



## **Program Description:**

The City of Mount Dora Wayfinding Sign Program was created to make it easier for visitors to find downtown businesses and points of interest. The Wayfinding Sign Program in conjunction with the downtown streetscape project and was recommended by the Citywide Visioning Study Final Report in 2011. This program is designed only for businesses located within the CRA district.

## **Eligibility and Process:**

Businesses will be required to complete a Wayfinding Sign Application and pay a one-time application fee of \$75.00 as of October 1, 2014. **There is a limit of one (1) sign per business.** A copy of a current business tax receipt is required.

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

Once the application process is complete, the City will provide a blank aluminum sign and the business will be financially responsible for the design aspect of the sign. After the business has completed the design, the sign is to be returned to the City for acceptance and installation.

Participation is based on a first-come, first-served basis. A limited number of spaces are available at each location and may result in a waiting list. Businesses on the waiting list will be given priority over new applications. See attached map for pole locations.

## **Installation and Maintenance:**

The City is the only entity permitted to install or 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.

## **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 City of Mount Dora 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.

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, as of February 13, 2015.

## **Design Standards:**

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

The business is responsible for all costs associated with 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.**

Both sides of the sign may be utilized.

Directional arrow is optional.

The business may use any sign or design company. Attached is a list of local sign companies for your convenience.

The sign is 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 without notice.

Planning and Development Department  
352-735-7113  
plandev@cityofmounddora.com

**Pole Location Map:**



**Pole Locations – Revised Oct. 2014**

## Optional Sign Companies:

- ❖ Sharp Design Inc.  
1125 Robie Ave, Mt Dora, FL  
(352) 735-7446
- ❖ Old Mt Dora Sign Co  
4295 W Old US Highway 441, Mt Dora, FL  
(352) 383-6481 · [oldmtdorasing.com](http://oldmtdorasing.com)
- ❖ Street Scapes Graphics LLC  
222 N Highland St, Mt Dora, FL
- ❖ C R Graphic Designs  
Dahoon Trail, Mt Dora, FL  
(888) 760-6095 · [sbtent.net](http://sbtent.net)
- ❖ CTI Signs  
3636 County Road 561, Tavares, FL  
(352) 742-4800 · [ctisigns.com](http://ctisigns.com)
- ❖ A Sign Company  
15601 Old US Highway 441, Tavares, FL  
(352) 343-3338 · [a-sign-company.com](http://a-sign-company.com)
- ❖ Signs Just for You  
15519 U.S. 441 #302, Eustis, FL  
(407) 927-0226 · [signsjustforyou.com](http://signsjustforyou.com)

