

**AN ORDINACE APPROVING THE AWARD OF RFP # 8522481 FOR
WAYFINDING SIGNAGE DESIGN SERVICES BY THE CITY OF FORT
WAYNE BY AND THROUGH ITS DEPARTMENT OF PURCHASING AND
CORBIN DESIGN FOR THE CITY OF FORT WAYNE DIVISION OF
COMMUNITY DEVELOPMENT**

WHEREAS, the City of Fort Wayne Division of Community Development (“Community Development”) issued a request for proposals from qualified design firms to create and implement an updated wayfinding system that will help guide visitors and residents of Fort Wayne throughout the city; create unified parking signage and branding for public parking facilities; and incorporate principles of universal design amongst other elements; and

WHEREAS, there has not been a significant review and update of existing directional and wayfinding signage in Fort Wayne in over a decade; and

WHEREAS, Community Development has reviewed and scored proposals for wayfinding design work received via the Request for Proposals (“Request”) and has selected Corbin Design using the selection criteria in the Request to complete the architectural design services as described in the Request, which is on file in the Department of Purchasing, and is by reference incorporated herein; and

WHEREAS, fees to complete the scope of work included in the proposed Professional Services Agreement (“Agreement”) from Corbin Design are in the amount of not to exceed One Hundred Sixty-Three Thousand Nine Hundred Sixty and 00/100 Dollars (\$163,960.00), and

WHEREAS, Community Development has requested approval from the Common Council for the expenditure of Community Development LIT funds in the

1 aforesaid amount to complete the wayfinding signage design and implementation as
2 described in the Agreement with Corbin Design.

3 NOW, THEREFORE, BE IT ORDAINED BY THE COMMON
4 COUNCIL OF THE CITY OF FORT WAYNE, INDIANA, AS FOLLOWS:
5

6 **Section 1.** That RFP #8522481 – Design and Engineering Services for
7 Improvements of Wayfinding Signage (the “RFP”) – by the City of Fort Wayne by and
8 through its Department of Purchasing and Corbin Design, respectfully for:

9 Professional design and engineering services for the improvement of
10 wayfinding signage;
11 involving a total cost of not to exceed One Hundred Sixty-Three Thousand Nine
12 Hundred Sixty and 00/100 Dollars (\$163,960.00), all as more particularly set forth in the
13 RFP which is on file in the Department of Purchasing, and is by reference incorporated
14 herein, made a part hereof, and is hereby in all things ratified, is hereby confirmed and
15 approved.
16

17 **Section 2.** This Ordinance shall be in full force and effect from and after
18 the time it has been adopted by the Common Council and any and all necessary
19 approval by the Mayor.
20

21 _____
22 Council Member

23 APPROVED AS TO FORM AND LEGALITY

24 _____
25 Malak Heiny, City Attorney
26
27
28
29
30

DIGEST SHEET

TITLE OF ORDINANCE. An Ordinance of the Common Council of the City of Fort Wayne, Indiana, approving the use of local income tax revenues for design services for wayfinding signage.

DEPARTMENT REQUESTING ORDINANCE. Redevelopment Commission.

SYNOPSIS OF ORDINANCE. This ordinance approves funding in the amount of \$163,960.00 for wayfinding design services for a proposed design contract with Corbin Desing.

EFFECT OF PASSAGE. Passage of the ordinance will provide funding for the update of the wayfinding system for the City of Fort Wayne that was originally implemented more than a decade ago before many of the projects that have transformed our downtown had been implemented. The work will include review of existing signage, improving universal design, and recommendations for removal of redundant signs and installation of new signage, including construction specifications for installation of the new signage.

Effective wayfinding signage is paramount for both downtown and citywide economic development due to its direct impact on the overall visitor experience. Clear and well-designed signage not only guides residents and tourists through the city but also enhances accessibility to businesses, cultural attractions, and public spaces. In downtown areas, where foot traffic is significant, intuitive wayfinding reduces the frustration of navigating unfamiliar streets and encourages exploration of local businesses. This positive experience fosters a vibrant and inviting urban environment, ultimately supporting economic growth by promoting tourism, attracting businesses, and enhancing the overall vitality of the city.

Additionally, well-marked parking signs ensure that visitors can easily find parking spaces. This is especially pertinent in our downtown, where the perception of available parking spaces is often misaligned with the number of spaces actually available.

EFFECT OF NON-PASSAGE. Non-passage would indefinitely delay the update of the city's wayfinding system that was designed over 10 years ago and would have a negative impact on tourism, which, as reported by Visit Fort Wayne, is an industry that welcomes more than 7 million visitors each year who spend an estimated \$803 million in food, lodging, retail and entertainment purchases.

MONEY INVOLVED (DIRECT COSTS, EXPENDITURES, SAVINGS). \$163,960.00 in Community Development budgeted LIT funds.

ASSIGNED TO COMMITTEE (PRESIDENT). _____



COMMUNITY DEVELOPMENT REDEVELOPMENT

Thomas C. Henry, Mayor

City of Fort Wayne
Community Development
200 East Berry Street, Suite 320
Fort Wayne, IN 46802
260-427-2150 fwcommunitydevelopment.org

December 7, 2023

MEMO

To: City of Fort Wayne Common Council
Copy: City of Fort Wayne Redevelopment Commission
From: Jonathan Leist, Executive Director, 427-1323
Re: **Ordinance approving funding for design services for wayfinding signage**

The Fort Wayne Redevelopment Commission hereby requests that the Common Council consider and approve the enclosed ordinance authorizing funding in the amount of \$163,960.00 for the design and implementation of an updated wayfinding system for the City of Fort Wayne. Corbin Desing was selected through a Request for Proposal process and with Council approval would update our current wayfinding program to help guide visitors and residents of the Fort Wayne throughout the city, create unified parking signage and branding for public parking facilities, and incorporate principle of universal design amongst other elements. Funds for the design contract would come from Community Development's 2023 LIT budget and would not require additional funds.

If the design contract is approved, the resulting implementation is expected to begin in 2024. If you have any questions about the proposed demolition, please contact me at 427-1323 or jonathan.leist@cityoffortwayne.org.

Vibrant. Prosperous. Growing.

