



City of Sandusky, Ohio
Sign Design Professional to support Sandusky
Neighborhood Initiative Project Implementation

Request for Qualifications (RFQ)

Responses Due: March 16th, 10:00 AM

The City invites qualified professional sign design professionals to undertake the artistic design of neighborhood gateway and park entrance signs and/or large neighborhood Gateway Signage facades related to applicable Sandusky Neighborhood Initiative projects through June, 2019. It is the city's intention to eventually bid these designs out for fabrication and installation, at various times. Qualification packages are due no later than 10:00 AM on March 16th, 2018.

Scope of Services

After an extensive public planning process, in 2016 the Sandusky City Commission passed the Bicentennial Vision Plan, a broad plan for the city and community to implement over the next several years. Part of this vision called specifically for a neighborhood planning process, which led to the hiring of a Neighborhood Outreach Coordinator and the realization of the Sandusky Neighborhood Initiative. The Sandusky Neighborhood Initiative (SNI) is an initiative and public planning process, made possible by a grant from the Dorn Foundation funds and general city funds, to improve six (6) selected neighborhoods within the City of Sandusky. Combined, the neighborhoods represent a diverse cross section of socioeconomic, racial, and housing conditions and represent the city as a whole.

Once firms or individuals are selected for specific projects, based on qualifications, scope and fee will be determined, per project. A list of many, though not necessarily all of, the neighborhood projects that may require sign design services is detailed below.

Park & Neighborhood Gateway Signage – This location is currently a pyramid shaped structure that formerly housed several businesses located on the corner of Cleveland Road and Erie Boulevard, where the City will be re-purposing the cover structure and surrounding area into a neighborhood parklet and greenspace. A large sign will be needed for the Corner of Cleveland Road and Erie Boulevard to highlight the park and the entrance into one of Sandusky's finest places to live – the Historic Erie Boulevard Neighborhood. Artist(s) will use information previously gathered during the SNI process to design signage unique to the history and makeup of the neighborhood and new neighborhood park.

"Historic McKelvey Plat" Branding Signage – The 1st-5th Street Neighborhood is being branded the "Historic McKelvey Plat" in honor of the McKelvey's, one of Sandusky's founding and most historic families. There is an opportunity to place low lying (per maintaining line of sight on roadway) but substantial "McKelvey Plat" gateway signage at the boundary of the neighborhood. Artist(s) will use information previously gathered during the SNI process to design signage unique to the history and makeup of the neighborhood.

West End Gateway Signage – As part of an effort to implement and re-enforce neighborhood branding identities, a large gateway sign façade will need to be designed for the “West End”. Artist will use information previously gathered during the SNI process to design signage unique to the history and makeup of the neighborhood.

Jaycee Park: Park Gateway Signage – Jaycee Park is a park within the City of Sandusky currently scheduled to undergo a Master Planning Process later this year. It is a hidden gem, tucked away behind housing and local institutions, with no clear or demarcated entrances. Gateway signage facades will need to be designed – with varying degrees of complexity and size – for two to three (2-3) different entrance areas to the park, as decided by city staff. The selected firm will use information previously gathered during the SNI process, and Public Jaycee Park Master Planning Process, to design signage unique to the history and makeup of the neighborhood.

Other Projects -

The scope of services may include the following components, upon request by the city:

- Review and analyze existing conditions at each location
- Propose 1-2 signage designs for neighborhood or project, including plan views & renderings of signage in its intended location.
- Recommend landscaping features compatible with the site
- Recommend any additional public amenities that may improve the overall area (i.e. lighting, public art, etc.)
- Attend outside meetings with organizations and neighborhood residents along with city staff for input
- Edit sign proposals based off staff and resident feedback
- Provide 1-2 overall sign options for staff to choose from

Final deliverables will be discussed during the Scope of Services negotiations with the selected firm. The selected firm must develop and adhere to a design-schedule as proposed by the City of Sandusky so that the projects can be implemented prior to May 2018.

Please include with the qualification packet:

- Experience of firm and personnel assigned to this project that will uniquely qualify your firm to complete this work, including résumés and locations of key project team members (max. 2 pages)
- Description of the firm’s overall understanding of the project examples of similar work. (max. 1 pages)
- References (max. 1 page)

The City of Sandusky will evaluate and select the most qualified consultant. **Competitive price selection will not be utilized under the selection process.**

The following criteria will be used in the consultant selection process:

- Strength of project manager and strength/experience of key team members and proposed subcontracted firms’ key personnel
- Past performance and experience with projects of similar scope and size, including experience with facilitating dynamic community engagement and outreach process
- Innovative project approach, which includes all listed items in the Scope of Work
- Project schedule
- Location of key staff

Based on the qualifications submitted, the City may conduct interviews of firms that best demonstrate an understanding of the City's objectives and that adequately addressed all elements of the RFQ. Whether interviews are performed or not, the City shall enter into contract negotiations with the preferred firm to determine the final scope of services and project budget. If negotiations fail, the City shall enter into negotiations with the second highest ranked firm. This process shall continue until a contract is successfully negotiated or the City determines to issue a second RFQ. Contracts exceeding \$10,000 must be approved by the Sandusky City Commission.

All qualifications shall be considered without regard to race, color, religion, sex, national origin, citizenship, age, mental or physical disabilities, veteran/reserve/national guard or any other similarly protected status.

One original qualification packet and one electronic copy on CD or via email in PDF or MS-Word format shall be submitted by Friday, March 16th, 10AM to:

**Angela Byington, AICP
Director of Planning
222 Meigs Street
Sandusky, Ohio 44870**

If under 10MB, the requested electronic copy can be emailed to Talon Flohr at tflohr@ci.sandusky.oh.us. Call (419) 627-5730 with questions.

Sandusky Register: 



**Evaluation Form
City of Sandusky**

Professional Services Request

**Landscape Architecture Firm to support Sandusky
Neighborhood Initiative Implementation Projects**

Name of Firm:

Name of Evaluator:

	Criteria	Points	Score
1	Strength of project manager and strength/experience of key team members and proposed subcontracted firms key personnel	25	
2	Past performance and experience with projects of similar scope and size	25	
3	Innovative project approach, which includes all listed items in the Scope of Work	25	
4	Location of key staff	25	