



**Town Of Danville
Wayfinding Signage**

REQUEST FOR PROPOSAL (RFP)

MUNICIPAL WAYFINDING SIGNAGE

1. INTRODUCTION

The **Town of Danville, Indiana** is requesting proposals from qualified firms for the **design, management, fabrication, and installation of a Town-wide Wayfinding Signage Program**. The intent of this program is to establish a coordinated signage system that improves navigation for residents and visitors, strengthens community identity, enhances the Historic Downtown area, and clearly directs motorists to public parking and key destinations.

This Wayfinding Program will serve as a foundational phase for future signage initiatives throughout the Town and is intended to set the tone, design standards, and framework for long-term implementation.

2. PROJECT OVERVIEW

The Town of Danville seeks a comprehensive wayfinding solution addressing **image, function, safety, and promotion**, with particular emphasis on first-time visitors. The signage system must be cohesive, intuitive, and adaptable as the Town continues to grow and evolve.

The program shall consist of **three (3) coordinated signage sections**, unified by a consistent design theme compatible with existing Town branding, logos, and colors.

3. PROJECT GOAL

The Wayfinding Signage Program shall achieve the following goals:

1. Establish a strong and recognizable image for the Town of Danville
2. Provide a clear sense of arrival at Town entry points
3. Prioritize ease of navigation for first-time visitors
4. Create consistent signage so users know where to look for information
5. Provide identity at gateways and within key districts
6. Use landmarks and decision-point signage to support navigation
7. Ensure clear sightlines and advance notice of destinations
8. Maintain a unified theme adaptable to future Town changes
9. Avoid excessive information that may cause confusion
10. Support individual site identities while maintaining system cohesion

4. SIGNAGE PROGRAM SECTIONS

SECTION A – ENTRY (GATEWAY) SIGNAGE

Purpose:

To establish a clear sense of arrival and civic identity at major entry points into the Town of Danville.

Scope Includes:

- 7 primary Town gateway signs
- Design of impactful gateway signs
- Messaging such as “Welcome to the Town of Danville”
- Durable materials suitable for high traffic corridors

Gateway signage shall reflect Danville’s character and provide a memorable first impression.

SECTION B – DRIVING / PUBLIC PARKING SIGNAGE

Purpose:

To improve traffic flow and clearly direct motorists to public and municipal parking areas.

Scope Includes:

- 7 Directional signs for public parking lots
- Drivable signage readable from moving vehicles
- Clear arrows, distances, and parking identification
- High-contrast and reflective materials for visibility

Parking signage shall reduce congestion and enhance the visitor experience throughout the Town.

SECTION C – Walking Pedestrian Signage

Purpose:

To identify, brand, and provide wayfinding within the Historic Downtown Danville District for pedestrians.

Scope Includes:

- 6 District identification signage
- Directional signage to downtown destinations, civic buildings, and attractions
- Design elements reflective of Danville’s historic character
- Signs readable by pedestrians

Downtown signage shall reinforce place identity while maintaining compatibility with surrounding architecture and streetscapes.

5. SCOPE OF WORK AND DELIVERABLES

The selected firm shall:

1. Meet with Town staff and stakeholders to understand goals, traffic patterns, and circulation
2. Review and comply with all applicable signage ordinances
3. Survey existing Town signage
4. Develop **three (3) wayfinding concepts** aligned with available funding
5. Provide graphic design and visual standards for the signage system
6. Prepare wayfinding guidelines for future use
7. Present concepts to Town staff and Town Council for approval
8. Prepare detailed shop drawings upon concept approval
9. Provide bid and construction administration for fabrication and installation
10. Prepare construction documents for approved signage
11. Provide project management during installation

- 12. Prepare a flexible project budget not to exceed available Town funds
- 13. Participate in a minimum of three (3) meetings with Town staff and committees

6. PROJECT TIME FRAME

The anticipated project schedule is as follows (subject to adjustment):

- Design Phase
- Bid Process for Fabrication and Installation
- Fabrication and Installation Phase

Final schedule to be proposed by the Consultant.

7. CONSULTING FEES

Proposals shall include a detailed fee structure:

Type of Service	Fee Amount	Fee Basis
Analysis, Design & Development	\$_____	Lump Sum
Bid & Project Management	\$_____	Lump Sum
Reimbursable Expenses	\$_____	Not to Exceed
Subcontractors	\$_____	By Specialty

Additionally, provide an hourly rate schedule for services outside the defined scope.

8. VENDOR QUALIFICATIONS AND REFERENCES

Proposals must include:

- Legal name and address of firm
- Year established and staff size
- Licensing and geographic coverage
- Years of experience in wayfinding and signage design
- Statement of design philosophy and process
- Identification of project team and roles
- Resumes and relevant experience
- Government and municipal project experience
- Familiarity with Indiana signage ordinances and approval processes
- Three (3) similar projects completed within the past five years
- Five (5) references with contact information
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9. COMMUNICATION AND ADDENDA

All questions regarding this RFP must be submitted in writing by the date specified by the Town of Danville. Addenda will be issued for any changes or clarifications.

Verbal communication shall not be considered binding unless confirmed in writing by the Town.

10. PROPOSAL SUBMISSION

Proposals shall be submitted in accordance with instructions provided by the Town of Danville. Late or incomplete proposals may be rejected.

- RFP Issuance Date: April 8th, 2026
- Deadline for Submitting Proposals: May 13th, 2026
- Selection of Consultant: June 3rd, 2026
- Projected Start Date: Summer 2026

11. SELECTION AND NOTIFICATION

The Town of Danville will evaluate proposals based on demonstrated competence, experience, compliance, and cost. Selected vendors may be invited to enter negotiations. Written notification will be provided to all proposers.

12. GOOD FAITH STATEMENT

All information provided by the Town of Danville is offered in good faith. The Town reserves the right to modify or cancel this RFP at any time without liability. The Town of Danville, Indiana reserves the right to reject any or all proposals. The selected consultant will be required to enter into a formal contract. All work performed shall be in compliance with applicable laws and regulations.

Map Reference for Proposed Signage Locations

To provide full context for the proposed signage placement throughout the Town of Danville, we invite you to review the interactive map available at the link below.

The map outlines the recommended signage locations, key traffic corridors, pedestrian areas, municipal boundaries, and other relevant reference points within the Town of Danville. This visual resource is intended to support clarity, transparency, and informed decision-making as part of this proposal.

We encourage stakeholders and review committee members to use this map when evaluating placement strategy, visibility considerations, and community impact.

Interactive Map Link:

[Link to Google Map](#)

PROJECT CONTACT

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