



STAFF REPORT
City of Dripping Springs
PO Box 384
511 Mercer Street
Dripping Springs, TX 78620

Submitted By: Lisa Sullivan, People & Communications Director

Council Meeting Date: September 1, 2026

Agenda Item Wording: **Discussion and possible action to award RFB 2026-05 Wayfinding and Signage Improvements Project, for the construction and installation of twenty (20) Wayfinding Signs and three (3) Gateway Monument Signs, to Fazzone Builders, Inc. dba Southwest Monument and Sign in the amount of \$260,200, and to authorize the City Administrator to finalize and execute an agreement with the selected bidder. Sponsor: Mayor Pro Tem Taline Manassian**

Agenda Item Requestor: Lisa Sullivan, People & Communications Director

Summary/Background: The City has been working for several years toward the development and implementation of a cohesive wayfinding and gateway signage system. In August 2025, City Council approved moving forward with the bid process for the project following completion of the signage design and coordination with Studio 16:19 and TxDOT.

The project is intended to improve navigation and connectivity throughout Dripping Springs by providing clear, consistent directions to important community destinations, including the downtown area, City facilities, parks, the Visitor Center, shopping, dining and other locations.

Wayfinding signage serves a practical transportation and economic development purpose in addition to creating a consistent visual identity for the City. For visitors unfamiliar with Dripping Springs, clear directional signage helps them move from Hwy 290 to Mercer Street shopping, dining and other local destinations and encourages exploration beyond a single destination. For residents, it provides consistent identification and navigation to Dripping Springs' facilities and amenities.

The project is especially timely as the City continues making significant investments in the downtown area, including improvements to Old Fitzhugh Road, additional downtown parking, and redevelopment of The Stephenson. These projects are intended to strengthen downtown as a destination for residents and visitors and create additional opportunities for local businesses. A coordinated wayfinding system supports those investments by helping people find downtown destinations, parking, shopping, dining, and community amenities once they arrive.

The City has discussed and pursued wayfinding improvements for close to a decade, and local businesses have consistently expressed interest in signage that helps visitors better navigate the community and find local destinations.

The Dripping Springs Chamber of Commerce obtained a Certificate of Appropriateness in late 2016 and a variance from the Sign Ordinance in early 2017 to allow two directional signs, one at each end of Mercer Street in the City’s right-of-way. Numerous local business owners supported the signs and paid for their construction. The signs displayed “Visit Historic Dripping Springs”, “dining, shopping, entertainment”, and “Old Fitzhugh & Mercer Streets”. These signs were intended to be removed when TxDOT approved wayfinding signs were installed. The signs were removed in 2021 when they had become dilapidated. In efforts to support the design and construction of wayfinding signage, the City’s budget has included funding for them every year since 2018. The City’s Historic Preservation Commission has recommended funding for wayfinding signage numerous times, going back to 2018.

The project includes twenty (20) wayfinding signs and three (3) gateway monument signs. The signage has been designed to complement the City’s existing park signage and overall community branding.

Bid Process

The City issued RFB 2026-05 for the Wayfinding and Signage Improvements Project in July 2026. Bids were opened on August 7, 2026. Five companies submitted responses; however, one submission did not meet the requirements necessary to proceed to the final bid opening. Four qualifying bids were opened:

Bidder	Base Bid + Add Alternate
Southwest Monument and Sign	\$260,200.00
SSC Signs & Lighting	\$359,754.00
Houston Signarama	\$379,999.98
C.A. Bass Ventures, LLC	\$649,382.09

Southwest Monument and Sign submitted the lowest responsive total bid at **\$260,200**, approximately \$99,500 below the next-lowest bidder.

Southwest Monument and Sign is also familiar with the City and its signage standards, having previously completed the City’s park signage. Their

experience with the existing signage system will provide continuity between the City's park, wayfinding, and gateway signage.

Fiscal Impact

For the last two years, the City budgeted the following funding for this project:

- **FY 2025-2026:** \$121,200
- **FY 2026-2027:** \$150,000
- **Total budgeted funding:** \$271,200

The City has spent \$9,439 of the FY 2025-2026 funds on professional landscape architecture and planning consulting services for the project. The remaining available balance from the FY 2025-2026 budget plus the proposed FY 2026-2027 funds available for construction is **\$261,760**.

The Southwest Monument and Sign total bid is **\$260,200**.

Funding for this project is provided entirely through Hotel Occupancy Tax (HOT) revenues. Wayfinding and gateway signage that directs visitors to tourism-related destinations, shopping, dining, and other community attractions supports the intended purpose of HOT funding by promoting tourism and encouraging visitor activity and spending within Dripping Springs.

The bid results were favorable and allow the City to move forward with the full planned scope of twenty (20) wayfinding signs and three (3) gateway monument signs rather than reducing the project scope.

Commission Recommendations:

The City's Historic Preservation Commission has recommended funding for wayfinding signage for numerous fiscal year budgets, going back to 2018.

Recommended Council Actions:

Staff recommend City Council award RFB 2026-05, Wayfinding and Signage Improvements Project, to **Fazzone Builders, Inc. dba Southwest Monument and Sign** in the amount of **\$260,200** and authorize the City Administrator to finalize and execute an agreement with the selected bidder.

Approval will allow the City to move forward with a long-planned project that improves navigation for residents and visitors, supports local businesses and downtown economic development efforts, strengthens connections between community destinations, and provides consistent and welcoming gateway signage for Dripping Springs.

Attachments:

Recommendation Letter from Studio 16:19 Bid Results;
RFB 2026-05 Wayfinding and Signage Improvements Project;
Southwest Monument and Sign Bid
Public Comment

Next Steps/Schedule: If approved, City Administrator will finalize and execute agreement. Estimated time for completion is 6-months but will confirm timeline with selected bidder.