Northville Downtown Development Authority

Request for Proposals
For
Design Services
Downtown Northville
Wayfinding and Signage Plan
Northville, MI

Introduction
The Northville Downtown Development Authority (Northville DDA) was established in 1978 to assist in the redevelopment of the Downtown Northville commercial district. Since its inception, the Northville DDA has engaged in a variety of projects designed to encourage physical improvements to the City’s downtown district and produce/promote/support numerous events in an effort to increase awareness of the Downtown. The Downtown Northville Wayfinding and Signage Plan (WSP) will enable the City to make necessary improvements to its downtown shopping and entertainment district by assisting visitors and residents in finding and identifying locations of shops, public services, and community facilities throughout the downtown district.

The Northville DDA is requesting proposals from qualified consultants to develop a wayfinding/signage plan (WSP) and prepare detailed designs for select sign types. All Requests for Proposals (RFP) responses received by the application deadline will be reviewed by a selection committee, and one consultant will be selected to begin the process of creating an official wayfinding plan to be used to implement signage improvements over the next several years.

Site Description
Northville is located in both Wayne and Oakland Counties, the first and second most populous counties in Michigan. First incorporated as a village in 1867, Northville has grown to become the central point of services for surrounding residential and business areas. In the past, the downtown provided retail and professional services for the surrounding communities, and it continues to do so today. Located just 30 miles northwest of Downtown Detroit, the City of Northville has been the center of rapid suburban development over the last 30 years.
The City has a population of 6,014 (2010 U.S. Census, SEMCOG). Downtown Northville is home to more than 180 businesses, and a growing number and variety of residential units. The Downtown is listed on Local, State and National Historic Registers.

As the Northville DDA’s redevelopment efforts have come to fruition, the downtown district has experienced significant physical improvements over the last five years, with the design and construction of more than $4 million in municipal projects and significant residual private investment. A large number of visitors come to experience and enjoy the city’s traditional downtown, which serves as a community hub and destination for surrounding residents and visitors. The DNWS Plan must be designed in a manner that supports this investment and assists visitors and residents in finding their way into and around the downtown district.

Retail, offices and restaurants are concentrated over four downtown city blocks within the heart of the city. More than 20 different bars and restaurants are located in this district, and they cater to a variety of users ranging from older clientele who visit the city’s fine dining establishments to families who come downtown for pizza and ice cream.

In addition, interest in living in urban environments has spread to Northville as evidenced by recent residential development activity, and Northville and its amenities are uniquely qualified to take advantage of this interest. Young adults and empty-nesters who are interested in urban living provide a demonstrable market. The DDA supports new higher density mixed use development with residential units. The DNWS Plan must be designed to help new residents, their house guests, and visitors find their way to and around the Downtown.

**Project Objectives**

This project is designed, over its implementation period, to improve visitor (internal and external) experience to Downtown Northville by helping them reach their desired destinations, increase community identity, support and enhance the community’s sense of place, and to create an overall unified multi-layered signage and wayfinding system within the historic downtown district.

The services should address, at a minimum, the areas outlined in the following Scope of Service. It is the consultant’s responsibility to indicate how each of these tasks will be undertaken and the specific steps to accomplish those tasks. The consultant shall work with a project steering committee to identify relevant local information.
Final designs should identify a set of templates for wayfinding, gateway, and other graphic theme elements, including dimensions, color palette(s), font families, symbols, and suggested fabrication and maintenance specifications. The fabrication specifications should be at a level of detail that can be given directly to a manufacturer. All final designs should be made available with electronic artwork in PC-compatible files.

**Scope of Service**

**Phase 1: Existing Wayfinding Analysis and Development**
The consultant shall review existing public circulation patterns, signage, regulatory issues, plans/reports and Northville's architectural/historic style to develop wayfinding recommendations. The firm shall also be available to assist DDA staff in presenting the project to various groups. Assessment work to include:

1) **EXISTING CONDITIONS**
   a. Identify user groups, their specific needs, and potential wayfinding difficulties, particularly as they affect the disabled, senior citizens, city employees, students, and visitors;
   b. Analyze existing vehicular, pedestrian, parking, and directory/map signage. Document and analyze signage location, design, content and effectiveness, and compile an existing conditions report. Evaluate feasibility of reusing existing locations, poles, hardware on an individual location basis. Develop an inventory of all right-of-way signage, traffic control devices, building signage, pole and roof top mounted signs, newspaper boxes, bulletin boards, kiosks, etc;
   c. Analyze existing traffic patterns, points of entry, circulation patterns, and map recommended locations for signage directing all users to the downtown, users within the Downtown, including analyzing access to municipal parking lots spread around the business district;
   d. Review existing reports, studies, plans and surveys including: various parking and traffic studies (SEMCOG); the City of Northville Master Plan, Downtown Strategic Plan; and other related studies and plans;
   e. Review Federal, State, and County requirements and restrictions related to signage in right of way areas and gateway treatments at entrances to the community and Downtown;
   f. Evaluate local zoning and signage code requirements for the signage and provide a list of recommended regulatory changes to these ordinances;
   g. Analyze Northville architectural/historic style to develop an appropriate design aesthetic for the system and consider locations for historic and cultural interpretive signage;
2) COMMUNITY INPUT
   a. Conduct at least one on-site stakeholder meeting comprised of representatives from the DDA (specifically Design Committee Wayfinding focus group), City Council, Planning Commission, Chamber of Commerce, and business and property owners to discuss guiding principles, expectations, schedule, and shared information for the Plan;
   b. Conduct one open public informational meeting where the broader stakeholder community is invited to provide their input regarding appropriate location of signage, concept designs, and language on proposed signs;

3) ANALYSIS
   a. Determine what sign types and wayfinding elements will be needed;
   b. Determine what destinations should be included in the system; and
   c. Address budget and phasing issues with recommendations for sources of funding for implementation.

Deliverables: “Wayfinding Analysis and Recommendations” document (hard copy and editable digital copy). In addition, a detailed schedule for project completion and a “Site Plan” showing public circulation patterns, primary destinations, downtown access points, and existing signage locations that will or will not be reused.

Phase 2- Wayfinding System Design Development
Develop a Comprehensive Signage and Wayfinding System. This shall include the consultant providing wayfinding concepts, proposed designs, samples, and prototypes. The firm shall be available to assist Northville DDA and City staff in presenting the project to various stakeholder groups at a general public meeting.
   - Prepare detailed designs for select sign types and installation logic for each sign type;
   - Present two initial design concepts for review with written statements regarding rationale for design choices and materials. Also, a statement of probable cost for the fabrication and installation of the system (the project steering committee will select one design concept for additional refinements);
   - Complete two rounds of refinements on the design concept selected by the City;
   - Apply the approved design to the remaining sign types;
   - Present the full sign type prototype array.

Deliverables: Seven color copies of a multi-layered Comprehensive Signage and Wayfinding System Plan; “Final Design Intent Drawings” with scaled drawings of potential sign types and concepts; preliminary sign location plan; message schedule with a number of various sign types.
**Phase 3- Pre-Production**
The preproduction phase includes completion of the documents required for bidding and fabrication of the entire wayfinding system, including the final location of all signs, hierarchy of messaging, and standard text.

- Add detailed specifications to the final Design Intent Drawings (exact dimensions, letter heights, materials, mounting details, color specifications, and material performance standards);
- Prepare Sign Location Plans and Sign Message Schedules; Submit to City for review; Revise;
- The firm shall be responsible for preparing non-proprietary documents necessary for the purchase, fabrication and installation of the signage program; and
- Verify the “Statement of Probable Cost” for the fabrication and installation and develop a phasing plan for implementation (with steering committee input).

**Deliverables:** Final Design Drawings; Sign Location Plan; Sign Message Schedules; and Statement of Probable Cost.

**Current Northville DDA Projects**
The following are current, recently completed, and ongoing activities, goals, and objectives of the Northville DDA for 2013, and their association with the DNWS Plan Project:

- **Downtown Streetscape Project:** Downtown Northville’s first physical “facelift” since “Main Street ’78”, the City’s 1978 infrastructure improvement, which buried overhead power lines and replaced 19th century wooden sewer pipe. Northville’s 2010 Downtown Streetscape Enhancement project, designed by JJR, invested in new infrastructure, paving, street lighting, plantings, significantly upgrading the downtown streets and public spaces in cooperation with MDOT, at a cost of more the $2 million.

- **Town Square:** Town Square, designed by Grissim Metz Andries, is a community gathering place. The center feature is a fountain, which provides a water feature in the spring and summer, replaced by two gas pits for fall and winter use. A stunning glass and steel pavilion provides a great center stage for outdoor performances. State of the art equipment includes a sound system, lighting, and WIFI. Overhead, festoon lighting provides a ceiling to the space and ambient illumination. Tables and chairs and colorful market umbrellas provide a place to have a cup of coffee, meet for lunch, or catch up on work. The space is literally and figuratively the heart of our downtown. Most of the special events in downtown are held in Town Square. In addition, many of our marketing promotions have been built around dining in Town Square, catching a concert in Town Square, and just hanging out in Town Square.
The completion of Town Square has given us another tool in our recruitment package. This $2 million public improvement project has been the catalyst for numerous private sector improvements in the adjoining area.

- **Comerica Community Connection:** This project includes the contemporary adaptation of a 19th century building, donated to the City by Comerica Bank, and converted to an arcade-style walkthrough connection. This pedestrian connection links Main Street Northville with convenient existing municipal parking and provides access to Downtown merchants and businesses. The façade of this building was completely restored to historic preservation standards, ensuring another century of wear for this architectural gem. This $900,000 project is scheduled for completion this spring.

- **Regional Marketing Program:** This ongoing concerted media effort is designed to continue to generate buzz about the activities taking place in Downtown Northville. Press Releases are sent out on a regular basis for new store openings, special events, and any other newsworthy event/activity in the district.

- **WI-FI Project:** This project is up and running with a wireless internet network in the downtown district. The DDA continues to work with the vendor on expanding this network across the entire Downtown Business Core.

- **Calendar of Events:** The Northville DDA hosts, sponsors, or supports events that take place in the downtown district each year. These events are constantly reviewed with the goal to keep them fresh and interesting.

**General Instructions**

One original and seven hard copies of the proposal along with an electronic copy must be submitted in a sealed envelope marked “DNWS Plan Proposal” to the Northville DDA office, 215 W. Main Street by May 10, 2013 at 9:00 AM (local time). The review process will be completed by a specially formed review committee, and interviews may be conducted with the top-ranking applicants. A decision will be finalized on or around May 15, 2013.

**Selection Criteria**

The selection of a consultant will be based on qualifications and the content of the proposal submitted. A design of the highest quality, within financial reason, is desired with the goal that the signage will weather well and the design won’t become dated in appearance within 10-15 years. Northville is a traditionally planned city with a history of architectural excellence and the quality of design must match this position and support future investment within the community. Proposals should contain the following information, and will be scored in the following manner, based upon five criteria:
1. The firm’s prior experience and expertise in developing wayfinding programs and demonstrating their ability to create executable programs and unique offerings. Include information on projects where the firm rendered professional services similar to those requested in this RFP. (20 pts.)

2. A minimum of three references for any of the above mentioned projects. Feedback from these references and similar project clients will provide basis for scoring. (20 pts.)

3. Project leadership and key personnel to be assigned to the project, their relevant experience, and roles to be taken on. Include a list of possible sub-contractors to be used with their past experience and qualifications. (20 pts.)

4. Work Plan: Provide the technical approach used to accomplish the required work. Include tasks, methodologies, and descriptions of the process. Include information on timeline of the project and ability to meet project deadline. (20 pts.)

5. Compensation/Project Budget: Provide the firm’s fees for preparing wayfinding design plans. Identify costs for completing all services and work tasks, and identify the total overall cost of the bid. Firms may elect to subcontract portions of the project to other firms. If such partnerships are proposed, the dollar amount of their participation should be identified. (20 pts.)

All questions may be directed to the following contact person:

Lori M. Ward, Director
Northville DDA
Phone: 248-349-0345
Email: loriwarddda@comcast.net

Contract Terms and Conditions
- The work shall be completed under a not-to-exceed cost contract agreement.
- Specific contract terms and conditions shall be negotiated with the Northville DDA. It is recognized that a single firm may not offer all of the proposed service and that sub-consultants may be included in the submittal. All sub-consultants shall be subject to Northville DDA approval. The Northville DDA reserves the right to contract directly with other firm for additional services. Additionally, the Northville DDA will not allow mark-up on work done by an individual sub-consultant if the work by that consultant exceeds 50% of the total consultant cost.

Insurance
The selected consultant will be required to adhere to the City of Northville's insurance requirements and include indemnification language into the final contract. The
consultant shall provide the name of the insurance carrier who will provide the required coverage for this project in the proposal. (See Attachment A.)

**Schedule**
The following is the anticipated schedule for the RFP process. The Northville DDA reserves the right to modify any part of this schedule.

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
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<tr>
<td>RFP Release</td>
<td>April 23, 2013</td>
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<tr>
<td>Proposals Due</td>
<td>May 10, 2013</td>
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<tr>
<td>Review of RFPs &amp; Firm Selection</td>
<td>Week of May 13, 2013</td>
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<td>DDA Action</td>
<td>May 21, 2013</td>
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<td>City Council Action</td>
<td>June 3, 2013</td>
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<td>Execute Contract</td>
<td>June 4, 2013</td>
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<td>Project Initiation</td>
<td>June 10, 2013</td>
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<tr>
<td>Project Completion</td>
<td>December 2, 2013</td>
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<td>Installation</td>
<td>Spring 2014</td>
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THIS AGREEMENT made and entered into this _____ day of __________, 20___, by and between ____________________________ hereinafter called the “Consultant” and the City of Northville, hereinafter called the “Owner”.

Witnesseth: In consideration for the mutual covenants hereinafter stated, the parties agree for themselves, their personal representatives, successors, assigns as follows:

ARTICLE I – SCOPE OF SERVICES:

Provide professional services for **Wayfinding and Signage Plan**

Said services shall include:

**Phase 1: Existing Wayfinding Analysis and Development**

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**Deliverables:** Final Design Drawings; Sign Location Plan; Sign Message Schedules; and Statement of Probable Cost.

This work shall be provided in conformance with the requirements of the Request for Qualifications for this project.

**ARTICLE II - COMPENSATION:** The City will pay the Consultant for performance of the items listed in the “Scope of Services” at rates provided by the Consultant for the not to exceed cost of: __________________________dollars ($__________).

**ARTICLE III – GENERAL TERMS AND CONDITIONS:**

1. **The Agreement:** This Agreement form, including the attached RFP document, and any exhibits or attachments constitute the AGREEMENT between the Consultant and the City of Northville (Owner) superseding any and all prior negotiations correspondence, or agreements either
written or oral. Any changes to this AGREEMENT must be mutually agreed to in writing.

2. **Site Access:** The Owner will provide for right of entry for Consultant’s personnel and all necessary equipment, in order to complete the work.

3. **Changed Conditions:** The Owner has relied on the Consultant’s judgment in accepting the scope of work and providing a fee for this project, given the project’s nature and risks. The Owner shall therefore rely on the Consultant’s judgment as to the continued adequacy of this agreement in light of occurrences or discoveries that were not originally contemplated by or known to the Consultant. Should the Consultant call for contract renegotiation, the Consultant shall identify the changed conditions which in the Consultant’s judgment make such renegotiation necessary, and the Consultant and the Owner shall promptly and in good faith enter into renegotiation of this agreement to help permit the Consultant to continue to meet the Owner’s needs. In establishing fees for the new work to be performed, the Consultant shall utilize the same fee schedule as already agreed upon, unless as a result of the Owner’s decision or materials discovered, or for other good and valid cause, the Consultant demonstrates that the nature of the project has been fundamentally altered. If renegotiated terms cannot be agreed to, either party has an absolute right to terminate this agreement.

4. **Standard of Practice:** Services performed by the Consultant under this Agreement will be conducted in a manner consistent with the level of care and skill ordinarily exercised by members and firms of community planning, zoning, economic development, community design, and landscape architecture profession.

5. **Job Site Safety:** Insofar as Job Site safety is concerned, the Consultant is responsible for its own employees and their activities on the job site, but this shall not be construed to relieve any construction contractors from their responsibilities for maintaining a safe jobsite. Neither the professional activities of the Consultant, nor the presence of its employees or subcontractors, shall be construed to imply that the Consultant has any responsibilities for methods of work performance, superintendence, sequencing of construction, or safety in, on or about the job site. The Owner agrees that the General Contractor is solely responsible for job site safety, and warrants that this intent shall be made evident in the Owner’s agreement with the general contractor as prepared by the Consultant.

6. **Indemnification:** Consultant agrees to the fullest extent permitted by law, to defend, indemnify, and hold harmless the City of Northville, its employees, officials, agents, boards, council, and volunteers, against any and all claims, losses, liability, damage, cost and expenses, including
reasonable attorneys’ fees and defense costs, arising or allegedly arising from the negligent acts, errors, or omissions of the Consultant, its agents, employees, or sub-consultants. The obligation of Consultant to indemnify and hold harmless the Owner shall survive and continue after final payment, completion of the work, and completion and/or termination of this Agreement.

7. **Billing and Payment:** The Owner shall be invoiced once each month for work performed during the preceding period. The Owner agrees to pay each invoice within thirty (30) days of its receipt. **Payments beyond the amount specified in this agreement will not be processed by the City unless a proper change order to this agreement has been previously approved by City Council.**

8. **Ownership of Instruments of Service:** All original reports, plans, specifications, field data and notes and other documents prepared by the Consultant as instruments of service shall remain the property of the Consultant.

However, the Consultant shall provide the Owner with duplicate reports, plans, as-built plans, and specifications. Said material shall be considered the property of the Owner. Future use of said reports, plans, and specifications by the Owner will be permitted, provided that the Owner shall not modify the plans prepared by the Consultant without first removing the Consultant’s name from the plans or document. As-built plans, both in hard copy and in electronic form shall be delivered to the Owner upon submittal of a final invoice for the project.

9. **Dispute Resolution:** In an effort to resolve any conflicts that arise during the design or construction of the project or following the completion of the project, the Owner and the Consultant agree that all disputes between them arising out of or relating to the Agreement shall be submitted to non-binding mediation in accordance with Michigan Court Rule 2.411, unless the parties mutually agree otherwise.

The Owner and the Client further agree to include a similar mediation provision in all agreements with independent contractors and consultants retained for the project and to require all independent contractors and consultants also to include a similar mediation provision in all agreements with subcontractors, sub-consultants, suppliers or fabricators so retained, thereby providing for mediation as the primary method for dispute resolution between the parties to those agreements.

10. **Termination:** The Agreement may be terminated by either party upon seven days written notice. In the event of termination, the Consultant will be compensated by the Owner for all services performed up to and including the termination date, including reimbursable expenses.
11. **Governing Law and Survival:** The laws of the State of Michigan will govern the validity of these terms, their interpretation, and performance. If any of the provisions contained in this are held illegal invalid, or unenforceable, the enforceability of the remaining provisions will not be impaired. Limitations of liability and indemnities will survive termination of the Agreement for any cause.

12. **Assigns:** Neither the Owner nor the Consultant may delegate, assign, subcontract or transfer its duties or interest in this Agreement without the written consent of the other party.

13. **Extensions:** The contract may be extended, if said extension is mutually agreeable to both the City and the Consultant.

14. **Insurance:** The Consultant shall procure and maintain during the life of this Agreement the insurance requirements as listed below, and furnish within five (5) days of Notice of Award, certificate(s) of insurance providing insurance coverage as follows:

   a. Professional Liability Insurance of $1,000,000 which shall insure against acts which are in the nature of professional services performed by professional engineers, surveyors, and architects.

   b. Workers’ Compensation Insurance - Covering all persons engaged in work under this contract to the full statutory limits stipulated in the Michigan Workers’ Compensation Act.

   c. Comprehensive General Liability Insurance - Including premises and operations. Product and completed operations, contractual and independent contractor’s protection with limits as follows:

      • Bodily Injury/Property Damage $1,000,000 each occurrence $1,000,000 aggregate

   d. Automobile Liability Insurance - Including owned, non-owned and hired motor vehicles as well as Michigan Property Protection Insurance as required by statute. Limits as follows:

      • Bodily Injury/ Property Damage $1,000,000 CSL

The above requirements should not be interpreted to limit the liability of the Consultant under this contract. **ALL INSURERS SHALL BE EITHER LICENSED OR AUTHORIZED TO DO BUSINESS IN THE STATE OF MICHIGAN.** These coverages shall protect the Consultant, its employees,
agents, representatives and subcontractors against claims arising out of the work performed.

THE CITY OF NORTHVILLE, ITS AGENTS AND EMPLOYEES SHALL BE INCLUDED AS ADDITIONALLY INSURED WITH RESPECT TO GENERAL LIABILITY AND AUTOMOBILE LIABILITY POLICIES HEREIN. It is understood and agreed that by naming the City of Northville as additional insured, coverage afforded is considered to be primary and any other insurance the City of Northville may have in effect shall be considered secondary and/or excess.

A thirty (30) day cancellation clause, except for non-payment of premium, which shall be ten (10) days, with notice to the City of Northville shall be included. It shall be the Consultant's responsibility to provide similar insurance for each subcontractor or sub-consultant to provide evidence that each subcontractor or sub-consultant carries such insurance in like amount prior to the time such subcontractor or sub-consultant proceeds to perform under the contract.

THIS AGREEMENT, together with the Request for Proposal document and any documents received from the Consultant are as fully a part of the contract as if hereto attached or herein repeated, forms the contract between the parties hereto.

IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be executed in two (2) original copies on the day and year first above written.

Attest:  
_____________________________  By:  _____ __________________
_____________________________  Title:  ______________________

Attest:  
_____________________________  By:  _______________________
_____________________________  Title:  ______________________

CONSULTANT

By:  _______________________
Title:  ______________________

CITY OF NORTHVILLE (owner)

By:  _______________________
Title:  ______________________