

Bringing Back  
Main Street

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**Wayfinding**





# What is Wayfinding?

- Wayfinding is the act of self-guiding. Wayfinding is gaining an understanding of where you are relative to other things in your environment and then moving successfully and intentionally to another location.
- It includes the strategically organized set of tools that facilitate successful wayfinding – signs, maps, icons, color systems and other elements.

# History of the Project

- In 2002-03, the City worked with fd2s to design a wayfinding signage plan. This plan was not implemented.
- July 2012 entered into an agreement with Houston-Galveston Area Council for a Case Study for Huntsville on Housing as an Economic Development Tool.
- Result was the Harnessing Huntsville's Potential



# Quality of Life Project Recommendations

## 4.1.2 MARKET CHARACTER

PROJECTS
Designate gateways/entries to the city.
Implement a Wayfinding and Signage Improvement Project.
Update the City of Huntsville website to reflect the city-sponsored marketing theme.
Develop a comprehensive Economic Development website.





# Council and Work Group Activities

- Council approved funding in the 2014-15 budget for signage.
- Several Council workshops were held
- The focus became wayfinding signage
- Mayor Woodward appointed a workgroup representing:
  - City
  - SHSU
  - Chamber
  - Main Street Advisory Board
  - Hotel Occupancy Tax (HOT) Board

# Decisions Decisions

- Which destinations
  - Cultural District vs. individual destinations
- Consultant
- Colors, design



# Final Design





# Next Move

- Locations for Sign Placement
  - TxDOT and the MUTCD (Manual on Uniform Traffic Control Devices)



# MUTCD and TxDOT's Sign Field Crew Book

- <https://mutcd.fhwa.dot.gov/>
- [http://onlinemanuals.txdot.gov/txdotmanuals/sfb/manual\\_notice.htm](http://onlinemanuals.txdot.gov/txdotmanuals/sfb/manual_notice.htm)



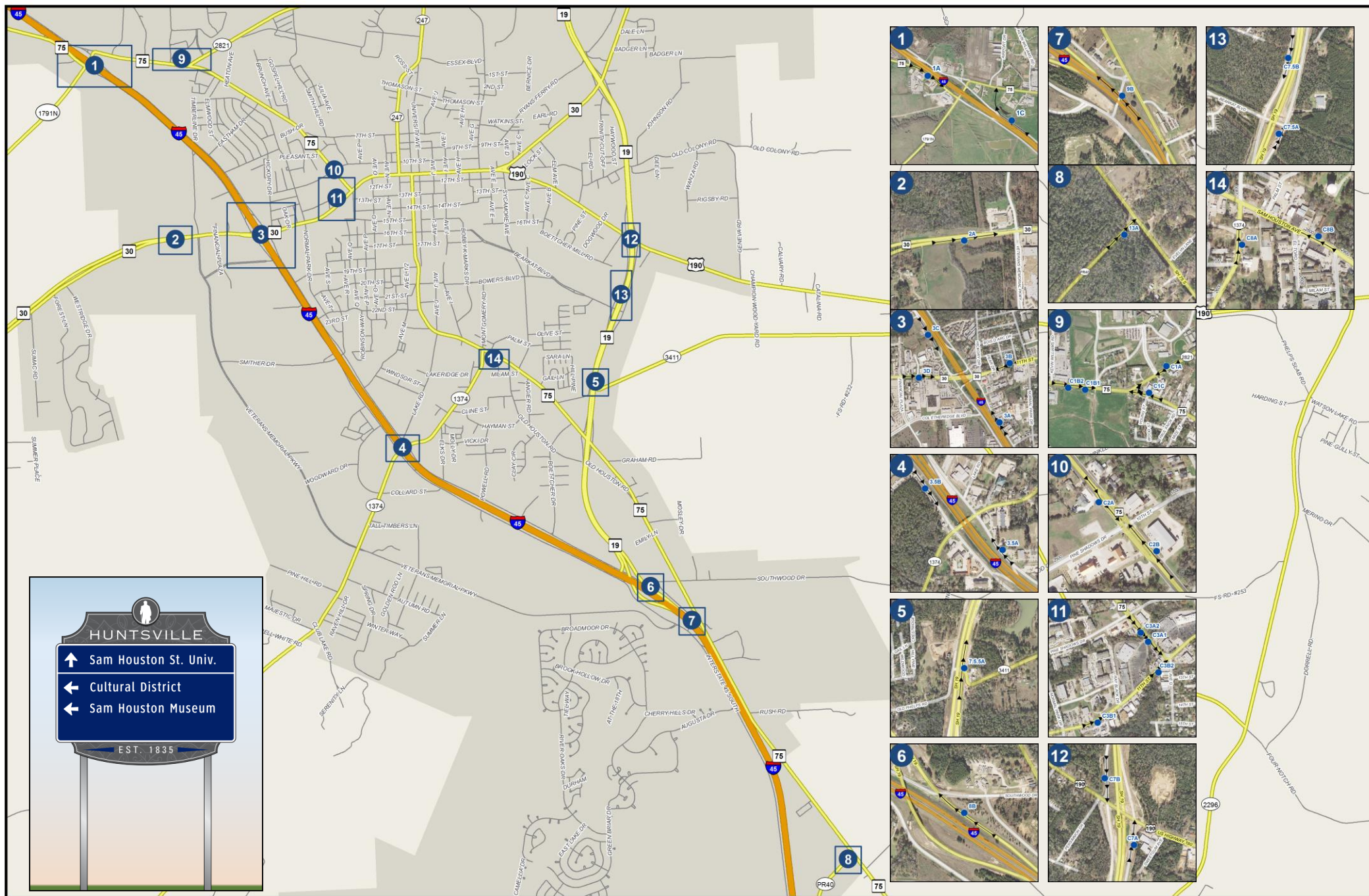
# Considerations

- State Highways
  - TxDOT Signs (Distance between, abbreviations, size of letters, reflectivity)
  - Number of Destinations (3 per sign)
  - Breakaway poles (needed approval)
- Federal Highways



[illegible]







# Location 11

## SH-75 and 11<sup>th</sup> Street



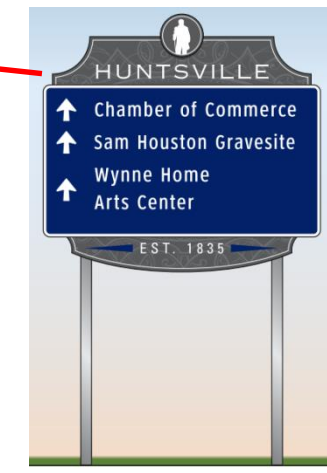
LOCATION 3A-2



LOCATION 3B-1



LOCATION 3A-1



LOCATION 3B-2

# Sign Ordinances

- Part of our Development Code
- Located at:  
<http://online.encodeplus.com/regs/huntsville-tx/doc-viewer.aspx?secid=58&keywords=sign#secid-58>



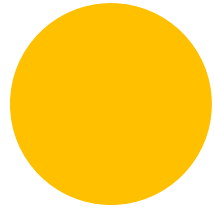
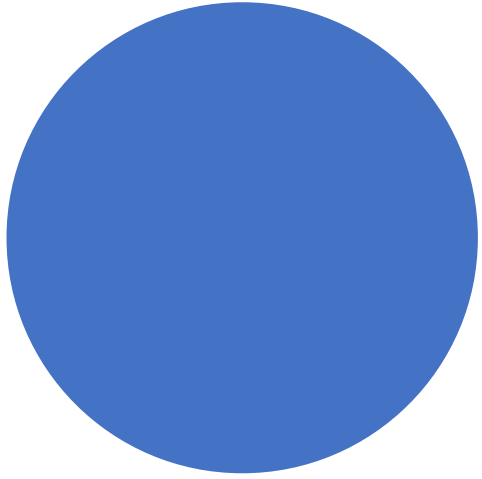
# Contact Information

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936-291-5428



# BRANDING YOUR COMMUNITY





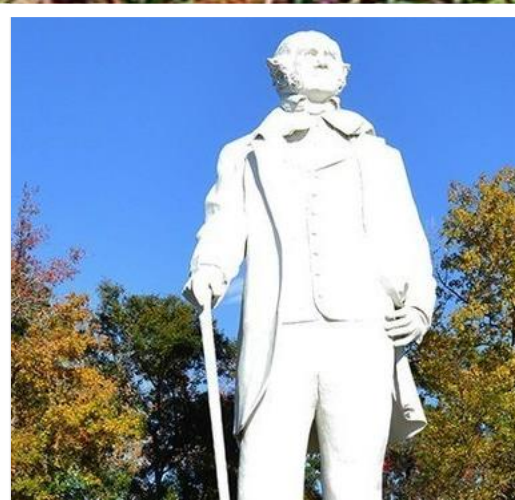
# Inventory Your Assets



- What makes your city distinct from any other place?
- Assets span the gamut from signature foods, to historical and cultural sites to major industries.
- Other important assets are unique events to your city.





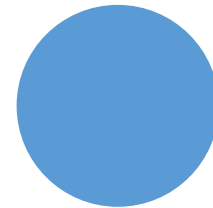




- Branding is not about pretending to be something you're not. It's about revealing, packaging and promoting awareness about what you are.
- Don't try to be all things to all people. Put your city's real face forward and those who want what you have to offer will be drawn in.

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# KEEP IT REAL



# FOCUS YOUR MESSAGE

- Especially if you're a small city, focus your energies on a single reason to visit. It may be great hiking trails, a university, museums, a top bass fishing spot or the most authentic Southern greens and grits.
- This increases the chances that people who are interested in that find you in a Google search.

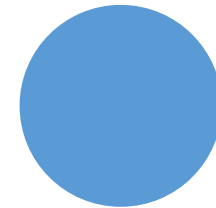




- Placemaking is a multi-faceted approach to the planning, design and management of public spaces. Placemaking capitalizes on a local community's assets, inspiration, and potential, with the intention of creating public spaces that promote people's health, happiness and well being.
- Innovative communities are using placemaking to reimagine public spaces in ways that promote cultural, social, behavioral and economic connections.
- Parks, town centers, outdoor markets, lakes, and even streets have a powerful positive placemaking effect.

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# CREATE A SENSE OF PLACE



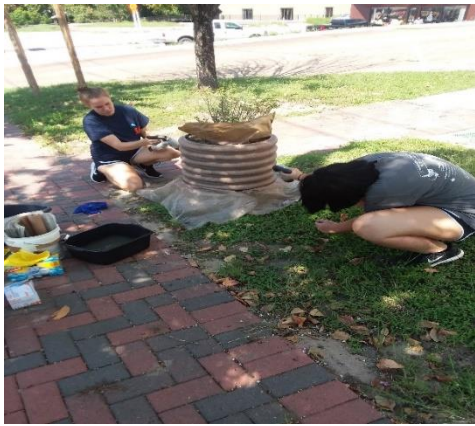
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# DELIVER THE EXPERIENCE YOUR BRAND PROMISES

- Although a great slogan can help to focus and galvanize awareness of what makes a city unique and exceptional, it would be a mistake to think that branding is merely a slogan and a logo. Think of branding as a promise that you deliver through an experience.
- With the words you saw on the previous slide the following pictures show exactly what the community thinks of their Huntsville!











- A sustainable branding effort requires broad buy-in. Don't create your city's brand in a vacuum or a boardroom. Create a process to involve influential community leaders and residents at all levels, including small business owners, and they will become enthusiastic brand ambassadors.

