

**DOWNTOWN COCOA BEACH  
COMMUNITY REDEVELOPMENT AGENCY  
CITY OF COCOA BEACH, FLORIDA**

DOWNTOWN REDEVELOPMENT AREA  
WAYFINDING MASTER PLAN



FEBRUARY, 2013



Planning | Landscape Architecture | Environmental | Transportation | Graphic Design  
919 Lake Baldwin Lane | Orlando | Florida 32814 | (407) 233-1367 [www.LandDesignSouth.com](http://www.LandDesignSouth.com)





---

## ACKNOWLEDGEMENTS

---

### CITY OF COCOA BEACH MAYOR, VICE MAYOR & COMMISSIONERS

Mayor: Dave Netterstrom  
Vice Mayor: Ben Malik  
Commissioner: Adrienne Dillon  
Commissioner: Skip Williams  
Commissioner: Tim Tumulty

### COMMUNITY REDEVELOPMENT AGENCY (CRA) BOARD

Mayor Dave Netterstrom (Chairperson)  
Vice Mayor Ben Malik (Vice Chairperson)  
Commissioner Adrienne Dillon  
Commissioner Skip Williams  
Commissioner Tim Tumulty

### CITY STAFF

City Manager: Bob Majka  
City Attorney: Fowler, O'Quinn, Feeney & Sneed, P.A.  
CRA Executive Director: Anthony Caravella, AICP,  
Director of Development Services  
CRA Registered Agent: Loredana Kalaghchy, City Clerk  
City Engineer: John Adair, P.E.  
City Planner: Daniel Connor, AICP  
Administrative Assistant: Janice Brady



# TABLE OF CONTENTS

Acknowledgments . . . . . 3

Table of Contents . . . . . 4 - 5

Section 1 (OVERVIEW) . . . . .

    1.1 (INTRODUCTION) . . . . . 6

    1.2 (REGULATORY LIMITATIONS ON SIGNAGE) . . . . . 7

    1.3 (BRANDING) . . . . . 8

    1.4 (THE CRA) . . . . . 9

    1.5 (NEIGHBORHOOD DISTRICTS) . . . . . 10

Section 2 (INVENTORY & ANALYSIS) . . . . .

    2.1 (DOWNTOWN DESTINATIONS) . . . . . 11 - 13

    2.2 (EXISTING CONDITIONS) . . . . . 14 - 15

    2.3 (GATEWAY/ENTRY ID SIGNAGE) . . . . . 16

    2.4 (BEACH ACCESS SIGNAGE) . . . . . 17

    2.5 (PUBLIC PARKING SIGNAGE) . . . . . 18

    2.6 (PRIVATE PARKING SIGNAGE) . . . . . 19

    2.7 (PUBLIC FACILITIES IDENTITY SIGNAGE) . . . . . 20

    2.8 (BUSINESS IDENTITY SIGNAGE) . . . . . 21

Section 3 (DESIGN STANDARDS) . . . . .

    3.1 (PRINCIPLES OF DESIGN) . . . . . 22 - 23

    3.2 (CONSISTENT SIGNAGE) . . . . . 24

    3.3 (WAYFINDING SIGNS TYPOLOGY) . . . . . 25

Section 4 (RECOMMENDATIONS) . . . . .

    4.1 (WAYFINDING SIGNS STYLE #1) . . . . . 26 - 27

    4.2 (WAYFINDING SIGNS STYLE #2) . . . . . 28 - 29

    4.3 (WAYFINDING SIGNS STYLE #3) . . . . . 30 - 31

    4.4 (GUIDE & STREET NAME SIGNS) . . . . . 32 - 33

    4.5 (CONCEPTUAL LOCATIONS FOR WAYFINDING SIGNS) . . . . . 34 - 35

Section 5 (CONCLUSION) . . . . .

    5.1 (BUDGETARY COST INFORMATION ) . . . . . 36

    5.2 (ACTION ITEMS) . . . . . 37

# SECTION 1 - OVERVIEW

*“As a key element of the Downtown Redevelopment Master Plan, a comprehensive wayfinding signage plan will facilitate navigation for vehicles, pedestrians, and bicyclists.”*

## 1.1 - INTRODUCTION

Destination Guidance Signage or Wayfinding is a graphical means to assist visitors attempting to make their way through an unfamiliar environment. When the information needed to access that environment is provided in a coordinated fashion, the unfamiliar quickly becomes comfortable, friendly and welcoming. A successful wayfinding system manages this experience, using signage as a communication tool to not only facilitate access, but also to reflect the civic culture and complement the environment of its setting.

Wayfinding signage provides visitors a convenient means for locating destinations such as parking, government offices, beach access points and businesses; it provides for enhanced vehicular and pedestrian safety by eliminating confusion; and it reduces visual blight caused by inconsistent, poorly conceived and constructed signage.

The scope of this study is to prepare a wayfinding Master Plan which provides for safe, efficient and aesthetically appealing means of navigation to and within the boundary of the Downtown Community Redevelopment Area (CRA) and to provide a template for future sign design, placement and construction. As a key element of the Downtown Redevelopment Master Plan, a comprehensive wayfinding signage plan will facilitate navigation for vehicles, pedestrians, and bicyclists.



Examples of Wayfinding signs in Winter Park, Florida.

*“The controlling guidelines for Atlantic Ave. and Orlando Ave. include the FDOT Plans Preparation Manual (PPM), FDOT Design Standards and the FHWA Manual of Uniform Traffic Control Devices (MUTDC).”*

## 1.2 - REGULATORY LIMITATIONS ON SIGNAGE

The two primary north-south throughfares (Atlantic Ave. and Orlando Ave.) are part of the State Highway System and therefore signage located within these rights-of-way are subject to Florida Department of Transportation (FDOT) and the Federal Highway Administration (FHWA) regulations. The controlling guidelines for Atlantic Ave. and Orlando Ave. include the FDOT Plans Preparation Manual (PPM), FDOT Design Standards and the FHWA Manual of Uniform Traffic Control Devices (MUTDC). Signage located on the east/west local roadways is subject to The City of Cocoa Beach regulations. It should also be noted that for projects funded with Federal dollars, adherence to the MUTDC, regardless of which right-of-way the sign is located in, will be subject to the FDOT Design Standards and the MUTDC.

The FHWA prohibits the use of different color sign backgrounds to provide color-coding of destinations and requires that the color-coding shall be accomplished by the use of different colored square or rectangular panels on the face of the guide signs. On June 23, 2006, the FDOT received approval for an FHWA Request to Experiment to perform an “Evaluation Study on Wayfinding Signs for the State of Florida.” Florida’s approved wayfinding standards allow the use of different color backgrounds, which is currently different from Section 2D.03 of the MUTCD. Therefore, FDOT must receive approval from the FHWA prior to any sign installations. This request to experiment will be handled through the State Traffic Engineering and Operations.

In addition to the above, the location and clearance characteristics of all signage is regulated by the Americans with Disability Act (ADA). These regulations have been applied to all recommendations contained in this document.



Examples of FHWA wayfinding signs.

*“The Wayfinding Plan is intended to support the vision established by the adopted Redevelopment Plan and should help to support and clarify the Cocoa Beach brand.”*

### 1.3 - BRANDING

Wayfinding is one of the elements which reinforces a city's brand. City branding refers to all the activities that are undertaken with the purpose of turning a City from a location into a destination. “Successful branding”, says Robert Jones, consultant director at international brand consultancy Wolff Olins, “can turn a city into a place where people want to live, work and visit”. [Guardian.co.uk. 2008-10-01]

According to Duane Knapp, founder and chairman of BrandStrategy, Inc., author of The BrandPromise, and Brand Advisor to the Destination Marketing Association International (DMAI), “A BrandPromise Commitment connects deeply with the consumer and defines the destination, not in terms of function or purpose, but its ability to offer a meaningful experience that is unique and enhances the quality of a visitor's life in some way.”

In order to achieve successful redevelopment, the City of Cocoa Beach must present a competitive advantage above it's local, regional, national and international competitors. There is no shortage of communities trying to achieve the same objective as that of the CRA. This heightened competitive environment makes it important for places, no matter their size or composition, to clearly differentiate themselves and to convey why they are relevant and valued options.

While not an end in and of itself, the Wayfinding Plan is intended to support the vision established by the adopted Redevelopment Plan and should help to support and clarify the Cocoa Beach brand. The Vision Plan states:

“The Downtown Cocoa Beach CRA is in a strong position to implement the plans for redevelopment. The key question is: how can Downtown create a stronger identity and image which capitalizes on its history as the birthplace of the space program, its current draw for surfing and ecotourism, and residential community without compromising the resident's quality of life?”

To that end, the products of this study will take their cues from these cultural aspects identified in the Redevelopment plan; space exploration, surfing, and nature.

Consistent signage, a key element to the plan, will not only provide direction, but will unify the uses throughout the Downtown Redevelopment Area further enhancing the community identity. Creative, coordinated and consistent signage leads to a safe, efficient navigation system which minimizes confusion and visually supports the unique cultural aspects associated with Cocoa Beach. Conversely, uncoordinated and inconsistent signage leads to navigational confusion and visual blight detracting from the aesthetic appeal of the CRA.

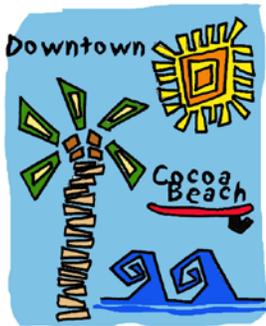
*“The Downtown Community Redevelopment Area’s ultimate goal is to “arrest those blighting conditions, promote economic development, allow for sound growth and development”*”

### 1.4 - THE COMMUNITY REDEVELOPMENT AREA

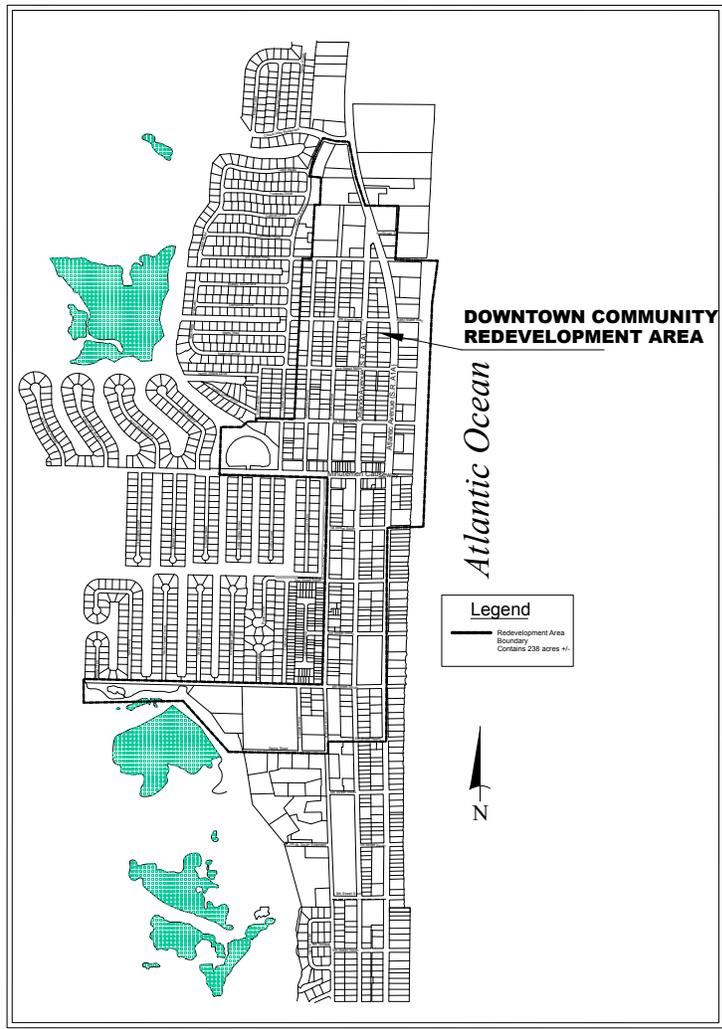
The City of Cocoa Beach Downtown Community Redevelopment Area (CRA) has been designated in accordance with State Statute Section 163 Part III. The finding of necessity for the CRA includes defining deficiencies or conditions of blight. The Downtown Community Redevelopment Area’s ultimate goal is to “arrest those blighting conditions, promote economic development, allow for sound growth and development”

To arrest blight, the City of Cocoa Beach adopted the Downtown Cocoa Beach Redevelopment Plan which identifies wayfinding signage as a tool to support and enhance redevelopment in the downtown area.

In its current state, signage adds to unsafe conditions of vehicular and pedestrian travel and contributes to visual blight. Correcting these deficiencies will serve to promote redevelopment and reverse blighted conditions within the redevelopment area.



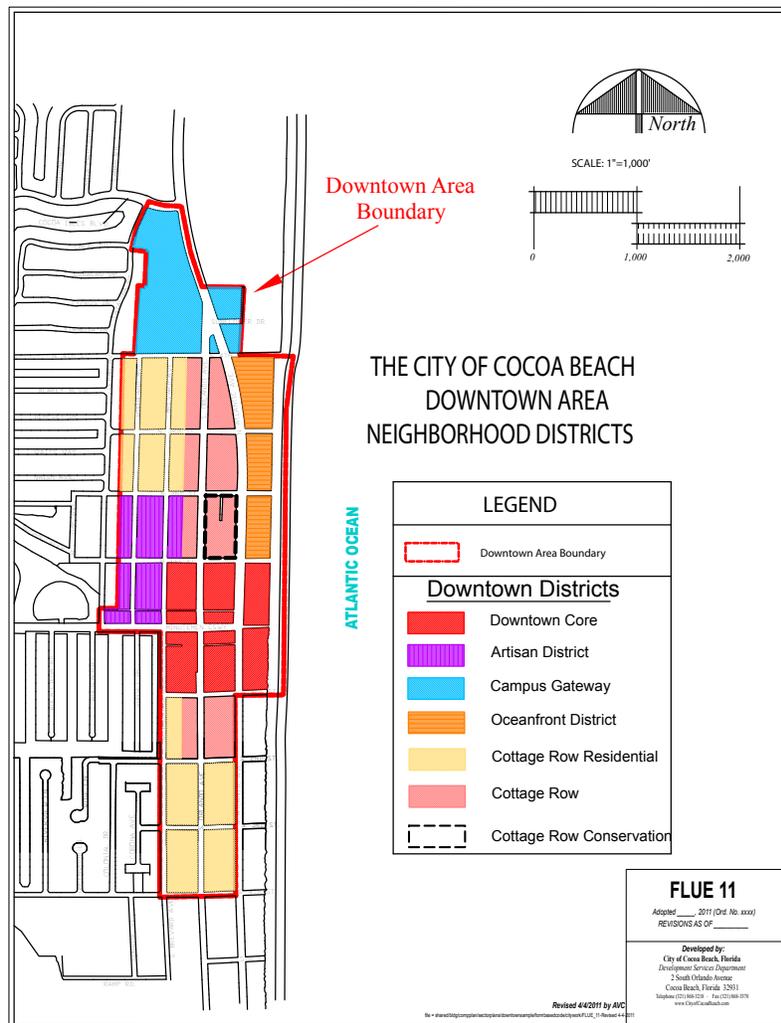
The Downtown Community Redevelopment Area (CRA) logo.



*“The Wayfinding plan should be developed to support the concept of Neighborhood Districts”*

## 1.5 - NEIGHBORHOOD DISTRICTS

The Downtown Cocoa Beach Redevelopment Plan identifies the Community Redevelopment Area (CRA) as a series of Neighborhood districts each with unique characteristics of land development and correspondingly, identities. The Wayfinding plan should be developed to support the concept of Neighborhood Districts. People like to identify with the unique characteristics of their surroundings. It has been demonstrated that land values within clearly identifiable districts tend to be higher than those of undefined areas. It is also true that community pride and the associated benefits of public policing, litter abatement and public participation in civic events increases within neighborhoods with a strong identity. A good local example of this type of neighborhood “branding” can be evidenced within the Cottage Row neighborhood-especially in the Cottage Row Conservation area.



## SECTION 2 - INVENTORY & ANALYSIS

*“Efficient navigation to desired destinations within the CRA is a key component of successful redevelopment.”*

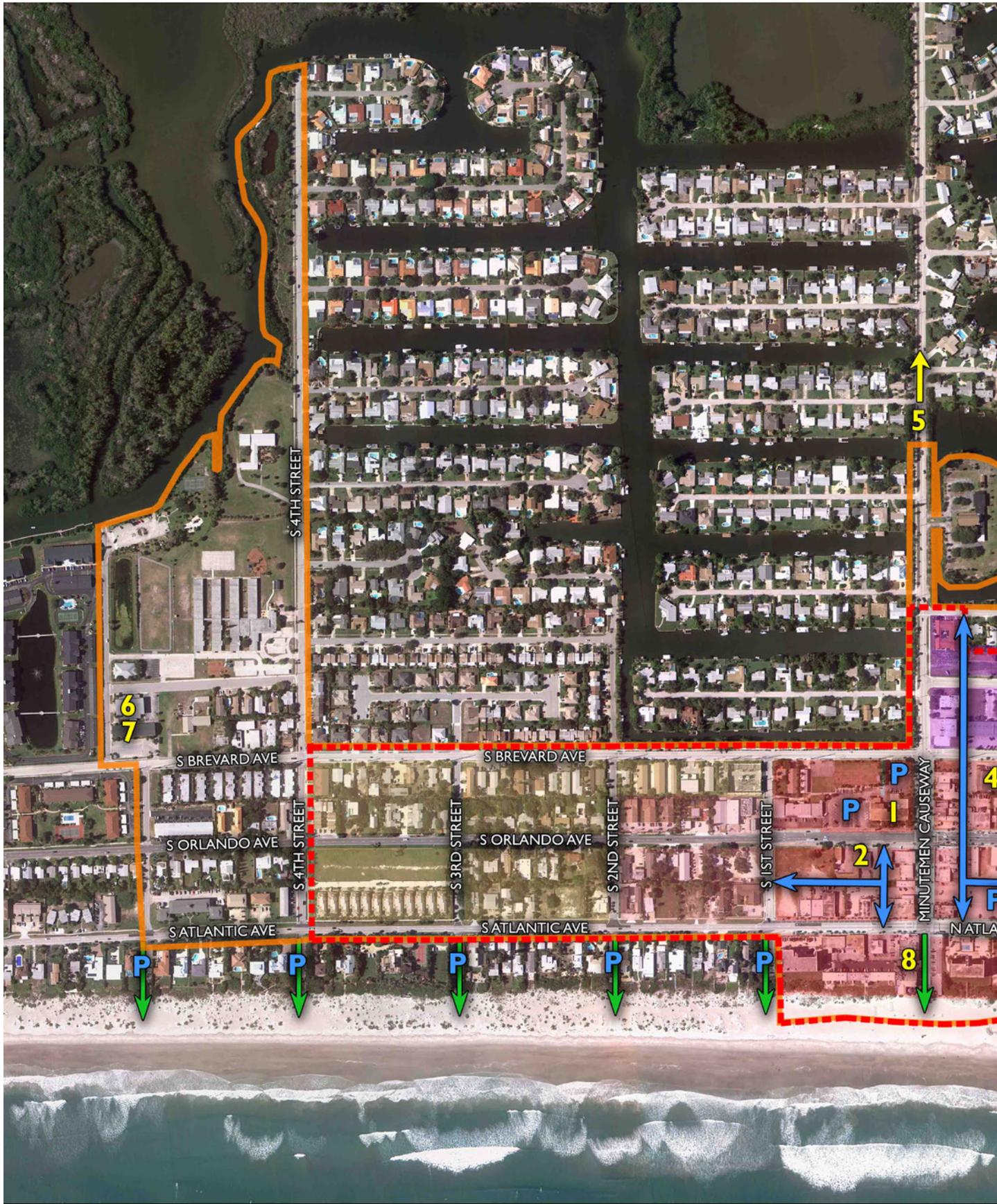
### 2.1 - DOWNTOWN DESTINATIONS

Navigation to and within the Downtown Redevelopment Area is based on destinations which draw visitors to the community. Efficient navigation to desired destinations within the CRA is a key component of successful redevelopment.

The scope of this study is to identify the civic, cultural, and recreational destinations within and around the CRA and devise a simple, effective means of navigating to them. The downtown destinations aerial map to follow identifies those destinations together with the neighborhood districts established by the Downtown Cocoa Beach Redevelopment Plan.



Examples of existing Downtown Cocoa Beach destination signs.



# Downtown Destinations Location Map

Prepared for the Downtown Cocoa Beach Community Development Agency



**LEGEND**

**DESTINATION POINTS**

- 1 - CITY HALL/POLICE DEPT.
- 2 - FIRE STATION
- 3 - LIBRARY
- 4 - POST OFFICE
- 5 - SCHOOLS, GOLF COURSE, POOL, TENNIS, PUBLIC WORKS
- 6 - RECREATION CENTER
- 7 - SURFSIDE PLAYERS THEATER
- 8 - MINUTEMEN BEACH PLAZA
- 9 - TRIANGLE PARK GATEWAY TO DOWNTOWN

**BOUNDARIES, ACCESS & PARKING**

-  - DOWNTOWN AREA BOUNDARY
-  - COMMUNITY REDEVELOPMENT AREA (CRA) BOUNDARY
-  - PUBLIC BEACH ACCESS
-  - ALLEYS
-  - PUBLIC PARKING

**NEIGHBORHOOD DISTRICTS**

-  - DOWNTOWN CORE
-  - ARTISAN DISTRICT
-  - CAMPUS GATEWAY
-  - OCEANFRONT DISTRICT
-  - COTTAGE ROW RESIDENTIAL
-  - COTTAGE ROW
-  - COTTAGE ROW CONSERVATION



*“Identifying the issues which create a confusing and aestically unappealing environment is instrumental to the wayfinding planning process.”*

## 2.2 - EXISTING CONDITIONS

Existing signage within the CRA is comprised of a broad range of directional, informational, highway guide and identity signage.

Identifying the issues which create a confusing and aestically unappealing environment is instrumental to the wayfinding planning process.

Much of this signage has been installed over a prolonged period and presents a “layered” effect where style, location and construction techniques vary considerably. Many of the signs are in poor condition. In addition, business who by necessity require identity signage compete for location with highway guide signage. The following photo inventory identifies issues which contribute to a confusing and aesthetically unappealing environment.



Business signs compete with public parking signs.



This parking lot has inconsistent parking signage designs.



City Hall is one example of Inconsistent identification signage designs.



## 2.2 - EXISTING CONDITIONS-CONTINUED

In some instances, new signage is added and the old sign left standing or two signs exist which provide the same or slightly different information. When there are too many signs, visitors suffer from information overload. Signs compete for attention, become less helpful to navigation, and create visual blight. One example is the Minutemen Causeway beach entrance. There are more than 25 signs of varying sizes, shapes, and colors located within a 30 ft. radius of this primary beach entry location.



Some of the many signs located at the Minutemen Causeway beach entrance.



Unnecessary signs can draw away the attention of passer byers from more important signage.

"Temporary" signage has a tendency to become a permanent fixture and these signs contribute to visual blight.

## 2.3 - GATEWAY/ENTRY IDENTIFICATION SIGNAGE

Entry identification signage for the CRA includes the improvements located within the triangle park at the north end of the CRA and a new “temporary” CRA sign located at the intersection of Atlantic Avenue and Orlando Avenue.

The signage located in the triangle park at the north end of the CRA is comprised of flags, a fountain structure, the Kelly Slater “Surfer” statue and the inscribed coquina sign which reads “Welcome to Downtown Cocoa Beach”. These structures are all high quality icons which represent the culture of Cocoa Beach. However, much of the welcome sign is screened from the view of approaching vehicles by landscape plantings. These signs compete with each other for attention at a location which is also a key location for automobile drivers to make critical navigation decisions creating an unsafe driving condition.

The signage located at the south end of the downtown core district is comprised of a temporary sign which utilizes the CRA logo to signify entry.



The triangle park at the north end of the CRA with landscape plantings screening the welcome sign



CRA logo sign at the south end of the downtown core district.



The iconic Kelly Slater “Surfer” statue located at the north end of the CRA .



Welcome to Downtown Cocoa Beach coquina sign with the fountain in the background.

## 2.4 - BEACH ACCESS SIGNAGE

There are 4 public beach access points on the “stub end” cross streets throughout the downtown redevelopment area which provide parking and a 5th beach access point at Minutemen Causeway which does not have public parking. No signs exist today that identify the location of the beach access points in the downtown area and no signs exist indicating public parking.

Beach visitation is a primary draw for visitors to Cocoa Beach. The addition of beach access and beach parking signs would increase the beachgoers use of the downtown beaches while at the same time increase commerce throughout the downtown. Additionally, it is recommended that vehicular travel into the Minutemen “Plaza” be discouraged. Signage should be designed accordingly.

Brevard County has beach access signs throughout other areas of the city and county. On the other hand, Cocoa Beach does not identify any of its primary beach access points within the CRA.



Atlantic Ave. & Minutemen Causeway



Atlantic Ave. & North 1st St.



Atlantic Ave. & North 2nd St.



Atlantic Ave. & North 3rd St.



Atlantic Ave. & North 4th St.



A Brevard County beach access sign.

*“Parking is a critical component of the CRA both in terms of the opportunities as well as the challenges it presents.”*

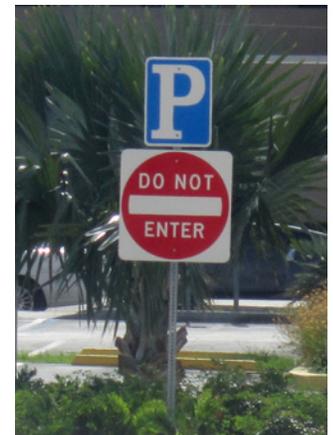
## 2.5 - PUBLIC PARKING SIGNAGE

The City has recently initiated a parking directional signage program to assist visitors with the location of surface parking lots and metered on-street parking. Parking is a critical component of the CRA both in terms of the opportunities as well as the challenges it presents. Parking within the CRA is comprised of on-street parking and public and private surface parking lots. All are critical components for providing convenient access to businesses, civic institutions and the beach.

Public parking signage is inconsistent in its design and location often sharing with other signs leading to a confusing presentation. Public parking signs are also often screened from view or compete with business identification signs.



Inconsistent design - too much information at a critical decision point for a driver entering the parking lot.



Public parking signage is inconsistent in design and location, and often provides conflicting information.

## 2.6 - PRIVATE PARKING SIGNAGE

Private parking is also available for patrons of specific businesses and for visiting beachgoers. This creates the need for additional signage to distinguish one from the other and avoid beachgoers from monopolizing business parking. Private parking for beachgoers also utilizes a broad range of sign types, locations and construction techniques which adds to visual clutter.



Mistaken identity - This private parking sign can be confusing to some who may think it is public parking.



Private parking signage for beachgoers is inconsistent in design and location.

## 2.7 - PUBLIC FACILITIES IDENTITY SIGNAGE

Public Facilities identification signs represent a broad range of styles, locations and construction techniques. This makes it difficult for visitors to quickly identify where public facilities are located. These signs would better serve their purpose if they were consistent.



Public Facilities identification signs on the side of buildings or in a location not easily seen by passerbyers may go unnoticed.



Public facilities directional signs that look like street signs are somewhat unidentifiable. To the contrary, the trolley stop signs located throughout Cocoa Beach are consistent and easily identifiable.



The CRA logo can be found in several locations around downtown; however, the locations, construction techniques, and styles are inconsistent.

## 2.8 - BUSINESS IDENTITY SIGNAGE

Business identification signs are critical to the financial success of individual businesses. However, many of the existing business signs are designed primarily for view from the automobile. They vary considerably in location, construction and style. Current code calls for nonconforming signs to be terminated within twenty (20) years of the effective date of the original sign permit or within ten (10) years of the effective date of this ordinance, whichever is greater. [Article 5, Section 6-30 of the City of Cocoa Beach Land Development Code]. While it is outside the scope of this study to address business signage ordinances, missing, unkept and obsolete signage currently presents a negative image and promotes visual blight.



Missing, unkept and obsolete business signage in need of improvement.



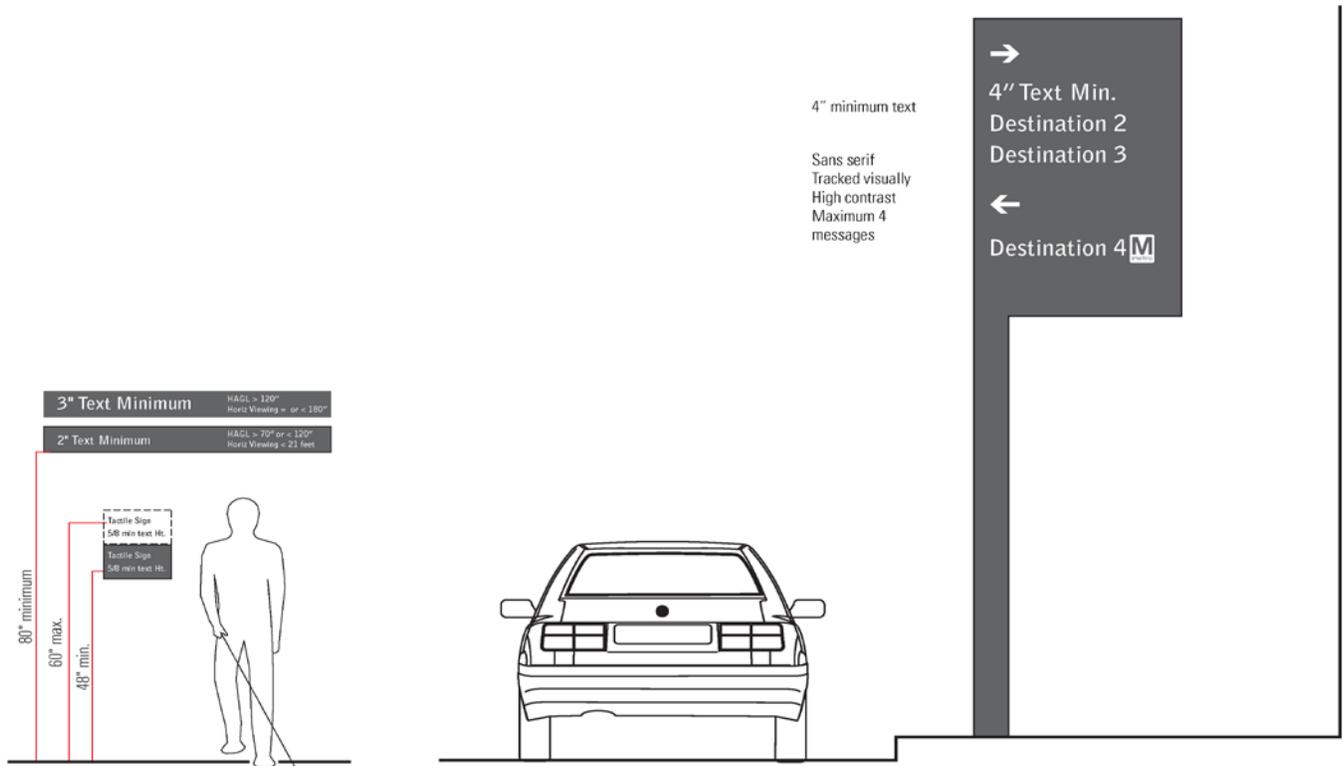
Many businesses downtown use "A" frame sidewalks signs and would be better served with business directional signage.

# SECTION 3 - DESIGN STANDARDS

## 3.1 - PRINCIPLES OF DESIGN

New signage within the Downtown Redevelopment must adhere to the universal design standards contained in the documents listed below. The following diagrams are a pictorial synthesis of these standards.

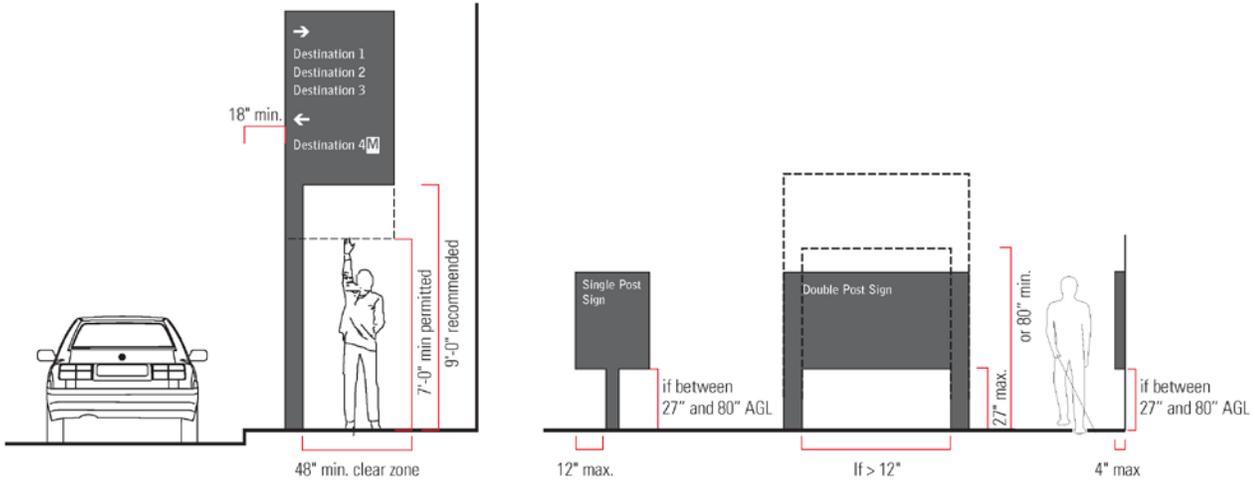
- MUTCD (*Manual on Uniform Traffic Control Devices*) 2009
- ADAAG (*ADA Accessibility Guidelines*) D2004
- ANSI (*American National Standards Institute*) A117.1 1995
- IBC (*International Building Code*) 2003
- SEGDA (*Society for Environmental Graphic Design*) ADA White Paper Updated 2006



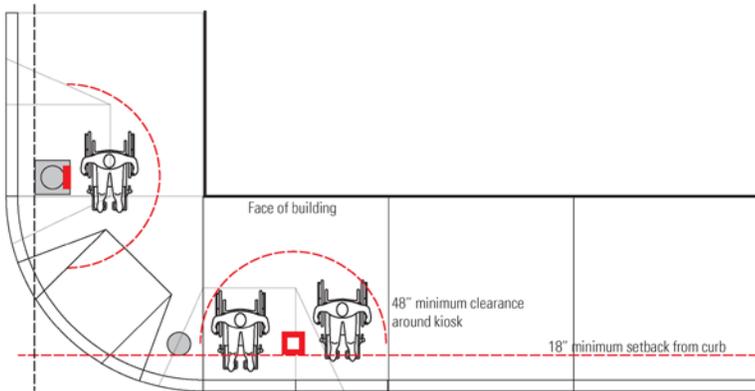
Distance (Feet)	7.5	15	22.5	30	37.5	45	60	75	90	105	120	150	180
Cap Letter Height (Inches)	.25	.5	.75	1	1.25	1.5	2	2.5	3	3.5	4	5	6

Text height and legibility for pedestrian and vehicular signs.

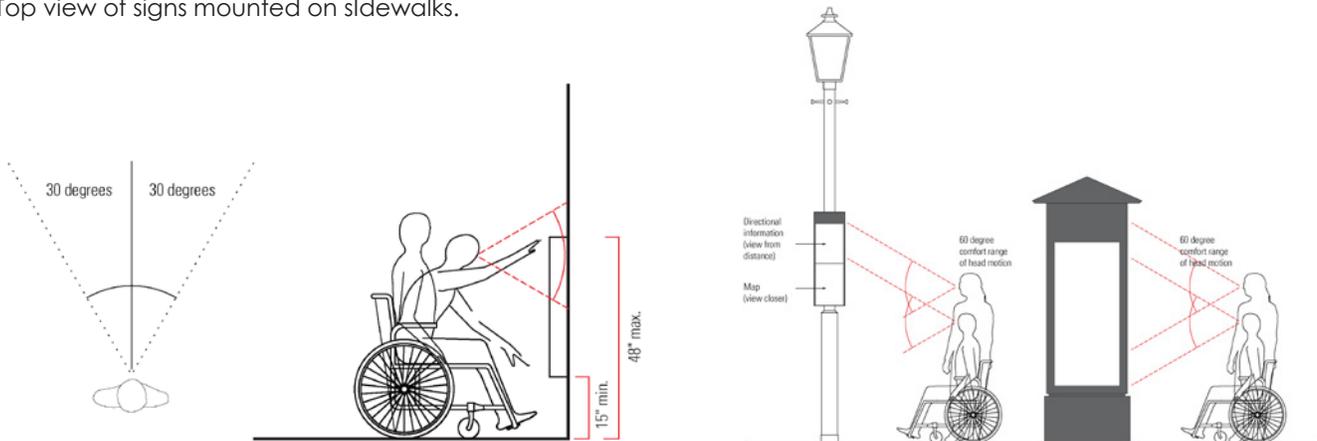
### 3.1 - PRINCIPLES OF DESIGN-CONTINUED



Setbacks and clearances to maintain accessible pathways. Left to right: signs over sidewalks; pedestrian oriented single post signs; double post signs; wall mounted signs;



Top view of signs mounted on sidewalks.

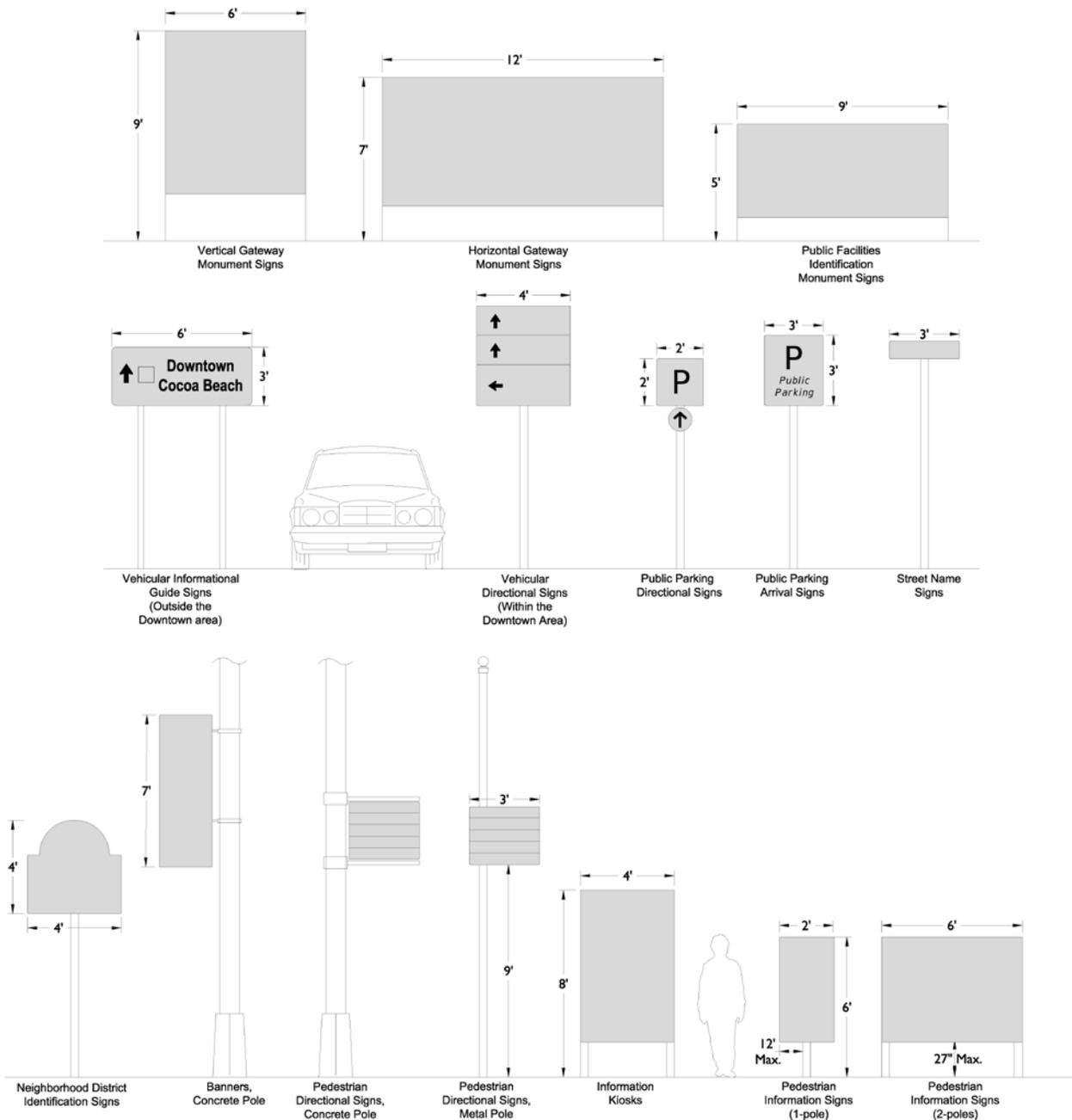


Optimal mounting heights for comfortable viewing of various types of information. Left to right: side-to-side viewing; mounting for signs intended to be touched; strategy for kiosks.



### 3.3 - WAYFINDING SIGNS TYPOLOGY

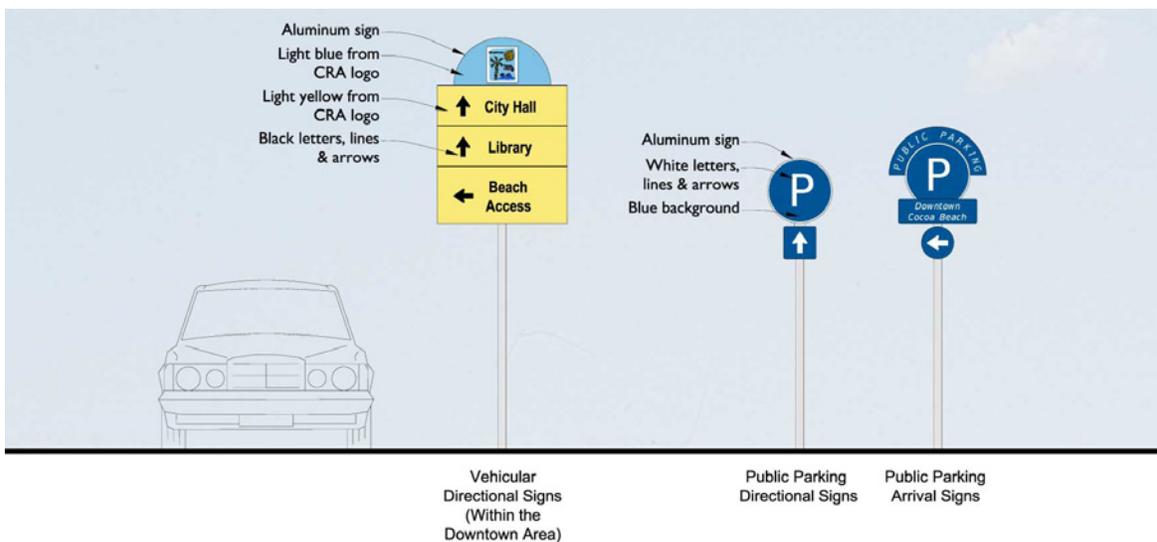
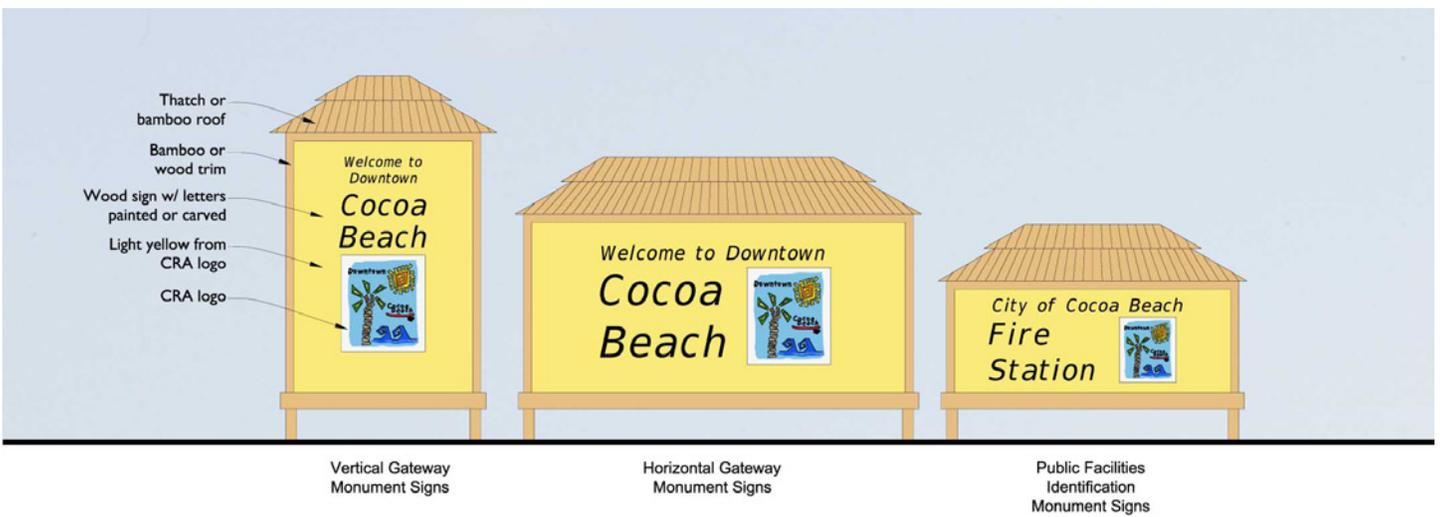
As a result of the inventory/analysis phase of this study it became evident that there is a need for a consistent “family” or signs typology which will guide the removal and replacement of existing signage. It is anticipated that this will occur over time. Adherence to these guidelines will promote consistency, safety and convenience for the benefit of the traveling public when visiting Cocoa Beach. The following graphics represent the generic family of sign types expected to be utilized within the Downtown Core.



# SECTION 4 - RECOMMENDATIONS

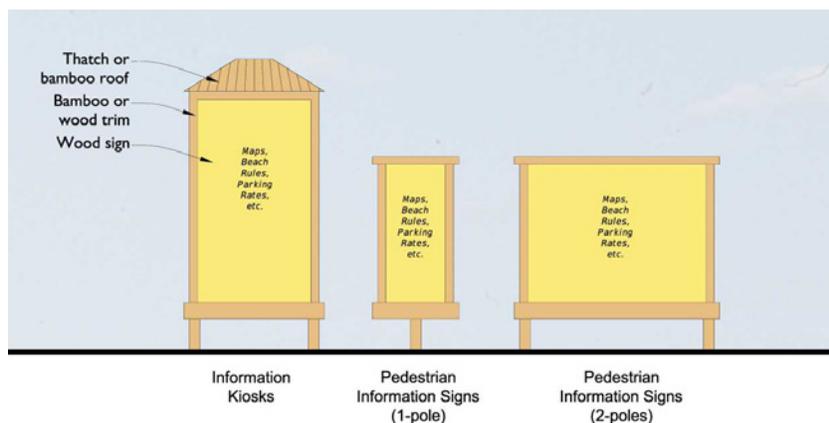
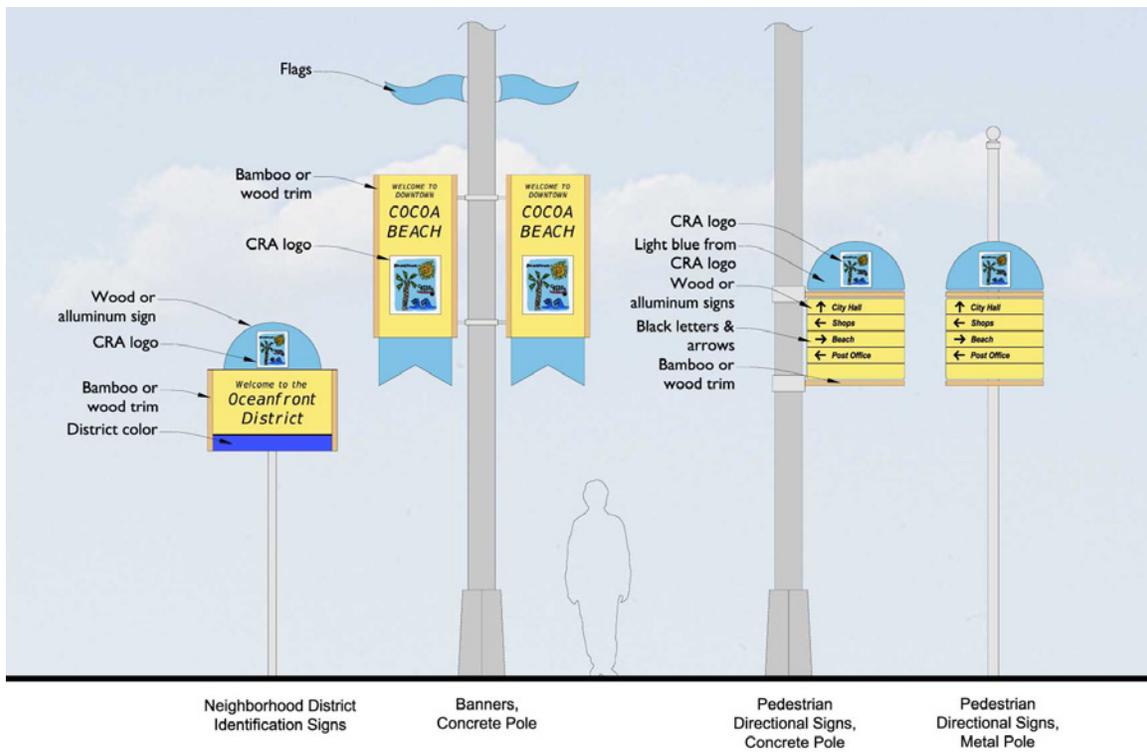
## 4.1 - WAYFINDING SIGNS STYLE #1

Shown below is the first of three conceptual wayfinding sign styles. The gateway monument and public facilities signs are shown as wood, and the prominent feature is a roof which is proposed to be either thatched or bamboo. Additionally, the monument signs are elevated. The CRA logo is utilized to further create an identity for the downtown, and the yellow color from the logo carry through to the background of the signs. The vehicular directional signs also utilize colors from the CRA logo. The public parking signs are blue with white letters which has become universally recognizable.



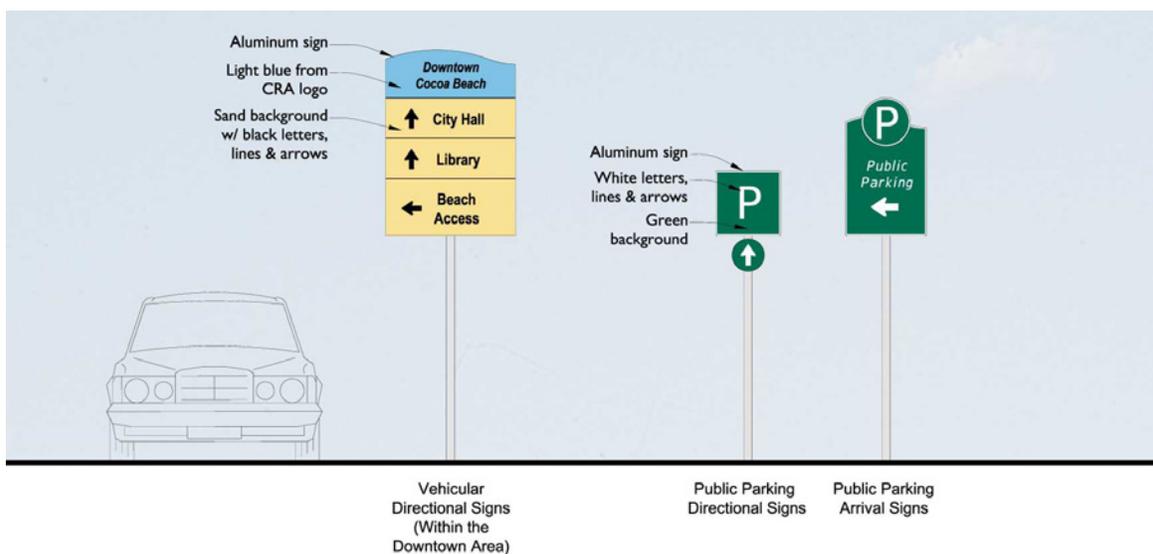
## 4.1 - WAYFINDING SIGNS STYLE #1-CONTINUED

Continuing with wayfinding signs style #1, neighborhood district signs include the CRA logo with a yellow background and with the district colors as an accent. The banners can be located throughout the downtown and may be interchangeable during downtown events. The pedestrian directional signs include the CRA logo with a yellow background, and these signs can be attached to the existing concrete poles throughout the downtown core district or attached to a separate metal pole. The information kiosks have the roof element, and wood trim on all of the sign types carries the style throughout the signs. Additionally, all of the pedestrian information signs are elevated similar to the monument signs.



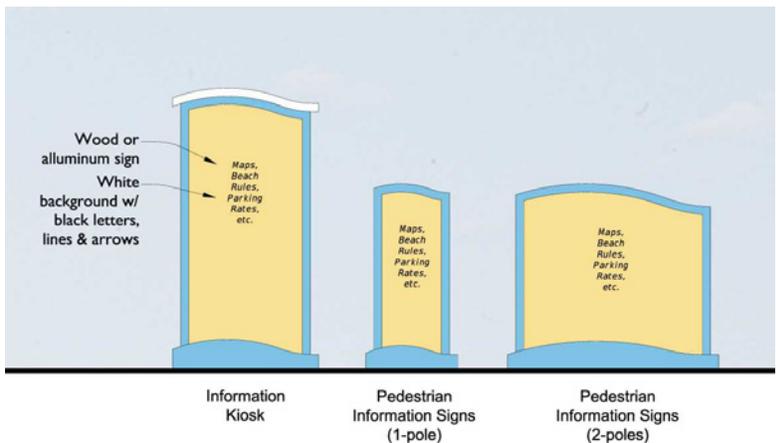
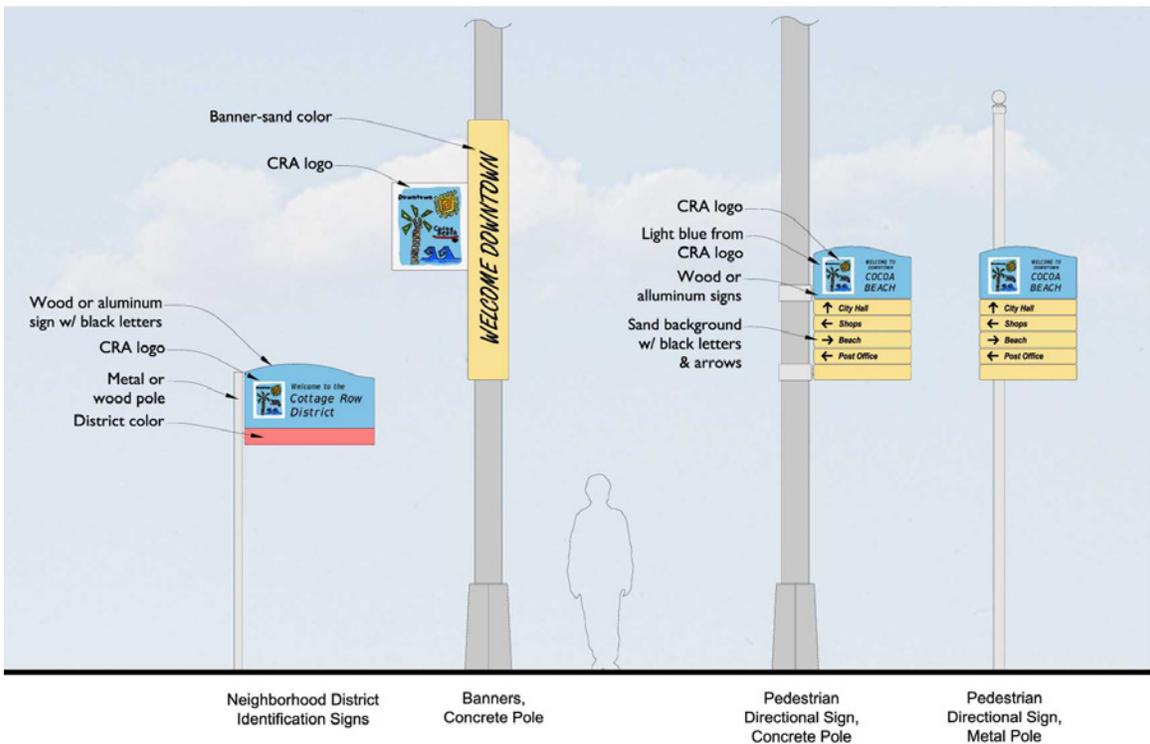
## 4.2 - WAYFINDING SIGNS STYLE #2

Shown below is the second of three wayfinding sign styles. The gateway monument and public facilities signs are shown as aluminum or stucco, and the prominent feature of the signs is the wave design. The CRA logo is utilized to further create an identity for the downtown, and light blue and sea blue colors from the logo are carried through to the sign background and base. The vehicular directional signs also utilize the light blue color from the CRA logo. The public parking signs are green with white letters as a design alternative to the traditional blue parking signs.



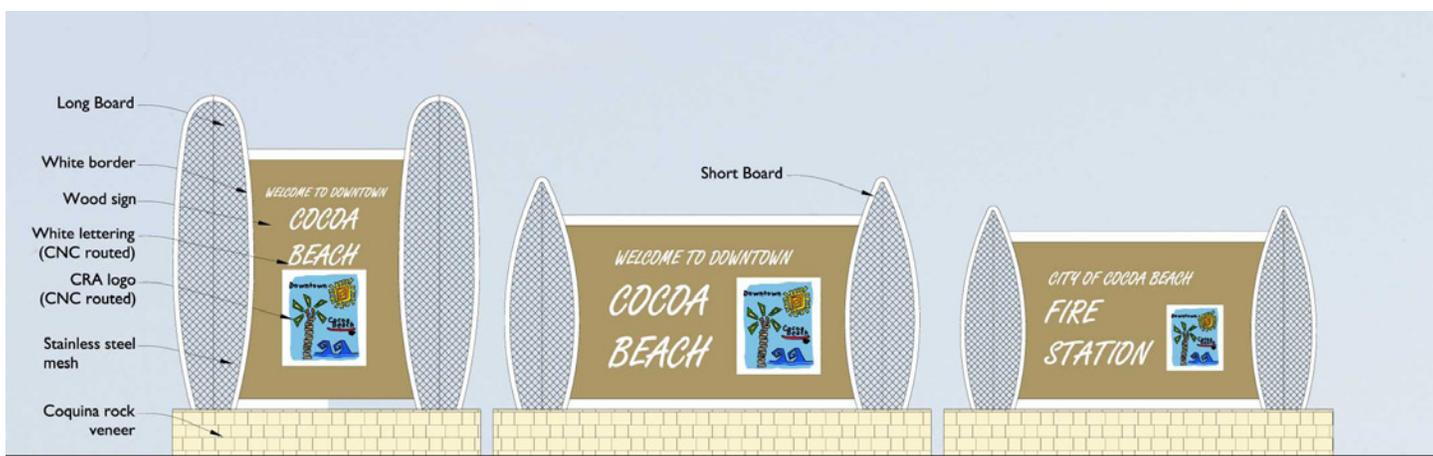
## 4.2 - WAYFINDING SIGNS STYLE #2-CONTINUED

Continuing with wayfinding signs style #2, neighborhood district signs include the CRA logo with a light blue background and with the district colors as an accent. The banners can be located throughout the downtown to welcome visitors. The pedestrian directional signs include the CRA logo with a light blue background. The information kiosks and pedestrian information signs have the wave element with light blue and sea blue colors similar to the monument signs.



### 4.3 - WAYFINDING SIGNS STYLE #3

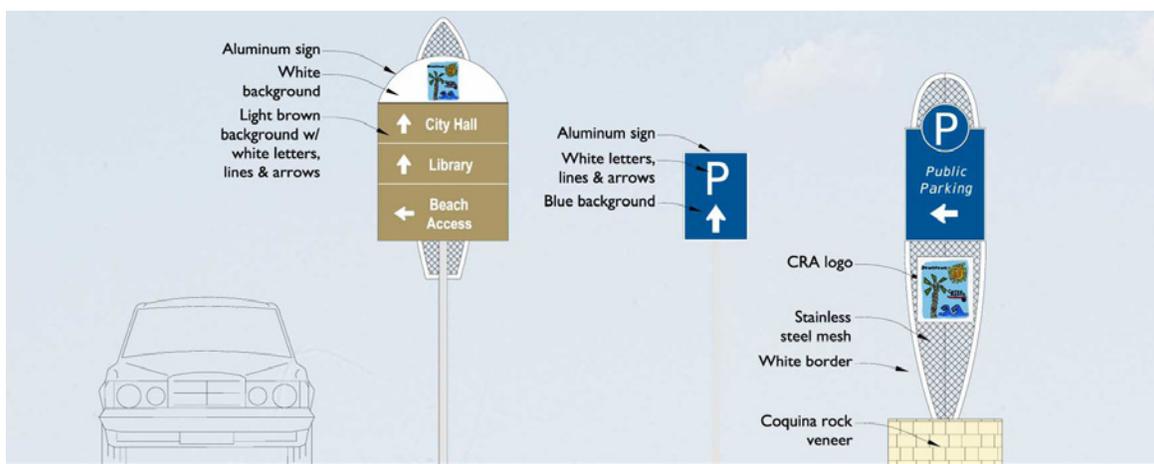
Shown below is the third of three wayfinding sign styles. The gateway monument and public facilities signs are shown as wood, and the prominent features of the signs are the metal mesh surf board elements. The CRA logo is utilized to further create an identity for the downtown, and a light brown color is used for the sign background. The monument signs also have a coquina rock base. The vehicular directional signs also utilize the light brown background. The public parking signs are blue with white letters and the public parking arrival signs have a metal mesh surf board background with a coquina rock base similar to the monument signs.



Vertical Gateway Monument Signs

Horizontal Gateway Monument Signs

Public Facilities Identification Monument Signs



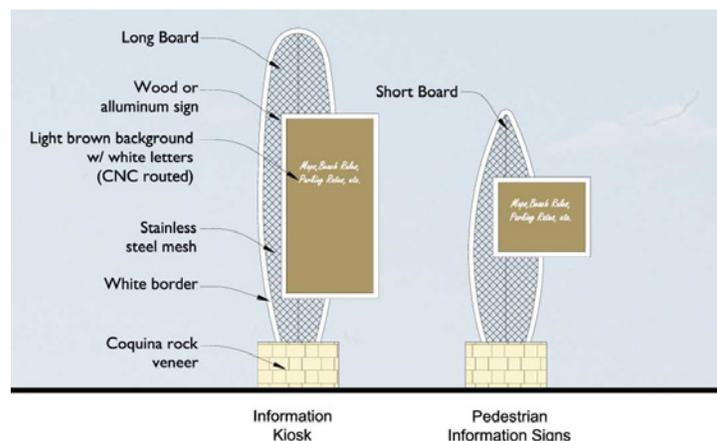
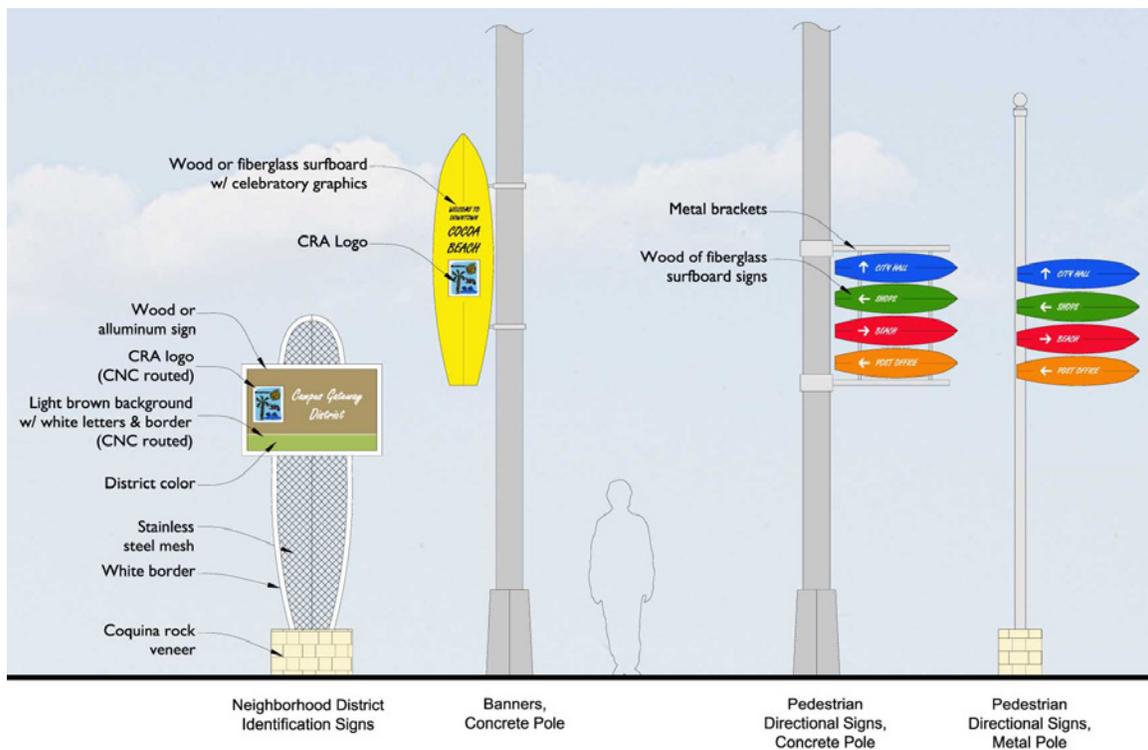
Vehicular Directional Signs (Within the Downtown Area)

Public Parking Directional Signs

Public Parking Arrival Signs

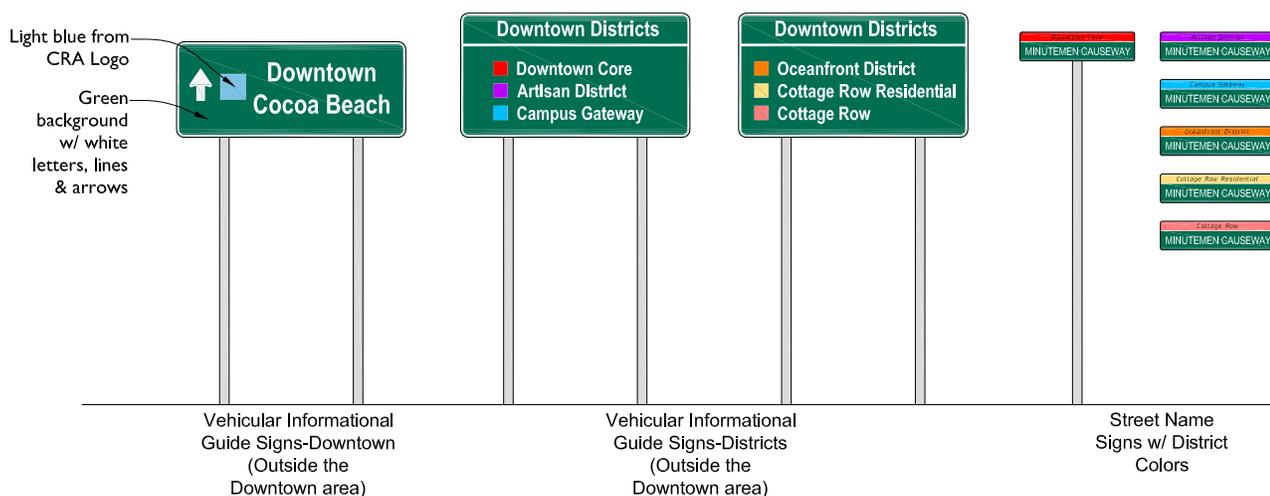
### 4.3 - WAYFINDING SIGNS STYLE #3-CONTINUED

Continuing with wayfinding signs style #3, neighborhood district signs have a metal mesh surf board background with a coquina rock base. The banners are shown as wood or fiberglass surf boards with the CRA logo. The pedestrian directional signs are also shaped like surf boards and can be a variety of colors. The information kiosks and pedestrian information signs have a metal mesh surf board background with a coquina rock base similar to some of the other signs.



## 4.4 - GUIDE SIGNS & STREET NAME SIGNS

Guide signs are subject to Florida Department of Transportation (FDOT) and the Federal Highway Administration (FHWA) regulations as further explained in Section 1 of this report. The guide signs and street name signs utilize different colored square for each district helping to create an identity for each district. Further, the Downtown Cocoa Beach guide signs should be located outside the downtown area to direct visitors to the downtown, and the District guide signs are meant to provide information to the public about the different districts and their associated colors.



## 4.5 - CONCEPTUAL LOCATIONS FOR WAYFINDING SIGNS

Identifying exact locations for wayfinding signs requires available land and is site specific. The aerial map to follow identifies example locations for wayfinding signs and the map can be used as a tool to help better understand where each sign type could be located.



The triangle park at the north end of downtown is an ideal location for a gateway monument sign.



Consistent public parking arrival signs would be more easily recognizable than the existing parking signage.



Pedestrian information signage such as an information kiosk could consolidate the many signs currently located in public parking lots and at the beach.





**LEGEND**

**SIGN TYPES**

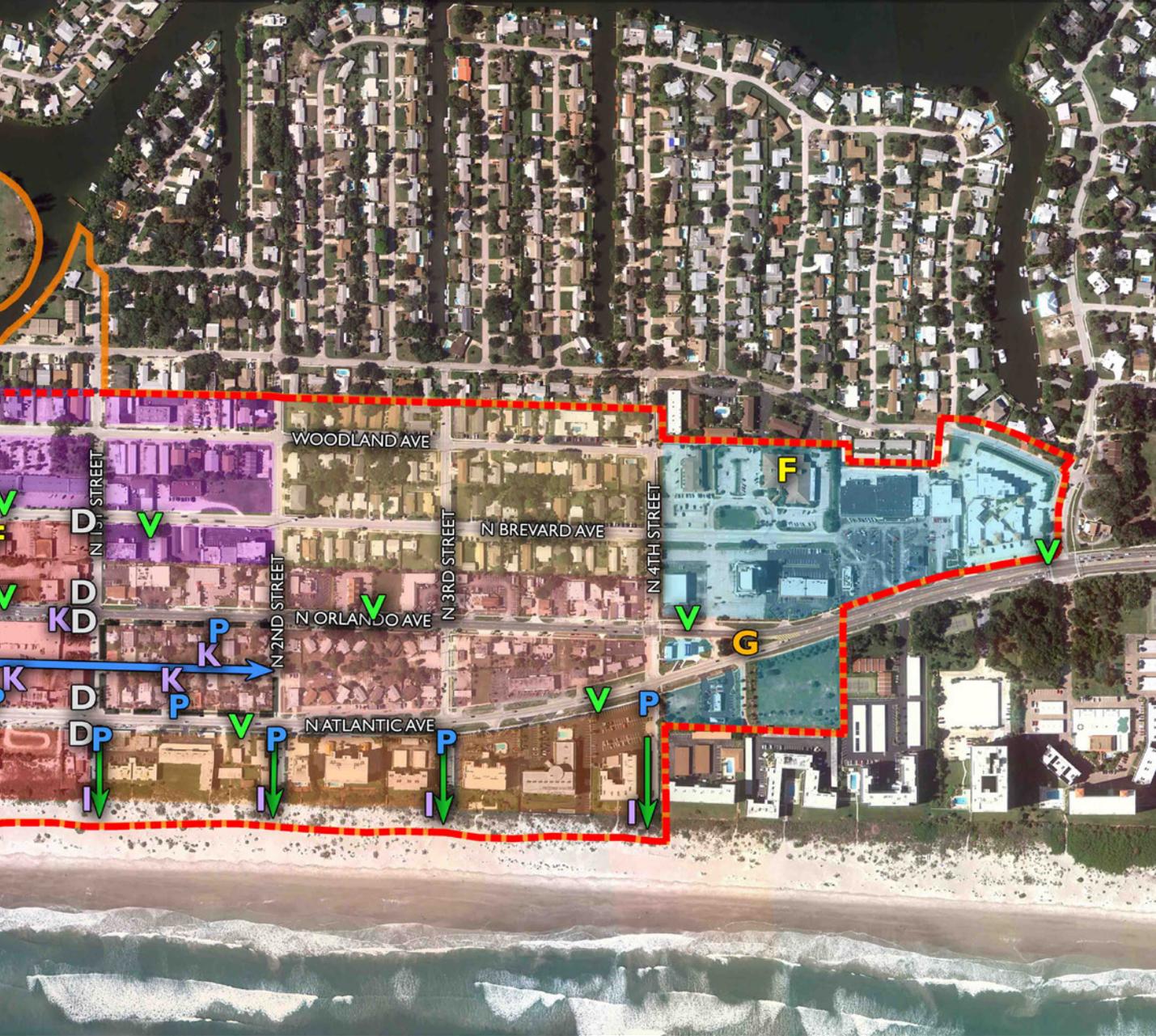
- G** - GATEWAY MONUMENT SIGNS
- F** - PUBLIC FACILITIES I.D. SIGNS
- V** - VEHICULAR DIRECTIONAL SIGNS
- P** - PUBLIC PARKING ARRIVAL SIGNS
- D** - PEDESTRIAN DIRECTIONAL SIGNS
- I** - PEDESTRIAN INFORMATION SIGNS
- K** - PEDESTRIAN INFORMATION KIOSKS

**BOUNDARIES, ACCESS & PARKING**

-  - DOWNTOWN AREA BOUNDARY
-  - COMMUNITY REDEVELOPMENT AREA (CRA) BOUNDARY
-  - PUBLIC BEACH ACCESS
-  - ALLEYS

**NEIGHBORHOOD DISTRICTS**

-  - DOWNTOWN CORE
-  - ARTISAN DISTRICT
-  - CAMPUS GATEWAY
-  - OCEANFRONT DISTRICT
-  - COTTAGE ROW RESIDENTIAL
-  - COTTAGE ROW
-  - COTTAGE ROW CONSERVATION



## SECTION 5 - CONCLUSION

### 5.1 - BUDGETARY COST INFORMATION

The following table represents budgetary estimates for the three thematic options of signs. It should be noted that these estimates have been derived from conceptual sketches. Accurate costing can only be achieved following actual sign designs are prepared.

Sign Family	Gateway Sign	Vehicular Directional Sign	Pedestrian Directional Sign	Parking Sign
Family 1 (Polynesian)	\$20,000	\$3,200	\$1,495	\$750
Family 2 (Wave)	\$20,000	\$2,800	\$1,400	\$750
Family 3 (Surboards)	\$25,000	\$3,400	\$1,600	\$1,800

These figures represent budgetary costs comparing the different families of signs. These costs have been calculated based on conceptual designs and are subject to change.

## 5.2 - ACTION ITEMS

By implementing a consistent set of standards for Wayfinding, the Community Redevelopment Agency will be fulfilling one of the key goals of its Master Plan; reducing visual blight. It will also increase safety for both pedestrian and vehicular traffic and provide support for local businesses who depend on signage as a primary means of advertising. This study has identified several simple actions that if implemented, will move the Agency toward fulfilling these outcomes.

The scope of this study stops short of preparing actual design or implementation plans for a coordinated signage program. It is recommended that the following action items at a minimum, be initiated to fully implement the program.

**Action Item 1** – Agree on a single design template that will serve to guide the design and manufacture of any new signs to be installed.

**Action Item 2** – Develop a Capital Improvement Program for simplifying signage throughout the Downtown Core by eliminating signs which are confusing, redundant, of poor quality, or have reached their maximum design lifespan.

**Action Item 3** – Signs that are planned within FDOT right-of-way will require permitting through FDOT. It is also recommended that the plan be shared with the team developing the A1A Corridor Study.

**Action Item 4** – Develop implementation plans (designs) for the adopted sign theme.

Comprehensive   Innovative   Sustainable

Our mission is to provide the most comprehensive, innovative, and sustainable Planning, Landscape Architecture, Environmental Design, Transportation Engineering, and Graphic Design.

**Land Design South** has offices in Orlando, West Palm Beach and Port St. Lucie.

919 Lake Baldwin Lane | Orlando | Florida 32814 | (407) 233-1367

[www.LandDesignSouth.com](http://www.LandDesignSouth.com)

400 Columbia Drive, Suite 110 | West Palm Beach | Florida 33409 | (561) 478-8501

501 SE Port St. Lucie Boulevard | Port St. Lucie | Florida 34984 | (772) 924-2602

