

Exterior Building Signage

Invitation to Bid and Request for Proposal

Cooper University Health Care Project Imagine Tower A

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Reference: Cooper University Health Care [CUHC]
Project Imagine Tower A Exterior Signage

Project Team:

Project Manager:	Pure Project Management
Construction Manager:	Torcon / P. Agnes Joint Venture
Architect:	HKS Architects/Array Architects
Signage Designer:	Focus EGD
MEP Engineer:	BR+A Engineers/Highland Engineering
Structural Engineer:	O'Donnell & Naccarato Structural Engineers
Civil Engineer:	Langan
Equipment Planner:	Best Healthcare Planning

Enclosed for your information and review is the Request for Proposal for Exterior Signage on the above referenced project.

Cooper University Health Care (CUHC) and Pure Project Management (PurePM) invite your company to participate in the proposal process for Exterior Building Signage at the new Project Imagine Tower A in Camden, NJ.

A. Proposal Delivery

Please send a PDF of the submission electronically to [Hanna Gold, hanna.gold@purepm.com](mailto:Hanna.Gold_hanna.gold@purepm.com) and [Gregory Portner, gregory.portner@purepm.com](mailto:Gregory_Portner.gregory.portner@purepm.com). Requests for Information (RFIs) may be directed via email to Hanna Gold by 3:00pm on January 16th, 2026. Responses to all RFI's will be shared on January 19th, 2026.

Fee proposals must be received by **January 23rd, 2026 at 5:00PM**. We anticipate awarding the bid in the first quarter of 2026.

We appreciate your interest in this project and look forward to receiving your proposal.

Regards,

Pure Project Management

Hanna Gold

Project Manager

(267) 542 – 0567

Hanna.gold@purepm.com

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B. Project Description

Cooper University Health Care (CUHC) intends to retain a Sign Contractor for Exterior Building Signage for a new hospital tower (Tower A) located in Camden, New Jersey. Signage firms are invited to submit a proposal based on the scope of services described below.

CUHC is the leading academic health system in South Jersey. Cooper operates a 663-bed tertiary care hospital, South Jersey's only Level 1 trauma center, MD Anderson at Cooper, Children's Regional Hospital at Cooper, and the only Level II pediatric trauma center in the Delaware after. In addition to Cooper University Hospital, Cooper includes one of the largest physician groups in the region, three urgent care centers, and more than 100 outpatient offices in South Jersey and Pennsylvania.

Site

The new tower is located at the intersection of Haddon Avenue and Martin Luther King Jr. Boulevard in Camden, NJ. The new tower will be 10 stories plus a basement and will be connected to the existing Robert's Pavilion and Kelemen Building. Additionally, an enclosed pedestrian bridge spanning over Haddon Avenue will connect to the existing MD Anderson Cancer Center. Please refer to Exhibit A for renderings of the building.

C. Scope of Work

Exterior Sign Types will be procured directly by CUHC through the Sign Contractor. The Sign Contractor will be responsible for the Cooper façade signs on the north, east, and south elevations of the tower, the façade signs on the north and south elevations of the bridge spanning across Haddon Avenue, the signs on the planter and retaining walls, and the demolition and replacement of the façade signs of the north and west Robert's Pavilion building. There are a total of eight (8) new signs and one (1) demolition and removal of an existing sign, as indicated in Exhibit B.

The Sign Contractor is to provide the following services:

1. The Sign Contractor is responsible for all fabrication, site installation, and coordination with the project Construction Manager (Torcon/P.Agnes Joint Venture). CUHC and PurePM will coordinate with the Sign Contractor to review and approve submittals. Any subcontracts required for the completion of the sign installations (including Engineering and Installation services) will be the responsibility of the Signage Contractor.
2. Prepare full package of detailed fabrication and construction drawings fully coordinated with the Architect of Record (HKS), exterior envelop architect (WSP), the Construction Manager (Torcon/P. Agnes Joint Venture), the curtain wall contractor (National Glass), and any other relevant sub trades.
 - a. Package should include construction mounting details coordinated with the curtain wall and other exterior materials and assemblies, electrical wiring requirements, circuiting and details, specifications, clarifications, or revisions required by the client, contractor, or any governing authorities prior to or during the course of the project within the base fee and without additional cost to the owner.
3. Signage Contractor is to provide a site logistics plan for the installation of their signage. Site logistics plan must be coordinated with the Construction Manager and PurePM. Site logistics are significantly limited on site, and all deliveries shall be just-in-time deliveries immediately prior to installation.
4. Provide an add alternate unit price (not included in base bid) to replace the panels on the existing

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monument directional signage with an updated logo, and updated naming conventions as indicated on page 32 and 33 of Exhibit B. All materials, colors, and fonts to match existing. Unit price to include:

- a. Assess the existing signs for damage, wear and tear, exterior and interior cabinet conditions, and lighting. Include manpower and equipment for accessing large ground-mounted signs.
- b. Develop a document to review with Pure and CUHC stating the findings of the assessment and recommended options for refurbishment or replacement.
- c. Obtain approval for the recommended solutions from PurePM and CUHC.
- d. Prepare final shop drawings that include stamped engineered information. Review with PurePM and CUHC.
- e. Fabricate new parts to refurbish signs, per approved plan and shop drawings.
- f. Include shipping and installation therof. Include manpower and equipment for installing large ground-mounted signs.
- g. Haul off all demolished elements and discard appropriately.
- h. Include any permitting required by the Authorities Having Jurisdiction.
- i. Conduct final inspections and punch items until final acceptance by PurePM and CUHC.

5. Land Development Approval has been obtained for the Tower and Bridge. The Signage Contractor is responsible for attaining permits related to installation of exterior signage.

Schedule

Please refer to Exhibit C for the project schedule. Relevant milestones are below:

Curtain Wall Fabrication Begins	May 2026
Tower Curtain Wall Installation	July 2026 – January 2027
Bridge Erection Begins	January 2027
Bridge Curtain Wall Installation	February 2027
Install Exterior Building Signage	September 2027 – October 2027
Substantial Completion	April 2028
First Patient	Summer 2028

Signage Cost Considerations:

The Sign Contractor shall begin procurement of any long-lead items and materials to accelerate and maintain the schedule, including but not limited to aluminum, acrylic, paint, and specialty vinyl.

The Sign Contractor is to provide engineering drawings in Q1 2026 for coordination with the Construction Manager and the Curtain Wall subcontractors. The contract awarded under this RFP is expected to be fixed price. The Sign Contractor is to review the schedule and time frame of installation and bid the appropriate labor rate for that time period. All labor and material escalation shall be included in the bid proposals. The Sign Contractor is to utilize federal prevailing wage.

D. Proposal Requirements

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The proposal for sign contractor services shall provide the information necessary for an evaluation of each firm by Cooper and PurePM. This information coupled with possible interviews will provide the basis for selection.

RFP acknowledgement and intent to respond are to be transmitted via email by date noted to Hanna Gold, Project Manager at Pure Project Management. Questions are to be electronically submitted on the date noted to Hanna Gold.

Proposals shall include all five (5) sections as described in the Proposal Format of this RFP. Proposals shall not exceed ten (10) pages, excluding fee proposal, similar project profiles, and are to be electronically submitted on date noted to:

- Hanna Gold, Project Manager at Pure Project Management hanna.gold@purepm.com
- Gregory Portner, Project Manager at Pure Project Management gregory.portner@purepm.com
- Robert Stag, Manager Contracting at Cooper University Health Care stag-robert@cooperhealth.edu

There shall be ***no direct communication*** with Cooper senior management, staff, or selection committee members upon receipt of the RFP, through the announcement of the Sign Contractor for this project. Any communication could result in vendor disqualification. All questions should be directed to the Project Managers (Hanna Gold and Gregory Portner) via written email RFI. RFI responses will be shared with all bidders.

Proposal Format for Signage Contractor

Table of Contents

Section 1.0 – Executive Summary and Relevant Experience

Please provide a summary which describes and highlights the experience, qualifications, and particular expertise to meet the basic services scope of work for this project. Please describe similar projects and past experiences with Cooper (if any.)

Section 2.0 – Company Information

- 2.1 Discuss the Firm's background, ownership, and proposed contact office.
- 2.2 Indicate if the firm is currently licensed to conduct business in New Jersey.
- 2.3 A description of any litigation involving the firm in the last five years.
- 2.4 Has the firm, under its current name or any predecessor names, ever declared bankruptcy?
- 2.5 Has the firm ever been dismissed from work on a project in the last five years? Describe the circumstances.
- 2.6 Describe any fiduciary arrangements with manufacturers, distributors, or affiliations.
- 2.7 Provide Proof of Insurance.

Section 3.0 – Standard Form of Agreement

The contract to be executed will be a modified AIA Document C103-2015 (Standard Form of Agreement Between Owner and Contractor), which has been provided as Exhibit F. Provide all itemized and specific comments within this section of your proposal response. If there are no comments, please state such.

Section 4.0 – Fee Proposal (not included in the 10-page limit)

The bid form (on the last page of the RFP) and Exhibit D shall be populated and included in your proposal. Additional pages can be added to address additional team members and hourly rates.

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Section 5.0 – Project Experience (not included in the 10-page limit)

Please provide one-page descriptions with post-installation photos of five (5) projects of similar scope and complexity to this project. Each project should include SF size of building, number of signs installed, and date of installation.

E. Owner's Discretion

Owner, at its discretion, may:

1. Choose not to accept any or all proposals submitted in response to this RFP.
2. Request that a respondent submit an alternate sub-contractor.
3. Retain all documents submitted in response to this proposal; however, it will not make public any confidential information provided such information is clearly identified.
4. Cooper reserves the right to reject any or all proposals. Cooper reserves the right, for any reason, to award to any qualified and responsible contractor deemed to best serve the interests of Cooper.

F. Evaluation for Award

Cooper will make an award based on Project Understanding, Firm Experience, and Fee. All factors except Fee are of equal importance, with fee being the most important factor. All offerors must be responsible, as evaluated by the Company Information submission and any other information available to Cooper.

Cooper will utilize the following confidence ratings for the evaluation of the Project Understanding, and Firm Experience factors:

Rating	Definition
High Confidence	Cooper has high confidence that the Offeror will be successful in performing the requirements of the contract.
Some Confidence	Cooper has some confidence that the Offeror will be successful in performing the requirements of the contract.
Low Confidence	Cooper has low confidence that the Offeror will be successful in performing the requirements of the contract.

Fee proposals will be evaluated to determine that the pricing proposed is fair and reasonable. Cooper reserves the right to make an award to other than the lowest priced offeror if Cooper determines that a price premium is warranted when taking into consideration the non-price factors.

G. Insurance Requirements -

1. The Signage Contractor shall maintain the following insurance until termination of this Agreement. All carriers shall be acceptable to Cooper and maintain and A.M. Best Rating of "A" or better and Signage Contractor shall provide Cooper ninety (90) days prior written notice of cancellation/non-renewal, reduction of limits or coverage. All claims-made forms must have at least three (3) year extended reporting provision available regardless of the canceling party, with the exception of the Professional Liability policy which shall have five years of extended reporting/"tail" coverage from the date of agreement termination.

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1.1 Commercial General Liability with policy limits of not less than «One Million Dollars» (\$«1,000,000.00») for each occurrence and «Two Million Dollars» (\$ «2,000,000.00») in the aggregate for bodily injury and property damage.

1.2 Automobile Liability covering vehicles owned, and non-owned vehicles used, by the Contractor with policy limits of not less than «One Million Dollars» (\$ «1,000,000.00») per accident for bodily injury, death of any person, and property damage arising out of the ownership, maintenance and use of those motor vehicles, along with any other statutorily required automobile coverage.

1.3 Commercial umbrella or excess liability with limits of not less than «Three Million Dollars» (\$«3,000,000.00») per occurrence and in the aggregate.

1.4 The Signage Contractor may achieve the required limits and coverage for Commercial General Liability and Automobile Liability through a combination of primary and excess or umbrella liability insurance, provided such primary and excess or umbrella liability insurance policies result in the same or greater coverage as the coverages required under Sections 1.7.1 and 1.7.2, and in no event shall any excess or umbrella liability insurance provide narrower coverage than the primary policy. The excess policy shall not require the exhaustion of the underlying limits only through the actual payment by the underlying insurers.

1.5 Workers' Compensation at statutory limits.

1.6 Employers' Liability with policy limits not less than «Five Hundred Thousand Dollars» (\$«500,000.00») each accident, «Five Hundred Thousand Dollars» (\$ «500,000.00») each employee, and «Five Hundred Thousand Dollars» (\$ «500,000.00») policy limit.

1.9 Additional Insured Obligations. To the fullest extent permitted by law, the Signage Contractor shall cause the primary and excess or umbrella policies for Commercial General Liability, Automobile Liability and Umbrella Liability to include the Cooper and its subsidiary and affiliated organizations as an additional insured for claims caused in whole or in part by the Signage Contractor negligent acts or omissions. The additional insured coverage shall be primary and non-contributory to any of Cooper's insurance policies and shall apply to both ongoing and completed operations.

1.10 The Signage Contractor shall provide certificates of insurance to Cooper that evidence compliance with the requirements in this Section G. **Signage Contractor shall promptly advise Cooper upon receipt of any notice from any insurance of cancellation or potential cancellation of any of the coverages required by this Section. In the event any consultants hired by the Signage Contractor are not covered by the Signage Contractor's professional liability policy, the Signage Contractor shall submit for Cooper's prior review and approval evidence concerning the available insurance coverages provided by said Signage Contractor.**

1.11 Waiver of Subrogation. Signage Consultant shall waive all right of recovery damages against Cooper, its agents, officers, directors, employees, and Pure PM to the extent these damages are covered by the Commercial General Liability, Worker's Compensation, Comprehensive Auto Liability, or Umbrella Excess Liability Insurance, as required above.

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H. Exhibits

- a. Project Overview
- b. Signage Bid Package
- b-1. Exterior Signage Specifications
- c. Summary Construction Schedule
- d. Bid Form: Signage Contractor's Proposal Fees and Hourly Rates
- e. Cooper Grant Requirements, dated 12.18.23 (4 pages)

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BID FORM – Please fill in the below and Exhibit D

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The undersigned proposes to furnish all labor and materials necessary for completion of the work, without exception, for the Sum of:

Total Proposed Cost of Work, \$ _____

If awarded a contract for the work described by the Contract Documents, the undersigned will complete the work, without exception, in the following number of calendar days, from the time of issuance of the Notice to Proceed:

Estimated Number of Calendar Days to Complete the Work, _____

The undersigned further agrees that this proposal shall not be withdrawn for a period of thirty (30) days from the proposal date.

Signature

Date

Printed/Typed Name

Title

Company Name

Address

Sign Contractor is requested to provide an itemized cost summary using the attached Exhibit D Excel Form