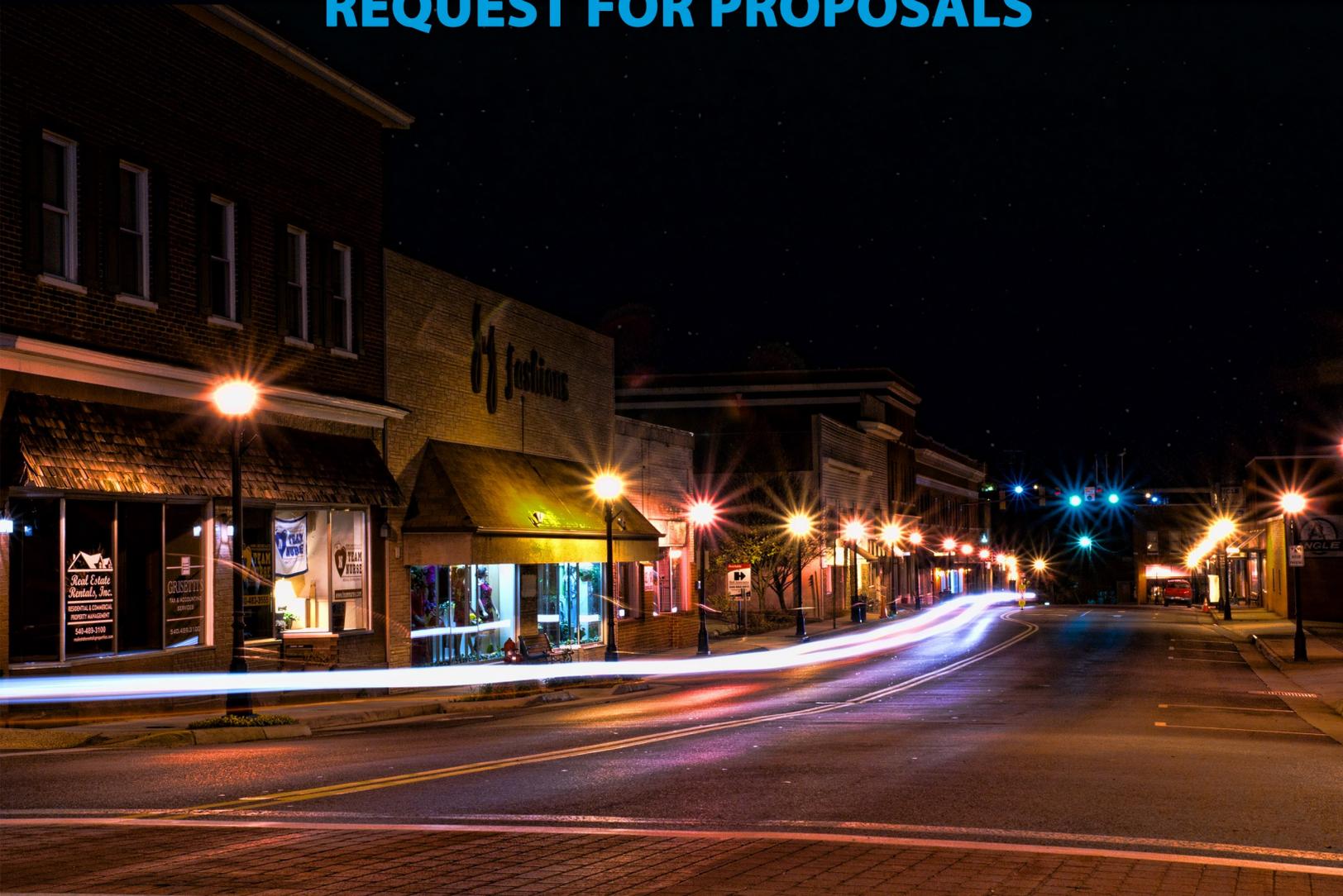


WAYFINDING & SIGNAGE

REQUEST FOR PROPOSALS



TOWN OF ROCKY MOUNT, VIRGINIA
COMMUNITY DEVELOPMENT DEPARTMENT
MAY 6, 2016



REQUEST FOR PROPOSALS
TOWN OF ROCKY MOUNT
WAYFINDING SIGN FABRICATION & STALLATION
(5-6-2016)

I. Introduction: The Town of Rocky Mount is requesting qualified firms to submit a proposal to fabricate and install wayfinding signage according to this document. The firm shall work in concert with the Town to finalize specifications as needed.

II. Background: The Town of Rocky Mount is a growing community located centrally in Franklin County, Virginia. Rocky Mount is the center of trade and industry for the County and is a center of regional trade for those who work and reside between Roanoke to the north and Martinsville to the south. The Town of Rocky Mount offers a picturesque landscape, decorated by beautiful community parks and churches, a historic Community & Hospitality Center (formerly a train depot), an open-air Farmers' Market, and the Franklin County Veterans' Memorial Park which is located along the Pigg River in the historic Pigg River Heritage Area. Through projects such as the Harvester Performance Center and ongoing downtown revitalization efforts, the Town has made investments toward improving the future of the Town and striving to make Rocky Mount better every day. In order to enhance revitalization efforts, direct visitors, and make trips to Rocky Mount more efficient and pleasant, a Wayfinding Study was commissioned in 2010 to examine the need for signage throughout town. Since then, Town staff has updated and adjusted that study and recently has finalized a design for the wayfinding system.

III. Proposal Scoring and Contract Requirements:

- Cover letter indicating interest and identifying firm's ability to provide needed services.
- Estimated schedule/time frame for sign fabrication and installation after engagement
- Estimated cost (total), with specifics on material, & installation estimates
- Proposals submitted electronically only

IV. Scope of Work: The following section describes the specific minimum components which should be considered when estimating the cost of the project. Town staff will finalize both the scope of work and the contract with the selected firm prior to engagement. The Town encourages suggestions which the fabricator believes will be of value to the Town in producing a more effective wayfinding system. *This wayfinding system is designed for flexibility in coming years, so the fabricator can expect an ongoing relationship with the Town as future signage needs arise following the installation of the signs included herein.*

1. Fabricator shall fabricate all sign faces, and will install sign faces onto poles at each location. *Poles, if required at a specific location, will be installed by Town forces and should not be considered as a part of this RFP.*
2. Town will provide fabricator with sign design files. Sign sketches are intended to provide sufficient information to convey general design intent to the sign fabricator. Additional technical advice and detailing or changes to sketch may be required for



successful completion of this project and is the sign fabricator's responsibility to consult the Town about major changes. All sign graphics for each sign will be supplied to the fabricator by the Town in digital EPS (encapsulated post-script) vector format. All type will be outlined and supplied in digital EPS form, with color detail and fonts provided as needed. These design files should guide design and are not necessarily sufficient for production purposes.

3. Dimensions may be adjusted, if warranted by fabricator expertise or site conditions.
4. **MOUNTING/INSTALLATION:** Fabricator will install sign faces only; this may include installation on either new poles (provided by Town) or existing poles (such as traffic signal poles). In locations where new poles are to be installed, Town forces will install base/footer and pole and sign fabricator will be expected to install sign on pole. (Expected Poles: HAPCO 10'-12' straight fluted pole w/ decorative base.)
 - a. Sign fabricator shall be responsible for checking field conditions before proceeding with installation. If there are any discrepancies or omissions which would interfere with satisfactory completion of the work, the sign fabricator shall obtain a clarification from Town before proceeding with the work in question.
 - b. Sign fabricator is responsible for the timing, means, methods and techniques of installation, and safety precautions in connection with the work. Town of Rocky Mount can help coordinate safety measures or traffic control using Town employees.
 - c. Sign fabricator shall provide details on the mounting system for each mounting location type (new pole vs existing), including materials, fittings, finishes, fasteners, anchorages, and accessory items.
 - d. Sign fabricator shall protect all surfaces not involved in the work from any damage.
 - e. Sign fabricator shall repair all surfaces damaged during the installation of the sign system.
 - f. **Standardization of Sign Location & Mounting Heights:** Where parking or pedestrian movements occur, the clearance to the bottom of the main sign shall be at least 7 ft.
5. Actual sign locations will be verified prior to installation; site locations may change slightly, depending on width of right-of-way (ROW); sign design or type may be altered to suit specific locations.
6. Town of Rocky Mount Business License will be required.
7. **NOTE:** No signs will be located in Virginia Department of Transportation ROWs—only Town-maintained ROWs.
8. Signs will all be single-sided. Decorative cut shape. Frame for added detail. Reinforce sign as needed.
9. Sign backs should be solid black.
10. **SUGGESTED SPECS FOR FABRICATION (flexible):** Face of sign to have Pantone colors silkscreened over 3M Scotchlite High Intensity Reflective sheeting (portions, like black background, may not need be reflective). Destination text to be Blue Highway (will be provided as font or outline). All destination text, direction arrows and sign borders to be



3M Scotchlite High Intensity Reflective sheeting. Suggested use .100 aluminum or better as base for sign panel. Reinforce sign as needed. Any reinforcement on back of sign to be painted black to match. No through bolts visible on sign face.

11. The Town of Rocky Mount expects to finalize a contract with the winning firm post-award.
12. All materials and workmanship shall be guaranteed by the sign fabricator for 2 years from the day of substantial completion.
13. Winning contractor may be used to fabricate new wayfinding signs at new locations for up to five years post-award without re-bidding at the Town's option.

V. Submittal & Process Information:

EMAIL electronic bid update to Josh Gibson @ jgibson@rockymountva.org

Submittal deadline: Monday June 3, 2016, by 5:00pm

Review period: Begins June 3, 2016

Contract awarded by June 10, 2016

Contact: Josh Gibson. 540-483-0907 - jgibson@rockymountva.org



SIGN LOCATIONS

(note that sign numbering is not consistent due to project evolution over time)

SIGN LOCATION: #1

SIGN TYPE: Large Trailblazer

INSTALLATION NOTES:

- New Pole
- 12' HAPCO pole to be installed by Town forces
- sign to be installed on pole by fabricator
- approx. 7' clearance under sign



SIGN LOCATION: #3

SIGN TYPE: Large Trailblazer

INSTALLATION NOTES:

- New Pole
- 12' HAPCO pole to be installed by Town forces
- sign to be installed on pole by fabricator
- approx. 7' clearance under sign



SIGN LOCATION: #6

SIGN TYPE: Large Trailblazer

INSTALLATION NOTES:

- New Pole
- 12' HAPCO pole to be installed by Town forces
- sign to be installed on pole by fabricator
- approx. 7' clearance under sign



SIGN LOCATION: #7 (three signs: 7a, 7b, 7c)

Sign 7a

SIGN TYPE: Large Trailblazer

INSTALLATION NOTES:

- New Pole
- 12' HAPCO pole to be installed by Town forces
- sign to be installed on pole by fabricator
- approx. 5'-7' clearance under sign



Sign 7b

SIGN TYPE: Large Trailblazer

INSTALLATION NOTES:

- sign to be fastened to traffic signal vertical pole by fabricator
- approx. 7' clearance under sign



Sign 7c

SIGN TYPE: Large Trailblazer

INSTALLATION NOTES:

- New Pole
- 12' HAPCO pole to be installed by Town forces (likely fastened to retaining wall)
- sign to be installed on pole by fabricator
- approx. 7' clearance under sign



SIGN LOCATION: #10 (three signs: 10a, 10b, 10c)

Sign 10a

SIGN TYPE: Small Trailblazer

INSTALLATION NOTES:

- New Pole
- 10' HAPCO pole to be installed by Town forces
- sign to be installed on pole by fabricator
- approx. 5' clearance under sign



Sign 10b

SIGN TYPE: Small Trailblazer

INSTALLATION NOTES:

- New Pole
- 10' HAPCO pole to be installed by Town forces
- sign to be installed on pole by fabricator
- approx. 5' clearance under sign



Sign 10c

SIGN TYPE: Small Trailblazer

INSTALLATION NOTES:

- TBD (may be new pole OR existing traffic signal vertical pole)
- sign to be installed on either location by fabricator
- approx. 7' clearance under sign



SIGN LOCATION: #12 (three signs: 12a, 12b, 12c)

Sign 12a

SIGN TYPE: Large Trailblazer

INSTALLATION NOTES:

- New Pole (probably shared with sign # 12b)
- 12' HAPCO pole to be installed by Town forces
- sign to be installed on pole by fabricator
- approx. 7' clearance under sign



Sign 12b

SIGN TYPE: Large Trailblazer

INSTALLATION NOTES:

- New Pole (probably shared with sign # 12a)
- 12' HAPCO pole to be installed by Town forces
- sign to be installed on pole by fabricator
- approx. 7' clearance under sign

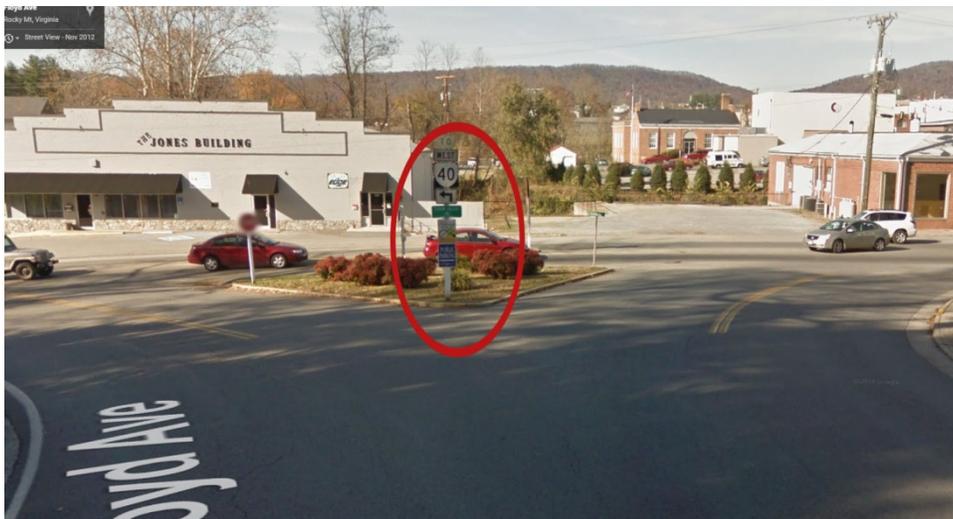


Sign 12c

SIGN TYPE: Large Trailblazer

INSTALLATION NOTES:

- New Pole
- 12' HAPCO pole to be installed by Town forces
- sign to be installed on pole by fabricator
- approx. 7' clearance under sign



SIGN LOCATION: #13 (three signs: 13a, 13b, 13c)

Sign 13a

SIGN TYPE: Small Trailblazer

INSTALLATION NOTES:

- TBD (may be new pole OR existing traffic signal vertical pole)
- sign to be installed on either location by fabricator
- approx. 7' clearance under sign



Sign 13b

SIGN TYPE: Small Trailblazer

INSTALLATION NOTES:

- TBD (may be new pole OR existing traffic signal vertical pole)
- sign to be installed on either location by fabricator
- approx. 7' clearance under sign



Sign 13c

SIGN TYPE: Small Trailblazer

INSTALLATION NOTES:

- TBD (may be new pole OR existing traffic signal vertical pole)
- sign to be installed on either location by fabricator
- approx. 7' clearance under sign



SIGN LOCATION: #14

SIGN TYPE: Large Trailblazer

INSTALLATION NOTES:

- New Pole (
- 12' HAPCO pole to be installed by Town forces
- sign to be installed on pole by fabricator
- approx. 7' clearance under sign



SIGN LOCATION: #15

SIGN TYPE: Large Trailblazer

INSTALLATION NOTES:

- New Pole
- 12' HAPCO pole to be installed by Town forces
- sign to be installed on pole by fabricator
- approx. 7' clearance under sign
-



OTHER SIGNS

PARKING SIGNS (large): Will identify public lots.

PARKING SIGNS (directional): Will guide motorists to public lots.

SUPPLEMENTAL SIGNS: Small signs with 2-3 locations only listed on sign face. Allows flexibility of the wayfinding system; can be added as needed in strategic places to augment larger trailblazer signs. Content to be finalized.

SIGN TYPES AND QUANTITIES

LARGE TRAILBLAZER (11 signs)



SMALL TRAILBLAZER (6 signs)



PARKING (large) (5 signs)



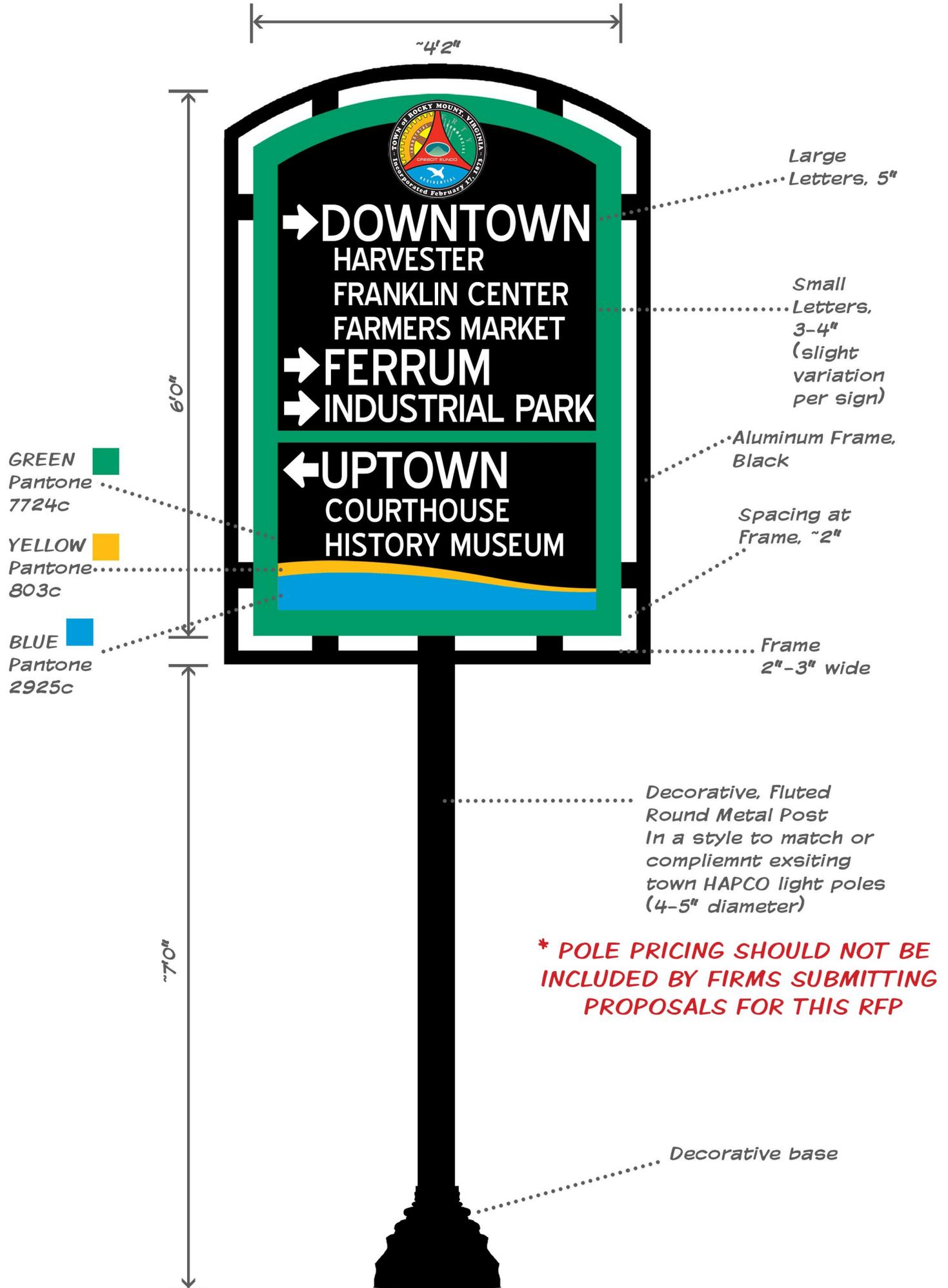
SUPPLEMENTAL (5 signs)



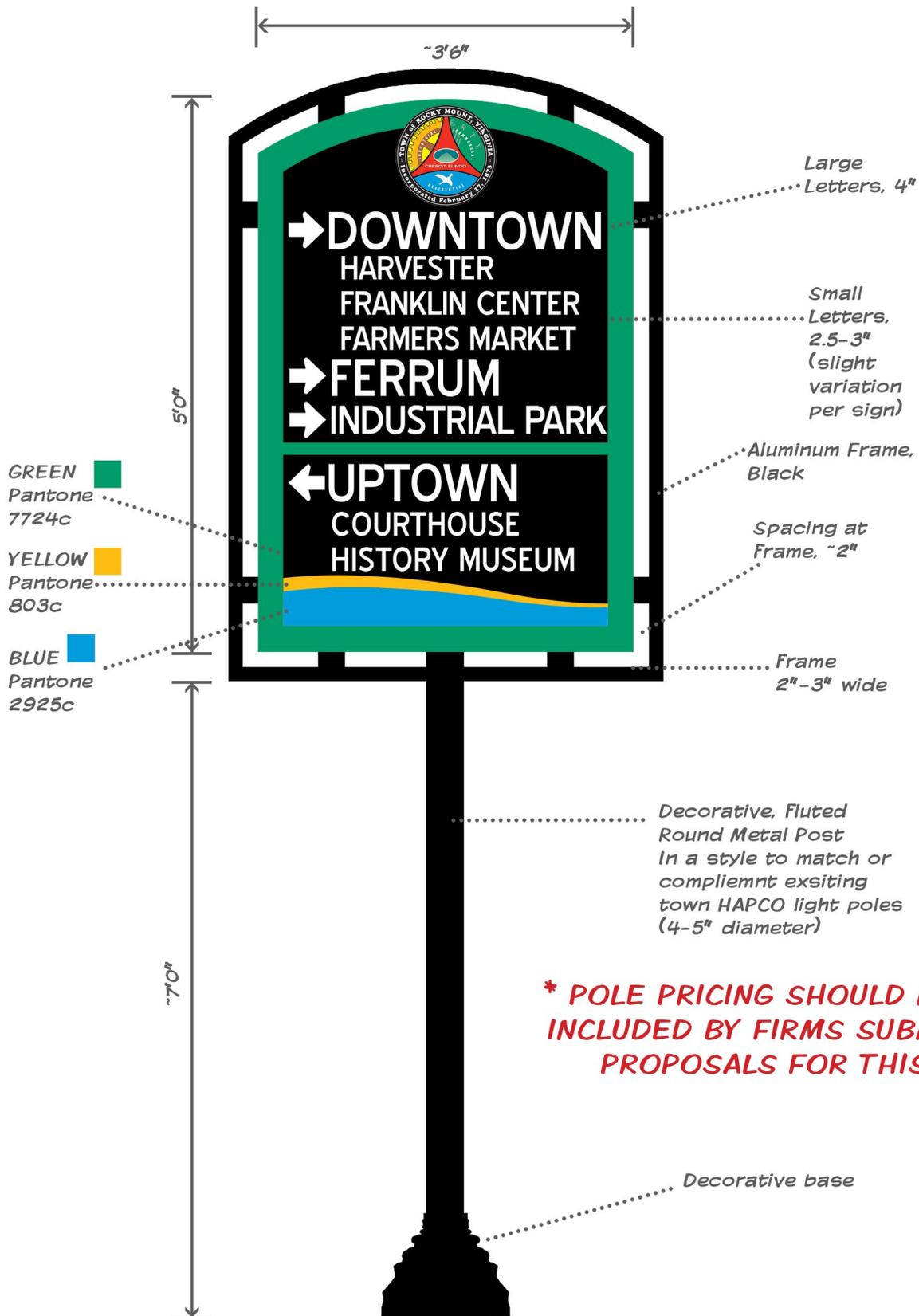
PARKING (directional) (7 signs)



LARGE TRAILBLAZER SIGN



SMALL TRAILBLAZER SIGN



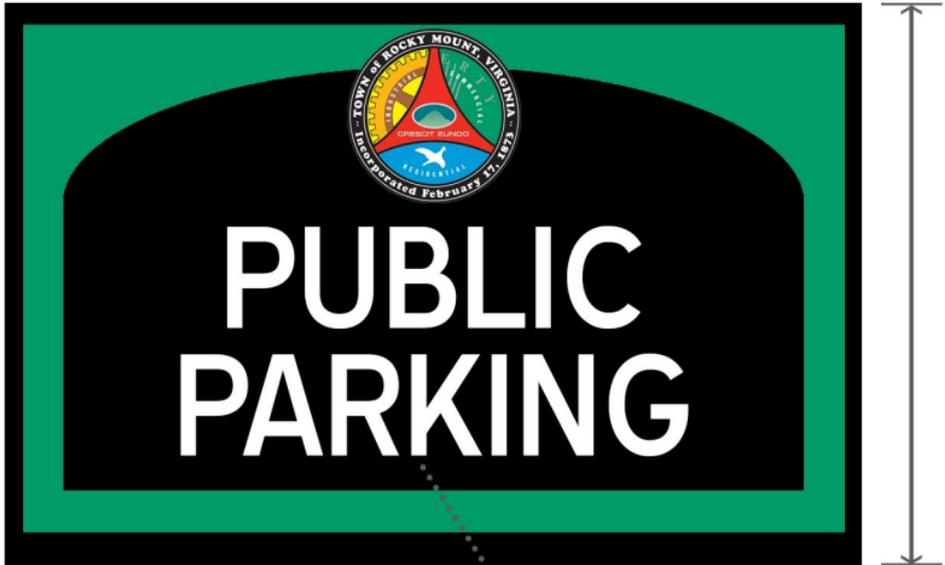
GREEN
Pantone
7724c



YELLOW
Pantone
803c



BLUE
Pantone
2925c



24"

36"

type
height, ~4" - 5"

PARKING (LARGE)

GREEN
Pantone
7724c



*Will be affixed
to existing
poles*



24"

16"

PARKING DIRECTIONAL

GREEN
Pantone
7724c



YELLOW
Pantone
803c



BLUE
Pantone
2925c



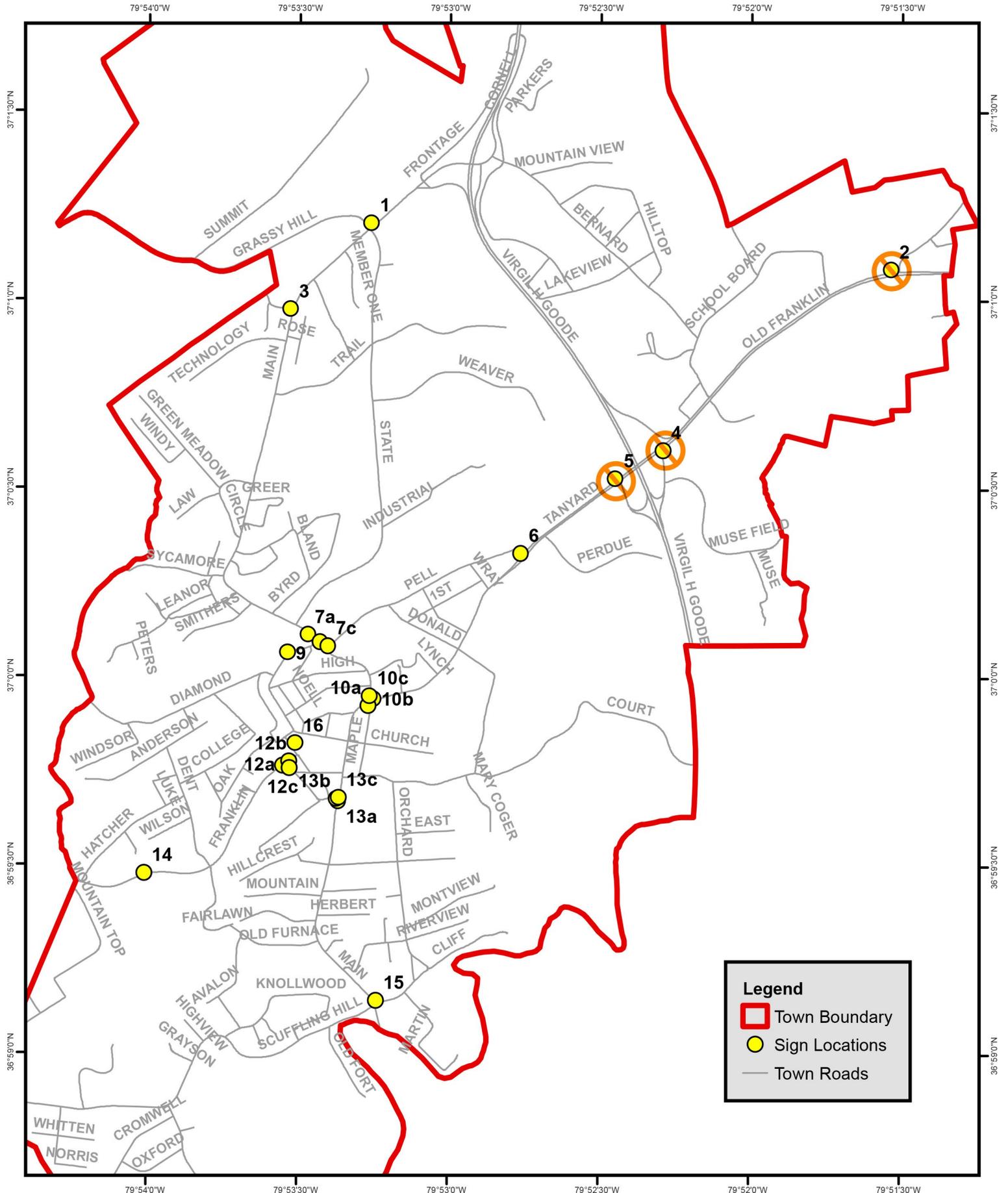
24"



36"

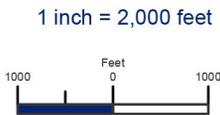
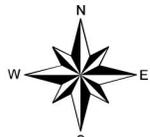
type
height, ~4"

SUPPLEMENTARY SIGN



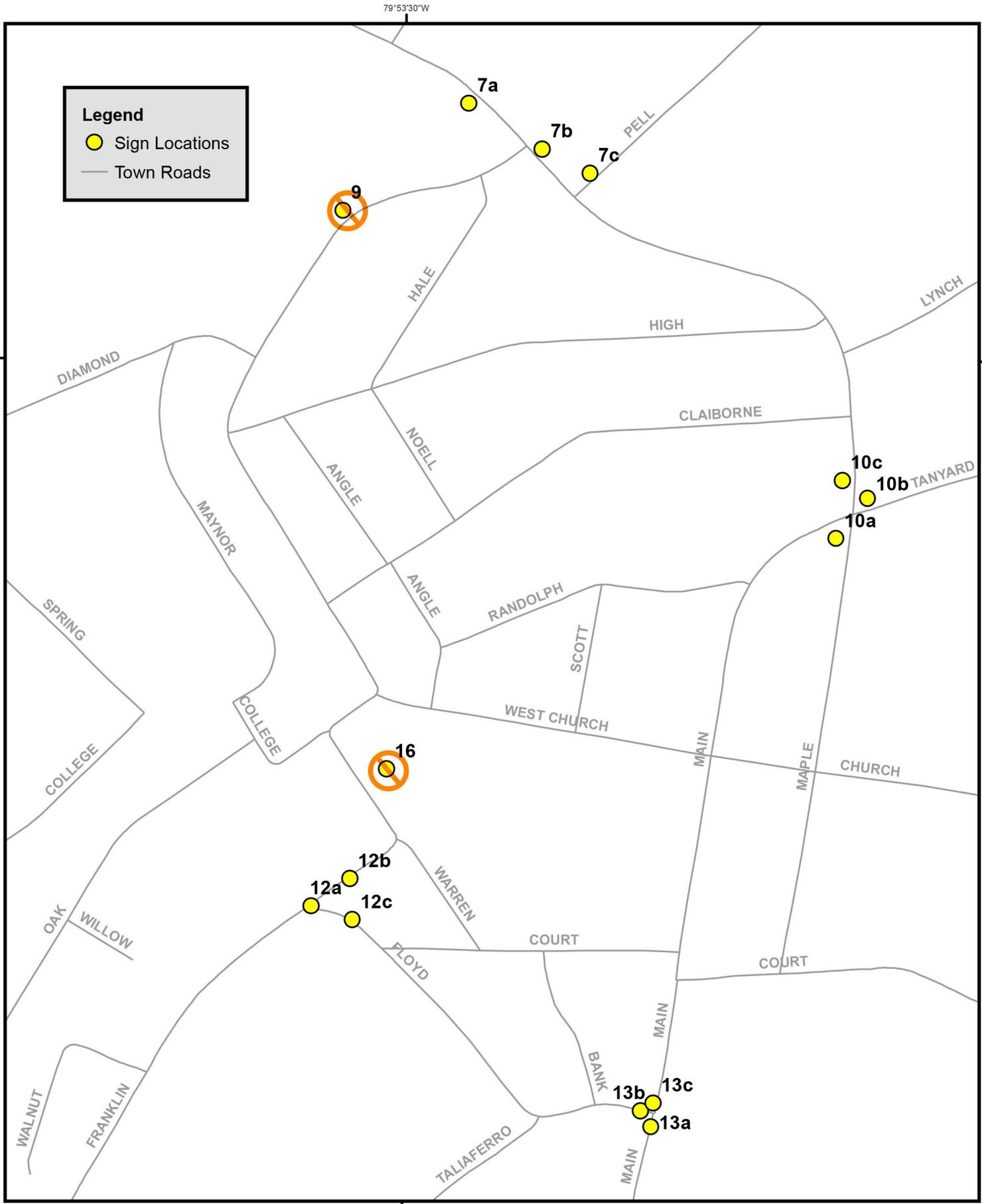
SIGN LOCATIONS WAYFINDING 1

DATE CREATED: 4/28/15
TOWN OF ROCKY MOUNT, VA



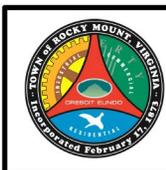
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Map created by jgibson
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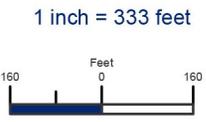


Legend

- Sign Locations
- Town Roads



**SIGN LOCATIONS
WAYFINDING 2**
DATE CREATED: 4/28/15
TOWN OF ROCKY MOUNT, VA



Projection: Lambert Conformal Conic
GCS North America 1983
Datum: D North America 1983

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