

Technical Memorandum B

Comprehensive Sign Plan for Town Center



Contents

- Introduction 2
- Pre-Trip Strategies 3
- In-Route Strategies 5
 - Vehicular Wayfinding Strategies 6
 - Pedestrian/Bicycle Wayfinding Strategies 8
- Post-Trip Strategies..... 9
- Sign Recommendations..... 9
 - Gateway Signage 11
 - Destination Signage..... 11
 - Directional Signage 13
 - Informational Signage 13

Table of Figures

- Figure 1 – Locations of Proposed Wayfinding Signs 10
- Figure 2 – Disposition of Existing Wayfinding Signs 14

Appendix A

- Carefree Town Center Concept Plan..... 15

Appendix B

- Carefree Town Center Sign Concepts..... 17



Introduction

The intent of this document is to identify wayfinding strategies based on the results and recommendations identified in Technical Memorandum A (Tech Memo A) of the Comprehensive Sign Plan for Town Center. As identified in Tech Memo A, wayfinding is most effective when conducted at various levels and from multiple perspectives. As such, the Study Team evaluated travel in and around Carefree during typical weekend conditions and event conditions to better understand the various wayfinding/circulation needs and challenges facing visitors, businesses, and the community. The event conditions were observed during the 2021 Fall Thunderbird Art Festival while the typical weekend conditions were observed in late Summer 2021.

Tech Memo A provided a summary of the circulation patterns, points of confusion, parking conditions and existing signs observed during the field evaluations. Tech Memo A also provided a summary of preliminary input received from numerous discussions with Town staff and stakeholders regarding the perceived wayfinding, circulation, and parking challenges noted within Town Center. This document will build upon the observations and stakeholder input summarized in Tech Memo A to provide recommended strategies for assisting with wayfinding throughout the community. Strategies include:

- ▲ Identifying strategic modifications to existing signs
- ▲ Recommending locations for new signs
- ▲ Beginning to explore strategies for messaging

The strategies discussed in this document are organized into three categories that include Pre-Trip, In-Route, and Post-Trip strategies. A preliminary map identifying the locations of recommended signs is provided within the document. Further messaging and detailing of sign design will be provided in Technical Memorandum C.



Thunderbird Art Festival, Fall 2021

Pre-Trip Strategies



Pre-trip strategies focus on meaningful ways to educate visitors before they begin their trip. These strategies provide information on how to reach their destination through various modes of travel and what to expect upon arrival. Pre-trip strategies also include information on necessities such as where to eat, what to do, and where and how to park if arriving by vehicle.

Based on the observations noted in Tech Memo A, the following pre-trip wayfinding strategies should be considered for implementation within the Town of Carefree:

➤ Development of Town Center Parking/Destination Map

A Town Center Parking/Destination Map should be developed for use on the Town’s website with theming and messaging consistent with updated wayfinding signs. It is recommended that this same map or a variation of this map be provided to area businesses for further distribution to visitors. The map should identify all parking locations (including employee parking only areas) and highlight area destinations so that visitors can plan their trip in-advance in conjunction with the information provided on the Town’s website. The existing Carefree Desert Gardens Walking Tour Map should also be updated to match the theming associated with the new wayfinding program. The Gardens map should also be edited to provide additional context in the area to help visitors better orient themselves within Town Center.



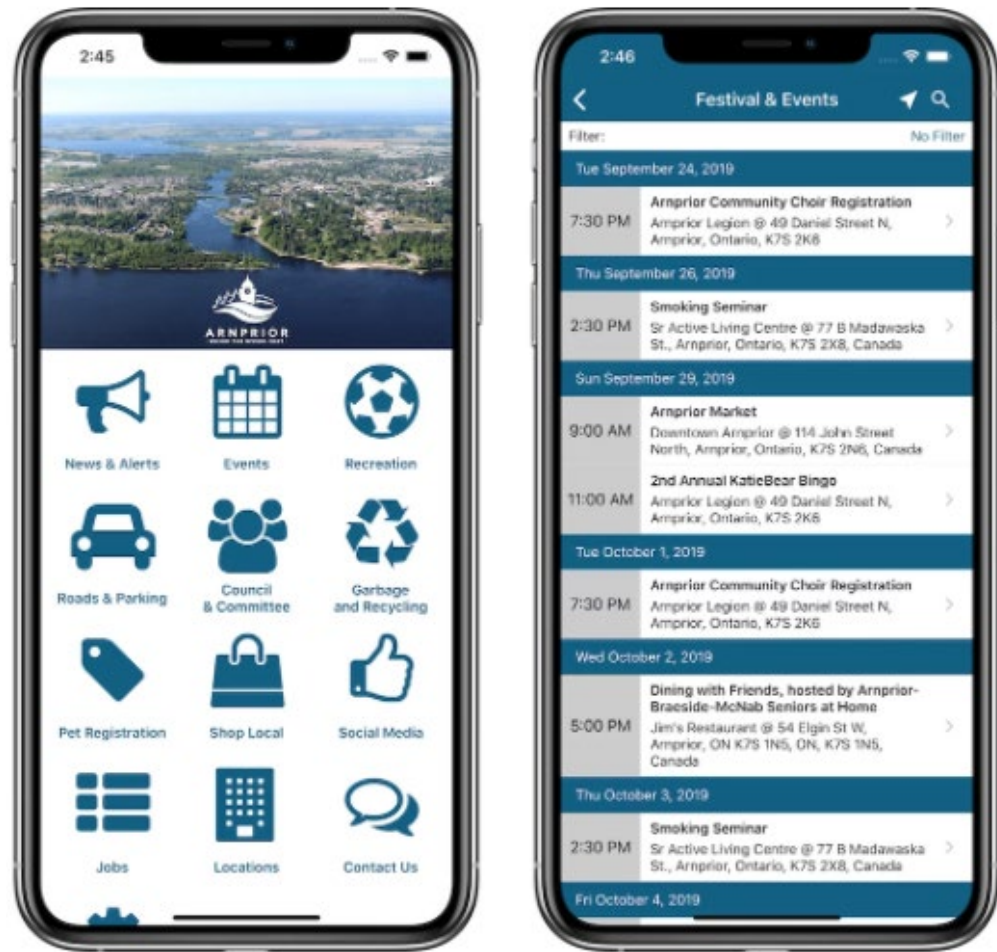
Existing Carefree Desert Gardens Walking Tour Map

➤ *Creation or Purchase of a Mobile Application Platform*

This application would be coupled with the Town’s website to allow for viewing of the Parking/Destination map as described above. The application could provide regulatory guidance to inform visitors of Town policies prior to them arriving. A business directory could also be provided within the application to allow for visitors to plan out their stops and get familiar with the Town’s amenities.

An alternative to this approach is to include scannable QR codes on all signage to direct visitors to the Town’s website for additional information.

More specific information related to the appearance and messaging of the above strategies will be detailed in Technical Memorandum C: Wayfinding Design and Messaging Recommendations.



Example Town Mobile Application Platform (www.info-grove.com)



In-Route Strategies



In-route strategies provide wayfinding options for those that have chosen their mode of travel (i.e., vehicle, by foot, bicycle, etc.) and are on their way to a destination. These strategies assist the visitor to reach the vicinity of their destination more quickly. The in-route strategies in this section are divided into mode of transportation and highlight traditional forms of wayfinding such as signage, as well as the use of in-route navigation tools through smartphone applications. The evaluated modes of transportation include vehicles and pedestrians/bicyclists. The following recommendations are applicable to all modes of transportation:

➤ *Development of Town Center Parking/Destination Map*

As indicated above in the pre-trip strategy section, the map provides the opportunity to set expectations for sign hierarchy, thematic elements, destinations, travel times, etc.

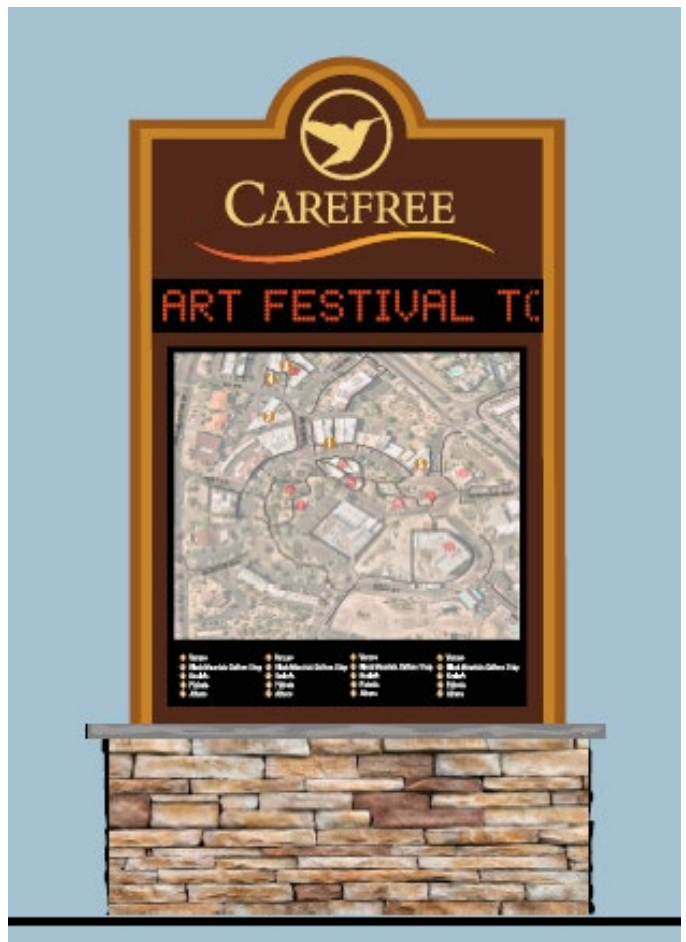
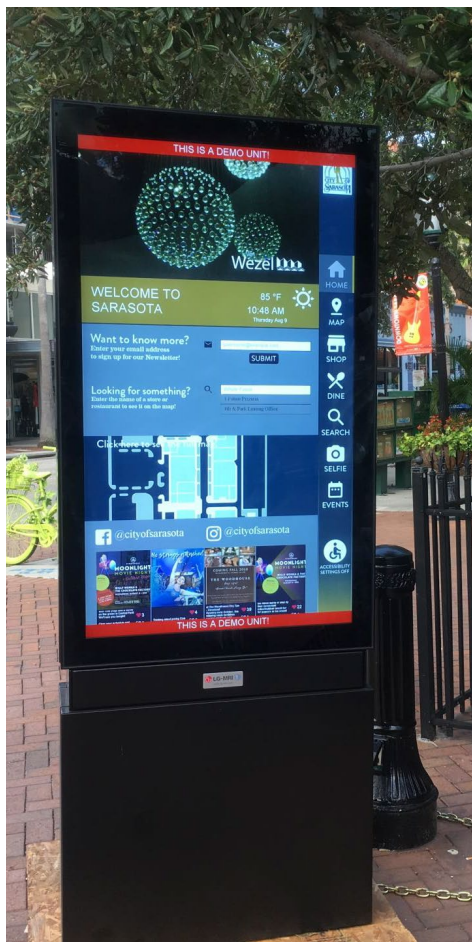
➤ *Creation or Purchase of a Mobile Application Platform*

As indicated in the pre-trip strategy section, the application reinforces the messaging identified in the Parking/Destination Map and Town website while providing real-time information pertaining to parking availability, business hours, travel distances, special events, etc.

➤ *Construct Digital Information Kiosks*

As noted in Tech Memo A, the existing informational signs within Town Center contain a large amount of helpful information regarding key destinations and area businesses. However, the signs have a temporary look and feel given the need for quick and easy updates as conditions or businesses change. Digital information kiosks are recommended instead, which allow for easy updates while providing a consistent, branded appearance. Refer to **Figure 1** for recommended digital information kiosk locations.

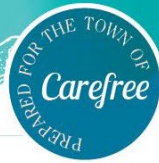
The kiosk should contain information such as the Town Center Parking/Destination Map, parking regulations, upcoming events, business directory and mobile application information. The kiosk should complement and/or supplement information that can be found on the Town's website and the mobile application platform. Both horizontal and vertical orientations of the kiosks will be considered during more detailed design development. Specific messaging recommendations will be provided in Technical Memorandum C.



Examples of Outdoor Digital Information Kiosks (www.sarasotafl.gov & Bertram Signs & Graphics)

Vehicular Wayfinding Strategies

As noted during Tech Memo A, one of the primary intentions of this study is to highlight the barriers and opportunities related to how easily visitors navigate Town Center. Field observations revealed that many visitors had difficulty understanding the most direct routes into Town Center despite the large gateway features that were added on Carefree Drive and Wampum Way. An internal radial street pattern along with a significant number of driveway/roadway intersections further confuse the vehicular traveler. Availability and proximity of parking is also a noted concern, particularly during events. To help address these issues, a revised concept plan for Town Center was developed to address overall circulation challenges identified in Tech Memo A. Refer to **Appendix A** for the Carefree Town Center Concept Plan.



In addition to the improvements noted in the Carefree Town Center Concept Plan, the following general wayfinding strategies are recommended for vehicular travelers:

➤ *Provide Gateways at Edges of Town Center*

Provide vehicular gateways at the intersection of Tom Darlington Drive and Bloody Basin Road, Tom Darlington Drive and Cave Creek Road, and Cave Creek Road and Bloody Basin Road. Refer to **Figure 1** for recommended gateway locations. These gateways will give drivers advanced notice that they are approaching Town Center and that they should be prepared to slow down and watch for further directions to their destination.

➤ *Provide Updated Directional Signage along the Arterials*

Provide new directional signage along Tom Darlington Drive and Cave Creek Road to direct vehicles to the designated vehicular entrances to Town Center as described below. Refer to **Figure 1** for recommended directional sign locations.

➤ *Improve the Vehicular Entrance with New Gateway Features*

Create improved, designated vehicular entrances to Town Center at Carefree Drive, Ho Road, Hum Road and Sunshine Way. Gateway features could include decorative pavement markings, signs and enhanced landscaping to create a sense of arrival and encourage vehicles to enter at these locations to quickly locate parking.

➤ *Provide Updated Directional Signage along the Local Streets within Town Center*

Provide updated directional signage at key decision-making intersections within Town Center to guide travelers to parking lots and area destinations. Directional signs should be simple, consistent, and visually coordinated with the overall wayfinding program. Icons and/or graphics should be considered where feasible for universal legibility.

➤ *Create a Coordinated Parking System*

Create a coordinated parking system within Town Center through consistently themed signs in both privately-owned and Town-owned parking lots. The signage should be large enough to be legible from a moving vehicle and placed at lot entrances for easy identification. The parking system signage should include a map showing the location of the lot within the context of Town Center along with key destinations and attractions for easy orientation. Walking distances to key points of interest should also be provided.



Pedestrian/Bicycle Wayfinding Strategies

Pedestrian connectivity is varied throughout Town Center, with significant opportunities for improvement along the arterials. Bicycle connectivity is limited to the existing on-street bike lanes which are not always comfortable for less experienced riders. To address the overall pedestrian/bicycle connectivity issues noted in Tech Memo A, the Carefree Town Center Concept Plan provided in **Appendix A** shows suggested modifications to the pedestrian and bicycle circulation networks. The concept plan depicts a new multi-use path for both pedestrians and bicyclists adjacent to Tom Darlington Drive and Cave Creek Road that provides potential for the establishment of an off-street route for travel throughout much of the community. In addition to the improvements noted in the Carefree Town Center Concept Plan, several opportunities have been identified to reinforce wayfinding and improve the pedestrian/bicyclist experience through Town. The following recommendations will be further refined in Technical Memo C as the messaging is developed in greater detail:

➤ *Provide a Designated Pedestrian Entrance to Town Center*

Provide an accessible and visually clear connection to the designated pedestrian entrance to Town Center at the intersection of Wampus Way and Tom Darlington Drive and the intersection of Carefree Drive and Cave Creek Road. Messaging will be developed to guide pedestrians along the improved Tom Darlington Drive and Cave Creek Road streetscapes to the pedestrian entrances as shown in Appendix A.

➤ *Create Pedestrian Level Signage in Parking Facilities*

Provide pedestrian level signage near parking areas that contains information for walking to the various destinations within Town Center. Information could include partial maps of the immediate area and walking distances to key points of interest. Refer to **Figure 1** for locations of pedestrian maps adjacent to parking facilities.

➤ *Provide Updated Directional Signage for Sidewalks and Multi-Use Paths*

Provide wayfinding directional signs at the start and termination points of the multi-use paths and at key decision points along the improved pedestrian/bicycle circulation network. Signs should be predictable, easily accessible, and simple with information indicating direction to points of interest and approximate distances. Points of interest should be marked with destination signs branded to match the Town's wayfinding program. Refer to **Figure 1** for locations of destination signs.



➤ Create a Visual Pathway Through Town Center

Develop a designated pedestrian route by using a decorative pavement treatment to identify a self-guided walk through Town Center. This designated pedestrian route could feature a 'treasure-hunt' with public art pieces that visitors can find along the pathway. The images below show a similar idea used in a playground setting where kids can use a display panel to identify the hidden treasures that can be found throughout the site. Messaging for signage along this path will be developed to inform visitors on surrounding businesses, points of interest, and/or walking distances to surrounding destinations.



Example of 'Treasure Hunt' Featuring Animals

Post-Trip Strategies

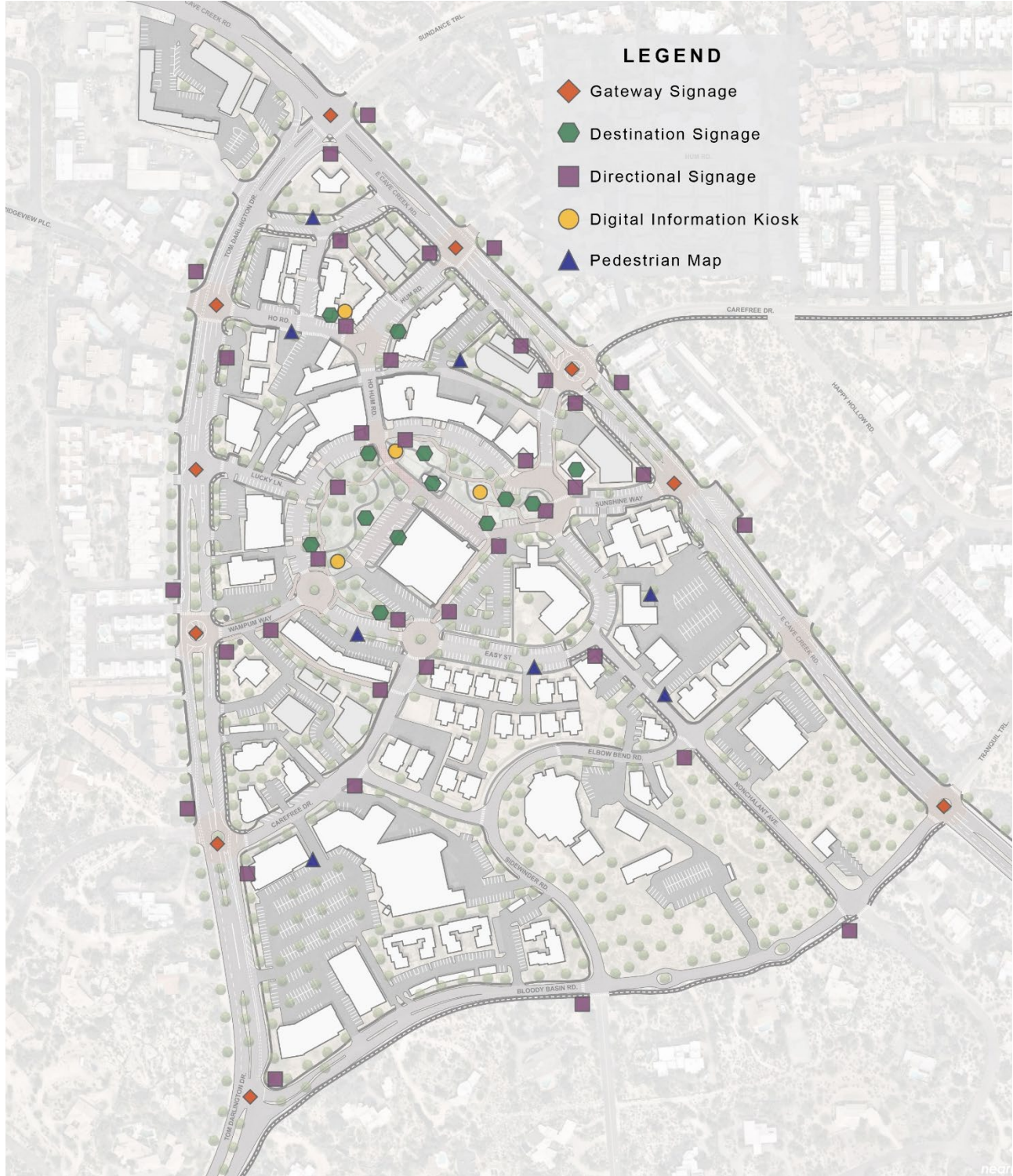


The intent of post-trip strategies is to provide an opportunity to change a visitor's behavior for the next trip or provide an opportunity to improve their experience on the next trip. As identified in previous sections, the recommended post-trip strategies include further refinement/development of the Town's website to include the latest parking and destination information as well as the development of a mobile application for continued use and information-sharing.

Sign Recommendations

Refer to **Figure 1** for the approximate location of the recommended wayfinding signage within the re-envisioned Town Center area. Specific signage locations will be identified in the final report, Technical Memorandum D. Refer to **Figure 2** for the proposed disposition of the existing signs with Town Center. Refer to **Appendix B** for preliminary sign concept designs.

FIGURE 1 – LOCATIONS OF PROPOSED WAYFINDING SIGNS





Below is a summary of impacts and modifications to the existing wayfinding signs:

Gateway Signage

The existing large gateway signage at Wampum Way and Carefree Drive should remain in-place to mark the designated pedestrian entrances to Town Center. The existing small monument signs within the traffic circles could remain in-place or could be removed and replaced with pedestrian-scale gateway markers as appropriate. Additional gateway signage is recommended at the following intersections:

- ▲ Tom Darlington Drive & Bloody Basin Road
- ▲ Tom Darlington Drive & Carefree Drive
- ▲ Tom Darlington Drive & Ho Road
- ▲ Tom Darlington Drive & Cave Creek Road
- ▲ Cave Creek Road & Hum Road
- ▲ Cave Creek Road & Sunshine Way
- ▲ Cave Creek Road & Tranquil Trail



Existing Large Gateway Sign to Remain

Destination Signage

As noted in Tech Memo A, existing destination signage within Town Center varies significantly. To create a comprehensive look and feel within the area, it is recommended that new destination signage be created for the following key features within Town Center:

- ▲ Carefree Desert Gardens



Comprehensive Sign Plan for Town Center

- ▲ Sundial
- ▲ Sanderson Lincoln Pavilion
- ▲ Carefree Town Hall
- ▲ Children's Playground & Little Library
- ▲ Kiwanis Splash Park
- ▲ Visitor Center
- ▲ Post Office
- ▲ Spanish Village

New destination signs for the features listed above should be consistent with the overall look and feel of the updated wayfinding program. Since signage noting elements within the Carefree Desert Gardens are all similarly branded specifically for the garden area, these existing signs should remain in-place.

Further coordination is required for sign additions around Spanish Village given the need to maintain its historic character. The existing Spanish Village entry signage should remain-in-place. Destination signage for Spanish Village consistent with the new wayfinding program could be added near the adjacent parking areas or along the roadway frontage to create a cohesive sense of arrival while not detracting from existing historic sign features.



Existing Spanish Village Entry Signage to Remain



Directional Signage

As noted in Tech Memo A, directional signage within Town Center also varies significantly. It is recommended that all directional signage be replaced and/or updated to create a consistent, comprehensive wayfinding sign program for Town Center. The existing sundial directional signs are recommended to be repurposed for use along the new multi-use path along Tom Darlington Drive and Cave Creek Road. New directional signage will be developed throughout Town Center to be easily observable for a variety of users, including those traveling by vehicle, by foot or on a bicycle.

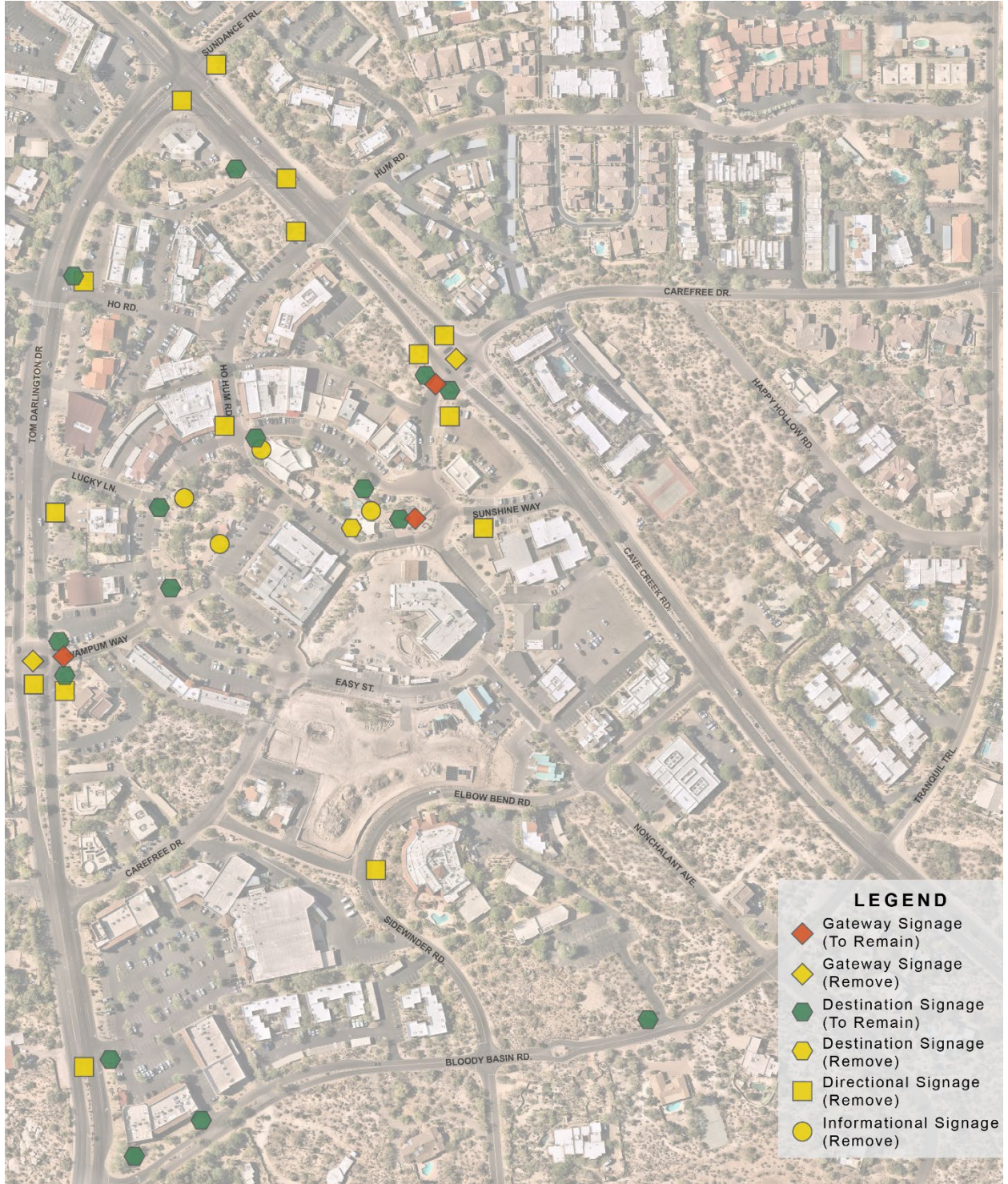
Informational Signage

All existing informational signage is recommended to be removed and replaced with digital information kiosks as previously noted.



Existing Sundial Signage to be Removed and Repurposed for Use Along Multi-Use Path

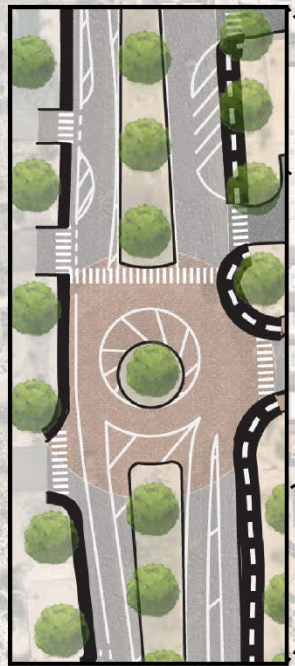
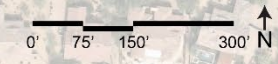
FIGURE 2 – DISPOSITION OF EXISTING WAYFINDING SIGNS



APPENDIX A:
CAREFREE TOWN CENTER CONCEPT PLAN

CAREFREE TOWN CENTER CONCEPT PLAN

- ① Pedestrian Gateway Feature
- ② Vehicular Gateway Feature
- ③ Decorative Paving/Enhanced Landscape
- ④ Gateway Street Enhancements w/ Parking
- ⑤ Designated Town Center Pedestrian Route
- ⑥ Pedestrian Corridor Closed to Through Traffic
- ⑦ Potential Event Area
- ⑧ Carefree Town Center Welcome Feature
- ⑨ Potential Redevelopment Area
- New Sidewalk / Path — New Multi-use Path
- Existing Sidewalk / Path ● Bike Parking



Typical Roundabout Striping

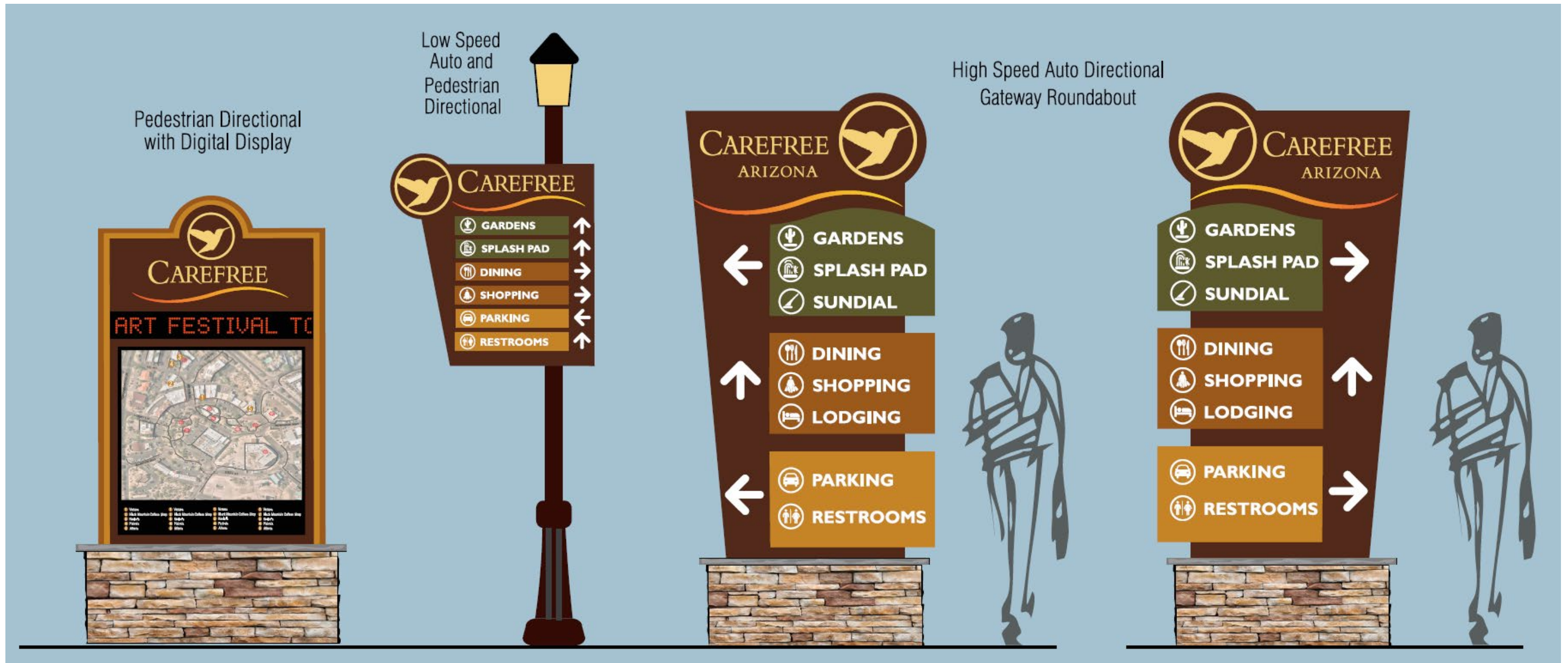


APPENDIX B: CAREFREE TOWN CENTER SIGN CONCEPTS



SIGN CONCEPT 1

Bertram Signs & Graphics



SIGN CONCEPT 2

Bertram Signs & Graphics