



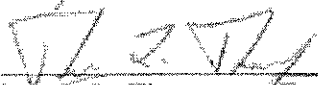
Memorandum  
Purchasing Division  
Marketing Division  
Economic Development Division  
Engineering Division


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TO: Albert J. Rigoni, Village Manager

FROM:   
Michael Aleksic, Purchasing Agent

  
Ann E. Tennes, Director of Marketing & Communications

  
Thomas L. Thompson, Economic Development Coordinator

  
Frederick G. Schatthner, Director of Engineering

DATE: November 25, 2013

SUBJECT: Agenda Item – Wayfinding Signage System  
December 2, 2013 Village Board Meeting

We have the following Downtown Improvement Project item to present to you for review and approval.

**Background:**

In December 2012, Village staff made a presentation to the Mayor and Board of Trustees regarding roadway and streetscape improvements for Downtown Skokie. The overall project goal was to improve and enhance the function and look of the Downtown and address pedestrian, vehicular and infrastructure needs. The planned improvements consisted of various design and construction components, many of which are well underway and/or nearing completion.

One of the major components of the Downtown plan is the implementation of a wayfinding signage system. In that regard, a committee consisting of Village staff from the Marketing, Economic Development, Engineering and Purchasing Divisions was formed and tasked with researching and procuring wayfinding signage. Staff developed a preliminary outline of locations in the downtown area where signage may be desired, and started researching how to best obtain a wayfinding program. As a result, two methods of developing and implementing a wayfinding system emerged: a design/build method where one firm is engaged to design, manufacture and install signage; and a design-to-bid method where a firm specializing in designing wayfinding systems is engaged to design and produce construction bid documents for signage manufacturing and installation. After bidding, a contract for manufacturing and installation would be awarded.

Staff interviewed a number of firms that specialize in designing and/or manufacturing and installing wayfinding signage in order to determine how to best develop and implement a wayfinding package. A Request for Qualifications (RFQ) was issued to solicit statements of qualifications from firms that specialize in wayfinding systems for municipalities and public entities. The firms that participated in the process consisted of the following:

Corbin Design, Traverse City, MI  
Western Remac Inc., Woodridge, IL  
Nicholas Associates, Oak Park, IL  
Naughton and Associates, Chicago, IL  
TAPCO, Milwaukee, WI  
The Lakota Group, Chicago, IL  
National Sign Plazas, Austin, TX

Staff reviewed the submittals and evaluated the submitting firms' experience with similar projects, their respective signage portfolios, staff capabilities, references and project approach. Staff also evaluated the design/build and design-to-bid methods of project delivery. Corbin Design, Nicholas Associates, Naughton and Associates and The Lakota Group all offered the design-to-bid method. Although Corbin Design emerged as the highest rated firm under this method, it was ultimately determined that this form of project delivery was too costly to pursue. Western Remac, National Sign Plazas and TAPCO offered the design/build method. After discussions with all three firms and a site visit to TAPCO, it was determined Western Remac offered the best combination of capabilities, experience and value for the Village.

#### **Budget Information: Downtown Skokie TIF District**

#### **Recommendation:**

It is recommended that a contract for wayfinding signage system design, manufacturing and installation be awarded to **Western Remac Inc., Woodridge, IL in the amount not to exceed \$225,900**. Services include an analysis of the destinations in Downtown Skokie, development of design concepts and signage arrays (different signs within a sign package which could include signs with arrows pointing to major downtown destinations, public parking lot identification signs, informational pedestrian kiosks, etc.), system documentation, signage fabrication and installation, and consulting services throughout the entire process. Western Remac has successfully produced and implemented wayfinding systems for Arlington Heights, Palatine, St. Charles, La Grange Park and Bartlett. **Village staff spoke to a staff member of the Village of Glen Ellyn who relayed her positive experiences with Western Remac.**

#### **Comments:**

The initial plan is to design, manufacture and install approximately 44 wayfinding signs, 17 parking identifiers, 8 permanent banners and 17 new poles and foundations (for areas where poles aren't present and signs are desired; most of the new signs will be mounted on existing light poles). As Village staff works with the Contractor through the planning and design process, the number of

signs and locations will be refined. The goal is to produce an attractive and functional signage package that will inform and direct the public, and at the same time be unobtrusive and aesthetically pleasing. Western Remac will develop a comprehensive plan for sign types and locations, detail design concepts for staff to evaluate, produce signage based on the selected design(s), and install signs and required poles.

Western Remac will partner with Signature Design Group from Naperville. Signature Design Group is a Landscape Architectural firm with over 30 years of experience. They have designed wayfinding and gateway signage for numerous municipalities and public entities, including Naperville, Plainfield, Bartlett, and Gilberts. Signature Design Group will take the lead in developing the design concepts for the Village to consider.

Western Remac will implement the design concepts into the master plan, produce shop drawings, manufacture the signs and install. Western Remac will also be responsible for obtaining all permits and provide traffic control during installation. The project will take approximately six months to complete.

CC: John Lockerby, Assistant Village Manager  
Max Slankard, Director of Public Works  
Peter Peyer, Director of Community Development  
Amandeep Mann, Transportation Engineer