



Request For Proposals: Welcome Sign Design and Fabrication for Noyo Harbor

Issue Date: October 20, 2025

Proposal Due Date: November 21, 2025, 5:00PM PST

Introduction

Noyo Harbor District in partnership with West Business Development Center is seeking proposals from a qualified firm with specific experience designing and fabricating signage for public wayfinding. The selected firm will create one design that will be installed at both the northern and southern entry points of Noyo Harbor in Fort Bragg, California. This signage will serve as both a visual introduction and a symbolic threshold to the harbor experience.

This project aims to reinforce the Harbor's unique maritime identity while improving visual wayfinding for visitors, fishermen, business customers and the community. Qualified proposers must be able to analyze the existing signage and traffic patterns and develop a design to improve on the experience of navigating the Harbor. The design should create a welcoming and safe atmosphere maintaining the Harbor's current brand. The primary goal is to improve the overall visitor experience resulting in repeat visitation and improved aesthetic of the Harbor entrance.

Background

This project is being undertaken as part of a broader effort to elevate the public-facing experience of Noyo Harbor, a working waterfront that blends commercial fishing heritage with recreation, hospitality, and marine services. In February 2024, Noyo Harbor District and West Center were awarded a \$3.2 million grant through the California Jobs First initiative. \$2.3 million is being allocated to the construction of a 20-ton flake ice house which will service Noyo Harbor and the surrounding areas, creating affordable ice that is essential to the fishing industry. This initiative also supports the revitalization of the fishing fleet through expanding markets and maritime education.

Noyo Harbor is an historic working waterfront with 256 slips and an active commercial fleet. The Harbor draws fishermen from all over the state and beyond for its protected marina and easy access to the Pacific Ocean. Noyo Harbor also draws tourists looking for fresh seafood, sea life sightings, sport fishing and more.

Project Overview

One sign will be designed and placed in two places: one at the north harbor entrance, located north of the Noyo Harbor bridge; and one at the south harbor entrance, near Basin Street which is a key access route that leads into the marina.

The existing signs currently in place should not be considered indicative of the desired outcome. They were installed in previous eras and do not reflect the character, craftsmanship, or impact we seek in the new signage. Designers should approach the project with fresh eyes and creative freedom, using inspiration drawn from the harbor's current brand and its landscape.

The project can be bid in multiple forms, design only, design and fabrication and fabrication only. Installation is not required. Permitting and installation logistics will be coordinated by Noyo Harbor District; proposers may identify any permitting needs anticipated, but it is not required.

The selected designer will be responsible for developing the final design and art files suitable for fabrication. Deliverables will include: Initial concept sketches, refined design mock-ups, and final art files suitable for fabrication. Final artwork should be delivered as a layered vector file. Material recommendations are encouraged but not required if not responsible for fabrication as well.

Signage must comply with ADA and CalTrans visibility requirements, be clearly legible, visually compelling from a distance, and constructed to withstand the demands of a rugged marine climate. Aesthetics that evoke durability, coastal charm, and timelessness are encouraged.

The current signs are 48"x 108", but there is room for negotiation on size. Placement will be approximately where the signs currently are.

The signs must:

- Communicate arrival and welcome
- Reflect the authenticity of a working waterfront
- Reinforce Noyo Harbor as a place of heritage and enterprise
- Be cohesive with harbor branding efforts

Proposal Requirements

Interested designers should submit a proposal that includes:

- A letter of interest outlining relevant experience, design philosophy, and interest in this specific project
- A narrative approach to how the designer will creatively interpret Noyo Harbor's identity through signage

- A proposed work plan and project timeline, broken into concept development, revision rounds, and delivery of final files and physical signage
- A clear breakdown of costs, including materials, design fees, travel etc.
- A portfolio with at least three examples of relevant signage, public art, or environmental design work

Evaluation Criteria

Proposals will be evaluated on the basis of:

- Conceptual creativity and understanding of place- 30%
- Relevant experience and past project success- 20%
- Ability to work collaboratively- 20%
- Demonstrated knowledge of signage materials and fabrication considerations- 10%
- Overall cost and timeline alignment with project expectations- 20%
- Local residency is preferred but not a requirement

Budget

Please submit a preliminary cost estimate and budget.

Payments will be made in installments upon completion of project milestones, as defined in the final contract.

Submission Instructions and Contact Information

Proposals must be submitted as a single PDF file and emailed to:

Aspen Logan

Sr Program Manager, West Business Development Center

Phone: 707-813-2083

Email: aspen@westcenter.org

Subject Line: "Noyo Harbor Welcome Sign Proposal – [Your Name or Firm]"

All submissions must be received by November 21, 2025 at 5:00PM PST. Incomplete or late submissions *will not be considered.* Questions regarding the RFP can be sent to the same email address.

Proposed Tentative Project Timeline

Dates are subject to change without notice.

RFP Issued	October 20,2025
Proposals Due	November 21, 2025- 5:00PM PST
Proposal Evaluations	November 24-26, 2025
Finalist Announced	December 3, 2025
Contract Awarded	December 8-12, 2025
Work Begins	December 15, 2025

NOTE: A site tour or informational session may be scheduled to allow applicants to experience the harbor in person and ask questions of the project team.

Terms and Conditions

All design work and deliverables produced under this RFP will become the property of the Noyo Harbor District and the West Business Development Center. The issuing agencies reserve the right to reject any or all submissions and to request additional information from any applicant as needed.

Proof of insurance will be required before the contract is executed. The selected consultant shall maintain general liability and professional liability insurance in amounts to be outlined in the final contract.

Rights of Noyo Harbor District and West Business Development Center

This RFP does not commit the District or West Center to enter into a contract, nor does it obligate the District or West Center to pay for any costs incurred in preparation and submission of proposals or in anticipation of the contract.