



**Request for Proposals
Branding and Identity Plan
Village of La Grange Park, Illinois**

February 1, 2024

The Village of La Grange Park, Illinois is requesting proposals to provide assistance with developing a Branding and Identity Plan for the Village of La Grange Park, as described in this Request for Proposals (RFP).

The Village will host a pre-proposal information session on February 15, 2024 at 1:00 p.m. The meeting will take place at Village Hall, 447 N. Catherine, La Grange Park, IL 60526. Please notify Derek Rockwell, Senior Planner/Project Coordinator, by noon on February 10, 2024 if a representative(s) from your team is planning to attend.

If your team is qualified and experienced in performing the described services, the Village would appreciate receiving your proposal, as indicated in the RFP. The deadline for submissions in response to the RFP is **March 15, 2024 at 3:00 p.m.**

Thank you, and if you have any questions, please contact me at (708) 354-0225 ext. 206 or drockwell@lagrangepark.org.

Sincerely,
Derek Rockwell
Senior Planner/Project Coordinator

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I. Background

The Village of La Grange Park (population 13,295) is an ideal place to live, work, and raise a family. Residents enjoy tree-lined streets, quiet neighborhoods, award-winning schools, a mix of local services and shops, and access to an abundance of parkland and forest preserves. La Grange Park is 14 miles west of Chicago in Cook County, Illinois and conveniently located near interstates I-290, I-294, and I-55 and the Burlington Northern Santa Fe (BNSF) Metra rail line. The Village features a collection of independent owner-operated businesses and national brands along two commercial corridors. In recent years, La Grange Park has seen a record increase in residential reinvestment and business development.

In 2023, the Village Board approved the Village Market Streetscape Improvement Plan. That plan provides a vision and recommendations for public improvements that establish a safer, more inviting environment along La Grange Road and throughout the Village Market area. The Plan presented several recommended next steps related to district branding and identity:

- Develop a comprehensive, Village-wide plan related to branding and identity.
- Develop a toolkit of signage, wayfinding, and public realm improvements, including directional signage, kiosks, and light pole banners.
- Install major and minor gateway features at key intersections, including La Grange Road and Homestead Road, Poet’s Corner (a Village-owned parcel at the southwest corner of La Grange Road and Harding Avenue), and the east and west entrances to the Village along 31st Street.
- Utilize simple and classic branding elements and consider their compatibility with the scale and appearance of existing buildings and spaces.

II. Project Description

The Village is seeking to create a Branding and Identity Plan and implement streetscape improvements that communicate a clear, strong and cohesive identity for the Village, enhance the Village’s sense of place, improve navigation and accessibility within the Village, and reduce visual clutter.

Key Objectives/Expected Outcomes

The Branding and Identity Plan should be organized around the following outcomes:

- **Establish a Unique Sense of Place** – Recommend branding elements in specific locations, such as signage, lighting, seating/furnishings, receptacles, planters, and other enhancements, to improve gateways and wayfinding and provide a comfortable and pleasant environment for pedestrians.
- **Emphasize Community Identity** – Branding should reinforce the community's character and appeal. Community identity elements may include: local parks and

forest preserves, which permeate and surround the Village, as well as destination retail and outdoor recreation.

- **Create Welcoming Arrival Points** – Develop a sense of arrival for visitors entering La Grange Park on La Grange Road from the north and south, as well as 31st Street from the east and west, exploring design strategies to enhance visual appeal and create a welcoming atmosphere.
- **Attract Investment and Activity** – Strategically plan interventions to attract investment, people, and capital to the Village, considering initiatives that promote economic growth and community engagement.
- **Toolkit of Signage and Streetscape Interventions** – Develop a comprehensive toolkit, including major and minor gateway features, directional/wayfinding signage, kiosks, street pole banners, pedestrian lighting, and amenity zones, ensuring versatility and adaptability to the diverse needs of the Village.

Deliverables

The project will include two interim deliverables and a final Branding and Identity Plan. Interim deliverables should be designed to communicate key findings and concepts to Village staff, the Commercial Revitalization Committee (CRC), and the Village Board in the form of a presentation (i.e. PowerPoint or similar). The final Branding and Identity Plan should be a presentation-style document (i.e. final PowerPoint or similar) that focuses on visual communication rather than text, and should include the following:

- **Brand Principles.** Identify a core set of principles for the Village to utilize when making future branding choices. These principles should address the Village’s position as a bedroom community and haven for families, as well as the Village’s differentiation and distinction from neighboring suburban communities, particularly the similarly named Village of La Grange, located directly south of La Grange Park. Distinct identities/principles may be developed for the two commercial corridors: Village Market/La Grange Road and 31st Street.
- **Streetscape Toolkit.** Develop a toolkit, catalogue, or similar product comprised of visual elements and products that the Village can reference to make streetscape improvements in the future, including materials, colors, and typography for branding elements, recommendations for locations and types of signage and public art, and final drawings and specification sheets. Prepare final drawings and specification sheets of all gateway features, signage, furnishings, planters, and all other proposed design elements, such that the Village will have the ability provide these documents to manufacturers/fabricators with ease and efficiency.
- **Secondary Logo.** Design an alternate or secondary logo to supplement the Village’s primary logo. The design may eliminate some text or rearrange elements to improve readability in small sizes (i.e. “LGP” instead of “La Grange Park”). The secondary logo is intended for online use or when the Village must resize its logo to other, often smaller, formats (banners, street sign obelisks, etc.).

- **Graphic Standards.** Develop graphic standards that the Village can utilize for marketing and promotional materials, social media communications, light pole banners, etc. These standards should include a cohesive set of typography, color palettes, style, and other elements that form a consistent and unified theme. These standards should be suitable for all media, including print, outdoor, signage, apparel, and promotions.

III. Scope of Services

A. Community Engagement. The Village anticipates, at a minimum, that the following meetings/activities will be necessary:

- One (1) project initiation meeting with Village staff
- Three to four (3 to 4) meetings with the Commercial Revitalization Committee, including:
 - Project kickoff meeting
 - Existing Inventory presentation and discussion
 - First review of draft plan
 - (Potential) second review of draft plan for recommendation to the Village Board
- One (1) community survey

B. Existing Inventory Analysis. Evaluate existing elements that contribute to current Village branding and identity efforts, including but not limited to:

- Signage (type, location, condition, messaging, regulatory requirements, etc.)
- Public realm elements, such as lighting, seating/furnishings, decorative stop signs, receptacles, planters, bike racks, planters and other landscaping
- Pavers (type, location, colors, etc.) and other materials
- An overview of the Village's existing logos, messaging, color palettes, etc.

Deliverable & Presentation: Existing Inventory Analysis presented at a meeting of the Village's Commercial Revitalization Committee.

C. Draft Plan. Develop a draft plan based on the information and feedback gathered during community engagement meetings/activities and existing inventory analysis. The deliverable will be provided to Village staff for review and comment, and revised as necessary prior to presentation to the CRC. Recommendations should cover the following areas:

- Define the types and design of signs, where they should be used and located, what they should look like, and what kind of information they include.
- Recommend existing elements to be preserved, modified, replaced, or removed.
- Encourage visitor and resident discovery and exploration of the Village.

- Allow for universal and inclusive ease of understanding for all persons, including drivers, bikers, riders, walkers, children, persons with disabilities, while managing information overload and sign clutter.

Deliverable & Presentation: Draft Plan presented at a meeting of the Village's Commercial Revitalization Committee.

D. Final Plan and Implementation. Prepare a final plan document that incorporates review comments of the draft plan. This document should address project definition, prioritization, phasing, and implementation, including next steps. Specifically, for phasing purposes, the Village Market/La Grange Road corridor should take priority. A component of the final plan will involve the consultant creating, for the Village's immediate use, tangible and fabrication-ready design materials (gateway signage, pedestrian and vehicular directional and wayfinding signage, etc.) for this corridor.

In the response to the RFP, consultants should describe their process for preparing the final deliverable, as well as its anticipated format. The deliverable will be provided to Village staff for review and comment, followed by presentation to the CRC. It is crucial that this document be crafted with the understanding that the Branding and Identity Plan will be a final design document that can be quickly and easily utilized in order to move toward the manufacturing and fabrication phase for any and all design elements created as a result of the plan. The Branding and Identity Plan should not be viewed as an extension of the existing conceptual components of the Village Market Streetscape Improvement Plan; rather, it should be a stand-alone, actionable document.

Deliverable & Presentation: Final Plan presented at a meeting of the Village's Commercial Revitalization Committee.

IV. Procurement Details

Selection Process & Tentative Schedule

February 1, 2024: Release Request for Proposals

February 15, 2024: Pre-proposal meeting

March 15, 2024: Proposals due

April 1-5, 2024: Candidate interviews

April 2024: Consultant selected and Village Board approval

May 2024: Branding and Identity Plan kickoff

Submittal Requirements

1. Cover letter
2. Statement of qualifications
 - Description and qualifications of your firm and team.
 - Resumes of key staff. Identify the project manager.

- Identify any portion of the scope of work that will be subcontracted. Include firm qualifications and key personnel for the subcontractor.
 - A detailed description of no less than three (3) similar projects successfully completed by the firm or consultant team in the past three to five years and a detailed description of the results of that work.
 - Three (3) references for which the consultant has completed similar projects, including the project title and the reference's name, email address, and phone number.
3. Project understanding
 - Provide a written description of your firm's understanding of the project services outlined in the scope.
 4. Approach to scope of work
 - Provide a description of how you will complete the work, identifying all major phases to the work and the sequence of tasks to be completed.
 - Indicate how your firm would schedule the work, including the relative timing of meetings and major milestones.
 5. Project cost
 - Estimate lump sum total cost (not-to-exceed amount) for the scope of work, including any reimbursable expenses.
 - Specify the number of hours and hourly rates for key staff, and any other expenses in the estimation of cost.

Evaluation Criteria

1. Approach to preparing a Branding and Identity Plan that addresses the key objectives identified in the RFP.
2. Demonstrated record of experience of the consultant firm, as well as identified staff, in providing the professional services identified in this scope of work.
3. Quality and relevance of the examples of similar work.
4. References.
5. Cost of proposed services.

Right to Reject Proposals

The Village reserves the right to accept any proposal, any part or parts thereof, or to reject any and all proposals. The Village reserves the right to waive minor informalities or irregularities in the proposals received, to accept any proposal deemed advantageous to the Village, or to reject any and all proposals submitted. A conditional proposal may be considered non-responsive and may be rejected. The Village may make such investigations as it deems necessary to determine the ability of the proposer to perform the work in conformity with the proposer, and the proposer shall furnish to the Village all such information and data for this propose as the Village may request.

Negotiations

The Village reserves the right to negotiate specifications, terms, and conditions, which may be necessary or appropriate to the accomplishment of the purpose of this RFP. The Village

may require the entire proposal be made an integral part of the resulting contract. This implies that all responses, supplemental, and other submissions provided by the proposer during the discussions or negotiations will be held by the Village as contractually binding on the successful proposer.

V. Insurance Requirements

Prior to entering into a contract with the Village, the successful consultant must provide a Certificate of Insurance showing proof of insurance, which meets or exceeds requirements set forth below.

- A. During the term of the contract, the contractor shall provide the following types of insurance in not less than the specified amounts:
 - a. Commercial General Liability - \$1,000,000.00 per occurrence, \$2,000,000.00 aggregate;
 - b. Auto Liability - Combined Single Limit Amount of \$1,000,000.00 on any contractor owned, and/or hired, and/or non-owned motor vehicles engaged in operations within the scope of this contract;
 - c. Professional Liability - \$1,000,000.00;
 - d. Workers Compensation - Statutory; Employers Liability \$500,000.00 (the policy shall include a 'waiver of subrogation'); and
 - e. Umbrella Coverage - \$2,000,000.00

- B. The aforementioned insurance requirements shall be fulfilled by the contractor by maintaining insurance policies which name the Village, its officers, agents, employees, representatives, and assigns as additional insureds (except on policies for professional liability and workers compensation). Such insurance shall be primary and non-contributory with respect to any insurance or self-insurance programs covering the Village, its officers, agents, employees, representatives, and assigns. Contractor will waive subrogation on workers compensation and general liability coverages. The contractor shall furnish to the Village satisfactory proof of coverage by a reliable company or companies, before commencing any work. Such proof shall consist of certificates executed by the respective insurance companies and filed with the Village together with executed copies of an Additional Insured Endorsement (Insurance Form CG2010 - 1985 version). Said certificates shall contain a clause to the effect that, for the duration of the contract, the insurance policy shall be canceled, expired, or changed so as to the amount of coverage only after written notification 30 days in advance has been given to the Village.

- C. The contractor shall require subcontractors, if any, not protected under the contractor's policies, to take out and maintain insurance of the same nature in amounts, and under the same terms, as required of the contractor.