



## CITY OF NORMAN, OK STAFF REPORT

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**MEETING DATE:** 01/13/2026

**REQUESTER:** Katherine Coffin

**PRESENTER:** David Riesland, Transportation Engineer

**ITEM TITLE:** CONSIDERATION OF APPROVAL, REJECTION, AMENDMENT, AND/OR POSTPONEMENT OF CHANGE ORDER TWO 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 \$13,432 FOR THE MODIFICATION OF THREE WAYFINDING SIGNS INSTALLED AS PART OF PHASE 4 ON 36<sup>th</sup> AVENUE WEST AND THE PORTER AVENUE/CLASSEN BOULEVARD CORRIDOR (Wards 4 & 8).

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### **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 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 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 24<sup>th</sup> Avenue West, 12<sup>th</sup> Avenue East, Tecumseh Road, and a portion of Classen Boulevard, and the Wayfinding Phase 4 project was

completed on 36<sup>th</sup> Avenue West and the Porter Avenue/Classen Boulevard corridor. Following completion of Phase 4, the need for modifications at three locations became evident. The location of these three modifications that comprise Change Order 2 is attached.

**DISCUSSION:**

The modifications were sent to G&S Sign Services, L.L.C., for pricing for the anticipated Change Order 2. Those costs, totaling \$13,432, are itemized in the attached quote.

**RECOMMENDATION:**

Staff recommends the authorization to spend \$13,432 as outlined above from the Wayfinding Project, Construction (Account 50596611-46101; Project TR0114) along with approval of Change Order 2 with G&S Sign Services, L.L.C., to modify the Wayfinding Phase 4 project at three locations. The result will provide positive guidance for Norman's visitors.