



City of Margate
Wayfinding Program

Design Refinement

January 3, 2017

Prepared for the
Margate Community
Redevelopment Agency



axiacreative.com

SUMMARY

The Margate wayfinding program is an initiative that supports the goals set forth by the the City of Margate, the Margate Community Redevelopment Agency (MCRA) and the associated Wayfinding Committee.

The wayfinding program will be developed in five phases. The first phase, Planning and Project Area Analysis, was completed with the approval of the final phase deliverable, the Assessment Report.

The second phase, Concept Generation, included general concept explorations based on the assessment findings and collaboration with the Wayfinding and Image Committees and MCRA team.

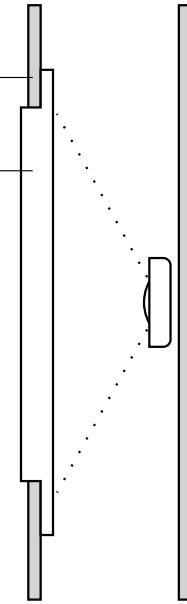
Minor adjustments were made to three concepts and presented in a public meeting. Comments and suggestions were discussed and considered for design refinement. The concepts were put on display for public view at the City Hall. This represented the completion of phase two.

With phase three under way, the selected concept was developed to include comments raised in the public meeting and consecutive collaborative meetings with the Wayfinding and Image Committees. This document represents design refinements made to date.

The system design will continue to be refined along with the wayfinding plan which includes sign placement and messaging. An estimate of probable cost will be generated from input by a participating sign consultant. The results of this preliminary estimate will determine if the system design will need to be value-engineered or if a phased implementation is necessary to match available fiscal funds.

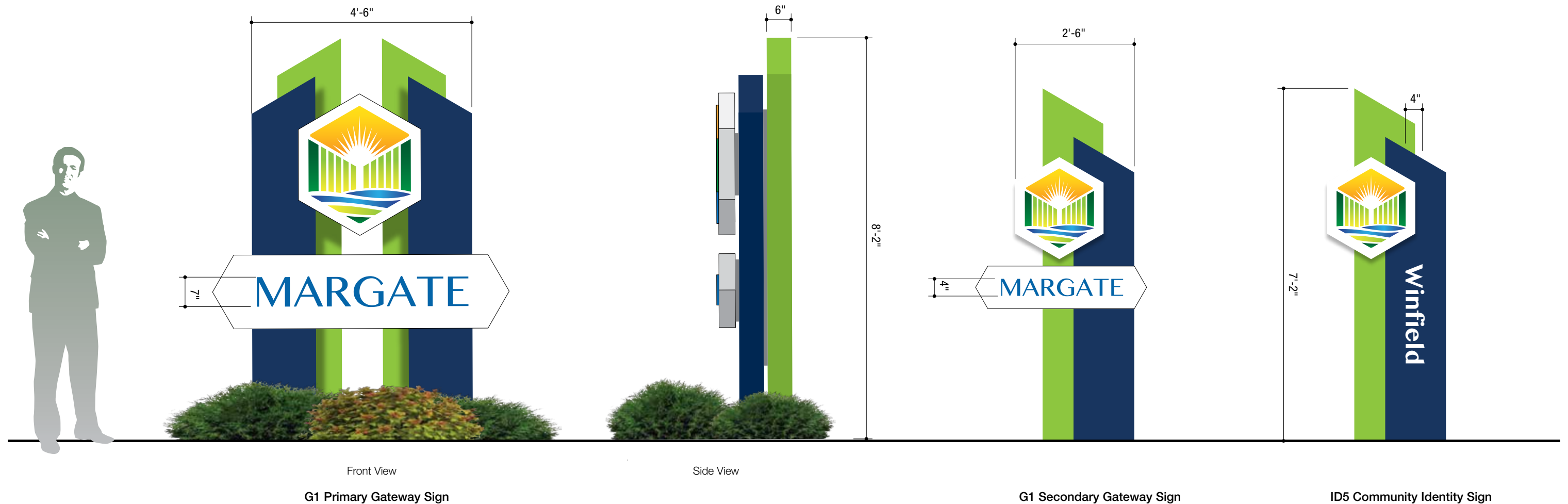
It has been determined that the wayfinding system will include at least twelve sign types in order to accomplish Margate's wayfinding objectives. These include:

- G1 - Primary Gateways at main arrival points into Margate
- G2 - Secondary gateway signs at ancillary arrival points into Margate
- ID1 - Primary identity sign (substantial entry sign into the Sports Complex)
- ID2 - Medium identity signs for medium sized parks and facilities
- ID3 - Departmental facility identity signs (accommodates multi line messages)
- ID4 - Small identity signs for small parks and facilities
- K1 - Information Kiosk with an area map and digital display
- - Vehicular Guide Signs for driver navigation to Margate destinations
- R1, R2, R3 - Parking regulatory signs (reserved parking, no parking and accessible parking)
- ID5 - Branded community identity pylons



Approximation

Fabricated Logo Detail

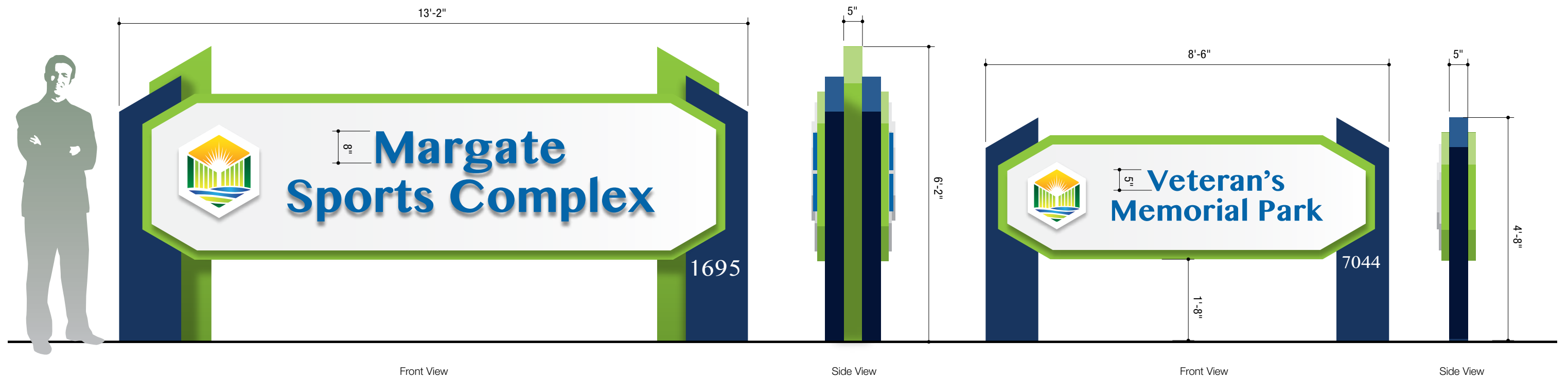




Approximation



Approximation



ID1 Identity Sign

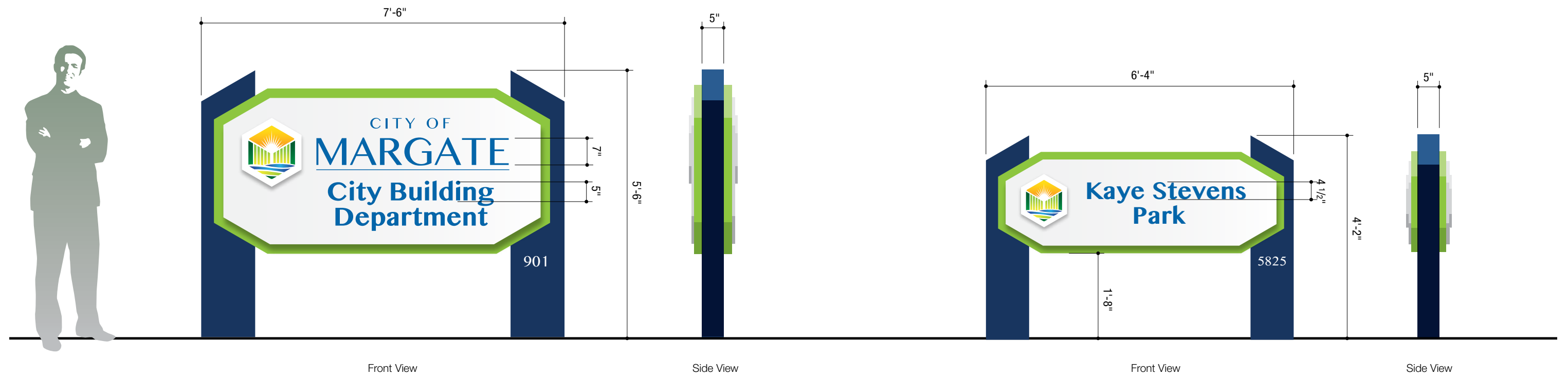
ID2 Identity Sign



Approximation



Approximation

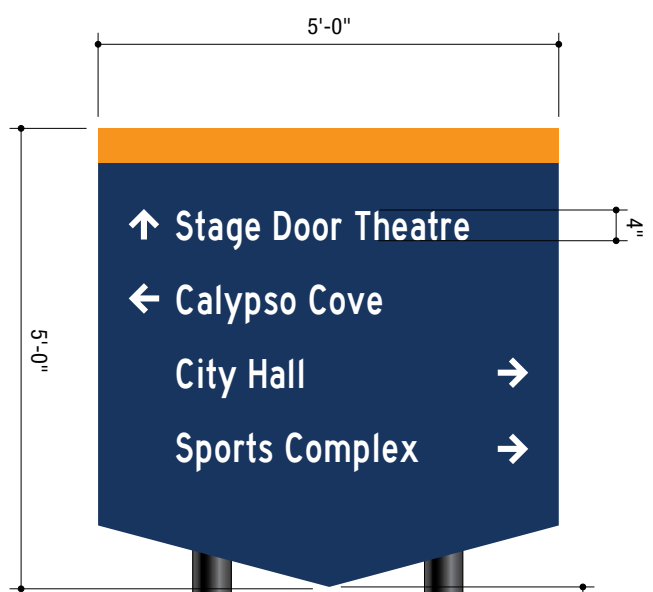


ID3 Identity Sign

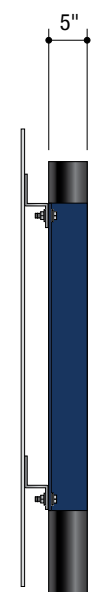
ID4 Identity Sign



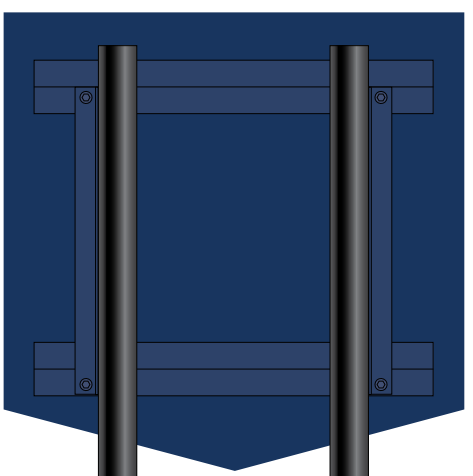
Plan View



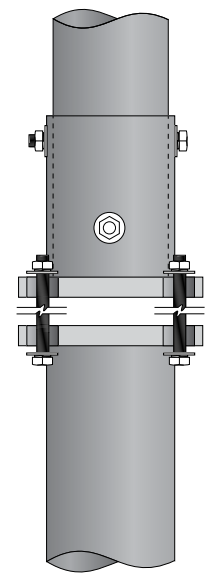
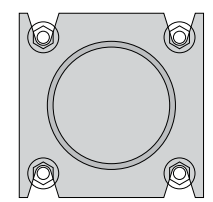
Front View



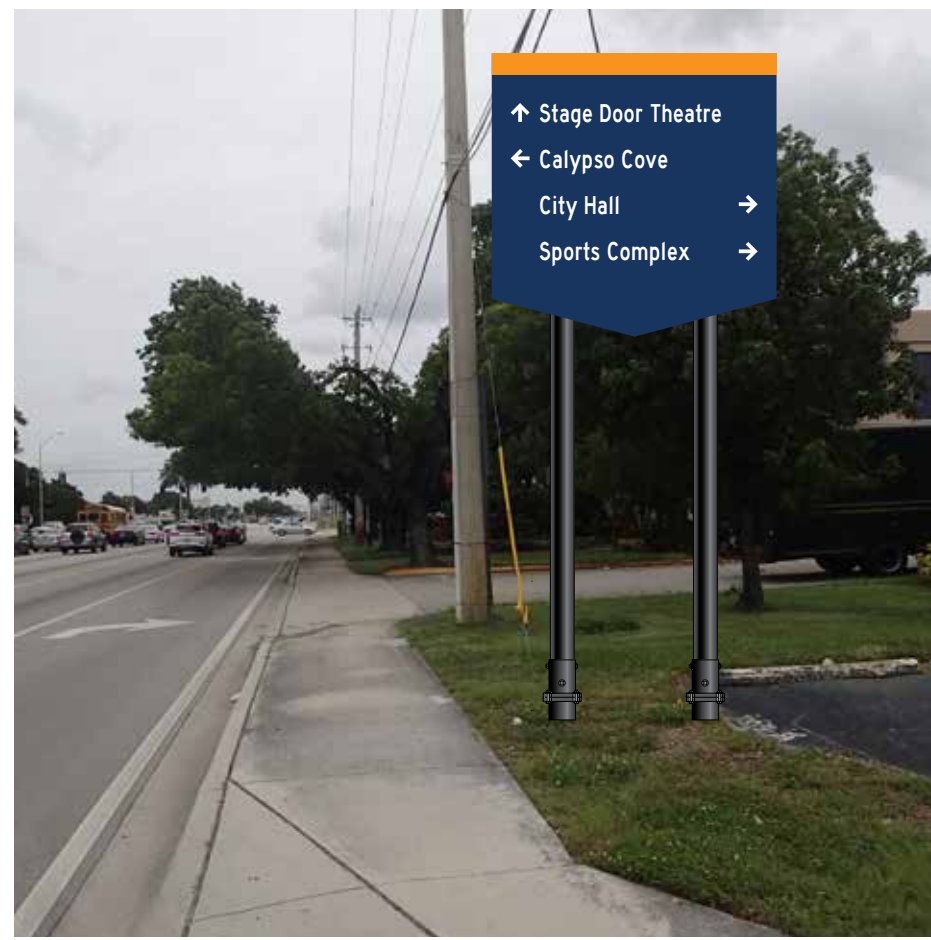
Side View



Rear View



Break-away Detail



Approximation



V1 Vehicular Guide Sign

