



Longview-Kelso Proposed Scope of Work for Master Wayfinding Signage (MWS) System



Beckwith Consulting Group
6 July 2016





BECKWITH

Beckwith Consulting Group
Planning/Design/Development Services
PO Box 704, LaConner, Washington 98257
beckwith@beckwithconsult.com
www.beckwithconsult.com
360-466-3536

6 July 2016

John Brickey, Director
Community & Economic Development Department
City of Longview
PO Box 128, 1525 Broadway
Longview, WA 98632

Regarding: Proposed Scope of Work for Kelso and Longview Master Wayfinding Signage (MWS) System

Dear John:

Please consider the following as you review our submittal:

- **Our inclusive outreach** - involves your key stakeholders including the Longview Downtown Partnership, Kelso Downtown Revitalization Association, Kelso-Longview Chamber of Commerce, Cowlitz County Tourism, Port of Longview, RiverCities Transit, Lower Columbia College, St John Medical Center, and others to ensure consensus and their willing participation in your branding, logo, and signage process.
- **Our holistic approach** - integrates vehicular, transit, bicycle, and pedestrian gateway and wayfinding signage on your major traffic corridors including I-5, US-30, SR-4/Ocean Beach Highway, SR-411, SR-432, and SR-433 with your major destinations including Cowlitz County Conference Center/Fairgrounds, Lower Columbia College, St John Medical Center, Southwest Washington Regional Airport, Triangle Center Mall, Twin City Center Mall, Three Rivers Mall, Tam O-Shanter Park, RA Long Park, and Lake Sacajawea Park, among others - as well as applications in social and print media.
- **Our scope of work** - can be completed within 12 weeks for a design budget of \$50,000 including a contingency reserve.
- **Our availability** - begins immediately and continues full-time until your branding, logo, gateway, and wayfinding designs and social and print media applications are resolved, approved, manufactured, installed, and authorized.
- **Our quality control** - is paramount as it has been on all of our projects with a 100% record of being within budget, on time, and of exceptional quality.

In conclusion, we are most interested in your master wayfinding signage project and would like the opportunity of reviewing our approach in more detail with you.

Sincerely,

Tom Beckwith FAICP, Principal

Our schedule and budget

| Team Leader/Planner - Tom Beckwith FAICP | | | | | | | | | | | | | |
|-------------------------------------------------------------|---|---|---|---|--|--|--|--|----|----------|----------|----------|-----------------|
| Branding - Jacque Beamer | | | | | | | | | | | | | |
| Environmental Design - Sebastian Schoelss | | | | | | | | | | | | | |
| Graphic Design - Michael Arthur | | | | | | | | | | | | | |
| Sign Manufacturer - Ronald Whitaker SEG, WS Signs & Designs | | | | | | | | | | | | | |
| | | | | | | | | | | | | | |
| weeks | | | | | | | | | | | | | |
| 2 4 6 8 0 2 | | | | | | | | | | | | | |
| 1 1 | | | | | | | | | | | | | |
| prof hours | | | | | | | | | | | | | |
| labor cost | | | | | | | | | | | | | |
| material cost | | | | | | | | | | | | | |
| total cost | | | | | | | | | | | | | |
| Start process | | | | | | | | | | | | | |
| 1 Conduct retreat w/Task Force | X | X | | | | | | | 8 | \$1,200 | \$250 | \$1,450 | |
| Assess existing conditions | | | | | | | | | | | | | |
| 2 Inventory/assess visual images | X | X | X | X | | | | | 32 | \$4,800 | \$0 | \$4,800 | |
| 3 Inventory/assess signage conditions | X | X | X | X | | | | | 24 | \$3,600 | \$500 | \$4,100 | |
| 4 Review assessments w/Task Force | X | | | | | | | | 16 | \$2,400 | \$250 | \$2,650 | |
| Create alternative concept families | | | | | | | | | | | | | |
| 5 Create alternative concepts | X | X | X | X | | | | | 72 | \$10,800 | \$0 | \$10,800 | |
| 6 Review w/Task Force/Councils/public | X | | | | | | | | 16 | \$2,400 | \$500 | \$2,900 | |
| 7 Refine preferred concept | X | X | X | X | | | | | 24 | \$3,600 | \$0 | \$3,600 | |
| 8 Validate final costs/methods w/Councils | X | | | | | | | | 12 | \$1,800 | \$250 | \$2,050 | |
| Develop style guides and specifications | | | | | | | | | | | | | |
| 9 Develop style guides/specifications/costs | X | X | X | X | | | | | 56 | \$8,400 | \$0 | \$8,400 | |
| 10 Review costs/schedules w/Task Force | X | | | | | | | | 24 | \$3,600 | \$250 | \$3,850 | |
| 11 Refine guides/costs/methods/phasing | X | X | X | X | | | | | 16 | \$2,400 | \$0 | \$2,400 | |
| 12 Validate costs/methods w/Councils | X | | | | | | | | 12 | \$1,800 | \$250 | \$2,050 | |
| Implement wayfinding | | | | | | | | | | | | | |
| 13 Construct/bid/install signage elements | X | X | X | X | | | | | | | | tbd | |
| Subtotal | | | | | | | | | | 312 | \$46,800 | \$2,250 | \$49,050 |
| Contingency | | | | | | | | | | 2% | | | \$950 |
| Project budget | | | | | | | | | | | | | \$50,000 |

Tasks of work

Following is a brief description of the tasks of work outlined in the gantt chart on the preceding page.

Start process

1: Conduct workshop with Task Force

We will conduct a workshop with you, your Task Force, Longview and Kelso City Councils, and other key stakeholder representatives you deem appropriate to review and strategize about:

- **Vision** - concerning the context, scope, and particulars of your Longview and Kelso master wayfinding signage systems and related social and printed media application potentials,
- **Assessment** - of the electronic, print, signage, streetscape, and other visual and theme elements that have been used to date by Longview, Kelso, Longview Downtown Partnership, Kelso Downtown Revitalization Association, Kelso-Longview Chamber of Commerce, Cowlitz County Tourism, Port of Longview, RiverCities Transit, WSDOT, and others in light of the vision statement above,
- **Identify who and how to involve** - key stakeholders including Cowlitz County Conference Center/Fairgrounds, Lower Columbia College, St John Medical Center, Southwest Washington Regional Airport, private business and property owners including Triangle Center Mall, Twin City Center Mall, Three Rivers Mall, and the general public in the wayfinding process.

Review scope/issues with City Councils

- based on the results of the workshop, we will review any possible or appropriate adjustments to the scope, tasks, schedules, products, and other particulars during workshop sessions with your Longview and Kelso City Councils.

Your City Councils will review implications and decide on any scope of work adjustments appropriate.

Assess existing conditions

2: Inventory/assess existing visual images

We will assemble and assess all promotional, marketing, and other visual taglines, logos, and themes currently being used including:

- **Longview and Kelso city elements** - on electronic websites, printed letterheads, brochures, advertisements, signage for parks, trails, parking lots, and city buildings.
- **Longview Downtown Partnership and Kelso Downtown Revitalization Association elements** - on streetscape banners, gateway signage, streetscape furnishings, artworks, and other visual identifications.
- **Kelso-Longview Chamber of Commerce elements** - on electronic websites, printed letterheads, brochures, flyers, and other promotions and advertisements.
- **Other public and private elements** - including Port of Longview, Southwest Washington Regional Airport, Cowlitz County Conference Center/Fairgrounds, RiverCities Transit, and other promotional electronic, printed, or signage elements.

We will assemble and visually compare the different market and graphic elements being promoted by each stakeholder group to determine the composite mental and visual impacts being created under existing promotional conditions.

3: Inventory/assess existing signage conditions

We will assemble and assess an inventory of all current information, directional, advertising, and other signage elements within the public right-of-way including:

- **Longview and Kelso city signs** - including street identification, traffic directional, airport directional, parking lots, on-street parking, loading, and pickup area restriction and informational signage, trail, bikeway, and pedestrian informational and directional signage, streetscape banners, furnishings, artworks, and other enhancements.
- **Cowlitz County signs** - including roadway identification, RiverCities transit and informational signage, shelters, vehicles, and other streetscape enhancements.
- **Washington State signs** - including highway identification, traffic directional, destinations directional or wayfinding.
- **Other public and private destinations** - such as the Port of Longview, Southwest Washington Regional Airport, Cowlitz County

Conference Center/Fairgrounds, Lower Columbia College, St John Medical Center, private business and property owners including Triangle Center Mall, Twin City Center Mall, Three Rivers Mall destination directional, traffic directional, site identification, and parking signage.

- **Other private advertising** - including sandwich signs, banners, free-standing pole or pedestal, and other advertising or informational signage located within or directly adjacent to the public right-of-way and thereby the wayfinding visual corridors.

We will create a series of map and photomontages that display the results of the signage inventory for major destinations and corridors.

4: Review inventory/assessments with Task Force

We will review the results of the signage and visual image inventories with you and your Task Force during a series of workshop review sessions.

Your workshop participants will review the implications, and with our help, define promotional contents and design objectives for the creation of a holistic and comprehensive system of social and print media promotional images and wayfinding signage systems to be achieved by all participating public and private parties.

Create alternative concepts

5: Create alternative concepts

We will develop the elements of a holistic and comprehensive social and print media promotional imagery and wayfinding signage system that include:

- **Social media** - including splash page logos and electronic banners, drop down menus, maps and calendar schedules, and other social media graphics to be accessed from your webpages, facebook, and other applications.
- **Print media** - including advertising blocks and banners, borders and logos, and other print graphics usable to be used in print advertising and promotions.
- **Wayfinding destination** - signage design concepts that identify activities, public facilities, destinations, landmarks, and other

places to be directed to from city streets, county roads, and state highways that support and reinforce the Longview and Kelso brands and images.

- **Vehicle and transit** - signage design concepts that identify traffic, parking, and other roadway information for on and off-street parking, loading, pickup, and routing directions that support and reinforce the promotional objectives and destination directions.

- **Trail, bikeway, and pedestrian** - signage design concepts that identify trail, bikeway, and walking routes, landmark and activity information, public comforts and amenities, public and private destinations on trails, bikeways, and walkways that support and reinforce the promotional objectives and destination directions.

- **Streetscape furnishings** - signage, banners, artworks, or other furnishing elements to be used on major entry, parkway, or main street corridors that support and reinforce the promotional objectives and establish a sense of place.

- **Historical signage** - site and building plaques, walking tour maps and directories, mobile apps that identify and interpret historical, cultural, and architectural destination landmarks and events.

- **Special events** - temporary or changeable special event or marketing signage for festivals and other celebrations including the Go-Fourth Independence Day, Highlander Scottish & Celtic Festival, Squirrel Fest, International Festival, Cowlitz County Fair & Rodeo, and others.

Wayfinding destinations

Depending on the results of the inventories in task 3 and your assessments in task 4, we will identify wayfinding signage including signage locations, routings, and destination information for the following:

- **Longview downtown district and city landmarks** - Longview Historic Downtown District including walking tour and building plaques for Columbia River Mercantile Building, Washington G&E Building, Henry Building, Oversby Building, Longview Theater, JC Penny Building, Pacific Telegraph & Telephone Building, Columbia Theatre, Rickles Building, FW Woolworth Building, Colonial Building, Val-Gay Building, Kortzen Building, Willard Building, Chief Lelooska's Totem Pole, Bower's Building, Lumberman's Bank-Big Four Building, Title

Buidling, Schumann Building, Stratford Building, Pounder Building – Longview Civic Circle, Monticello Hotel, Weyerhaeuser Centennial Bridge, Berwind-Purcell House, First Christian Church, Robert Alexander Long High School, Longview Community Church, Longview Community Church St Helen’s Addition, Longview Community Store, Longview Women’s Clubhouse, JD Tennant House, US Post Office Longview,

▪ **Kelso downtown district and city**

landmarks - Kelso Historic Downtown District including walking tour and building plaques for Kelso (BNSF) Train Depot, US Post Office Kelso - Adam Catlin House, Nat Smith House,

▪ **Longview public facilities** - City Hall, Police Station, Library, Cowlitz County District Court, Longview Post Office, Kaiser Permanente Hospital, Port of Longview Offices, Cowlitz Indian Tribal Offices, Cowlitz PUD,

▪ **Kelso public facilities** - Kelso Visitor Center, Cowlitz County Museum, City Hall, Police Station, Library, Cowlitz County Building, DSHS Social & Health Services, US Post Office,

▪ **Longview sites and facilities** - Cowlitz County Conference Center/Fairgrounds, Lower Columbia College, St John Medical Center, Triangle Center Mall, Twin City Center Mall, Elks Building, Woman’s Club Building, McClelland Center, Caitlin Center, Square Dance Building, Senior Center, YMCA,

▪ **Kelso sites and facilities** - Southwest Washington Regional Airport, Three Rivers Mall, Three Rivers Golf Course, Red Lion Hotel & Conference Center,

▪ **Longview schools** - Columbia Heights ES, Columbia Valley Gardens ES, Kessler ES, Mint Valley ES, Northlake ES, Olympic ES, Robert Gray ES, St Helens ES, Cascade MS, Monticello MS, Mt Solo MS, Discovery HS, Mark Morris HS, Robert A Long HS, Broadway Learning Center,

▪ **Kelso schools** - Barnes ES, Beacon Hill ES, Butler Acres ES, Carrolls ES, Catlin ES, Rose Valley ES, Wallace ES, Coweeman MS, Huntington MS, Kelso HS, Loowit HS,

▪ **Longview parks and trails** - Archie Anderson Park, Bailery Park, Cloney Park, Gerhart Gardens Park, John Null Park, Kellog Park, Lake Sacajawea Park, Mark Hoehne Park, Mint Valley Golf & Racquet, RA Long Park, Rotary Park, Roy Morse Park, Seventh Avenue Park, Vandercook Park, Victoria Freeman Park, Windemere Park, Wake Robin Nature Preserve, Community Gardens, Recreation Center,

▪ **Kelso parks and trails** - Tam O’Shanter Park, Catlin Hall, Catlin Spray Park, Rotary Park, Manasco Park, Scot Hollows Park, Kelso Commons, Kiwanis Park, Triangle Park, Cowlitz River Overlook, Peter Crawford Home Site, Rhododendron Gardens, Cowlitz River Trail, Coweeman River Trail, Camilla Summers Riverfront Park, Harts Lake Recreational Area, Aldercrest Open Space, Mill Street Riverfront Park.

6: Review concepts with Task Force, City Councils, stakeholders, and public

We will review the wayfinding signage elements and social and print media applications with you, your Task Force, and City Councils during a series of workshop review sessions. Your workshop participants will determine which concepts are vetted with stakeholders and the public at large.

▪ **Display concepts on city websites** - we will post the concepts on your Longview and Kelso city websites and in your city newsletters for review and comment by the public.

▪ **Conduct open house on alternative concepts** - we will conduct public open houses in Longview and Kelso to review and critique the concepts with interested public and private downtown organizations, property owners, merchants, and the public.

Following the websites, newsletters, and open house reviews - you, your Task Force, and City Councils will select a preferred concept for us to refine.

7: Refine preferred concept

Based on the results of task 6, we will refine your preferred concept to reflect the critiques, suggestions, and other comments you, your Task Force, and City Councils endorse.

We will also program and evaluate the following fabrication and installation, phasing, and funding particulars:

▪ **In-house production** - including estimated materials, labor, and other indirect costs associated with producing different signage elements by Longview and Kelso Public Works staffs - and the resulting impact on quality as well as other Public Works staff workloads.

- **Contract production** - including estimated bidding and production costs, oversight requirements, and sign maintenance and replacement issues if the initial or all sign elements are produced by contract bid and construction with installation by your Longview and Kelso Public Works staffs.
- **Phasing sequences** - that reflect overall strategies that produce the most immediate and long lasting impact whether signage elements are in-house or contract produced.
- **Funding strategies** - including the possible mixture of city funds with Longview Downtown Partnership, Kelso Downtown Revitalization Association, Kelso-Longview Chamber of Commerce, Cowlitz County Tourism, Port of Longview, or other public, nonprofit, or private organization.
- **Sign ordinance** - revisions, if appropriate, to control current advertising signage abuse or intrusions into your visual wayfinding roadway corridors.

8: Validate final concepts/costs/production methods with City Councils

We will review the concept design refinements, production, cost, phasing, funding, and sign or other ordinance options with you, your Task Force, and City Councils during a series of workshop review sessions.

Your workshop participants will review and validate design refinements, production, cost, phasing, funding, sign ordinance, and any other particulars necessary to implement your master promotion and wayfinding systems.

Develop style guides/specifications

9: Develop style guides and specifications

Based on the results of task 8, we will develop style guides and specifications necessary to produce the wayfinding elements with in-house or by contract production methods.

We will provide art direction, design and layout, copywriting, production management, and mechanical production services. Where necessary, we will also provide photography, illustrations, printing, production, and media planning services.

Depending on your decisions in task 8, we may produce final style guides and specifications for the following elements:

- **Social media** - including splash page logos and electronic banners, drop down menus, maps and calendar schedules, and other social media accessed from your webpages, facebook, and other applications.
- **Print media** - including advertising blocks and banners, borders and logos, and other print graphics usable in print advertising and promotions.
- **Maps** - that may be reproduced on websites, in advertisements, brochures, and on street kiosks.
- **Roadway signage** - that may be installed on city streets, county roads, and state highways.
- **Vehicle and transit signage** - that may be installed at RiverCities Transit bus stops, shelters, and downtown kiosks, at city parking lots, and on-street curbside parking, loading, and pickup zones.
- **Trail, bikeway, and pedestrian signage** - that may be installed along off-road trails, on-road bikeways, and in major downtown pedestrian walkways, corridors, and crossings.
- **Streetscape furnishings** - including signage, banners, or other furnishing elements that may be installed on light standards, gateway signage or artwork elements at people activity places.
- **Special event signage** - including overhead and street light pole banners and flags, changeable message boards or menus, posters, sandwich boards, and other temporary signage to support and direct special events and promote activities.

10: Review style guides and specifications

We will review the style guides and specifications with you, your Task Force, and City Councils during a series of workshop review sessions.

Your workshop participants will review and make any adjustments in contents or production assumptions appropriate.

11: Refine guides, costs, production methods, staging, funding, etc.

Based on the results of task 10, we will make any final adjustments to the style guides or specifications, production methods or contract bidding documents, phasing or funding strategies necessary to begin fabrication and installation tasks, and authorize social and print

media reproductions in advertising and promotions.

12: Validate final implementation particulars with City Councils

We will review final style guides and specifications, production methods or contract bidding proposals, phasing and funding strategies with your City Councils during a workshop review session.

Your Longview and Kelso City Councils will review and validate final particulars necessary to begin fabrication and installation tasks, and

authorize social and print media reproductions in advertising and promotions.

Implement wayfinding

13: Construct/bid/install signage elements

Based on the results of task 12, we will provide and/or assist you and your Longview and Kelso city staffs with necessary production, bid review and award, and all installation particulars necessary to begin fabrication and installation of the approved master promotional and wayfinding signage elements, and social and print media advertising and promotions.