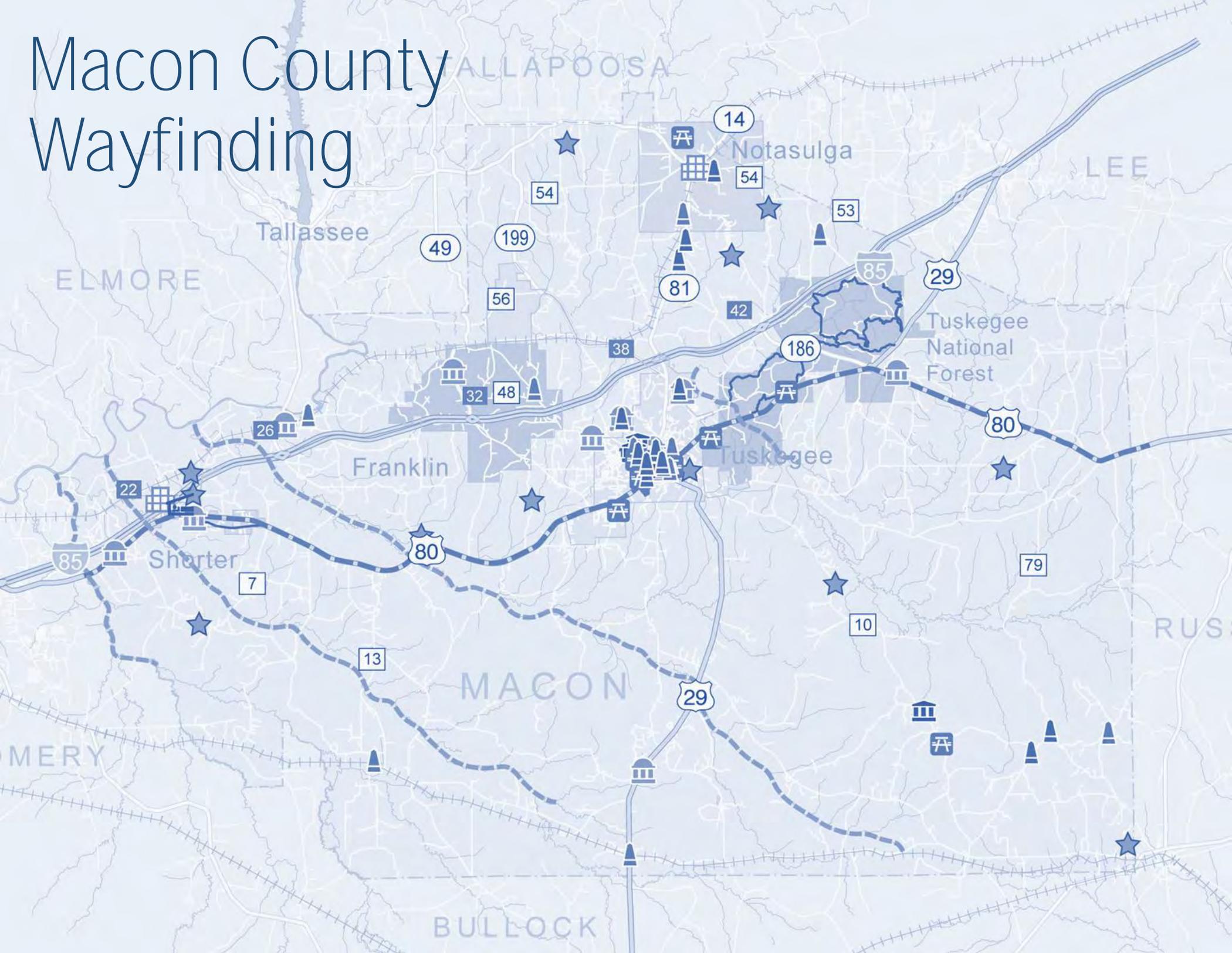


Macon County Wayfinding



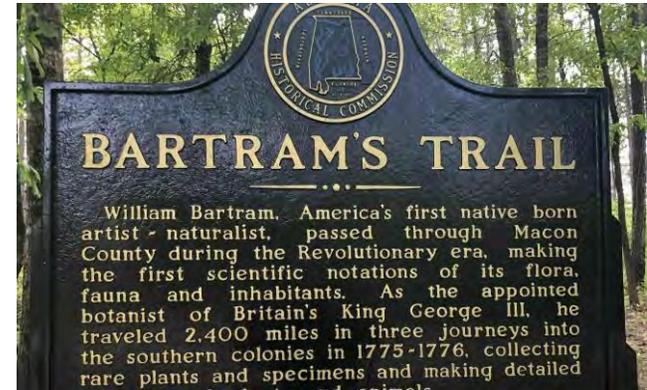
Wayfinding Systems

Purpose

- Help visitors find their destination
- Show visitors all of what Macon County has to offer
- Give visitors a great first impression

Strategy

- Objective system for prioritizing/including destinations
- Focus signage on wayfinding corridors
- Design for permanence but with ability for updating
- Countywide consistency but with opportunities for local branding



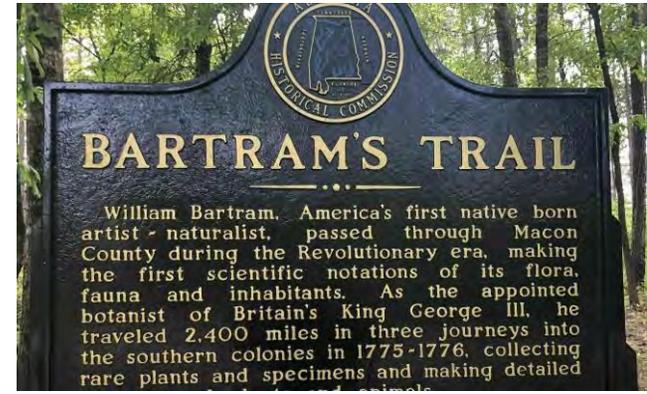
Macon County Wayfinding

Phase 1

- Complete inventory of destinations
- **Criteria for signage “tiers”**
- Preliminary evaluation of routes
- **Prototypical sign “family” and strategy recommendations**

Phase 2

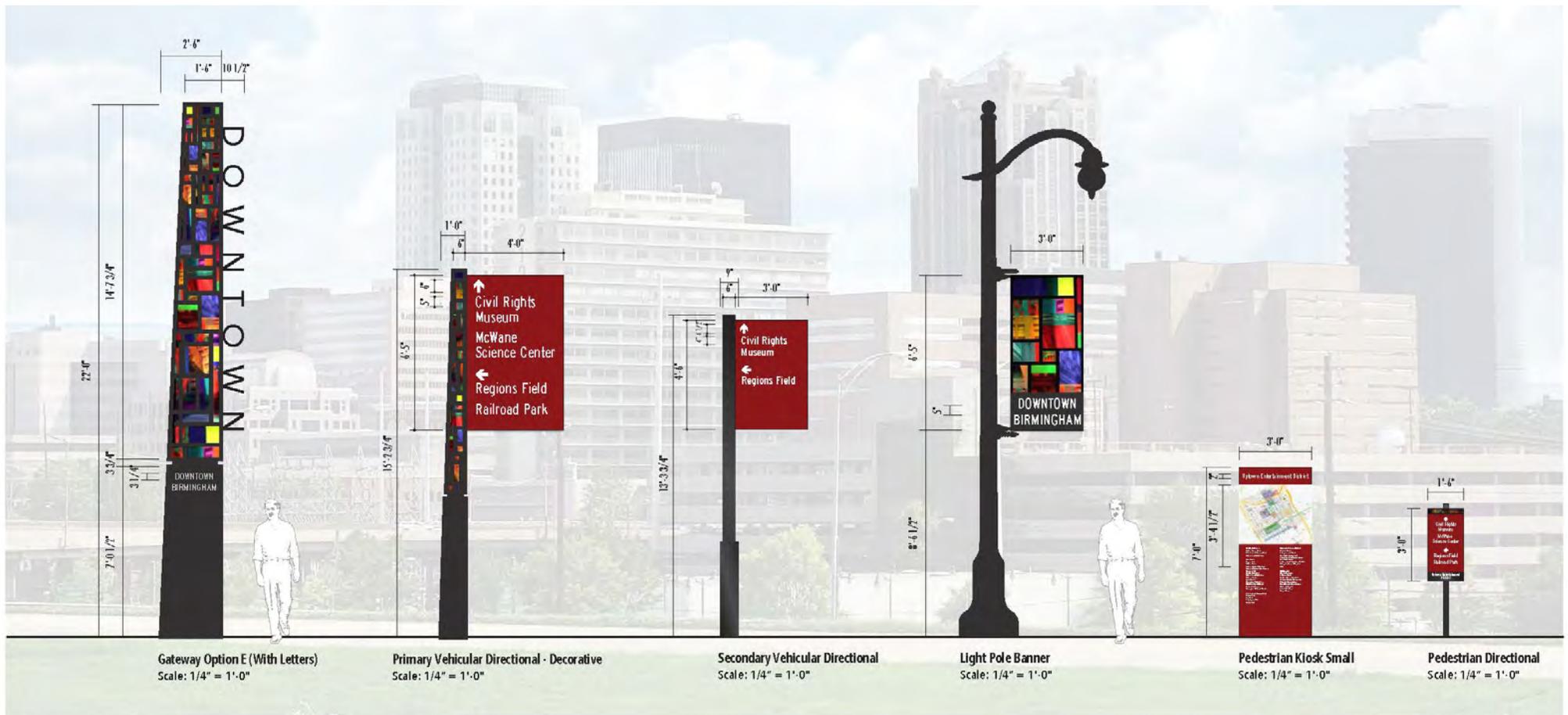
- Identification of wayfinding corridors and decision points
- Recommended sign schedule (locations, messages)
- Conceptual designs for sign family, countywide and local template



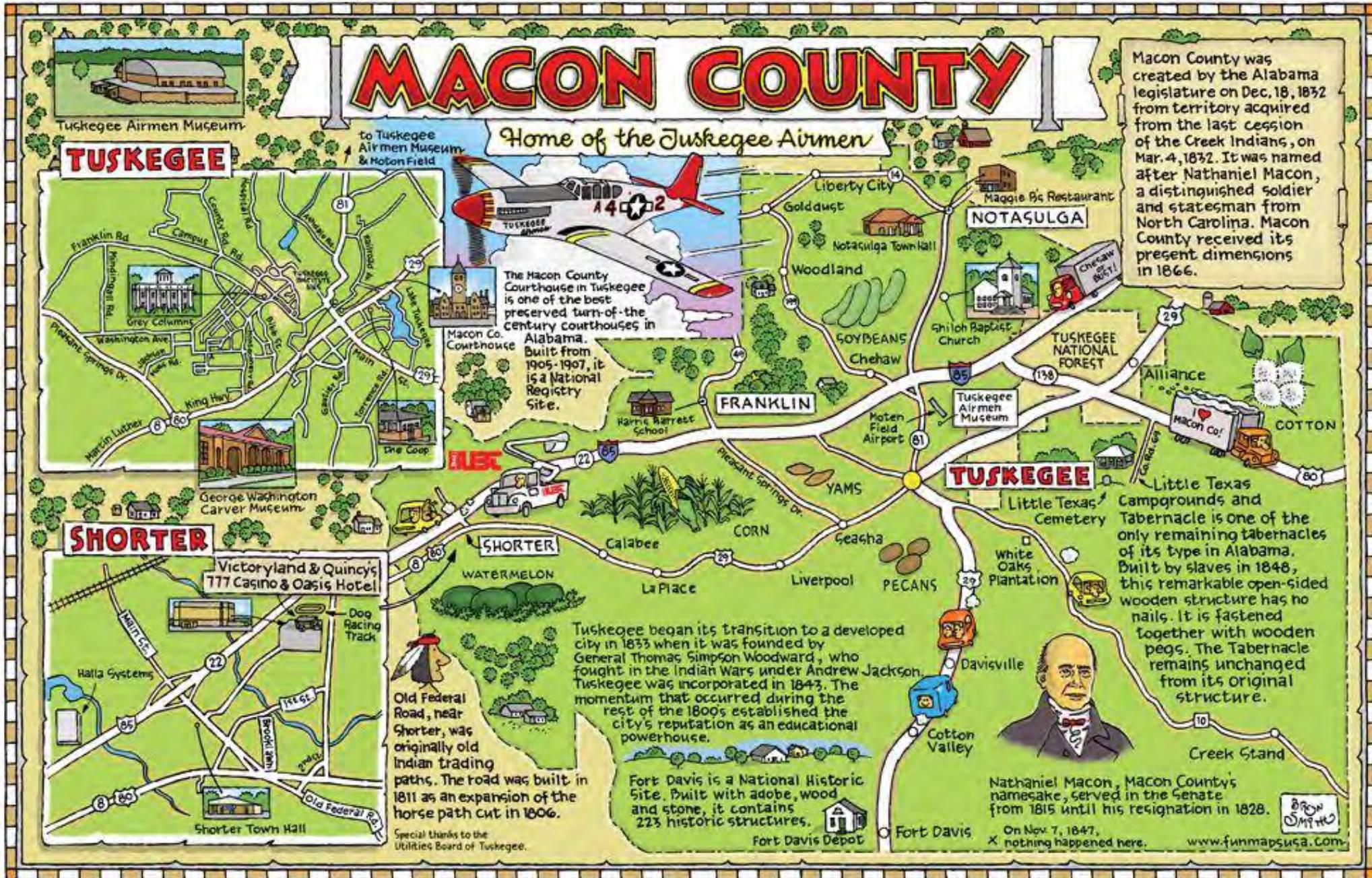
Macon County Wayfinding

What's a wayfinding sign family?

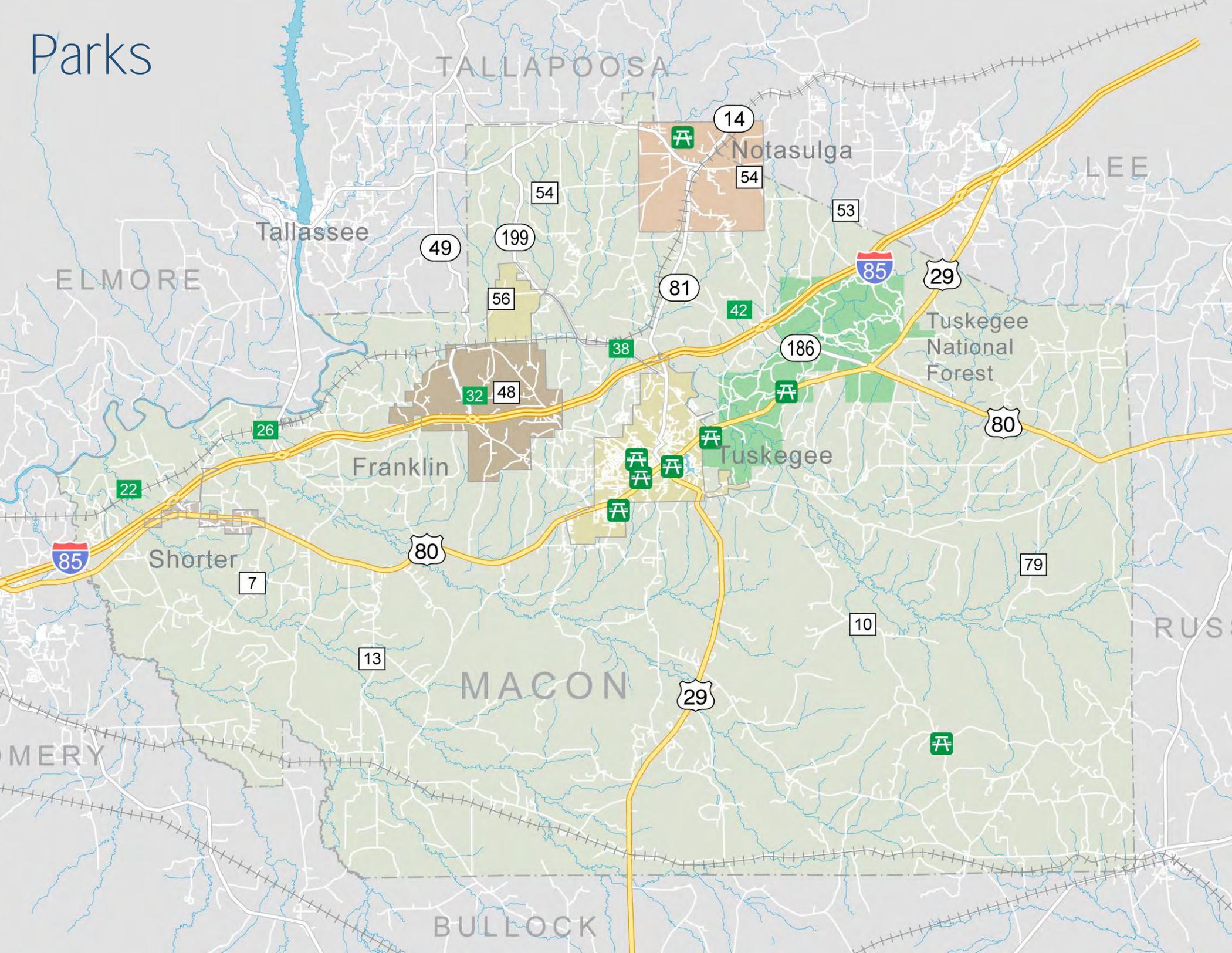
- Gateway signage
- Primary vehicular signs
- Secondary vehicular signs
- Pedestrian signs/kiosks
- Markers and on-site signs
- District banners



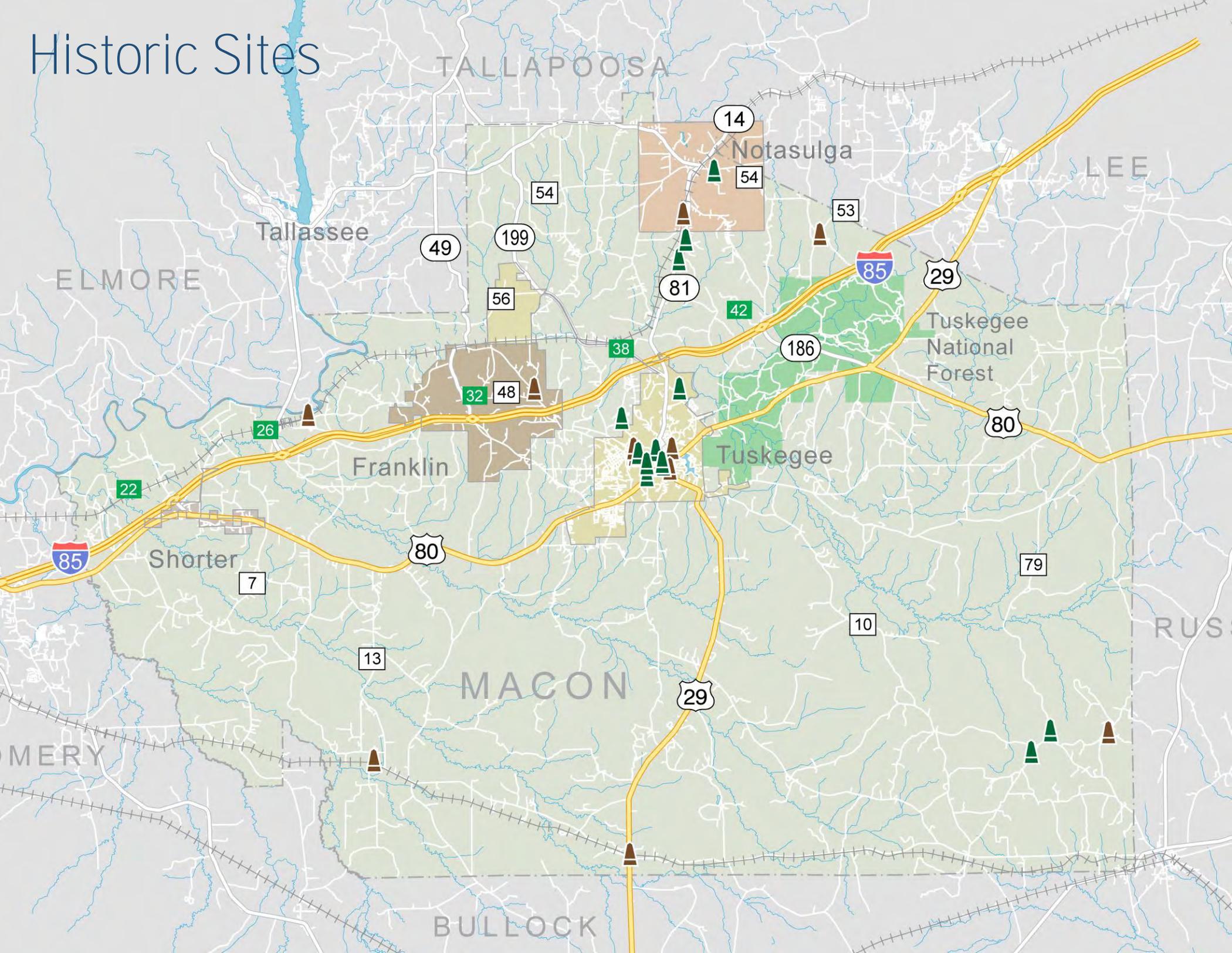
Macon County Destinations



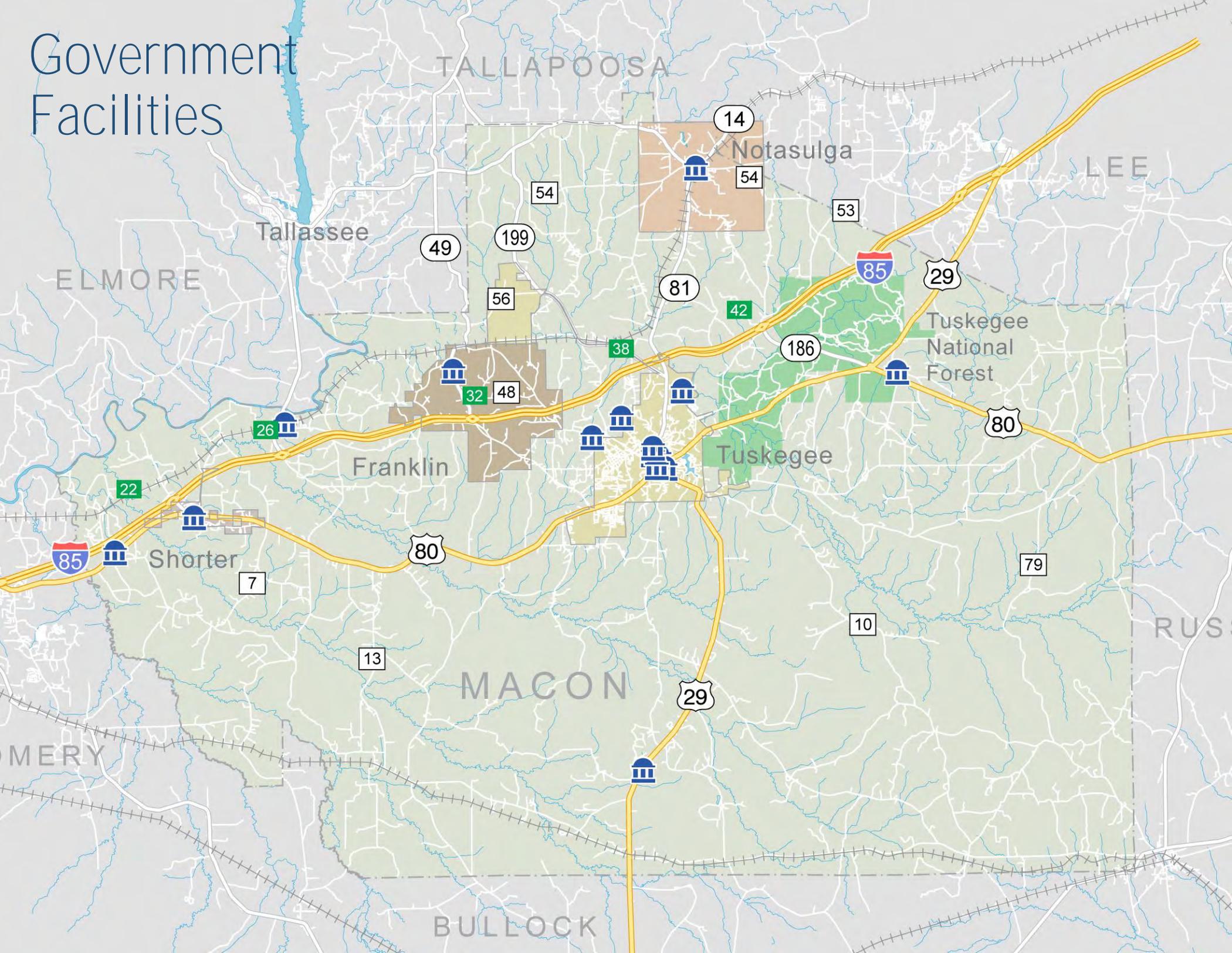
Parks



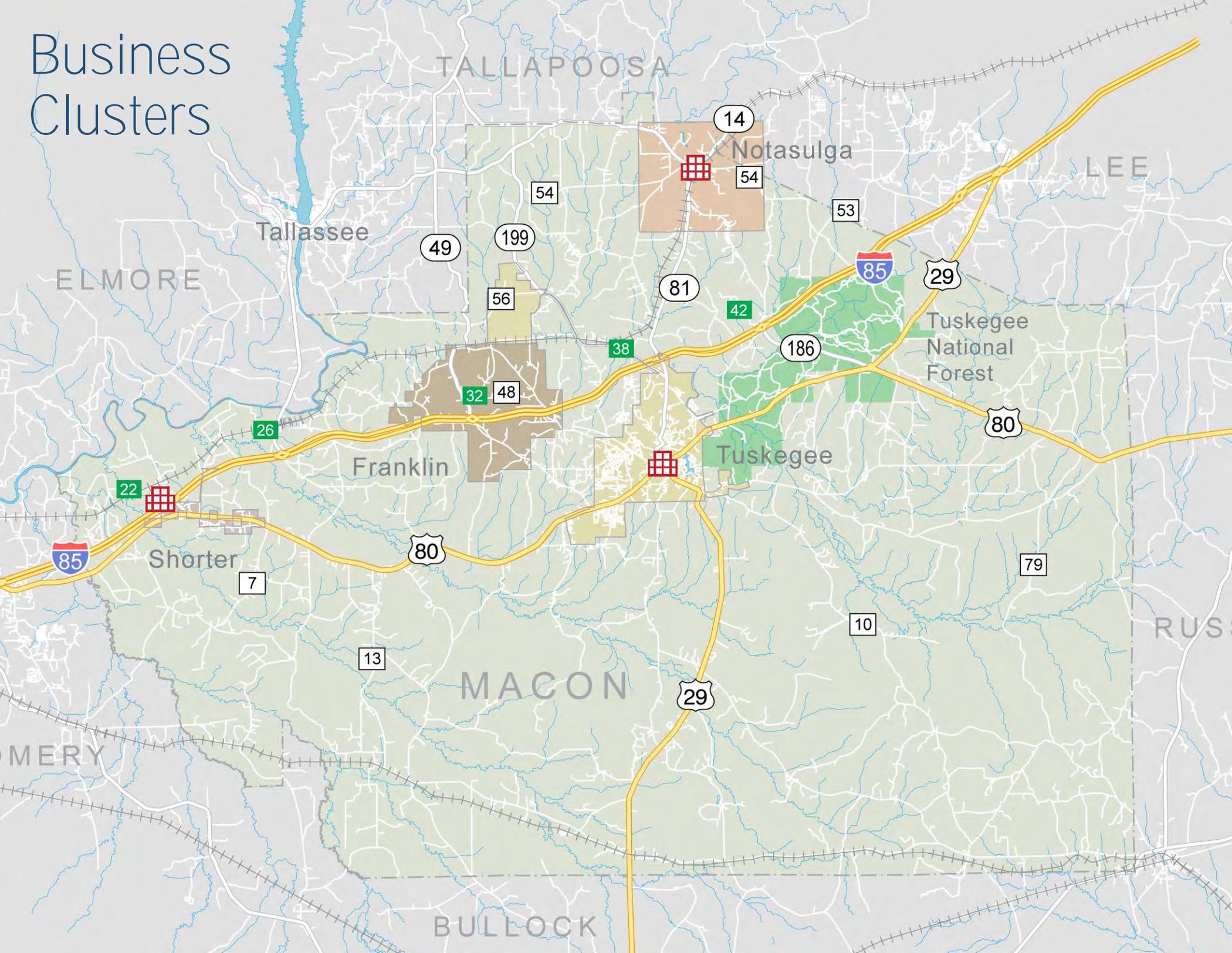
Historic Sites



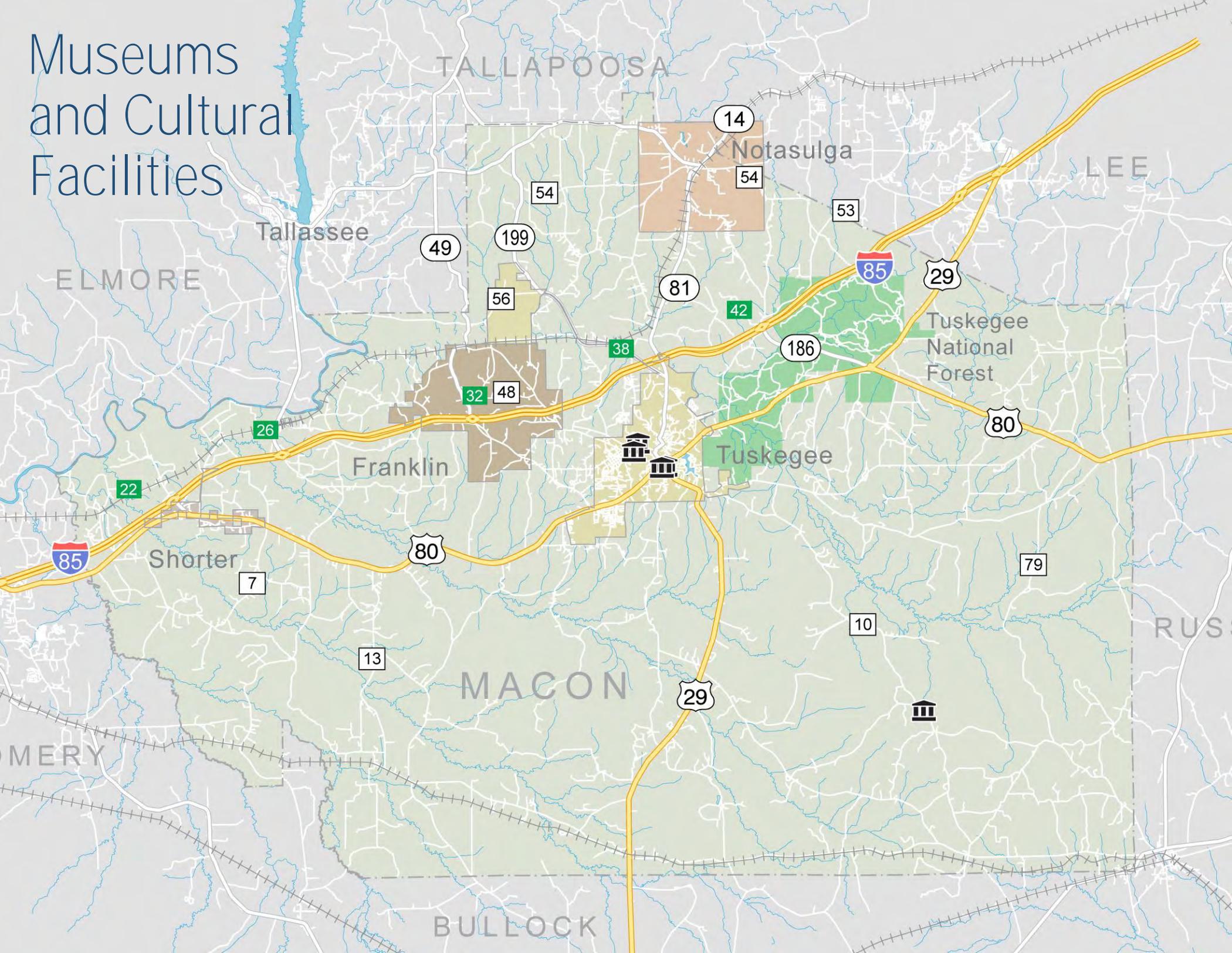
Government Facilities



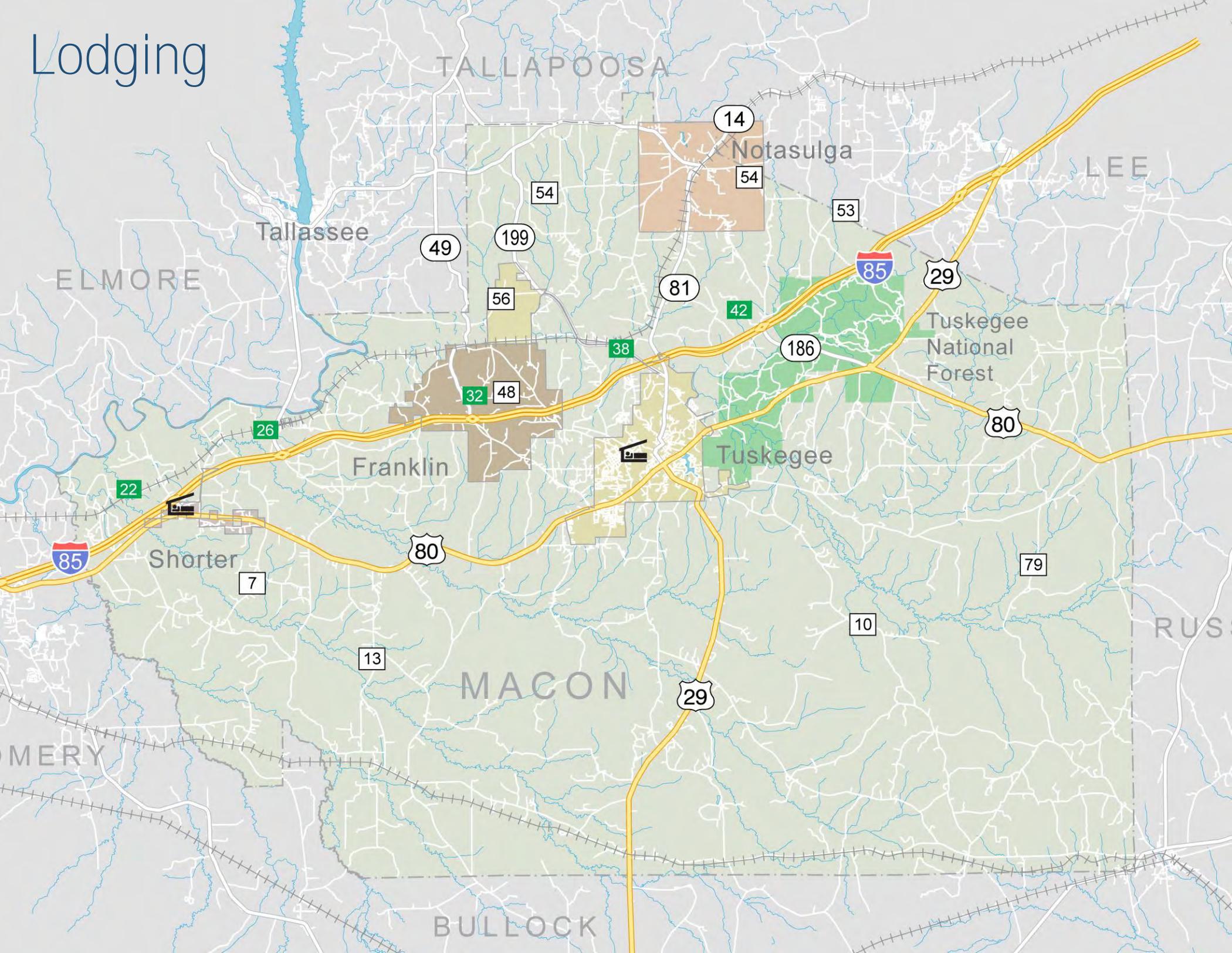
Business Clusters



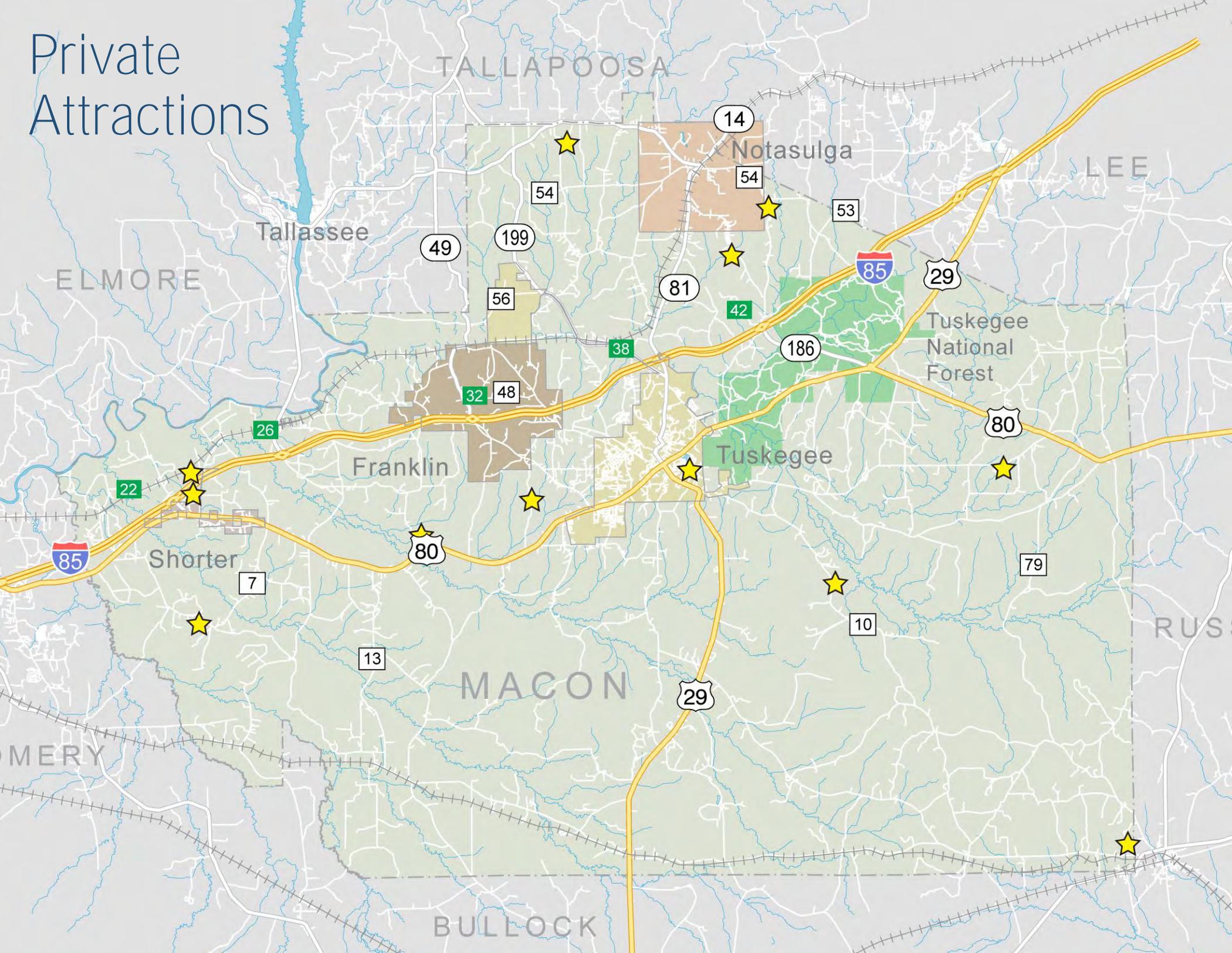
Museums and Cultural Facilities



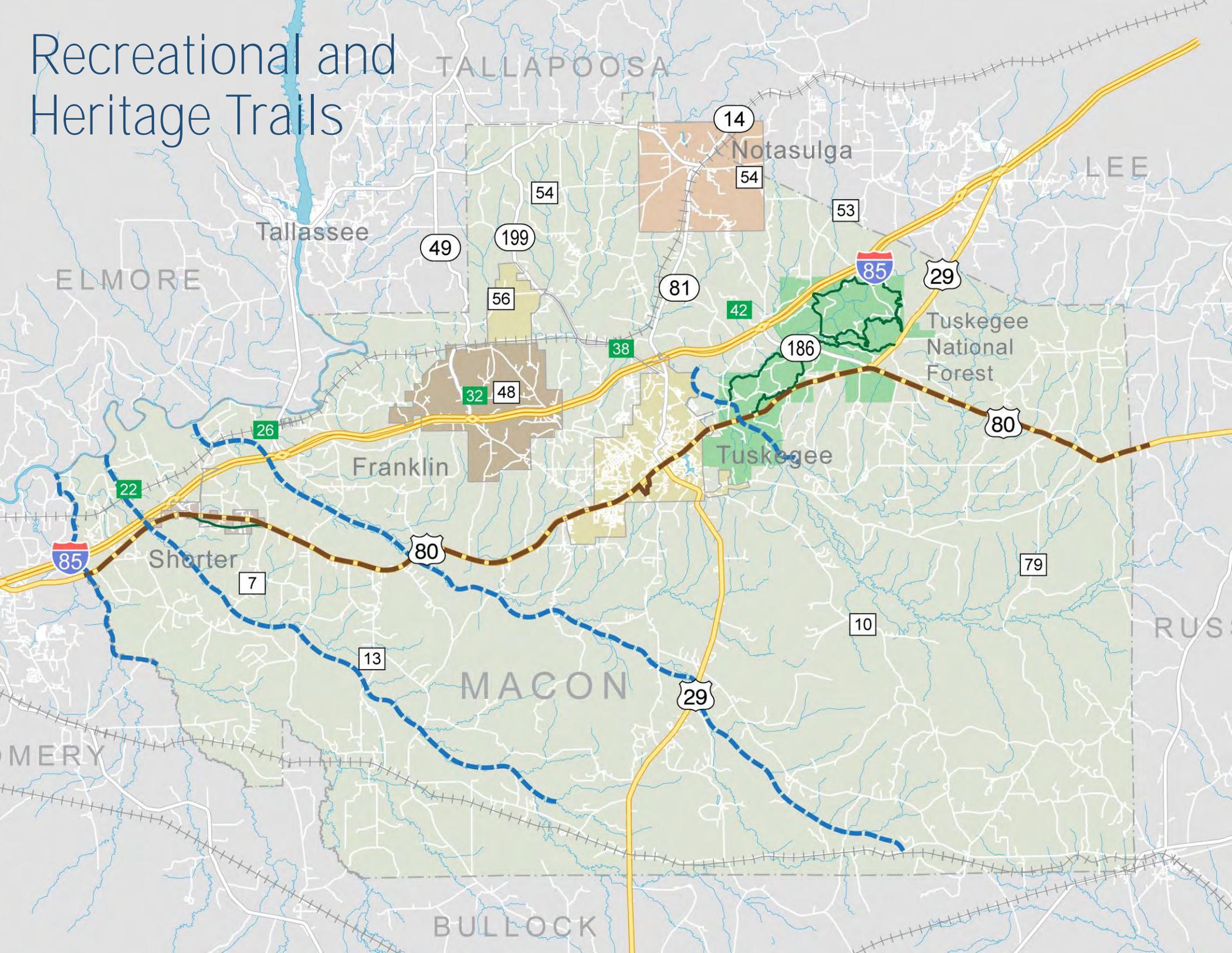
Lodging



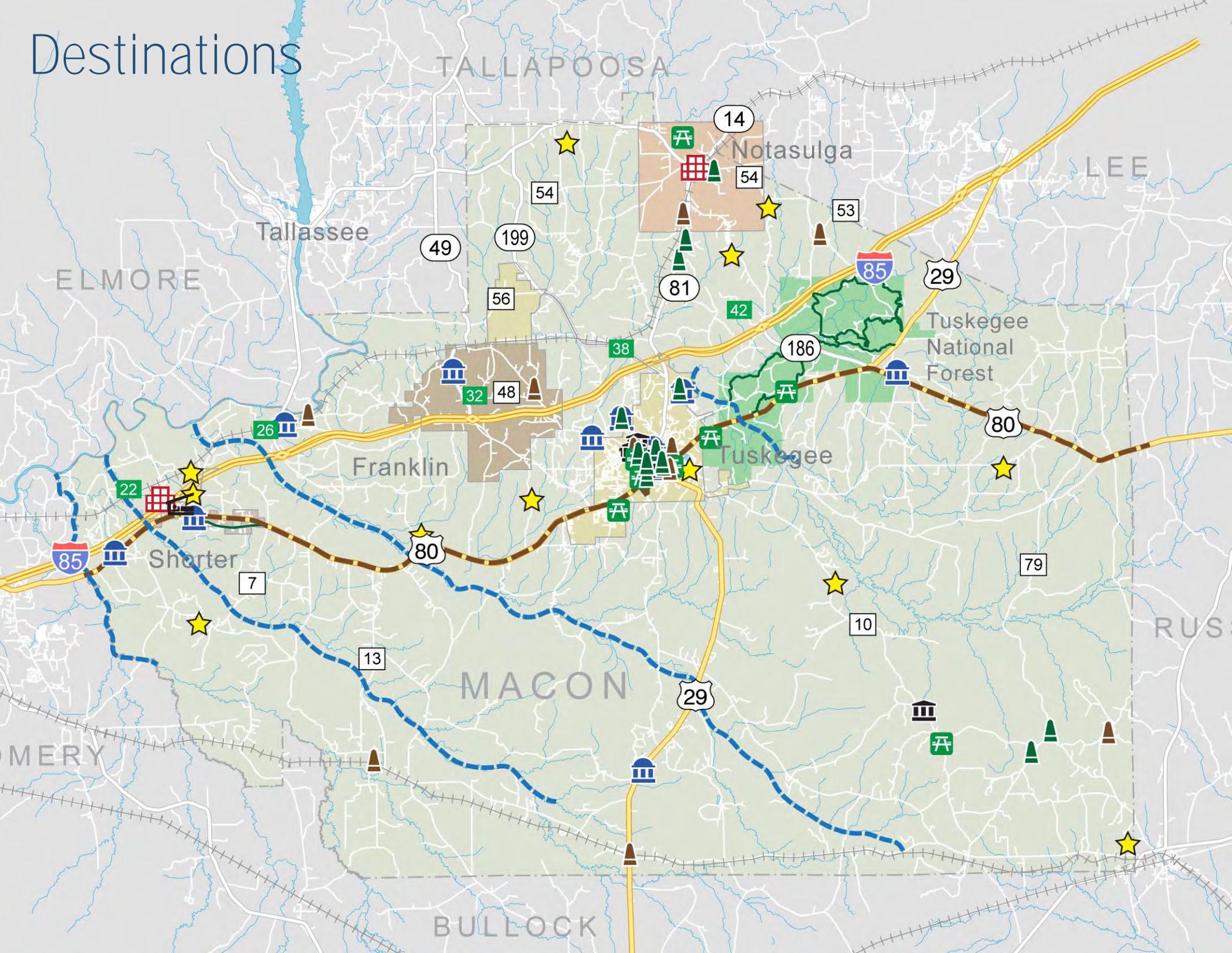
Private Attractions



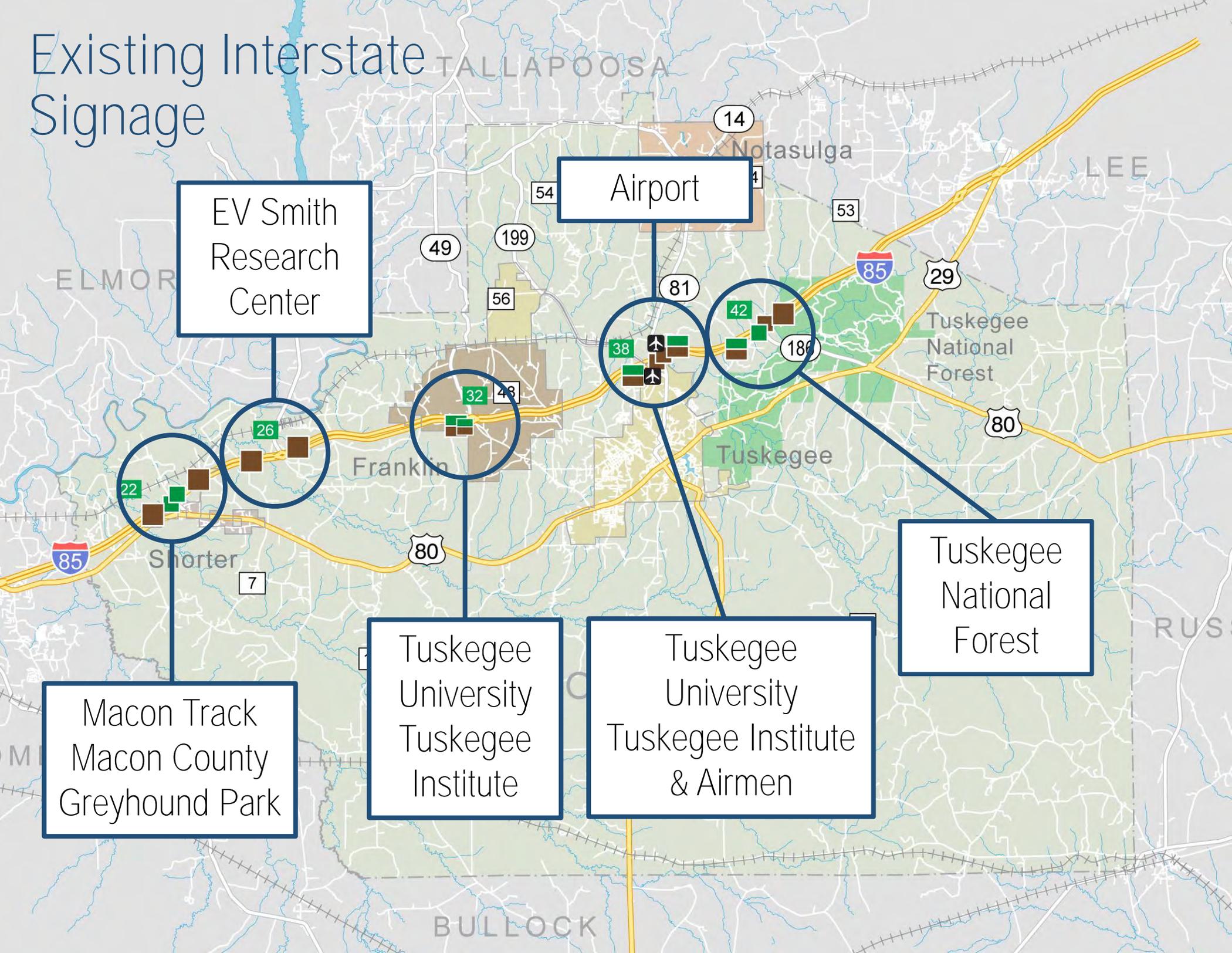
Recreational and Heritage Trails



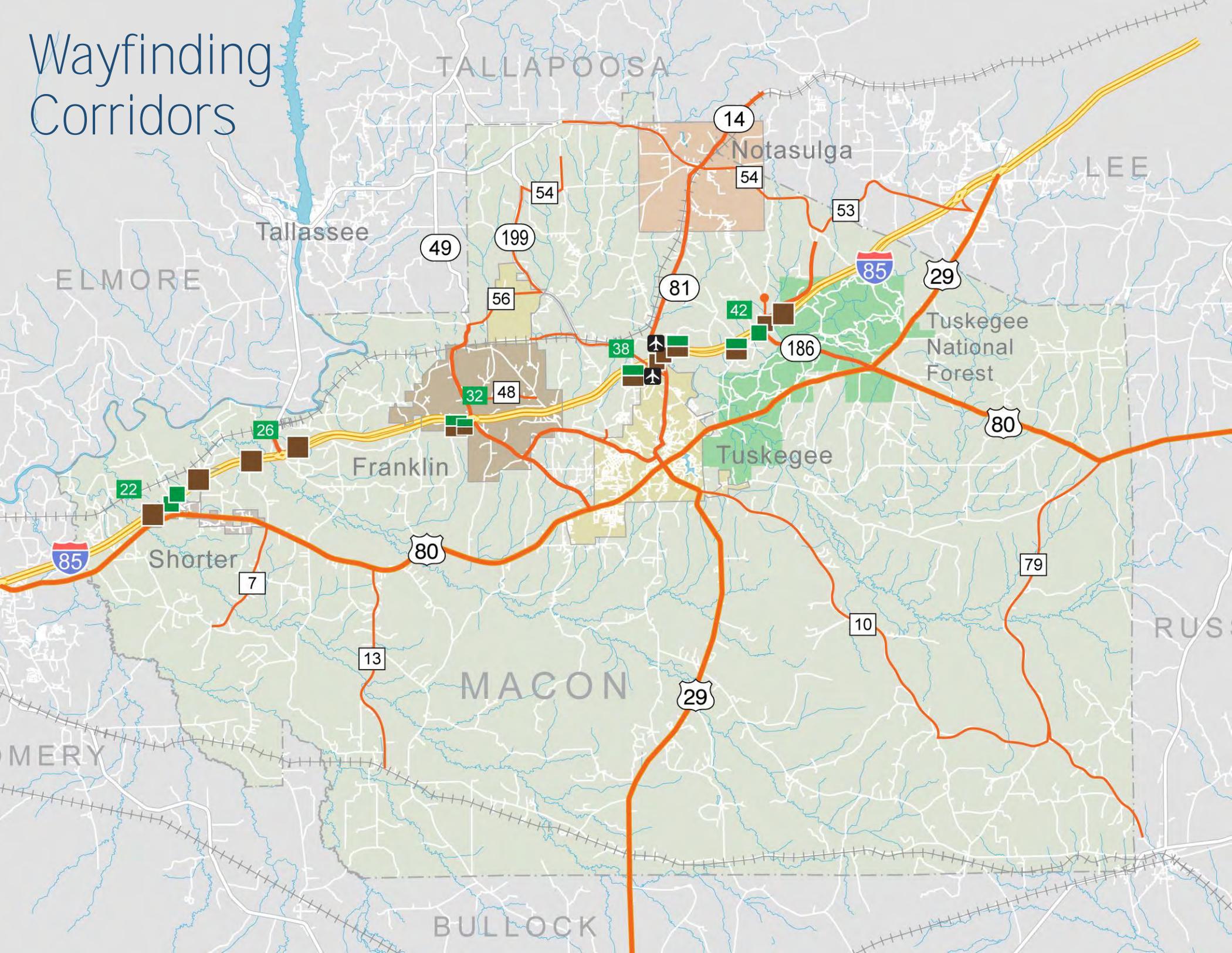
Destinations



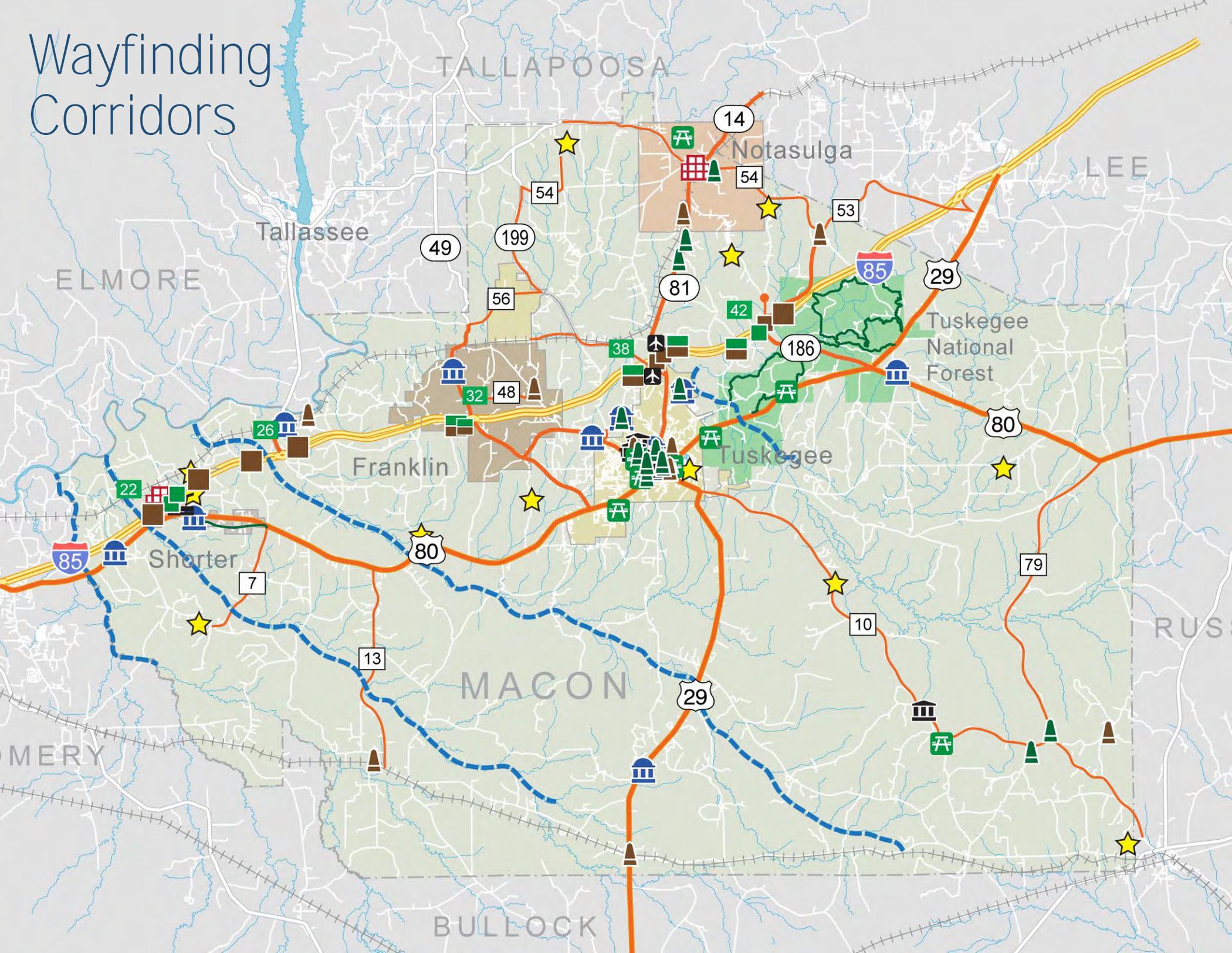
Existing Interstate Signage



Wayfinding Corridors



Wayfinding Corridors



Macon County Wayfinding

Next Steps

- Finalize inventory of destinations
- Prepare criteria for signage tiers
- Illustrate prototypical sign “family”

