

REQUEST FOR PROPOSALS
WAYFINDING SIGNAGE

JUNE, 2018

—
SEAPORT
BOSTON, MA



ABOUT SEAPORT

Nestled between Boston's beautiful waterfront and the historic Fort Point district, lies a vibrant and bustling neighborhood with a unique appeal. A synergistic community of artists, innovators, and entrepreneurs, Seaport has forged a culture all its own. The atmosphere in Boston Seaport is steeped in history but imbued with a creative, youthful energy.

Culture, industry and community converge making Boston's Seaport district a dynamic and vibrant area that is quickly emerging as one of the most exciting neighborhoods and destinations in the country. Currently Boston's single largest development project, WS Development is transforming 23 acres of waterfront land with a carefully selected mix of residential, hotel, office, retail, entertainment, civic and cultural uses, and public open space. Combining the best of historic and modern day Boston, Seaport is rapidly becoming the destination for fashion, culture, arts, dining and entertainment, and technology and life sciences, expanding its position as one of the top cities in the world.

100-year old warehouses and contemporary architecture frame the landscape in a stunning display of old and new. Fresh green spaces beckon residents and visitors alike to gather, unwind and enjoy the views. But above all else, it is the people who live in, work in, and visit the Seaport each day that create the unique fabric of the area. Seaport is a place for people to explore, enjoy and thrive.



SEAPORT



SEAPORT BY THE NUMBERS

23 ACRES

20 BLOCKS

7.6 MILLION
square feet total

1.1 MILLION
square feet retail
*~2.5 linear mi.
street front retail*

8.8 ACRES
of public open space

3.2 MILLION
square feet residential
with 3,200 residential units

2.8 MILLION
square feet office/research

4 HOTELS
with 800 rooms



THE PROJECT

We believe good wayfinding will add meaning and value to the district, and we are looking for a partner that shares this vision. WS Development is soliciting proposals from experienced design firms for the design, development, and implementation of a wayfinding signage system in Boston's Seaport District.

This project will look at how visitors coming to the Seaport through the highways, local traffic, public transportation, and foot traffic can best understand, explore, and experience the district without confusion. The system will help create a sense of place of the district and provide a refined, memorable, and comfortable experience

that connects visitors to retail, public spaces, and amenities in an intuitive manner. It will charm and engage visitors so they will want to learn more, stay longer, and return often.

Signage across the district may be unified, however, depending on where the visitor is, the experience at each city block should feel different. The system will also need to be flexible so as to incorporate new places as the district continues to develop. As of June, 2018, the priority should be assigned to the design and development of wayfinding signage for *Harbor Way* and *L4 Block* (outlined in Project Scope B).





PROJECT SCOPE-A



BUILT PUBLIC SPACES:

- #1. Seaport Common (Block F)
- #3. Seaport Boulevard, Public Realm
- #4. One Seaport (Courthouse Square, Blocks B & C)
- #5. Sea Green (Block Q)
- #8. M Courtyard (Block M)
- #10. Harbor Way at L1/L2 (Maritime History Room, Blocks L1 & L2)

A.1: General Identification & Navigation System

Identification + directional signage throughout the district

A.2: Identity for Public Spaces and Signage Design

Identity and signage design for open exterior spaces and interior spaces accessible to the public*; Interior parking signage system(s)

A.3: Retail/Businesses Signage Design

A flexible, and scalable system for both existing and future businesses. Signage may take a variety of forms and should give distinguishable treatments on different city blocks.

Deliverables:

- Schematic Design Visioning
- Design Development
- Construction Documents (built public spaces only)
- Fabrication and Installation Observation (built public spaces only)

**All public spaces throughout Seaport will have their own signage system with consistent look and feel.*

The design consultant should considering bot analog and digital forms of signage incorporating information sharing technologies and/or interactive elements. The design consultant may also propose changes/additions to Seaport's brand identity as they see fit.



PROJECT SCOPE-B

Harbor Way is an outdoor public promenade lined up with street happenings, storefronts, arts, and office entrances at the center of the Seaport District. Harbor Way, inclusive of Harbor Square Park, will become the future heart and soul of the Seaport District.

B.1: L4 Block Signage

Advanced design development of wayfinding and identity components for Block L4 (Amazon’s future office in Seaport) including associated streetscape improvements

B.2: Harbor Way Identification & Navigation System*

Development of a comprehensive and experiential wayfinding plan for Harbor way, Harbor Square Park (Blocks L3-L6), as well as associated streetscape improvements

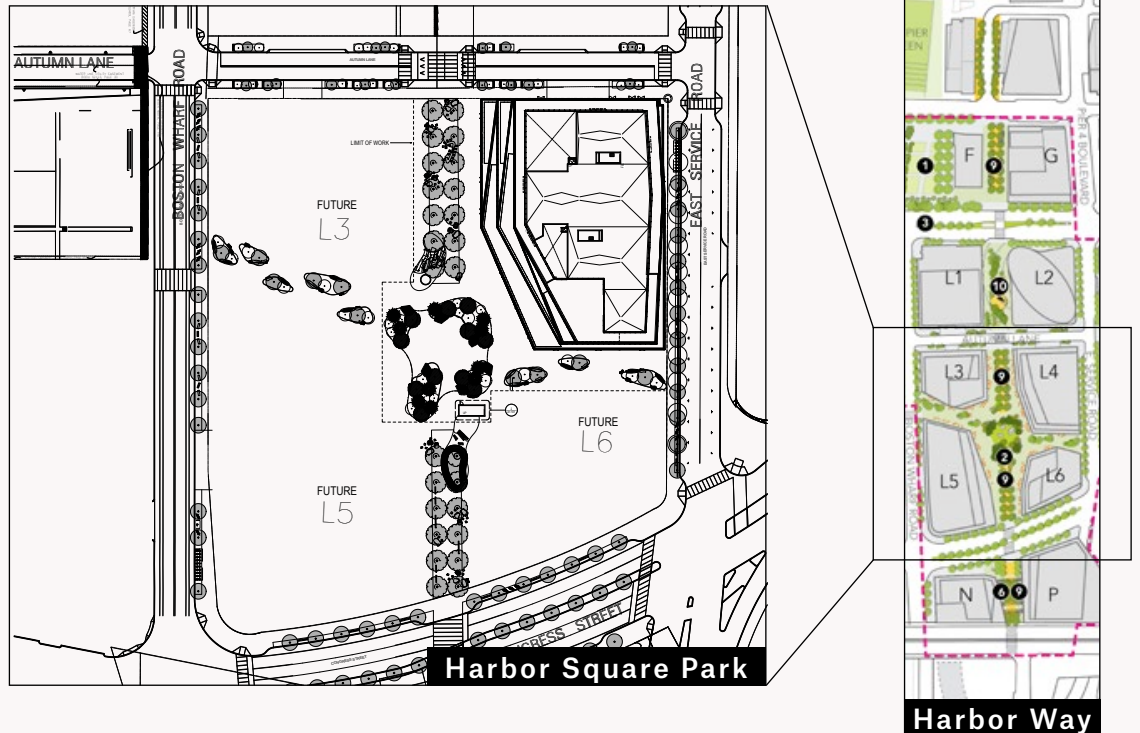
B.3: Signage Design Guidelines for Future Harbor Way Areas

Design and development of signage guidelines for blocks that are yet to be designed and/or built along Harbor Way (Blocks G, N, P).

* The in-house creative team of WS will design and develop Harbor Way and Harbor Square Park’s identity concurrently with the development of Scope-B.

Deliverables:

- Schematic Design Visioning
- Design Development
- Construction Documents (L4)
- Fabrication and Installation Observation (L4)





PROJECT TIMELINE*

	A. Seaport District	B. L4 Block & Harbor Way
6/20/2018	RFP Release	
7/11/2018	Proposal Submittal	
7/11/2018-7/26/2018	In-person presentations (to be scheduled)	
7/27/2018	Design Firm Selection	
7/30/2018	Schematic Design Visioning Kick-off	
9/21/2018	Schematic Design Visioning Due	
11/12/2018		Design Development Due
12/21/2018	Design Development Due	
Q1, 2019	Construction Documents & Permitting (Built Public Spaces Only)	L4 Construction Documents & Permitting
Q2, 2019	Bidding & Installation (Built Public Spaces Only)	L4 Bidding
Q1-Q2, 2021		L4 Installation †
TBD	Bidding & Installation (Remaining areas) †	Construction Documents, Permitting, Bidding, and Installation for Future Harbor Way Areas †

*tentative

† to be defined as a separate scope pending design approvals



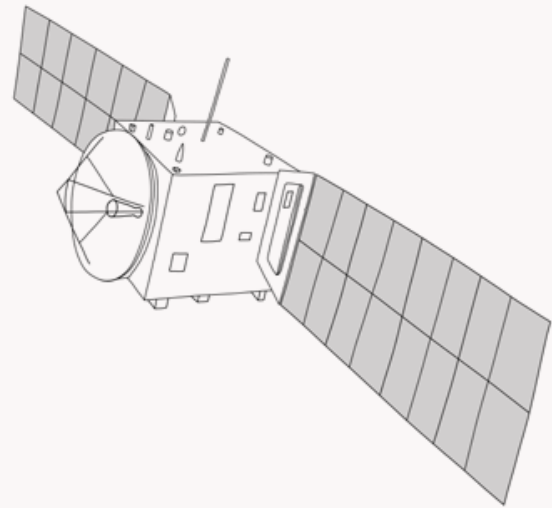
YOUR PROPOSAL

In your proposal, please

- 1) provide relevant **examples** of your work that were structured similarly to this project;
- 2) describe your **project team and your methodology**; specifically, provide a list of key personnel that will be working on this project.
- 3) share **inspirations** you would draw to inform your design. These don't have to be your own work and we encourage you to think outside the realm of traditional urban environments and retail-centric places;
- 4) propose **how you would approach** the tasks and deliverables outlined in Project Scopes. Please also provide any support you would need from WS Development* to accomplish your tasks;
- 5) suggest the **fee** you expect to charge based on all required tasks and deliverables outlined in Project Scopes. Please also provide us with your hourly rates in 2018 dollars.
- 6) indicate **when** your team will be available for either an in-person presentation of your proposal.



** WS has engaged James Corner Field Operations (JCFO) of New York as the master landscape partner for Seaport. As such, JCFO may be involved in key meetings and/or decision making as a consultant.*



OUR CONTACT

For questions and proposal submittal, contact:

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