

# CITY OF FOND DU LAC WAYFINDING SIGNS



Prepared By:

City of Fond du Lac  
Department of Public Works  
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**ADVERTISEMENT FOR QUOTES  
WAYFINDING SIGNS  
CITY OF FOND DU LAC**

NOTICE IS HEREBY GIVEN that quotes will be received in City Engineering offices located on the fourth floor of the City-County Government Center, 160 South Macy Street, Fond du Lac, Wisconsin 54936-0150 on or before 2:00 PM, March 11<sup>th</sup>, 2014 at which time quotes will be publicly read aloud in the Engineering conference room.

Specifications and Proposal Forms may be obtained in City Engineering Office or on the Bid/Proposal tab on the City's website: <http://www.fdl.wi.gov/bids.html>. Proposals shall be submitted on forms supplied by the City of Fond du Lac and marked **"CITY OF FOND DU LAC WAYFINDING SIGNS – QUOTE"**

Late quotes will not be accepted under any circumstances. Any quote(s) received after the scheduled time for closing will be returned to the proposing firm. Sole responsibility rests with the proposing firm to see that their quote is received on time.

The City of Fond du Lac reserves the right to accept or reject any or all quotes and to accept the quote deemed most advantageous to the City.

Advertised February 25, 2014

DEPARTMENT OF PUBLIC WORKS

# **CITY OF FOND DU LAC WAYFINDING SIGNS DETAILED SPECIFICATIONS**

## **SCOPE OF WORK**

The scope of work involves the production and delivery of the following signs for the City of Fond du Lac Wayfinding System:

- 4 City Entrance Signs
- 21 Trailblazing Signs
- 28 District Menu Signs

Work is to be completed and the signs delivered to the City Municipal Services Center at 530 Doty Street by April 11, 2014. Installation of the signs is not included in the project. Installation will be done by the City.

## **SIGN SPECIFICATIONS**

Signs shall be .125 aluminum single-sided with vinyl overlay. Sizes are specified on the attached exhibits. Sign colors shall be as follows:

Lime / Pantone 583

Dark Blue / Pantone 288

Aqua / Pantone 321

Orange / Pantone 717

Powder Blue / Pantone 629

Boat Blue / Pantone 633

Text to provide on signs is specified on the attached exhibits, as is the direction of wayfinding arrows. The general appearance of the signs is pictured, and the exact text for each sign should conform to the list of signs.

## **PROOFS**

Proofs shall be provided for each sign or each sign type and must be approved by the City of Fond du Lac prior to production. Approval or denial will be provided within three business days of submittal of proof.

## **WARRANTIES**

A minimum two-year warranty shall be provided from the date of delivery. Warranty shall cover construction and workmanship, including but not limited to cracking, fading, peeling or any other condition which detracts from the appearance of the sign.

## **QUOTE FORM**

Please note the cost per unit item column on the quote form. The City may choose to purchase more of the Trailblazing or District Menu signs after the initial order at the unit cost listed on the quote.

**CITY OF FOND DU LAC WAYFINDING SIGNS - QUOTE**  
**FOND DU LAC, WISCONSIN**

To: City of Fond du Lac Engineering Division  
 City of Fond du Lac  
 P.O. Box 150  
 160 S. Macy St.  
 Fond du Lac, WI 54936-0150  
 Phone (920) 322-3475  
 Fax: (920) 322-3471  
 Email as PDF to [sharbridge@fdl.wi.gov](mailto:sharbridge@fdl.wi.gov)

The undersigned, having examined the specifications and do hereby submit the following proposal to furnish the materials to do and perform all of the work for the completion of the designated project, all in accordance with the specifications for the wayfinding signs as listed.

**CITY OF FOND DU LAC WAYFINDING SIGNS – QUOTE FORM**

<u>Description</u>	<u>Quantity</u>	<u>Cost / Unit</u>	<u>Total</u>
City Entrance Signs	4	\$	\$
Trailblazing Signs	21	\$	\$
District Menu Signs	28	\$	\$
<b>Bid Total</b>	N/A	N/A	\$

QUOTE SUBMITTED BY:

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

By \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

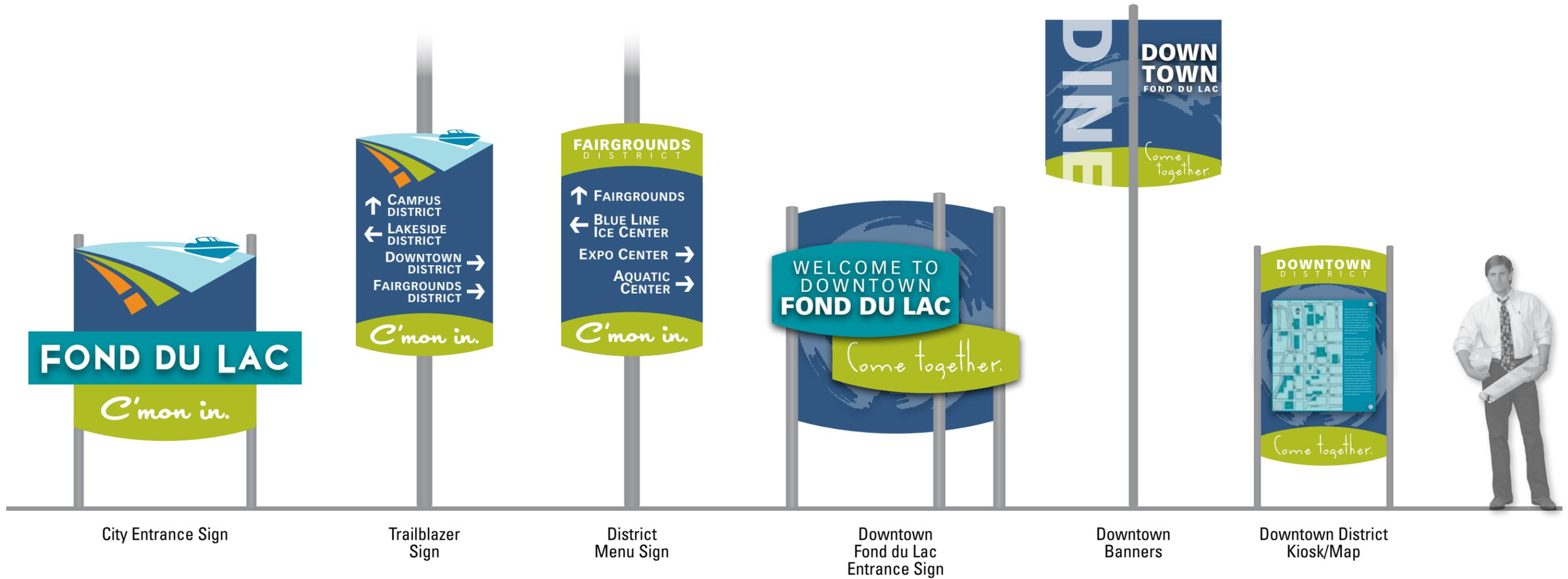
\_\_\_\_\_

Date \_\_\_\_\_

Phone Number \_\_\_\_\_

Signature \_\_\_\_\_

**All quotes must be received no later than 2:00 p.m. CST on Tuesday March 11<sup>th</sup>, 2014**



### Signage System At-A-Glance



MINIMUM SIZES  
OVERALL: 6'6"H x 6'6"W  
POLES: 6'6" above ground  
BOAT & C'MON PANEL: 5' H x 4'4"W  
FOND DU LAC PANEL: 15"H x 6'6"W

**City Entrance Sign**



**FAIRGROUNDS**  
D I S T R I C T

↑ **FAIRGROUNDS**

← **BLUE LINE  
ICE CENTER**

**EXPO CENTER** →

**AQUATIC  
CENTER** →

*C'mon in.*

3" INITIAL CAPS = 66"x 40"

**District Menu Signs**



3" INITIAL CAPS = 66" x 40"

**Trailblazer Sign**

Fond du Lac Wayfinding Signs  
Trailblazing Signs

As of 2/17/2014

- A SW Corner, Scott & Main, facing West**  
 → Mall District  
 → Downtown District Vacant Building  
 → Campus District  
 → Historic Village District  
 → Fairgrounds District  
 ← Lakeside District
- B NE Corner, Scott & Main, facing East**  
 → Lakeside District  
 ← Downtown District Saputo  
 ← Mall District  
 ← Campus District  
 ← Historic Village District  
 ← Fairgrounds District
- C SE Corner, Johnson & Pioneer, facing West**  
 ↑ Lakeside District Starbucks  
 ↑ Downtown District  
 ↑ Campus District  
 ↑ Historic Village District  
 ↑ Fairgrounds District
- D SE Corner, Pioneer & Johnson, facing South**  
 → Lakeside District Qdobas  
 → Downtown District  
 → Campus District  
 → Fairgrounds District  
 → Historic Village District
- E NW Corner, Johnson & Main, facing North**  
 ↑ Downtown District Wal-Greens  
 ↑ Historic Village District  
 ↑ Fairgrounds District  
 → Mall District  
 ← Campus District
- F NE Corner, Main & Johnson, facing East**  
 ↑ Mall District Mobil Station  
 → Lakeside District  
 ← Downtown District  
 ← Historic Village District  
 ← Fairgrounds District
- G SW Corner, Main & Johnson, facing West**  
 ↑ Campus District New Kwik Trip  
 → Downtown District  
 → Historic Village District  
 → Fairgrounds District  
 ← Lakeside District
- H SE Corner, Johnson & Main, facing South**  
 ↑ Lakeside District Agnesian Pharmacy  
 → Campus District  
 ← Mall District

- I NW Corner, Johnson & Hwy 151, facing East**  
 ↑ Campus District Festival Foods  
 ↑ Lakeside District  
 ↑ Downtown District  
 ↑ Mall District  
 ↑ Historic Village District  
 ↑ Fairgrounds District
- J SE Military & Western, facing Southwest**  
 → Downtown District Oscars  
 → Fairgrounds District  
 → Historic Village District  
 → Lakeside District  
 → Campus District  
 → Mall District
- K SW Main & Western, facing West**  
 → Historic Village District Sunny 97.7  
 → Fairgrounds District  
 ← Lakeside District  
 ← Mall District  
 ← Campus District
- L NW 6th & Main, facing North**  
 ← Fairgrounds District  
 ← Historic Village District
- M NE 6th & Main, facing East**  
 → Downtown District  
 → Lakeside District  
 → Mall District  
 → Campus District  
 ← Historic Village District  
 ← Fairgrounds District
- N SE 6th & Fond du Lac Ave., facing Southeast**  
 ← Downtown District  
 ← Lakeside District  
 ← Mall District  
 ← Campus District
- O SE Corner, Pioneer & Military, facing Southwest**  
 ↑ Downtown District Mercury Marine  
 → Historic Village District  
 → Fairgrounds District  
 ← Mall District  
 ← Lakeside District  
 ← Campus District
- P SE Nat'l & Fond du Lac Ave, facing Southeast**  
 ↑ Fairgrounds District Knights of Columbus  
 ↑ Downtown District  
 ↑ Mall District  
 ↑ Lakeside District  
 → Campus District

Fond du Lac Wayfinding Signs  
Trailblazing Signs

As of 2/17/2014

**Q NW Corner, Pioneer & Main, facing North**

- Mall District
- ← Historic Village District
- ← Fairgrounds District

Goodwill

**R NE Corner, Pioneer & Main, facing East**

- ↑ Mall District
- Downtown District
- Lakeside District
- Campus District

Tuckers

**S SW Pioneer & Main, facing West**

- ↑ Historic Village District
- ↑ Fairgrounds District
- ← Downtown District
- ← Lakeside District
- ← Campus District
- ← Mall District

Wal-Greens

**T SE Corner, Main & Pioneer, facing South**

- ↑ Downtown District
- ↑ Lakeside District
- ↑ Campus District
- Historic Village District
- Fairgrounds District
- ← Mall District

Needsom Supplies

**U SE Corner Pioneer & FdL Ave., facing Southeast**

- ↑ Fairgrounds District
- ↑ Downtown District
- ↑ Campus District
- ↑ Lakeside District
- ← Historic Village District
- ← Mall District

South Hills Golf

Course

Fond du Lac Wayfinding Signs  
District Menu Signs

As of 2/17/2014

<b>1 NW Lakeshore &amp; Scott, facing Northwest</b>		
←	Children's Museum	<b>Lakeside District</b>
←	Mercury Marine Museum	
←	Lakeside Park	<i>Landmark: Subway</i>
←	Softball Complex	
←	Lighthouse/Marina	
<hr/>		
<b>2 NE Lakeshore &amp; Scott, facing East</b>		
→	Lakeside Park West	<b>Lakeside District</b>
→	Boat Launches	
→	Dog Park	<i>Landmark: Mexican Rest.</i>
<hr/>		
<b>3 SW Lakeshore &amp; Scott, facing West</b>		
↑	Children's Museum	<b>Lakeside District</b>
↑	Mercury Marine Museum	
↑	Lakeside Park	<i>Landmark: Larry's Auto</i>
↑	Softball Complex	
↑	Lighthouse/Marina	
←	Lakeside Park West	
<hr/>		
<b>4 SW Scott &amp; Main, facing West</b>		
←	Lakeside Park	<b>Lakeside District</b>
←	Softball Complex	
←	Lighthouse	<i>Landmark:</i>
←	Marina	
←	Boat Launches	
<hr/>		
<b>5 SE Scott &amp; Main, facing South</b>		
↑	Lakeside Park	<b>Lakeside District</b>
↑	Softball Complex	
↑	Lighthouse	<i>Landmark: Car Dealer</i>
↑	Marina	
←	Mercury Marine Museum	
←	Children's Museum	
<hr/>		
<b>6 NE Scott &amp; Main, facing East</b>		
↑	Children's Museum	<b>Lakeside District</b>
↑	Mercury Marine Museum	
↑	Lakeside Park West	<i>Landmark: Saputo Cheese</i>
→	Lakeside Park	
→	Softball Complex	
→	Lighthouse/Marina	
<hr/>		
<b>7 SE National &amp; Scott, facing South</b>		
↑	Lakeside Park	<b>Lakeside District</b>
↑	Marina/Lighthouse	
↑	Softball Complex	<i>Landmark: Kwik Trip</i>
←	Mercury Marine Museum	
←	Children's Museum	
←	Lakeside Park West	
<hr/>		
<b>8 SE Scott &amp; Park, facing South</b>		
→	Fond du Lac High School	<b>Campus District</b>
→	High School Perf. Arts Center	
→	UW Fond du Lac	<i>Landmark:</i>
→	UW FdL Prairie Theater	
→	Gottfried Arboretum	

<b>9 NE University &amp; Johnson, facing East</b>		
→	UW Fond du Lac	<b>Campus District</b>
→	Moraine Park Tech College	
→	Soccer Complex	<i>Landmark: Rugby Field</i>
→	Fond du Lac High School	
→	Gottfried Arboretum	
←	Marian University	
<hr/>		
<b>10 SE Campus &amp; University, facing South</b>		
↑	UW Fond du Lac	<b>Campus District</b>
↑	UW FdL Prairie Theater	
→	Gottfried Arboretum	<i>Landmark: Rugby Field</i>
←	Soccer Complex	
←	Fond du Lac High School	
←	High School Perf. Arts Center	
<hr/>		
<b>11 NE Johnson &amp; National, facing East</b>		
→	Moraine Park Tech College	<b>Campus District</b>
→	Soccer Complex	
→	Fond du Lac High School	<i>Landmark: MPTC</i>
←	Marian University	
<hr/>		
<b>12 SW National &amp; Johnson, facing West</b>		
↑	UW Fond du Lac	<b>Campus District</b>
→	Marian University	
←	Moraine Park Tech College	<i>Landmark: Garden Home</i>
←	Soccer Complex	
←	Fond du Lac High School	
←	Gottfried Arboretum	
<hr/>		
<b>13 SE National &amp; Johnson, facing South</b>		
↑	Moraine Park Tech College	<b>Campus District</b>
↑	Soccer Complex	
↑	Fond du Lac High School	<i>Landmark: Elm Acres Sub'd</i>
↑	Gottfried Arboretum	
→	UW Fond du Lac	
<hr/>		
<b>14 NW Merrill &amp; Main, facing North</b>		
↑	Thelma Arts Center	<b>Downtown District</b>
↑	Library	
↑	Main Street Plaza	<i>Landmark: Blueprint Solutions</i>
↑	Marian Downtown Campus	
→	City/County Building	
→	YMCA	
<hr/>		
<b>15 NW Main &amp; Sheboygan, facing North</b>		
↑	City/County Building	<b>Downtown District</b>
↑	YMCA	
↑	Veterans Park	<i>Landmark: Nielsen Plaza</i>
↑	Saturday Farmers Market	
←	Thelma Arts Center	
←	Library	
<hr/>		
<b>16 NW 2nd &amp; Main, facing North</b>		
↑	Veterans Park	<b>Downtown District</b>
→	City/County Building	
→	YMCA	<i>Landmark:</i>
<hr/>		

Fond du Lac Wayfinding Signs  
District Menu Signs

As of 2/17/2014

<b>17 NW 2nd &amp; Macy, facing North</b>		
↑	Veterans Park	<b>Downtown District</b>
↑	City/County Building	
↑	Saturday Farmers Market	<i>Landmark:</i>
→	YMCA	

<b>26 NE Old Pioneer &amp; Martin, facing East</b>		
→	Galloway House & Village	<b>Historic Village District</b>
→	Buttermilk Creek Park	
→	Amphitheater	<i>Landmark:</i>

<b>18 SE Main &amp; Sheboygan, facing South</b>		
↑	Police Station	<b>Downtown District</b>
→	Thelma Arts Center	
→	Library	<i>Landmark:</i>

<b>27 SW Pioneer &amp; Martin, facing West</b>		
←	County Fairgrounds	<b>Fairgrounds District</b>
←	Blue Line Ice Arena	
←	Water Park	<i>Landmark:</i>
←	Expo Center	

<b>19 SE 2nd &amp; Main, facing South</b>		
↑	Thelma Arts Center	<b>Downtown District</b>
↑	Library	
↑	Main Street Plaza	<i>Landmark: Art Gallery</i>
↑	Marian Downtown Campus	
←	City/County Building	
←	YMCA	

<b>28 NW Fond du Lac Ave &amp; Pioneer, facing Northwest</b>		
→	Galloway House & Village	<b>Historic Village District</b>
→	Buttermilk Creek Park	
→	Amphitheater	<i>Landmark:</i>

<b>20 SE Main &amp; 6th, facing South</b>		
↑	City/County Building	<b>Downtown District</b>
↑	YMCA	
↑	Marian Downtown Campus	<i>Landmark:</i>
↑	Main Street Plaza	
↑	Thelma Arts Center	
↑	Library	

<b>21 SE 4th &amp; Marr, facing South</b>		
↑	Library	<b>Downtown District</b>
↑	Thelma Arts Center	
←	Veterans Park	<i>Landmark:</i>
←	City/County Building	
←	Saturday Farmers Market	

<b>22 SW 6th &amp; Park, facing West</b>		
→	Galloway House & Village	<b>Historic Village District</b>
→	Buttermilk Creek Park	
→	Amphitheater	<i>Landmark:</i>

<b>23 NW 11th &amp; Fond du Lac Ave., facing Northwest</b>		
→	County Fairgrounds	<b>Fairgrounds District</b>
→	Blue Line Ice Arena	
→	Water Park	<i>Landmark:</i>
→	Expo Center	

<b>24 SE 11th &amp; Fond du Lac Ave., facing Southeast</b>		
←	County Fairgrounds	<b>Fairgrounds District</b>
←	Blue Line Ice Arena	
←	Water Park	<i>Landmark:</i>
←	Expo Center	

<b>25 SW Pioneer &amp; Park, facing West</b>		
←	Galloway House & Village	<b>Historic Village District</b>
←	Buttermilk Creek Park	
←	Amphitheater	<i>Landmark:</i>