



Agenda Item Report

Legislative Board: City Council
Date: May 19, 2026
Contact: Scott Smith
Agenda Item ID / Number: 2026-442- / J.1

ITEM TITLE: Deliberation and possible action to approve the proposed City of Buda monument sign concepts (Public Works Assistant Director Scott Smith) [PUBLIC TESTIMONY]

1. EXECUTIVE SUMMARY

Staff will present proposed monument sign concepts prepared by Studio 1619 for City Council review and discussion. The concepts are intended to enhance community identity, gateway aesthetics, and cohesive city branding at key entry corridors into the City of Buda. Council feedback and direction will assist staff in evaluating preferred design elements and determining potential next steps for future implementation.

2. BACKGROUND/HISTORY

This project was identified and budgeted in the Fiscal Year 2025 Budget. Staff engaged Studio 1619 of Round Rock, Texas, to develop preliminary monument sign concepts for consideration after conducting a request for qualifications (RFQ).

The proposed concepts are intended to reflect the character and branding of the City while providing durable and visually consistent gateway and identification signage. Staff is presenting the concepts to City Council to receive questions, comments, and input regarding design preferences and direction.

3. ANALYSIS

Staff analyzed the proposed monument sign concepts for aesthetics, functionality, durability, and consistency with City branding and community character. Council feedback will help guide future refinement and implementation considerations.

4. FINANCIAL IMPACT

The current budget is \$240,000. The preliminary schematic design contract totals \$36,660. Once a design is selected by Council, a second phase of the contract will be implemented for full design and coordination.

The current financial impact is associated with the professional services agreement for monument sign design, schematic development, coordination, and preliminary budgeting services provided by Studio 1619. No construction expenditures are included with this presentation item. Future project costs and funding options would be presented to City Council at a later date if directed to proceed.

5. STRATEGIC PLAN/GOALS

OTHER

6. STRATEGIC PLAN OBJECTIVES

Other

7. PROS AND CONS

Pros

- Enhances community identity and visual appearance at key gateway locations
- Provides consistent branding and wayfinding opportunities throughout the city
- Creates a more welcoming and recognizable entrance into Buda
- Concepts can be refined based on Council feedback prior to final design considerations

Cons

- Future construction and maintenance costs would need to be evaluated
- Potential coordination and permitting requirements with TxDOT and utility providers
- Final design, location, and material selections may require additional review and refinement

8. ALTERNATIVES

- Provide feedback and direction on preferred monument sign concepts and design elements.
- Deny or request edits to the design.
- Defer the project for additional evaluation or budget discussion.
- Take no action at this time.

9. REQUESTED ACTION / SUGGESTED MOTION / RECOMMENDATION

Staff recommends that City Council receive the presentation, discuss the proposed monument sign concepts, and provide feedback and direction regarding preferred design elements and potential next steps.

Attachments:

[20265019_Buda Entry Monument Signage_Sign Concept Package PPT.pdf](#)