



CITY OF NORMAN, OK STAFF REPORT

MEETING DATE: 7/22/2025

REQUESTER: Katherine Coffin

PRESENTER: David Riesland, Transportation Engineer

ITEM TITLE: CONSIDERATION OF ADOPTION, APPROVAL, ACCEPTANCE, AWARDDING, AMENDMENT, REJECTION, AND/OR POSTPONEMENT OF BID 2425-59, CONTRACT K-2526-4, AND CHANGE ORDER ONE 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 \$209,875 FOR THE INSTALLATION OF WAYFINDING SIGNS PHASE 4 ON 36th AVENUE WEST AND THE PORTER AVENUE/CLASSEN BOULEVARD CORRIDOR AS WELL AS MAINTENANCE BOND MB-2526-3, PERFORMANCE BOND B-2526-5, STATUTORY BOND B-2526-6, RESOLUTION R-2526-10 GRANTING TAX EXEMPT STATUS.

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 can 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 the third largest city in the State of Oklahoma with over 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. Following completion of Phase 3, staff began working with our consultant, Kimley-Horn, on a Phase 4 project that would place Wayfinding signs on 36th Avenue West and the Porter Avenue/Classen Boulevard corridor. A map of the proposed sign locations in Phase 4 is attached.

DISCUSSION:

A bid package was assembled and sent out to qualified contractors with advertisement in the local newspaper, as well. Bids were received on June 24, 2025. Only one of the four qualified contractors submitted bids on the project. A copy of the Bid Record is attached. Upon opening the bids, G&S Sign Services, LLC was the apparent low bidder at \$209,875.

A capital project for Lindsey Street/Municipal Complex Wayfinding was approved by City Council. This project currently has a Construction balance of \$242,880 (Account 50596611-46201; Project TR0114), more than sufficient to cover the proposed \$209,875 costs associated with Contract K-2526-4, Maintenance Bond MB-2526-3, Performance Bond B-2526-5, and Statutory Bond B-2526-6. Resolution R-2526-10 provides tax exempt status, to avoid the payment of sales tax on materials purchases related to the project. Finally, Change Order 1, in the amount of \$4,347, will modify seven existing Wayfinding signs to add the Moore Lindsey Historical House Museum to our existing Wayfinding signs. The cost of Change Order 1, when added to the cost bid for Phase 4 brings the total contract amount to \$214,222.

RECOMMENDATION:

Staff recommends the authorization to spend \$214,222 as outlined above from Lindsey Street/Municipal Complex Wayfinding, Construction (Account 50596611-46201; Project TR0114) along with approval of Contract K-2526-4 and associated bonds (Maintenance Bond MB-2526-3, Performance Bond B-2526-5, Statutory Bond B-2526-6), Resolution R-2526-10 for tax exempt status, and Change Order 1 with G&S Sign Services to complete the Wayfinding Phase 4 project on 36th Avenue West and the Porter Avenue/Classen Boulevard corridor.

Reviewed by: Scott Sturtz, Director of Public Works
 Clint Mercer, Chief Accountant
 Anthony Francisco, Director of Finance
 Jane Hudson, Director of Planning and Community Development
 Rick Knighton, City Attorney
 Darrel Pyle, City Manager