



## **REQUEST FOR PROPOSALS**

### **Downtown Novato Wayfinding Signage Program**

**Deadline for Response:**

**March 16, 2010, 5:00 PM PST**

**Respond To:**

City of Novato  
Redevelopment Agency  
75 Rowland Way, #200  
Novato, CA 94945

**Staff Contact:**

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## I. Introduction

City of Novato (“City”), California, is seeking proposals from qualified professionals with proven experience in community branding and wayfinding to provide planning and design services to develop and implement a wayfinding signage program for Downtown Novato. Ultimately, the wayfinding signage program will be incorporated throughout the main pedestrian, bicycle, and vehicular corridors in, near, and around the City; however, the initial work effort will address the overall survey, analysis, and design development specifically for the downtown area.

The purpose of this request for proposals (“RFP”) is to provide information to prospective consultants detailing the services and deliverables desired by the City, a basic description of the project to be analyzed, the City’s expectations relative to consultant qualifications and the proposal content. This information is intended to enable consultants to submit proposals to develop and implement a wayfinding signage program for Downtown Novato.

## II. Project Background

Novato is the second largest city in Marin County with a population of approximately 52,000. It is located approximately 29 miles north of San Francisco and 37 miles northwest of Oakland. Novato is the gateway to the Sonoma and Napa Valley wine industry. The city limits encompass 28 square miles. Downtown Novato, (.5± square miles), is the historic and geographic center, as well as, the heart of the community. Grant Avenue (seven blocks long) is the main street through the Downtown area.

The past three years have been a pivotal transitional period for Downtown Novato. \$10 million was spent to renovate Grant Avenue, Novato’s main shopping and business area. Street improvements included a total street reconstruction of Grant Avenue, traffic calming measures, sidewalks, landscaping, and street furnishings. Recent public art improvements include public art bench sculptures, and murals. The downtown is anchored by Trader Joe’s and the new Millworks project, which includes a Whole Foods Store on the ground floor scheduled to open spring 2010, public plaza, and residential units above the Whole Foods Store. The downtown is starting to evolve into a diverse business mix of specialty stores for children and adults, restaurants, personal and professional services, financial businesses, and banks. In addition, a developer/operator is currently working on plans to redevelop the 1940s era downtown theater.

## III. Project Description

In its continuing efforts to transform Downtown Novato into the cultural heart of the community, with a distinctive shopping, dining and entertainment area, the City of Novato would like to develop a comprehensive wayfinding signage program that can be modified or expanded as the downtown develops, and new destinations are added. The wayfinding signage program should meet the needs of the residents as well as visitors. All transportation modes within the City, and along major access thoroughfares should be considered. Street level vitality, legibility, safety, maintenance, and replacement costs are all major concerns in creating an informational, user

friendly, wayfinding signage program. **The primary focus of the program is to increase customer traffic to Downtown Novato. In addition, U.S. Highway 101 gateway signage directing customer traffic to Downtown Novato is important.**

The wayfinding signage program should consider an array of sign types that are vandal proof, and easy to update as information changes. The design for the program should provide a branded and unified design that can be used for marketing materials, and downtown events. The Downtown signage program could serve as a template that could lead to other future signage programs complimentary to the Downtown signage program including, but not limited to:

- General directional information and wayfinding for pedestrians and vehicular traffic
- Parking
- Gateway signage
- Decorative and/or celebratory
- Interpretive signage for historic buildings
- Public art
- Entertainment venues
- Municipal buildings (including Parks, Recreation and Community Services' parks and facilities)
- Future downtown destinations

#### IV. Project Goals

The project goals for the Downtown Novato Wayfinding Signage Program are as follows:

- Support and promote a distinct identity for Downtown Novato.
- Raise community and visitor awareness of Downtown Novato and its location.
- Direct visitors to downtown from major transportation arteries.
- Enhance visitors' and locals' ability to easily navigate downtown, and find desired destinations (including parking).
- Increase the success and market potential for retail, dining, arts, entertainment, and economic growth and development.

#### V. Scope of Work

The project will consist of the design services outlined below, resulting in the completion of construction documents suitable to bid the project for fabrication and installation. The consultant is free, based on their experience with a project(s) similar to the Downtown Novato Wayfinding Signage Program, to suggest changes or alternatives in their response to this request for proposals. All deliverables of the Downtown Novato Wayfinding Signage Program submitted to the City for review should be delivered as specified below and including digital version of same in a digital format acceptable to the City, so that the City can make additional copies as necessary, or use in PowerPoint presentations, or on the City's website.

**Phase 1: Analysis and Program Development**

- A. Conduct an on-site kick-off meeting and site analysis
  - ❖ With staff, develop a list of key contacts, invite them to a kick-off meeting.
  - ❖ Conduct stakeholder participation public meeting(s) to hear evaluation of current system, operational difficulties, and needs of a future system with stakeholders including, but not limited to, City, Council Downtown Committee, Downtown Novato Business Association, Novato Chamber of Commerce, Novato Historical Guild, Design Review Commission, and Recreation, Cultural & Community Services Advisory Commission.
  - ❖ Meet with representatives of any regulatory agencies having jurisdiction over the rights-of-way or visual characteristics of signage.
  - ❖ Take meeting minutes and send summary to City of Novato staff contact.
- B. Document location of existing wayfinding signage. Recommend existing signage that should be removed, replaced, and/or consolidated. Evaluate feasibility of reusing existing locations, poles, hardware on an individual location basis.
- C. Analyze existing traffic patterns and means of accessing downtown, as well as expected future land use patterns. Map recommended corridors that should include signage directing users to the downtown.
- D. Review existing identity standards and/or existing complementary plans.
- E. Research how people will enter and leave the area and move between destinations, identify circulation patterns.
- F. Learn about maintenance, budget, schedule and phasing issues.
- G. Review existing plans for wayfinding elements, and implementation status.
- H. Evaluate zoning or other code requirements for the signage.
- I. Identify user groups, their specific needs, and potential wayfinding difficulties, particularly as they affect the disabled, senior citizens, and visitors.
- J. Determine what destinations should be included in the system, review destination names, and suggest alternative terms that might clarify wayfinding, if necessary.
- K. Develop a destination list including recommended terminology for primary and secondary destinations.
- L. Develop a hierarchy of information.

- M. Determine what sign types and wayfinding elements will be needed.
- N. Develop the preliminary wayfinding logic.
- O. Develop the final project schedule.

***Deliverables – Phase I: Analysis and Program Development***

- A. Wayfinding Analysis and Recommendations Document (hard copy and editable digital copy) with notes from all stakeholder meetings. Document will include an evaluation of the existing system, users’ needs, destinations, zoning requirements, regulatory and jurisdictional issues, identity graphics recommendations.
- B. Detailed schedule for project completion, including team members’ roles and time commitments, and key meetings and milestones.
- C. Detailed map showing the proposed types of signs, and the locations where they will be used. The map will indicate existing locations that will be reused, existing locations that will not be re-used, and new signage locations.

**Phase 2: System Design Development**

- A. Analyze architectural elements, materials, themes, existing plans, and the downtown vision in order to develop an appropriate design aesthetic for the system.
- B. Prepare detailed designs for select sign types, including distinct prototypes to be determined.
- C. Present three (3) initial design concepts to staff for review, and consideration.
- D. On-site public meeting to coordinate, and invite stakeholder groups and general public to review design options. May also include a preliminary review by the City Council and/or appointed governmental bodies, such as the Design Review Commission and Recreation, Cultural & Community Services Advisory Commission.
- E. Complete up to two rounds of refinements of preferred design concept selected by the City, based on stakeholder and public input.
- F. Present the full sign type array and mock-up signs to staff
- G. Revise the individual sign type designs once more (if needed).

### ***Deliverables - Phase 2: System Design Development***

- A. Final Design Intent Drawings (exact dimensions, letter heights, materials, mounting details, color specifications, and material performance standards) with written statement regarding rationale for design choices, materials, method of fabrication, and how systems can be modified over time.
- B. Scaled mock ups of potential sign types and concepts.
- C. Statement of Probable Cost for the fabrication, installation, and maintenance of the system, including number of various sign types, and locations.

### **Phase 3: Pre-Production**

- A. Add detailed specifications to the final Design Intent Drawings (exact dimensions, letter heights, materials, mounting details, color specifications, and material performance standards).
- B. Prepare Sign Location Plans and submit to City for review, revise as needed to City's satisfaction.
- C. Develop Bid Documents for a competitive bid.
- D. Verify the Statement of Probable Cost for signage fabrication and installation, and develop a phasing plan for implementation throughout the City and major pedestrian, bicycle, and vehicular corridors.
- E. Prepare the necessary artwork for sign fabrication, and multi-media applications.

### ***Deliverables - Phase 3:***

- A. Final Bid Documents necessary for a competitive bid.
- B. Prepare final sign location plan.
- C. Prepare the necessary artwork for sign fabrication.
- D. Verification of the Statement of Probable Cost.
- E. Implementation Phasing Plan that includes priorities in terms of sites, and sign location. The plan should include details for location, such as distance from a point of interest, or conflicts with existing signage and infrastructure.
- F. Create necessary documents for City and state, if necessary, formal review, attend selected

meetings, and present system for authorization.

**Phase 4: Implementation**

- A. Provide a list of potential contractors.
- B. Evaluate the bids, and sign samples for compliance with the Bid Documents.
- C. Review shop drawings, and color samples
- D. Consult with the City, and fabricator during fabrication and installation.
- E. Conduct a final inspection at the completion of the installation.
- F. Document punch list items, and submit to fabricator.
- G. Coordinate any required modifications that the fabricator may need to make.
- H. Wayfinding and Signage Reference Manual that serves as a guide for reordering, and maintaining the new wayfinding system. The manual should include:
  - a. System summary
  - b. Map of sign locations and content (in both GIS map and spreadsheet format)
  - c. Prioritization of sign installation
  - d. Shop drawings of each type of sign
  - e. Recommendations for future project expansion
  - f. Rules of thumb regarding sign placement, method of updating/replacing signs, and roles and responsibilities of all parties involved in project (tracking, maintenance, ordering, etc.)
  - g. Manual should be submitted in both hardcopy, and electronically. The electronic document should be in an editable format approved by the City.

**VI. Proposal Content and Requirements**

Proposals shall be bound (8.5” x 11”), so that they can lay flat when opened. Seven complete copies of the proposal, as well as a digital version of same in a digital format acceptable to the City, must be submitted to the City of Novato by the proposal deadline. The following should be addressed as a minimum, with sections tabbed with numbers as follows:

- 1. Introductory Letter:
  - a. Firm name
  - b. Address
  - c. Contact person
  - d. Telephone number and e-mail address of contact person
  - e. A clear and concise response as to why the City of Novato should select your firm for this work

2. **Statement of Qualifications:** Provide a detailed description of similar wayfinding projects successfully completed by the firm in the past three to five years, and the results of that work; include the name and telephone number of a contact person for each client who can verify the information provided. Describe your firm's experience with utilizing a public participation process to design a community wayfinding program and design.
3. **Firm Personnel Experience:**
  - a. Name of project manager. Provide resume and experience record of project manager. Identify the wayfinding projects from the Statement of Qualifications that the project manager has worked on, and describe their role with the project.
  - b. Flow chart of team personnel who will actually be assigned to perform substantial amounts of the work on this project, and the role of each.
  - c. Provide a resume and experience record for each person, including years of experience, education, and anticipated amount of time each will actually work on this project, and the location of each person.
4. **Sub-Consultant Personnel Experience:**
  - a. Names and addresses of any outside consultants, or associates proposed to be involved with this project.
  - b. Include each proposed sub-consultant's experience, and qualifications as described above for the firm's personnel experience.
5. **Project Approach:** A detailed description of how the firm proposes to approach this project. Include sufficient discussion of proposed methodologies, techniques, and procedures for each work item listed in the Project Scope, Section VI. Provide a breakdown and description of tasks assigned per project team member. Describe the hierarchy of project management. The work program should indicate the formats, and number of meetings proposed for the public involvement component as well as the number of meetings with City staff that will be provided, and the timing and purpose of those meetings.
6. **Project Schedule:** A proposed time schedule, and a method of assuring that the time schedule is met, including the name of the person responsible for the time schedule. Provide a proposed time schedule for completion of the key tasks in each phase, and the method to assure that the time schedule will be met.
7. **Budget Proposal:** The City will consider fee in its overall evaluation of the proposals. Provide a not-to-exceed cost into several component costs:
  - a. Itemized costs for the elements listed in the Scope of Work (Section IV.).
  - b. Costs for travel, meals, and lodging (for consultants traveling from outside the San Francisco Bay Area).
  - c. If additional items beyond those outlined in this RFP are incorporated in the proposal, the estimated budget will list those items separately.



- d. Provide a fee schedule for supplemental charges that may be charged for additional unforeseen work tasks, if such services should be required via a future contract addendum, such as: fees for conducting additional public meetings, additional meetings with City staff, additional stakeholder or community meetings, additional iterations of revisions, or additional information related to installation, etc.

## VII. Evaluation

The City of Novato will evaluate the proposals based on the following:

1. Understanding of the scope of work to be performed.
2. Consultant's methods and procedures.
3. Response to the project goals and scope outlined in the RFP.
4. Management, personnel qualifications and experience.
5. References and satisfactory record of performance.
6. Work sample.
7. Schedule.
8. Budget.

## VIII. Submission Deadline

Seven complete copies of the proposal, as well as a digital version of same in a digital format acceptable to the City, must be received by the City of Novato no later than **5:00 p.m. on Tuesday, March 16, 2010**. Late proposals will not be considered. All proposals and documents attached become the property of the City of Novato.

Proposals should be submitted to:

City of Novato  
Redevelopment Agency  
75 Rowland Way, Room 200  
Novato, CA 94945-3232

Attention: Sandy Stohler, Senior Management Analyst

## IX. Selection Process and Schedule

City staff will review all submitted proposals to determine those firms that will be granted an interview. Following the interviews, staff will attempt to negotiate an agreement with the top ranked firm. If no agreement can be reached with the top ranked firm, that firm will be dismissed, and staff will proceed with discussions with the second ranked firm. This process may be repeated as many times as necessary until an agreement can be negotiated that is satisfactory to both parties.

The City reserves the right to reject any or all bids or proposals, waive technicalities, and to be the sole judge of the suitability of the proposed services for its intended use and further specifically reserves the right to make the award in the best interests of the City.

The projected schedule for selecting a consultant for this project is as follows:

<u>Activity</u>	<u>Date</u>
Distribute RFP to Consultants	Week of February 8, 2010
Deadline for question submittals	March 2, 2010
Addendum sent (if needed)	March 9, 2010
Proposal Deadline	March 16, 2010
Review of Proposals	Week of March 22, 2010
Selection of Consultant	After interviews completed

X. General Information

1. **Inquiries.** If the consultant has any questions in regard to this RFP, please contact: Sandy Stohler, Senior Management Analyst, at (415)899-8976, or via e-mail sstohler@ci.novato.ca.us
2. **Right of Rejection.** The City reserves the right to reject any or all proposals submitted in response to this RFP. The City is not liable for any costs incurred by consultants in preparing proposals in response to this RFP.
3. **Limitations.**
  - a. **Deliverables.** All deliverables will become the property of the City of Novato.
  - b. **Negotiations.** A request for proposals does not commit the City to award a contract, to pay any costs incurred in the preparation of the proposal, or to procure or contract for services and supplies. The City reserves the right to accept or reject any or all proposals received as a result of this request, to negotiate with any qualified source, or to cancel in part or in its entirety this request for proposals, if it is in the best interest of the City to do so. The City may require the consultant to participate in negotiations and to submit such price, technical or other revisions of the proposal as may result from negotiations.

XI. Attachments

1. Pictures/Collage
2. "Review of Downtown Novato Business Association Marketing Program and Budget"
3. "Revitalization Strategies: Improving the Business Mix" Presentation
4. Facade Program Brochure
5. "Downtown Novato Design Guidelines"
6. Novato Municipal Code, Chapter 19, *Zoning Ordinance*, Division 19.32 - Signs