

**Wolf River Conservancy in partnership with  
The City of Memphis Division of Park Services  
Request for Proposals  
Memphis Wolf River Greenway and Trail System Signage Design Guidelines**

Issued by Bob Wenner  
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September 2, 2011

**Proposal Deadline: September 27, 2011**

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## **1. Introduction and Background**

The Wolf River Conservancy (WRC) in partnership with the City of Memphis Divisions of Park Services (City), hereafter known as the Memphis Greenway Partnership Group (Partnership) seeks a qualified and professional individual or firm to provide planning and design services for the development of trail signage and informational design guidelines for the Memphis Wolf River Greenway and Trail System (Project). The Partnership invites all qualified consultants who possess experience, capability and expertise in the planning and design of trail system signage to submit scope and fee proposals for the provision of professional services as set forth in this Request for Proposals. It is anticipated that the selected consultant (Consultant) will have the specialized skills to develop a unique, enduring Project logo; write, illustrate and design signage for the Project; and provide production-ready designs for signage in one Project phase.

The main goal of the Partnership is to develop a high-quality public greenspace and trail—the Project—a recreation, conservation and education amenity for the Memphis community that is of national significance. The Project is an approximately 22-mile, paved, multi-use recreational trail that will run along the length of the Wolf River from the confluence at the Mississippi River to the Germantown city limits. It will link a variety of Memphis’s parks, neighborhoods, businesses and other assets in areas such as Shelby Farms Park, East Memphis, Raleigh, Frayser, North Memphis and Downtown, including the Mississippi River Greenbelt Park, Mud Island, and River Walk. The Project fulfills multiple Partnership goals:

- Recreation - Create a variety of trail opportunities for multiple, non-motorized recreation uses, such as: hiking, jogging, birding and biking.
- Transportation - Link neighborhoods, businesses, parks and other community assets that by design encourage the use of the trails to fulfill transportation needs.
- Conservation - Protect the natural and cultural resources along the corridor, which provide natural flood protection, reduce storm water runoff, protect water quality, facilitate recharge into Memphis’s drinking water aquifer and preserve riparian buffers, wildlife habitat, archaeological sites, and scenic beauty.

- Quality of Life - Create a trail system that helps educate residents of the importance of natural resources and makes Memphis a desirable location for current as well as new residents and businesses.

The City is responsible for the development, operation and maintenance of City of Memphis park and recreation facilities. It manages the overall trail Project, including, but not limited to, trail planning, design, construction and maintenance. The WRC is a nonprofit organization with a mission to “preserve and protect the Wolf River watershed as a sustainable natural resource.” The organization contracts with consultants on behalf of the Partnership for professional assistance and services that support the Project, acquires land and easements for the Project and provides staff support and oversight in other areas of Project development. The Consultant will communicate with the Partnership via the WRC but will work collaboratively with at least one representative from both the WRC and the City.

The first segment of the Project (“Phase 2”) opened in December 2010 and provides approximately 1.6 miles of 10-foot-wide, paved trail between the Wolf River and Humphreys Boulevard, from Walnut Grove Road to Shady Grove Road. The second segment of the Project (“Phase 3”), approximately 1 mile of trail from Shady Grove Road to the Germantown City limits, will be under construction by October 2011. The Partnership is engaged in planning and design efforts for future segments of the Project, which will be phased over several years and completed as financial and physical resources are made available.

Phase 2 of the trail currently features basic safety and regulatory signage along its length, a comprehensive information sign located at the trailhead parking lot and a City of Memphis Park Services gateway sign. These signs were designed by the Partnership in coordination with the trail designer and other City of Memphis Divisions. Recommendations from the new signage design guidelines will ultimately be utilized to replace existing Phase 2 signage, as funding allows. The signage design guidelines will direct signage design for Phase 3 of the trail, slated for completion by early 2012, and all future trail segments.

The Partnership seeks signage with unique branding and creative elements that will be replicated on all signs developed for the Project. The new logo and signage design guidelines will clearly distinguish the Project from other local trail projects. Additionally, it is expected that the signage design guidelines will help attract more local and out-of-town users to the Project; thoroughly orient them as they utilize the Project; and provide enhanced engagement with the Project and its features. The signage design guidelines should complement the character of the Project as identified by the Partnership and other stakeholders and appeal to a wide variety of visitors. Signage should be aesthetically

compatible with and appropriately scaled to the surrounding environment, which will vary along the 22-mile trail corridor and may include the following characteristics:

- The Wolf River channel and river edge;
- Conservation lands including wooded areas, meadows and open spaces;
- Street frontage areas more visible from nearby streets and neighborhoods;
- Landscaped riverfront parks and feature areas; and,
- Trails and on-street routes that connect to the greenway corridor.

Ultimately, the Partnership desires a distinctive, consistent information system that can be utilized along the entire length of the greenway. Please note that it is expected that sign usage will be minimal—to be installed as needed to meet safety, informational and interpretive objectives to avoid visual clutter.

## 2. Purpose

The purpose of this request is to provide the Partnership with Project logo design, comprehensive trail signage design guidelines, preliminary designs for all signage included in the signage design guidelines and production-ready designs of Phase 3 trail signage.

## 3. Scope of Work

The selected Consultant will:

- Participate in one Project Pre-Design meeting with WRC staff, City staff and key stakeholders to review milestones, confirm deliverables, establish project protocols and identify and define key signage types and components.
- Create a distinct Project logo that will appear throughout the Project corridor and be utilized on signs, monuments, furnishings, websites and marketing materials.
- Recommend individual signage types for the signage design guidelines. The Partnership has developed master Design Guidelines for the Project that suggest a series of signs for the trail corridor (the signage design guidelines will serve as an appendix to the master Design Guidelines). These signage types should be considered and included in some form in the signage design guidelines. They include:
  - **Safety signs:** These signs address trail user and bicycle safety. Sign types within this category include traffic control, warning signs and miscellaneous safety signs.
  - **Information signs:** Signs that provide travel information to trail users and include several different sign types.
    - **Wayfinding/directional signs:** Signs and markers, some with maps showing trail user locations; signs with directions and/or distances to/from destinations; mile markers; trail length signs; and street signs placed on bridges to identify cross streets.

- **System signs:** Used at major entry points of the trail system and include large gateway signs and information signs that address comprehensive issues and incorporate a map of the system, rest area locations, degree of trail difficulty, accessibility information, estimated travel time, trail rules and regulations, user safety guidelines, emergency contact and user feedback telephone numbers/websites and other pertinent information.
  - **Credit signs:** Provide information about those who contributed to the development of the trail and/or amenities along the trail.
  - **Interpretive signs:** Educational displays addressing natural and/or cultural features.
- Recommend themes, materials, dimensions, layouts, colors, fonts, images, structures and other key features for all signage types within the design guidelines.
- Produce preliminary designs of all signage types recommended for the signage design guidelines, according to the Design Program outlined herein.
- Complete construction documents for the signs recommended for Phase 3 of the Project, according to the Design Program outlined herein.
- Oversee fabrication and installation of Phase 3 signs.
- Work with the Partnership staff and other stakeholders to finalize the signage design guidelines according to the Design Program. The Design Program for development of the signage design guidelines (logo, preliminary designs of individual sign types and Phase 3 construction documents) will include the following phases of progress submittals and reviews:
  - Schematic Design Phase - Consultant submittal and Partnership review
  - Design Development Phase - Consultant submittal and Partnership review
  - Construction Documents Phase - Applies to Phase 3 signs only, Consultant submittal and Partnership review
  - Oversee Fabrication and Installation of Signs - Applies to Phase 3 signs only
- Submit multiple concepts for the logo and sign types in the Schematic Design Phase of the Design Program.
- Research and write signage text, as required, with Partnership staff retaining the right to edit all text for style.
- Research and obtain all signage graphics and images and act on behalf of the Partnership to procure image rights as necessary.
- To the degree possible, signage should:
  - Have standardized sizes and components.
  - Be of durable and easily maintained components. It should be noted that signage may seasonally be covered by the Wolf or Mississippi River waters.
  - Be structurally secure and resistant to vandalism.
  - Require little to no regular maintenance.

- Be ADA compliant.
- Develop detailed cost estimates for components of the signage design guidelines plan that are specific to design features.
- Complete a signage design guidelines document for the Project, to include the logo design and individual sign type designs. The Design Program phases detailed herein would apply to the development of this final document.

#### **4. Agency provided support and resources**

As part of the project, the Partnership will provide the following materials or services for the interpretive panel project:

- Assistance in image selection.
- Assistance in organizing meetings and providing meeting rooms and associated audio-visual needs as needed.
- Phase 2 and Phase 3 Project site plans.
- An overall project based map (electronic format AutoCAD 2007)
- Other assistance as needed.

#### **5. Client Reporting**

The Consultant will provide monthly project memoranda, updating the progress of the project, preferably via e-mail.

#### **6. Project Schedule**

Proposals are due September 27, 2011. The Consultant must be available to work by October 14, 2011. The timeline for the proposed scope of work is 15 weeks, with all deliverables required by January 31, 2012.

#### **7. Proposal Submission Requirements**

All proposals submitted for evaluation must include, but are not limited to, the following information:

- List/samples of signage design projects developed within the past two years.
- Sample of Consultant's best signage design, including location, brief description and budget of each project.
- List of three references from recent signage design projects, including current phone numbers and email addresses.
- Samples of logos developed.
- List of personnel (resumes) who will be involved with Partnership meetings, logo development, signage design guidelines development, preliminary design activities and development of construction documents for Phase 3 signage.

- Project understanding and approach: Describe specific understanding of the project, including references to relevant work on completed projects that may inform the Consultant’s approach. Describe in detail the Consultant’s approach to the project, including anticipated deliverables and meetings.
- Estimated schedule for completing the work within the approximate timeframe from October 17 to January 31. This schedule should address all work and meetings recommended by the Consultant.
- Breakdown of budget:
  - Logo and signage design guidelines research, planning and design
  - Hourly rate for all principals and staff that would be designated to work on this project.
  - A separate fee for the “Oversee Fabrication and Installation” Phase
  - Anticipated reimbursable expenses and the rate charged for each without markup.
  - Any other fees or charges not included above.
- Provide payment terms and conditions.

## 8. Submission of Proposals

Proposals will be accepted until 3:00 pm, September 27, 2011. Six (6), no more than 8.5-inch by 11-inch, bound copies and one unbound copy of the proposal must be sent to:

Bob Wenner  
 Wolf River Conservancy  
 3100 Walnut Grove Road, Suite 503  
 Memphis, TN 38111

Questions regarding this RFP may be directed to Bob Wenner at (901) 483-7724 or [bob.wenner@wolfriver.org](mailto:bob.wenner@wolfriver.org)

All costs associated with preparing and submitting this proposal will be borne by the bidder and will become the property of the Partnership. The Partnership reserves the right to stop the selection process at any time if it is considered to be in the best interests of the Partnership. The Partnership also reserves the right to reject any or all proposals submitted. A binding agreement between the WRC and any bidder shall be dependent upon the negotiation, drafting and execution of a formal contract. Late submissions will be returned to submitter unopened.

## 9. Evaluation

Proposals will be reviewed and evaluated by the Partnership on or before October 7, 2011. Bidders may be asked to be available for interviews between September 27 and October 7, 2011. Discussions may be conducted with bidders but proposals may be accepted without such discussions. Applicants will be notified by email as to the status of their application.

The WRC reserves the right to modify this solicitation and to request additional information or proposals from any or all participating Consultants. In addition, the WRC may solicit proposals from Consultants not responding to this call and reserves the right to select a consultant outside of the pool of Consultants responding to this RFP.

The Partnership encourages cross-disciplinary collaboration.

#### **10. Copyright**

All artwork created by the selected Consultant for the development of the signage design guidelines, to include the Project logo and individual sign type designs, must be solely the result of the design and artistic effort of the Consultant, not infringe upon any copyright or the rights of any person and may not have been accepted for sale elsewhere. All artwork acquired through development of the signage design guidelines shall be acquired in the name of the Partnership.

Thank you in advance for the time and effort put forward by interested consultants.