

# *City of Parma Heights*

## Request for Proposal

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### Branding & Wayfinding Signage Master Plan

RFP /#CED18-1

City of Parma Heights, OH

Issued: April 19, 2018

DUE: May, 4, 2018

**Electronic Version: [www.parmaheightsoh.gov](http://www.parmaheightsoh.gov) Postings**

City of Parma Heights  
Department of Community & Economic Development  
6281 Pearl Road  
Parma Heights, OH 44130  
[www.parmaheightsoh.gov](http://www.parmaheightsoh.gov)  
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Request for Proposal Branding/Wayfinding Signage Plan  
City of Parma Heights, OH

## **REQUEST FOR QUALIFICATIONS AND PROPOSALS**

### **Branding & Wayfinding Signage Plan**

**Sealed proposals are due by 4:00 PM, May 4, 2018.**

All proposals should be clearly marked **City of Parma Heights Request for Branding & Wayfinding Signage Plan RFP #CED18-1.**

Sealed proposals should be hand carried or delivered by traceable means to the City of Parma Heights Court Clerks and time/date stamped. Electronic submissions will not be accepted.

Proposals should be addressed to:

City of Parma Heights  
Department of Community & Economic Development  
6281 Pearl Road  
Parma Heights, OH 44130.

Proposals must address all the issues reflected in the attached requirements document/questionnaire and the proposal price summary attachment to be considered responsive.

Questions regarding this request for proposal should be directed to Joseph E. Sebes, Director of Community & Economic Development for the City of Parma Heights, at [ced@parmaheightsoh.gov](mailto:ced@parmaheightsoh.gov) or 440.340.4810.

### **INTRODUCTION:**

The City of Parma Heights, Ohio, herein referred to as the "City", is seeking consulting and design services to develop a community Branding Plan and Wayfinding Signage Plan for the City.

#### The Branding Plan

- shall focus on community amenities, strengths and goals to form a cohesive, positive image in both graphics and message (mission statement)
- will set the City of Parma Heights apart from surrounding communities and create a Sense of Place, identifying the City a "destination"
- should consider both residential and business desirability, promoting Parma Heights as a premier and diverse place to live and work
- will embody the City's progressive outlook and spark for change and growth
- will take into account the overriding presence of the City of Parma and the need to separate the City of Parma Heights both visually and in essence from this larger neighbor that surrounds it.

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The Wayfinding Signage Plan

Signage shall be designed to help efficiently guide motorists, pedestrians and cyclists to targeted destinations and districts within the City. The Wayfinding Signage Plan will:

- Welcome and guide travelers from major entrance points into the city and within the city to citywide community facilities (parks, Cassidy Theatre, Town Center, Commercial District, etc. and other points of interest within the City)
- Guide travelers to important medical destinations near the City limits.
- Establish design standards for citywide wayfinding signage that is reflective of Parma Heights' identity.
- Constitute policies, design criteria, graphic standards to provide guidance to the City as they implement signage and site location plan for a multi-modal and multi-destination wayfinding system. These established policies and criteria development will serve to establish hierarchies of destinations, routes and modes.
- Generate cost estimates and potential funding sources/strategies.

This Plan represents the final phase in the process prior to procurement of sign creation and placement.

**OVERVIEW:**

The City of Parma Heights, Ohio, an inner-ring suburb of Cleveland, encompasses approximately 4 square miles of land area in north east Ohio, with a population of 20,123 according to the 2010 U.S. Census.

Parma Heights is a diverse community with a mixture of mostly mature and some newer residential neighborhoods and century homes and was voted as one of the 100 Safest Cities in Ohio in 2017.

The City has three (3) commercial corridors consisting of mostly mom-and-pop storefronts and commercial office space (i.e. Pearl Road Commercial District and Town Center, W. 130<sup>th</sup> Street and York/Stumph Roads.) Parma Heights became a village in 1911 and formally incorporated as a City in 1959.

The City is located along Pearl Road (Ohio State Route 42), which divides the City along a northeast-southwest axis. In a recent NOACA Transportation for Livable Communities study, incorporated into the city's updated Master Plan (<http://www.countyplanning.us/projects/parma-heights-master-plan/>), Pearl Road is divided into three sub-corridors of study: Residential (northeast), Town Center (including municipal buildings and largest city park – Greenbrier Commons), and Commercial (southwest).

The City is largely built-out but 33.8 acres at the intersection of Pearl Road and W. 130<sup>th</sup> Street at the southwest entrance to the City is and ready for development.

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**PROJECT TIMELINE:**

April 19 & 26, 2018	RFP Advertised
April 26 – May 4, 2018	Question & Answer Period
May 4, 2018 @4:00 p.m.	RFP Submittal Deadline
May 7 – May 18, 2018	Review of Submissions
May 21, 2018	Award to Selected Vendor
June 4, 2018	Project to Commence: Initial Meetings
June 4 – Aug 1, 2018	Stage 1 - Community Identity Development & Wayfinding Strategy
August 2 – Sept. 28, 2018	Stage 2 – Community Wayfinding Sign Program Development
Oct. 1 – Oct. 11, 2018	Final Revisions made to the Plan
Oct. 12, 2018	Final Completed Plan Due

**SCOPE OF WORK:**

**1. Information Gathering**

- a. Conduct assessment of current brand and wayfinding signage. Assessments should encompass the City in its entirety, with a degree of focus on target areas such as the Residential District, Town Center, Commercial District and park areas.
- b. Identify user groups, their specific needs, and potential brand and wayfinding difficulties, particularly as they uniquely affect new residents, visitors and commuters.
- c. Familiarize themselves with Parma Heights' Master Plan Update with incorporated TLCI Plan, vehicular, bicycle and pedestrian circulation routes as establish and proposed, decision points and destination generators, and develop initial design concepts for Branding and Wayfinding Signage for review and discussion in a working session with the committee.

**2. Develop City Branding concepts and multi-use graphics.**

- a. Design the city's logo (a minimum of four choices) and develop the brand/style guide.
- b. Creation of a visual identity that captures the values and uniqueness of the City of Parma Heights and is distinctive and memorable.
- c. The logo will be incorporated into the city's website, Facebook page and Twitter account and other possible future web presence that the city may have. It will also be used on letterhead, business cards, brochures, banners, and other materials as needed.
- d. It is expected that the development of the new logo will evolve as part of a conversation with City of Parma Heights staff and steering committee members.
- e. A 'creative strategy' or brand document will be produced capturing how the existing mission, values and priorities of City of Parma Heights are reflected in the proposed logo.

**3. Develop Wayfinding Signage Types and Placement**

- a. Recommend Branding and Wayfinding Signage types that should be added, replaced or consolidated (e.g. direction markers, street signs, gateway monuments, orientation kiosks, bike way signs, and boundary markers designation the City limits).

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- b. Basic design schematics will then be prepared, and presented with recommendations. The final plan should address the following aspects through text, renderings, photos and maps:
    - i. Sign types including sizes, shapes, colors, materials, poles and hardware.
    - ii. Letter sizes, fonts, heights, spacing and style.
    - iii. Develop a menu (variety) of signs and specifications. (No less than four design choices). Signs should be designed to be durable and long lasting and explore the possibility of using recycled and refurbished materials.
    - iv. Develop installation locations by sign size and type while ensuring that all necessary compliance measures with local, state and federal codes are met.
  - c. Using Cuyahoga County aerial imagery and/or GIS resources create a map of recommended wayfinding signage locations. Provide a detailed GIS formatted location map including position and type of sign at each location.
  - d. A recommended phase plan and signage policy for implementation
  - e. Work with a committee of staff members to develop a list of recommended terminology and/or design icons for primary and secondary destinations (e.g. landmarks, public facilities, retail, dining and entertainment destinations).
  - f. Follow applicable local/state laws and regulations.
  - g. Assist in policy formation for the signage.
  - h. Submit a summary of research and finding which led to the final recommendations of the plan.
  - i. Provide an electronic copy of the final plan which includes specifics of each sign design including: colors, sizes and fonts.
- 4. Design Signage Elements**
- a. Provide recommended universal design standards for wayfinding elements that are reflective of the City's identity and consistent in color, font, materials, architectural elements and graphics.
  - b. Present up to three (3) preliminary sign design concepts.
  - c. From the design concept chosen by the committee – submit final design drawings, including: exact dimensions, letter heights, and materials, color specifications and material performance standards, with written statements regarding rationale for design choices.

**5. Meetings**

The selected consultant will work with a committee of staff members, hereto referred to as the "Committee" in the development of a plan. Three on-site meetings will be required. Additional on-site visits are welcome, but not required. The meetings required include:

- A meeting with the Committee to overview the project and gather information. A City tour will be included.
- A meeting with the Committee to present three design proposals and mapping.

**6. Staff Responsibilities**

- a. The Committee commits to timely responses and a cooperative working relationship with the chosen firm. Staff will be responsible for the following:
- b. Providing maps, GIS information and data as needed
- c. Providing schematics of existing signs, colors, locations etc. as needed.
- d. Facilitating meeting times and locations for the Committee.

**RESPONSE FORMAT**

Provide six (6) copies of the following information for consideration and state the period it shall remain in effect:

- a. A cover letter summarizing your firm's background, and relevant experience.
- b. Descriptions and qualifications of your organization and team. This should identify the person who will serve as project manager for the project.
- c. Identify any portion of the scope of work that will be subcontracted. Include firm qualification (brief) and key personnel.
- d. Provide a description of at least three (3) similar projects, including images or schematics of previous branding and wayfinding design work.
- e. Provide a written description of your firm's intended approach to the project that demonstrates an understanding of the issues and tasks at hand, and the firm's ability to fulfill them.
- f. Provide an explanation of how your firm would meet the project schedule and deliverables.
- g. An estimated lump sum-total cost for the "Scope of Work" (items 1-7) as defined.

**SELECTION CRITERIA**

Staff will evaluate the proposals based on the following factors:

- Understanding of the scope of work to be performed
- Consultant's proposed methods and procedures
- Qualifications of the firm and experience with past projects
- Firms must have a location in Cuyahoga County
- References
- Budget proposal

**Proposal Content**

- The evaluation and selection of a Consultant and the contract will be based on the information submitted in the vendor's proposals plus references and any required interview and/or presentation. Failure to respond to each of the requirements in the RFP may be the basis for rejecting a response.

**Consultant Qualifications**

- The City of Parma Heights may make such investigations as it deems necessary to determine the ability of the Consultant to perform the work, and the Consultant shall furnish to the City all such information and data for this purpose, as the City may request. The City reserves the right to reject any proposal if the evidence submitted by, or investigated of, such Proposer fails to satisfy the City that such Proposer understands the full scope of work and is properly qualified to carry out the obligations of the contract and to complete the work contemplated herein.

### **Acceptance/Rejection of Proposals**

- The City reserves the right to accept or reject any or all statements of proposal submitted, in whole or in part, and to waive any informalities or technicalities which at the City's discretion are determined to be in the best interests of the City. Further, the City makes no representations that a contract will be awarded to any Proposer responding to this request. The City expressly reserves the right to reject any and all proposals responding to this invitation without indicating any reasons for such rejections(s). The city reserves the right to negotiate with any proposer it deems suitable to carry out this project.
- The City reserves the right to postpone due dates for its own convenience and to withdraw this solicitation at any time without prior notice.

### **Property**

- All documents, graphics, maps and exhibits produced by the successful Proposer as part of this planning project shall be provided to the City, become the property of the City of Parma Heights, and are to be available for use by the City in any manner the City deems appropriate.

### **Consultant Interviews/Oral Presentations**

- Proposals will be considered only from firms that can demonstrate that they have a broad background and extensive experience with municipal planning and community development in Cuyahoga County, Ohio, and which specifically address the following criteria:
  1. Clarity of proposal and an ability to demonstrate an understanding of the project's objectives and technical requirements, and an ability to meet the project completion schedule while meeting project goals.
  2. Overall quality of the response including the approach and methodologies the Consultant will use. Demonstration of past ability to complete similar projects within agreed upon deadlines, along with references from these projects.
  3. Current workload and capacity of firm and key personnel to undertake and complete this project in the time allotted.
  4. Qualifications and experience of key staff, and any sub-Consultants, who will participate in the project on state and local planning issues and policies.

### **Incurring Costs**

- This request for proposals does not commit the City to award a contract, pay any costs incurred in preparation of these applications, or to procure or contract for any services.

### **Timetable**

- The timetable for this project will span Fiscal Year 2018 with a mandatory completion date of October 12, 2018.

### **GENERAL ASSUMPTIONS AND NOTES:**

The scope of work contained in this document is predicated upon the following provisions, assumptions and conditions that should be part of any proposal and budget submitted by a Consultant. The purpose of this list is to enumerate and describe mutual expectations and requirements of all parties to perform the work for the project in order to complete this plan update on time and within budget.

1. The City reserves the right to reject any or all responses and to waive any informality in the process when to do so would be to the advantage of the City.

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2. The City reserves the right to reject any response(s) for noncompliance with the provisions outlined in this RFP.
3. The City, in its sole discretion, may choose not to award a contract at any time because of unforeseen circumstances or if it is determined to be in the best interest of the City not to do so.
4. The City reserves the right to select a consultant without interviewing any candidates.
5. The City may eliminate any task and associated contract hours/fees at any point throughout the contract period and will provide written notification of the task elimination to the consultant. Consultants will be paid for any task and associated contract hours/fees incurred prior to notification of cancellation or modification.
6. The Consultant shall have primary responsibility for coordinating, reviewing and editing information obtained from its team members to ensure that the individual sections of the work submitted are prepared as part of one cohesive framework and/or document consistent in style and content.
7. In the event of failure of the Consultant to deliver services and deliverables in accordance with the contract terms and conditions, the City, after due oral or written notice, may procure the services from other sources and hold the Consultant responsible for any costs resulting from the City's need to acquire additional services to complete the project. This remedy shall be in addition to any other remedies that the City may have.
8. The City will provide all available government documents, studies, site plans, mapping and other technical information pertaining to the Branding & Wayfinding Signage Plan based on the Consultant's data request. Any documents provided in hardcopy shall be returned to the City as appropriate upon completion of the contract.
9. All information, not in the public domain, disclosed by the City to the consultant for project completion purposes or information that comes to the attention of the Consultant during the course of performing such work is to be kept strictly confidential.
10. The Consultant will provide project updates as agreed upon, but no less often than monthly, and other information including graphics suitable for posting on the City's website; the City is responsible for website updates of available project materials.
11. The Consultant selected must carry insurance policies which protect the city, its elected and appointed officials, and employees from any claims, suits, etc. of the Consultant's employees or equipment used for the project on those items listed in the Scope of Work. In addition, liability insurance coverage must be provided to protect itself from claims under worker's compensation acts; claims for damages because of bodily injury including personal injury, sickness or disease, or death of any of its employees or of any person other than its employees; and from destruction of tangible property including loss of use resulting therefrom; and from claims arising out of the performance of professional services caused by any errors, omission or negligent acts for which he/she is legally liable.

**QUESTIONS AND SUBMITTALS:**

Questions concerning RFP #CED18-1 and the submittal of proposals should be directed to:

Joseph E. Sebes, Director of Community & Economic Development  
City of Parma Heights  
6281 Pearl Road  
Parma Heights, OH 44130  
440.884-9600 x5610 or 440.340.4810  
Email: ced@parmaheightsoh.gov