDG will not sign documents requiring HDG to certify, guaranty, or warrant existence of conditions that would require knowledge, services or responsibilities beyond this Agreement.

Third Parties: Nothing contained in this Agreement shall create a contractual relationship with, or a cause of action in favor of, a third party against either the Client or HDG. HDG's services hereunder are being performed solely for the benefit of the Client, and no other entity shall have any claim against HDG because of this Agreement or HDG's performance of services hereunder.

Waiver of Subrogation - Both parties to this Agreement waive the right of subrogation for damages covered by property insurance

Authorization - If HDG is authorized to provide these services, either orally or in writing, prior to the execution of this Agreement, such authorization will be deemed an acceptance of this Agreement and agrees to compensate HDG for such services in accordance with the payment terms outlined herein.



Lincolnshire Comprehensive Signage Plan

LOCATION

Lincolnshire, Illinois

CLIENT

Village of
Lincolnshire

CONTACT

Brad Woodbury,
Director of
Public Works
847.913.2381

STATUS

In Progress



The Village of Lincolnshire engaged HDG to develop a comprehensive signage program that would incorporate the newly developed village identity and reflect the high quality, natural image of the community. The project objectives include developing a family of signage that is unique to Lincolnshire while also using durable, low maintenance and standardized materials. Village staff is highly engaged in the design process, with the intent of surveying the community for their preferences after the development of alternative concepts that meet the Village criteria and budget. The project is anticipated to be completed in the fall of 2020.



Village of Lemont Signage Master Plan

LOCATION

Lemont, Illinois

CLIENT

Village of Lemont

CONTACT

Jason Berry,
Community
Development Director
630.257.1595

STATUS

Complete



The Village of Lemont is located along the I&M Canal within the picturesque Des Plaines River Valley. The Village developed a new brand and logo that reflects the community image and engaged HDG to prepare a community signage master plan. The master plan consists of a compelling family of sign types including gateway monuments, wayfinding, parking, informational signs, points of interest markers, and information kiosks. The new signs incorporate the brand and logo, and the materials/design reflect the history and geography of the community. They identify village gateways and provide residents and visitors with clear direction to the downtown, commercial areas, points of interest, and recreational amenities. The team also designed wayfinding and parking signs (which have been installed) with standard materials that the village can fabricate in their own sign shop.



Gateway Signage

LOCATION

Northfield, Illinois

CLIENT

Village of Northfield

CONTACT

Stacy Sigman,
Village Manager
847.446.9200

STATUS

In Progress

CONSTRUCTION

BUDGET

\$125,025



The Village of Northfield asked Hitchcock Design Group to develop primary and secondary gateway signs, capitalizing on this project as an opportunity to update the Village's community image. Hitchcock Design Group produced graphic representations of the concepts which incorporated the recently developed Village of Northfield brand standards. Through the design process, a family of signage was developed that was appropriate to the sign locations and limited space available. The Village retained Hitchcock Design Group to provide construction documents for the signs and surrounding improvements. The project was bid and will be constructed during the Summer of 2018.



Gateway Signage

LOCATION

Oak Brook, Illinois

CLIENT

Village of Oak Brook

CONTACT

Mike Hulihan,
Director of
Public Works
630.368.5272

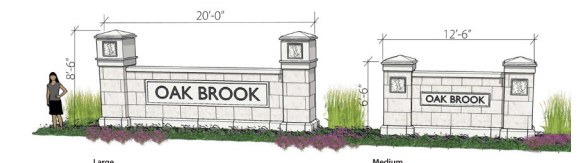
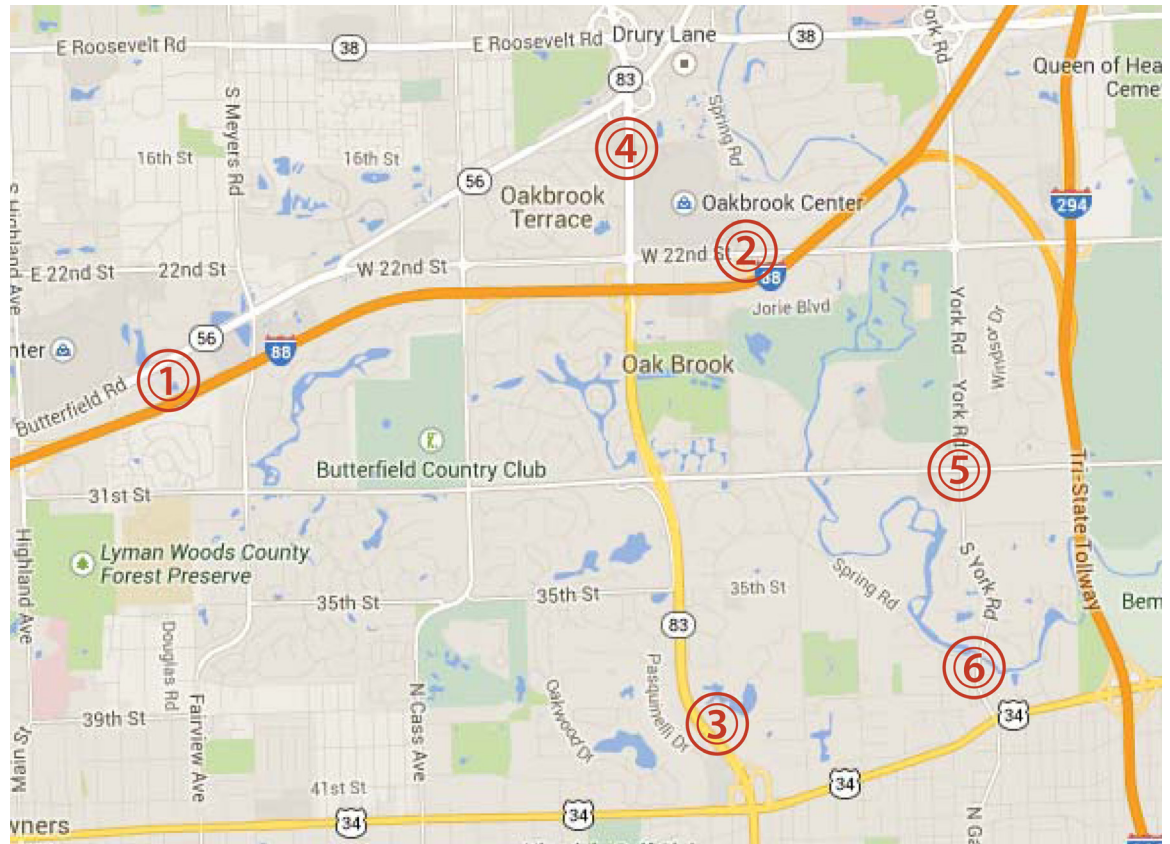
STATUS

Complete

CONSTRUCTION

BUDGET

\$25,000 per sign



Gateway Signage Size Options

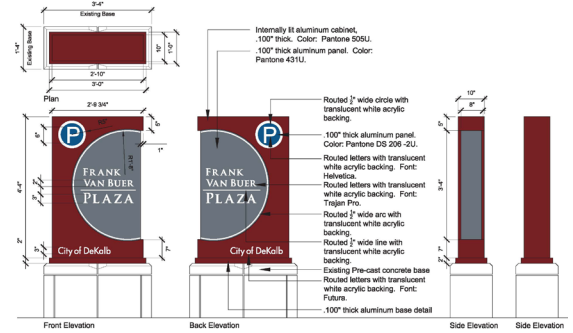
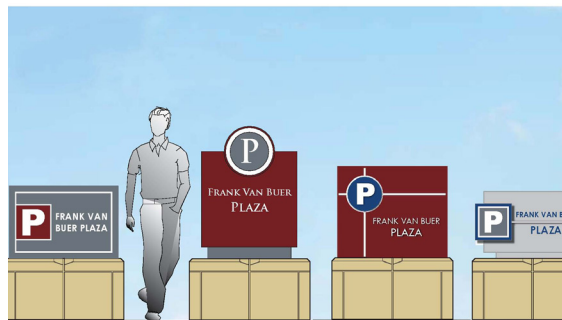


Optional Inclusion of Secondary Message

Hitchcock Design Group designed and recommended locations for a number of Village Gateway Signs as part of the 2006 Beautification Master Plan. The first priority sign, at the southwest corner of York Road and 22nd Street, was subsequently constructed. Recently, the Village of Oak Brook retained Hitchcock Design Group to further evaluate each of the previously recommended Gateway Sign locations and determine the six most feasible locations to advance. Hitchcock Design Group designed and illustrated the Gateway Signs at each of these six locations along with providing a summary of the existing conditions, right-of-way, jurisdictional requirements, required site work, and preliminary budget costs necessary to construct each sign.



STATUS
Complete



As part of the Downtown DeKalb Streetscape project, Hitchcock Design Group was asked to design a family of wayfinding and municipal parking lot signage including signage for a multi-use public plaza that commemorates the late mayor, Frank Van Buer. Multiple design concepts were generated and the preferred design was refined along with the message on each individual sign. Documents were prepared for competitive bidding and successfully installed throughout the downtown.



Hinsdale Historic Downtown Signage and Wayfinding

LOCATION

Hinsdale, Illinois

CLIENT

Village of Hinsdale

CONTACT

Dan Deeter,
Village Engineer
630.789.7039

STATUS

Complete

SIZE

56 acres

CONSTRUCTION

BUDGET

\$150,000



Hitchcock Design Group worked with the Village of Hinsdale to create a wayfinding, historic placard, parking lot and downtown informational signage package. The project team coordinated with Village staff members throughout the planning and design process to establish a highly detailed design that clearly reflects the community's commitment to quality and to promote the historic character of downtown Hinsdale. The scope of work included conceptual design, design development and construction documentation. The comprehensive family of signage provides a consistent image that clearly promotes the image of the community, and was designed using high quality materials, for durability, longevity and appearance.



Route 56 ITEP Enhancements

LOCATION

Warrenville, Illinois

CLIENT

City of Warrenville

CONTACT

Kristine Hocking,
Senior Civil Engineer,
Engineering Resource
Associates
630.836.3303

STATUS

In Progress

DESIGN TEAM

Engineering Resource
Associates



The City of Warrenville engaged Hitchcock Design Group to work with a community work group to develop a vision for the Route 56 corridor as part of the IDOT reconstruction and widening project. HDG helped the City coordinate with IDOT on the proposed improvements and also prepared an Illinois Transportation Enhancement Program (ITEP) application for enhancement items including gateway signage, wayfinding signage, trail signage, trail maps, lighting, site furnishings, and landscape. The signage incorporates the new City logo and meets IDOT and MUTCD requirements. The project received ITEP funding and is currently under construction and due for completion in fall of 2018.