

Finding Your Way in Downtown Oyster Bay Way-finding Signage Project RFP for Fabrication Services

The Oyster Bay Main Street Association in Oyster Bay, New York on Long Island is requesting proposals for fabrication of interpretive and way-finding signage to be located throughout downtown Oyster Bay. Specifications for production including types of signs, locations, and budget are included in this Request for Proposals. The qualified vendor selected to implement this project will have a demonstrated track record of experience and proven ability to generate results within the designated project timeframe and budget.

Project Description

Oyster Bay Hamlet has been remarkably successful revitalizing itself using historic preservation. Over 36 buildings have been rehabilitated and \$10 million of investment made in the last ten years. Now is our chance to show off these efforts. We are prepared to embark on a comprehensive program resulting in improved way-finding and interpretive signs presenting the heritage of Oyster Bay. Critical to the success of this project is an ongoing public-private partnership between the Town of Oyster Bay and the Oyster Bay Main Street Association.

A service learning component will provide youth an opportunity to participate. Youth will be asked to interpret a building. The result of their work will then be incorporated into interpretive signs developed. In the process youth will be given valuable lessons in leadership and civic participation by studying people who came to Oyster Bay before them. Early settlers who arrived here in the 1650's escaped persecution and lived according to their conscience. Local people were engaged in the Revolutionary War and helped democracy to take root. And among our most distinguished residents was Theodore Roosevelt who lived in Oyster Bay including during the time he served as U.S. President.

The signs that are created will help put Oyster Bay on the map, and reinforce our efforts to make this a viable historic destination. Previous economic development studies (to see examples visit <http://oysterbaymainstreet.org/about.htm>) have identified the potential for heritage tourism to generate an additional \$3.5 million in spending for the downtown. The way-finding system that is developed will help to guide and direct people to and through the downtown area. Street level vitality, legibility, safety, maintenance and replacement costs are all major concerns in creating an informational signage and way-finding system that is direct and friendly. The plan should be easily altered and expanded upon as downtown Oyster Bay continues to evolve and redevelop. The program should consider a variety of sign types including, but not limited to:

- General directional information and way-finding (pedestrian and vehicular)
- Interpretive signage
- Street signage

Project Goals

- To enhance visitors' and locals' ability to easily navigate downtown and to find desired destinations.
- To support and promote a distinct identity for Downtown Oyster Bay.
- To support and direct people to historical and cultural sites.

Project Scope of Services

The phased scope of services to be performed by vendor follows. Applicants are welcome to apply for any of the items listed in Types of Signs and Requirements for Production. All applicants will be required to meet the Requirements for Installation. The Oyster Bay Main Street Association reserves the right to award the contract to one or multiple bidders depending on qualifications and the quality of proposals received.

Types of Signs and Requirements for Production

1. Street Name Signs
 - a. Conduct a survey to identify location for approximately 72 street name signs to replace existing signs along South Street, East Main Street, West Main Street, and Audrey Avenue, as well as side streets as designated in the map Attachment A – Street Name Sign Coverage Area.
 - b. Fabricate name signs to specifications as determined by the Oyster Bay Main Street Association, with materials and fabrication methods that are compliant with all Town of Oyster Bay, State of New York, and Federal rules and regulations.
 - c. Provide Fabrication timeline and per unit price for items to be Fabricated.
 - d. Provide a prototype including support posts, brackets, hardware, etc. that can be reviewed and tested prior to production.
2. Way-finding signs
 - a. Locations of 5 way-finding Way-finding signs are to be at the 1) northwest corner of South Street and Audrey Avenue, 2) the southeast corner of South and Summit Street, 3) the northwest corner of Lexington Avenue and South Street, 4) the southeast corner of West Main Street and Lexington Avenue, the northeast corner of West Main Street and Larrabee Ave.
 - b. Provide a prototype including support posts, brackets, hardware, etc. that can be reviewed and tested prior to production.
 - c. Fabricate to specifications as determined by the Oyster Bay Main Street Association, with materials and fabrication methods that are compliant with all Town of Oyster Bay, State of New York, and Federal rules and regulations.
3. Interpretive signs
 - a. Locations throughout downtown Oyster Bay. Some signs will be affixed to buildings, others will be mounted to poles. Approximately 19 large interpretive signs, and 40 smaller interpretive signs will be produced.
 - b. Provide a prototype including support posts, brackets, hardware, etc. that can be reviewed and tested prior to production.
 - c. Fabricate interpretive signs to specifications as determined by the Oyster Bay Main Street Association, with materials and fabrication methods that are compliant with all Town of Oyster Bay, State of New York, and Federal rules and regulations.

Requirements for Installation

The Town of Oyster Bay Lighting Department will take a lead role on installation of all specified signs. Bidders are required to do the following to assist with installation:

1. Coordinate timelines with Town of Oyster Bay Lighting Department staff so as to not interfere with standing events, etc. Consult with necessary Town of Oyster Bay staff, public utilities, and property owners on installation.
2. Coordinate on-site construction staging location consulting with public works staff.

3. Provide Fabrication/Installation timelines.
4. Provide As-built drawings for record purposes to all necessary public works staff and committees.

The *Finding Your Way in Downtown Oyster Bay Way-finding Signage Project* should conform to the *Project Description* and *Project Scope of Services* as detailed above. Plan view illustrations, proposed sign types, site plans and maps should be to scale when possible. All items are to be submitted in accordance with the terms as specified in this RFP. All deliverables and data will become the property of the Oyster Bay Main Street Association which will hold the copyright on the deliverables.

Number of Copies and Formats for Deliverables:

All deliverables of the *Finding Your Way in Downtown Oyster Bay Way-finding Signage Project* (e.g., drawings, site plans, illustrations, text, etc.) submitted for review should be delivered as three (3) sets of hard copies, as well as a digital version of the same, unless otherwise agreed upon by OBMSA. The digital version should be in a digital format acceptable to OBMSA, so that OBMSA can make additional copies as necessary.

Three (3) hard copies of the final deliverables should be provided to the Advisory Committee at the conclusion of the project. They should also be delivered in the native format of the software packages used by the consultant, as well as Adobe Acrobat PDF.

Project Budget and Timeframe

Work on the project should commence within two weeks of notice to proceed. A total of \$90,000 in funds are available for the Fabrication process. Bidders are recommended to use the following quantities and per unit cost as guidance for preparing proposals. In preparing a bid, bidders are encouraged to submit proposals that are lower than the total \$90,000 in project costs. Proposals that are higher will, unfortunately, not be considered.

Item	Number of Signs	Per unit cost	Estimated Cost
Street Name signs	72	\$400	\$28,800
Way-finding signs	5	\$1,400	\$7,000
Large Interpretive signs	19	\$1,800	\$34,200
Small Interpretive signs	40	\$500	\$20,000

Format

In order to facilitate the most orderly and efficient comparison of proposals it is requested that each submission be organized in the following format:

1. The name, telephone number, and e-mail address of the person in your firm to whom questions should be addressed during proposal review.
2. A brief description including size, overall budget, and site of all interpretive and way-finding signage fabrication work completed by your firm. All entries must include a client contact name and phone number.
3. Describe the proposed cost basis for products and services, information on how you develop pricing for such efforts, and ideas for how to keep soft costs low for maximum project cost-efficiency.
4. Describe an ideal design and production work plan for how you would approach the Finding Your Way in Downtown Oyster Bay Way-finding Signage Project, including roles and

relationships, approach to working with the client, and tips for ensuring smooth project functionality.

5. Describe the typical timeline, from initial selection of the firm to completion for (1) research and design of interactive exhibits, and (2) implementation and installation of a comprehensive interpretive plan. All work must be completed by August 31, 2012.

To be considered copies of your proposal must be delivered to the following address:

Oyster Bay Main Street Association
c/o Isaac Kremer
21 West Main Street
Oyster Bay, NY 11771

Responses received after 11:00a.m., February 10, 2012 **WILL NOT BE CONSIDERED**
Faxed and Email responses **WILL NOT BE CONSIDERED**

Evaluation

A preliminary evaluation of all proposals submitted by the deadline will be conducted to determine compliance with proposal requirements. Reviewers reserve the right to request additional information to clarify a submitted proposal.

For the purpose of further evaluation, the responsive proposals will be evaluated solely on the following criteria:

1. Ability of the Proposer to complete the tasks in a timely manner.
2. A proven track record having worked on and successfully completed similar projects.
3. Competitiveness of bid when compared to other submissions.

Compliance with Federal Standards

Work must meet the Secretary of the Interior's Standards for Archeology and Historic Preservation. The plans and specification for the signage must be reviewed by both NPS and the NY SHPO prior to any ground disturbance, this includes sign posts. Please review the conditions of your grant agreement listed below.

Appendix A: Locations, Addresses, and Sign Type for Interpretive Signs

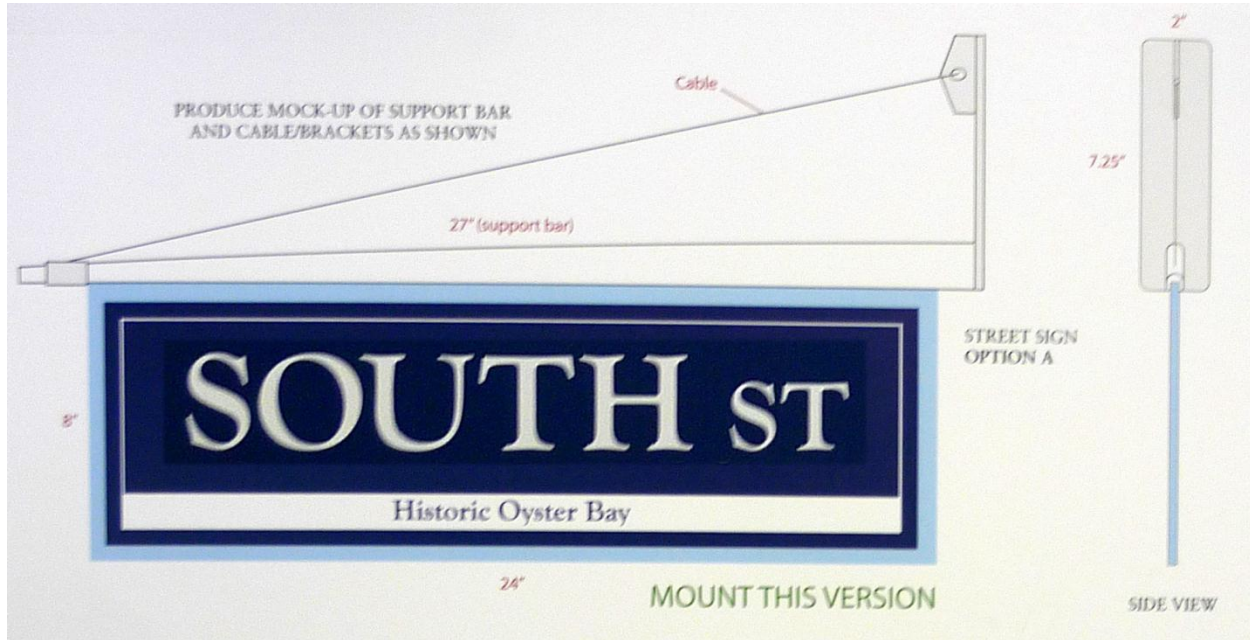
Please note these sites selected and the sign size may be altered as the project progresses. Additional signs may be added to the list below.

A03. The Christeen	Small Interp
A06. The WaterFront Center, 1 West End Ave	Small Interp
B13. Captain Kidd, 1 West End Ave	Large Interp
C40. Jakobson Shipyard	Large Interp
D2. Mill Pond	Large Interp
A24. Oyster Bay High School, 150 East Main St	Large Interp
D1. First Library	Small Interp
B14. Typhoid Mary, McCoun's Lane & East Main Sts	Large Interp
A26. Oyster Bay Library, 89 East Main St	Small Interp
A07. Raynham Hall Museum	Small Interp
A08. Oyster Bay Historical Society, 20 Summit Street	Large Interp
A19. William Wright House, 104 West Main Street	Small Interp
A23. Mill Pond House, 1065 West Shore Drive	Small Interp
B02. Joseph Latting House, 193 South St	Small Interp
B04. Weeks Wilson House, 53 East Main St	Small Interp
B19. Oyster Bay Baptist Church, 84 Orchard Street	Small Interp
C01. Site of Job Wright House, 62 South St	Large Interp
C16. Site of Friends Meeting House, 82 South St	Large Interp
C50. Albertson-Meyer House, 153 East Main St	Large Interp
A01. Oyster Bay Long Island Rail Road Station	Large Interp
A31. Oyster Bay Long Island Rail Road Turntable	Large Interp
C19. William Moore Garage Building, West Main St	Large Interp
C29. Community Youth Center, Church St	Large Interp
C05. Oyster Bay Town Hall, 54 Audrey Ave	Large Interp
C08. Lyric Theater, 54 Audrey Ave	Large Interp
C18. Lincoln Market, 30 West Main St	Small Interp
A02. Oyster Bay U.S. Post Office	Small Interp
A05. Moore's Building, 1-9 East Main St	Small Interp
A10. Octagon Hotel, 67 West Main St	Large Interp
A14. The First Presbyterian Church, 60 East Main St	Small Interp
A17. Adam-Derby House , 166 Lexington Ave	Small Interp
A20. Theodore Roosevelt Memorial Park	Large Interp
A21. Christ Church of Oyster Bay, 61 East Main St	Large Interp
A22. Oyster Bay Bank Building, 20 Audrey Ave	Small Interp
A25. Site of Fleet's Hall, 2 South Street	Small Interp
A29. Townsend Park, Shore & Audrey Aves	Large Interp
A30. Snouder's Corner Drug Store, 108 South St	Large Interp
B16. George B. Stoddard House, 107 East Main St	Small Interp
B25. Samuel Van Wyck Fleet Building, 14 East Main St	Small Interp
C02. Site of Gabriel Irving House (aka Tranquility)	Large Interp
C06. Oyster Bay U.S. Post Office, 10 Audrey Ave	Small Interp
C09. North Shore Bank Building, 90 South St	Large Interp
C49. Adelia McCoon House, 198 East Main St	Large Interp

D3. Arthur Snouder House	Small Interp
A12. Bonanza Stand, 25 Shore Ave	Small Interp
A13. St. Dominic Chapel, 93 Anstice Street	Small Interp
A28. Hood A.M.E. Zion Church), 11 Summit Street	Small Interp
A32. 95-97 Audrey Ave	Small Interp
B01. Ebenezer Seely House , 29 West Main St	Large Interp
B03. Oyster Bay Guardian Building, 43 West Main St	Small Interp
B17. James H. Ludlam Building, 3-9 West Main St	Large Interp
B20. St. Paul's Methodist Church, 209 South St	Small Interp
B21. Atlantic Steamer Fire Company Bldg., 2 Church St	Small Interp
B22. Atlantic Steamer Fire Company, 20 East Main St	Large Interp
B23. John A. Fisher Building, 30 East Main St	Small Interp
B24. Sagamore Garage Building 47 West Main St	Small Interp
C04. Town of Oyster Bay Justice Court , 76 South St	Small Interp
C17. Stedman Garage 45 East Main St	Small Interp
C23. Randall Building 84 South St	Small Interp
C28. Oyster Bay Academy Building 61 East Main St	Small Interp
C33. Hempstead Bank 157 South St	Small Interp
C49. 21 West Main Street	Small Interp

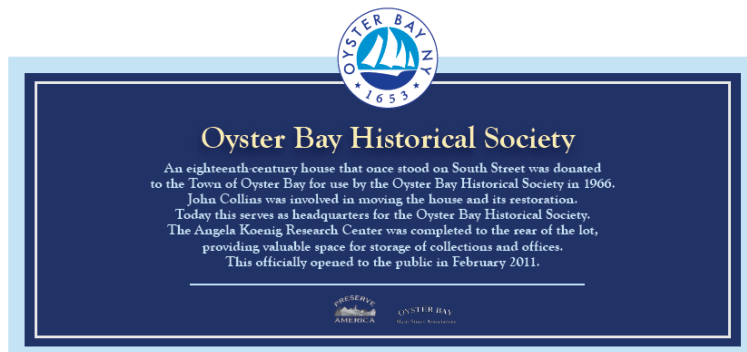
Appendix B: Samples of Proposed Sign Types

Samples of the different sign types are below for purposes of illustration. We have not, as of yet, finalized these designs. They are, however, a useful guide to the direction that we hope to go.



Street Name Sign

- 8" letters in white, 100% reflective, prefer prismatic material
- 12" sign board
- Mounting details have not been finalized. Appropriate accommodations should be made in the per unit price. Any recommendations for specific mounting details are welcome.



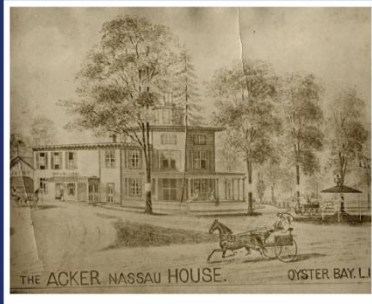
Small Interpretive Sign

- 8" H x 20" W x 1/2" TH
- Affixed to building or post mounted



The Octagon Hotel

(a.k.a. Nassau House, Acker Nassau House)
67 West Main St



[1] Ebbett Adams, "A Display of Architectural Heritage," *Illustration*, (December 11, 2004).
[2] Theodore Roosevelt often dined at the hotel as a member of the Oyster Bay Historical Museum Society in the 1890s. He also had a mail office in the hotel during his tenure as governor of New York.

Admiral Sir was elected President of the United States. Agriculture and industry in the 19th century led toward other parts of the Octagon Hotel.
John Steinbeck, *Ocean, Bay, Beaches and Islands*, (Huntington, 177, May 1968, New Press, 2002), 190-91.



This iconic octagonal structure was built just a few years after Orson Fowler's 1848 work, *The Octagon House: A Home for All*, that laid out floor plans for octagonal structures. In 1854, James Montilawa purchased this land for \$500 and built a hotel on the lot following Fowler's model. At the time it was the largest octagonal structure in the country and remains the largest of seven remaining octagonal buildings on Long Island [1]. In 1857, Montilawa leased the hotel to Luther C. Jackson, who served as the first of many proprietors of the hotel.

The hotel was bought and sold many times over in the decades leading up to the 20th century. New owners brought with them a number of improvements. The Octagon Hotel continued to operate through 1922 and saw a number of prominent visitors including Seth Low, who had been mayor of Brooklyn and New York City,

as well as frequent visits from Theodore Roosevelt [2]. General John J. Pershing, commander of the American expeditionary force in WWI, visited in 1922, the year the Octagon Hotel ceased operations as a hotel.

Business began to slow and the building was sold to Edward J. Fisher in 1922. Ownership and use continued to change. The structure served as a private residence, an automobile showroom, and a garage. An automobile repair shop and tile store occupied the building before it was vacated in the 2000's. In 2008, community leaders, Town officials and the building owner worked together to rehabilitate this landmark structure. The rehabilitation took place here on December 2, 2010. Today the building has six apartments and retail and office space on the ground floor.

OYSTER BAY
Main Street Association



Large Interpretive Sign

- 27”H x 18”W x 1/2”TH
- Affixed to building or post mounted, we understand this will cause the price to vary from unit to unit. Therefore, an average per-unit price for mounting should be considered.



Directional Sign

- Approx 30”W x 40”H x 1/2”TH each
- Post mounted.