



SIGNAGE & WAYFINDING PROGRAM FOR THE CITY OF BREVARD



JUNE 4, 2007 / BIZZELL DESIGN, INC.



A VISITOR'S PERSPECTIVE

A WAYFINDING SIGNAGE PROGRAM IS DESIGNED FOR VISITORS TO YOUR AREA. FIRST IMPRESSIONS MAKE OR BREAK A SYSTEM AND AFTER FOUR SURVEYS MYSELF, AND TWO "SECRET SHOPPER" TRIPS BY TYPICAL WEEKEND TRAVELERS WE DEVELOPED A FEW VERY IMPORTANT FIRST IMPRESSIONS. THESE FIRST IMPRESSIONS ARE INSTINCTIVE, BUT ALWAYS ON THE MARK WHEN DEVELOPING A WAYFINDING PROGRAM.

A RESIDENT OF THE BREVARD AREA KNOWS THE DOWN AND DIRTY OF THE LODGING, DINING AND SHOPPING COMMUNITY. MANY TIMES, THE PERSONALITIES INVOLVED IN THE OWNERSHIP AND MANAGEMENT OF THESE ESTABLISHMENTS INFLUENCE OPINIONS. PLEASE KEEP IN MIND THAT A VISITOR DOES NOT KNOW THE PERSONALITIES BEHIND THE BUSINESS COMMUNITY. WE MAY POINT OUT A KEY VISUAL SYMBOL THAT MAY NOT BE A POPULAR CHOICE FROM A RESIDENTS PERSPECTIVE, BUT FROM A VISITORS PERSPECTIVE IT IS INTRIGUING AND ACCESSIBLE.

FOUR NEGATIVE FIRST IMPRESSIONS.

ONE: UPON ENTRY TO THE DOWNTOWN AREA, PARKING SEEMS DIFFICULT. EMPTY PRIVATE PARKING AREAS ARE CLOSED TO VISITORS. THIS GIVES THE WRONG IMPRESSION, PUBLIC PARKING IS DETACHED FROM MAIN & BROAD, THE LOTS LOOK ABANDONED. WE FEEL THIS IS AN SUBJECT IN NEED OF ATTENTION, BUT FIXABLE, THROUGH INEXPENSIVE SIGNAGE AND REWORDING OF PRIVATE PARKING SIGNS.

TWO: THE FORK AT BROAD AND N. CALDWELL CREATES A CHALLENGE. THE NATURAL RIGHT TURN WILL LEAD VISITORS AWAY FROM BROAD AND MAIN.

THREE: THE PISGAH FOREST AREA CAN BE MISTAKEN FOR "DOWNTOWN" BREVARD. WE NEED TO IDENTIFY THE DISTRICT AND REDIRECT VISITORS TO DOWNTOWN AREA.

FOUR: THIS IS BIG, BREVARD MUSIC CENTER DIRECTS EXITING TRAFFIC ON A RURAL ROUTE 2.2 MILES AWAY FROM TOWN CENTER SHOPS AND RESTAURANTS.

COOL FIRST IMPRESSIONS . . .

MAIN & BROAD (KEY MESSAGE EASY ON STREET PARKING) BREVARD MUSIC CENTER SHOULD DIRECT THROUGH THIS INTERSECTION.

SILVERMONT AREA (NEED TO IDENTIFY PARK AND WALK)

HIDDEN GEM, VARSITY STREET. WHEN YOU CONNECT THE 50S DRIVE-IN, THE TAILGATE FARM PARKING LOT, THE PARK AND A BUNGALOW WALKING TOUR AND THE NEW LIBRARY YOU HAVE A UNIQUE EXPERIENCE & SOME OF THE BEST SURFACE PARKING.

TOWN CENTER AREA IS OPEN! EVEN IN THE EVENING HOURS.

WE FEEL THAT THE WAYFINDING MESSAGES SHOULD BE BROKEN INTO THREE DIFFERENT LEVELS. LEVEL THREE SIGNAGE IS OUTSIDE THE DOWNTOWN AREA. OUR GOAL IS TO SIMPLY CREATE AN IMPRESSION THAT BREVARD IS A COOL PLACE TO STOP AND EXPLORE A BIT. MESSAGES WILL NOT BE TOO SPECIFIC. LEVEL TWO SIGNS ARE DESIGNED TO KEEP TRAVELERS ON PATH AND PRIME THEM TO STOP AND PARK. MESSAGES MAY BE MORE SPECIFIC. LEVEL ONE SIGNAGE WILL COMBINE WITH SINGLE POSITION DIRECTIONAL SIGNS TO ENCOURAGE TRAVELERS TO STOP, PARK AND WALK.

LEVEL ONE SIGNAGE ORGANIZES A TRAVELERS ACTIVITY AND PRESENTS AN AGENDA. **STOP, WALK, SHOP, EAT, URBAN HIKE.**

WAYFINDING SIGN

CAST BRONZE TOWN CENTER PLAQUE ADDS A MUNICIPAL LOOK

KEY MESSAGE LETTERING IS DIMENSIONAL

FLUTED SIX INCH DIAMETER ALUMINUM POST WITH WELDED BRACKETS, BASE AND FINIAL

RED PANEL IS STUD MOUNTED 1" OFF SIGN BACKGROUND TO ADD VISUAL INTEREST.

APPLIED ARROW IS CHANGEABLE

ESTABLISHED LINK



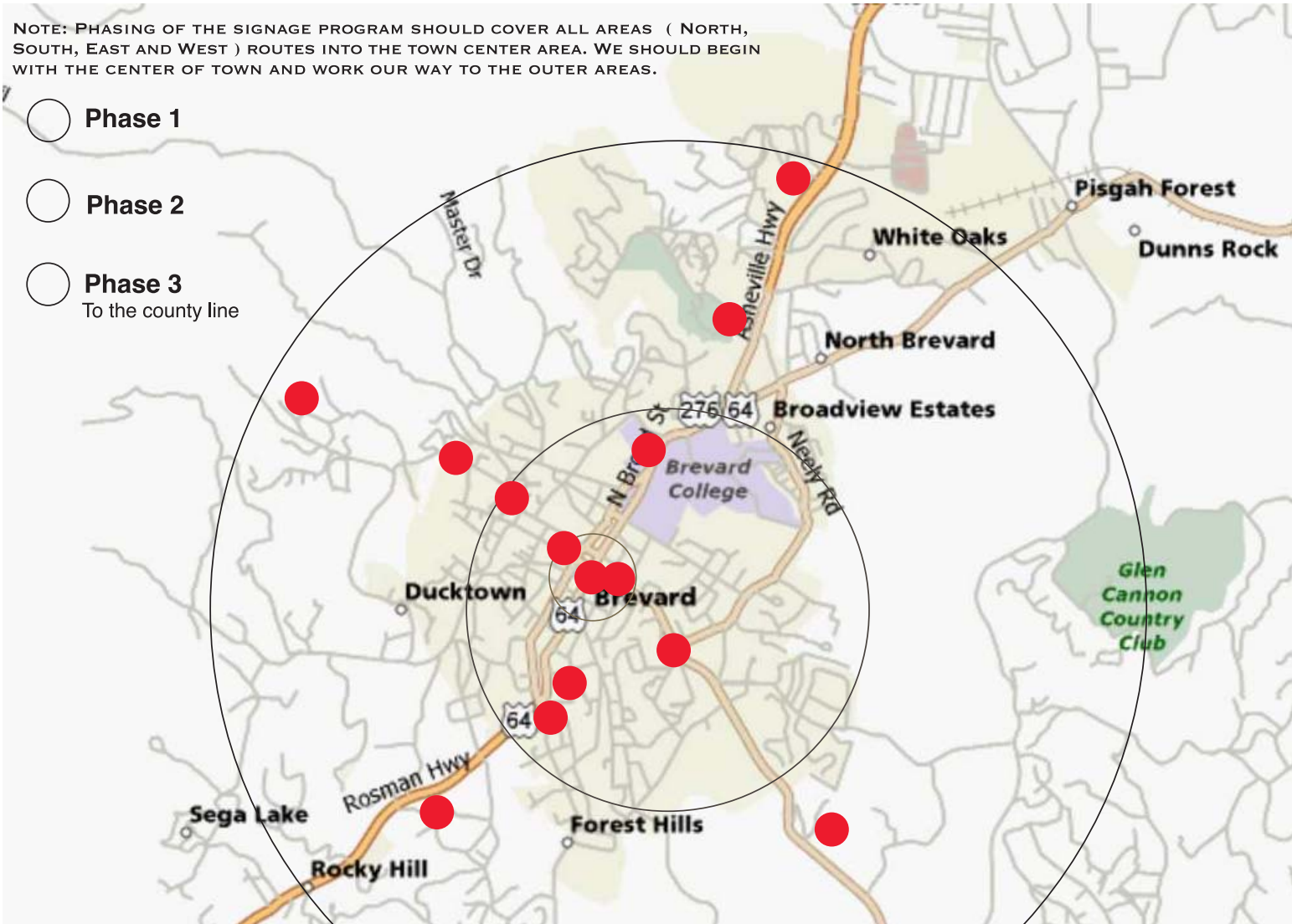
ADDITIONAL HISTORIC PHOTOGRAPHIC BACKGROUNDS CAN BE USED WITHIN THE SYSTEM.

MANY DESIGNS WERE PRESENTED TO THE TEAM, ELEMENTS OF STYLE AND COLOR WERE DISCUSSED. OUR FINAL APPROACH COMBINES A UNIQUE BLEND OF CLASSIC STRUCTURE WITH A REFRESHING USE OF COLOR.



NOTE: PHASING OF THE SIGNAGE PROGRAM SHOULD COVER ALL AREAS (NORTH, SOUTH, EAST AND WEST) ROUTES INTO THE TOWN CENTER AREA. WE SHOULD BEGIN WITH THE CENTER OF TOWN AND WORK OUR WAY TO THE OUTER AREAS.

- Phase 1
- Phase 2
- Phase 3
To the county line



THE COUNTY LINE MARKERS REQUIRE A LARGER SCALE BECAUSE THEY ARE PLACED WITHIN A GEOGRAPHIC SCALE ALONG A MAJOR HIGHWAY.

NOTE: VFD FIRE STATION PARTNER MIDWAY TO FOREST GATEWAY

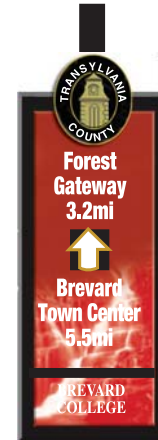


9' - 0"

TRANSYLVANIA COUNTY REPLACES BREVARD TOWN CENTER MESSAGE WHEN SIGNS ARE AT THE COUNTY LINE AND TO THE FOREST GATEWAY

MAIN MESSAGE NATIONAL & STATE FOREST

BREVARD COLLEGE LINK WILL ACQUAINT TRAVELERS WITH BREVARD'S TOWN CENTER APPROX. DISTANCE



EAST - 1
TYPE/MWS

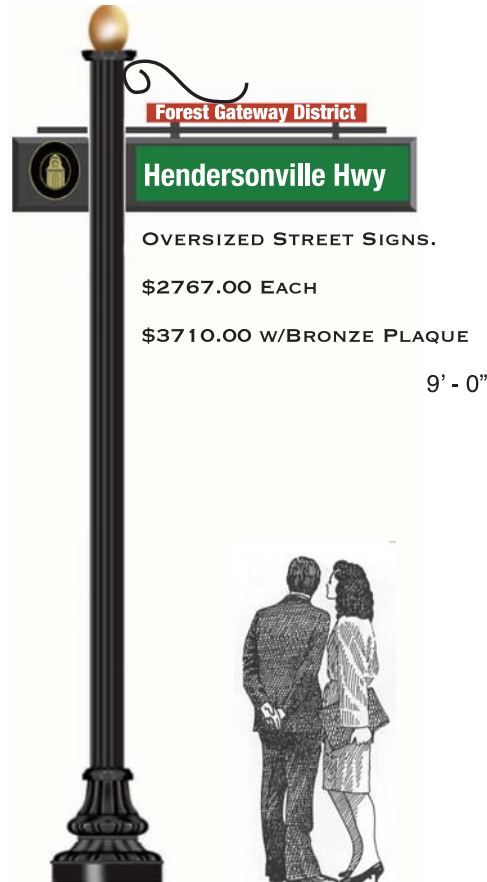
EAST - 2
TYPE/SWS-B

EXISTING SIGNAGE

NOTE: BY PLACING A DIRECTIONAL AT ALLISON DEEVER HOUSE WE CAN ELIMINATE 3 OF THE FIVE SIGN CLUSTERS AT THE FOREST GATEWAY DISTRICT



EAST - 3
TYPE/SWS



4-REQ.
TYPE C



NOTE: THIS SIGN CAN BE POST MOUNTED

EAST - 4
TYPE/MWS

NOTE: AT THIS INTERSECTION THERE ARE FIVE SIGN CLUSTERS, 9 MESSAGES. OUR GOAL WILL BE TO SIMPLIFY THE MESSAGES.

MAIN MESSAGE NATIONAL & STATE FOREST GATEWAY



EXISTING SIGNAGE

FROM ASHEVILLE HWY 280 TO 64

Fisher Road

McClelland

12'

8' - 0"

NOTE DOUBLE SIDED SKOTCHLITE STREET SIGNS ARE \$352.00 INSTALLATION PROVIDED BY PUBLIC WORKS DEPT.

STRAUS PARK

LEVEL 2 TRANTHAM

P2



HERE WE PRIME THE VISITOR TO LOOK FOR EASY ON STREET PARKING.

PARKING SIGNS WILL REINFORCE THE VISUAL PATTERN.



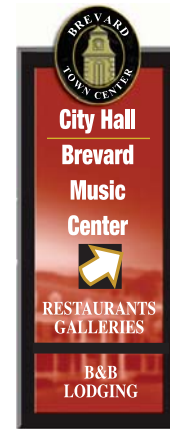
EAST - 5
TYPE/SWS



EAST - 6
TYPE/SWS



TYPE/PWS



TYPE/PWS

