



The Highland Downtown Development Authority  
Request for Proposal  
Wayfinding Signage Design Project  
Date Issued: November 1st, 2022

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**1. Introduction**

The Highland Downtown Development Authority (hereafter HDDA) is accepting proposals from qualified firms for the purpose of providing a wayfinding signage plan outlined within the Request for Proposal.

**2. Time Schedule**

Issue RFP.....	November 1st, 2022
Deadline for Questions.....	November 11th, 2022
Response to Questions .....	November 16th, 2022
Deadline for Submittal for RFP's.....	November 29th, 2022 at 2:00pm
Bid Opening .....	November 30th, 2022 at 2:00pm
Notify Firm.....	December 13, 2022

**3. Background Information**

Highland Township was established by an act of Michigan's Territorial Legislature on March 17, 1835. It was so named because of its elevated position, containing some of the highest land in the then-settled part of the state.

The original "Village of Highland" (later known as "Spring Mills") was located at what is now the intersection of M-59 and Harvey Lake Road, where the waters of Pettibone Creek provided power for both a grist mill and cider mill. With the completion of the Flint & Pere Marquette (now CSX) Railroad in the early 1870's, however, the focus of development shifted west to what is still known as "Highland Station," (the HDDA District) centered at the intersection of Milford and Livingston Roads. This historic area formerly included a depot, post office, grain elevator, pickle works, and wind-powered planing mill, in addition to the Victorian-era churches, homes and businesses which survive to this day.

Recreation began to replace agriculture in the early 20th century, as both residents and out-of-town "cottagers" began to appreciate the recreational value of Highland's numerous lakes, including Duck Lake and the western half of White Lake. The Township is also home to Dodge Brothers State Park No. 10, as well as part of the former Edsel Ford estate of "Haven Hill," which collectively constitute the Highland State Recreation Area.

The HDDA District is located within the center of Highland Township which can be found at the west central portion of Oakland County. The 2018 census reflected a population of 20,179 residents within the Township. The HDDA District is located approximately 45 miles northwest of Detroit. Additionally, M-59 a state highway runs through the district along with two major intersections Milford Road and Livingston Road that provide an opportunity for wayfinding signage to capture thousands of travelers and direct them to our downtown.

For more information, visit the Highland Downtown Development Authority website at [www.highlanddda.com](http://www.highlanddda.com)

## **Purpose & Goal of the Signage Design**

The HDDA is seeking the services of a qualified firm to provide professional services for recommendations of location and design of directional and informational signs which includes aspects of wayfinding such as gateway, parking, trails, businesses, parks, museum monuments, signage for light poles, and streets. The project should provide appropriate detailed drawings incorporating the HDDA's brand, to allow the HDDA to implement the plan over time, with recommendations for defining phases as well as identifying potential fabricators. The HDDA's brand guidelines can be found on at this link. <https://www.highlanddda.com/doing-business/>

The family of signs should portray a consistent image for the community and to improve navigation for all modes of travel. Signage should guide visitors, residents, and employees to landmarks, locations of interest, parks, shopping, dining, and parking opportunities.

The project goals are as follows:

- Tour the HDDA District with Wayfinding Sub-Committee and Staff to recommend and advise on location and types of signs. Recommendations should include addition, removal, or repair of existing signage. Priority to be given to the Gateway signage and wayfinding signage for businesses, residents, and visitors who are entering the HDDA District.
- Create a consistent signage and wayfinding system across a range of signage mediums which effectively demonstrates existing opportunities and constraints related to the HDDA's wayfinding and signage.
- Create a signage system that directs tourists, residents, consumers, and workforce members to area attractions, shopping/dining destinations, parking options, and the many events the HDDA offers throughout the year.

## **4. Scope of Services**

The consultant will work with the Wayfinding sub-committee and HDDA staff to seek input on the project. The consultant's role will be to carry out the scope of work described below. It is anticipated that the selected consultant will use GIS mapping, illustrative graphics, and written narrative for each of the identified tasks. It is anticipated that the consultant shall establish a clear and consistent communication framework for the duration of the project. The proposed scope of work should include an effective project management approach that includes regular project updates and coordination between consultant team members, Wayfinding sub-committee, and HDDA Staff.

### **The project has three (3) distinct phases:**

**Phase One (1)** – Tour, Evaluation/Recommendation Proposal of Gateway and Wayfinding signage throughout the HDDA District. Advise on location and types of signs. Recommendations should include addition, removal, or repair of signage.

**Phase Two (2)** - Design concepts using HDDA's brand identity, drawings, and preliminary costs for budgeting/phasing purposes.

**Phase Three (3)** – Create Construction Documents for recommended fabricators.

## **Phase One (1) *Tour, Evaluation and Design Development***

The goal of this first phase is to evaluate the existing opportunities and constraints related to the HDDA's wayfinding and signage. This includes the creation of a wayfinding analysis, review of the plan and HDDA/Township code in conjunction with the project, overall map of signage locations, preliminary sign types, and signage family. Priority focus will be given to the Gateway and Wayfinding signage that leads visitors to downtown.

## **Phase Two (2) *Design***

The second phase will include design concepts incorporating the brand identity, a Design In Drawing and Standards report that will be used in the creation of preliminary costs for budgeting/phasing purposes. The HDDA brand identity style guide will be provided.

## **Phase Three (3) *Create Construction Documents***

Phase three will include a standards report, which provides each selected sign type and provide specific dimensions, letter heights, material recommendations, suggested mounting and bracketing, use of current typeface/color specifications if possible, foundation and installation details using the overall map of signage locations and types developed in Phase One (1).

## **5. Proposal Submission Information**

The following information is to be submitted as part of the proposal.

- Applicant must submit an electronic/digital copy of their proposal.
- Other material may be attached as deemed appropriate, including documents relating to any special features or services offered by the bidder
- The proposal must include qualifications project schedule, inclusive budget, and a completed service costing form (Attachment A).

## **6. Proposal Submission**

The proposal is to be organized as follows:

**6.1. Letter of Introduction:** Cover letter not exceeding one (1) page in length which shall include:

- Names and contact information of the individuals who will be assigned to work on this service and their area of responsibility.
- List of Qualifications and other documentation (including relevant certificates).
- Descriptive references of at least three (3) references including a contact for each listing.
- Brief description and pricing for all items needed to complete each Phase of the project. Bidder shall include proposed outline of tasks, products, schedule, and estimated hours for each phase.
- Price for the entire project if completed at once (not including actual fabrication of signs).

**6.2. Proposed Project Schedule:** The schedule.

**6.3. Inclusive Budget:** The bidder shall provide an all-inclusive budget for the entire project and a cost break-out for each phase to be completed.

**6.4. Qualifications:** List of qualifications and other documentation (including relevant certificates).

**6.5. References:** Descriptive references of at least three (3) references including a contact for each listing.

**6.6. Proof of liability insurance:** Each proposal must include proof of a minimum of one million dollars per occurrence, two million general aggregate, naming the Charter Township of Highland and the Highland Township Downtown Development Authority as additional insureds must be provided before signing of the contract.

**6.7. Proof of Worker's Compensation Insurance:** Workers' compensation and employer's liability insurance in amounts sufficient pursuant to the laws of the State of Michigan; with combined single limits of liability not less than \$1,000,000 for bodily injury, including personal injury or death, products liability, and property damage.

**6.8. Proof of Errors and Omissions insurance:** Liability insurance with combined single limits of liability not less than \$5,000,000 for Errors and Omissions. Contractor shall provide a certificate of insurance and a copy of additional insured endorsement concurrent with the execution of a contract with the HDDA, evidencing such coverage and, at HDDA's request, furnish the HDDA with copies of all insurance policies and with evidence of payment of premiums or fees of such policies.

***The HDDA will not be responsible for expenses incurred in preparing and submitting the proposal. Such costs should not be included in the proposal.***

Contractor shall provide a certificate of insurance and a copy of additional insured endorsement concurrent with the execution of a contract with the HDDA, evidencing such coverage and, at HDDA's request, furnish the HDDA with copies of all insurance policies and with evidence of payment of premiums or fees of such policies.

## **7. Conditions of Payment**

**7.1. Conditions of Payment:** Payment by the HDDA for services rendered shall only be made after the services have been successfully performed. The successful contractor shall submit to the HDDA an itemized statement containing the cost of materials, labor (as itemized by employee) and other miscellaneous charges. Payment shall be made only after the invoice is approved by an authorized HDDA representative and may be subject to approval by the HDDA Board prior to final Payment.

## **8. HDDA Reservation of Rights**

The HDDA reserves the right, at its sole discretion, to use without limitation any and all information, concepts, and data submitted in response to this RFP, or derived by further investigation thereof. The HDDA further reserves the right at any time and for any reason to cancel this solicitation, to reject any or all proposals, to supplement, add to, delete from, or otherwise change this RFP if conditions dictate. The HDDA may seek clarifications from a business at any time and failure to respond promptly may be cause for rejection. The HDDA also reserves the right to interview only those businesses it determines shall provide the most advantageous services and to negotiate with one (1) or more businesses to contract terms

acceptable to the HDDA. The HDDA reserves the right to negotiate with the custodial firm on the structure of the billing and/or hourly rate.

## **9. Terms and Conditions**

This RFP is issued pursuant to all applicable provisions of the HDDA's Purchasing Policies and Procedures. . The HDDA will not be liable in any way for any costs incurred by respondents in replying to this RFP. Any modifications to or clarifications of this RFP will be distributed by the HDDA to each business that has submitted a formal Letter of Intent by the requested due date.

## **10. Submission – Quantity and Method**

- Applicant must submit an electronic/digital copy of their proposal.
- Other material may be attached as deemed appropriate, including documents relating to any special features or services offered by the bidder
- The proposal must include qualifications project schedule, inclusive budget, and a completed service costing form (Attachment A).

Submit to:

### **Highland DDA Wayfinding Signage Bids**

## **12. Submission Location and Contact Person**

Executive Director  
Highland DDA  
205 West Livingston Road  
Highland, MI 48357

All Letters of Intent to respond, questions and the response to the RFP should be submitted via e-mail to [highlanddda@gmail.com](mailto:highlanddda@gmail.com)

The deadline for questions is November 11th, 2022. Response to questions will be provided by no later than November 16th, 2022

## **Submission Date and Time –**

**November 29th, 2022 by 2:00pm** Submittals received by the HDDA after this time will be Rejected.

## **13. Qualifications for Criteria and Selection Process**

The minimum criteria that an applicant shall meet to qualify for selection are as follows:

The HDDA shall use an evaluation matrix composed of the following components:

- a. Response to RFP:** The HDDA shall consider of the RFP response submitted meets all of the above stated requirements.
- b. Cost:** The HDDA's primary consideration will be the budget for each phase of the project and the total cost of the project.
- c. Experience and Qualifications of the Firm:** The HDDA shall consider each firm's prior experience with projects of a similar nature and scope as well as overall background and history.

- d. **References:** The HDDA shall consider the firm's performance examples of a comparable nature for a municipality or governmental agency in a satisfactory manner.
- e. **Overall Proposal Quality:** The HDDA shall consider the firm's ability to demonstrate the availability of sufficient resources to provide the HDDA with the product.

Applicants should be available to make a presentation of their proposal, if so requested by the HDDA. One business may be selected to perform the services solicited in this RFP. If so selected, such contract shall be executed that reflects the terms and conditions included in this RFP and the selected vendor's response, as well as any other provisions agreed to by both parties.

**14 Agreement to Contract Terms** The selected business will be required to agree to a contract that will include the requirements of this RFP and other applicable contract terms. The selected business will be required indemnify, defend, and hold the Highland Township DDA and Highland Township harmless from all Claims, incurred by or asserted against the Highland Township DDA and Highland Township by any person or entity, which are alleged to have been caused directly or indirectly from the acts or omissions of Contractor or Contractor's Employees. Contractor shall have no rights against the Highland Township DDA and Highland Township for indemnification, contribution or subrogation. Contract language to be reviewed and approved by the HDDA attorney.

**Service Costing Form**

**Attachment A**

<b>Item</b>	<b>Cost</b>
Compensation Structure of Firm	
Anticipated hours spent on Phase 1	
Cost for Phase I	
Anticipated hours spent on Phase II	
Cost for Phase II	
Anticipated hours spent on Phase III	
Cost for Phase III	
Cost for Miscellaneous Items (Please state the name of the item and cost)	
<b>Total Cost</b>	