

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 Update

Date: April 9, 2019

At the February 19 City Council meeting, Council approved entering into a contract with SSC Signs for the design, fabrication and installation of 37 wayfinding signs. Since that time, staff has been working with SSC to finalize the design. Please find attached renderings of the proposed signage.

The program calls for two different sizes and styles:

- The first set is smaller and intended for interior streets with lower speed limits and limited right of way. This will be 11 signs all on fluted poles in the downtown district, at Kingsbury/Austin, Erkel/Court, Nolte/Guadalupe and Court/Guadalupe. The text on these signs would be 4" and size of the signs would be 3 1/2' by 2 1/2' with an enhancement marker on top.
- The remaining signs are larger and on major arteries like Highway 46, 123 Bypass, and I-10 frontage roads. These signs will have 6" letters and be 6' by 3 1/2' with an enhancement marker.
- By using this size font, it will allow us to go to a fourth line of text if a message can not fit on the sign.

Staff has compared the renderings with the signage from New Braunfels and San Marcos and has found that our proposed signage is similar in dimensions and text height.

Staff is meeting with TxDOT to discuss the rendering, proposed poles, finalize the exact locations of signs and a few other details. Once staff addresses the comments received from TxDOT, the formal plan will be submitted to TxDOT for approval and permitting. We are hopeful for a quick turnaround from TxDOT, which will allow us to have the signs installed over the summer.