

Village of Irvington
Request for Proposals
Wayfinding Design Consultant
July 26, 2016

PROJECT OVERVIEW

The Village of Irvington is soliciting Requests for Proposals (RFP) from qualified firms for the planning, design and implementation of a wayfinding signage system for the Village of Irvington with a focus on the Village's business district. The purpose of this signage program is to establish a unified signage system throughout Irvington, project a consistent image for the Village, guide visitors and locals to historic landmarks and recreation sites and to local businesses. The signage will promote walking, bicycling and the use of mass transit. In addition, the signage system will provide for a plan to inform and promote community events and initiatives.

The goals of the project are:

- To create a consistent signage and wayfinding system across a range of mediums (including but not limited to sidewalk or building embedded, traditional standing signage, pole banners or overhead banners, modified kiosks, digital)
- To create a signage and wayfinding system that directs visitors and residents to landmarks, businesses, facilities, activity centers and services
- To establish signage and wayfinding links to the Village's and the region's walking/biking trails
- To establish Irvington's business and waterfront district as a destination for shopping, dining and recreation with attention to self-guided architectural and historic walking tours
- To establish an ongoing administration and maintenance plan for the system
- To establish signage without creating excess clutter that enhances the historic character of the Village but also reflects a commitment to modern sensibilities.
- To provide signage that can easily coordinate with updated municipal street, parking and traffic signage
- To provide appropriate lighting for signage, as needed.
- To provide an attractive community bulletin board area and a community special events banner location
- To provide signage that does not block the Hudson River view from Main Street
- To provide signage that can provide expanded information to the user through technology
- To design, fabricate and install new wayfinding and signage by Dec. 31, 2017

About Irvington

The Village is a suburban community, approximately 20 miles north of New York City, primarily residential in nature with a large number of residents working in New York City. It is characterized by its tranquil atmosphere, numerous green spaces, rich history, and an absence of commercial strip development. It contains an impressive vista of homes, lawns and parks, the Old Croton Aqueduct State Park, and many natural scenic resources. It also includes an attractive Main Street area business district with a breathtaking full view of the Hudson River. The Main Street and Waterfront areas were designated by the National Park Service as the Irvington

Historic District in 2014. The Main Street district is in need of various pedestrian upgrades and amenities that the Village is working to address (See “Additional Resources”).

PROJECT DESCRIPTION

The Village of Irvington is seeking the services of a qualified firm to provide professional services for the planning, design, fabrication and installation of a graphically unified family of directional and identification signs. Signs should guide motorists, bicyclists, transit users, pedestrians, and residents throughout the Village and the business district. The signage plan will need to be flexible to incorporate new sites as necessary.

The following are examples of signs that the Village is considering:

- Replacement of gateway signs for entrances to the Village
- Signage at the new Old Croton Aqueduct/Main Street crossing (See “Additional Resources”)
- Directional and destination signs that include information directing visitors to landmarks, facilities (such as the Irvington Town Hall Theater – see “Additional Resources”) and services including, but not limited to, recreational facilities, the Village’s industrial/manufacturing area, restaurants, retail shops, walking trails, mass transit, historical sites, parking, and other significant locations
- Pedestrian wayfinding map
- Historical information signs
- Walking trail signs

Scope of Services

The following is an outline of the specific items that are required as part of this project. Each proposal must include all items that the consultant feels are necessary to complete the project regardless as to whether it is listed in the RFP. The items listed are identified as baseline suggestions and may be modified to meet the proposed scope and schedule.

Phase 1

- **Project Kickoff:** The first phase of the project will include a kickoff meeting and site tour, an inventory of existing Village signage and an informational meeting with key stakeholders. Following the kickoff meeting, the consultant shall prepare a memorandum detailing the Village’s business district’s existing conditions with respect to wayfinding.
- **Wayfinding Strategy:** The strategy will lay the foundation for the project by defining how the project goals will be met, identifying sites, signage types and possible locations that best meet the goals and needs of the Village and convey a Village identity. The Wayfinding Strategy should be a comprehensive signage system and should address the following topics:

- Describe the strategy to meet the goals and mission
- Document the procedure to reach the goals, including any required approval and specific project tasks
- Provide a schedule/timeline
- Identify the types and proposed locations of signage that will best serve the Village
- Develop a site/destination list and describe the criteria for what sites/destinations are included

Wayfinding Design: The consultant will produce preliminary, interim and final designs for each of the signage types identified in the Wayfinding Strategy. Design information shall include the graphic layout, message, fonts, colors, size, suggested materials and placement. The consultant will work with the stakeholder group to produce signs that achieve consensus approval. The consultant shall also provide recommendations for the placement of each sign type, the number of each sign type required, a prioritized list (most essential signage to less essential signage), and cost estimates for each sign type. The consultant will also provide the Village with a graphic design standards manual that includes detailed specifications for the creation of signs, including exact dimensions, fonts, letter heights, materials, color specifications, mounting details and material performance standards.

Phase 2

This phase includes the final design, fabrication and construction documentation, cost estimates, assembly and field testing of signs and permit approval of the approved signs.

This phase will require final approval of all proposed signs by the Village of Irvington and other stakeholder groups. The consultant will be authorized to proceed with final design only for portions of the signage program for which funding is available.

- The consultant will provide cost estimates for each sign type, based on materials and fabrication assumptions
- The consultant will work with the Village to secure all necessary permits and approvals to complete the approved design program
- The consultant will prepare an implementation plan for fabrication and installation that includes: budget, installation plan with timing and phasing based on cost and order of priority;
- The consultant will provide guidelines for selecting a qualified consultant to fabricate and install signage

Phase 3

The consultant will work with the Village to identify a third-party contractor to fabricate and install the signage. The consultant will review the fabrication and installation of the signs; certify that work is done according to the bid documents; approve change orders and approve payments to the contractor.

COST

The fee proposal should provide the total consultant's costs required to complete all three phases outlined in the scope of services. Costs should be broken out by phase and task and should include travel expenses, cost per meeting (including attendance at evening meetings) and any other costs.

ADDITIONAL RESOURCES

Main Street Streetscape Master Plan

www.irvingtonny.gov/streetscape

Aqueduct Crossing Project – Grant Application

<http://www.irvingtonny.gov/DocumentCenter/View/8091>

Town Hall Theater Plaza – Rendered Sketch Plan

<http://www.irvingtonny.gov/DocumentCenter/View/8092>

SUBMITTAL GUIDELINES

All RFP submittals shall provide the following information at a minimum in order to be considered (electronic submission preferred. If hardcopy, please provide 3 copies):

- Cover letter: An introductory letter indicating name of firm, team composition, contact person, address, phone, email and a short statement summarizing the strengths of the firm/team as it relates to this project.
- Relevant Experience: A description of the firm's relevant experience and capability, with description and images of comparable projects. Please include at least three sample work products demonstrating information, style and branding guidelines, with at least one that shows a project's range of mounting solutions. This may be sent under a separate cover or provided by online portfolio URL.
- Approach and Scope: A clear description of how the consultant will complete the scope of services, including project milestones, meetings and deliverables. Please provide a project schedule that corresponds to the scope of services. Grant funding in the amount of \$18,000 has been allocated for this design work. If your proposal exceeds this amount, please explain the portions of the requested scope that could be completed using the allocated funding.
- Personnel Qualifications: Project team organization chart, names and resumes of team members. Please identify individual roles on the team.
- Status as a NYS certified Minority / Woman-owned Enterprise (MWBE) business
- References: please provide names and contact information for three individuals who can speak to the firm's past performance on similar projects.

Responses will be accepted by the Village of Irvington, 85 Main St., Irvington, NY 10533 until September 9, 2016 at 3 p.m. Proposals should be clearly labeled and directed to Karen Buccheri. Electronic submissions can be made to kbuccheri@irvingtonny.gov (utilize a large file transfer service, if necessary).

EVALUATION CRITERIA

The Village of Irvington will evaluate the proposals based on the following criteria:

- Cost to the Village
- Responsiveness to Village specifications and needs
- Past experience with municipal wayfinding signage programs
- Past experience with NYSDOT for placement of signs
- Past experience with the NYS Office of Parks, Recreation & Historic Preservation
- Status as a NYS certified Minority / Woman-owned Enterprise (MWBE) business

The Request for Proposal does not necessarily contemplate an award based solely on price. The Board of Trustees may reject or accept any and all bids in whole or in part or waive any informality in bids received if it is in the best interest of the Village to do so, for whatever reason.

PROJECT TIMELINE

Release RFP	July 29, 2016
RFP Due Date	September 9, 2016
Staff Review of Proposals	September 9, 2016 – September 23, 2016
Firm selection	October 3, 2016

INQUIRIES

Inquiries regarding the RFP should be directed to Karen Buccheri, Assistant to the Village Administrator at kbuccheri@irvingtonny.gov or 914-591-4356.