

CITY COUNCIL

CITY OF PUNTA GORDA

10/7/2015

 Print**Unfinished Business***

Title: Discussion of the City's Existing Wayfinding Master Plan and TEAM Punta Gorda's Proposed Wayfinding Kiosks.

Funds: N/A

Recommended Action: The staff discussion requires no action, unless City Council desires to revise Wayfinding design guidelines. TEAM Punta Gorda is seeking City Council approval for the three newly designed pedestrian kiosks.

Summary: The City's existing Wayfinding system was first conceptualized in the 1990 Downtown Redevelopment Plan. That plan was the first for the newly organized Community Redevelopment Agency (CRA). While the plan discussed wayfinding it was not funded in the first 10 years of the CRA.

In 2000, the CRA authorized a 10 year update to the 1990 plan and adopted the update as the 2000 Downtown and Eastside Master Plan. This plan reiterated the desire of the community to have a wayfinding system.

In 2004 the CRA funded the development of an overall Wayfinding Master Plan which was adopted in 2005. Funding for Phase 1 of the Wayfinding System was provided in Fiscal Year 2007 with final approval from the Florida Department of Transportation (FDOT) in September 2009.

The Wayfinding Master Plan consists of locational criteria and mapping, logo styles, a color palette, typography styles, signage types and associated schematics.

TEAM Punta Gorda is proposing three new pedestrian kiosks for the Punta Gorda Pathways located at Shreve Street and the Pathways intersection, the east end of Harborwalk East and the west end of Harborwalk West near the existing exercise activity area.

Department/Division: City Manager / Urban Design

EXHIBITS:

1. [Presentation](#)