

# 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

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

# 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

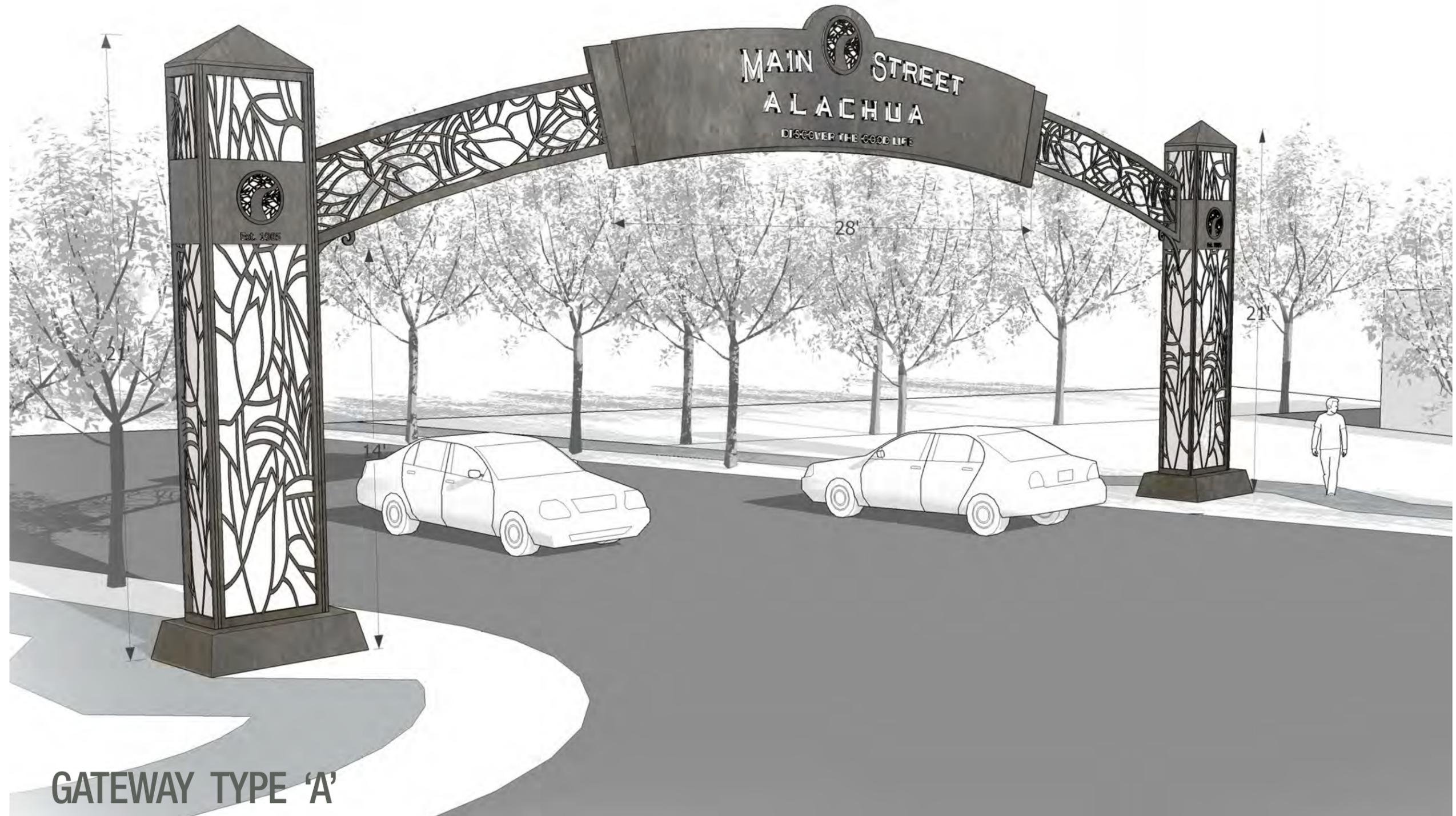
## GATEWAYS



GATEWAY TYPE 'A'

# 04.3 | Signage Design

## GATEWAYS



# 04.4 | Signage Design

## GATEWAYS



GATEWAY TYPE 'B'

# 04.5 | Signage Design

## DIRECTIONAL & DESTINATION



DIRECTIONAL TYPE 'A'



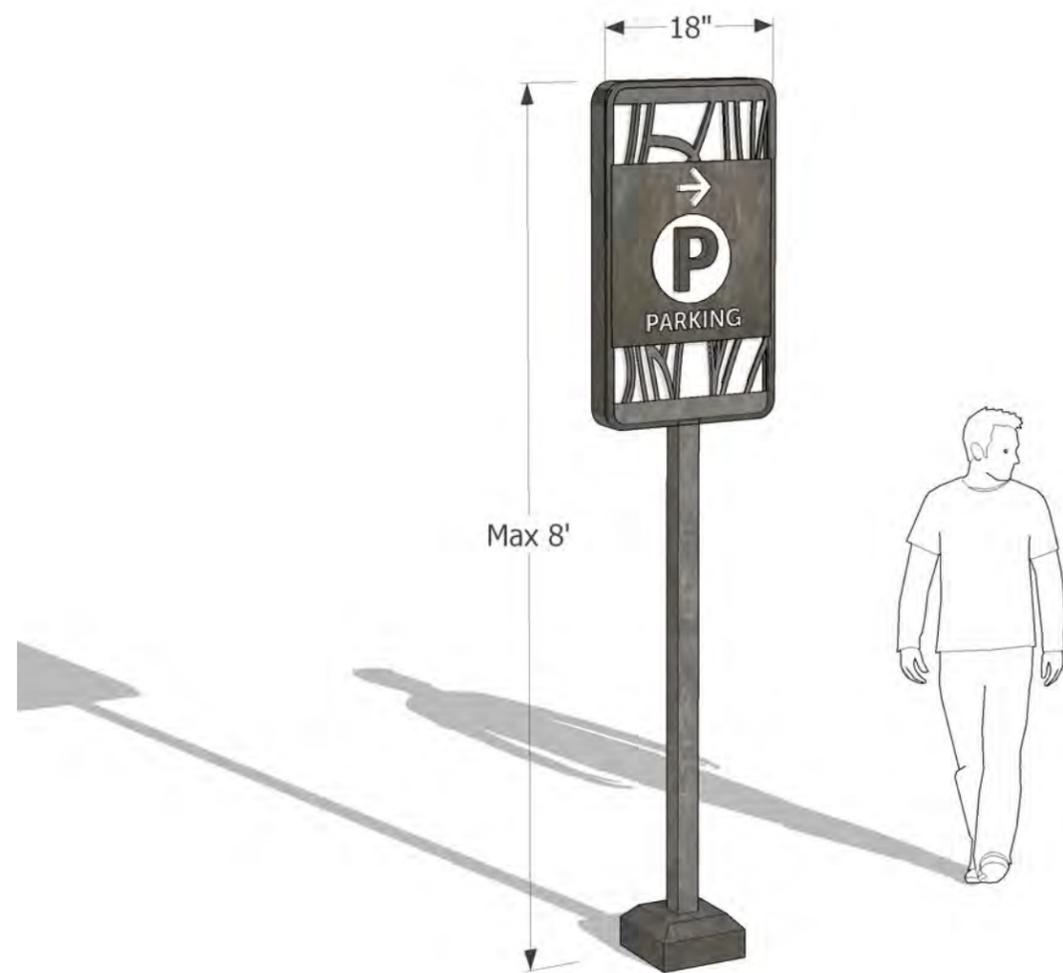
DIRECTIONAL TYPE 'B'



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

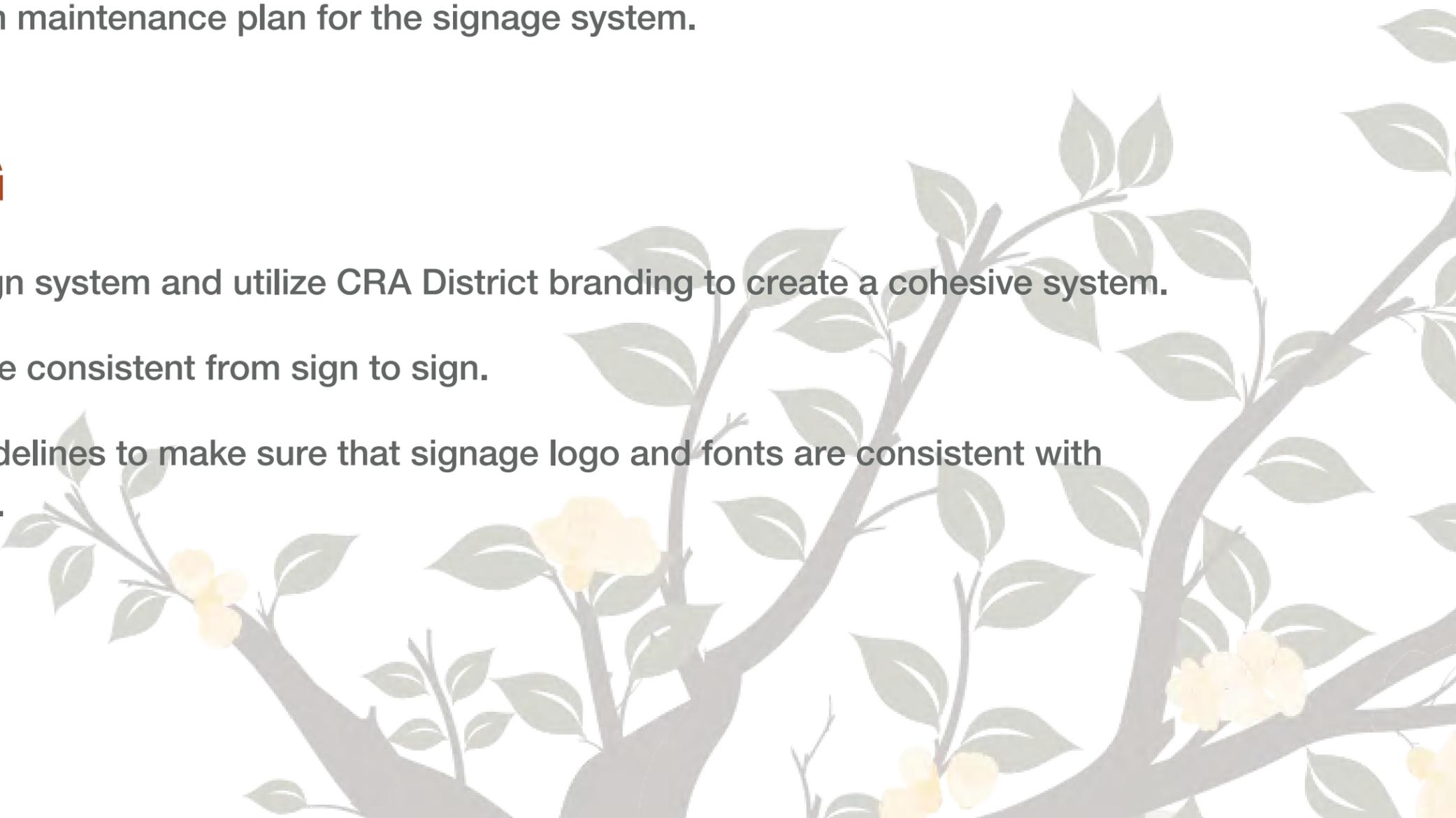
1	\$ 5,500
2	\$ 6,000

# 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

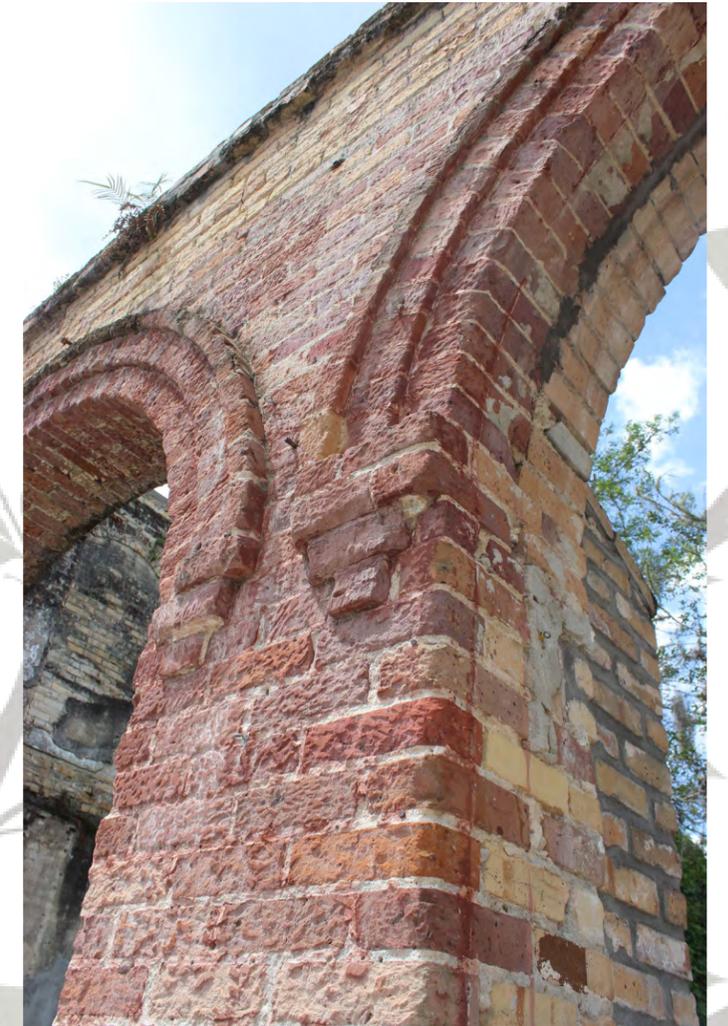
- Continue banner sign system and utilize CRA District branding to create a cohesive system.
  - Ensure that fonts are consistent from sign to sign.
  - Utilize branding guidelines to make sure that signage logo and fonts are consistent with guidelines provided.
- 

## 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?

**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