



Request for Proposal

## Wayfinding and Gateway Signage Design

City of Stonecrest

RFP No. 2022-20

Decemeber 21, 2022

merJe

ENVIRONMENTS & EXPERIENCES

Found Design LLC (d.b.a. MERJE)  
120 N. Church Street, Suite 208  
West Chester, PA 19380

T. 484.266.0648  
[jbosio@merjedesign.com](mailto:jbosio@merjedesign.com)  
[www.merjedesign.com](http://www.merjedesign.com)







## CONTENTS

COVER LETTER	1
EXECUTIVE SUMMARY	2
PROJECT PERSONNEL	3
PROJECT EXPERIENCE	4
PROJECT UNDERSTANDING / PROJECT APPROACH	5
COST PROPOSAL (see seperate attached file)	6
FORMS (see seperate attached file)	7



COVER LETTER



March 10, 2020

Department of Purchasing & Contracting  
City of Stonecrest  
3120 Stonecrest Blvd  
Stonecrest, Georgia, 30038

RE: RFP 2022-20 WAYFINDING & GATEWAY SIGNAGE DESIGN

To Whom It May Concern,

Thank you for the opportunity to be considered for the City of Stonecrest Wayfinding & Gateway Signage Design project.

MERJE focuses exclusively on wayfinding and signage projects, with a specific expertise in community wayfinding programs, including experience throughout Georgia. Found Design LLC (d.b.a. MERJE) is a registered business in the State of Georgia.

We believe a unique and functional wayfinding system can market Stonecrest's assets, present a friendly image and communicate that the City is efficient, organized and caring. Helping a visitor "find their way" is an important part of their experience and time spent in Stonecrest.

Through our work across the U.S., MERJE has developed strategies and processes that provide our clients with the tools to implement wayfinding programs for cities, towns and communities of all sizes, design aesthetics and aspirations.

Our work in Georgia has included, wayfinding programs for the Savannah Historic Landmark District, the City of Augusta, a regional wayfinding program for Columbia County, and the Atlanta Beltline.

Currently we are working on a Wayfinding Master Plan for Callaway Resort & Gardens (Pine Mountain, GA), and a gateway and wayfinding program for Sandy Springs, GA.

If you have any questions or require additional information you may contact me directly. We appreciate this opportunity and look forward to presenting our experience and capabilities to you

Best Regards,



John Bosio  
Principal  
jbosio@merjedesign.com



## EXECUTIVE SUMMARY



## EXECUTIVE SUMMARY

Cities, towns and communities of all sizes and aspirations understand that the reality of today's economy and the high level of competition for the public's attention demand a clear and distinctive identity. Wayfinding programs designed by MERJE promote a city's identity, make it easier for visitors to find their way and enhance the visitor's experience. The ability to promote your community assets and communicate a consistent identity across a variety of design elements and technologies is a key factor in reaching your economic and marketing goals.

MERJE is a nationally recognized environmental graphic design firm, with a specific expertise in developing wayfinding programs for Communities, Parks, Trails, and Transit Systems. Signage programs designed by MERJE promote a city's identity, make it easier for visitors and residents to find their way and promote a healthy lifestyle.

### PROJECT APPROACH

Our approach to this project is holistic and will include wayfinding signage, digital technology and support materials. We will look to consider innovative creative solutions coupled with the realities of fiscal limitations, functional implementation and long-term maintenance. Each of these elements will be addressed by our individual experts and then funneled through a single design intent, offering multiple wayfinding tools for end users but presented through a single voice and graphic language.

### PROJECT TEAM

We work on a daily basis with Tourism Officials, Municipalities, Planning Departments and Community Advocates to design, plan and implement branded wayfinding programs. Our designers have developed signage programs from Anchorage, Alaska to Miami, FL. Our Principals bring over 25 years of experience specifically to the development of Community Wayfinding programs.

### METHODOLOGY

MERJE will utilize a 5- step approach for the strategy, planning, design and implementation of the project. This design process provides a basic structure for advancing through the project and provides opportunities to address individual project issues that are unique to this project. Along the way we will build consensus, address individual user needs and strategically identify budgets, priorities and phasing plans.



Downtown San Diego Wayfinding



Frederick, MD Wayfinding Program

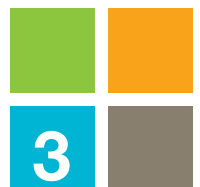


Whistler, BC Valley Trail Wayfinding





PROJECT PERSONNEL



March 10, 2020

Department of Purchasing & Contracting  
City of Stonecrest  
3120 Stonecrest Blvd  
Stonecrest, Georgia, 30038

RE: RFP 2022-20 WAYFINDING & GATEWAY SIGNAGE DESIGN

To Whom It May Concern,

Thank you for the opportunity to be considered for the City of Stonecrest Wayfinding & Gateway Signage Design project.

MERJE focuses exclusively on wayfinding and signage projects, with a specific expertise in community wayfinding programs, including experience throughout Georgia. Found Design LLC (d.b.a. MERJE) is a registered business in the State of Georgia.

We believe a unique and functional wayfinding system can market Stonecrest's assets, present a friendly image and communicate that the City is efficient, organized and caring. Helping a visitor "find their way" is an important part of their experience and time spent in Stonecrest.

Through our work across the U.S., MERJE has developed strategies and processes that provide our clients with the tools to implement wayfinding programs for cities, towns and communities of all sizes, design aesthetics and aspirations.

Our work in Georgia has included, wayfinding programs for the Savannah Historic Landmark District, the City of Augusta, a regional wayfinding program for Columbia County, and the Atlanta Beltline.

Currently we are working on a Wayfinding Master Plan for Callaway Resort & Gardens (Pine Mountain, GA), and a gateway and wayfinding program for Sandy Springs, GA.

If you have any questions or require additional information you may contact me directly. We appreciate this opportunity and look forward to presenting our experience and capabilities to you

Best Regards,



John Bosio  
Principal  
jbosio@merjedesign.com

# JOHN F. BOSIO

PARTNER

## PROJECT ROLE

Project Manager / Wayfinding

## EDUCATION

University of the Arts, Philadelphia, PA  
Bachelor of Fine Arts, Graphic Design

## PROFESSIONAL AFFILIATION

Society for Experiential Graphic Design (SEGD)

For more than 25 years, John has been leading design teams, as well as cities and organizations of all sizes, through the process of implementing wayfinding programs. Problem solving is at the core of John's approach. His experiences across a wide variety of projects, including, communities, parks & trails, public transit and campuses provides him with a detailed understanding of both how a user experiences an environment and the wayfinding tools that may be necessary.

## RELEVANT EXPERIENCE

Atlanta BeltLine  
Wayfinding Program, GA

Callaway Resort & Gardens  
Wayfinding Master Plan, GA

City of Sandy Springs  
Wayfinding Program, GA

Stone Mountain Park  
Wayfinding Program, GA

City of Augusta, GA  
Wayfinding Program

Columbia County, GA  
Regional Wayfinding Program

Downtown Austin  
Wayfinding Program

Asheville, NC  
Wayfinding Program

City of Fredericksburg, TX  
Wayfinding Program

City of Huntington Beach, CA  
Wayfinding Program

City of Missoula, MT  
Wayfinding Program

Savannah Historic District  
Wayfinding Program

Resort Municipality of Whistler  
Wayfinding Program

Downtown Phoenix  
Wayfinding Program

Northwest Arkansas  
Wayfinding Program

City of Novato, CA  
Wayfinding Program

City of Ocala, FL  
Wayfinding Program

Town of Parker, CO  
Wayfinding Program

City of Bentonville, AR  
Wayfinding Program

Cabarrus County, NC  
Wayfinding Program



John will be the Project Manager. He will have the responsibility of managing the design team and facilitating stakeholder meetings and public input sessions. He will be available for all Steering Committee and key presentations, as well as coordination efforts with local approving agencies.



John will also lead the wayfinding assessment and outline the proposed strategies and recommendations.

He is experienced and comfortable presenting to City Councils, Historic Commissions, Planning Boards, the Department of Transportation and local community groups.

John F. Bosio, Partner

# GLEN SWANTAK

PARTNER

## PROJECT ROLE

Design Principal

## EDUCATION

University of the Arts, Philadelphia, PA  
Bachelor of Science, Industrial Design

## PROFESSIONAL AFFILIATION

Society for Experiential Graphic Design (SEGD)

As Design Principal, Glen is charged with understanding the mission and goals of the program and translating them into beautifully conceived design solutions. Glen's work combines; industrial design, architecture, interior design, lighting, graphic design, and of course, wayfinding. His design solutions address both the functionality required by the user, as well as the visual communication of the client's brand.

## RELEVANT EXPERIENCE

Atlanta BeltLine  
Wayfinding Program (GA)

City of Sandy Springs  
Wayfinding Program, GA

Asheville, NC Regional  
Wayfinding Program

Bellingham / Whatcom County, WA  
Wayfinding Program

Downtown Austin  
Wayfinding Program

Downtown New Orleans  
Wayfinding Program

Downtown Phoenix  
Wayfinding Program

City of Garland, TX  
Wayfinding Program

City of Hot Springs, AR  
Wayfinding Program

City of Huntington Beach, CA  
Wayfinding Program

City of Portsmouth, NH  
Wayfinding Program

City of Denton  
Wayfinding Program

Downtown Durham  
Wayfinding Program

City of Fredericksburg, TX  
Wayfinding Program

Savannah Historic District  
Wayfinding Program

Tri-Cities, WA  
Regional Wayfinding Program

Downtown San Diego  
Wayfinding Program

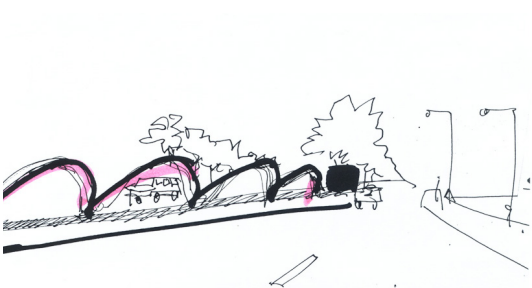
Downtown Tampa  
Wayfinding Program

City of Miami Beach, FL  
Wayfinding Program

City of Missoula, MT  
Wayfinding Program



Glen will be the design lead on the project. He will have the responsibility of understanding the project issues and translating them into visual solutions and physical elements. He will be available for Steering Committee and key presentations, as well as coordination efforts with local approving agencies.



Having worked on a variety of project types, Glen brings a deep knowledge of design and technical expertise.

With more than 25 years experience, he has lead project efforts, presented to City Councils, Board of Directors and approving agencies across the country.

Glen Swantak, Partner

# LAUREN HARRISON

SENIOR DESIGNER

## PROJECT ROLE

Project Designer

## EDUCATION

Drexel University, Antoinette Westphal College of Media Arts and Design

Bachelor of Science, Graphic Design

Years Experience: 11

## PROFESSIONAL AFFILIATION

Society for Experiential Graphic Design (SEGD)

Lauren is a natural graphic designer, her work is clean, simple and always on target to the clients communication needs. Telling clients stories, helping people find their way and understanding the user experience is at the core of Lauren's design approach. Her projects have included branding, wayfinding programs, map design and interpretive graphics. Lauren joined MERJE in 2013 and since then has worked on a variety of projects, including communities, parks & trails, public transit and campuses.

## RELEVANT EXPERIENCE

Atlanta BeltLine  
Wayfinding Program (GA)

Callaway Resort & Gardens  
Wayfinding Master Plan, GA

City of Sandy Springs  
Wayfinding Program, GA

Bellingham / Whatcom County, WA  
Wayfinding Program

Cotati Bicycle and Pedestrian  
Wayfinding Program (CA)

Downtown Eugene  
Pedestrian Wayfinding Program

Downtown Little Rock  
Wayfinding Program

Downtown San Diego  
Wayfinding Program

City of Garland, TX  
Wayfinding Program

City of Hot Springs, AR  
Wayfinding Program

City of Kingston, NY  
Wayfinding Program

City of New Haven, CT  
Wayfinding Program

Downtown Austin  
Wayfinding Program

Downtown New Orleans  
Wayfinding Program

City of Mansfield, TX  
Wayfinding Program

City of Portsmouth, NH  
Wayfinding Program

Resort Municipality of Whistler  
Wayfinding Program

City of Conway, AR  
Wayfinding Program

City of Easton, PA  
Wayfinding Program

City of Frederick, MD  
Wayfinding Program

# MADISON PHILLIPS

JUNIOR DESIGNER

## PROJECT ROLE

Design Support & Production

## EDUCATION

Moore College of Art & Design,

Bachelor of Fine Arts, Graphic Design

Years Experience: 1

## PROFESSIONAL AFFILIATION

Society for Experiential Graphic Design (SEGD)

Madison is a multifaceted graphic designer. Her work is diverse in style and always best suited to fit the clients needs. She emphasizes the clients story through creative interpretation and unique solutions. Madison has worked on a variety of projects, including communities, parks, and water trails.

## RELEVANT EXPERIENCE

Callaway Resort & Gardens  
Wayfinding Master Plan, GA

Amesbury, MA  
Wayfinding Program

Brandywine Creek Greenway, PA  
Water trail Wayfinding Program

Fair Oaks Parks, CA  
Wayfinding Program

Morris County Trails, PA  
Wayfinding Program

Mountain Home, AR  
Wayfinding Program

Susquehanna Greenway, PA  
Identity

Union County, OH  
Regional Wayfinding Program

Williamsburg, VA  
Wayfinding Program

City of Dunn, NC  
Wayfinding Program

Louisiana's Cajun Bayou  
Regional Wayfinding Program

Media, PA  
Wayfinding Program

Norfolk, NE  
Wayfinding Program

Madison, NJ  
Wayfinding Program

Wake Forest, NC  
Wayfinding Program

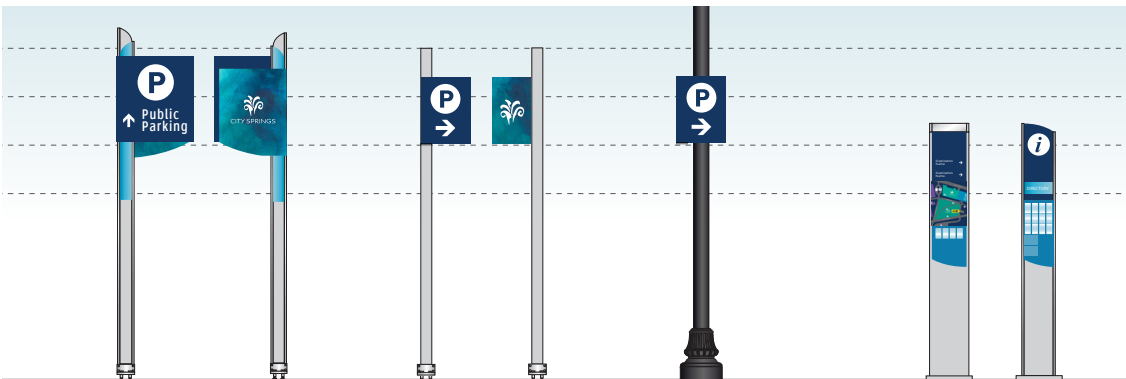
Mission Oaks Parks  
Wayfinding Program, CA



PROJECT EXPERIENCE







## SANDY SPRINGS, GA

### Wayfinding Program

Sandy Springs, GA



The City has hired MERJE to plan and design a comprehensive wayfinding program. Primarily a vehicular oriented system and with expected circulation changes in the next 5 years due to new highway access points, the system is modular and easily updatable. The design is heavily branded with the Sandy Spring identity, but also changes in aesthetics as a visitor transitions from the modern suburban areas of town to the rural wooded neighborhoods and parks. Pedestrian signs and kiosk will be included in City Spring District and the Perimeter Business District, helping to promote events, make connections to public transit and orient users to the city and region in general. MERJE is also coordinating with GDOT and the National Park Service to gain project approvals.





## ASHEVILLE REGION

**SCOPE:** Design, Planning, Documentation and Construction Administration

**SCALE:** Buncombe County, including; Cities of Asheville, Black Mountain, Montreat, Weaverville and Woodfin (660 sq. mi)

**STAKEHOLDERS:** 50+

**CONSTRUCTION BUDGET:** 1.4 Million

**FUNDING:** Buncombe County Tourism Development Fund

**APPROVAL:** Asheville Convention & Visitors Bureau, Municipalities of Asheville, Black Mountain, Montreat, Weaverville and Woodfin, and NCDOT





## ASHEVILLE, NC

### Regional Wayfinding Program

Buncombe County, NC

Vibrant, eclectic, colorful, artistic, natural, funky, sophisticated and folky only begin to describe the Asheville region of western North Carolina. Marketing (and wayfinding) for such a diverse area requires the communication of a consistent brand, while allowing for the individuality of each district, town and place to present its own unique character.

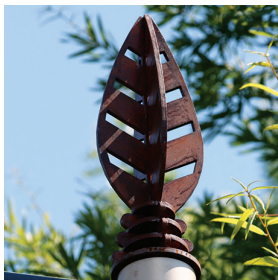
The Asheville Convention & Visitors Bureau hired MERJE to develop a comprehensive regional wayfinding program for the City of Asheville, Buncombe County and the individual towns of Black Mountain, Montreat, Weaverville and Woodfin. This is a benchmark project for regional wayfinding, as it also includes an analysis into the resulting economic return on investment; including before and after evaluations of annual destination visitation, effects on overnight hotel stays and overall customer satisfaction.

Gateways incorporate sculptural elements and create landmarks. Kiosks and post details provide opportunities for the inclusion of local artist in the design, capturing the funkiness of downtown Asheville. In addition to the planning and design of the system, MERJE's responsibilities consist of developing the strategy for coordinating the program, creating a criteria for destination inclusion, assistance with obtaining funding and building consensus among the variety of stakeholders and municipalities.













## PARKER, COLORADO

SCOPE: Wayfinding, Analytics, Design Planning, Documentation and Construction Administration

SCALE: Citywide

STAKEHOLDERS: 25+

CONSTRUCTION BUDGET PHASE 1: \$235,000  
PHASE 2: \$507,000

FUNDING: Town of Parker

APPROVAL: Town of Parker and Colorado DOT





## TOWN OF PARKER

### Town-wide Wayfinding Program

Town of Parker Planning Department

The Town of Parker is located in northern Douglas County approximately 20 miles southeast of downtown Denver. MERJE has been hired to develop a town-wide wayfinding program. Much of the focus for this project is concentrated in walkable Downtown Parker, where shopping, dining and the arts are the primary activity. The system will also connect visitors and residents alike to the local park system and Regional Cherry Creek Trail.

The design of the system, looks to reflect both Parker's traditional architecture, strong family-oriented community and natural features. The system includes, District gateways, pedestrian signage, kiosks, connections to trails and vehicular signage that will efficiently circulate people to parking and various local destinations. The color pallet helps to communicate an active, vibrant and friendly community.













SCOPE: Design, Planning, and Documentation

SCALE: 22 mile loop around the City of Atlanta, Pedestrian, Cycling, and Wayfinding

STAKEHOLDERS: 25+

CONSTRUCTION BUDGET: \$1,000,000

FUNDING: Atlanta Beltline Inc.

APPROVAL: Atlanta BeltLine and the City of Atlanta





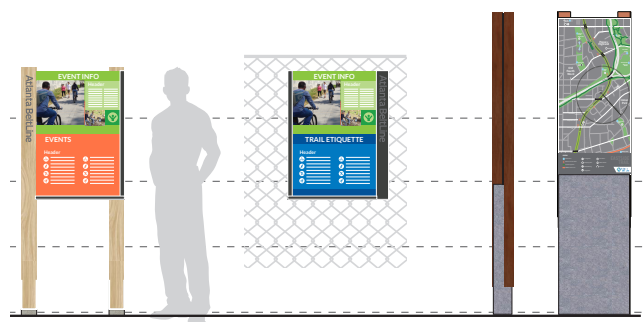
## ATLANTA BELTLINE

### WAYFINDING AND SIGNAGE PROGRAM

Atlanta BeltLine

The Atlanta BeltLine is the most comprehensive transportation and economic development effort ever undertaken in the City of Atlanta. It is also among the largest, most wide-ranging urban redevelopment programs currently underway in the United States. Located along a historic 22-mile railroad corridor, the Atlanta BeltLine will provide a network of public parks and multi-use trails and transit circling downtown and connecting 44 neighborhoods directly to each other.

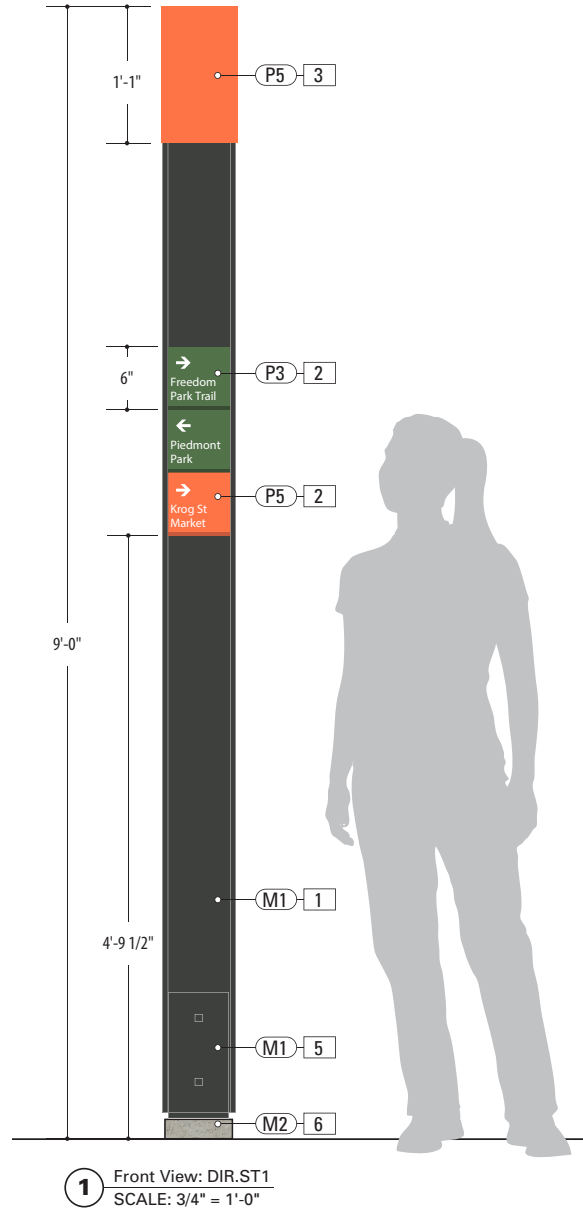
MERJE is leading a multi-disciplined team in the development of a comprehensive wayfinding program that will communicate key information to pedestrians, cyclist and transit users along the path. Key issues to be considered include identity, resolving auto / pedestrian / cycling conflicts, temporary information, emergency services and sponsorship recognition. The design is inspired by the railroad heritage through its composition and use of materials. Long-term maintenance is critical to the management of this urban trail system, along with flexibility and expansion. Prototype areas are planned for 2015 with on-going role-out continuing in 2016 and beyond.















SCOPE: Wayfinding, Planning, Signage Design and Documentation

SCALE: Savannah Historic Landmark District

STAKEHOLDERS: 50+

CONSTRUCTION BUDGET: 1.1 Million

FUNDING: On-going/ Multiple Sources

APPROVAL: City of Savannah and Savannah Historic Commission

MERJE STAFF: John Bosio and Glen Swantak





## SAVANNAH HISTORIC LANDMARK DISTRICT

### Wayfinding and Gateway Program

Savannah, GA

The City of Savannah will welcome you with true Southern hospitality, just as they have been welcoming guests since 1733. Hip and historic, robust and refined, Savannah is where you will find amazing architecture, spooky cemeteries and rich history—along with global sophistication, funky nightlife and fabulous food. It is where history resonates into the present day, and where memories are still being made.

The City of Savannah's Department of Tourism and Film has retained MERJE for the development of a pedestrian focused wayfinding program for The National Historic Landmark District and Convention District. The Historic District encompasses one of the largest urban forests in the nation. The renowned city street plan of public squares and gardens offers a unique environment that is easily walk-able and a place where discovering the varied architecture, landscape and hidden details is all part of the journey.

MERJE's plan focuses on promoting multi-modal transportation. Visitors are directed first to parking garages and then encouraged to explore Savannah on foot with the aid of shuttle and ferry services. Along with pedestrian level directional signs, maps, and kiosks, the design utilizes Custom Icons to guide visitors to their destinations.









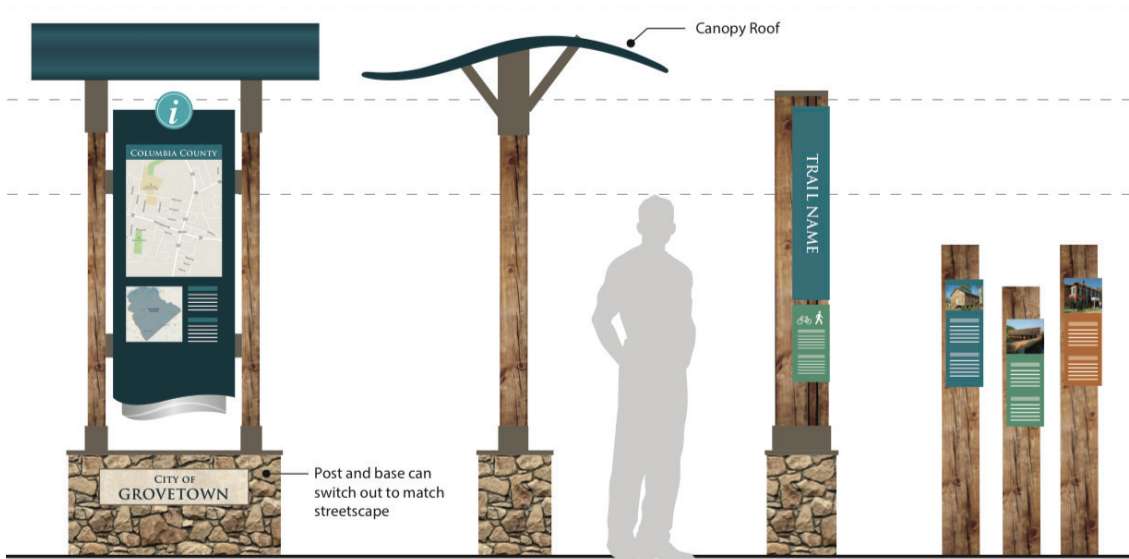


## DOWNTOWN AUGUSTA

Wayfinding and Signage Program

Augusta, GA

While Augusta is known worldwide for the Masters® and the coveted green jacket, you will also find Georgia's second-oldest and second-largest city – also known as the “Garden City” of the South. The aesthetic design of the sign program hints to the game of golf, though pattern, shape and color (green, of course), while not using literal objects or graphic translations. Traditional style poles, integrate well into the historic downtown environment, and gateways have weathered brick bases that reflect the old industry buildings that are being converted to a variety of uses.



## COLUMBIA COUNTY, GA

### COUNTYWIDE WAYFINDING PROGRAM

Just 2 hours from Atlanta, Columbia County is the neighbor of Augusta and the gateway to Fort Gordon Army Post, home of the U.S. Army Cyber Center of Excellence. The County is made up of 5 communities; Appling, Evans, Grovetown, Harlem and Martinez, each one offering distinct experiences, from small historic down-towns to suburban neighborhoods to rural environments.

The County has hired MERJE to design and plan a county-wide wayfinding program, along new signage for the County Government Complex. The system includes County Gateway features, vehicular directional signs, Parking information, pedestrian elements and kiosks. Regional in nature, the design includes opportunities for each town to incorporate a unique identifier and color palette.





## CALLAWAY RESORT & GARDENS

SCOPE: Wayfinding Master Plan, Design, Planning and Documentation

SCALE: 2,500- acre Resort Complex

STAKEHOLDERS: 25+

CONSTRUCTION BUDGET: \$1,122,000

FUNDING: Herschend Family Entertainment

APPROVAL: Herschend Family Entertainment



## CALLAWAY RESORT & GARDENS

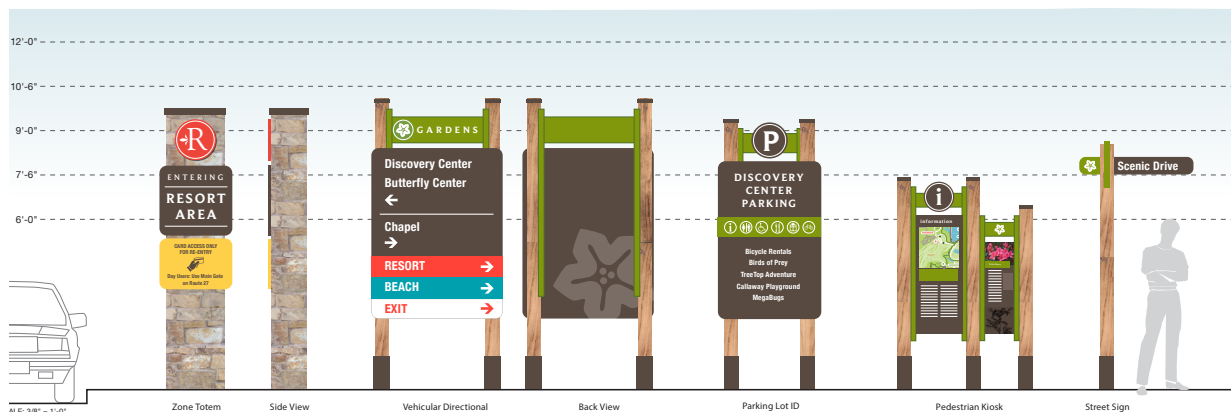
### Wayfinding Master Plan

Pine Mountain, GA

Callaway Resort & Gardens is a 2,500-acre resort complex located near Pine Mountain, Georgia. Attracting over 750,000 visitors annually, the property includes the world's largest azalea garden and was ranked as Best Georgia Attraction in 2018 by USA Today. The property is owned and operated by Herschend Family Entertainment.

Over the years, on-site signage had become inaccurate, inconsistent and cluttered around the site. Based on our previous work with Herschend Family Entertainment, the company hired MERJE to conduct a Wayfinding Master Plan. The new plan clarifies entrances, creates zones and provides simplified messaging. Icons, color-coding and sustainable materials are utilized to create new entrance identification elements, street signs and vehicular directional signs.

The first initiative was the creation of a new orientation map, that establishes the graphic language for the overall wayfinding program. The use of color and zone icons are key component to the design.







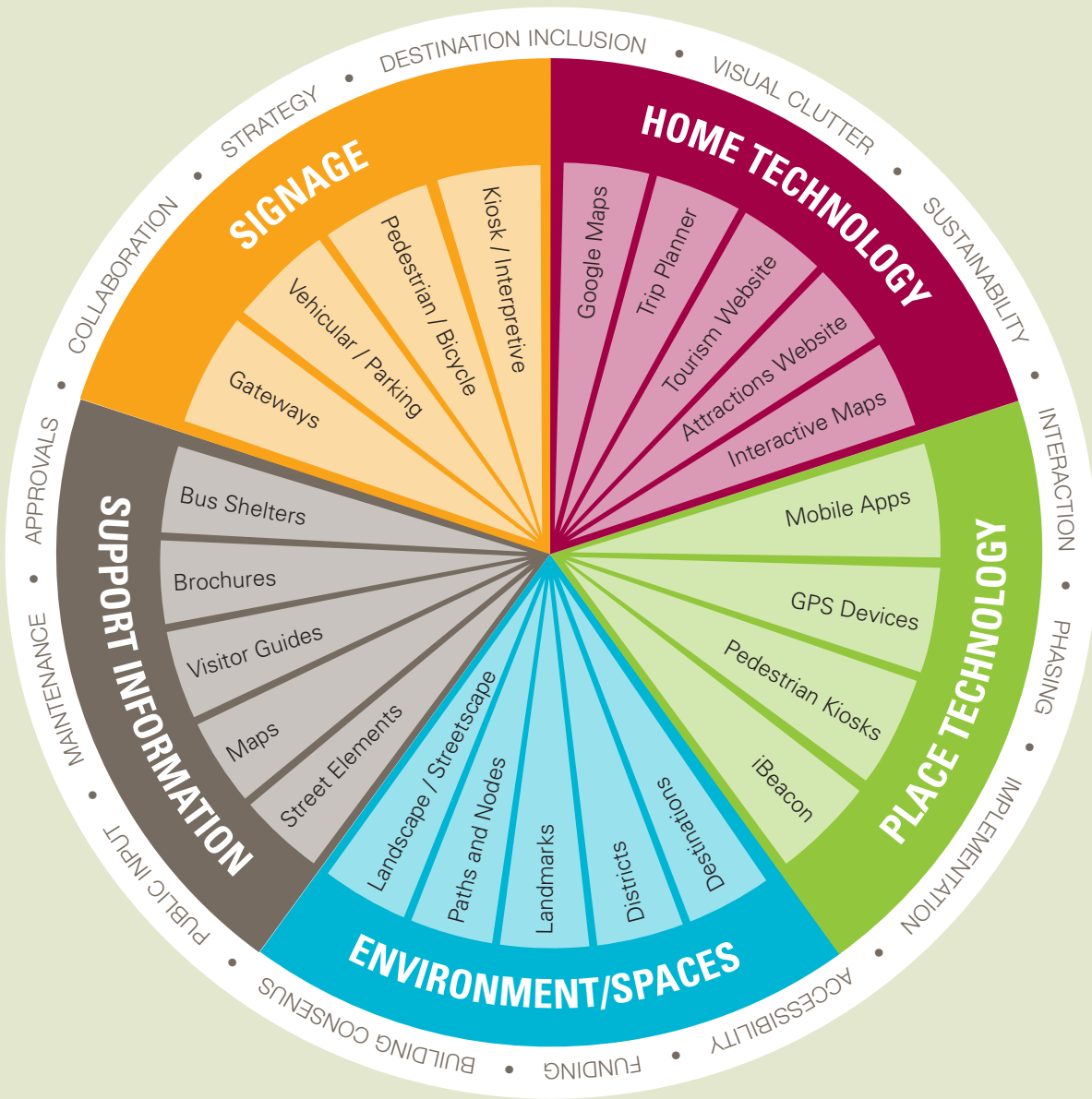






PROJECT UNDERSTANDING / PROJECT APPROACH





## PROJECT UNDERSTANDING

Cities, towns and communities of all sizes and aspirations understand that the reality of today's economy and the high level of competition for the public's attention demand a clear and distinctive identity. Wayfinding programs designed by MERJE promote a city's identity, make it easier for visitors to find their way and enhance the visitor's experience. Through this project it is clear your city understands that communicating a consistent identity and wayfinding message across a variety of design elements and technologies is a key factor in reaching your cultural, economic and marketing goals.

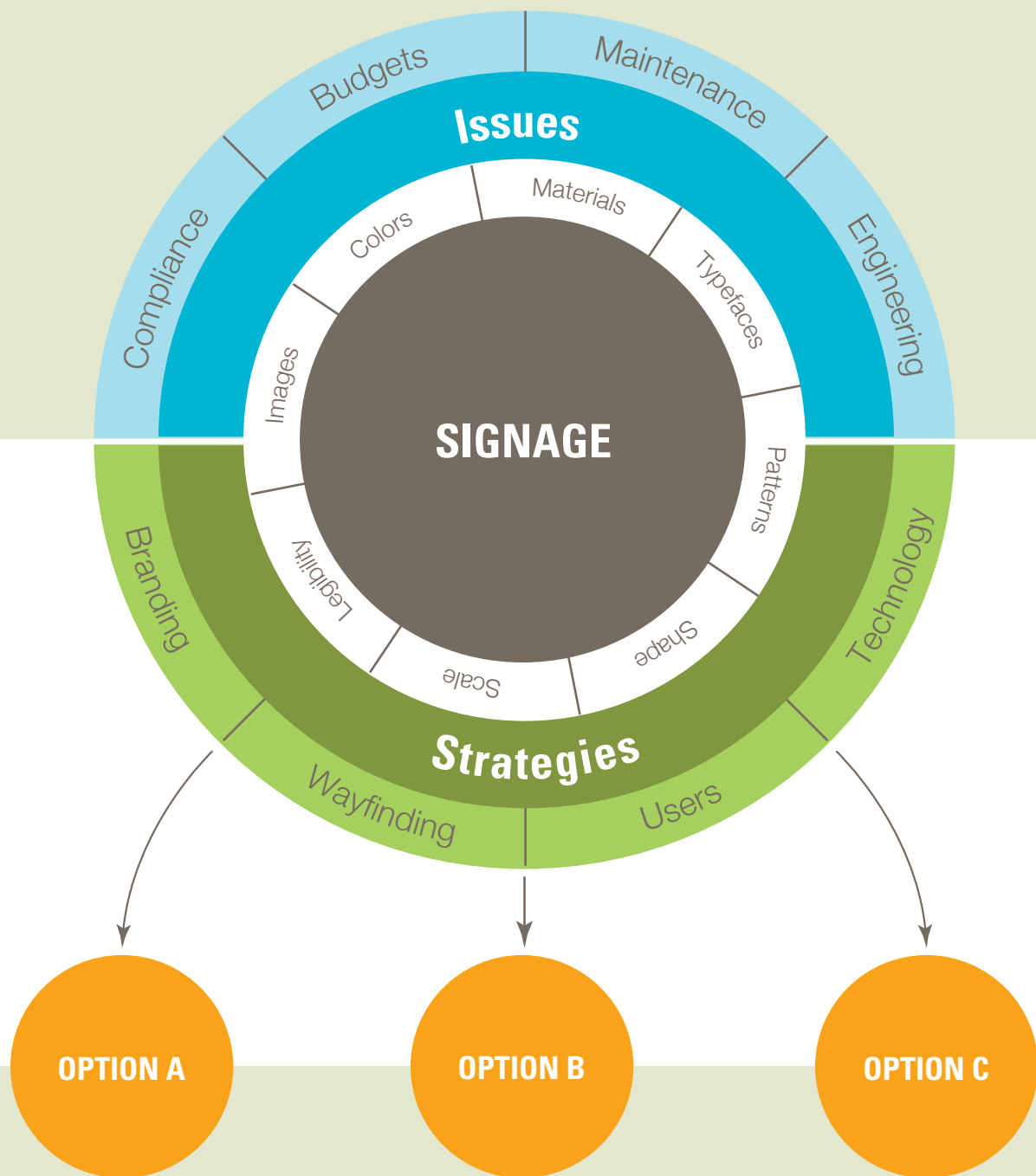
Our approach to this project is wholistic and will include wayfinding, technology, support materials. We will look to consider innovative creative solutions coupled with the realities of fiscal limitations, functional implementation and long-term maintenance. We believe the project will rely on the following;

- Build Consensus through public input and agency review
- Focus on Parking and Pedestrian travel in the downtown
- Establish a strong identity at the gateways into the city.
- Gateways should consider landscaping, lighting and public art.
- Design philosophy that seamlessly integrates a variety of tools and opportunities
- Utilize graphics, architecture, technology and interactivity.
- The design shall unique and be of its place
- Develop a Strategic Implementation Plan, ROI and a realistic phasing sequence
- Identification of Funding sources and creative strategies
- Develop a plan for long-term Management and Maintenance plan

The MERJE TEAM approach will consider all wayfinding tools and technologies;

- PRE-ARRIVAL TECHNOLOGY / TRIP PLANNING
- IN-PLACE TECHNOLOGY
- ENVIRONMENT / SPACE
- SIGNAGE (static and electronic)

Each of these elements will be addressed by our individual experts and then funneled through a single design intent, offering multiple wayfinding tools for end users but presented through a single voice and graphic language.



D E S I G N

## METHODOLOGY

MERJE will utilize a 5- step approach for the strategy, planning, design and implementation of the project. This design process provides a basic structure for advancing through the project and provides opportunities to address individual project issues that are unique to this project.

### Task 1 | Wayfinding Analysis

*The intent of the Wayfinding Analysis is to gain an understanding of current conditions, identify wayfinding issues and build consensus that will support the design and planning of the system.*

Kick Off meeting with Steering Committee and Stakeholder Group. This may include representatives for the City representatives, major attractions, business leaders and approving agencies.

Tour and photograph project area.

Develop criteria for destination inclusion, including designations, attractions, districts, historic sites, parking, etc. Develop Destination List and determine terminology (or abbreviations) necessary for each destination/attraction.

Develop a project budget and identify public and private financial resources for the implementation and maintenance of the system. Outline potential Phasing Strategy.

Conduct working meetings with wayfinding participants and user groups to review program criteria: primary and secondary routes, circulation, State & County roadways, assigned speed limits, parking lots, pedestrian requirements, districts/zones, transition points, decision points, information hierarchy, create a general menu of sign types, terminology/nomenclature, audience considerations, daytime vs. evening travel, design criteria, image, marketing goals, flexibility, vandal resistance and maintenance.

Identify gateways, districts, primary routes, points of interest and destinations. Evaluate access to parking, including direction, identification and information.

Present preliminary findings and recommendations based on analysis and stakeholder input (presentation to Steering Committee and Stakeholders)

**TASK 1 DELIVERABLE: Present preliminary findings based on the information gathered during the on-site assessment and stakeholder interviews. This will result in a series of recommendations, a structure for the design and planning process to be based upon.**

## Task 2 | Schematic Design

*Schematic Design offers the opportunity to investigate big picture concepts, brand integration and the overall design intent of the sign program.*

Analyze architecture, historic elements, branding / identity, imagery, marketing materials and additional information needed to formulate design concepts.

Prepare preliminary sign design based on a limited number of sign types. (3 options)

Meet with DOT and approving agencies and commissions to review concepts and wayfinding approach.

Preliminary budget for fabrication and installation of the signage system. Develop Phasing Plan for priority sign types

Presentation of proposed updated/enhanced signage system. This would include typical sign types and systems, location, size, shape and colors. (Includes Community Review #1)

**TASK 2 DELIVERABLE:** Presentation of 3 design options that establish the overall design direction of the signage program, including basic sign types. In addition an Order of Magnitude Budget and Preliminary Phasing Plan shall be provided. Presented along with Task 1: Wayfinding Analysis

## Task 3 | Programming (Sign Locations and Messages)

*Programming is the detailed planning of each sign location and the associated message. This task takes into consideration the sequential flow and hierarchy of information presented to the user.*

Prepare preliminary sign location plans, typical messages and general sign types.

Site check locations for appropriateness, available space, and general environment conditions. Note: this is a general review only (no field mark-outs). Update plans.

Submittal of a message schedule and sign location plans for review and approval by city representatives and destinations. Update as required (2 Submittals)

Upon general agreement of sign locations and messages, Submit a draft Sign Location Plan and Message Schedule to approving agencies / commissions for review and preliminary approvals.

**TASK 3 DELIVERABLE:** Approved Sign Location Plans and Message Schedule. These are general plans only, detailed site plans and individual placement drawings are provided as part of Task 5 deliverables.

#### Task 4 | Design Development

*Design Development acts a bridge between the conceptual schematic designs and a fully documented signage program.*

Refine the selected option and expand the design across a complete menu of sign types that may be required for the project.

Finalize functional aspects of program, size, materials, contrasts, nomenclature, typography, symbols, product options, architectural elements, placement standards, potential construction details and mounting method options.

Submit “design development” drawings to fabricators for preliminary pricing and constructability reviews. Value engineer if necessary. Receive cost estimates.

Present for final review and approval, including Community Review #2

**TASK 4 DELIVERABLE: Design Development presentation to Steering Committee, Stakeholders and City Council, this may include a fully developed Sign Family Menu, Photo-Renderings, Material Samples, Color Palettes, Budget Analysis and Phasing Strategy.**

#### Step 5 | Documentation

*Documentation finalizes all the necessary technical drawings and specifications, into a single package that allows for competitive bidding, as well as guidelines for long term maintenance of the program.*

Sign Standards Manual: Design intent drawings indicating, material specifications for all sign types, illustrating size, typefaces, graphic elements, pictograms, letter spacing, materials, finishes, construction details, installation methods, colors and locations.

Technical Specifications describing materials, products, submittals, coordination, execution, quality assurance, installation, etc.

Review in the field all locations with City representatives and other required agencies.

Prepare Final Sign Location Plans and Message Schedule, including sign placement drawings based information gathered in the field.

Prepare final cost estimate based on final design and sign counts.

**TASK 5 DELIVERABLE: Provide Sign Standards Manual, including all construction drawings, sign location plans and message schedules necessary to receive competitive bids from qualified sign vendors.**



*Bid Review and Construction Administration ensures that the original design intent is maintained through the construction process.*

## Task 6: Bidding & Construction Administration

MERJE will provide the following services during the implementation phase;

### Bid Assistance and Review

- Attend Pre-Bid Meeting (via teleconference)
- Respond to Requests For Information (RFI's)
- Provide information necessary for client to release Addendums to Bid
- Review Bids, confirm compliance w/ drawings and unit cost appropriateness
- Check References of preferred vendor(s)

*Note: The client shall coordinate all bid process tasks, including; advertising, administration, receiving of bids and bid results tabulation.*

### Construction Administration

- Field verify final sign placement with the contractor prior to installation
- Attend Construction Meetings (via teleconference)
- Review and approve submittals: shop drawings, material samples, etc.
- Review and assist with graphic layouts
- Provide information during the fabrication and installation process.

**TASK 6 DELIVERABLE: Upon substantial completion of the signage, punch-list (on-site) all items that must be completed and/or corrected prior to final acceptance by the client.**



COST PROPOSAL  
(see seperate attached



