



**LAKE WORTH**  
**COMMUNITY REDEVELOPMENT AGENCY**  
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**MEMORANDUM**

**TO:** Chair, Vice-Chair and Members of the Board  
**FROM:** Chris Dabros, Project Manager   
**DATE:** May 20, 2014  
**SUBJECT:** Way-Finding Signage – Select Design Firm

**EXPLANATION:**

Earlier this year, on behalf of the City, CRA Staff solicited proposals to hire a qualified firm or consultant(s) to produce workable plans including schematic designs and recommendations for attractive directional signage placement throughout the CRA District, downtown, Dixie Highway and in portions of the City. This 'way-finding' plan is meant to project a consistent, artistic design to the Gateways and downtown area; guide visitors to the beach, parks and landmarks as well as distinctive areas. The enactment of such a program is supported by the CRA Redevelopment Plan which includes goals and objectives that help create a safe, secure and efficient transportation system that links activity centers, develop measures that will increase traveling convenience and improves the investment image of the City.

On February 13, 2014 CRA Staff advertised RFP# 02-1314 (*An Opportunity for Way-Finding Signage Design & Implementation Plan*). The 30 day period of advertisement closed on March 13, 2014. As a result of the RFP, seven exceptional firms with way-finding experience submitted proposals for review and consideration. In late April, a selection committee made up of members of City & CRA staff reviewed the seven proposals. Minutes of the meeting are provided as **EXHIBIT 'A'**. In addition, the committee member scores of the corresponding firms are listed below:

FIRM	SCORE (out of 400 possible points)
KMA Design	363
Tangram Design/Harbinger Signs	335
fd2s	334
Workshop + Star	333
National Sign Plazas (NSP)	327
Peter J. Smith & Company Inc.	234
Merje Environments & Experiences	177

Scoring categories of the submittals consisted of the firms': background, skills, project understanding, references/past projects and their team of employees.

At the conclusion of the selection committee meeting in April, all members agreed that the CRA Board should review the top three proposals as ranked by the committee. The three way-finding firms with the highest scores are:

1. *KMA Design*
2. *Tangram Design/Harbinger Signs*
3. *fd2s*

Copies of the proposals from the top three firms have been provided to CRA Board members. The Board is also encouraged to contact CRA Staff to review and contrast the proposals from the remaining four submitters.

The City has agreed to share its resources with the CRA to cooperatively solicit, rank, choose and hire an experienced firm to create a way-finding plan which could be presented to the community this year.

**RECOMMENDATION:**

Staff encourages the Board to review the three top ranked submissions to CRA RFP#02-1314.

Staff recommends that the Board allow the Executive Director and CRA Attorney to draft an agreement with *KMA Design* to provide way-finding planning and design services once funding becomes available.

All agreements between the CRA and chosen firm will be brought to the CRA Board for review prior to execution.

# EXHIBIT 'A'

**LAKE WORTH COMMUNITY REDEVELOPMENT AGENCY  
RFP #02-1314: AN OPPORTUNITY FOR WAY-FINDING SIGNAGE DESIGN &  
IMPLEMENTATION PLAN  
CRA CONFERENCE ROOM  
TUESDAY, APRIL 29, 2014  
2:30PM**

**COMMITTEE MEMBERS IN ATTENDANCE:**

Chris Dabros – Lake Worth CRA  
Joan Oliva – Lake Worth CRA  
William Waters – City of Lake Worth  
Felipe Lofaso – City of Lake Worth

**ALSO IN ATTENDANCE:**

Fernando Prieto

The meeting was called to order at 2:30pm.

Members of the committee were asked if they have reviewed and scored the proposals. Members advised that they did not score all submittals. Specifically: Mr. Waters & Mr. Lofaso did not score Merje Environments & Experiences due to their omission of a signed Drug Free Workplace Certification form.

All members then discussed what they did or did not like in each proposal. Mr. Dabros stressed the need for a firm that has worked with FDOT before. A majority of the firms were familiar with FDOT requirements. Mr. Lofaso stressed the need for simplicity when installing or replacing signage. He also inquired into the costs of purchasing large wayfinding signs. One of the submittals did provide sample prices of signs. The City and CRA would most likely have to obtain grants in the future to purchase and install signage throughout the City.

The committee members then tallied and provided their scoring sheets to Mr. Dabros, below are the final scores out of a total of 400 points:

FIRM	SCORE (out of 400 possible points)
KMA Design	363
Tangram Design/Harbinger Signs	335
fd2s	334
Workshop + Star	333
National Sign Plazas (NSP)	327
Peter J. Smith & Company Inc.	234
Merje Environments & Experiences	177

Based on the members scores, the committee will recommend that the CRA Board review the top three proposals (KMA, Tangram, fd2s). The CRA Board will be asked to review and select their desired firm at an upcoming regularly scheduled CRA Board meeting.

The respondents were thanked for attending and the meeting was adjourned at 3:00pm.

	fd2s	National Sign Plazas (NSP)	Merje Environments & Experiences	Workshop + STAR	KMA Design	Peter J. Smith & Company Inc.	Tangram Design/Harbin ger Signs
<b>Background</b> - Demonstrated record of accomplished work on signage system design and planning for local governments. Also the extent of experience on similar projects including the design of original and artistic elements as it pertains to signage. - <b>25 points</b>	Chris D: 18 Felipe L: 22 Joan O: 23 William W: 20	Chris D: 18 Felipe L: 24 Joan O: 18 William W: 20	Chris D: 20 Felipe L: 0 Joan O: 23 William W: 0	Chris D: 20 Felipe L: 20 Joan O: 20 William W: 20	Chris D: 24 Felipe L: 24 Joan O: 23 William W: 20	Chris D: 20 Felipe L: 15 Joan O: 18 William W: 10	Chris D: 19 Felipe L: 22 Joan O: 21 William W: 20
<b>Skill</b> - Firm's understanding of the project as demonstrated in the proposal including conciseness and identification of issues and approaches to solutions. - <b>25 points.</b>	Chris D: 18 Felipe L: 23 Joan O: 24 William W: 20	Chris D: 22 Felipe L: 24 Joan O: 20 William W: 20	Chris D: 20 Felipe L: 0 Joan O: 25 William W: 0	Chris D: 18 Felipe L: 20 Joan O: 20 William W: 25	Chris D: 23 Felipe L: 24 Joan O: 23 William W: 25	Chris D: 21 Felipe L: 10 Joan O: 18 William W: 10	Chris D: 20 Felipe L: 23 Joan O: 21 William W: 20
<b>Project Understanding</b> - Proposers understanding of sign hardware including fabrication, installation, on-going maintenance City/County/FFDOT requirements and associated costs. - <b>20 points</b>	Chris D: 18 Felipe L: 18 Joan O: 19 William W: 20	Chris D: 18 Felipe L: 18 Joan O: 12 William W: 15	Chris D: 15 Felipe L: 0 Joan O: 20 William W: 0	Chris D: 20 Felipe L: 17 Joan O: 16 William W: 20	Chris D: 19 Felipe L: 19 Joan O: 17 William W: 20	Chris D: 18 Felipe L: 10 Joan O: 10 William W: 10	Chris D: 15 Felipe L: 17 Joan O: 17 William W: 20
<b>References</b> - Firms references evidencing record of performance and ability to successfully complete projects on time and within budget. - <b>15 points.</b>	Chris D: 12 Felipe L: 11 Joan O: 14 William W: 5	Chris D: 13 Felipe L: 14 Joan O: 12 William W: 10	Chris D: 15 Felipe L: 0 Joan O: 14 William W: 0	Chris D: 14 Felipe L: 10 Joan O: 14 William W: 5	Chris D: 15 Felipe L: 14 Joan O: 14 William W: 5	Chris D: 10 Felipe L: 5 Joan O: 12 William W: 5	Chris D: 13 Felipe L: 12 Joan O: 15 William W: 5
<b>Team</b> - Proposers strength of team qualifications, experience and understanding of the diverse and unique Lake Worth community. - <b>15 points.</b>	Chris D: 13 Felipe L: 12 Joan O: 14 William W: 10	Chris D: 14 Felipe L: 13 Joan O: 12 William W: 10	Chris D: 13 Felipe L: 0 Joan O: 12 William W: 0	Chris D: 14 Felipe L: 12 Joan O: 13 William W: 15	Chris D: 13 Felipe L: 12 Joan O: 14 William W: 15	Chris D: 12 Felipe L: 5 Joan O: 10 William W: 5	Chris D: 13 Felipe L: 12 Joan O: 15 William W: 15
<b>TOTAL (out of 400):</b>	<b>334</b>	<b>327</b>	<b>177</b>	<b>333</b>	<b>363</b>	<b>234</b>	<b>335</b>