



City of Rochester Hills
AGENDA SUMMARY
FINANCIAL ITEMS

1000 Rochester Hills Dr.
Rochester Hills, MI 48309
248.656.4630
www.rochesterhills.org

Legislative File No: 2025-0123

TO: Mayor and City Council Members

FROM: Dennis Andrews, Deputy Director Parks and Natural Resources

DATE: April 7, 2025

SUBJECT: Park Wayfinding Signage Plan

REQUEST:

City Council is requested to authorize a contract/blanket purchase order for professional services related to development of an overall wayfinding signage plan and design for the City's Park System to Corbin Design, Traverse City, Michigan in the amount not-to-exceed \$142,500.00 and further authorizes the Procurement Manager to execute an agreement on behalf of the City.

REASON FOR PURCHASE:

The City issued a Request for Proposals utilizing the MITN system seeking the professional services of a qualified firm to assist in developing an overall signage plan and design for the City's Park system to improve wayfinding within the parks. The City received five (5) proposal responses that were reviewed by a committee consisting of staff from Parks and Purchasing. We subsequently shortlisted to two (2) firms and requested interviews to further explore the proposed team's qualifications and experience, approach to integration of existing branding into a wayfinding system, project communication, evaluation of current signage and identifying areas of improvement and any challenges the firm sees with this project based on their experience in doing these types of projects. While both firms were found to have the qualifications, experience, and good approaches to perform the required services, the team after finalizing scoring in the required evaluation criteria is recommending award of the project to Corbin Design, as the overall best value, lowest cost proposal for this project.

As part of the Parks Master Plan, developing park wayfinding signage and park maps for the City's parks is a desired goal. Through this process, and hiring of the consultant, the City looks to develop a comprehensive signage system that facilitates consistent wayfinding and maps throughout the City's park system, enhancing a sense of direction and evoking imagery to strengthen the identity and image of the City within each of its parks. The goal of the wayfinding signage will be to address the needs of visitors and residents by clearly identifying access points, locations of significance, and wayfinding with the parks. A main goal of this project will be to complement and integrate some main characteristics of the City's Gateways and Streetscapes Master Plan with the consideration of the holistic system and unique vibes of each park.

PROCESS:

Vendor Name and Address:

Corbin Design
415 S. Union, 2nd Floor
Traverse City, MI 49684

Reason for Selection:

Best Value

Method of Purchase:

Contract/Blanket Purchase Order

BUDGET:

Funding is included in the FY 2025 Adopted Budget

Fund Name	Department Account No	Account No. Description	Budget Amount	Cost	Remaining Budget
General Fund	756.801000	Parks - Professional Services	\$160,000	\$142,500	\$17,500

RECOMMENDATION:

It is recommended that City Council authorize a contract/blanket purchase order for professional services related to development of an overall wayfinding signage plan and design for the City's Park System to Corbin Design, Traverse City, Michigan in the amount not-to-exceed \$142,500.00 and further authorizes the Procurement Manager to execute an agreement on behalf of the City.

APPROVALS:	SIGNATURE	DATE
Department Review		
Department Director		
Budget Content: Chief Financial Officer		
Purchasing Process: Procurement Manager		
Mayor		
City Clerk		

Contract Reviewed by City Attorney Yes N/A