



MEMORANDUM

Date: March 3, 2022
To: Deadwood Historic Preservation Commission
From: Kevin Kuchenbecker, Historic Preservation Officer
Re: Development of Pedestrian Wayfinding System

To continue to promote the City of Deadwood as a “walkable city” and for easier identification of attractions and points of interest, staff has met with Berberich Design Group to design a new pedestrian wayfinding system. This project was identified several years ago and part of the overall effort to make Deadwood more visitor friendly while developing professional signage compatible with the National Landmark District.

Attached is a three-stage proposal from Berberich Design Group that includes research/analysis, design, and design documentation. The stages outlines and communicates their approach to the pedestrian wayfinding project.

The amount of this agreement is not to exceed \$11,495.00. Mr. Ray Berberich with Berberich Design is the designer of record for the archways and vehicular wayfinding systems installed over the past several years.

This Pedestrian Wayfinding System project is valuable to promote Deadwood as a “walkable city” and for easier identification of attractions and points of interest for residents and visitors. This is a budgeted expenditure from the wayfinding line item.

Recommended Motion:

Recommend to City Commission to enter into a contract with Berberich Design Group for the development of a Pedestrian Wayfinding system in the amount of \$11,495.00 from the HP professional services line item.