

AUTHORIZATION FOR ADDITIONAL SERVICES

DATE: December 1, 2016

DESIGNER: Found Design, LLC (d.b.a. MERJE)
120 N. Church St, Suite 208
West Chester, PA 19380
484.266.0648

CLIENT: City of Clearwater, Florida
100 S. Myrtle Ave.
Clearwater, FL 33756

PROJECT: RFQ #65-15 / U.S. 19 Corridor Wayfinding and Signage Master Plan Services

CHANGE ORDER: C.O. #2 / Project #2 Scope Expansion
Design & Planning Phase for Citywide Wayfinding and Signage Master Plan Services
(see Exhibit A)

This is authorization to perform additional services on the project as noted above.

DESIGNER agrees to perform the following additional services: See the attached (Exhibit A) Additional Services for Project #2, Design & Planning for Citywide Wayfinding and Signage Master Plan Services, dated

(see Exhibit A)

A. , dated December 1, 2016.

B. CLIENT agrees to compensate DESIGNER for such additional services in accordance with the terms of the initial agreement for additional amount stated below:

Our team will complete the attached Scope of Work on a Fixed Fee basis, for the Compensation outlined in Exhibit A and identified as Base Project and Additional Tasks.

A) DESIGN, PLANNING + REIMBURSABLES: \$ 89,850 CHANGE ORDER #2 TOTAL

Any work not described in the attached Scope of Work will not be included in the above Fixed Fee. We will invoice monthly based on the percentage of work completed.

C. All other terms and conditions of the original agreement shall remain in full force and effect.

D. A separate project schedule is required for this scope of work and will be developed with the City once amendment approvals are received.

E. The effective date of this change order is the date on which the City signs below.

By signing below, the parties agree and affirm that each has reviewed and understands the provisions set out above and that each party shall be bound by each and all of said provisions. A copy of this agreement shall serve and may be relied upon as an original.

Accepted By Found Design LLC (d.b.a. MERJE):



12/1/2016

John F. Bosio
Principal

Date Signed

Accepted By the City of Clearwater:

George N. Cretekos
Mayor

Date Signed

Approved as to form:

Camilo A. Soto
Assistant City Attorney

Date Signed

Attest:

Rosemarie Call
City Clerk

Date Signed



December 1, 2016

EXHIBIT A

Ms. Gina L. Clayton
Assistant Planning and Development Director
City of Clearwater
100 S. Myrtle Ave.
Clearwater, FL 33756

**RE: Project #2 Scope Expansion
Design & Planning Phase for Citywide Wayfinding and Signage Master Plan Services**

Dear Gina,

Thank you for the opportunity to expand our scope of work to Project #2 / Citywide Wayfinding and Signage Master Plan Services.

The U.S. 19 Wayfinding Master Plan lays the groundwork for a successful wayfinding program and provides the design intent for the various project elements that can be considered throughout the City of Clearwater. Based on our meeting, I have outlined a Scope of Work, Methodology and deliverables associated with the phase of work. These tasks will provide you the documents to proceed to implementation of the items outlined.

Based on our discussions and the work completed to date on the U.S. 19 Wayfinding Program, we have developed the following Scope of Work and Service Plan

SCOPE OF WORK

Project Area: The proposal is based on implementing a system within the City limits of Clearwater and includes Downtown Clearwater and Clearwater Beach. The design of the system will be an extension of the approved design for U.S. 19 Corridor Wayfinding Program. Any additional sign design will utilize the U.S. 19 Wayfinding Program as a basis for design. The following sign types will be considered for the citywide wayfinding system;

BASE PROJECT

- City Gateways (Secondary Entry Points)(existing obelisks will remain)
- Vehicular Directional Signs
- District Identification / Landmark Pylons
- District Identification / Banners
- Pedestrian Directional
- Kiosks
- Orientation Maps (for use on kiosk)

SERVICE PLAN

For Project #2 of the design and planning effort, will include 5 primary tasks for planning, design, documentation and implementation of the project. This design process will build on the work accomplished during Phase 1 & 2 of the U.S. Corridor Wayfinding Master Plan and act as a natural extension. This will provide a basic structure for advancing through the project and provides opportunities to address individual project issues that are unique to areas of the City outside of the U.S. Corridor Wayfinding Master Plan area.

TASK 1 WAYFINDING ASSESSMENT

Kick Off meeting with Steering Committee and Stakeholder Group. This may include Downtown and Beach representatives, Visitor Services and City representatives, as well as representatives from major destinations and other community leaders. (TRIP #1)

Tour and photograph project area and existing system. (TRIP #1)

Identify Downtown and Beach gateways, primary routes, major areas, points of interest and destinations (cultural, business, shopping, education, parking, recreation, neighborhoods, etc).

Working meetings with wayfinding participants/community to review program criteria: primary and secondary routes, circulation, State & County roadways, assigned speed limits, parking lots, pedestrian requirements, districts/zones, transition points, decision points, information hierarchy, create a general menu of sign types, terminology/nomenclature, audience considerations, daytime vs. evening travel, design criteria, image, marketing goals, functional requirements, flexibility, vandal resistance and maintenance. (TRIP #1)

Identify a preliminary budget based on information gathered to date and estimated number of signs required.

This phase will include a maximum of a 2-day working session with stakeholders (small groups @ 1 hour) and 1 presentation of the Wayfinding Analysis to the Steering Committee.

TASK 2: DESIGN DEVELOPMENT

The design of the Citywide Wayfinding Program will utilize the U.S. 19 Corridor Wayfinding Program as the “basis for design”, with minor adjustments to the signs including color and graphic treatments. As part of this scope, MERJE shall develop concepts for a logo to identify the Beach district. A new logo currently being developed by the CRA for Downtown Clearwater will be utilized for identification on the signage.

In addition, based on citywide programming field surveys, we will expand the design across a full range of sign types and scenarios required by unique conditions in the various districts.

Finalize required new sign types, and functional aspects of program, including size, materials, contrasts, nomenclature, typography, symbols, hardware, architectural elements, placement, construction details, mounting methods and installation.

Submit “design development” drawings to fabricators for preliminary pricing and constructability reviews. Value engineer design if necessary.

Receive preliminary cost estimates from fabricators.

Preliminary Citywide Orientation Map design for review and comment. (see below: Orientation / Map Scope of Work)

Present to Steering Committee, Stakeholders and Community for review and approval. (TRIP #2)



Additional Trip: This will be utilized as a opportunity for additional presentations to groups listed previously or to other outside groups as necessary. It may also be used for additional site checking of specific field conditions or requirements. (TRIP #3)

Design Development deliverable: Design Development package, which will provide general information regarding material, color, finish, typography installation and sign size. This Task includes The following formal presentations (1) Steering Committee (1) Stakeholders, and (1) Community. Presentations shall be scheduled on same days or consecutive days.

TASK 3: PROGRAMMING (Sign Locations & Message Schedule)

Determine eligible destinations and attractions.

Prepare preliminary sign location plans, typical messages and general sign types.

Site check locations, with City representatives, for appropriateness, available space, existing pole conditions and general environment conditions. Note: this does not include detailed field mark-outs; it is a general review only. (TRIP #4)

Removal of Existing Signs: During the field surveys, MERJE will record any existing signs that need to be removed and replaced by new signs. This does not include an inventory of all existing wayfinding signs throughout the City of Clearwater.

PRELIMINARY SUBMITTAL of a message schedule and sign location plans for review and approval by client representatives and destinations. (Submittal #1).

SECONDARY SUBMITTAL, revise message schedule and sign location plan for review and approval by client representatives and each destination. (Submittal #2). Client internal review only, no formal meetings with stakeholders.

Submit revised Sign Location Plans to client representatives and other required agencies.

Programming deliverable: Based on working meetings and project reviews a sign location plan and message schedule will be developed and submitted for final approval. This will include typical sign locations, messages/terminology and required sign types.

TASK 4: DOCUMENTATION STAGE

Utilizing the U.S. 19 Corrdior Wayfinding Program documentation as a standard, complete additional necessary documentation Drawings for all new sign types, including; final design, fabrication, construction details and installation methods. (Bid Document)

Field Surveys / Sign Locations. This task includes visiting each sign location, and gathering final placement information, including, photographing the location, preparing a simple site drawing (when applicable) and noting any field conditions that need to be considered prior to or during installation. The appropriate City of Clearwater, FDOT and Pinellas County staff are required to attend the field survey. (TRIP #5)

City, FDOT and County staff shall provide final approval on placement within their representative right-of-way and assist with all additional coordination issues that may arise. Depending on the quantity of signs and number of teams required to site check, typically (1-2) representatives from each group should attend; along with a member Wayfinding Committee or City Planning Department. Depending on the quantity of sign locations that need to be checked, this usually takes 1 -2 days (TRIP #5)

Based on field surveys, prepare Final Sign Location Plans (final dimensions / individual site drawings and photographs) as described in Task 1.

Prepare final cost estimate based on final design and sign counts.

Write Technical Specifications describing materials, products, submittals, coordination, execution, quality assurance, installation, etc.

Documentation deliverable: The Clearwater Citywide Wayfinding Program Bid Document will provide the City with the necessary drawings and specifications for bidding the project.

TASK 5: ORIENTATION MAP / BROCHURE DESIGN

The City of Clearwater Orientation map will be designed in layers, which will allow the City of Clearwater to utilize it for many different purposes, including signs, print materials and multi-media. The following 3 orientation maps will be designed.

- 1) Citywide Map (this is a simplified version, showing major streets and destinations)
- 2) Downtown Clearwater Map
- 3) Clearwater Beach

The design of each of these maps shall follow the overall design intent of the wayfinding program and the 3 maps, along with the Phase 2 U.S. 19 Corridor map will communicate a family of wayfinding tools related in style and information.

Map Elements

The maps will include the following information and be similar in style to the example provided in the U.S. 19 Wayfinding Master Plan. Maps will be produced in Adobe Illustrator and the following "layers" will be available as required;

- Base map (streets, street names, parks, etc.)
- Destinations and Attractions (keyed to a list)
- Major Buildings and Structures
- Public Parking Lots
- Parks, Recreational Areas and Trails
- Amenities (restrooms, ATM, Shopping areas, Visitor Info, etc.)
- Landmarks
- Legend

The base map will be designed with a North up orientation. We will also convert the maps to additional East, West and South compass orientations as required for "heads-up" viewing, which will be used on signage and kiosks.

Map Schematic Design: Develop preliminary orientation map graphics – draft submittal (50%) to client for general review and comments. This will be based on a limited area of the map and will include color, typography, roadways and primary destinations. Design options will be presented and will be



utilized to establish the basis for design for the overall map. (Schematic Design Revisions: 3 Max)

Map Design Development: Based on client comments and approvals of the 50% map, an expanded full version will be submitted as 75% and 90% completion progress, (Submittal #1 and #2).

Final Map Artwork: Receive comments and prepare FINAL MAP ARTWORK. This digital file will be prepared for use on various design elements as outlined in the agreed scope and deliverables. (Submittal #3).

Client Acceptance of Map Artwork

Deliverable: Production ready map artwork and digital files, for each of the 3 maps, will allow the City of Clearwater the ability to edit the map as required in the future. The following maps are included;

- Base Maps (North / Heads-Up)
- 3 additional Orientation (South, East and West / Heads-Up)

Upon acceptance of the artwork, the designer shall provide the City with a digital file (Adobe Illustrator) for their use and for any future updates that are necessary.

SUMMARY OF TRAVEL

Trip #1	Task 1	Kickoff Meeting and Interviews
Trip #2	Task 1 / 2	Presentation (Wayfinding Analysis & Design Development)
Trip #3	Task 2	Additional Presentations (if necessary)
Trip #4	Task 3	Field Survey #1
Trip #5	Task 4	Final Field Mark-Outs*

* Requires attendance by City, County and/or FDOT Staff*

COMPENSATION

Thank you for considering MERJE for the development of U.S. 19 Wayfinding Program. Based on the services outlined, we propose the following compensation

A) DESIGN & PLANNING SERVICES

Task 1: Wayfinding Analysis	\$ 16,000
Task 2: Design Development	\$ 9,000
Task 3: Programming	\$ 38,000
Task 4: Documentation	\$ 10,000
Task 5: Orientation Maps (3)	\$ 9,000
Reimbursable (5 trips / 2 people)	<u>\$ 7,850</u>
CHANGE ORDER #2 TOTAL	\$ 89,850

Reimbursable Expenses

Reimbursable expenses are in addition to the basic compensation cited above and will be billed to the client at 1.10 times the expenses incurred by MERJE and our consultants in the interest of the project. These expenses include, but are not limited to, CAD machine plots, photocopies, photography, models, renderings, travel, food, lodging, facsimiles, art materials, typesetting, first-class mail, special overnight mail and delivery services, long distance telephone calls, and messenger services.

POTENTIAL ADDITIONAL SERVICES

The following items are potential additional signage services, and if authorized by the client, a separate proposal will be developed to address a specific project requirement.

Destinations / Sign Quantity

This proposal is based on the approx. 18 – 25 destinations and 120 – 150 signs.

Additional Consultation and Design (not in contract)

- Trips / Meetings beyond those outlined in this proposal (6 Trips to Clearwater)
- Structural Civil or Electrical Engineering
- Bid Assistance and Construction Administration
- FDOT Permit Drawings and related Engineering.
- Interpretive Signage for historic areas (scope, quantity to be determined)
- Historic Markers or special historic walking tour (scope, quantity to be determined)
- Design of Banners, wall murals, super graphics or other sign types outside the agreed upon menu.
- Inventory and/or Removal Plan of existing signs throughout the City of Clearwater.
- Advertising or Individual Marketing Materials
- Digital Wayfinding: Web Sites, Mobile Apps or other digital elements.
- Structural, Civil, Traffic or Electrical Engineering
- Landscape or Lighting Design

Presentation of project to parties outside the core client group, that would require additional trips, such as art commission, historic commission, planning board, etc.; preparation of additional presentation materials for such meetings.

If you have any questions regarding the above, please feel free to contact me. Thank you very much for the opportunity. We look forward to working with you on this exciting project.

Sincerely,



John Bosio
Principal