



**City of Waukesha**  
201 Delafield Street  
Waukesha, WI 53188  
Tel: 262.542.3700  
waukesha-wi.gov

## City of Waukesha Cover Sheet

<b>Committee:</b> Parks, Recreation & Forestry Board	<b>Meeting Date:</b> July 21, 2025
<b>ID Number:</b>	<b>Ordinance/Resolution Number (if applicable):</b>
<b>Department Submitting:</b> Parks, Recreation & Forestry	<b>Submission Date:</b> July 15, 2025
<b>Agenda Item Title:</b> Review and possible action on proposed contract with Damon Farber Landscape Architects, Inc. for development of a City-wide Bicycle-Pedestrian Wayfinding/Signage Plan.	

**Issue Before the Council:** Award of the Bicycle-Pedestrian Wayfinding and Signage Design Services to Damon Farber. This project was approved in the City's 2024 CIP Budget. This contract will create a comprehensive, city-wide wayfinding and signage system for all bicycle and pedestrian traffic, for both on-road (bike lanes and designated routes) and off-road (trails, parks).

**Options & Alternatives:**

Proposals were solicited, and 11 were received. A panel of City staff reviewed and rated each proposal. Damon Farber was deemed the most qualified for the cost.

**Additional Details:**

The proposals were evaluated on team credentials, project understanding, project approach, previous relevant projects, and project cost. Their Engineering sub-consultant, KL Engineering, has successfully completed previous bike/pedestrian projects for the City. The City Attorney has reviewed the contract.



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**What is the Strategic Plan Priority this item relates to:**

- A. People-Centered Development
- B. Engaged Community

**What impact will this item have on the Strategic Plan Priority?**

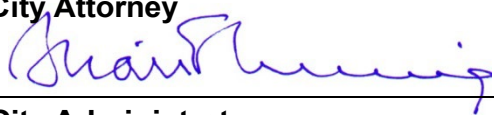
- A. Objective 1 – improving accessibility infrastructure and transportation improvements.
- A. Objective 5 – implementation of the current Bicycle/Pedestrian Plan.
- A. Objective 6 – bicycle and pedestrian-focused improvements.
- B. Objective 4 – engagement with community support organizations.
- B. Objective 5 – increasing residents' connection and engagement with the community.

**Financial Remarks:** The contract amount of \$57,961.00 will be paid from the CIP account 5529.68290.24M24.

**Executive Recommendation:** Approval of the Parks, Recreation & Forestry Board with recommendation for approval to the Common Council.

**Suggested Motion:** Move to recommend approval to the Common Council of the Wayfinding Design Services Contract with Damon Farber Landscape Architects.

**Reviewed By:**

<b>Finance Director</b>	<b>Date Reviewed</b>
<b>City Attorney</b> 	<b>Date Reviewed</b> 15 July 2025
<b>City Administrator</b> <i>Anthony Brown</i>	<b>Date Reviewed</b> 07/15/2025