

CITY OF OAKWOOD

Wayfinding Sign Program

Approved by Mayor and City Council on 12/8/14

PURPOSE:

The City of Oakwood Wayfinding Sign Program provides a coordinated and continuous system of City-owned community directional signs to guide visitors and road users to key civic, cultural, recreational attractions and other destinations within the City.

POLICY/PROCEDURE:

Policy: Standard signs utilized for this program and locations are approved by the City Manager. Attached is a sample of the approved wayfinding sign.

Eligibility: Destinations eligible for inclusion in the wayfinding sign program must be: (1) located in the City of Oakwood, (2) in compliance with all requirements of the City of Oakwood Code of Ordinances, and (3) current with all taxes and fees due to the City.

Finances: The wayfinding sign program is revenue/ expense neutral for the City. As such, all program costs are offset through application review fees, initial capital outlay contributions (initial design/fabrication and installation), and annual renewal fees paid by the participating destinations.

Procedure:

The City of Oakwood will receive and approve initial applications for the wayfinding program on a first come/first serve basis.

Step 1 – Application: Requests (on destination's letterhead) must be submitted to the City of Oakwood, City Manager, P.O. Box 99, Oakwood, GA 30566 and include: (1) graphic of the proposed destination plate, (2) map depicting the desired location(s), and (3) a non-refundable application review fee of \$25.

Step 2 – Approval: The City Manager will review the application for completeness, eligibility, and determine initial capital outlay cost.

Step 3 – Waiting List: Once approved, the destination will be placed on the program waiting list. When destination plate space is available, the City Manager will notify the applicant of the initial cost required for inclusion in the program.

Step 4 – Installation: Upon payment of the initial capital outlay fee, the City will proceed with design/fabrication and installation of the wayfinding sign and destination plate(s). If applicants on the waiting list choose not to pay the initial cost for participating in the program, the applicant will be removed from the waiting list.

Step 5 – Annual Renewal: On December 1st each year, the City will offer the opportunity for the existing destinations to continue participation in the program for another year. The annual renewal fee is \$100 per destination plate. Destinations will be approved for renewal upon validation that the destination has maintained compliance with the previously stated program eligibility requirements. For those destinations choosing not to continue participation in the program, the destination plates will be removed from the wayfinding signs on January 1. Vacant destination plate positions will be offered to other approved destinations on a first come/first serve basis.

