

# Request for Expressions of Interest

Design of Highway 101 Community Identity Signage for  
the Town of Annapolis Royal



**Annapolis Royal**

— *Nova Scotia* —

## Opportunity

The Town of Annapolis Royal is seeking to revitalize and replace the current Community Identity Signs on Highway 101 with a new design. Currently there are two signs for this purpose, both at exit 22. The possibility of the West-bound sign to be moved to another location exists and has yet to be finalized by Town Council. The East-bound sign would be overlaid with the sign that currently exists and in its current location. The Town desires highway signage that better compliments the Town. The sign should be easily read at highway speeds, be simplistic and colourful in design, and reflect the heart of the Town of Annapolis Royal.

## Design Suggestions

While the Town is open to and encourages the artistic design of the submitting parties, the Marketing and Economic Development Committee and its Highway Signage sub-committee, as well as Town Council and staff will be involved in the final design process. Because of this, the Town is encouraging submissions to be open to a staged design process involving initial consultations, concept design(s) and a final design for approval. The Town desires to have a minimum two (2) design options at the concept design stage. The Town wishes to have the design incorporate a reflective vinyl palette for optimal viewing at night. Experience working with these materials would be necessary. Conformance with all Nova Scotia Department of Transportation requirements for such signs is imperative and may involve consultation with Representative Brian Storrie.

Although price would be important in the selection of a successful candidate for this process, experience is a top priority. Inclusion of descriptions and outcomes of other successful similar projects would be strongly desired for the selection process.

## Response Process, Terms and Conditions

Parties responding to this Request for Expressions of Interest (REI) should submit an action plan proposal, including timeline, and a price estimate. Any REI should be supported with examples of any projects with similar characteristics that the respondent has successfully completed, and an outline of the submitter's experience and expertise to successfully undertake this project.

The Town of Annapolis Royal will review and consider expressions of interest received in relation to each other and reserves the right to negotiate specific terms and conditions of an agreement based on the submissions.

The Town reserves the right, at its sole discretion, to extend the date for this REI; to request clarification or further information from any party who submits an REI; to negotiate with any party with whom the Town believes it can finalize a Community Identity Sign Design agreement.

The Town may reject any or all submissions with or without discussion; may terminate and resume negotiations with any party, may collapse this selection process entirely or undertake an entirely different selection process.

This REI does not constitute or imply a contractual or other legal obligation between the Town and any party who may submit to or otherwise respond to this REI. The Town does not and will not have any obligation or liability to any person as a result of the selection process contemplated by this REI except pursuant to a legally binding Highway Community Identity Highway Sign Design agreement.

All documents submitted to the Town in connection with this selection process become the property of the Town and will not be returned. If any person regards all or any portion of an REI or other submission as confidential, this should be clearly specified.

Responses should be submitted by mail, fax or email to:

**Gregory Barr**  
Chief Administrative Officer  
Town of Annapolis Royal  
P.O. Box 310, 285 St. George Street  
Nova Scotia, BOS 1A0  
Fax: (902) 532-7443  
[cao@annapolisroyal.com](mailto:cao@annapolisroyal.com)

**Response Deadline: 12 pm (Atlantic Time) November 30, 2016**