

October 27, 2023

Mr. Morris Heide
Director, Parks, Recreation, and Tourism
City of Independence Missouri
416 W. Maple Ave
Truman Memorial Building
Independence, MO 64050

Re: City of Independence Tourism Wayfinding Package
Contract Amendment for Tourism and Museum Master Plan date November 9, 2022
PGAV Project No. 53679-00

Dear Morris,

PGAV (Peckham Guyton Albers & Viets, Inc.) is pleased to provide the following proposal for additional professional services to the City of Independence, Missouri (City). This scope adjustment is to provide a wayfinding package as part of the Tourism and Museum Master Plan and is comprised of the following:

- General Description
- Scope of Work/ Deliverables (Attachment A)
- Subsequent Phases / Additional Services
- Professional Fees
- Reimbursable Expenses
- Summary

General Description

The purpose of this task is to plan and design a wayfinding system to direct motorists, cyclists, and pedestrians to various destinations within the City of Independence. More than just a series of directional signs, wayfinding recognizes the impact of signage on the aesthetic experience of a place and enhances civic and tourism identity. The consultant will provide recommendations emphasizing the need for a consistent program of signs that will draw and direct traffic and will establish a positive image of the community to visitors, advancing strategies outlined in the Tourism and Museum Master Plan.

Scope of Services

The scope of services includes strategic planning of sign locations and creative development of specific sign types including cost estimates. The consultant will coordinate with the City to develop a phased implementation plan based on available funding and strategic priorities. (See Attachment "A").

Schedule

PGAV will perform the services outlined in the work plan within 7 months from signed authorization.

Subsequent Phases / Additional Services

This agreement is for the services as described in Attachment “A” – Scope of Work. The City may elect to engage PGAV for Additional Services other than those defined in the Scope of Work. In this instance, PGAV will forward a letter to Morris Heide outlining the additional scope, additional fees, and reimbursable expenses associated with these extra services such as:

- Construction Documents
- Construction Administration

Professional Fees

PGAV will charge a professional fee of **\$185,000** for the services described in Attachment “A” – Scope of Work. We will bill for these services monthly as incurred.

Reimbursable Expenses

In addition to fees, PGAV will bill for expenses directly related to the project including travel, expedited shipping, and printing. Expenses will be billed monthly at cost without markup. The estimated cost of expenses, based on the scope description, is \$10,000.

Summary

Jennifer Goeke and I will both be available as contacts throughout this process.

If you have any questions or need any additional information, please don’t hesitate to call. If this contract amendment is acceptable, we would appreciate your assistance in preparing an official contract amendment. We look forward to working with you and your team on this exciting project.

Sincerely,



Tom Owen, Vice President

Morris Heide
City of Independence

Date

ATTACHMENT “A”: WAYFINDING SCOPE OF WORK

CITY OF INDEPENDENCE MISSOURI

Wayfinding signs in a city serve the purpose of guiding pedestrians, drivers, and tourists to their intended destinations. They provide information about directions, landmarks, services, and points of interest. Planning will be coordinated with existing conditions and plans in development such as the Truman Connected plan and the MARC Regional Wayfinding Plan.

Wayfinding systems often include a combination of these sign types to create a comprehensive navigation experience for individuals navigating the city. The goal is to provide clear, consistent, and user-friendly information to ensure a positive urban experience for both locals and visitors.

Focus on Tourism Hubs, Gateways, and Corridors

The scope includes strategic planning and creative development of a wayfinding and branded identity program to reinforce a sense of place at key locations within Independence and guide people to those locations. The key locations were called out in the 2023 Tourism and Museum Master Plan as tourism hubs because they have the highest concentration of attractions and amenities for visitors. Tourism hubs will be the focus of the plan (see attached map). The intent is to make Independence a visitor-friendly destination, enhance the brand of the city, and promote economic development. Tourism hubs include:

- Historic Hub
- Englewood Arts District Commercial District Hub
- Entertainment, Retail, and Hotel Hub
- Nature Hub
- Miracle Mile Hub
- Independence Athletic Complex Hub

In addition to reinforcing the sense of place for the hubs, the scope includes identity and wayfinding for key gateways into the city and along strategic corridors that lead to and connect hubs (see map). Several sign types will be required to achieve the desired result of enhanced sense of place, wayfinding within and between hubs, and at gateways. Signs will be developed as a family of cohesive and consistent style, color, materials and nomenclature. The scope allows for a sign “family” of up to 12 distinct sign types including the 10 listed below and additional types to be determined during the design process.:

1. Hub Identity Signs: indicates to visitors when they are entering a hub
2. Corridor Identification Signs: indicates to visitors when they are on a corridor as identified in the Tourism Plan.
3. Gateway Signs: indicates visitors are entering Independence along key routes.
4. Directional Signs: guide visitors to hubs, attractions, and parking within hubs
5. Information Panels: include maps and information about sites within a hub
6. Parking Signs: indicate where visitors may park and for how long
7. Transit Signs: provide information to transit passengers regarding tourism offerings

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8. Bike Path Signs: indicated designated lanes and routes
9. Street name Signs: Special street signs or sign toppers in historic districts
10. Multilingual Signs: Specifically related to the streetscape project in Independence Square

WORK PLAN

The work plan is organized in four phases:

- Phase One: Planning
- Phase Two: Schematic Design
- Phase Three: Design Development
- Bidding and Negotiation

Final technical documentation occurs in subsequent phases and may be produced by a sign manufacturer in cooperation with PGAV, therefore it is not included in this proposal.

PHASE ONE: CONCEPT PLANNING AND DESIGN

Workshop #1: Kickoff Meeting

PGAV will facilitate a meeting with the project team to solidify the goals and parameters of the wayfinding program. Agenda items will include:

- Define the goals and objectives of the wayfinding program, such as improving accessibility, enhancing the visitor experience, and reducing congestion.
- Determine target audiences including tourists, residents and different user groups such as cyclists, pedestrians, and drivers.
- Develop initial list of wayfinding destinations such as museums and parking.
- Initial strategy for types and locations of wayfinding elements.
- Brand Strategy
- Existing Transportation Infrastructure
- Discussion of permitting process and UDO requirements for City signage

Stakeholder Engagement

PGAV will facilitate discussions with key stakeholders regarding planning concerns and considerations.

- Public Works Department
- Police Department
- Communications Division
- Local Businesses/Associations
- Cultural Institutions

Route Planning and Mapping:

PGAV will develop a map with locations of wayfinding destinations including individual attractions, tourism areas, corridors, and key intersections. The map will define the locations to which the wayfinding system will guide people.

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- Develop accurate maps that show the layout of the city, streets, landmarks, transit options, and points of interest.
- Identify primary and secondary routes for pedestrians, cyclists, and vehicles, taking into account safety, efficiency, and accessibility.
- Highlight areas with heavy foot traffic, potential congestion points, and intersections that require clear signage.
- Determine which sites and parking will be included/confirm names.
- Develop a list of locations, type, and priority criteria and recommendations to assist with a multiphase implementation.

Benchmarking:

PGAV will conduct research into wayfinding best practices and compile relevant examples to facilitate decision making on general design direction and character of wayfinding elements.

Creative Development: Initial

PGAV will develop sketches and narratives describing initial ideas on wayfinding types with various creative approaches. This will include potential use of sign types, technologies and information to be included.

Workshop #2: Interim Review

PGAV will present work to date for review and discussion.

Creative Development: Iterations

PGAV will develop iterations of design concepts based on comments and discussion.

Workshop #3: Phase One Presentation

PGAV will develop a presentation summarizing the strategies and creative development. Once approved, the presentation serves as the guiding document for design.

PHASE TWO: SCHEMATIC DESIGN

Schematic Design will advance the concepts into preliminary technical drawings. PGAV will perform the following tasks:

Develop Signage Design and Standards:

- Create a consistent visual design for all wayfinding signs, including typography, colors, symbols, and layout.
- Develop signage standards and guidelines to ensure uniformity throughout the city.
- Consider the use of symbols that can be universally understood, as well as clear, easy-to-read fonts.
- Conduct research and engage with the City to understand and determine culturally appropriate colors, forms, patterns, symbols, or other criteria to inform the design.
- Assess, with the help of the City, photographs, illustrations, or other graphic design assets for potential use in the project.

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- Develop two (2) options for the creative intent (look and feel)
- Initial recommendations of fonts for each graphic type.
- Work with project team to select preferred option.
- Update wayfinding schedule/list of key messages.
- Update dot plan.
- Identity graphics material options and costs.
- Submit for approval.
- Select the preferred option for development

Workshop #4: Schematic Design Review

PHASE THREE: DESIGN DEVELOPMENT

- Interpretive / Graphic Design Development of the preferred option
- Initial layout of all graphics using draft text.
- Initial selection of photographs or other images.
- Initial determination of need for custom illustration and/or photography.
- Layout of each graphic with selected image and or illustrations (low resolution), cropping, fonts, and design elements.
- Two rounds of revisions are included. Additional revisions beyond these rounds will be discussed and evaluated as additional service
- Update cost estimates
- Final Layout of interpretive graphics with final text, approved images in low resolution.

Workshop #5: Design Development Review

PHASE FOUR: BIDDING AND NEGOTIATION

- Bidding and Negotiation Assistance / Permitting
- Assist in obtaining bids or negotiated proposals.
- Assist in review and award of bids and contracts.
- PGAV shall prepare drawings for City permit if required. PGAV will inform Owner of all meetings prior to their occurrence and keep Owner informed as to the status of the permitting process at all times.

DELIVERABLES

- Final deliverable: PGAV will provide an electronic Exhibit Package (11 x 17 PDF format) containing the intent for up to 12 wayfinding sign types in the project. This information is conveyed through a series of drawings and documents, including sign location plans and schedules, color elevations, and design drawings noting specifications.
- Any revisions from the review of the Production Design/ Bid Documents can be incorporated into the Final Art

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Exclusions

- Detailed construction documentation for site-specific sign locations
- Wayfinding for other public facilities such as government buildings, hospitals, schools, etc.
- Construction administration services during sign fabrication and installation
- Design and development of digital signs and kiosks
- Signs to identify individual attractions

PGAV would be pleased to provide these services under a separate agreement.