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Quoted By: Erica Deutsch

Quote

QUOTE DATE	QUOTE TOTAL	VALID TO
08/17/2022	29,000.00	10/16/2022

City of Green Park Sign Design Standards

Introduction

I appreciate the confidence that you have expressed in Guide Studio, Inc. (GS)("Consultant") by asking us to assist the City of Green ("Client"), with enhancing the visitor experience at the City Parks with Sign Design Standards ("Assignment" or "Project"). The purpose of this Proposal is to set forth the terms of our engagement, identify the services you may expect to receive and to establish how Guide Studio will be compensated for services rendered.

Project Assumptions

1. Guide Studio will conduct an orientation and navigational experience audit for The City of Green Parks and provide a Signage and Wayfinding Needs Analysis (strategic and tactical recommendations report) that will address visitor orientation, restroom/area identification, wayfinding, rules and brand expression.
 - a. We will visit (5) parks: Boettler, Central Park, East Liberty, Southgate and Ariss. We will review any imagery online and provided by client of other parks in the City.
2. Guide Studio will provide Conceptual/Schematic Level design exploration for select signage/visual elements recommended in the Analysis.
3. This scope is considered Step 1 and 2 for a Sign Program Design and Standards. Step 3 would be Implementation and that would be quoted that separately.
4. The scope of this outline can be completed 14-16 weeks.

Project Approach

Getting Started

We refer to the Client Team as the 2-3 individuals from the City who will act as the project contacts on the client side. For balanced support throughout the project process, we will also ask you to form a Project Team comprised of 4-8 additional individuals who will be responsible for advising the process, making decisions, and advocating for the determined solution.

Research

- Initial Meeting with the Client Team to establish priorities, define the work plan and Step 1 timeline, set benchmarks, define the working relationships, and work out the agenda for our Discovery which includes Site Visits.

Discovery

Includes the following activities:

1. **Experience Tour:** Review the park system's existing sign program, sense of place and overall visitor experience. This will be a mix of windshield and walking tours where you highlight for us, all the best

amenities and experiences offered within the City of Green Parks System.

2. **Sign Audit Q & A:** The consulting team will conduct a question and answer session with the Project Team to better understand the experience they want people to have with the parks, the challenges they have faced with their existing sign program, and the goals and objectives of this initiative.

Framework Development & Conceptual Design

The Framework contains our recommendations for sign types within the park system. This comprehensive document may contain the following information as it pertains to your program:

- User perspective profiles/needs
- Sign Type Hierarchy that outlines and defines the recommended sign types
- Nomenclature/Terminology Study
- Preliminary Location Plan based on select facility types
- Preliminary Budget based on historic project data
- Beyond Signage recommendations that support experience

Conceptual Design

Conceptual Design will address functional and aesthetic goals for your sign program. We will present up to (2) conceptual design themes for the proposed program. Client team/Project Team will select a conceptual direction to move forward and provide consolidated feedback to inform the next phase of development.

- Conceptual Design typically includes hand sketches, support imagery and notations to describe the concepts.
- Up to 4 sign types will be selected from the Sign Type Hierarchy to demonstrate the conceptual design themes.

Conceptual Design Presentation We will present the completed Framework and Conceptual Design to the Project Team.

Meetings:

Includes 18 hours of meeting/consulting time that can be used for the following project touchpoints:

- Kick-off call with discovery questions
- Discovery (tours)
- Framework and Conceptual Design presentation

Sign Program Development

Design Development

Based on the selected concept direction, our team will begin to develop the sign family, which includes the development of standard Message/Content. Design Development results in drawings that present the intent of the design and fabrication and includes more functional details with selected material, color, finishes, etc. Detailed views of architectural elements, construction and installation will also be developed in this step. Mock-ups/photo renderings of the signs within the context of the proposed environment will be developed. Please note: Design Intent Drawings are not considered construction drawings. We require all sign contractors to present shop drawings for any signs they build. Activities and deliverables include:

- **Sign Family Design (30% Design Intent):** Based on the selected Conceptual Theme, we will develop designs for all the sign types recommended.
- **Design Development (60% Design Intent)** Develop designs and provide scaled drawings with basic dimensions, material, color and recommended fabrication techniques. Client team will review and provide consolidated feedback. Any revisions will be presented in the Design Development.
 - Design Progress will be presented via online video conferencing with the client team for review and comment on the design direction.
 - **Design Intent Presentation** Final presentation of the Signage Program to required oversight agency.

Sign Standard Documentation

Sign Standards are built-in rules that have been established, not only for design but for the communication

style of a sign program. For comprehensive sign systems in complex environments where many types of signs are used to impart information to first-time visitors, these Standards are critical for establishing uniformity and clarity in communicating to visitors how they can find their way to their destinations with ease. Standardized sign programs help produce aesthetically appropriate and cost-effective solutions for places that require immense quantities and types of signs, allowing for ease of maintenance in the future.

- **Content Outline:** Develop a Sign Standards Content outline for review and approval. This will turn into the Sign Standards Table of Contents..
- **Sign Program General Instructions:** Includes a Cover, Table of Contents, explanation of the philosophies behind the Sign System, graphic standards information (brand identity use, color, material, typography and symbols) and contact and re-ordering information. This document includes a sign type hierarchy that provides an overview of sign types within each major category (wayfinding, identification, etc.), their intended function and any additional information necessary.
- **Instructional Sign Type Drawings:** For each sign type in the Sign System, we will provide a written narrative of its function, use, any particular modular/changeable capability and an overview drawing of the sign type for reference.
- **100% Design Intent Drawings / Performance Specifications Appendix:** Instructional and guidance information for sign contractors in regards to the performance expectations of materials used, fabrication and installation techniques, warranty requirements as well as maintenance information/instructions.

Meetings:

Includes 4 hours of meeting/consulting time that can be used for the following project touchpoints:

- Initial documentation presentation
- Final documentation presentation

Project Parameters

We expect to deliver this work within the context outlined below:

Project Timelines

We establish timelines with project milestone dates at the beginning of the project. These milestone dates are for review feedback, presentations, and/or meetings, and are set early to ensure all parties have proper notice for review time and attendance to presentations/meetings.

- Milestone meetings that need to be rescheduled within a week of the original date should not affect project timelines. However, milestones that are pushed back by the client team more than a week may get pushed 3-4 weeks back depending on Guide Studio's Active Project schedules.
- If a project is pushed back more than 2 months, additional time and service fees to manage the project back on track will be required.

Project Review and Feedback

Review and feedback from the Client Team and Owner/Approval Entity are required throughout the project. This feedback is critical for the development of the project but it can be difficult to decipher the desired direction when each person presents feedback separately.

- Rounds of revisions considered in scope are documented above based on the deliverable. A round of revisions is defined as any change or update requested by the Client or the Client's representative.
- We require that comments/feedback from the Owner/Approval Entity be consolidated by the Client Team to minimize the time spent on multiple rounds of revisions.
- The Client Team (with support from Guide) is responsible for approving the final direction based on the comments/feedback presented by the Owner/Approval Entity.
- Any revisions and requests for changes made after sign-off will be considered out-of-scope and a Change Order will be submitted prior to completing work. Additional revisions billed hourly.

Approvals

Sign-off on work completed/approved direction of current Phase is required for all work to move into a new Phase.

Professional Service Fees

Step 1: Framework and Concepts	(TE) 14,000.00
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Step 2: Design Development and Standards Development	(TE) 15,000.00
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Subtotal	29,000.00
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Tax 8.00%	0.00
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Total USD\$	29,000.00
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Terms:

INVOICING

The project schedule indicates that this work will take (2-3) months to complete. Invoices will be submitted over the course of 3 months in monthly installment payments based on the percentage of work completed. Invoices are due upon receipt.

REIMBURSABLE EXPENSES (Included)

In-house reimbursable expenses such as travel expenses, mileage, digital outputs (color), digital output (b/w), large format output (color), presentation materials, scans, postage/couriers, and other incurred costs are included in the total fee.

Fees and expenses estimates do not include applicable sales or use tax.

Acceptance

Signed: _____ Date: _____