


Wayfinding & Signage Study

City of Danville, Illinois

Value of Wayfinding

 Return on investment

 Increase in "repeat visitation"

 Benefits to secondary destinations

Objectives

Improve the visitor experience

Create a sense of arrival and place

Increase awareness of commercial areas

Increase connectivity between community assets

Study Phases

1 Existing Conditions

2 Design Phase


3 Master Plan


Wayfinding is "direction for people in motion".


Observations

- Interstate 74 does not properly identify destinations that are easily **accessible** by each exit
- Not all vehicular routes from highway feel like the proper route for visitors
- Visitor destinations are spread throughout Danville with limited **connectivity**
- Routes from one destination to the next are not **identified** and lack conformation points
- A downtown parking signage system already exists and works well in the environment
- Danville has great **destinations** that are underutilized because of lack of public awareness
- Danville sets itself apart from the rest of the region through its **image**

Recommendations


 Create a destination list


 Improve interstate wayfinding and create a sense of arrival


 Create an understanding of Danville by promoting and linking centers of activity

 Provide pedestrian-oriented signage where appropriate

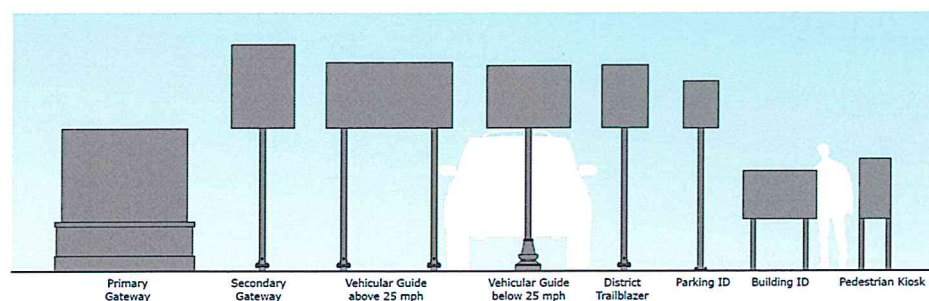
Design Direction

 Create a Wayfinding System that the city sign shop can build or maintain

 Great respect to history with a large focus on the future

 Unexpected amount of arts and culture for visitors to experience

 History based in industry but now sees natural resources as the greatest strength



Examples of wayfinding signage

For more information:

Lila Bagby, Planner I
lbagby@cityofdanville.org
(217)431-3453

City of Danville
Danville Area Transportation Study

www.dats-il.com