

## City of Tavares Amended Gateway/Custom Name Place Sign, Kiosk Sign and Wayfinding Sign Design

### Background

In August of 2010, City Council directed the staff of the Community Development Department to begin the process of implementing a Wayfinding Signage System. As a result of review by Florida Department of Transportation, staff learned that the designs originally proposed by Wilesmith Advertising as a branding contract deliverable did not meet Manual of Uniform Traffic Control Device standards for installation in the State right-of-way. Therefore, the vehicular signs to be read by the motoring public and installed adjacent to the roadway were modified. As a result of a meeting held with Lake County's Facilities Department on April 23, 2012, the pole standards of the vehicular signs were modified. The use of galvanized steel was recommended. The propeller design was modified to fit entirely on the sign face. Both of these design features were utilized to facilitate more efficient, affordable and faster fabrication. In 2011, the kiosk sign designs were modified to prevent vandalism and water intrusion. The Gateway Sign is generally the same however, in accordance with the Florida Department of Transportation, the signs are to be classified as Custom Name Place Signs.

### Sign Design

The following are conceptual images of the signs of the wayfinding program. The images do not reflect recommended scale. The sign designs presented herein are conceptual only. Specific dimensions will vary by location, purpose, visibility and readability.



Vehicular Sign



Gateway/Custom Name Place Sign

