



**REQUEST FOR PROPOSALS
FOR WAYFINDING SIGN DESIGN SERVICES**

Response to Questions – Final

Date: April 15, 2025

#	Question	Answer
1	Is the intent of the signage package to be a complete replacement of the existing signage at the stadium?	The intent is for a complete replacement of the wayfinding signs at the stadium. See Appendix A for additional detail on the signs to be replaced.
2	Are you able to share who else is bidding this design RFP?	This is a public bid and is open to any qualified company.
3	Who performed the sign survey and audit?	Amplify Graphics and Branding
4	Can you clarify the “Construction Documents” expected as part of the contracted scope? Would this be referring to the document used in the fabrication and installation RFP, as a specs package and project manual? Or is this referring to producing shop drawings as part of the design services? (Typically we would expect this style of RFP to include detailed conceptual drawings to be used for bidding, not full fabrication drawings).	Creating construction documents for wayfinding signage involves a detailed set of drawings, specifications, and instructions that will guide the fabrication and installation of the signage. These documents must clearly define the design, materials, dimensions, installation locations, and other critical details to ensure that the signage functions effectively in guiding people and that fabricators can effectively bid and provide shop drawings for.
5	For the awarded design contractor, in acting as a construction administrator, would it be expected to have a representative on site throughout the installation portion of the project?	It is not necessary to have a representative on site throughout the entire installation. Proposing Contractors should identify the level of effort they propose providing for CA services, including site visits, etc. to ensure the proper oversight of the installation to ensure it is completed in compliance with the contract documents.
6	Will the awarded design contractor be allowed to bid the fabrication and installation portion of the project?	The District will not prohibit the design contractor from bidding on the fabrication and installation of the signs. Proposing



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		Contractors must provide the District notice that it may or will bid on the fabrication and installation as part of their design bid. If the selected designer intends to bid on the next phase, the design contractor will only be allowed to provide services through the construction document phase of the design.
7	Regarding the note: “The process should include recommended enhancements to identify shortcomings of the current wayfinding signs.” – should these recommended enhancements be made as part of the base effort?	Yes
8	Can you clarify the intent for sign replacements? Is it purely one for one or is there room or expectation for any additional sign types?	The intent is a one for one sign replacement. This would include making sure there is a sign in all required locations. The designer will be responsible for code compliance. In addition to this, see question #7 above.
9	Are exterior signs included?	Exterior gate signs at entry locations are included.
10	What are the current deficiencies of the existing signage and wayfinding (other than the deficiencies mentioned in the provided spreadsheet) and why was the decision made to replace these existing signs?	Most of the wayfinding signs are original to the building. The signs are being updated for code, function and aesthetic reasons.
11	Who are the decision-makers/stakeholders who should be included in design meetings?	That will be determined by the District when the design phase begins. Representatives from the Team will be included in design meetings.
12	When was the existing signage built?	Most of the signs are original to the building (2001).
13	The existing signage in the Field, Loge, and Terrace Levels has unique iconography and font families in a way that feels deliberately eccentric and “quirky”. Is the intention to try and keep a similar “quirky” feel with these new signs? Or is there more of a desire to create a more “modern” design with	That will be determined in the design phase.



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	cleaner fonts and icons, similar to the newer signage in the Club level?	
14	Should the new design reflect the branding colors, fonts, iconography, and themes of the Milwaukee Brewers? Or establish a new theme for the stadium that is loosely tied to that branding? Or completely different altogether?	That will be determined in the design phase. This project is not looking to rebrand the Milwaukee Brewers logos / colors.
15	Was the sign audit by Amplify Graphics and Branding done using the platform SignAgent?	Unsure. The District has access to the audit documents as provided in Appendix A.
16	Are there recommended Diverse Firms that have done similar service work (design) that can be made available as possible subcontractors? Or is there a list/resource for Diverse Firm Signage Subcontractors that can be provided?	The District does not have a list but there are resources with the City of Milwaukee, Milwaukee County and the State of Wisconsin that can be utilized.
17	What are the requirements for the cost assessment of the bid process? Can this be explained in more detail?	If you are referring to the manufacture and install bid process, the District will lead the bid process. The design consultant will provide advice and input, ensuring compliance with design documents.
18	Can we have more specificity about the “options for design process” you are looking for in the cost section of the proposal?	Proposers are allowed to provide different design process options and pricing as part of their proposal.
19	Should the wage sheet align with the state’s prevailing wage requirements?	Not necessary. All requirements are outlined in the RFP.
20	Is this project considered a public project?	The District is a government entity.
21	Are there currently/will there be any other planned renovations being conducted in the stadium either now or later this year?	There are various renovations being conducted now and later this year.
22	Is there a requirement for union work on site?	This RFP is for design services only. There is no union work requirement.
23	In the Preliminary Response to Questions, #6 asked about the awarded design contractor being allowed to bid the fab/install portion of the project. Can	This RFP is for design services. The phases will include sign design, document development for the bid of the manufacture and installation of the signs, bid process for



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	<i>this part of that answer be clarified? If the selected designer intends to bid on the next phase, the design contractor will only be allowed to provide services through the construction document phase of the design.</i>	the manufacture and installation of the signs (led by the District with the advice and input of the design consultant), and construction administration services (assistance with oversight of the manufacture and installation of the signs, ensuring compliance with design documents). If a proposer would like to bid on the manufacture and installation of the signs, it must notify the District as part of their proposal for design services. If the selected designer subsequently proposes on the manufacture and installation of the signs, they will not be allowed to assist the District with the bid process and, if selected, the construction administration portion of this work.
24	As noted in question #4 in your response on the previously released RFI's, we agree and can provide drawings that accommodates all that is outlined and support the bidding effort. We however do not label our drawings Construction Documents but are Design Intent documents. We assume this is agreeable.	Yes.
25	Is the team (Amplify Graphics & Branding) that conducted the survey allowed to bid on the design and fabrication of this project? If allowed to, this will place the other design teams at a disadvantage with the proposal – please comment	Yes, the company that conducted the survey is allowed to bid on the design and / or fabrication, the same as any other company. You have been provided the work product from that effort.
26	We assume that the raw/native files that were generated during the survey phase will be made available to the appointed design team?	You should assume that the documents in Appendix A are what you have to work with.
27	In the issued responses to questions, item #6 it noted that “The District will not prohibit the design contractor from bidding on the fabrication and	See answer #23.



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	installation of the signs”. This will place the other design teams at a disadvantage with the proposal and appears to be a conflict of interest – please comment.	
28	If they are allowed to bid on the project then should all phases be priced individually (vs the lump sum pricing requested) so that any phases the Fabricator is not allowed to bid on can be an apples to apples comparison.	Per the RFP, cost detail should be provided by phase. Failure to provide costs by phase may cause your proposal to be rejected as non-responsive.
29	Please comment on structural integrity related to existing signs, mounting points and the expectations to re-use them in the improvement project for new signs.	Structural questions will be addressed by the District’s structural engineer as needed once the design and connection details are developed.
30	Should the intent be to reuse existing mounting components – will the original engineering drawings be provided to confirm the structural support limitations?	As the new design allows and is determined by the District’s structural engineer, existing mounting components can be re-used. Original engineering drawings will not be provided.
31	What is the anticipated design budget set aside for this project?	The District has a project budget for wayfinding design of \$300,000. This encompasses a variety of expected costs, including structural engineering.
32	What is the anticipated fabrication budget set aside for this project?	The District has a project budget for wayfinding signs of \$2,500,000. Again, this would include items beyond just fabrication and installation.
33	Will there be shortlisted firms invited to interview?	The District will determine if interviews are necessary once proposals are received.
34	For the replacement of existing signs, is the owner set on keeping the original structure, size, and placement of those signs, or open to suggestions for different structure, size and placement?	The District would be open to suggestions for different structure, size, and placement of signs.
35	Should the Club level, which has been recently renovated, be included in the proposed scope?	The District and Team will decide during the design phase if the Club Level signs will be updated as part of this project. The designer should assume it will be and, at a minimum, will be required to ensure code compliancy on that level.



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36	What are the primary goals of the new signage and wayfinding system?	See #10.
37	Do zones or functions change frequently, requiring flexible or modular signage?	No.
38	How often are naming rights, sponsorships, or seating sections rebranded?	Naming rights, sponsorships and rebranding are the responsibility of the Team and will be handled by them.
39	What is the current process for updating and/or replacing signage? And who is responsible for that task?	See #38. If the District or Team initiates a project that requires signs and/or updates to signs, those are included in the responsibility of the party initiating the project.
40	Can the fabrication + install budget be shared?	See #32.
41	Are you planning a single-yr or multi-yr implementation?	The District would like to have as much of the installation as possible completed this coming offseason. Remaining work would likely continue into and through the 2026 baseball season as the facility schedule allows.
42	Is MLB coordination needed or will Brewers and/or WPBPD be making all final decisions?	Any coordination with MLB that is necessary will be facilitated by the Team.
43	Are there any other teams/orgs in the facility we'll need to work with?	The primary stakeholders are the District and the Team.
44	Will coordination or support of city committee meetings (AHJs) be required? If yes, who?	Any required code review would be the responsibility of the selected proposer, with the assistance of the District.
45	Is Parking and other exterior pedestrian wayfinding expected? Or are we staying within stadium bounds?	See #8 and #9.
46	Can you share brand and stadium standards/guides now?	See attached.
47	Will we receive the Revit files from the Sign Audit upon reward?	See #26. CAD floor plans can be provided.
48	Will we have direct access to stakeholders (WPBPD and Brewers) or will our work be presented by others?	Yes, direct access.

COLOR PALETTE

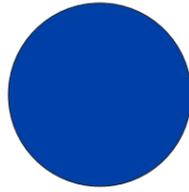
PRIMARY COLOR PALETTE



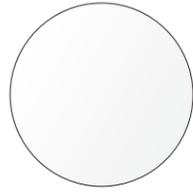
P-1
PMS 2767c



P-2
PMS 123c



P-3
PMS 293c



P-4
White
MP# N202SP

ADDITIONAL ACTIVATION COLORS



CAE500
Dark Grey Met.

LOGOS



Global Icon

MILWAUKEE™

BREWERS™

Milwaukee™

Wordmarks



Primary Logo (B/G)



Club Art



Stadium Logo



One-Color Variation

FONTS

GOTHAM BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

GOTHAM BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BREWERS INDUSTRIAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

INDUSTRY BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SYMBOLS

