

# CITY OF TARPON SPRINGS

## Staff Report

May 11, 2010

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**TO:** COMMUNITY REDEVELOPMENT AGENCY  
MAYOR & BOARD OF COMMISSIONERS

**FROM:** PLANNING & ZONING DIVISION

**HEARING DATES:** MAY 18, 2010 (BOARD OF COMMISSIONERS)

**SUBJECT:** **APPROVE SIGNAGE AND WAYFINDING FINAL DESIGN  
PLANS, BANNERS & ICONS, AND MESSAGE  
SCHEDULE/PLACEMENT MAP**

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### BACKGROUND / SUMMARY OF PUBLIC PARTICIPATION

- In 2009 the City authorized Renaissance Planning Group to produce a comprehensive wayfinding and signage plan for the downtown and Sponge Docks areas.
- The first phase of the project was to conduct a complete background review and analysis of the area, as well as an inventory of all of the existing signage. This was completed in October 2009.
- The findings from the first phase, along with the overall objectives of wayfinding and signage plan were presented to the Focus Group in November, 2009. During that meeting a Table-Top exercise was also conducted with the focus group members to identify the major routes used by autos, pedestrians, and cyclists to move about the City. Message type and placement was also discussed
- A walking tour was held later in November to “ground truth” the findings of the focus group exercise. Several members of the focus group attended the walking tour.
- The preliminary message schedule and placement was drafted and posted on the City’s website for review and comment.
- At the March 23 Focus Group Meeting the message schedule was reviewed and adjusted according to comments received during the review. Preliminary discussions were held regarding the design of each sign type and each participant ranked a “parts survey matrix” by preference.
- At the April Focus Group meeting the results of the parts matrix survey were presented and the resulting proposed signage design presented. For a summary of the workshop please see Attachment “4”. A consensus on the message schedule and final design was reached with the following recommended changes:

- Minor revisions to the revised Signage Placement and Message Schedule plan (i.e. restroom directions on two signs).
- Revise Sponge Docks 'helmet' banner, per comments.
- Remove "Est." from the date portion of the 'event' banner.
- Create 'sponge boat' icon based on photos from City staff.

***These action items have been addressed and are included in the final design.***

**NEXT STEPS:**

Upon Approval by the BOC/CRA, the consultants will proceed with preparing the final design package/bid specifications along with an opinion of probable cost of construction.

**FOR REVIEW AND APPROVAL (attached as pdf documents, available on the City Website Agenda Link)**

- 1) **Message Schedule and Placement Map:** This is a very large map of the study area and includes every proposed sign. This is best viewed on a computer screen where you can zoom in, pan, and scan. A full size printed copy will be placed in the City Manager's office for review.
- 2) **Signage Design Preferred Alternatives:** Recommended design plans for each sign type including pole type, icons, fonts, colors, sign face, etc. *Please note that the Focus Group recommended that the Gateway signs be designed through the Public Art program, therefore, no proposed design is included.*
- 3) **Banner / Icon Designs:** Recommended banner designs for the downtown and sponge docks, including an event banner and the requested Sponge Boat Icon.

**ADDITIONAL DOCUMENTS FOR REVIEW (attached as pdf document, available on the City Website Agenda Link)**

- 4) **Tarpon Springs Signage and Wayfinding Program/ Background Review and Analysis (October 2009)**
- 5) **Results of Parts Matrix Survey (March Focus Group meeting)**
- 6) **April 13, 2010 Focus Group Summary**

**A HARD COPY OF ALL DOCUMENTS WILL BE PLACED IN THE CITY MANAGER'S OFFICE FOR REVIEW**