



**Friday, February 28, 2020**

**Request for Qualifications**

**Downtown Detroit Static Wayfinding Concept Plan and Fabrication Documents**

**Proposal Deadline: Friday, April 3, 2020**

Contact:

Alana Tucker

Downtown Detroit Partnership

One Campus Martius, Suite 380

Detroit, MI 48226

313.635.6953

[alana.tucker@downtowndetroit.org](mailto:alana.tucker@downtowndetroit.org)

# **Request for Qualifications**

## **Downtown Detroit Static Wayfinding Concept Plan and Fabrication Documents**

### **PROJECT DESCRIPTION**

The Downtown Detroit Partnership (DDP) seeks a qualified firm to provide design and fabrication documents for a new static wayfinding signage network. The design process will also include developing a strategy for installation for Downtown Detroit within the Downtown Detroit Business Improvement Zone (BIZ). The attached map in Appendix A shows the geographic extent of the project area and the 36 existing static wayfinding signs that DDP currently maintains. See Appendix B for photos of the existing signage.

In late 2019, DDP formed a Greater Downtown Wayfinding Working Group to assess the need for updated wayfinding signage in Detroit. The group is comprised of place-management organization representatives from DDP, Midtown Detroit Inc. (MDI), the Detroit RiverFront Conservancy (DRFC), the City of Detroit, and several interested large property owners and managers. Though the representatives in the working group represent geographies not currently in the scope of this project, it will be important that this group has buy-in on the identified solutions for future expansion opportunities.

The static wayfinding will complement DDP's plan to install interactive wayfinding kiosks with its partner company, Interactive Kiosk Experience (IKE). Currently, DDP is working through the appropriate approval process for IKE kiosks and hopes to deploy sometime in 2020. Clear opportunities exist for supplementing the information on IKE kiosks' digital interface with static wayfinding information. For example, while IKE kiosks are designed for disseminating detailed information through focused interaction with pedestrians, static wayfinding can provide high-level information at a glance about landmarks and destinations in Downtown Detroit that can be seen from a distance by pedestrians, cyclists, and drivers alike. Please follow this [link](#) for information on the IKE kiosks.

The goals are four-fold:

- 1) To increase pedestrian wayfinding for people unfamiliar to the area and give people a sense of place and place-literacy
- 2) To encourage and promote a "park-once" trip to Downtown Detroit by communicating distances between Detroit neighborhoods and destinations
- 3) To enhance the streetscape in Downtown Detroit with well-designed and informative signage
- 4) To promote and enhance access to Detroit businesses and public spaces

The DDP seeks a firm to support the Greater Downtown Wayfinding Working Group goals and identify a design solution. The group plans to bid out fabrication and installation separately from this proposal, however the firm selected will not be precluded from submitting an additional proposal for fabrication if they so choose.

## **PROJECT SCOPE**

The vendor will collaborate with the Greater Downtown Wayfinding Working Group to develop a mutually-agreed-upon signage concept, an implementation strategy for the Downtown Detroit BIZ and fabrication documents for the final design.

Activities involved in the project scope:

- 1) Evaluate the existing inventory of right-of-way and publicly-owned wayfinding signage in Downtown Detroit
- 2) Determine best wayfinding practices in other cities
- 3) Engage with the Greater Downtown Wayfinding Working Group on no fewer than two (2) occasions to understand needs, interests, and to assess alternative design options. Present various “a la carte” styles, themes, design alternatives to the group to gain clarity and insight on collective group direction.
- 4) Develop at least three (3) alternative design options for wayfinding signage in the form of conceptual drawings and renderings, including estimated costs associated with the design and installations.
- 5) Facilitate group review of final design alternatives and reach mutually-agreeable solution for proper jurisdictional review (e.g. City of Detroit Department of Public Works, Detroit Historic District Commission). Make revisions as needed.
- 6) Be available to attend City Council or Historic District Commission meetings as necessary.
- 7) Design the content to be displayed on each individual sign and ensure coordination with IKE kiosk information and siting
  - a) What will be encapsulated in the Interactive Kiosk Experience (IKE) that is launching soon throughout downtown?
  - b) How do we best complement IKE?
- 8) Design bid-ready package of fabrication documents and specifications for the selected design
- 9) Provide a document for appropriate siting specifications and standards to be inserted in a permitting document for relevant local, state and transportation agencies
- 10) Propose number of signs and provide a map for siting and implementation; Also provide appropriate phasing plan

## **PRODUCT DESIRED**

Examples of static wayfinding in other places are included in Appendix C of this RFQ.

The proposed signage will include names of locations and districts such as, but not limited to:

- Greektown
- TCF Center
- Detroit Riverwalk
- Campus Martius Park
- Capitol Park
- Grand Circus Park
- Beacon Park
- Hart Plaza
- Cadillac Square
- The District Detroit
- Michigan Central Station
- The Belt
- Parker's Alley
- Eastern Market
- Ford Field
- Comerica Park
- Detroit Opera House
- Coleman A. Young Municipal Center
- Fox Theatre
- Music Hall
- Rosa Parks Transit Center
- Spirit Plaza
- Renaissance Center
- Tunnel to Canada

Through prior working group discussions, the team developed a vision for the wayfinding signage. At a minimum, the wayfinding signage should be:

- 1) Modular and easy to modify in the event that an element communicated on the signage needs updating, such as the name of a venue, street or new destination
- 2) Modern in design and material
- 3) Simple and legible to understand and convey basic information. Focuses on hot spots with staying power (e.g. parks, neighborhoods, venues) rather than specific locations that could change over time (e.g. bus stop locations). A legible hierarchy of districts vs. specific locations should be clear on signage.
- 4) Designed to cater to people with disabilities
- 5) Easy to maintain
- 6) Designed for approval by all jurisdictional authorities, including but not limited to, the City of Detroit Department of Public Works, Detroit Historic District Commission, and the Michigan Department of Transportation

## **VENDOR QUALIFICATIONS**

At a minimum, the vendor should have a proven track record for:

- 1) Designing products that are quality and expected to remain so for at least 15 years (assuming products are constructed according to the specifications)
- 2) High standards of design in streetscape products, including but not limited to wayfinding signage
- 3) Working with various stakeholders throughout the design process

## **RFQ SUBMISSION FORMAT**

Please submit a proposal that demonstrates the ability of the vendor to meet the qualifications in the Vendor Qualifications Section. Additionally, vendor should submit a line item base fee proposal and estimated timeline and schedule for tasks listed above in Project Scope Section, including a la carte fees (e.g. printing, travel, etc.).

## **TIMELINE TO START**

A pre-proposal meeting will be held on Wednesday, March 11, 2020 at 1:00 P.M. EST at the DDP offices at One Campus Martius Suite 380, Detroit, MI 48226. Please RSVP to Alana Tucker at [alana.tucker@downtowndetroit.org](mailto:alana.tucker@downtowndetroit.org) no later than Monday, March 9, 2020 at 5:00 P.M. EST. A call-in option will be provided upon request.

Questions should be submitted to Alana Tucker at [alana.tucker@downtowndetroit.org](mailto:alana.tucker@downtowndetroit.org). All answers will be posted at <https://downtowndetroit.org/do-business/request-for-proposals/> by Friday, March 13, 2020 at the latest.

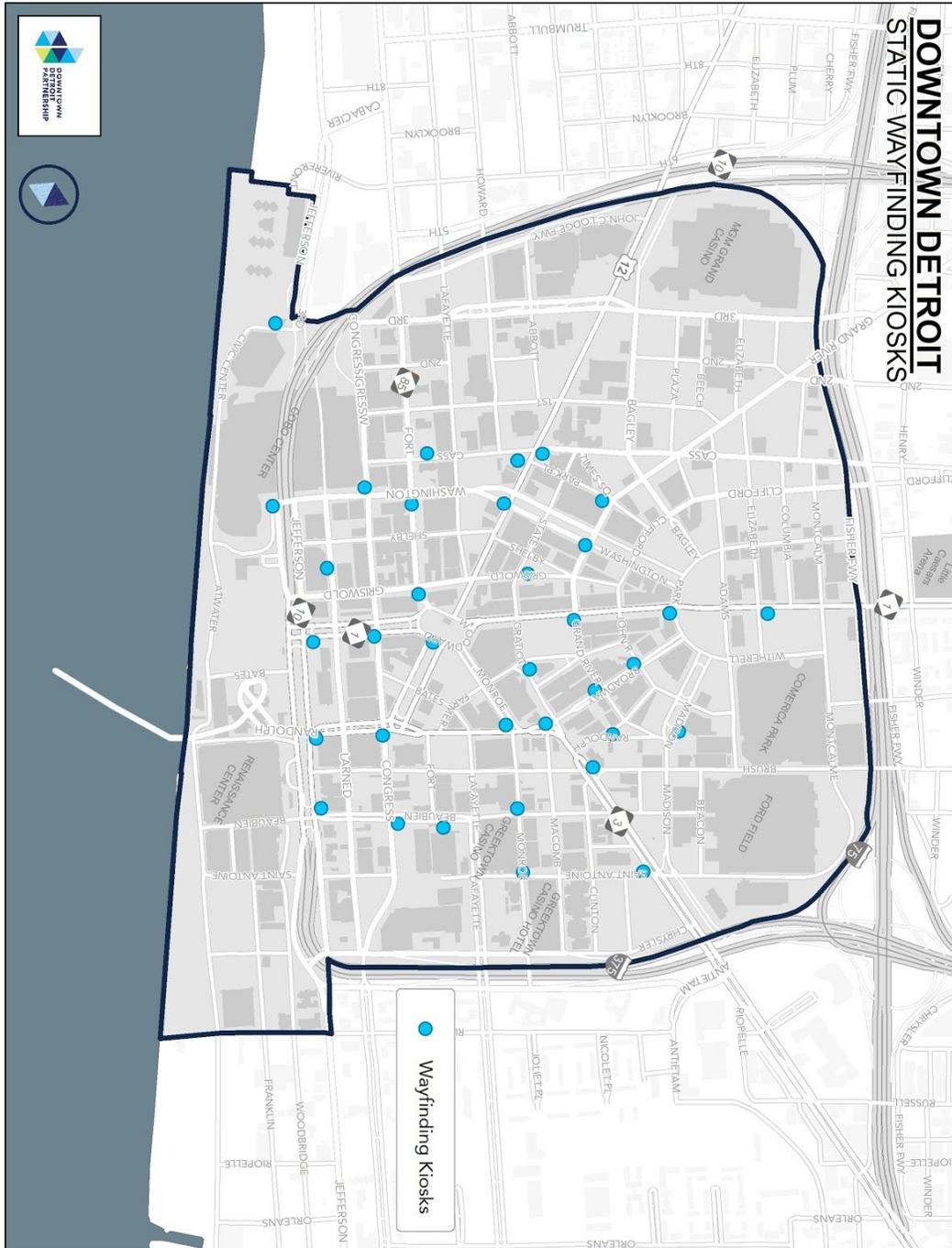
Proposals can be submitted by 5:00 p.m. Eastern Standard Time on Friday, April 3, 2020. A digital proposal should be submitted to [proposals@downtowndetroit.org](mailto:proposals@downtowndetroit.org).

A vendor will be selected within three (3) weeks of the submission deadline. All vendors who submit a proposal will be notified of the decision. A kick-off meeting will be held during the last two weeks of April 2020 or early May 2020.

## **DDP RIGHTS**

The successful vendor will be determined at the DDP's sole discretion. The DDP reserves the right, at its sole and absolute discretion, to: a) reject any and all proposals submitted without negotiation or comment; b) accept any proposal as submitted without negotiation or comment; c) require revisions to, corrections, or other changes to any proposal submitted as conditions precedent to further consideration; d) select one or more proposals for negotiations; e) seek new proposals from new or existing vendors; and/or f) withdraw this Request for Qualifications without notice.

**Appendix A - Map of Existing Static Wayfinding in Downtown Detroit Business Improvement Zone (Geographic Scope of Project)**



**Appendix B - Photos of Existing Static Wayfinding Signage**



## Appendix C - Examples of Static Wayfinding in Other Cities



