



To: City Council
From: Nicholas Wikar
Planning and Zoning Administrator
Date: April 2, 2021
Subject: Wayfinding Process Outline, Williams & Works
(Resolution 12-2021)

Enclosed for consideration by City Council is the Wayfinding Process Outline prepared on behalf of Williams & Works, of Grand Rapids, Michigan for the City of Douglas in conjunction with the Professional Services Agreement executed February 12th, 2021. The intended outcome of this proposal and 5–6 month process and is to engage in intentional and meaningful public participation techniques and strategy to reach consensus amongst varied stakeholders to arrive at details and elements to deliver a Wayfinding Plan -from comprehensive review of earlier ideation and conceptualization, through design of cohesive system elements and the adoption of that plan. The wayfinding system shall advance and achieve a number of goals of the Our Douglas Vision Master Plan and Downtown District Development Plan & Tax Increment Financing (TIF) Plan.

The financial burden associated with this Wayfinding Process Outline is anticipated to be roughly \$13,500.00, for which City Staff intends to utilize \$28,387.42 remaining in Planning and Community Development 101-401.000-803.000 and an additional \$5,000.00 in funds earmarked by the DDA FY 2020-2021, to support the City's wayfinding initiative.

It is recommended the Douglas City Council approve Resolution 12-2021 and Wayfinding Process Outline, with Williams & Works of Grand Rapids, Michigan for engaging in public participation and developing a Wayfinding Plan for bidding and construction.

MEMORANDUM

To: Nick Wikar
Date: March 24, 2021
From: Andy Moore, AICP
Nathan Mehmed, AICP
RE: **Wayfinding Process Outline**

The purpose of this memorandum is to outline a general process for developing a comprehensive wayfinding program for the City of the Village of Douglas as we discussed at our February meeting. Our goal is to assist the City in the development of a comprehensive wayfinding system and branding identity that is embraced by elected officials, business owners, community stakeholders, and citizens. This can only happen through a transparent and inclusive public process in which all interested parties are active participants. To be sure, there will be areas in which priorities and interests of various groups do not align, and others where common interests are shared by all. This process will provide a venue where these similarities and differences can be discussed and resolved, maximizing community consensus and buy-in.

Task 1: Recon, Due Diligence, & Research. Before the kickoff meeting, we will review the work completed to date and discuss the overall scope of the project. This will primarily involve reviewing documents provided by the City and will aid the consultant team in understanding the work completed to date and issues that were present in previous processes that should be resolved.

Timeframe: Immediately upon authorization

Duration: 2 weeks

Fee Estimate: \$1,500

Task 2: Kick-Off Meeting. To start the process, a kick-off meeting should be scheduled with Williams & Works, City staff, the Downtown Development Authority, and MC Smith & Associates (if desired) to review the project thus far and discuss the vision for wayfinding signage, City branding, and other details, as needed. The kick-off meeting will set the stage for the development of a common vision that will be created through a clear and transparent process. The members present at this meeting should serve as a sort of steering committee throughout the process and will be a primary sounding board as the project proceeds.

Timeframe: Within 2 weeks of authorization

Duration: 1 meeting

Fee Estimate: \$500 (if held remotely via zoom, with 2-3 W&W staff members)

Task 3: Stakeholder Focus Groups. One of the issues that raised concerns relative to the previous design was that it was not properly vetted by the community and there was not enough public support or input for the preferred design. To rectify this, we propose both stakeholder focus groups and virtual public engagement (see task 4 below) to generate interest from the community and facilitate input. Stakeholder focus groups will be virtual meetings held with various local officials, businesses, local organizations, and key “movers and shakers” in Douglas. Listening to the ideas and concerns of these stakeholders will need to be a primary consideration in the design, location, and purpose of the wayfinding program. Additionally, these meetings will be helpful in identifying concepts that will inform the branding element of the project and development of a community identity that can begin to be tested during task 4 below.

Timeframe: approx. 4 weeks following authorization

Duration: 2 weeks

Fee Estimate: \$1,000 per meeting (if held remotely via zoom with 2 W&W staff members per meeting)

Task 4: Virtual Input and Engagement. The second phase of the community input program will focus on the public, as raising community awareness and support for the project will be key to successful implementation. For this phase, we envision a series of community meetings held via Zoom to discuss City branding, community identity, and similar topics. These meetings will be designed to encourage the community to coalesce around some general branding and wayfinding design concepts discussed in task 3.

Timeframe: approximately 8 weeks following authorization

Duration: 4 weeks (to allow for adequate notice)

Fee Estimate: \$1,500 per meeting (if held remotely via zoom with 2 W&W staff members per meeting)

Task 5: Drafting & Revisions. Using work completed to date, stakeholder and community input, and our knowledge of the Douglas community, we will work with MCSA to develop several (5-6) brandings designs that can be incorporated into both vehicular-scaled and pedestrian scaled signage. Sign features will likely include maps, parking navigation, and direction to key community destinations. These drafts should be vetted by the steering committee before being made public.

Timeframe: approximately 10 weeks following authorization

Duration: 4 weeks (to allow for adequate notice)

Fee Estimate: \$5,000

Task 6: Virtual/Pop-up Open House. Once several concepts have been created and vetted by the steering committee, a virtual open house is recommended to present the ideas to the public. Each design will be presented to the public and participants will be asked to vote on their

favorite designs. At this stage, the City may also seek input from the community regarding placement, destinations, scale, and other aspects of the program.

Timeframe: approximately 16 weeks following authorization
Duration: 4 weeks (to allow for adequate notice)
Fee Estimate: \$2,000 (if held remotely via zoom with 2 W&W staff members)

Task 7: Review of Preferred Alternative. Following the open house, we will identify a preferred design for review by the Steering Committee and make any final adjustments as needed. Once designs are finalized, we will work with MCSA to develop plans for all the signs, finalize locations, destinations, maps, and other relevant content.

Timeframe: approximately 18 weeks following authorization
Duration: 2 weeks
Fee Estimate: \$1,000 (if held remotely via zoom with 2 W&W staff members)

Task 8: Finalizing & Adoption. Once all signs have been developed, we will work to finalize all concepts and seek formal approval by the DDA, Planning Commission, City Council, and any other relevant entities. Upon approval, we will work with MCSA to develop plans and specifications for bid. We can assist with the bidding process, including evaluation of responses, as desired by the City.

Timeframe: approximately 20 weeks following authorization
Duration: 2 weeks (to allow for adequate notice)
Fee Estimate: \$1,000 (if held remotely via zoom with 2 W&W staff members)

Project Summary:
Total Anticipated Fees: \$13,500
Anticipated timeline: 5-6 months

We hope this work scope is helpful in charting a direction for this important community project, and we look forward to discussing this with you at our next meeting. If there are any questions, feel free to contact us any time.

If the above work scope is acceptable, please sign in the box below. This will amend our professional services agreement insofar as the terms of this proposal. Andy Moore, AICP is an Executive with the firm and is authorized to commit the firm to the terms of this engagement.

<i>Accepted for the City of the Village of Douglas</i>	
Signed	_____
Name	_____
Title	_____
Date	_____

**CITY OF THE VILLAGE OF DOUGLAS
COUNTY OF ALLEGAN
STATE OF MICHIGAN**

RESOLUTION NO. 12-2021

**RESOLUTION APPROVING WAYFINDING PROCESS OUTLINE
TO SUPPORT PUBLIC PARTICIPATION AND WAYFINDING PLAN DEVELOPMENT
BETWEEN THE CITY OF DOUGLAS AND WILLIAMS & WORKS**

At a regular meeting of the City Council for the City of the Village of Douglas, Michigan, held at the City of the Village of Douglas City Hall, Douglas, Michigan, on the 5st day of April, 2021, at 7:00 p.m.

PRESENT: Donovan, Miller, Mooradian, North, Seabert, VanLoon, Lion

ABSENT: None

The following resolution was offered by Councilperson Mooradian and supported by Councilperson North.

RESOLUTION

WHEREAS, Douglas City Council voted unanimously February 1st, 2021 (Resolution 02-2021) in support seeking Planning Support Services from Williams & Works, of Grand Rapids, Michigan;

WHEREAS, the City of the Village of Douglas (“City”) executed and entered into a Professional Services Agreement with Williams & Works on February 12th, 2021;

WHEREAS, the City continues to undergo substantial growth, necessitating increased facilitation of the redevelopment of the Downtown District, Blue Star Highway corridor, Lake Michigan waterfront, as well as the Kalamazoo River and Kalamazoo

Lake harbor areas of the community, in a way that maximizes the goals of the community for the future;

WHEREAS, the firm of Williams & Works has previously assisted the City on various planning projects over the years, including the current Our Douglas Vision Master Plan and the City of the Village of Douglas Zoning Ordinance and Zoning Map;

WHEREAS, the Our Douglas Vision Master Plan and Downtown District Development Plan & Tax Increment Financing (TIF) Plan calls for wayfinding improvements in increase multimodal accessibility and circulation;

WHEREAS, the Planning and Zoning Administrator has sought the professional planning services of Williams & Works to provide a process and budgetary outline for a Wayfinding Plan to include services not limited to public participation coordination, brand development, and design expertise;

WHEREAS, through meeting, the enclosed 5-6 month Wayfinding Process Outline, and previously submitted work samples, Williams & Works has demonstrated the necessary expertise and capacity to earn the confidence of City Staff regarding their ability to advance this objective for the City, as proposed for \$13,500.00;

WHEREAS, the Department of Planning and Community Development has reserved \$28,000.00, and the Downtown Development Authority (DDA) has earmarked \$5,000.00 YTD, for consultant services related wayfinding FY2020-2021; and

NOW, THEREFORE, BE IT RESOLVED AS FOLLOWS:

1. City Council approves of the Wayfinding Process Outline, provided on March 24th, 2021 by Williams & Works of Grand Rapids, to provide planning and design support services in support of delivering public participation and a Wayfinding Plan.

2. The Douglas City Council authorizes the Mayor, City Manager, and/or City Clerk to execute any necessary contact documents between the parties on behalf of the City, to enter this and subsequent agreements with Williams & Works related to the wayfinding proposal, not to exceed the amount of the Total Anticipated Fees.

YEAS: Council Members: Donovan, Mooradian, North, Seabert, VanLoon, Lion

NAYS: Council Members: Miller

ABSTAIN: Council Members: None

ABSENT: Council Members: None

ADOPTED this 5th day of April, 2021.

CITY OF THE VILLAGE OF DOUGLAS

BY: _____
Patricia Lion, Mayor

BY: _____
Pamela Aalderink, CMC, City Clerk

CERTIFICATION

I, Pamela Aalderink, the duly appointed Clerk of the City of the Village of Douglas, do hereby certify that the foregoing is a true and complete copy of a Resolution adopted by the Douglas City Council at a regular meeting held April 5, 2021, in compliance with the Open Meetings Act, Act No. 267 of the Public Acts of Michigan, 1976, as amended, the minutes of the meeting were kept and will be or have been made available as required by said Act.

CITY OF THE VILLAGE OF DOUGLAS

BY: _____
Pamela Aalderink, CMC, City Clerk