Artistically designed store fronts are beneficial to the overall appeal of a commercial district.

Historic District Sign regulations should not limit the entire D-Mixed Use area.

The Downtown Historic overlay sign code should not be the same as the rest of the Downtown Mixed Use D-MU

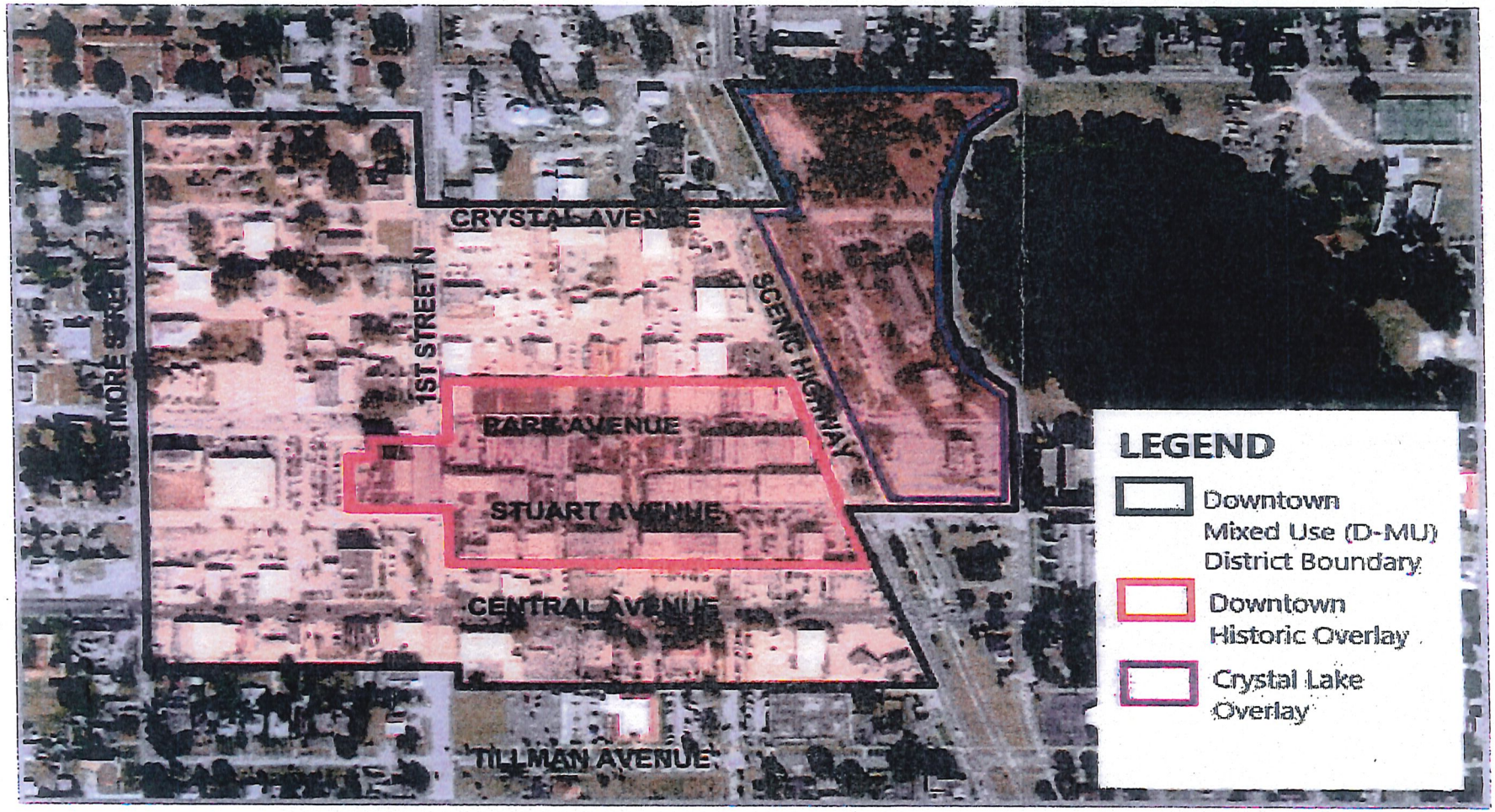
The current D-MU regulations allowing 3 sq ft of signage per linear foot of building frontage will now be limited to .75 sq ft. (4 times smaller that current regulations).

Illuminated signage should not be eliminated. How do we light up the downtown and eliminate illuminated signs?

Use of modern materials should not be excluded from use in the Mixed Use area or the Historic District such as acrylic and PVC

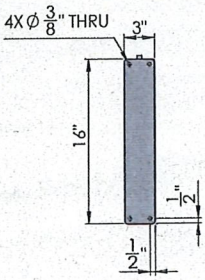
Native Imagery
Design & Print | Custom Signs | Vinyl & Wraps | Promo

DMU Overlay Map

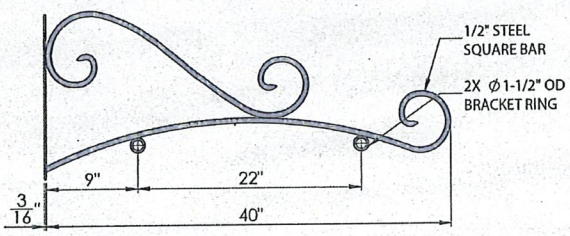


127 E Stuart Ave, Lake Wales FL 33853

36" x 24"
PVC Sign



SIDE VIEW



FRONT VIEW

40" Sign Bracket

SIGN SQFT = 6 SQFT

20'

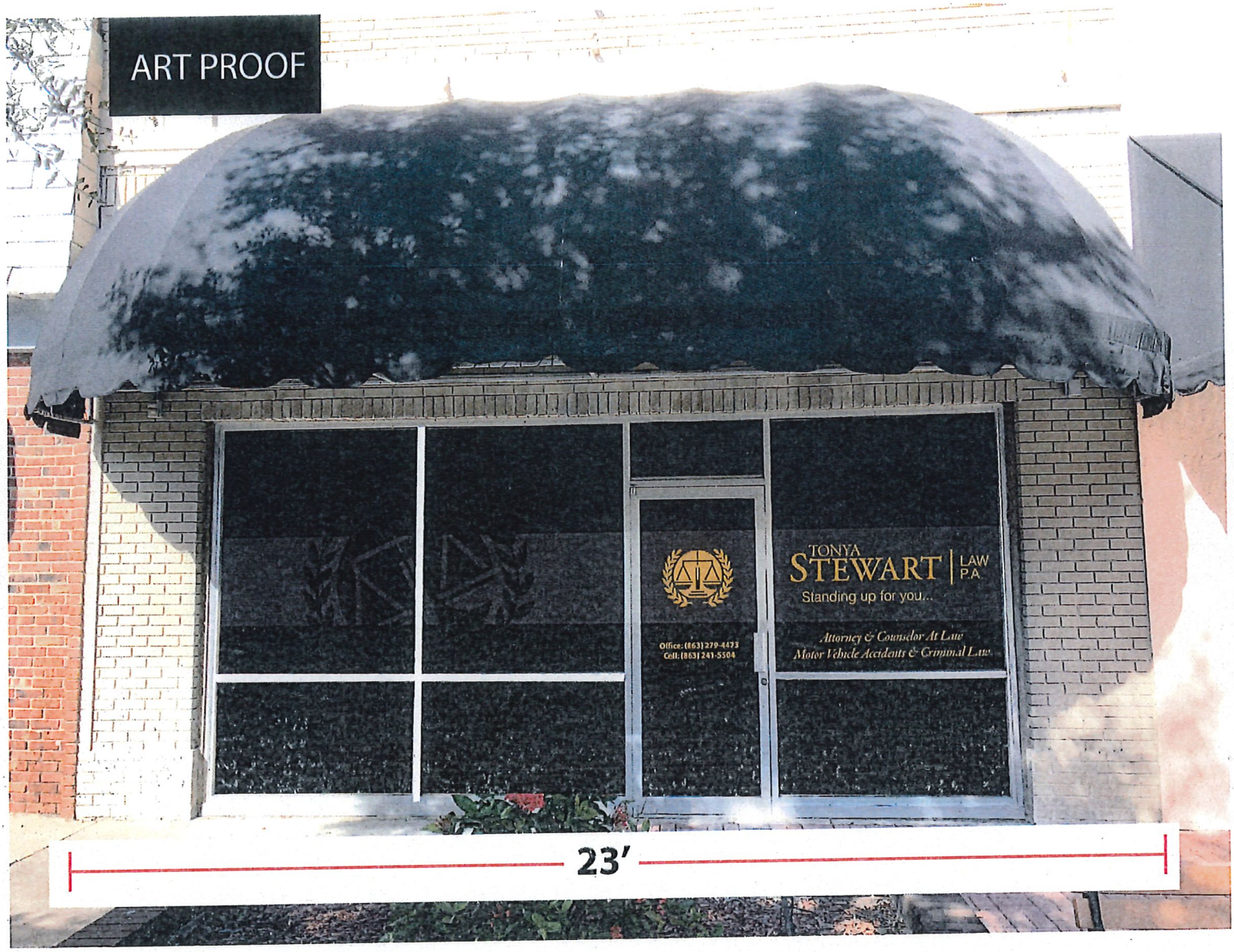
FULL COLOR
(DIE CUT VINYL)

COMMERCIAL MESSAGE SQFT = 14 SQFT

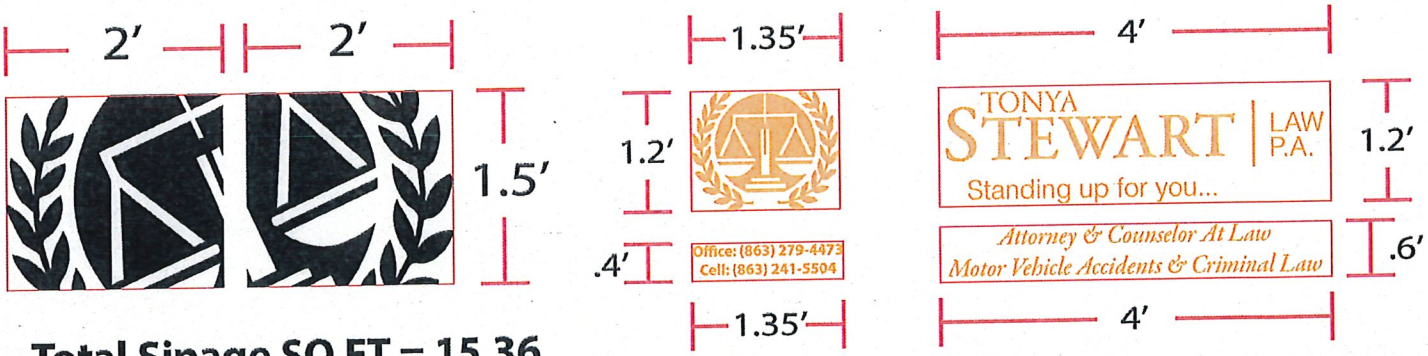
Art Proof

Native Imagery

ART PROOF



3 SQ.FT. **3** SQ.FT. **2.16** SQ.FT. **7.2** SQ.FT.



Total Sinage SQ.FT = 15.36

229 East Park Avenue Lake Wales, FL 33853

Native Imagery

Lake Wales, FL 33853 122 West Central Ave

1'x2' Logo - 36" Sign Bracket

Sign Bracket with Framed (non-swinging) Sign Frame
Mounted with concrete Achors

Door Logo: 1'x1' = 1 Sqft

Corporate Message / Services: 2'x2' = 4 Sqft

Hanging Sign: 1'x2' = 2 Sqft

Big Logo: 2.5'x2.5' = 6.25 Sqft

Total Sqft = 13.25 Sqft

Art Proof

Native Imagery

Lake Wales, FL 33853 48 West Central Ave.

26'

Existing
(PVC Hanging Sign)
1'x 3'

(Vinyl)
on Windows

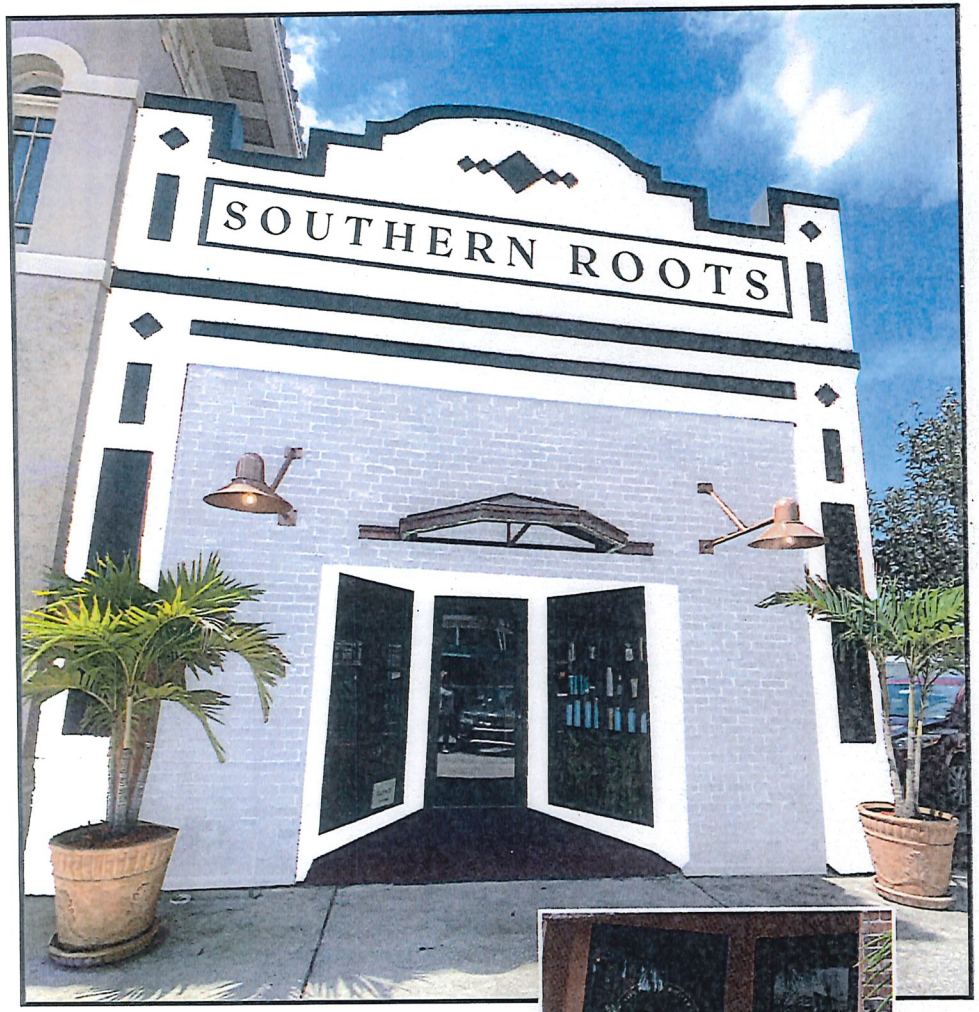
Total Vinyl Sqft
19 Sqft

LAKE WALES
WALES POINTE
RESTAURANT & BAR

Art Proof

Native Imagery
Lake Wales, FL 33853 48 West Central Ave.

20 Linear Feet
Store Frontage



252 East Stuart Ave.

Total Square Footage of Signage 15.875 SQ/FT of allotted 20 SQ/FT

SOUTHERN ROOTS

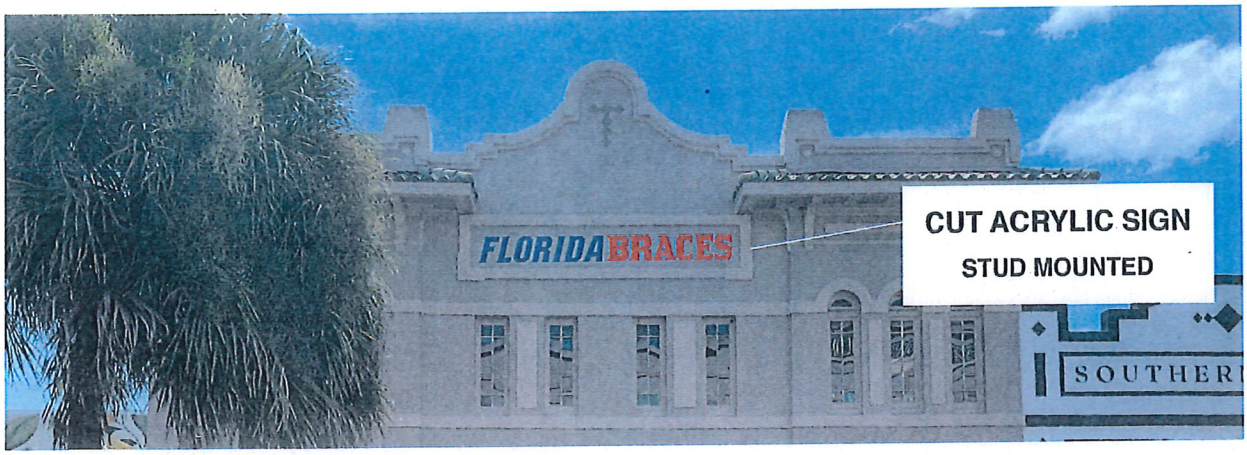
Painted Aluminum letters
13) 6"x9" letters = .375 sq/ft each
4.875 sq/ft

Window Vinyl
3x3 sign (9 sq/ft)

Hanging Sign
on right side of door
1x2 sign (2 sq/ft)

Native Imagery
Lake Wales, FL 33853 122 West Central Ave

254 E Stuart Ave #206, Lake Wales, FL 33853



FULL COLOR CUT VINYL

40'

Art Proof

Native Imagery

Lake Wales, FL 33853 48 West Central Ave.