

# **BELLEFONTE BOROUGH**

**236 West Lamb Street  
Bellefonte, PA 16823  
(814) 355-1501**

## **REQUEST FOR PROPOSALS**

### **PROFESSIONAL DESIGN SERVICES WAYFINDING SIGNAGE PROJECT**

Issuance Date: July 15th, 2019

Proposal Due Date: August 5th, 2019  
And Time: 4:00 PM Local Time

Delivery and Mailing Address: Bellefonte Borough Building  
236 West Lamb Street  
Bellefonte, PA 16823

Contact: Shannon Wright, Keystone Community Coordinator  
Phone: 814.355.1501 x 216  
E-mail: [swright@bellefontepa.gov](mailto:swright@bellefontepa.gov)

## **REQUEST FOR PROPOSALS WAYFINDING SIGNAGE PROJECT**

**PROJECT DESCRIPTION:** The Borough of Bellefonte seeks to procure the services of an experienced design firm to assist with the development of a graphic identity system for, but not limited to: letterhead, envelopes, and business cards, utility vehicles and a graphic system for wayfinding signage.

The project will be managed by Borough of Bellefonte personnel and members of the Design Committee (DC), an entity within the Borough's Main Street program, Downtown Bellefonte, Inc. (DBI). The DBI Design Committee has identified wayfinding needs and will provide background to the design firm as their starting point to develop concepts.

The wayfinding signage system will include welcome signs at entrances to town and directional signs to major landmarks, and parking. The DC and Borough will research appropriate sign manufacturers for incorporation of the graphic system and work with the design firm to finalize the graphic system. Proposals should not exceed \$46,000 for the phases and anticipated expenses outlined below. Noted are our NTE budgets for travel and presentations.

**PROPOSAL SUBMISSION & EXPERIENCE REQUIREMENTS:** Submitting firms should provide examples of experience in graphic design, branding programs and problem solving as it relates to wayfinding. Experience with projects where aspects of product liability and public safety are factors in design decisions, is a plus. Portfolio examples and descriptions of similar applicable projects should accompany the firm's RFP for our review. We are seeking, in particular, a firm that has background in similar projects but would approach our requirements with an outsider's perspective and creativity. Ultimately, this new graphic identity and wayfinding system should communicate effectively to the visitor/tourist as well as those who are residents of Bellefonte.

Resumes for the key managers for the project should be included with a designation of who will be the project lead. A minimum of two references where similar services in design and scope have been performed should be submitted. Firms may be requested to negotiate contract terms and fees prior to contract award.

Submitting firms should not have conflicts of interest as being members of the Borough's staff, boards, or commissions, Downtown Bellefonte, Inc. or other entities who would be participating in the reviewing process. The Borough may elect to award phases 1-4 to one firm and phase 5 to another, so firms may bid on the phases separately or all 5 in total.

Five (5) copies of the proposal must be submitted to:

Borough of Bellefonte  
Wayfinding Signage Project  
ATTN: Shannon Wright  
236 W. Lamb Street  
Bellefonte, PA 16823

All proposals must be received no later than 4 PM on Monday, 5 August 2019, at which time they will be collected and publically opened at the Borough Council Meeting held on Monday, 5 August 2019 at 7:30 PM in Council Chambers.

Proposals shall be clearly marked "Wayfinding Signage Project" with the firm's name on the outside of a sealed envelope. **Proposals that are faxed or emailed to Bellefonte Borough cannot be accepted.**

Questions about this RFP should be sent to the above address or via email to Ms. Wright at: [swright@bellefontepa.gov](mailto:swright@bellefontepa.gov)

**EVALUATION CRITERIA:** Proposals will be evaluated based on the following criteria:

- 20% for the financial quotation to accomplish the goals outlined in the phases listed below
- 50% for experience in branding projects and portfolio examples of same
- 30% for experience in and examples of wayfinding problem solving and your firm's design process

Note: Cost is only one of several criteria to be considered in evaluating proposals. Accordingly, the Borough of Bellefonte will not publish cost summaries or materials submitted. Proposers are, however, invited to attend the opening.

**NOTICE OF AWARD:** Notice of the award will be announced at the 19 August 2019 Borough Council meeting at 7:30 PM at 236 W. Lamb Street, Bellefonte, PA 16823 and in writing on or about August 20, 2019.

The Borough of Bellefonte reserves the right to accept or reject any and all proposals or to waive any irregularities.

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## **RFP Outline & Phases:**

### **PHASE 1: Research and Orientation**

The Design Committee (DC) and Bellefonte Borough will furnish as much background as possible to the designers to facilitate development of the new signage system. Aspects of this background will include:

1. The preliminary signage locations and decision points as outlined on a map of the Borough. The DC will suggest locations for directional signs, parking and other landmark locations needing identification. This map would be considered preliminary and we will be open to additional recommendations of the designers pending their review of same.
2. Examples of Bellefonte's existing signage for reference.
3. Historic materials / references about Bellefonte to establish its historical context.
4. Examples of notable signage programs we've reviewed in other communities will be provided for reference as discussion points. Design criteria we have identified as

preferable will be discussed for a better understanding of our expectations for the program's results.

5. The DC and the Borough will research sources for signage fixtures that can be customized for production and installation. Where attachment to existing traffic light poles is desirable, the DC and/or the Borough will research and recommend options for attachment. We are not expecting the design firm to design custom sign fixtures but will rely on products readily available from established manufacturers who follow accepted ADA and National Park Service Signage Guidelines.

Phone conferences and meetings with the firm will be scheduled as required to clarify and discuss various details and expectations.

*By: Design Committee of Downtown Bellefonte, Bellefonte Borough & Design Firm*

*Anticipated Elapsed Time: 3 - 4 weeks*

*Fees: TBD by Design Firm*

*Fees for Design Committee: N/A*

*Expenses: TBD by Design Firm if applicable*

## **PHASE 2: Concept Development**

The design firm should develop 3 - 5 graphic identity systems to be reviewed by the Design Committee and Bellefonte Borough. The following signage types and information categories must be included in each system:

- Welcome Sign
- Directional Signs (1-2 sizes) for County Buildings, Parks & Recreational Areas, Major Landmarks, Parking (including EV Charging Stations, Handicap Parking)
- Information Map or Kiosk recommendation
- Historic District designation plaques (to be attached to existing street signs)

*By: Design Firm*

*Elapsed Time: Anticipate 8 -10 weeks*

*Fees: TBD by Design Firm*

*Expenses: Travel Expenses for Presentation TBD by Design Firm*

*Presentation Time Fees for Design Firm (anticipate 1- 2 days): NTE \$2,000*

## **PHASE 3: Design Refinement**

It is anticipated that the preferred concept may require some refinement based on the presentation meeting and feedback from the DC and Bellefonte Borough. The selected concept should be finalized for incorporation into the various sign types. Font and color specifications should be provided so that a preliminary production review by the Borough can be completed with the signage manufacturer.

*By: Design Firm*

*Elapsed Time: TBD*

*Fees: TBD*

*Expenses: TBD*

*We do not anticipate requiring an additional meeting on site, but rather, the images can be uploaded to the Design Committee and Bellefonte Borough.*

#### **PHASE 4: Final Art for Production**

The selected graphic identity system for the various signs should be completed for production by Bellefonte Borough. Vector art, font and color specifications for at least one signage type per category listed above must be provided by the Design Firm for our records and future incorporation into the Graphic Standards Manual (see Phase 5). Bellefonte Borough will communicate with the sign manufacturer for any necessary follow-up for production.

***Note:** Procurement of the signs and installation of same will be managed by the Borough or its designee under a future contract.*

*By: Design Firm*

*Elapsed Time: TBD*

*Fees: TBD*

*Expenses: TBD*

***Deliverables:** Upload Digital Vector Art (editable files) for each signage type listed in Phase 1 for use by the Design Committee and Bellefonte Borough.*

***Note:** Fees and Expenses for the Phases 1- 4 listed above: NTE \$31,000*

#### **PHASE 5: Template for Graphic Standards Manual**

This phase will follow the graphic identity and wayfinding signage phases since design decisions will be the basis of our graphic standards manual. The Design Committee and Bellefonte Borough will organize a list of key points that must be included in the Graphic Standards manual. The Manual will address the needs of HARB, and applicable zoning requirements.

The goal of this document is to provide a guide for future signage within Bellefonte Borough so that it always meets established guidelines. Additionally, the manual will provide local businesses with parameters for their signage development as they plan their store design. HARB guidelines and expectations will be included to assure a smooth process for both the HARB and the business owners.

The Design Firm shall incorporate design guidelines of the graphic identity system developed during phases 1-4 into a graphics template for the manual.

The Design Committee will supply the design firm with background materials and references to facilitate the development of the Graphic Standards Manual. However final text and information will be the responsibility of the Design Committee, HARB, Borough managers, and other stakeholders who will participate to approve the final version for this document.

**Development and reviews will follow a similar process as above:**

1. Research and Orientation
2. Concept Development

3. Design Refinement
4. Final Artwork, font and color specs, of template for incorporation of final text for printing

*Graphic Template by Design Firm*

*Elapsed Time for Phases 1- 4: 10 - 12 weeks*

*Fees: NTE \$15,000*

*Expenses: TBD*

***Total Budget for Phases 1- 4: \$31,000***

***Total Budget for Phase 5: \$15,000***

***Total Phases 1-5: \$46,000***