



# TOWN OF HIGHLAND BEACH AGENDA MEMORANDUM

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**MEETING TYPE:** Town Commission Meeting

**MEETING DATE** 06/07/2022

**SUBMITTED BY:** Natasha Moore, Vice Mayor – Commissioner

**SUBJECT:** Resident Input for Town Entry Signs along AIA

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## **SUMMARY:**

The town entry signs on AIA are in poor condition and beyond repair. Replacing the town entry signs is prioritized as the 12<sup>th</sup> project on our list of strategic priorities. Resident engagement is also a high priority. As a result, we would like to devise a plan to engage residents in the design of the town entry signs.

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## **FISCAL IMPACT:**

Gathering resident input has no fiscal impact.

The amount included in our budget for all work related to replace the signs is \$150,000.

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## **ATTACHMENTS:**

Proposal to engage residents in the design of the town entry signs.

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## **RECOMMENDATION:**

Discuss the proposed process to engage residents in the design of the town entry signs.

# Proposal to Engage Residents in the Design of the Town Entry Signs Along AIA

## Proposed process to engage residents in the design of the town signs:

Announce a contest to all residents to submit designs for town entry signs:

- Communicate to residents via
  - Email blast
  - Town of Highland Beach Website
  - Signs posted at Town Hall
  - Manager's minute

Announcements will include:

- Purpose
  - Town entry signs on AIA are in poor condition and beyond repair
  - Opportunity for our residents to design the town entry sign
- Specifications for town entry signs
- Instructions on how to submit ideas
  - Residents may submit photos or drawings (each resident can submit more than one idea)
  - Digital copies of designs may be submitted via email. Town staff shall create an email address [TownSign@highlandbeach.us](mailto:TownSign@highlandbeach.us)
  - Hard copy designs may be submitted at the reception office of Town Hall. Town staff shall create a drop box at the front desk at Town Hall.
- Key dates
  - February 10, 2023 - due date for all design submissions
  - February 21, 2023 - Town Commissioners review all submissions and select design finalists at the February 21, 2023 Town Commission meeting to be eligible for voting
  - February 22, 2023 to March 31, 2023 - Residents may cast one vote for one of the design finalists between February 22, 2023 to March 31, 2023.
  - March 31, 2023 - Final day to cast a vote
  - April 4, 2023 – Winning design is announced at April 4, 2023 Town Commission Meeting
- Determination of the winning design
  - Town Commissioners review all submissions and select design finalists to be eligible for voting.
  - Residents may vote for one of the design finalists. Town Commissioners may not vote.
  - The design with the highest number of votes will be the winner.
  - The name of the winner will have their name on a plaque on each town entry sign (bragging rights!)

## Process

- Communicate to residents soon after June 7, 2022 Town Commission meeting and communicate frequently until the due date of February 10, 2023
- Designs are due February 10, 2023 and all designs are included in the February 17, 2023 Town Commission Agenda to be reviewed by the Town Commissioners
- At February 17, 2023 meeting, Town Commissioners shall determine the designs that qualify and that will be eligible for voting.
- The qualified design finalists are communicated in email blast, on website, and posted at Town Hall.
- Residents may cast their vote for one of the qualified design finalists during February 22, 2023 to March 31, 2023. Residents get one vote. Town Commissioners may not vote.
- To cast a vote must include Resident name, address, and phone number.
- Results are tallied and communicated at the April 4, 2023 Town Commission meeting.

Draft Communication to Residents...



Town of Highland Beach Entry Sign Design Contest!  
Winner will have their name memorialized on a small plaque on each sign

Two ways to submit your design

1. Email to [TownSign@highlandbeach.us](mailto:TownSign@highlandbeach.us)
2. Drop off hardcopy at reception office of Town Hall

What?

The Commissioners of Highland Beach are requesting designs to be submitted for consideration as replacement for the current town entry signs at the south and north ends of town located along S Ocean Blvd. Here's your chance to be part of Highland Beach history! Winner will have their name memorialized on a small plaque on each sign.

Why?

The current signs are in poor condition and beyond repair. It's an opportunity for residents to get involved and impact the look of Highland Beach.

When?

Submit a design anytime up through February 10, 2023. Last day to submit a design is February 10, 2023.

How?

- Submit photos of signs
- Submit drawings

Key dates

- February 10, 2023 – Last day to submit designs
- February 17, 2023 - Town Commissioners review all designs submitted at Town Commission meeting and shall select design finalists to be considered for voting
- February 22, 2023 to March 31, 2023 – Residents may cast their vote for one design
- March 31, 2023 – Last day to vote
- April 4, 2023 – Winning design is announced at Town Commission meeting

The design with the highest number of votes wins!