

City of Dunnellon
Agenda Summary Form

Meeting Date: September 7, 2022

1. Responsible Department: Community Development
2. Presenter: Georgina Cid
3. Recommended Action: Approval
4. **Subject:** Conceptual Plan for Main Street – Historic West Pennsylvania Ave. Wayfinding Signage and City Hall Digital Signage and Wayfinding Signage.

Request for Approval Summary Explanation & Background:

Staff will do a presentation of a conceptual plan for approval of Wayfinding Signage and Digital Signage to be concentrated within a specific sector of our Historic District, which will cater to Main Street in the near future. This conceptual design is at Council's request and will provide visuals on what this area could potentially be if the City were to incorporate Wayfinding Signage and a Digital Sign to our existing infrastructure.

It is staff recommendation that the request for Wayfinding Signage and a Digital Sign at City Hall be approved based on piecemeal scenario presented as a way to introduce the Wayfinding Signs, which ultimately are proven to be an effective way to brand the City.

Procurement Method: Quotes
Fiscal Information: FY2022-2023
Attorney Review: N/A