

CITY OF ALACHUA

WAYFINDING MASTER PLAN

TASK 4 AUGUST 19, 2019

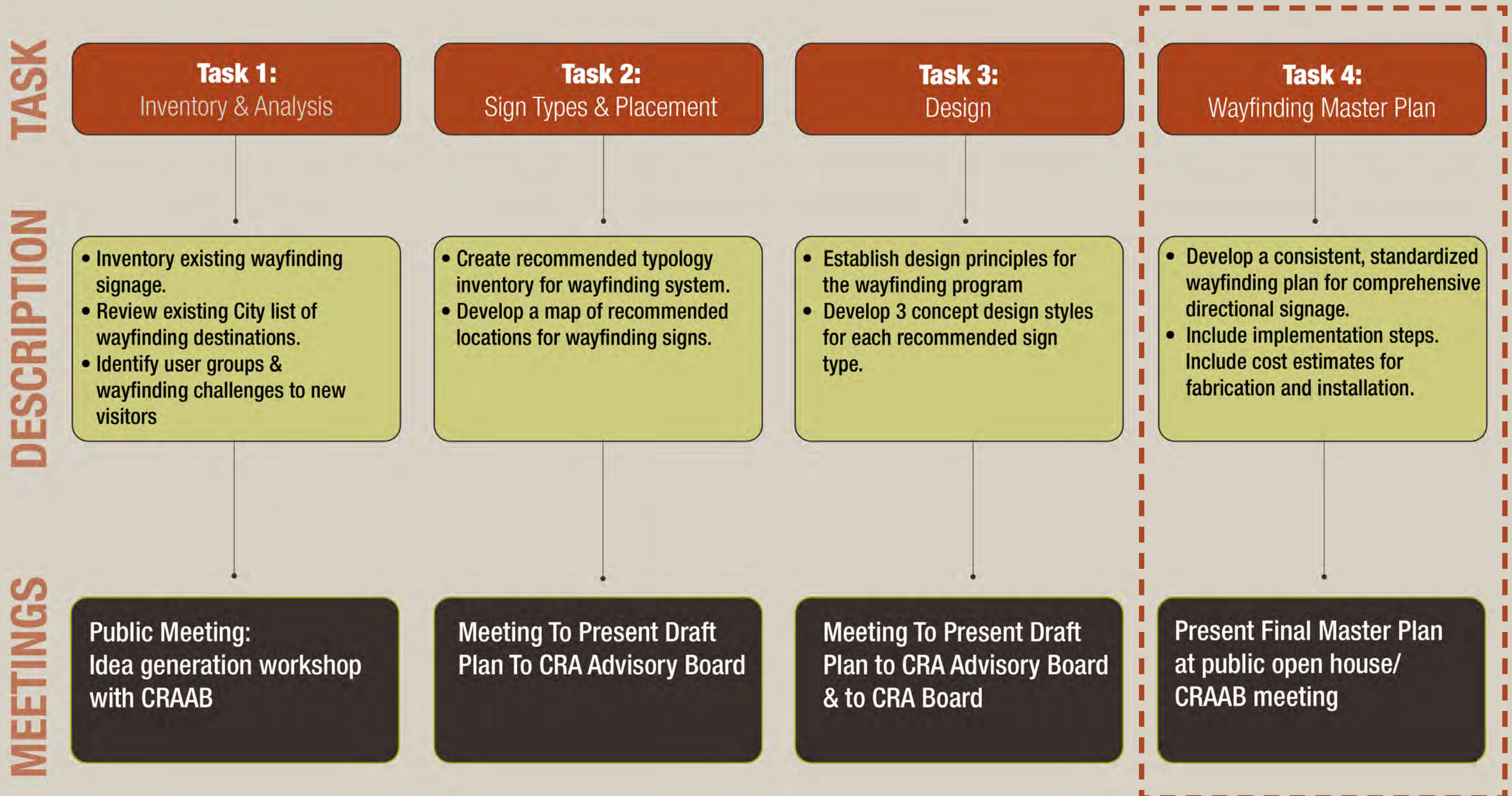


ALACHUA CRA
COMMUNITY REDEVELOPMENT AGENCY

CHW
Professional Consultants

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

■ Process



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.



04.1 | Signage Design

GATEWAYS



GATEWAY TYPE 'A'

04.2 | Signage Design

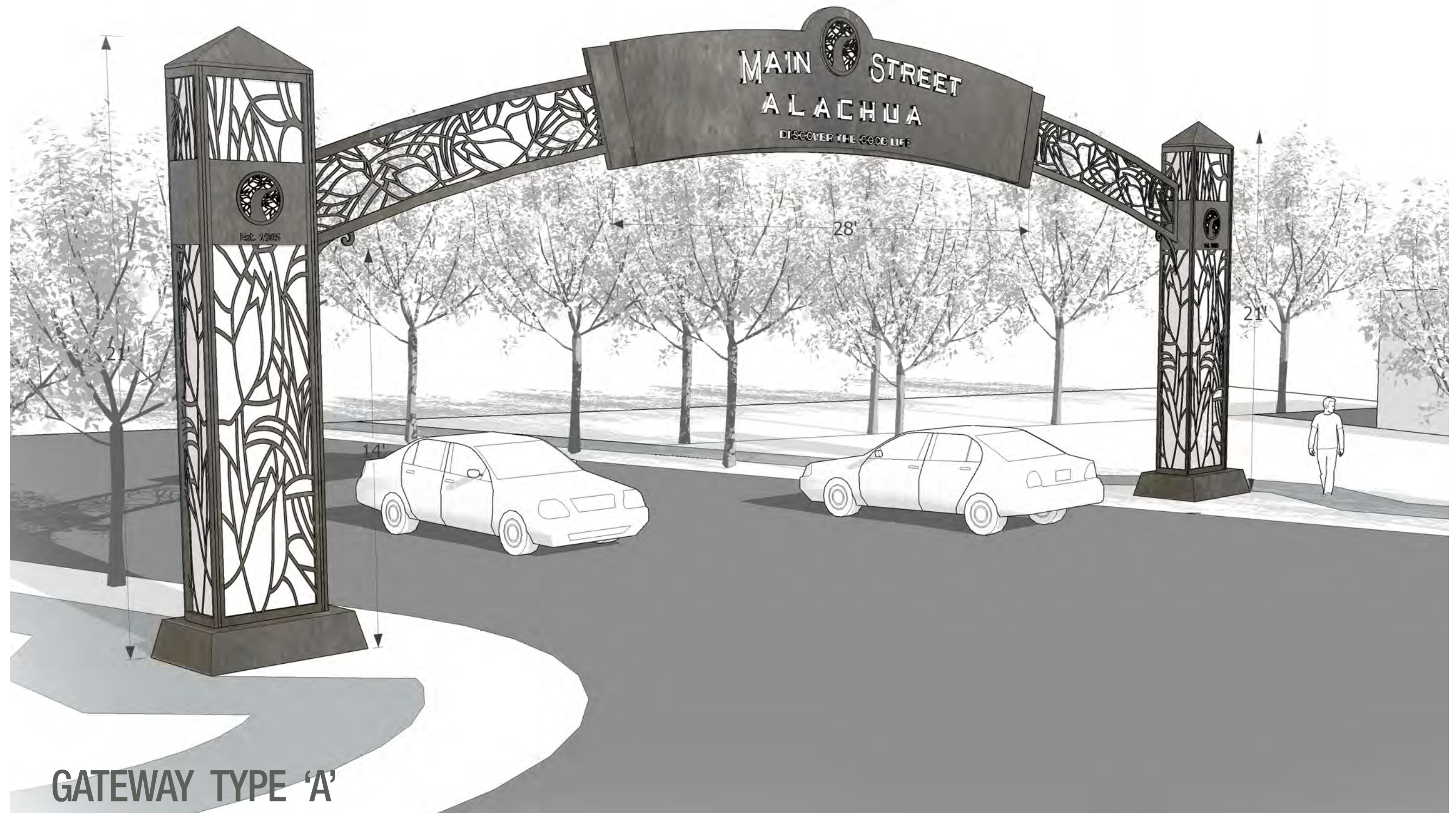
GATEWAYS



GATEWAY TYPE 'A'

04.3 | Signage Design

GATEWAYS



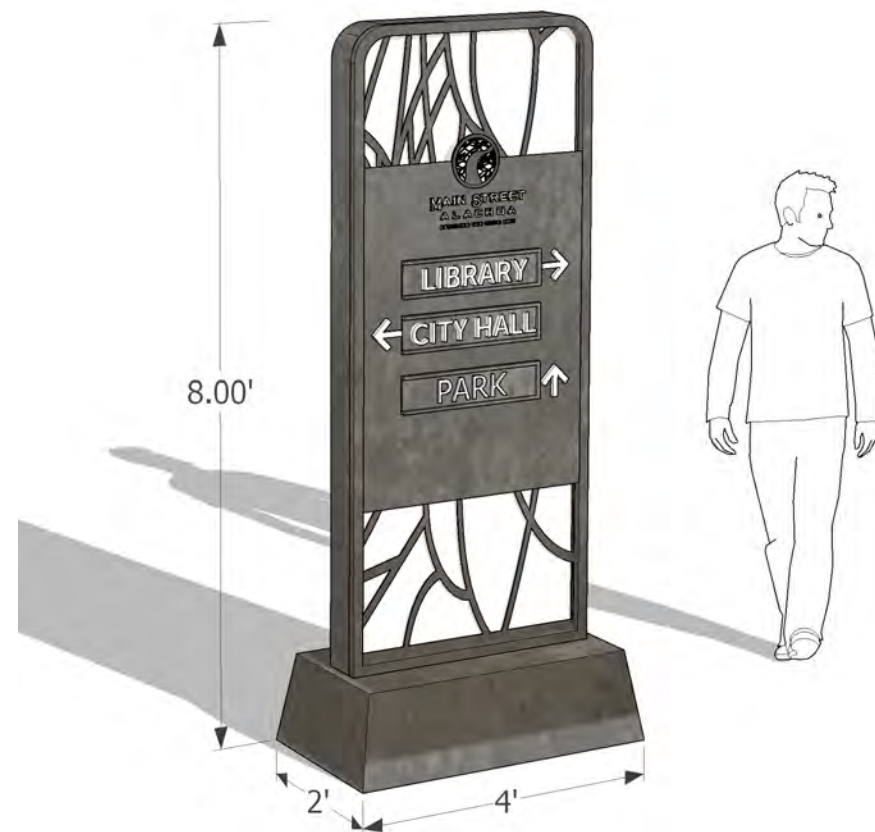
04.4 | Signage Design

GATEWAYS

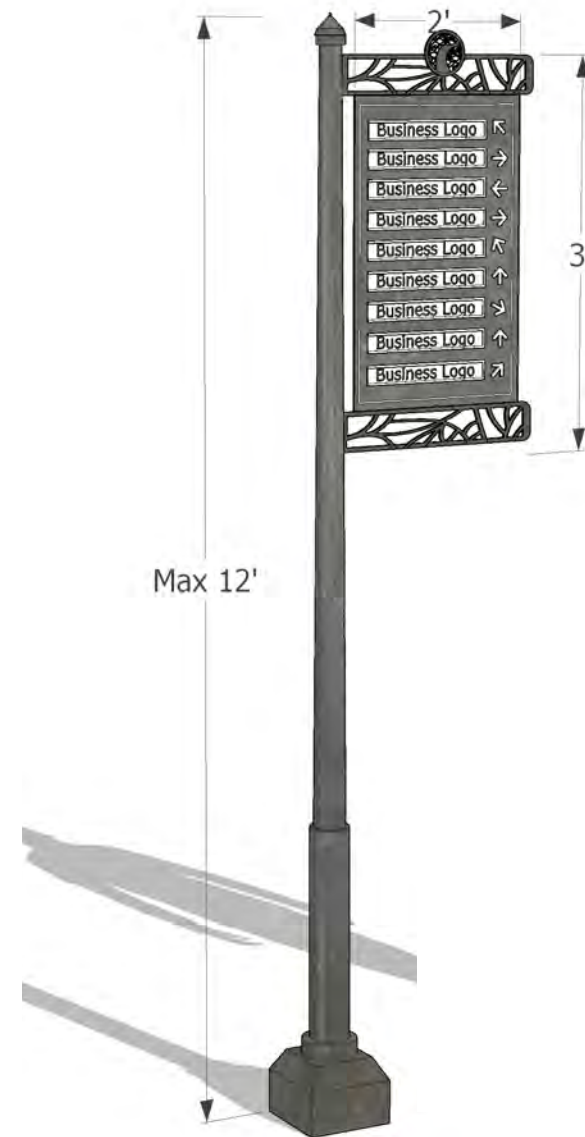


04.5 | Signage Design

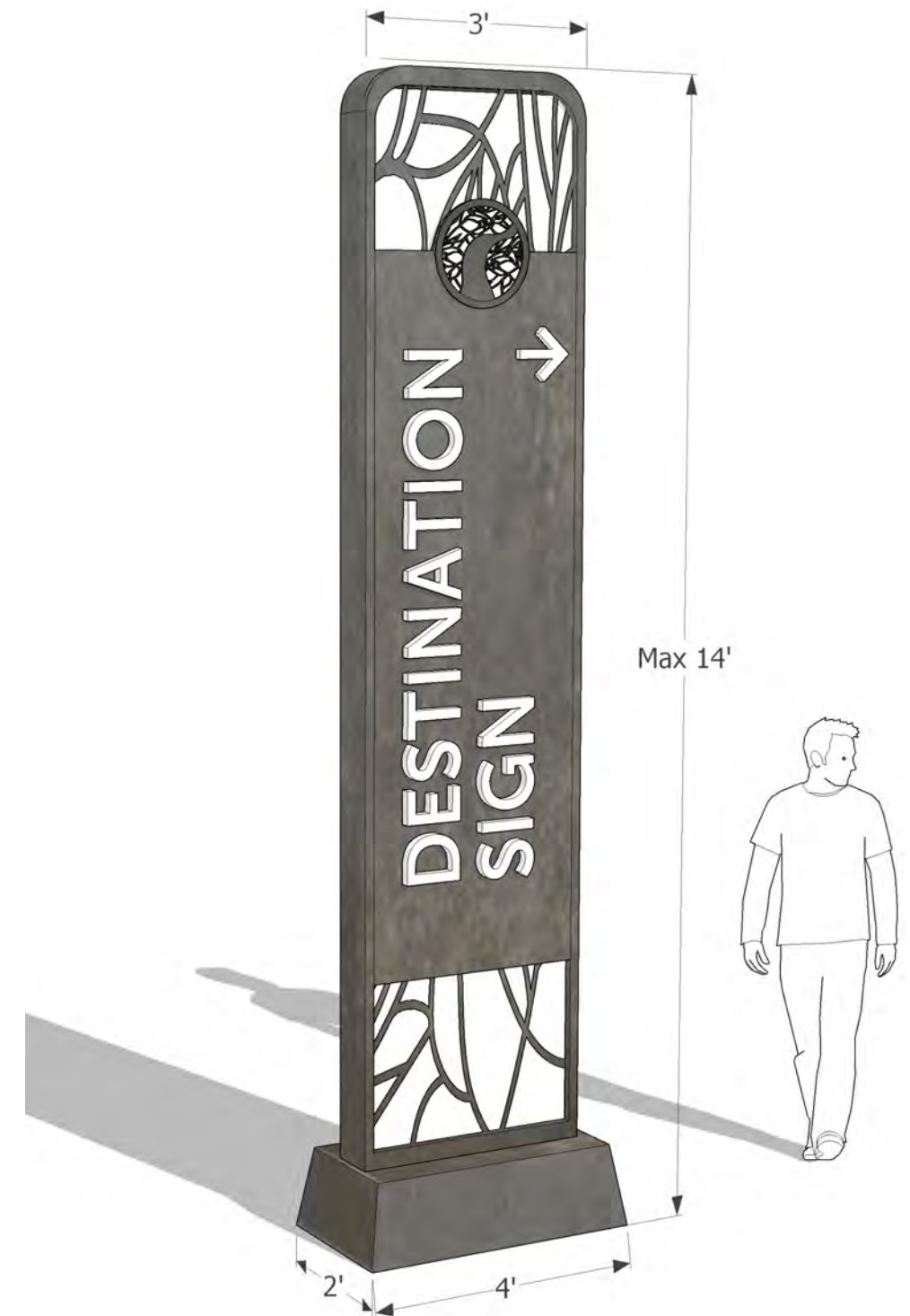
DIRECTIONAL & DESTINATION



DIRECTIONAL TYPE 'A'



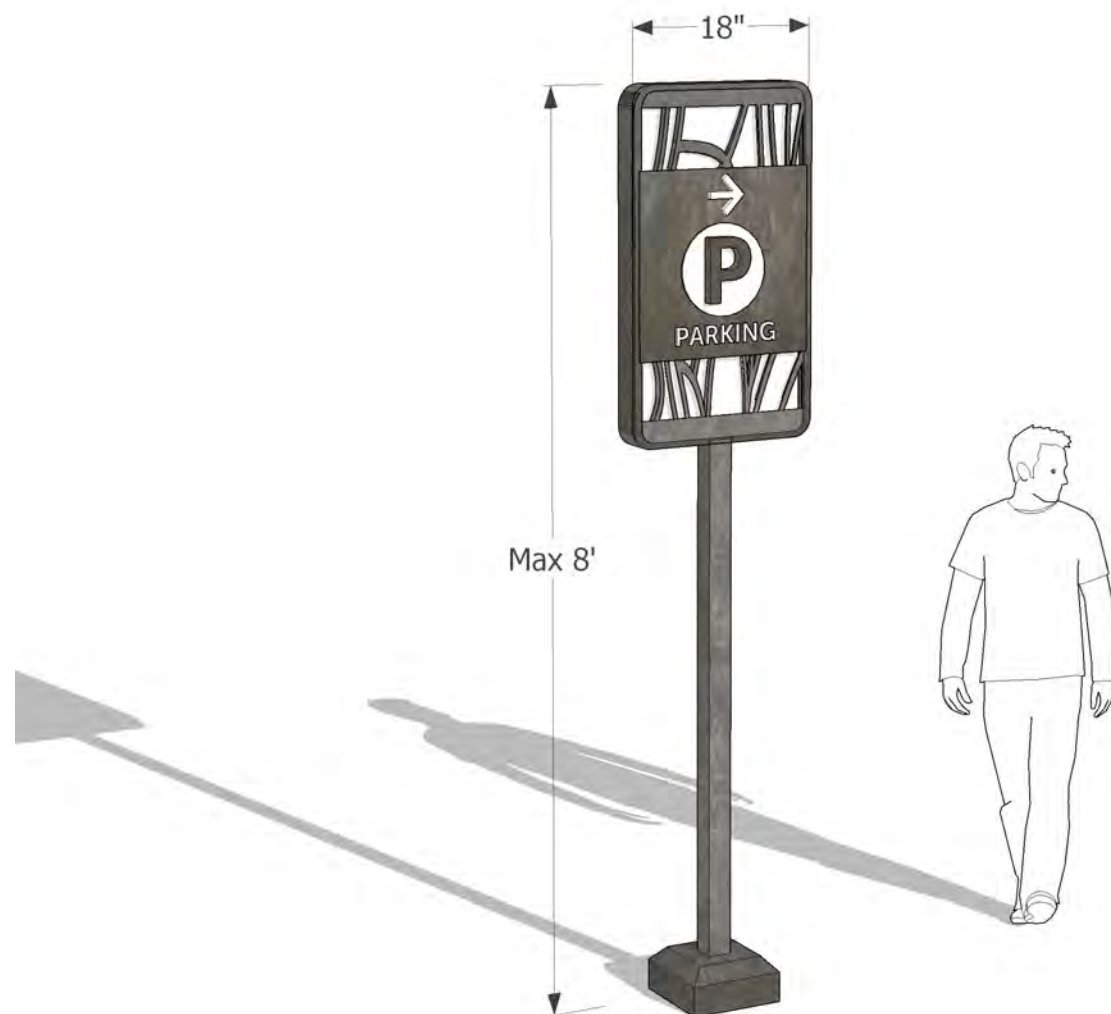
DIRECTIONAL TYPE 'B'



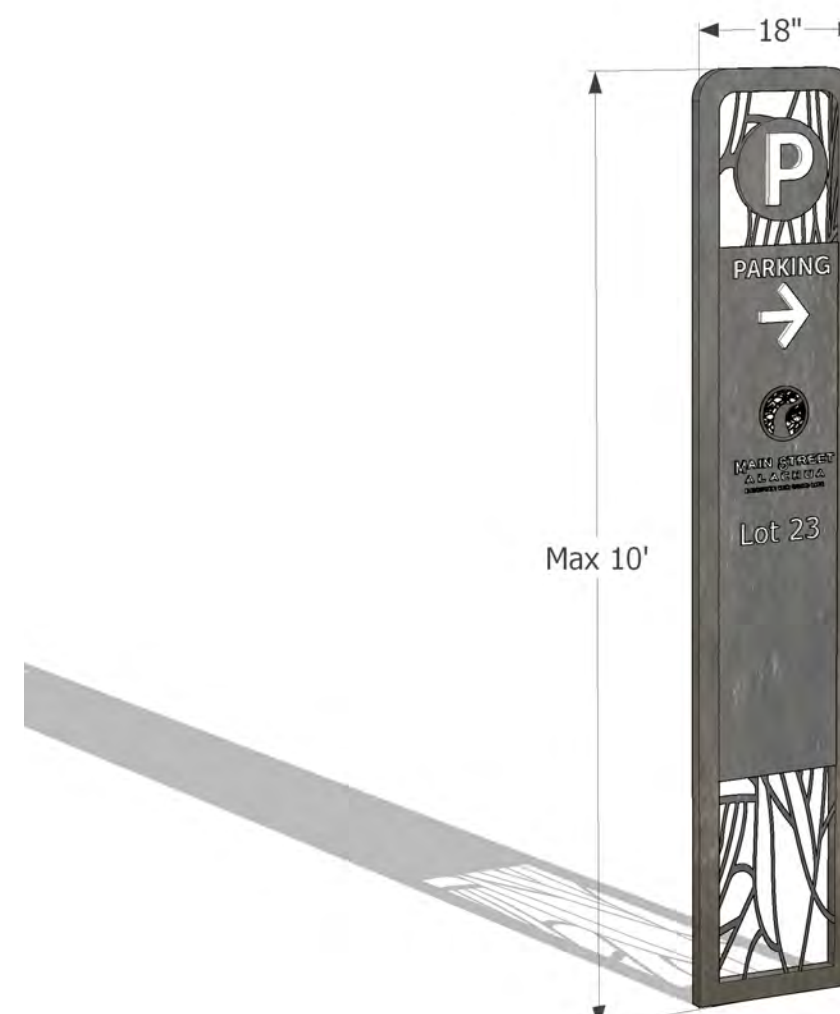
DESTINATION

04.6 | Signage Design

PARKING



PARKING TYPE 'A'



PARKING TYPE 'B'

04.7 | Signage Design

HIERARCHY

COST ESTIMATE

- Option 1 : Text Illuminated
- Option 2 : Text & Acrylic Backing Illuminated
- Option 3 : Text & Acrylic Backing Illuminated (LED light changing)



GATEWAY TYPE 'A'	
1	\$ 230,000
2	\$ 300,000
3	\$ 315,000

GATEWAY TYPE 'B'	
1	\$ 44,000
2	\$ 47,000
3	\$ 50,000

DESTINATION	
1	\$ 10,000
2	\$ 12,000

DIRECTIONAL	
1	\$ 4,000

PARKING TYPE 'A'	
1	\$ 3,500

PARKING TYPE 'B'	
1	\$ 4,500

DIRECTIONAL	
1	\$ 5,500
2	\$ 6,000

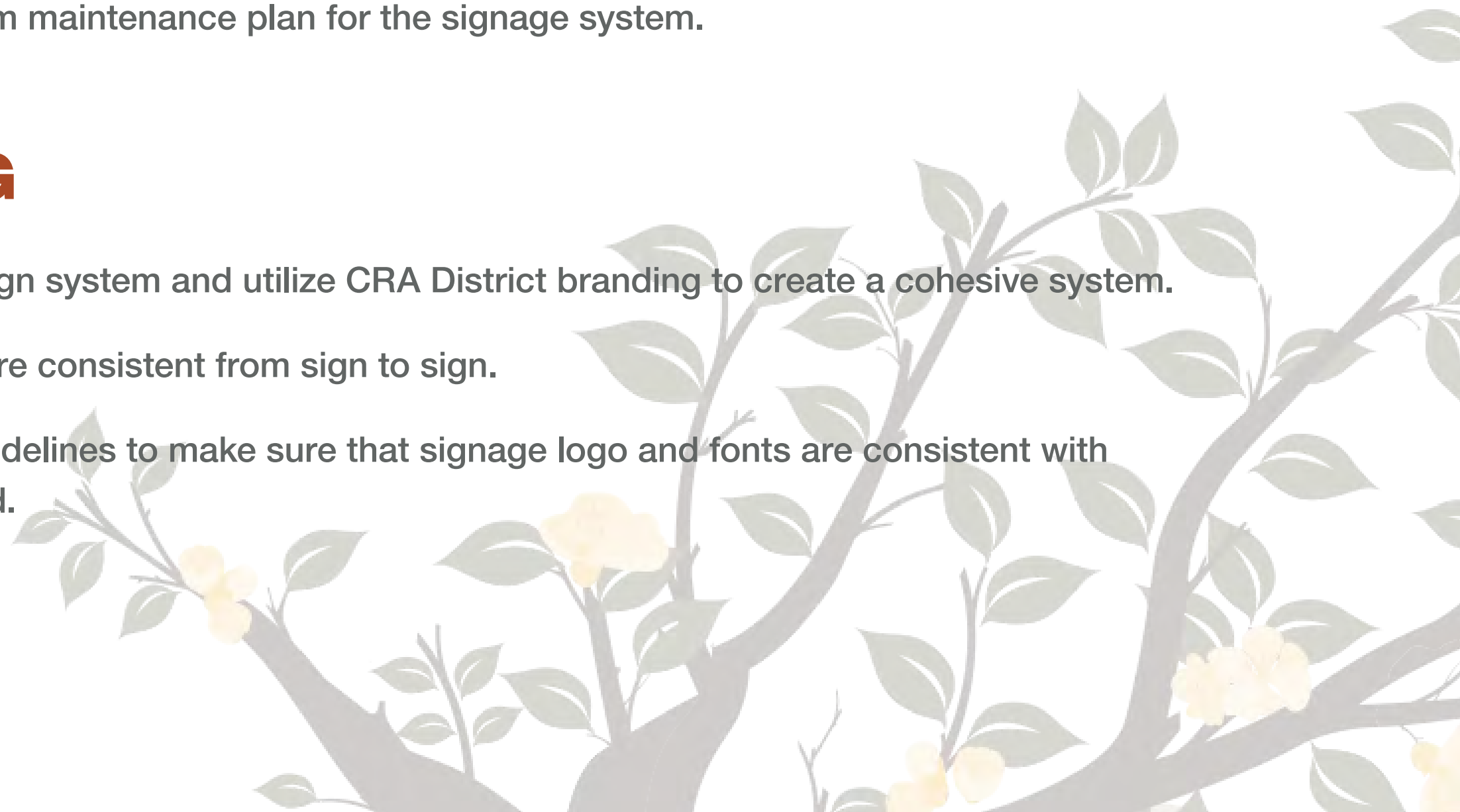
04.6 | RECOMMENDATIONS

1 PHASING

- Develop a phasing plan to prioritize signage fabrication and installation over the long term.
- Focus on the most highly visible locations first.
- Develop a long-term maintenance plan for the signage system.

2 BRANDING

- Continue banner sign system and utilize CRA District branding to create a cohesive system.
- Ensure that fonts are consistent from sign to sign.
- Utilize branding guidelines to make sure that signage logo and fonts are consistent with guidelines provided.



3 VISIBILITY & FUNCTIONALITY

- Existing trees may need to be removed or selectively pruned in order to ensure signage is visible from major roadways.
- Coordinate locations of signs to ensure optimized visibility from major roadways.
- Utilize removeable panels on directional signage for increased flexibility.
- Signage located within the FDOT ROW shall be coordinated with and approved by FDOT.
- Lighting is crucial to highlighting the signage from major highways to attract visitors from major corridors and also so that visitors can find their way at night.

4 ACCESSIBILITY & SAFETY

- Signage should comply with ADA standards in order to ensure users of all abilities can enjoy safely.
- Signage shall be located taking sight distance and pedestrian/vehicular/bicycle safety standards into consideration.



QUESTIONS OR COMMENTS?

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