

Department of Planning and Development



200 South President Street

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Jackson, Mississippi 39205-0017

Unified Signage Design Competition for Jackson, Mississippi

Prepared by :
City of Jackson, Mississippi
Department of Planning and
Development
200 South President Street
Jackson, MS 39201

Sponsors:

City of Jackson

Downtown Jackson Partners

Visit Jackson

Greater Jackson Arts council

PUBLIC NOTICE

The City of Jackson is seeking submission of designs from public for Unified Signage Design Competition for Jackson, Mississippi. Design needed is for five sign types with indicating design specifications. First, second, and third place cash prizes will be selected. Top designs may be selected as the design scheme for City of Jackson.

Detailed information pertaining to submission of a response to this competition may be obtained from the Department of Planning and Development, Suite 202, Warren Hood Building: 200 South President Street, Jackson, Mississippi 39201, or by contacting Biqi Zhao via email: bzhao@jacksonms.gov, or Ramina Aghili, via email: raghili@jacksonms.gov

One (1) original submission with the electronic copy of the submission in PDF format on a Microsoft Window compatible CD or portable device must be received **no later than 3:30 P.M. (CT), on Tuesday, May 1, 2018**, at the City Clerk's Office, 219 S. President Street, Jackson, Mississippi 39201. Mailed submissions should be addressed to the Office of the City Clerk, P.O. Box 17, Jackson, MS 39204-0017. Packets should be sealed and clearly marked "Unified Signage Design Competition for Jackson, Mississippi".

The City will host a kick-off question & answer meeting on Monday, February 12, 2018, 12:00noon-1:30pm(CT), in Andrew Jackson Room, Warren Hood Building, 200 S. President Street.

The City of Jackson is committed to the principle of non-discrimination in public contracting and professional services. It is the policy of the City of Jackson to promote full and equal business opportunity for all persons doing business with the City.



Mukesh Kumar, Ph.D., Director
Department of Planning and Development
City of Jackson, Mississippi

Introduction

The City of Jackson, Downtown Jackson Partners, Visit Jackson, and the Greater Jackson Arts Council are beginning a study on a unified signage program for the Jackson area. We are looking for a system of cohesive human-scale signage that establishes a unified system throughout the City; project a consistent image of the City; and guide visitors and locals to the attractions, local businesses, and features of the area. The signage will promote walking, bicycling, and the use of mass transit. In addition, the signage system will provide for a plan to inform and promote community events and initiatives.

We want designers to experiment with innovative ways to develop signage with common design cues (color, typography, shape, logo, material, and nomenclature) throughout the City. We want to invite design professionals and firms to participate in this design competition. Participants need to think about the many types of signage that would be needed: area and destination identification, bus stops, vehicular and pedestrian wayfinding, points of interest, public notice, parking, and map kiosks; and how these various forms of signage relate to each other, to place, and to people who interact with the signage.

What is a Unified Signage System?

A unified signage system is a network of signage that orients and directs travelers of all modes to and from destinations. It includes informational, directional, and identification signs and maps that are simple, intuitive, and work together to help people of all ages and abilities find their way. Unified signage system helps to enhance the character of a community, foster a sense of place that connects users to the community, and promote a city's identity by creating a clear and consistent message and style to visitors and residents.

Project Scope/ Goals

The signage program should consider an array of sign types that are vandal proof, and easy to update as information changes. The design for the program should provide a unified branding potential that can be used for marketing materials, and City events. The signage program includes, but not limited to:

- Gateway signage
- General directional information and wayfinding
- Bicycle and Pedestrian Wayfinding Signs – The signs would be used to identify existing/proposed bicycle and pedestrian paths, routes, and lanes
- Museums and landmark facilities
- Interpretive signage for historic buildings and historical information signs
- Public art
- Municipal buildings (including Parks, Recreation and Community Services' parks and facilities)
- Entertainment venues

The project goals for the Jackson Unified Signage Program are as follows:

- To create a unified signage and wayfinding system across a range of mediums

- To create a signage and wayfinding system that directs visitors and residents to landmarks, businesses, facilities, activity centers and services
- To support and promote a distinct identity for Downtown
- To enhance pedestrians' and bikers' ability to easily navigate designated areas, and find desired destinations
- To increase the success and market potential for retail, dining, arts, and entertainment
- To provide signage that can provide expanded information to the user through technology
- To establish signage without creating excess clutter
- To provide appropriate lighting for signage, as needed

General Provisions

The synonym is subject to applicable provisions of federal, state and local laws and ordinances.

1. The City will not be liable for any costs incurred in preparing, submitting, or presenting a respondent's submissions or any associated travel costs.
2. Although discussions may be conducted with respondents submitting acceptable designs, consultant selection may be made without any discussion.
3. The City reserves the right to postpone the opening and/or review of respondent submissions for cause or convenience. The City also reserves the right to reject any and all submissions, in whole or in part, and to waive any information therein.

Submittal Guidelines

The following is an outline of the specific items that are required as part of this project. Each submission must include all items that the designer feels are necessary to complete the project. The items listed are identified as baseline suggestions and may be modified to meet the proposed scope.

Submissions should include the following elements:

1. Cover Letter: An introductory letter indicating name of designer and team composition, contact person, address, phone, e-mail, and a short statement summarizing the strengths of the designer/team as it relates to this project.
2. Proposed design for the following five sign types:
 - One general directional and destination sign
 - One map kiosk (as pedestrian wayfinding)
 - One gateway sign
 - One public notice sign
 - One celebratory banner (pole or overhead)

The drawings shall indicate design specifications for each sign type including the graphic layout, message, fonts, colors, size, and materials. The designer may also provide recommendations for the placement of each sign type if the designer feels necessary.

3. Approach and Scope – A clear description of how the designer/team will approach the project and the scope or meaning of the designs.
4. Signed and Dated UNIFIED SIGNAGE DESIGN COMPETITION SUBMISSION WAIVER.

Respondent Submittals

To be considered, one (1) original submission with the electronic copy of the submission in PDF format on a Microsoft Window compatible CD or portable device must be received **no later than 3:30 P.M. (CT), on Tuesday, May 1, 2018**, at the City Clerk's Office, 219 S. President Street, Jackson, Mississippi 39201. Mailed submissions should be addressed to the Office of the City Clerk, P.O. Box 17, Jackson, MS 39204-0017.

Packets should be sealed and clearly marked "Unified Signage Design Competition for Jackson, Mississippi".

All submissions received will become the property of the City of Jackson and will not be returned to Designers. The City of Jackson reserves the sole right to reject any and all submissions.

Test Your Designs

In February 2018 the City of Jackson will continue its "Activating Jackson's Streets" program in downtown Jackson on Congress Street in front of City Hall Garden, M-F, 11:30am-1:30pm. This is a perfect opportunity for you to test your designs with the people who will interact with signage. You will be able to get direct feedback on your designs, allowing you to tweak them and improve them. Participation in this event is NOT required for the design competition, but is heavily suggested.

Prize

First, second, and third place cash prizes will be awarded and announced on May 21, 2018. The first place prize is \$10,000 (sponsored by Downtown Jackson Partners), the second place prize is \$7,500 (sponsored by Visit Jackson), and the third place prize is \$5,000 (sponsored by Greater Jackson Arts Council).

Selection Procedure

Submissions will be evaluated based on the following criteria:

- Understanding of the work required and the quality & responsiveness of the submission
- Design aesthetic and creativity for each type of design submissions
- Quality and clarity of the design drawings

Before assigning final scores, the City may, at its discretion, schedule face-to-face interviews or telephone conferences with each respondent. Each member of the Committee will then assign up to the maximum points to each criterion based on the respondent's submissions and any other information obtained through interviews and/or telephone conferences. Respondents will be ranked according to their total cumulative points.

The City reserves the right to reject any and all applicants if the requirements as set forth herein are not met or if the City deems a respondent unqualified on the basis of the overall analysis of the criteria outlined above. The City further reserves the right in its sole discretion to select the designer it considers most favorable to the interest of the City.

Miscellaneous Provisions

Submissions received after the due date and time will not be considered. Modifications received after the due date will not be considered. No responsibility will be attached to the City for the premature opening of a package not properly addressed and identified, and/or delivered to the wrong office. The City may reject any and all submissions and reserves the right to waive any technicalities, irregularities, or informalities in any submission or in the proposed procedure. Any submission that is absent UNIFIED SIGNAGE DESIGN COMPETITION SUBMISSION WAIVER may be deemed incomplete and disqualified from consideration in the Unified Signage Design Competition.

Project Timeline

Pre-conference for Interest Vendors: the City will host a kick-off question & answer meeting on Monday, February 12, 2018, 12:00noon-1:30pm (CT) in Andrew Jackson Room, Warren Hood Building, 200 S. President Street

Submission Deadline: 3:30pm (CT) May 1, 2018

Winner Announcement: 3:30pm (CT) May 21, 2018, City Hall, Council Chamber, 219 S. President Street

Questions

Questions about this competition should be directed in writing to:

Biqi Zhao, City of Jackson Planning Department, Email: bzhao@jacksonms.gov

Ramina Aghili, City of Jackson Planning Department, Email: raghili@jacksonms.gov

UNIFIED SIGNAGE DESIGN COMPETITION SUBMISSION WAIVER

I/We understand that the enclosed materials, upon submission, to the City of Jackson become the property of the City of Jackson and will not be returned to the designers and/or applicants. They are public information and may be shared by the City of Jackson with members of the public or the media for informational purposes and/or promotion of the City of Jackson.

Accordingly, I/we hereby grant an exclusive license to the City of Jackson to make and distribute copies of the submitted materials for the purposes of information, and/or evaluation of the Competition, and/or further use for the promotion of the City of Jackson.

Also, I do hereby certify that the undersigned are the originator/s and/or author/s of the submitted work and hereby permanently waive my rights to prevent or dispute any distortion, mutilation, modification, or destruction of that work, for whatever reason and for whatever use of the work such distortion, mutilation, modification, or destruction of the work is undertaken by the City of Jackson.

I/We do understand that any submission that is absent this waiver may be deemed incomplete and disqualified from consideration in the Unified Signage Design Competition.

Date _____

Designer/Applicant

Designer/Applicant

Designer/Applicant