

Expression of Interest

Capitol Campus Wayfinding

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WV Purchasing Division

Charleston,
West Virginia

June 2016



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June 2, 2016

Ms. Linda Harper
Department of Administration, Purchasing Division
2019 Washington Street East
Charleston, WV 25305-0130

Dear Ms. Harper:

AB Design is pleased to present this expression of interest for services for the Capitol Campus Wayfinding at Charleston, West Virginia.

AB Design is a small, minority and woman owned design business that specializes in the design of signage, wayfinding and interpretive systems.

It is a pleasure for us to prepare and present this expression of interest, seeing that the State of West Virginia is committed to bring improvements to this beautiful historical capitol campus that will greatly benefit the community.

Thank you for your consideration of our qualifications.

Best personal regards,

A handwritten signature in black ink, appearing to read 'G. Brenner', is written over a horizontal line.

Gladys R. Brenner, SEGD
President

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AB Design, is a full-service independent wayfinding and signage design consulting firm, founded in 1991 in response to the need for planned and designed signage that coordinate communication of the message with an understanding of the audience and environment in which it will be used.

Our designers have backgrounds in both visual communication and architecture. The integration of both fields makes us imminently qualified to handle design challenges of any scale. AB Design is strong in client presentation, project coordination and knowledge of all phases of creative thought processes from concept through execution.

Our experience includes design of logos/brands and its application, wayfinding, signage design, wayfinding master planning, Interpretive signage, production of signage standards manuals, construction drawings and bid documents for sign fabrication and supervision of production and installation of sign systems.

Previous experience working on projects with federal, state and local agencies and municipalities, gives us an understanding of the client's organizational philosophy. We are aware of budgetary strategies and time limitations that affect these projects. In response, our design solutions are concerned with aesthetics as well as functionality while being sensitive to budgetary and time constraints.

As designers, we are committed to providing services focused on a close relationship with our clients, while concentrating on the different needs and details of each project. This client-oriented philosophy generates very positive results.



For this project, our main design objective is to assess the existing wayfinding signs, to detect problematic areas and to propose strategies to solve wayfinding problems leading to the creation, in a future phase, of an effective and compelling visual communication signage program. Our project will evaluate how to lead visitors to parking areas, from there to pedestrian paths, and to final destinations as well as how navigation information is provided for moving people in, out, through and around the area.

Our team of designers have developed wayfinding, signage and interpretive programs for capitol campuses, parks, cities, universities, hospitals and museums. Our firm is used to working in projects with multiple stakeholders and enjoys the challenge.

Our designers' expertise with CAD and graphic design packages allows us to work on both IBM-compatible and Macintosh platforms. We generate AutoCAD-compatible files to interface with sign manufacturers, architects and engineers.

Our company is a small, minority and woman owned firm with SWAM and DBE certification in Virginia, Maryland and New York.

We are fully available to start the project as soon as the award is made.



Project History

A Capitol Building Commission, created by the Legislature in 1921, authorized construction of the present capitol. Architect Cass Gilbert designed the buff limestone structure. It features a gold-leafed dome that is larger than that of the United States Capitol. Construction began in 1924, and, after the three stages of construction were completed, Governor William G. Conley dedicated the capitol on June 20, 1932.

The front of the building faces the Kanawha River, and the entire capitol plaza is bordered by Kanawha Boulevard East (also known as U.S. Route 60 and the Midland Trail), Greenbrier Street (also a part of Route 60 and West Virginia Route 114, where the latter terminates), California Avenue and Piedmont Road. Beside the main capitol, there are two wings which lie perpendicular to the east and west ends of the building, forming an open-ended quadrangle centered on a fountain, one of three in the plaza. The two wings are connected by low causeways on the basement level. The Governor's mansion, and buildings housing a cultural center as well as several state departments and a parking garage, all occupy the area of the plaza, with several other state departments lying east of California Avenue.

The grounds include several statues, including Abraham Lincoln on the front plaza and Stonewall Jackson, a native of the state, near the southeast corner of the plaza. The Lincoln statue is located in front of the main entrance of the building, facing the river. There are also two large fountains on the grounds, in the quadrangle just behind the rear entrance of the main building and one to the northwest, between the cultural center and the Division of Motor Vehicles building, just east of the Washington Street entrance to the plaza. Also at the complex are the historic Holly Grove Mansion and the West Virginia Governor's Mansion.

At a height of 292 feet (89 m), the State Capitol is the tallest building in West Virginia.

The Cultural Center inside the Capitol Complex houses West Virginia's artistic, cultural and historic heritage. It's the venue of several festivals and events throughout the year.

The West Virginia Veterans Memorial completed in 1999, is a two-story oval shaped monument honoring more than 10,000 West Virginians who made the ultimate sacrifice in defending the nation in twentieth century conflicts. Composed of four limestone monoliths surrounded by a reflecting pool, the interior walls are faced in polished black granite etched with the names of these men and women. The Memorial was designed by P. Joseph Mullins, who also sculpted the four figures representing the four major twentieth century conflicts and the four major branches of military service.

Design Considerations

Our goal will be to evaluate the existing campus' wayfinding to assess how well it provides an environment that is easy for visitors to navigate and conducive to making accessible to the public the Capitol's administrative, historical, and cultural resources.

AB Design will work closely with the Capitol Campus Wayfinding Project Manager and Stakeholders to provide a comprehensive evaluation and preliminary design proposal for a wayfinding system that preserves the historical quality of the area and directs first time visitors throughout the governmental, cultural and historic areas. This system will concentrate on clarifying accessibility to parking areas and pedestrian paths to buildings, while providing information that supports and coordinates the signage with the local codes and regulations and takes into account the latest Master Plan for the area.

The final package will accomplish many objectives:

- Respect the site historic assets (e.g. Governor's Mansion and Holly Grove Mansion).
- Involve the stakeholders and ascertain their vision for wayfinding for the site.
- Provide a consistent and cohesive theme and appearance for the signage.
- Allow visitors to find their way from the parking deck on Piedmont Rd. as well as from the Shuttle stops to their final destinations.
- Provide orientation to the Capitol building entrances as well as to commemorative areas (Veterans Memorial) cultural areas (Cultural Center Museum), administrative areas (Department of Education and Division of Highways), historic buildings (Holly Grove Mansion) parking and public transportation nodes.
- Safely and efficiently guide visitors through the Capitol Campus by establishing a consistent visual presence along the site.
- Incorporate flexibility within the wayfinding system for future change and growth.
- Enhance the aesthetic aspect of the area by integrating the wayfinding elements with the Cass Gilbert designed and inspired original landscape, as well as the new landscape design that follows the 2011 Master Plan.
- Highlight the multiple resources of the area as well as it's value as a touristic destination.

The main objective will be to evaluate the existing signage and propose a path for improvement/ replacements with the ultimate goals of creating a "user friendly" environment in which the user will find ease of navigation. We develop wayfinding systems to aid wayfinding for the first-time visitor. We keep in mind current conditions but focus, as well, on flexibility and future developments. We may incorporate a color-code and symbol development in the signage design to enhance functionality. We typically present design options that vary in size, color, layout, font and concept.

An effective wayfinding system functions by directing, informing and regulating visitor movement throughout the area. In order to successfully meet these communication requirements, we use a broad base of technical knowledge and an understanding of graphics theory and how it relates to human response. We emphasize design solutions which are aesthetically pleasing, functional and flexible.

Placement Guidelines

Signs will be evaluated for sensitive placement that respects and enhances the environment.

Our recommendations for the placement of signs are based on functional virtues and follow the latest local and state regulations.

Placement and contents of signs will be designed to incorporate the direct input and vision of the stakeholders and to ensure maximum cost-effective flexibility of message content in order to respond to the need for changes in the environment and usage over time.

Project Goals

We will:

- Develop a comprehensive signage/wayfinding report of the existing conditions.
- Find unifying elements within the architecture and signage systems.
- Delineate 3 possible design options for a wayfinding/signage package.
- Present the design options and conduct charrettes with the stakeholders to incorporate their input in the design process.
- Prepare a Design intent package which complements and enhances the image of the Capitol Campus, and respects the historic assets and landscape.
- Develop a preliminary sign location plan and message schedule.
- Provide a clear understanding of what administrative, cultural and commemorative landmarks are available, where they are located and how to get to them,
- Promote the use of symbols and color coding to visually convey quickly and effectively the location of the important landmarks and nodes in the signs. (e.g. the East and West Entries to the main building, the access to the Cultural Center Museum, etc.)
- Integrate the wayfinding system with the technology advances and make recommendations for future integration of the static signage with technology for mobile handheld apps that couple intuitive and sophisticated user experiences with trend-setting technology and web platforms.
- Provide clear and easy to follow recommendations for the update and maintenance of the signage and wayfinding system.
- Develop the basis for a second phase: final design and development of contracting documents towards a bid package in which standards will unify sign sizes, typefaces and graphics with emphasis on flexibility of materials and colors.
- Orient the design towards flexible, durable, vandal-resistant and easily maintained components.

The system will concentrate on clarifying accessibility / exit paths.

Phase 1 Evaluation of Existing Conditions

AB Design will:

- Conduct kick-off meeting to define project priorities, goals/objectives and verify time line for the project.
- Conduct meeting with the stakeholders and user groups to identify needs.
- Perform a comprehensive survey of existing signs. (Trip 1. To include 2 items above)
- Perform a thorough visual survey of the site to and walk through to determine sign locations.
- Review and analyze existing signs.
- Discuss with the Client intended location of wayfinding signs and content for each sign.
- Collect data and gather necessary information including digital site plans and digital files for logotypes/seals and graphic elements to be included in the wayfinding.
- Collect information about zoning, parking areas and transit system.
- Determine code restrictions including state, county, local, and MUTCD sign regulations that may apply to the intended signage.
- Submit narrative report with findings, photographic record and proposed destination list to the Client. (Trip 2)

Phase 2 Maintenance Plan

AB Design will:

- Classify the existing signs to remain and propose a maintenance plan.
- Establish what signs can remain during the transition to new signs phase and which include outdated information and need to be removed.
- Prioritize signs to establish a phased sequence of removal and replacement.

Phase 3 Preliminary Design

AB Design will:

- Develop proposed strategy for wayfinding and destination list.
- Develop preliminary design for the recommended wayfinding components. The proposed design will unify style, colors, materials, symbols and structural components of the system.
- Verify proposed destinations list, terminology and nodal decision points.
- Identify primary and secondary destinations and recommended locations for signage.
- Develop a preliminary sign location plan including strategic locations of all system components.
- Develop preliminary message schedule listing all proposed signage and wayfinding components.
- Prepare schematic drawings, photomontages, presentation slides, etc., including three alternatives to convey design concepts for presentation at the charrettes.
- Conduct four charrettes with stakeholders to gather input of the preliminary design. (Trips 3-6)

Phase 4 Design presentation

Based on review comments to the proposed preliminary design documents AB Design will:

- Evaluate proposed signage on site based on meeting results.
- Based on the selected design option, develop design intent drawings.
- Present campus wayfinding package to Client.

Phase 5 (Optional, Possible Change Order) Documentation

AB Design will:

- Develop drawings for the final sign types, layout, size and location of all system components, including materials, finishes, colors, graphics, type faces, logotypes, fabrication and installation details.
- Produce final design construction drawings for all signs, final sign elevations and fabrication details.
- Develop final sign location plans and message schedules. The contents listed in the message schedule for each sign will include all legends, arrows, logos, symbols, etc. that are proposed to appear on each sign; the sign location, sign type, message, and standards. *(Proofreading of the message schedule is the responsibility of the Client.)*
- Final site visit for verification of sign location.
- Submit 98% construction drawings and specifications for fabrication and installation for approval.
- Present final sign location plans and sign message schedule for Client approval.
- Submit 100% final complete Wayfinding Signage Package including approved specification drawings, complete set of sign location plans and message schedule.
- Prepare a complete set of reproducible documents to enable the Client to solicit bids for fabrication and installation of all components.
- Coordinate proposed schedule for production and installation.
- Prepare artwork for all system components.

Phase 6 (Optional, Possible Change Order) Implementation

AB Design will:

- Provide any required bidding assistance.
- Respond to bidders RFIs.
- Review / check all material samples and review shop drawings during the manufacturing phase to insure quality control.
- Prepare additional drawings and documents as required.
- Assist in answering questions during production phase.
- Track production schedule and coordinate the schedules for installation of the signs.
- Respond to installer's questions to address concerns during the installation.
- Attend installation meetings until substantial completion walk through to insure that all items on each phase have been addressed.
- Conduct on-site inspection and oversee the installation of the system components and produce a review & deficiency list /coordinate the correction of any items on this list.
- Coordinate the completion of as-built documents and delivery to Client.

Standards Manual

After Phase 6 is completed, we will develop a Standards Manual showing the wayfinding signage system and criteria for sign types for current and future expansion/change. The manual will include all wayfinding and signage components.

One hard copy of the manual will be provided and will include descriptions of each sign type and explanation of its use. Digital files will be provided for reproduction. Specification drawings will be developed in Adobe Illustrator with CAD Tools, message schedules will be developed in Microsoft Excel, and sign location plans will be developed in AutoCAD. All files will be converted and delivered as PDF

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We will design and develop the following sign types:

Gateway Sign

These signs will provide identification of the “entrances” to the campus at Greenbrier St. and Piedmont Rd., Greenbrier St. and Kanawha Blvd. and Kanawha Blvd. and California Ave.

Directional Signs

Directional signage will be designed as necessary to assist vehicles and pedestrians to identify and locate parking, public transit and destinations. Signs may include the State Capitol identity, will provide information about buildings and monuments in the campus as well as “of campus” buildings and parking areas along Washington St.

Key orientation signs may incorporate the State Capitol identity and may be two-sided or four-sided, according to hierarchy and location.

Secondary orientation signs can be one-sided or two-sided signs that will display directional information.

Identification Signs

These freestanding signs will provide identification for the buildings and monuments and will define and enhance visitor recognition of the site.

Parking Identification

These identification signs will indicate available parking areas and provide appropriate information for the accessible parking spaces.

Regulatory/ Information Signs

These signs will outline important information to provide visitors with necessary guidelines regarding policies, procedures and regulations (e.g. hours of operation) or other regulatory and safety information, for which a standard sign type will be developed.

Colors and/or Symbols

Colors may be used and coded to identify the main buildings. The overall color scheme will be used to complement the architecture and landscape. Symbols may be developed for specific destinations and nodes. The applications of symbols will be carefully studied to take into account the relationship between the symbol size, the scale and the viewing distance.

Best Practices

Signs will be designed to be visitor friendly, promote a strong identity, some to be map based, have a destination focus, use icons & symbols, display an information hierarchy and be part of a comprehensive system.

Best Practices

strong identity

large readable text

icons & symbols

transit message

strong identity

Map based

Transit focus

Destination focus

Icons & symbols

Information hierarchy

Comprehensive system

strong identity

Community Destinations

icons & symbols

map based

User friendly

Visitor friendly

Strong identity

Map based

Transit focus

Destination focus

Icons & symbols

Information hierarchy

Comprehensive system

FIRM PERSONNEL FOR THIS PROJECT

GLADYS BRENNER
*PROJECT MANAGER/
LEAD DESIGNER*



Ms. Brenner will be the Project Manager in charge and will be closely involved in the project from conception through the satisfactory completion. Gladys Brenner, President and lead designer of AB Design, has more than 20 years experience in experiential graphic design and project management in the USA and abroad.

Ms. Brenner graduated from Virginia Commonwealth University Communication Arts and Design Department with an MFA in Design and Communication. She also holds an MFA in Architecture and a BA in Graphic Design from the School of Architecture, Urban Planning and Design of the University of Buenos Aires in Argentina.

She was a faculty member at Virginia Commonwealth University teaching computer graphics and at the Universidad de Buenos Aires teaching History of Graphic Design. She was a curator for design exhibits in Virginia and Washington, DC and a presenter at the Society for Experiential Graphic Design (SEGD). Gladys is an active member of the Society for Experiential Graphic Design and a Professional Member of the Sign Design Society, UK (SDS). Ms. Brenner maintains a current knowledge of issues affecting signage, including current trends regarding placement, visibility and effectiveness.

She was recognized with an SEGD Special Mention Award, 2006, Symbol Usage in Health Care for *Hablamos Juntos*, an initiative of the Robert Wood Johnson Foundation, and at SEGD's "Messages" publications for a report on "Symbol Usage in Health Care Settings for People with Limited English Proficiency". This project won an award from IIID, the International Institute for Information Design and was part of a traveling exhibit to Taipei, Vienna, London, Stuttgart, Iceland, Italy, and South America. She was part of the team that won the 2016 Platinum BD+C's Building Team Awards, a recognition program to honor projects both for their design/construction excellence and the successful collaboration of the AEC team.

Ms. Brenner has knowledge of six foreign languages and her exposure to diverse cultures during her educational trips, prove to be useful when approaching wayfinding projects that impact visitors from diverse backgrounds.

ALEX BRENNER
*CAD MANAGER, 3D RENDERING
& PHOTOGRAPHY*



Alex Brenner holds a MFA degree in Architecture from the School of Architecture, Urban Planning and Design of the University of Buenos Aires in Argentina.

He is the CAD manager and 3D rendering developer for AB Design. Alex has over 25 years of experience working in architectural design and contract office venues. He developed prototype designs for retail stores that include three dimensional fixtures and signage.

Mr. Brenner developed feasibility studies for urban insertion of buildings and parking lots, evaluating visibility and accessibility.

He has developed complete documentation for several projects that include sign location plans, design intent detailed drawings, construction drawings, elevations showing signage mounting details, three dimensional renderings and photomontages that allow the client to see the designed signs inserted in the environment.

He has extensive experience as a photographer with emphasis in artistic photography.

WAYFINDING (Partial List)

Capitol Visitor Center, Washington, DC. *Exterior wayfinding and interpretive signage.*

Richmond Federal Courthouse, Richmond, VA. *Exterior and interior wayfinding.*

Richmond Department of Public Works, Richmond, VA. *Entrance Sculpture/sign.*

Pentagon, Arlington, VA. *Interior wayfinding.*

Naval Sea System Command, Washington, DC. *Wayfinding system for three buildings in the campus.*

US Department of State Truman Building Washington, DC, *Exterior and interior wayfinding.*

Bureau of Alcohol, Tobacco, Firearms and Explosives, Washington, DC. and GSA National Laboratory, Beltsville, MD. *Exterior and interior sign system for headquarters and laboratories.*

US Agency for International Development, Washington, DC. *Exterior and interior wayfinding.*

US Customs Service, Washington, DC. *Exterior and interior wayfinding.*

US Department of Agriculture. Washington, DC. *Diverse wayfinding projects for several buildings.*

Onondaga Lakeside Amphitheater, Syracuse, NY. *Exterior wayfinding signage.*

Maymont Park, Richmond, VA. *Wayfinding/Interpretive master plan, exterior, interior and donor sign system.*

Virginia Science Museum. Richmond, VA and Danville, VA. *Wayfinding conceptual master plan.*

Renwick Gallery, Washington, DC, *Exterior and interior wayfinding*

Franklin Court Museum, Independence National Historic Park, Philadelphia, PA, *Signage code compliance.*

Patuxent River Naval Air Museum, Lexington Park, MD. *Exterior and interior wayfinding.*

Hilton Washington, Washington, DC. *Exterior and interior wayfinding.*

Bell Atlantic, Virginia, Maryland, Pennsylvania and New Jersey. *Signage re branding for 25 4 buildings.*

Danville Regional Medical Center, Danville, VA. *Exterior and interior wayfinding.*

Veterans Administration Headquarters and Clinic, Anchorage, AK. *Exterior and interior wayfinding.*

Erie County Medical Center, Buffalo, NY. *Exterior and interior Campus and parking signage*

Buffalo General Medical Center, Buffalo NY. *Wayfinding Master Plan.*

Gates Vascular Center, Buffalo, NY. *Interior sign system.*

Kaleida Skilled Nursing Facility, Buffalo, NY. *Interior sign system.*

Clinical and Translational Research Center, Buffalo, NY. *Interior sign system.*

Hablamos Juntos: Improving Patient-Provider Communication, Los Angeles, CA. *Symbols for common terminology and standards for translation pool, related print materials and information items for public use.*

Prince George's Community College, Largo, MD. *Exterior signage system for campus master plan.*

Hillsdale College, Washington DC Campus. *Interior and exterior sign system.*

Piedmont Virginia Community College, Charlottesville, VA. *Exterior and interior wayfinding.*

Central Virginia Community College, Lynchburg, VA. *Exterior wayfinding and signage system.*

Old Dominion University, Norfolk, VA. *Exterior wayfinding and parking signage for Ted Constant Center.*

Performing Arts Center and Library, Lauderhill, FL. *Interior and exterior sign system.*

GRAPHIC DESIGN

The Richmond Metro Chamber, Richmond, VA. Invitations for annual event.

The Newport News/Williamsburg International Airport, Newport News, VA. Corporate identity.

Big Brothers and Sisters, Lynchburg, VA. Corporate identity, poster and collateral materials

Virginia Forestry Association. Corporate identity and stationary.

Sentry Machinery, Lynchburg, VA. Corporate brochure.

Corporate Connection, Richmond, VA. Corporate identity and stationary.

Valley Industrial Credit Union, VA. Corporate identity and stationary.

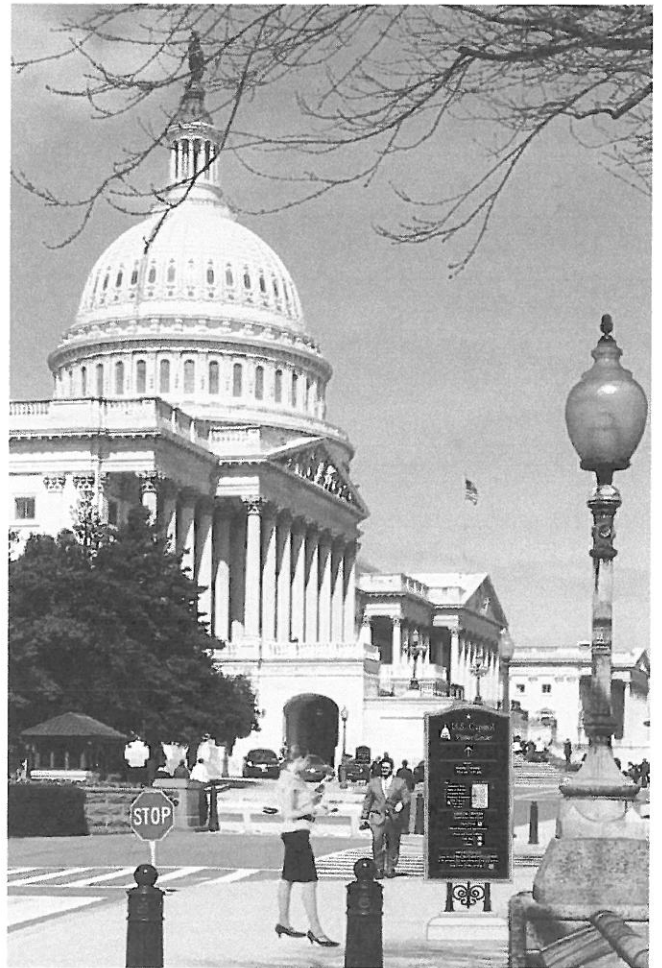
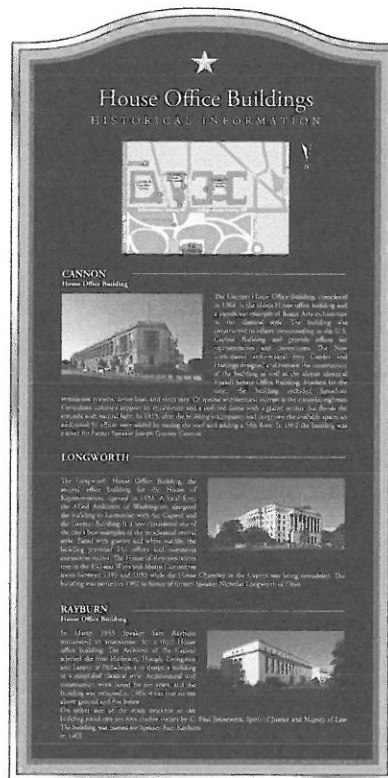
SAMPLES OF WORK

Client: **Architect of the Capitol**
 Project: **Capitol Visitor Center**
Campus Wayfinding and
Interpretive Design
 Location: **Washington, DC**

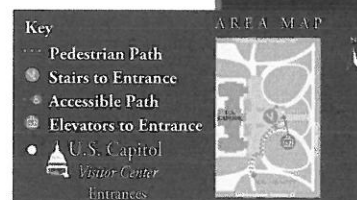
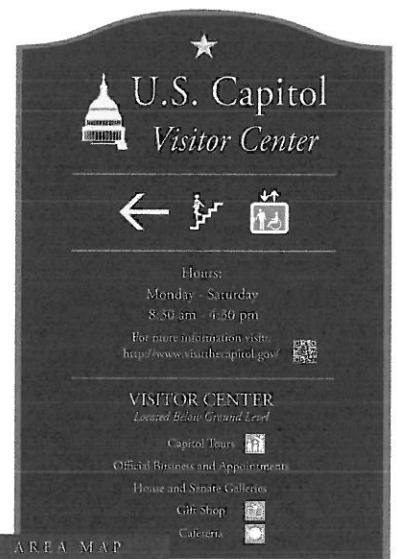
The Capitol Visitor Center is located underground. Visitors have a difficult time finding this counter intuitive location for the entrance.

AB Design designed the layout for the wayfinding and interpretive panels located throughout the Capitol grounds that take visitors from the west lawn to the east lawn, where the visitor center is located.

Interpretive Panel



Wayfinding Sign



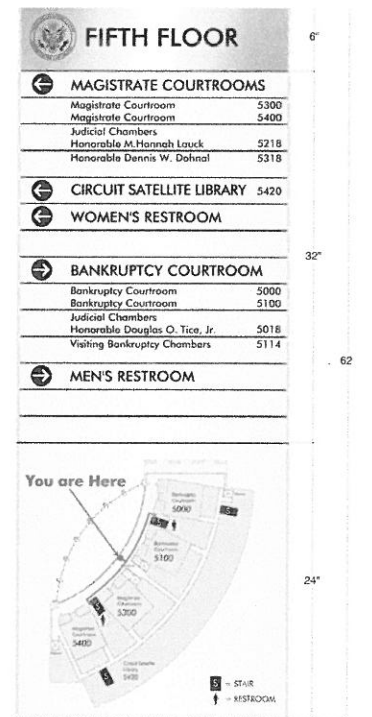
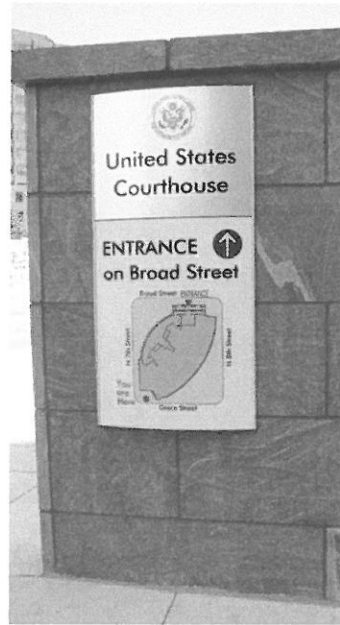
Area Map

SAMPLES OF WORK

Client: **Richmond Federal Courthouse**
 Project: **Exterior & Interior Wayfinding**
 Location: **Richmond, VA**

AB Design provided a comprehensive wayfinding system for the Richmond Federal Courthouse, a 336,961 square foot building with seven stories of offices and courtrooms as well as a six-story glass atrium. This LEED Silver Level building also accommodates parking spaces. The courthouse provides housing for the U.S. District Court, U.S. Bankruptcy Court, U.S. Magistrate Court, U.S. Trustees Office and other tenants.

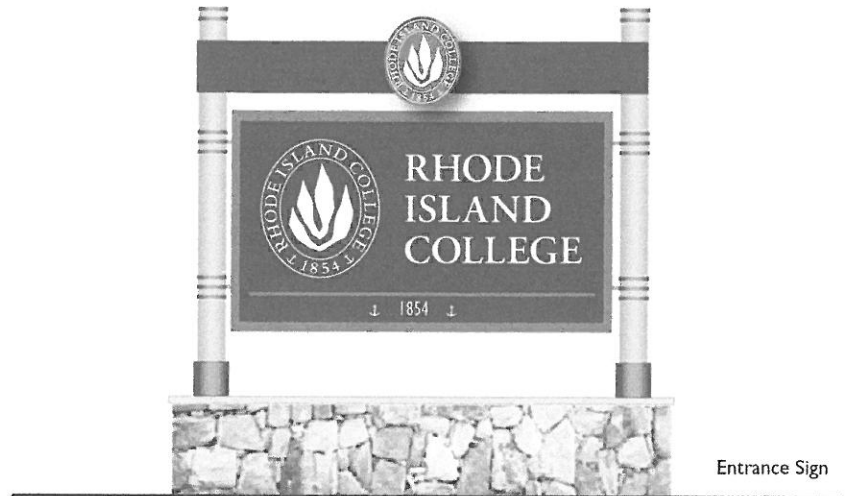
The design includes signage and development of a numbering system to provide a consistent wayfinding strategy throughout the building. The ADA-compliant signage system is designed for maximum flexibility including changeable inserts for the workstations and offices to allow for future changes. The signage package includes over forty signtypes: identification, directional, parking garage signage, dimensional letters, and evacuation plans. The materials used are brushed aluminum, glass and clear lenses. The system is easy to change and maintain.



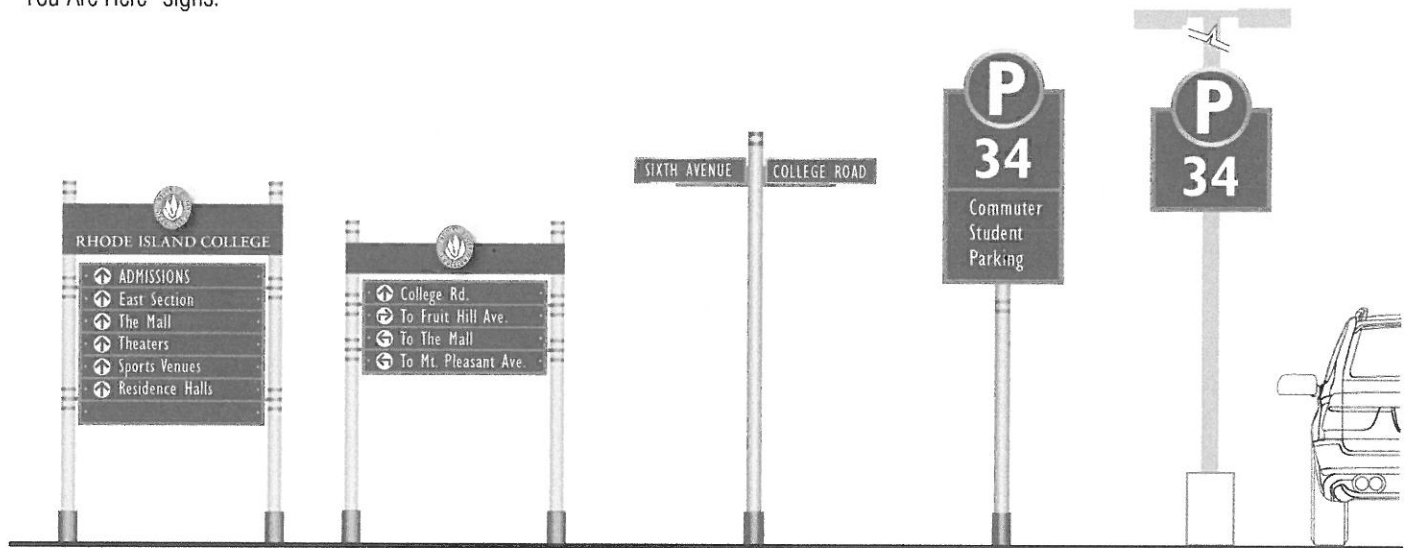
SAMPLES OF WORK

Client: **Rhode Island College**
 Project: **Wayfinding Master Plan**
 Location: **Providence, RI**

The project included the development of an exterior comprehensive wayfinding and signage master plan, including pylon signs for two main campus entrances, renumbering and redesign of parking lot identification signs system, vehicular and pedestrian directional signs, building identification and exterior building directories, informational / regulatory signs, and "You Are Here" signs.



Entrance Sign



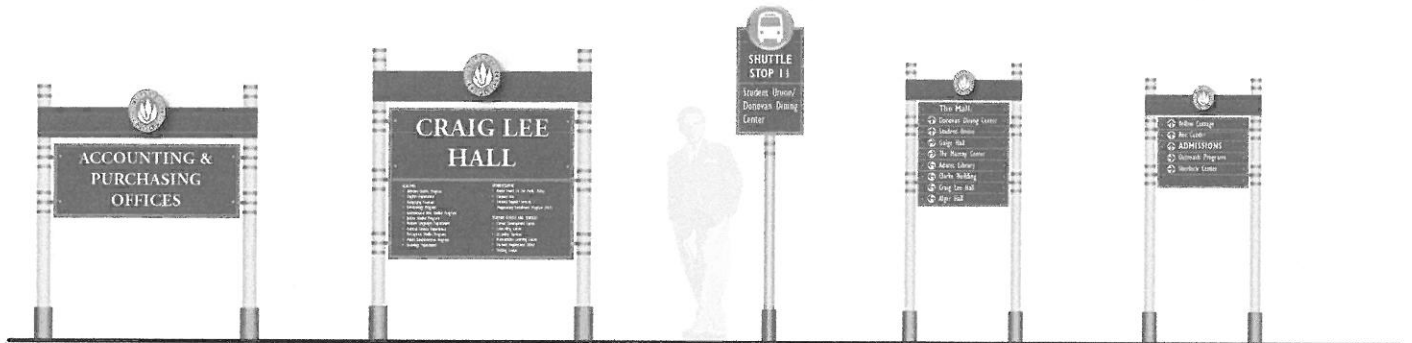
Primary Vehicular Directional

Secondary Vehicular Directional

Street Name

Parking Lot ID

Parking Lot Post



Building ID

Building ID w/Directory

Shuttle Stop

Pedestrian Directional Large

Pedestrian Directional Small



Campus Directory w/Map

Directional & Campus Directory w/Map

Regulatory Sign Large

Temporary Sign

Donor Plaque

SAMPLES OF WORK

Client: **Erie County and University at Buffalo, NY**
 Project: **Medical Campus Signage for ECMC, a University at Buffalo Teaching Facility**
 Location: **Buffalo, NY**

The project encompassed a comprehensive urban campus wayfinding system. The campus signage addresses the connection between the vehicular and pedestrian paths of circulation and the area buildings. The system includes directional, identification, parking and gateway entrance signs. The interior signage for the buildings complements the exterior wayfinding.

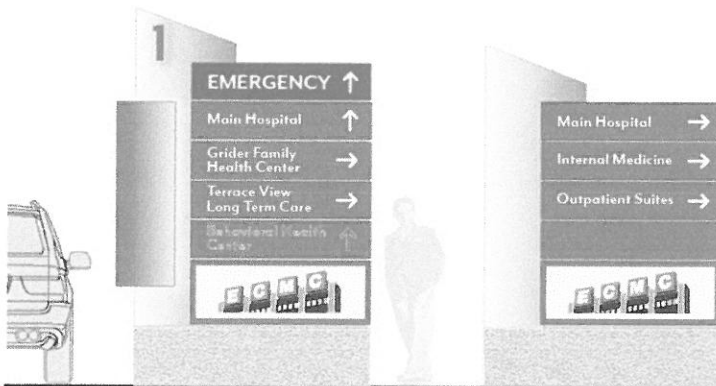


Signtype 1 - Entrance Pylon

Signtype 1A - Pedestrian Pylon

Signtype 2 - Parking ID

Signtype 2A - Parking ID Large



Signtype 2 - Parking ID

Signtype 2A - Parking ID Large



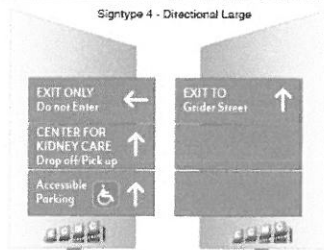
Signtype 4 - Directional Large

Signtype 5 - Directional Medium

Signtype 6 - Directional Small

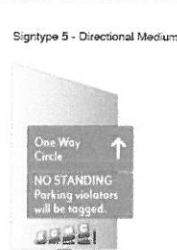
Signtype 3 - Building ID Freestanding

Signtype 3A - Building ID

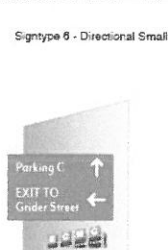


Side A

Side B



Side A



Side B

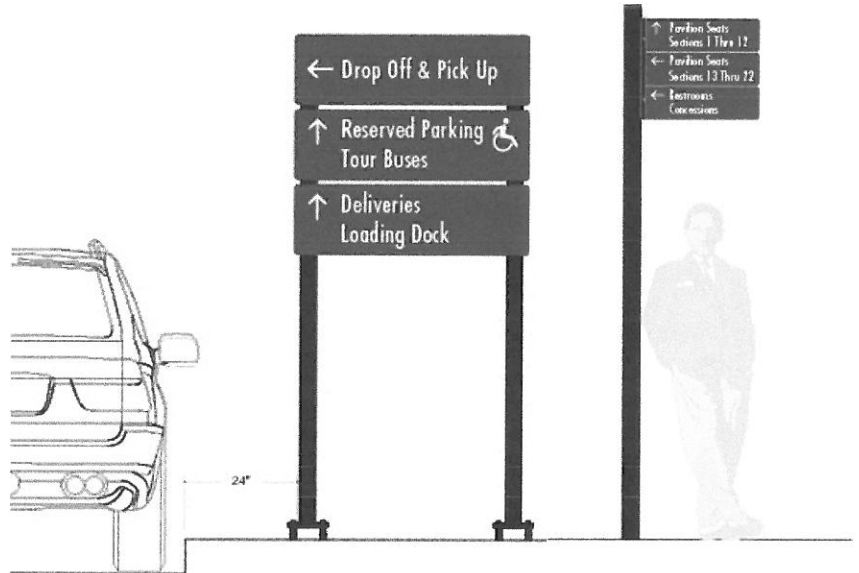
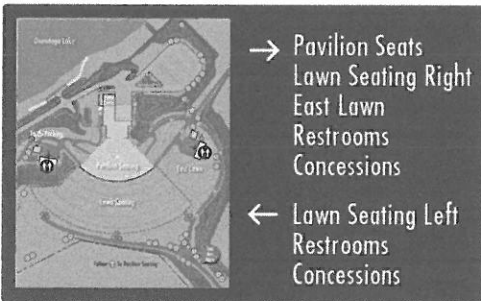


SAMPLES OF WORK

Client: **The Town of Geddes**
 Project: **Onondaga Lakeview Amphitheater**
 Location: **Geddes, NY**

AB Design developed wayfinding, exterior and interior signage systems for this amphitheater, which includes a 5000 person sitting pavilion, lawns accommodations, an event center, restrooms and concessions.

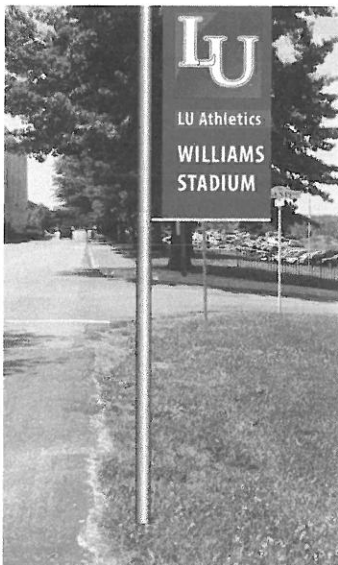
A sign for the main entrance was developed as well as pedestrian and vehicular directionals. The system highlights simplicity and integration with the landscape and building's color palette.



SAMPLES OF WORK

Client: **Virginia Liberty University, VA**
 Project: **Wayfinding Master Plan**
 Location: **Lynchburg, VA**

The university campus needed to have gateway entrances clearly defined and directions to the different areas of the campus. The area was divided into color coded sections.



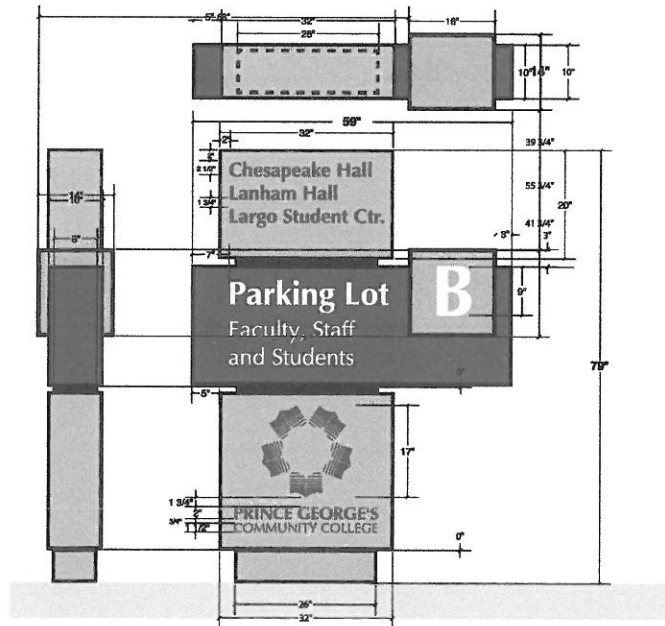
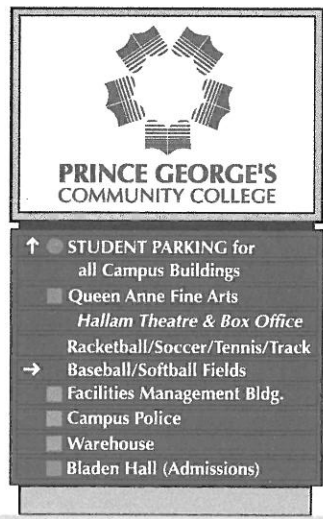
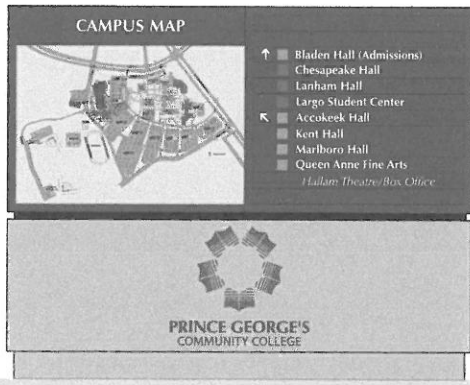
SAMPLES OF WORK

Client: **Prince George's Community College**
 Project: **Wayfinding Master Plan**
 Location: **Largo, MD**

AB Design developed an exterior comprehensive wayfinding master plan, including campus entrance signs, parking lot identification signs, vehicular and pedestrian directionals, building directories, regulatory signs, bulletin announcement boards and "You Are Here" signs.

The system included a color-code applied to sections of the campus. Directional and parking identification signs clearly provide parking regulations.

The final signage design allows the college to update their system in-house.



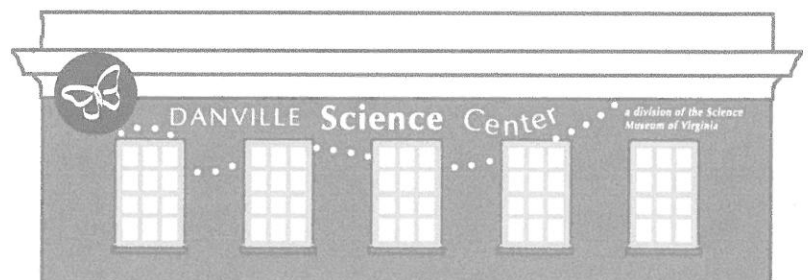
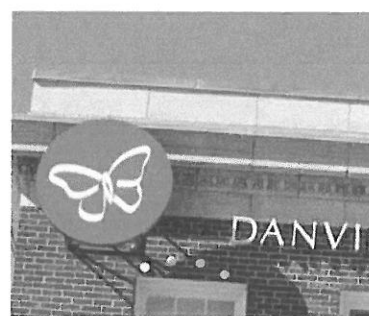
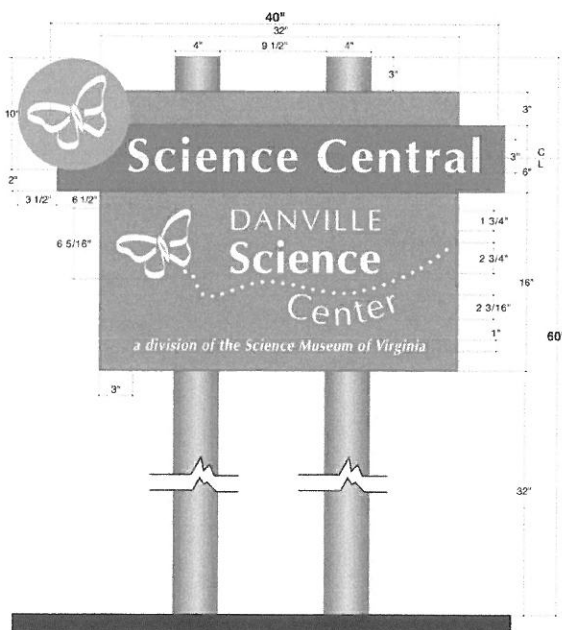
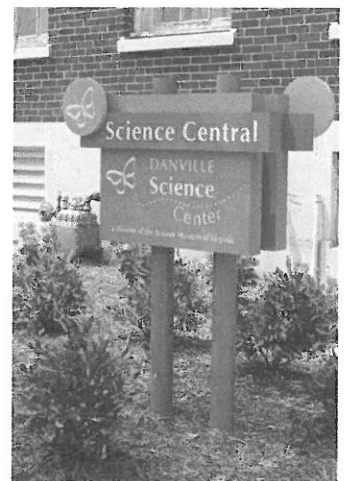
SAMPLES OF WORK

Client: **Science Museum of Virginia**
 Project: **Exterior & Interior Wayfinding**
 Location: **Danville, VA**
 Owner: **Science Museum of Virginia**



The Science Center, being an affiliated of the Science Museum of Virginia, did not have its own identity to distinguish its buildings located in a campus shared with other city buildings and uses. As a multi-building site (the Passenger Station and the renovated Southern Railway Administrative building), the challenge was to create close connections between the structures.

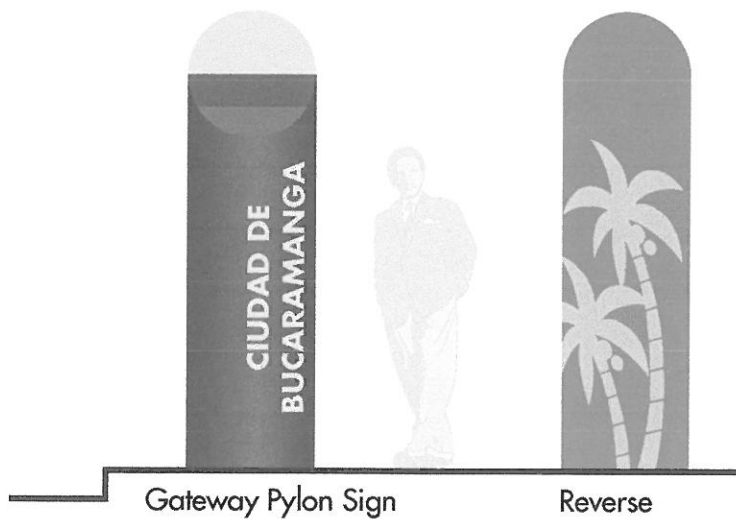
AB Design developed a logotype to identify the Science Center to be used both for signage and printed materials. Large dimensional letters on both sides of the building façade, permit recognition from a distance. A cohesive sign system to identify the buildings and the interior spaces, impart a unified campus-like atmosphere to the entire site.



SAMPLES OF WORK

Client: **City of Bucaramanga**
Project: **Citywide Wayfinding Signage & Identity Program**
Location: **Bucaramanga, Colombia**

This program creates a strong identity for the city with distinctive gateway monuments and coordinated wayfinding signage.



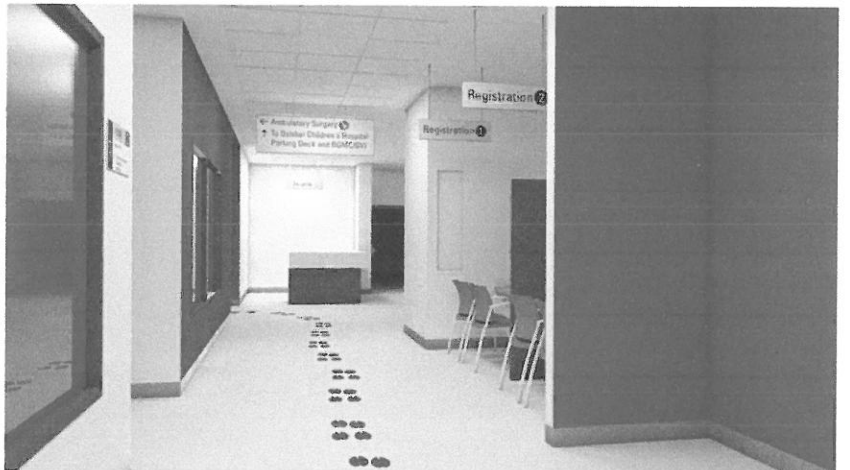
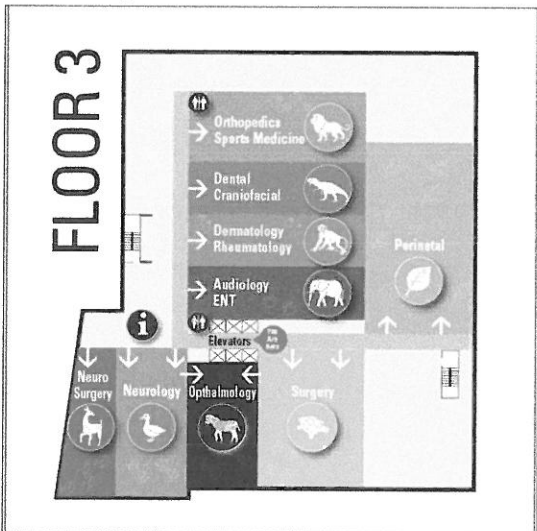
SAMPLES OF WORK

Client: **Kaleida Health System**
 Project: **John Oishei Women & Children's Hospital**
 Location: **Buffalo, NY**

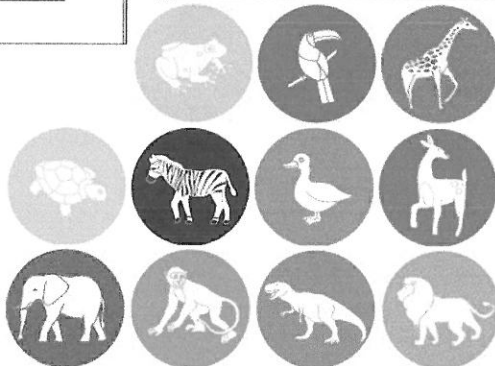
AB Design developed a wayfinding and signage program for the Hospital which consisted of a 12 floor main building and an adjacent 3 floor medical office building. Both buildings are connected through bridges with other Kaleida Health facilities, parking decks and public transportation.

A new numbering system/color code was established for the main building as a continuation of the system developed for the adjacent Buffalo General Medical Center continuing with the alphanumeric concept in which the main building was assigned the letter J and the Medical Office Building the letter K. A room number includes building number, floor and room number (e.g. K-352)

All Floors in the main building were assigned a color and a theme. At the Medical Office Building, all clinics were assigned a color and an animal. Footprints of the animal in the hallways direct users to the different clinics.



	K-2010
	PTOT
	Physical Therapy
	Occupational Therapy Speech Therapy



	FLOOR	2
↑	MAIN STREET	
	Conference Rooms Auditorium Skybridge to Medical School & Rapid Transit	
↑	NORTH STREET	
	Skybridge to RIA	

SAMPLES OF WORK

Client: **Maymont Foundation**
 Project: **The Nature And Visitor Center At Maymont, & Park Master Plan**
 Location: **Richmond, VA**

The Robins Nature and Visitor Center at Maymont houses the James River Habitat and nature education galleries. Each exhibit area has its own unique design and style. AB Design developed a donor recognition system, exhibit identification signage, exterior identification and directional signage and a symbol system for special-use areas. The signs used natural materials, wood and iron, to integrate with the environment. A trail map was incorporated into the wayfinding signs.

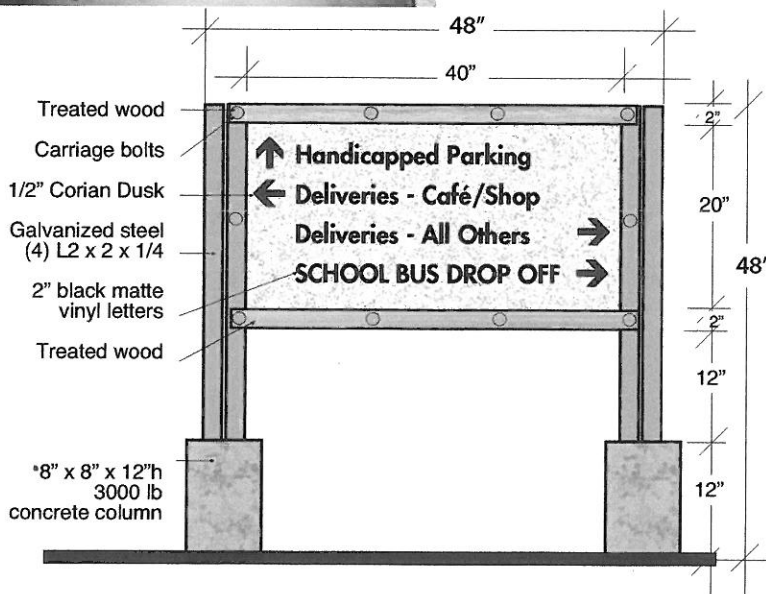
Following the successful implementation of this project, AB Design was asked to develop a cohesive exterior wayfinding system for the entire 100-acre Maymont Park to address the needs of a variety of park visitors.



The park's facilities include historic Maymont House, the Nature & Visitor Center, gardens, a collection of 19th century carriages, a 40-acre wildlife park, a children's farm, an arboretum, and a 100-acre park.

Our design team worked closely with representatives of Maymont, conducted interviews with key individuals, performed extensive analysis and photographic survey of the site, and developed an inventory of all existing signage. The design for accessing the site, the multiple entrances and the signage for parking and paths were thoroughly addressed.

The master plan includes a system of identification, donor recognition, regulatory, interpretive and directional signage to portray wayfinding, education and policy to the diverse user group. The master plan recommends renaming site entrances to reflect adjacent attractions, inclusion of walking distances, path names to identify features along each trail, terrain descriptions on directional signage, and the strategic placement of location maps throughout the site.



WHY CHOOSE US?

Wayfinding and Signage Design Are Our Specialty

AB Design has spent over eighteen years developing successful wayfinding projects because we are always focused on the clients' needs first. At AB Design 100% of our business is devoted to the design of signage, and wayfinding projects. These include evaluation and diagnostic of existing systems, programming and design of upgraded and new systems.

A Personalized Approach

AB Design has a customer-focused approach to every project. Gladys Brenner, President of AB Design will be the Project Manager/Lead Designer. She will be present for each design meeting to discuss and fully understand the clients' needs. The size of our firm gives our clients the advantage of being able to work with the firm's owner/President, who have a vested interest in the project's success. 80% of our projects come to us through referrals from our clients.

Cost-Effective Solutions

Our prices are extremely competitive since our Richmond, VA location lets us have lower overhead than other companies. Our proximity to West Virginia implies lower transportation costs for meetings.

Our firm's years of experience working in the field lets us accurately predict the number of hours involved in the development of each project. Our fees include hours needed to be used for multiple contingencies because we have learned that it is better to do that than to present an initial low price and have to charge for additional services or get change orders.

Understands the Audience

We have developed and executed wayfinding, interpretive and signage systems for a wide variety of clients. We worked with federal, state and local partnerships for public agencies, mass transportation systems, retail zones, medical facilities, college and university campuses, museums, and large corporations. We understand community participation and budgetary constraints necessary to make these projects successful.

Multi-disciplinary Experience

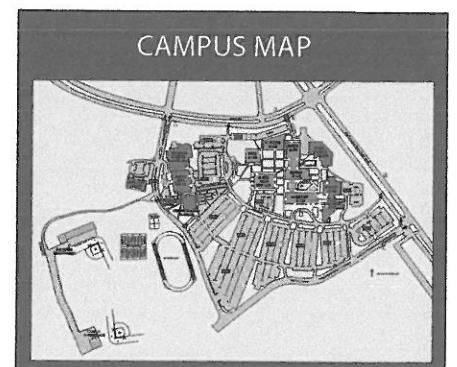
Our designers have extensive expertise in a variety of design fields. They have worked on sign programs, branding, exhibits, and advertising materials as well as architectural and interior design. Solutions in different fields offers inspiration & technological insight for the design of wayfinding and interpretive systems.

Experience Integrating Hi-Tech Systems into the Wayfinding

We worked in different projects with interactive product developers who work developing, implementing and servicing digital signage systems with a competency in interactive information and wayfinding systems and non-interactive multi media displays used for messaging, advertising and promoting events. We can coordinate our work with these interactive systems to integrate them in the wayfinding, if required.

Project Management

Most importantly, we provide project management to oversee and coordinate all phases of a project. Thorough project management ensures that all project phases are completed on time and on budget.





Purchasing Division
 2019 Washington Street East
 Post Office Box 50130
 Charleston, WV 25305-0130

State of West Virginia
 Centralized Expression of Interest
 02 — Architect/Engr

Proc Folder: 204430

Doc Description: EOI Capitol Campus Wayfinding

Proc Type: Central Contract - Fixed Amt

Date Issued	Solicitation Closes	Solicitation No	Version
2016-05-04	2016-06-07 13:30:00	CEOI 0211 GSD1600000007	1

BID RECEIVING LOCATION

BID CLERK
 DEPARTMENT OF ADMINISTRATION
 PURCHASING DIVISION
 2019 WASHINGTON ST E
 CHARLESTON WV 25305
 US

VENDOR

Vendor Name, Address and Telephone Number:

AB Design, Inc.
 10005 Stonemill Rd.
 Richmond, VA 23233
 804-346-4771

FOR INFORMATION CONTACT THE BUYER

Linda Harper
 (304) 558-0468
 linda.b.harper@wv.gov

Signature X

Gladys Brenner FEIN # 54-1836839

DATE 6-2-16

All offers subject to all terms and conditions contained in this solicitation

ADDITIONAL INFORMATION:

The West Virginia Purchasing Division for the agency, The West Virginia Department of Administration's, General Services Division is soliciting CEOI responses from qualified firms to provide a contract to provide necessary architectural and engineering services for Capitol Campus Wayfindings per the attached documentation.

INVOICE TO	SHIP TO
DEPARTMENT OF ADMINISTRATION GENERAL SERVICES DIVISION 1900 KANAWHA BLVD E, BLDG 1, RM MB-68 CHARLESTON WV25305 US	STATE OF WEST VIRGINIA JOBSITE - SEE SPECIFICATIONS No City WV 99999 US

Line	Comm Ln Desc	Qty	Unit Issue
1	EOI Capitol Campus Wayfinding		

Comm Code	Manufacturer	Specification	Model #
81100000			

Extended Description :

EOI Capitol Campus Wayfinding, Online Responses Prohibited

SCHEDULE OF EVENTS

Line	Event	Event Date
1	Question Submission Deadline 5:00 p.m.	2016-05-26



Purchasing Division
 2019 Washington Street East
 Post Office Box 50130
 Charleston, WV 25305-0130

State of West Virginia
 Centralized Expression of Interest
 02 – Architect/Engr

Proc Folder: 204430

Doc Description: Addendum 1 - EOI Capitol Campus Wayfinding

Proc Type: Central Contract - Fixed Amt

Date Issued	Solicitation Closes	Solicitation No	Version
2016-05-26	2016-06-14 13:30:00	CEOI 0211 GSD1600000007	2

BID RECEIVING LOCATION

BID CLERK
 DEPARTMENT OF ADMINISTRATION
 PURCHASING DIVISION
 2019 WASHINGTON ST E
 CHARLESTON WV 25305
 US

VENDOR

Vendor Name, Address and Telephone Number:

AB Design, Inc.
 10005 Stonemill Rd.
 Richmond, VA 23233
 804-346-4771

FOR INFORMATION CONTACT THE BUYER

Linda Harper
 (304) 558-0468
 linda.b.harper@wv.gov

Signature X

Gladys Brenner FEIN # 54-1836839

DATE 6-2-16

All offers subject to all terms and conditions contained in this solicitation

ADDITIONAL INFORMATION:

Addendum 1 issued for the following reasons:

1. To publish vendor questions and responses.
2. To extend the bid closing date to 06/14/2016, 1:30 p.m. EST.

No other changes

INVOICE TO		SHIP TO	
DEPARTMENT OF ADMINISTRATION GENERAL SERVICES DIVISION 1900 KANAWHA BLVD E, BLDG 1, RM MB-68		STATE OF WEST VIRGINIA JOBSITE - SEE SPECIFICATIONS	
CHARLESTON	WV25305	No City	WV 99999
US		US	

Line	Comm Ln Desc	Qty	Unit Issue
1	EOI Capitol Campus Wayfinding		

Comm Code	Manufacturer	Specification	Model #
31100000			

Extended Description :

EOI Capitol Campus Wayfinding, Online Responses Prohibited

SCHEDULE OF EVENTS

Line	Event	Event Date
1	Question Submission Deadline 5:00 p.m.	2016-05-26

GSD1600000007	Document Phase Final	Document Description Addendum 1 - EOI Capitol Campus Wayfinding	Page 3 of 3
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ADDITIONAL TERMS AND CONDITIONS

See attached document(s) for additional Terms and Conditions

DESIGNATED CONTACT: Vendor appoints the individual identified in this Section as the Contract Administrator and the initial point of contact for matters relating to this Contract.

Gladys Brenner, President

(Name, Title)

Gladys Brenner, President

(Printed Name and Title)

10005 Stonemill Rd. Richmond, VA 23233

(Address)

804-346-4771 / 804-325-1751

(Phone Number) / (Fax Number)

gbrenner@abdesignonline.com

(email address)

CERTIFICATION AND SIGNATURE: By signing below, or submitting documentation through wvOASIS, I certify that I have reviewed this Solicitation in its entirety; that I understand the requirements, terms and conditions, and other information contained herein; that this bid, offer or proposal constitutes an offer to the State that cannot be unilaterally withdrawn; that the product or service proposed meets the mandatory requirements contained in the Solicitation for that product or service, unless otherwise stated herein; that the Vendor accepts the terms and conditions contained in the Solicitation, unless otherwise stated herein; that I am submitting this bid, offer or proposal for review and consideration; that I am authorized by the vendor to execute and submit this bid, offer, or proposal, or any documents related thereto on vendor's behalf; that I am authorized to bind the vendor in a contractual relationship; and that to the best of my knowledge, the vendor has properly registered with any State agency that may require registration.

AB Design, Inc.

(Company)



Gladys Brenner, President

(Authorized Signature) (Representative Name, Title)

Gladys Brenner, President

(Printed Name and Title of Authorized Representative)

6-2-16

(Date)

804-346-4771 / 804-325-1751

(Phone Number) (Fax Number)

STATE OF WEST VIRGINIA
Purchasing Division
PURCHASING AFFIDAVIT

MANDATE: Under W. Va. Code §5A-3-10a, no contract or renewal of any contract may be awarded by the state or any of its political subdivisions to any vendor or prospective vendor when the vendor or prospective vendor or a related party to the vendor or prospective vendor is a debtor and: (1) the debt owed is an amount greater than one thousand dollars in the aggregate; or (2) the debtor is in employer default.

EXCEPTION: The prohibition listed above does not apply where a vendor has contested any tax administered pursuant to chapter eleven of the W. Va. Code, workers' compensation premium, permit fee or environmental fee or assessment and the matter has not become final or where the vendor has entered into a payment plan or agreement and the vendor is not in default of any of the provisions of such plan or agreement.

DEFINITIONS:

"Debt" means any assessment, premium, penalty, fine, tax or other amount of money owed to the state or any of its political subdivisions because of a judgment, fine, permit violation, license assessment, defaulted workers' compensation premium, penalty or other assessment presently delinquent or due and required to be paid to the state or any of its political subdivisions, including any interest or additional penalties accrued thereon.

"Employer default" means having an outstanding balance or liability to the old fund or to the uninsured employers' fund or being in policy default, as defined in W. Va. Code § 23-2c-2, failure to maintain mandatory workers' compensation coverage, or failure to fully meet its obligations as a workers' compensation self-insured employer. An employer is not in employer default if it has entered into a repayment agreement with the Insurance Commissioner and remains in compliance with the obligations under the repayment agreement.

"Related party" means a party, whether an individual, corporation, partnership, association, limited liability company or any other form or business association or other entity whatsoever, related to any vendor by blood, marriage, ownership or contract through which the party has a relationship of ownership or other interest with the vendor so that the party will actually or by effect receive or control a portion of the benefit, profit or other consideration from performance of a vendor contract with the party receiving an amount that meets or exceeds five percent of the total contract amount.

AFFIRMATION: By signing this form, the vendor's authorized signer affirms and acknowledges under penalty of law for false swearing (W. Va. Code §61-5-3) that neither vendor nor any related party owe a debt as defined above and that neither vendor nor any related party are in employer default as defined above, unless the debt or employer default is permitted under the exception above.

WITNESS THE FOLLOWING SIGNATURE:

Vendor's Name: AB Design, Inc.

Authorized Signature: [Signature] Date: 5/31/16

State of VIRGINIA

County of HEMLOCK, to-wit:

Taken, subscribed, and sworn to before me this 31 day of May, 2016.

My Commission expires 09-30-19, 2019.

AFFIX SEAL HERE



NOTARY PUBLIC

[Signature]

Purchasing Affidavit (Revised 08/01/2015)

ADDENDUM ACKNOWLEDGEMENT FORM
SOLICITATION NO.: GSD160000007

Instructions: Please acknowledge receipt of all addenda issued with this solicitation by completing this addendum acknowledgment form. Check the box next to each addendum received and sign below. Failure to acknowledge addenda may result in bid disqualification.

Acknowledgment: I hereby acknowledge receipt of the following addenda and have made the necessary revisions to my proposal, plans and/or specification, etc.

Addendum Numbers Received:

(Check the box next to each addendum received)

- | | |
|--|--|
| <input checked="" type="checkbox"/> Addendum No. 1 | <input type="checkbox"/> Addendum No. 6 |
| <input type="checkbox"/> Addendum No. 2 | <input type="checkbox"/> Addendum No. 7 |
| <input type="checkbox"/> Addendum No. 3 | <input type="checkbox"/> Addendum No. 8 |
| <input type="checkbox"/> Addendum No. 4 | <input type="checkbox"/> Addendum No. 9 |
| <input type="checkbox"/> Addendum No. 5 | <input type="checkbox"/> Addendum No. 10 |

I understand that failure to confirm the receipt of addenda may be cause for rejection of this bid. I further understand that any verbal representation made or assumed to be made during any oral discussion held between Vendor's representatives and any state personnel is not binding. Only the information issued in writing and added to the specifications by an official addendum is binding.

AB Design, Inc.

Company



Gladys Brenner, President
Authorized Signature

6/3/16

Date

NOTE: This addendum acknowledgement should be submitted with the bid to expedite document processing.

Revised 6/8/2012

SWaM Status Notification #003977

noreply@dmbe.virginia.gov <noreply@dmbe.virginia.gov>
To: aboffice@abdesignonline.com, Demetriss.Murray@dmbe.virginia.gov

Wed, Feb 12, 2014 at 11:35 AM

Company Name: AB Design, Inc.
SWaM Certification Number: 003977
Certification Approved Date: 02-12-2014
Certification Expiration Date: 02-12-2017

Dear Gladys Brenner:

We are pleased to inform you that your application for Minority/Small certification has been approved.

- Your certification is valid for a term of three years from the date of your approval; re-certification is required at the end of that term.
- You will see your company listed as a certified SWaM vendor on our website at <http://www.dmb.virginia.gov/cgi-bin/search.cgi>.
- It is very important to keep your contact information--especially your email address--up to date. Submit your changes electronically to dmb@dmb.virginia.gov or call 804.786.6585.
- If you have any comments or concerns regarding our services, please fill out this form and send it to us: http://www.dmb.virginia.gov/documents/Customer_Service_Comments_Form.doc

To do business with the Commonwealth of Virginia, you need to register your company with the eVA system, the **state's online procurement system** at <http://www.eVA.Virginia.Gov/vendors/index.htm>. All state solicitations are conducted on this site.

To check **Procurement and Business Opportunities** with state agencies, local governments, and others, please visit: <http://www.dmb.virginia.gov/bid.html>.

If you need assistance to operate your business, please visit this site: http://www.virginia.gov/cmsportal3/business_4096/running_a_business_4100/index.html

Sincerely,

Virginia Department of Minority Business Certification Team
1111 E. Main Street, Suite 300
Richmond, VA 23219
804-786-6585
Fax: 804-786-9736



Maryland Department of Transportation
The Secretary's Office

Larry Hogan
Governor

Boyd Rutherford
Lt. Governor

Pete K. Rahn
Secretary

March 12, 2015

GLADYS BRENNER
AB DESIGN, INC.
10005 STONEMILL ROAD
RICHMOND, VA 23233

Dear GLADYS BRENNER (cert # 98-330):

We are pleased to inform you that your company has been found eligible to continue its certification as a Minority Business Enterprise (MBE), Disadvantaged Business Enterprise (DBE), Small Business Enterprise (SBE), and/or Airport Concessions Disadvantaged Business Enterprise (ACDBE) effective March 12, 2015.

Your firm remains certified for the services for which you have been approved and officially notified in writing. Your current certification status can be found in the Maryland Department of Transportation's (MDOT) Directory of Certified MBE/DBE/SBE/ACDBE Firms available online at <http://mbe.mdot.state.md.us/directory>. MDOT's online directory is the official record of your firm's certification status. It is important that you carefully review the accuracy of your listing in the Directory. If you have any questions about your firm's certification status, contact MDOT's Office of Minority Business Enterprise (OMBE) immediately at 410-865-1269 or 1-800-544-6056.

If you wish to expand the area(s) of work for which your firm is currently certified, you may request an Expansion of Services. The application for expansion of services can be found at [http://www.mdot.maryland.gov/Office of Minority Business Enterprise/ExpansionCover.html](http://www.mdot.maryland.gov/Office%20of%20Minority%20Business%20Enterprise/ExpansionCover.html) Please submit your application request to:

Maryland Department of Transportation
Office of Minority Business Enterprise
7201 Corporate Center Drive
Hanover, MD 21076
410-865-1309 (fax) or mbe@mdot.state.md.us

Your firm must be recertified annually in order to maintain its certification. We will contact you when it is time to begin the next recertification process.

Sincerely,

A handwritten signature in black ink, appearing to read "Randy Reynolds".

Randy Reynolds
Director, Minority Business Enterprise

My telephone number is _____
Toll Free Number 1-888-713-1414 TTY Users Call Via MD Relay
7201 Corporate Center Drive, Hanover, Maryland 21076

**Department of
Transportation**ANDREW M. CUOMO
GovernorJOAN McDONALD
Commissioner

APR 22 2015

Ms. Gladys Brenner
AB Design, Inc.
10005 Stonemill Road
Richmond, CA 23233**Re: DBE Certification Approval**

Dear Ms. Brenner:

The New York State Department of Transportation (NYSDOT), a Certifying Partner in the New York State Unified Certification Program (NYSUCP) **is accepting AB Design, Inc.** DBE certification from their home state of Virginia (state A), pursuant to 49 CFR 26.89 Titled **Interstate certification.**

NAICS Code 541430 – Graphic Design Services**NAICS Code 541490 – Design of Signage and Wayfinding Systems**

Based on this certification, your firm is eligible to participate as a DBE on USDOT-assisted projects in New York State for the classification areas listed above only. Since certification is granted only for these specific types of work, if at a future date you wish to expand your firm's certification in an additional type of work, you must contact our office and demonstrate that you are able to control the firm with respect to that additional type of work.

Your firm's current DBE certification status with the NYSUCP will remain effective for as long as your firm continues to meet all DBE certification eligibility requirements. However, this certification is contingent upon the firm affirming its eligibility annually. You must submit on the anniversary date of this notice, a sworn affidavit attesting that there have been no changes in circumstances affecting your ability to meet the size, disadvantaged status, ownership or control requirements; or any material changes in the information provided in your application for DBE certification. In the event that there are changes, you are required to notify our office within 30 days of such changes. Failure to adhere to these requirements will initiate a proceeding to remove your firm's DBE certification.

Ms. Gladys Brenner
Page 2

Your firm will now be included in the NYSUCP Directory of firms that have been certified as DBEs in New York State (<http://biznet.nysucp.net>). Once a firm is certified as a DBE, it remains certified until and unless its certification has been removed. Therefore, as long as your firm is listed in the NYSUCP Directory, it will continue to be certified as a DBE in New York State. In order to maintain an accurate Directory, please make us aware of any updates in your business address, phone and fax numbers, email address or website address.

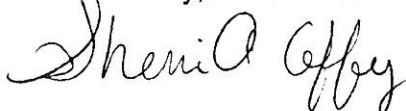
The NYSUCP reserves the right to review your firm's DBE certification eligibility at any time in light of changed circumstances, a complaint or receipt of other information concerning the firm's eligibility.

As a newly certified DBE in New York State, you should be aware that the New York State Division of Minority and Women's Business Development reviews applications from businesses that may be eligible to be certified as a MWBE firm in New York. A streamlined MWBE application process is available for firms that are currently certified as a DBE at: <http://www.esd.ny.gov/MWBE/GetCertified.html>. New York also has several assistance programs for minority and women-owned business enterprises including the NYS Surety Bond Assistance Program which provides technical and financial assistance to help contractors secure surety bonding. For more information, please see the New York State Business First Resource Center at <http://www.nyfirst.ny.gov/ResourceCenter/MWBEMenu.html>.

Additionally, the U.S. Small Business Administration (SBA) can guarantee bonds for contracts up to \$2 million; covering bid, performance and payment bonds for small and emerging contractors who cannot obtain surety bonds through regular commercial channels. To learn more about the Surety Bond Guarantee Program, call 800-U-ASK-SBA (800-827-5722) or visit <http://www.sba.gov>.

We are pleased to have your firm as a participant in the NYSUCP and wish you much success. If you have any questions, please contact our office at dbe.cert@dot.ny.gov or at (518) 457-3180.

Sincerely,



Sherri A. Coffey
DBE Certification Unit