



# PRESERVATION MARYLAND

## REQUEST FOR PROPOSALS

### Wayfinding Signage Planning

Preservation Maryland, a nonprofit organization headquartered in Baltimore, Maryland, is soliciting proposals from qualified professional consultants to develop a wayfinding signage plan and a message schedule for the South Mountain battleground sites located in Frederick County and Washington County Maryland.

Preservation Maryland requests that interested parties respond to the solicitation by **5 P.M. Wednesday, February 1, 2023.**

#### 1. CLIENT

Preservation Maryland is Maryland's oldest, largest, and most effective preservation organization. The organization is dedicated to preserving Maryland's historic buildings, neighborhoods, landscapes and archaeological sites through advocacy, outreach, funding, property redevelopment, and workforce development. Preservation Maryland also powers a statewide smart growth program, proactive and preemptive preservation projects, large-scale public history projects and a robust education program.

#### 2. PROJECT OVERVIEW

##### *2.1 Background*

In 2019, Preservation Maryland, in partnership with the NPS American Battlefield Protection Program, completed a Public Consensus Building Plan for the South Mountain Battlefield. The plan recommended developing a unified visual "branding" for the battlefield to better explain and promote the events that occurred there. This then resulted in the design of official South Mountain branding, completed in June 2022, which now awaits specifications for signage fabrication and a plan for thoughtful placement.

##### *2.2 Description*

Accordingly, Preservation Maryland is seeking a qualified consultant or team to prepare necessary documentation for implementing the branding vision. The goal of this project is to have a final product that may be turned over to a fabricator and will provide direction on installation once funding is available for such work. Objectives Include:

- Determining approximate number of signs per feedback from stakeholders
- Identifying potential locations for signage installation within and surrounding the battleground in Frederick County and Washington County, Maryland
- Establishing appropriate specifications per applicable regulations of intended installation locations utilizing previously completed branding design

#### 3. SERVICES AND SCOPE OF WORK

The precise scope of work is subject to feedback from the selected consultant(s) and budget limitations. Anticipated work to be undertaken may include but is not limited to:

- Engaging stakeholders, including the South Mountain State Park Officials, to determine approximate number of signs that may be desired

- Reviewing popular roadways and travel patterns and other relevant data
- Designing a location map that identifies potential ideal locations per information gathered
- Creating a message schedule that outlines appropriate sign messages, types, special instructions, etc.
- Preparing digital files that can be used for the fabrication and installation phase

Work is expected to begin upon Preservation Maryland's acceptance of the Respondent's proposal and conclude as expeditiously as possible.

#### **4. NOT TO EXCEED AMOUNT**

The limit of the contract sum will be \$29,000. This not-to-exceed amount (NTE) includes all costs incurred in connection with the work outlined herein. In no event shall the Consultant be entitled to receive more than the NTE unless authorized in advance and in writing by the Client's Authorized Official. Competitiveness of the budget will be considered as part of the proposal review process.

#### **5. INSTRUCTIONS TO RESPONDENTS**

All proposals must be submitted as a single PDF attached to an email delivered to [MMougridis@presmd.org](mailto:MMougridis@presmd.org) by **5 P.M. Wednesday, February 1, 2023**.

Proposals may be brief but should include, at minimum, respondent qualifications, a project schedule, and a breakdown of work to be completed per the proposed budget.