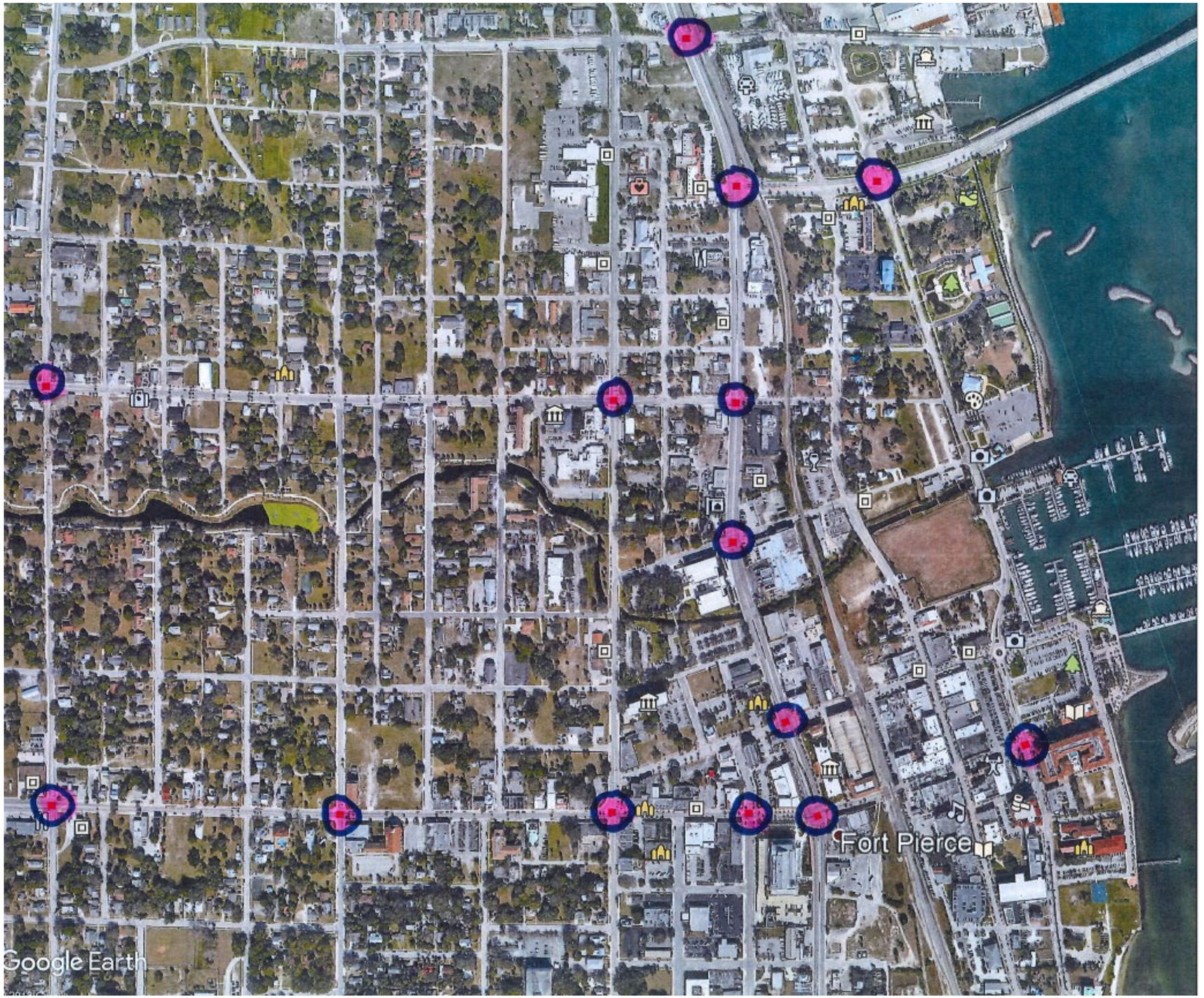
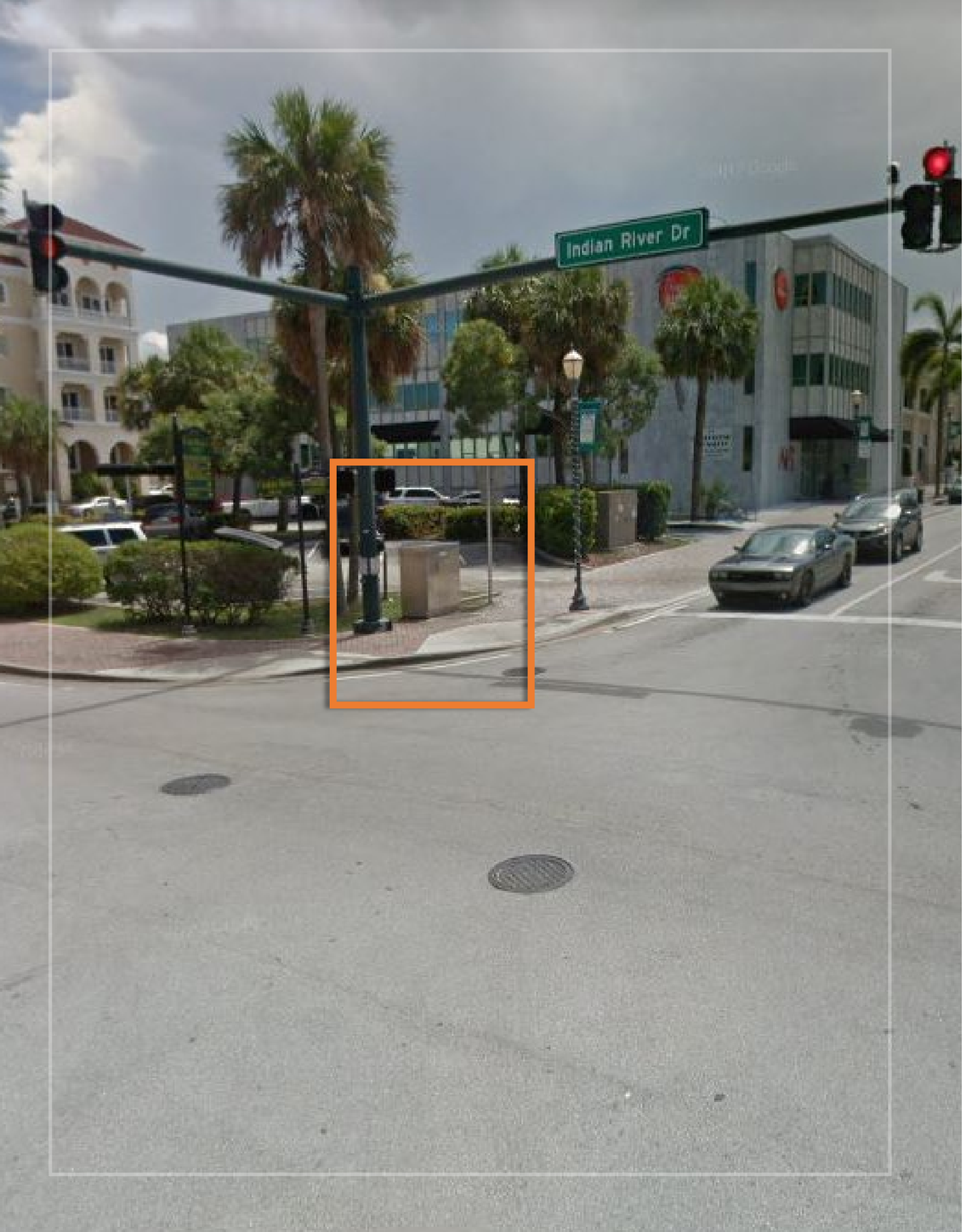
TRAFFIC SIGNAL BOXES

WRAP PROPOSAL 5.2.19

PROPOSED LOCATIONS





Orange Ave. + Indian River Dr.



DESCRIPTION

- Night shot of Orange Avenue to capture lights and nightlife, even during the day.
- Alternative: Orange blossom pattern to accentuate the “orange” in Orange Avenue.





Orange Ave. + US 1

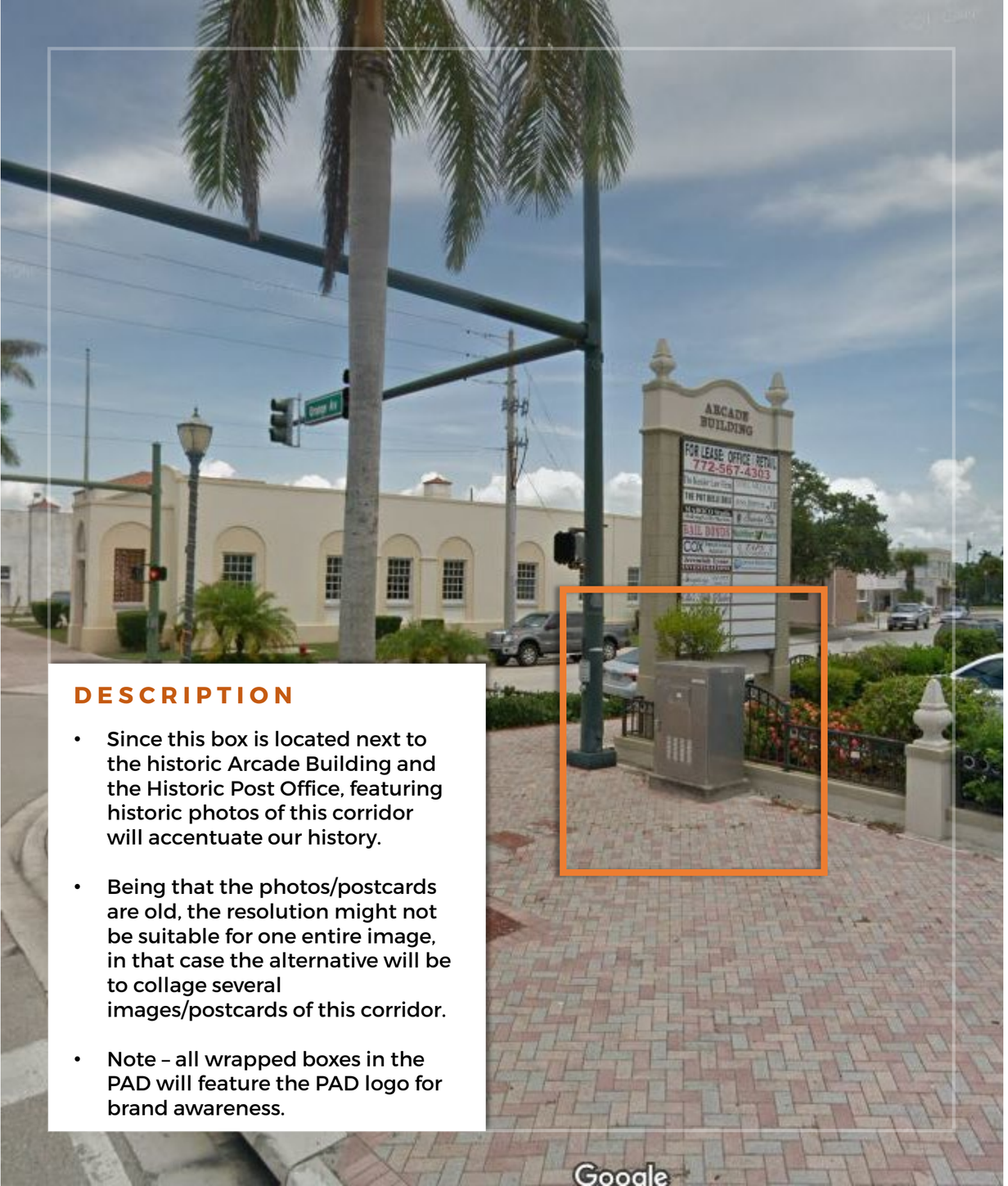




DESCRIPTION

- Wrap design featuring: “Welcome to Downtown Fort Pierce” creates gateway entrance into downtown and provides visitors with a sense of place.
- Wayfinding can be incorporated into the sign if dimensions are suitable.
- Smaller box can feature “call to action” and include hashtag.

Orange Ave. + 5th St.



DESCRIPTION

- Since this box is located next to the historic Arcade Building and the Historic Post Office, featuring historic photos of this corridor will accentuate our history.
- Being that the photos/postcards are old, the resolution might not be suitable for one entire image, in that case the alternative will be to collage several images/postcards of this corridor.
- Note – all wrapped boxes in the PAD will feature the PAD logo for brand awareness.











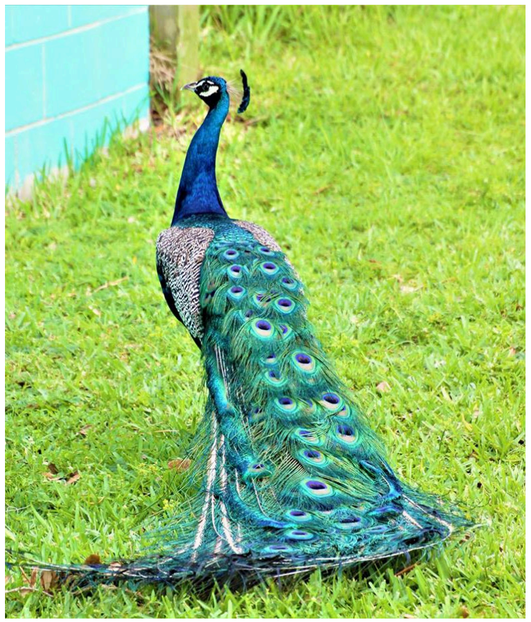


Orange Ave. + 7th St.



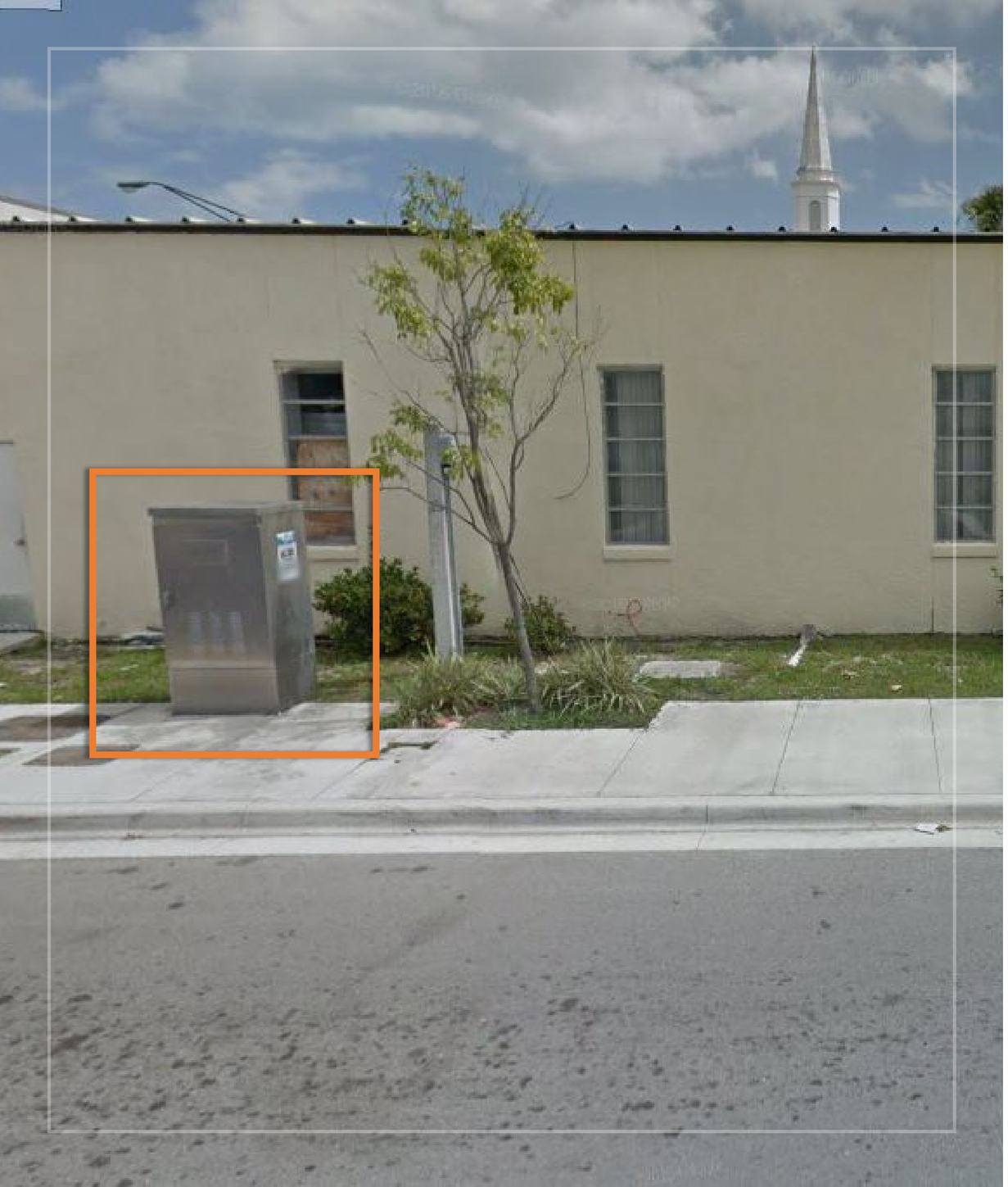






DESCRIPTION

- This box is located in the heart of Peacock Arts District and where the majority of peacocks reside; therefore this box will highlight our local feathered friends.
- Note – all wrapped boxes in the PAD will feature the PAD logo for brand awareness.



Orange Ave. + 10th St.





DESCRIPTION

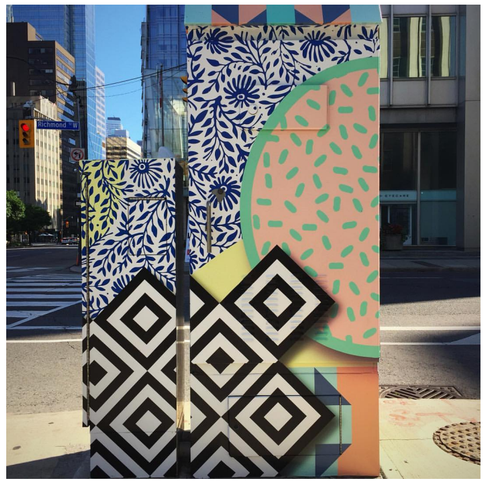
- This box is located on 10th Street next to St. Mark Missionary Baptist Church. Royal Poinciana trees were recently planted all along 10th Street and they will soon grow and bloom. The concept of this box is to accentuate the natural surrounding of 10th Street by featuring artwork of royal Poinciana blooms while also including peacock feathers.
- Alternative: Incorporate photo to highlight Old St. Anastasia School.
- Note – all wrapped boxes in the PAD will feature the PAD logo for brand awareness.

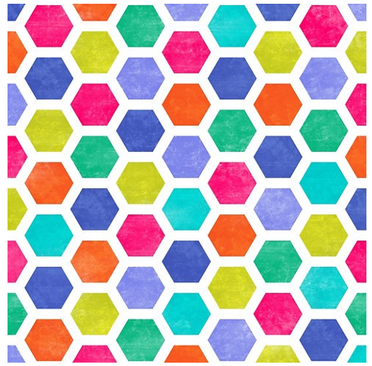




Orange Ave. + 13th St.







DESCRIPTION

- This box is located at the gateway to the Peacock Arts District (once the boundaries are expanded). It is near a vacant gas station and a vacant lot across the street. The vibe of this box will be bright, colorful and inspiring to help infuse vitality into this area.

- Alternative: Pay tribute to Edwin Binney with a background of crayons with the PAD logo overtop.



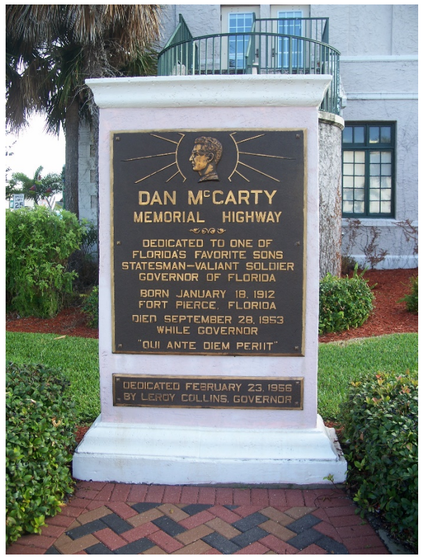
US 1 + Avenue A



DESCRIPTION

- This box is located in front of Old City Hall. Located on the renamed Marina Way, this box can feature an image of the marina at the end of the road, directing US1 travelers to the marina.

- Alternative: The City has discussed accentuating Dan McCarty Memorial Highway. This box could emphasize the history of Governor McCarty and his memorial highway.



US 1 + Avenue C

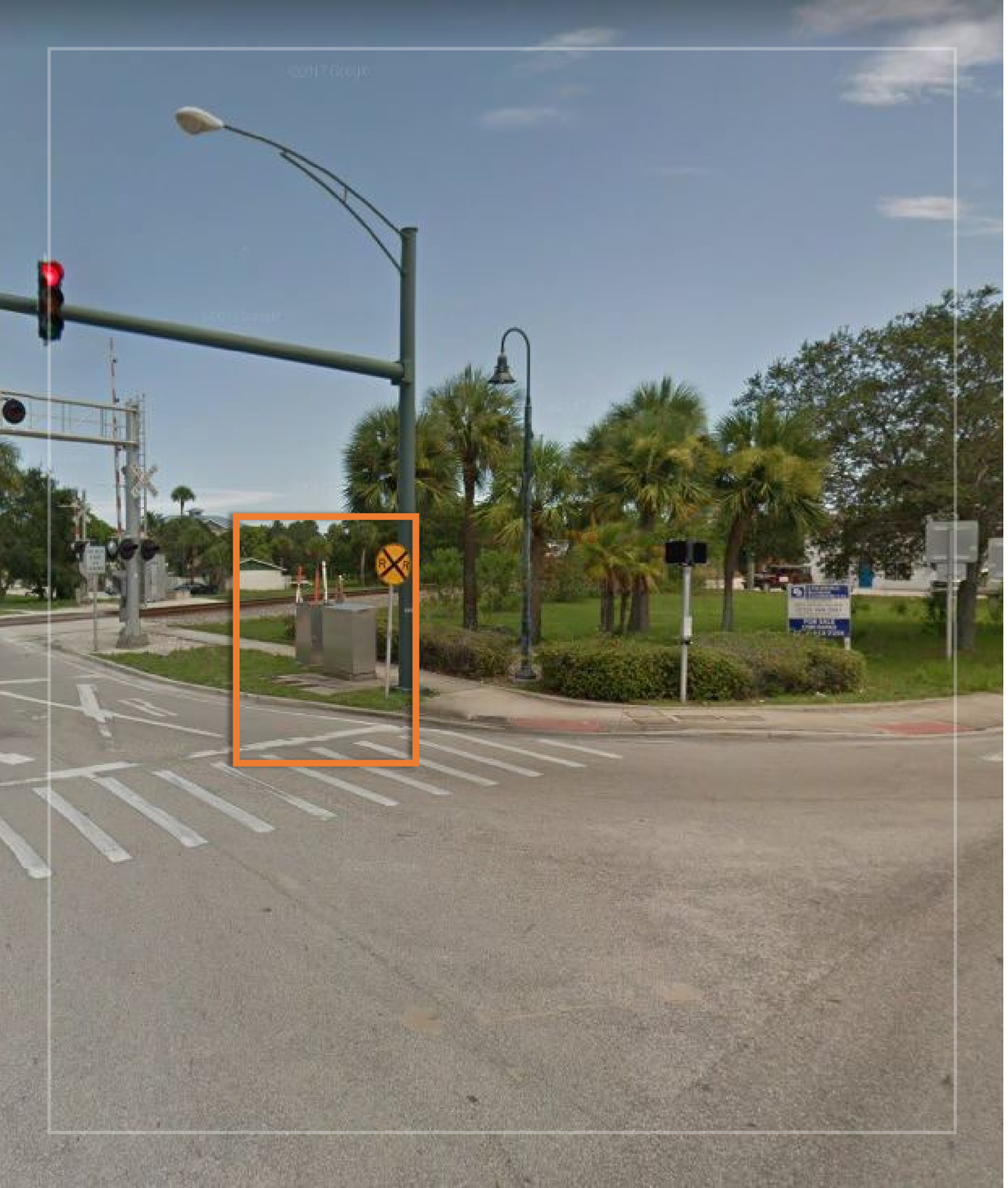




DESCRIPTION

- This box is located at the corner of US 1 and Backus Ave. I've already spoken to Marshall at the Backus Gallery and they will be selected a piece or pieces of Backus' work to wrap this box.





US 1 + Seaway Dr.





DESCRIPTION

- This box is located at the gateway to the South Beach and should capture the beachy, vibrant vibe as well as draw attention to South Hutchinson Island to US 1 travelers that may not know what it has to offer.





Seaway Dr. + Indian River Dr.

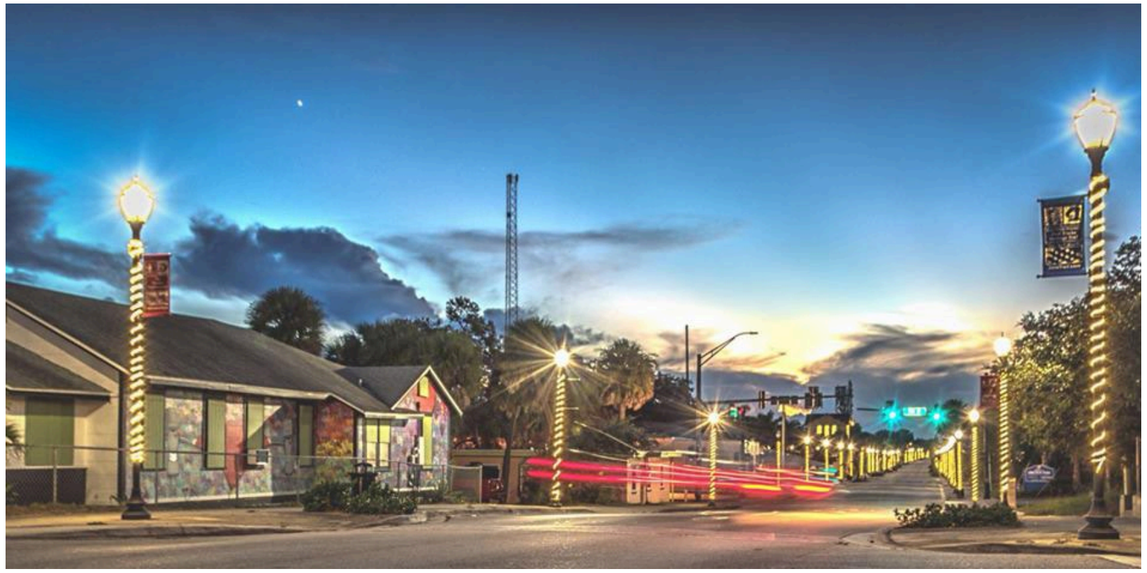




DESCRIPTION

- This box is located at the gateway to the South Beach and should capture the beachy, vibrant vibe as well as draw attention to South Hutchinson Island to US 1 travelers that may not know what it has to offer.

US 1 + Avenue D



DESCRIPTION

- This box is located at the gateway of Lincoln Park.
- I'm awaiting feedback from staff regarding their vision for these boxes.





US 1 + Avenue H



DESCRIPTION

- This box is located at the entrance of the Port and should draw visibility to this new activity generator.
- Alternative: Use shot of Indian River Lagoon





Avenue D + 7th St.



DESCRIPTION

- This box is located across the street from the “Welcome to Lincoln Park” sign and adjacent to the wrapped transformer box at the Community Services Building.
- I am awaiting feedback from staff for their vision for wraps on Avenue D.



Avenue D + 13th St.



DESCRIPTION

- This box is located directly next to a building so I'm not sure it is a great location for a wrap.

- Potential alternatives are:
- Avenue D and 25th Street
- US1 and Delaware Avenue

Avenue D + 25th St.

US 1 + Delaware Ave.

<ALTERNATIVES>