



City of Rochester Hills
AGENDA SUMMARY
FINANCIAL ITEMS

1000 Rochester Hills Dr.
Rochester Hills, MI 48309
248.656.4630
www.rochesterhills.org

Legislative File No: 2026-0329

TO: Mayor and City Council Members

FROM: Ken Elwert, CPRE, Director Parks and Natural Resources
Dennis Andrews, CPRP, Deputy Director Parks and Natural Resources

DATE: July 27, 2026

SUBJECT: Parks Wayfinding Signage Project

REQUEST:

City Council is requested to authorize a contract/blanket purchase order for the Parks Wayfinding Signage Project in the amount of \$265,390.00 with a 10% project contingency in the amount of \$26,539.00 for a total not-to-exceed project cost of \$291,929.00 to Postema Signs & Graphics, Grand Rapids, Michigan and further authorizes the Procurement Manager to execute a contract on behalf of the City.

REASON FOR PURCHASE:

The City's Purchasing Division issued an Invitation to Bid utilizing the MITN system for the Parks Wayfinding Signage Project, receiving eight (8) responses. While Toledo Sign Company submitted the lowest cost bid, their bid was deemed non-responsive due to material deviations from the City's mandated 5-year warranty requirements and standard progress payment terms. Consequently, it is recommended that the contract be awarded to the lowest responsive and responsible bidder, Postema Signs & Graphics.

In accordance with the City's Parks & Recreation Plan (2023–2027), developing a consistent park wayfinding signage system was identified as a key objective to improve access to natural resource-based recreation. In 2025, City Council authorized staff to collaborate with Corbin Design to develop a comprehensive Park Wayfinding Signage Plan for the City's park system.

Attached is the final signage type array, which illustrates the proposed signage standards. The selected design reflects the City's established brand by incorporating visual elements from the City's gateway and park entrance signage. The signs feature a dark green message panel with white lettering for improved visibility and legibility. Subtle rolling hill graphics reinforce the City's logo while maintaining a clean, functional design. These standards will serve as the City's toolkit for implementing the park wayfinding program now if approved and for future signage replacements.

The work to be accomplished under this contract includes the complete manufacturing, delivery, and installation of a unified, custom architectural wayfinding system across eleven (11) municipal parks and trail environments throughout the City. This capital improvement project is structured to elevate the City's brand visibility, enhance pedestrian and vehicular navigation, and standardize informational signage for park assets and regulatory rules. To accommodate ongoing City operations and field constraints, the contract breaks execution into two phases: standard signage rollouts across ten (10) existing City parks with completion scheduled for the spring of 2027, while the signage installation at Nowicki Park will be carefully coordinated around active site construction schedules with scheduled completion targeted for mid-summer 2027.

PROCESS:**Vendor Name and Address:**

Postema Signs & Graphics
7475 South Division
Grand Rapids, MI 49546

Reason for Selection:

Lowest, Responsive, Responsible Bidder

Method of Purchase:

Contract/Blanket Purchase Order

BUDGET:

Funding is included in the FY 2026 Adopted Budget

Fund Name	Department Account No	Account No. Description	Budget Amount	Cost	Remaining Budget
Facilities	631.977000	Wayfinding Signage & Park Rules	\$450,000	\$291,929	\$158,071

RECOMMENDATION:

It is recommended that City Council authorize a contract/blanket purchase order for the Parks Wayfinding Signage Project in the amount of \$265,390.00 with a 10% project contingency in the amount of \$26,539.00 for a total not-to-exceed project cost of \$291,929.00 to Postema Signs & Graphics, Grand Rapids, Michigan and further authorizes the Procurement Manager to execute a contract on behalf of the City.

APPROVALS:	SIGNATURE	DATE
Department Review		
Department Director		
Budget Content: Chief Financial Officer		
Purchasing Process: Procurement Manager		
Mayor		
City Clerk		

Contract Reviewed by City Attorney ☐ Yes ☒ N/A