**Downtown Dahlonega Pedestrian Wayfinding Sign Application**

Downtown Dahlonega’s Wayfinding Signage is a system of signs that guide people by vehicle or on foot to important destinations downtown. They are the tall black signs on poles that have business names and directional arrows pointing people to the respective business.

Name of Applicant (Owner Name): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Business Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Phone: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Email Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Physical locations of sign poles being requested: Each panel may have two (2) lines of text. Each line is limited to 14 letters and spaces: (Example: *Sue’s Café* has 10 letters and spaces.)

\*If you would like to request more than three sign spaces, please list them on the back of this application\*

Text on sign (include arrow):\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Text on sign (include arrow):\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Text on sign (include arrow):\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

|  |  |  |
| --- | --- | --- |
| Sign Number | Location (Street Address) | X |
|  | W Main St. & S Chestatee St. (Chestatee Shops Flower Bed)  |  |
|  | S Chestatee St. & Choice St. (The Station)  |  |
|  | E Main St. & Meaders St. (Antique Mall)  |  |
|  | Meaders St. & Warwick St. (Diving Bell) |  |
|  | N Park St. & Warwick St. (Cranberry Corners) |  |
|  | N Chestatee St. & Warwick St. (Conner Memorial Park)  |  |
|  | E Main St. & S Park St. (Welcome Center)  |  |
|  | E Main St. & N Grove St. (Carriage Shoppes) |  |
|  | W Main St. & N Chestatee St. (Dress Up) |  |
|  | E Main St. & N Park St. (Fudge Factory) |  |

Fees:

Directional Sign Fee (one-time fee for production and installation, per sign): **$160**

Yearly advertising fee (billed annually on January 1, cost per sign): **$40** ($10 per quarter)

***Please make checks payable to The City of Dahlonega, indicating in the Memo line “Wayfinding Sign” and mail to 465 Riley Road Dahlonega, GA 30533*.**

Signature of Applicant: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_

*Please contact the Downtown Dahlonega staff at* *salexander@dahlonegadda.org* *or call 706-482-2726 with questions. Applications may be submitted to City Hall or emailed to the email address above. Payment is due at time of application.*

Downtown Dahlonega Pedestrian Wayfinding Sign Regulations

* Eligible businesses:
	+ Must be located in the central business district
	+ Shall maintain a current business license
	+ May include all types of businesses
* The pole location a business requests must be approved by City of Dahlonega staff.
* Each panel may have two (2) lines of text. Each line is limited to 14 letters and spaces: (Example: Sue’s Café has 10 letters and spaces.)
* The City reserves the right to choose the order of the panels for each pole. City-sponsored panels will be at the top of each pole.
* All applications will be processed in the order that they are received.
* A business may request more than one pole location. Additional panels will be granted if there is space available.
* There is a limit of 16 panels per pole (8 per side).
* There will be a directional arrow indicating the quickest route to the business.
* Panels are ordered quarterly or upon receipt of four (4) or more applications.
* The City of Dahlonega maintains full ownership of all poles and panels.

***Official Use Only:***

Date Application Received: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Application Review Completed by: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date Proof was sent: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date sign(s) went up: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_