

**REQUEST FOR PROPOSALS  
WAYFINDING SIGNAGE  
PROGRAM  
STAMFORD CT  
SUBMITTAL DEADLINE - FEBRUARY 15, 2017**

**1. PROJECT OVERVIEW**

Stamford Downtown (DSSD), acting on behalf of the City of Stamford as part of Innovate Stamford, is soliciting proposals from experienced professional firms for the development of a master wayfinding signage program for the Stamford Innovation District (see Fig. 1).

DSSD seeks a signage and wayfinding system that will present a consistent image for the District and unify signage that is part of branding for DSSD and the Harbor Point development;

The goals of this program are:

- To create a consistent signage and wayfinding system across a range of signage mediums
- To create a multimodal guideline for a signage and wayfinding system that directs visitors to landmarks, facilities, activity centers, and services, including, but not limited to; Stamford Transportation Center, UConn, Ferguson Public Library, Stamford Downtown, Harbor Point, Mill River Park, restaurant and retail clusters, parking garages, parking lots, mass transit, parks, neighborhoods abutting the Innovation District, nearby destinations (e.g. Stamford Museum and Nature Center)
- To improve navigation for all modes of travel; with emphasis on establishing signage and wayfinding links to transit, city bicycle and pedestrian trails
- To reinforce the identity of the Stamford Innovation District and the City of Stamford's identity as premier destinations for business, residential, entertainment, dining, and recreational activity.
- To be sustainable as well as expandable and to establish an ongoing administration and maintenance plan for the system

DSSD reserves the right to reject any and all bids and to waive informalities and minor irregularities in bids received and to accept any portion of the bid or all items bid if deemed in the best interest of the DSSD and Innovate Stamford.

## **2. ABOUT THE STAMFORD INNOVATION DISTRICT, CITY OF STAMFORD, SOUTHBEND/WATERFRONT DISTRICT AND DOWNTOWN STAMFORD**

### Innovation District

Innovate Stamford, an association comprised of the City of Stamford, the Stamford DSSD, the Stamford Partnership, Ferguson Library, Business Council of Fairfield County, Building and Land Technology as well as hundreds of people, are creating a long-term plan that will transform Stamford into one of Connecticut's *Innovation Hubs*.

The Innovation District includes a number of geographic locations around the Stamford Transportation Center, where startups, modern manufacturing businesses, coworking spaces and gathering places will cluster in a cohesive neighborhood. The perimeter of the first phase includes the Downtown and Harbor Point areas, with the Stamford Transportation Center acting as the hub. The Innovation District will ultimately contribute to the creation of an environment that attracts innovators, startups, and tech-oriented people.

### City of Stamford

Stamford is located in Fairfield County, in the southwestern part of the state. Situated near Long Island Sound, the City is about 25 miles to the northeast of New York City, 40 miles southwest of New Haven, and 90 miles southwest of Connecticut's capital, Hartford. Stamford is bordered by Greenwich, New Canaan and Darien, Connecticut and Pound Ridge, New York. Stamford is Connecticut's third largest city as measured by population (129,113) and has seen a growth rate of 3.1%, an average of 1013 people per year since 2012.

The City has a strong and diverse commercial, industrial and retail business base. The City is the State's largest business center (ranked within the top 10% nationally) and one of the pre-eminent locations for corporate headquarters including four Fortune 500 Companies, nine Fortune 1000 Companies, and 13 Courant 100 Companies and one Global Fortune 500 Company. Stamford is the largest international trade center between New York and Boston. The City's strong and diverse economic base contributes to its resilient tax base.

At the same time, Stamford is a leading residential community within the New York metropolitan region with one of the highest per capita family median income (\$90,647) in the United States with a median household income in the Stamford of approximately \$79,359, which was higher than the median income of approximately \$67,098 per households in Connecticut.

### Stamford Downtown

Founded in 1992, the Stamford DSSD is a Business Improvement District whose mission it is to revitalize Downtown Stamford. The Stamford Downtown offers a variety of programs to manage, enhance and promote the Downtown experience. In addition to daily environmental maintenance and year-round beautification projects, the Stamford

DSSD has a strong and focused calendar of events. This calendar features a summer-long outdoor sculpture exhibit, ten (10) outdoor summer concerts, a farmers' market, an arts & crafts show, a pre-Thanksgiving Parade Spectacular as well as a star-studded Santa rappel down Landmark Square, followed by a Christmas tree lighting.

### Southend/ Waterfront

#### Harbor Point

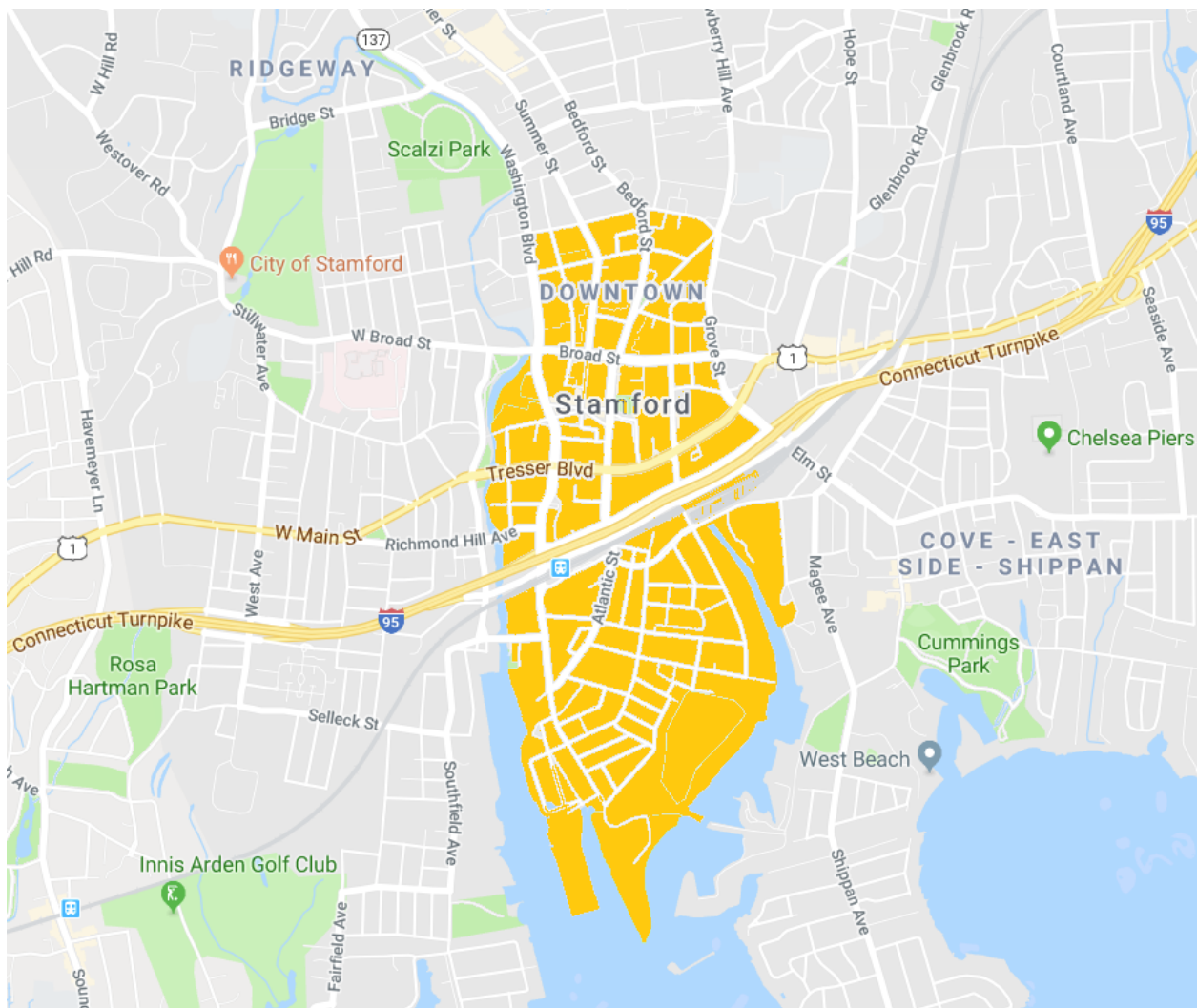
Harbor Point is a transit-oriented development ("TOD"), situated only a ten (10) – minute walk from the Stamford Transportation Center, and includes improved street and pedestrian areas. Harbor Point is also leading the way in environmental design and construction. Harbor Point is reducing energy use by over ten (10) percent and water use by over twenty (20) percent, recycling 90 percent of its demolition debris, creating park land, rehabilitating historic structures, minimizing the parking footprint, reducing its heat island, and creating pedestrian-friendly streets. For Harbor Point's success in environmental design and construction, it has received a certification of LEED-ND Gold, as part of the Leadership in Energy and Environmental Design for Neighborhood Development ("LEED-ND") pilot program, making it Connecticut's only LEED-ND Gold project.

The project includes 6 million square feet of mixed-use development: 85 percent residential (4,000 residential units, ten (10) percent of which is affordable housing); fifteen (15) percent commercial, including office buildings, a grocery store, waterfront restaurants and a full-service marina; more than eleven (11) acres of parks and public space; a community school; and publicly accessible waterfront open space.

#### GAIA

GAIA Real Estate and four institutional partners acquired has acquired five apartment buildings in the Harbor Point development in the city's South End. The portfolio includes: The Key at Yale & Towne, Vault Apartments, The Lofts at Yale & Towne, 111 Harbor Point and Postmark Apartments. Together, those complexes house approximately 1,200 units at Harbor Point.

### 3. INNOVATION DISTRICT IN CONTEXT – Map of study area



### 4. THE CHALLENGE

The City of Stamford is changing rapidly and visitors unfamiliar with the area frequently miss its destinations because they do not know where to look. The most intense development to date has occurred in the Downtown and Southend of the city within walking distance of the Stamford Transportation Center. This project will look at how visitors coming to Stamford through the highway and Stamford Transportation Center can reach their final destination. Currently, visitors are given a few visual cues that offer information about the area, however much of the existing signage is inconsistent and/or outdated. Both the DSSD and Harbor Point's light pole banners let visitors know that they are in the different part of the city.

## 5. PROJECT TIMELINE

December 22, 2017 - Release RFP

January 25, 2018 – Deadline for submission of questions

February 15, 2018; 4PM (EST) – RFP due date

Late February, 2018 - Consultant Interviews

Early March, 2018 - Consultant/design firm selected

Mid-March 2018 - Introductory and information gathering meeting

May 2018 Three (3) rough draft design concepts are submitted to committee, design plan is chosen

Mid May 2018 Final revisions made to the plan

June 2018 Final completed plan due

## 6. SCOPE OF SERVICES REQUESTED

### A. Information Gathering

- Review of existing plans for the area including but not limited to:
  - Walkable Stamford (2008) – Project for Public Spaces
  - Stamford Bus & Shuttle Study (2016) – Fitzgerald & Halladay, Inc.
  - Stamford Bicycle & Pedestrian Plan (On-Going) – Toole Design Group
  
- Currently being built and unbuilt development that will impact plans
  - Future developments
  - Current Development
  - Gateway
  - TOD
  - Metro Green
  - Harbor Point
  - All residential projects
  
- The selected consultant will become familiar with Stamford's vehicular and pedestrian circulation routes, decision points and destination generators, and will develop initial design concepts for review and discussion in a working session with the Innovate Stamford Review Committee (Review Committee).

### B. Develop Design Guidelines on Signage Types and Locations

- The Stamford DSSD, in collaboration with Innovate Stamford, is looking for wayfinding sign designs for primary, secondary, tertiary, and destinations. The report should include but not be limited to wayfinding signage types that should be added, replaced or consolidated (e.g., direction markers, street signs, gateway monuments, orientation kiosks, and boundary markers designating the City limits).

The wayfinding program should include, but not be limited to:

- General information for pedestrians, bicyclists, and motorists;
- Arts and culture destinations;

- Memorial and historical venues;
  - Entertainment venues;
  - Public parking;
  - Visitor information and amenities;
  - Landmarks;
  - Other popular destinations for visitors;
  - Significant municipal/public buildings.
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- The selected consultant will conduct an assessment of current wayfinding signage. Identify user groups, their specific needs, and potential wayfinding difficulties, particularly as they affect new visitors to the area.
  
  - The selected consultant will create and present design guidelines. The final guidelines should address the following aspects through text, renderings, photos and maps:
    - a. Sign types including sizes, shapes, colors, materials, poles and hardware.
    - b. Letter sizes, fonts, heights, spacing and style.
    - c. Develop a menu of signs and specifications. Signs should be designed to be durable and long lasting and explore the possibility of using recycled and refurbished materials. Signs can explore variable message signage.
    - d. Develop installation locations by sign size and type while ensuring that all necessary compliance measures with local, state and federal codes are met.
  
  - Using City aerial imagery and/or GIS resources, create a map of recommended wayfinding signage locations.
  - Work with the Review Committee to develop a list of recommended terminology and/or design icons for primary and secondary destinations (e.g., landmarks, public facilities, retail and dining destinations).
  - Follow applicable local/state laws and regulations. – link to state and local regs.
  - Assist in content policy formation for the signage and update of content
  - Maintenance and replacement

### **C. Design Signage Elements**

- Present up to three (3) sign design prototypes.
- From the design concept and material specs chosen by the Review Committee submit final design drawings, including:  
exact dimensions, letter heights, and materials, color specifications and material performance standards, with written statements regarding rationale for design choices.

### **D. Bid Specifications**

- Coordinate with City's Bureau of Transportation to develop bid specifications for the approved plans and designs for the Wayfinding signage system. Offer advice to Review Committee on contractor selection.

- Bid specifications should include specific placement information and clear instructions for installation and future replacement.
- Should include specific color info (PMS #s), brand elements, materials, etc. Should flow directly from Design stage.
- Should include housings, finishes, and fastenings.
- Must conform to all requirements of local ordinances, state statutes, and any and all other relevant authorities.
- Create a cost estimate for the system's implementation.

### **E. Meetings**

The selected consultant will work with staff and the Review Committee in the development of a plan. A minimum of three (3) on-site meetings are necessary.

- An initial meeting with the Review Committee to overview the project and gather information. A City tour will be included.
- A meeting with the Review Committee to present three (3) design proposals and mapping.
- One public information meeting
- An additional meeting with the Review Committee, if necessary.

### **F. Staff Responsibilities**

The Review Committee commits to timely responses and a cooperative working relationship with the chosen firm. Staff will be responsible for the following:

- Provide maps, GIS information and data as needed.
- Provide existing sign locations
- Set-up meeting times and locations for the committee.
- Provide printed materials and copies for meetings as needed.

### **G. Project Deliverables**

- A summary of research and findings which led to the final design guidelines recommendations
- An electronic copy of the final design guidelines which includes specifics of each sign design including: colors, sizes, materials and fonts.
- A detailed location map including position and type of sign at each location.
- A recommended implementation plan and timeline and signage policy.

## **6. RESPONSE FORMAT**

Provide ten (10) hard copies and one electronic copy of the following information for consideration and state the period it shall remain in effect:

- A cover letter summarizing your firm's background, and relevant experience.
- Descriptions and qualifications of your organization and team. This should identify the person who will serve as project manager for the job.
- Identify any portion of the scope of work that will be subcontracted. Include firm qualifications (brief) and key personnel.

- Provide a description of at least three (3) similar projects, including images or schematics of previous way finding design work.
- Provide a written description of your firm's intended approach to the project that demonstrates an understanding of the issues and tasks at hand, and the firm's ability to fulfill them.
- Provide an explanation of how your firm would meet the project schedule and deliverables.
- The Consultant shall submit a proposed project budget itemized by task and total project cost stated as a firm fixed fee for each section of the "Scope of Work" (items A-G) as defined. Labor and direct costs should be identified by task. Hourly rates for project staff shall also be provided.

## **7. SELECTION CRITERIA**

The Innovate Stamford Review Committee will evaluate the proposals based on the following factors:

- Completeness/thoroughness of response (20%)
- Workplan (25%)
- Understanding of the Project (20%)
- Resumes and References demonstrating experience on comparable projects (20%)
- Sample Prototype (15%)

## **8. PROJECT CONTACT**

Forward responses to this RFP to the following:

Michael Moore  
Vice President of Operations  
Stamford Downtown Special Services District  
5 Landmark Square, Suite 110  
Stamford, Connecticut 06901

[moore@stamford-downtown.com](mailto:moore@stamford-downtown.com)  
(203) 348-5285

Submit any questions, via e-mail, to the same contact. The deadline for submitting questions is January 25, 2018 at 4PM (EST).