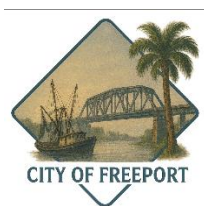


Subject: Status of the Wayfinding Project & Council Role

Origin and Authority

- The primary goal of this project is to develop a **City-wide wayfinding and signage master plan** for the City of Freeport.
- Branding analysis was included within the consultant's planning process to ensure **future signage and monumentation remain visually consistent**.
- Initial discussions regarding wayfinding began in **2019**, with location input provided by the Museum and Main Street programs.
- A bid request for wayfinding signage was originally issued in **2018** and updated in **2021**, but the project was not completed at that time.
- In **2025**, Councilman Rosso mentioned improving the entrance signage to Freeport during a council workshop session.
- The Freeport EDC identified this as an opportunity to advance the broader wayfinding initiative to support **tourism, community visibility, and economic development**.
- The Freeport EDC has allocated **multi-year funding** to complete the wayfinding project, including future signage installation.
- Branding analysis was included in the consultant's service package **at no additional cost to the City**.
- This allows the City to evaluate branding options while still advancing the **primary goal of the wayfinding and signage master plan**.
- Several stakeholders have also expressed interest in evaluating the City's branding due to the presence of **multiple logos and visual identities currently used across departments and programs**.

(Examples shown below)



City and Council Roles: upcoming input

- City Council provides **policy direction and final approval** regarding the City's branding approach.
- The EDC and staff are currently conducting **research, stakeholder outreach, and professional analysis** to compile options for Council's consideration.

- This process ensures Council is reviewing **informed recommendations rather than being asked to develop branding concepts from scratch.**
- The branding evaluation included in this project is **exploratory only.**
- The City is **not required to change its existing brand** as part of this study.
- If Council determines the current brand should remain, the wayfinding design will proceed **using the existing identity.**
- **No branding changes will be implemented without Council review and direction.**

The Scope of Work

The Freeport Economic Development Corporation is considering updating the city's brand identity as part of *a city-wide master plan for monumentation, wayfinding, and signage*, to assist the mission of community improvement and increased economic development.

The Landscape Architect and Design Team shall be responsible for providing master planning, design, and documentation services for the project. This shall be accomplished by working closely with the Freeport EDC and City stakeholders, and Design Team to develop the guiding documents. The detailed scope items and process to complete this work are as follows:

1. PROJECT START, DATA COLLECTION, AND MEETINGS – (Approx. 4 Months) **(YOU ARE HERE)**

- a. Collect all existing information and data available from the Client and Design Team research to use as background information for the project.
- b. Visit the Client to understand the history, background, opportunities, concerns, and goals for the project.
- c. Conduct visioning stakeholder meetings and/or workshops (approximately 2) to solicit feedback at various stages of the project.
- d. Attend board meetings (4 meetings are assumed in the scope and fee).
- e. Visit the site to become familiar with the existing conditions that will inform the opportunities and constraints.
- f. Provide a survey to boards, commissions, department heads, and other possible stakeholders to determine if a new brand is needed and the important elements.

2. VISIONING AND BRAND UPDATE – (Approx. 2 Months)

- a. Develop 2 to 3 brand identity concepts based on all data collected and Client feedback.
- b. Present concepts to Client and stakeholder group and solicit feedback.
- c. Collect all data from the stakeholder and client meetings and refine the brand concept into a final graphic standard and brand guideline.
- d. Brand guidelines and standards shall be delivered to the Client in digital and hardcopy format for their use.

3. SIGNAGE FAMILY CONCEPTUAL DESIGN – (Approx. 2 Months)

- a. Upon final acceptance of the revised brand guidelines, graphic standards, and Notice to Proceed by the Client, the Design Team will develop a wayfinding and signage family, with associated locations, costs, and potential phasing for implementation.
- b. The Landscape Architect and Design Team will develop 2 to 3 concepts for the signage family for review by the Client and stakeholders.
- c. Present the signage concepts to the Client and stakeholders.
- d. Consolidate all feedback from the Client and stakeholders into a single City-branded signage and wayfinding family.
- e. The Landscape Architect and Design Team will develop an opportunity and constraints exhibit that will assist the Client in the selection of potential site locations for evaluation.

Next Steps

- Continue gathering stakeholder input and survey responses.
- The survey will collect information regarding:
 - Community perception of the current City of Freeport brand
 - Interest in maintaining or updating the existing identity
 - Key themes that represent the community
 - Opportunities for consistent branding across city departments
 - Wayfinding and signage priorities within the city
 - Opportunities to improve navigation for residents and visitors
- All project progress is coordinated with **City Manager Dr. Kelly** prior to advancing to the next phase.

Early Feedback Themes

Initial feedback has highlighted several identity elements associated with Freeport:

- Coastal character and beach access
- Tourism and recreation
- Boardwalk and waterfront identity
- Green and blue color palette
- Palm trees, birds, and coastal imagery