



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

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**Submitted By:** Lisa Sullivan, People & Communications Director

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**Council Meeting Date:** August 5, 2025

**Agenda Item Wording:** **Update on signage design and discuss and consider approval of draft bid package for Wayfinding Signage.** Sponsor: Mayor Bill Foulds, Jr.

**Agenda Item Requestor:** Lisa Sullivan

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**Summary/Background:** As part of the City's ongoing efforts to enhance visitor experience, support local businesses, and improve traffic flow and connectivity, the need for a cohesive wayfinding signage system has been identified. A well-designed wayfinding program will help guide residents and visitors to key destinations including City Hall, the Visitor Center, historic Mercer Street and shops, parks, trails and other sites.

City staff has reviewed similar programs in peer cities and has been working with Studio 16:19 on design and implementation. We have our final design that was also approved by TxDOT. Studio 16:19 also worked on park signage, so the designs will complement each other and follow the brand guideline. This bid package will allow the City to now seek proposals from qualified firms with expertise to create and install the signage.

Half of the funding for the wayfinding signage installation package is included in the approved FY 2024-2025 HOT budget. The remaining amount is currently in the draft FY 2025-2026 budget. Staff will ensure that proposals fall within allocated funds and will bring a final contract to Council for approval before any work begins.

Questions were asked at the July 15<sup>th</sup> City Council Meeting and Answers:  
See INCLUDED Q&A ON WAYFINDING in the Agenda Package

**Commission**  
**Recommendations:**

**Recommended Council Actions:** Staff recommends that City Council authorize the issuance of an RFP for the wayfinding signage package to move this important project forward.

**Attachments:**

Q&A On Wayfinding

24.1145\_Dripping Springs City Signage\_Wayfinding Front End  
Docs\_2025.07.08

24.1145\_Dripping Springs City Signage\_Wayfinding Tech  
Specs\_2025.07.08

24.1145\_Dripping Springs City Signage\_Wayfinding CD  
Package\_2025.07.08

**Next Steps/Schedule:**

If approved, the following timeline will be set:

- August 11: 1st Notice sent to newspaper
- August 13: Notice printed by newspaper and all documents available online (2<sup>nd</sup> notice printed August 20)
- August 20, 2:00pm: Optional Pre-Bid meeting
- August 26: Last chance for questions
- September 8, 2:00pm: Bid opening
- September 16: On City Council meeting agenda for possible approval on recommended bid acceptance.