



City of Redmond

15670 NE 85th Street
Redmond, WA

Memorandum

Date: 9/16/2025
Meeting of: City Council

File No. AM No. 25-133
Type: Consent Item

TO: Members of the City Council
FROM: Mayor Angela Birney
DEPARTMENT DIRECTOR CONTACT(S):

Parks	Loreen Hamilton	425-979-8280
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DEPARTMENT STAFF:

Parks	Lindsey Falkenburg	Parks Planning Manager
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TITLE:

Award of Parks Signage & Wayfinding Standards and Strategy Plan Contract, to Toole Design Group, LLC, in the Amount of \$99,997

OVERVIEW STATEMENT:

The City Council is being asked to award a contract to Toole Design Group, LLC to provide professional services in the development of a Parks Signage and Wayfinding Standards and Strategy Plan. The contract is in the amount of \$99,997.00.

☒ **Additional Background Information/Description of Proposal Attached**

REQUESTED ACTION:

☐ **Receive Information** ☐ **Provide Direction** ☒ **Approve**

REQUEST RATIONALE:

- **Relevant Plans/Policies:**
2023 Parks, Arts, Recreation, Culture and Conservation Plan, Redmond 2050
- **Required:**
Council provides authorization for the Mayor or designee to sign
- **Council Request:**
N/A
- **Other Key Facts:**
N/A

OUTCOMES:

This contract with Toole Design Group, LLC, outlines an agreement to provide professional services in the development of a comprehensive Signage and Wayfinding Standards and Strategies Plan. This plan will include a thorough assessment

of current and existing signage and wayfinding in Redmond, as well as stakeholder engagement to ensure the plan aligns with the PARCC Plan and Redmond 2050. Toole Design Group will guide the city through a collaborative process to create standards and guidelines, as well as a strategic implementation plan to support a cohesive and coherent signage and wayfinding system within parks and at specific Citywide points of interest.

COMMUNITY/STAKEHOLDER OUTREACH AND INVOLVEMENT:

- **Timeline (previous or planned):**
September 2025: Contract Approval by City Council
October 2025: Kick Off of the Signage and Wayfinding Standards and Strategy Plan
November: Existing Conditions Analysis
November - January: Stakeholder Engagement
February - May: Design Standards
May - August: Implementation Plan
- **Outreach Methods and Results:**
N/A
- **Feedback Summary:**
N/A

BUDGET IMPACT:

Total Cost:
\$99,997

Approved in current biennial budget: ☒ Yes ☐ No ☐ N/A

Budget Offer Number:
0000284

Budget Priority:
Safe and Resilient

Other budget impacts or additional costs: ☐ Yes ☒ No ☐ N/A
If yes, explain:
N/A

Funding source(s):
General Fund Surplus

Budget/Funding Constraints:
N/A

☐ Additional budget details attached

COUNCIL REVIEW:

Previous Contact(s)

Date	Meeting	Requested Action
9/2/2025	Committee of the Whole - Finance, Administration, and Communications	Receive Information

Proposed Upcoming Contact(s)

Date	Meeting	Requested Action
N/A	None proposed at this time	N/A

Time Constraints:

N/A

ANTICIPATED RESULT IF NOT APPROVED:

If not approved, the Parks Planning division would be unable to ensure a parks-wide, comprehensive approach to signage and wayfinding in alignment with the PARCC Plan and Redmond 2050.

ATTACHMENTS:

Attachment A: Bid Submittal from Toole Design Group, LLC

Attachment B: Updated Project Schedule from Toole Design Group, LLC

Attachment C: Consulting Services Agreement - Toole Design Firm Signage and Wayfinding