



City of Muscatine

ITEM NUMBER 2023-0009

AGENDA ITEM SUMMARY

DATE: 1/5/2023

STAFF

Brian Stineman, Public Works Director

SUBJECT

Request to Enter into a Contract with Corbin Design in the amount of \$75,950 for development of a Wayfinding Master Plan

EXECUTIVE SUMMARY

Staff requests to enter into a contract with Corbin Design for an amount of \$75,950 to create a Wayfinding Masterplan for the City of Muscatine. The Wayfinding Master Plan is the first step in the development and implementation of a Wayfinding Program in the City, including monument signs and gateways to the City, direction signage to and between recreation and cultural amenities, and specific business districts and/or neighborhoods.

STAFF RECOMMENDATION

Staff recommends approval.

BACKGROUND/DISCUSSION

In September of 2022 staff issued a request for proposals to firms desiring to create a wayfinding master plan for the City of Muscatine. Nine proposals were received. A review committee composed of the Public Works Director, City Administrator, Parks & Rec Director, Chamber President, and Assistant Community Development Director, narrowed the proposals to four finalists. In December of 2022 an interview team composed of the City Administrator, Public Works Director, Activities Director for the Parks & Rec Department, Director of Business Development for the Chamber of Commerce, Assistant Community Development Director, and the Trail Committee Vice-President interviewed them. Corbin Design was the unanimous preferred consultant. Their proposal is attached and is recommended by city staff for approval.

CITY FINANCIAL IMPACT

A wayfinding program was added to the urban renewal plan and approved by City Council in January 2022. The program is proposed to be completed over five years with funding from future tax increment funds of \$150,000 per year for wayfinding, include development of a wayfinding master plan.

ATTACHMENTS

1. Corbin Design_Muscatine IA Wayfinding Plan Agreement_12.14.22



AGREEMENT

City of Muscatine, Iowa

Wayfinding Master Plan

Submittal Date: December 14, 2022

SUBMITTED BY:

Shelley Steele, President

Corbin Design

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People get lost. We fix that.®

Project Understanding

The City of Muscatine (the City) has selected Corbin Design, Inc. (Corbin Design) to develop a Wayfinding Master Plan for their 18.25-square mile city. We understand the project goal is to develop a new citywide wayfinding system that will have a positive impact on commerce and economic activity within the City. It will be designed to attract visitors, promote a pedestrian-friendly environment, and enhance the community's identity and "The Pearl City" brand. The new wayfinding and signage design will integrate cohesively with the recently installed Mississippi Drive and Grandview Avenue corridor signage and streetscapes design elements. The project will be completed by working closely with the City's project manager and steering committee to ensure the project schedule is adhered to and the project goals and expectations are met.

Project Approach

Task One: Analysis

- An initial visit to learn about your area, gather information about your visitors, and determine your wayfinding and signage needs;
- Assess the existing wayfinding signage and communication materials that contain wayfinding information;
- Document recommended logic and circulation patterns;
- Develop a destination list; and
- Assemble a Wayfinding Recommendations Summary document.

Task One Details

To begin Task One, Analysis, we familiarize ourselves thoroughly with your area and what draws people there: its history, culture, destinations, and events. We also discuss your Master Plan and any planned construction, identifying wayfinding issues and opportunities to be addressed. Corbin Design will assist the City in selecting the appropriate representatives to form a Stakeholder Group and a smaller Core Team that will work with us throughout the project. During the kickoff trip, we will complete the following:

- A tour of the area
- Initial Core Team meeting
- Stakeholder Group meeting
- Public/Community involvement meeting
- On site research and analysis
- Initial findings, design direction, and next steps meeting with the Core Team

During the initial meeting with the Core Team, we will discuss the project scope and objectives, wayfinding needs, budget, schedule, physical and architectural characteristics of the City, and potential design aesthetics of the signage and other wayfinding elements.

During this task, we:

- Learn how people move into, around and out of the area in order to review vehicular and pedestrian circulation patterns;
- Identify user groups, their specific needs, and expectations regarding wayfinding, particularly as they affect the disabled and senior citizens;
- Assess the existing wayfinding signage;
- Review visitor communications materials that contain wayfinding information;
- Develop the wayfinding logic and districting;
- Determine the destinations/attractions that should be included in the system;
- Review destination/attraction names and, if needed, suggest alternative terms that might clarify wayfinding;
- Develop the destination list;
- Develop the site plan showing circulation patterns, primary public destinations, etc.;
- Learn about the use of existing brand elements;
- Discuss the need for electronic kiosks, a mobile app, or other technology tools;
- Learn about the required bidding process, maintenance, budget, and phasing issues;
- Evaluate zoning code requirements for the signage; and
- Develop a detailed project schedule.

At the end of this task, we will conduct a web-based conference call to discuss the analysis findings and documents. After the conference call, these documents will be updated once before final approval.

Deliverables: A digital version of the findings and analysis documents

On-site Meetings: One, two-person trip to complete the kickoff trip

Task Two: System Design

- We design and present two initial signage design concepts;
 - Revise the selected design concept;
 - Develop the full sign type array;
 - Present, discuss, and revise the full sign type array;
 - Add detailed specifications to each sign type drawing;
 - Build a preliminary cost estimate.
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Task Two Details

We begin Task Two, System Design, by further analyzing your identity standards, recently installed Mississippi Drive and Grandview Avenue corridor signage and streetscapes design elements, project goals and objectives, and feedback from our initial meetings. We discuss integrating design cues such as historical, architectural, or topographical features, streetscape elements, materials, and themes as we develop an appropriate design aesthetic for the system.

We then prepare color elevation design drawings for two initial signage design concepts. Each concept will show the form, scale, typography, and color for three high-level wayfinding sign types. Corbin Design will present two design concepts for the City's review and approval and will modify the selected design concept up to two times to obtain final approval of the visual design direction.

Once the City has given final approval on the visual design of the system, we apply the design to the remaining sign types. We present these designs and revise individual sign type designs up to two more times to obtain final approval of the visual design of the entire sign type array. The full sign type array generally includes the following types of signs:

- Trailblazers leading to the area
- Gateway/entrance signage
- Boundary markers or welcoming landmarks
- Vehicular directional signs
- Parking identification signs (for public parking facilities)
- Pedestrian directional signs
- Pedestrian map kiosks

Once we have design approval for the full sign type array, we will add fabrication and installation specifications to each sign type to prepare Design Intent Drawings. This will include dimensions, letter heights, material specifications, general mounting methods, and color specifications. At this point, we can develop a preliminary cost estimate for the fabrication and installation of the system, based on approximate unit cost and estimated quantities.

During the design task, we will evaluate your current map(s) for use in the new wayfinding signs. If custom graphic design elements such as icons, logos, maps, and/or directories are needed, preparing the artwork for these elements is not included as part of our professional fees. If needed, we will estimate the costs for these elements during the project.

Note that we are designing a system to meet the specific wayfinding needs of the City of Muscatine in Iowa. Aspects of the system as designed may not meet all applicable local planning or zoning codes and may require variances from the local governing authority.

Deliverables: Digital versions of the final Sign Type Array, Design Intent Drawings, and a preliminary cost estimate

On-site Meetings: One, two-person trip to complete the initial design presentation

Task Three: Documentation

- We develop a detailed Sign Location Plan and Sign Message Schedule;
 - Verify the sign locations and sign messaging on-site;
 - Refine the cost estimate;
 - Develop a phasing plan; and
 - Prepare the Wayfinding Master Plan.
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Task Three Details

With the City's final approval of the wayfinding recommendations and designs, we begin Task Three, Documentation. This task provides information necessary for the specification, purchase, fabrication, and installation of the approved signage system and development of the Wayfinding Master Plan.

The resulting documentation consists of the following a detailed Sign Location Plan and Sign Message Schedule. These documents identify the high-level public wayfinding signage we have designed for the proposed system, plot its location, and define its content. A Sign Location Plan is a site plan that graphically illustrates the preferred location of each proposed sign from a wayfinding standpoint, with locations depicted as accurately as possible given the plan's scale. A Sign Message Schedule defines what each sign will say, identifies the sign type, and lists its location. It also notes whether any graphics are included on the sign, such as directional arrows, icons, or symbols.

We ask the City to review the Sign Location Plan and Sign Message Schedule closely for accuracy. We will modify these documents up to two times before asking for final approval.

Using the final Sign Location Plan and Sign and Sign Message Schedule, we update the cost estimate and develop a phasing plan for the implementation of the signage elements.

We then prepare the Wayfinding Master Plan. This document will include:

- A brief review of the issues and objectives of the wayfinding system;
- Documentation of the approved wayfinding logic;
- A final cost estimate and phasing plan;
- The final destination list including terminology for primary and secondary destinations;
- Sign type drawings with specifications that are ready for bid; and
- The Sign Location Plan and Sign Message Schedule.

At the end of this task, we will present the Wayfinding Master Plan via a web-based conference call and update the document once before approval.

Deliverables: A digital version of the Wayfinding Master Plan

On-site Meetings: One, two-person trip to verify the sign locations and messaging

Timeline: Two to three months

Additional Services

Corbin Design is often asked to provide additional services in conjunction with a wayfinding and signage program, to promote the program and/or expand its reach. If asked to provide any of these services, we will submit a detailed cost estimate and obtain approval before performing any work.

These services include but are not limited to:

- Designing or developing:
 - Custom icons, logos, maps, or directory artwork
 - Donor recognition signs and sign elements
 - Interior wayfinding signage for any parking decks/garages
 - Presentation materials for use in education or promotion of the program
 - Electronic, interactive, or web-based wayfinding applications
 - Documentation beyond the items listed as deliverables in this proposal

- Sign by sign audit of existing signage or a demolition report
- Developing mockup, temporary, prototype, or sample signs, including:
 - Production, coordination, or management
 - Fabrication or installation
- Determining electrical or structural requirements for building-mounted signage
- Construction documents with a seal from a licensed architect and/or engineer
- Managing the Zoning, DOT, or Planning approval process, including:
 - Attendance at meetings
 - Development of custom documentation
- Translating sign messaging into languages other than English
- Building the logic or providing consulting services for soliciting funding, whether by development formulas or identifying potential sources for implementation funds
- Management of a bid, fabrication, or installation process

Cost and Hourly Rates

Corbin Design asks to be compensated for professional fees and estimated reimbursable expenses for the project as follows:

Professional Fees	Reimbursable Expenses
\$68,200	\$7,750
Project total: \$75,950	

A breakdown of the estimated professional fees by task is as follows:

Task One, Analysis	\$15,580
Task Two, System Design	\$29,640
Task Three, Documentation	\$22,980

Corbin Design’s current hourly billing rates are as follows:

Lead Designer	\$145
Designer	\$130
Project Manager	\$125
Junior Designer	\$115

Fine Print

1. **Professional Fees** for services are billed monthly according to the progress of the work together with expenses incurred and are payable within 30 days. No initial payment is required. Balances unpaid for 30 days after the date of invoice are subject to a late charge of 1.5% per month. For any additional services that are requested, we first define a scope of services sufficient to determine the amount of professional fees required and receive approval from the City before any additional services are provided. If the project is not completed within 12 months from the date of this contract, additional professional fees may be required.

2. **Travel Expenses** will be billed at the actual cost of transportation and living expenses incurred while performing services on the project. Estimated travel expenses for this project include three, two-person trips to Muscatine, Iowa. To maintain cost efficiency and stay within estimated budget guidelines, we request that meeting dates be confirmed at least two weeks in advance. If the project is not completed within 12 months from the date of this contract, or meeting dates are not confirmed at least two weeks in advance, additional travel expenses may be required.
3. **General Expenses** will be billed at actual cost for expenses we incur on behalf of the project, such as printing, communications, and shipping.
4. **Maximum Fees:** These maximum fees and expenses apply as long as the scope of the work remains the same, previously approved materials are not revised, and the work schedule proceeds directly and efficiently without a delay that exceeds six months. If it appears that the maximum fees and expenses could be exceeded for reasons beyond our control, we will notify you and agree either on new fee and expense limits or a new strategy for completing the project within the existing fees and expenses.
5. **Reactivation Compensation:** If the project is suspended for longer than six months and is subsequently reactivated, the City and Corbin Design shall, prior to reactivation, agree upon a lump sum or other basis of reimbursement to Corbin Design for any extra start-up costs occasioned as a result of the work having been suspended.
6. **Leadership Changes:** Should the City leadership change during Corbin Design's work, or should new entities join the leadership team, necessitating additional client education, Corbin Design may elect to put its work on hold until a meeting is held to discuss project progress to date and future direction, to assure a smooth transition. Corbin Design's time and expenses applicable to such meeting, if any, shall be paid by the City as an additional expense along with associated fees.
7. **Insurance Coverage:** As a professional services firm located in Michigan, Corbin Design maintains the following insurance coverage:
 - Commercial General Liability: \$2,000,000 per occurrence/\$4,000,000 aggregate;
 - Automobile Liability: \$2,000,000 combined single limit;
 - Excess Liability: \$1,000,000 per occurrence/\$1,000,000 aggregate;
 - Workers Comp and Employer Liability: \$1,000,000 per occurrence; and
 - Professional Liability: \$1,000,000 per occurrence/\$2,000,000 aggregate.

If additional insurance coverage is required, the cost of purchasing the additional coverage, if any, shall be paid by the City as an additional expense.

8. **Conditions and Responsibilities:** The Sign Location Plan provided to the City by Corbin Design is general in nature and not to scale, as reflects locations deemed desirable for the effectiveness of the overall wayfinding plan. They do not include exact locations or provide mounting, electrical, or landscaping specifications. The investigation of actual exterior site conditions such as underground utilities and other encumbrances is the responsibility of the City and fabricator selected/contracted to fabricated and install the signs.

The design drawings prepared by Corbin Design show design intent, not construction or engineering detail. The fabricator is responsible for fabrication, installation, and overall product quality. We expect the more detailed development and engineering of the design intent drawings and installation specifics to be shown in the fabricator's submitted shop drawings.

This fee proposal shall remain in effect for 90 days. We reserve the right to re-evaluate our proposal if not acted upon during this period. Our quotation for professional fees is based on the anticipated project schedule and our experience with projects of similar size and complexity.

This Agreement may not be assigned, sublet, or transferred without the written consent of both parties. Either party may terminate the Agreement by giving seven days written notice or at the competition of any of the parts or tasks outlined above. In the event of termination, Corbin Design shall be compensated for all work performed to the date of notification, including authorized general expenses, change orders, and additional services.


Although our services result in the provision of tangible items to the City, this Agreement is a contract for services and not for the sale of goods. Corbin Design will determine methods, details, and means of performing the services provided at our sole and reasonable discretion.

If the above conditions are acceptable to you, an authorized signature below will constitute an agreement. Please return one signed copy for our records. Also, please email a purchase order to accounting@corbindesign.com.

We look forward to working with you on this exciting project!

for **Corbin Design, Inc.**

Date


Bradley Bark (Jan 6, 2023 16:15 CST)

Jan 6, 2023

for **The City of Muscatine**

Date