



**Stantec Consulting Services Inc.**  
3255 Greensboro Drive Suite 203, Bismarck ND 58503-5413

January 25, 2019

Chris R. Spencer, PE  
Engineering Division Manager  
Department of Transportation  
City of Greensboro  
PO Box 3136,  
Greensboro, NC 27402-3136

**Reference: Proposal for Downtown Greensboro Wayfinding Plan**

Chris,

We are very excited to present our preliminary scope for the downtown wayfinding plan. Our team appreciates an opportunity to assist you with this project and we're looking forward to working with the City to create a cohesive and memorable wayfinding plan that reflects the identity of downtown Greensboro.

As landscape architects, planners, engineers and graphic designers, we understand the amount of effort that has been expended to develop the downtown streetscaping master plan. We will work with you and local stakeholders to plan a wayfinding system that complements the character of these improvements and is also easily implemented by the City.

With the recent completion of several new developments downtown, and the upcoming completion of the performing arts center, the City is well-positioned to address improvements to the existing wayfinding system through this project. Furthermore, updated wayfinding elements will welcome numerous visitors to the City during the 2020 NCAA basketball tournaments, which will bring thousands of fans to your community.

Our approach is targeted to help the City of Greensboro leverage community resources and make the most of this opportunity. We will combine local, in-person service with high-calibre, proven expertise:

**Christa Greene, PE**, is a Senior Transportation Engineer with more than 27 years of experience working throughout North Carolina. As the principal in charge for this effort, Christa will serve as our local point of contact throughout the duration of this project.

**Wendy Van Duyne, PLA, LEED AP**, is a Landscape Architect with a focus on master planning and downtown revitalization projects. Wendy's experience leading multi-disciplinary teams on similar wayfinding master planning projects, will contribute to her success as project manager for this effort.

**Sarah McDonald, PLA, ASLA**, is a Landscape Architect and Planner who acutely understands the benefits of melding high-level planning documents with the intricacies of signage design. In her role as design and planning lead, she will take an active role in all aspects of this project.

**Susanne Short** is an experienced graphic designer who has worked on a variety of wayfinding and interpretative signage projects for municipalities, government agencies and private clients. Her eye for detail and knowledge of signage elements will contribute toward our team's success.

**Matt Witosky, GISP, CFM**, is a certified GIS professional who specializes in GIS database management, spatial analysis, and cartographic mapping services serving local, state, and federal clients. His experience includes project management, spatial data development, inventory asset management, database design

**Reference:** Downtown Greensboro Wayfinding Plan

and data quality management, digital terrain and image processing, custom GIS applications, and web-based and mobile GIS solutions.

We are partnering with a local WBE subcontractor to complete portions of this scope of work. Wendy Miller Landscape Architecture, PLLC will provide local assistance and project support for stakeholder meetings in Phase 1 and Phase 2 of this project. Our team is looking forward to collaborating with Wendy and her team as we work together on this unique opportunity.

## Project Approach

The City of Greensboro is seeking to update and define a comprehensive wayfinding plan for the downtown core. The wayfinding planning process will involve input from the City as well as from key stakeholders to affirm the City's commitment to existing businesses, arts, recreation and Greensboro's history and culture. Significant redevelopment projects are currently underway, and the updated wayfinding system will respond to these newly constructed amenities that contribute to the vibrant downtown culture.

Through our previous conversations with you, we have identified a scope of work for this project which includes two distinct phases.

### **Phase 1: Vehicular and Pedestrian Wayfinding Plan (total proposed fee: \$88,600, 15% local WBE)**

The first phase of this effort will focus on developing a baseline plan to understand the existing wayfinding framework within downtown Greensboro. As a part of this process, we will evaluate existing wayfinding attributes that are working successfully for the City and which aspects of the current system need to be improved. Working with local community partners, our team will collaborate with you to:

- Inventory the existing vehicular and pedestrian wayfinding system within the downtown corridor (\$14,800; 2 weeks to complete).
  - In addition to the downtown area, there are seven reinvestment corridors that the City could choose to have inventoried at a later date. If the City chooses, Stantec is available to provide inventory of one reinvestment corridors for an additional fee. Through this optional service, we would engage the efforts of City engineering interns to shadow our field team and be trained in the inventory process. This partnership would provide interns with the knowledge and experience to perform the same collection methodology on the remainder of the reinvestment corridors and provide a cost savings to the City.
- Compile a preferred list of key wayfinding destinations
- Develop an outline for a cohesive wayfinding family to address needs for downtown Greensboro and seven City corridors
- Assemble a wayfinding framework plan to identify signage locations and types for the downtown space and along seven City corridors

Reference: Downtown Greensboro Wayfinding Plan

- Coordinate a final framework plan that is complimentary to the City's interactive kiosk plan
- Identify signage style preferences, which are complimentary to the City's interactive kiosk plan, and that will influence the second phase of the project: Wayfinding Design

## Phase 2: Vehicular and Pedestrian Wayfinding Design (total proposed fee: \$116,000, 10% local WBE)

Once the wayfinding plan is in-place, our team will work with you to focus on the design characteristics of the wayfinding system, itself. With the completed wayfinding framework plan, the wayfinding family outline, and preferred signage design characteristics identified, we will:

- Develop two to three preliminary wayfinding design concepts
- Compile design intent drawings (scaled drawings, general specifications, colors and finishes schedule) and probable cost estimate
- Create the wayfinding message schedule (that is complimentary to the wayfinding kiosk project)
- Bid Consultation and Installation Support

Detailed descriptions of this scope of work are provided on the pages that follow.

## Scope of Work

### Phase 1: Vehicular and Pedestrian Wayfinding Plan

Prior to conducting on-site meetings and stakeholder interviews, we will undertake extensive preparatory work to lay the groundwork for the wayfinding planning process. This will include:

- **A Project Kick-Off Meeting:** We will facilitate a phone discussion with the City of Greensboro and the planning team to fine-tune the project process, delineate the extents of the downtown core/planning area, review the project schedule and discuss logistics. **(Proposed Meetings: Video/Phone Conference #1)**
- **Identification of a Stakeholder Committee:** We will discuss participation of representatives from local stakeholder organizations who will provide input on both Phase I and Phase II of the project. Stakeholder representatives may include those previously engaged with the downtown Greensboro streetscaping plan. Stantec and Wendy Miller Landscape Architecture, PLLC, will work together to assemble and coordinate the stakeholder committee.
- **Background Research:** Our team will complete desk research to review past plans (Greensboro Comprehensive Plan, Downtown Streetscape Plan), research, surveys and reports of relevance to the project.

Reference: Downtown Greensboro Wayfinding Plan

- **A Review of Branding Content:** We will work with the City of Greensboro's communication and marketing department to locate existing design standards and branding content, which may be considered as the wayfinding plan is developed.

Following these activities, we will work with our local project partners to move forward to complete key milestones within the scope of work for the Phase 1 planning process.

### 1A: Vehicular and Pedestrian Wayfinding System Inventory (March 2019)

Stantec will complete the inventory of the existing downtown wayfinding system to confirm current signage locations (as provided by the City of Greensboro), as well as to document the existing conditions and potential installation challenges for future signage additions. During the inventory process, we will also review potential locations where wayfinding elements could be added within the study area. Stantec will assemble a file geodatabase of the collected inventory, GIS maps documenting the extents of the study area, existing sign locations and an existing condition report as a deliverable of this task.

### 1B: Destination Identification (March 2019)

Upon review of the Greensboro Comprehensive Plan and the Downtown Streetscape Plan, Stantec will compile a preliminary list of key wayfinding destinations to address within the wayfinding message schedule. Following review by the City of Greensboro and the Stakeholder Committee, Stantec will sort the preferred destination list into hierarchal order which will identify: **Primary Destinations**, **Secondary Destinations**, **Tertiary Destinations**, and **Gateways**. Upon completion of Tasks 1A and 1B, Stantec will conduct a phone conference with the City of Greensboro to review preliminary findings and next-steps of the planning process. Wendy Miller Landscape Architecture, PLLC, will provide local support and stakeholder meeting facilitation during this task. **(Proposed Meetings: Video/Phone Conference #2)**

### 1C: Vehicular and Pedestrian Wayfinding Family Outline (April 2019)

Based upon feedback of initial findings, Stantec will develop an outline for a cohesive wayfinding family that will address the various needs of the downtown area. The purpose of this exercise will be to identify specific signage types, based upon visual need (vehicular or pedestrian), and prepare accompanying descriptions of the appropriate applications for when/where these signage types might be used. Once the wayfinding outline is complete, the City will have identified a system that can easily be expanded in the future. The wayfinding family outline will primarily focus on vehicular and pedestrian directional signs, but may also include the following:

- Vehicular Guides
- Pedestrian Guides
- Gateway Signs (large, medium, small, illuminated/non-illuminated)
- Parking Identification Signs (illuminated/non-illuminated)
- Pedestrian Map (kiosk or wall-mount)

**Reference:** Downtown Greensboro Wayfinding Plan

Upon completion of this task, Stantec will compile supporting documentation to include within the final wayfinding master plan.

## **1D: Framework Plan Development (May 2019)**

Working from information compiled within tasks 1A, 1B and 1C, Stantec will compile a wayfinding framework plan to identify specific locations where future vehicular and pedestrian signage may be placed. Utilizing the various signage types identified in the wayfinding family outline, we will compile a comprehensive map of the downtown study area specifying the types of signs that should be used at each location. In addition to this map, we will also compile a wayfinding signage schedule to document the quantities of each type of sign that may be required within the downtown space. These two components will comprise the deliverables for this task. Upon completion, Stantec will facilitate a conference call with the City to review the wayfinding family outline and framework plan, prior to an on-site visit to meet with the stakeholder committee during task 1E. **(Proposed Meetings: Video/Phone Conference #3)**

## **1E: Wayfinding Design Identification (May 2019)**

In preparation for a meeting with local stakeholders, Stantec will assemble examples of signage design options to solicit input on aesthetic preferences. Together with Wendy Miller Landscape Architecture, PLLC, we will compile a presentation outlining information compiled in tasks 1A, 1B, 1C and 1D, which will be shared with the stakeholder committee during our in-person meeting with them in Greensboro. Working with Wendy Miller, we will review this information during our stakeholder committee meeting to receive input on the wayfinding plan and to collect feedback on design preferences—which will be utilized as a starting point for the second phase of this project. In addition to visiting with the stakeholder committee, Stantec will also conduct a visual review of the area to confirm existing conditions and the framework plan with City engineers and maintenance staff. At the conclusion of this task, Stantec will prepare a final wayfinding plan document for use by the City. One round of revisions to this document is included within the scope of work. **(Proposed Meetings: Design Team Site Visit #1, Video/Phone Conference #4)**

## **Phase 2: Wayfinding Design**

Upon approval of the wayfinding planning documents, and notice to proceed from the City, our team will initiate Phase 2 of the project. While the previous phase of the plan focused on establishing the framework for where wayfinding would be implemented, this phase of the project will take a detailed look at what will be designed and installed.

## **2A: Wayfinding Concept Development and Probable Cost Assembly (June 2019)**

Stantec will prepare drawings that explore a wide variety of visual and thematic aspects of the signage for the project. These drawings are intended to serve as brief descriptions of the designers' approach regarding materials, themes, form, content, lighting, space and color. Utilizing the wayfinding family outline compiled in Phase 1 of the project, Stantec will assemble up to three signage design concepts.

The conceptual design package will be presented in an 11"x17" document with the information described above. A conference call, with the City and Stakeholder committee, will be facilitated by Stantec and Wendy

**Reference:** Downtown Greensboro Wayfinding Plan

Miller Landscape Architecture, PLLC, to review the preliminary design concepts for the wayfinding family of signs.

Following this conference call, Stantec will prepare more detailed drawings documenting the preferred design concept, revising and refining the sign types and graphics as required. Selection of materials, fabrication techniques, typography style(s) and color selection will also be studied in more detail. Upon completion of these revisions, a 50% completion package will be shared with the City and the Stakeholder Committee for input.

To conclude this task, a second project coordination conference call will be held to review the City's and Stakeholder Committee's comments and possible revisions. Wendy Miller will attend this meeting in person to support the discussion. Following this review, Stantec will continue to refine the approved design direction, including review by appropriate City maintenance fabricators and commercial fabricators for operations, maintenance and fabrication considerations. Preliminary opinions of probable cost will also be solicited as part of this review to address any course corrections that may be needed to meet budget compliance. **(Proposed Meetings: Video/Phone Conference #5, #6)**

*\*Please note that this scope of work does not include electrical or structural engineering services*

## **2B: Design Intent Drawings (July 2019)**

With approval of the conceptual design package, design intent drawings, along with fabricator performance and materials requirements, will be assembled into an 11x17" format signage bid document. Where appropriate, sign drawings will be in color to provide accurate representation of the finished product. Prototypes and materials submittals that will be required of the successful bidder(s) will be noted on the drawings. The drawings and requirements in this package will comply with appropriate federal, state, and local codes. ADA guideline requirements will be fulfilled where applicable.

Progress drawings will be distributed electronically to the project team and all appropriate City representatives, during this phase for final review and coordination with all building systems, landscape elements, and operational requirements. The finished package will be sent to the City for final review and comment. **(Proposed Meetings: Video/Phone Conference #7)**

*\*Please note that this scope of work does not include electrical or structural engineering services*

## **2C: Wayfinding Message Schedule Documentation (August 2019)**

Following the completion of design intent drawings, Stantec will reference the wayfinding framework plan (completed in Phase 1) to compile the wayfinding message schedule for the plan. Based on the inventory and schedule of the proposed signage identified throughout the study area, we will identify which destinations to include on signs at each location and will assemble a message schedule to document final information to be conveyed on each sign, at each location.

Stantec will assemble a draft wayfinding schedule document and will provide a copy to the City for review. We will facilitate one phone conference to review the draft wayfinding schedule and identify any revisions to be addressed prior to the completion of the project.

**Reference:** Downtown Greensboro Wayfinding Plan

Our team has included one round of revisions to the wayfinding schedule at the conclusion of this task. Once these revisions have been addressed, Stantec will compile all wayfinding plan documentation (all tasks—Phases 1 and 2) for final delivery and presentation to the City of Greensboro.

As part of this task, we have included one site visit with the City of Greensboro, to present the final plan to City Council Members for review and to receive the plans. **(Proposed Meetings: Video/Phone Conference #8, Design Team Site Visit #2)**

## 2D: Bid Consultation and Installation Support

Upon final approval of the wayfinding plan, Stantec will send an electronic copy of the Design Intent Bid Documents to the City. It is anticipated that the City will reproduce and distribute to client-recommended list of Fabricators.

Together with the City, Stantec will assist in the review of the bids and will outline our recommendations prior to the City awarding the contract.

Additionally, Stantec will review all shop drawings for conformance with the Design Intent. Fabricator's details will be reviewed with the City and other consultants as required. We will also review prototypes, color, typography, and materials submittals for accuracy and quality of fabrication. These submittals, along with Stantec's comments, will be sent to the City and/or the construction representative for review and comment before being forwarded back to the fabricators.

This process includes two reviews of fabricator submittals.

When work is complete, a walk-through review of the installation will be scheduled that will yield a punch-list of incomplete or unsatisfactory items. The repair or replacement of work outlined on the punch list will be coordinate through the City's representative by Stantec for completion by the fabricator.

We are excited to work with you on this project and have assembled our scope of work to specifically address the needs and concerns you expressed to us during our meeting on December 17<sup>th</sup>, 2018. If provided an opportunity to move forward with Phase 1 of the Wayfinding Plan, we appreciate your support with the following items:

- Access to information relating to regulations and laws concerning local wayfinding
- A venue for conducting stakeholder meetings and facilitating site visits
- Advice in nominating suitable individuals to participate in the Stakeholder Committee
- Timely approval of key decisions at critical points in the project

## Exclusions

In assembling our approach for this project, we have specifically excluded the following items from our scope.

- Any required traffic studies that may be required by local government

**Reference:** Downtown Greensboro Wayfinding Plan

- Storm water modeling of off-site areas
- Coordination for off-site utility/access easements or agreements
- Boundary surveys, topographic surveys, utility surveys, environmental and tree surveys
- Additional meetings with public staff or public meetings other than those identified in the above scope of work. Any additional meetings or plans that may be required for submittal to the local authorities will be prepared on an hourly basis or by separate agreement.
- Revisions requested after approval or based on revised budgets will be considered additional scope.
- Electrical, mechanical, plumbing, structural, code and ADA consultant services are not implied or included. All design is for aesthetic design intent only.

We have enjoyed visiting with your team about this project and we look forward to working with you in the future. Thank you for providing an opportunity for our team to share our proposed scope of work. Should you have any questions, or would like to discuss our project approach further, please let us know.

Regards,



Wendy Van Duyne, RLA, LEED AP

Attachments:

Letter of Intent, Wendy Miller Landscape Architecture, PLLC



Affidavit D-1 – **Letter of Intent to Perform as a M/WBE Subcontractor** Contract Number: \_\_\_\_\_

Name of Prime Contractor: Stantec Consulting Project Name: Greensboro Wayfinding Master Plan

The undersigned intends to perform work in connection with the above project as:

	Minority Business Enterprise	X	Women Business Enterprise
	Individual	X	A Corporation
	A Partnership		A Joint Venture

The undersigned is certified by the North Carolina Department of Administration or the North Carolina Department of Transportation and is headquartered or has a significant business presence within the Greensboro MSA.

The undersigned is prepared to provide the work (described below) in connection with the above project at the following price: \$10,800 (Phase I), \$10,000 (Phase 2). Any changes in this commitment must be approved in advance by the M/WBE Office.

\_\_\_\_\_ % of the dollar value of the subcontract will be sub-let to (if applicable) \_\_\_\_\_.

You have projected the following commencement date for such work, and the undersigned is projecting completion of such work as follows:

Description of the Work	Projected Commencement Date	Projected Completion Date
Public Involvement/Stakeholder Engagement	March 2019	August 2019

This document shall not serve in a manner as an actual subcontract between the two parties. A separate binding agreement will describe in detail the contractual obligation of the contractor and the M/WBE subcontractor. The undersigned will enter into a formal agreement for the above work with you conditioned upon your execution of a contract with the City of Greensboro. Breach of this commitment constitutes breach of bidder's contract if awarded.

The undersigned hereby certifies that he or she has read the terms of this certification and is authorized to bind the Bidder in accordance herewith. Signature and title of authorized official of the company and the date must be properly executed or this document will be deemed nonresponsive.



Company Name: Wendy Miller Landscape Architecture, PLLC  
Date: 1/24/2019 Name of Authorized Officer: Wendy Miller  
Signature: [Signature] Title: President  
State of North Carolina County of Forsyth  
Notary Public [Signature] My commission expires: 11/8/23