



Request for Proposals:
Downtown Long Beach Pedestrian Wayfinding Signs

August 13, 2018

Long Beach, California

Downtown Long Beach Alliance

Contact:

Sean Warner, Placemaking Manager

Downtown Long Beach Alliance

100 W. Broadway, Suite 120

Long Beach, CA 90802

seanw@dlba.org

BACKGROUND

The Downtown Long Beach Alliance (DLBA), a non-profit Business Improvement District operating in Long Beach, California, is seeking a Contractor to fabricate and install 12 pedestrian wayfinding signs in Downtown Long Beach. In partnership with the City of Long Beach, the DLBA has engaged in a comprehensive wayfinding program to create a world-class comprehensive, coherent, coordinated pedestrian walking information system that meaningfully increases the pedestrian legibility of Downtown Long Beach, and visually establishes a unified district identity.

As the economic and cultural heart of a city of nearly 500,000 people, Downtown Long Beach is an authentic, established urban center located 20 miles south of Los Angeles on the coast of California. The Downtown area is roughly bounded by the Waterfront area to the south, Alamitos Avenue to the east, 10th Street to the north, and 710 freeway on the west (The BID boundary map can be referenced in Attachment A). In addition to a bustling office, entertainment and residential core, Downtown Long Beach boasts numerous attractions such as the Long Beach Convention and Entertainment Center, Aquarium of the Pacific, The Pike at Rainbow Harbor, and Museum of Latin American Art among others.

PURPOSE OF THE RFP

Using the Downtown Long Beach Pedestrian Wayfinding Design Intent (Attachment B) and General Sign Specifications (Attachment C) documents as the foundation, the successful respondent (Contractor) will fabricate and install 12 pedestrian direction signs.

WAYFINDING SYSTEM OBJECTIVES

The DLBA has established the following objectives for the Downtown Long Beach Pedestrian Wayfinding System:

- Assist visitors with navigating Downtown and enhance the visitor experience.
- Establish a unified identity for Downtown Long Beach.
- Improve pedestrian connectivity within Downtown, particularly between the Downtown Core and the Waterfront and the East Village and Downtown Core.

GEOGRAPHIC COVERAGE AREA AND PLACEMENT

PLACEMENT LOCATIONS

For the initial phase under this contract, a minimum of 12 pedestrian direction signs will be installed. Installations are to be coordinated with the DLBA and the City of Long Beach. These locations are shown in Attachment D.

PLACEMENT CONDITIONS

- All signs will be installed within the public right-of-way.
- Existing concrete or brick pavement base (no wall or soil installations).
- At the commencement of the project the Contractor will be provided a detailed site plan for each of the 12 sign locations.
- The Contractor shall obtain a Public Works excavation permit(s) for all locations.

REGULATORY REQUIREMENTS

Signage Review Jurisdiction

The City of Long Beach has jurisdiction over the preliminary installation locations identified in Attachment D. All sign installation locations must receive approval from the City of Long Beach before installation. DLBA action does not constitute issuance of a permit or certification that all other code requirements have been met. The selected Contractor must abide by City of Long Beach regulations and requirements for performing work within the public right-of-way. Please refer to Attachment C, General Sign Specifications, for additional guidance.

PROJECT SCOPE

TASK 1: PRE-FABRICATION

After the contract is signed but prior to commencement of work, the Contractor shall provide PDFs and three (3) 11"x17" copies of shop drawings of all fabricated items. At a minimum, these drawings shall include:

- a) Dimensions, details of construction, materials, technical data, and installation instructions for the signs required.
- b) Anchorages and accessory items.
- c) Location template drawings for items supported or anchored to permanent construction.
- d) The selected Contractor shall: a) Submit samples and color match samples (colors and finishes as indicated on drawings) for the signs, b) Submit proofs of artwork, map art, and symbols, and c) For all sign types, submit complete alphabet numerals, punctuation, materials, and graphics for review prior to start of fabrication.

The shop drawings must be stamped and signed by a licensed civil engineer.

Please refer to Attachments B and C for guidance on structural designs and shop drawings.

TASK 2: PROTOTYPE AND CONSTRUCTION DRAWINGS

- The Contractor shall fabricate elements of the full pedestrian directions sign to allow for testing and assessment of materials and design elements. Please refer to Attachment C, General Sign Specifications, for additional guidance on required samples and materials.
- If required, the Contractor shall revise shop drawings and specifications in coordination with the project architect (Selbert Perkins Design) to incorporate lessons learned from the durability testing.
- The Contractor shall submit a detailed fabrication and installation schedule of the approved shop drawings prior to initiating Task 3.

TASK 3: FABRICATION AND INSTALLATION

- Fabricate pedestrian directions signs according to approved construction drawings and specifications. Please refer to Attachments B and C for additional guidance.
- Coordination with City of Long Beach regarding site preparation, inspections, including Americans with Disabilities Act (ADA) compliance, and permitting.
- Coordination with DLBA regarding delivery.
- Site logistics including coordination of staging, traffic control, clean-up, and all other site-related issues.

MEETINGS

The Contractor should expect an iterative but efficient set of meetings with the DLBA and City of Long Beach. The estimated meetings for the scope of work include:

- Kick-off Meeting and Site Visit (1 Day)
- Weekly project management updates via conference call throughout the project
- 2 in-person group meetings with DLBA and City of Long Beach as they subject the prototype to durability testing

PROJECT ADMINISTRATION

- Project Lead: DLBA Staff

TIMELINE

- August 13, 2018 – RFP Released
- August 24, 2018 @ 5 PM PST – Deadline for Receiving Questions
- August 31, 2018 – Responses to Questions Released
- September 17, 2018 @ 5 PM PST – Proposals Due
- September 21, 2018 – Finalists Selected
- Week of October 1, 2018 – Proposer Interviews and Selection

SELECTION CRITERIA

DLBA staff, in consultation with the City of Long Beach will select the Contractor based on the following criteria:

- Experience of Contractor
- Examples of work on similar wayfinding programs or projects
- Initial fabrication and installation approach
- Fabrication and installation cost per wayfinding sign
- Proposed timeline

LIST OF RFP ATTACHMENTS

- Attachment A: Context Map (DLBA District Boundary)
- Attachment B: Pedestrian Wayfinding Design Intent
- Attachment C: General Sign Specifications
- Attachment D: Sign Locations and Message Layout
- Attachment E: Terms, Conditions and Exceptions
- Attachment F: Indemnification and Insurance Requirements

RFP QUESTIONS

Any requests for information or clarification of this RFP must be submitted in writing via email to Sean Warner at seanw@dlba.org by 5:00 PM on August 24, 2018. No oral inquiries will be answered. Companies that would like to receive responses to all questions and any other addenda that may be released should email their interest to Sean Warner at seanw@dlba.org prior to August 24, 2018.

PROPOSAL SUBMISSION REQUIREMENTS

The content and sequence of the proposals shall be as follows:

COVER LETTER

A cover letter should be provided describing the respondent, the name and address of the entity submitting the proposal, the date the entity was established, and the name, address, and telephone number of the person or persons who will serve as the entity's principal contact person with the DLBA and City and be authorized to make representations on behalf of the entity. The letter must bear the original signature of the person having proper authority to make the proposal for the entity.

EXPERIENCE

- Identify your five most recent installations for signage similar to that noted in this RFP.
- The DLBA is particularly interested in installation occurring in urban environment. The following information is requested on each project: (Limit: 1 page per project):
 - Owner name, address and telephone number that could be contacted as a reference:
 - Completion date and/or status of project
- Corporate brochures, drawings and other promotional material should be provided in a separate binder.

PROPOSED PROJECT TEAM

Please identify your project key individuals and their responsibilities during the fabrication and installation phase. Provide references for each key team member proposed.

PRICING

Provide pricing for services as outlined above. Pricing should be detailed by product and service. Outline billing and payment expectations, including timing and method of payment.

SCHEDULE

Provide timeline from project kick-off meeting to installation

GENERAL PROVISIONS AND DISCLAIMERS

This RFP is not a commitment or contract of any kind. DLBA reserves the right to alter timelines, amend or retract the RFP, waive as informality any irregularities in submittals and/or reject any and all submissions. DLBA reserves the right to waive any requirements of this RFP when it determines that waiving a requirement is in the best interest of DLBA. All expenses related to any proposer's response to

this RFP, or other expenses incurred while the selection process is underway, are the sole obligation and responsibility of the proposer.

Additional provisions and disclaimers are contained in Attachment E, Terms, Conditions, and Exceptions, and Attachment F, Indemnification and Insurance Requirements.

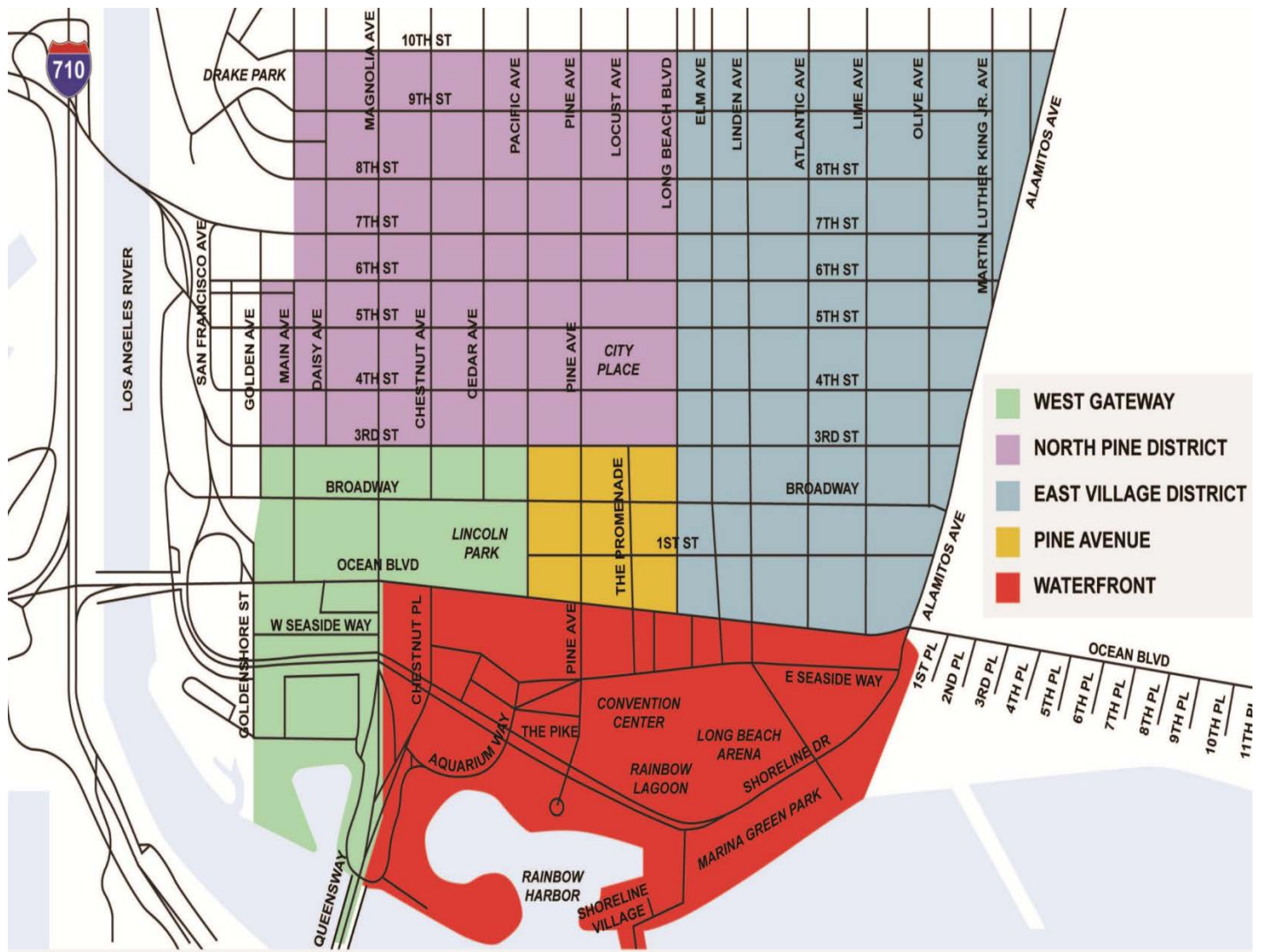
PROPOSAL SUBMISSION

Submit Proposals to:

Sean Warner
Placemaking Manager
Downtown Long Beach Alliance
100 W. Broadway, Suite 120
Long Beach, CA 90802
seanw@dlba.org

All proposals and attachments are due no later than 5:00 PM on Monday, September 17, 2018. Proposals may be submitted by regular mail or email but must be received by the deadline. One (1) USB flash drive with a searchable Adobe Acrobat Portable Document Format (PDF) copy of the proposal in its entirety must be submitted with hard copy submissions. Late submittals will not be accepted. (Please note that the DLBA email server accepts a maximum file size of 10 MB.)

DLBA Business Based Improvement District (DPIA)



Attachment B: Pedestrian Wayfinding Design Intent

DOWNTOWN LONG BEACH

PEDESTRIAN WAYFINDING - DESIGN INTENT

18 JUNE 2018



selbert perkins design collaborative

432 Culver Boulevard, Playa Del Rey, CA 90293

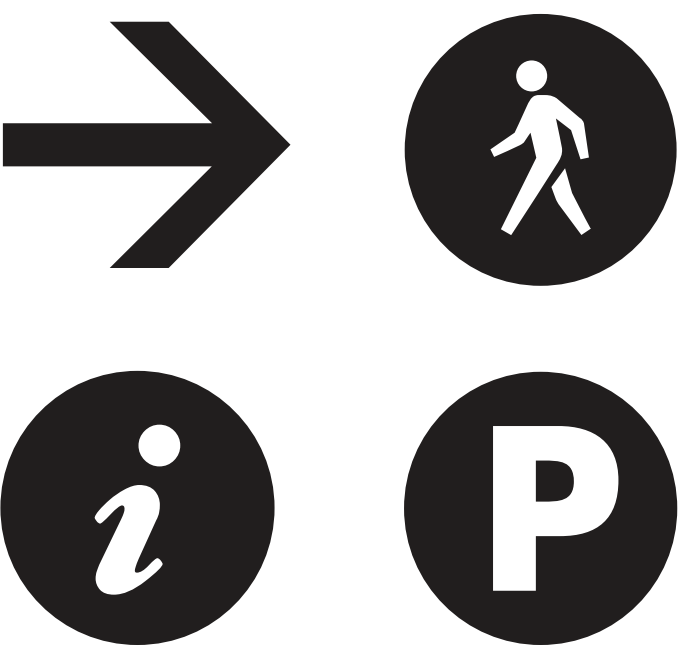
T 310 822 5223 **W** selbertperkins.com

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

GOTHAM MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

GOTHAM BOLD



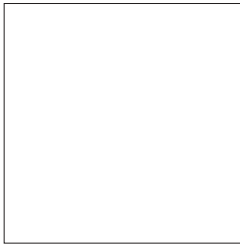
SYMBOLS

STAINLESS STEEL
OR APPROVED EQUAL



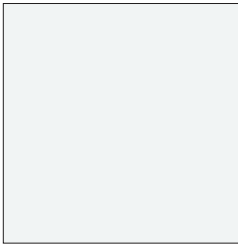
M1

CLEAR ACRYLIC
(TRANSPARENT)



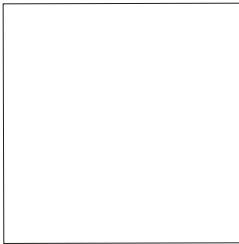
M2

FROSTED ACRYLIC
(TRANSLUCENT)



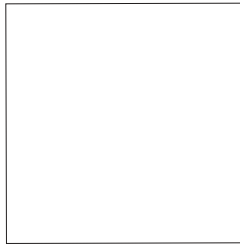
M3

WHITE ACRYLIC
(OPAQUE)



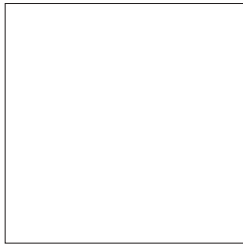
M4

WHITE ACRYLIC
(TRANSLUCENT)



M5

WHITE REFLECTIVE VINYL
(OPAQUE)



V1

MP03547
OCHO RIOS BLUE
PMS 2955C



P1

MP01992
BLUE FLAG
PMS 2935C



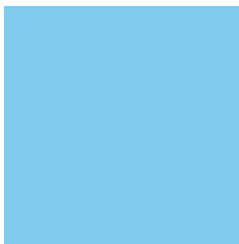
P2

MP09133
PROCESS CYAN U
PMS Process Blue C



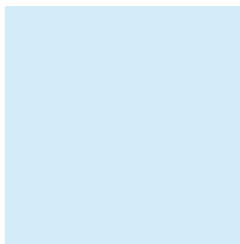
P3

MATCH TO
PMS 298C



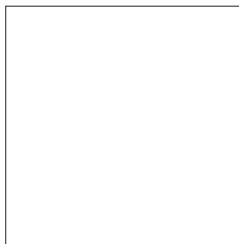
P4

MP07490
JET STREAM
PMS 2707C



P5

MP3071
WHITE WONDER



P6

MP06893
CHINESE PAGODA
PMS 199C



P7

SILVER PAINT
MP18133
GREY STEEL METALLIC



P8

MEDIUM GREY PAINT
MP09648
GRAY MATTER



P9

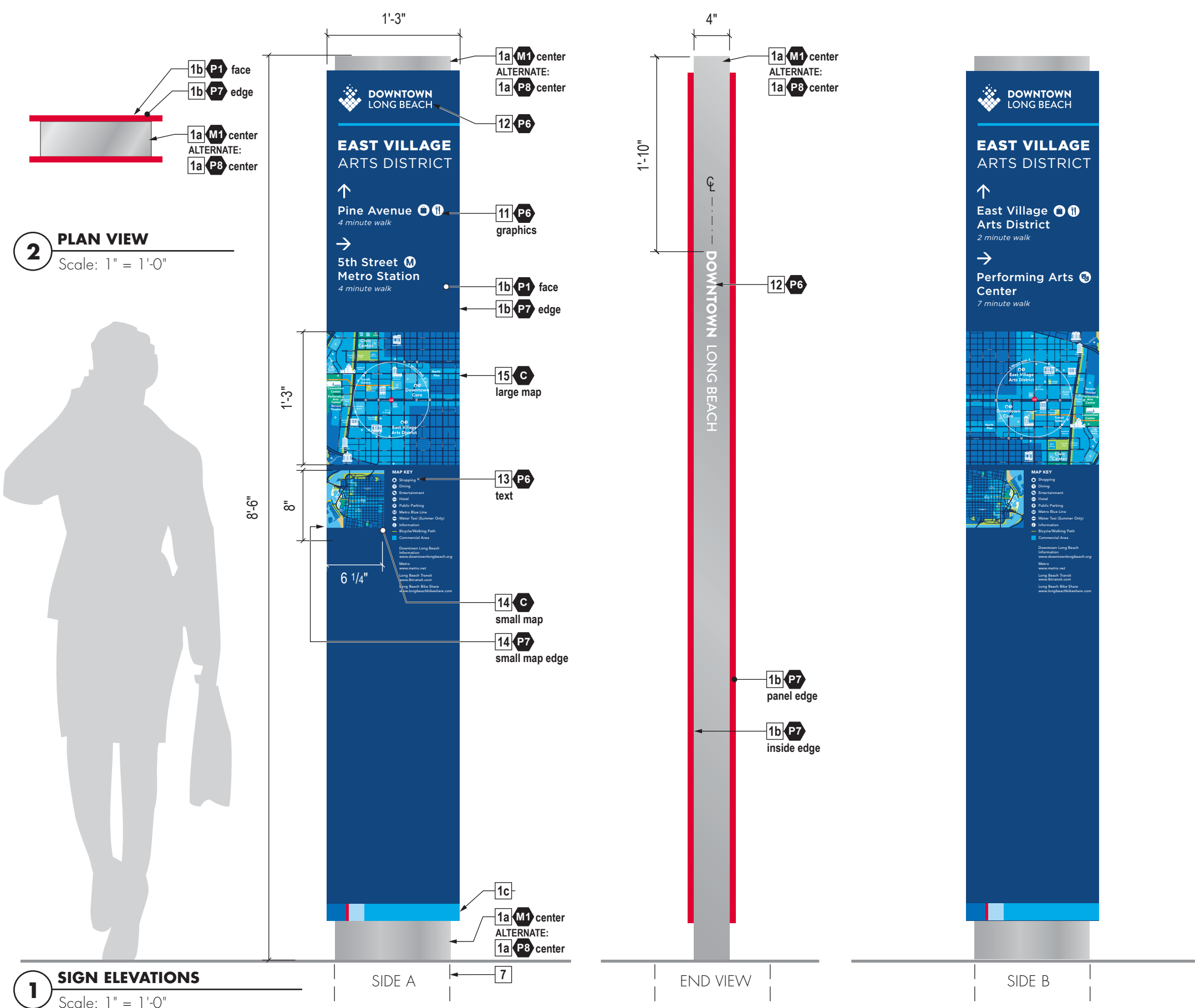
DARK GREY PAINT
MP08029
IRON AGE



P10

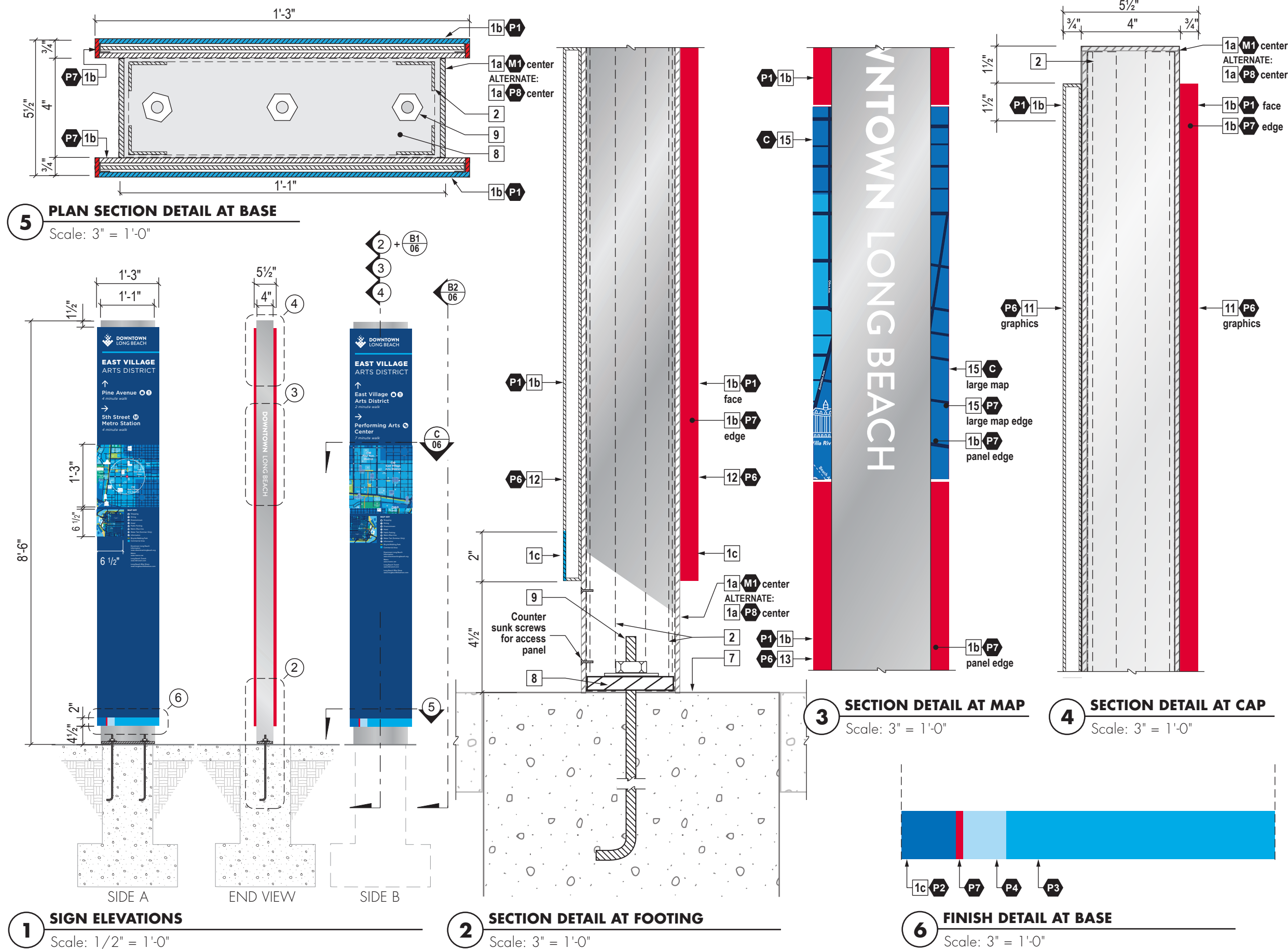
COLORS AND MATERIALS

PEDESTRIAN SIGNS DETAILS



NOTES

- Sign Cabinet:** New fabricated sign cabinet.
- Sign Cabinet Center Panel:** Support sign cabinet with stainless steel finish. Apply graffiti-resistant coating to all exposed surfaces. Ease all edges. [ALTERNATE: Silver Painted Aluminum]
- Sign Cabinet Graphic Panels:** Fabricated aluminum panels with primed and painted finish. Apply graffiti-resistant coating to all exposed surfaces. Ease all edges.
- Color Bars:** Primed and painted finish.
- Structural Frame:** Provide support structure of engineered internal aluminum angle frame as required.
- Structural Post Support:** For vertical pylons of certain height, main support (treated as pole-sign) is steel pipe embedded into concrete foundation. Only applicable per structural engineering requirements / TBD.
- Monument Base:** New fabricated stainless steel monument sign base area (kick-plate). Apply graffiti-resistant coating to all exposed surfaces. Securely bolt to upper sign cabinet. Ease all edges. [ALTERNATE: Silver Painted Aluminum]
- Exposed Concrete Base:** If Applicable and advised: Minimum height above-grade exposed concrete footing base (not shown) to have smooth finish; remove jagged edges. Apply clear sealer (tbd).
- Foundation:** Provide below-grade reinforced concrete footing and structural attachment per engineering.
- Anchor Plate:** Anchor plate. Isolate dissimilar metals.
- J-Bolts:** Attach sign frame & metal anchor plate to pre-set stainless steel anchor bolts in concrete foundation. Isolate dissimilar metals.
- Dimensional Graphics / Flush Mount:** 1/2" thick cut-out aluminum disc [ALTERNATE: cut-out Lexan]; primed and painted finish; stud-mount to cabinet; reinforce with silicone adhesive. Symbol is surface silk-screened graphic.
- Directional Graphics:** Surface applied silk-screened graphics. Apply satin clear coat sealer.
- Identity Graphics:** Surface applied silk-screened graphics. Apply satin clear coat sealer.
- Map Key Graphics:** Digitally printed or silkscreened graphics. Apply satin clear coat sealer.
- Small Map:** Digitally printed map artwork on aluminum. Apply graffiti-resistant coating.
- Large Map / Changeable:** Digitally powder coated graphic on aluminum. Direct Embed or Designer approved equivalent. Overall sign pylon can be disassembled to allow large map to insert flush or be removed. See Details.
- Site Location & Limit of Work (Measurements & Locations):** Coordinate with Owner for final sign locations and foundation requirements per local codes. Verify setbacks. Field verify all measurements. Verification process prior to developing shop drawings.

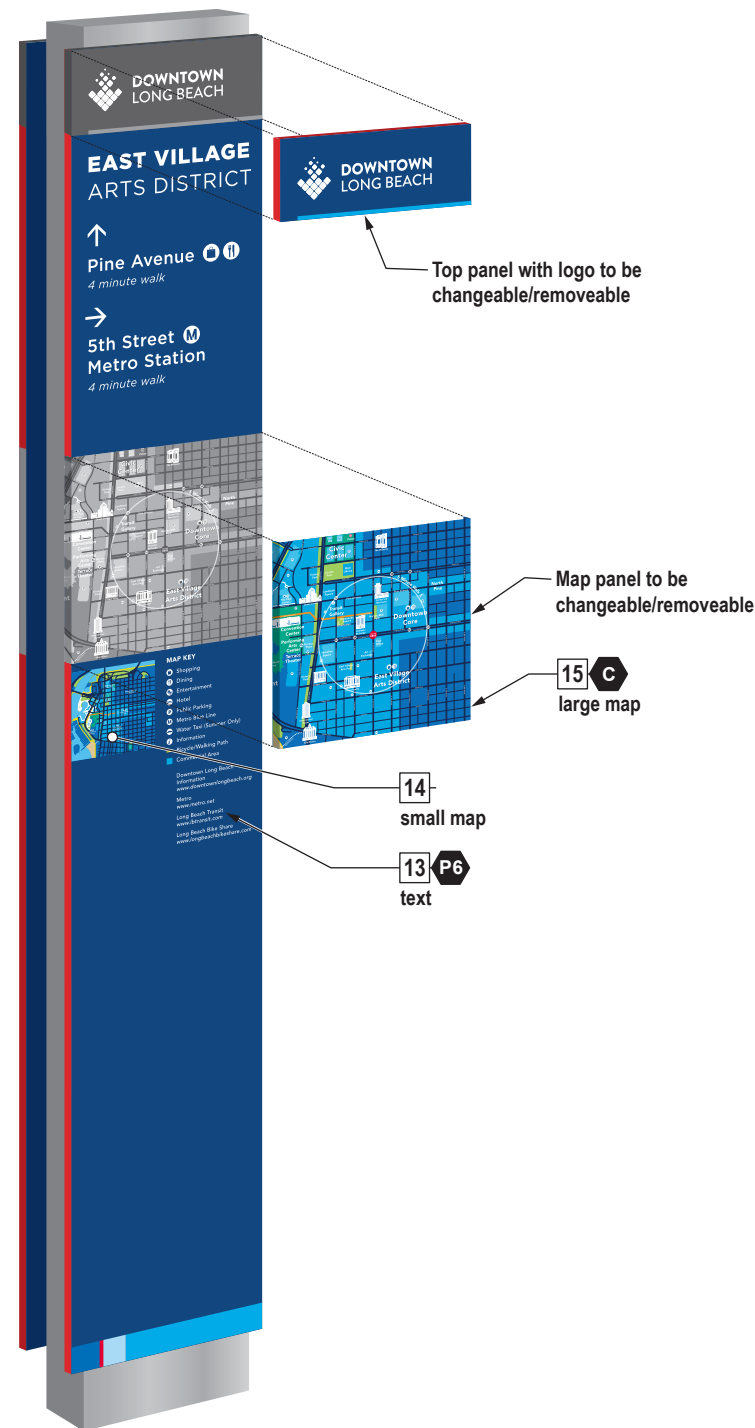


NOTES

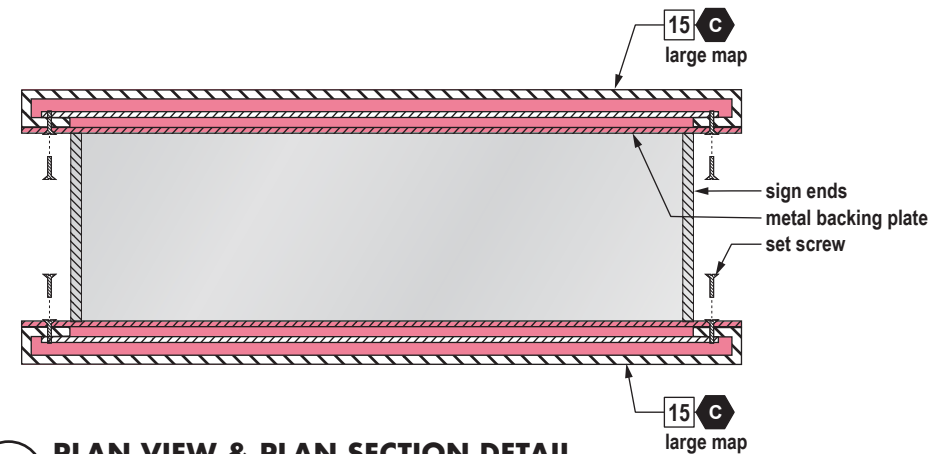
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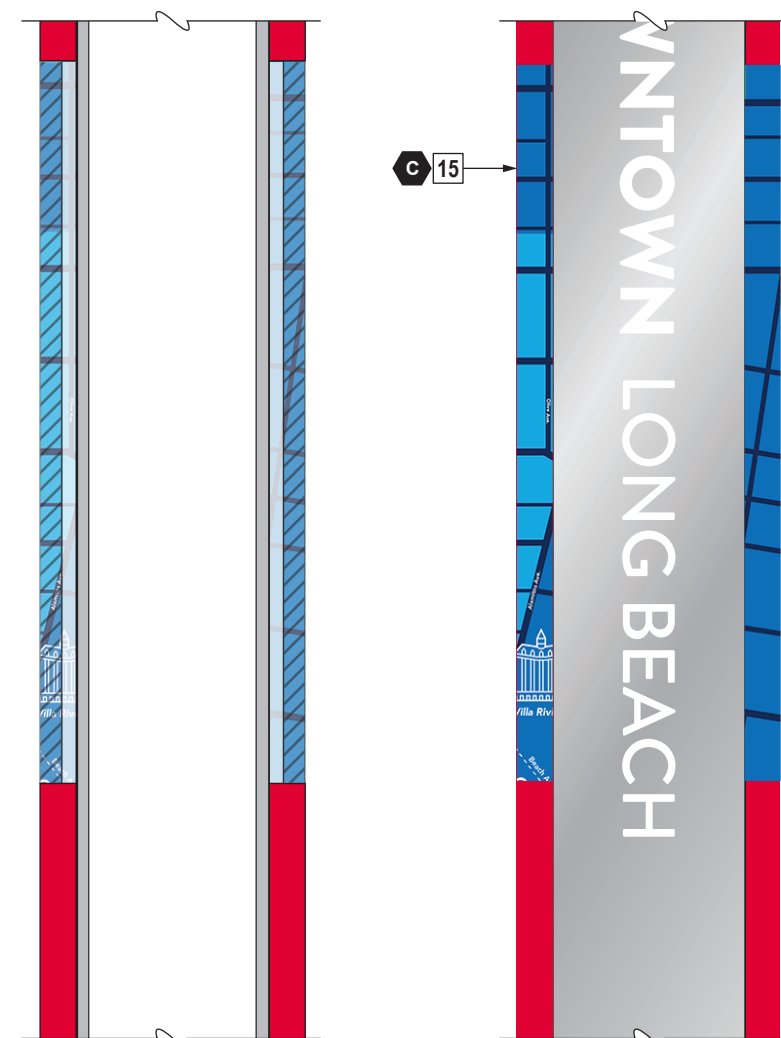
1 SIGN ELEVATION
Scale: 1/2" = 1'-0"



2 ISOMETRIC
Scale: NTS



C PLAN VIEW & PLAN SECTION DETAIL
Scale: 3" = 1'-0"



B1 SIDE SECTION DETAIL
Scale: 3" = 1'-0"

B2 R SIDE ELEVATION
Scale: 3" = 1'-0"

NOTES

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Attachment C
General Sign Specifications

PART I - GENERAL

I.1 RELATED DOCUMENTS

- A. Drawings and general provisions of the Contract, including General and Supplementary Conditions, apply to these specifications.

I.2 SUMMARY OF WORK INCLUDED

- A. CONTRACTOR shall be responsible for securing all sign permits, including payment of fees, required by Los Angeles County for the installation of all signage for the Project.
- B. Sign Fabrication: Types of signs, messages, and graphics are indicated on the Drawings and herein, and require various materials, finishes, Illumination and fabrication and installation techniques.
- C. Shop drawings, layouts, samples, and mock-ups for the approval.
- D. Structural design and calculations for all ceiling suspended signage to confirm structural integrity of the designed support connection. All structural connections will require certification by an Engineer licensed in the State of California.
- E. Installation of all fabricated signs, including all fasteners and fastenings and related electrical and data connections.
- F. Coordination with all trades of this Contract required for the fabrication and installation of the signage, including the approvals by the Owner required in this Section. Fabrication and installation of the Work in accordance with National Electrical Code (NEC); latest edition, Underwriters Laboratory (UL); latest edition, National Fire Protection Agency (NFPA); latest edition and National Electrical Manufacturers Association.
- G. Coordination and verification of all messages with Owner and Designer. The Designer to provide complete set of sign location plans with sample numbering system and electronic message schedule template for fabricator to complete sign message schedule for submission and approval by Owner and Designer.
- H. Verification of all conditions and sign dimensions in the field. Contractor to coordinate all signage requirements with the existing conditions to ensure that all proposed signs can be installed, with power and required data connections and structurally supported. Verification of conditions and sign dimensions to be completed prior to sign fabrication and approval of all required submittals.

I.3 DESIGN CRITERIA

- A. Structural design: Details on Drawings indicate a design approach for sign fabrication but do not necessarily include all fabricating details required for the complete structural integrity of the signs, including consideration for static, dynamic, and erection loads during handling, erecting, and service at the installed locations, nor do they necessarily consider the preferred shop practices of the Contractor. Therefore, it shall be the responsibility of the Fabricator to

perform the complete structural design of the signs and to incorporate all the reasonable safety factors necessary to protect the Owner and their representatives, against public liability. Designs which survive rational engineering analysis will be acceptable, provided that shop drawings, including structural design, are approved by Owner. Signs must meet all applicable local, state, and national codes, as well as testing laboratory listings where required.

I.4 SHOP DRAWINGS

- A. The Drawings presented for pricing are not fabrication drawings. The Contractor is expected to provide all details necessary to effectively explain and specify the fabrication process and the expected performance of the installed product. The Contractor must demonstrate through details and specifications their complete understanding of the desired final product and the method/process by which they are producing said product. The Contractor is responsible to field measure prior to submitting Shop Drawings. Repackaging the supplied Drawings with new title blocks and delivering them as submittals will not be accepted. Although art may be supplied electronically, Contractors must be prepared to create all graphic content from scratch – per instance as requested – to demonstrate and verify the quality and accuracy of the delivered product.
- B. The Bid Set Drawings represent the design intent for the signs required for the Project. The Contractor is responsible for the proper engineering of all elements of the Work. The internal structure, dimensions, and specifications for all items shall be indicated in the shop drawings.
- C. Description: Provide shop drawings for all items including, but not limited to the following:
 - 1. Complete fabrication and installation drawings for each sign type. Indicate dimensions, materials, finishes, fastening, anchorage, joining, sealing, backing, utility requirements, rough-in, and adjacent related site conditions.
 - 2. Each sign type with all graphic elements.
 - 3. All letter styles shall be accurately reproduced.
 - 4. Connections and routing for all power and data cabling.

I.5 SUBMITTALS

- A. Procedure: Prepare submittals to include the following:
 - 1. Notes on Drawings shall clearly define any actions requiring review by Owner.
 - 2. First article of production-run items, both large and small, will be reviewed by the Owner before production run is commenced. Quantity and selection of first article items to be determined by Owner and Designer prior to production.
 - 3. It shall be the responsibility of the Contractor to schedule all review meetings with Owner.
- B. Submit physical samples of sufficient size and quantity to illustrate materials, finishes, equipment or workmanship, and to establish standards by which completed work will be judged. Samples must represent the functional characteristics of the product or material, with integrally related parts and attachment devices, colors, and finishes.
- C. All samples to have a place for stamp approval.
- D. Required samples for review:
 - 1. Full 12" x 12" set of all specified paint colors and finishes.
 - 2. Complete, full-size message in each typeface to demonstrate proper spacing (black text on white background: outline not accepted).
 - 3. Sample of each type of fastener to be used.
 - 4. Each type of exposed metal used for major elements of work with respective finish.

5. Each type of adhesive vinyl film, including computer-cut designs, shown full-size on each of the specified ground colors.
6. Mock-ups as scheduled in this section. Mock-ups shall become the property of Owner and are not to be part of the completed work unless otherwise stated by Owner.
7. Other items as may be required by Owner, or as noted on the Drawings or herein.

I.6 QUALITY ASSURANCE

A. Mock-ups and Prototypes:

1. Provide a mock-up (partial for large Signs; complete for smaller Signs) of each sign type for review by the Designer.
2. Utilize the same materials and installation methods in the mock-up as intended for the final Work. Schedule the installation so that the mock-up may be examined, and any necessary adjustments made, prior to commencing fabrication of the final Work. Replace unsatisfactory items as directed.
3. When accepted, mock-up shall serve as the standard for materials, workmanship, and appearance for the Work throughout the project.

B. Work-In-Progress Approvals:

1. Provide work-in-progress sign elements reviews. Scheduled or unscheduled viewings at the Fabrication Facility may be initiated the Owner and/or Designer as deemed necessary to ensure continued quality control and make any adjustments required during fabrication. Unsatisfactory items are to be corrected by the Contractor.

C. Regulatory Requirements:

1. Comply with applicable requirements of the Applicable Laws and Authorities. Obtain necessary approvals and permits from all such Authorities as required.

D. Markings and Labels:

1. Locate markings, labels, manufacturer names and other identifications so as to be concealed from public view and as acceptable by Owner and Designer.
2. No trade name or other identification shall appear on any item where it is visible by the public except as specifically approved by Owner and Designer in advance.

E. Final Location of Signs:

1. The location of signs as shown on the Location Plans is for general reference only and in some cases is not representative of the exact final location. Final locations of Signs shall be field located in coordination with the Owner and Designer.
2. Contractor shall arrange for meetings at the Project to accommodate direction of final locations according to Project Construction Schedule.

F. Lettering:

1. The Contractor shall be responsible for the quality control of all lettering. All letterforms shall be crisp, sharp, free of nicks, ragged edges and discontinuous curves. All lettering shall conform to approved typeface, weight and letter spacing. No substitutions of typeface foundry, brand or version or implementation technique will be accepted without prior approval.
2. Vinyl Die Cut Graphics: All camera-ready artwork shall be anagraph scanned for cutting on a Gerber Sign Maker II or approved equal.

3. All cutting and routing shall be executed in such a manner that all edges and corners of finished letterforms are true and clean. Letterforms with rounded positive or negative corners, nicked, cut, or ragged edges, etc., will not be accepted. All letterforms shall be so aligned as to maintain a baseline parallel to the sign format. Margins must be maintained as specified in drawings.
4. All Work under the Agreement shall be performed by skilled craftsmen under supervision of trained foremen, experienced in the trade of craft required to accomplish the Work and produce a product of high quality.

G. High Quality of Workmanship:

1. The Contractor shall be responsible for the high quality of all materials and workmanship required for the execution of the Agreement including materials and workmanship of any firm or individual who act as Contractor's Sub-Contractor.
2. Contractor shall be responsible for providing up-to-date drawings, specifications, graphic schedule, etc., to all sub-contractors.

H. Dimensions

1. Written dimensions on drawings shall have precedence over scaled dimensions.
2. Contractor shall verify and be responsible for all dimensions and conditions shown by these drawings. Shop details must be approved by Designer prior to fabrication.

I. Discrepancies

1. Contractor shall notify Owner and Designer of any discrepancies in the Drawings, Sign Location Plan or Sign Message Schedule, in field dimensions or conditions and/or changes required in construction details.

J. Regulatory Requirements:

1. Comply with applicable portions in ADA-ABA Accessibility Guidelines and ICC/ANSI A117.1
2. California Building Code – CBC 2010 – Title 24
3. California Public Safety Code 2010 – Title 19
4. California Fire Code 2010 – Title 24
5. California Environmental Protection – Title 27
6. National Association of Architectural Metal Manufacturers (NAAMM) "Metal Finishes Manual."
7. American Welding Society (AWS) – AWS D1.1 "Structural Welding Code, Steel," and AWS D1.2 "Structural Welding Code, Aluminum."
8. Underwriters Laboratories Inc. (UL) – Standards for Safety, UL Publication 48 "Electric Signs."

I.7 GRAPHICS/ARTWORK

- A. Owner to provide artwork on DVD or via electronic file transfer; Adobe Illustrator, MAC Format for graphic layouts included in the Drawings.

I.8 WARRANTY

A. Signage Warranty

1. Submit to Owner a 5-year written warranty (effective the date of final acceptance) covering all Signs, notarized by the Contractor and Installer (if Sub-Contractor is used), agreeing to repair or replace the any defective signs. Upon notification of such defective

signs within the warranty period, make necessary repairs or replacement in a timely manner under the Owner's direction.

- B. Linear Polyurethane Paint Factory Finish Warranty
 - I. Submit to Owner a 5 year written warranty, warranting that the factory-applied linear polyurethane finishes will not develop excessive fading or excessive non uniformity of color or shade, and will not crack, peel, pit, corrode or otherwise fail as a result of defects in materials or workmanship within the following defined limits. Upon notification of such defects within the Warranty Period, make necessary repairs or replacement in a timely manner under the Owner's direction.
- C. "Excessive Fading"
 - I. A change in appearance which is perceptible and objectionable as determined when visually compared with the original color range standards.
- D. "Excessive Non-Uniformity"
 - I. Non-uniform fading to the extent that adjacent panels have a color difference greater than the original acceptable range of color.
- E. "Will Not Pit or Otherwise Corrode"
 - I. No pitting or other type of corrosion, discernible from a distance of 10' (3 m), resulting from the natural elements in the atmosphere at the project site.

I.9 MAINTENANCE

- A. Maintenance and Operating Manuals
 - I. Submit four (4) copies of Maintenance and Operating Manuals to Owner and 1 copy to the Designer.
 - 2. Furnish complete manuals describing the materials, devices and procedures to be followed in operating, cleaning and maintaining the Work. Include manufacturers' brochures and parts lists describing the actual materials used in the Work, including metal alloys, finishes, electrical components and other major components.
 - 3. Assemble manuals for component parts into single binders identified for each system.

PART 2 - PRODUCTS

2.1 FABRICATION

- A. Signage shall be complete for proper installation as described in the Drawings.
- B. Finish work shall be firm, well anchored, in true alignment, properly squared, with smooth clean uniform appearance, without holes, cracks, discoloration, distortion, stains, or marks.
- C. Construct all work to eliminate burrs, dents, cutting edges, and sharp corners.
- D. Finish welds on exposed surfaces to be imperceptible in the finished work.
- E. Except as indicated or directed otherwise, finish all surfaces smooth.

- F. Surfaces, which are intended to be flat, shall be without dents, bulges, oil canning, gaps, or other physical deformities.
- G. Surfaces, which are intended to be curved, shall be smoothly free-flowing to required shapes.
- H. Except where approved otherwise by Designer, conceal all fasteners.
- I. Make access panels tight-fitting, light proof, and flush with adjacent surfaces.
- J. Conceal all identification labels and Underwriters Limited labels to conform to Underwriters Limited Codes.
- K. Carefully follow manufacturer's recommended fabricating procedures regarding expansion or contraction, fastening, and restraining of acrylic plastic.
- L. Exercise care to ensure that painted, polished, and plated surfaces are unblemished in the finished work.
- M. Isolate dissimilar materials. Exercise particular care to isolate nonferrous metals from ferrous metals.
- N. Ease all exposed metal edges.
- O. Provide miscellaneous metal items required for completion of the work even though not shown or specified.
- P. Refer to Drawings for sign color and material specifications.
- Q. Paint finishes shall be Matthews Acrylic Polyurethane with Matthews Primers and Metal Pre-Treatments or Owner approved equal.
- R. Shop painting to be uniform on and around all sign elements to ensure sign elements will withstand all weather conditions.
- S. Mounting: Mounting plates shall be in conformance with manufacturer's written recommendations.

2.2 MATERIALS

- A. All Specified Metals
 - 1. Aluminum
 - a. Aluminum shall be suitable for ornamental, architectural work. Surface finish shall be smooth, free of extrusion marks or imperfections. Alloy shall be selected to meet the structural requirements of the specific application.
 - 2. Stainless Steel
 - a. Stainless steel shall be suitable for ornamental and architectural work. Surface finish shall be smooth, free of all extrusion marks or imperfections. Alloy shall be selected to meet the structural requirements of specific application. Structural metal for concealed framing shall be of galvanized rolled steel or equal as required to meet structural requirements.
- B. Aluminum exterior cabinets, spacers, back plates and frames shall be constructed from 0.25 inch aluminum, #4 horizontal brushed and clear anodized finish, unless otherwise specified on

Drawings.

- C. Extruded aluminum shapes utilizing 6063-T6 aluminum alloys, unless otherwise specified on Drawings.
- D. Concrete Installation of anchoring devices into concrete slab shall be adjusted to avoid penetrating existing reinforcing conduit, etc. contained in the concrete slab. Coordinate with the Owner.
- E. Applied Vinyl: Die-cut characters from vinyl film of nominal thickness of 3 mils with pressure-sensitive adhesive backing, suitable for exterior applications. Applied vinyl shall be 3M Scotchlite Reflective Sheeting Vinyl unless otherwise specified on drawings. Manufactured by 3M, Mitsubishi, or equal.
- F. Stainless steel exterior cabinets, spacers, back plates and frames shall be constructed from 0.125 inch stainless steel, #4 horizontal brushed and clear anodized finish, unless otherwise specified on Drawings.
- G. Stainless steel interior plaques shall be constructed from 0.125 inch thickness stainless steel sheet, #4 horizontal brushed finish with semi-gloss linear polyurethane clear coat, unless otherwise specified on Drawings.
- H. Stainless steel interior fabricated components shall be constructed from 0.0625 inch stainless steel, unless otherwise specified on Drawings.
- I. Stainless steel shall be suitable for ornamental and architectural work. Surface finish shall be smooth, free of all extrusion marks or imperfections. Alloy shall be selected to meet the structural requirements of specific application. Structural metal for concealed framing shall be of galvanized rolled steel or equal as required to satisfy structural requirements.
- J. Acrylic intended for non-illuminated use shall be 0.25 inch cast acrylic sheet with non-glare finish, unless otherwise specified on Drawings. Acrylic intended for edge-illuminated use shall be 10mm extruded acrylic sheet with embedded diffuser particles designed specifically for edge-lighting, unless otherwise specified on Drawings.
- K. Use Plexiglas II as manufactured by Rohm and Haas Co., or equal quality. Thickness shall be as indicated on Drawings or not less than 1/8" thick. Contractor shall provide color and finish samples of all plastics for approval before fabrication; no substitution in color, thickness, or finish of plastics will be accepted without written approval from Owner 's Representative. All plastics shall be of uniform color, translucence and illumination, as supplied by manufacturer. Any exposed edges of acrylic shall be finished so as no saw marks are visible.
- L. Decal or Transfer: Provide special printed paper or vinyl suitable for reproducing the design onto material indicated, as required. Submit sample to Owner 's Representative for approval.
- M. Aluminum posts shall be constructed from 2-inch square T52 tubes, 0.1875 wall thickness and #4 brushed and clear anodized finish with capped ends, unless otherwise specified on Drawings.
- N. Hardware / Hinges: Provide and install all incidental hardware necessary for the proper functioning of the Signs, including, but not restricted to, materials and products covered in this section. Provide stainless steel hinges for all hinged access panels. Provide pin tumbler locks for all access panels requiring locks. Provide stainless steel fasteners for assembling ferrous and

non-ferrous metals.

- O. Bolts, nuts, screws, washers, anchors and other devices required to complete the Work. Contractor shall use the same basic metal or alloy as the metal fastened, and finish to match in color and texture. Use stainless steel 300 series alloy where used to join dissimilar materials.
- P. All exposed fasteners to be 0.125 inch flathead stainless steel screws painted to match adjoining surfaces unless otherwise specified on drawings.
- Q. Insulation /Material Isolation: Separate all ferrous and non-ferrous metals with non-conductive gaskets to prevent electrolysis. In addition to gaskets, provide stainless steel fasteners for some cases as required.
- R. Welding Electrodes and Filler Metal
- S. Provide the alloy and type of welding electrodes and filler metal required for strength, workability, compatibility and color match after grinding smooth and finishing the fabricated product.
- T. Additional Material/Processes: For materials or processes described in the preceding list, the material and/or process as detailed in the design documents shall be used as the meet or exceed equivalent.

2.3 FINISHING MATERIALS

- A. Linear Polyurethane Coatings: Provide the following, or other products as acceptable.
 - 1. Acrylic Linear Polyurethane enamel: Two components, acrylic aliphatic isocyanate / acrylic polyurethane having ultraviolet (UV) inhibitors and engineered for exterior application by Matthews Paint Company or approved equal.
 - 2. Primer for Aluminum: Two part component primer: One-coat Matthews 74-734 and 74-735 Metal Pretreat at .25 mils dry film thickness or one-coat Matthews 74-793 Spray Bond at .15 to .25 mils dry film thickness or Wyandotte / AKZO Grip-Guard Wash Primer (2Afy-31284) with Grip-Guard Wash Primer Hardener (10AFK-31285) combined and applied per manufacturer's specifications or approved equal (primer) for the application of the pre-approved and pre-formulated paint system.
 - 3. Primer for Steel: Two part component primer: One-coat Matthews 74-734 and 74-735 Metal Pretreat at .25 mils dry film thickness or Wyandotte / AKZO Grip-Guard Wash Primer (2Afy-31284) with Grip-Guard Wash Primer Hardener (10AFK-31285) combined and applied per manufacturer's specifications or approved equal (primer) for the application of the pre- approved and pre-formulated paint system.
 - 4. Clear Sealers: Crystal clear matte polyurethane sealers By Matthews Paint Co. or approved equal. Sealers are to resist rust and corrosion associated with exposure to salt air. As required and of highest quality available, applied per manufacturer's specifications.
- B. Anodized Aluminum Components / Panels: If required, Contractor shall provide anodized (application of aluminum oxide film coating in clear or colored dye finish) aluminum panels or parts to match Executive Architect's color, grain, finish and specifications.

- C. Copper Alloy Finishes
 - 1. Cast-Bronze Plaque Finishes: Exposed surfaces free of porosity, burrs, and rough spots; with returns finished with fine-grain air blast.
 - 2. Raised Finish: Hand-tool and buff borders and raised copy to produce manufacturer's standard satin finish with overall oil-rubbed appearance.
 - 3. Recessed Background Finish: Dark oxidized.
 - 4. Clear Protective Coating: Coat exposed surfaces of copper alloys with manufacturer's standard, clear organic coating specially designed for coating copper-alloy products.
- D. Silk Screening Materials: Provide photo processed screening, arranged to furnish sharp and solid images without edge build up or bleeding of the coating. Pattern-cut screens may be used for non-repeat copy, provided that final image copy is equal to photoscreen quality. Provide only weather-resistant coating materials, compatible with the intended substrates. All silk-screened graphics are to be done with the finest screen size feasible for sharp, even reproduction.
- E. Vinyl Die-Cut and Pattern Cut-out Graphics: Use Scotchcal Opaque and Translucent film and Scotchcal Diamond Grade VIP Reflective film manufactured by 3M where specified. Use pressure-sensitive, non-yellowing, non-peeling and weather resistant vinyl as specified. Use approved fonts and equipment as specified.

2.4 FABRICATION OF SIGNS AND SUPPORTS

- A. General: Provide custom manufactured Sign assemblies, components completely fabricated and finished at factory before delivery to Project. Construct to accurate detail and dimensions as shown and as review on approved Shop Drawings. Fit and assemble the Work at the shop and mark the components as required to facilitate assembly during installation. Exposed fasteners on finished faces will not be allowed, unless specifically indicated. Waviness and oil canning of surfaces is not acceptable. Minimum material thickness is to be 0.090 inches. Conceal wiring, conduct and other electrical items within sign enclosures.
- B. Lettering: Cut and rout in a manner to produce true and clean edges and corners of finished letterforms. Letterforms having rounded positive or negative corners, nicked, cut, or ragged edges are not acceptable. Align letterforms to maintain a baseline parallel to the sign format. Maintain margins as indicated on the Drawings.
- C. Seams and Joints: The Contractor shall cut walls and floors carefully and neatly repair them in an acceptable manner. Contractor shall consult the Owner in cases where cutting into a structural portion of the building is required so that satisfactory reinforcement may be provided. Added joints shall be ground filled and finished flush and smooth with adjacent work. Such seams shall be invisible after final finish has been applied. Spot welded joints shall not be visible on exterior of signs after final finish has been applied. No gaps, light leaks, waves, or oil canning will be permitted in Work. If any of these are evident, the Contractor will be required to correct its Work or construct a new Sign at its own expense.
- D. Metal Signs and Supports: Fabricate exposed surfaces uniformly flat and smooth, without distortion, pitting, or other blemishes. Form exposed metal edges to a smooth radius. Permanently bond the laminated metal components and honeycomb core with adhesive or sealant in accordance with product manufacturer's recommendations. Grind exposed welds and rough areas to make flush with adjacent smooth surfaces.

- E. Welding: Make welds continuous. Comply with American Welding Society, Aluminum Association, and Copper Development Association standards for the type of metal used.
- F. Fasteners: Use exposed fasteners only if shown on the Construction Documents. Perform drilling and tapping at shop.
- G. Dissimilar Materials: Where metal surfaces will be in contact with dissimilar materials, coat the surfaces with epoxy paint or plate with zinc chromate, or provide other means of dielectric separation as recommended by manufacturer to prevent galvanic corrosion (i.e. Neoprene gasket as an isolation membrane)
- H. Castings: Exposed surfaces shall be uniformly free from porosity and roughness. Edges shall be filled and ground smooth. Faces shall be chemically etched and mechanically polished for specified finish.
- I. Galvanizing: Provide for steel components in exterior construction, and where noted in Drawings shall be galvanized. Complete the shop fabrication prior to application of the zinc coating. Remove mill scale and rust, clean and pickle the units as required for proper pretreatment of the surfaces.
- J. Hardware: Provide all incidental hardware necessary for the proper functioning of signs. External hardware shall conform to the external appearance of the Sign.
- K. Supports and Backing in Walls: Contractor shall provide engineered Sign supports anchored to building structure where required and to meet requirements of applicable building codes. Support or backing requiring installation within the building wall construction shall be immediately relayed to the Owner for field coordination. Contractor shall meet with the Owner to review all requirements.

2.5 SHOP APPLICATION OF SIGN FINISHES

- A. Sign Graphics: Provide the letters, numerals, symbols, and other graphics markings, using the finish materials shown. Apply the graphics neatly, uniformly proportioned and spaced, and accurate within the dimensions indicated. Prepare the substrate surfaces and apply finish materials in accordance with manufacturers' instructions.
- B. Metal Finishes: Remove scratches, abrasions, dents and other blemishes before applying finish. Apply the following to the fabricated Work, with texture and reflectivity as required to match the Architect's sample. Non-glare finish on all sign faces.
- C. Linear Polyurethane Finishes: Clean the surfaces as required for proper adhesion of coatings. Use 3M Co. "Scotch Brite" pads with cleanser and water, and/or chemically treat as recommended by paint manufacturer to remove deleterious film or residue.
- D. Linear Polyurethane Paint: Provide pretreatment and primer in accordance with manufacturer's recommendation. Add ultra violet inhibitors to paint subject to sunlight exposure.
- E. Clear Linear Polyurethane Finish: Provide pretreatment, primer, and matte or semi-gloss finish coatings in accordance with manufacturer's recommendations. Apply 1.5 to 2.0 mils (0.0375 to 0.050 mm) dry film thickness.

2.6 GRAPHIC APPLICATION

- A. Preparation: Surfaces to receive the graphic markings shall be clean, dry, and otherwise made ready for application of the materials. Accurately measure and lay out the required marking configurations as indicated on drawings.
- B. Vinyl Die-cut and Pattern-cut Graphics: Use pressure sensitive, non-yellowing, non-peeling and weather resistant vinyl adhesive letters or images, custom flood coated as required, die cut from ScotchCal or ScotchLite as manufactured by 3M Company. Apply in strict accordance with manufacturer's instructions. Make uniformly smooth and free from bubbles, wrinkles, stretching and blemishes.
- C. Painted or Silk-screened Graphics: All graphics shall be applied using photo processed screens from camera ready art, arranged to furnish sharp and solid images without build-up or bleeding of the coating. Comply with coating manufacturer's application instructions. Provide proper type of primer to suit each substrate and obtain a permanent bond. Verify compatibility of each substrate with the coatings to be used in the Work. Apply the markings with neat edges, minimum 3 mils (0.075 mm) dry film thickness and as required to obtain solid markings without voids.

PART 3 - EXECUTION

3.1 VERIFICATION OF CONDITIONS

- A. Inspect all surfaces to receive signage and report all defects which would interfere with signage installation.
- B. Starting Work implies acceptance of surfaces as satisfactory
- C. Verify all conditions and sign dimensions in field. Contractor to review and study architectural, landscape, lighting, electrical and related plans to insure that all proposed signs can be installed and supported. Verification of conditions and sign dimensions to be completed prior to sign fabrication and reviewed with the Owner.

3.2 INSTALLATION

- A. Install signage upon acceptance by the Owner of material and substantial completion of job site area to receive such materials.
- B. Special Precautions: Guard against damaging existing pavements and planting where signage is to be installed.
- C. Footings beneath topping surface shall be installed and located prior to top surface installation.
- D. Prior to installation, check all components, nuts, bolts, and other connections for proper alignment, fit and any damage. Replace damaged or defective components.

3.3 CLEAN UP

- A. Keep areas of work clean, neat and orderly at all times. Clean surfaces, inside and out. Use approved cleaners if necessary to remove dirt.
- B. Protective coverings and strippable films shall be removed at a time that will afford the greatest protection of the furniture. Surfaces shall be cleaned to remove excess glazing and

sealant compounds, dirt, and other substances.

- C. Upon completion of work and before final acceptance, remove tools, surplus materials, apparatus, and debris from the site. Leave the site in a neat, clean condition, acceptable to the Engineer. Wash, clean, and leave paved areas without stains.

3.4 FINAL INSPECTION AND ACCEPTANCE

- A. Upon completion of work, a final inspection for acceptance will be performed by Owner.
- B. All mock-ups and unused submittals shall be removed from site prior to final acceptance.
- C. Submit operation manuals, tools, and keys as specified in this Section.

END OF SECTION

Attachment D: Sign Locations and Message Layouts

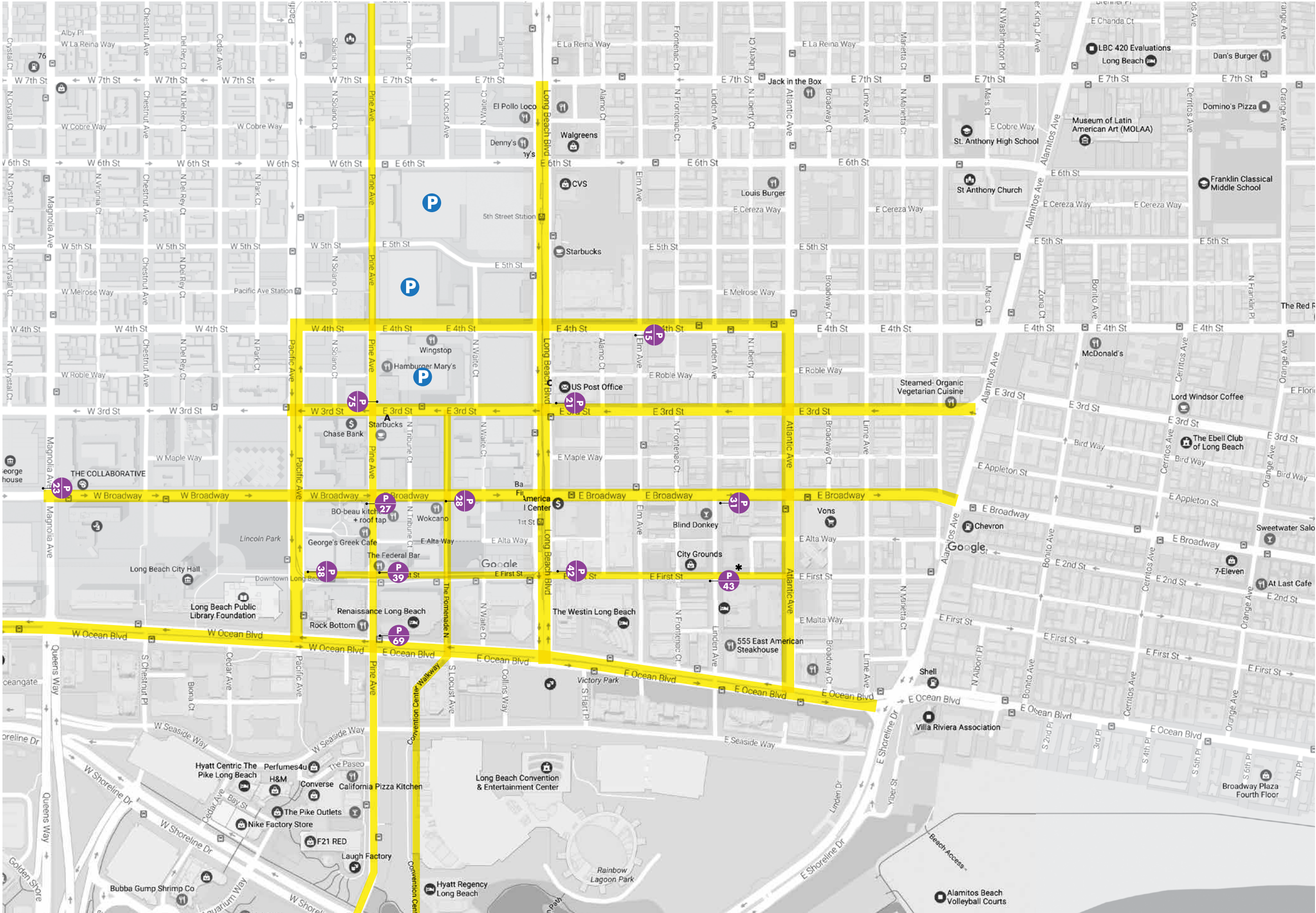
PHASE 1 SIGN LOCATIONS & MESSAGE LAYOUTS

SIGN TYPES



P PEDESTRIAN DIRE

PEDESTRIAN PATHS OF TRAVE



Side A
P
15
Side B

Side A

DOWNTOWN LONG BEACH

EAST VILLAGE ARTS DISTRICT

↑
Downtown Core
6 minute walk

←
Waterfront District
8 minute walk

MAP KEY

- Shopping
- Dining
- Entertainment
- Hotel
- Public Parking
- Metro Blue Line
- Water Taxi (Summer Only)
- Information
- Bicycle/Walking Path
- Commercial Area

Downtown Long Beach
Information
www.downtownlongbeach.org
Metro
www.metro.net
Long Beach Transit
www.lbttransit.com
Long Beach Bike Share
www.longbeachbikeshare.com

Side B

DOWNTOWN LONG BEACH

EAST VILLAGE ARTS DISTRICT

↑
Museum of Latin American Art
10 minute walk

→
Waterfront District
15 minute walk

MAP KEY

- Shopping
- Dining
- Entertainment
- Hotel
- Public Parking
- Metro Blue Line
- Water Taxi (Summer Only)
- Information
- Bicycle/Walking Path
- Commercial Area

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Side A
P
21
Side B

Side A

DOWNTOWN LONG BEACH

EAST VILLAGE ARTS DISTRICT

↑
Pine Avenue 6 11
4 minute walk

→
5th Street Metro Station M
4 minute walk

MAP KEY

- Shopping
- Dining
- Entertainment
- Hotel
- Public Parking
- Metro Blue Line
- Water Taxi (Summer Only)
- Information
- Bicycle/Walking Path
- Commercial Area

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Information
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Metro
www.metro.net
Long Beach Transit
www.lbttransit.com
Long Beach Bike Share
www.longbeachbikeshare.com

Side B

DOWNTOWN LONG BEACH

EAST VILLAGE ARTS DISTRICT

↑
East Village Arts District 6 11
2 minute walk

→
Performing Arts Center 26
7 minute walk

MAP KEY

- Shopping
- Dining
- Entertainment
- Hotel
- Public Parking
- Metro Blue Line
- Water Taxi (Summer Only)
- Information
- Bicycle/Walking Path
- Commercial Area

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Long Beach Transit
www.lbttransit.com
Long Beach Bike Share
www.longbeachbikeshare.com

Side A
P
23
Side B

Side A

DOWNTOWN LONG BEACH

W. GATEWAY DISTRICT

→ Courthouse

↑ Caesar Chavez Park
6 minute walk



MAP KEY

- Shopping
- Dining
- Entertainment
- Hotel
- Public Parking
- Metro Blue Line
- Water Taxi (Summer Only)
- Information
- Bicycle/Walking Path
- Commercial Area

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Information
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Metro
www.metro.net
Long Beach Transit
www.lbttransit.com
Long Beach Bike Share
www.longbeachbikeshare.com

Side B

DOWNTOWN LONG BEACH

W. GATEWAY DISTRICT

↑ Downtown Core
7 minute walk

Civic Center
4 minute walk

→ Waterfront District
12 minute walk



MAP KEY

- Shopping
- Dining
- Entertainment
- Hotel
- Public Parking
- Metro Blue Line
- Water Taxi (Summer Only)
- Information
- Bicycle/Walking Path
- Commercial Area

Downtown Long Beach
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Metro
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Long Beach Transit
www.lbttransit.com
Long Beach Bike Share
www.longbeachbikeshare.com

Side A
P
27
Side B

Side A


DOWNTOWN LONG BEACH

DOWNTOWN CORE

↑ Waterfront District
7 minute walk

Convention Ctr. 7 minute walk

→ Civic Center
4 min. walk



MAP KEY

- Shopping
- Dining
- Entertainment
- Hotel
- Public Parking
- Metro Blue Line
- Water Taxi (Summer Only)
- Information
- Bicycle/Walking Path
- Commercial Area

Downtown Long Beach
Information
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Metro
www.metro.net
Long Beach Transit
www.lbttransit.com
Long Beach Bike Share
www.longbeachbikeshare.com

Side B

DOWNTOWN LONG BEACH

DOWNTOWN CORE

→ East Village Arts District
8 minute walk

← The Promenade
Civic Center
5 minute walk



MAP KEY

- Shopping
- Dining
- Entertainment
- Hotel
- Public Parking
- Metro Blue Line
- Water Taxi (Summer Only)
- Information
- Bicycle/Walking Path
- Commercial Area

Downtown Long Beach
Information
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Metro
www.metro.net
Long Beach Transit
www.lbttransit.com
Long Beach Bike Share
www.longbeachbikeshare.com

Side A
P
28
Side B

Side A

DOWNTOWN LONG BEACH

DOWNTOWN CORE

↑
Pine Avenue 🚶 🚲

←
Transit Gallery M
Bikestation
Convention Ctr. 🚶
7 minute walk



MAP KEY

- 🚶 Shopping
- 🚶 Dining
- 🚶 Entertainment
- 🚶 Hotel
- 🚶 Public Parking
- 🚶 Metro Blue Line
- 🚶 Water Taxi (Summer Only)
- 🚶 Information
- 🚶 Bicycle Walking Path
- 🚶 Commercial Area

Downtown Long Beach
Information
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Metro
www.metro.net
Long Beach Transit
www.lbttransit.com
Long Beach Bike Share
www.longbeachbikeshare.com

Side B

DOWNTOWN LONG BEACH

DOWNTOWN CORE

↑
East Village 🚶 🚲
Arts District
5 minute walk

→
Transit Gallery M
Bikestation
Convention Ctr. 🚶
7 minute walk



MAP KEY

- 🚶 Shopping
- 🚶 Dining
- 🚶 Entertainment
- 🚶 Hotel
- 🚶 Public Parking
- 🚶 Metro Blue Line
- 🚶 Water Taxi (Summer Only)
- 🚶 Information
- 🚶 Bicycle Walking Path
- 🚶 Commercial Area

Downtown Long Beach
Information
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Metro
www.metro.net
Long Beach Transit
www.lbttransit.com
Long Beach Bike Share
www.longbeachbikeshare.com

Side A
P
31
Side B

Side A

DOWNTOWN LONG BEACH

EAST VILLAGE ARTS DISTRICT

↑
Downtown Core
🚶 🚲 7 minute walk

The Promenade 🚶
6 minute walk

←
Waterfront District
🚶 🚲 🚶 12 minute walk



MAP KEY

- 🚶 Shopping
- 🚶 Dining
- 🚶 Entertainment
- 🚶 Hotel
- 🚶 Public Parking
- 🚶 Metro Blue Line
- 🚶 Water Taxi (Summer Only)
- 🚶 Information
- 🚶 Bicycle Walking Path
- 🚶 Commercial Area

Downtown Long Beach
Information
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Metro
www.metro.net
Long Beach Transit
www.lbttransit.com
Long Beach Bike Share
www.longbeachbikeshare.com

Side B

DOWNTOWN LONG BEACH

EAST VILLAGE ARTS DISTRICT

↑
Museums
12 minute walk

Alamitos Beach
11 minute walk

→
Waterfront District
🚶 🚲 🚶 12 minute walk



MAP KEY

- 🚶 Shopping
- 🚶 Dining
- 🚶 Entertainment
- 🚶 Hotel
- 🚶 Public Parking
- 🚶 Metro Blue Line
- 🚶 Water Taxi (Summer Only)
- 🚶 Information
- 🚶 Bicycle Walking Path
- 🚶 Commercial Area

Downtown Long Beach
Information
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Metro
www.metro.net
Long Beach Transit
www.lbttransit.com
Long Beach Bike Share
www.longbeachbikeshare.com

Side A
P
38
Side B

Side A

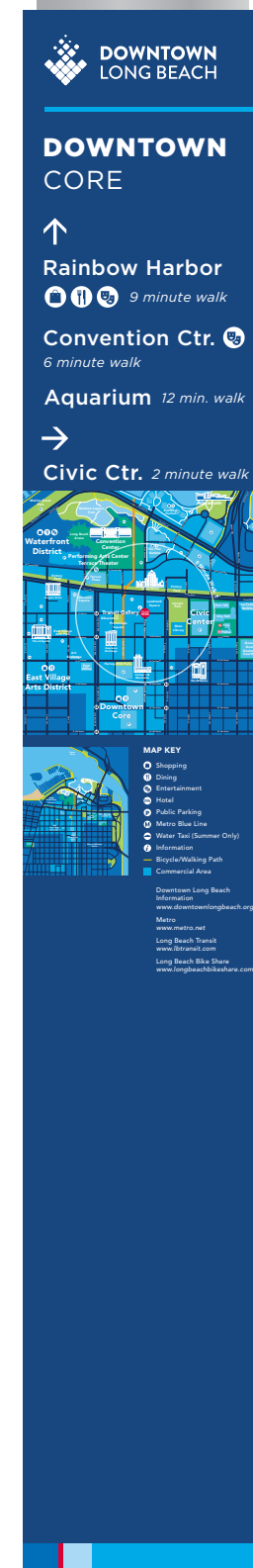


Side B



Side A
P
39
Side B

Side A



Side B



Side A
P
42
Side B

Side A

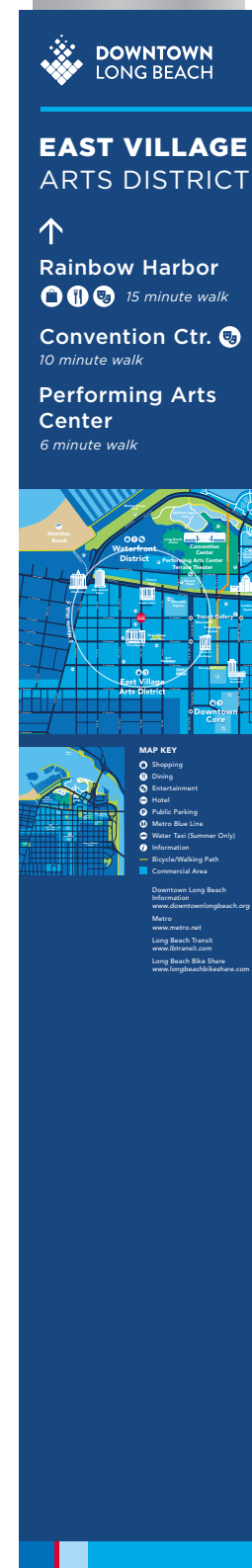


Side B



Side A
P
43
Side B

Side A



Side B



Side A
P
69
Side B

Side A



Side B



Side A
P
75
Side B

Side A



Side B





Attachment E
Terms, Conditions and Exceptions

1. The DLBA reserves the right to alter, amend, or modify any provisions of this RFP, or to withdraw this RFP, at any time prior to the award of a contract pursuant hereto, if it is in the best interest of the Downtown Long Beach Alliance (DLBA) to do so.
2. The DLBA reserves the right to waive informalities and minor irregularities in proposals received.
3. The DLBA reserves the right to reject any or all proposals received prior to contract award.
4. Any irregularities or lack of clarity in the RFP should be brought to the DLBA's attention as soon as possible so that corrective addenda may be furnished to prospective Contractors.
5. Proposals must include any and all proposed terms and conditions, including, without limitation, written warranties, maintenance/service agreements, license agreements, lease purchase agreements and the Contractor's standard contract language. The omission of these documents may render a proposal non-responsive.
6. Alterations, modifications or variations to a proposal may not be considered unless authorized by the DLBA.
7. No attempt may be made at any time to induce any firm or person to refrain from submitting a proposal or to submit any intentionally high or noncompetitive proposal. All proposals must be made in good faith and without collusion.
8. The awarded Contractor agrees to provide services as set forth in their proposal in response to this RFP. No other costs, rates or fees shall be payable to the awarded Contractor for implementation of their proposal.
9. The DLBA is not liable for any costs incurred by Contractors prior to entering into a formal contract. Costs of developing the proposals or any other such expenses incurred by the Contractor in responding to the RFP, are entirely the responsibility of the Contractor, and shall not be reimbursed in any manner by the DLBA.
10. A proposal submitted in response to this RFP must identify any subcontractors, and outline the contractual relationship between the awarded Contractor and each subcontractor. An official of

each proposed subcontractor must sign, and include as part of the proposal submitted in response to this RFP, a statement to the effect that the subcontractor has read and will agree to abide by the awarded Contractor's obligations.

11. The awarded Contractor will be the sole point of contract responsibility. The DLBA will look solely to the awarded Contractor for the performance of all contractual obligations which may result from an award based on this RFP, and the awarded Contractor shall not be relieved for the non-performance of any or all Subcontractors.
12. The awarded Contractor must maintain, for the duration of its contract, insurance coverages as required by the DLBA. Work on the contract shall not begin until after the awarded Contractor has submitted acceptable evidence of the required insurance coverages.
13. Each Contractor must disclose any existing or potential conflict of interest relative to the performance of the contractual services resulting from this RFP. Any such relationship that might be perceived or represented as a conflict should be disclosed. The DLBA reserves the right to disqualify any Contractor on the grounds of actual or apparent conflict of interest.
14. Each Contractor must include in its proposal a complete disclosure of any alleged significant prior or ongoing contract failures, any civil or criminal litigation or investigation pending which involves the Contractor or in which the Contractor has been judged guilty or liable. Failure to comply with the terms of this provision will disqualify any proposal. The DLBA reserves the right to reject any proposal based upon the Contractor's prior history with the DLBA or with any other party, which documents, without limitation, unsatisfactory performance, adversarial or contentious demeanor, significant failure(s) to meet contract milestones or other contractual failures.
15. A submitted response to this RFP shall constitute an agreement to all terms and conditions specified in the RFP, except such terms and conditions that the Contractor expressly excludes.
16. The DLBA reserves the right to negotiate final contract terms with any Contractor selected. The contract between the parties will consist of the RFP together with any modifications thereto, and the awarded Contractor's proposal, together with any modifications and clarifications thereto that are submitted at the request of the DLBA during the evaluation and negotiation process. In the event of any conflict or contradiction between or among these documents, the documents shall control in the following order of precedence: the final executed contract, the RFP, any modifications and clarifications to the awarded Contractor's proposal, and the awarded

Contractor's proposal. Specific exceptions to this general rule may be noted in the final executed contract.

17. Contractor understands and acknowledges that the representations above are material and important, and will be relied on by the DLBA in evaluation of the proposal. Any Contractor misrepresentation shall be treated as fraudulent concealment from the DLBA of the true facts relating to the proposal.
18. No announcement concerning the award of a contract as a result of this RFP may be made without the prior written approval of the DLBA.
19. Proposers are advised that any contract awarded pursuant to this procurement process that exceeds \$100,000 shall be subject to approval by the DLBA Executive Committee and/or Board of Directors.
20. All work performed in connection with construction shall be performed in compliance with all applicable laws, ordinances, rules and regulations of federal, state, county or municipal governments or agencies, and (b) all directions, rules and regulations of any fire marshal, health officer, building inspector, or other officer of every governmental agency now having or hereafter acquiring jurisdiction.
21. Contractor shall indemnify, protect and hold harmless DLBA, its Board, and their officials, employees and agents ("Indemnified Parties"), from and against any and all liability, claims, demands, damage, loss, obligations, causes of action, proceedings, awards, fines, judgments, penalties, costs and expenses, including attorneys' fees, court costs, expert and witness fees, and other costs and fees of litigation, arising or alleged to have arisen, in whole or in part, out of or in connection with (1) Contractor's breach or failure to comply with any of its obligations contained in this Contract, including any obligations arising from the Project's Contractor's compliance with or failure to comply with applicable laws or (2) negligent or willful acts, errors, omissions or misrepresentations committed by Contractor, its officers, employees, agents, subcontractors, or anyone under Contractor's control, in the performance of work or services under this Contract (collectively "Claims" or individually "Claim").

In addition to Contractor's duty to indemnify, Contractor shall have a separate and wholly independent duty to defend Indemnified Parties at Contractor's expense by legal counsel approved by DLBA, from and against all Claims, and shall continue this defense until the Claims are resolved,

whether by settlement, judgment or otherwise. No finding or judgment of negligence, fault, breach, or the like on the part of Contractor shall be required for the duty to defend to arise. DLBA shall notify Contractor of any Claim, shall tender the defense of the Claim to Contractor, and shall assist Contractor, as may be reasonably requested, in the defense.

If a court of competent jurisdiction determines that a Claim was caused by the sole negligence or willful misconduct of Indemnified Parties, Contractor's costs of defense and indemnity shall be (1) reimbursed in full if the court determines sole negligence by the Indemnified Parties, or (2) reduced by the percentage of willful misconduct attributed by the court to the Indemnified Parties.

If the Contractor elects to use subcontractors, Contractor agrees to require its subcontractors to indemnify Indemnified Parties and to provide insurance coverage to the same extent as Contractor.

The provisions of this Section shall survive the expiration or termination of this Contract.

Attachment F
Indemnification and Insurance Requirements

INDEMNIFICATION: Contractor shall defend, indemnify, and hold harmless the Downtown Long Beach Alliance (DLBA), its Boards, and their officials, employees, and agents; and the City of Long, its Commissions and Boards, and their officials, employees, and agents, from and against any and all demands, claims, causes of action, liability, loss, liens, damage, costs, and expenses (including attorney's fees) arising from or in any way connected or alleged to be connected with Contractor's performance of the work under this Agreement and from any act or omission, willful misconduct, or negligence (active or passive) by or alleged to be by Contractor, its employees, agents, or subcontractor's either as a sole or contributory cause, sustained by any person or entity (including employees or representatives of City or Contractor). The foregoing shall not apply to claims or causes of action caused by the sole negligence or willful misconduct of the Downtown Long Beach Alliance, its Boards, and their officials, employees, and agents; and/or the City of Long, its Commissions and Boards, and their officials, employees, and agen.

INSURANCE: As a condition precedent to the effectiveness of this Agreement, Contractor shall procure and maintain at Contractor's expense for the duration of this Agreement from an insurance company that is admitted to write insurance in the State of California or that has a rating of or equivalent to an A:VIII by A.M. Best and Company the following insurance:

(a) Commercial general liability insurance equivalent in scope to ISO form CG 00 01 11 85 and that does not exclude coverage for the use of explosives, liability resulting from XCU (explosion, underground, and collapse) perils, cross liability protection, sudden and accidental pollution and cleanup liability, mobile equipment, marine liability, and products and completed operations liability naming the **Downtown Long Beach Alliance, and their officials, employees, and agents; and the City of Long Beach, and their officials, employees, and agents** as additional insureds on a form equivalent in coverage scope to ISO CG 20 10 11 85 from and against claims, demands, causes of action, expenses, costs, or liability for injury to or death of persons, or damage to or loss of property arising out activities performed by or on behalf of the Contractor in an amount not less than One Million Dollars (US \$1,000,000) per occurrence and Two Million Dollars (US \$2,000,000) in general aggregate.

(b) Workers' compensation coverage as required by the Labor Code of the State of California and Employer's liability insurance with minimum limits of One Million Dollars (US \$1,000,000) per

accident or occupational illness. The policy shall be endorsed with a waiver of the insurer's right of subrogation against the **Downtown Long Beach Alliance, and their officials, employees, and agents; and the City of Long Beach, and their officials, employees, and agents.**

(c) Automobile liability insurance equivalent in coverage scope to ISO CA 00 01 06 92 in an amount not less than One Million Dollars (US \$1,000,000) combined single limit (CSL) per accident for bodily injury and property damage covering Symbol 1 ("any autos").

(d) Professional liability or errors and omissions liability insurance in an amount not less than One Million Dollars (\$1,000,000) per claim and in aggregate covering the services provided pursuant to this Agreement.

(e) Excess liability insurance (excess of (a) (c), and (d)) on a following form basis insurance, including, but not limited to, additional insured coverage, in an amount not less than Four Million Dollars (\$4,000,000) per claim and in aggregate covering the services provided pursuant to this Agreement.

(f) Any self-insurance program or self-insurance retention must be approved separately in writing by DLBA and shall protect the **Downtown Long Beach Alliance (DLBA), and their officials, employees, and agents; and the City of Long Beach, and their officials, employees, and agents** in the same manner and to the same extent as they would have been protected had the policy or policies not contained retention provisions. Each insurance policy shall be endorsed to state that coverage shall not be suspended, voided, or canceled by either party except after thirty (30) days prior written notice to DLBA and City, and shall be primary and not contributing to any other insurance or self-insurance maintained by DLBA or City.

Any subcontractors which Contractor may use in the performance of this Agreement shall be required to maintain insurance in compliance with the provisions of this section and to indemnify the DLBA and City to the same extent as Contractor.

Contractor shall deliver to DLBA and City certificates of insurance and original endorsements for approval as to sufficiency and form prior to the start of performance hereunder. The certificates and endorsements for each insurance policy shall contain the original signature of a person authorized by that insurer to bind coverage on its behalf. "Claims-made" policies are not acceptable unless DLBA or City determines that "Occurrence" policies are not available in the market for the risk being insured. If a "Claims-made" policy is accepted, it must provide for an

extended reporting period of not less than one hundred eighty (180) days. Such insurance as required herein shall not be deemed to limit Contractor's liability relating to performance under this Agreement. DLBA and City reserves the right to require complete certified copies of all said policies at any time. Any modification or waiver of the insurance requirements herein shall be made only with the approval of DLBA and City. The procuring of insurance shall not be construed as a limitation on liability or as full performance of the indemnification provisions of this Agreement.