



City of Largo Agenda Item 2

Meeting Date
07/10/18

Presenter: Kate Oyer, C&M Manager

Department: AD – Administration

TITLE:

LARGO DOWNTOWN IDENTITY

With the implementation of the Strategic Plan, Communications and Marketing was tasked to lead an interdepartmental team including Economic Development and Recreation, Parks & Arts to develop and implement a Downtown District Identity. This identity aims to highlight all three focus areas of Sustainability, Public Safety, and Community Pride while coordinating with the new City brand. The goal of creating a Downtown Identity is to establish and strengthen connections between Downtown Largo and employment, education, and recreational hubs. The identity will work to make the Downtown area unique, visually attractive, and welcoming in order to promote patronage of local businesses and encourage the use of social spaces.

Deliverables for this project include graphic standards, color palettes, fonts and defined boundaries. These elements must support the shared vision of residents and businesses and be able to reflect on the City’s history while taking an inspiring look into the future.

In order to create a defined area with high visibility and a large impact, four areas of placemaking were characterized:

- Architecture
- Engagement
- Landscaping
- Hardscaping

Through these elements the Largo Downtown identity will provide strategic direction for all future development in the area while meeting public expectations and welcoming residents and businesses to our area.

Budgeted Amount: \$0.00 **Budget Page No(s):** N/A **Available Amount:** \$0.00 **Expenditure Amount:** \$0.00

Additional Budgetary Information: N/A

Funding Source(s): N/A **Sufficient Funds Available:** Yes No **Budget Amendment Required:** Yes No **Source:** N/A

City Attorney Reviewed: Yes No N/A **Advisory Board Recommendation:** For Against N/A **Consistent With:** Yes No N/A Strategic Plan

Potential Motion/ Direction Requested: INFORMATIONAL ONLY

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Attachments: N/A