STUART COMMUNITY REDEVELOPMENT AGENCY

DOWNTOWN WAYFINDING SIGNAGE PROGRAM GUIDELINES AND APPLICATION

PROGRAM SUMMARY:

The City of Stuart Downtown Wayfinding Signage Program is created to make it easier for visitors, primarily pedestrians, to find downtown businesses. This is a two-phase program. Phase I was implemented in the Old Downtown District. The second phase includes extension of the boundary for Phase I and implementation of Phase II along S Colorado Avenue. See attached boundary map and proposed pole locations in Phase II.

ELIGIBILITY AND APPLICATION PROCESS:

- Businesses will be required to complete a Wayfinding Signage Program Application and pay an application fee of $50.00 (non-refundable). To be eligible for consideration for the program, applicant must submit a completed application with a payment by **5 PM on Friday, _____, 2020.** The applicant will be assigned space based on first-come, first-served basis or through a lottery selection process if the number of applicants exceeds the number of space available at each proposed pole location. If a lottery is required, a written notice will be provided to the applicants of the date, time and location of the lottery. On the lottery date, the applicant will be drawn at random, one at a time, for each proposed pole location until all available spaces ae filled. The random drawing continues for each pole location and a waiting list will be generated based on the order in which they are drawn.

- Applicants on the waiting list will be given priority over new applications. If there is no one on the waiting list, participants in the future will be based on a first-come, first-served basis.

- There shall be no private transfer of sign space allotted to the business. In the event an applicant does not want to continue with the sign space allotted, the applicant shall notify the City in writing and the designated allotted space shall be forfeited. The sign space shall be administered only by the City to another applicant on a waiting list.

- Attached is Phase I depicting existing 4 pole locations in the Old Downtown District and Phase II depicting 4 proposed pole locations. Final locations in Phase II will be based on demand. All locations may not be used. The maximum amount of signs per post is 20. There are 5 signs pointing in each direction. This could possibly be expanded to more signs per direction, as long as the signs do not interfere with the landscaped area or sidewalks.

- There is a limit of one (1) sign per business. A copy of a current business tax receipt is required to confirm that the business is located within the boundary of the Wayfinding Signage Program.

- The location will not be reserved until this process is complete.

- Upon final approval and execution of an agreement, the applicant shall pay to the City of Stuart an annual fee of $100 to have the sign installed on City's right-of-way. Applications received between April 1st – September 30th will be prorated. The applicant shall pay a fee of $100 on or before October 1st of each year for the continued participation in the Wayfinding Signage Program. The initial annual fee will be determined upon submittal of the application.

DRAFT

INSTALLATION AND MAINTENANCE:

- The City is the only entity permitted to install and remove the signs. Any sign installed without written permission from the City will be removed and become property of the City.

- The City will be responsible to maintain the poles. The City will notify the business in writing if their business sign needs maintenance such as cleaning or design repairs. The business will have 30 days to correct these issues.

- The City shall assume all liability and responsibility for the replacement of signs in the event signs are damaged or stolen. However, the City will not be responsible for the replacement of any signs that can't be produced at a local sign company.

TERMINATION/WITHDRAWAL/BUSINESS CLOSURE:

- Termination: The business will be notified in writing if they are in violations of the program guidelines and will have 30 days to rectify any issue. If the issue has not been resolved after 30 days, the City will remove the sign and make the space available for another business.

- Withdrawal: A business that wishes to stop participating in the program must notify the Community Redevelopment Agency in writing. Once notified, the City will remove the sign, making the space available for another business.

- Moving/Business Closure: A business that moves outside the area or ceases to operate will have their sign removed.

- There will be no refund for early termination or withdrawal from the program.

- If a business moves within the area and space is available for the sign at a new pole location, the City will relocate the sign upon written request. If space is not available, the business will be placed on the waiting list.

- There is a $25 fee for each time the sign is relocated to a new location. There will be a fee for a replacement of a panel.

DESIGN STANDARDS:

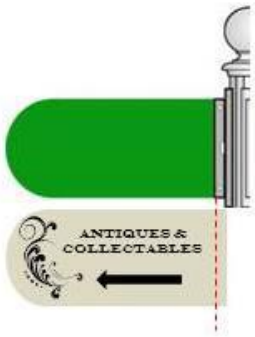
- The City will provide one (1) blank aluminum sign.

- The business will be financially responsible for the design aspect of the sign. Any material may be used to decorate the sign, including paint or vinyl. There are no color and design restrictions however; the business name is the only wording allowed on the sign.

- No wording or business logo should be placed within 1 inch of the flat edge of the sign. This area will be covered by the mounting brackets.

- Directional arrow is optional (no text in the directional arrow). However, if the assigned sign is pointed in the direction of the business, directional arrow is **not allowed**.

DRAFT



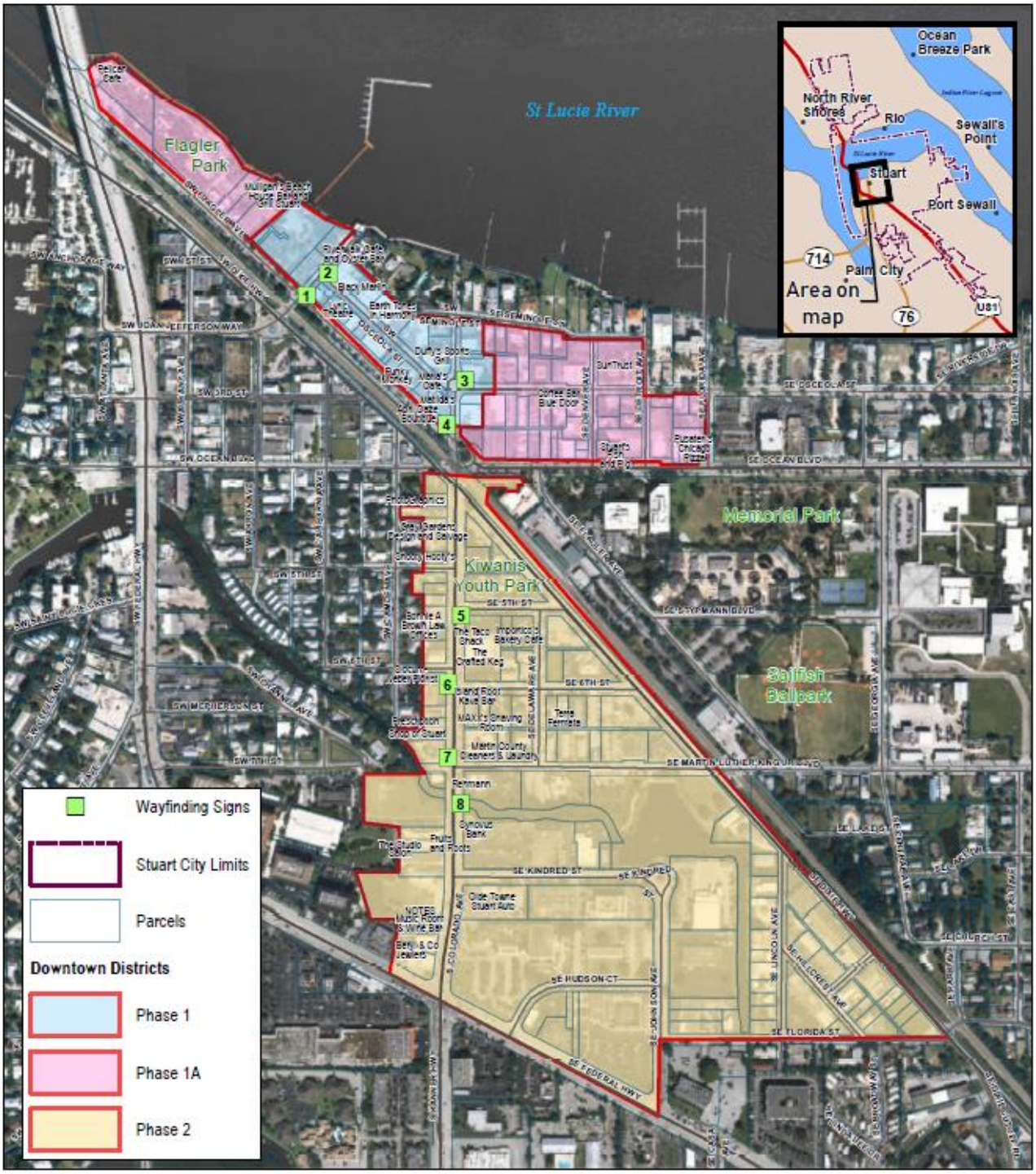
Example

- Both sides of the sign may be utilized.
- The business may use any sign or design company. Attached is a list of local sign companies for your convenience.
- The **content or design on the sign must be pre-approved** by the City prior to fabrication of the sign.
- The sign shall remain the property of the City and remains such during the design process, while located on the poles and after termination or withdrawal from the program.

CHANGES TO PROGRAM GUIDELINES

- Program guidelines are subject to change and participants may be notified.

DRAFT



Downtown Wayfinding Signs
City of Stuart

0 50 100 200 Meters
0 125 250 500 Feet

City of Stuart DEVELOPMENT

Downtown Wayfinding District boundaries are maintained by the City of Stuart. This map is a conceptual planning tool only.

STUART COMMUNITY REDEVELOPMENT AGENCY

DOWNTOWN WAYFINDING SIGNAGE PROGRAM APPLICATION
PHASE I EXTENSION

BUSINESS INFORMATION	
Name of Business:	
Business Address:	
Business Phone:	Tax ID#:
Business Website:	

BUSINESS CONTACT PERSON / MANAGER INFORMATION
Name:
Phone:
Email:

PROPOSED SIGN LOCATION

These are proposed locations; final locations will be based on demand.
All locations may not be used.
PLEASE SELECT A FIRST CHOICE AND AN ALTERNATIVE LOCATION

Location #1

Flagler/St. Lucie Avenue

Direction of Panel – Pointing toward your business

◯ **West**

◯ **First Choice** ◯ **Alternative**



DRAFT

Location #2

Osceola/St Lucie

Direction of Panel – Pointing toward your business

◯ **West**

◯ **First Choice** ◯ **Alternative**



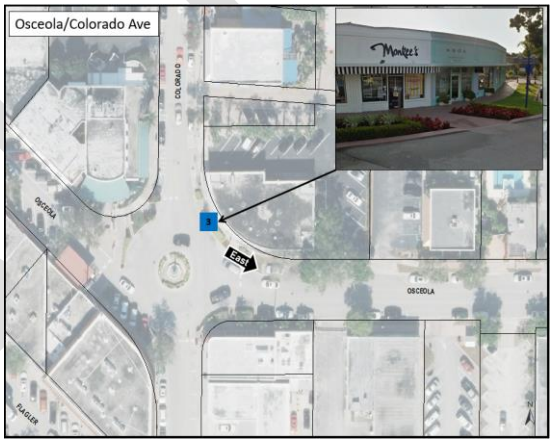
Location #3

Osceola/Colorado Avenue

Direction of Panel – Pointing toward your business

◯ **East**

◯ **First Choice** ◯ **Alternative**



Location #4

Flagler/Colorado Avenue

Direction of Panel – Pointing toward your business

◯ **East**

◯ **First Choice** ◯ **Alternative**



DRAFT

Location #5

Colorado/5th Street

Direction of Panel – Pointing toward your business

◯ **North**

◯ **First Choice** ◯ **Alternative**



DRAFT

STUART COMMUNITY REDEVELOPMENT AGENCY

DOWNTOWN WAYFINDING SIGNAGE PROGRAM APPLICATION
PHASE II – COLORADO AVENUE

BUSINESS INFORMATION	
Name of Business:	
Business Address:	
Business Phone:	Tax ID#:
Business Website:	

BUSINESS CONTACT PERSON / MANAGER INFORMATION
Name:
Phone:
Email:

PROPOSED SIGN LOCATION

These are proposed locations; final locations will be based on demand.
All locations may not be used.
PLEASE SELECT A FIRST CHOICE AND AN ALTERNATIVE LOCATION

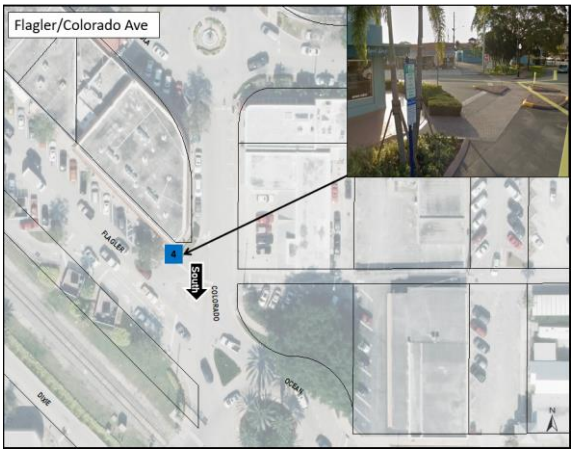
Location #4

Flagler/Colorado Avenue

Direction of Panel – Pointing toward your business

◯ **South**

◯ **First Choice** ◯ **Alternative**



DRAFT

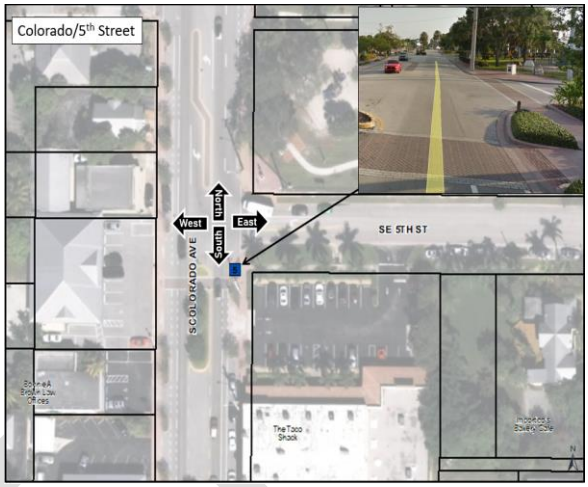
Location #5

Colorado/5th Street

Direction of Panel – Pointing toward your business

◯ **North** ◯ **South**
◯ **East** ◯ **West**

◯ **First Choice** ◯ **Alternative**



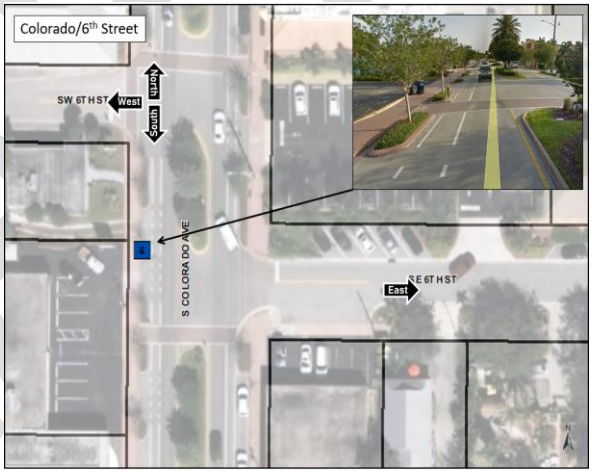
Location #6

Colorado/6th Street

Direction of Panel – Pointing toward your business

◯ **North** ◯ **South**
◯ **East** ◯ **West**

◯ **First Choice** ◯ **Alternative**



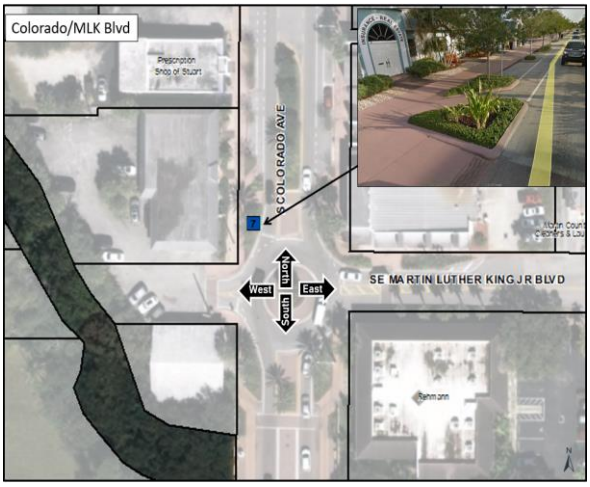
Location #7

Colorado/MLK Blvd

Direction of Panel – Pointing toward your business

◯ **North** ◯ **South**
◯ **East** ◯ **West**

◯ **First Choice** ◯ **Alternative**



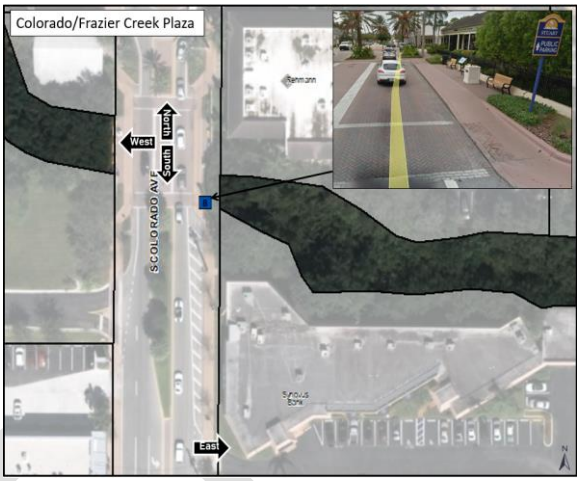
Location #8

Colorado/Frazier Creek Plaza

Direction of Panel – Pointing toward your business

◯ **North** ◯ **South**
◯ **East** ◯ **West**

◯ **First Choice** ◯ **Alternative**



DRAFT

ACKNOWLEDGEMENT AND AGREEMENT

I hereby certify that I received and read the City of Stuart Downtown Wayfinding Signage Program Guidelines.

I understand my business is responsible for any printing, layout, design, maintenance and/or replacement costs associated with the business wayfinding sign.

I understand the sign is the property of the City and remains such during the design process, use on the wayfinding poles and after termination or withdrawal from the program.

Program guidelines and locations are subject to change without notice.

- $50 application fee.
- $25 fee for each relocation of the sign; additional fees may apply for the replacement of a panel.
- $100 annual fee.

_____ _____

Applicant's Signature Date

_____

Print Name

Submit a completed application package to City Hall at 121 SW Flagler Avenue, Development Department's office, which includes the following:

1) Completed Wayfinding Signage Program Application and fees (non-refundable).
2) Copy of current City Business Tax Receipt.
3) Attach proof of ownership of the property or lease agreement.
4) W-9 form (as applicable).

If you should have any questions, please call 772-288-5375**.**

DRAFT

Sign Companies:

Ampersand Graphics
340 SE Seville St, Stuart, FL
772-283-1359

Flamingo Signs LLC
4444 SE Commerce Ave, Stuart, FL
772-220-7377

Sign It! Inc.
639 NW Baker Road, Stuart, FL
772-692-2866

Sign-A-Rama Stuart
2201 SE Indian Street, Stuart, FL
772-223-1540

Sign Store & More
1784 NW Federal Hwy, Stuart, FL
772-692-2323

D-Signs, LLC
911 SE Hillcrest Ave, Stuart, FL
772-287-9052

Banner Sign & Laminating Inc.
2217 S Kanner Hwy, Stuart, FL
772-286-1390

Sign Jungle
3347 SE Federal Hwy, Stuart, FL
772-220-8555



DRAFT
EXAMPLE