



## **City of Tarpon Springs CRA and Sponge Docks Area Wayfinding and Signage Plan – Schematic Design Alternatives March 23, 2010 Focus Group Meeting – Summary of “Parts” Survey**

### **Data**

Eleven surveys were returned from the table exercise. Seven surveys were from focus group members, three surveys were from members of the public, and one survey was not marked as either. Some surveys were incomplete.

### **Rating**

Each signage part section was marked numerically from 1-3 or 1-5, depending on the available part styles, with “1” being the favorite choice and “3” or “5” being the least favorite choice. The data for each part was evaluated by summarizing the number given to each style, then dividing by the total number of respondents for that part to achieve an average score. The lower the score, the more favorably the style was reviewed. Respondents were asked to place stars by styles they felt were exceptionally strong and cross out styles they felt were exceptionally weak. Comments were also solicited.

### **Primary Facetype**

Ratings for the facetype styles were as follows:

- Style 2: 1.56 avg.
- Style 3: 2.00 avg.
- Style 1: 2.44 avg.
  
- No stars were given for this part.
- No cross outs were given for this part.
- Respondent comment: *“pick whichever font is believed to be most readable”*.

### **Color Palette**

Ratings for the color palette styles were as follows:

- Style 3: 1.67 avg.
- Style 1: 1.78 avg.
- Style 2: 2.56 avg.
  
- Styles 2 and 3 each received one star.
- No cross outs were given for this part.
- Respondent comment: *“I don’t like any of the colors – too modern / too bold. Look for colors of Victorian houses as palette”*.



### **Pole Base**

Ratings for the pole base styles were as follows:

- Style 3: 1.09 avg.
- Style 1: 2.09 avg.
- Style 2: 2.82 avg.
  
- Style 3 received two stars.
- Style 1 received two cross outs. Style 2 received three cross outs.
- Respondent comment: “*see additional example from Clearwater – base has more detail*”.

### **Pole**

Ratings for the pole styles were as follows:

- Style 1: 1.60 avg.
- Style 3: 1.70 avg.
- Style 2: 2.70 avg.
  
- Style 3 received one star.
- Style 2 received one cross out.
- There were no respondent comments for this part.

### **Message Board**

Ratings for the message board styles were as follows:

- Style 1: 1.60 avg.
- Style 2: 2.10 avg.
- Style 3: 2.30 avg.
  
- Style 1 received one star.
- No cross outs were given for this part.
- There were no respondent comments for this part.

### **Sign Cap**

Ratings for the sign cap styles were as follows:

- Style 3: 1.75 avg.
- Style 1-C: 2.62 avg.
- Style 1-B: 2.87 avg.
- Style 2: 3.75 avg.
- Style 1-A: 4.00 avg.



- No stars were given for this part.
- Style 1-A received three cross outs. Style 1-B received two cross outs. Style 1-C received two cross outs. Style 2 received two cross outs. Style 3 received one cross out.
- Respondent comment: *“don’t like any styles – too modern. Doesn’t reflect historic and cultural character of city”*.

### **Sign Base**

Ratings for the sign base styles were as follows:

- Style 1-C: 2.62 avg.
  - Style 1-A: 3.00 avg.
  - Style 1-B: 3.00 avg.
  - Style 2: 3.12 avg.
  - Style 3: 3.25 avg.
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- No stars were given for this part.
  - No cross outs were given for this part.
  - There were no respondent comments for this part.

### **Additional Comments**

- Respondent comment: *“suggestion – do public art competition for major entry signs”*.
- Respondent comment: *“idea – downtown sign icon, clock tower on cultural center”*.
- Respondent comment: *“logo should be one idea, one symbol, one image. When locals, tourists see it, it will identify it as Tarpon Springs”*.
- Respondent comment: *“consider one image for all of Tarpon and have the City govern its use and trademark for retailers. A logo is a signature image of what it represents”*.
- Respondent comment: *“A trademark logo can be revenue generating opportunity for City of Tarpon Springs”*.

### **Artwork**

- One respondent drew the shape of the Clearwater signs and indicated this as preference.
- One respondent drew variations on the Style 3 sign cap, making the curved part more sloped vertically.
- One respondent drew a sign cap variation, making it similar to the Style 1-C sign base, basically a curved sign top.
- Several respondents suggested using a building logo for downtown.
- One respondent suggested using the Florida Heritage Trail logo for downtown.
- Several respondents crossed out the fish logo and indicated using the diving helmet.

### **Summary**

Although this was a small sampling of responses, the overarching theme that came out of the respondents seemed to be a greater link to the historical aspect of Tarpon Springs and less use of overly modern elements.



**Renaissance Planning Group Comments**

Regarding the comment that the sign colors are too bold and we should look at a Victorian House palette:

- In Victorian times, natural earth-tone colors were favored, with natural shades of sand, slate, stone and earth used for as primary exterior colors. The goal of the wayfinding palette is to create signage that “pops out” and is easily recognized by motorists amid buildings and other signage. The Style 1 color palette is close to Victorian colors and with a slight lightening of base colors and use of other colors from the Victorian palette as accents on the signage, a suitable palette could be created that reflects the Tarpon Springs architectural heritage.

Regarding the comment that the sign styles are too modern:

- A respondent referenced the City of Clearwater signs on more than one occasion within the survey. The Clearwater signs contain a lot of ornamental metalwork, which doesn’t seem to be characteristic of Tarpon Springs. Additionally, that type of detail work drives up fabrication cost, is more susceptible to vandalism, and is not as structurally sound for wind loads. There may be a way to incorporate some Victorian architectural elements within the sign body, maybe stylized lines or a top or edge treatment that resembles a representative gable or spandrel.

Regarding the logos, one overall logo versus separate logos for downtown and the sponge docks:

- This debate cannot be compromised, it’s a “one or the other” situation. We seek direction and input from City staff.