
Situation Analysis: Beverly Shores Town Beach Signage

During peak beach weekends and holidays, residents have expressed concerns about the lack of parking spaces at the Town Beach due to visitors and residents parking illegally.

Despite efforts over the years to add more signs and communicate that parking is restricted to Beverly Shores residents with a properly affixed valid permit, this has not solved the problem and the current assortment of signs have created visual clutter and information overload.

The goal of this project is to communicate clearly with as few signs as possible. Replacing old, weathered and fading signs also presents an opportunity to enhance the image of our community.

This is the third version of a presentation which has been refined based on feedback during Town Council meetings on January 20 and February 17, 2026. Residents are invited to email comments to Candice Peterson-Smith, towncouncilvicepresident@townofbeverlyshores.in.gov

Contents

- 2.** Visual Audit
- 3.** Existing sign locations
- 4.** New sign locations
- 5.** Entrance post and panel sign
- 6.** Fence Rail No Parking sign
- 7.** New sign designs

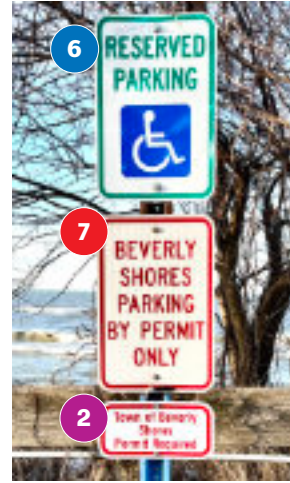
Visual Audit



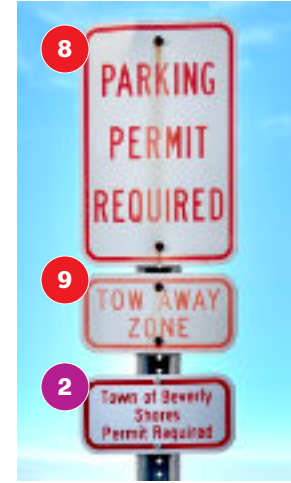
A Beverly Shores Town Park / Permit Parking Only (2-sides)
 BS Permit Required
 Parking by Permit Only (Code Sec 7106(A))
 Entrance Only (2-sides)



B Exit Only (2s)



C Reserved ADA
 BS Parking By Permit
 BS Permit Required



D Parking Permit Required
 Tow Away Zone
 BS Permit Required



E Parking By Permit Only
 BS Permit Required



F Code Sec 7106(A)
 BS Permit Required



G Parking Permit required
 Beverly Shores town permit only



H Stay Off Dune Grass



I There is no poop fairy.
 Please clean up after your dog

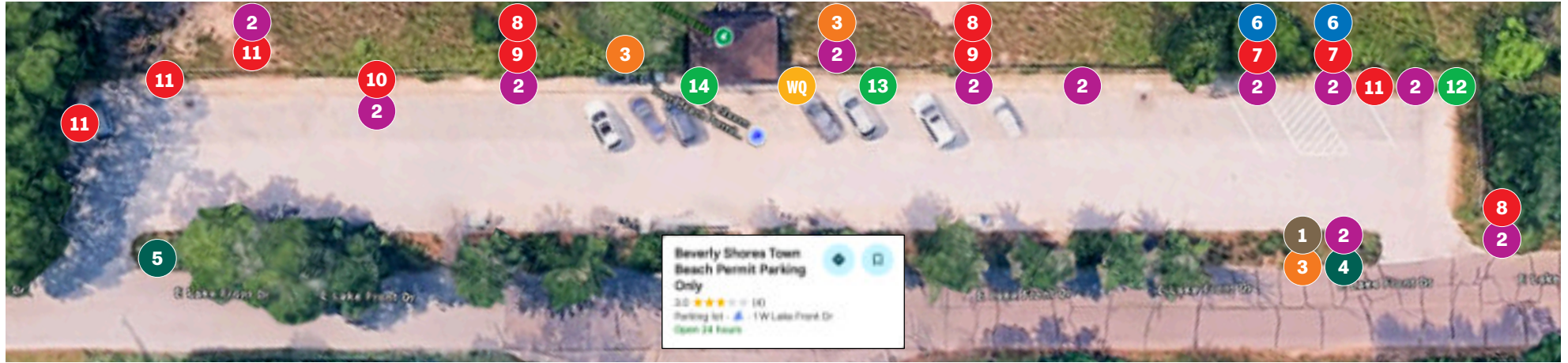


J No Barbecues or Fires



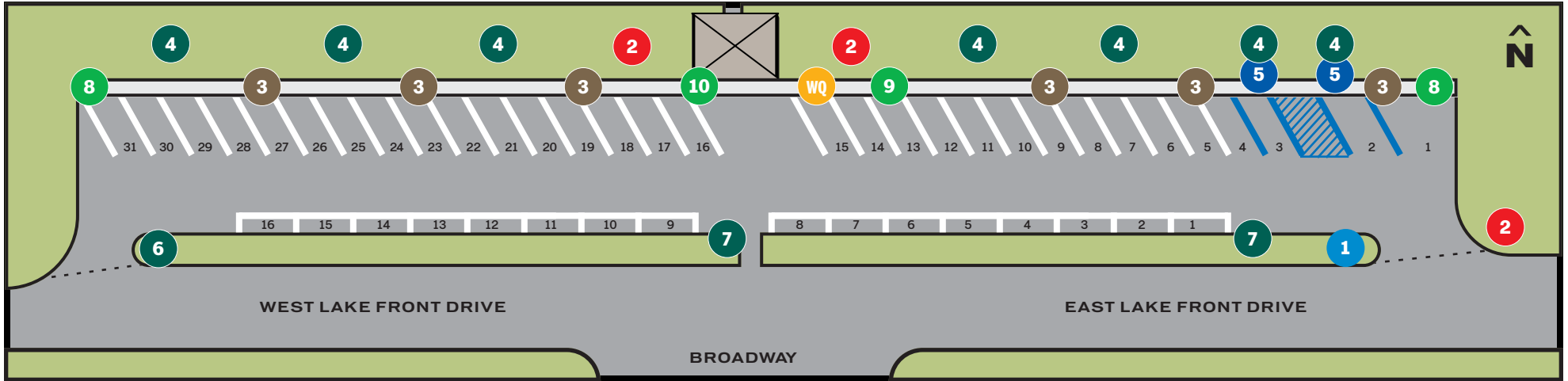
K Water Quality
 (Series of 3)

Existing sign locations



	Existing Signs (Does not include (3) Water Quality and (2) Interpretive historic signs not being replaced)	QTY/ Size
1	Beverly Shores Town Park / Permit Parking Only	(1) Double Face - 46W x 68H
2	Town of Beverly Shores Permit Required	(10) 6 x 12"
3	Parking by Permit Only (Code Sec 7106(A))	(1) Double Face, (2) 24 x 30"
4	Entrance Only	(2) Double Face - 24 x 24"
5	Exit Only	(2) Double Face - 24 x 24"
6	Reserved Parking (with ADA Symbol)	(2) 12 x 18"
7	Beverly Shores Parking by Permit Only	(7) 12 x 18"
8	Parking Permit Required	(3) 12 x 18"
9	Tow Away Zone	(2) 6 x 12"
10	Parking By Permit Only	(1) 12 x 18"
11	Parking Permit Required. Beverly Shores town permit only	(4) 18 x 12"
12	Stay Off Dune Grass	(1) 12 x 18"
13	There is no poop fairy. Please clean up after your dog.	(1) 12 x 18"
14	No Barbecues or Fires. Thank You	(1) 12 x 18"
WQ	Water Quality (3) 12x18"	(40) Existing Signs

New sign locations



(10 New Sign Types (Does not include (3) Water Quality and (2) Interpretive historic signs not being replaced)

QTY/Size

1	Town of Beverly Shores (logo), Beach Parking by Resident Permit Only, < Entrance	(1) Double Face, 48W x 66
2	Parking by Permit Only (Code Sec 7106(A))	(1) Double Face, (2) 24 x 36"
3	Town of Beverly Shores (logo), Resident Parking Only, (sign affixed or letterforms routed into fence rail)	(6) 3.25 x 38" + (6) 6" circular plaques
4	Town of Beverly Shores (logo), Resident Parking Only, Town Permit Required, Violators will be ticketed and subject to tow	(7) 12 x 18"
5	Reserved Parking (with ADA Symbol)	(2) 12 x 12"
6	Exit Only	(1) Double Face - 18 x 18"
7	Town of Beverly Shores (logo), Golf Cart Parking Only, Town Permit Required, Violators will be ticketed and subject to tow	(2) 12 x 18" - add (2) new
8	Stay Off Dune Grass. Please use the stairs to help prevent erosion. Thank You	(2) 12 x 18" - add (1) at north
9	All pets must be on a leash. Please clean up after your dog. Thank You	(1) 12 x 18"
10	No Barbecues or Fires. Thank You	(1) 12 x 12"
WQ	Water Quality (3) 12x18	

(28) New Signs

PROPOSED

Entrance post and panel sign



The existing sign has deteriorated and the weathered wood panels do not provide sufficient contrast with the white text. Revised text eliminates the small sign at top and an adjacent pole-mounted Entrance sign.



Design elements are reprised from of the town parking permit including a logotype adaptation of the iconic Depot neon sign. The sign differentiates the Town Beach parking area from National Park Service facilities. Optional fabrication materials and methods will be selected based on input from the Town Council and residents.

Fence Rail Resident Parking Only signs

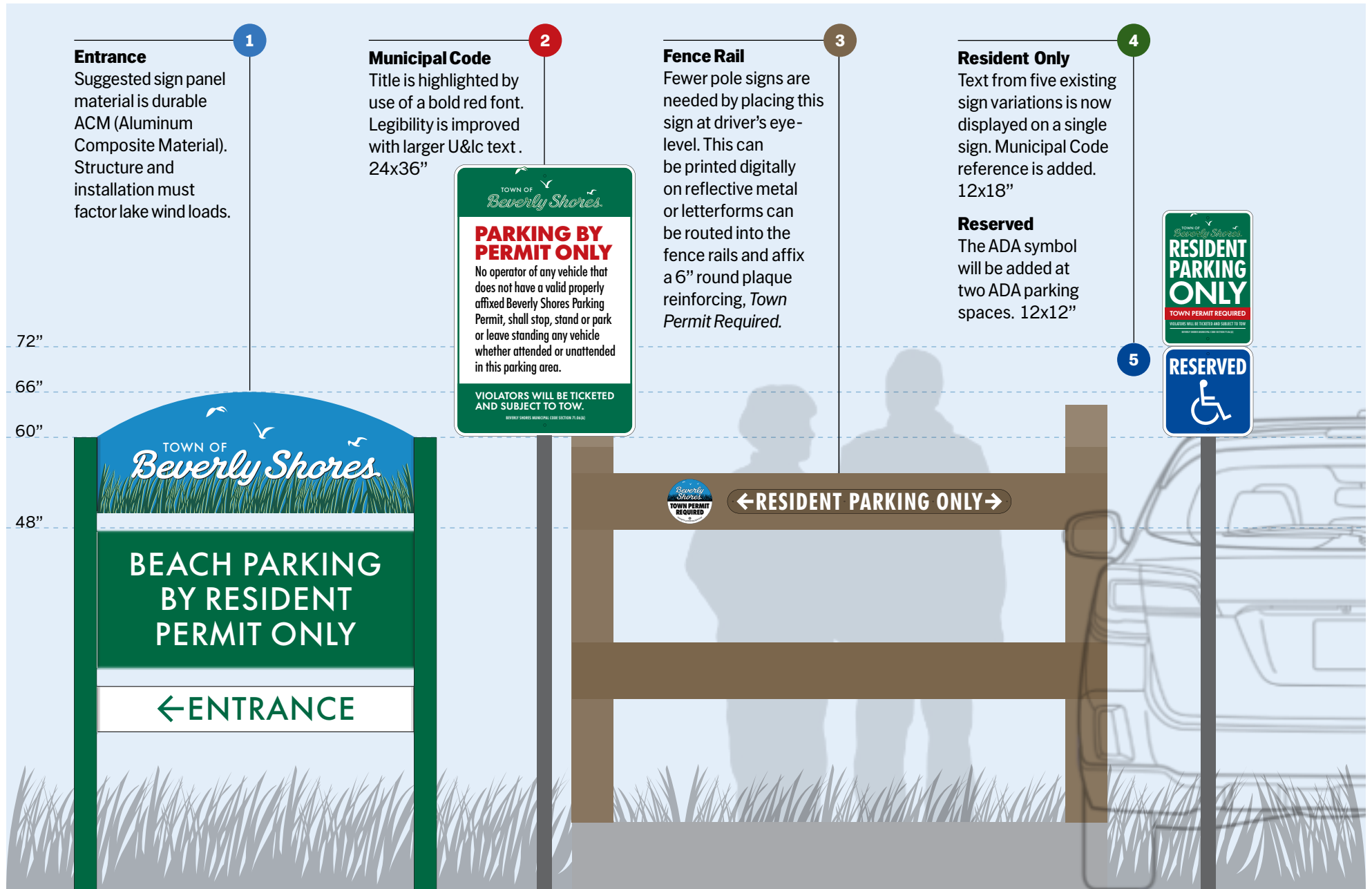


Adding *Resident Parking Only* signs on the existing fence rails reduces the number of pole-mounted signs and places this key message at driver eye-level.

Fabrication options include an 3.25 x 38-inch digitally-printed reflective metal sign affixed to the existing stained fence rails, or replacing fence rails and routing letterforms into the wood surface and infill with white paint.

A 6-inch circular reflective plaque delivers additional messaging also found on the 12x18-inch pole-mounted *Resident Parking Only* signs.

New sign designs



1
Entrance

Suggested sign panel material is durable ACM (Aluminum Composite Material). Structure and installation must factor lake wind loads.

2
Municipal Code

Title is highlighted by use of a bold red font. Legibility is improved with larger U&lc text. 24x36"

3
Fence Rail

Fewer pole signs are needed by placing this sign at driver's eye-level. This can be printed digitally on reflective metal or letterforms can be routed into the fence rails and affix a 6" round plaque reinforcing, *Town Permit Required*.

4
Resident Only

Text from five existing sign variations is now displayed on a single sign. Municipal Code reference is added. 12x18"

Reserved

The ADA symbol will be added at two ADA parking spaces. 12x12"

72"

66"

60"

48"

5

New sign designs

