

To: The Honorable Mayor and City Council

From: Maxine Calloway, A.P.C.P., Director of Community Planning & Development

Date: August 28, 2012

Re: **Signage Master Plan Update**

A RESOLUTION OF THE MAYOR AND CITY COUNCIL OF THE CITY OF NORTH MIAMI, FLORIDA, APPROVING CRITERIA FOR THE CITY'S COMMUNITY WAYFINDING GUIDE SIGNS DESTINATIONS PURSUANT TO PART V, RULE 14-51.051(3), FLORIDA ADMINISTRATIVE CODE, GOVERNING COMMUNITY WAYFINDING GUIDE SIGNS; PROVIDING FOR AN EFFECTIVE DATE AND ALL OTHER PURPOSES.

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## RECOMMENDATION

Staff is recommending approval of the Resolution to accept the criteria for the City's *Community Wayfinding Guide Signs destination, pursuant to Part V, Rule 14-51.051(3), FAC.*

### Background & Purpose

Objective 9.1 and Policy 9.1.3 of the City's Comprehensive Plan recommends the creation of a Citywide Wayfinding/Signage Plan. The purpose of the proposed Signage *Master Plan* is to create a uniformed sign template that will better identify North Miami's edges and differentiate its boundaries from some of the neighboring Cities. In addition to marketing the City as a vibrant cultural and business destination, the new signage will also serve as a guide to visitors, residents and business interests to more easily navigate through North Miami's network of urban streets.

In 2010, the Mayor and Council approved funding for the design and creation of a *Comprehensive Signage Program* to include gateway entry features as well as public facilities signage, parking lot identification signage, downtown and destination signage.

### Plan Implementation

Staff began implementing the Comprehensive signage program in May 2011 and to date has installed over: **15 Gateway Signs, 15 Park Facility Signs, 10 Downtown Parking Lot Signs and 5 Public Parking Directional "P-Signs"**. The next phase of sign installation will include over 30 wayfinding signs

as well as 5 Arts/Downtown District Monument Signs. Several of the wayfinding signs will be located along Florida Department of Transportation (FDOT) designated corridors and as such will require FDOT permit approval. As part of the permitting process Rule 14-51.051 and Rule 14-51.030, Florida Administrative Code ("FAC"), requires that each local government develop and approve through resolution, criteria in the form of a message schedule and design for wayfinding signs. City staff in conjunction with Baron Signs Manufacturing Company, has developed a proposed design and message schedule for the City's wayfinding signs (attached as Exhibit 1), consistent with the criteria outlined in Rule 14-51.051, FAC (attached as "Exhibit 2")

### Conclusion

Staff believes the proposed message schedule advances the vision of the City's Comprehensive Plan and also satisfies the requirements of Rule 15-51.030. As such staff recommends that the Council approves the resolution and authorize staff to submit to the FDOT for permit review and approval. Once permit approval has been granted by FDOT, installation is slated for sometime in late September or October 2012.

Staff is ecstatic about the positive feedback received from neighboring jurisdictions, residents and visitors on the recent sign installations. Staff believes the proposed wayfinding destination signs will further help to visibly market the City of North Miami to prospective investors and visitors as a vibrant place to live, work and invest.

TWS: mc

### *Attachments:*

*Exhibit 1 – Wayfinding Sign message Schedule*

*Exhibit 2 – Sign Criteria – Rule 14-51.051*

**RESOLUTION NO. \_\_\_\_\_**

**A RESOLUTION OF THE MAYOR AND CITY COUNCIL OF THE CITY OF NORTH MIAMI, FLORIDA, APPROVING CRITERIA FOR THE CITY'S COMMUNITY WAYFINDING GUIDE SIGNS DESTINATIONS PURSUANT TO PART V, RULE 14-51.051(3), FLORIDA ADMINISTRATIVE CODE, GOVERNING COMMUNITY WAYFINDING GUIDE SIGNS; PROVIDING FOR AN EFFECTIVE DATE AND ALL OTHER PURPOSES.**

**WHEREAS**, Objective 9.1 and Policy 9.1.3 of the City of North Miami ("City") Comprehensive Plan, recommends the creation of a City-wide Wayfinding / Signage Plan; and

**WHEREAS**, the City desires to create a series of community wayfinding signs as part of the overall signage program to more effectively market the City's civic, cultural, historical, and recreational destinations while providing guidance and navigation to City visitors, residents, and businesses; and

**WHEREAS**, Rule 14-51.051 and Rule 14-51.030, Florida Administrative Code ("FAC"), establishes certain design guidelines and criteria for the establishment of community wayfinding signs; and

**WHEREAS**, Rule 14-051(3), FAC, requires that each local government develop and approve through resolution, criteria for wayfinding signs, consistent with the criteria outlined in Rule 14-51.030, FAC; and

**WHEREAS**, City administration, in conjunction with Baron Signs Manufacturing Company, has developed a proposed design and message schedule for the City's wayfinding signs, consistent with the criteria outlined in Rule 14-51.030, FAC (attached hereto as "Exhibit 1"); and

**WHEREAS**, the Mayor and City Council have reviewed the proposed design and message schedule and have determined that it is consistent with the state requirements, and advances the vision of the City's Comprehensive Plan.

**NOW THEREFORE, BE IT DULY RESOLVED BY THE MAYOR AND CITY COUNCIL OF THE CITY OF NORTH MIAMI, FLORIDA:**

**Section 1. Mayor and City Council Approval.** The Mayor and City Council of the

City of North Miami, Florida, hereby approve criteria for the City's Community Wayfinding Guide Signs Destinations pursuant to Part V, Rule 14-51.051(3), Florida Administrative Code, governing Community Wayfinding Guide Signs, attached hereto as "Exhibit 1".

**Section 2. Direction to City Manager.** The Mayor and City Council, of the City of North Miami, Florida, hereby direct the City Manager to submit the proposed design and message schedule to the Florida Department of Transportation, for final review and permitting.

**Section 3. Effective Date.** This Resolution shall become effective immediately upon adoption.

**PASSED AND ADOPTED** by a \_\_\_\_\_ vote of the Mayor and City Council of the City of North Miami, Florida, this \_\_\_\_\_ day of August, 2012.

\_\_\_\_\_  
ANDRE D. PIERRE, ESQ.  
MAYOR

ATTEST:

\_\_\_\_\_  
MICHAEL A. ETIENNE, ESQ.  
CITY CLERK

APPROVED AS TO FORM AND  
LEGAL SUFFICIENCY:

\_\_\_\_\_  
REGINE M. MONESTIME  
CITY ATTORNEY

SPONSORED BY: CITY ADMINISTRATION

Moved by: \_\_\_\_\_

Seconded by: \_\_\_\_\_

**Vote:**

Mayor Andre D. Pierre, Esq.	_____ (Yes)	_____ (No)
Vice Mayor Jean R. Marcellus	_____ (Yes)	_____ (No)
Councilperson Michael R. Blynn, Esq.	_____ (Yes)	_____ (No)
Councilperson Scott Galvin	_____ (Yes)	_____ (No)
Councilperson Marie Erlande Steril	_____ (Yes)	_____ (No)



900 13th Street West  
Riviera Beach, FL 33404  
Tel: (561) 863-7446  
Fax: (561) 848-2270

CLIENT

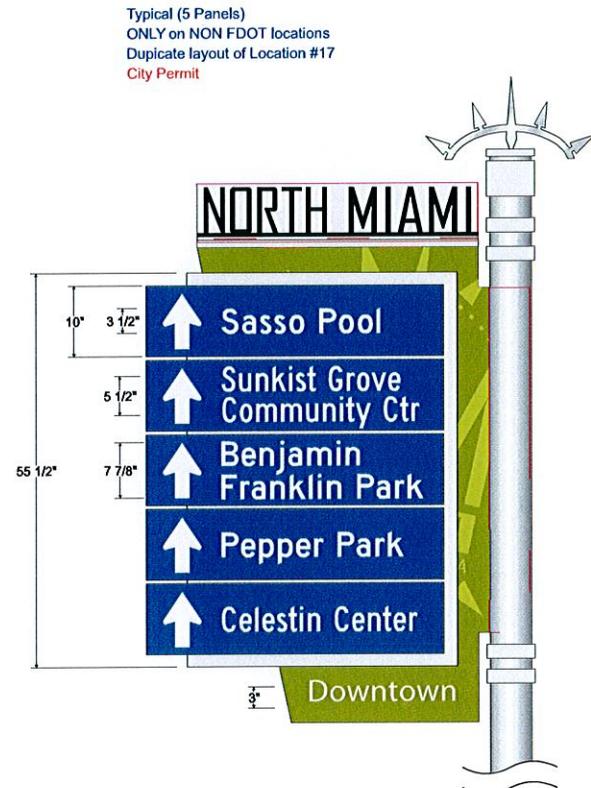


PROJECT

**ALUMINUM  
WAYFINDING  
SIGNAGE**

SALES/PROJECT MGR: Steve M.  
DESIGNER: JV DATE: 1-13-12  
DESIGN TIME: 04 HRS MIN

REVISIONS	TIME	DATE	INTLS.
remove logo, greeding & text	10 min	1-19-12	JV
remove logo, greeding & text	2 Hrs	7-24-12	JV
Changed top	30 min	7-26-12	JV
changed blades	20 min	7-31-12	JV
added 5 panel sign	25 min	8-15-12	JV
changed text	10 min	8-22-12	JV



**WAYFINDING SPECIFICATIONS:**

- Signs to be of aluminum construction.
- Main center panel to be 1/4" thick aluminum with digitally printed graphics applied to both sides of panel, welded to the inside/back of 6" diameter post
- 1/8" aluminum panel mounted with 1" spacers, mounted to 1/4" to center panel.
- 1/8" aluminum panels for directional/message slats mounted with 3/4" spacers to secondary panel
- All message panels are to be digitally printed blue on reflective vinyl
- 1/4" FCO "North Miami" lettering on front and back of sign
- Decorative bands and "compass" designs on post cap
- Final artwork to be approved/provided by client.
- Font: FHWA Series D2000EX & Myriad Pro
- -DOT approved font, arrow size and design, text height per visual distance text will be read from, colors to conform with DOT restrictions.

All finishes to be free of abrasions, cut marks, weld dimples/blisters.

**COLORS:**

- MAP BRUSHED ALUMINUM
- GREEN PMS 384C (NOTE: CUSTOM MIX MP 64152)
- LIGHT GREEN PMS 383C
- BLUE PMS 653C
- WHITE
- Green PMS 384C (custom) C-24 M-2.5 Y-98 K-32.5 (This green is custom mixed for digital printing only. Approved by client.)

Note: All finishes to be MAP Acrylic Polyurethane with a graffiti resistant clear coat.

Note: All digitally printed graphics will be Orajet 3640G-010 brand with a graffiti resistant laminate Oraguard 240-000RW overlay.

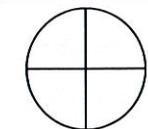
Note: Sign messages and arrows will vary by location, approved message schedule to be provided prior to production

\*Due to varying sizes of raw material, sizes may vary.

APPROVAL

CLIENT APPROVAL: \_\_\_\_\_

DATE: \_\_\_\_\_





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CLIENT



PROJECT

**ALUMINUM  
WAYFINDING  
SIGNAGE**

SALES/PROJECT MGR: Steve M.

DESIGNER: JV DATE: 7-31-12

DESIGN TIME: 1 HR

REVISIONS	TIME	DATE	INTLS.
changed text	10 min	8-2-12	JV
adjusted panels & text	45 min	8-15-12	JV
adjusted names	10 min	8-15-12	JV
adjusted panels & text	20 min	8-22-12	JV

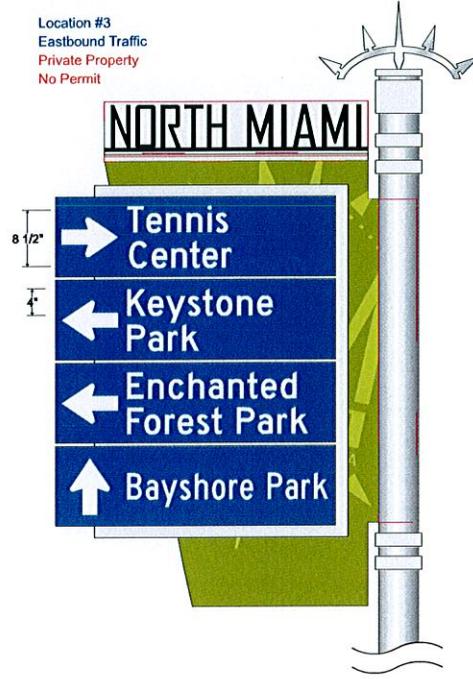
Location #1  
Northbound Traffic  
FDOT Permit



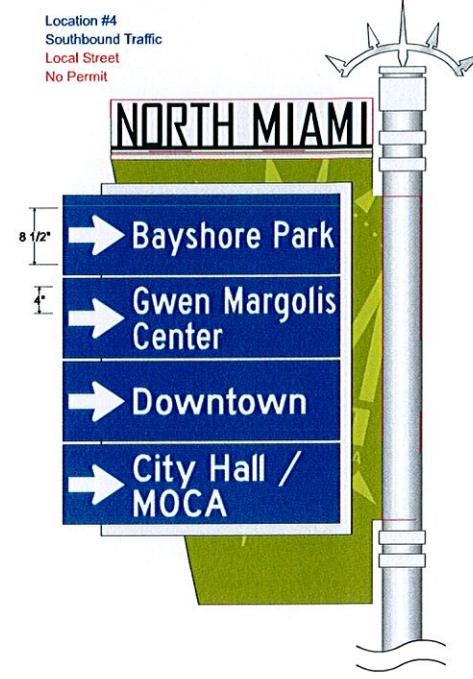
Location #2  
Northbound Traffic  
Private Property  
No Permit



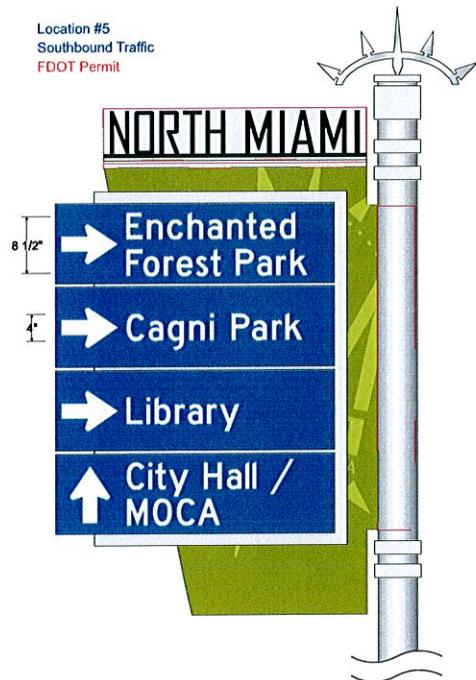
Location #3  
Eastbound Traffic  
Private Property  
No Permit



Location #4  
Southbound Traffic  
Local Street  
No Permit



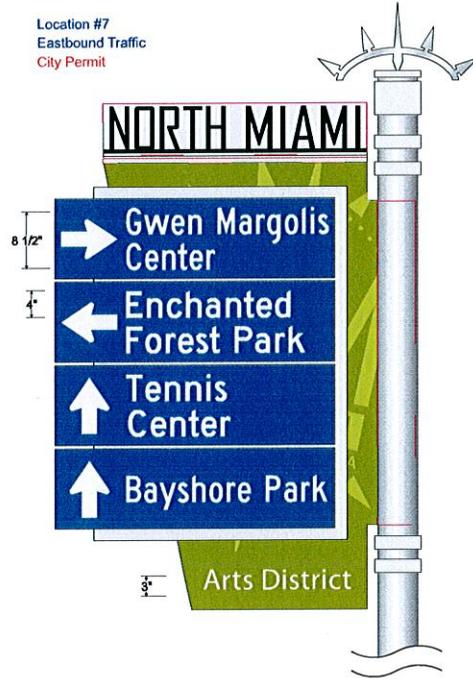
Location #5  
Southbound Traffic  
FDOT Permit



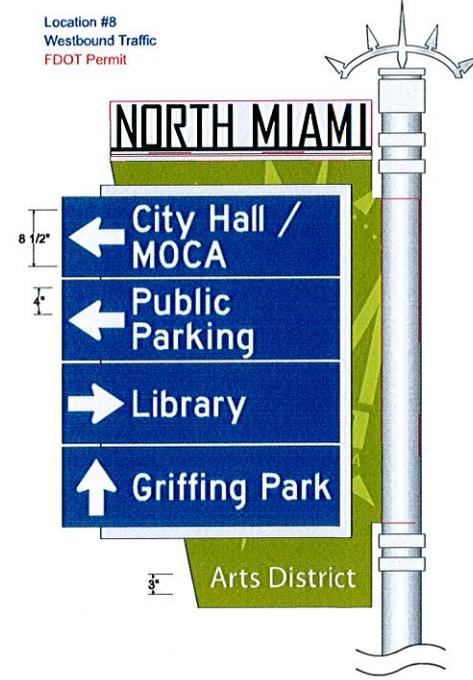
Location #6  
Eastbound Traffic  
City Permit



Location #7  
Eastbound Traffic  
City Permit



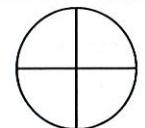
Location #8  
Westbound Traffic  
FDOT Permit



\*Due to varying sizes of raw material, sizes may vary.

APPROVAL

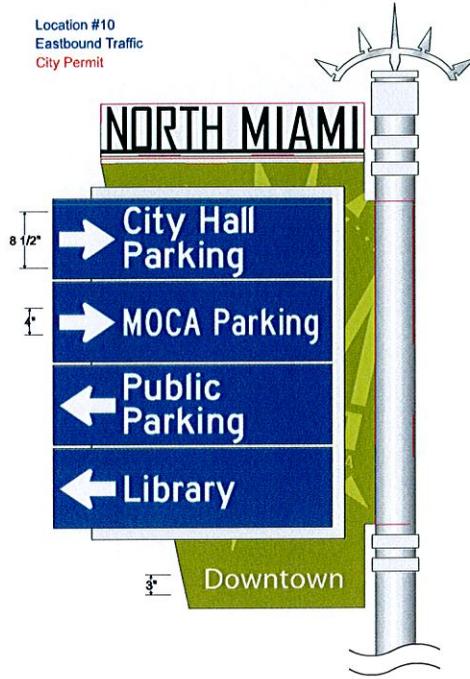
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DATE: \_\_\_\_\_



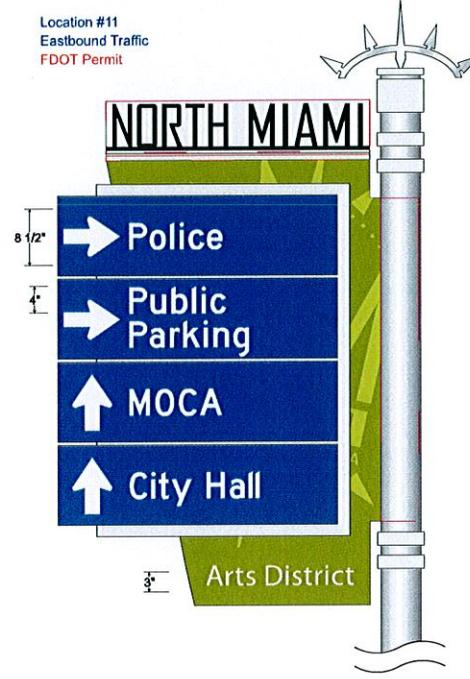
Location #9  
Southbound Traffic  
City Permit



Location #10  
Eastbound Traffic  
City Permit



Location #11  
Eastbound Traffic  
FDOT Permit



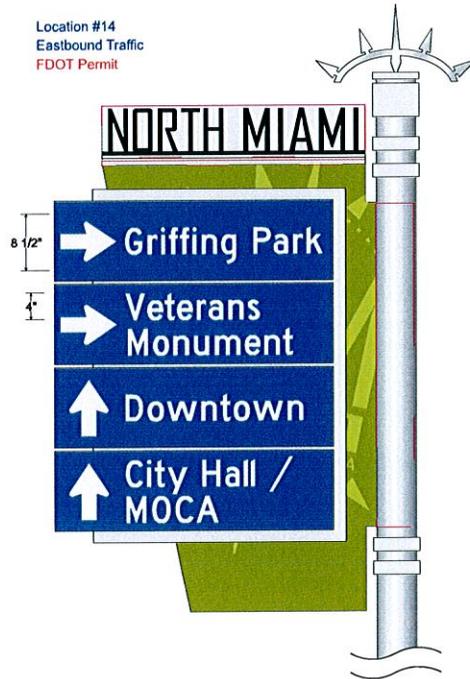
Location #12  
Northbound Traffic  
Private Property  
No Permit



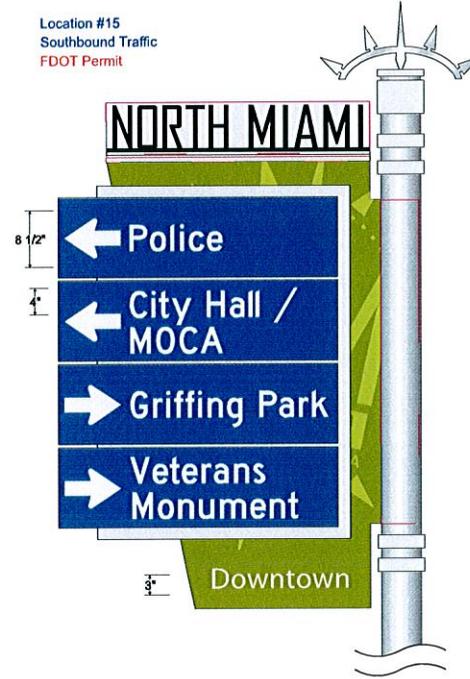
Location #13  
Westbound Traffic  
FDOT Permit



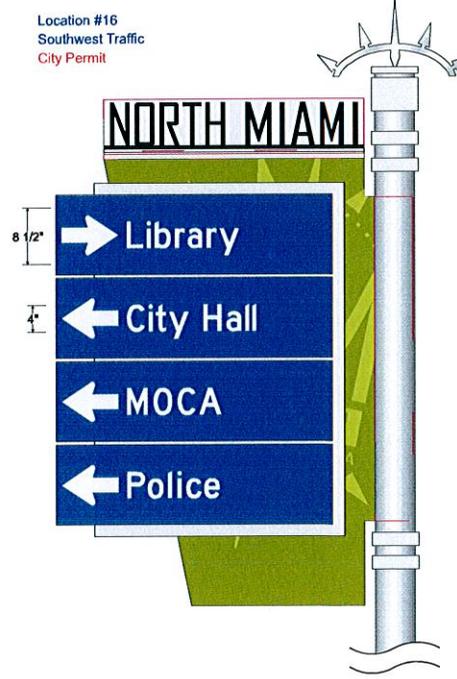
Location #14  
Eastbound Traffic  
FDOT Permit



Location #15  
Southbound Traffic  
FDOT Permit



Location #16  
Southwest Traffic  
City Permit



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CLIENT



PROJECT

ALUMINUM  
WAYFINDING  
SIGNAGE

SALES/PROJECT MGR: Steve M.

DESIGNER: JV DATE: 7-31-12

DESIGN TIME: 1 HR

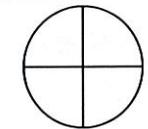
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changed text	10 min	8-2-12	JV
adjusted panels & text	45 min	8-15-12	JV
adjusted names	10 min	8-15-12	JV
adjusted panels & text	20 min	8-22-12	JV

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APPROVAL

CLIENT APPROVAL: \_\_\_\_\_

DATE: \_\_\_\_\_





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PROJECT

**ALUMINUM  
WAYFINDING  
SIGNAGE**

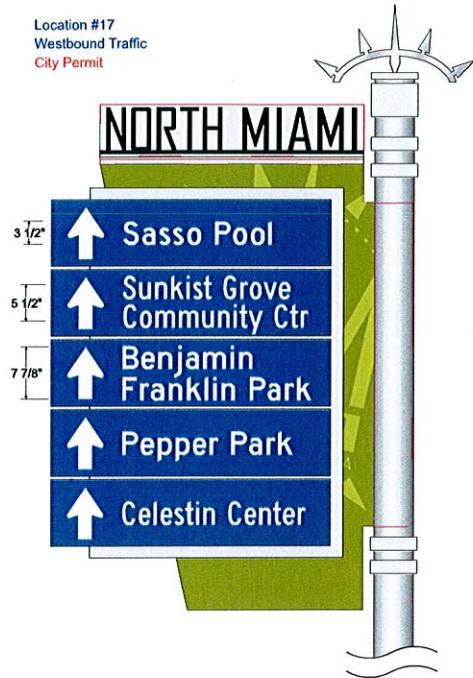
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DESIGNER: JV DATE: 7-31-12

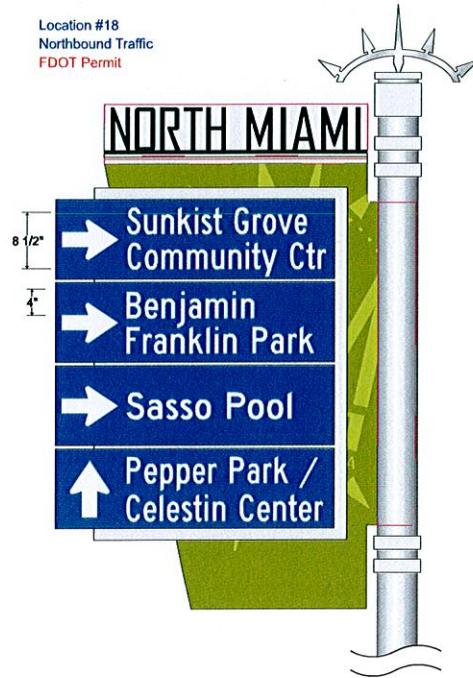
DESIGN TIME: 1 HR

REVISIONS	TIME	DATE	INTLS.
changed text	10 min	8-2-12	JV
adjusted panels & text	40 min	8-15-12	JV
adjusted names	10 min	8-15-12	JV
adjusted panels & text	20 min	8-22-12	JV

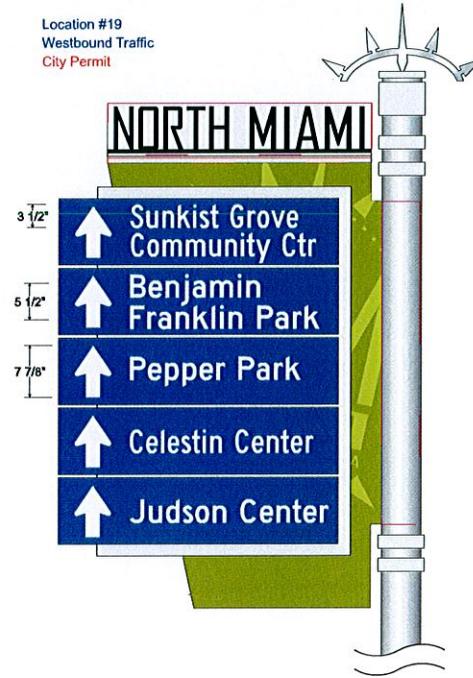
Location #17  
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City Permit



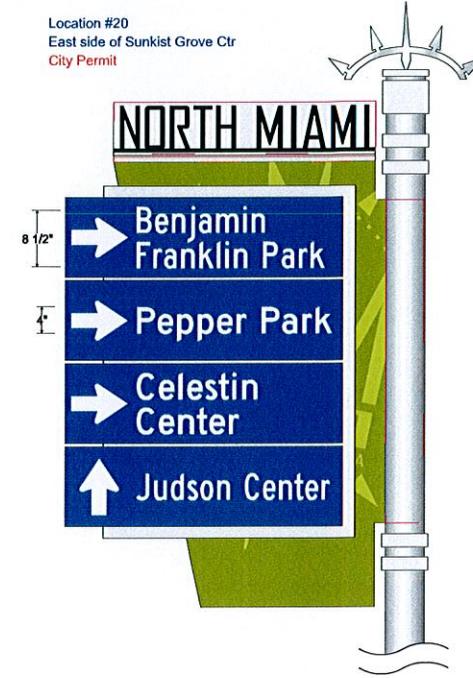
Location #18  
Northbound Traffic  
FDOT Permit



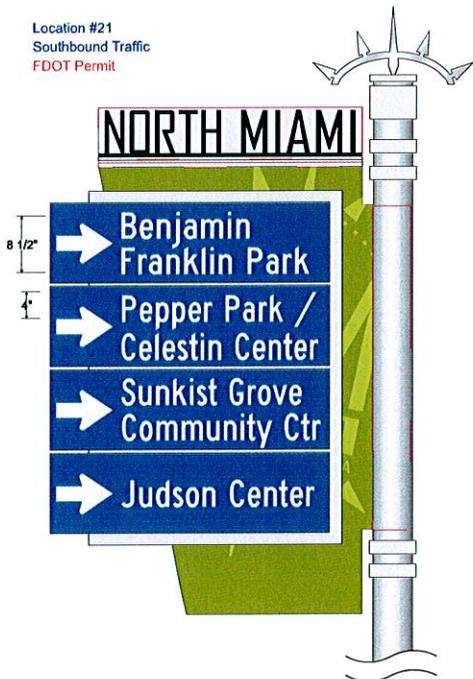
Location #19  
Westbound Traffic  
City Permit



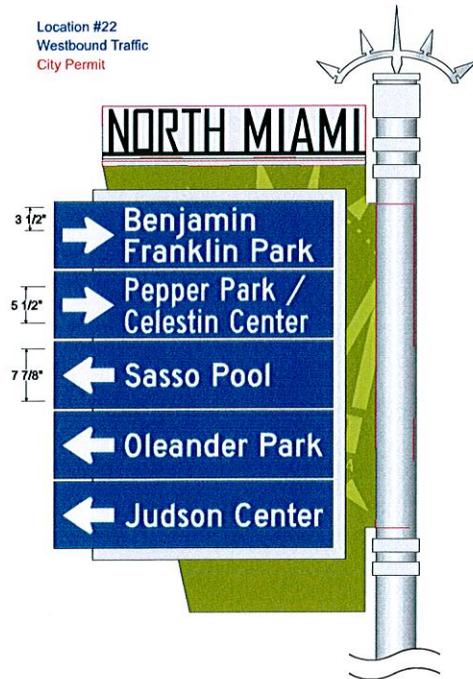
Location #20  
East side of Sunkist Grove Ctr  
City Permit



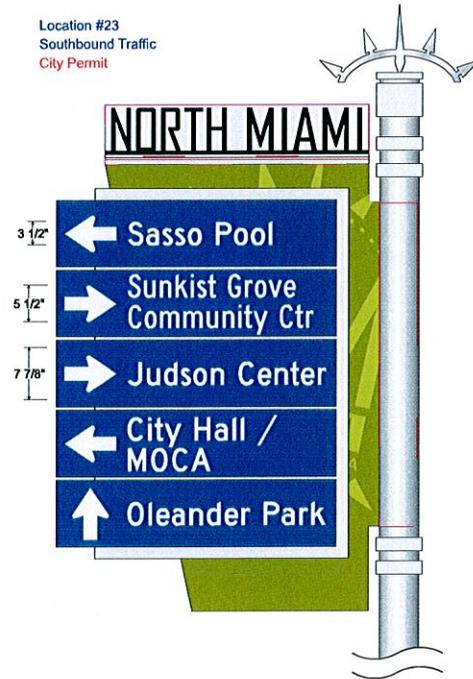
Location #21  
Southbound Traffic  
FDOT Permit



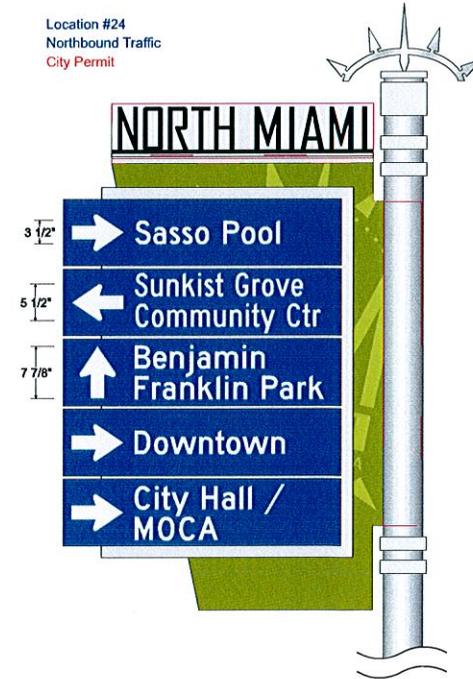
Location #22  
Westbound Traffic  
City Permit



Location #23  
Southbound Traffic  
City Permit



Location #24  
Northbound Traffic  
City Permit

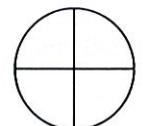


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APPROVAL

CLIENT APPROVAL: \_\_\_\_\_

DATE: \_\_\_\_\_





**PART V, COMMUNITY WAYFINDING GUIDE SIGNS**

**14-51.051 Standards.**

(1) This rule chapter provides statewide criteria for community wayfinding guide signs to be installed on the state highway system.

(2) All regulatory, warning, and general service signs within the community wayfinding guide system plan shall conform to the MUTCD. Community wayfinding guide signs shall not be installed where adequate spacing cannot be provided between the community wayfinding guide sign and higher priority signs. Community wayfinding guide signs shall not be installed in a position where they could obscure the road users' view of other traffic.

(3) Local governments shall develop and approve through local resolution the criteria for the destinations shown on the community wayfinding guide sign system plan. Local governments may use the criteria established in Rule 14-51.030, F.A.C. The intent is to provide guidance and navigation information to local cultural, historical, recreational, and tourist activities. No destination may be displayed for the purpose of advertising.

(4) Communities eligible for community wayfinding guide signs must be on the Official Florida Transportation Map. Community wayfinding signs not appearing on the Official Florida Transportation Map are eligible to participate with written acceptance of full responsibility by the local government. Such requests shall follow the process outlined in subsection 14-51.041(2), F.A.C.

(5) Existing community wayfinding guide signs that were installed on the state highway system prior to this rule becoming effective shall be allowed to remain or be replaced until a new community wayfinding guide sign system is approved by the local government and designed and installed in accordance with this rule chapter.

(6) Community wayfinding guide signs shall be limited to non-limited access facilities. Community wayfinding guide signs shall not be allowed within the right of way of limited access facilities, including ramps and frontage roads.

(7) Community wayfinding guide signs shall be designed, installed, and maintained in accordance with the standards referenced in subsections 14-51.014(7) and (8), F.A.C.

(8) The planning, design, installation, and maintenance of all community wayfinding guide signs and their assemblies are the responsibility of the local government, including those on the state highway system.

(9) Community wayfinding guide signs shall not be used to provide direction to primary destinations or to highway routes or streets. Destination or other guide signs shall be used for this purpose, as described in Section 2D of the MUTCD, and shall have priority over any community wayfinding guide sign.

(10) Community wayfinding guide signs shall not be mounted overhead.

(11) The local government shall submit their community wayfinding guide sign system plan to the appropriate District Traffic Operations Office to initiate the Department's permit system.

*Rulemaking Authority 316.0745 FS. Law Implemented 316.0745 FS. History—New 5-8-06, Amended 11-24-11.*