



# City Of New London

Department of Finance-Purchasing Agent  
13 Masonic Street • New London, CT 06320 • Phone (860) 447-5215 • Fax (860) 447-5297

## Request for Proposals

### ADDENDUM 2

Proposal No.: 2024-02 CONL

Addendum No.: 2

Date Issued: August 7, 2023

Wayfinding Signage Program

Opening Date and Time: ~~August 14, 2023 at 2:00 P.M.~~ **August 21, 2023 at 2:00 P.M.**

**Bidders Notes:** This addendum is issued to provide all potential bidders with answers to questions submitted.

All other terms and conditions remain the same.

**This Addendum cover page must be signed and returned with your bid.**

\_\_\_\_\_  
Authorized Signature of Bidder

\_\_\_\_\_  
Company Name

**Return Bid To:**

Joshua Montague, Accounting Purchasing Agent  
City of New London  
13 Masonic Street  
New London, CT 06320

Bids cannot be accepted after the Bid Opening Date and Time indicated above.

**ADDENDUM 2**

**Wayfinding Signage Program**

**FROM:** Joshua Montague, Accounting Purchasing Agent  
**TO:** Prospective bidders

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This Addendum shall be part of the Contract Documents and modifies the original bidding documents. This Addendum is to be acknowledged by the bidders on the Bid Form. Failure to do so may subject the bidder to disqualification.

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**Changes to prior Addenda:**

- No change to addendum 1

**Q&A:**

Q1. Will the sign in front of City Hall be included in the Wayfinding program?

*A1. We are looking to you as the professionals to design a proposal for the City.*

Q2. What does the City envision for the digital signs?

*A2. The city envisions an electronic display that is easily visible to both pedestrians and motor vehicles. The envisioned Theater District signage should convey a sense of entry – similar to Broadway signage in NYC. The Ferry Terminal signage should convey an opportunity for directional guidance to restaurants, attractions, etc. Both digital signs should have similar branding that will provide a sense of “who we are; what we are” that is uniquely the City of New London.*

Q3. Are the gateways part of this project?

*A3. No, the gateways will be a separate project.*

Q4. Can you explain the City's vision for the two digital signs?

*A4. One sign will be on the façade of The Garde theatre facing Governor Winthrop Blvd. The sign should be large enough for all to understand they are entering the City's theatre district. The second digital sign will be located at the Ferry Terminal. The City is looking to you as the professionals for the design and idea regarding the signs. The City will work with Planning and Zoning regarding the appropriate permits and requirements for the signs.*

Q5. Will existing wayfinding signage be removed?

*A5. Yes, the current wayfinding signage will be removed by the City's Public Works department. You will not be required to remove existing signage.*

Q6. Should the existing wayfinding locations be preserved?

*A6. Whatever makes the most sense to you as the professional designing the program. It is not a requirement that the existing locations remain.*

Q7. Where will the control for the electronic signs need to be located?

*A7. The control for the two digital signs will need to be located in City Hall.*

Q8. What should the size of the digital sign be?

*A8. The size of the digital signs will be up to the consultant to determine what is an appropriate scale, as described in A2 above.*

Q9. What are the busiest times of the year in the City?

*A9. The summertime and weekends are the busiest, along with event weekends such as Sailfest and the Maritime festival.*

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Q10. Does the City have a particular theme in mind for the program?

*A10. The City is looking to you to present a proposal. The proposal should include the design, cost of fabrication, and installation. You could look to the City's website (example) or other various outlets to design a program consistent with current branding.*

Q11. Will the City have a shipping and receiving area with a loading dock?

*A11. The City will make necessary arrangements for shipping and receiving when that time comes.*

Q12. Are you able to share the budget for the wayfinding program?

*A12. The City is looking to consultants to design and present a cost for the City to evaluate.*

Q13. Do you anticipate private developers wanting to install digital signs throughout the City once these two signs are installed?

*A13. The City cannot make that prediction. These two digital signs will be strictly for municipal use.*

Q14. Estimating actual costs around fabrication/production/installation is challenging without an actual wayfinding plan and sign design for your downtown. What are your pricing expectations for this proposal? (Budget ranges? Actual cost proposals later in the process?)

*A14. Please provide, at minimum, an estimated cost per sign for fabrication. Please identify the vendor that you will use for fabrication and use current pricing, where applicable. The city understands that based on production scheduling, fabrication costs may fluctuate from the time of bid submission.*

Q15. Based on the question above (#14), if we cannot supply a set price for the fabrication /production at this time, can the bid bond be waived until an actual cost proposal for fabrication/installation is presented?

*A15. Because the initial phase will be designing the program, the bid bond requirement can be waived. Payment and Performance bonds will be required for the fabrication/production/installation once costs become known.*

### General Items:

- The bid opening has been postponed to **August 21, 2023 at 2:00 P.M.**
- Each consultant is required to submit three (3) copies of their proposal.
- Each consultant will be interviewed August 22, 2023 between 9 A.M. and noon in City Hall. Appointment times will be confirmed following the bid opening on August 21, 2023.