

MEMORANDUM

To: Mayor Don Keil and Seguin City Council
Douglas G. Faseler, Seguin City Manager

From: Kyle Kramm, Main Street & CVB Director

Through: Rick Cortes, Seguin Assistant City Manager

Subject: Wayfinding Proposal

Date: February 13, 2019

Staff has been developing a wayfinding program to assist visitors to Seguin find popular attractions throughout Seguin. Thirty-seven installation locations directing visitors to Seguin attractions like the downtown historic district, Sebastopol House, ZDT's Amusement Park, the visitor center, the Library, Seguin Events Complex and Huber Fields, have been identified. The Seguin City Council approved a capital project for wayfinding with a budget of \$150,000.

Staff released an RFP for the design, fabrication and installation of the signs and one bid from SSC Signs & Lighting was received on February 5. Staff has reviewed the proposal and spoke to references and is recommending approval into a contract with SSC Signs & Lighting for design, fabrication and installation of Seguin's wayfinding signs.

The base bid for the design, fabrication and installation of the 37 signs is \$131,149.61, and the two add alternates included the use of fluted poles for an additional \$9,279.60 and removal of the brown TxDOT signs promoting Sebastopol House for \$4,134.50. Staff recommends accepting the two add alternates bringing the total award of the bid not to exceed \$144,563.71.

If Council approves entering into a contract with SSC Signs & Lighting, next steps will be to complete the design of the signs. A mockup of the sign has been provided to the contractor, but the refinement of dimensions, lettering and spacing to meet TxDOT's Small Sign Guidelines will be completed by the contractor. The mockup is included in the attached wayfinding plan and below in the memo. Once we have the design, staff and contractor will meet with TxDOT to discuss the design, locations of signs and messages on signs. Based on comments from TxDOT, staff will amend the draft wayfinding plan to formally submit to TxDOT for approval to move forward. Once approved, SSC Signs & Lighting will begin the fabrication, permitting and installation of the signs.

