



DADE CITY CRA DISTRICT WAYFINDING SIGN PROGRAM GUIDELINES

Program Description:

The Downtown CRA Wayfinding Blade Sign Program is established to improve visibility for local businesses, enhance the pedestrian experience, and create a unified visual identity for the downtown core. This program provides consistent, attractive directional signage listing participating businesses within the Downtown CRA, helping visitors discover shops, dining, and services while reinforcing the district's historic charm. The first multi blade post will be located at the northwest sidewalk of the Meridian Avenue and 7th Street intersection.

Fla. Stat. § 163.362 (2025) states Every community redevelopment plan shall identify specifically any publicly funded capital projects to be undertaken within the community redevelopment area and to undertake and carry out community redevelopment and related activities within the community redevelopment area.

As part of the 2020 CRA Plan, more specifically “Goal A: Increase Awareness of Dade City and its Amenities” call for the implementation of history-themed wayfinding signage and informational plaques. This proposed program is part of the implementation of this CRA Plan goal.

All multi blade post locations (Exhibit B)

- Southeast sidewalk of the Sumner Avenue and 7th Street intersection
- Southwest sidewalk of the Martin Luther King and 7th Street intersection
- Northeast sidewalk of the Robinson Avenue and 7th Street intersection
- Northwest sidewalk of the Meridian Avenue and 7th Street intersection
- Southeast sidewalk of the Meridian Avenue and 7th Street intersection
- Northwest sidewalk of the Church Avenue and 7th Street intersection
- Northeast sidewalk of the Howard Avenue and 7th Street intersection

Eligibility:

To qualify for participation:

- The business must be located within the Downtown CRA boundary.
- The business must hold a current City of Dade City business tax receipt and be in good standing.
- The business must be open to the public with regular operating hours.
- Home based, mobile, or temporary businesses are not eligible.
- Each business location is eligible for one (1) blade listing within the program.

Application Process

To participate in the CRA Blade Sign Program, businesses must first submit a completed application form (Exhibit C). Eligible businesses will select a priority blade listing location and an alternate location. Once the application is received, CRA staff will review it for eligibility and available sign locations.

If approved, businesses will be notified, and a non-refundable \$75 implementation fee will be due 15 business days from the day of approval. Once the fee is received, the CRA will proceed with scheduling the fabrication and installation of the blade insert. In the event that all sign slots are filled, eligible businesses will be notified and the CRA will work with the applicant to find a different location. If there is no recommended location available, the eligible business will be placed on a waiting list based on the order of their application submission is received.

Maintenance & Updates

Dade City and the CRA specifically retains ownership of all blade sign structures and panels. CRA staff will conduct periodic inspections to ensure signs are properly maintained. If any issues arise, the CRA will coordinate maintenance or replacement as needed.

Businesses are responsible for:

- Notifying the CRA of any name changes, closures, or relocations.
- \$25 replacement fee will apply for a name change or relocation.

In the event of a business closure, the blade will be removed and reassigned. Additionally, if a blade is damaged or vandalized, it will be replaced by the CRA; however, costs may be recovered if the damage results from negligence.

Participation continues as long as the business remains eligible and operational within the CRA district. The CRA reserves the right to remove or relocate blades due to construction, redesign, or program updates. Program guidelines may be amended by the CRA Board as necessary.

Design Standards

All signs and blades will follow the approved CRA design template (Exhibit A). The structure consists of a multi blade post designed to hold 8 to 12 business listings, with each blade made of durable aluminum or HDPE panels featuring a weather resistant finish. The standardized blade size measures approximately 5 inches by 36 inches. Typography is kept simple and legible, using a typeface that aligns with CRA branding. The color palette follows the CRA approved Downtown Dade City scheme, incorporating heritage tones such as black, cream, and muted green. Blade color is determined by business use (Exhibit A). Each blade displays the business name and a directional arrow. Both sides of the sign may be utilized. No phone numbers, slogans, or logos are included. The blades are securely mounted to a shared post under the supervision of CRA officials.

Changes to Program Guidelines

Program guidelines are subject to change without notice.

Supplemental Materials

Exhibit A - Blade Sign Design Template & Specifications

Exhibit B – Downtown CRA Boundary & Sign Location Map

Exhibit C - Application Form

Contact

For information or to apply:

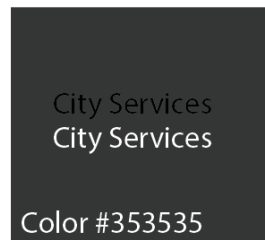
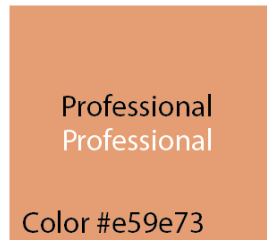
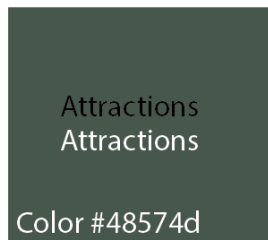
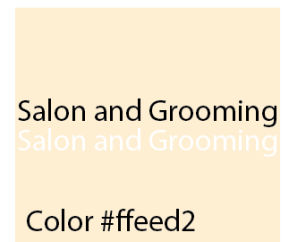
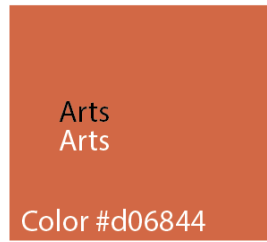
Deana Reilly Williams | Dade City CRA Specialist

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Exhibit A: Blade Sign Design Template & Specifications

Business Use Colors



Blade Design and Specifications

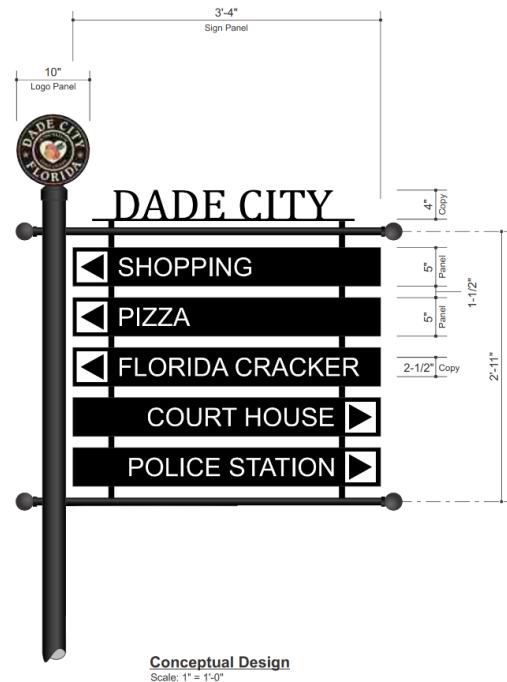
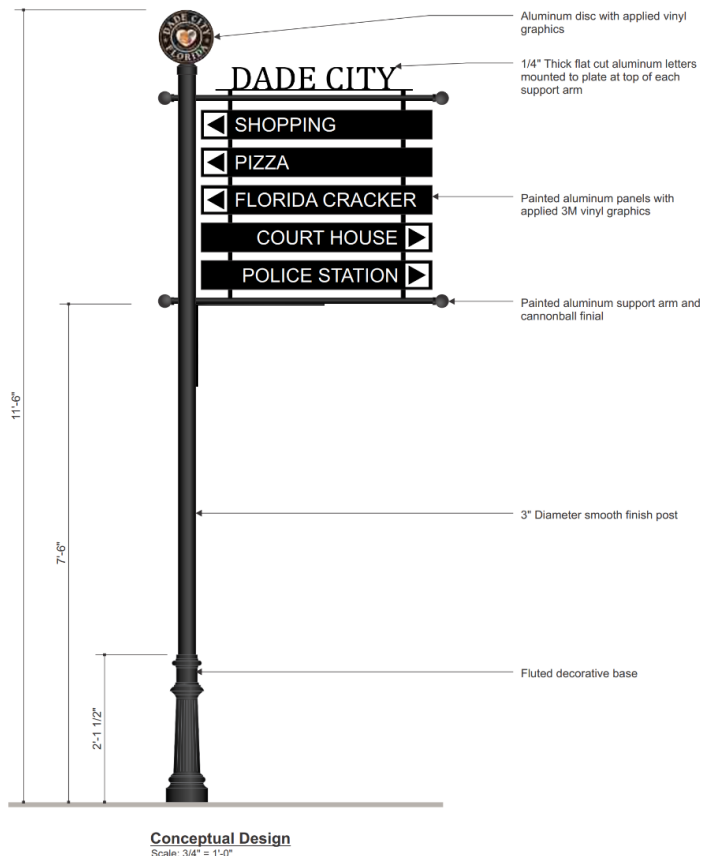
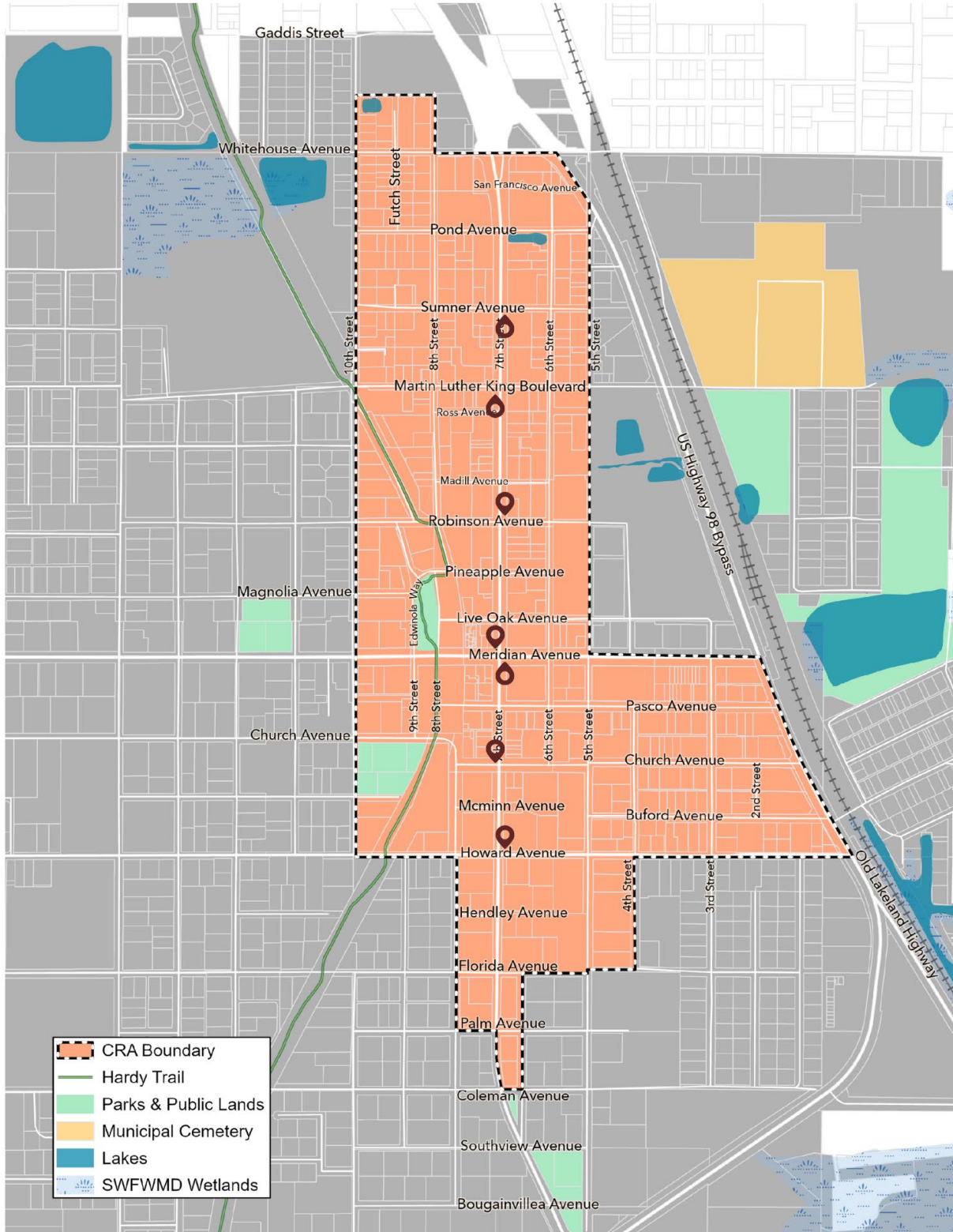


Exhibit B – Downtown CRA Boundary & Sign Location Map





Community Redevelopment Agency (CRA) - Downtown CRA Wayfinding Blade Sign Program

Exhibit C – Application Form

Business Information

Business Name: _____

Physical Address: _____

Suite / Unit (if applicable): _____

Business Owner / Authorized Representative: _____

Phone Number: _____

Email Address: _____

Website (optional): _____

Business Type (e.g., retail, restaurant, service): _____

Days of Operation (Circle): Mon Tues Wed Thurs Fri Sat Sun

Hours of Operation: _____ _____ _____ _____ _____ _____ _____

City of Dade City Business Tax Receipt #: _____

Priority Post Location: _____

Alternate Post Location: _____

Eligibility Verification

(Please read and initial each item)

- ☐ _____ My business is located within the **Downtown Dade City CRA boundary**.
- ☐ _____ My business holds a **current City of Dade City business tax receipt** and is in good standing.
- ☐ _____ My business is **open to the public** with regular hours of operation.
- ☐ _____ I understand that **home-based, appointment-only based, or temporary businesses are not eligible**.

Program Acknowledgments

(Please read and initial each item)

- ☐ _____ I understand that participation requires a **\$75 non-refundable implementation fee** payable to the Dade City CRA within 15 days of approval.
- ☐ _____ I understand that the CRA determines sign location and placement based on availability and visibility.
- ☐ _____ I understand that each business is limited to **one (1) blade listing** in the program.
- ☐ _____ I understand that only my **business name and directional arrow** will appear on the blade—no logos, slogans, or contact information.
- ☐ _____ I agree to notify the CRA immediately of any **business name change, relocation, or closure**.
- ☐ _____ I understand a **\$25 fee** applies for a name change or relocation replacement blade.
- ☐ _____ I acknowledge that the CRA retains ownership of the blade and sign structure.
- ☐ _____ I agree to allow CRA staff or contractors to install, inspect, maintain, or remove my blade as needed.

Applicant Certification

I hereby certify that the information provided above is true and accurate to the best of my knowledge, and that I have read and agree to comply with all requirements and conditions of the Dade City Downtown CRA Wayfinding Blade Sign Program Guidelines.

Signature: _____

Date: _____

Print Name: _____

Title: _____

CRA Use Only

Implementation Fee

Amount Due: **\$75.00** ☐ Check ☐ Cash ☐ Other (specify) _____

Date Paid: _____ Receipt #: _____

Date Received: _____

Blade Installation Date: _____

Received By: _____

Notes: _____

Eligible: ☐ Yes ☐ No

CRA Representative Signature:

Implementation Fee Received: ☐ Yes ☐ No

Assigned Blade Location:

Date: _____
