



LAUDERDALE • BY • THE • SEA

Agenda Item Memorandum

Administration

Pat Himelberger, Asst to the TM

Department

Department Director

COMMISSION MEETING DATE - 7:00 PM	Deadline to Town Clerk
<input checked="" type="checkbox"/> Sept 11 – Regular Meeting 7:00 PM	Sept 5
<input type="checkbox"/> Sept 12 - 1 <sup>st</sup> Public Hearing 7:00 PM	Sept 5
<input type="checkbox"/> Sept 24 - 2nd Public Hearing 7:00 PM	Sept 19
<input type="checkbox"/> Sept 24 - Regular Meeting following Public Hearing	Sept 19

\*Subject to Change

- Presentation     Reports     Consent     Ordinance  
 Resolution     Quasi-Judicial     Old Business     New Business

FY2012 DESIGNATED HIGH PRIORITY ITEM - PRIORITY TOPIC

**SUBJECT TITLE:** Town Way-finding Sign Design Selection

**EXPLANATION:** The 2004 Town Master Plan, the 2011 Master Plan Update, and the University of Miami Design Workshop all recommended that the Town develop a cohesive way-finding signage system to provide visitors with clear direction to principal sites and parking. We have contracted with Guideway LLC, to design a family of signs for the Town to use, map the ideal location for such signs, and assist us in writing bid specifications to insure we get high-quality signs. Guideway came highly recommended from the Delray Beach Downtown Development Authority and has done similar work for many cities in Florida.

We provided Guideway with the new Town logo and asked that it be incorporated into the signage. The signs will be informational, directional and meet regulatory requirements. The signs will be designed in different sizes depending on their purpose, but the formatting and colors will be consistent across the family of signs. One of the goals of the program is to consolidating signage and the contractor will consult with the Florida Department of Transportation (FDOT), Broward County and Town staff on that issue.

At this stage, they have provided us with three alternative sign designs and the Town Commission needs to indicate their preference of the three designs so that Guideway can continue with their work. The three designs are contained in Exhibits A, B, and C to this agenda item. Of the three sign designs, staff feels that Exhibit C is the most distinctive and fully embraces our new brand by incorporating the top of an Adirondack chair into the design.

**RECOMMENDATION:** Staff recommends the Commission select Exhibit C for the sign design and then choose the colors for the design.

**EXHIBITS:** Exhibits A, B, C

Reviewed by Town Attorney  
 Yes     No

Town Manager Initials PH



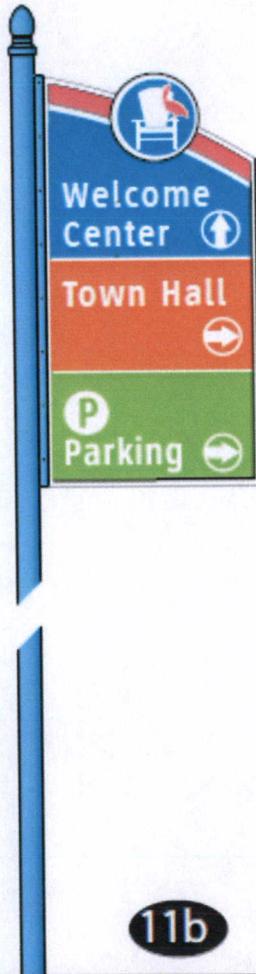
# Lauderdale By The Sea • Design Options

Color Options For #2 Shown As Large Directionals

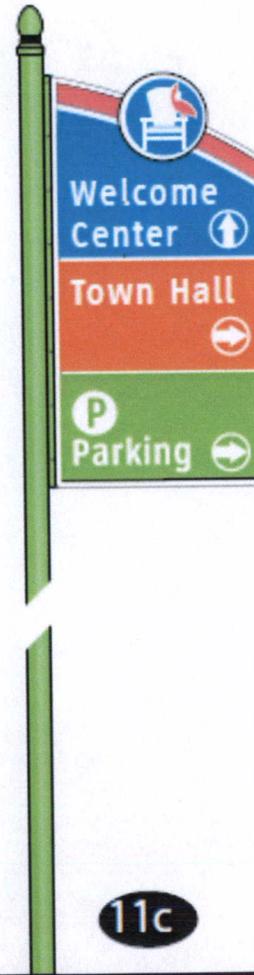


# Lauderdale By The Sea • Design Options

Color Options For #11 Shown As Large Directionals



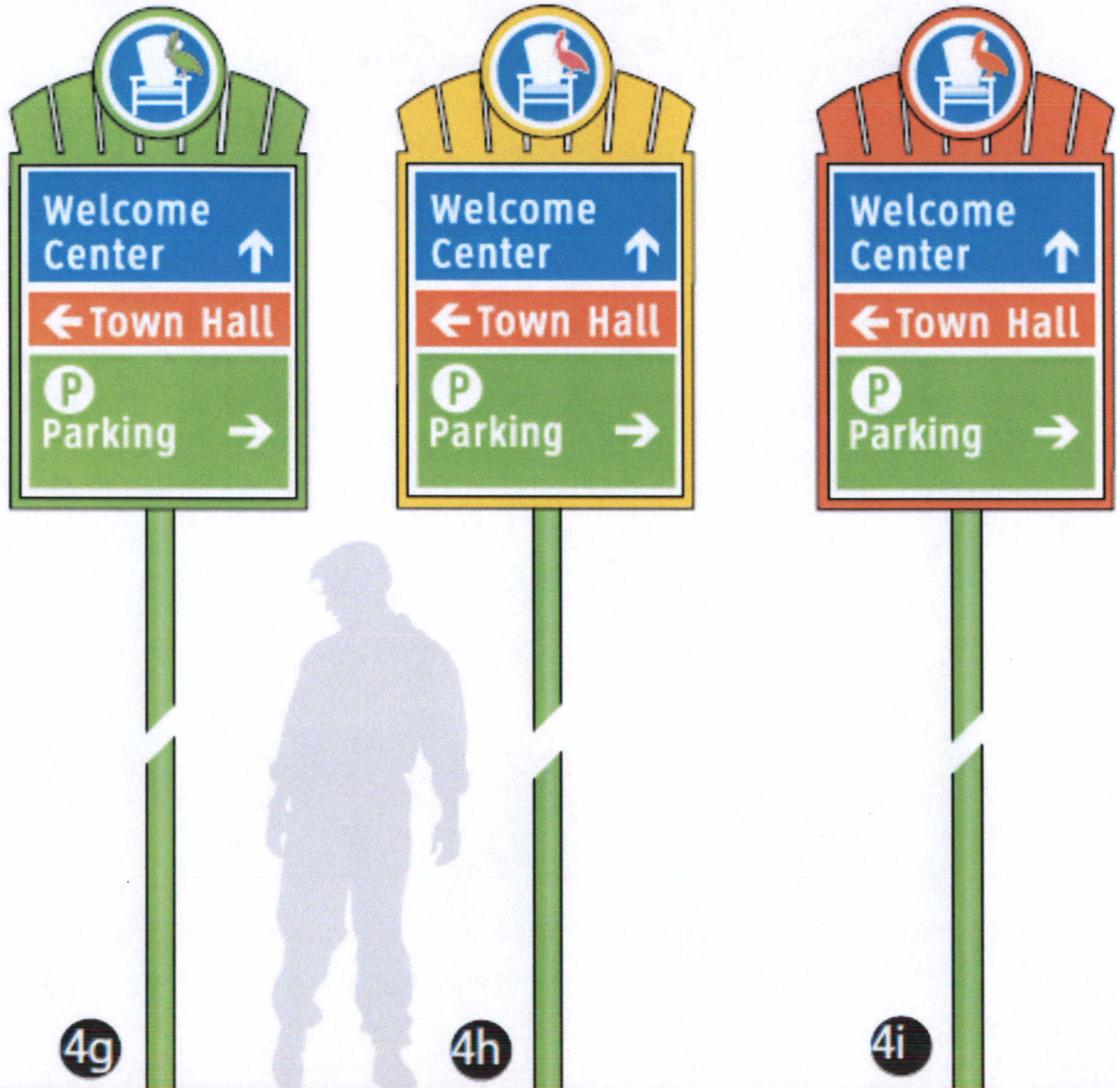
11b



11c

# Lauderdale By The Sea • Design Options

Color Options For #4 Shown As Large Directionals with **REVISED SHAPE**



Enlarged View of:  
36"(w)x60"(h) Large Directional with 3.50" letters  
42"(w)x72"(h) Extra Large Directional with 4" letters

