



## CITY OF NORMAN, OK STAFF REPORT

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**MEETING DATE:** 1/9/2024

**REQUESTER:** Katherine Coffin

**PRESENTER:** David Riesland, Transportation Engineer

**ITEM TITLE:** CONSIDERATION OF APPROVAL, REJECTION, AMENDMENT, AND/OR POSTPONEMENT OF CONTRACT K-2324-120: A CONTRACT BY AND BETWEEN THE CITY OF NORMAN AND KIMLEY-HORN IN THE AMOUNT OF \$63,300 FOR MONUMENT SIGNAGE PLAN PHASE 1 DESIGN.

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### **BACKGROUND:**

A budget item for design of a Monument Signage Plan for the City of Norman that coincides with the University of Oklahoma's entrance into the Southeastern Conference was approved as part of the FYE 2024 Budget. This approved budget includes \$175,000 for design of the monument signage plan.

In order to select a consultant team to lead the efforts through the design effort, a Request for Proposal (RFP 2324-30) was developed and issued for proposals on October 31, 2023. A proposal selection committee consisting of Scott Martin (Norman Chamber of Commerce), Dan Schemm (VisitNorman), Lawrence McKinney (NEDC), Jen Hollingshead (OU), Awet Frezgi (CON Traffic Engineer) and David Riesland (CON Transportation Engineer) was formed. A pre-proposal meeting (non-mandatory) was held on November 21, 2023, and was attended by two consulting teams.

Proposals were received from all interested consulting teams were received on December 5, 2023. Proposals were received from Kimley-Horn (Oklahoma City) and LAUD Studio (Oklahoma City). The Selection Committee met on Tuesday, December 12, 2023. After considerable discussion, the Selection Committee voted unanimously to select the Kimley-Horn team to move forward with design of the Monument Signage Plan. Both proposers were notified of the decision on the afternoon of December 12, 2023.

## **DISCUSSION:**

Following notification to the Kimley-Horn team, Staff recently received a Professional Services Agreement (attached as K-2324-120) from Kimley-Horn for design services for the implementation of the Monument Signage Plan Phase 1 Design. The fee and expenses associated with this Agreement are \$63,300. The Monument Signs Project, Design Account (50596688-46201; Project TC0158) contains \$175,000 for the design work associated with the Monument Signage Plan which includes Phase 1.

If approved this design contract will be completed in mid-summer, 2024. The deliverables in this contract include:

- Potential monument sign locations thoroughly vetted for potential conflicts and visibility
- Up to three concept options for the prototypical signage element
- Up to four site designs needed to convey illustrative and narrative planning concepts as well as preliminary signage concepts for identity and lighting concepts
- Preliminary opinions of probable costs for each potential site
- A brand that builds upon the efforts begun in the Wayfinding Plan to finalize a brand for Norman

When the design contract is completed, the City Council will decide whether to budget for construction for one or more of the monument signs.

## **RECOMMENDATION:**

Staff recommends approval of Contract K-2324-120 with Kimley-Horn for Monument Signage Plan Phase 1 Design.