

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

01 INTRODUCTION

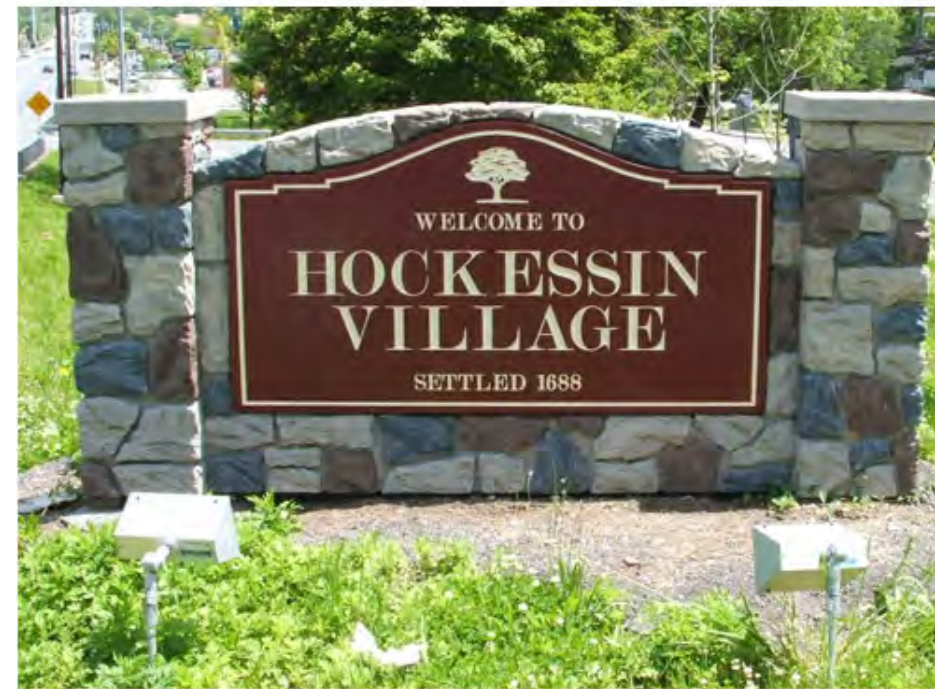
Preface

What is Wayfinding?

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

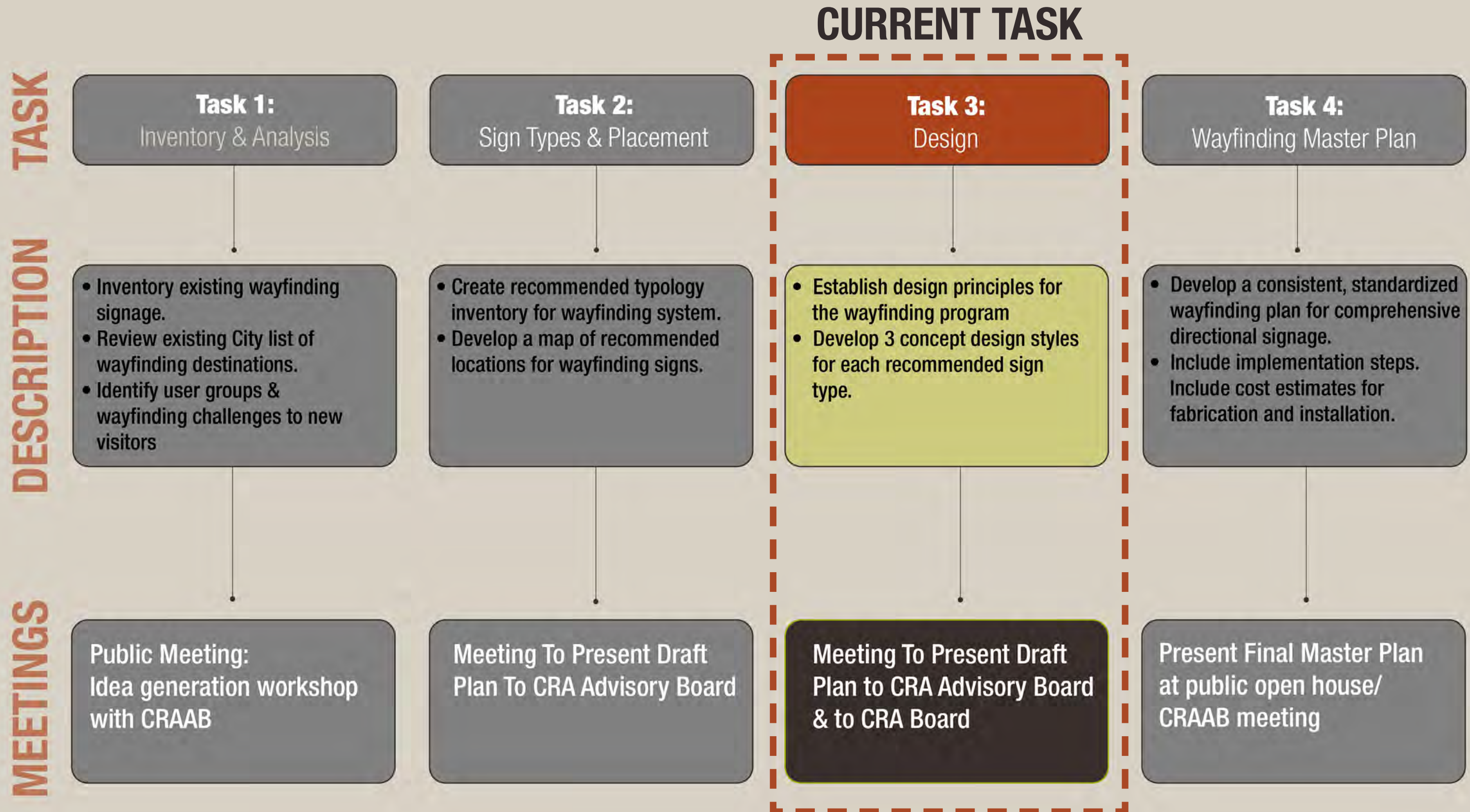
Wayfinding

- 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

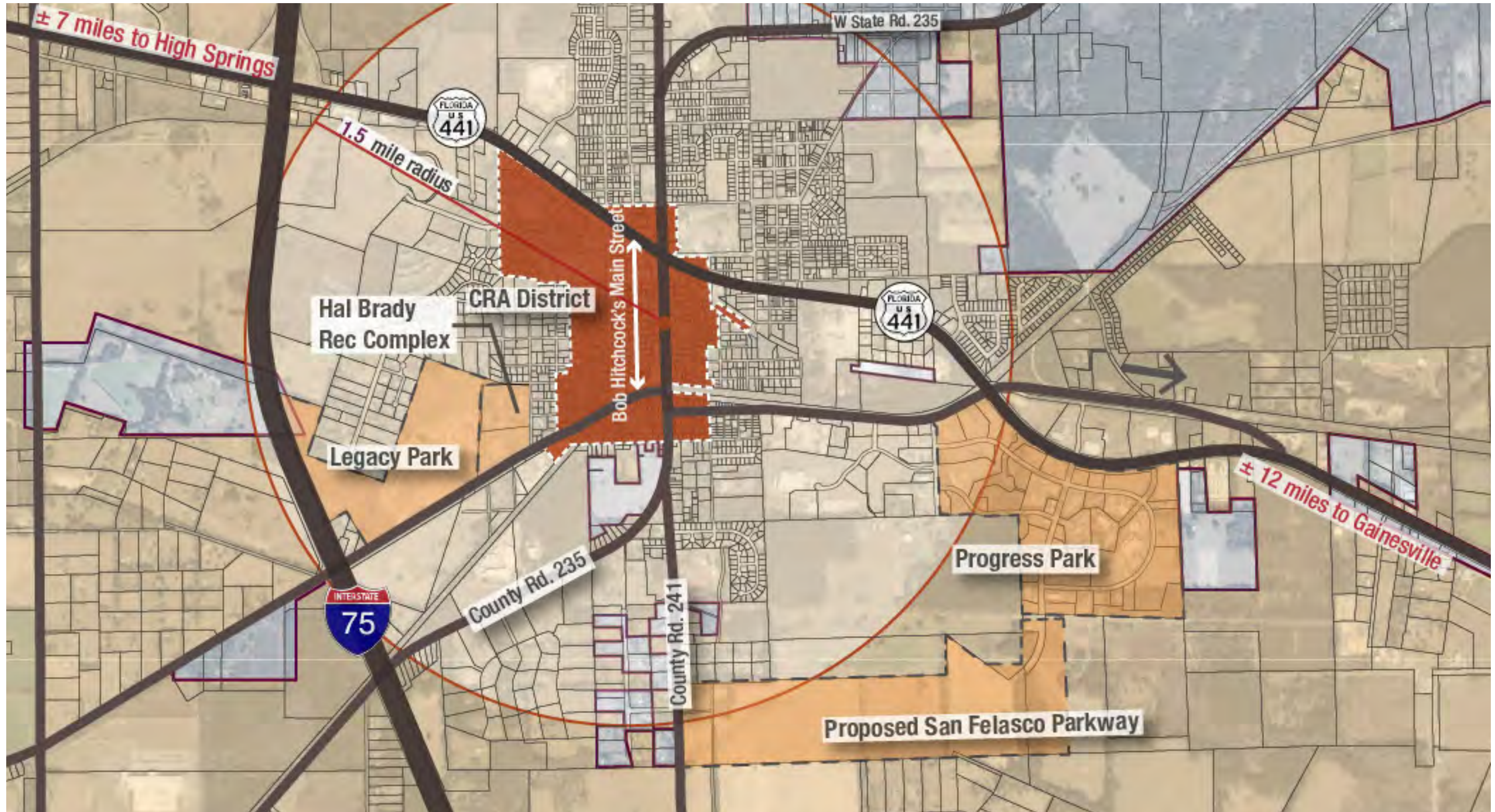
Develop an **easily implementable** wayfinding system.





02 INVENTORY & ANALYSIS

02.1 | Project Context



02.2 | Destinations









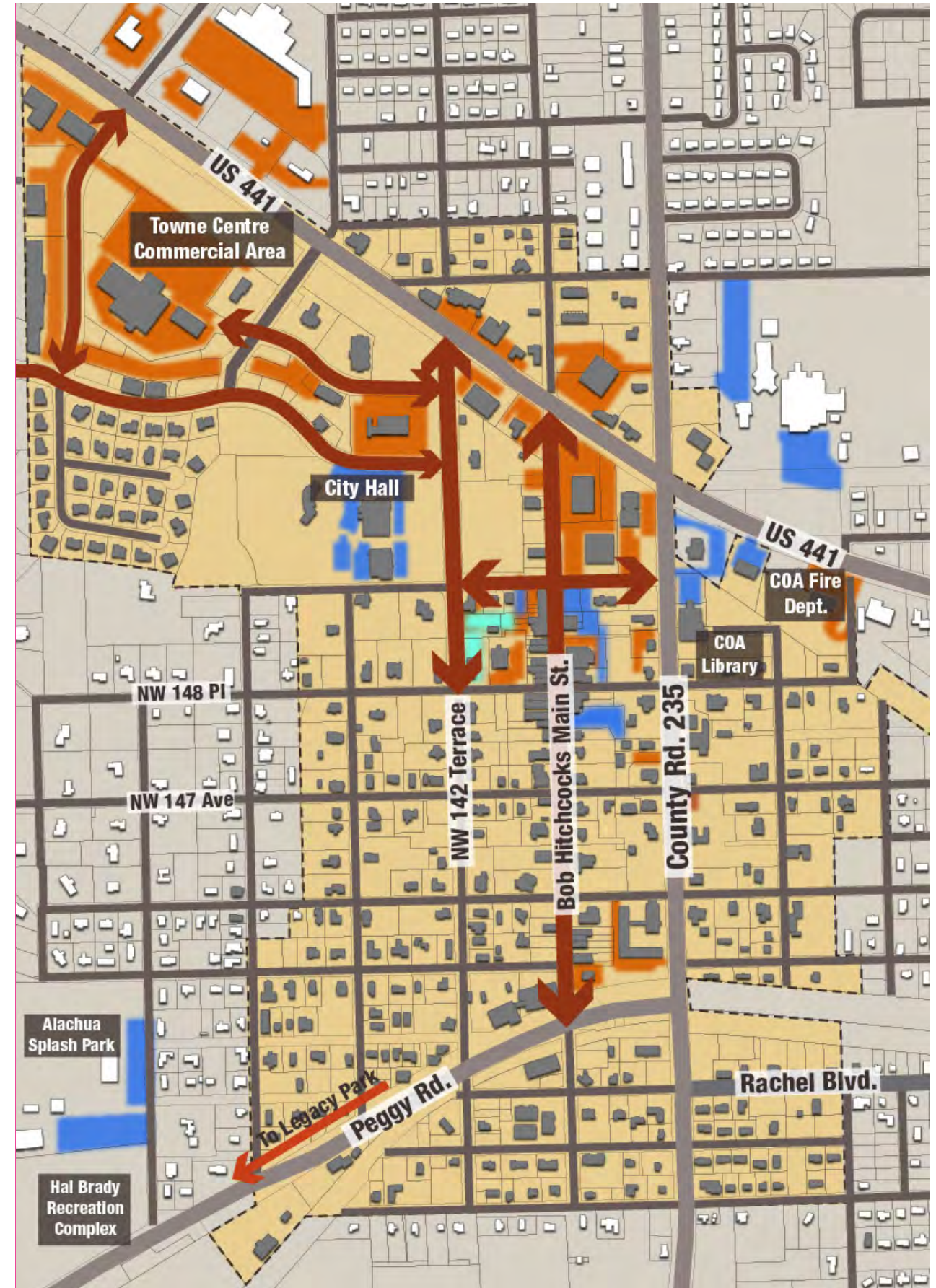
DESTINATIONS

- Legacy Park
- Hal Brady Recreation Complex
- Splash Pad
- Skinner Field
- Lion's Club Park
- City Hall
- Police Department
- Library
- Fire Department
- Alachua Welcome Center
- Main Street Commercial Businesses
- South Main Street Commercial Businesses
- North Main Street Commercial Businesses
- Towne Centre Commercial Businesses
- Businesses on CR 235
- Businesses on US 441

02.3 | Vehicular Access & Public Parking

- Public parking
- Private (individual businesses) parking
- On-street parking

- Private Parking Lots 
- Public Parking Lots 
- Future Public Parking 
- On-Street Parking 
- Major Roads 
- Local Roads 



02.4 | Special Events

JANUARY

MARTIN LUTHER KING, JR. DAY CELEBRATION
 Located at Cleather Hathcock, Sr. Community Center

FEBRUARY

MARCH

RELAY FOR LIFE SURVIVOR DINNER
 Located at The Swick House

APRIL

RELAY FOR LIFE
 Located at Hal Brady Recreation Complex

MAY

CELEBRATION OF BIOTECHNOLOGY
 Located at Foundation Park

JUNE

JULY

FOURTH OF JULY
 Located at Hal Brady Recreation Complex

AUGUST

WHITE CANE WALK
 Located at Alachua County Fire Rescue Station 21

SEPTEMBER

TRICK OR TREAT ON MAIN
 Located on Main Street

OCTOBER

ALACHUA MAIN STREET FESTIVAL
 Located on Main Street

NOVEMBER

CHRISTMAS TREE LIGHTING & SANTA VISIT
 Located at Downtown Main Street Park

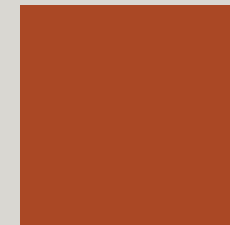
DECEMBER

ALACHUA CHRISTMAS PARADE
 Located on Main Street

ONGOING

THIRD THURSDAY ON MAIN
 Every Third Thursday of the month

FARMER'S MARKET
 Every Thursday; located on Main Street at the City of Alachua Welcome Center



02.5 | Existing Sign Typology

BANNER



These banners are attached to lampposts throughout the majority of the CRA district area.

STREET



The historic Main Street is denoted by a brown street sign throughout the CRA District.

INSTRUCTIONAL



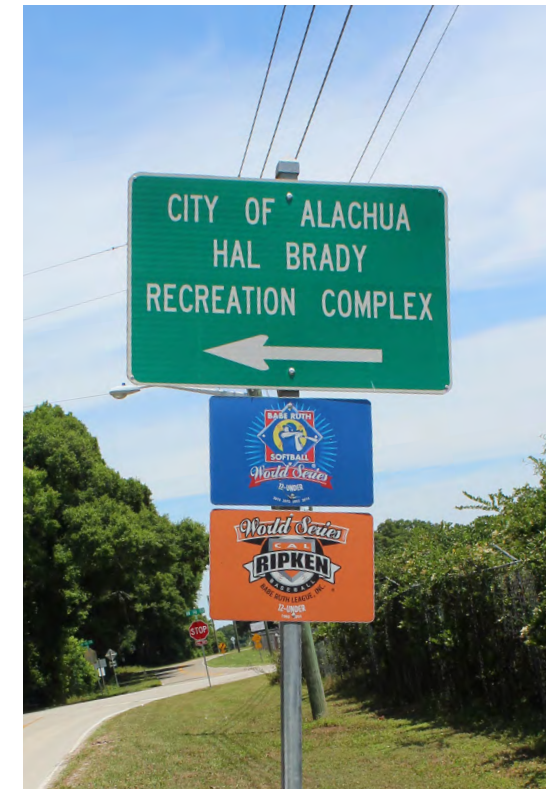
There are "No Parking" and "No Skateboarding" signs posted throughout the CRA District.

MONUMENT



An existing monument sign at the corner of US 441 and Main Street.

DIRECTIONAL



An existing directional sign pointing vehicles to the Hal Brady Recreation Complex.

02.6 | Existing Public Sign Locations

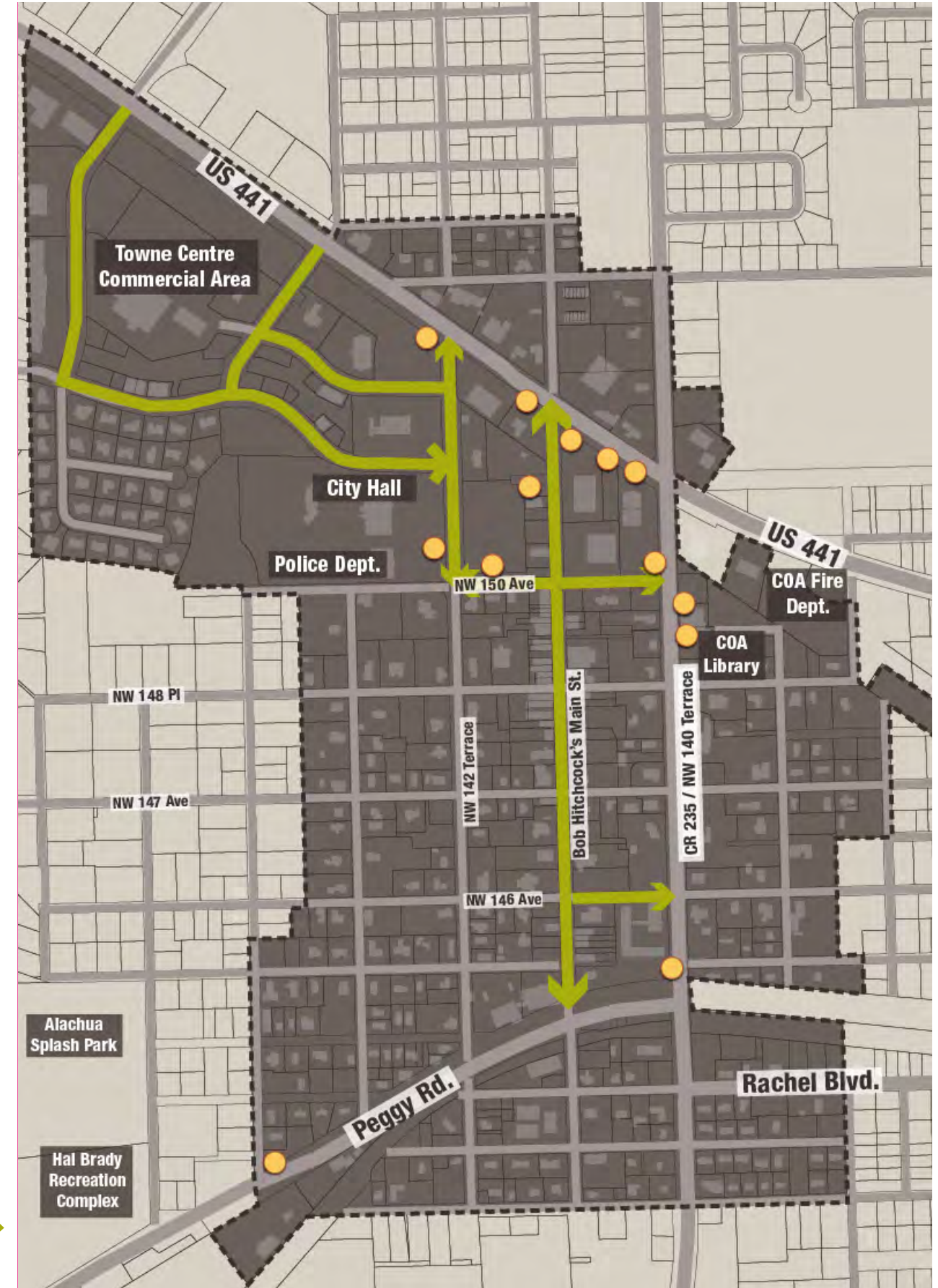


CITY of ALACHUA SIGNS

Existing Signs



Streets with Banner Signs



02.7 | Existing Signage Typology

EXISTING SIGNAGE PHOTOS



Signage for Skinner Field, Basketball Court, Tennis Court, Playground and Shelters located on NW 142nd Terrace and NW 150th Avenue.



Directional signage for Hal Brady Recreation Complex, off of Peggy Road.



Monument sign for Legacy Park at the main entrance off of Peggy Road.

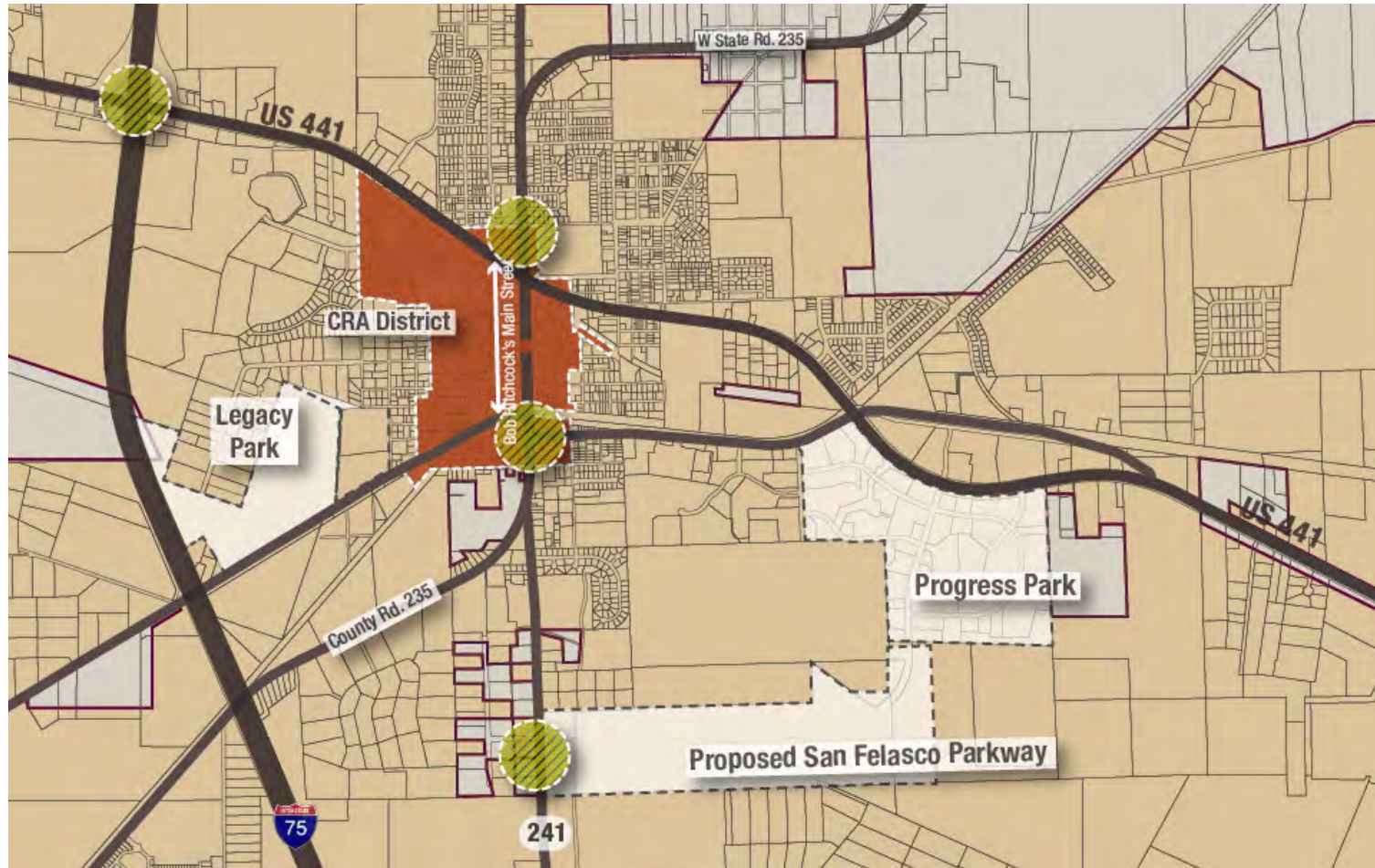


Signage for the Splash Park, Skate Park, and Hal Brady Recreation Center



Monument sign for the Alachua Branch Library.

02.8 | Opportunities



- Primary Gateway ●
- Secondary Gateway ●
- Signage Opportunities ●
- Primary Local Roadway Connections ↔



03

SIGN TYPES & PLACEMENT

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.

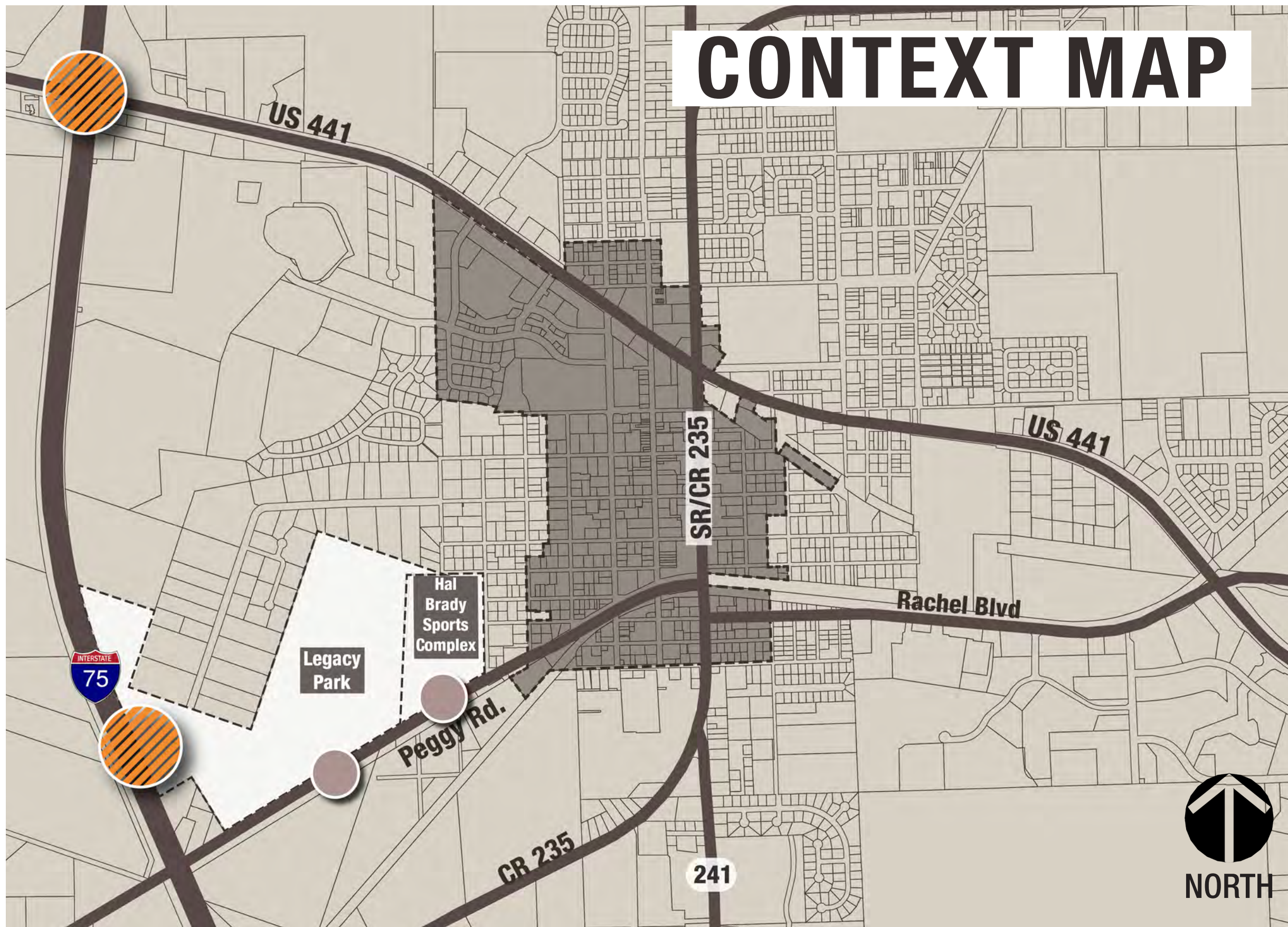
BANNER



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

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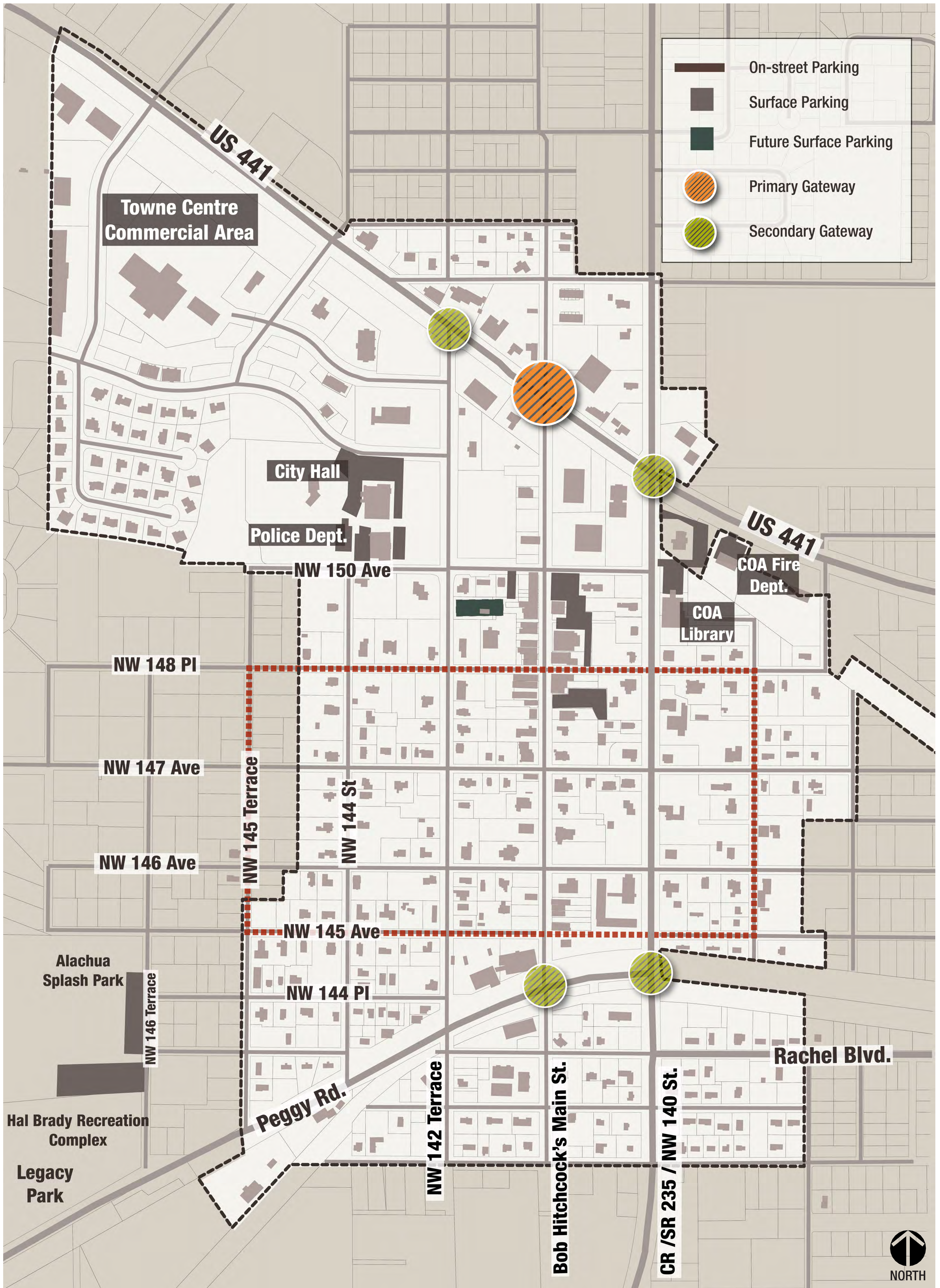
TASK 2: Sign Placement & Types



GATEWAY SIGNS

CITY OF ALACHUA WAYFINDING MASTER PLAN

TASK 2: Sign Placement & Types



GATEWAY SIGNS



CITY OF ALACHUA WAYFINDING MASTER PLAN

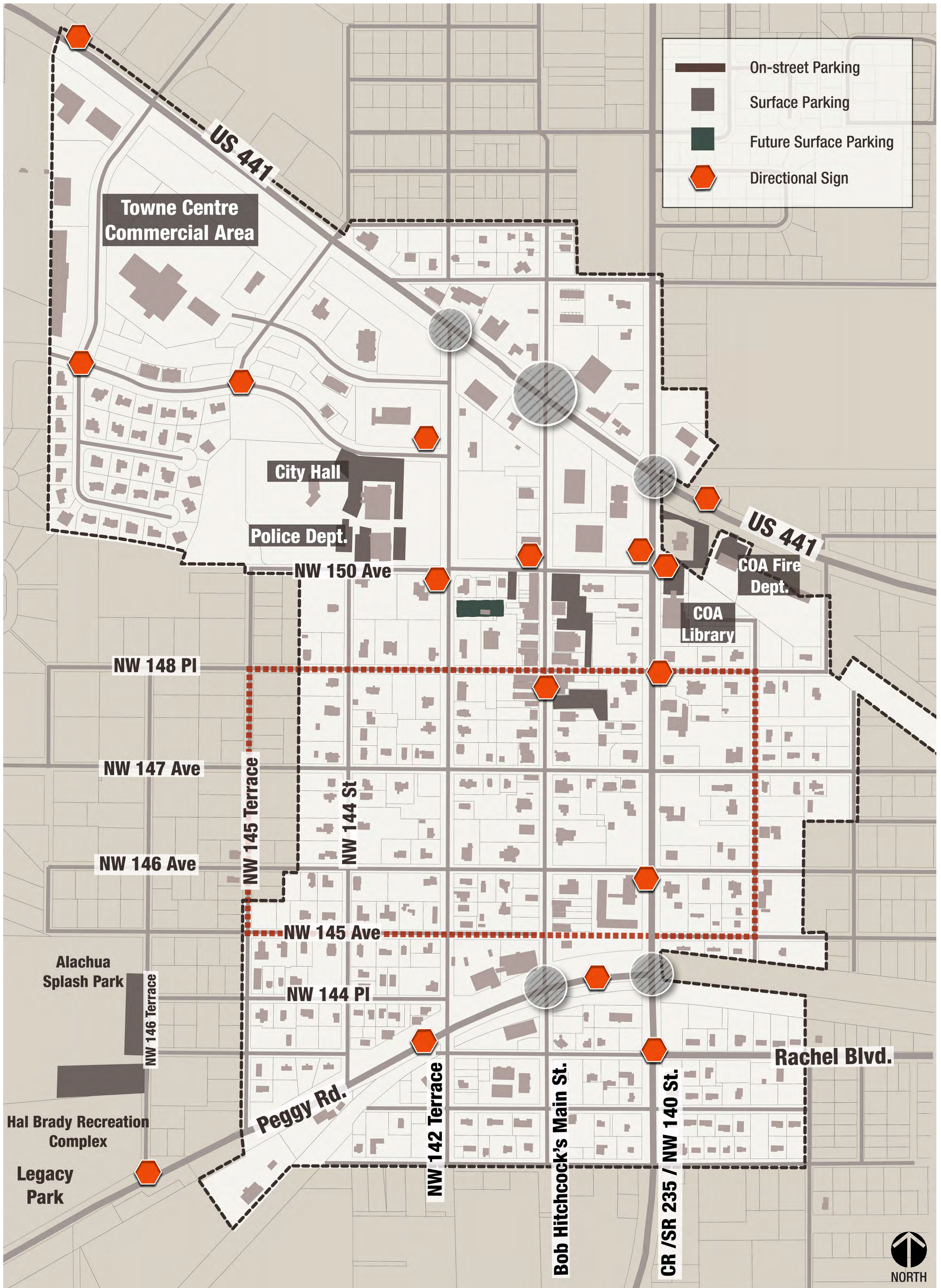
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DIRECTIONAL SIGNS

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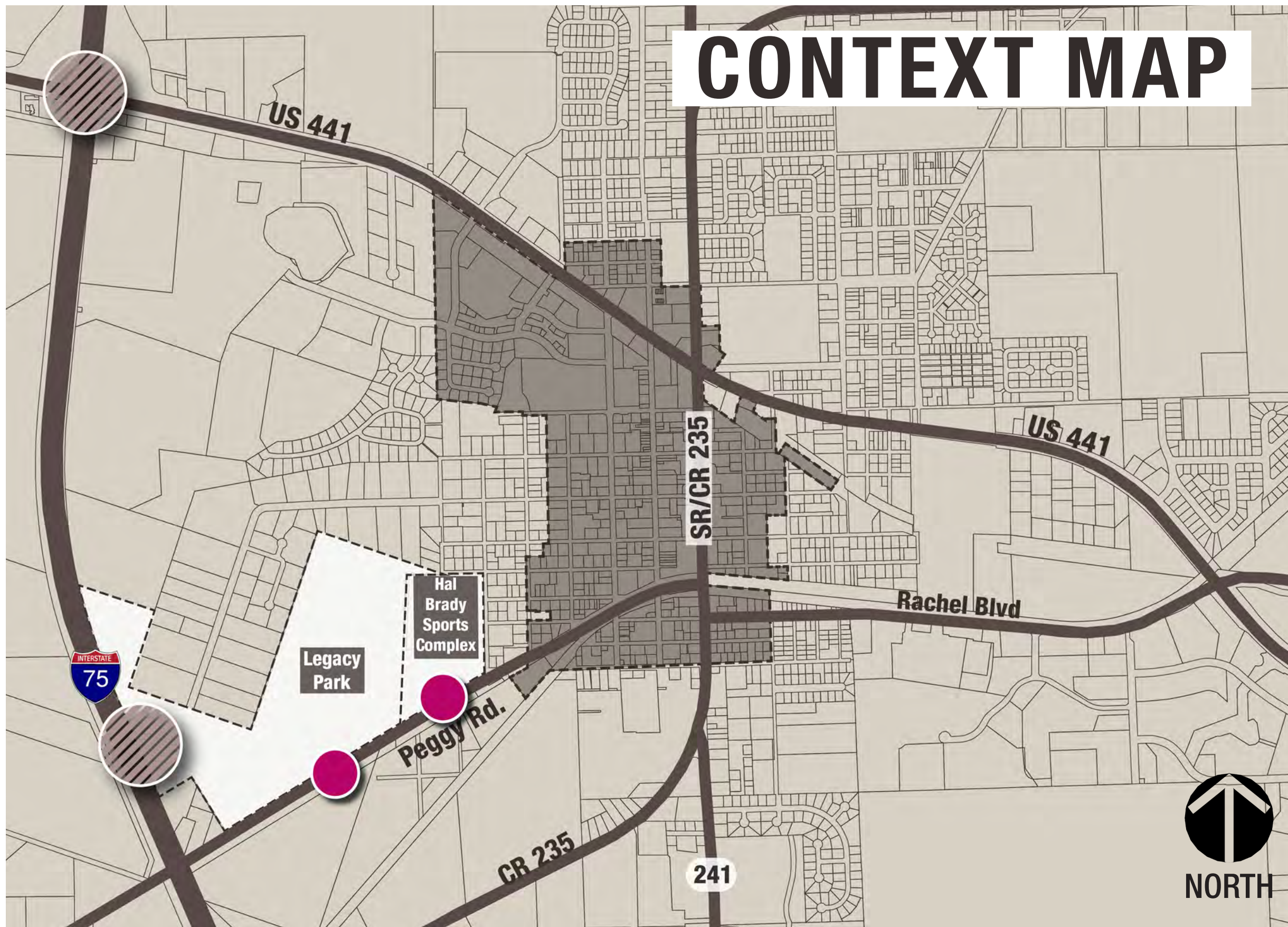


DIRECTIONAL SIGNS



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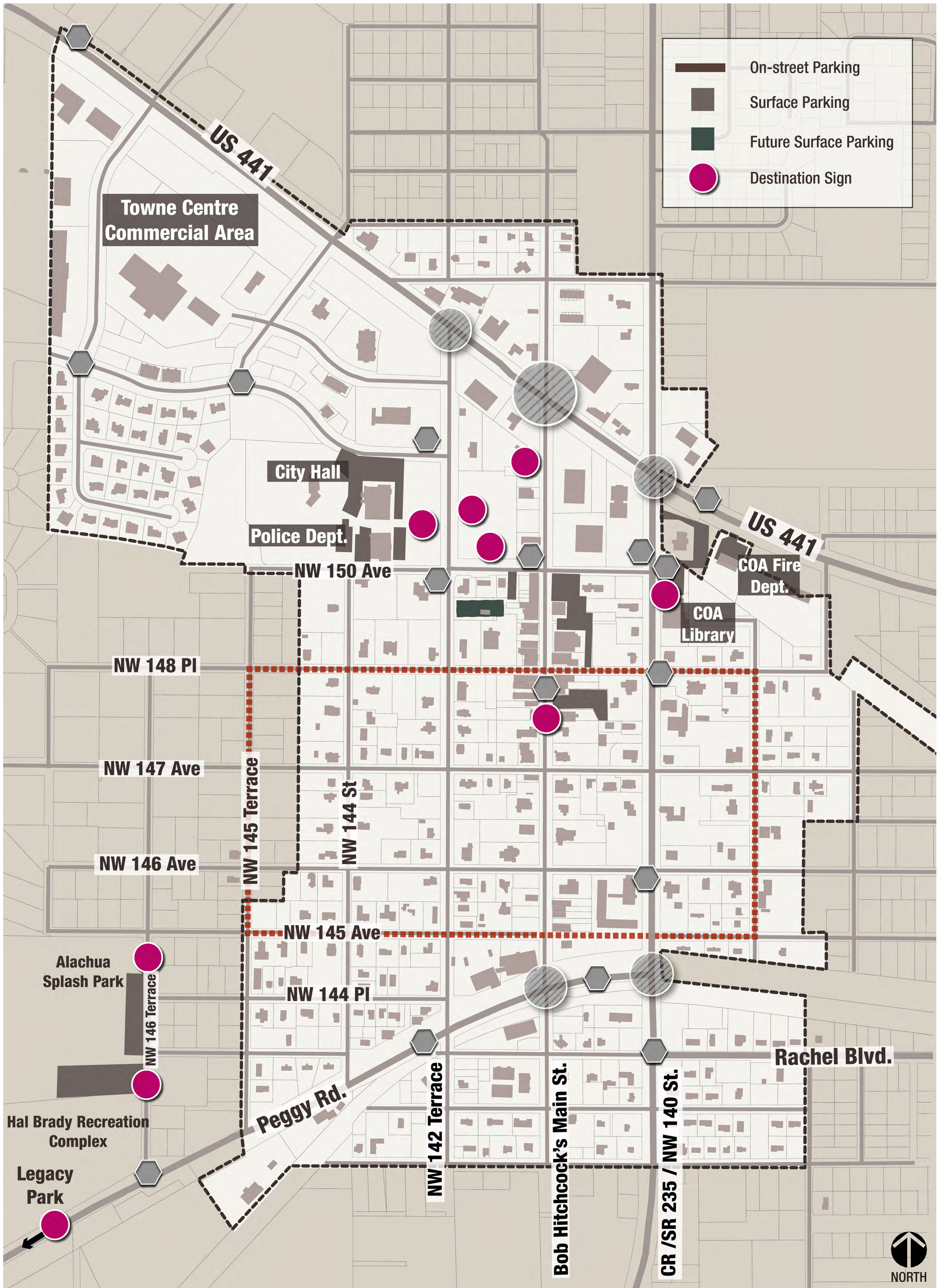
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DESTINATION SIGNS

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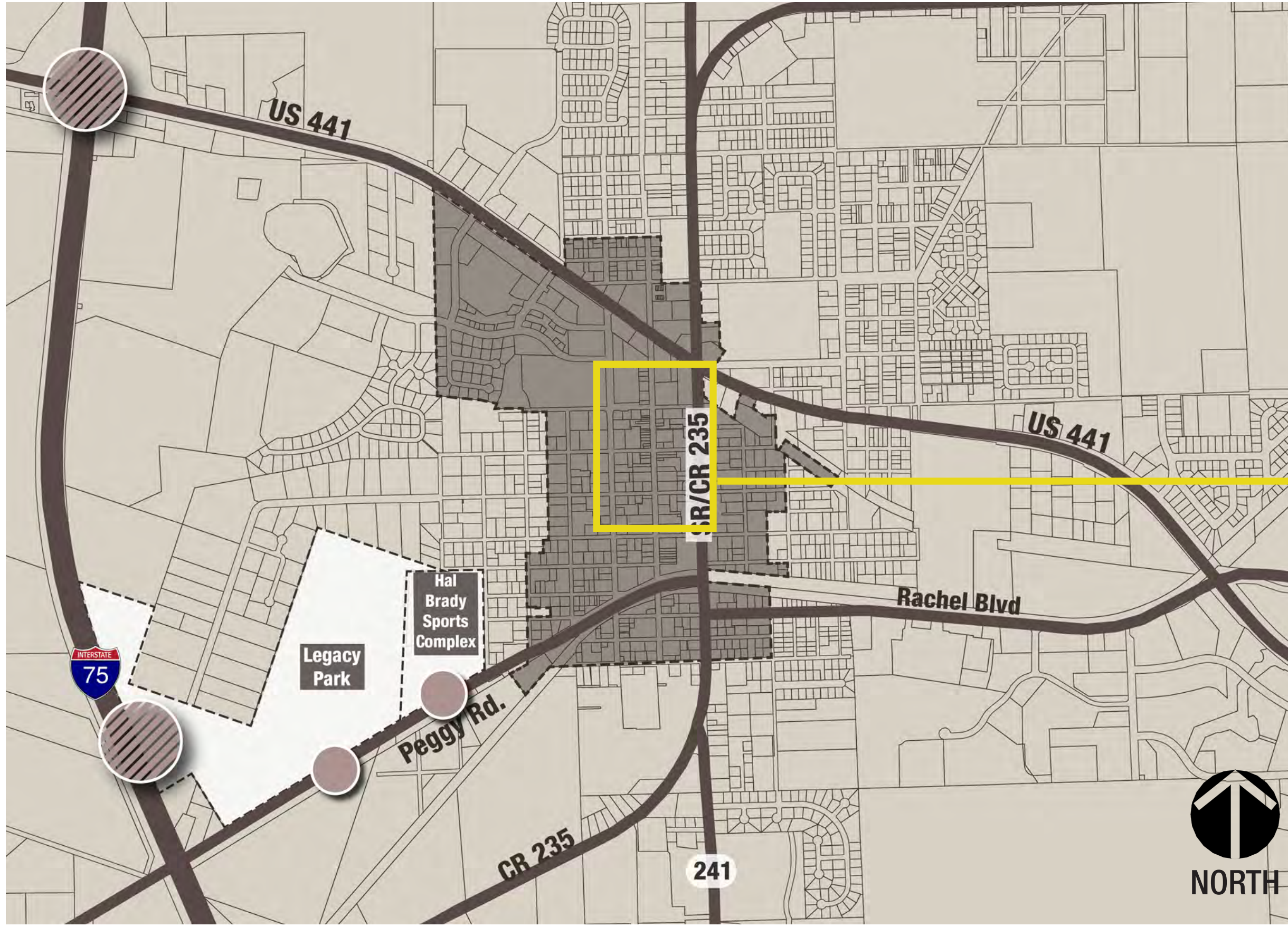
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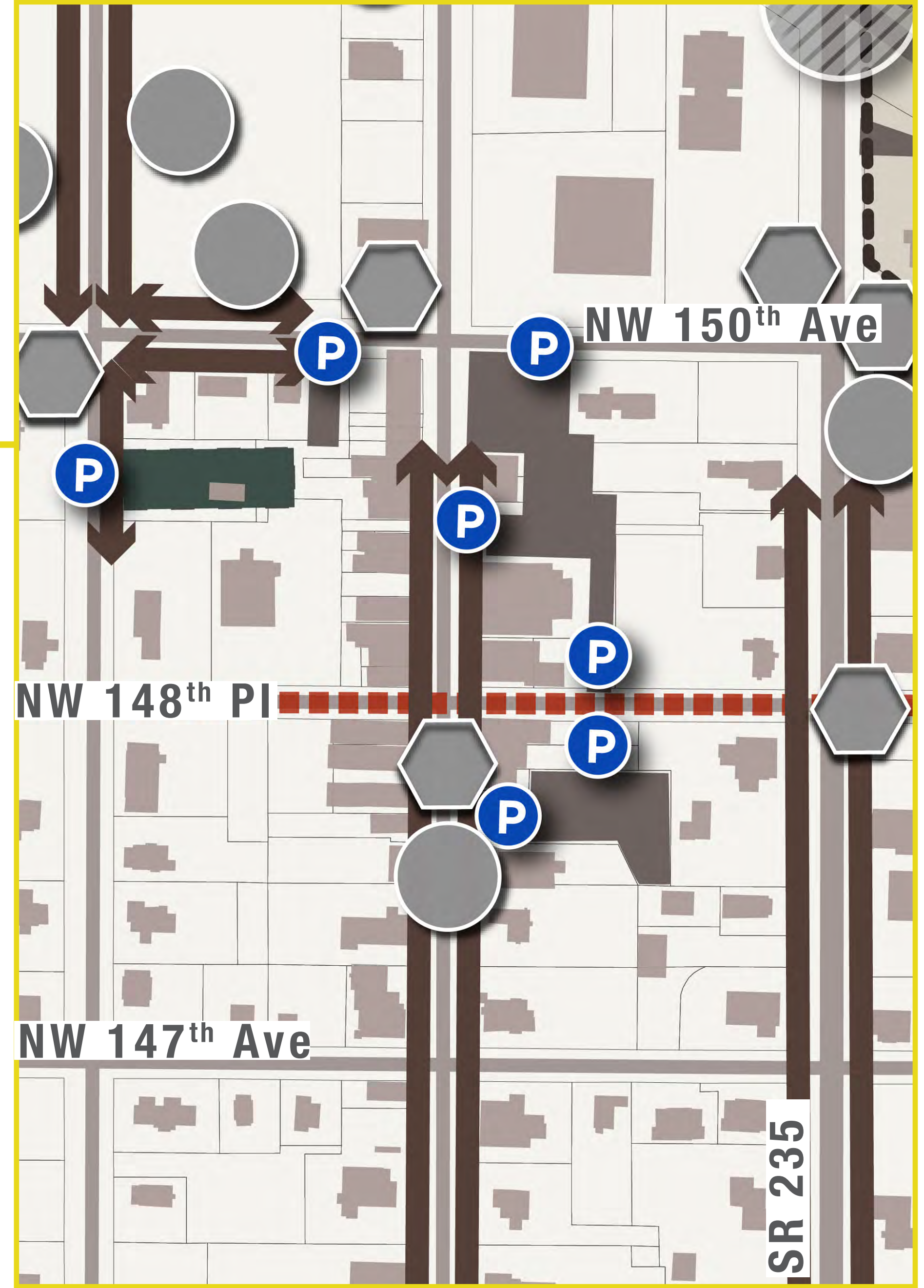
DESTINATION SIGNS

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TASK 2: Sign Placement & Types



KEY MAP



PARKING SIGNS

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TASK 2: Sign Placement & Types



PARKING SIGNS



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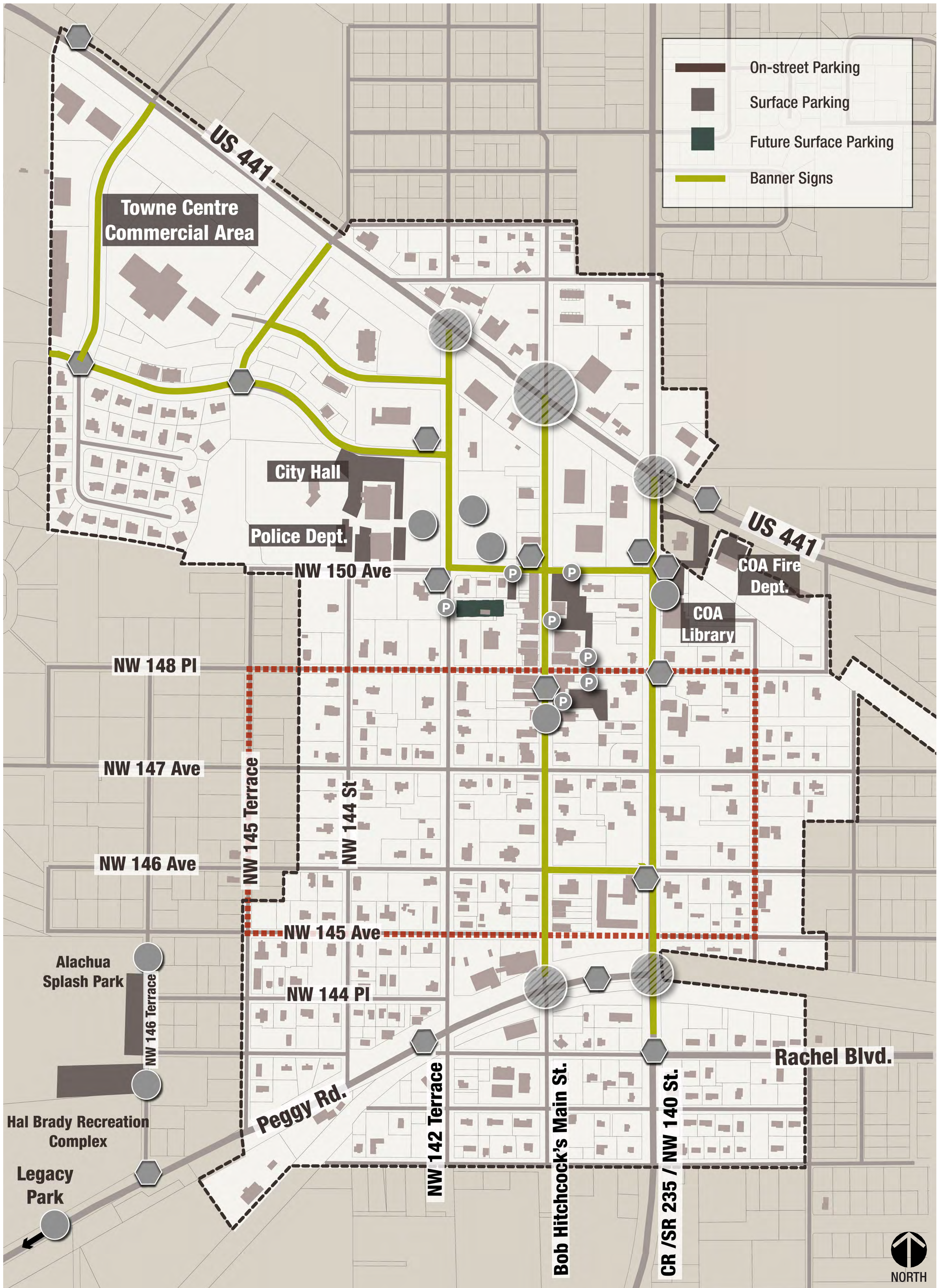


BANNER SIGNS



CITY OF ALACHUA WAYFINDING MASTER PLAN

TASK 2: Sign Placement & Types



BANNER SIGNS



03.3 | Proposed Sign Typology



CONTEXT MAP

