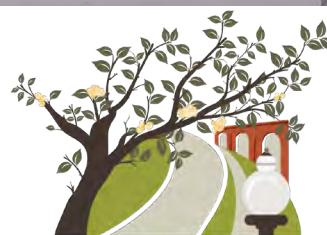


CITY OF ALACHUA

WAYFINDING MASTER PLAN

TASK 2: Sign Types & Placement

prepared by:



**MAIN STREET
ALACHUA**
DISCOVER THE GOOD LIFE



ALACHUA CRA
COMMUNITY REDEVELOPMENT AGENCY

City of Alachua Community Redevelopment Agency
Department of Planning & Community Development
15100 NW 142nd Terrace
Alachua, FL 32615
Phone: 386.418.6134

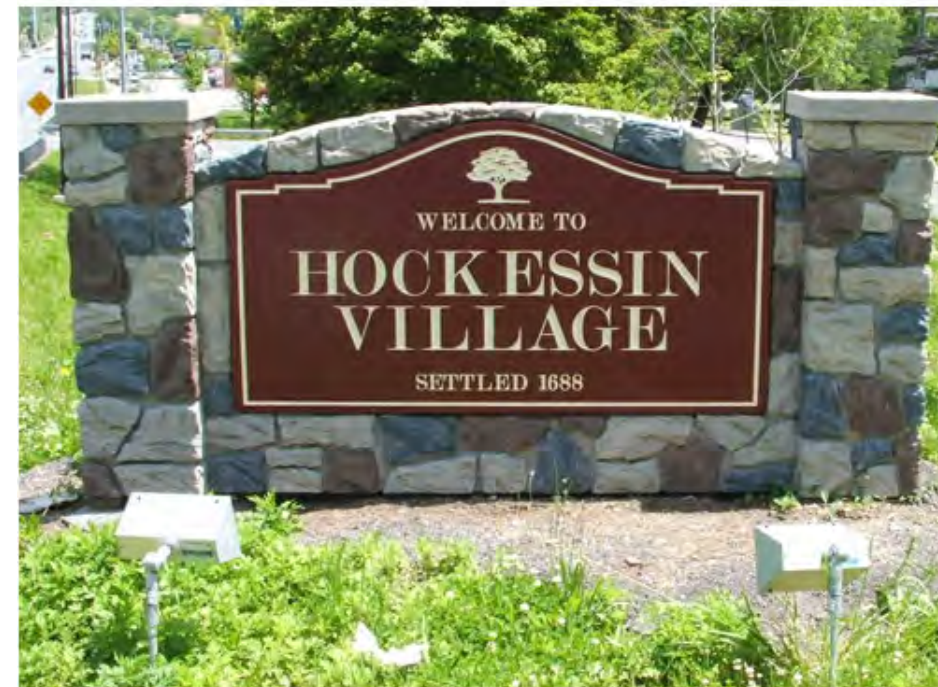
Preface

What is Wayfinding?

Wayfinding -- literally, **finding your way** -- is all the ways people orient themselves in physical space and navigate from place to place.

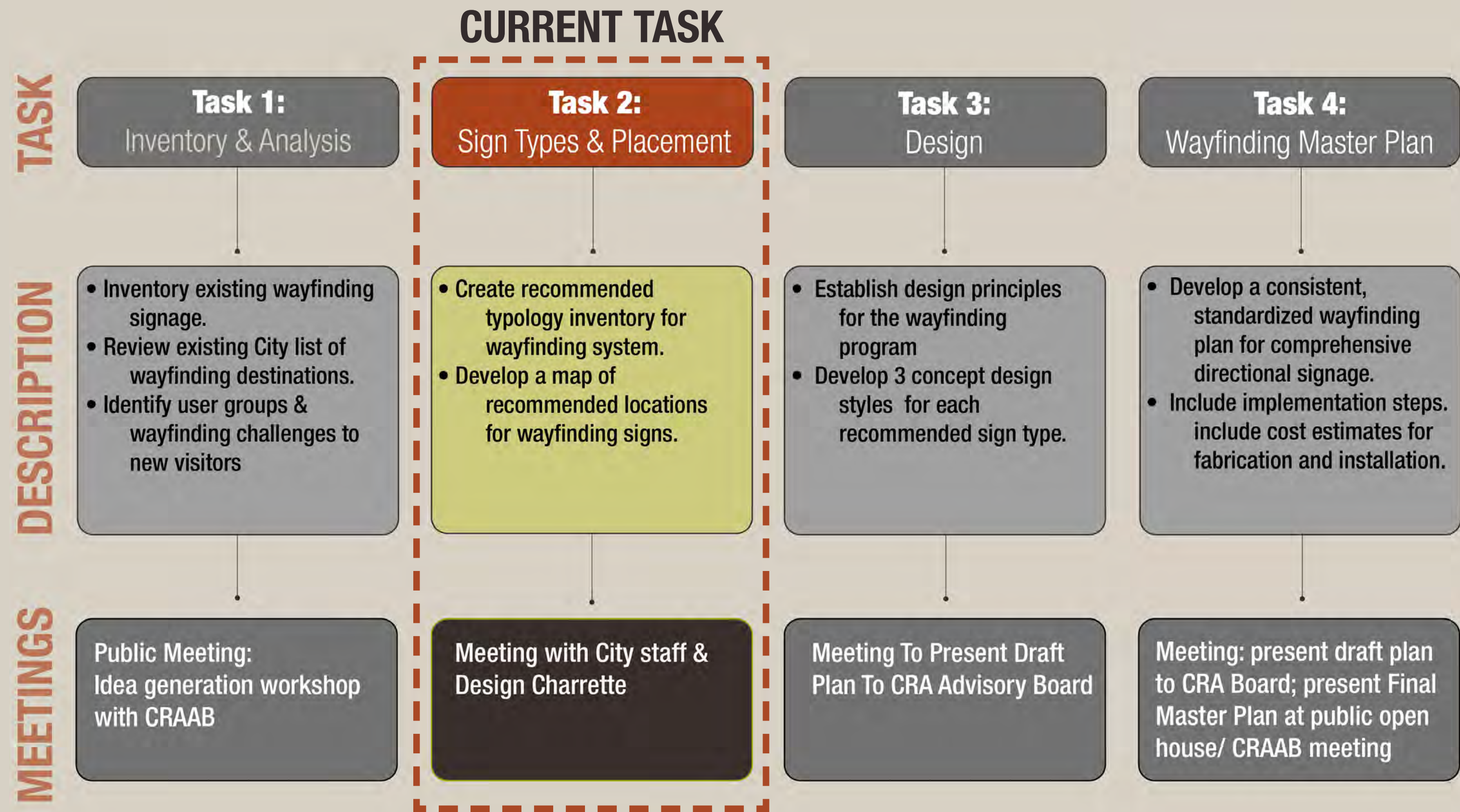
Wayfinding

- is a holistic view from a visitor's perspective
- is accomplished using a system of signage, banners, or other elements to direct people to destinations
- is a thoughtful, organized approach to direct people to destinations
- provides opportunities for the City's branding



<https://www.creativesigndesigns.com/blog/wayfinding-and-architectural-signage-in-urban-landscapes/>

01.2 | Process



01.3 | Goals

1

Provide a **consistent and attractive wayfinding** system with clear information.

2

Design a wayfinding system which facilitates pleasant and efficient navigation for both **vehicular and pedestrian users**.

3

Utilize the wayfinding system to **direct visitors to key destinations** within the Community Redevelopment Area (CRA).

4

Utilize the wayfinding system to **highlight available vehicular parking**.

5

Develop an **easily implementable** wayfinding system.



RECAP: Task 1

- Focus on **bringing in traffic from major corridors US 441 and I-75** into downtown area.
- Explore options for **major gateway improvements at Main Street & US 441.**
- Explore **gateway opportunities** at the **southern end of Main Street off of Peggy Road.**
- Explore options for utilizing the **pedestrian overpass on US 441** as a gateway to direct westbound traffic to Main Street.
- Consider **connectivity with technology** within wayfinding system.



RECAP: Task 1

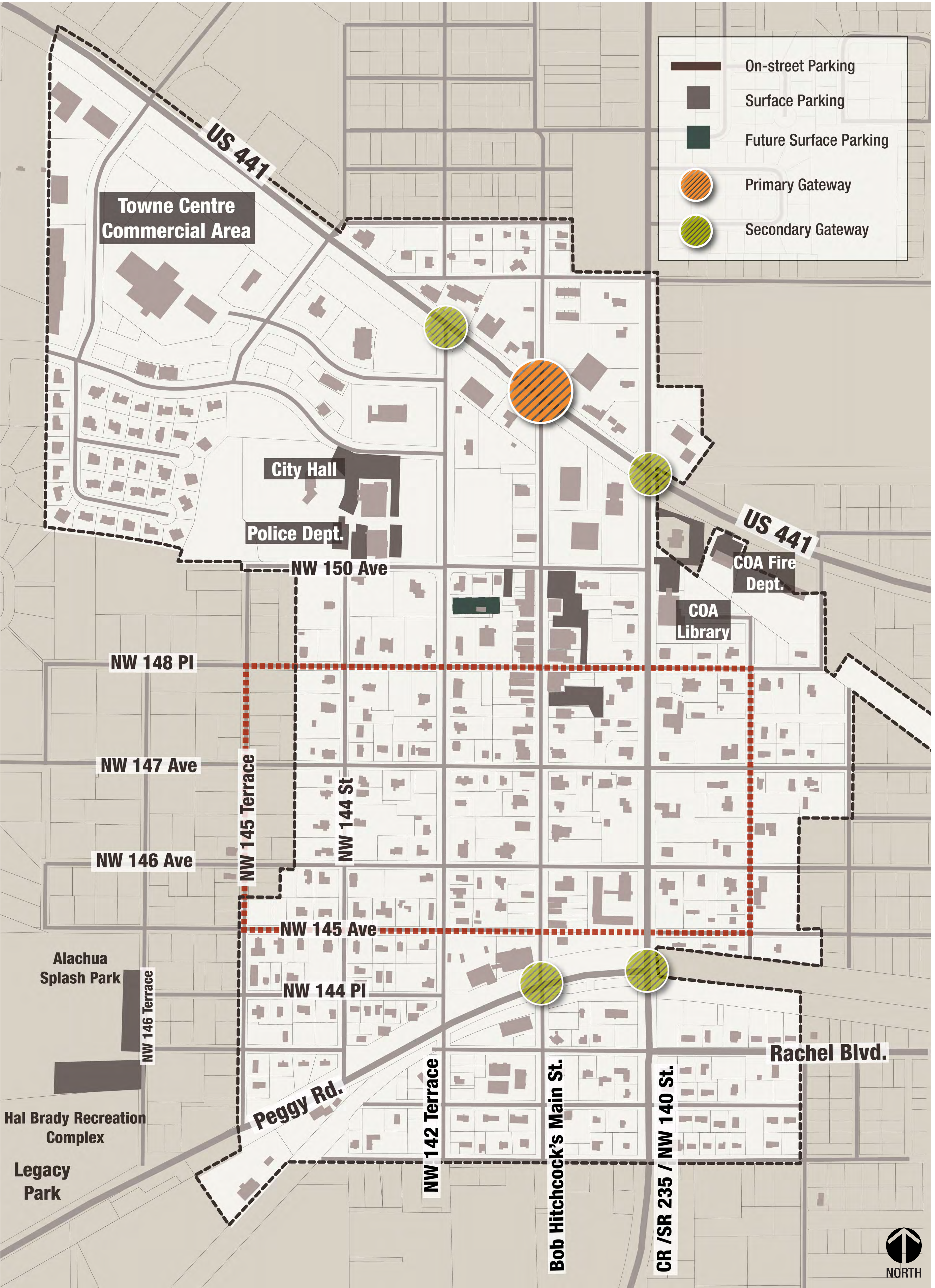
- Incorporate the **historic feel** of downtown Alachua and **City branding guidelines** into forward-looking signage design.
- Explore options for **interchangeable slots** to direct to different businesses, if desired.
- Coordinate sign locations with trees while **maximizing visibility**.
- Utilize signage to demarcate the **Historic District**.
- Utilize signage to **transition between North and South Main Street**.
- Provide signage directing people from **Legacy Park** to downtown Alachua, and vice versa.
- Provide signage directing people from **Progress Park** to downtown Alachua, and vice versa.
- Research **signage opportunities** and restrictions within FDOT ROW.



03 SIGN TYPES & PLACEMENT

CITY OF ALACHUA WAYFINDING MASTER PLAN

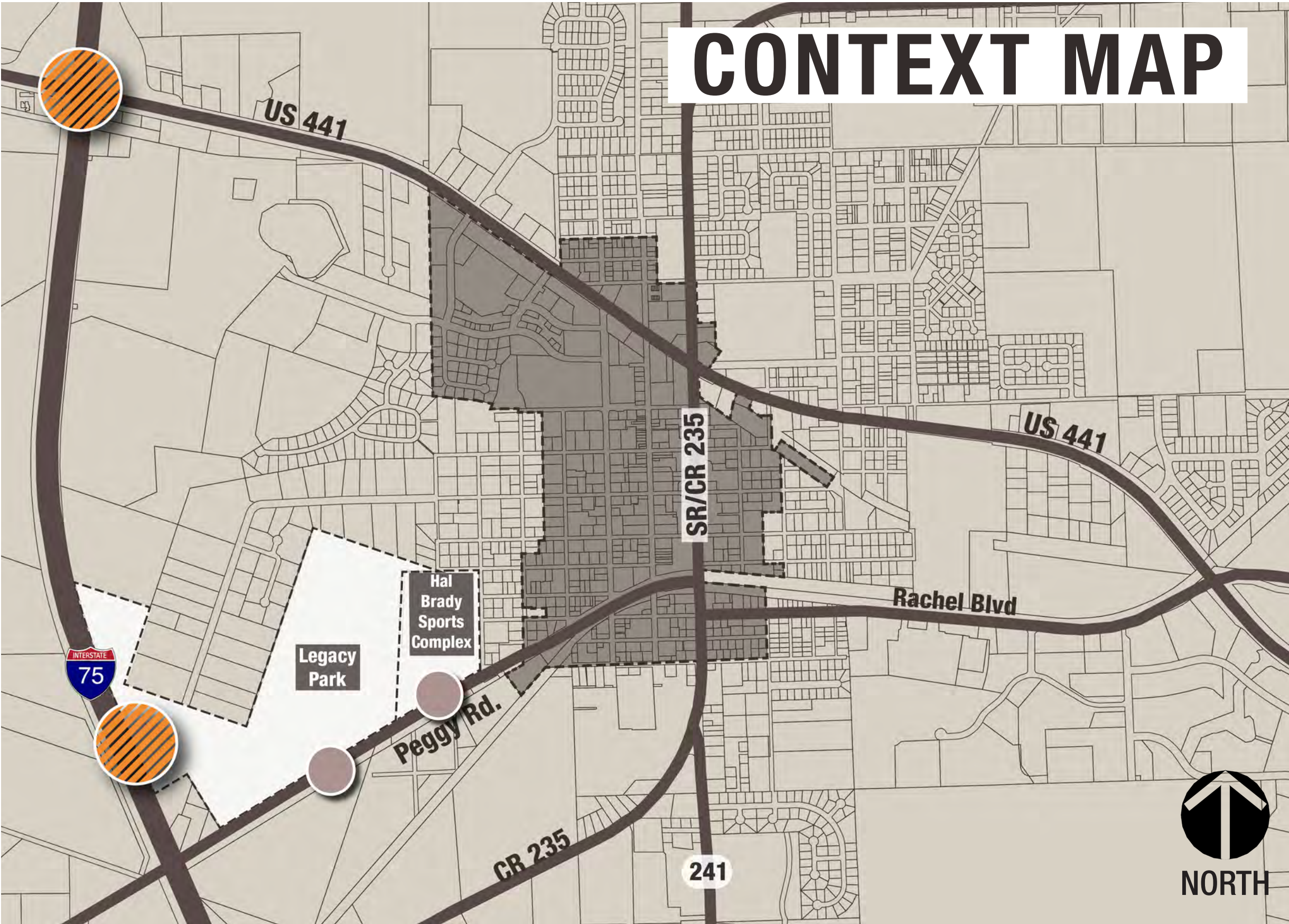
TASK 2: Sign Placement & Types



GATEWAY SIGNS

CITY OF ALACHUA WAYFINDING MASTER PLAN

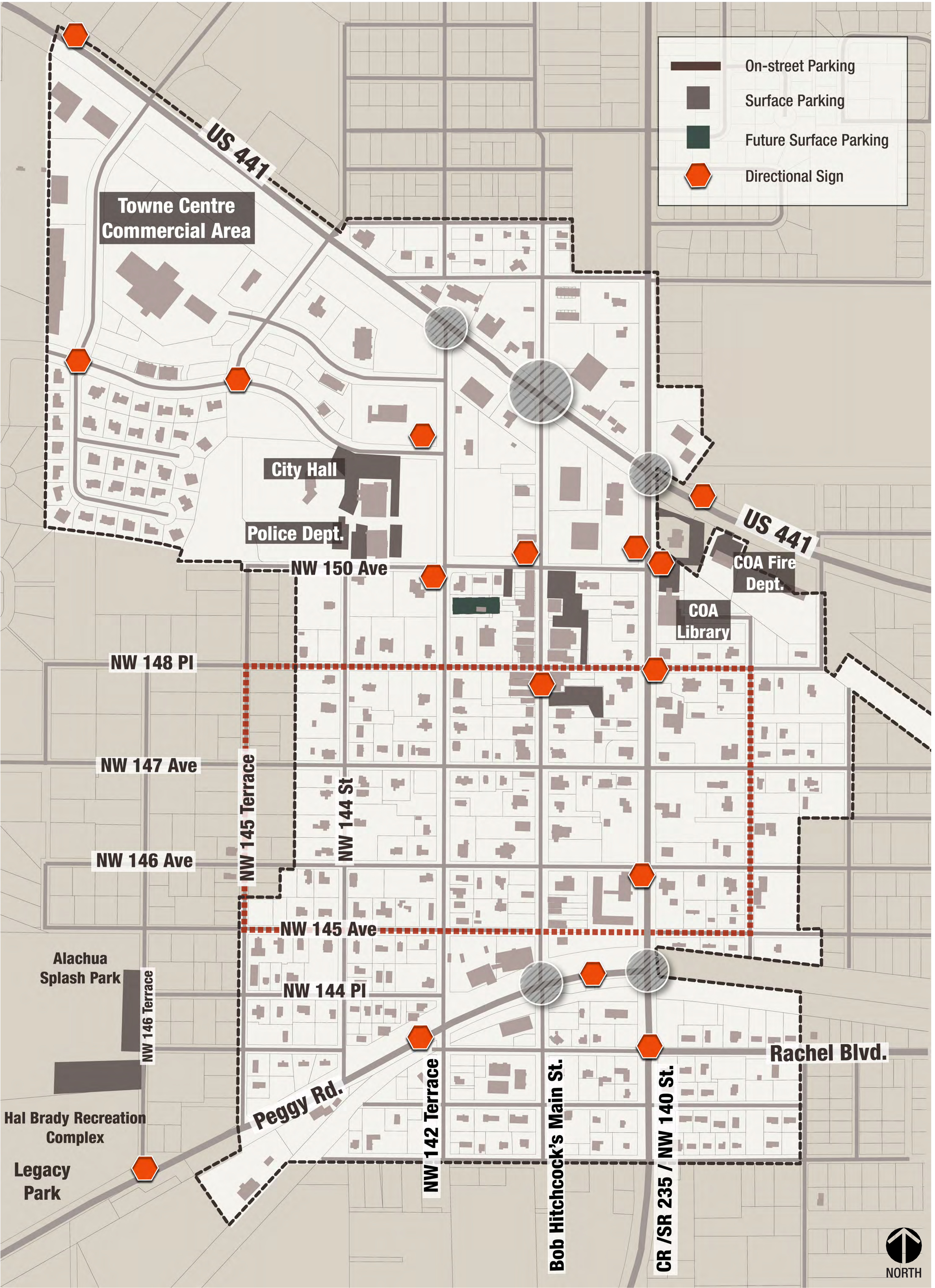
TASK 2: Sign Placement & Types



GATEWAY SIGNS

CITY OF ALACHUA WAYFINDING MASTER PLAN

TASK 2: Sign Placement & Types



DIRECTIONAL SIGNS

CITY OF ALACHUA WAYFINDING MASTER PLAN

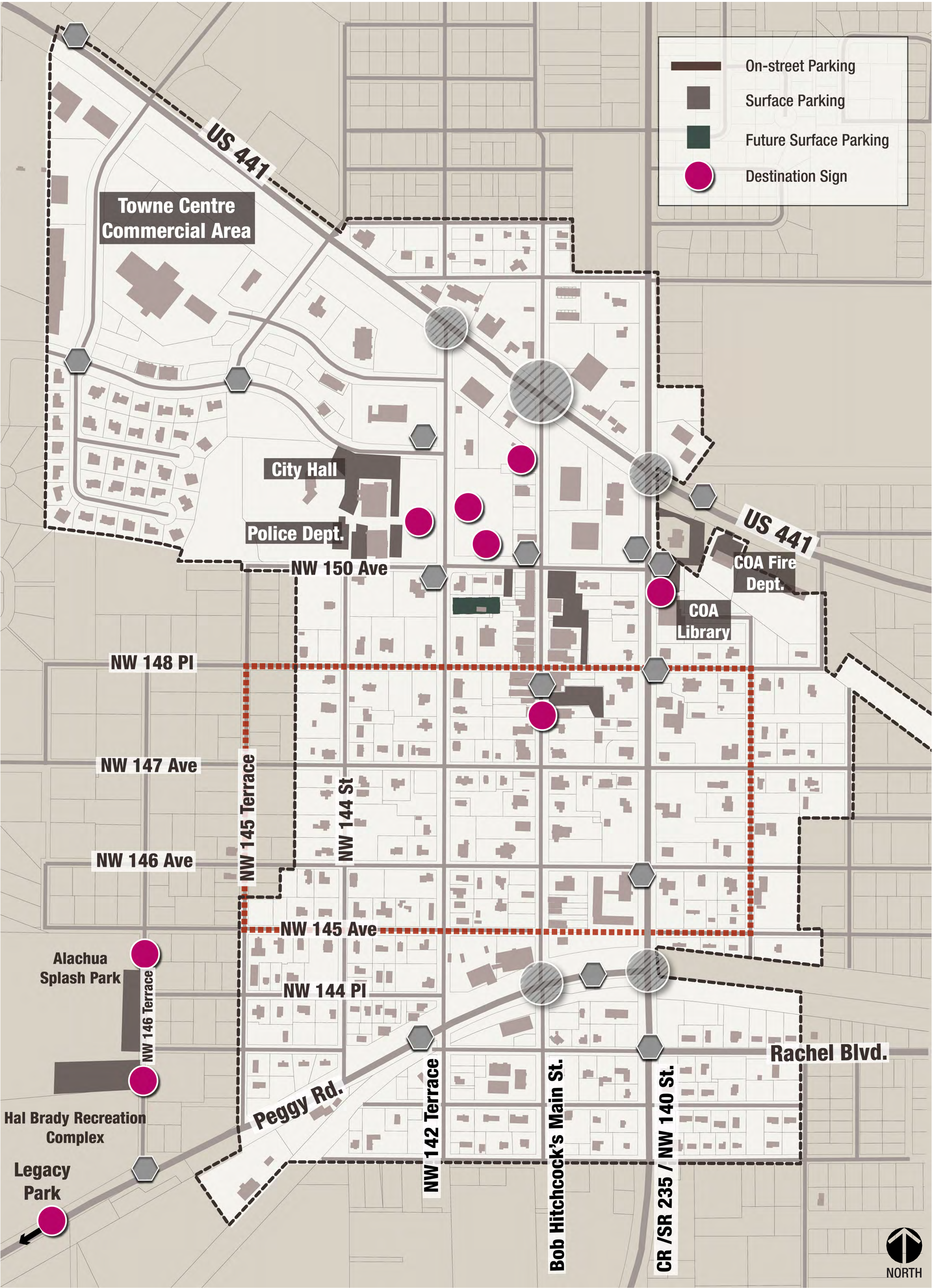
TASK 2: Sign Placement & Types



DIRECTIONAL SIGNS

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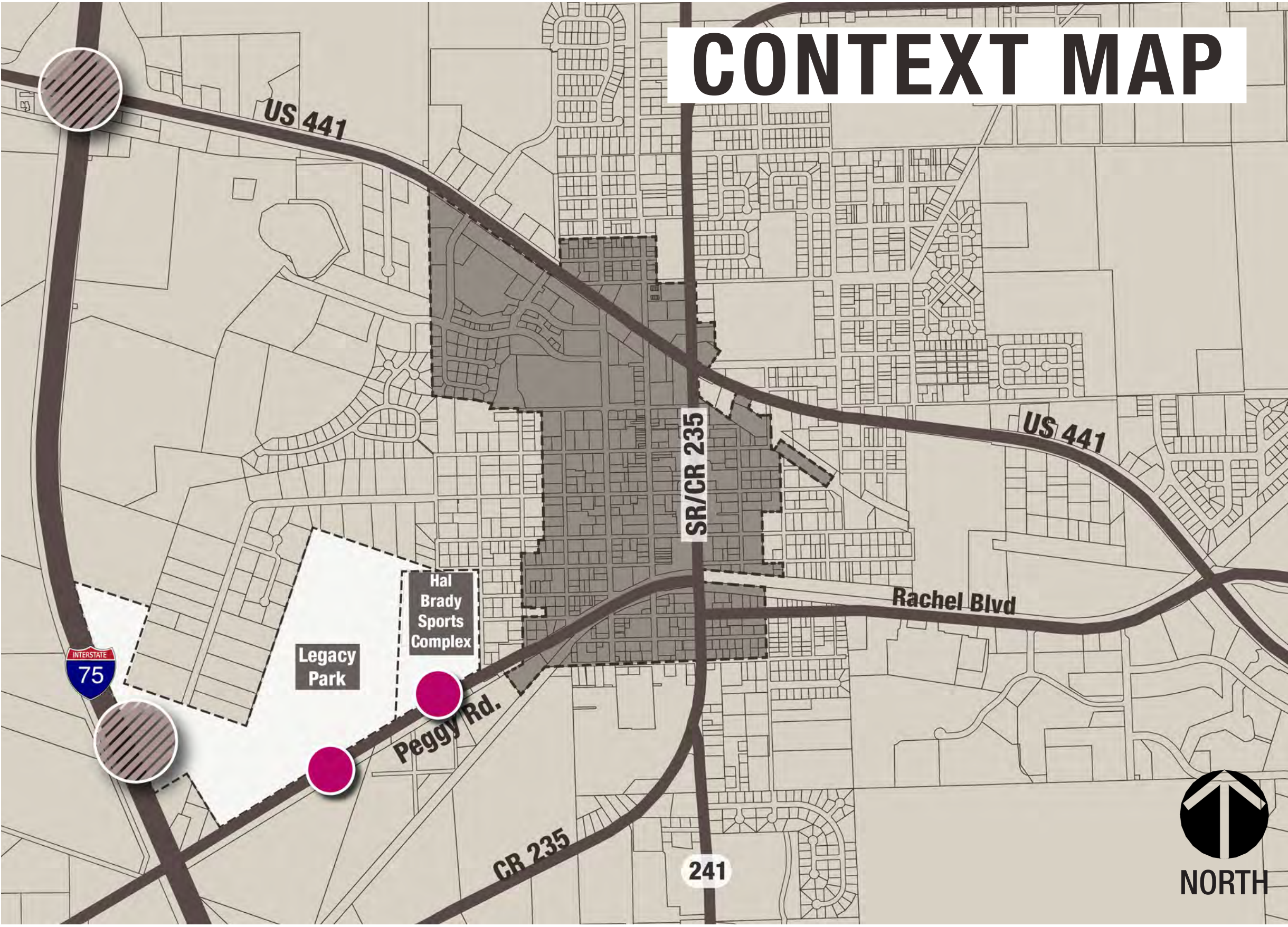
TASK 2: Sign Placement & Types



DESTINATION SIGNS

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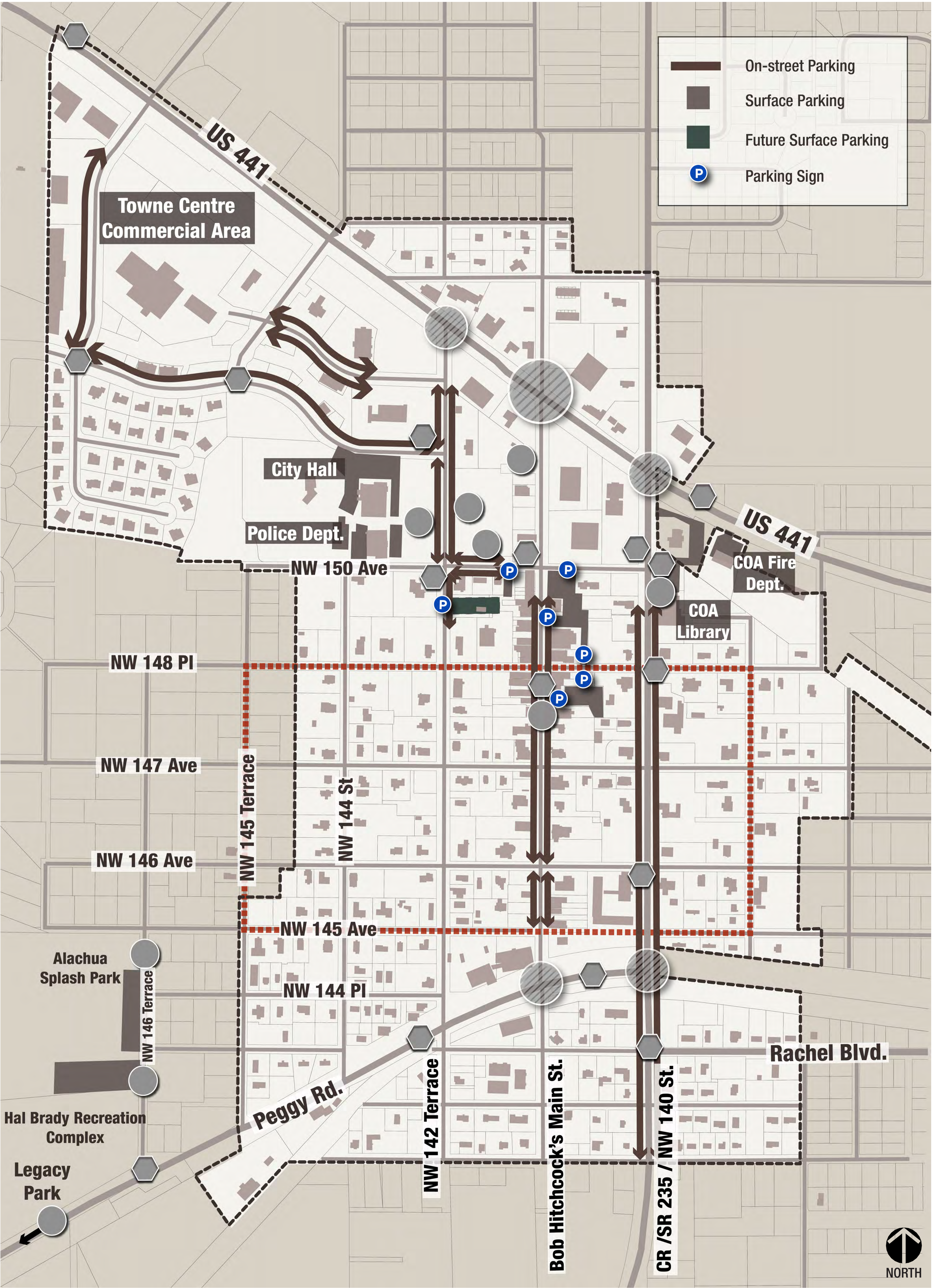
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DESTINATION SIGNS

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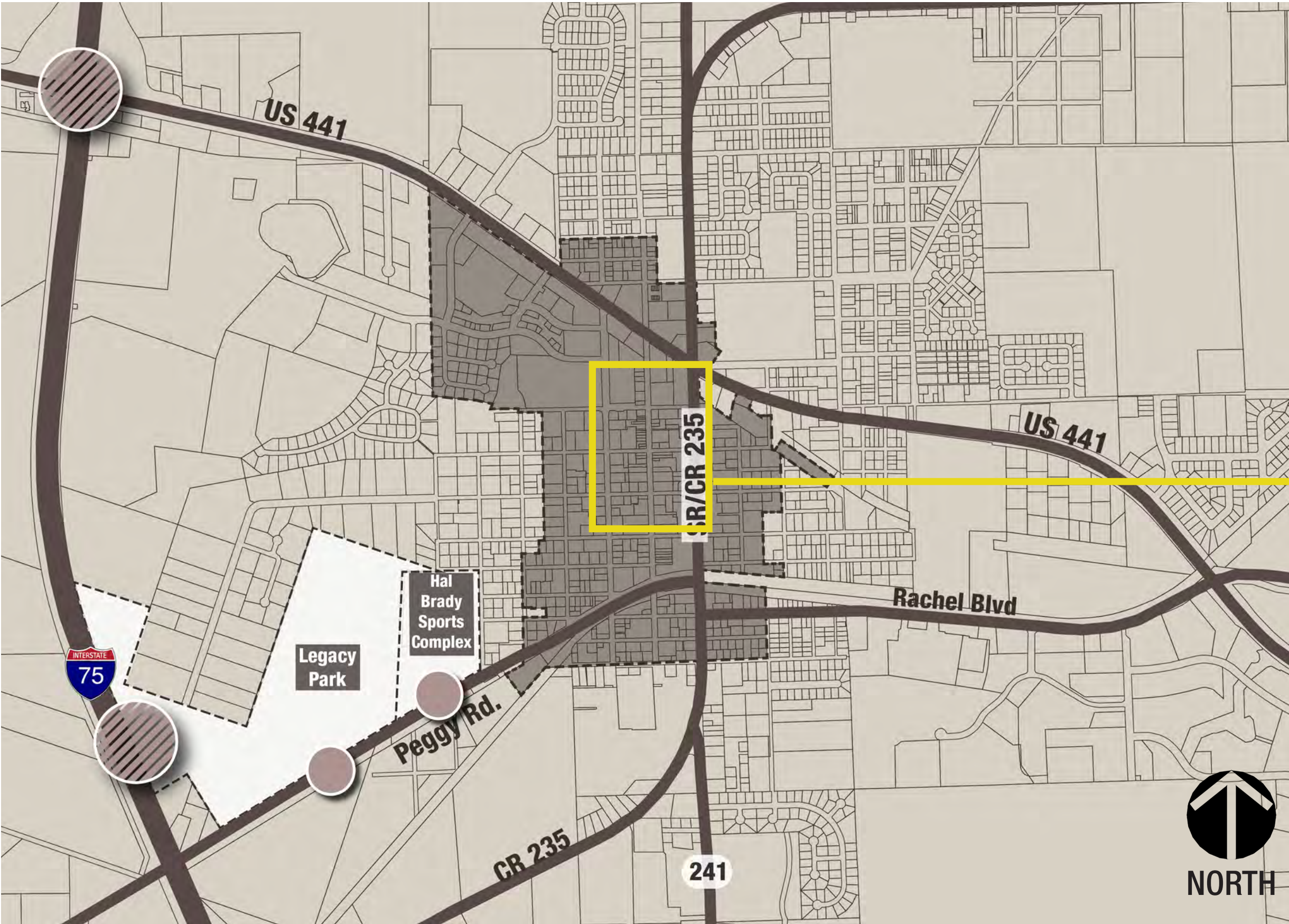
TASK 2: Sign Placement & Types



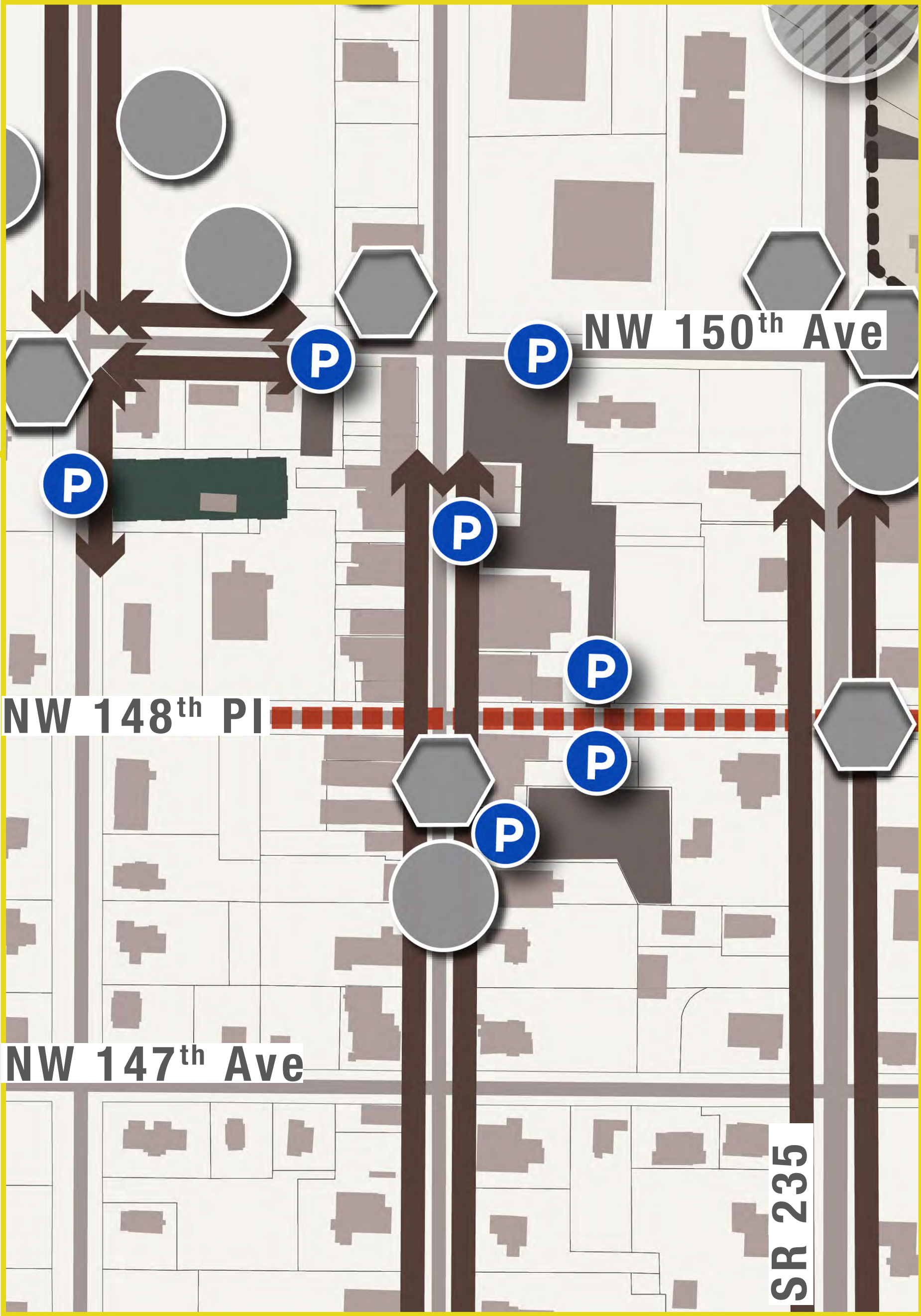
PARKING SIGNS

CITY OF ALACHUA WAYFINDING MASTER PLAN

TASK 2: Sign Placement & Types



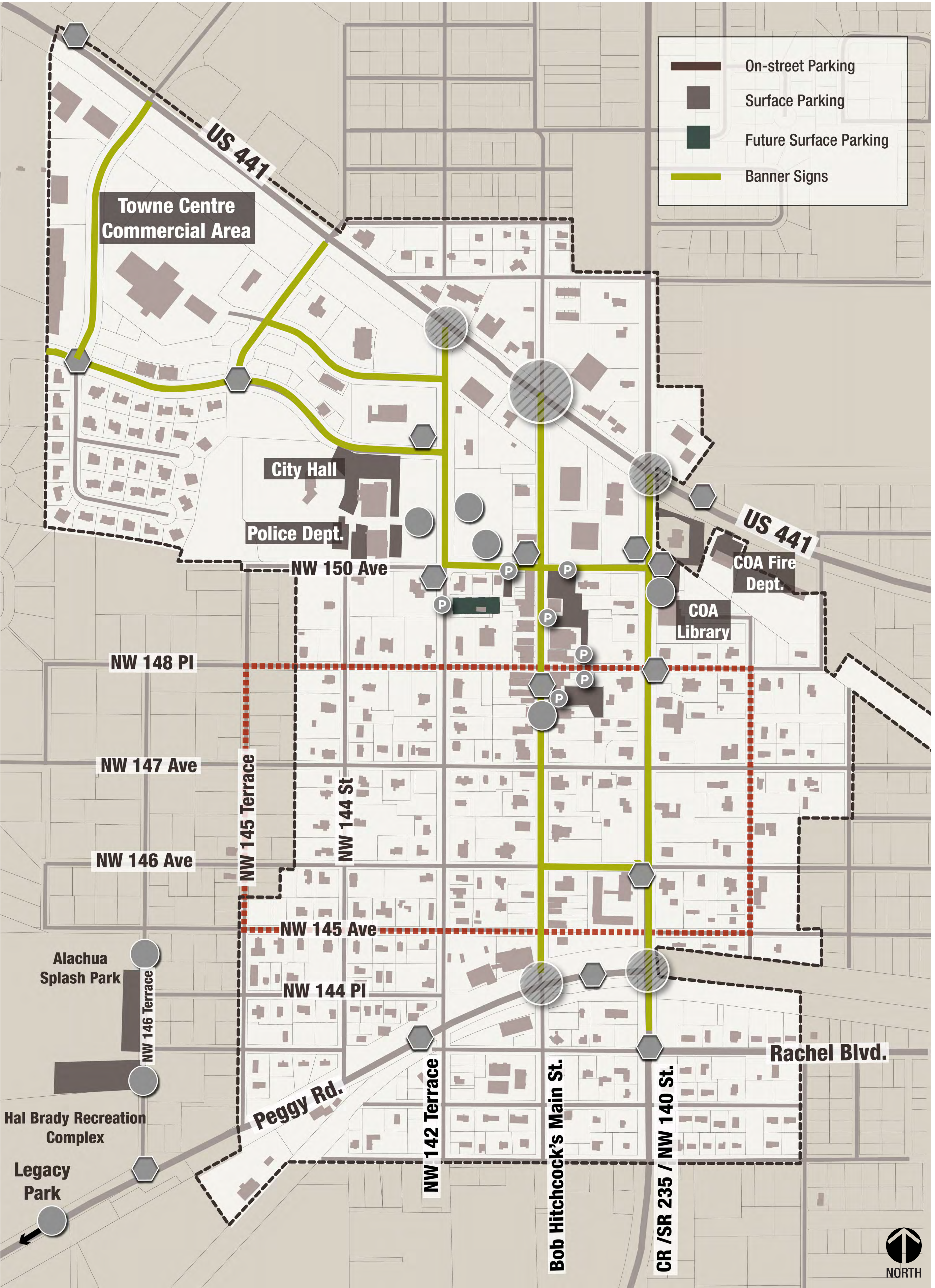
KEY MAP



PARKING SIGNS

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TASK 2: Sign Placement & Types



BANNER SIGNS



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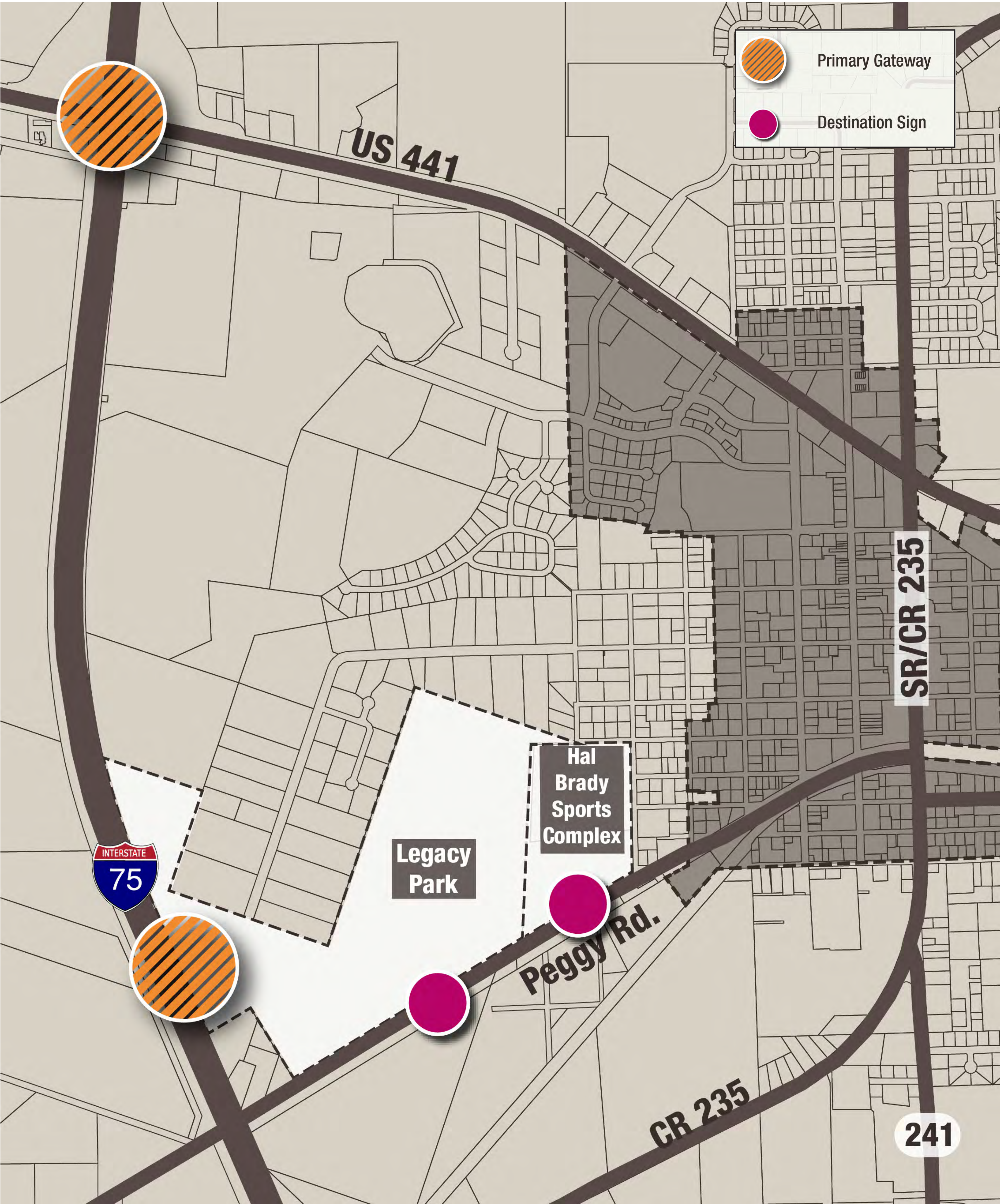
TASK 2: Sign Placement & Types



BANNER SIGNS

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TASK 2: Sign Placement & Types



OVERALL SIGN MAP: CONTEXT



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TASK 2: Sign Placement & Types



OVERALL SIGN MAP



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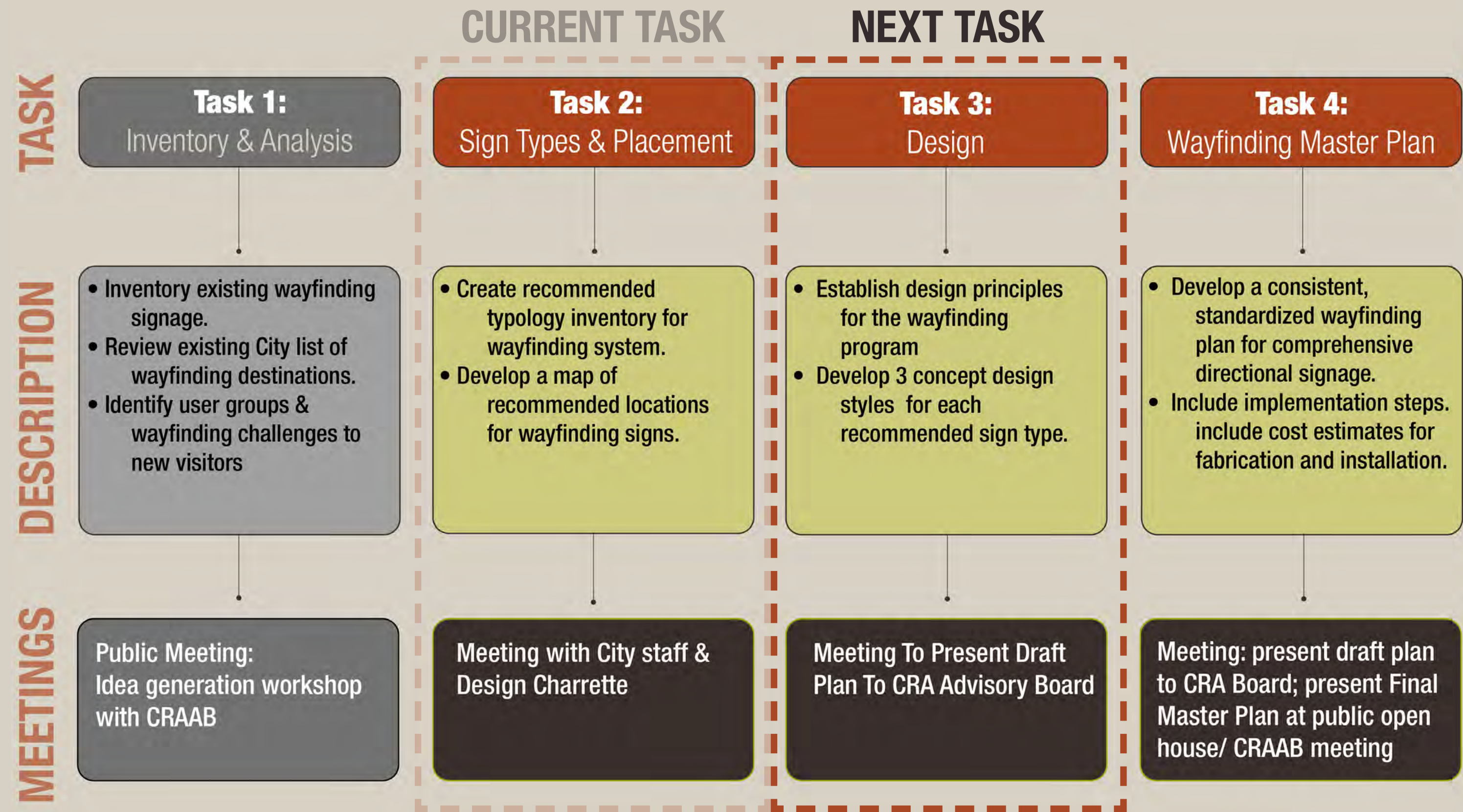


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03.1 | Next Steps



QUESTIONS & COMMENTS?

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