

CITY OF PARKLAND MONUMENT SIGNAGE

PARKLAND, FLORIDA

Urban Design Kilday Studios collaborated with the City of Parkland to solicit input and design ideas from the residents for the creation of a master signage program. UDKS created several design concepts and themes for the City's monument and directional signage. To collect the input from the residents, UDKS held a visioning workshop where the participants were shown multiple design element options including color, style, shape, proportion, materials, lettering style and scale. A preference survey was taken and the results tallied. The results of the survey and input from the residents was incorporated into the final guideline recommendations to the City Commission. As the City moves forward with future development, they can utilize the guidelines as a basis for approving private and public signage proposals, and for developing a consistent signage theme throughout the city.

