



## CITY OF NORMAN, OK STAFF REPORT

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**MEETING DATE:** 05/26/2026

**REQUESTER:** Katherine Coffin

**PRESENTER:** David Riesland, Transportation Engineer

**ITEM TITLE:** CONSIDERATION OF AWARDING, APPROVAL, REJECTION, AMENDMENT, AND/OR POSTPONEMENT OF BID 2526-41 AND CONTRACT K-2526-153: BY AND BETWEEN THE CITY OF NORMAN, OKLAHOMA, AND GRAPHTEC, INC. IN THE AMOUNT OF \$178,382 FOR THE INSTALLATION OF WAYFINDING SIGNS PHASE 5 ON THE ROCK CREEK ROAD, ALAMEDA STREET, AND LINDSEY STREET CORRIDORS AS WELL AS MAINTENANCE BOND MB-2526-57, PERFORMANCE BOND B-2526-77, STATUTORY BOND B-2526-78, AND ADOPTION OF RESOLUTION R-2526-137 GRANTING TAX EXEMPT STATUS. (CITY)

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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 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 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, the Chautauqua Avenue, and the Jenkins Avenue corridors as well as around the Municipal Complex. In March

2024, the Wayfinding Phase 2 project was completed on the Flood Avenue, the Tecumseh Road, and the Robinson Street corridors. 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 corridors. In November 2025, the Wayfinding Phase 4 project was completed on 36<sup>th</sup> Avenue West and Porter Avenue/Classen Boulevard corridors. Following completion of Phase 4, staff began working with our consultant, Kimley-Horn, on a Phase 5 project that would place Wayfinding signs on the Rock Creek Road, the Alameda Street, and the Lindsey Street corridors. A map of the proposed sign locations in Phase 5 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 April 2, 2026. Only two of the five qualified contractors submitted bids on the project. A copy of the Bid Record is attached. Upon opening the bids, Graphtec, Inc., (Graphtec) was the apparent low bidder at \$253,355. However, this bid is more than available funds in the Wayfinding construction account. Staff worked with Graphtec to eliminate some signs to reduce the bid amount below the funds available. Based on the elimination of eight signs, the revised bid comes in at \$178,382. A copy of the revised bid is attached. A map showing the eight signs that were eliminated from the bid is also attached. These signs will be addressed in a future project to complete the City’s Wayfinding Plan.

A capital project for Lindsey Street/Municipal Complex Wayfinding has been established (Account No. 50596611-46101 Project No. TR0114). This account currently has a construction balance of \$215,226 or more than sufficient to cover the \$178,382 costs associated with Contract K-2526-153, Maintenance Bond MB-2526-57, Performance Bond B-2526-77, and Statutory Bond B-2526-78. Resolution R-2526-137 provides tax exempt status.

**RECOMMENDATION:**

Staff recommends the authorization to spend \$178,382 as outlined above from the Lindsey Street/Municipal Complex Wayfinding Project (Account No. 50596611-46101 Project No. TR0114) along with approval of Contract K-2526-153 and associated bonds (Maintenance Bond MB-2526-57, Performance Bond B-2526-77, Statutory Bond B-2526-78) and Resolution R-2526-137 for tax exempt status with Graphtec, Inc., to complete the Wayfinding Phase 5 project on the Rock Creek Road, the Alameda Street, and the Lindsey Street corridors. The result will provide positive guidance for Norman’s visitors.

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