



**Branding, Gateway Entrance Signage and
Wayfinding Signage Services**

Request for Proposal

November 27, 2018

City of Castle Pines
360 Village Square Lane, Suite B
Castle Pines, CO 80108

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INTRODUCTION

The City of Castle Pines is accepting proposals from qualified architectural, landscape, and urban planning design firms for “**Gateway and Wayfinding Signage Services**”. Proposals will be received no later than 4:30 p.m. on January 11, 2019 at the Castle Pines Municipal Offices, 360 Village Square Lane, Suite B, Castle Pines, CO 80108. Proposals received after the above date and time, or in any other location other than the Municipal Offices will not be considered.

The City of Castle Pines reserves the right to reject any or all proposals when the public interest will be served thereby and to waive technicalities and informalities.

COMMUNITY BACKGROUND

The City of Castle Pines, a community of approximately 11,000 residents, is located in the South Metro Denver area and is accessible primarily by Interstate I-25, Castle Pines Parkway and Monarch Boulevard. The City is predominantly a single-family community with a growing mix of attached and multi-family housing. The City has a large amount of new residential and commercial property being developed. The City is bifurcated by I-25 with the majority of future development occurring the east side of I-25 while the legacy portion of the community having been developed on the west side of I-25.

Currently, the City does not have a strategy to address fragmented commercial development on the west side of I-25 or consistent standards to ensure a cohesive feel between existing and future development. The City has performed numerous public outreach efforts which have identified the need for attractive, informative and meaningful wayfinding signage and branding elements.

PROJECT PURPOSE

The City of Castle Pines is soliciting RFPs from qualified firms to establish a wayfinding strategy and branding elements for the City of Castle Pines with an immediate focus on the design of gateway monumentation at all entrances to the City. See the *Gateway Sign Location Plan* attached as **Exhibit A**, for further information on the proposed locations. Wayfinding strategies will develop consistent standards that can be adapted to existing destination and future development. In addition to signage, a process should be established to recognize and navigate through Castle Pines. Wayfinding will contribute to a meaningful and authentic community “brand”. These “brand” elements should be expressed in a legible community identity on different types of signage, light poles, landscaping and other visual elements within and adjacent to the City entrances and public rights-of-way. The gateway monumentation designs must be detailed enough to be used for construction bids.

PROJECT OBJECTIVES

The primary objectives of the proposed signage system are as follows:

- Greet visitors with an attractive signage design that makes a good first impression and reinforces the community identity;
- Helps motorists, cyclists, and bicyclists to navigate around the City and enhance the visitor's experience;
- Promote economic development by highlighting key destinations, including attractions, commercial centers, parks, and entertainment venues (potential);
- Provide attractive, low-maintenance signage that promotes a safe driving experience;
- Complies with all federal and state requirements.

DESIGN GUIDELINES

It is anticipated that monument designs should emphasize natural stone or brick and metal and should provide for LED lighting. The gateway signage and wayfinding signage should be complimentary of each other. The goal is to standardize the entrance signage with a consistent look that enhances each site. Proposed designs should be proportionate to the site and not obstruct traffic sight-lines.

The City logo must be incorporated into the gateway and sign designs. The City will provide vector artwork with wording for required design element. The successful firm will show compliance with the design intent of the City, structural soundness, integrity, ease of installation, maintenance, quality of the structural design, and proposed materials.

SCOPE OF WORK

The successful firm is expected to provide the following:

- The consultant will work with City staff to seek input from stakeholders with interest in community culture, local businesses, visitor destinations, and economic development. The consultant's role will be to carry out the scope of work described below. It is anticipated that the selected consultant will use a combination of GIS mapping, illustrative graphics, and written narrative for each of the identified tasks. The proposal should clearly identify the method for documenting or illustrating the deliverables for each task. The consultant may modify the desired scope of work presented if, based on his/her professional expertise and knowledge, he/she can provide an approach that will more effectively address the goals of this project. However, the consultant shall not delete any requested scope tasks unless explicitly noted.
- It is anticipated that the consultant shall establish a clear and consistent communication framework for the duration of the project. The proposed scope of

work should include an effective project management approach that includes regular project updates and coordination between consultant team members. If this proposal involves a team of consultants, the lead firm and designated project manager shall be clearly identified.

TASK 1: INVENTORY AND ASSESSMENT

- Conduct an assessment of current citywide wayfinding signage and entry signage;
- Identify landmark and destination points throughout the City (place making); and
- Identify audience, their specific needs and potential wayfinding difficulties;
- Conduct background research of existing studies/plans and signage;
- Inventory principal destinations;
- Review all modes of transportation and preferred routes and identify destination points;
- Identify areas where sign clutter is a concern.

TASK 2: RECOMMEND GATEWAY/WAYFINDING POLICIES AND CRITERIA

- Review existing signage/branding systems of local sites and organizations;
- Recommend a possible hierarchy of wayfinding classes that may be used to guide design, content, and location of wayfinding types (e.g. directional, automobile, pedestrian, informational, interpretive, etc.);
- Recommend a hierarchy of messaging (i.e. the guidelines for order of placement on signage).

TASK 3: DESIGN STANDARDS

- Establish graphic design standards for new wayfinding;
- Develop an attractive, readable and easily understood design;
- Where appropriate, provide guidance on integrating existing or future City branding (logos and/or tag lines);
- Recommend wayfinding design types that should be added, replaced or consolidated. Design types should be sensitive to issues of clutter, maintenance, budget and change over time;
- Using aerial imagery and/or GIS resources, create a map of recommended entry wayfinding signage locations for pedestrians, cyclists and motorists;
- Explain and provide a detail description of the recommended signage types, placement etc.; and
- Provide a cost analysis to fabricate and implement recommendations.

TASK 4: WAYFINDING PLAN

- Develop a consistent and standardized wayfinding plan that will enable the City to provide easily understood and comprehensive direction to visitors and residents. The plan should incorporate the recommended policies and criteria identified in Task 2 and should also identify proposed locations for different wayfinding classification types.
- Develop a themed sign program that is representative of, and associated with, Castle Pines;
- Recommend design standards for wayfinding elements that are reflective of the City's identity and consistent in color palette(s), font families, materials architectural elements and graphics;
- Provide four (4) design concepts of signs, and/or other wayfinding elements for pedestrians, cyclists and motorists for review by City staff;
- Upon selection of preferred design, submit one (1) final design drawing to include color specifications, fonts, exact dimensions, letter heights, materials, mounting details and material performance standards with written statements explaining the rationale for design choices for both entrance and wayfinding signs; and
- Presentation on the final design selected during a study session to the Planning Commission and the City Council for their input/feedback.

TASK 5: SIGN SPECIFICATIONS AND BID DOCUMENTS

- Develop wayfinding design specifications to guide fabrication and installation;
- Assist staff with preparation of bid documents for fabrication and installation of wayfinding components.

PROJECT DELIVERABLES

One (1) reproducible hard copy and (1) digital copy of drafts and final wayfinding plan including narrative, illustrations, and maps documenting the study process and results shall be submitted. Design standards should provide sample illustrations and construction drawings for sign installation suitable for seeking construction bids for fabrication and installation.

SUBMITTAL REQUIREMENTS

Qualified vendors should submit two (2) full-color copies and one (1) digital copy of their qualifications and proposal. Submittals should be kept to the minimum necessary length to explain the vendor's attributes and pricing. Each copy of the submission should be complete and include the following minimum requirements:

1. **Firm Description:** Provide a brief description of the firm including firm size and

area of specialization, location of corporate headquarters, and potential satellite office proposed to handle this project.

2. **Project Team:** Provide names and resumes of key staff that will be assigned to the project. Each team member's education and qualifications should be included. The project manager shall be clearly identified. If different consultants will be teaming together, indicate the lead consultant.
3. **Project Understanding:** Provide a statement summarizing how the consultant and/or project team is particularly qualified for this project.
4. **Scope of Services:** Describe the consultant's approach and technical plan for accomplishing the work listed herein. The consultant is encouraged to elaborate and improve on the tasks listed in the RFP; however, the consultant shall not delete any requested scope tasks unless specifically noted.
5. **Project Schedule:** The consultant shall submit a schedule, itemized by task, for completing the scope of work.
6. **Project Budget:** The consultant shall submit a proposed project budget itemized by task and total project cost stated as a firm fixed fee. Labor and direct costs should be identified by task. Hourly rates for project staff shall also be provided.
7. **Comparable Projects:** Description of related, recent project experience and role of key staff.
8. **References:** Three (3) references, including current contact name and phone number for similar projects.

PRELIMINARY SCHEDULE

Event	Date
RFP Release and Vendor Notification	November 27, 2018
Deadline for Questions	December 26, 2018
Responses to RFP are Due	4:30 p.m. January 11, 2019
Vendor Interviews	January 2019 (if needed)
Final Selection and Award	February 2019

Proposals should be sent to:

Sam Bishop, Community Development Director
360 Village Square Lane, Suite B
Castle Pines, CO 80108
Please label the envelop with "Wayfinding Project".

EVALUATION CRITERIA

Understanding of project as demonstrated in the proposal including conciseness and thoroughness and identification of issues and approaches/solutions.

- Ability to provide design services with a final lump-sum total price;
- Strength of team qualifications/experience;
- Extent of experience on similar projects including developing Gateway Signage Plans and completion of comparable projects;
- Design/implementation schedule and availability to immediately begin project;
- References;
- Quality of sample work;
- Identified conflicts of interest and/or resolution of same.

SELECTION PROCESS

Final selection of the design firm/team will follow a two-step process. First, the qualifications and costs provided under this RFP will be thoroughly reviewed with the top candidate(s) selected by a Review Team. Second, the top candidate(s) may be interviewed by the Review Team and the finalist selected. The price is of importance to the City of Castle Pines, but may not be considered the priority in the final award of the contract based upon other criteria. The cost provided is to be a "not to exceed" lump sum cost. Responses received after the close of business on the specified due date will not be considered. The City of Castle Pines reserves the right to short-list (up to 2) firms for more detailed technical proposals or schedule interviews with the short-listed firms. The City reserves the right to select the second ranked consultant if negotiations with the first consultant are unsuccessful.

PRE-BID MEETING

There will be an optional pre-bid meeting on December 19, 2018 at 10:00 a.m., at the City Municipal Offices. All proposers will have an opportunity to ask questions at this meeting. Attendance is encouraged, but not required.

QUESTIONS

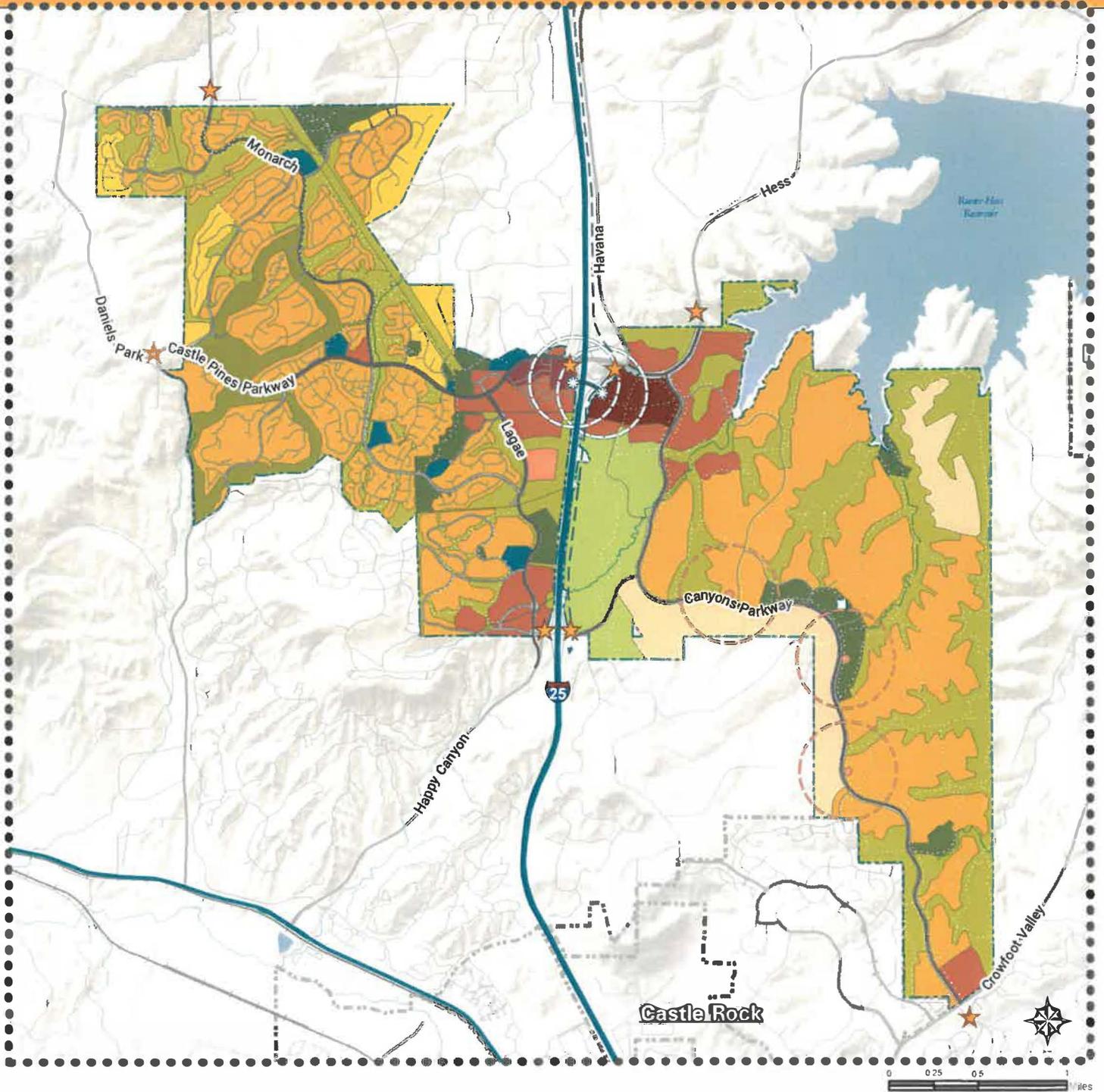
Requests for additional information should be directed in writing to Sam Bishop, Community Development Director, sam@castlepinesco.gov. **The deadline for submitting written questions and requests for additional information is December 26, 2018, 4:30 PM.**

Addenda to this RFP, if any, including written answers to questions, will be posted on the Rocky Mountain E-Purchasing System by December 28, 2018 and will not be sent directly to any interested parties or consultants.

GENERAL RFP CONDITIONS

1. The City reserves the right to accept or reject any and all proposals, or any item or part thereof, or to waive any informalities or irregularities in proposals.
2. The City reserves the right to withdraw or cancel this RFP at any time without prior notice and the City makes no representations that any contract will be awarded to any Proposer(s) responding to this RFP.
3. The City reserves the right to postpone proposal openings for its own convenience.
4. Proposals received by the City are public information and must be made available to any person upon request.
5. Submitted proposals are not to be copyrighted.
6. The City reserves the right to seek clarification of information submitted in response to this RFP.
7. The City reserves the right to modify the RFP as it deems necessary.
8. Any material misrepresentations made by the Proposer(s) will void the proposal response and eliminate the Proposer(s) from further consideration.
9. Pre-Contractual Expense
 - a. The City shall not, in any event, be liable for any pre-contractual expenses incurred by proposer(s) in the preparation of its proposal. Proposer shall not include any such expenses as part of its proposal.
 - b. All materials submitted become the property of the City.

GATEWAY EXHIBIT A



Legend

- | | | | | | |
|----------------------|------------------------------|---------------------------------------|---------------------------|-------------|---------------------------|
| Castle Pines | Pedestrian Bridge | Mixed-Use Marketplace | Neighborhood Village | Park | Civic Public/Quasi Public |
| Other Municipalities | Transit Station/Park-n-Ride | Mixed-Use Downtown | Neighborhood Estate | Golf Course | |
| Railroad | Transit-Oriented Development | Mixed-Use Community | Neighborhood Conservation | Open Space | |
| Interstate | Transit Line | Mixed-Use Neighborhood | | Farm | |
| Major Road | Multi-Use Trails | 0.25 mile Mixed-Use Neighborhood Area | | | |
| Local Road | Bicycle Facilities | | | | |
| Streams | Gateway Features | | | | |
| Lakes | | | | | |