



## Company Information

Company Name: National Sign Plazas

Remit To Address: 2202 West Huntington Drive Tempe, AZ 85282

Physical Address: 903 N Bowser Rd Suite 202 Richardson TX 75081

Phone Number: 214-924-0943

Fax Number:

Contact Person: Justin Arellano

E-mail Address: [jarellano@nspag.net](mailto:jarellano@nspag.net)

**COOPERATIVE PURCHASING**

As permitted under Government Code, Title 7, Chapter 791.025, other governmental entities may wish to cooperatively purchase under the same terms and conditions contained in this contract (piggyback). Each entity wishing to piggyback must have prior authorization from the City of Coppell and Contractor. If such participation is authorized, all purchase orders will be issued directly from and shipped directly to the entity requiring supplies/services. The City of Coppell shall not be held responsible for any orders placed, deliveries made, or payment for supplies/services ordered by these entities. Each entity reserves the right to determine their participation in this contract.

**IS YOUR FIRM WILLING TO ALLOW OTHER GOVERNMENTAL ENTITIES TO UTILIZE THIS CONTRACT, IF AWARDED, UNDER THE SAME TERMS AND CONDITIONS?**

    X     YES

           NO

City of Coppell, TX  
Procurement Services

HOUSE BILL 89 VERIFICATION

I, Justin Arellano (Person name), the undersigned representative of  
(Company or Business name) National Sign Plazas  
(hereafter referred to as company) **being an adult over the age of eighteen (18) years of age, do hereby depose and verify under oath that the company named-above, under the provisions of Subtitle F, Title 10, Government Code Chapter 2270:**

- 1. Does not boycott Israel currently; and**
- 2. Will not boycott Israel during the term of the contract the above-named Company, business or individual with the City of Coppell acting by and through City of Coppell.**

*Pursuant to Section 2270.001, Texas Government Code:*

- 1. "Boycott Israel" means refusing to deal with, terminating business activities with, or otherwise taking any action that is intended to penalize, inflict economic harm on, or limit commercial relations specifically with Israel, or with a person or entity doing business in Israel or in an Israeli-controlled territory, but does not include an action made for ordinary business purposes; and*
- 2. "Company" means a for-profit sole proprietorship, organization, association, corporation, partnership, joint venture, limited partnership, limited liability partnership, or any limited liability company, including a wholly owned subsidiary, majority-owned subsidiary, parent company or affiliate of those entities or business associations that exist to make a profit.*

DATE 08/23/23

Justin Arellano  
SIGNATURE OF COMPANY  
REPRESENTATIVE

**Bid Form:**

<b>Item</b>		<b>Location</b>	<b>Width (in)</b>	<b>Height (in)</b>	<b>Graphics</b>	<b>Quantity</b>	<b>Unit Cost</b>	<b>Total</b>
1	A	4,24	60	77.5	Logo	2	480	960
1	B	4,24	60	77.5	Text	2	480	960
2	A	8,9,10,11	60	69.5	Logo	4	450	1800
2	B	8,9,10,11	60	69.5	Text	4	450	1800
3	A	3,5,26,37,40	60	59.5	Logo	5	388	1940
3	B	3,5,26,37,40	60	59.5	Text	5	388	1940
4	A	35	60	57.5	Logo	1	367	367
4	B	35	60	57.5	Text	1	367	367
5	A	30,41,46	60	51.5	Logo	3	328	984
5	B	30,41,46	60	51.5	Text	3	328	984
6	A	21,22,33,36,38	60	49.5	Logo	5	313	1565
6	B	21,22,33,36,38	60	49.5	Text	5	313	1565
7	A	23,31,42,44,45	60	43.5	Logo	5	277	1385
7	B	23,31,42,44,45	60	43.5	Text	5	277	1385
8	A	27,47	60	35.5	Logo	2	224	448
8	B	12,27,47	60	35.5	Text	3	224	448
9	A	34,39	60	25.5	Logo	2	162	324
9	B	13,34,39	60	25.5	Text	3	162	324
Footing- A		11,40	NA	NA	NA	2	350	700
Footing- B		36,38,42	NA	NA	NA	3	420	1260

Item	Location	Width (in)	Height (in)	Graphics	Quantity	Unity Cost	Total
Footing-C	27,34,39	NA	NA	NA	3	250	2100
Set Pole	8,9,10,11,24,27,30,34,35,36,37,38,39,40,42,45,46,47	NA	NA	NA	18	350	17640
Contingency for any unknowns		NA	NA	NA	1	50,000.00	50000

**Bid Summary:**

Total - \$ 91,246

Note: Bidder is required to provide a bid for every pay item. The City of Coppell will award based on all the pay items.

## NSP COMPANY HISTORY

Incorporated in 1997, National Sign Plazas, Inc. (NSP) was founded with the intent to help Cities and Counties manage signage within their right-of-way and jurisdictional boundaries. Originally, our focus was in residential development and we created a wayfinding system that allowed growing municipalities to eliminate weekend and off-site directional signage. Historically, pro-growth communities had only two options to manage this type of signage; outlaw every sign or allow every sign. Homebuilders depend on directional signage to bring potential homebuyers to their sales office and many pro-growth communities were eager to pursue options that could alleviate the sign clutter without harming the ability to attract potential buyers to their area. NSP developed a wayfinding program that provided a method where they were now able to manage the problem of unsightly homebuilder signage with a viable and necessary solution. NSP staff designed the signage, often utilizing three or four sign types, planned the system, fabricated and installed all signage, and worked as an intermediary between our clients (Cities & Counties) and our customers (homebuilders & developers) ensuring that neither was negatively affected by the sign program. Like other wayfinding programs, this sign program was installed in the right-of-way, had to conform to MUTCD and TXDOT requirements, and needed to be considerate of the existing community dynamics. As the homebuilder economy flourished, we quickly discovered that this type of wayfinding program was in high demand and we operated almost exclusively in this space for our first 10 years providing our unique service to government agencies all over the Nation. Being the first company to develop this idea, we also spawned several “copycat” competitors that were drawn to the idea of erecting signage within the public right-of-way. Their efforts were widely unsuccessful as they were focused on replicating our finished product (sign building) and not the developmental process of establishing a wayfinding system. It is our unique approach to developing these sign systems that made it logical for us to apply our techniques to civic, tourist-oriented and other basic wayfinding programs.

In 2007 we were in discussions with the City of Georgetown, TX, a Main Street community north of the City of Austin, to design and develop our homebuilder directional program within their City. Concurrently, they were struggling to develop a method to draw vehicular traffic in to their City and motivate those motorists to become pedestrians within their historic downtown...one thing led to another and we developed a comprehensive wayfinding program for the City that included vehicular and pedestrian directionals, gateway signage, hike/bike identifiers and homebuilder directionals all within one seamless design. The finely tuned skillset that we had developed over the preceding 10 years provided us the knowledge to easily handle this project and the entire system was deployed ahead of schedule and under budget. Over the next 6 years we discovered many wayfinding opportunities with our Clients and have created unique wayfinding programs throughout the Nation.

## CONSULTANT INFORMATION

The following is a list of our national office locations. Portions of our executive staff operate from several offices; however the majority of our design, planning and consultative efforts are run from our Houston and Austin offices.

**Firm Name:** National Sign Plazas, Inc. (NSP)

**Mailing Address:** **Corporate Office**  
2422 S. Trenton Way, Unit H  
Denver, CO 80321  
(720) 482-9293

**Atlanta Office**  
2030 Powers Ferry Rd SE Ste 450  
Atlanta, GA 30339  
(678) 947-4400

**Houston Office**  
20302 Park Row Dr, Ste 900  
Katy TX 77449  
(713) 673-2590

**Website:** [www.nsp.biz](http://www.nsp.biz)

**Primary Contact:**

**Austin Office**  
715 Discovery Blvd, Ste 309 Cedar  
Park, TX 78613  
(512) 670-3717

**Chicago Office**  
16700 Advantage Drive, Suite F  
Crest Hill, IL 60435  
(815) 725-6230

**Phoenix Office**  
16411 N 90<sup>th</sup> Street, Suite 107  
Scottsdale, AZ 85260  
(480) 968-2978

**Organization Type:**

**Where Organized:**

**Principals:**

"C" Corporation

California

Eleanor Hayzlett, CEO

Grant Hayzlett, President

**Tampa Office**  
3611-B E. 10th Ave  
Tampa, FL 33605  
(813) 241-0466

**Dallas Office**  
903 Bowser Ste #202  
Richardson, TX 75081  
(972) 918-0603

**Nashville Office**  
11074 Courier Pl, Ste 401  
Smyra, TN 33605  
(615) 768-5800

## KEY PERSONNEL

Since NSP is built as a Design, Planning and Construction firm, our staff positions and titles are quite different from a traditional design firm. The following is a short summary of our executive staff and the skills/experiences that we bring to bear on our design and planning projects. NSP currently employs 30 full time employees throughout our division offices ranging from graphic design to production to government relations.

### **Eleanor Hayzlett** OWNER/CEO

As CEO of NSP Eleanor is responsible for the long range strategic planning of our business and the development of the efforts that govern new market penetration, Client acquisitions and the overall culture at NSP. Eleanor graduated from the University of Colorado and has been managing the company since 2001.

Eleanor has been active in promoting wayfinding education and the adoption of this type of program throughout the Nation and works with many State level DOT offices to create a platform that will allow for wayfinding within the State right-of-way. When she is not drudging through the political maze she spends her time “setting the tone” at NSP and her fingerprints can be seen in our every action.

### **Grant Hayzlett** OWNER/PRESIDENT

In addition to managing the company’s day-to-day activities Grant is the lead designer and planner for all of our wayfinding projects throughout the Nation. Grant is the driving force behind our precedent setting Design/Plan/Build platform and he has a keen eye for building efficiencies within a wayfinding system. Grant is a graduate of the University of Colorado and has been acting President for NSP since 2004. He is a member of the Society for Environmental Design (SEGD) and the Entrepreneur’s Organization (EO).

Grant has travelled extensively throughout his life and has the benefit of understanding how our communication changes from country to country, but our needs do not. He has been able to glean information from other areas and cultures and he applies that knowledge to the design and development of our wayfinding sign programs. Grant is a unique, but efficient designer with a constant awareness of the real-world application of the finished product(s) that he is working on.



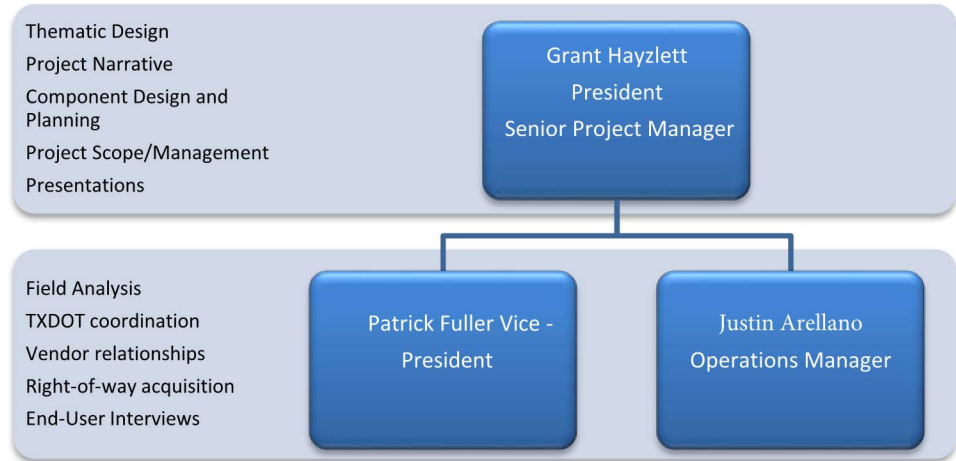
**Patrick Fuller** **VICE PRESIDENT**

As the acting Vice President, Patrick plays a key role in the strategic planning of our wayfinding systems throughout the Nation. Patrick has been with NSP for over 18 years. Patrick is located in our Austin office and he is our direct point of contact for TXDOT issues that affect current projects and he works directly with the local engineer to create and submit the necessary information for TXDOT review/approval of projects that are placed within state road-right-of-way.

Pat has been working for NSP almost as long as NSP has been around and he is well versed in all of the details that make NSP a great company. In the past, he has worked at the division level, deploying our finished wayfinding systems from the ground up and now, he is an integral part of our planning process. His experiential knowledge is priceless and he brings more than a decade of wayfinding expertise to bear when developing the planning strategy for a new wayfinding system.

**JUSTIN ARELLANO** **OPERATIONS MANAGER**

Justin is the junior member of the Texas staff, but brings a wealth of sign knowledge to the team. Justin is high-energy, enthusiastic and organized. In the relative short time that Justin has been a part of the NSP team, he has shown his ability to manage multiple projects simultaneously. In just under a year, Justin has been the main point of contact for completion and ongoing maintenance way-finding projects Justin's involvement in operations includes project scheduling, client interaction and personnel management. Justin will be actively involved in all aspects of the project.



## **STATEMENT OF AVAILABILITY**

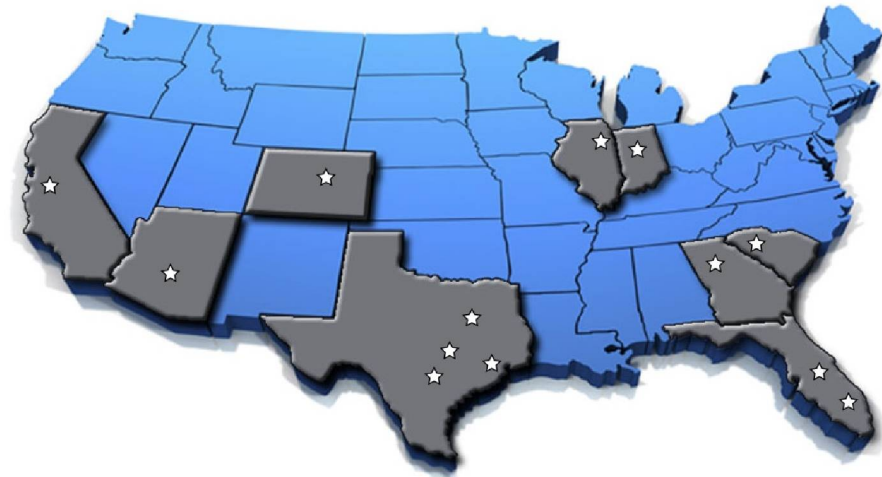
As a provider of every service that surrounds the development and delivery of a finished wayfinding system, careful planning and staff availability is the key to our success. However, with such a broad footprint across the Nation, our evolution within this field has required us to create a very stable and efficient system. The staff listed in the preceding section is just a snapshot of the “key personnel” that will be involved in the Cedar Park project and we employ many great resources to ensure that each of our projects is handled as if it was our only project.

NSP begins every project with a vision of complete installation in mind, not just a complete design. This allows us to predict and avoid certain pitfalls that other design firms cannot foresee. Further, we have the ability to accelerate a production timeline while the final actions of the planning phase are being addressed; rather than waiting for the planning phase to conclude and then locating a sign fabricator to pick up where the designer quit.

## CLIENT LIST

With six national offices and a government relations staff that develops outreach to every State in the Nation, NSP is capable of providing our Design/Plan/Build service to any City, County, Village or Township. The stars on the map identify the major metropolitan areas that we currently have projects running and the following is a list of our Clients by State.

Since June of 1997, NSP has contracted with more than 50 clients in 7 different and challenging States; those Clients shown in **bold** have contracted with NSP within the last 5 years:



### TEXAS

City of College Station  
**City of Bryan**  
**City of Goliad**  
**City of Kerrville**  
**City of Nacogdoches**  
**City of Deer Park**  
**City of Boerne**  
**City of Bellaire**  
**City of Dickinson**  
**City of Waxahachie**  
 City of League City  
 City of Round Rock  
 City of Pflugerville  
 City of Georgetown  
 City of Kennedale  
 City of Little Elm  
 City of Kyle

City of Pearland  
 City of Rosenberg  
 City of Conroe  
 City of Texas City  
**City of Richmond**  
 City of Wylie  
 City of Seabrook  
 City of Sachse  
 City of Murphy  
 City of Cibolo  
 City of La Marque  
 City of Selma  
 City of Brownwood  
 Royse City  
 City of Anna  
 City of Hutto  
 City of Leander

### GEORGIA

City of South Fulton  
 Cherokee County  
 Walton County  
 City of Woodstock  
 City of Powder Springs  
 City of Statham  
 City of Holly Springs  
 Douglas County  
 City of Villa Rica  
 Dawson County

### ARIZONA

**Town of Paradise**  
**Valley Town of Queen**  
**Creek Town of**  
 Youngtown City of  
 Surprise

### COLORADO

**Town of Castle Rock**  
 City of Johnstown  
 City of Firestone

### FLORIDA

**City of Fort Lauderdale**  
**City of Winter Springs**

### ILLINOIS

Village of Plainfield  
 Village of Shorewood  
 City of Lockport  
 Village of Minooka  
 Village of Monee

### CALIFORNIA

**San Benito County**  
**City of Hollister**

### SOUTH CAROLINA

**Spartanburg County**  
**City of Lexington**

### INDIANA

City of Lake Station

## REFERENCES & CONTACT INFORMATION

The following is a short list of contacts for reference. NSP has developed wayfinding projects with these Cities/Counties and we are providing them as references because we feel that they have some commonalities to the Brenham project.

City of Waxahachie

[www.waxahachie.com](http://www.waxahachie.com)

Micahael Scott, Ctiy Manager

(469) 309-4002

[shelly.hargrove@georgetwon.org](mailto:shelly.hargrove@georgetwon.org)

This is a multi-level system that addresses the needs of vehicular traffic, pedestrian traffic and the downtown area. Pedestrian signage includes downtown map sign directing foot traffic to local businesses, hike and bike trail signage and functional signage. This project was coordinated with the City and the Main Street office.

Cities of Bryan & College Station

[www.bcscvb.org](http://www.bcscvb.org)

Kindra Fry, CEO Bryan-College Station CVB

(979) 260-9898

[kindra@experiencebcs.com](mailto:kindra@experiencebcs.com)

The City of College Station is home to Texas A&M University and the project was planned to incorporate the existing on campus directional signage. This is a multi-city, multi-level, multi-phase wayfinding project. The project was completely funded using Hotel Occupancy Tax funds and was developed as a direct connection to the tourism efforts of the CVB. Ninety percent (90%) of sign placement was within the TXDOT right-of-way and the CVB is preparing to develop the second phase in 2014.

City of Kerrville, TX

[www.kerrvilletx.gov](http://www.kerrvilletx.gov)

Ashlea Boyle, Main Street & Special Projects Manager

(830) 258-1153

[ashlea.boyle@kerrvilletx.gov](mailto:ashlea.boyle@kerrvilletx.gov)

This is a multi-level system that incorporates external vehicular wayfinding, pedestrian directional signage and transition points for public parking facilities. More than 50% of the total sign placement was developed within TXDOT right-of-way and NSP staff handled the comprehensive assembly of the TXDOT submittals. There are four different sign types in total including pedestrian directional signage within the City's civic center.

## Developing Your Wayfinding Program

### Portfolio (Kerrville, TX)



The City of Kerrville is located in the Texas hill country, about one hour North of San Antonio. They are one of the largest Cities in the area and are rich in Texas History. As part of their downtown redevelopment plan, the City invested in a new Civic Center, public parking garages and a unique wayfinding signage system. Kerrville contracted with NSP to design and plan all aspects of the wayfinding system as well as fabricate and install every component. The City required (5) different signage applications with (3) focusing on vehicular needs and (2) focused on pedestrian needs.

In total, the finished plan included (56) complete locations with (35) of them falling within TXDOT right-of-way. NSP not only developed the total planning initiative for the project, but we developed, submitted and coordinated all of the DOT requirements for the approval of the project. The Kerrville wayfinding project is scheduled for completion in late 2013.



PEDESTRIAN  
DIRECTIONAL



VEHICULAR DIRECTIONAL (TXDOT)



DOWNTOWN DIRECTIONAL

### Time to completion



This project began in late 2013 and will be completed in approximately (9) months. NSP staff coordinated every aspect of the Kerrville wayfinding project “in-house” and was able to beat scheduling and budgeting goals. This project is scheduled to have a second phase begin in early 2014 focusing on greater development of pedestrian signage.

### Deliverables

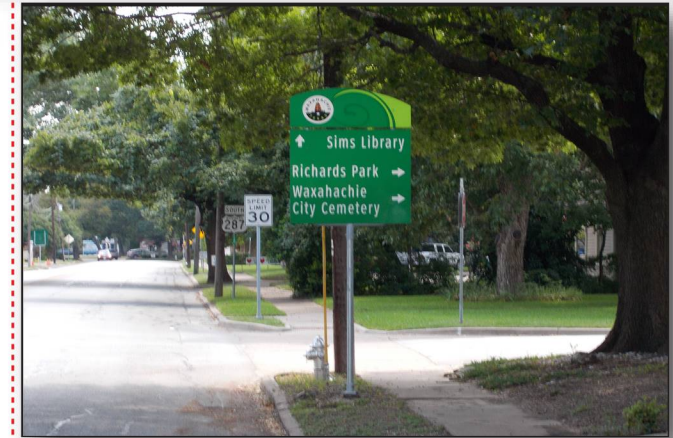


- Materials to be used for each element
- Thematic Drawings
- TXDOT submittals
- Final designs for each system element
- Site location details
- Installation guidelines
- Shop Drawings
- Construction documents
- Final message schedules
- Presentation to City staff
- Analysis of end-user needs

# Developing Your Wayfinding Program

## Portfolio (City of Waxahachie)

The City of Waxahachie is a unique and historic city with much to offer their citizens and tourist. NSP first contracted with the City of Waxahachie in 2009 to assist the City with the rapid growth it was experiencing. Through the implementation of the NSP unified Homebuilder Program, NSP assisted the City with growth management. Through the relationship established, the City once again contracted with NSP in 2014 to implement a wayfinding system to help residents and tourist experience all the City has to offer. NSP worked closely with the local Texas Department of Transportation (TXDOT) Engineer to create a design that was both visually engaging and adhered to the safety standards that are required by TXDOT. The Waxahachie project was a Design / Build project, ensuring that the efforts put forth in the design phase were implemented in the real world. The project consisted of over forty sign locations, with many of them located within TXDOT right-of-way.



### Time to completion

From the time of the award the design, construction and installation of the City's program took less than 6 months. The initial planning and design efforts were developed concurrently; lasting 4 months and 3 months respectively. Fabrication and installation of the first project phase took 2 months from start to finish.

### Deliverables

- Materials to be used for each element
- Thematic Drawings
- TXDOT submittals
- Final designs for each system element
- Site location details
- Installation guidelines
- Shop Drawings
- Construction documents
- Final message schedules
- Presentation to City staff
- Analysis of end-user needs

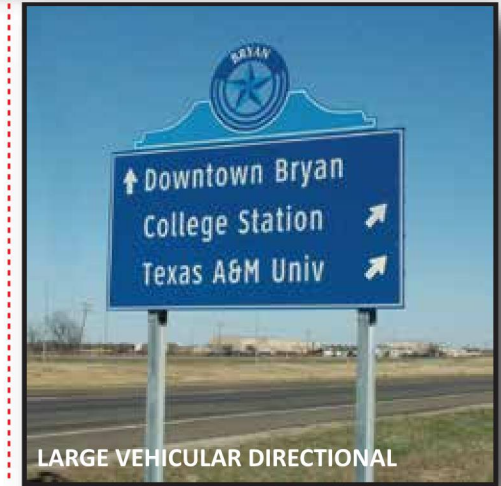
# Developing Your Wayfinding Program

## Portfolio (Bryan & College Station, TX)



In April of 2012 the Cities of Bryan and College Station contracted with NSP to give their wayfinding system life. Three years prior they had contracted with a different firm to draft an initial design and plan for a complex, multi-city system that incorporated historic downtowns, tourist destinations and Texas A&M university. Due to a multitude of reasons, the project was left in the design phase and the Cities were not able to realize construction of the project. The project was led by the Convention and Visitor's Bureau and they knew that in order to achieve installation, they would require a team that could update and revise the existing designs, phase the project, manage their budgets and work with TXDOT for program approval. They elected to work with NSP because of our expertise in wayfinding and our track record of success.

The project required NSP staff to assess an existing design family and developed value-added engineering (VAE) for each of the 6 sign types. Further, we had to recreate the entire sign location plan and reprogram each individual sign to meet their current goals. The first program phase included 141 individual locations (122 of which fall in State road right-of-way) and was completed 6 months after RFP award; phase 2 is currently being drafted and will further develop the pedestrian and parking features. Currently, the entire program spans across Bryan, College Station and Texas A&M university.



### Time to completion



Phase one of this program spanned a total of 6 months from RFP award to final installation. In that time NSP staff redesigned 6 different sign types, created a new placement and mapping plan, created a phasing schedule, and built and installed 141 individual signs. Our efforts through the VAE process were focused on reducing fabrication costs and enhancing the ability to retrofit/alter existing signage as future needs changed.

### Deliverables



- Design specs for each sign type
- Phasing schedules for I and II
- Construction materials
- Staff and Client Presentations
- TXDOT assessment, submittal & approval
- Site location details
- Installation guidelines
- Creation of all maps and routes
- Construction documents
- Final message schedules
- Value-Added Engineering for each Element
- RFP Drafting

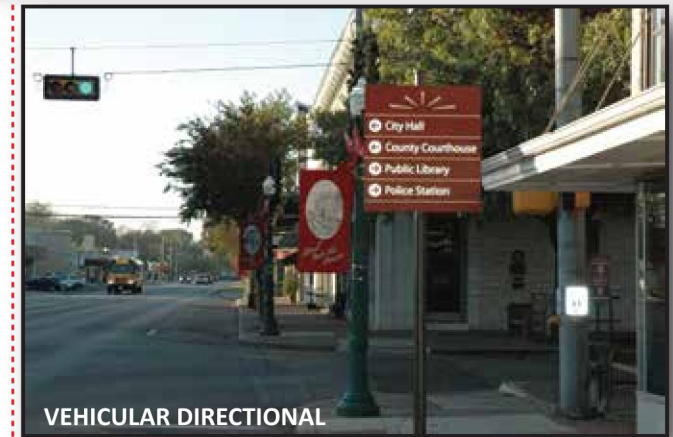
## Developing Your Wayfinding Program

### Portfolio (Georgetown, TX)



In 2007 the City of Georgetown contracted with NSP to build a wayfinding system that was to be incorporated in to every detail of the City's downtown development. Entry signage, vehicular directionals, pedestrian maps, parking, public rest rooms and general civic identifiers were all planned for and coordinated throughout the City including their Downtown Main Street. The planning strategy included the use of TXDOT right-of-way as well private property that was owned by local businesses. These locations required NSP to create submittal documents for DOT approval and negotiate land use permits with local citizens. Success in this area was key to the coordinated placement of signage and our staff was able to gain access to all but one area. We were able to work with TXDOT, our steel supplier and other vendors to determine the complete scope of the breakaway standards, the right material to fabricate the sign and several design changes to accommodate the review committee.

When the project was complete the system totalled (54) individual locations covering large and small vehicular directionals, pedestrian directionals, parking identifiers and hike/bike trail markers.



### Time to completion



From the time of the award the design, construction and installation of the City's program took less than 5 months. The initial planning and design efforts were developed concurrently; lasting 3 months and 2 months respectively. Fabrication and installation of the first project phase took 2 months from start to finish.

### Deliverables



- Materials to be used for each element
- Thematic Drawings
- TXDOT submittals
- Final designs for each system element
- Site location details
- Installation guidelines
- Shop Drawings
- Construction documents
- Final message schedules
- Presentation to City staff
- Analysis of end-user needs

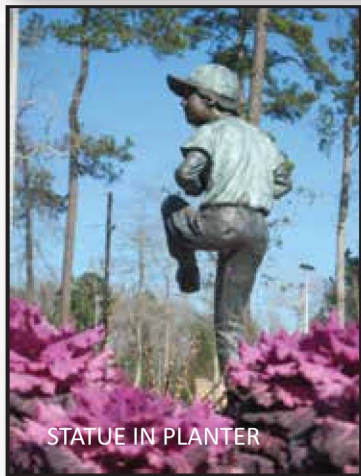


## Developing Your Wayfinding Program

### Portfolio (Conroe, TX)



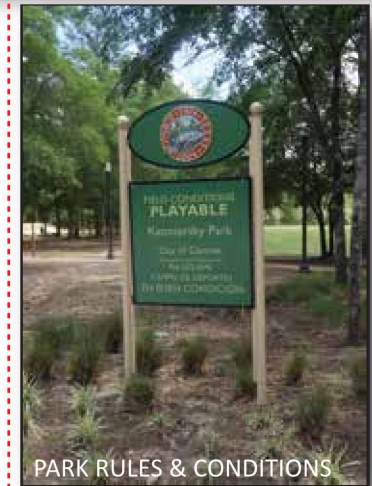
North of the City of Houston, the City of Conroe is a gateway City that boasts more than 10 public parks and open spaces. In 2009 they finished construction on their flagship public recreation area, the Carl Barton, Jr. Memorial Park. As construction was being finalized the City approached NSP to design and develop signage in and around the park that would include 15 baseball fields, 10 soccer fields, a fishing pond, picnic areas and hiking trails. Additionally, they asked for the design and development of monument stone entry signs, exterior wayfinding signage leading motorists in to the park and park facilities signage such as rules, parking, etc. Being that the project was run through a budget that was dedicated to the park's program and not through the City's general fund they were very cautious about spending and asked us to be considerate in our design and creative in our project phasing. The focus of this project was primarily pedestrian and the need for clean, multi-lingual designs was paramount. Additionally, NSP developed public art and landscaping features that further enhanced the pedestrian experience within the space.



STATUE IN PLANTER



MONUMENT ENTRY



PARK RULES & CONDITIONS



### Time to completion

The installation of this project was governed by the park opening. From the first design compositions to the final installation this project took 12 weeks to complete.

### Deliverables



- Materials to be used for each element
- Thematic Drawings
- Master design plan outlining each feature of the system
- Final designs for each system element
- Site location details
- Installation guidelines
- Shop Drawings
- Construction documents
- Final message schedules
- Street signage and exterior wayfinding
- Bronze statues and landscaping



The City of Georgetown, TX is a unique community north of the City of Austin. In 2007 we contracted with National Sign Plazas to develop a wayfinding sign program throughout our City, including our historic downtown. The sign program consists of several sign types that service vehicular traffic on large arterial streets, small community roads and pedestrian traffic without out downtown.

National Sign Plazas' quality of work and attention to the overall continuity of the signage has truly made our sign program a success. Several proposed sign locations fell within TXDOT jurisdiction and NSP worked with our local traffic engineers to ensure proper permitting and placement of the signage.

National Sign Plazas is a reliable and capable vendor and has the endorsement of the City of Georgetown. Please contact me directly if you have any questions about our sign program or NSP's involvement in our City program.

Sincerely,

David F. Hall, CFM  
Director of Inspection Services  
City of Georgetown

# TXDOT Consultation / Approval

To have a successful Wayfinding signs program in Texas, approval from the Texas Department of Transportation is a requirement for any signs that will be in TXDOT right-of-way. National Sign Plazas (NSP) has a proven track record with TXDOT and has gained approval for all wayfinding projects TXDOT submittals. NSP will supply TXDOT with a manual the details every aspect of each sign location, including sign design with, site plan, sign elevation, construction documentation, sign materials.

# Design Development

Wayfinding systems are more than just a cluster of signs and directional arrows. They are orientation devices that enable the end user to extract needed and timely information.

Most frequently, people think about vehicular directional signs when they think about wayfinding; however, the best designs will create a platform for additional features to be seamlessly added as the City continues to grow and develop. Exterior furniture, public art and interactive pedestrian features help to create an environment that is not only

helpful to users, but one that makes people comfortable and more likely to return. A successful wayfinding design is as much a tool for economic development as it is a tool for navigating. The development of a downtown pedestrian wayfinding system requires different design features to engage people and, when done so successfully, will help to

communicate valuable information to them. The NSP team has a proven track record of successfully developing interactive and motivational pedestrian systems that lead to more foot traffic in commercial areas, more visits to those “hard to find” destinations and a complete civic environment.

Finally, a successful design will become a vehicle to promote and facilitate the City’s brand. Brand management does not happen accidentally, and the development of that brand through an interactive wayfinding system will lead to a greater sense of community within the City of La Grange.

# Scope of Work

\$25,000

\$25,000

# Budget Preparation | Bid Forms | Bidding Process

## Scope of Work

### Budget Preparation

NSP will work with the city to create a Wayfinding Plan that accommodates the annual budget. NSP can also generate a phasing schedule so that the implementation of the wayfinding plan is achieved over several budget periods, without losing the integrity of the system.

### Bid Support

To assist the city with its selected fabricator NSP will prepare design intent for each sign type, which will include the required materials to be used. NSP will submit a short list of possible fabricators, hold pre-bid meeting or conference call to discuss design intent and assist the client with evaluation of the bids.

\$25,000

Total:

\$75,000

### NSP Headquarters

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Environmental  
Graphic Design



Open Space  
Development



Planning and  
Design



Directional  
Wayfinding



Program  
Management



**CONTACT PERSON:**

Shelly Hargrove, Main Street Director

**CURRENT PHONE NUMBER:**

512.930.2549

*Downtown Georgetown during the City's Christmas Stroll Event.*

## THE CITY OF GEORGETOWN, TX

**National Sign Plazas** is a 40-year-old, family owned company that began as a single location in San Jose, California, providing way-finding services to the home builder community. We have established a National presence with 11 divisions, focused on way-finding services for both builders and cities.

**National Sign Plazas** has helped over 60 cities and counties just like Big Spring to achieve civic goals by working together to develop a smart and strategic way-finding system. Our consultative and operative design/plan/build approach doesn't just fabricate another beautiful sign; they engage your target audience.

Our systems directly enhance the visitor experience and drive civic engagement by strengthening the way your city communicates its strategic brand messaging. With National Sign Plazas, your community and your visitors will develop a relationship that encourages them to open a dialogue, leading to increased daily spending and accelerated economic growth. With National Sign Plazas, you'll achieve a way-finding program that purposefully guides your community through an interactive experience focused on supporting the economic, social and developmental strategies that Big Spring aims to achieve.

“We are a **strategy company** that has developed products and services to **connect traffic** to a predetermined **customer experience.**”



**In** 2006 the City of Georgetown contracted with NSP to design, strategically plan, construct and install a branded civic way-finding system that was to be incorporated in to every detail of the City's environment, including their historic downtown. The strategically planned pedestrian system included the identification of walking and bike paths, directional signage, maps, and civic identifiers that were all focused on managing pedestrian needs during downtown events and economic development for the local businesses.

Since the inception of the project the City has recognized greater attendance local events, increased frequency of events and greater participation by local businesses. For the past 15 years the City of Georgetown has been recognized as a premier destination within the Austin MSA. Georgetown has continued to work with NSP to manage the system and ongoing development ensuring proper upkeep, planning for branding and community development.



Part of the City's Main street branding concept – Live, Work, Play.

**‘NSP is a capable and reliable vendor and they have the endorsement of the City of Georgetown.’**

– TOM YANTIS, ASST. CITY MANAGER  
CITY OF GEORGETOWN, TX



Part of the City's Main street branding concept – Live, Work, Play.



City of Kerrville (Design/Build Downtown Way-finding)

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Ashlea Boyle, Main Street Director  
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## THE CITY OF KERRVILLE, TX

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Dual-purpose low-speed Vehicular and Pedestrian directional (left photo)  
 Vehicular directional sign in the City right-of-way (right photo)

**The** City of Kerrville built a new civic center and parking facility as a means to invigorate their historic downtown and further economic development. The way-finding system was developed around the goal of transitioning vehicular traffic into pedestrian traffic and then getting pedestrians and tourists to the local businesses. National Sign Plazas handled the original designs and the strategic plan using the parking facility and downtown as a destination, worked with TXDOT to have the system approved for use in the State road right-of-way, and then built and installed the entire system as a single phase.



**‘The design component of our way-finding system matches the rich and historic heritage of Kerrville.’**  
 – ASHLEA BOYLE, MAIN STREET DIRECTOR







Completed shade structure and signage (primary node)

## THE TOWN OF PARADISE VALLEY

### Placemaking & Pedestrian Pathways

The Town of Paradise Valley recruited NSP to developed brand standards for all of the signage within the Town. During the project, the Town approached NSP to collaborate on the redevelopment of their main traffic corridors. These “Visually Iconic Corridors” were being transformed from dedicated vehicular passage, to routes that create space for walking, cycling and golf cart passage. Each corridor included three different nodes that were designed as decorative enhancements to the routes. NSP staff developed a concept for the nodes that included planned, educational space for passersby to learn about the nature and history of Paradise Valley. As a central tourist destination for the Phoenix area, these corridors will

serve as a staging platform for pedestrians and cyclists to explore all of the activities Paradise Valley has to offer. The first Visually Iconic Corridor is currently under construction with plans for future corridors commencing after completion.



Approved street-scape for the 56th Street Visually Iconic Corridor (Primary Node Views)



**CONTACT PERSON:**  
Dembow, Vice Mayor  
**CURRENT PHONE NUMBER:**  
480.348.3690

**‘We enjoyed working with NSP throughout all of our projects and look forward to working with them on future projects.’**

– PAUL DEMBOW, VICE MAYOR  
TOWN OF PARADISE VALLEY