

ELIZABETH CITY & PASQUOTANK COUNTY REGION

Request for Proposal: Wayfinding Plan, Sign Design, Sign Fabrication

RFP Questions | August 27, 2019

Is this a comprehensive regional sign system, or a system primarily for Elizabeth City with some destinations located in the County?

In general, this is a system primarily for the City as the majority of the items that require wayfinding are located in the City limits. Please note that Elizabeth City is within the County however, and there will be elements required further out as determined by the wayfinding strategy.

Are you looking for a signage and wayfinding specialist or is this open to large engineering firms that might tack on signage as an add-on service?

We are seeking a signage and wayfinding specialist.

Is this project truly an open bid, or is this also open to the firm that already did the groundwork for the signage assessment?

Yes, it is truly an open bid.

Is there an existing brand or logo that is to be used as a starting point for the system?

Yes – the [City of EC has a current seal](#) that can be used as a starting point. The intent of these signs is not necessarily to be specific about “the City” but rather the region, which is also known as Elizabeth City and the Harbor of Hospitality.

To what extent are entry gateway/monument signs a part of this scope? What is the estimated quantity for gateway/monument signs?

There is one existing monument sign at an entry point to the City. We believe two additional ones of similar design would be a nice addition at some point in the future. These are not a key element of the plan, however recommendations for how to incorporate the future gateway signs and any possible design improvements are welcome.

Do you intend to reuse any elements from the current sign system? (The same materials, structural supports, design styles or standards?) The RFP states that the new system builds on the existing infrastructure. Is the intent to use the existing signs, the design, or the content, or all? Or is the new system to be a fresh start but based on the research, destinations and experience gained by the community over the years that the existing system has been in place?

To help manage overall project costs, we would like to reuse the existing infrastructure wherever possible and recommended. However, we are not tied to the design and content – we want the best possible overall strategy and plan to pull together as many elements of community signage and design as possible. The new system could be considered a fresh start from the perspective that this project is intended to be a wholistic review of the region.

Are there existing design documents for the current signs that will be made available to the consultant?

[Please refer to the PDF available here.](#)

Can you confirm if the wayfinding plan includes map/directory design options?

Yes. We have a map expert in the community who can design the map itself. Please include in your wayfinding plan recommendations for how to display the maps and where best to place them in the Downtown / walking area. We anticipate needing a method to update the maps frequently to maintain business promotion.

The RFP states that the Master Plan should also include commercial signs such as interstate signs, Foreign Trade Zone signs and more. Can you expand and/or be more specific? Are you also looking for traffic signs?

We would like a “Future I-87” sign, however, realize that will need to be provided by NCDOT. We are also seeking a highway sign that indicates, “Part of Foreign Trade Zone 20” (Qty 2). No interstate or commercial signs other than the FTZ ones.

The RFP mentions signage for approaching boat traffic. Are you looking for a complete package of waterways signs?

We are not looking for a complete package of waterway signs. Rather, this piece of the project is essentially “wayfinding for boaters”. I.e. signs about approaching downtown, where to dock, etc. Note: this item is a lower priority and can be in a subsequent phase.

Should all reimbursable expenses be included in the total cost or should we include a cost breakdown listed separately?

Please include all expenses in the total cost and budget.

Just want to confirm that the \$250,000 is inclusive of all design, planning, and fabrication through Phase One. Is the intent that sign fabrication be included in this proposal? We are able to provide a cost for the plan, however without knowing the design and programming of the signs for Phase 1, we are unable to provide a cost for fabrication and installation. Is this acceptable?

Correct, the total project estimated budget through Phase One is \$250,000 and shall include the wayfinding plan and a budget allowance for fabrication and installation. A comprehensive, thoughtful and strategic wayfinding proposal is the cornerstone of the RFP. The intent is to work with the selected consultant from start to finish on this project, and so we anticipate a more detailed cost breakdown of the construction portion of the project at a later date. However, inclusion of a per-piece cost of signs based on the existing design should be an element of your proposal.

Can you elaborate on what exactly you expect to be installed in "phase 1," or is that open-ended until the phasing plan is created?

We cannot elaborate on what we expect to be installed in Phase One until the phasing recommendations as part of the overall wayfinding strategy are complete. As stated above, a comprehensive, thoughtful and strategic wayfinding proposal from wayfinding experts is the cornerstone of the RFP. We are seeking expert advice to allow us to develop a plan that can be implemented and budgeted for in phases, whether that take two, three or more years. We will consider recommendations from the wayfinding strategy and plan when determining what should be included in phase one.

Does the available budget include the removal of existing signs that will not be considered part of the Master Plan?

Anything that is to be included in Phase One needs to be within the initial allocated budget. Items that are recommended for future Phases will be budgeted for in the future.

Is there a short-term priority plan, or would that be developed as part of the wayfinding master plan? Are the priority signs that are to be fabricated and installed in phase one for the Central Business District?

There is not an existing short-term priority plan. Part of the scope of this project is to identify short, medium and long-term priorities as a component of developing the overall Wayfinding Strategy and Master Plan. Specific signs whether in the Central Business District or not will be determined through the planning process and the selected consultant's recommendations.

Are there existing plans that show the parking options, restrictions, etc.?

There is not an existing plan, however we can provide an aerial map of existing parking with private and public parking options to the selected consultant.

It is assumed that NCDOT will have overview of signs outside Elizabeth City. Will NCDOT have any jurisdiction over signs within the city limits?

Most signs will be located on NCDOT right of ways, and all signs will be placed on state or public right of way. Encroachment agreements will need to be executed.

Specifically, will MUTCD standards be the governing guidelines for all signs, or just those outside the city limits?

Yes, MUTCD standards will be the governing guidelines for all signs.

Can you provide the name of the NCDOT District Engineer for your region?

Jerry Jennings
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JJennings@ncdot.gov

Can you elaborate on the signage policy and how involved that process might be? Are you looking for guidance from a signage and wayfinding specialist, and then your legal team will actually write the policy?

We are not asking for a legal policy or ordinances. We are seeking design standards, recommendations and more from a wayfinding specialist to ensure any future signs fit the overall look and feel for the region.

In terms of the project schedule, is there a targeted start or end date for Phase 1?

Anticipated phase one completion should be within six months of contract agreement.

How many in-person meetings are desired?

We estimate a minimum of 3 would be needed, however the final amount will be dictated by the master plan and your recommendations.

Does the City have any type of in-house signage and maintenance facilities or capabilities?

No

What is the approval process/Who are the approval entities?

The proposal selection team will consist of leadership from the regional economic development agencies - tourism, downtown, chamber, economic development - as well as leadership from the City and the County. The team of six leaders will come to consensus prior to communicating with companies.