



## PROPOSAL FOR SERVICES

### Alpena County Complex

Alpena, Michigan

### Exterior and Interior Wayfinding and Signage System

Submittal Date: March 21, 2022

#### SUBMITTED BY:

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People get lost. We fix that.®

## Project Description

The County of Alpena (Alpena County) has requested that Corbin Design, Inc. (Corbin Design) submit a proposal to provide consulting and design services to develop an exterior and interior wayfinding and signage system for the Alpena County Complex campus located between 8<sup>th</sup> and 9<sup>th</sup> Streets.

The campus includes five freestanding buildings that do not connect on the interior. The lower levels of the Annex, District Court, and 911 Call Center buildings are used for storage only and will not require signage.

The interior wayfinding and signage scope of work includes:

- Annex Building: One Floor
- District Court: Two Floors
- 911 Call Center: One Floor
- County Courthouse: One Floor
- Family Independence Agency: One Floor

Our wayfinding programs are designed to mesh with other design disciplines such as architecture, landscape architecture, planning, and institutional brand to create a strong first impression, and boost visitor satisfaction.

*Thank you for your interest in Corbin Design!*

## Project Approach

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### Task One: Analysis

- An initial visit to learn about your campus, gather information about your visitors, and determine your wayfinding and signage needs;
  - Develop floor plans and then document the circulation patterns and destinations;
  - Develop the project objectives and schedule; and
  - Discuss the analysis documents, findings, and project objectives.
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### Task One Details

To begin Task One, Analysis, we familiarize ourselves thoroughly with the existing campus and any planning construction or renovation, identifying wayfinding issues and opportunities to be addressed. Corbin Design will assist Alpena County with selecting the appropriate departments to form a Core Team that will work with us throughout the project. During the kickoff trip, we will complete the following:

- Campus tour
- Initial Core Team meeting
- On-site research and analysis
- Core Team wrap up meeting to discuss initial findings, design direction, and next steps

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

During this task, we:

- Learn how people enter and leave the campus and move between buildings and departments, developing vehicular and pedestrian circulation patterns;
- Identify wayfinding expectations and needs, particularly as they affect the disabled, senior citizens, staff, and visitors;
- Assess the existing wayfinding and signage system;
- Review destination/department names and suggest alternative terms that might clarify wayfinding;
- Develop the primary and secondary destination lists;
- Develop site and floor plans showing public circulation patterns, primary public destinations, entrances, elevators, etc.;
- Discuss how the existing signs are being manufactured and the required bidding process;
- Evaluate incorporating electronic kiosks, mobile apps, or other technology tools;
- Review Americans with Disabilities Act (ADA) conformance issues;
- Learn about maintenance, budget, and phasing issues; and
- Develop a detailed project schedule.

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

**Deliverables:** *A digital version of the project objectives, site/floor plans, and project schedule*

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

**Timeline:** *One to two months*

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## Task Two: System Design

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

We begin Task Two, System Design, by further analyzing your identity standards, 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 via Zoom for Alpena County'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 Alpena County has given final approval on the visual design of the system, we apply the design to the remaining sign types. We present these designs via Zoom and revise the 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 type of signs:

#### Exterior

- Campus Identification/Entry Signs
- Building Identification and Entrance Signs
- Vehicular Directional Signs
- Pedestrian Directional Signs
- Map Kiosks
- General Information Signage
- Parking Identification

## Interior

- Map Kiosks
- Building Directories
- Directional Signage
- Elevator Identifiers and Directories
- Departmental Identification
- Room Identification
- General Information Signage
- Regulatory and Building Amenity Signs
- Building and Floor “You Are Here” Maps

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.

If custom graphic design elements such as icons, logos, maps beyond the six interior floor maps included above, and/or directories are needed, preparing the artwork for these elements is not included as part of our 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 Alpena County Complex campus in Alpena, Michigan. 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 and preliminary cost estimate

***On-site Meetings:*** None, virtual design presentations as needed

***Timeline:*** Two to three months

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## Task Three: Documentation

- We develop detailed sign location plans and sign message schedules;
  - Verify the sign locations and sign messaging on-site;
  - Develop bid documents;
  - Refine the cost estimate; and
  - Develop a phasing plan
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### Task Three Details

With Alpena County’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.

The resulting Bid Package consists of the following:

- Sign Location Plans and Sign Message Schedules;
- Design Intent Drawings for each sign type; and
- Bid Document consisting of the material performance standards, general conditions, “boilerplate” language necessary for a competitive bidding process, and the bid form.

The Sign Location Plans and Sign Message Schedules 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 floor or site plan that graphically illustrates the preferred location of each proposed sign from a wayfinding standpoint. A Sign Message Schedule identifies the sign specific details such as sign type, what each sign will say, and whether any graphics are included (directional arrows, icons, or symbols).

We ask Alpena County to review the Sign Location Plans and Sign Message Schedules closely for accuracy. We will modify these documents up to two times before asking for final approval.

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

***Deliverables:*** Digital versions of the Bid Package, final cost estimate, and phasing plan

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

***Timeline:*** One to two months

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## Task Four: Implementation

- We assist with the bid process;
  - Review shop drawings, color samples, keystroking documents, etc.;
  - Consult with the selected fabricator during fabrication and installation; and
  - Conduct a final inspection and document the required modifications.
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### Task Four Details

Task Four, Implementation, include consulting during the bid, fabrication and installation processes, and the development of a Wayfinding and Signage Reference Manual.

During the bid process, we:

- Develop a list of up to five qualified sign fabricators to include in the bid process;
- Issue the electronic Bid Package to those fabricators;
- Conduct a pre-bid conference call;
- Field bidder questions and issue any needed bid addenda during the bidding period;
- Evaluate bid returns, including bid samples (if applicable) and other submittals;
- Create a bid analysis spreadsheet, requesting clarification where needed; and
- Submit the bid analysis and a summary of findings for Alpena County’s review.

Once Alpena County selects a fabricator, you hold the primary contractual relationship as Owner. It is the responsibility of the awarded fabricator to work from the approved Sign Message Schedule to

create individual layouts for every sign face, in accordance with the specifications detailed in the Design Intent Drawings.

It is Corbin Design's responsibility to protect the design intent and assure faithful implementation of the sign message schedule and location plans. During this process, we:

- Review pre-fabrication submittals up to two times (shop drawings, color samples, etc.);
- Review annotated sign face layouts up to two times;
- Work with Alpena County as you verify the messaging in these documents;
- Answer the fabricator's questions during the fabrication period;
- Monitor the fabrication process via digital photos and conference calls;
- Conduct an on-site inspection after the completion of the initial installation phase; and
- Submit a list of items from the on-site inspection to Alpena County and the fabricator for the fabricator to correct.

***Deliverable:*** A digital version of the final inspection report

***On-site Meetings:*** One, one-person trip to complete the final inspection

***Timeline:*** Four to six months for exterior / Three to four months for interior

## 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:
  - Sign by sign audit of existing signage or a demolition report
  - Developing room numbering schemes or assigning room numbers
  - Custom icons, logos, maps, and directory artwork
  - Donor recognition signs or sign standards
  - Custom LEED certification signs
  - Design intent drawings for a retrofit system that uses existing sign bases
  - Documentation beyond the items listed as deliverables in this proposal
  - Presentation materials for use in education or promotion of the program
  - Electronic, interactive or web-based wayfinding applications
- 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, or application of other languages to the wayfinding elements designed as part of this proposal
- Building the logic or providing consulting services for soliciting funding, whether by developing formulas or identifying potential sources for implementation funds
- Management of an advertised open bid process
- Conducting an onsite trip to stake exterior sign locations with the selected fabricator

## Proposal Fee

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

Professional Fees	Reimbursable Expenses
\$48,480	\$1,200
<b>Project Total: \$49,680</b>	

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

Task One, Analysis	\$9,960
Task Two, System Design	\$19,000
Task Three, Documentation	\$10,000
Task Four, Implementation	\$9,520

## 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 ½ percent per month. For any additional services requests, we first define a scope of services sufficient to determine the amount of professional fees required, receiving approval from Alpena County 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 trips to Alpena, Michigan. 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 if the scope of 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, Alpena County 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 because of the work having been suspended.
6. **Leadership Changes:** Should Alpena County 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 Alpena County 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;
  - Automotive 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 Alpena County as an additional expense.

8. **Conditions and Responsibilities:** Alpena County, through suppliers identified by itself and Corbin Design, will be ultimately responsible for ordering, purchasing, receiving and verifying the signage, supervising installation, and authorizing final payment. Corbin Design will not directly purchase or supply any specified items unless it is agreed upon prior to the purchase.

In dealing with contractors and suppliers, Corbin Design will act only as a consultant to Alpena County, and Alpena County will be solely responsible for payments to contractors and suppliers who might be involved in the work because of the design services provided by Corbin Design. Corbin Design will not be held responsible for the failure of contractors or suppliers to satisfactorily perform under their agreements with Alpena County.

The Sign Location Plans provided to Alpena County by Corbin Design are general in nature and not to scale, and reflect 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, as well as interior conditions including ceiling heights, wall widths, and other encumbrances, is the responsibility of Alpena County and the sign contractor selected to install the signs.

Bid Documents 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 detail to be shown in the fabricator’s submitted shop drawings. Corbin Design and Alpena County will review all shop drawings submitted by the fabricator.

Although we would prefer to work with signage contractors mutually selected by Alpena County and Corbin Design, we recognize that certain conditions may require that the competitive bidding process for the signage fabrication and installation be open to all bidders, regardless of their qualifications. If such an open bid process or management of a prequalification process is required, we reserve the right to adjust our fees for Task Four based on our evaluation of the qualifications of

the successful bidder and the need for additional project management on Corbin Design’s part. We will notify Alpena County before issuing a change order for these services.

Alpena County is responsible for coordinating the provision of electrical service to sign locations that require electricity, working with the fabricator to set up sign installation schedules, and following up with the fabricator to verify that all punch list items have been corrected to Alpena County’s satisfaction.

This fee proposal shall remain in effect for 90 days. If not acted upon during this period, we reserve the right to re-evaluate our proposal. Our quotation for professional fees is based on the anticipated project schedule and our past 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 completion 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 the notification, including authorized general expenses, change orders, and additional services.

Although our services result in the provision of tangible items to Alpena County, this Agreement is a contract for services and not for the sale of goods. Corbin Design will determine the methods, details, and means of performing the services 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](mailto:accounting@corbindesign.com).

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

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For **Corbin Design, Inc.**

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Date

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For **County of Alpena**

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Date