

**Public Notice**  
**City of Casa Grande**

**INVITATION FOR PROFESSIONAL SERVICES**

The City of Casa Grande is seeking proposals from experienced consultants to establish a Historic Landmark Sign Preservation Program for the City of Casa Grande.

The Request for Proposal (RFP) shall be in accordance with the specifications and instructions on file with the City Clerk at City Hall, 510 East Florence Boulevard, Casa Grande, Arizona, 85122, where copies can be obtained by calling the City Clerk's Office (520) 421-8600, or a complete packet is available to download on the City's website: [www.casagrandeaz.gov](http://www.casagrandeaz.gov).

Sealed proposals must be received at the City Clerk's Office, City Hall, 510 E. Florence Blvd., Casa Grande, AZ 85122, no later than **4:00 p.m. Mountain Standard Time on February 16, 2016**. Faxed or electronically sent proposals will not be accepted. All proposals should be identified as **"Proposal – Historic Landmark Sign Preservation Program"**. The City reserves the right to reject any and all proposals.

The proposal will be conducted under the guidance and direction of the City Planning and Development Department, including the Historic Preservation Commission and the State Historic Preservation Office.

The Historic Landmark Sign Preservation Program shall be completed in accordance with all applicable federal, state and local regulations, policies and contractual guidelines. The anticipated completion date is tentatively scheduled for **October 11, 2016**.

/s/ James V. Thompson  
City Manager



**CITY OF CASA GRANDE  
510 E. FLORENCE BOULEVARD  
CASA GRANDE, AZ 85122  
(520) 421-8600**

# **HISTORIC LANDMARK SIGN PRESERVATION PROGRAM**

## **REQUEST FOR PROPOSALS**

**PREPARED BY: PLANNING & DEVELOPMENT DEPARTMENT**

**SUBMIT RESPONSES TO:  
CITY OF CASA GRANDE, CITY CLERK  
510 E. FLORENCE BLVD.  
CASA GRANDE, AZ 85122**

**DECEMBER 14, 2015**

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## 1. SUMMARY AND BACKGROUND

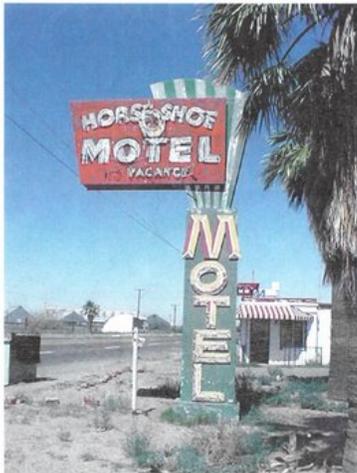
The City of Casa Grande and the Historic Preservation Commission work in collaboration to protect enhance and perpetuate the city's landmarks and historic districts for the economic, cultural, education and general welfare of the public.

Currently, the City of Casa Grande has many signs that have a unique character, identity, or history. Existing signs that are located on historic properties already have preservation protection with the Historic Preservation Ordinance. Unfortunately, signs that are not located on historic properties do not have preservation protection.

The signs that are not under preservation protection are distinct in the fact that they may have unique designs (i.e. neon, shape, size, colors etc.). For example, the Dairy Queen Sign is a historic icon for the community and the sign represents a unique design character that is no longer being used in future Dairy Queen fast food restaurants.



In addition, several signs are considered “endangered” as they are deteriorating and without preservation protection could be destroyed and Casa Grande would lose part of its history. An example of an endangered sign is the “Horseshoe Motel”, a historic icon that incorporates graphics and exposed neon that represents a unique period of time in Casa Grande’s history.



The City of Casa Grande recognizes the importance of these signs as reflections of our rich culture and history, and will work to preserve its sign history by developing a Historic Landmark Sign Preservation Program.

The City of Casa Grande received a \$10K grant from the Arizona State Historic Preservation Office (SHPO) to develop the Historic Landmark Sign Preservation Program. The City is providing 40% of in-kind funds toward the project for a 60/40 match.

As part of the grant process, the City will hire a qualified consultant to conduct a “Historic Resource Sign Survey” and prepare a “Local Register Nomination” to SHPO. As part of the survey and nomination, the Historic Landmark Sign Preservation Program will establish a “local landmarks sign ordinance”, designated “signs – as local landmarks”, “preservation of sign landmarks”, “a sign treatment plan” and “sign mapping database/web page”.

## 2. PROPOSAL GUIDELINES

The City of Casa Grande is currently accepting proposals to develop a Historic Landmark Sign Preservation Program. The purpose of this Request for Proposals (RFP) is to solicit proposals from various qualified consultants.

The RFP shall contain the following:

1. Historic Project Experience – Provide details of any relevant experience with Historic landmarks, historic sign restoration, or projects of similar size, scope and complexity. Highlight any projects involving properties listed in the National Register of Historic Places, locally designated landmarks or historically significant buildings, as well as the strategy employed to designate “signs” as local landmarks. Demonstrate relevant experience with the State Historic Preservation Office (SHPO) – Arizona State Parks, or other Historic Preservation Office.
2. Design Team - Provide a description of the relevant experience of the design team in designing projects of similar size, scope and complexity, including the dollar value of each project identified.

This Request for Proposal represents the requirements for an open and competitive process. **Proposals will be accepted until 4 pm MST February 1, 2016.** Any proposals received after this date and time will be returned to the sender. All proposals must be signed by an official agent or representative of the company submitting the proposal.

If the organization submitting a proposal must outsource or contract any work to meet the requirements contained herein, this must be clearly stated in the proposal. Additionally, all costs included in proposals must be all-inclusive to include any outsourced or contracted work. Any proposals which call for outsourcing or contracting work must include a name and description of the organizations being contracted.

All costs must be itemized to include an explanation of all fees and costs.

Contract terms and conditions will be negotiated upon selection of the winning applicant for this RFP. All contractual terms and conditions will be subject to review by City's legal department and will include scope, budget, schedule, and other necessary items pertaining to the project.

### 3. PROJECT PURPOSE AND DESCRIPTION

**The purpose of this project is as follows:**

The purpose of the project is to designate "signs" as local landmarks within the City of Casa Grande. A landmark designation is defined as, worthy of rehabilitation, restoration and preservation because of its cultural, historic, architectural or archeological exceptional significance to the City.

**Project Description:**

The Historic Sign Landmark Preservation Program involves historical sign research, creating a local register nomination package to SHPO as well as collaboration with City Staff on integrating the sign database into the web site for the City of Casa Grande.

### 4. PROJECT SCOPE

The following tasks to be completed to achieve a successful project:

1. Prepare survey of signs/historical research
2. Compile survey results, include eligibility recommendations, including architecture and historic content
3. Creation of a sign database to include:
  - a. Site Address
  - b. Pinal County Assessor's Parcel Number
  - c. Era of Sign (year)
  - d. Installation date
  - e. Historic Sign Name
  - f. Type of sign (neon, cabinet, etc.)
  - g. Present use of site
  - h. Owner information (name, address, phone number etc.)
  - i. Other – history of sign (may be a separate document)
4. Prepare local landmarks sign ordinance in collaboration with City Staff and Historic Preservation Commission
5. Prepare SHPO Nomination Local Register for sign landmarks (AZ Historic Preservation Inventory Forms) in collaboration with City Staff and Historic Preservation Commission
6. Revise Nomination per City, SHPO, and Neighborhood Comments
7. Electronic Mapping of Historic Landmark Sign locations integrated into the City of Casa Grande's Web site
8. Prepare Final Local Register Nomination Package

Web Design:

1. Visually and aesthetically pleasing web site design for local landmarks - signs
2. User-friendly environment that is easy to navigate
3. Site can be changed/modified easily by City of Casa Grande IT Department with minimal effort
4. Site should be searchable with on key word searches based on site content
5. Site should be compatible with all current web browsing technology and easily upgradeable
6. Ability to work closely with City of Casa Grande IT Manager on coordination of project tasks and resources
7. Plan and perform a complete testing process on web site and database in order to ensure functionality

The finished web site component must allow the City of Casa Grande's IT department to easily manipulate the layout and content in order to allow for frequent changes in the dynamic environment, where things constantly change.

Significance and Integrity

In the proposal, consultants should describe what conventions will be used for reviewing properties within the project area, how the survey will be conducted, how historic integrity and historic significance will be determined in a systematic way across the project area, what thresholds and benchmarks will be utilized, and how decision-making throughout the project will be documented.

The following criteria are established in the City of Casa Grande City Code 17.62.050 and should be considered when preparing proposals for considering significance in signs:

17.62.050 Designation of landmarks or historic districts

- A. The Commission may recommend to City Council that an individual property, site, sign, structure or object be designated as a landmark if it:
  1. Possesses special character or historic or aesthetic interest or value as part of the cultural, political, economic or social history of the locality, region, state or nation; or
  2. Is identified with historic personages; or
  3. Embodies the distinguishing characteristics of an architectural style; or
  4. Is the work of a designer whose work has significantly influenced an age; or
  5. Because of a unique location or singular physical characteristic, represents an established and familiar visual feature of a neighborhood.

**5. REQUEST FOR PROPOSAL AND PROJECT TIMELINE**

**Request for Proposal Timeline:**

All proposals in response to this RFP are due no later than 4pm MST February 1, 2016.

Evaluation of proposals will be conducted from February 1, 2016 until February 15, 2016. If additional information or discussions are needed with any applicants during this two week window, the applicant(s) will be notified.

The selection decision for the winning applicant will be made no later than February 16, 2016.

Upon notification, the contract negotiation with the winning applicant will begin immediately. Contract negotiations will be completed by February 30, 2016.

Notifications to applicants who were not selected will be completed by February 20, 2016.

**Project Timeline:**

Request for Proposals Issue Date	Tuesday, January 5, 2016
Non-mandatory Pre-Submission Conference Meeting. Please call 520-421-8632, Ext. 3010 to confirm attendance, so we can provide materials for attendees.	Tuesday, January 19, 2016 @ 2:00 p.m.
Deadline – Request for Proposals	Tuesday, February 16, 2016 @ 2:00 p.m.
Commission & City Staff to meet and review Request for Proposals	Tuesday, February 23, 2016 @ 2:00 p.m.
Announcement of selected consultants	Thursday, February 25, 2016
Consultants to be commissioned to start the project	February 29 through May 31, 2016
Consultant will present the Historic Landmark Sign Preservation Program to the Historic Preservation Commission.	Monday, June 27, 2016
City Council meeting	Monday, August 1, 2016
Consultant to revise nomination per public comments	Monday, August 29, 2016
Consultant to work with City to implement and integrate the electronic mapping of historic sign landmarks onto the City’s web site (all billable work due).	Thursday, September 29, 2016
Consultant is expected to submit the completed Historic Landmark Sign Preservation Program to City Staff.	Tuesday, October 11, 2016

**Note: Project timeline may change slightly once consultant is selected.**

**6. BUDGET**

COMPONENTS OF SCOPE ITEM	Estimated Time Required (hr)	Estimated Cost
1. Prepare survey of signs/historical research		

2. Compile survey results, include eligibility recommendations, including architecture and historic content		
3. Creation of a sign database to include: Site Address Pinal County Assessor’s Parcel Number Era of Sign (year) Installation date Historic Sign Name Type of sign (neon, cabinet, etc.) Present use of site Owner information (name, address, phone number etc.) Other – history of sign (may be a separate document)		
4. Prepare local landmarks sign ordinance in collaboration with City Staff and Historic Preservation Commission		
5. Prepare SHPO Nomination Local Register for sign landmarks (AZ Historic Preservation Inventory Forms) in collaboration with City Staff and Historic Preservation Commission		
6. Revise Nomination per City, SHPO, and Neighborhood Comments		
7. Electronic Mapping of Historic Landmark Sign locations integrated into the City of Casa Grande’s Web site		
8. Prepare Final Local Register Nomination Package		
<b>TOTAL COST</b>		

**7. FIRM QUALIFICATIONS**

Firms should provide the following items as part of their proposal for consideration:

- Description of experience in planning, historic preservation, historical research, sign expertise.
- List of how many full time, part time, and contractor staff in your organization.
- Examples of prior work related to this proposal.
- Testimonials from past clients on your professional work, as it relates to this proposal.
- Anticipated resources you will assign to this project (total number, role, title, experience).
- Timeframe for completion of the project.
- Project management methodology.

## 8. PROPOSAL EVALUATION CRITERIA

The City of Casa Grande and the Historic Preservation Commission will evaluate all proposals based on the following criteria. To ensure consideration for this Request for Proposal, your proposal should be complete and include all of the following criteria:

- Quality, completeness, and clarity of proposal and methodology
- Demonstrated understanding of the project and requirements
- Organization, management, and technical approach to the project
- Demonstrated experience in technical expertise required to complete the project
- Demonstrated ability in terms of staff capacity to complete project **by 9/29/16 (all billable work must be submitted).**
- Itemized and allocation of resources in relation to the tasks outlined in the proposed project scope
- Cost to provide the requested services and deliverables
- Review of references
- Previous work: Applicants will be evaluated on examples of their work pertaining to the proposal

Each applicant must submit 10 copies of their proposal to the address below by **February 1, 2016 at 4pm MST:**

CITY OF CASA GRANDE  
ATTENTION: CITY CLERK  
510 E. FLORENCE BLVD.  
CASA GRANDE, AZ 85122