First Impressions
Gateways, Banners & Murals

Stephen Pategas, ASLA, RLA
America in Bloom Judge
Winter Park, FL
Are we there yet?
Intro:
attract, distract
Master Plan

AMENITIES MASTER PLAN KEY
- Main Gateways (2)
- Secondary Gateways (5)
- Potential Murals (5)
- Banner Zone (55 poles)
Frank Lloyd Wright – “The physician can bury their patients, architects can only advise their clients to plant vines.”
Intro:
attract, distract, master plan,
budget, partnerships, sponsors,
maintenance, plant vines
Gateways
Gateway Arch, St. Louis, MO 630 feet

Space Needle, Seattle, WA 605 feet

Washington Monument, Washington D.C. 555 feet 5 1/8 inches

Coast Redwood, CA 379 feet

Giant Sequoia, CA 307 feet

Statue of Liberty, New York City, NY 305 feet

Space Shuttle, Kennedy Space Center, FL 184 feet
Ready for the ribbon cutting
WELCOME TO
CARTHAGE, MISSOURI.
Home of 14,648 friendly folks.
A challenging site
An opportunity
A portable gateway!
How many vehicles?
Solar for lights and irrigation
There is the inspiration!
Intro:
attract, distract, master plan,
budget, partnerships, sponsors,
maintenance, plant vines

Gateways:
iconic, location-location, killer graphics,
themef, electricity & water, pristinely
maintained
Banners
Events

Winter Park Bach Festival

SINCE 1935

BachFestivalFlorida.org
Initiatives
As wayfinding signs
Special Event Banner Policy

Planning & CRA Department
401 Park Avenue South
Winter Park, FL 32789
(P) 407-643-1657
(F) 407-643-1659
www.cityofwinterpark.org

The City of Winter Park established the Special Event Banner Program to enhance the City's visual appearance and sense of vitality through the use of specially located banner poles. These banners may be used by organizations and groups wishing to publicize community event and activities deemed appropriate by the City.

ELIGIBLE ACTIVITIES
Applications will only be allowed for City events, not-for-profit community events, and significant events. Significant events are considered to be any event that may bring more than 2,000 individuals to the area. Eligible events must promote the culture, history, health, safety, or general welfare of the City of Winter Park. Both Not-for-Profit and for-Profit businesses that are at least 75 years in age and have demonstrated community value may also participate in the program.

APPLYING PROCESS
All applications must be submitted to the Economic Development/CRA Department for approval. The department will reserve the dates only after an application has been accepted. Applications shall be submitted at least 45 days in advance of the requested installation date and must be accompanied by a full detail of the proposed display, including a drawing of each separate banner design. The applicant should NOT commence banner creation until receiving design approval from the Economic Development/CRA Department. Banners will not be permitted for more than 30 days and will be removed within 5 business days after approved display end date. If approved, applicant must deliver banners to the City Hall main lobby no later than one week prior to install date. Applicants must retrieve their banners within 5 business days after removal.

DESIGN GUIDELINES
Banners must be made from non-combustible material that will not shred and that is weatherproof. We recommend strong colorful graphics, concise wording that can be easily read by motorists and pedestrians. All banner designs are to be approved prior to production by the City’s Economic Development/CRA Director or their designee. Event logos may be placed on the banners. Banners shall not contain any commercial or outside sponsorships, election advertising, or tobacco or alcohol advertising. City will not install banners which fail to comply with the design guidelines or which have not been made in accordance with design specifications.

FEES
Applicant's total payment will be based according to the selected pole locations. Fees are based on the City's cost for installation and removal of banners. Banner locations are divided by streets and area. All fees are due with submittal of the application. Dates will be booked at the time application and fees are received by the City. No dates will be reserved in advance of payment. For Profit banners installed in celebration of 75+ years in business can be funded through this program.

North Park Avenue..........................$550.00 (Morse Blvd. to Webster Ave, 17 poles)
South Park Avenue..........................$480.00 (Fairbanks Ave. to Morse Blvd, 16 poles)
East Morse Boulevard.......................$600.00 (Pennsylvania Ave to Intersection Ave., 11 double-sided poles)
West Morse Boulevard......................$600.00 (US 17-92 to Pennsylvania Ave, 10 double-sided poles)
New England Avenue.......................$480.00 (New York Ave to Hamilol Square West, 14 poles)
Pennsylvania Avenue.......................$760.00 (Cassam Ave to North Simpson Court, 28 poles)
North Orange Avenue........................$600.00 (Parkhills Ave to Minneola Ave, 20 poles)
South Orange Avenue......................$600.00 (Weaver to US 17-92, 20 poles)

Winter Park Special Event Banner Policy
SEARCH FOR: Winter Park Special Event Banner Policy

APPLICATION PROCESS:
• Not permitted for more than 30 days
• Removed within 5 business days after approved display end date
• Applicant must deliver and retrieve banners

DESIGN GUIDELINES:
• Made from non-combustible material that will not shred and is weatherproof
• Recommend strong colorful graphics, concise wording that can be easily read by motorists and pedestrians
• All banner designs are to be approved prior to production
• Banners shall not contain any commercial or outside sponsorships, election advertising, or tobacco or alcohol advertising
Sponsors can generate income
I’m lonely...
Seasonal
Spring/Summer Light Pole Banners – Project Graphics
I'm beat!
1st Fridays After 5
You'll find the lights on and the town alive!
Am I a banner or a mural?
Banners beat repainting
Intro:
- attract, distract, master plan,
- budget, partnerships, sponsors,
- maintenance, plant vines

Gateways:
- iconic, location-location, killer graphics,
- themed, electricity & water, pristinely maintained

Banners:
- celebrate, entice, policy, calendar,
- sponsors, timely change-outs,
- always filled
Murals
I am a murus
Great time together by the fire last night!

Seemed to keep the animals away...

What are you doing this evening?

Skinning a wooly mammoth

Want to come by my cave and see my wall paintings?

Read 5:51 PM

Sure, shall I bring a torch?
Egyptian stele
BLOWING ROCK

Famous Scenic Attraction

1 Mi
U.S. 321
Greetings from Blowing Rock. Wish you were here!
I spy a mural

Ottawa, IL
Upon closer inspection...
Please make the red light longer!

Brewton, AL
Oh, a plaque so I can learn more.

Blowing Rock, NC
Search for:
Making Your Mural Last: Graffiti, Varnish & Wall Chemistry
By Joel Pomerantz

www.bikemural.org/muralprotection.html

Write this link down
I’ll outlive your grandchildren
Washington, MO
Arroyo Grande, CA
Aren’t I colorful?
Mural me!
Mural me too!
Don’t forget me!
“If the vine dies, landscape architects can only advise the owner to paint a mural.”
Stephen Pategas
The artist Glenda Krauss lives in Louisville, KY

Glendas Wall to Wall Art

Custom Murals by Glenda Krauss

Creating Beautiful Works of Art From Floor to Ceiling
Based in Louisville Kentucky
James Madison's Montpelier

Glenda’s rendering
James Madison's Montpelier - in Madisonville, KY
Intro:
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Banners:
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- sponsors, timely change-outs,
- always filled

Murals:
- charm, engage, guidelines,
- tell a story, themed,
- educational (without anyone catching on), QR codes
Believe, achieve, succeed!
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