

**CITY OF MIRAMAR  
PROPOSED CITY COMMISSION AGENDA ITEM**

**Meeting Date:** May 20, 2026

**Presenter's Name and Title:** Elizabeth Valera, Chief Capital Improvement Program Officer

**Prepared By:** Elizabeth Valera, Chief Capital Improvement Program Officer, Office of the City Manager, and Jabbar Johnson, Project Analyst, Office of the City Manager

**Temp. Reso. Number:** 8673

**Item Description:** Temp. Reso. #R8673 AWARDING REQUEST FOR LETTERS OF INTEREST NO. 25-04-20 ENTITLED "CITYWIDE WAY FINDING SIGNS" TO CSA CENTRAL, INC., IN THE AMOUNT OF \$143,100, TO PROVIDE PROFESSIONAL SERVICES RELATED TO THE PLANNING, DESIGN, AND DEVELOPMENT OF THE CITYWIDE WAYFINDING SIGNAGE SYSTEM. *(Chief Capital Improvement Program Officer Elizabeth Valera and Procurement Director Alicia Ayum)*

Consent  Resolution  Ordinance  Quasi-Judicial  Public Hearing

**Instructions for the Office of the City Clerk: Documents to be signed on dais**

**Public Notice** – As required by the Sec. \_\_\_\_ of the City Code and/or Sec. \_\_\_\_, Florida Statutes, public notice for this item was provided as follows: on \_\_\_\_\_ in a \_\_\_\_\_ ad in the \_\_\_\_\_; by the posting the property on \_\_\_\_\_ and/or by sending mailed notice to property owners within \_\_\_\_ feet of the property on \_\_\_\_\_  
(fill in all that apply)

**Special Voting Requirement** – As required by Sec. \_\_\_\_\_, of the City Code and/or Sec. \_\_\_\_\_, Florida Statutes, approval of this item requires a \_\_\_\_\_ (unanimous, 4/5ths etc.) vote by the City Commission.

**Fiscal Impact:** Yes  No

**REMARKS:** Funds totaling \$70,000 will be expended from the GL Account No. 388-55-800-539-000-606502-52125 titled CIP-Plan/Design/Eng and \$73,100 from GL Account No. 389-55-800-539-000-606502-52125 titled "CIP-Plan/Design/Eng"


**Content:**

- **Agenda Item Memo from the City Manager to City Commission**
- **Resolution TR8673**
  - **Exhibit A:** CSA Central, Inc. Professional Services Agreement and Proposal
- **Attachment(s)**
  - **Attachment 1:** RLOI No. 25-04-20 – Citywide Wayfinding Signs



**CITY OF MIRAMAR  
INTEROFFICE MEMORANDUM**

**TO:** Mayor, Vice Mayor, & City Commissioners

**FROM:** Dr. Roy L. Virgin, City Manager 

**BY:** Kelvin L. Baker, Deputy City Manager

**DATE:** May 14, 2026

**RE:** Temp. Reso. No. 8673 approval to award RLOI No. 25-04-20 – Citywide Wayfinding Signs to CSA Central, Inc.

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**RECOMMENDATION:** The City Manager recommends approval of Temp. Reso. No. 8673 approving award of Request for Letters of Interest (RLOI) No. 25-04-20- Citywide Way Finding Signs to CSA Central, Inc. (“CSA”) in the amount of \$143,100, for professional services related to the planning, design, and development of the Citywide Wayfinding Signage System (“CWSS”).

**ISSUE:** In accordance with City Code Section 2-412(a)(1), approval of the City Commission is required for purchases by a single department in excess of \$75,000 from the same entity in a single fiscal year.

**BACKGROUND:** City Commission approved funding for this project in the FY2025 CIP Budget, allocating \$172,500 to an existing balance of \$17,673 for a total project balance of \$190,173.

On July 30, 2025, the City’s Procurement Department issued RLOI No. 25-04-20 – entitled “Citywide Wayfinding Signs” to solicit qualified firms to provide professional services for the planning, design, and development of a comprehensive CWSS. The purpose of the project is to create a coordinated signage program that enhances the City’s visual identity and improves the ability of residents, visitors, and businesses to navigate throughout the City and locate key destinations and public facilities. The solicitation closed on September 9, 2025, with one response from CSA, in partnership with TGA Design. On November 4, 2025, an Evaluation Committee (“Committee”) met to evaluate the proposal according to the criteria set forth in the RLOI, during which the Committee

requested an oral presentation to get clarification on several issues. The oral presentation was held on December 2, 2025.

Immediately following the oral presentation, the Committee met to re-evaluate and re-score the proposal, taking into consideration information provided during the oral presentation. CSA was deemed to be qualified, responsive, and responsible and was awarded the project.

The project team began negotiations with the Service Provider in December 2025 and on February 24, 2026, the City received a final Cost and Scope proposal to complete Phases 1, 2 and 3 of the project.

**DISCUSSION:** The proposed project will establish a comprehensive CWSS to improve navigation and provide clear directions to key destinations, including civic facilities, parks, cultural venues, and other points of interest throughout the City.

CSA, in partnership with TGA Design, has proven experience of providing professional services, including assessment of existing signage, development of wayfinding design concepts, preparation of plans and specifications, and support during the bidding and implementation phases of the project.

This implementation of a unified wayfinding system will enhance accessibility to City facilities and support the City's branding and economic development initiatives.

**ANALYSIS:** Funds totaling \$70,000 will be expended from the GL Account No. 388-55-800-539-000-606502-52125 titled CIP-Plan/Design/Eng and \$73,100 from GL Account No. 389-55-800-539-000-606502-52125 titled "CIP-Plan/Design/Eng"

Temp. Reso. No. 8673

3/17/26

5/13/26

**CITY OF MIRAMAR  
MIRAMAR, FLORIDA**

**RESOLUTION NO. \_\_\_\_\_**

**A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF MIRAMAR, FLORIDA, AWARDED REQUEST FOR LETTERS OF INTEREST NO. 25-04-20 ENTITLED "CITYWIDE WAY FINDING SIGNS" TO CSA CENTRAL, INC., IN THE AMOUNT OF \$143,100, TO PROVIDE PROFESSIONAL SERVICES RELATED TO THE PLANNING, DESIGN, AND DEVELOPMENT OF THE CITYWIDE WAYFINDING SIGNAGE SYSTEM; AND PROVIDING FOR AN EFFECTIVE DATE.**

**WHEREAS**, the purpose of the project is to design a comprehensive signage and wayfinding program that enhances the City's identity, improves navigation throughout the City, and directs residents and visitors to key destinations and public facilities; and

**WHEREAS**, the Procurement Department issued RLOI No. 25-04-20 entitled "Citywide Wayfinding Signs" seeking qualified firms to provide professional services for the planning, design, and development of a comprehensive Citywide Wayfinding Signage System; and

**WHEREAS**, the City only received one letter of interest from CSA Central, Inc. ("CSA"), partnering with TGA Design, and

**WHEREAS**, on December 2, 2025, an oral presentation was conducted by CSA and TGA Design; and

**WHEREAS**, staff concluded that CSA, in partnership with TGA Design was a qualified firm to provide the required professional services; and

**WHEREAS**, the City Commission finds that it is in the best interest of the City and its residents to approve the selection of CSA; and

Reso. No. \_\_\_\_\_

Temp. Reso. No. 8673

3/17/26

5/13/26

**WHEREAS**, the City Commission authorizes the City Manager to execute an agreement with CSA Central, Inc. for professional services related to RLOI No. 25-04-20, a copy of which is attached hereto as Exhibit "A."

**NOW, THEREFORE, BE IT RESOLVED BY THE CITY COMMISSION OF THE CITY OF MIRAMAR, FLORIDA AS FOLLOWS:**

**Section 1:** The foregoing "**WHEREAS**" clauses are hereby ratified and confirmed as being true and correct and are hereby made a specific part of this Resolution.

**Section 2:** The City Commission hereby approves the award to CSA Central, Inc. for professional services related to RLOI No. 25-04-20 – Citywide Wayfinding Signs.

**Section 3:** The City Manager is hereby authorized to execute an agreement with CSA Central, Inc., in substantial conformity with Exhibit "A," attached hereto, and to take any administrative actions necessary to implement this Resolution.

**Section 4:** This Resolution shall take effect immediately upon adoption.

Temp. Reso. No. 8673

3/17/26

5/13/26

**PASSED AND ADOPTED** this \_\_\_\_\_ day of \_\_\_\_\_, \_\_\_\_\_.

\_\_\_\_\_  
Mayor, Wayne M. Messam

\_\_\_\_\_  
Vice Mayor, Carson "Eddy" Edwards

ATTEST:

\_\_\_\_\_  
City Clerk, Denise A. Gibbs

I HEREBY CERTIFY that I have approved  
this RESOLUTION as to form:

\_\_\_\_\_  
City Attorney,  
Austin Pamies Norris Weeks Powell, PLLC

<b><u>Requested by Administration</u></b>	<b><u>Voted</u></b>
Commissioner Maxwell B. Chambers	_____
Commissioner Avril Cherasard	_____
Commissioner Yvette Colbourne	_____
Vice Mayor Carson "Eddy" Edwards	_____
Mayor Wayne M. Messam	_____



**PROJECT AGREEMENT  
FOR CITY WAYFINDING SIGNS  
BETWEEN  
THE CITY OF MIRAMAR  
AND  
CSA CENTRAL, INC.**

**THIS PROJECT AGREEMENT** (the "Agreement") is made effective on the last date of execution herein, between the **CITY OF MIRAMAR, FLORIDA**, a Florida municipal corporation with its principal offices located at 2300 Civic Center Place, Miramar, Florida 33025 (the "City"), and CSA Central Inc., a Florida corporation, authorized to conduct business in the State of Florida (the "Consultant"), whose principal place of business is 1400 NW 107th Ave, Suite 205, Miami, FL 33172.

**WHEREAS**, the City has established a pool of Architectural and Engineering Consultants to provide professional services to the City on an as needed basis pursuant to RFQ# 22-12-10: Architectural and Engineering Consulting Services; and

**WHEREAS**, the Consultant is a member of the pool under the subcategory "Architectural Services" and has executed a Continuing Services Agreement applicable to the provision of such professional services; and

**WHEREAS**, in accordance with the RFQ the City advertised Request for Letters of Interest No. 25-04-20: City Wayfinding Signs (the "RLOI") to provide a citywide wayfinding, gateway and signage system (collectively called the "Wayfinding System") for the City; and

**WHEREAS**, the Consultant responded to the RLOI, and has been chosen by the City to provide the Services; and

**WHEREAS**, the parties, through mutual negotiation, have agreed upon the Scope of Services.

**NOW, THEREFORE**, in consideration of the foregoing recitals, which are incorporated herein, and the mutual covenants, terms and conditions provided below, the Consultant and the City agree as follows:

**1. Contract Documents**

The Contract Documents referred to in this Agreement shall be comprised of the following:

**1.1** This Agreement between the parties, including any General Terms and Conditions, Supplementary Conditions, Statement of Work or any other provisions contained within this Agreement.

**1.2** The Scope of Services submitted by the Consultant and accepted by the City, attached hereto as **Attachment “A”**

**1.3** The Continuing Services Agreement dated August 24, 2022, between the City and Consultant, the terms and conditions of which shall apply to the provision of Services under this Agreement.

**1.4** Any and all applicable addenda, proposals executed and submitted by the Consultant and accepted by the City, specifications and insurance certificates.

**1.5** All amendments mutually agreed to after execution of this Agreement.

These Contract Documents comprise the entire agreement for the Services agreed to herein between the parties and are incorporated into and made a part of this Agreement as if attached to this Agreement or repeated herein. In the event of a conflict between this Agreement and any other Contract Document(s), this Agreement shall prevail. All definitions and terms used in the RFQ are incorporated herein and made a part of this Agreement.

**2. The Work**

Consultant shall furnish all labor, materials and equipment necessary to provide professional Services as specified in the Attachment A.

**3. Period of Service**

The Consultant shall begin work promptly after receipt of a fully executed copy of this Agreement and a letter of Notice to Proceed from the City and shall complete the Project within the time mutually agreed upon, as specified in Attachment A.

**4. Compensation**

Compensation (the “Contract Sum”) for performing the Services related to the Project shall be an initial fee of one hundred and forty-three thousand, one hundred dollars (\$143,100.00) for Tasks 1 through 3, as outlined in Attachment A. A fee for tasks 4 and 5 will be negotiated upon completion of Task 3.

**5. Payments**

**5.1** The City shall pay the Contract Sum to the Consultant subject to the completion of tasks as specified in the Attachment A. The City shall pay the Consultant for work performed subject to the specifications of the job and subject to any additions and deductions by subsequent change order, or contract amendments provided in the Contract Documents. All payments shall be governed by the Florida Prompt Payment Act, Chapter 218, Part VII, Florida Statutes.

**5.2:** The Consultant shall provide periodic invoices to the City upon completion of a substantial amount of Services relating to the Scope of Services contained within this Agreement and as required by the terms of the RFQ. Payment shall be made to the Consultant upon approval of invoices submitted to the City.

**6. Termination**

**6.1** This Agreement may be terminated by the City for convenience upon thirty (30) calendar days' written notice to the Consultant. In the event of such termination, any Services performed by the Consultant under this Agreement shall, at the option of the City, become the City's property, and the Consultant shall be entitled to receive compensation for any work completed pursuant to this Agreement to the satisfaction of the City up through the date of termination. Under no circumstances shall City make payment for Services that have not been performed.

**6.2** This Agreement may be terminated by either party for cause upon five calendar days' written notice to the other should such other party fail to perform in accordance with its material terms through no fault of the party initiating the termination. In the event the Consultant abandons this Agreement or causes it to be terminated by the City, the Consultant shall indemnify and save the City harmless against loss pertaining to this termination. In the event that the Consultant is terminated by the City for cause and it is subsequently determined by a court of competent jurisdiction that such termination was without cause, such termination shall thereupon be deemed a termination for convenience and the provisions in the paragraph above shall apply.

**7. Default**

In the event of a default by Consultant, the default provisions contained in the Continuing Services Agreement between the parties shall govern.

**8. Anti-lobbying/No Contingent Fee**

The provisions of Section 11 of the Continuing Services Agreement shall apply to this Agreement.

**9. Warranties and Guarantees**

**9.1** The Consultant warrants that its Services are to be performed within the limits prescribed by the City and with the usual thoroughness and competence of the Consultant's architectural and/or engineering profession.

**9.2** The Consultant shall be responsible for technically deficient designs, reports or studies due to negligent acts, errors or omissions. The Consultant shall, upon the request of the City, promptly correct or replace all deficient work due to negligent acts, errors or omissions without cost to the City.

**10. Binding Effect**

This Agreement shall bind, and the benefits thereof shall inure to the respective parties hereto, their legal representatives, executors, administrators, successors and assigns.

**11. Amendments and Modification**

No amendments and/or modifications of this Agreement shall be valid unless in writing and signed by each of the parties to the Agreement.

**12. Merger/Amendment**

This Agreement, including the referenced Contract Documents, and any attachments, constitute the entire agreement between Consultant and City, and all negotiations and oral understandings between the parties are merged herein. This Agreement may be supplemented and/or amended only by a written document executed by both Consultant and City.

**13. Non-assignability**

Consultant shall not assign, subcontract or transfer any rights or delegate any duties arising under this Agreement without prior written consent of the City, which consent may be withheld by the City in its sole discretion.

**14. Notices**

Whenever either party desires to give notice to the other, it shall be given by written notice, sent by certified United States mail, with return receipt requested, addressed to the party for whom it is intended, at the place last specified, and the place for giving of notice in compliance with the provisions of this paragraph. For the present, the parties designate the following as the respective places for giving of notice, to-wit:

**FOR CONSULTANT:**

Roberto Leon

Title:

CSA Central, Inc.  
1400 NW 107th Ave,  
Suite 205,  
Miami, Florida 33172

**FOR CITY:**

City of Miramar  
Dr. Roy L. Virgin  
City Manager  
2300 Civic Center Place  
Miramar, FL 33025  
Telephone: 954-602-3115  
Facsimile: 954-602-3672

With Copy to:

Austin Pamies Norris Weeks  
Powell, P.L.L.C., City Attorney  
401 NW 7<sup>th</sup> Avenue  
Ft. Lauderdale, FL 33311  
Telephone: 954-768-9770  
Facsimile: 954-768-9790

**15. Severability; Waiver**

Any provision in this Agreement that is prohibited or unenforceable under Florida or federal law shall be ineffective to the extent of such prohibitions or unenforceability without invalidating the remaining provisions hereof. Also, the non-enforcement of any provision by either party to this Agreement shall not constitute a waiver of that provision nor shall it affect the future enforceability of that provision or the remainder of this Agreement.

**16. Public Records**

The Consultant shall comply with The Florida Public Records Act as follows:

**16.1** Keep and maintain public records in the Consultant's possession or control in connection with the Consultant's performance under this Agreement, that ordinarily and necessarily would be required by the City in order to perform the service.

**16.2** Upon request by the City's records custodian, provide the City with a copy of requested records or allow the records to be inspected or copied within a reasonable time at a cost that does not exceed the cost provided in Chapter 119, Florida Statutes, or as otherwise provided by law.

**16.3** Ensure that public records that are exempt or confidential and exempt from public records disclosure requirements are not disclosed except as authorized by law for the duration of this Agreement and following completion of this Agreement until the records are transferred to the City.

**16.4** Upon completion of this Agreement or in the event of termination of this Agreement by either party, any and all public records relating to this Agreement in the possession of the Consultant shall be delivered by the Consultant to the City, at no cost to the City, within seven (7) days. All records stored electronically by the Consultant shall be delivered to the City in a format that is compatible with the City's information technology systems. Once the public records have been delivered to City upon completion or termination of this Agreement, the Consultant shall destroy any and all duplicate public records that are exempt or confidential and exempt from public record disclosure requirements.

**16.5** The Consultant's failure or refusal to comply with the provisions of this Section shall result in the immediate termination of this Agreement by the City.

**16.6 IF THE CONSULTANT HAS QUESTIONS REGARDING THE APPLICATION OF CHAPTER 119, FLORIDA STATUTES, TO THE CONSULTANT'S DUTY TO PROVIDE PUBLIC RECORDS RELATING TO THIS AGREEMENT, CONTACT THE CUSTODIAN OF PUBLIC RECORDS AT 954-602-3011, [dagibbs@miramarfl.gov](mailto:dagibbs@miramarfl.gov) OR BY MAIL: City Of Miramar – City Clerk's Office, 2300 Civic Center Place, Miramar, FL 33025.**

**17. Ownership Of Documents**

**17.1** All original construction Drawings and Specifications produced by Consultant under this Agreement shall remain the property, and shall remain in the custody and possession, of Consultant, who shall retain them in confidence. Copies of all Drawings and Specifications (both in electronic form, clearly marked as copies, and in the form of reproducible hard copies) shall be furnished to the City, along with copies (or originals to the extent permitted by Florida Regulations governing the practice of Consultants) of any drafts, Work papers, samples, prototypes, models, sketches, conceptual or schematic Drawings, master plan documents, and other work product produced in connection with this Agreement or the Project which is the subject of this Agreement, regardless of the state of completion of the Work, and regardless of the source (collectively, Consultant's "Work") that Consultant has retained in its possession. City may reuse the concepts, themes, ideas, and expression reflected or embodied in the Drawings and Specifications and may, if it wishes, retain another licensed design professional to incorporate said concepts, themes, ideas, and expression into other plans and Specifications. All Consultant's Work other than one set of original construction Drawings, line Drawings, Specifications, and computer disks prepared by the Consultant shall be the property of the City and may be used by the City as the City sees fit. The original physical Drawings and Specifications retained by City may be used for occupying the Project, completing or modifying the Project, the building, the site for which they were prepared, but not for the construction of another project on another site. All original construction Drawings, line Drawings, Specifications, and computer disks shall remain in the possession, care, custody and control of Consultant. Consultant's Work shall be deemed "work for hire" commissioned by the City to the fullest extent permitted by the copyright Laws of the United States and by Florida Law. To the fullest extent permitted by federal and Florida Law, Consultant hereby transfers to the City, for good and valuable consideration, all

copyright, trademark, and patent rights in and to Consultant's Work, and agrees to sign any and all further documents deemed necessary by the City to protect the City's copyright rights therein at the conclusion of the Project. Consultant agrees not to share, reveal, or advertise any of the Work, or the concepts, themes or ideas reflected therein, with or to any third parties absent City's prior written consent, and further agrees not to reuse same for any purpose without City's prior written consent. Consultant expressly acknowledges that, to the extent the concepts and themes for a given Project were initially conceived by the City, they shall remain the property of the City, and the City may reuse them as it sees fit. Upon the completion or termination of Consultant's involvement on a given Project, any and all documents, information or use rights provided to the Consultant for purposes of or in connection with the Consultant's performance of this Agreement in connection with the Project, or otherwise related to the Project, shall be returned to the City, without Consultant retaining any copies except that Consultant shall retain copies of documents or information furnished by the City which were influential in Consultant's production of the Work so long as the Consultant holds same in confidence and does not disseminate them or share them with any other third parties.

**17.2** When the City requests that the Consultant provide to it certain plans, Specifications, or other documents in electronic form ('Electronic Documents'), the Project Consultant will do so subject to the terms of this provision. The City recognizes that Electronic Form Documents are not intended to be used for construction, are not Contract Documents under the terms of the Construction Contract, may be revised by others without the knowledge or consent of the Consultant, and, when plotted, may result in variances or corrupt other files of the user. City agrees not to use the Electronic Form Documents for any purposes other than the Project for which they were prepared. Consultant will provide to the City only a working copy of the Electronic Form Documents. Said working copy of the Electronic Form Documents shall have removed from the electronic display all indices of the Consultant's ownership, professional name, and/or involvement in the Project. Any use of any kind and/or changes to the Electronic Form Documents will be at the sole risk of the user and without liability, risk, or legal exposure to the Consultant.

**18. Other Provisions**

**18.1** Titles and paragraph headings are for convenient reference and are not a part of this Agreement.

**18.2** In the event of conflict between the terms of this Agreement and any terms or conditions contained in any attached or referenced Contract Documents, the terms in this Agreement shall prevail.

**18.3** No waiver or breach of any provision of this Agreement shall constitute a waiver of any subsequent breach of the same or any other provision, and no waiver shall be effective unless made in writing.

**19. Scrutinized Companies**

**19.1** Contractor certifies that it and its subcontractors are not on the Scrutinized Companies that Boycott Israel List. Pursuant to Section 287.135, F.S., the City may immediately terminate this Agreement at its sole option if the Contractor or its subcontractors are found to have submitted a false certification; or if the Contractor, or its subcontractors are placed on the Scrutinized Companies that Boycott Israel List or is engaged in the boycott of Israel during the term of the Agreement.

**19.2** If this Agreement is for more than one million dollars, the Contractor certifies that it and its subcontractors are also not on the Scrutinized Companies with Activities in Sudan, Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List, or engaged with business operations in Cuba or Syria as identified in Section 287.135, F.S. Pursuant to Section 287.135, F.S., the City may immediately terminate this Agreement at its sole option if the Contractor , its affiliates, or its subcontractors are found to have submitted a false certification; or if the Contractor, its affiliates, or its subcontractors are placed on the Scrutinized Companies with Activities in Sudan List, or Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List, or engaged with business operations in Cuba or Syria during the term of the Agreement.

**19.3** The Contractor agrees to observe the above requirements for applicable subcontracts entered into for the performance of work under this Agreement.

**19.4** As provided in Subsection 287.135(8), F.S., if federal law ceases to authorize the above-stated contracting prohibitions then they shall become inoperative.

Consultant's failure or refusal to comply with the provisions of this Section shall result in the immediate termination of this Agreement by the City.

**20. E-Verify Program**

In accordance with Florida Statutes §448.095, the Consultant, prior to commencement of services or payment by the City, will provide to the City proof of participation/enrollment in the E-Verify system of the Department of Homeland Security. Evidence of participation/enrollment will be a printout of the Company's "Company Profile" page from the E-Verify system. Failure to be continually enrolled and participating in the E-Verify program will be a breach of contract which will be grounds for immediate termination of the contract by the City. The Consultant will not hire any employee who has not been vetted through E-Verify. The Consultant may not subcontract any work for the City to any subconsultant that has not provided an affidavit stating that the subconsultant does not employ, contract with or subcontract with an unauthorized alien."

**IN WITNESS WHEREOF**, the parties hereto have caused this instrument to be executed by their respective duly authorized representatives the day and year written below.

**FOR CITY:**

**CITY OF MIRAMAR**

ATTEST:

\_\_\_\_\_  
Denise Gibbs, City Clerk


By: \_\_\_\_\_  
Dr. Roy L. Virgin,  
City Manager

Dated: \_\_\_\_\_

Approved as to form and legal sufficiency  
for the use of and reliance by the City of  
Miramar only:

\_\_\_\_\_  
City Attorney  
Austin Pamies Norris Weeks Powell, PLLC

**FOR CONSULTANT:**

By: \_\_\_\_\_  


Print Name: Roberto Leon

Date: March 16, 2026



CSA Central, Inc. (CSA) is pleased to submit this DRAFT Scope of Work (SOW) for the Citywide Wayfinding Signage project. The intent of this DRAFT SOW is to seek alignment with the City prior to developing a compensation proposal for the Project. CSA has partnered with TGA Design (TGA), as its Principal Subcontractor. CSA and TGA appreciate the opportunity to support the City of Miramar (City) in this critical project.

## **DESIGN PROJECT APPROACH**

Our approach combines technical expertise with a deep understanding of the City's goals to create a cohesive, user-friendly signage system:

- To project a comprehensive and consistent image for the City.
- To promote the Miramar brand and unique identity as a premier business, cultural, sports, arts and entertainment destination.
- To welcome residents, travelers and visitors to Miramar upon entering the City.
- To direct residents, travelers and visitors to landmarks, facilities and services, including but not limited to civic institutions, parks, amphitheaters, mass transit, parking garages, colleges, hospitals and other major areas of interest.
- To improve signage, wayfinding and dissemination of information during events in the City.

**Our Specific Approach:** Our primary aim is to project a consistent brand identity for the City of Miramar that promotes its unique identity as a destination for business, culture, sports, and the arts. This image is the blueprint for providing a consistent narrative, reflecting its history, geography, and diverse communities, and ensures the City's brand connects with visitors and residents. We will analyze how signs are used, the needs of special groups of visitors and residents, the existing architecture and site, and any unusual problems that require special signing. The intent of our approach is to create a simple system that architecturally supports the character of the City of Miramar, with the fewest possible parts and that is easy for viewers to learn and understand. Our designs will be based on sound technical knowledge of wayfinding needs for visitors and residents, and the technical requirements of wayfinding and identity signing. The functional foundation of this plan will be built on a comprehensive study of all communications requirements, location planning, legibility, weather and wind-loading. Our Team has reviewed the current Miramar Town Center plans and signage design as well as previous wayfinding efforts shared with us that will serve as background for our discussions.

**The Workplan and Public Review:** The following figure provides an oversight of the tasks proposed to complete this Project.



Task 1: Analysis, Planning and Preliminary Design

Task 2: Final Design Development

Task 3: Final Documentation

Task 4: Bid Support

Task 5: Construction Observation and Implementation

These tasks allow our Team to gather all information regarding content, context, scale, history, placement constraints, and compliance requirements early in the project so that all design work is based on a substantive foundation. Secondly, this workplan is designed to provide the greatest input from the City of Miramar, stakeholders and other governmental agencies with our intent to provide all needed information to participants in a timely, and open format in order to achieve consensus.

**Presentation Format:** We anticipate that presentation materials for all group meetings will be handled through PowerPoint. This helps to encourage dialogue between meeting participants. The City will be supplied with electronic copies of all presentations, with hard copies if requested.

**Strategy for Establishing Design Principles and Priorities:** The priorities for this project have been established by the items outlined in the City's RLOI # 25-04-20 and are stated below:

- Working with the city's brand identity guidelines, develop a cohesive design theme for a citywide Wayfinding System that may also be used with a branding program and which will harmonize with the existing and proposed streetscape improvements.
- Coordinate a wayfinding program that reflects traffic circulation, entry points to the City, and identifies key points of interest, civic buildings, districts and attractions.
- Develop signage design plans and fabrication specifications necessary to bid out the construction and installation of an approved Wayfinding System.
- Incorporate a maintenance, repair, replacement and expansion program to ensure consistency in the long term.

In order to expedite the development of the Project, we have identified the following information needs from the City:

- A City base map in digital format.
- The City brand standards manual.
- Information on pedestrian/bicycle routes established in any part of the City with maps and supporting interpretive materials.



- Street utility drawings showing sidewalk, curb-line, location of underground utilities, and utility poles and access ports, etc. to establish sign locations for proposed new items.
- Information on projects in the works or being planned for implementation in the next few years by other consultants, for the City or County, that may impact the existing streetscape and/or infrastructure, including the Economic Development Action Plan and the Miramar Town Center Master Plan/Pattern Book (received already).
- Other information as necessary once the project begins.

**DETAILED WORK PLAN.** The following section describes in detail the activities and products to prepare a comprehensive sign study as requested. To identify and refine your requirements, our Team will work with the City of Miramar to learn how this system design will integrate into related existing and future development, and traffic management plans and programs, through on-going bi-weekly meetings.

#### **Task 1.0: Analysis, Planning and Preliminary Design Studies:**

- **Task 1.1: Kick-off Meeting with the City of Miramar:** Meet with the appropriate decision-making personnel in the City staff to review expectations, budget requirements, procedures, and opportunities and constraints. At this time, the meeting may also include stakeholders and governmental agencies to obtain additional information, if required/requested by the City. It is critical that all stakeholders are identified by the City and participate actively in this process to ensure that alignment is reached prior to subsequent steps.
- **Task 1.2: Field Study:** Our Team will conduct a comprehensive field study of circulation and systems to analyze content, context, scale, history, placement constraints, and compliance requirements so that all design work is based on a substantive foundation.
- **Task 1.3: Analysis of Brand Identity:** Our Team will analyze the City's brand standards manual as it is to be applied to the new signage system.
- **Task 1.4: Code Requirements:** Our Team will determine code requirements applicable to the project, that is, local, state, and national (FDOT, Broward County, City of Miramar, etc.) as well as manage the permitting process with the agencies to ensure regulatory compliance for sign installation.
- **Task 1.5: Sign Hierarchy:** Based on the field study, Our Team will develop hierarchy of sign components for identity and wayfinding sign types.
- **Task 1.6: Sign Location and Content:** Our Team will identify locations and potential content for each anticipated wayfinding and identification type of sign.



We will work with the City and stakeholders to identify and name all destinations to be used within the sign system. From this, a preliminary sign location plan will be developed. Included in this phase, we will review sign locations, site conditions, and affirm the scale. Our Team engineering team will collaborate in identifying sign locations, evaluating site conditions, and ensuring compliance with structural components, utility locations and safety requirements.

- **Task 1.7: Graphic Designs for Sign System:** Prepare graphic studies of the system. The basic system will be developed around forms that are respectful to the character of the City of Miramar and its brand identity, with designs appropriately scaled to each respective function. Recommendations will be developed for sign form, typeface, colors, with inclusion of identity elements as appropriate. At this time a preliminary budget can be studied. Three (3) design concepts of typical sign types will be presented.

### **Task 2.0: Final Design Development**

**Design Direction Approval:** Upon approval of design direction presented in the Task 1.0, our Team will present the signage system in a Signage Standards and Guidelines Manual and Master Plan document. This document will present the philosophy for the use of the sign design, showing standards, colors, materials, and specific type fonts to be used for the greatest legibility, for meeting the current ADA, FDOT and relevant codes, as well as for holding to the highest standards of maintainability of materials and methods of fabrication. One round of revisions is envisioned for the selected concept. Additional or continued changes will be billed as additional services, as authorized by the City, above and beyond the basic fee.

In terms of priorities, we understand that the City would like to work on a phased basis by sign type grouping after approval of the overall design. They would like to start with the breakout signs that welcome residents and visitors to the City, then move into entryway signs for main arteries, then general wayfinding, and finally signs for City facilities, such as parks. Task 3 and 4 below will therefore be handled in phases for each sign type as listed above when the City budget allows.

### **Task 3.0: Final Plans/Documentation**

**Refine Design Plan per Review of Selected Concept:** Upon final approval of the sign package as part of Task 2.0, our Team will prepare design intent documentation suitable for bidding and cost estimating. These documents will include engineering drawings compliant with applicable codes and standards for sign structures and footers. Engineering works will



include structural design of sign bases and foundations to ensure stability and compliance with applicable codes, assessment of optimal sign locations based on site conditions, visibility, and safety considerations, drawings and specifications for permitting and construction, coordination with local, county and state agencies as well as review of utility and infrastructure plans to avoid conflicts and ensure safe installation

Based on the review of the signage plan, documents will also include final sign locations plotted on the base drawings provided by the City and/or FDOT. A final corresponding sign message schedule will be prepared that identifies the basic attributes for each location. In addition, an itemized cost estimate to ascertain the scope of expected costs and to keep the City apprised of fabrication and installation costs.

#### **Task 4.0: Bid Support**

Our Team will support the City in the selection of the Sign Manufacturer. After completion of Task 3.0, our Team will work with the City's procurement department to identify qualified signage manufacturers and will provide a qualifications form to be included with the City's bid forms to assist the City in qualifying signage fabricators. Furthermore, our Team will support the City by responding to RFIs from bidders during the bid process and reviewing bids to assure scope of work, quantities and appropriate method of fabrication.

#### **Task 5.0: Construction Observation and Implementation**

Our Team proposes to complete the following activities during the Construction phase:

- Observation of fabricator's work: We will review shop drawings provided by fabricator(s).
- Respond to sign fabricator(s) RFIs, as required.
- Inspect work in progress: If requested by the City and approved, conduct field visits to evaluate the sign installation process for compliance with bid specifications.
- Punch list and Closeout Meeting (By Phases): Our Team will meet with the City to review final punch list items and closeout the Contract.



**ESTIMATED FEES AND SCHEDULE.** The following table presents the estimated fees per Task along with its schedule (represents only design time): *Revised 2/24/2026, 3/9/2026*

Task	Schedule	Estimated Fee
<b>Task 1: Analysis, Planning and Preliminary Design</b>	6 to 8 weeks	\$66,600
<b>Task 2: Final Design Development</b>	4 to 6 weeks after approval of Task 1	\$31,500
<b>Task 3: Final Documentation</b>	4 to 6 weeks after approval of Task 2	\$45,000
<b>Task 4: Bid Support</b>	TBD	TBD, depends on number of bids
<b>Task 5: Construction Observation and Implementation</b>	TBD	TBD, on an hourly basis



**CITY OF MIRAMAR  
REQUEST FOR LETTER OF INTEREST  
FOR  
CITYWIDE WAY FINDING SIGNS  
RLOI# 25-04-20**

**1. INTRODUCTION**

The City of Miramar (“City”) is soliciting proposals from qualified firms to provide a citywide wayfinding, gateway and signage system (collectively “Wayfinding System”) that is both functional and reflective of the unique Miramar brand.

The Wayfinding System will be designed to:

- Project a comprehensive and consistent image for the City.
- Promote the Miramar brand and unique identity as a premier business, cultural, sports, arts and entertainment destination.
- Welcome residents, travelers and visitors to Miramar upon entering the City.
- Direct residents, travelers and visitors to landmarks, facilities and services, including but not limited to civic institutions, parks, amphitheaters, mass transit, parking garages, colleges, hospitals and other major areas of interest.
- Improve signage, wayfinding and dissemination of information during events in the City.

**2. CITY AND PROJECT BACKGROUND**

**2.1 City Background**

The City of Miramar is a growing municipality located in southeast Florida, approximately halfway between Miami and Fort Lauderdale. Incorporated on May 26, 1955, the City has experienced unprecedented growth over the past few decades, with an increase in population from 72,739 in 2000 to 132,096 in 2015. The City’s infrastructure, residential, commercial, and economic development has also increased at an explosive pace during the same period. The City is 31 square miles in size and linear in shape; approximately 2.5 miles wide (north to south) and 14 miles long (east to west). Miramar is a full-service city (police, fire-rescue, parks and recreation, social services, cultural affairs, streets and stormwater, utilities, and more) operated under a “City Manager-City Council” form of government. The City employs over 1,050 people. Miramar is recognized as an economic engine of Broward County with a growing base of diverse, leading employers in key industry sectors like electronics, advanced manufacturing, aviation and health care.

## 2.2 Project Background

A comprehensive wayfinding program is considered key to a broad strategy that will amplify the aesthetic qualities of Miramar to attract visitors, support business owners, develop a sense of community pride and increase connectivity within the City. Such wayfinding strategy was identified in the recently completed Economic Development Action Plan (“EDAP”) as a key objective to enhance the City’s arts, entertainment and sports investments, promote the City’s brand, and create a cohesive brand identity throughout the City as a whole but also in subareas.

The goal of the proposed Wayfinding System is to orient users and guide them to their desired destinations, important landmarks, amenities, parking, recreational and entertainment opportunities, and other public points of interest such as parks, the Miramar Town Center, Cultural Center, Miramar Amphitheater, etc. The Wayfinding System should be both sustainable and expandable and should be designed in a manner that allows customization for localized branding for certain subareas, such as Historic Miramar or Miramar Town Center, while still conforming to a consistent citywide standard.

Architectural and graphic influences based upon local architecture (Miramar has an adopted Mediterranean theme), natural features and the City’s progressive outlook should guide the ultimate design theme of the Wayfinding System.

Development of the Wayfinding System may involve creating a “family of signs”, which is a set of sample signs with a theme used as a guide for creating wayfinding signs throughout the city. Key entry points to the City, circulation patterns and routes should be established to guide the location of signage. Points of interest, (for example, parks and other public facilities), should also be identified. Once these key locations are mapped, wayfinding signs can be designated and installed. Maintenance, repair, replacement and expansion programs should be considered as well to ensure consistency over the long term. Consideration should be given to how the Wayfinding System signage designs and aesthetics will be utilized in advertising and print materials to support the City’s branding efforts.

Specific strategies for the Wayfinding System should include:

- Develop a design theme for a citywide Wayfinding System that may also be used with a branding program.
- Coordinate wayfinding program that reviews traffic circulation, entry points to the City and identifies key points of interest, districts and attractions.
- Develop signage design plans and fabrication specifications necessary to bid out the construction and installation of an approved Wayfinding System.
- Incorporate a maintenance, repair, replacement and expansion program to ensure consistency in the long term.

**3. SCOPE OF SERVICES:**

This is a “turnkey” project for which the final product will consist of a Plans, Specifications, & Estimates (“PS&E”) package for the fabrication and installation of a citywide Wayfinding System (includes directional wayfinding, gateway and signage). The Scope of Work shall include the following major Tasks:

**A. Assessment:** It is anticipated that this phase of the Program will include, but not be limited to, the following elements:

1. Develop a process to work cooperatively with City staff and key stakeholders.
2. Utilizing input from City staff and stakeholders, field assessments, and existing data and reports, conduct an assessment of general geographic and environmental conditions, vehicular traffic movements, architectural and streetscape styles, and the location of key landmarks, attractions, amenities and gateways into the City.
3. Evaluate and document existing wayfinding and gateway signage and locations, including state, county, and city directional signage, city limits signage, etc.
4. Evaluate all proposed zoning and master plans including the Economic Development Action Plan and the Miramar Town Center Master Plan/Pattern Book.
5. Recommend existing signage that should be removed, replaced, relocated and/or consolidated. Evaluate feasibility of reusing existing locations, poles, hardware on an individual location basis.
6. Assess existing branding for Miramar as exhibited by other existing signage, landmarks, design guideline documents, and citywide marketing material(s) for incorporation into the proposed designs for new signage.
7. Identify and evaluate City, County, and State requirements as related to wayfinding signage.
8. Develop a comprehensive listing of all destinations, attractions, etc. within the City of Miramar, taking into account the input from staff and other stakeholders.
9. Participate in biweekly (every two weeks) conference call meetings with City staff or as needed, in conjunction with an approved schedule.
10. Prepare three (3) conceptual design options for the Wayfinding System. The designs should be in sufficient realistic detail and color and should reflect the overall character and image of the City.
11. Prepare a City map identifying various wayfinding sign locations, including the following details of each sign and signage type:
  - a. Vehicular Directional Wayfinding Signage
  - b. Gateway Entry Signs

- c. Subarea Signage: Historic Miramar and Miramar Town Center may be treated as subareas and proposal may include minor customization for localized branding to include destination wayfinding signs, pedestrian level signage, public parking signage, kiosk signage, etc.
12. Present the conceptual design options and the sign location map to staff and stakeholders, which may also include public meeting(s) (e.g. Miramar City Commission Meeting or Workshop).
13. Prepare a final design of the Wayfinding System including all materials to be used for sign and post, background color and letter type, and installation procedures.
14. Prepare a final Wayfinding System layout map of the City showing all the final sign locations, sign details, and specifications.
15. Supply the City with electronic copies as well as hard copies of all presentations and the final product.
16. Prepare the preliminary and final cost estimate for the sign program. Such cost information shall be provided on an itemized (per sign) manner to ensure the City has the flexibility to determine both the overall Wayfinding System costs or to estimate costs for the project on a phased basis.

**B. Program Design and Development:** It is anticipated this phase of the project will include, but not be limited to, the following elements:

1. Analyze architectural elements, materials, themes, and existing study documents, in order to develop an appropriate design aesthetic for the system.
2. Refine design concepts into a final design for review and consideration.
3. Prepare a Sign Message Schedule on location plan.
4. Complete refinements of preferred design concepts based on City staff and stakeholder input.
5. Present the full sign type and locations array to City staff and stakeholders.
6. Revise the individual sign type designs and locations per final comments of City staff and stakeholders (as needed).

Once the design concepts and locations are approved by staff, the consultant will prepare:

1. Final Design Intent Drawings (exact dimensions, letter heights, materials, mounting details, color specifications and material performance standards) with written statement regarding rationale for design choices, materials, method of fabrication, and how systems can be modified over time. Consultant shall make every effort to use methods and materials that diminish fabrication and maintenance costs and ensure that signage complies with any DOT requirements (e.g. breakaway standards), where applicable.

2. Design development drawings must include the scale of wayfinding signs in relation to pedestrian and vehicular levels.
3. Statement of Probable Cost for the fabrication, installation, and maintenance of the Wayfinding System. Such cost information shall be provided on an itemized (per sign) manner to ensure the City has the flexibility to determine both the overall Wayfinding System costs or to estimate costs for the project on a phased basis.

**C. Bid Documents:** Once approved, the Consultant will prepare the necessary documentation to bid out the fabrication and installation.

1. The construction or technical shop drawings should, at a minimum, show and indicate all materials, finishes, construction details and specifications, and installation details of artwork and signage structure. This includes types and locations of fasteners, attachments, joint details, internal frames, reinforcements, support backing, and connection to support structure or mounting surface.
2. The bid documents will include an “off the shelf” guide to assist City staff in implementing the Wayfinding System, including three (3) color copies and one (1) original copy.
3. The consultant may, based on their experience with projects similar to the City of Miramar Wayfinding System, suggest changes or alternatives to the process outlined above in their response to this request for proposals.
4. All deliverables submitted by consultant to the City for review should be delivered as specified including a digital version of same in a digital format acceptable to the City, so that the City can make additional copies as necessary, or use in PowerPoint presentations, or on the City’s website.

**D. Contractor Selection and Construction Management Assistance (Alternative Additional Task):** Once the construction phase begins, the Consultant shall:

- Answer requests for information by the selected contractor
- Review submittals and shop drawings for quality and accuracy with bid specifications
- Work with selected contractor to identify exact location of each Wayfinding sign
- Perform field visits as necessary to evaluate the sign installation process for compliance with the bid specifications
- Conduct final walkthrough and punch list of all signs to be corrected
- Provide certification that all signs meet the bid specifications

#### 4. CONTENTS OF PROPOSAL

The following should be submitted with your proposal:

**Transmittal Letter:** This letter will summarize (in a brief and concise manner) the firm's understanding of the scope of work. The transmittal letter must be signed by an officer of the firm authorized to do so. Also include contact information for: (1) the person responsible for answering questions regarding the proposal, (2) the person responsible for contract negotiation, and (3) the signer.

**Scope of Work:** This section of the proposal should clearly explain the scope of work as understood by the firm, and detail the approach, activities, meetings, timelines, draft and final work products, and deadlines.

**Company Experience:** This section provides each Proposer with the opportunity to demonstrate how its history, organization, and related experience differentiate it. Focus and attention should be given to qualifications and experience in providing high quality wayfinding design services delivered within scope, according to schedule and within budget. Any additional information, which the firm considers pertinent, may be included in a brief and concise manner. The use of graphics to supplement and/or summarize written statements is encouraged.

**Key Personnel:** This section must provide identification of all key personnel who will be working on this project. Please distinguish the project manager who will be responsible for this project. Please explain what involvement each person will have in the project. An organization chart identifying such key individuals should also be included. Provide past relevant experience of all key personnel in designing and providing support for a comprehensive wayfinding signage program. Detailed resumes should be submitted. Please distinguish if the key personnel are employees of the firm or retained sub-consultants. Include person's name, title, phone number, email address and resumes.

**References:** Provide contact information for three (3) references, two (2) of which must be municipal or governmental agencies. Include the agency's name, contact person's name, title, address, telephone number, and email address. For each reference, provide an overview of the project including budget, scope of work, and timelines.

## 5. EVALUATION CRITERIA

Following the due date and time for this solicitation, an Evaluation Committee comprised of City Staff will meet to evaluate all proposals received, in accordance with the evaluation criteria set forth below.

- A. Qualifications and Experience (30 Points)** - Technical experience in performing high quality work of a closely similar nature; record of completing the work on schedule, on time and within budget; strength and stability of the firm; strength, stability, experience, and technical competence of subcontractors, if any; and quality of the final product completed with other cities. Preference will be given to municipal or government agencies.
- B. Management Approach (25 Points)** - Qualification of key project staff, particularly the project manager; key personnel's level of involvement in performing related work; logic of project organization; adequacy of labor commitment; concurrence in the restrictions of changes in key personnel; and the approach taken for quality and budget control.
- C. Overall Project Design and Schedule (30 Points)** - Demonstration of strong aesthetic design and capacity to complete and carryout all Tasks. Depth of consultant's understanding of City requirements and overall quality of work plan; logic, clarity, and specificity of work plan and variances proposed for the work plan; and the utility of technical or procedural innovations.
- D. References (15 Points)** - Assessment of client references.

After review of the proposals received, the City may conduct interviews with short-listed firms.

## 6. SOLICITATION TIMETABLE

**DEADLINE FOR QUESTIONS: August 7, 2025.** All questions should be in writing and should be addressed to [dicharles@miramarfl.gov](mailto:dicharles@miramarfl.gov). Please include in the subject of the email: "RLOI# 25-04-20: Wayfinding Gateway and Signage"

**PROPOSALS DUE DATE AND TIME: August 26, 2025 @ 2pm.** Proposals should be emailed to [dicharles@miramarfl.gov](mailto:dicharles@miramarfl.gov). All proposals must include in the subject line: "RLOI# 25-04-20: Wayfinding Gateway and Signage"

## 7. CITY'S RIGHTS RESERVED:

The City reserves the right to waive any informalities or irregularities in this RLOI. The City reserves the right to reject any and all letters of interest as they may deem to be in the best interest of the City's residents and as may affect this project.