



CITY OF NORMAN, OK STAFF REPORT

MEETING DATE: 7/14/2026

REQUESTER: Katherine Coffin

PRESENTER: David Riesland, Transportation Engineer

ITEM TITLE: CONSIDERATION OF APPROVAL, REJECTION, AMENDMENT, AND/OR POSTPONEMENT OF CHANGE ORDER THREE TO CONTRACT K-2526-4: BY AND BETWEEN THE CITY OF NORMAN, OKLAHOMA, AND G&S SIGN SERVICES, L.L.C., IN THE AMOUNT OF \$11,550 FOR THE MODIFICATION OF FIFTEEN WAYFINDING SIGNS INSTALLED AS PART OF PREVIOUS WAYFINDING PHASES TO REMOVE HEALTHPLEX AS A DESTINATION.

BACKGROUND:

It is important to establish a sense of entry that indicates arrival in a special place. This applies to all of the gateways into the City of Norman. For Norman, wayfinding should also be a community-wide initiative that directs travelers to the downtown area as well as to many of the other amenities of the community. The concepts of attracting businesses, residents, and visitors/tourists are closely linked to creating an aesthetically pleasing area from an architectural, streetscape and beautification standpoint.

Located within the Oklahoma City metropolitan area, Norman is actually the third largest city in the State of Oklahoma with nearly 130,000 residents. In addition, Norman is home to the University of Oklahoma. The size of the City coupled with the location of the University make Norman a destination for many tourists, visitors, and commuters.

In December, 2013, City Council adopted the Norman Signage and Wayfinding Plan. This was adopted as the first phase of an overall plan for the City of Norman. The Norman Signage and Wayfinding Plan involved significant public input into potential destinations, potential districts, development of a hierarchy of destinations, and preliminary input into sign colors and fonts. One of the conclusions of the Norman Signage and Wayfinding Plan was to embark on a follow-up process to include the “fabrication and installation of a pilot project that will help to refine the detailed design of the system components”.

In 2022, the Wayfinding Phase 1 project was completed on Lindsey Street, Chautauqua Avenue, Jenkins Avenue, and around the Municipal Complex. In March 2024, the Wayfinding Phase 2 project was completed on Flood Avenue, Tecumseh Road, and Robinson Street. In January 2025, the Wayfinding Phase 3 project was completed on 24th Avenue West, 12th Avenue East, Tecumseh Road, and a portion of Classen Boulevard, and the Wayfinding Phase

4 project was completed on 36th Avenue West and the Porter Avenue/Classen Boulevard corridor. Following completion of Phase 4, modifications at fifteen locations from prior Wayfinding phases became evident. The location of these fifteen modifications that comprise Change Order No. 3 is attached.

DISCUSSION:

The modifications were sent to G&S Signs for pricing for the anticipated Change Order No. 3. Those costs, totaling \$11,550 are itemized in the attached quote.

RECOMMENDATION:

Staff recommends the authorization to spend \$11,550 as outlined above from Lindsey St/SH9 Wayfinding (Project No. TR0114, Account No. 50596611-46101 Construction), along with approval of Change Order No. 3 with G&S Sign Services to modify the Wayfinding Phase sign installations at fifteen locations. The result will provide positive guidance for Norman's visitors.

Reviewed by: Scott Sturtz, Director of Public Works
 Clint Mercer, Chief Accountant
 Rick Knighton, City Attorney
 Darrel Pyle, City Manager