



Agenda Item Report

Legislative Board:	City Council
Date:	August 18, 2026
Contact:	Scott Smith
Agenda Item ID / Number:	2026-674- / H.2

ITEM TITLE: Gateway Monument Entry Sign Design (Assistant Public Works Director Scott Smith)

1. EXECUTIVE SUMMARY

The City of Buda is evaluating the design and installation of gateway monument signs at key entrances into the community. Preliminary design concepts were previously presented to City Council for review and direction. During the previous discussion, Council provided feedback regarding sign locations and priorities, architectural character, materials, colors, lighting, branding, maintenance, and consistency with other City signage. Council also expressed interest in reviewing additional or refined design alternatives before selecting a final design direction.

This workshop will summarize the feedback previously provided by individual Councilmembers, present the current monument sign concepts, and provide examples of the City's newer wayfinding signage to illustrate how the different signage systems can contribute to a consistent Buda identity.

Staff is seeking Council direction regarding the preferred design direction, gateway priorities, and elements that should be incorporated into the next phase of design development.

2. BACKGROUND/HISTORY

The City is seeking input regarding the design and style of monument entry signage into key entrances into West Buda and provide a consistent and recognizable community gateway. Staff has been working on potential design concepts for the monument signs with Studio 1619 and is presenting the concepts to City Council prior to proceeding further with design development.

This workshop provides an opportunity for City Council to review the concepts and provide feedback regarding the overall design, appearance, and preferred direction for the monument entry signs.

3. ANALYSIS

Previous City Council discussion identified several recurring considerations regarding the gateway monument sign concepts. While individual preferences varied, Council feedback included:

- Consistency among gateway signs and consideration of how the monument signs relate to the City's broader signage and branding.
- Additional and more varied design concepts, as several Councilmembers felt the concepts

presented were too similar.

- A balance between traditional and modern design elements, rather than a design that appears overly traditional or overly modern/playful.
- Continued use of limestone, which received favorable comments from multiple Councilmembers.
- Internal illumination, which received favorable comments, along with consideration for long-term maintenance and ease of repair.
- Refinement of the starburst element, including comments favoring individual rays rather than the filled semicircle and, alternatively, consideration of designs without the starburst.
- Greater visual impact and a stronger sense of Buda's identity, including comments regarding history, maturity, destination appeal, and differentiation from nearby gateway signage.
- Consideration of different color palettes, fonts, and architectural treatments.
- Prioritization of the three locations currently without gateway signs, supported by several Councilmembers, while other comments favored addressing the existing I-35 signs first or including them in the overall program.
- Long-term consistency across all gateway locations, including the existing I-35 gateway signs.

4. FINANCIAL IMPACT

There is no immediate financial impact associated with this workshop discussion. Future costs associated with final design, fabrication, installation, and related site improvements will be developed based on Council direction and presented for consideration as appropriate. In total, \$440,000 is budgeted for design and construction of the entry monuments.

5. STRATEGIC PLAN/GOALS

EXCEPTIONAL CITY SERVICES

6. STRATEGIC PLAN OBJECTIVES

Entrance and Wayfinding Sign Program: Entrance Sign Design, Direction and Funding.

7. PROS AND CONS

Pros: Provides clear Council direction before additional design development; improves consistency between gateway monuments and other City signage; incorporates previous Council feedback; allows maintenance, lighting, materials, branding, and cost considerations to be addressed before final design.

Cons: Additional design refinement may extend the design schedule and could result in additional consultant or project development costs depending upon the scope of revisions requested.

8. ALTERNATIVES

- Provide direction to further refine the concepts based on the feedback presented.
- Identify a preferred concept and direct staff to advance that concept with modifications.
- Request additional design alternatives.
- Modify the priority or sequencing of gateway locations.
- Provide alternative direction regarding the gateway monument signage program.

9. REQUESTED ACTION / SUGGESTED MOTION / RECOMMENDATION

Staff seeks further City Council feedback on the Monument Entry signs.

Attachments:

[26.1303_Buda_Entry_Monument_Signage_Sign_Concept_Package_2026.08.12.pptx](#)