

CITY OF ALACHUA

WAYFINDING MASTER PLAN

TASK 3: Design

prepared by:

CHW
Professional Consultants



**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

03.1 | Process

CURRENT TASK

TASK

DESCRIPTION

MEETINGS

Task 1:

Inventory & Analysis

- Inventory existing wayfinding signage.
- Review existing City list of wayfinding destinations.
- Identify user groups & wayfinding challenges to new visitors

Public Meeting:
Idea generation workshop
with CRAAB

Task 2:

Sign Types & Placement

- Create recommended typology inventory for wayfinding system.
- Develop a map of recommended locations for wayfinding signs.

Meeting To Present Draft
Plan To CRA Advisory Board

Task 3:

Design

- Establish design principles for the wayfinding program
- Develop 3 concept design styles for each recommended sign type.

Meeting To Present Draft
Plan to CRA Advisory Board
& to CRA Board

Task 4:

Wayfinding Master Plan

- Develop a consistent, standardized wayfinding plan for comprehensive directional signage.
- Include implementation steps. Include cost estimates for fabrication and installation.

Present Final Master Plan
at public open house/
CRAAB meeting

03.2 | Proposed Sign Typology

GATEWAY



Monumental / large-scale signs which create a sense of arrival and signify entry into the CRA District.

DESTINATION



Destination signs indicate arrival at a key destination point.

DIRECTIONAL



Directional signs provide information for pedestrian and vehicular travelers in order to get them safely to their destination.

PARKING



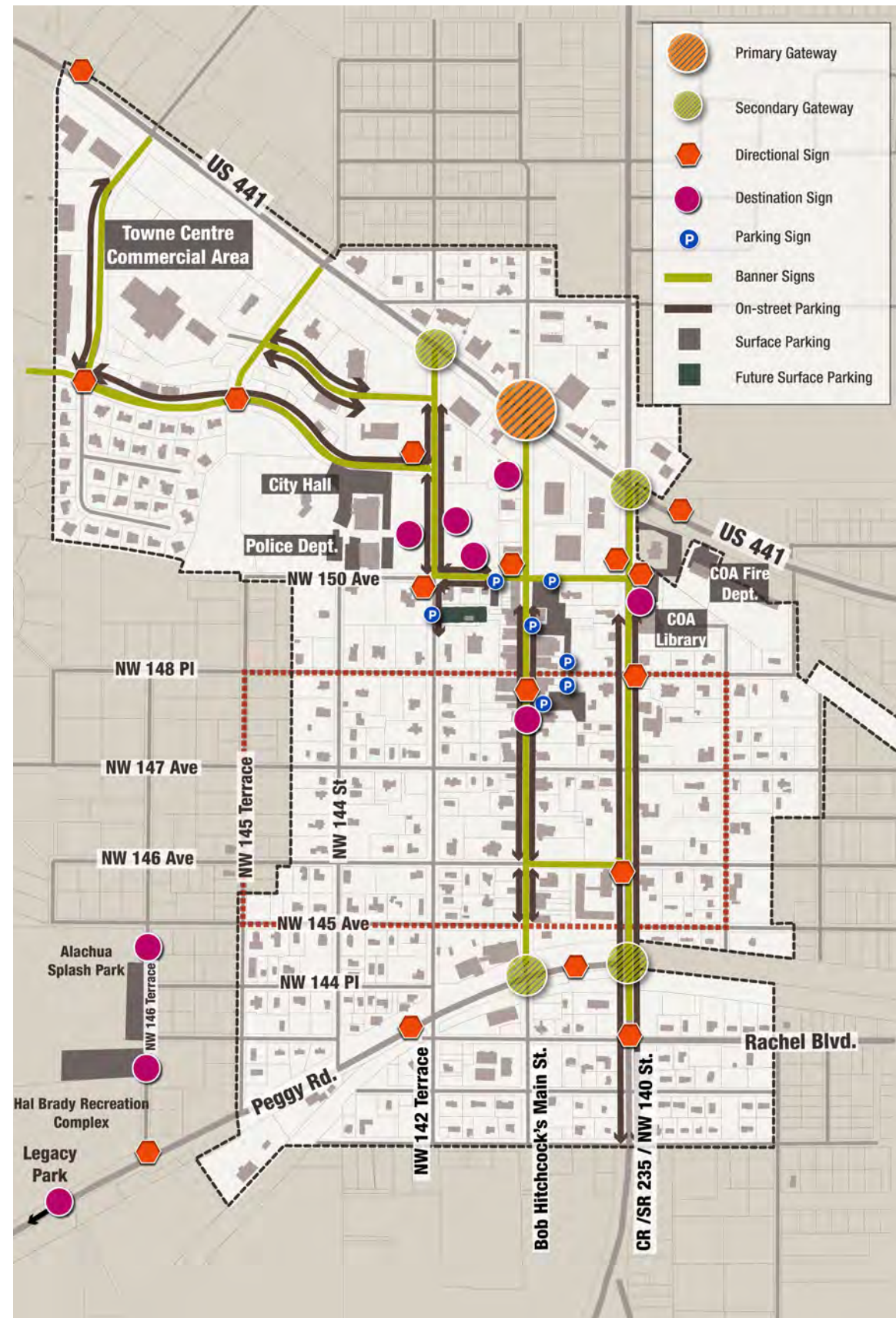
Parking signage directs vehicular visitors to available public parking lots.

BANNER



Banner signs create a festive atmosphere and continue the City's branding throughout the CRA District for a cohesive streetscape.

03.3 | Proposed Sign Typology



CONTEXT MAP





SIGNAGE OPTION 1

03.3 | Signage Design

GATEWAY

CITY OF ALACHUA WAYFINDING MASTERPLAN

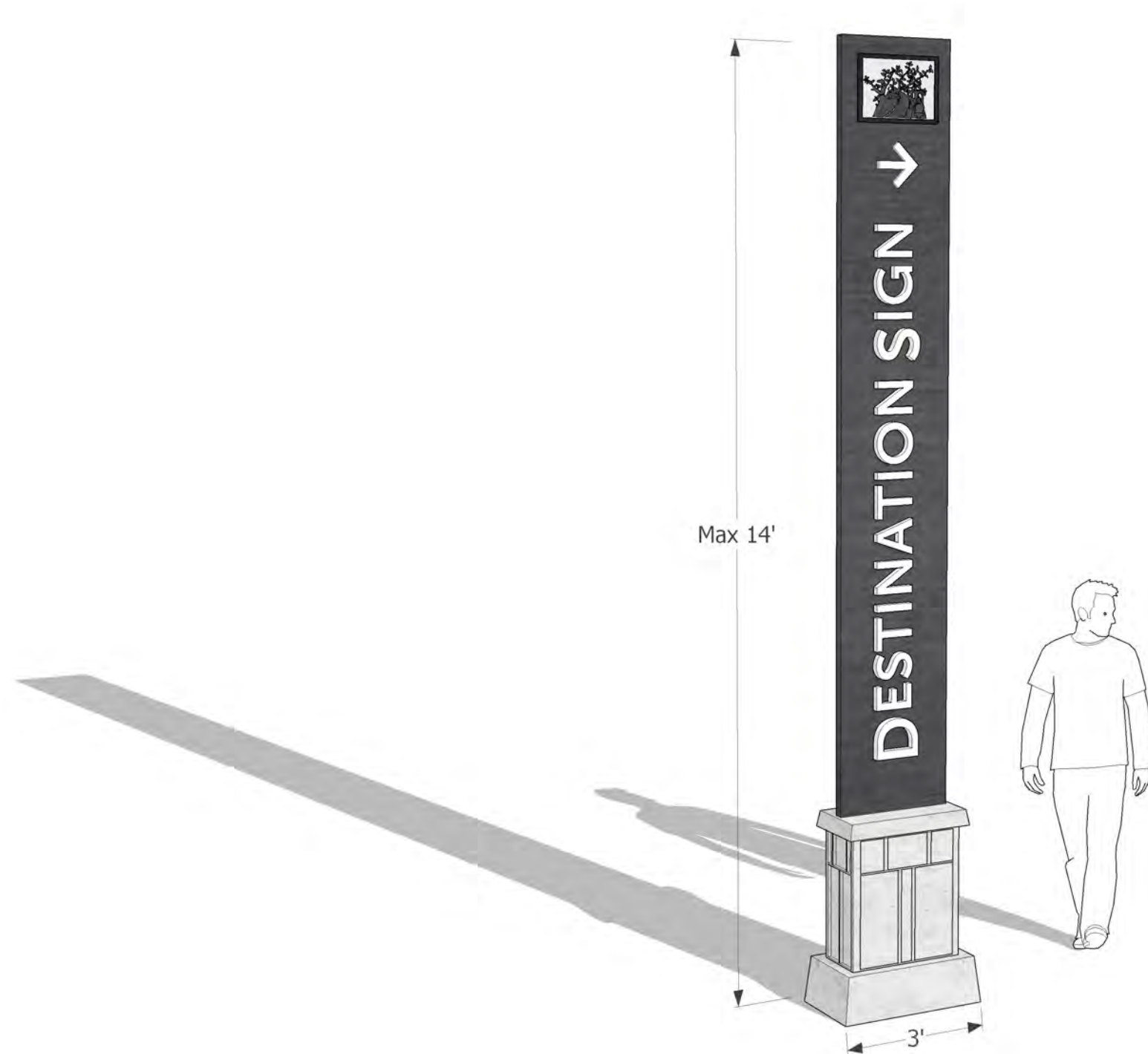
03 | DESIGN



OPTION 1

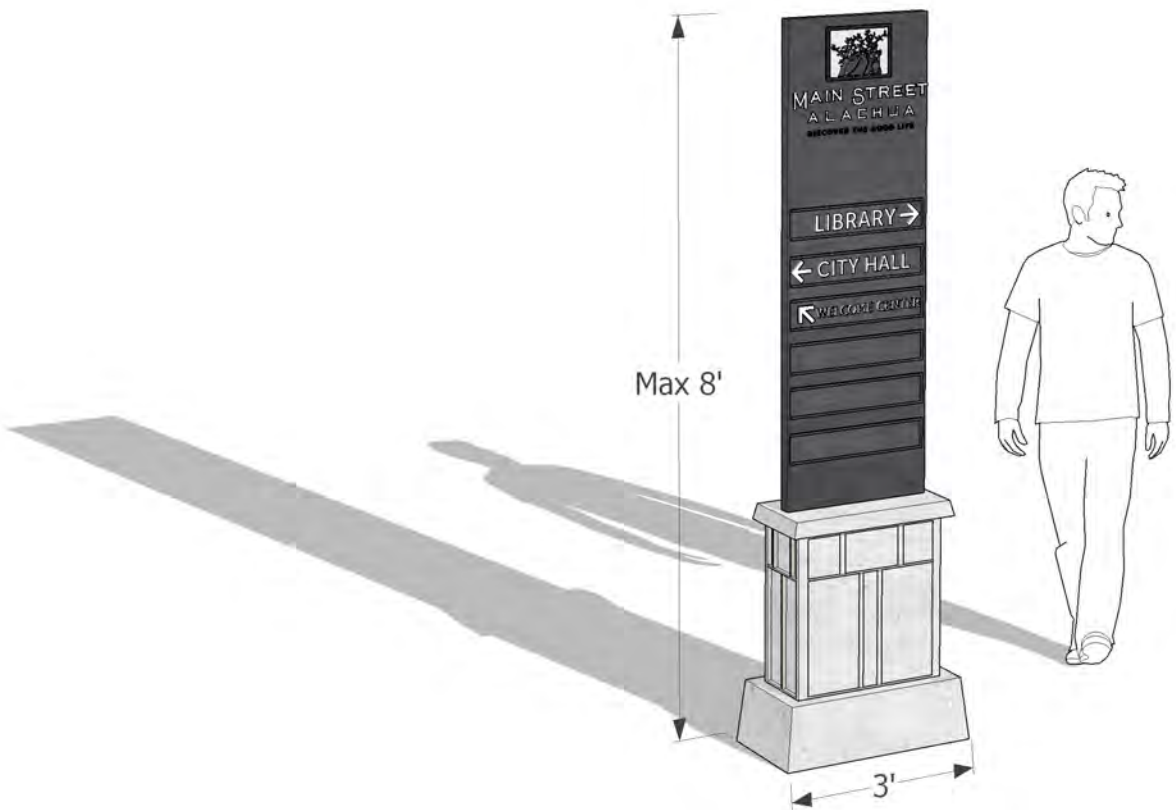
03.4 | Signage Design

DESTINATION



03.5 | Signage Design

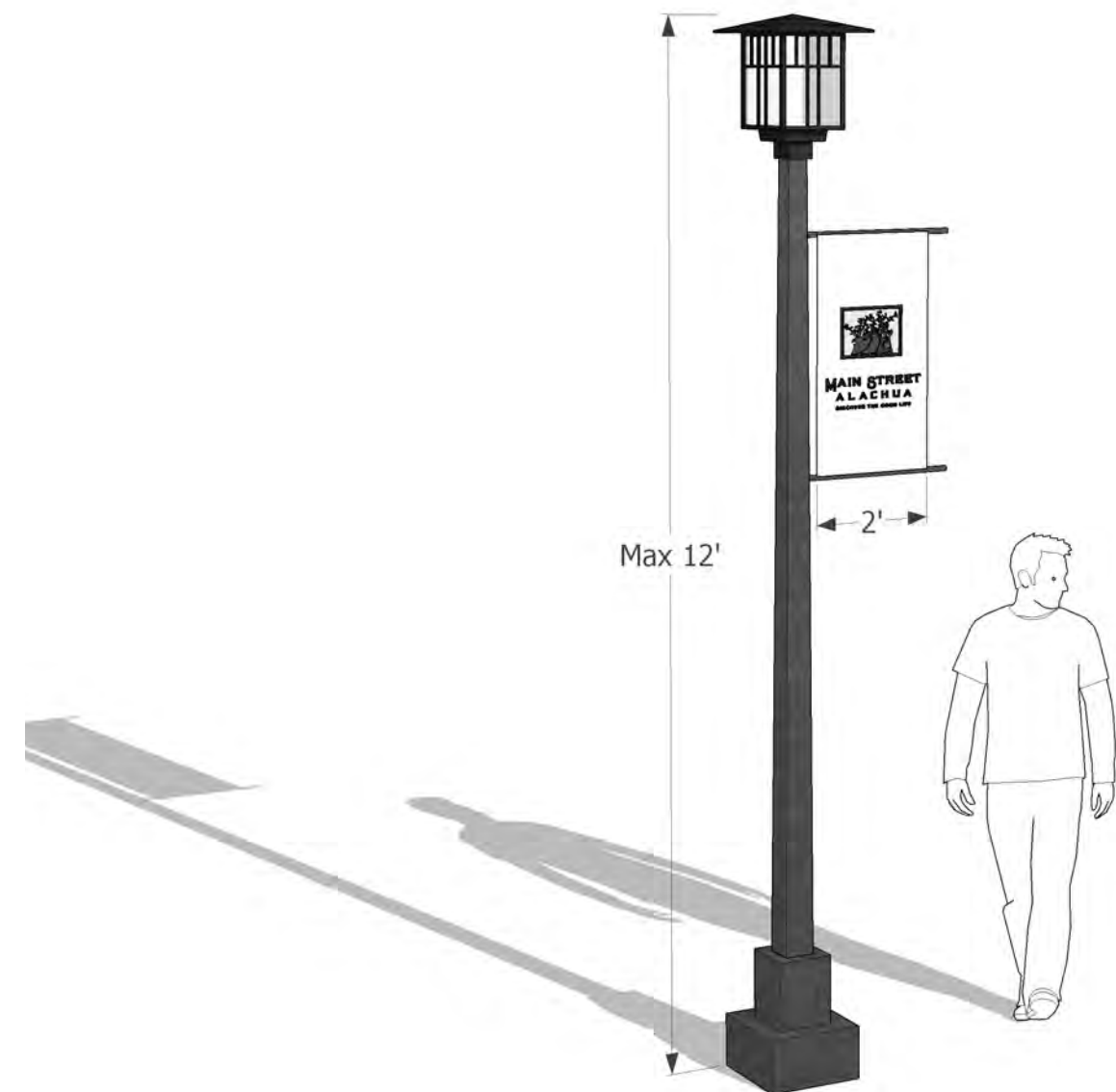
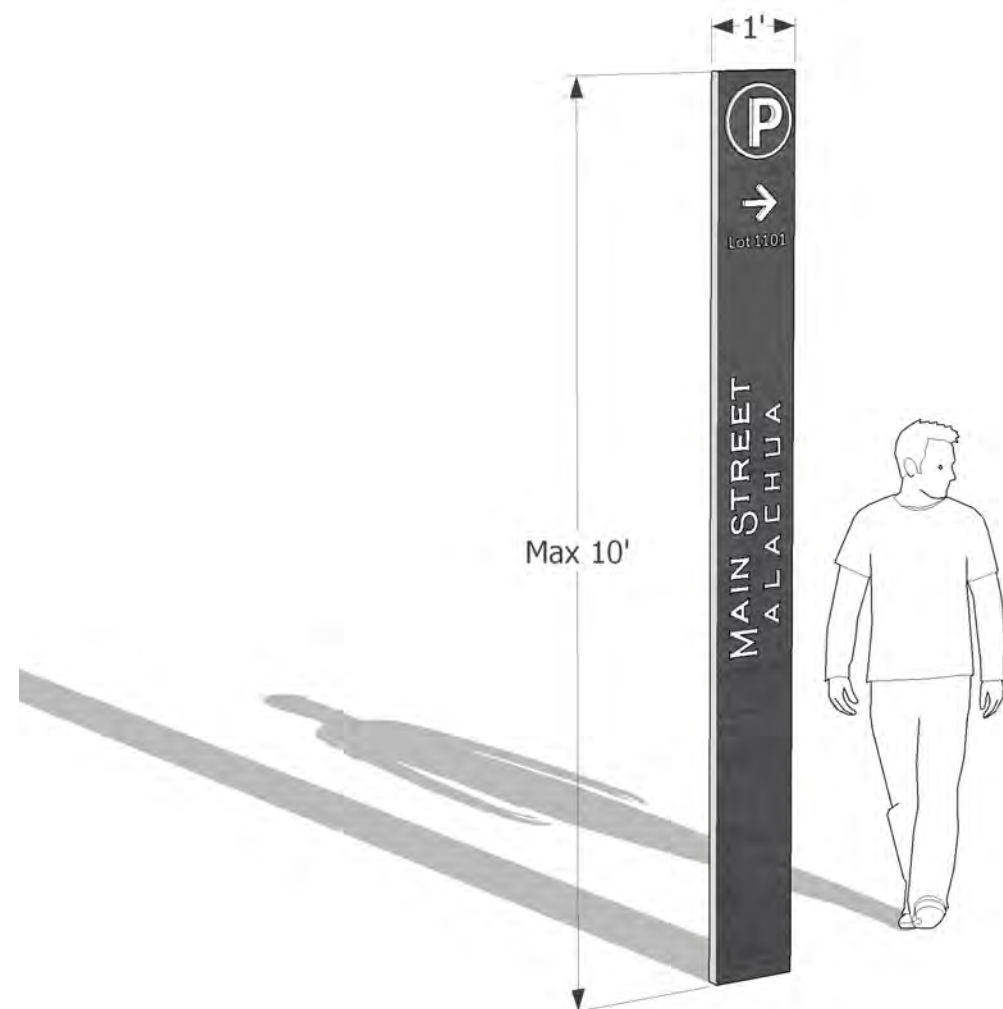
DIRECTIONAL



03.6 | Signage Design

PARKING + BANNER

OPTION 1

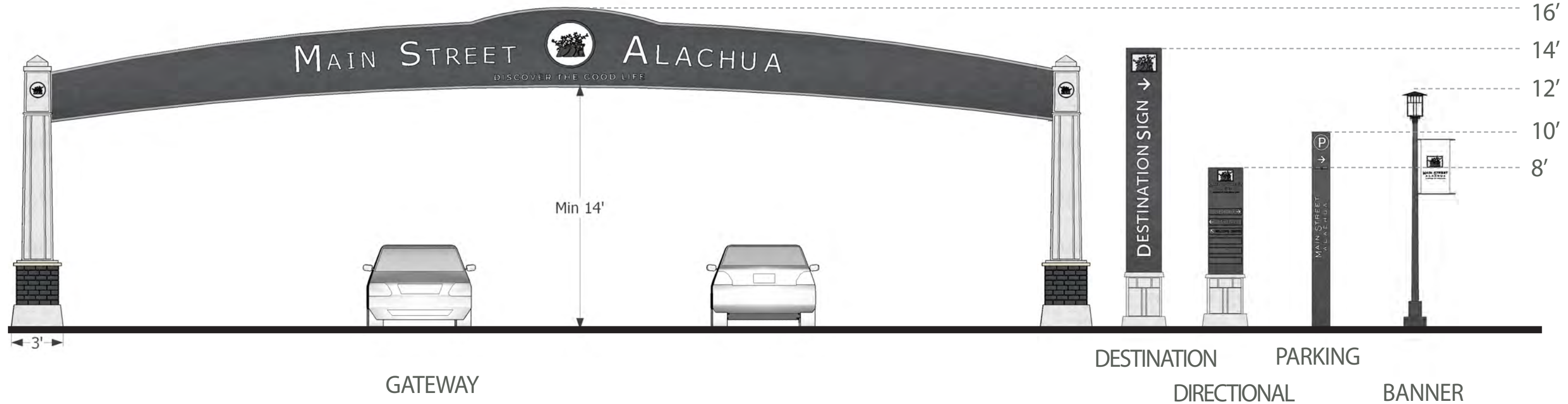


03.7 | Signage Design

HIERARCHY

CITY OF ALACHUA WAYFINDING MASTERPLAN

03 | DESIGN



OPTION 1



SIGNAGE OPTION 2

03.8 | Signage Design

GATEWAY

CITY OF ALACHUA WAYFINDING MASTERPLAN

03 | DESIGN



OPTION 2

03.9 | Signage Design

DESTINATION

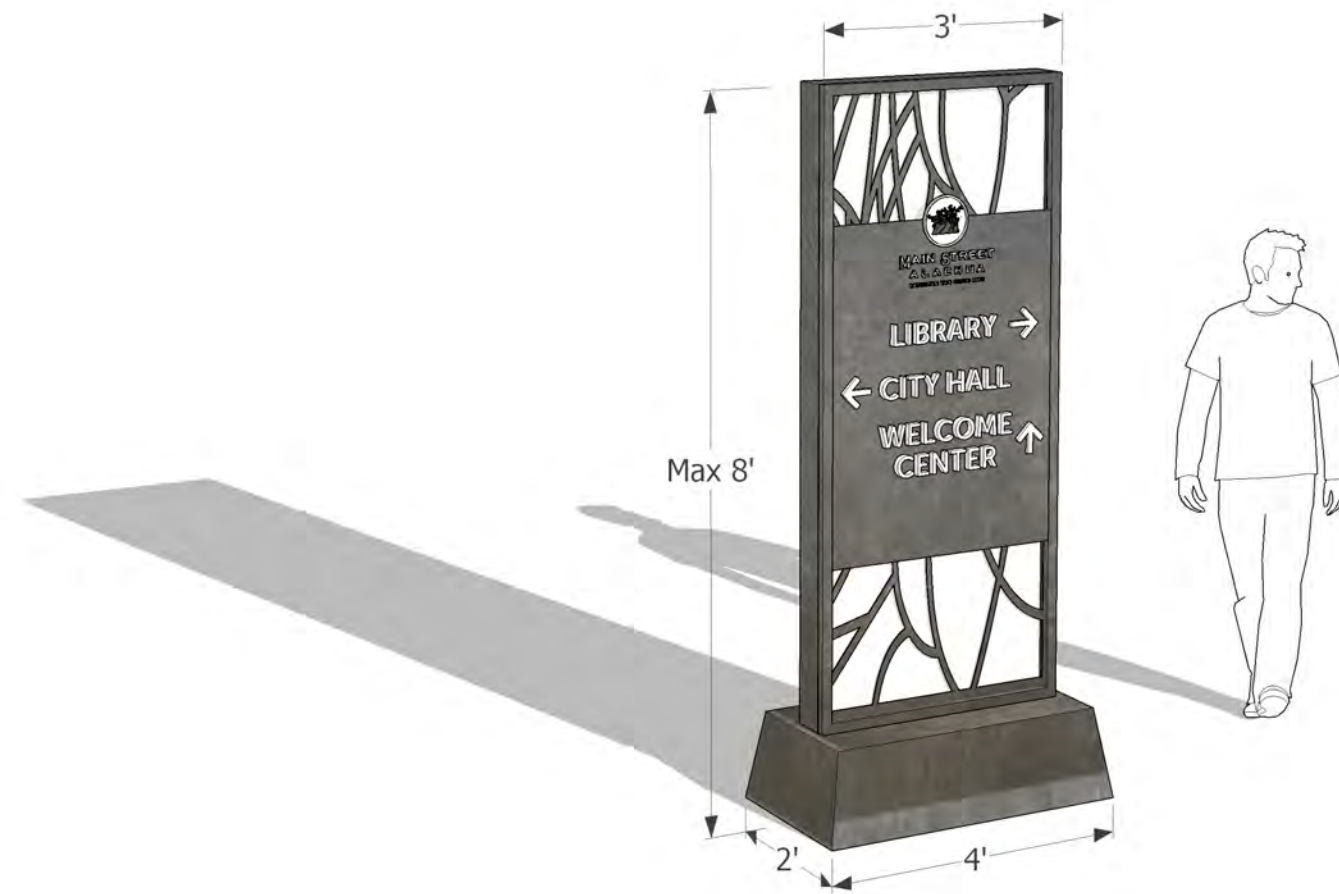


03.10 | Signage Design

DIRECTIONAL

CITY OF ALACHUA WAYFINDING MASTERPLAN

03 | DESIGN

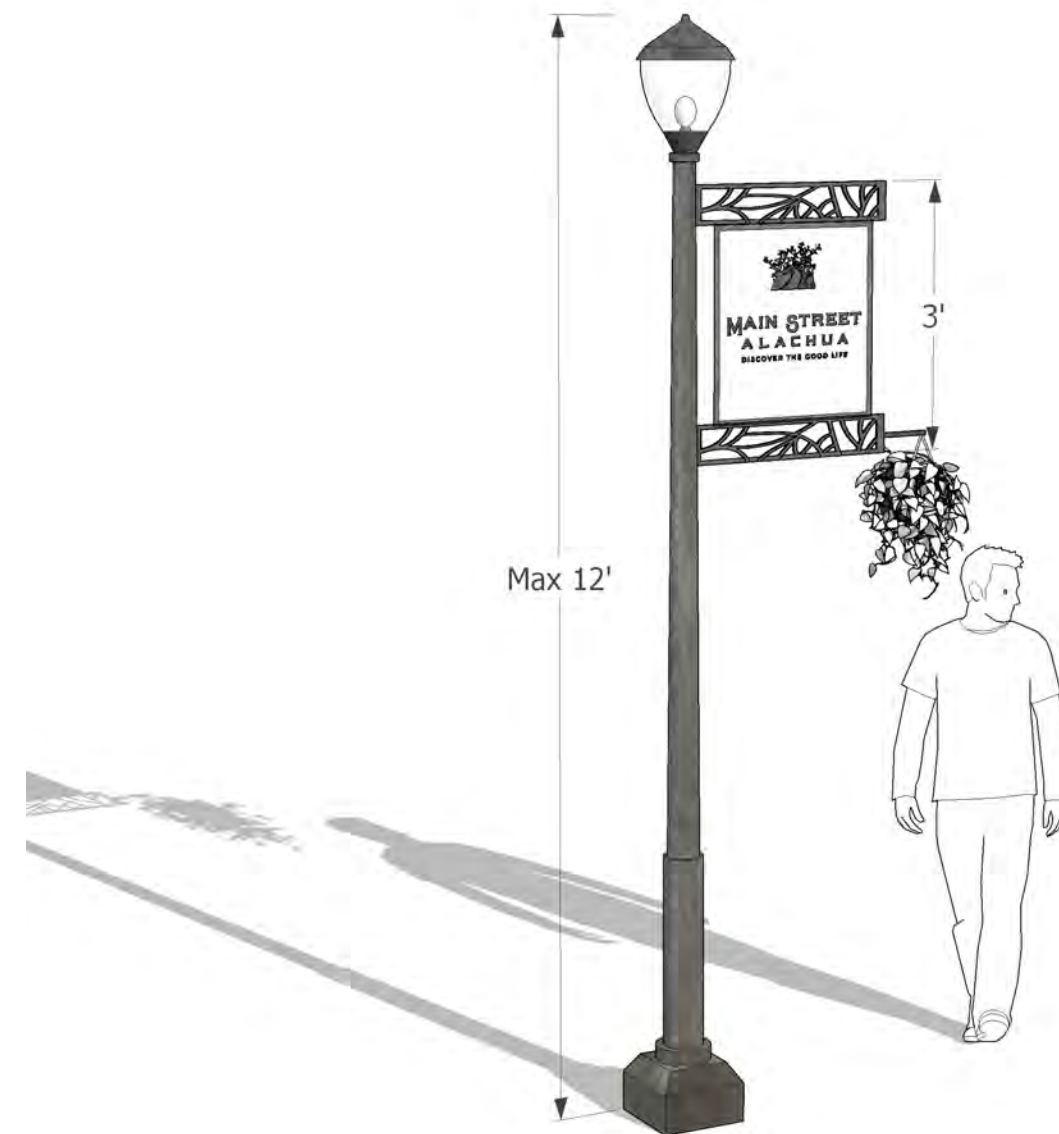
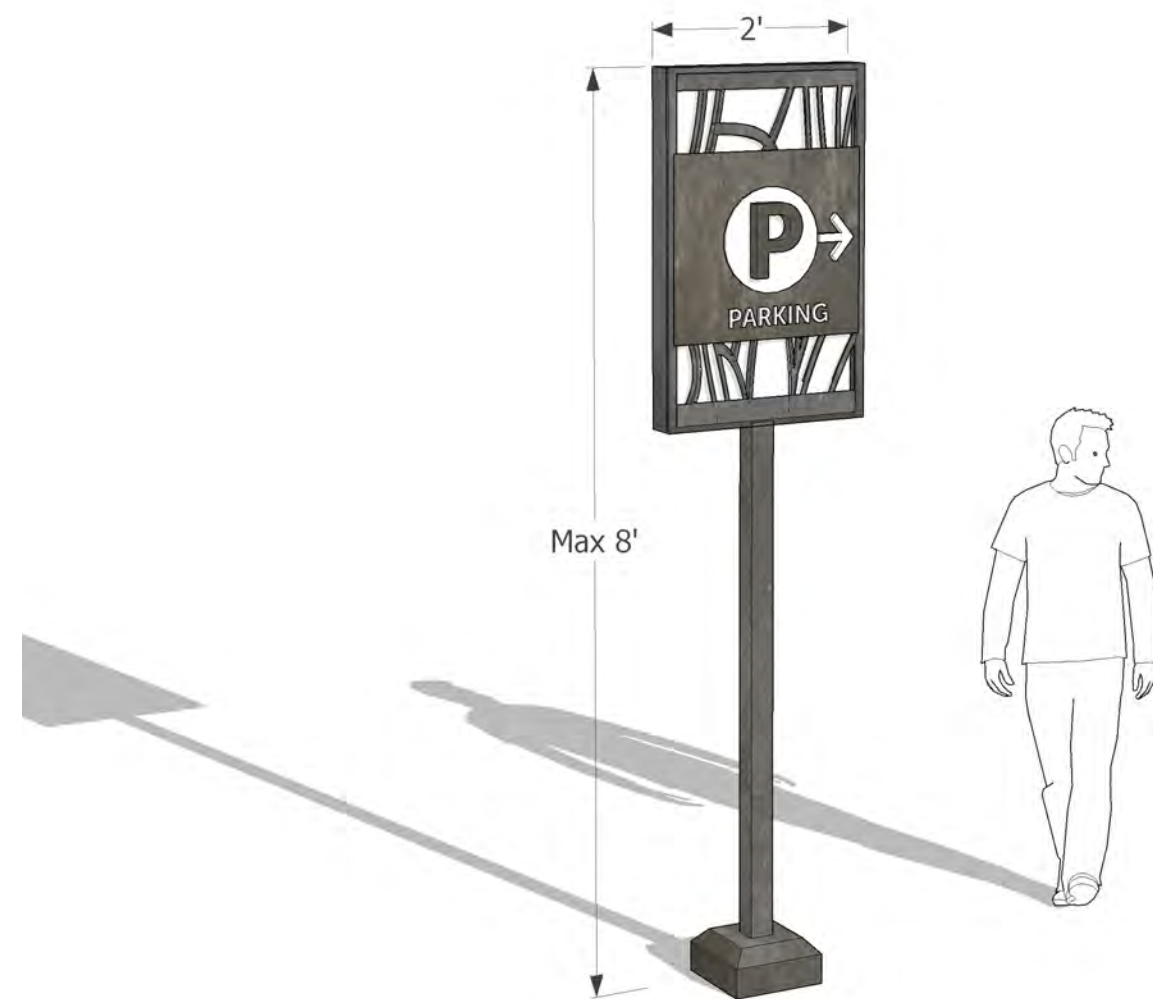


03.11 | Signage Design

PARKING + BANNER

CITY OF ALACHUA WAYFINDING MASTERPLAN

03 | DESIGN



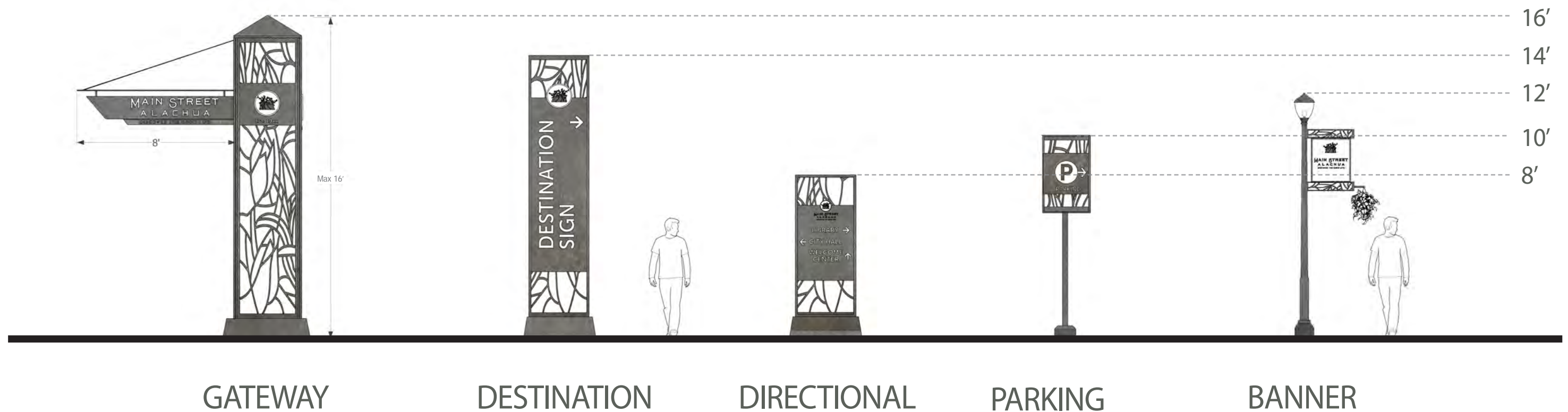
OPTION 2

03.12 | Signage Design

HIERARCHY

CITY OF ALACHUA WAYFINDING MASTERPLAN

03 | DESIGN



OPTION 2



SIGNAGE OPTION **3**

03.13 | Signage Design

GATEWAY

CITY OF ALACHUA WAYFINDING MASTERPLAN

03 | DESIGN



03.14 | Signage Design

DESTINATION

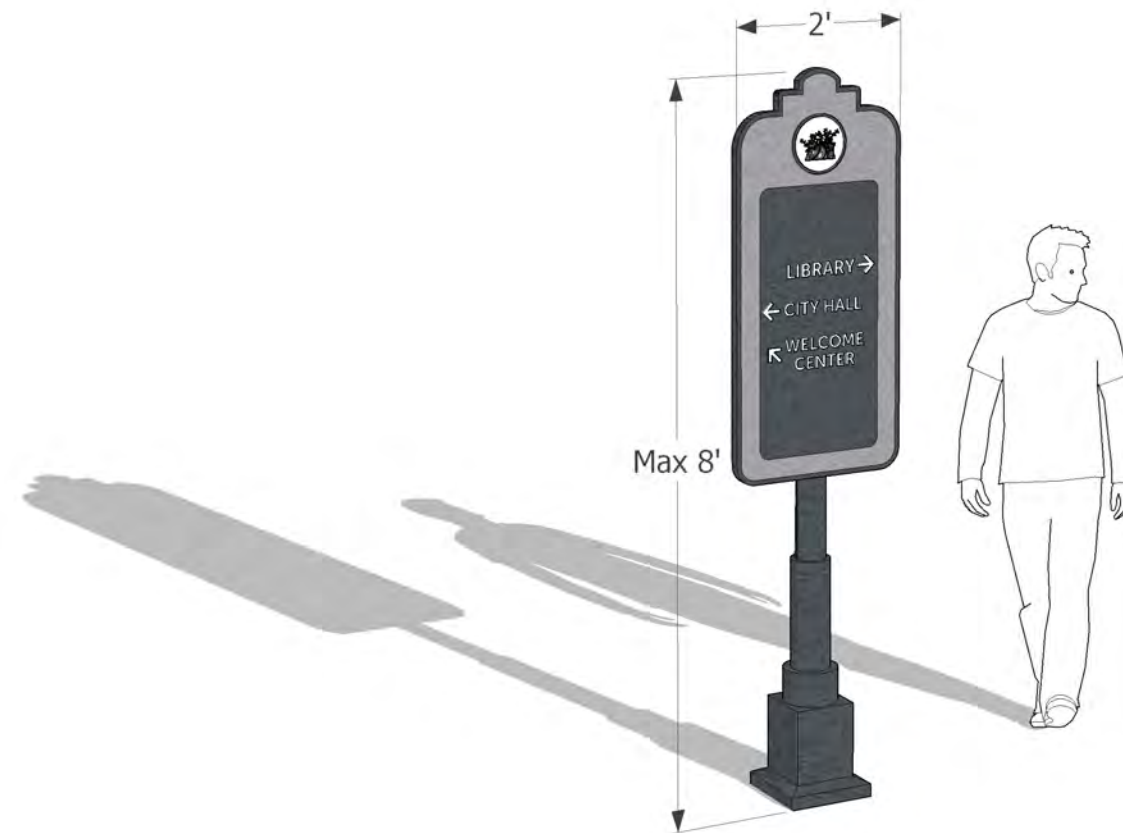


03.15 | Signage Design

DIRECTIONAL

CITY OF ALACHUA WAYFINDING MASTERPLAN

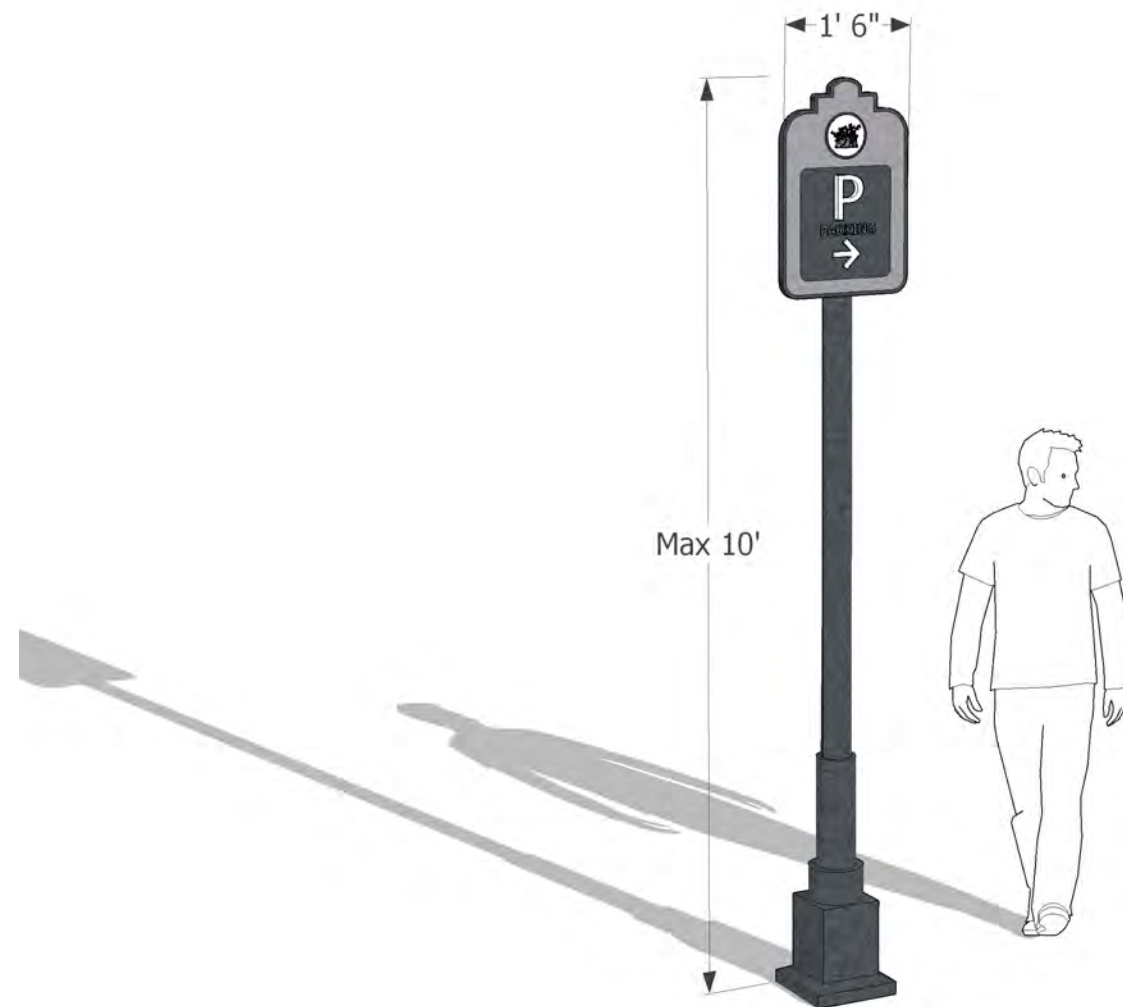
03 | DESIGN



03.16 | Signage Design

PARKING + BANNER

OPTION 3

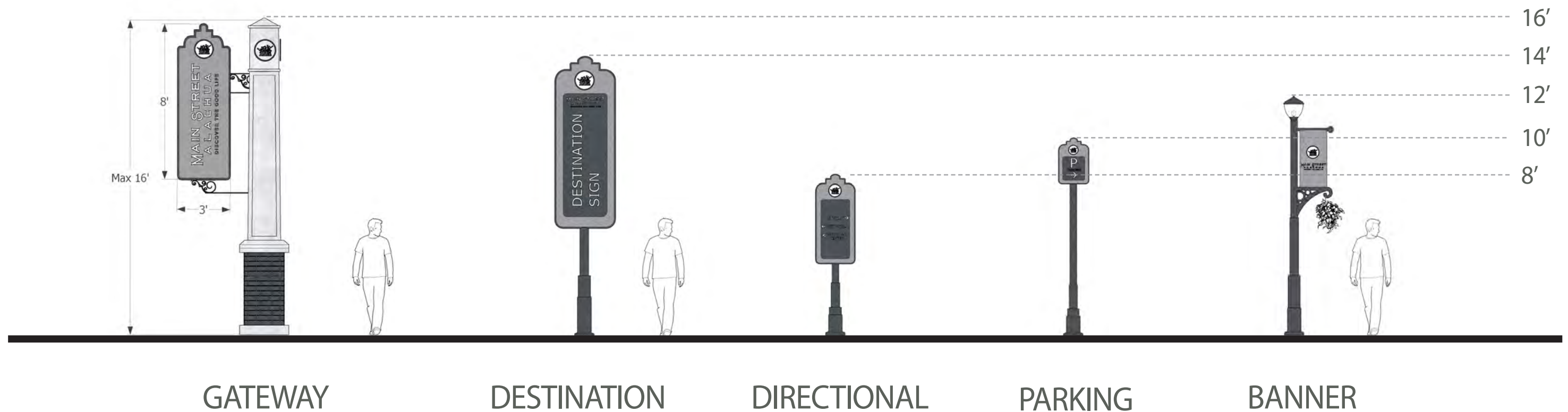


03.17 | Signage Design

HIERARCHY

CITY OF ALACHUA WAYFINDING MASTERPLAN

03 | DESIGN



03.18 | Next Steps

TASK

DESCRIPTION

MEETINGS

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QUESTIONS & COMMENTS?

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