

# Request for Qualifications

Project No. 2024-020  
Campus Signage & Wayfinding Systems  
Department of Enterprise Services  
1500 Jefferson Street  
Olympia, WA 98504-1476

September 27, 2023



STUDIOS  
3040 Post Oak Blvd.  
Suite 1800-146  
Houston, TX 77056  
713.961.3311  
[www.dg-studios.com](http://www.dg-studios.com)

September 27, 2023



Kathy Yi  
Department of Enterprise Services  
1500 Jefferson Street, SE  
Olympia, WA 98501

**RE: RFQ 2024-020  
Campus Signage and Wayfinding Systems**

Dear Kathy and Members of the Selection Committee:

DIG Studios, Inc. ("DIG") is pleased to provide the following qualification information for the above referenced project. DIG's extensive experiences in the development of large-scale wayfinding projects, as well as our experience in the refreshing and updating of existing systems, makes our team uniquely qualified to deliver the DES a successful project.

One of the most recognized reasons to develop, or update, a wayfinding program is simply that visitors are lost, which is what seems to be happening at the State Capitol Campus. When a visitor has a negative experience while on the Campus, that negativity is easily shared with others and becomes a poor representation of the dedicated staff working to provide a safe and comfortable State Capitol experience for everyone.

At the core of wayfinding in the built environment is a philosophy of moving people from one point to another and therefore wayfinding is fundamentally about people. Wayfinding in a government setting is very much about people – both those who represent their constituencies and those visiting the Campus. Signage and Wayfinding programs serve to navigate visitors and users to their destinations, but along the way, they provide the opportunity to educate, engage and immerse them into the history and traditions of the State of Washington.

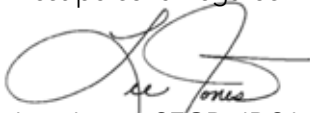
For 35 years, DIG has worked with government agencies, municipalities, corporations, healthcare providers and educators to help their visitors navigate their campuses. Our proposed project team has worked for DIG most of their careers and collectively have over 100 years of experience among them. Our team is led by Yin Chen, SEGD, who brings over 20 years of experience with large-scale wayfinding and who has proven success in assessing existing systems, building consensus among the Client's team on the needed improvements to a system and in developing design solutions that meet the Client's budget and schedule.

The greatest strength of the designers DIG is their ability to provide design, documentation and project management services based on "market driven" recommendations and solutions that communicate in the voice and tone of our clients. The final phases of technical detailing, documentation, bidding and contract administration bring the project from a vision, to illustrations and onto reality.

DIG has begun the process of registering to do business in the State of Washington and while we are close and have filed the paperwork, the approval has not yet come through. We are expecting our approval shortly.

We appreciate this opportunity to present our submittal to you and look forward to the possibility of working with you and your team. We are available to further discuss this project as soon as you need us to. Please let me know if you have any questions regarding our submittal. I can be reached at the firm's office number, 713.961.3311, my cell phone, 713.898.6340, or email: ljones@dg-studios.com.

Best personal regards



Lee Jones, SEGD, IDSA  
President/CEO



STATE OF WASHINGTON  
DEPARTMENT OF ENTERPRISE SERVICES

1500 Jefferson St. SE, Olympia, WA 98501  
PO Box 41476, Olympia, WA 98504-1476

Consultant Selection Contact Form

Designated Point of Contact for Statement of Qualifications  
For Design Bid Build, Design Build, Progressive Design Build, GC/CM & Job Order Contracting  
(JOC) Selections

Firm Name: <a href="#">D G Studios, Inc.</a>		
Point of Contact Name & Title: <a href="#">Lee Jones, SEGD, IDSA - President/CEO</a>		
Email: <a href="mailto:ljones@dg-studios.com">ljones@dg-studios.com</a>	Telephone: <a href="tel:713.961.3311">713.961.3311</a>	
Address: <a href="#">3040 Post Oak Blvd., Suite 1800-146</a>		
City: <a href="#">Houston</a>	State: <a href="#">TX</a>	Zip: <a href="#">77056</a>

## EXECUTIVE SUMMARY

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Facility Managers and Planners are well aware of the importance of attractive and informative wayfinding signage, particularly when coping with the complexities th infrequent or first-time visitors bring to a destination. Effective wayfinding signage can reduce confusion, enhance a sense of safety, encourage continued exploration of the area, inspire and education, and speak to civic pride vested in their communities. Good wayfinding systems make a trip as pleasant as the visit.

## FOCUS ON THE VISITOR

The Visitor Experience is the outcome of interaction and events during a visitor’s encounter with a city or campus and it is expressed in their thoughts and feelings about the place as a result. For a successful Visitor Experience that provides people with the best encounter of your Capitol Campus, this interaction must be carefully crafted, intentionally communicated and well supported.

A Wayfinding system’s effectiveness is measured by how it enhances the Visitor Experience. Understanding the Visitor Experience is a critical first step to creating an effective Wayfinding program. To enjoy the best of the Capitol Campus, visitors must encounter effective and easy-to-follow directions, along preferred routes to curated destinations. Wayfinding should enhance the Campus’ built environment through strong design that reflects spirit and character of the state of Washington, without obscuring the critical directional content or overwhelming visitors with too much information.

The desired Visitor Experience is the “roadmap” for the development of an effective Signage and Wayfinding program. To understand where and how the existing Visitor Experience may excel, or be lacking, the DIG team members explore and observe the Capitol Campus firsthand. They document conditions, monitor decision-making points and develop recommendations. Then working in partnership with the DES Project Team to identify the places and pathways that will best facilitate and craft the desired positive outcome for visitors, Master Planning Signage Placement color-coded circulation site maps and floor plans are documented to aid in the discussions with your Project Team. The Signage and Wayfinding program ultimately grows out of this vetted infrastructure of routes and destinations and then used as the foundation for the design phases.



### EXECUTIVE SUMMARY

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The Visitor Experience sequence begins upon arrival into the Campus where visitors should be greeted and welcomed by gateway and pageantry elements that begin immersing them into the spirit of the Capitol—its environment, traditions culture, and history. Infusing the Wayfinding with meaningful graphic elements like the Capitol's and/or the State's brand, reinforces the identity of the Capitol Campus and can be echoed in educational elements like interpretive signage and experiential elements such as murals, banners, and flags that complement the Wayfinding program. Capturing this spirit in an attractive, functional and practical design solution is a challenge our team looks forward to again and again.

At the core of this Signage and Wayfinding program is your need to create and reinforce a “sense of place”, to make the Campus more memorable to its visitors and staff. To identify, navigate, inform, orient and regulate, all within the context of a flexible, maintainable and expandable Signage and Wayfinding program, is another critical goal of the project. This project also presents the opportunity to celebrate those characteristics that make the Capitol Campus unique—its history, architecture, and personalities as well as to inspire future generations to focus on dedicating their careers to a life of public service.

There are important objectives for the Campus' Signage & Wayfinding program including:

- To create a database of existing conditions, both photographically and using video applications, to document pros and cons of the current system and to create a general inventory of signage;
- To establish boundaries of the project area identifying key entry points into the Campus;
- To enhance the goal of communicating “welcome” to visitors;
- To define preferred pathways for vehicular traffic into and out of the Capitol Campus;
- To define preferred pathways for pedestrians from parking areas to destinations;
- To reduce the visual clutter or overuse of signs thereby reducing confusion;
- To create a system of Wayfinding signage components that are easily fabricated and easily maintained;
- To create Design Standards that set graphic standards and material specifications for the required sign types;
- To develop an Implementation Budget for the Project;
- To complete the Project by creating an Implementation Schedule for the Bidding, Fabrication and Installation of the Project, possibly on a phases basis according to the budget.

### PROJECT TEAM

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DIG Studios' work environment and internal culture is one of a collaborative team approach. Healthy interaction and coordinated efforts between all team members helps to eliminate guesswork as all team members are working towards the same goal. Client-consultant working relationships work best when the lines of communication are kept opened.

**We begin our projects by listening to our clients.** We believe that though our projects have commonality in some respects, they are unique, and we start with a clean slate. Our job is to listen, recommend but not dictate what "has" to be but bring consensus to a vision of what "can" be.

Our first step in creating a design solution is to ask all the questions: What do you want to communicate? What impression do you want to give your visitors and staff? How can we engage, surprise, and even educate the visitors? This information gathering activity allows us to develop the central images, themes and messages to be communicated. In the next phases, DIG works with the project team to answer these, and other, questions through further Programming, Information Gathering and then during the Design phases.

As experienced designers and wayfinding consultants, DIG has a vast scope of design experience and wayfinding expertise to draw upon. Our focus is on getting to know you and make sure that our designs are carefully shaped to communicate your message, within your budget requirements. We find that our process succeeds because our designs evolve from your input—collaboration and communication to create effective solutions not pre-packaged ones.

The development of a comprehensive Signage and Wayfinding system for the Capitol Campus requires a pragmatic and process-oriented approach. Our approach is one of collaborative teamwork. Our team understands the demands of integrated program management and economic analysis and the expectations involved in developing a Signage and Wayfinding program, including the infrastructure and economic needs, of a project such as yours.

When completed, the Signage and Wayfinding program will help the DES to capture the opportunity, through signage and graphics, to not only inform and direct the user, but also to communicate and reinforce the image of the Capitol and to provide your visitors with a positive Visitor's Experience. Our goal is to look at the overall picture, current and future, and to develop and document what is the best for the Capitol's Signage and Wayfinding program.

It is during the planning process that our team works with yours to determine your priority areas of implementation based on current need and budgets. Our initial meeting begins with an introduction of team members and works to build a clear understanding of your needs and expectations. The meeting also gives us the opportunity to walk the team through our process and see how each milestone event (site surveys, meetings, stakeholder participation, decisions on destination hierarchies, budget reviews, etc.) can be enhanced to meet your needs. At this site trip, we also take this time to become familiar with the Campus, by actual walking and photographing existing conditions and by conducting research on destinations and decision-making points. We become your target audience, visitors to the Capitol, taking in all the good, and possibly the bad, and evaluating all.

Bringing people together in a creative but business-minded environment calls for a wayfinding team that balances technical abilities with talent. Our team will need to have a full understanding of your operational, functional and communication needs, and goals, before we even start to design the wayfinding program. At the core of wayfinding in the built environment is a philosophy of moving people from one point to another and therefore wayfinding is fundamentally about people.

The process of creating the identities, signs, gateways and guideposts to facilitate the movement of people involves a diversified group of team members. Facilitating the exchange of ideas, view and opinions is one of the most essential, but challenging aspects, of the wayfinding process. Through this exchange, a single guiding vision is formed – the Visitor Experience. By defining your Visitor Experience through consensus building, the vision of the project evolves successfully to design and finally to the completed project.

PROJECT TEAM



Lee Jones, SEG, IDSA  
MANAGING PRINCIPAL

Auburn University  
Bachelor of Industrial Design  
Firm Experience: 31 years  
Percent of Time: 5%

- Manages the performance of the DIG project team by providing leadership, experience and technical expertise
- Assists project team in recommendations for Master Plan Signage Placement based on Circulation Analysis
- Ensures that all necessary resources are available to deliver the project
- Ensures the client experiences a seamless project delivery system of deliverables

PROJECT EXPERIENCE

- U.S. Capitol Complex
- State of Texas Capitol Complex
- Library of Congress Exterior Signage
- Heart of Main Mixed Use Development (Bellevue, Washington)
- City of Rochester, Minnesota Downtown Wayfinding Plan
- City of Corpus Christi Texas Citywide Wayfinding Program
- ExxonMobil Corporate Campus



Yin Chen, SEG  
SENIOR PROJECT DESIGNER/  
POINT OF CONTACT

University of Houston  
Bachelor of Graphic Communication  
Firm Experience: 20 years  
Percent of Time: 35%

- Manages the DIG project team
- Attends & Manages Site Surveys
- Facilities Team Workshops to build consensus on Visitor Experience
- Manages DIG Team to develop Signage Recommendations on Master Plan Placement
- Develops & Presents Design Options with DIG Team
- Provides Implementation Plan
- Coordinates Team for Completion of Signage Standards and Implementation Program

PROJECT EXPERIENCE

- Bridgeland Master Planned Community
- Houston Community College 11 Campuses Evaluation, Design Standards & Implementation
- Texas A&M University - Galveston Signage Master Plan & Implementation
- Prairie View University Signage Master Plan & Implementation



Roni Sepulveda, SEG  
SENIOR PROJECT DESIGNER

University of Houston  
Bachelor of Graphic Communication  
Firm Experience: 17 years  
Percent of Time: 30%

- Participates in Site Surveys & Documentation
- Participates in Team Workshops to build consensus on Visitor Experience
- Develops Circulation Analysis
- Assists in all tasks of the Project
- Develops Design Concepts
- Updated Project Documents
- Assists the Team for Completion of Signage Standards and Implementation Program

PROJECT EXPERIENCE

- City of Del Rio Texas Citywide Wayfinding Program
- City of Montgomery Alabama Downtown Wayfinding Program
- City of Texas City Citywide Wayfinding Program
- City of San Angelo Texas Downtown Wayfinding Program
- Texas Health Resources 8 Medical Campuses Re-branding, Signage Standard & Implementation

PROJECT TEAM



Christopher Baareman  
PROJECT DESIGNER

Georgia Tech University  
Bachelor of Science/Industrial  
Design  
Firm Experience: 14 years  
Percent of Time: 15%

- Assists in the Site Surveys and Documentation
- Assists in the development of Programming Documents based on the Master Plan Placement decision-making process
- Assists in the transition of the Project's Design documents into the Technical Documents of Contract Documents
- Assists in the finalization of the Implementation Documents

PROJECT EXPERIENCE

- U.S. Capitol Complex
- U.S. Cannon House Renovation
- ExxonMobil Corporate Campus
- American Airlines Corporate Campus
- George W. Bush Presidential Library
- Four Oaks Place Re-branding Survey and Evaluation
- Federal Reserve Bank Building/Martin Building Renovation



Michael Rodriguez  
PROJECT DESIGNER

Texas State University  
Bachelor of Fine Arts/  
Communication Design  
Firm Experience: 17 years  
Percent of Time: 15%

- Assists in the Site Surveys and Documentation
- Assists in the development of Design Documents based on the Master Plan Placement decision-making process
- Assists in the transition of the Project's Design documents into the Technical Documents of Contract Documents
- Assists in Securing Pricing Information
- Assists the Team for Completion of Signage Standards and Implementation Program

PROJECT EXPERIENCE

- City of Corpus Christi Citywide Wayfinding Program
- Harris County Health Exterior Signage Re-branding Survey & Evaluation
- Texas Health Resources 10 Campuses Assessment, Design, Documentation and Project Management of an Exterior Re-branding Signage Program





## Request for Qualifications | State of Washington Capitol Campus

### RELEVANT EXPERIENCE

For 35 years, DIG Studios has designed and documented comprehensive Wayfinding and Signage Programs, Exhibit Design/Museum Master Planning and Brand/Identity Development programs for a broad variety of project types. DIG has created Wayfinding and Signage Systems for Municipalities, Universities, Healthcare Campuses, Master Planned Communities, Corporate Headquarter Campuses and other Large-scale Wayfinding environments.

### SIMILAR PROJECTS - LARGE-SCALE WAYFINDING

PROJECT NAME	TYPE OF PROJECT	FIRM'S ROLE	BUDGET
U.S. Capitol Complex 15 Buildings Exterior & Interior Signage Washington, DC	Signage & Wayfinding Design Assessment of Need Phased Implementation	Prime Consultant Assessment, Programming, Design, Detailing & Implementation	\$4,500,000
U.S. Capitol Visitor Center Signage Assessment Report Washington, DC	Assessment Recommendations of Effectiveness of Wayfinding Program	Prime Consultant Assessment, Documentation, of Existing Program Assessment Report	Assessment Report Only
U.S. Capitol Complex Cannon House Renovation Washington, DC	Signage & Wayfinding Design Assessment of Need Phased Implementation	Sub-Consultant Programming, Design, Detailing & Implementation	\$699,000
U.S. Capitol Complex Library of Congress Exterior Signage Washington, DC	Signage & Wayfinding Design Assessment of Need Phased Implementation	Prime Consultant Programming, Design, Detailing & Implementation	\$325,000
Federal Reserve Bank Martin Building & Parking Garage Renovation Washington, DC	Signage & Wayfinding Design Assessment of Need	Sub-Consultant Programming, Design, Detailing & Implementation	\$485,000
State of Texas Capitol Grounds Austin, Texas	Signage & Wayfinding Design Interpretive Signage Design Assessment of Need	Sub-Consultant Programming, Design, Detailing & Implementation	\$80,000
George W. Bush Presidential Center & Library Dallas, Texas	Signage & Wayfinding Design Donor Recognition	Sub-Consultant Programming, Design, Detailing & Implementation	\$355,000 Signage
Harris County Precinct 2 David Burnett Historical Park Harris County, TX	Signage & Wayfinding Design Interpretive Signage	Sub-Consultant Programming, Design, Detailing & Implementation	\$250,000
City of Montgomery Downtown Wayfinding Program Montgomery, Alabama	Signage & Wayfinding Design Assessment of Need	Prime Consultant Programming, Design, Detailing & Contract Documents	Current Project \$1,000,000
City of Texas City Citywide Wayfinding Program Texas City Texas	Signage & Wayfinding Design Assessment of Need	Prime Consultant Programming, Design, Detailing & Contract Documents	\$300,000 Phase I

RELEVANT EXPERIENCE

References

**Cannon House Renovation  
Federal Reserve Bank Building Renovation**

Melissa Hendrix  
Associate Principal  
Shalom Baranes Associates Architects  
1010 Wisconsin Avenue, NW, #900  
Washington, DC 20007  
(202) 342-2200  
mhendrix@sbaranes.com



**Bridgeland Master Planned Community**  
Bridgeland Community is an 11,401-acre master-planned community in Harris County, Texas  
On-going Large-Scale Signage & Wayfinding Program  
Phased Implementation

Tricia Brasseaux  
Design Project Manager  
The Howard Hughes Corporation  
23720 House Hahl Road  
Cypress, TX 77433  
(281) 213-9600  
tricia.brasseaux@howardhughes.com



**U.S. Capitol Complex and  
Library of Congress**

Edward P. Kessie  
General Engineer /Architect  
Architect of the Capitol  
Library Buildings & Grounds  
James Madison Memorial Bldg., LM-G49  
Washington, DC 20540  
Phone 202.707.5377  
Washington, DC 20540  
ekessie@aoc.gov



**Texas A&M University - Galveston Campus**  
Campus Signage Master Plan & Implementation  
Exterior Signage

Grant W. Shallenberger  
Associate VP/Administration & Auxiliary Services  
Texas A&M University - Galveston  
200 Seawolf Parkway  
Galveston, TX 77553  
(409) 740-4943  
shalleng@tamug.edu

PREVIOUS EXPERIENCE

US CAPITOL COMPLEX, WASHINGTON, DC

The US Capitol Complex is comprised of 15 key buildings totaling over 16.5 million square feet of office space on 450 acres of ground. More than 30,000 people work on Capitol Hill and nearly 3 million people visit each year. The Office of the Architect of the Capitol is responsible for more than 30 buildings, including the US Capitol Building, US Supreme Court Building, Thurgood Marshall Federal Judiciary Building, and the US Botanical Garden Conservatory. All buildings are connected on grade via a network of public streets and sidewalks. The Complex houses the Congressional offices and the Senate and House Chambers and operates with the dual role of a functional workplace that also remains open and accessible to thousands of daily visitors.

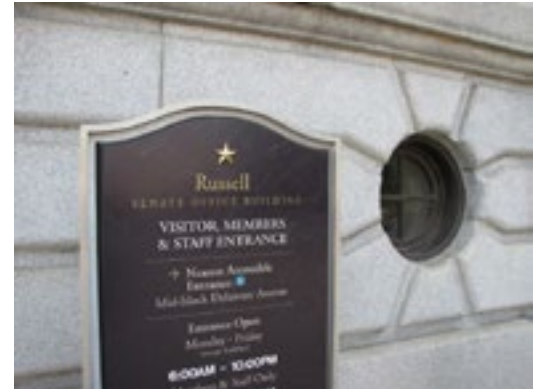
DIG was commissioned to develop an Orientation, Wayfinding, and Identification program to facilitate connectivity and improve the efficiency of movement throughout the Complex. The program had to feature both Exterior and Interior Wayfinding. A top priority for the design of the program was embracing the context of the great historical buildings and blending with the architectural integrity of the site.

DIG drew upon the classical architecture motifs and interior details and finishes for the character of the signage components. For exterior components, of equal importance with aesthetics were concerns with durability. DIG focused on materials and fabrication methodology that offered good maintenance value in developing the design.

The project was managed by the AOC over a number of years with DIG providing services throughout the schedule, which lasted over 10 years. DIG was involved the entire length of the project, managing multiple installations, revisions to the Programming documents and updates to the wayfinding maps.

In addition, DIG worked with the Architect of the Capitol to provide site survey and analysis of the exterior wayfinding program for the U.S. Capitol Visitor Center. The work provided for the Visitor Center was developed separately from the Capitol Complex itself and performed by another firm.

Existing signage is confusing to visitors as the “front door” to the Visitor Center is not visible from street-level and visitors are having difficulty locating the Center. DIG performed observation services and documented the results. Based on the information generated, DIG is developing recommendations for both replacements to the existing system as well as recommendations to modify the Complex’s signage to list this as an individual destination.



PREVIOUS EXPERIENCE

**US CAPITOL COMPLEX, CANNON HOUSE RENOVATION, WASHINGTON, DC**

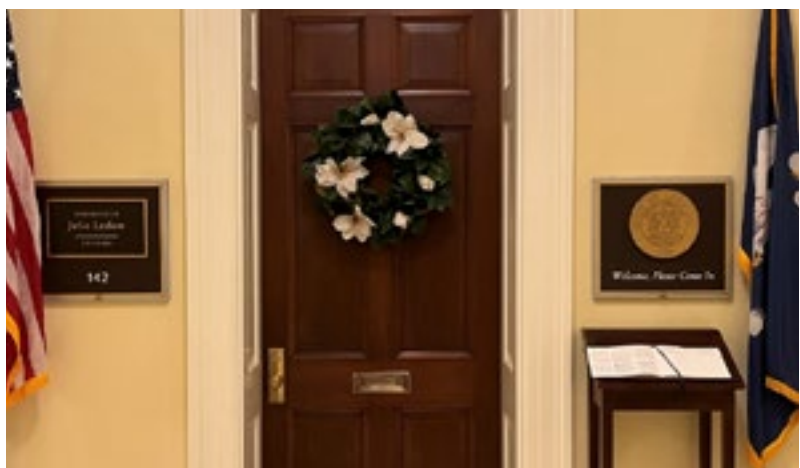


The Cannon House Office Building, a five story building, is often called the "Old House Office Building," completed in 1908, is the oldest congressional office building as well as a significant example of the Beaux-Arts style of architecture. It occupies a site south of the United States Capitol bounded by Independence Avenue, First Street, New Jersey Avenue, and C Street S.E. In 1962 the building was named for former Speaker of the United States House of Representatives Joseph Gurney Cannon.



In January 2015, a top-to-bottom renovation of the Cannon House Office Building began. Completion is expected to take ten years and cost \$752.7 million. Initially, renovation focused on upgrading the building utilities, and has progressed on to a wing-by-wing exterior and interior reconstruction. DIG, working with the architect, Shalom Baranes Associates Architects, and a team of consultants, initially, conducted site survey for exterior and interior signage throughout the building to observe compliance to life safety and accessibility code requirements. Information Gathering meetings were conducted to generate feedback on current and desired functionality of the signage program from building staff. From this, DIG formulated signage program of requirements and defined potential placement solutions for the signage program, as well as developing the appropriate Location Plans, Message Schedules and Implementation Schedules.

The design of the program continued the design character established by DIG's work at the US Capitol Complex and DIG provided design and project management services, including a phased implementation process, for the renovation of this important national landmark. The last phases of Contract Administration tasks are currently underway.



PREVIOUS EXPERIENCE

STATE OF TEXAS CAPITOL GROUNDS, AUSTIN, TEXAS

With the completion of the State Capitol Building Renovation and Extension in 1992, attention was turned to the Historic South Grounds as the last remaining portion of the State Capitol complex in need of restoration. The south grounds, 22 acres in size, had evolved into a landscape of both great natural beauty and general disarray. Trees, lawns and landscape were in poor condition. Fountains, fences, and gates had been removed, while numerous additional items had been installed with no apparent planning. Walks and drives were, in many places, scarcely passable. The result was that the grounds no longer served the purpose for which they were intended, namely to provide an appropriate setting for citizens and visitors to approach and appreciate the Texas Capitol Building.

A Master Plan was commissioned by The State Preservation Board in 1994 with the goal of laying out the actions necessary for the restoration and renovation of the Historic South Grounds. As part of that Plan, DIG developed Signage Standards for directional, regulatory and interpretative signage.

The program was implemented in 1995 and serves to reinforce the boundaries of the site, immerse the visitor into the history of the site and its development and regulate both pedestrian and vehicular traffic in order to help preserve the natural beauty of the grounds.



**PREVIOUS EXPERIENCE**

**BRIDGELAND MASTER PLANNED COMMUNITY, CYPRESS, TEXAS**

Bridgeland Community is an 11,401-acre master-planned community under construction in Harris County, Texas to the northwest of Houston in Cypress, Texas. Bisecting Bridgeland is the Grand Parkway, a 15.2-mile thoroughfare that broke ground in 2011 and opened in December 2013. In 2018 Bridgeland opened Parkland Village, Josey Lake and its accompanying boathouse and elevated bird-watching tower, and Lakeland Village Center, a new multi-family development.

The community has more than 3,000 acres dedicated just to lakes, trails and parks. The development also offers a resort-style pool, a disc golf course, lakes and complimentary use of kayaks and other equipment. In 2019, The Howard Hughes Corp. started working to extend Bridgeland Creek Parkway west past the Grand Parkway, paving the way for the massive community's next 6,000-acre phase, Prairieland Village.

There are four distinct "villages" in Bridgeland--Lakeland Village, Parkland Village, Prairieland Village and Creekland Village. Each one defines the community's land plan and offer residents easy access to parks and trails, playgrounds, pool complexes, schools, shopping, employment establishments and places of worship. Lakeland Village, opened almost 12 years ago, was the first to open and has 3,400 homes within neighborhoods such as Hidden Creek. Lakeland Village has a manicured look with its landscaping and greenspace.

Working with The Howard Hughes Corporation, DIG has implemented branding and signage standards to a number of communities in Bridgeland including Hidden Creek and Lakeland Village Park. DIG also worked with HHC to develop an Interpretative Signage Program to be installed along Josey Lake. This system of Interpretive signage has been expanded to other greenspaces within the community.

Working with another team from The Howard Hughes Corporation, DIG also developed a Retail Tenant Identification Signage Standards Manual for Lakeland Village Center, a 20-acre center with 84,000 square feet of mixed-use development with restaurants, retail and professional and medical offices.

The community continues to expand with additional homesites, greenspaces, neighborhood amenities and commercial developments. In addition, a K-12 private school is currently being constructed on the property, Cypress Christian Academy, and DIG is providing comprehensive Signage Design and Project Management services for the Exterior and Interior Signage program for the school.



### PREVIOUS EXPERIENCE

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#### HARRIS COUNTY PRECINCT 2 HISTORICAL SITES, HARRIS COUNT, TEXAS

Precinct 2 encompasses nearly 560 square miles of east Harris County and has over 1,300 miles of roads. Also unique to Precinct 2 is the number of access points to open water, as well as being the home to NASA, the Houston Ship Channel, San Jacinto Battleground, Washburn Tunnel, and Lynchburg Ferry - history, hard work, and innovation runs deep in Precinct 2.

Within Precinct 2 are two historic parks - David G. Burnett and Juan Seguin Park. David G. Burnett Park is an adaptive re-use of a historic site. This small, 3.4-acres, but important Park, is the historic site of the plantation and home of David G. Burnett, the first president of the Republic of Texas. This Parks offers an opportunity to demonstrate the proud history of David Burnett and his role in Texas History. The park's theme rejuvenates the site's history through innovative storytelling of this brief yet important era in Texas history. The site also offers visitors a picnic pavilion reminiscent of Burnett's house along with several small shade structures representing typical out buildings of that time. A rose garden was implemented as letters indicate his wife Hannah was very fond of her roses. Sculptured silhouettes of both David and Hannah are featured within the Burnett Park is one of 32 parks within the Harris County Precinct Two Park system and offers visitors recreational park amenities, such as playing fields and picnic areas.

A true rags to riches story, Juan Seguin Park was once a construction spoil site littered with tires, trash and massive slabs of concrete and is now a regional education destination for Harris County Precinct 2. Located at the confluence of Buffalo Bayou, the San Jacinto River and the Houston Ship Channel and just two miles from the San Jacinto Battleground historic site, the park provides a two-acre greenspace among Houston's heavy, industrial landscape.



The design team envisioned the park to be a dedication to Juan Seguin and his efforts for Texas independence and also to pay homage to the area's rich history, including old San Jacinto Town, the Houston Ship Channel, the Lynchburg Ferry, and the San Jacinto Battleground. Juan Seguin Park was designed to enhance the experience of visitors to the area and provide an opportunity for families and children to immerse themselves in the history in a three-dimensional way. The two parks join Independence Parkway in the Harris County's efforts to highlight the historical significance of the area.

For these projects, DIG developed the storyline and transformed it into a Signage and Interpretative System to educate and inform visitors. Working with the landscape architect, County and City representatives, the project moved from Master Plan to Implementation starting with Burnett Park, to Independence Parkway and finally to Seguin Park, which was completed in 2018.

### PREVIOUS EXPERIENCE

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#### Other Government Projects includes:

##### Architect of the Capitol Signage Program:

- Capitol Square Complex Exterior
- Capitol Grounds Exterior
- U.S. Capitol Building Interior
- U.S. Capitol Complex Visitor Center – Assessment Report
- Cannon House Office Building
- Dirksen Senate Office Building
- Hart Senate Office Building
- Longworth House of Representative Building
- O’Neill House of Representatives Building
- Russell Senate Office Building
- Library of Congress Exterior Signage
- U.S. Botanical Gardens

Cannon House Office Building Renovation - Exterior and Interior Signage

City of Arlington, Texas Parks and Recreation Department, Exterior Signage Master Plan

City of Chattanooga, Tennessee – Citywide Signage Program

City of College Park, Maryland Signage Program

City of Houston - TIRZ 15 – Downtown Houston Signage Guidelines

City of Houston - TIRZ 26 - Sunnyside Signage Standards Program

City of Lewisville, Texas – Denton zCounty Government Center Signage Program

City of New Orleans Downtown Wayfinding Program

City of Palestine, Texas - Downtown Wayfinding Program

City of Pasadena, Texas – John Phelps Courthouse Signage Program

City of Pensacola, Florida Downtown Wayfinding Program

Collin County, Texas – Courthouse Annex Signage Program

Federal Reserve Bank – Martin Building Renovation Signage Program

Federal Reserve Bank Visitor Center Chicago Branch - Exhibit Design

Federal Reserve Bank of Dallas – Houston Branch – Exhibit Design

Fort Bend County, Texas – Justice Center Signage Program

George W. Bush Presidential Center & Library – Signage and Donor Recognition Program

Hermann Park Signage Master Plan and Implementation Program

Harris County, Texas – Criminal Justice Center Signage Program

Harris County, Texas – Precinct Two – David Burnett Park Interpretive Signage Program

Harris County, Texas – Precinct Two – Independence Parkway Interpretive Signage Program

Harris County, Texas – Precinct Two – Juan Seguin Park Interpretive Signage Program

Houston Public Library Signage Program

Mickey Leland Federal Office Building Signage Program

Nashville Public Library Exterior and Interior Signage Program

National Park Service – Yosemite Transit Stations Signage Program

Oklahoma City National Memorial Center – Alfred P. Murrah Federal Building – Exhibit Design

Redevelopment Authority of Prince George’s County and the Anacostia Trails Heritage Area, Maryland Signage Program

State Preservation Board – State of Texas Capitol Grounds Signage and Interpretive Program

Tarrant County, TX – Courthouse Renovation & Parking Garage Exterior & Interior Signage

U.S. Department of Defense – Pentagon Retail Mall Signage Program

U.S. Department of Defense – Cafeteria Signage Program

U.S. Department of Defense – Homeland Security – U.S. Customs & Immigration Services Headquarters

U.S. Department of Defense – Worldwide Embassy Signage Standards Program

U.S. General Services Administration – Ronald Reagan International Trade Center Signage Program

U.S. General Services Administration – Headquarters Signage Program

U.S. Pentagon – 911 Visitor’s Education Center Signage Program



### DIVERSE BUSINESS INCLUSION STRATEGIES

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DIG supports the Project Team's goal of participation from the Diverse Business Inclusion Plan as outlined in the DES Diversity Compliance Program - B2Gnow. It is DIG's expressed intention to include WBE/DBE/SBE/MBE/MWBE participation as sub-contractors on our design team. We have reviewed the B2Gnow site and isolated a general listing of registered firms that participate, in various specialties of signage, which we have studied and categorized.

DIG intends to partner with at least one qualified certified firm as our "design" partner selected prior to DIG submitting a fee proposal for the project. DIG envisions the ability to contact the following firms as possible design partners:

A Design Studio Seattle LLC  
Betty Hageman Graphic Design  
CK Graphic Design, LLC.  
Lois D. Cohen Associates  
Sanders and Chen, Inc.  
Stoneking Design LLC

Anderson Krygier, Inc.  
Brainstorms Collective LLC  
Kubo Design, Inc.  
Orca Design Group LLC  
Schneider & Son, Inc.

DIG also intends to partner with at least one qualified certified firm as our "fabrication budgeting" partner selection prior to DIG submitting a fee proposal for the project. Their role in the project will be to aid the DIG team in the final determination of the fabrication/installation budget for inclusion in the Implementation Plan's Budget. In addition, DIG intends to also include as many of these firms in the bidding of the project. This allows these firms the opportunity to submit bids for fabrication and installation. DIG envisions the ability to contact the following firms as possible design partners:

Auburn Sign Company  
Land Ventures, Inc.  
Mustang Signs LLC  
T-N-T Signs, Inc

Goforth Industries, LLC  
Mountain Dog Sign Company, Inc.  
SA Studio  
United Visual Communications Group

DIG looks forward to working with the Project Team to research the possibilities of registered B2Gnow firm's participation within the Signage and Wayfinding program.

Additional information, in the form of 11"x17" illustrative project sheets, of DIG's portfolio of design work and completed projects, can be viewed by clicking on the following link:

[Please click here >>> DIG Studios Portfolio Samples <<< Please click here](#)

**Let us put our experience to work for you.**

# ARCHITECT-ENGINEER QUALIFICATIONS

1. SOLICITATION NUMBER (if any)  
2024-020

## PART II - GENERAL QUALIFICATIONS (If a firm has branch offices, complete for each specific branch office seeking work.)

2a. FIRM (OR BRANCH OFFICE) NAME <b>DjG Studios, Inc.</b>			3. YEAR ESTABLISHED <b>1987</b>	4. DUNS NUMBER <b>18-682-3175</b>
2b. STREET <b>3040 Post Oak Blvd., Suite 1800-146</b>			5. OWNERSHIP	
2c. CITY <b>Houston</b>			a. TYPE <b>C-Corporation</b>	
2d. STATE <b>TX</b>		2e. ZIP CODE <b>77056</b>		
6a. POINT OF CONTACT NAME AND TITLE <b>Lee Jones, SEGD, IDSA – President/CEO</b>			b. SMALL BUSINESS STATUS <b>Renewal Pending</b>	
6b. TELEPHONE NUMBER <b>713.961.3311</b>			6c. E-MAIL ADDRESS <b>ljones@dg-studios.com</b>	
8a. FORMER FIRM NAME(S) (If any) <b>N/A</b>			8b. YR ESTABLISHED <b>N/A</b>	8c. DUNS NUMBER <b>N/a</b>
7. NAME OF FIRM (If block 2a. is a branch office)				

9. EMPLOYEES BY DISCIPLINE				10. PROFILE OF FIRM'S EXPERIENCE AND ANNUAL AVERAGE REVENUE FOR LAST 5 YEARS		
a. Function Code	b. Discipline	c. No. of Employees		a. Profile Code	b. Experience	c. Revenue Index Number (see below)
		(1) FIRM	(2) BRANCH			
42	Signage Consultant	9	0	048	Hospitals & Medical Facilities	4
				050	Housing	3
				029	Educational Facilities/Classrooms	1
				039	Garages/Parking Facilities	1
				058	Labs/Medical Research Facilities	1
				078	Planning (Community, Regional & State)	1
				072	Office Buildings	2
	Other Employees	2	0			
	<b>Total</b>	<b>11</b>	<b>0</b>			

11. ANNUAL AVERAGE PROFESSIONAL SERVICES REVENUES OF FIRM FOR LAST 3 YEARS (Insert revenue index number shown at right)		PROFESSIONAL SERVICES REVENUE INDEX NUMBER			
a. Federal Work	1	1. Less than \$100,000	6. \$2 million to less than \$5 million		
b. Non-Federal Work	5	2. \$100,00 to less than \$250,000	7. \$5 million to less than \$10 million		
c. Total Work	5	3. \$250,000 to less than \$500,000	8. \$10 million to less than \$25 million		
		4. \$500,000 to less than \$1 million	9. \$25 million to less than \$50 million		
		5. \$1 million to less than \$2 million	10. \$50 million or greater		

12. AUTHORIZED REPRESENTATIVE The foregoing is a statement of facts.	
a. SIGNATURE 	b. DATE 09/22/2023
c. NAME AND TITLE <b>Lee Jones, President/CEO</b>	