

Status of the Wayfinding Project & Council Role

Origin and Authority

- Primary objective: develop a City-wide wayfinding and signage master plan for the City of Freeport.
- Branding analysis was included in the consultant's planning process to ensure future signage and monumentation remain visually consistent.
- Initial discussions regarding wayfinding began in 2019 with location input from 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 supporting tourism, 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.
- Total project design cost for wayfinding, signage, and optional branding analysis: \$120,000.
- The Freeport EDC is authorized to support projects that enhance economic development, tourism visibility, and community identity, including infrastructure improvements such as wayfinding and signage.
- Several stakeholders have expressed interest in evaluating the City's branding due to multiple logos and visual identities currently used across departments and programs.

City Council Role

- City Council provides policy direction and final approval regarding the City's branding approach.
- EDC staff initiated the research phase so Council can review informed options before making any policy decision.
- The EDC and staff are conducting research, stakeholder outreach, and professional analysis to compile options for Council's consideration.
- 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.

Project Phases

- Phase 1 – Data Collection and Stakeholder Input (Current Phase): gather background data, conduct stakeholder meetings, distribute surveys, identify signage opportunities and constraints.
- Phase 2 – Brand Concept Development: develop 2–3 conceptual branding options based on collected data and feedback.
- Phase 3 – Wayfinding and Signage Design: develop signage family concepts, potential locations, and phased implementation recommendations.

Next Steps

- Continue gathering stakeholder input and survey responses.
- Survey topics include: perception of the current brand, interest in maintaining or updating the identity, key community themes, opportunities for consistent branding, wayfinding priorities, and navigation improvements for residents and visitors.
- All project progress is coordinated with City Manager Dr. Kelly prior to advancing to the next phase.

Early Feedback Themes

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