

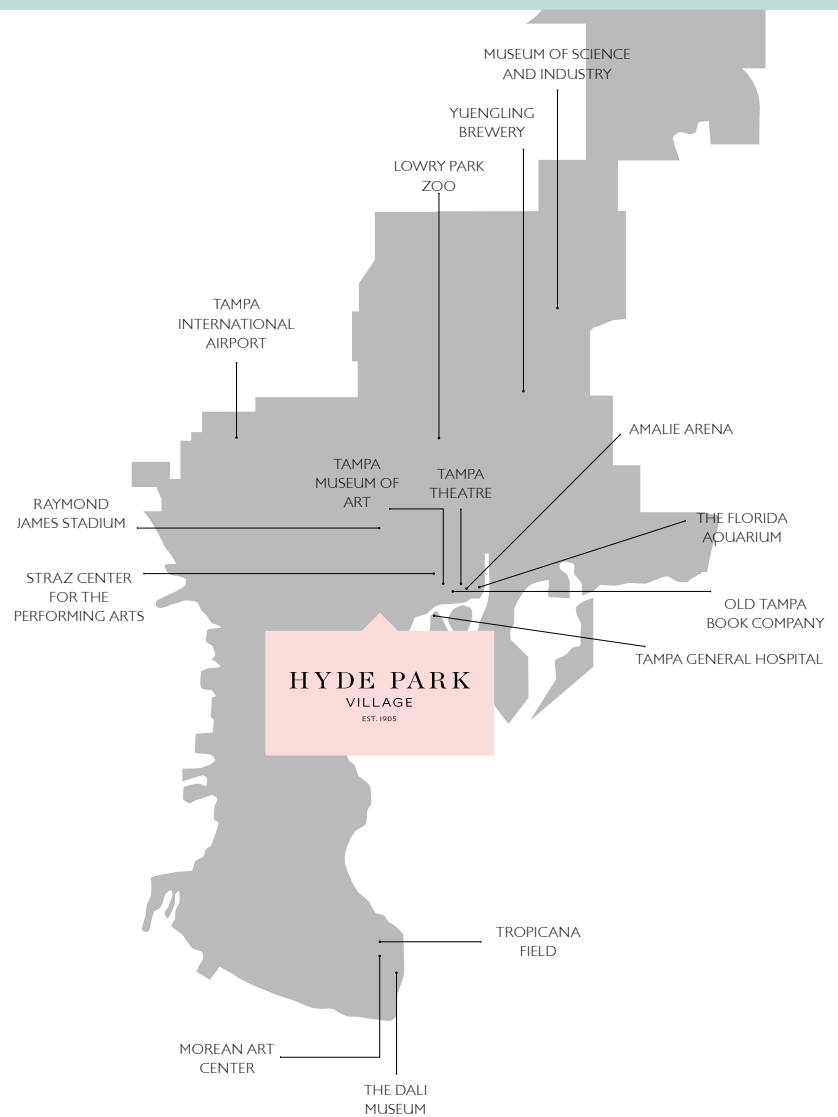
REQUEST FOR PROPOSALS
WAYFINDING SIGNAGE

MARCH, 2018

HYDE PARK
VILLAGE
EST. 1905

THE PLACE

A CONTEMPORARY VERSION OF ITS CELEBRATED PAST



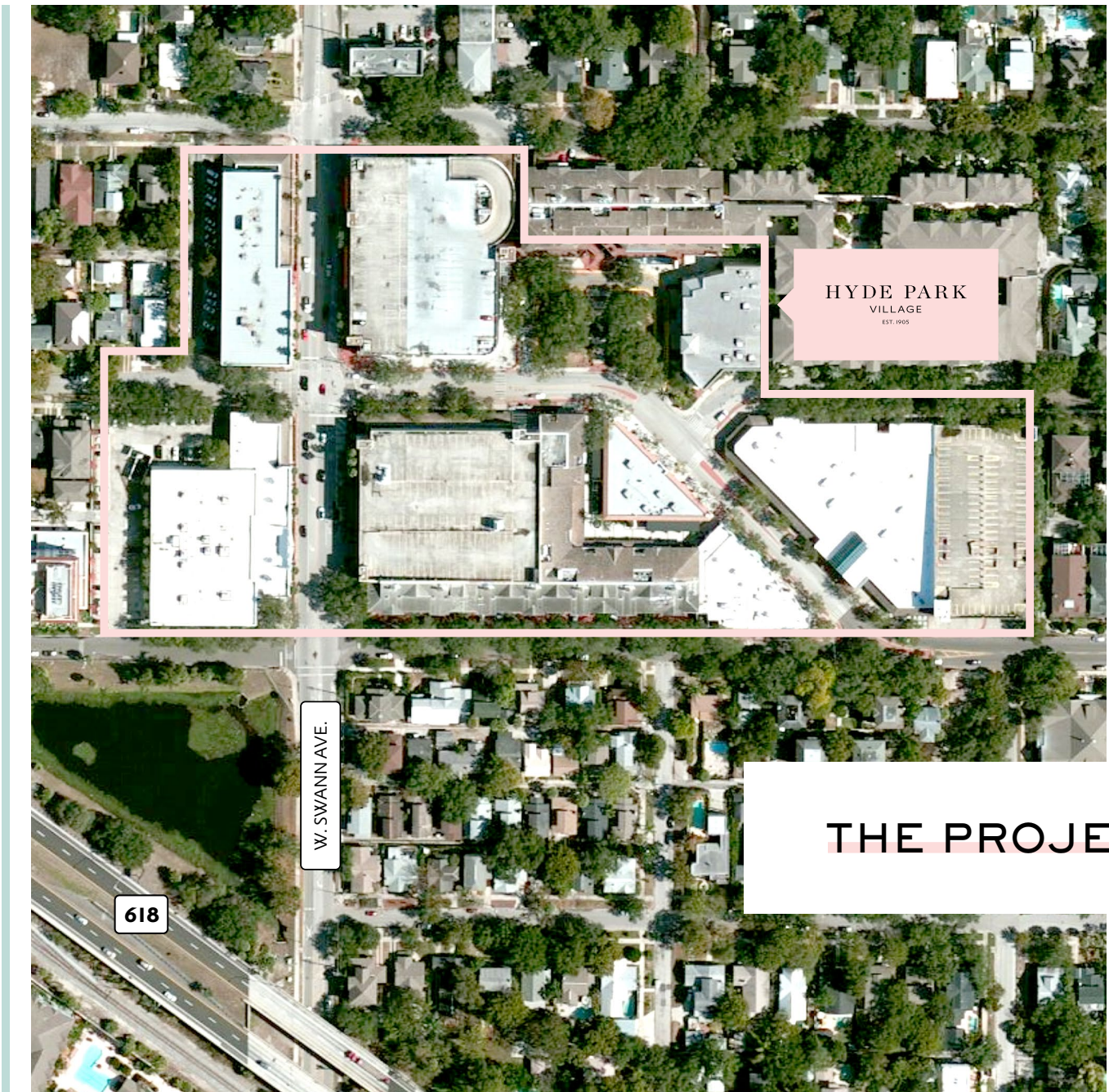
Tampa's historical roots, from its early Spanish influences to the boomtown surge of the 19th century, have helped the city grow into one of the most diverse, vibrant areas of the American south. As the third largest city after Atlanta and Miami, Tampa is home to a colorful collection of artists, entrepreneurs and aficionados, who have all made it the desirable, cultural hotbed it is today.

Nestled in Tampa's most historic district sits Hyde Park: the city's premier residential neighborhood, boasting restored bungalows, Victorian homes and charming trolley cars. Whitewashed picket fences and stunning architecture from the late 19th century paint the sunny scenery.

With walkable streets and bike-friendly lanes, the area is littered with people who enjoy the easy access from scenic Bayshore Boulevard and Davis Island. The tree-lined sidewalks lure a captive audience, to Hyde Park Village: the only concentrated area of street retail in all of Tampa.

Hyde Park Village is home to a unique combination of retail shops and restaurants spanning over 270,000 square feet. Marrying leading national brands with local best-kept secrets, the center proves a diverse and vibrant mix that keeps customers coming back. With everything from the best cold brew to bustling nightlife, and great fashion to "Friday at the Fountain" events, the Village has it all.

Hyde Park Village is part of Up Markets, a division of WS Development.



THE PROJECT

Wayfinding is considered an integral part of Hyde Park Village's image and success. Currently, visitors are given visual cues that offer information about the Village, however, much of the existing signage is inconsistent and is in need of a new visual identity. Visitors unfamiliar with the area frequently have trouble finding their destinations and parking because they do not know where to look.

We believe wayfinding at Hyde Park Village can be beautiful and useful and we are looking for a partner that shares this vision. Hyde Park Village is requesting proposals from experienced design firms for the design, development, and implementation

of a wayfinding signage system. This project will look at how visitors coming to the Village through the highway and local traffic can best explore and experience the area without confusion.

Once implemented, the new wayfinding system should help create a cohesive identity of the center, provide a refined, compelling, and comfortable experience that connects visitors to retail, public spaces, and amenities in an intuitive manner.

PROJECT SCOPE

Design programming

Research: interviews, observations, codes, etc.
Site analysis + adjacency studies

Strategy + schematic design

Blocking + circulation diagrams for both pedestrians and drivers
Sketches for plans and various sign types

Detailed design

Comprehensive wayfinding system combining plans and creative design for signs, maps, symbols, colors, and other communications

Final design & drawings

Signage plans, details, specifications, and construction drawings.
Comprehensive style guide that can guide the Village to maintain visual consistency in the future

Fabrication & installation

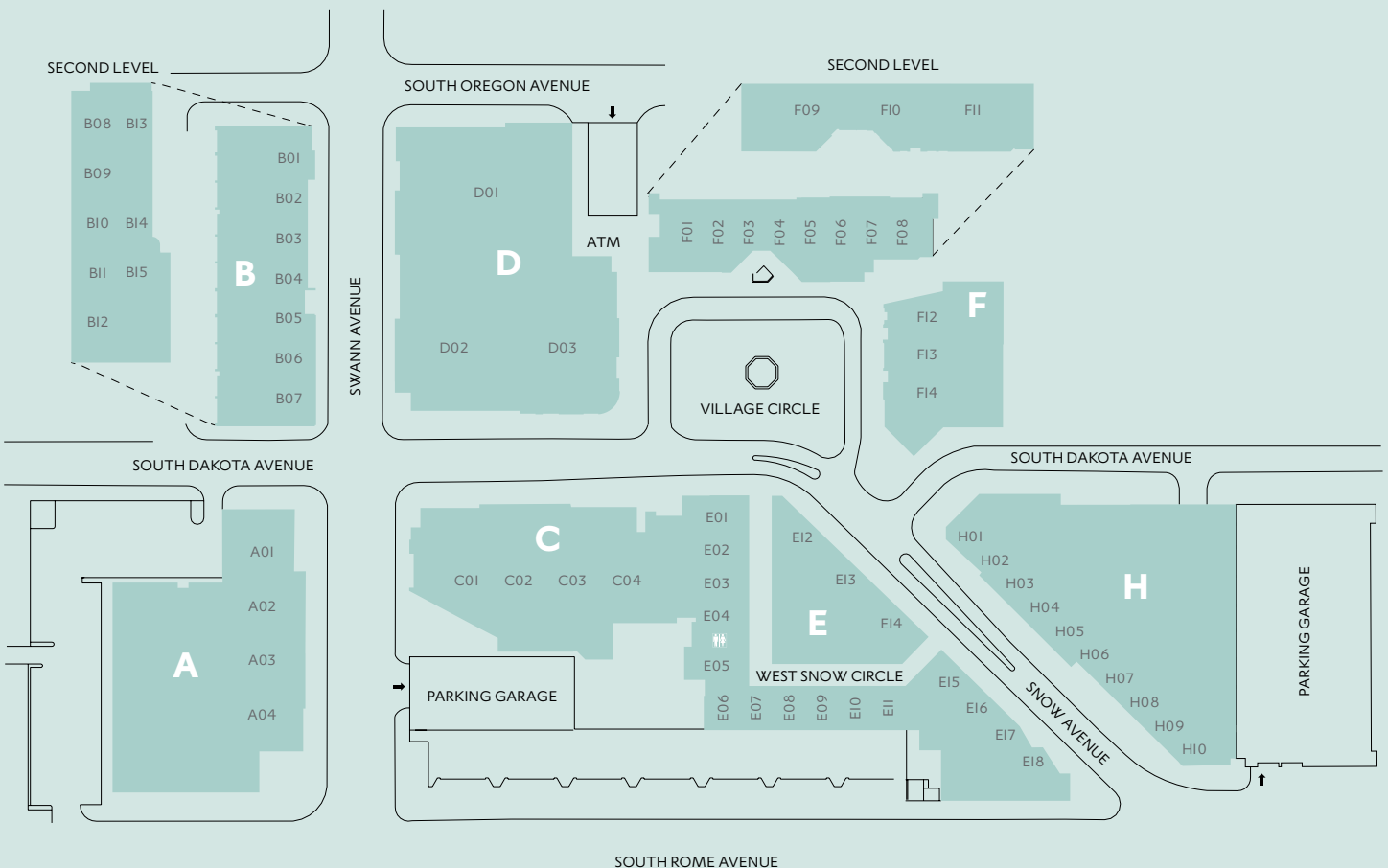
All signs must be fabricated and installed by a qualified, experienced sign manufacturer. Sign construction shall be in accordance with all applicable state and local codes.

PROJECT TIMELINE

RFP Release	3/5/2018
Proposal submittal	3/26/2018
Design firm selection	4/16/2018
Design programming	4/23-5/18/2018
Strategy + schematic design	5/21-6/22/2018
Detailed design	6/25-7/13/2018
Final design & drawings	7/20/2018
Fabrication & installation	7/23-9/28/2018

*tentative and subject to change

HYDE PARK VILLAGE





YOUR PROPOSAL

FOR QUESTIONS AND PROPOSAL SUBMITTAL

Susan Martin

General Manager | Hyde Park Village
susan.martin@wsdevelopment.com

Amelia Aboff

Project Manager | Development
amelia.aboff@wsdevelopment.com

Luna Zhang

Strategist & Experience Designer | Marketing
luna.zhang@wsdevelopment.com

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;
- 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 retail or commercial shopping centers;
- 4) propose how you would approach the five phases and deliverables outlined on the previous page. Please also provide any support you would need from Hyde Park Village to accomplish your tasks;
- 5) suggest an estimate of how much you expect to charge based on the five phases and deliverables outlined on the previous page;
- 6) indicate when your team will be available for either an in-person or a web presentation of your proposal.



HYDE PARK
VILLAGE
EST. 1905