# Examples of Effective Billboard Designs

Community Redevelopment Agency

#### Micanopy, Florida



## Micanopy, Florida



## Kanapaha Botanical Gardens



#### Official Florida Welcome Center





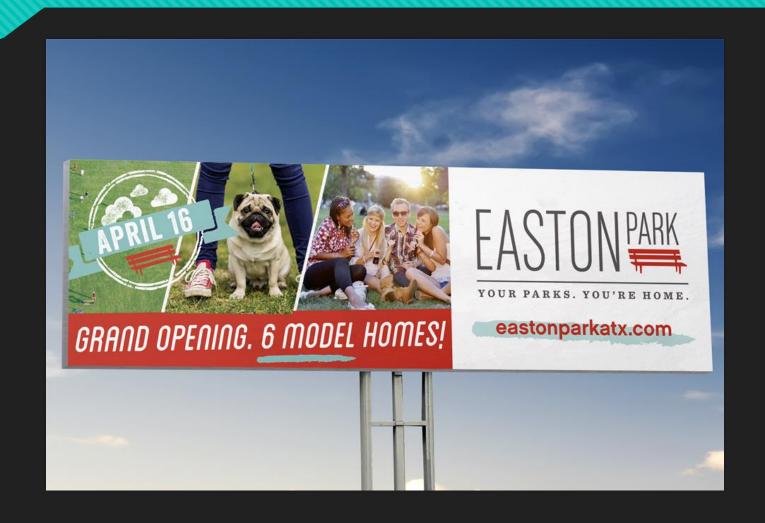
## Destin, Florida



### Oregon Trail Interpretive Center



#### Easton Park, Texas



#### Main Street Alachua Logo





#### **Guiding Principles for Discussion**

- What is important to CRA Businesses to be conveyed by a billboard?
- O Billboard should:
  - O Target new audiences who wouldn't normally visit Main Street Alachua.
  - Encourage repeat visits by regular Main Street Alachua patrons.
  - Change the perception of Main Street Alachua offerings.