

TOWN OF BARTONVILLE, TEXAS

Business Community Development Corporation (BCDC)

REQUEST FOR QUALIFICATIONS AND DESIGN CONCEPTS (RFQ)

**DESIGN, FABRICATION, AND INSTALLATION OF
GATEWAY MONUMENT SIGNS**

FM 407 EASTERN & WESTERN TOWN ENTRANCES

Issue Date: TBD

Proposal Due Date: TBD

Issued By:

Town of Bartonville

Business Community Development Corporation

1941 E. Jeter Road

Bartonville, Texas 76226

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EXECUTIVE SUMMARY

The Bartonville Business Community Development Corporation (BCDC), on behalf of the Town of Bartonville, invites qualified firms to submit qualifications and conceptual design proposals for the creation of two permanent gateway monument signs to be installed along FM 407 at the eastern and western entrances to the Town.

These monuments are intended to become permanent civic landmarks that create an attractive and memorable first impression while reflecting Bartonville's rural heritage, natural beauty, and commitment to preserving its unique identity.

Rather than a conventional roadside sign, the Town seeks an enduring architectural feature that complements the surrounding landscape and reinforces the character of the community for decades to come.

The selected firm will provide professional design services, fabrication, and installation of two complete monument signs, including foundations, structural systems, optional architectural lighting, and all associated construction necessary for a completed installation.

The Town encourages innovative design solutions while emphasizing durability, craftsmanship, low maintenance, and timeless appearance.

1. INTRODUCTION

The Town of Bartonville is recognized for preserving its rural atmosphere while providing a high quality of life for residents and businesses. As the community continues to grow, the Town desires entrance monuments that reinforce this identity and provide a welcoming experience for residents and visitors alike.

The Bartonville Business Community Development Corporation (BCDC) is soliciting qualifications from experienced firms specializing in monument design, stone masonry, architectural metal fabrication, public space enhancements, or similar disciplines to design and construct two signature gateway monuments.

This Request for Qualifications (RFQ) is intended to identify firms capable of delivering an iconic, long-lasting project that reflects the Town's values and enhances the visual quality of the FM 407 corridor.

The Town anticipates entering into negotiations with the firm determined to provide the best overall value based upon qualifications, creativity, durability, and overall project approach.

Selection will not be based solely upon lowest cost.

2. COMMUNITY VISION

Bartonville is unlike many surrounding communities.

The Town has intentionally maintained a rural atmosphere characterized by open spaces, native landscapes, equestrian properties, mature trees, and architecture that complements the North Texas countryside.

The gateway monuments should reflect these characteristics while communicating a sense of permanence, quality, and pride.

The Town is seeking entrance monuments that appear authentic rather than commercial, understated rather than elaborate, and timeless rather than trendy.

Successful designs should feel as though they have always belonged in Bartonville and will continue to represent the community for generations.

3. PROJECT OBJECTIVES

The primary objectives of this project include:

- Create two visually distinctive gateway monuments marking the eastern and western entrances to Bartonville along FM 407.
 - Establish a recognizable identity for the Town through thoughtful architectural design.
 - Incorporate the official Town of Bartonville logo into the monument design.
 - Utilize natural materials that complement the surrounding landscape.
 - Provide an attractive and welcoming first impression for residents and visitors.
 - Minimize long-term maintenance requirements.
 - Design structures capable of providing decades of service.
 - Create an entrance feature that becomes a recognizable civic landmark rather than simply a directional sign.
-

4. PROJECT LOCATIONS

The project includes two gateway monument locations.

Location 1

FM 407

Eastern Town Limit

Median Location

(See Appendix A)

Location 2

FM 407

Western Town Limit

Median Location

(See Appendix A)

Final monument placement will be coordinated with Town staff following selection of the successful proposer and verification of site conditions, utilities, visibility requirements, and any applicable TxDOT requirements.

5. DESIGN PHILOSOPHY

The Town is seeking more than identification signage.

The monuments should function as architectural gateway features that establish a strong sense of arrival while respecting Bartonville's rural character.

Designs should balance simplicity with craftsmanship and avoid unnecessary ornamentation.

The preferred design aesthetic should incorporate:

- Native Texas materials
- Timeless architecture
- Authentic craftsmanship
- Appropriate scale
- Natural color palettes
- Clean lines
- Durable construction
- Minimal maintenance requirements

The Town encourages creative interpretation while maintaining these guiding principles.

6. PROJECT SCOPE

The selected firm shall provide all professional services, labor, equipment, materials, supervision, transportation, permits (if applicable), and incidental work necessary to complete the project from concept through final installation.

The Town anticipates awarding a single contract for the complete project.

The successful proposer shall be responsible for, at a minimum, the following services:

6.1 Site Investigation

The selected firm shall verify all existing field conditions prior to final design.

The investigation should include:

- Existing grades and drainage conditions
- Visibility from approaching traffic
- Existing utilities
- Existing irrigation (if any)
- Available electrical service
- Soil and foundation considerations
- Existing median dimensions
- Any restrictions affecting monument placement

The proposer is responsible for identifying any conditions that may impact construction or installation.

6.2 Concept Development

Each proposer shall develop an original monument concept reflecting Bartonville's character and project goals.

The Town encourages creative solutions while maintaining a timeless and understated appearance.

Concepts should clearly illustrate:

- Overall monument appearance
- Scale and proportions
- Material selections
- Logo placement
- Lettering style

- Structural elements
- Lighting concepts (if proposed)

The Town may request revisions following review of the initial concept.

6.3 Final Design

Following concept approval, the selected firm shall prepare final construction documents suitable for fabrication and installation.

Final documents shall include:

- Plan views
- Elevations
- Construction details
- Foundation details
- Structural information
- Material specifications
- Finish schedule
- Lighting details (if applicable)

All drawings shall be prepared in accordance with applicable engineering and construction standards.

6.4 Fabrication

The selected contractor shall fabricate all monument components using materials consistent with the approved design.

Fabrication shall emphasize:

- Precision workmanship
- High-quality finishes
- Long-term durability
- Structural integrity
- Ease of maintenance

Any substitutions from the approved materials must receive written approval from the Town prior to fabrication.

6.5 Installation

Installation shall include all work necessary to deliver a complete, finished project including:

- Excavation
- Foundations
- Reinforcing steel
- Structural anchoring
- Monument assembly
- Electrical coordination
- Finish restoration
- Cleanup
- Final inspection

The contractor shall protect existing roadways, landscaping, sidewalks, utilities, and adjacent improvements during construction.

Any damaged improvements shall be restored to their original condition at the contractor's expense.

7. DESIGN STANDARDS

The Town desires gateway monuments that remain visually relevant and structurally sound for decades.

Designs should emphasize permanence over trends.

The successful proposal should demonstrate thoughtful consideration of proportion, materials, craftsmanship, visibility, and community identity.

The monuments should appear appropriate during all seasons and complement the surrounding landscape rather than dominate it.

Desired Design Characteristics

Designs should communicate:

- Authenticity
- Permanence
- Quality craftsmanship

- Simplicity
- Rural elegance
- Civic pride

Rather than creating a commercial entrance feature, the intent is to establish a civic landmark that represents Bartonville's unique identity.

Scale

Monuments should be appropriately sized for visibility from FM 407 while maintaining visual balance with the surrounding roadway and landscape.

Oversized commercial monument signs are discouraged.

The Town encourages proportional designs that create a strong visual presence through quality rather than sheer size.

Lettering

The monument shall prominently display:

WELCOME TO THE TOWN OF BARTONVILLE or other suggested wording

The official Town logo shall be incorporated into the overall design.

Lettering should be easily readable from approaching traffic without appearing oversized or excessive.

The Town encourages raised or dimensional lettering rather than painted graphics whenever practical.

Color Palette

Preferred colors include:

- Natural limestone tones
- Weathered steel finishes
- Earth tones

- Bronze
- Charcoal
- Black
- Natural timber finishes

Bright colors, reflective finishes, or highly polished materials should be avoided unless specifically incorporated as subtle accents.

8. MATERIALS & CONSTRUCTION STANDARDS

The Town places a high priority on durability and long-term performance.

Materials should be selected based on appearance, longevity, maintenance requirements, and compatibility with Bartonville's rural character.

Preferred materials include:

- Native Texas limestone
- Natural quarried stone
- Structural steel
- Weathering (Corten) steel
- Powder-coated steel
- Cast bronze
- Aluminum (where appropriate)
- Heavy timber accents

The Town discourages:

- Faux stone products
- Plastic components
- Foam or EIFS products
- Thin adhered veneers intended only for appearance
- Vinyl graphics
- Plastic lettering
- Exposed fasteners where avoidable

All exposed materials should weather gracefully and require minimal maintenance.

Foundations

Monuments shall be designed with permanent reinforced concrete foundations appropriate for site conditions.

The selected proposer shall recommend foundation dimensions based upon final monument size, structural loading, and soil conditions.

Structural Design

The monument shall be designed to withstand North Texas weather conditions, including:

- High winds
- Heavy rainfall
- Seasonal temperature fluctuations
- Long-term UV exposure

The contractor shall provide documentation demonstrating appropriate structural design if requested by the Town.

9. LIGHTING REQUIREMENTS

Lighting is considered an optional enhancement and should only be incorporated where electrical service is practical and cost-effective.

If proposed, lighting should emphasize the architectural character of the monument rather than function as decorative illumination.

Preferred lighting methods include:

- Concealed LED uplighting
- Ground-mounted architectural fixtures
- Shielded fixtures minimizing glare
- Warm white lighting (approximately 2700K–3000K)

Lighting should be designed to:

- Improve nighttime visibility
- Highlight architectural features

- Minimize light spill onto adjacent properties
- Preserve Bartonville's rural nighttime environment

Proposers shall provide a separate cost for lighting if electrical service is not readily available.

Sustainability

The Town encourages designs that minimize long-term operating costs.

Consideration should be given to:

- Energy-efficient lighting
- Durable finishes
- Replaceable components
- Ease of maintenance
- Long service life

10. PROPOSAL REQUIREMENTS

The Town of Bartonville requests complete proposals that clearly demonstrate the proposer's qualifications, design capabilities, technical expertise, and ability to successfully deliver a project of this nature.

Proposals should be organized using the sections outlined below. Additional supporting information may be included at the discretion of the proposer.

10.1 Cover Letter

Provide a cover letter signed by an authorized representative of the firm.

The letter shall include:

- Name of firm
- Primary contact
- Address
- Telephone number
- Email address
- Statement expressing interest in the project
- Signature of authorized representative

10.2 Firm Qualifications

Provide a brief history of the company including:

- Years in business
- Office locations
- Number of employees
- Primary areas of expertise
- Experience with municipal or public-sector projects
- Experience designing gateway monuments or similar architectural features

The Town reserves the right to verify qualifications.

10.3 Project Team

Identify all key personnel assigned to the project including:

- Project Manager
- Lead Designer
- Landscape Architect (if applicable)
- Structural Engineer (if applicable)
- Fabrication Manager
- Construction Superintendent

Include relevant experience for each team member.

10.4 Relevant Experience

Provide a minimum of three (3) comparable projects completed within the last ten years.

For each project include:

- Client name
- Project location
- Brief project description
- Construction value
- Completion date
- Client contact information

- Photographs of completed work

Projects involving municipalities, civic spaces, parks, campuses, or gateway monuments are preferred.

10.5 Design Approach

Describe your firm's vision for creating a gateway monument that reflects Bartonville's identity.

The narrative should address:

- Overall design philosophy
- Community character
- Material selection
- Durability
- Constructability
- Long-term maintenance
- Sustainability
- Unique design elements

The Town encourages creative thinking while maintaining the project's guiding principles.

10.6 Preliminary Design Concept

Although not mandatory, proposers are strongly encouraged to include conceptual illustrations.

Examples may include:

- Hand sketches
- Digital renderings
- Perspective views
- Material boards
- Color palettes
- Inspiration imagery

The purpose of these materials is to communicate the firm's overall vision rather than provide a finalized design.

10.7 Cost Estimate

The Town is requesting preliminary pricing to assist in project planning.

Provide an estimated breakdown including:

Item	Estimated Cost
Design Services	\$ _____
Engineering	\$ _____
Fabrication	\$ _____
Foundations	\$ _____
Installation	\$ _____
Electrical / Lighting (Optional)	\$ _____
Contingency	\$ _____
Estimated Total Project Cost	\$ _____

Because this RFQ emphasizes qualifications and design concepts, pricing may be refined following selection of the preferred proposer.

10.8 Project Schedule

Provide an anticipated schedule including:

- Design kickoff
- Preliminary concepts
- Final design approval
- Fabrication
- Site preparation
- Installation

- Final completion

Identify any anticipated long-lead materials or scheduling concerns.

10.9 Warranty

Describe all proposed warranties including:

- Structural components
- Masonry
- Metal finishes
- Protective coatings
- Lighting systems
- Electrical components
- Workmanship

Include warranty durations where applicable.

10.10 References

Provide a minimum of three references for projects similar in scope.

Include:

- Organization
 - Contact name
 - Title
 - Phone
 - Email
 - Project completed
-

11. REQUIRED DELIVERABLES

The selected proposer shall provide, at a minimum:

Design Phase

- Existing site review
 - Design narrative
 - Three-dimensional renderings
 - Site plan
 - Elevations
 - Material specifications
 - Preliminary construction budget
-

Construction Documents

- Final construction drawings
 - Foundation details
 - Structural details
 - Lighting plans (if applicable)
 - Finish schedule
 - Installation details
-

Construction Phase

- Fabrication
 - Transportation
 - Installation
 - Final inspection
 - Punch list completion
-

Project Closeout

Provide:

- Warranty documentation
 - Maintenance recommendations
 - Product literature
 - Replacement part information
 - Final as-built drawings (if applicable)
-

12. PROJECT SCHEDULE

The anticipated project schedule is shown below.

Milestone	Date
RFQ Issued	TBD
Deadline for Questions	TBD
Responses to Questions Issued	TBD
Proposal Submission Deadline	TBD
Proposal Review	TBD
Interviews (if necessary)	TBD
Recommendation to BCDC	TBD
Contract Negotiations	TBD
Notice to Proceed	TBD
Design Begins	TBD
Construction Begins	TBD
Project Completion	TBD

The Town reserves the right to modify the schedule as necessary.

13. SUBMISSION REQUIREMENTS

Submit one electronic copy in PDF format.

The Town may also request printed copies during the evaluation process.

Submission shall include all information requested within this RFQ.

Incomplete proposals may be considered non-responsive.

Submission Address

Town of Bartonville

Business Community Development Corporation

1941 E. Jeter Road

Bartonville, Texas 76226

Email:

Questions

All questions regarding this RFQ shall be submitted in writing to the designated Town representative no later than the deadline identified within the Project Schedule.

Responses may be distributed to all known proposers.

Proposal Validity

Proposals shall remain valid for a period of ninety (90) calendar days following the submission deadline unless otherwise agreed upon by both parties.

Public Information

Submitted proposals may become public records in accordance with the Texas Public Information Act.

Proposers should clearly identify any proprietary information believed to be exempt from public disclosure.

Insurance

The selected contractor shall provide evidence of insurance meeting Town requirements prior to execution of a contract.

Insurance requirements may include:

- Commercial General Liability
- Automobile Liability
- Workers' Compensation
- Umbrella or Excess Liability

The Town may request additional coverage based upon the final project scope.

14. EVALUATION PROCESS

The Town of Bartonville and the Bartonville Business Community Development Corporation (BCDC) will evaluate proposals based on the criteria identified below.

Selection will be based on the proposal that provides the **best overall value** to the Town, considering qualifications, design quality, durability, project approach, and cost.

The Town reserves the right to request interviews, presentations, additional information, or revised proposals from one or more proposers before making a final selection.

The Town may also elect to award the project based solely upon the information contained in the submitted proposals without conducting interviews.

15. EVALUATION CRITERIA

Proposals will be evaluated using the following weighted criteria.

Evaluation Criteria	Weight
Relevant Experience & Qualifications	20 Points
Creativity & Design Quality	25 Points
Compatibility with Bartonville Character	15 Points
Material Quality & Durability	15 Points
Project Approach & Understanding	10 Points
Cost & Overall Value	10 Points
References & Past Performance	5 Points
TOTAL	100 Points

The Town reserves the right to adjust scoring or request clarification where additional information is necessary to complete the evaluation.

16. COMMITTEE EVALUATION WORKSHEET

Each committee member may independently evaluate each proposal using the following worksheet.

Proposer

Experience & Qualifications (20)

Comments:

Score:

____ /20

Design Creativity (25)

Comments:

Score:

____ /25

Community Character (15)

Does the proposal reflect Bartonville's rural identity?

Comments:

Score:

____ /15

Materials & Durability (15)

Comments:

Score:

____ /15

Project Approach (10)

Comments:

Score:

____ /10

Cost & Value (10)

Comments:

Score:

____ /10

References (5)

Comments:

Score:

____ /5

TOTAL SCORE

____ /100

Overall Recommendation

☐ Highly Recommended

☐ Recommended

☐ Recommend with Revisions

☐ Not Recommended

Committee Member

Date

17. TERMS & CONDITIONS

The Town of Bartonville and the Bartonville Business Community Development Corporation reserve the right to:

- Reject any or all proposals.
- Waive informalities or irregularities in any proposal.

- Request additional information from any proposer.
 - Conduct interviews or presentations.
 - Modify the project scope before contract award.
 - Cancel, postpone, or reissue this RFQ.
 - Accept the proposal determined to be in the best interest of the Town, which may not necessarily be the lowest-cost proposal.
-

Negotiation

The Town reserves the right to negotiate with one or more proposers regarding design concepts, materials, scope, schedule, and pricing prior to execution of a final agreement.

Submission of a proposal constitutes acknowledgment that such negotiations may occur.

Proposal Costs

All costs incurred in preparing and submitting a proposal shall be the sole responsibility of the proposer.

The Town shall not reimburse any proposal preparation expenses.

Ownership of Documents

All proposals submitted in response to this RFQ become the property of the Town of Bartonville.

The Town reserves the right to retain all submitted materials for evaluation and future reference.

Public Information

Submitted proposals may be subject to disclosure under the Texas Public Information Act.

Proposers should clearly identify any information believed to be proprietary or confidential.

Insurance

The selected proposer shall furnish certificates of insurance meeting Town requirements before execution of any contract.

Coverage may include:

- Commercial General Liability
- Automobile Liability
- Workers' Compensation
- Umbrella Liability

Additional coverage may be required depending on the final project scope.

Compliance

The selected proposer shall comply with all applicable federal, state, and local laws, ordinances, codes, regulations, and permitting requirements governing the project.

18. SUBMISSION INSTRUCTIONS

Proposals shall be submitted electronically in PDF format unless otherwise authorized by the Town.

Submissions should be organized in the same order as requested in this RFQ.

The Town may request printed copies following the submission deadline.

All proposals shall include:

- Cover Letter
- Qualifications
- Relevant Experience
- Project Team
- Design Narrative
- Preliminary Concepts
- Cost Estimate
- Schedule
- References

- Warranty Information
-

Proposal Delivery

Town of Bartonville

Business Community Development Corporation

1941 E. Jeter Road

Bartonville, Texas 76226

Email:

Questions

Questions regarding this RFQ shall be submitted in writing no later than the date identified in the Project Schedule.

Responses may be distributed to all known proposers.

19. NOTICE OF AWARD

Following evaluation, the Town anticipates selecting the proposal determined to provide the best overall value.

Selection of a proposer does not constitute authorization to begin work.

Work shall not commence until a contract has been executed and a written Notice to Proceed has been issued by the Town.

20. RESERVATION OF RIGHTS

Nothing contained in this RFQ shall obligate the Town to award a contract or reimburse any proposer for costs incurred in preparing a proposal.

The Town reserves the right to:

- Reject any or all proposals.
- Request revised proposals.
- Negotiate with one or more proposers.
- Terminate this solicitation at any time.
- Modify the project scope.
- Award the project in whole or in part.
- Determine the proposal that best serves the interests of the Town.

APPENDIX A

PROJECT LOCATION EXHIBITS

The project includes the design and installation of two gateway monument signs located along FM 407.

The Town will provide aerial exhibits showing the approximate monument locations prior to proposal submission.

The exhibits should include:

- Property boundaries
- Median dimensions
- Existing roadways
- Existing utilities (if available)
- Existing signage
- Existing landscaping
- Traffic direction
- Photographs from approaching traffic

The selected proposer shall verify all field conditions before beginning final design.

APPENDIX B

TOWN BRANDING

The Town will provide the selected proposer with the following materials:

- Official Town of Bartonville logo (vector format if available)
- Approved color references (if applicable)
- Any existing branding standards

The monument shall prominently display:

WELCOME TO THE TOWN OF BARTONVILLE

The Town logo shall be incorporated into the overall design in a manner that complements the architecture of the monument rather than appearing as an applied graphic.

The Town encourages tasteful integration of branding through material selection, dimensional lettering, or architectural detailing.

APPENDIX C

DESIGN INSPIRATION

The following design principles are intended to communicate the Town's expectations and are not intended to limit creativity.

The Town encourages proposers to create an original design inspired by these characteristics.

Desired Characteristics

- ✓ Native limestone
- ✓ Natural stone
- ✓ Corten (weathering) steel
- ✓ Dimensional lettering
- ✓ Architectural lighting
- ✓ Hand-crafted appearance

- ✓ Timeless architecture
 - ✓ Clean detailing
 - ✓ Durable construction
 - ✓ Civic landmark quality
-

The Town Prefers

- Authentic materials
 - Simple elegance
 - Strong proportions
 - High-quality craftsmanship
 - Low maintenance
 - Long service life
 - Designs that appear appropriate today and thirty years from now
-

The Town Wishes to Avoid

- Commercial shopping center monument signs
 - Decorative foam products
 - Artificial stone veneers
 - Plastic panels
 - Vinyl graphics
 - Internally illuminated cabinet signs
 - Electronic message boards
 - Excessive ornamentation
 - Trend-based architectural styles
-

APPENDIX D

PROPOSAL CHECKLIST

Each proposal should include the following:

- ☐ Cover Letter
- ☐ Company Information
- ☐ Firm Qualifications
- ☐ Organizational Chart
- ☐ Project Team
- ☐ Comparable Projects
- ☐ References

- ☐ Design Narrative
 - ☐ Preliminary Concept Drawings
 - ☐ Material Descriptions
 - ☐ Preliminary Cost Estimate
 - ☐ Project Schedule
 - ☐ Warranty Information
 - ☐ Insurance Information
 - ☐ Any Requested Supporting Documentation
-

APPENDIX E

DESIGN REVIEW QUESTIONS

The BCDC may use the following questions during proposal review.

Design

Does the proposal immediately communicate that visitors are entering Bartonville?

Does the design complement the Town's rural character?

Will the monument remain visually attractive twenty years from now?

Does the monument appear unique rather than resembling a subdivision entrance?

Materials

Are the proposed materials appropriate?

Will the materials weather gracefully?

Are replacement materials readily available?

What long-term maintenance will be required?

Construction

Is the monument practical to construct?

Has the proposer demonstrated experience with similar work?

Does the schedule appear realistic?

Value

Does the proposal provide long-term value rather than simply a low initial cost?

Would this monument create a memorable first impression?

Would the committee feel proud to identify this as one of Bartonville's signature civic features?

APPENDIX F - COMMITTEE NOTES

Proposal:

Committee Member:

Date:

General Comments

Strengths

Weaknesses

Questions for Interview

Final Recommendation

- ☐ Highly Recommend
- ☐ Recommend
- ☐ Recommend with Revisions
- ☐ Do Not Recommend
-

ACKNOWLEDGEMENT

The Town of Bartonville appreciates the time and effort invested by all firms submitting qualifications and design concepts for this project.

The Town recognizes that preparation of thoughtful design proposals requires significant professional expertise and values the participation of firms committed to creating a gateway feature that reflects the unique character of Bartonville.

The Bartonville Business Community Development Corporation looks forward to reviewing creative, high-quality proposals that will help establish a welcoming and enduring entrance experience for residents and visitors for years to come.