

Comprehensive Sign Plan for Town Center



Contents

- Introduction 4
 - Signage and Wayfinding System Goals 5
- Existing Condition Observations 6
 - Circulation Observations 6
 - Vehicular Circulation 6
 - Pedestrian Circulation 12
 - Bicycle Circulation..... 17
 - Existing Parking Conditions 18
 - Parking Inventory 18
 - Parking Utilization 20
 - Event Parking Utilization..... 22
- Sign Inventory 26
 - Gateway Signage 26
 - Destination Signage 27
 - Directional Signage..... 27
 - Informational Signage 28
- Stakeholder Input 32
 - Challenges..... 32
- Wayfinding Strategies..... 35
 - Pre-Trip Strategies 36
 - In-Route Strategies 38
 - Vehicular Wayfinding Strategies 39
 - Pedestrian/Bicycle Wayfinding Strategies..... 40
 - Post-Trip Strategies..... 42
- Existing Wayfinding Sign Recommendations 42
 - Gateway Signage 42
 - Destination Signage..... 43
 - Directional Signage 44
 - Informational Signage 44

Wayfinding Design Guidelines.....	46
Theming Opportunities.....	47
Wayfinding Signage Recommendations.....	49
Gateway Vehicular Directional Sign.....	50
Arterial Vehicular Directional Sign.....	54
Local Vehicular Directional Sign.....	56
Pedestrian Directional Sign.....	58
Multi-Use Path Sundial Directional Sign.....	60
Minor Gateway Sign.....	62
Digital Kiosk.....	64
Destination Sign.....	66
Pedestrian Map.....	68
Parking Sign.....	70
Implementation Approach.....	71
Estimated Costs & Phasing Plan.....	71
Funding Opportunities.....	71

Table of Figures

Figure 1: Study Area.....	5
Figure 2: Existing Traffic Circles and Stoplights.....	9
Figure 3: Existing Pedestrian Network.....	13
Figure 4: Existing Bicycle Network.....	17
Figure 5: Percent of Parking Spaces by Type of Space.....	18
Figure 6: Carefree Parking Assets.....	19
Figure 7: Typical Parking Utilization.....	21
Figure 8: Percentage of Spaces in High, Medium, and Low Demand Parking Areas.....	22
Figure 9: Map of Parking Utilization During the Thunderbird Event.....	23
Figure 10: Parking Options During Event.....	24
Figure 11: Map of Existing Signs.....	28
Figure 12: Disposition of Existing Wayfinding Signs.....	45
Figure 13: Signage Color Palette.....	48
Figure 14: Recommended Hummingbird Icon.....	49
Figure 15: Gateway Vehicular Directional Sign (Front).....	51
Figure 16: Gateway Vehicular Directional Sign (Back).....	52

Figure 17: Recommended Locations of Gateway Vehicular Directional Signs.....53

Figure 18: Arterial Vehicular Directional Sign.....54

Figure 19: Recommended Locations of Arterial Vehicular Directional Signs55

Figure 20: Local Vehicular Directional Sign.....56

Figure 21: Recommended Locations of Local Vehicular Directional Signs57

Figure 22: Pedestrian Directional Sign.....58

Figure 23: Recommended Locations of Pedestrian Directional Signs59

Figure 24: Multi-Use Path Sundial Directional Sign60

Figure 25: Recommended Locations of Multi-Use Path Sundial Directional Signs.....61

Figure 26: Minor Gateway Sign.....62

Figure 27: Recommended Locations of Minor Gateway Signs63

Figure 28: Digital Kiosk64

Figure 29: Recommended Location of Digital Kiosk65

Figure 30: Destination Sign.....66

Figure 31: Recommended Location of Destination Signs.....67

Figure 32: Pedestrian Map.....68

Figure 33: Recommended Location of Pedestrian Maps.....69

Figure 34: Parking Sign.....70

Figure 35: Phased Cost Estimate72

Appendix A

Carefree Town Center Concept Plan.....73

Appendix B

Carefree Town Center Signage Location Plan.....74

Appendix C

Carefree Town Center Sign Messaging.....75

Appendix D

Carefree Town Center Sign Design.....83



Introduction

The Town of Carefree (the 'Town') is unique in its history, character, and opportunities for growth. The downtown area is focused around an iconic Sundial and beautiful gardens. There are shops, restaurants, businesses, and offices in the downtown that support the surrounding residential areas.

In 2015, the Town worked with Michael Baker International to develop a Village Center Master Plan. The primary purpose of the plan was to function as a unifying guide to help Town staff and stakeholders to enhance the downtown area. One recommendation from the plan was to develop a comprehensive sign package for Town Center to encourage exploration by improving wayfinding and signage. As part of the comprehensive sign package, it was also recommended that either enhancements or modifications be made to the existing signage along Tom Darlington Drive and Cave Creek Road to enhance visibility. New wayfinding signage was also recommended to be added where appropriate to direct a variety of users to the many features and destinations throughout Town Center.

The intent of Comprehensive Sign Plan for Town Center is to evaluate the existing wayfinding system from multiple perspectives and create a consistent messaged and themed signage program for the Town of Carefree within the study area identified in **Figure 1**. This plan documents the findings of multiple field visits, develops multiple wayfinding strategies for various modes of travel, and concludes with a set of recommendations for the messaging and design of an improved wayfinding and signage system.



Downtown Carefree



Signage and Wayfinding System Goals

The goals for the Comprehensive Sign Plan for Town Center are as follows:

- ▲ Create a comprehensive sign plan that builds on the Carefree Brand
- ▲ Develop a sign plan that considers existing signs and is recognizable
- ▲ Improve messaging to direct visitors to appropriate locations throughout the Town
- ▲ Identify opportunities to support the local businesses and residents
- ▲ Minimize sign clutter
- ▲ Identify opportunities to provide better connectivity between various forms of transportation

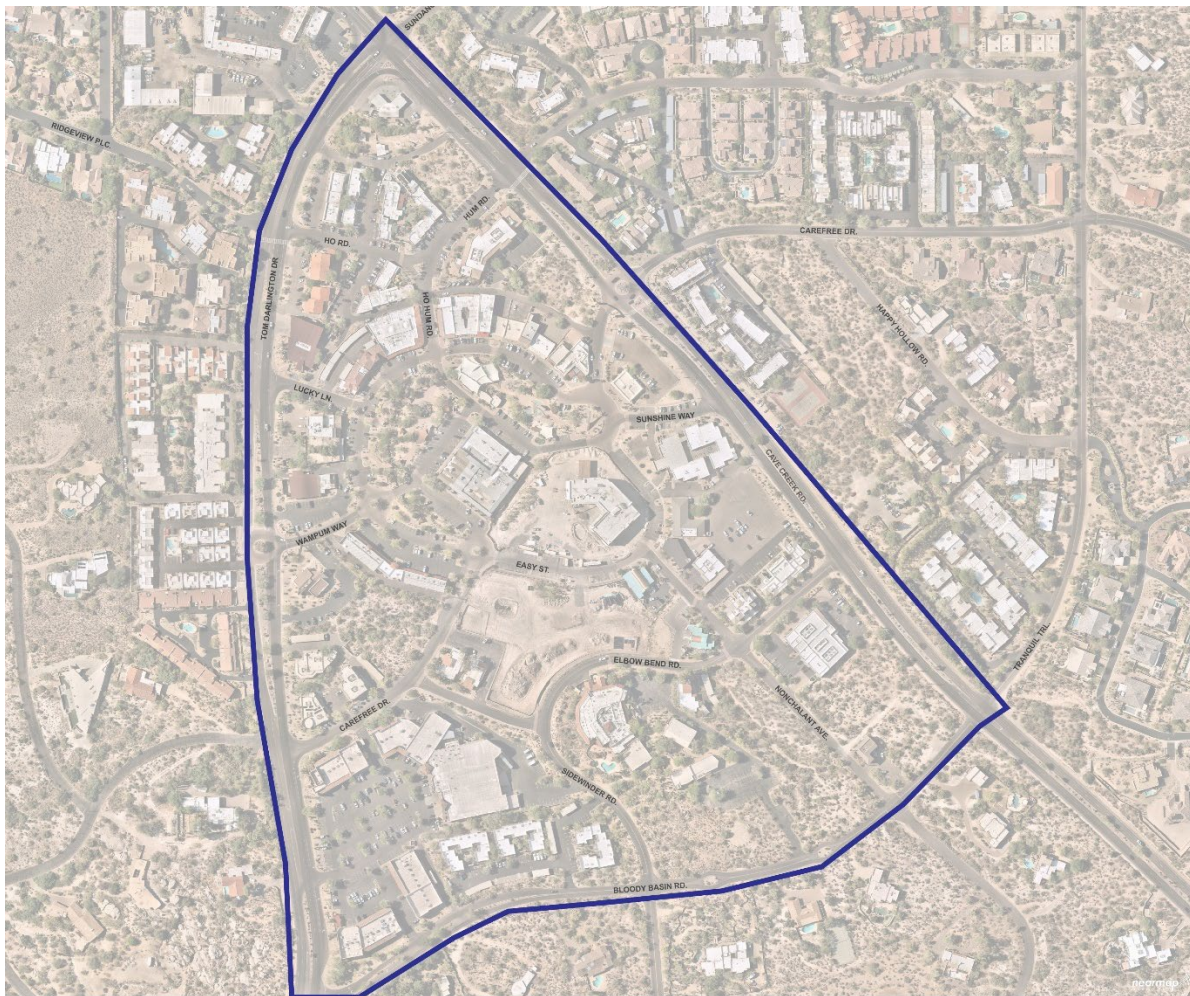


Figure 1: Study Area



Existing Condition Observations

Field observations were conducted during off-peak season conditions and during an event to observe and record movement patterns, obstacles, opportunities, existing conditions, and make note of areas of interest. The event conditions were observed during the 2021 Fall Thunderbird Art Festival. The off-peak conditions were observed in late summer of 2021.

The following data was collected as part of the field reviews:

- ▲ **Circulation Observations:** The Team observed the Town Center and surrounding roadways on foot and by car to observe existing circulation patterns, access points, and traffic control and review existing signage and pavement markings.
- ▲ **Parking Observations:** The Team observed existing parking areas within the Town Center and along Tom Darlington Drive and Cave Creek Road to determine how these areas are being utilized during different types of events.
- ▲ **Sign Inventory:** An inventory of existing wayfinding signage within the Town Center and along Tom Darlington Drive and Cave Creek Road was collected. GPS locations were recorded, and pictures of signs were taken.

The observations taken from the field review are summarized in the following sections.

Circulation Observations

Existing circulation patterns and conditions were observed during the field reviews to identify potential challenge areas such as locations with restricted access, unclear signage or overall limitations in current conditions that could be improved. The following sections describe observations made regarding vehicular circulation, pedestrian circulation and bicycle circulation.

Vehicular Circulation

Vehicular circulation within Town Center follows an internal street pattern that radiates out from Easy Street. Unfortunately, this creates confusion along the collector streets, local streets, alleys and driveways as it is often unclear which route is the most direct to the various destinations within the area. Similarly, the two arterial streets have a significant amount of roadway intersections and parking lot driveways which make it challenging for a visitor to identify the most direct entrance to Town Center despite the large gateway features that were added on Carefree Drive and Wampus Way to help address this issue. As discussed later in this report, the large gateway features have limited visibility to the driver due to their placement which runs mostly parallel to the adjacent arterial roadways. Additionally, there is no visual designation or signage to indicate that one has entered or is approaching the Town core when traveling on Tom Darlington or Cave Creek Road near Bloody Basin. Since additional emphasis



will soon be placed on the arterial streets to enhance the overall Town Center experience, more in-depth discussion regarding the conditions along the arterial roadways is provided in the following sections. Additional information regarding vehicular circulation is provided under a separate cover entitled 'Project Assessment.'

Tom Darlington Drive

There is an existing marked crosswalk with pedestrian-activated circular flashing beacons and in-street flashers on the south leg of Ridgeview Place. It was noted that there are no advanced stop bars at the crosswalk to separate vehicles from the crosswalk. There is an existing marked crosswalk on the north leg of the traffic circle at Wampum Way. The crosswalks are curved to follow the curvature of the traffic circle, creating a longer walking path across the intersection. There is an advanced warning sign at Carefree Marketplace advising through traffic to merge left. However, subsequent pavement arrows in advance of the traffic circle point to the right, indicating that vehicles need to merge right. There is no on-street parking within the project limits. The posted speed limit is 30 MPH. Many right turn lanes were noted along this roadway. Further traffic analysis is required to evaluate whether any of these turn lanes can be removed.

The following is a description of existing typical roadway conditions within the study area:

- **Bloody Basin Road to Carefree Marketplace:** The existing cross-section starting at Bloody Basin Road consists of two lanes in each direction divided by a raised median. The southbound direction contains a left turn lane onto Bloody Basin Road. The north and southbound directions have dedicated turn lanes into Carefree Marketplace east of Tom Darlington Drive.
- **Carefree Marketplace to Carefree Drive:** The existing cross-section starting at Carefree Marketplace consists of two lanes in each direction with no median separation. The northbound direction has dedicated left and right turn lanes onto Carefree Drive. The southbound direction has a dedicated left turn lane onto Carefree Drive.
- **Carefree Drive to Wampum Way:** The existing north bound section begins to taper into one lane from two approximately 85 feet after Carefree Drive and has a dedicated right turn lane onto Wampum Way. The intersection at Wampum way is a 3-branch traffic circle. The southbound direction leaves the circle at one lane tapering to two lanes approximately 250 feet after the circle. This cross-section of the roadway is separated by a raised median.
- **Wampum Way to Lucky Lane:** The existing northbound direction exits the traffic circle at Wampum Way using two lanes and the southbound direction enters the traffic circle with one lane. The three lanes of traffic are separated by a raised median that ends at Lucky Lane. The northbound section has dedicated left turn lane into Villa Del Sol and a right turn



lane onto Lucky Lane, while the southbound direction has a dedicated left turn lane onto Lucky Lane.

- **Lucky Lane to Ho Road:** The existing cross section consists of two lanes in each direction divided by a median for 100 feet across from the Town's roadside utility infrastructure and undivided the remainder of the section. The northbound direction has a dedicated left turn lane into another driveway entrance to Villa Del Sol. The northbound approach to Ho Road has a dedicated left turn lane. The southbound approach has a left turn lane onto Ho Road.
- **Ho Road to Cave Creek Road:** The existing cross section has two through lanes in each direction until reaching the 4-way stop at Cave Creek Road where the lane configuration splits into a left, through, and right turn lane. A raised median begins where the dedicated left turn lane begins with an approximate 38 feet median break for the driveway entrance to the development on the east corner of the intersection. The northbound direction also has a dedicated left turn lane onto Ed Everett Way.

Cave Creek Road

There is an existing marked crosswalk on the south leg of Hum Road. It was noted that there are no advanced stop bars or yield markings at the crosswalk to separate vehicles from the crosswalk. There is an existing marked crosswalk on the south leg of the traffic circle at Carefree Drive. There is no on-street parking within the project limits, but there is a small parking area along the east side of the road adjacent to the tennis courts (south of the traffic circle). The posted speed limit is 30 MPH and there is a solar-powered speed feedback sign on the northbound approach to the traffic circle.

- **Southeast direction:** The majority of the cross section consists of two through lanes. The southeast direction of travel has a weaving lane receiving a right turn from Tom Darlington Drive where through traffic must merge before the lane turns into a dedicated right turn lane onto Hum Road. There is also a dedicated left turn lane onto Hum Road. After Hum Road the section drops to one lane, enters a traffic circle at Carefree Drive and then returns to two lanes. There is a dedicated right turn lane onto Sunshine Place and a dedicated left turn lane onto Tranquil Trail.
- **Northwest direction:** Starting at Tranquil Trail the cross section consists of two through lanes with a dedicated left turn lane onto Elbow Bend Road and Sunshine Place. The cross section drops to one lane after Sunshine Place, enters the traffic circle at Carefree Drive, and then returns to two lanes approximately 75 feet before Hum Road with a dedicated left turn lane onto Hum Road. There are dedicated left turn lanes for travelers to access the Shell gas station as well as to make a left onto Tom Darlington Drive at the four-way stop.



Intersection Control & Traffic Circulation Patterns

Based on the field reviews, the following intersection control and traffic circulation observations are noted:

▲ Traffic Circles (**Figure 2**)

- There are two existing, one-way traffic circles along the arterial roadways. The traffic circles have “gateway” architectural elements and serve as the primary entrance points to the Town Core. Two internal traffic circles exist as well. It was observed from a driver perspective that the traffic circles detract and divert attention away from the Gateway entrances to the Town Core.
- The traffic circles operate as a free-flow through movement for vehicles traveling along the mainline. Side-streets operate under stop control. There is yield signage in the middle of the circles, meaning any vehicle making a left turn or U-turn from the mainline or entering the circle from the side streets must make a two-stage movement. The combination of this maneuver and the appearance of the traffic circle operating like a roundabout could create an unsafe environment for vehicles.



Figure 2: Existing Traffic Circles and Stoplights



Existing Turn Lane on Cave Creek Road



Existing Crosswalk at Traffic Circle on Tom Darlington Drive



Existing Traffic Circle Near New Hotel Site on Carefree Drive



Existing Signalized Crosswalk on Tom Darlington Drive



Pedestrian Circulation

Everyone who visits Carefree will at some point be a pedestrian. Therefore, pedestrian connectivity is instrumental. Not only is every person a pedestrian, but safe, connected pedestrian traffic supports businesses as well. Overall, pedestrian connectivity is fairly good in some areas while very poor in many areas. There is currently only approximately 275 feet of sidewalk on the west side of Tom Darlington at Wampum Way, and 50 feet on the east side tying into Wampum Way. No other sidewalk areas exist along Tom Darlington Drive. Only approximately 175 feet of sidewalk exists along Cave Creek Road east of Hum Road. No other sidewalk areas exist along the remainder of Cave Creek Road adjacent to Town Center.

Within Town Center, conditions are varied. Many locations along Easy Street and Hum Road have wide sidewalks accentuated with shade trees and other landscaping. These streetscapes create inviting public spaces that offer protection from the heat and create a pleasant environment for a leisurely stroll. Unfortunately, many of the other streets within Town Center are more focused on vehicular circulation and do not offer a pleasant pedestrian experience. There is a significant lack of sidewalks along many of the interior streets, or sections of street where an existing sidewalk leads to a wide vehicular intersection with no clear indication of where a pedestrian should walk. **Figure 3** provides an overview of the existing pedestrian network within Town Center. As noted on the map, many gaps exist. This provides limited opportunities for a seamless pedestrian experience from one destination to the next. As noted in the 2015 Michael Baker document, improving this condition is complex because many of the sidewalks within Town Center are located on private property. The public right-of-way only extends to the edge of the street or parking areas. It is suggested that the Town begin working with private property owners to expand the pedestrian network and promote increased walkability within Town Center.

The following additional observations were made regarding existing pedestrian circulation patterns:

- ▲ A separate crosswalk study is underway along Tom Darlington Drive and Cave Creek Road. Improvements to the area are also anticipated as part of an on-going Project Assessment.
- ▲ There are opportunities for pedestrian wayfinding signage, particularly in parking lots. Parking kiosks are good locations to provide information about the town and “You Are Here” area maps that can provide walking distances to key points of interest near that area.

- ▲ Connectivity of sidewalks to other walkable areas such as plaza spaces could be improved, and signage provided at these intersections to indicate reference points and walking distances to areas of interest.
- ▲ There is not a designated pedestrian entrance to the Town Center.
- ▲ Many people were observed walking down the road in areas with limited sidewalks or in areas where there was not a clear path provided to reach a destination.
- ▲ Many sidewalks within Town Center streets lack shade or amenity landscaping that create safe, comfortable walking spaces for pedestrians. However, sidewalks within the Carefree Desert Garden areas provide exceptional pedestrian experiences.

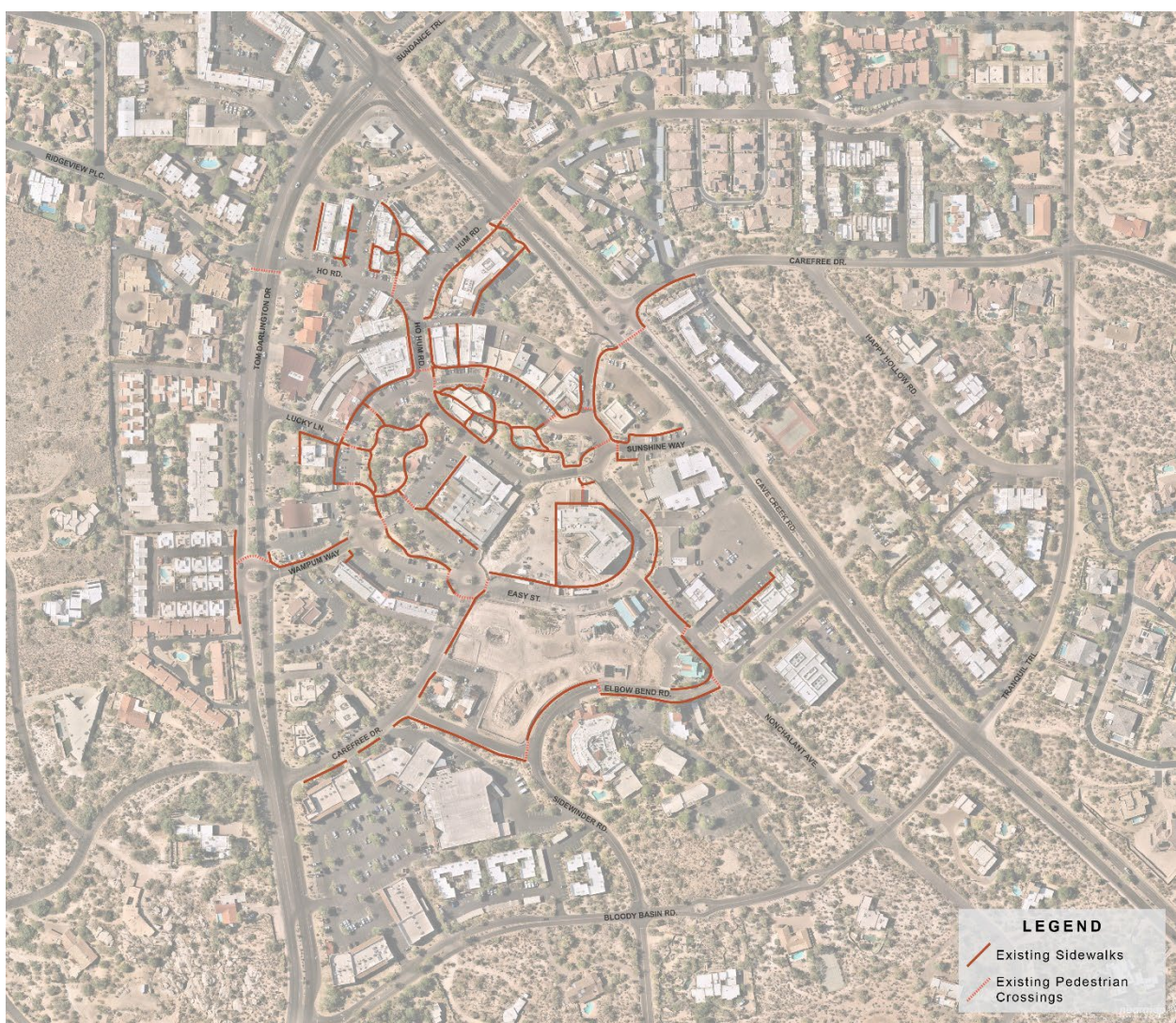


Figure 3: Existing Pedestrian Network



Existing Section of Sidewalk Along Cave Creek Road



Example of Landscaping and Shade Along Existing Sidewalk



Carefree Drive Offers Limited Pedestrian Opportunities.



Visitors Walking Within the Street Due to Lack of Pedestrian Connectivity at Ho Hum Drive.



Limited Pedestrian Opportunities on West Side of Ho Hum Drive.



Lack of Sidewalks Along Tom Darlington Drive.



Bicycle Circulation

Bicycle lanes are present on both sides of Tom Darlington Drive from Bloody Basin Drive to Ed Everett Way (**Figure 4**), terminating just prior to the intersection at Tom Darlington Drive and Cave Creek Road. Bicycle lanes are also present on both sides of Cave Creek Road from Bloody Basin Drive to Tom Darlington Drive.

- ▲ Bike lanes must be properly maintained and cleaned to provide bicyclists a clear and safe path.
- ▲ Vehicular traffic along both Tom Darlington Drive and Cave Creek Road travels at high speeds, which makes for an uncomfortable ride for inexperienced riders.

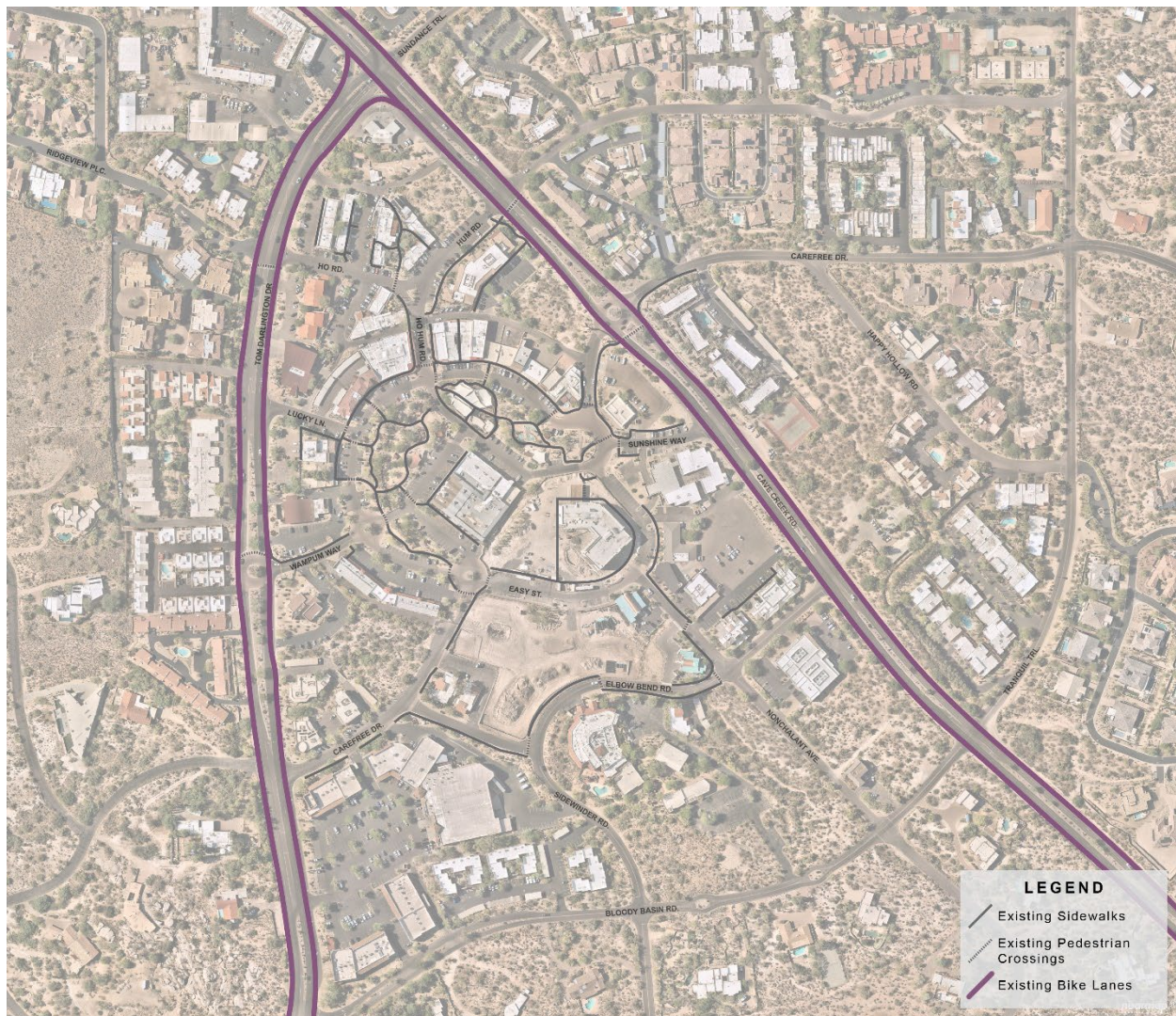


Figure 4: Existing Bicycle Network

Existing Parking Conditions

Parking assets within a community are essential for supporting the town’s businesses. Without parking availability, visitors and employees cannot access the businesses. The intention of this section is to identify the parking assets available within Carefree. Understanding where the assets are located and how many spaces are available, can help identify impactful wayfinding signage to improve access to parking and encourage walkability between businesses within the town center.

This section will discuss the parking inventory, which includes the number of physical spaces in the area and their type (public or private). This section will also examine the utilization of the spaces, helping to identify where there are parking constraints in the area and where wayfinding may be leveraged to improve access to parking and businesses.

Parking Inventory

Broadly speaking there are two types of parking in Carefree: public and private.

- ▲ **Public** – spaces that are available for anyone to use. They are not associated with any specific building or business. Patrons and employees are able to park in these spaces and visit multiple destinations during their visit.
- ▲ **Private** – these spaces that are associated with a specific building or business and only people who visit the building or business (employees or patrons) are allowed to park in these spaces.

Most of the parking spaces in the center of Carefree are private as **Figure 5** demonstrates.

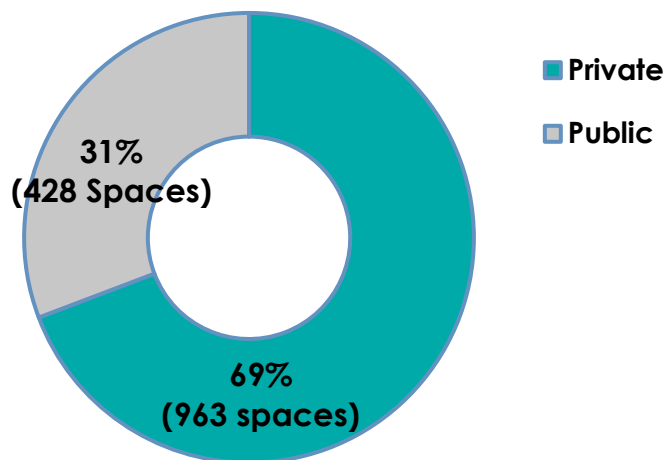


Figure 5: Percent of Parking Spaces by Type of Space



The location of the parking assets and their designation as either public or private is illustrated in **Figure 6**.

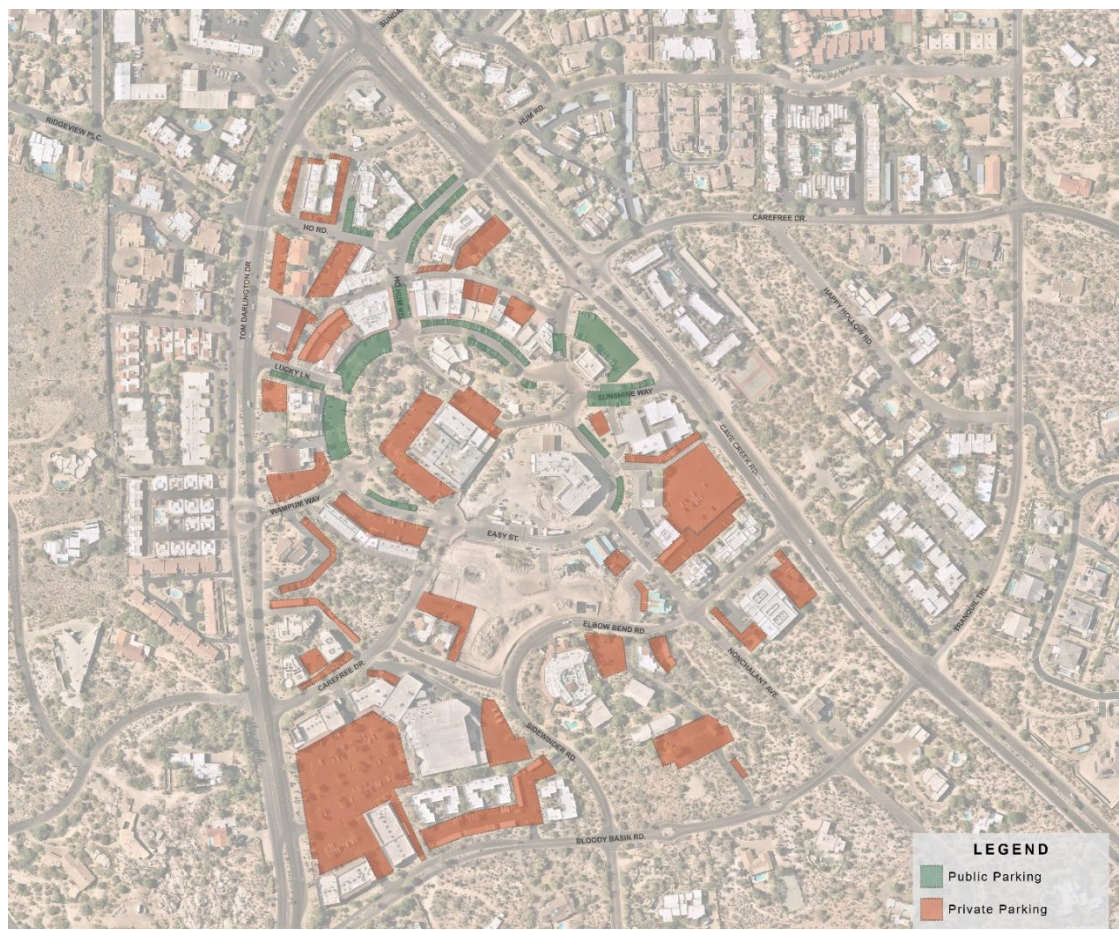


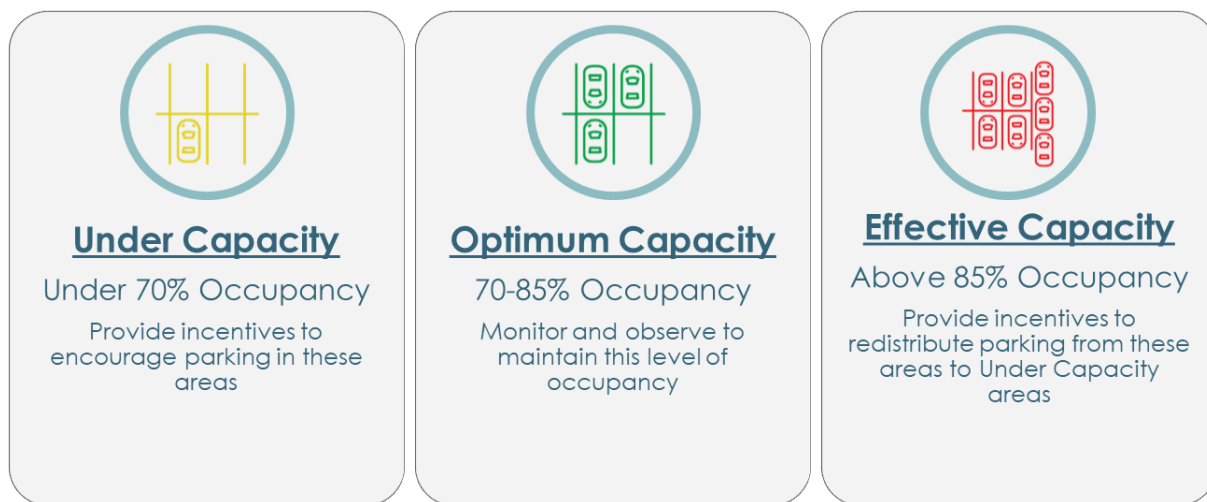
Figure 6: Carefree Parking Assets

As the map demonstrates, the majority of public parking is located in the heart of Carefree. This is essential for supporting the many different businesses in that part of town. The public parking in this part of town enables visitors and employees to park in one location and visit multiple destinations, without having to move their vehicle. The private parking, slightly further away from the heart of town, provides visitor and employee parking for those specific destinations.

While the chart demonstrates that approximately only 30% of the parking assets in the center of town is publicly available, many of the private assets are difficult to access. While they may be within walking distance, that walk may not be the most direct, comfortable, or intuitive. Wayfinding enhancements can optimize the accessibility to some of these private parking assets.

Parking Utilization

Parking occupancy is a key performance measure used to evaluate the effectiveness of the parking requirements and observed demand. The industry-accepted thresholds for parking occupancy are shown below.



The ideal goal is to have a parking system where 70% to 85% of the available parking spaces within the town center are occupied during the peak conditions. If too many spaces are occupied, then the remaining spaces are too hard to find. If too few spaces are occupied, then the land is not being used to its greatest potential and the parking can absorb more demand.

In the map shown in **Figure 7**, the parking availability is shown on typical Friday when the Farmer’s Market was occurring. The intent of this map is to illustrate the parking “hotspots” in town and areas where wayfinding can be used to direct traffic and pedestrians more efficiently



to make use of the existing, under capacity parking locations. The hope is that by distributing the demand, parking becomes more available in the town center as well.

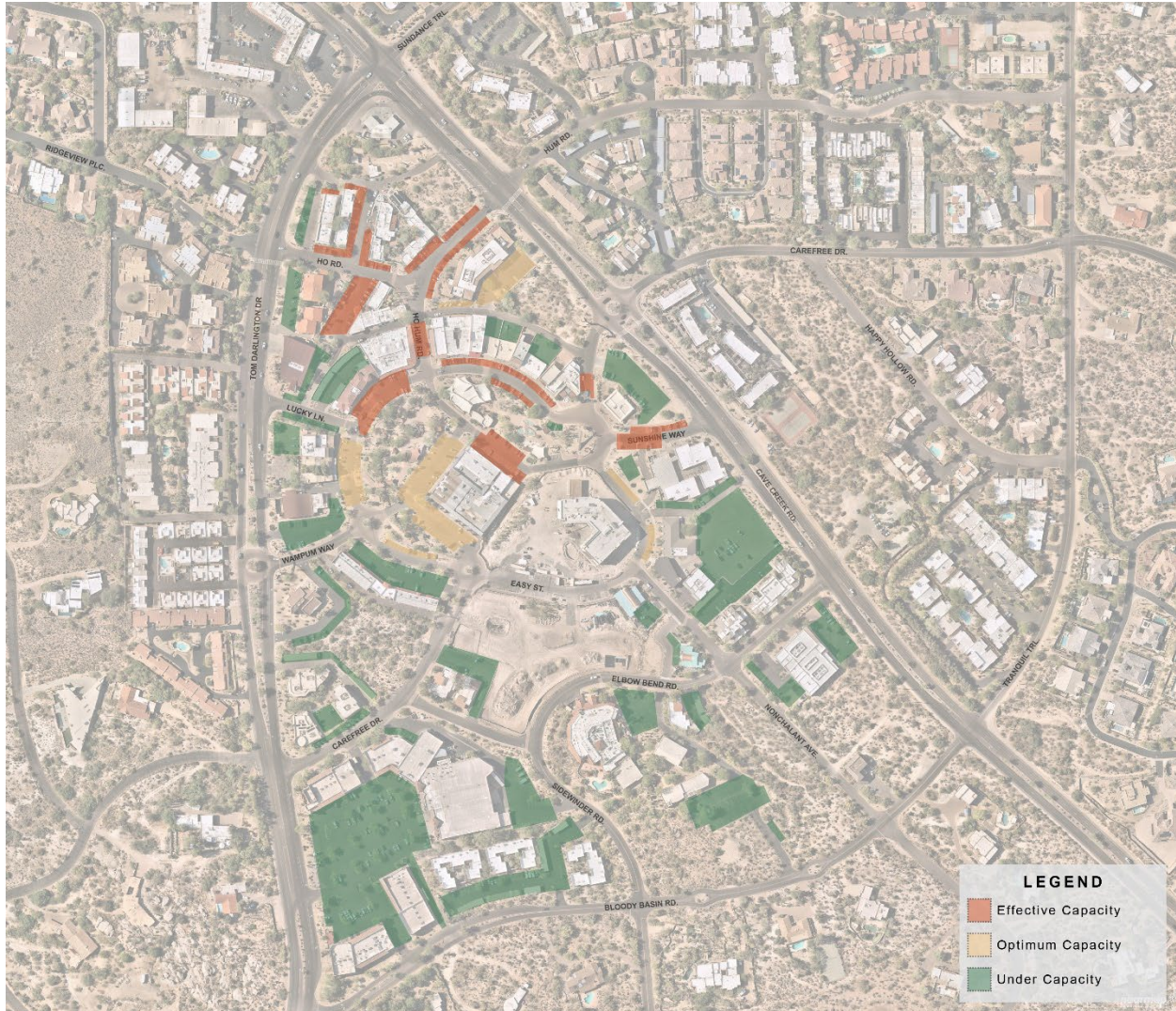


Figure 7: Typical Parking Utilization

To put this in perspective on how many spaces are at effective capacity vs under capacity, **Figure 8** provides this comparison.

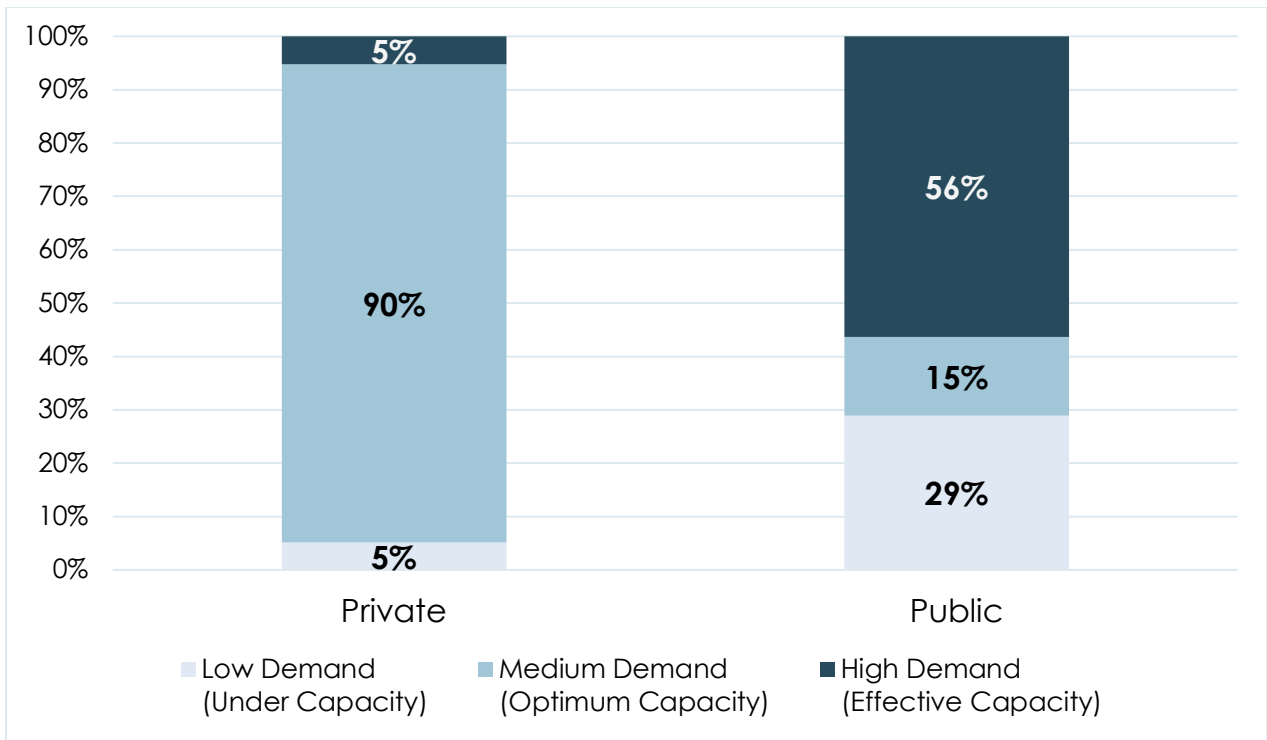


Figure 8: Percentage of Spaces in High, Medium, and Low Demand Parking Areas

Event Parking Utilization



The parking in the town center may be sufficient to absorb and accommodate new demands on typical days and when a large event is not occurring. However, when there is a large event, such as the Thunderbird event, the availability of parking assets becomes severely constrained. Improved wayfinding and circulation enhancements would allow for a substantial improvement



to the parking situation during an event so that event-goers and those accessing businesses alike can find parking.

The map shown in **Figure 9** illustrates the parking demand conditions during the Thunderbird event on November 7, 2021.

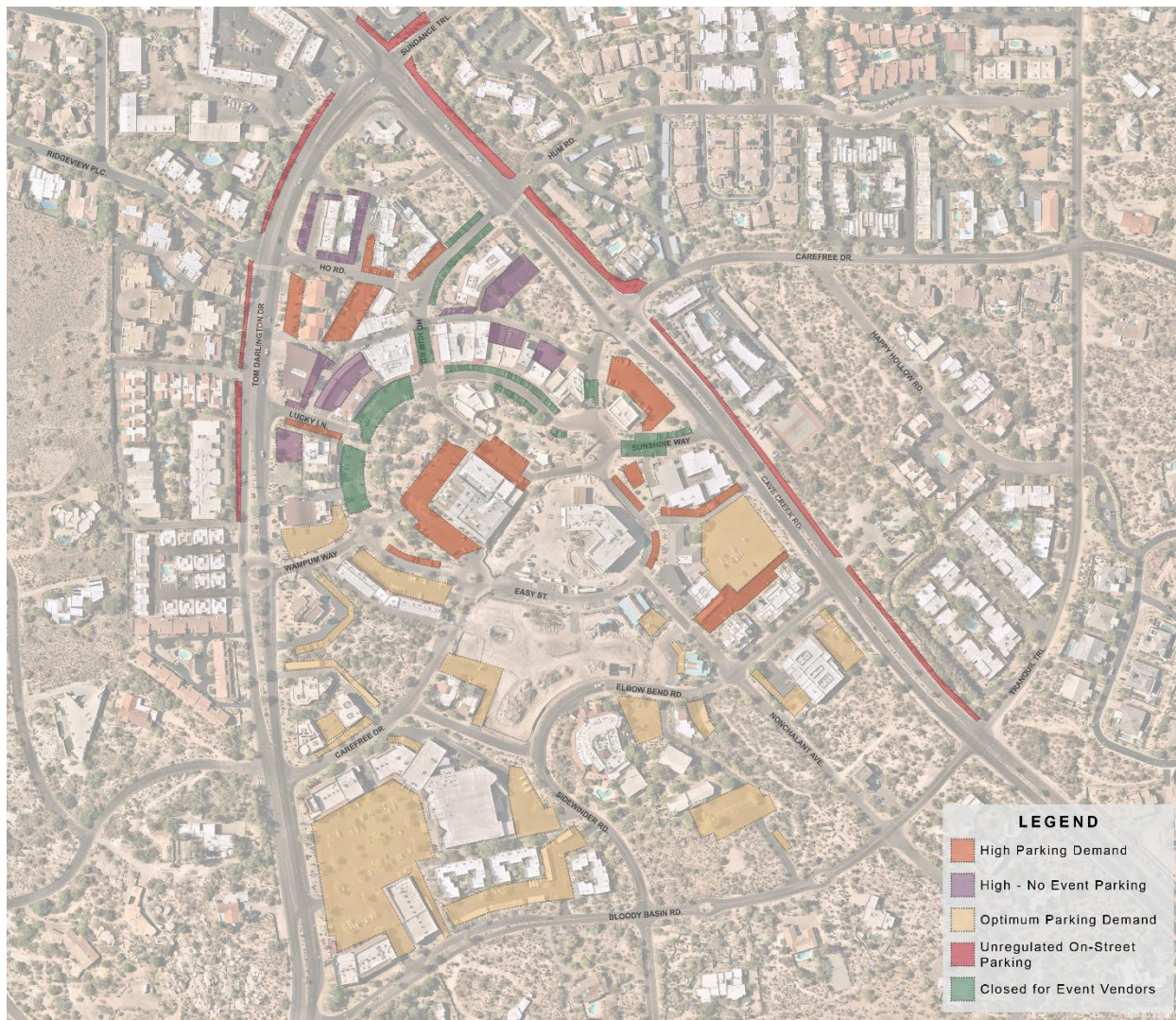


Figure 9: Map of Parking Utilization During the Thunderbird Event

Currently, patrons and event-goers must park along the street to access the town center. The unregulated on-street parking can accommodate approximately 100-150 vehicles. It is important to note that this is not the actual number of parked vehicles observed on the street, but an estimate based on the length of curb where vehicles were observed to be parking during the event. **Figure 10** presents a breakdown of parking options during an event, meaning how many



spaces are closed for the event to accommodate vendors, how many are open to patrons but not the event, and spaces that are in high vs optimum or low demand. The total number of parking, including the unregulated on-street parking, is 1,557 spaces.

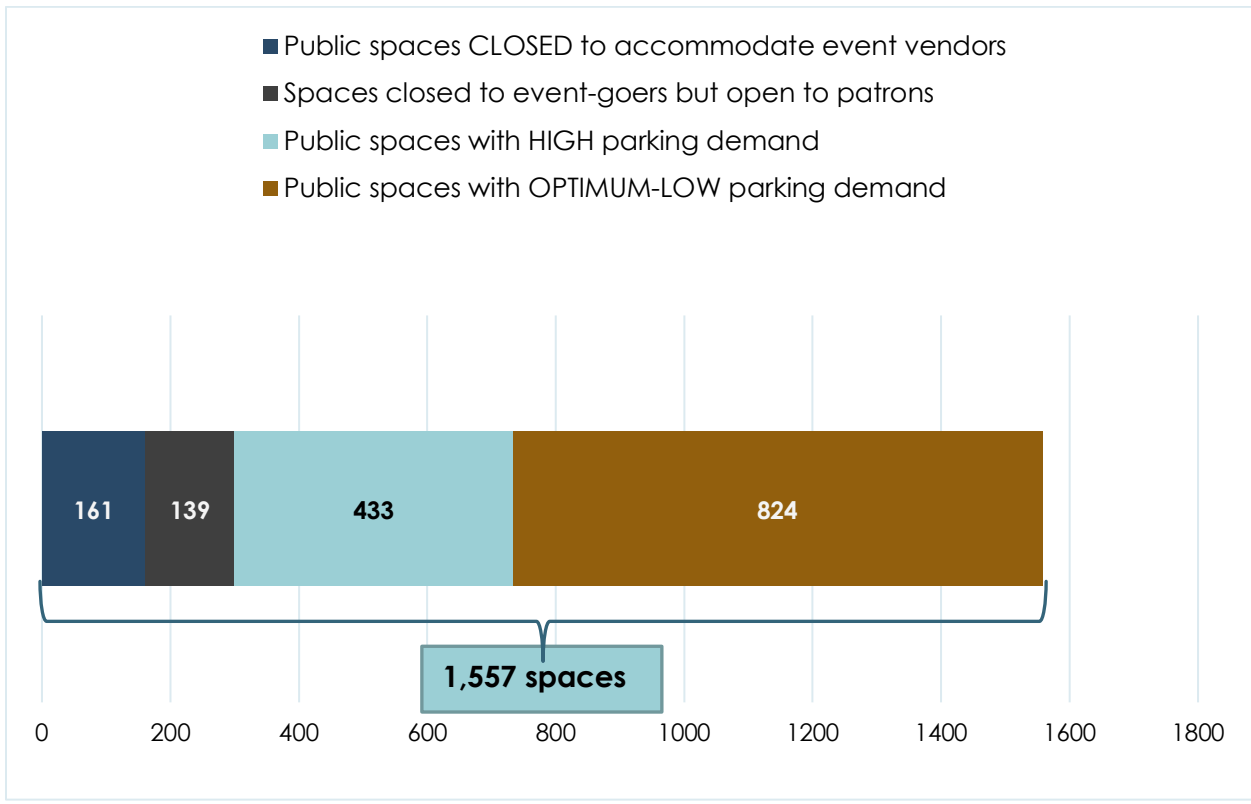


Figure 10: Parking Options During Event

As patrons, event-goers, residents, and employees all navigate the area during an event to try to find available parking, confusion on where to park appropriately becomes an issue. Of the 433 public parking spaces that are in high demand, 100-150 of those are on-street parking that is not normally used. It could be argued that there are enough existing spaces in nearby lots to accommodate that parking need, however, those available spaces are further away from the town center, not easily accessible for a pedestrian, or are privately held for residents and patrons.

During events, there may be ways to optimize parking by changing the streets that the vendors are located on and locating them on streets where parking is in less demand. Currently, vendors are situated on streets where parking is in high demand.

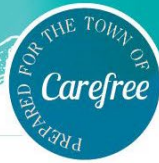


Another option is to make private lots more available during events rather than closing them. Businesses benefit when patrons are able to find parking easily and are then able to walk from one destination to another. Signs restricting parking can be seen negatively by some patrons.



The parking conditions within the town center are currently at a level where parking is generally easy to find. However, the main concern is that the parking is not always directly adjacent to the desired destination. A person may have to walk through the town center after parking to reach their destination. As the area experiences more demand, because more visitors are coming to the area, parking somewhat further away and walking may be necessary. Construction of new parking assets is expensive (approximately \$5,000-\$10,000 per space) to construct. Utilizing the existing parking assets more efficiently should be explored. However, walking to and from some of the parking assets is cumbersome. This is where wayfinding can play a significant role in improving overall access.

Through the parking analysis, it became clear that enhancing wayfinding directional signage, both for everyday conditions and especially during events, can help to direct visitors to available parking within the town center.



Sign Inventory

In anticipation of providing a Comprehensive Sign Plan for Town Center, an inventory of existing signs was conducted to understand the extent of signs within the area and to evaluate the effectiveness of the sign design and/or placement. Four primary types of signs were evaluated during the field review as noted in **Figure 11**. They are:

- ▲ **Gateway Signage:** Iconic sculpture pieces or signage that mark important destinations or create a sense of arrival.
- ▲ **Destination Signage:** Consistently branded signage at destination facilities, also known as confirmation signage, is the last form of communication to patrons to announce they have arrived at the proper destination. Public parking should be branded in a similar fashion throughout the area so travelers can recognize their parking options and not be confused with any private or restricted parking in the area.
- ▲ **Directional Signage:** Directional signs act as a system of “breadcrumbs” directing visitors as they enter the community, navigate through the community street network, and arrive at their desired destination. The design of trailblazer signs should be predictable, easily accessible, and simple. Placement of trailblazer signs can reinforce alternative modes of transportation by making active transportation more visible.
- ▲ **Informational Signage:** These signs provide direction and instructions in the form of kiosks, directories, maps, color cues, or other design features for finding the safest, most direct path to a specific destination. Pavement markings could be considered as an alternative in-route wayfinding strategy to minimize sign clutter and reinforce bicycle or pedestrian routes.

Gateway Signage

As discussed in the 2015 Michael Baker study, Carefree has facilitated the placement of several well-designed wayfinding signs at each entry road to direct visitors into Town Center. A recommendation that came from this study was to provide a gateway feature at the intended primary entries to Town Center at Wampus Way and Carefree Drive. Unfortunately, when combined with the difficult-to-navigate traffic circles at these locations, the gateway features are not entirely effective in directing passersbys into Town Center. The gateway features are placed parallel to Tom Darlington Drive and Cave Creek Road which makes them difficult to appreciate from a vehicular perspective.

The iconic Sundial also serves as existing gateway signage, marking the center of Town and creating a strong visual centerpiece as a visitor approaches off Cave Creek Road.



Existing Gateway Signage

Destination Signage

Existing destination signage within Town Center varies significantly. To create a comprehensive look and feel within the area, destination signage should be consistently branded. Signage noting elements within the Carefree Desert Gardens are all similarly branded which creates cohesion and promotes knowing that these items are all part of the same garden experience. Other destination signs such as the building names on Town Hall or the pavilion vary in appearance and color.

Directional Signage

Directional signage within Town Center also varies significantly. There are numerous styles of signs that direct visitors to area businesses or to destinations. In some cases, temporary sandwich boards have been placed to attract visitors to specific businesses. Unfortunately, the effectiveness of these signs can be limited given the amount of sign clutter that these temporary signs often create. Along the arterials, the sundial directional signs blend into the surrounding landscape and are easily overlooked by many visitors as they drive by. Consistency among directional signage is critical to create a comprehensive wayfinding network within the Town along with signage that is easily observed from both a vehicular and pedestrian perspective.

Informational Signage

Several informational signs exist within Town Center to direct visitors to key destinations and area businesses. While helpful, these signs are often difficult to read given the amount of information that is conveyed on each sign. In addition, the frames blend with the surrounding landscape making these important wayfinding features difficult to quickly identify from a distance. The temporary look and feel of some of the signs also contributes to an overall appearance of sign clutter that could be minimized through consistent design and messaging throughout Town Center.

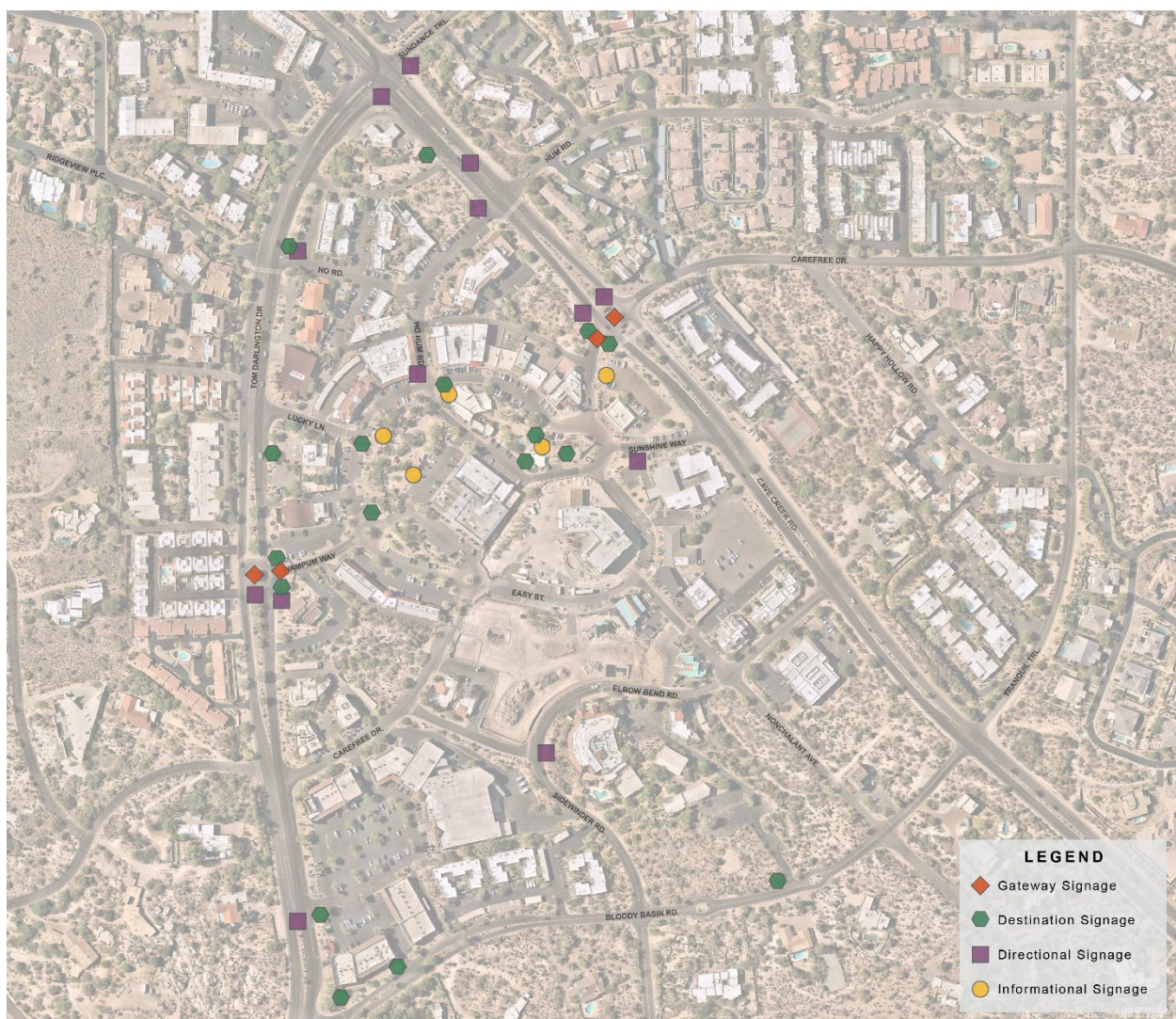


Figure 11: Map of Existing Signs



Examples of Existing Destination Signs



Examples of Existing Directional Signs



Examples of Existing Kiosk Signs



Stakeholder Input

Input from community stakeholders is an important part of any plan or study. It provides the necessary community context that helps explain the data. It also provides a deeper level of understanding community parameters: what is working well and why, what needs to change and why, and what actions would be considered appropriate for the community. Although strategies for improving wayfinding and circulation come from a variety of sources, having stakeholder input allows for tailoring that strategy uniquely for the Carefree community.

The following is the summary of the existing condition challenges as identified by the stakeholders.

Challenges

Attendees were asked to identify challenges with wayfinding, circulation, and parking within the downtown area.

- ▲ Circulation
 - Unclear direction throughout Town
 - Business signage clutter makes it hard to find businesses
 - Confusing traffic circles
 - None. Carefree isn't a standard place
 - Consider enhancements at entrances to improve direction
- ▲ Parking
 - Need for designated employee parking
 - Maps of public parking
 - Need for additional capacity for growth
 - Lack of parking during events



- Awareness on parking options throughout Town Center needed
- Residents and business owners do not feel there is enough parking. However, the real issue may be proximity to parking and not availability, meaning people want to park directly adjacent to their destination. In this instance, there is not enough parking in front of every business to accommodate every patron and/or employee.
 - There is not enough safe sidewalk in the Town Center to encourage people to park a little farther and walk.
- Keelers area is most congested for parking on weekends. Could use safer ped crossings across the roads.
- Parking at the Post Office is a challenge for residents, particularly during events.

▲ Wayfinding

- Too diverse
- No direction information
- Poor store name recognition
- Lack of legibility
- Poor locations
- Need for illumination
- Cohesive common theme
- No sandwich boards
- Direction kiosks at key links/bridges
- Misters or shade along pedestrian areas
- Use windows of empty buildings to display Town information, art, or desert education
- Incorporate a “treasure hunt” with public art pieces – desert features placed near walkways that people can walkthrough and find.

Points of Confusion

- Gateways
- Public Restrooms
- Roundabouts
- Spanish Village
- Corner of Ho and Hum and Easy Street
- Downtown
- Bashas
- Stagecoach Village

▲ Challenges for Customers

- Hard to find businesses
- No clear route around Town Center



Comprehensive Sign Plan for Town Center

- Lack of sidewalks
- Lack of handicap parking
- Not enough parking during dinner hours
- ▲ Other Thoughts
 - Carefree may be too spread out for bicycles and a shared path to be the predominant mode of transportation into the Town Center. Still sees a need for residents to use vehicles to get into Town.
 - Some residents avoid the Downtown area and would prefer to get through the area more quickly. They feel there is too much focus on tourists and not enough on locals.
 - Alternatively, the business owners do not want high speeds and would like to encourage people to enter the Town Center more often



Pavilion in Carefree Town Center



Wayfinding Strategies

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 as described in the previous sections. Based on those observations and on stakeholder input, several wayfinding strategies have been identified. Strategies include:

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

The strategies are organized into three categories that include Pre-Trip, In-Route, and Post-Trip strategies.



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 existing condition observations, 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

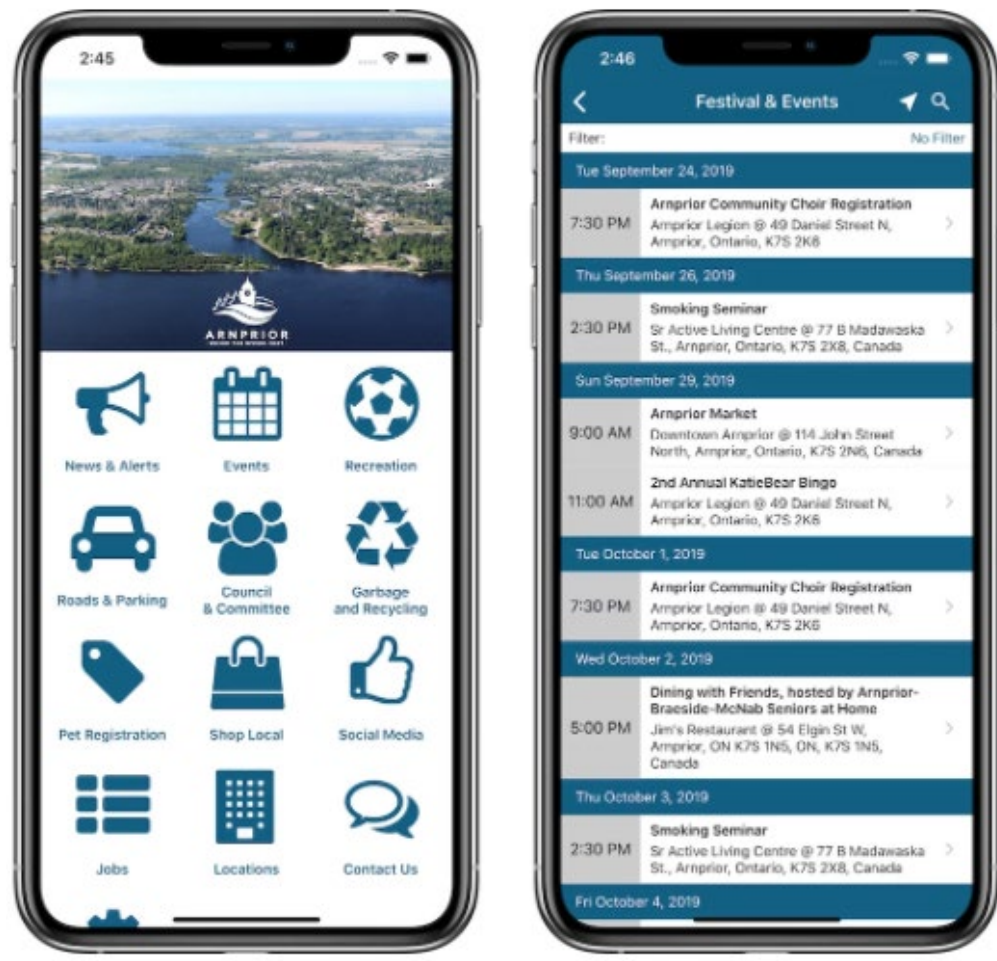


Comprehensive Sign Plan for Town Center

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.



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.

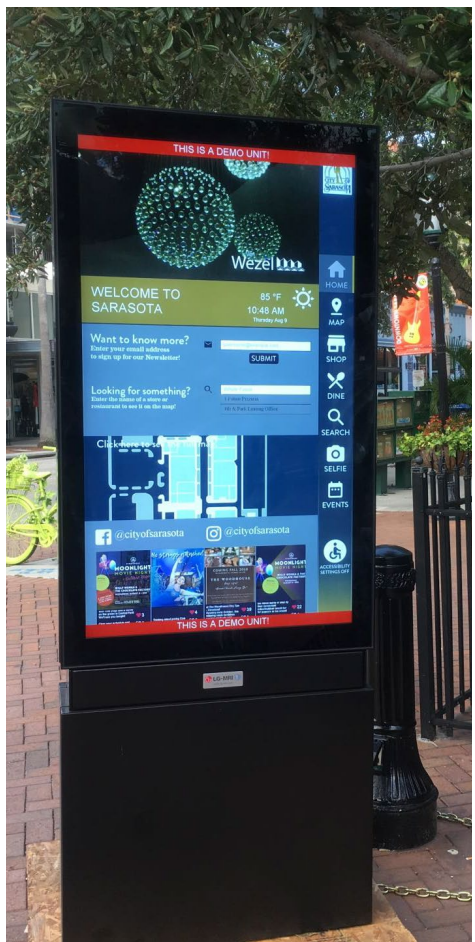
▲ Creation or Purchase of a Mobile Application Platform

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 previous sections, 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.

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.



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

Vehicular Wayfinding Strategies

As noted during previous sections, 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 the existing conditions observations. 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. 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.

▲ **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 inexperienced riders. To address the overall



pedestrian/bicycle connectivity issues noted previously, 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.

▲ 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 should 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.

▲ 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.

▲ 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.

Existing Wayfinding Sign Recommendations

Below is a summary of impacts and modifications to the existing wayfinding signs. Refer also to **Figure 12** for disposition of existing 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 previously, 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
- ▲ Sundial
- ▲ Sanderson Lincoln Pavilion
- ▲ Carefree Town Hall
- ▲ Children's Playground & Little Library
- ▲ Kiwanis Splash Park
- ▲ Visitor Center

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.

Directional Signage

As noted previously, 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

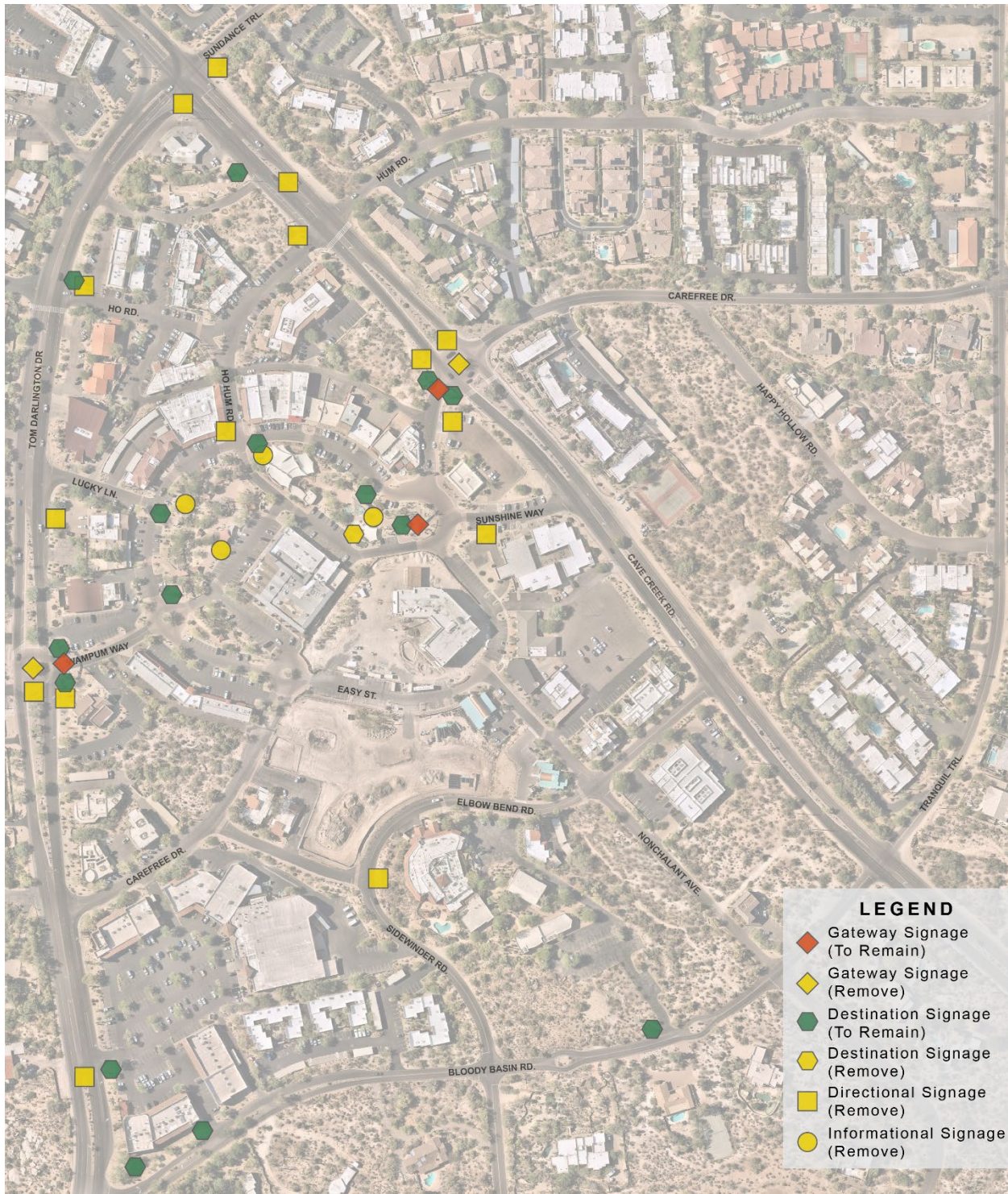
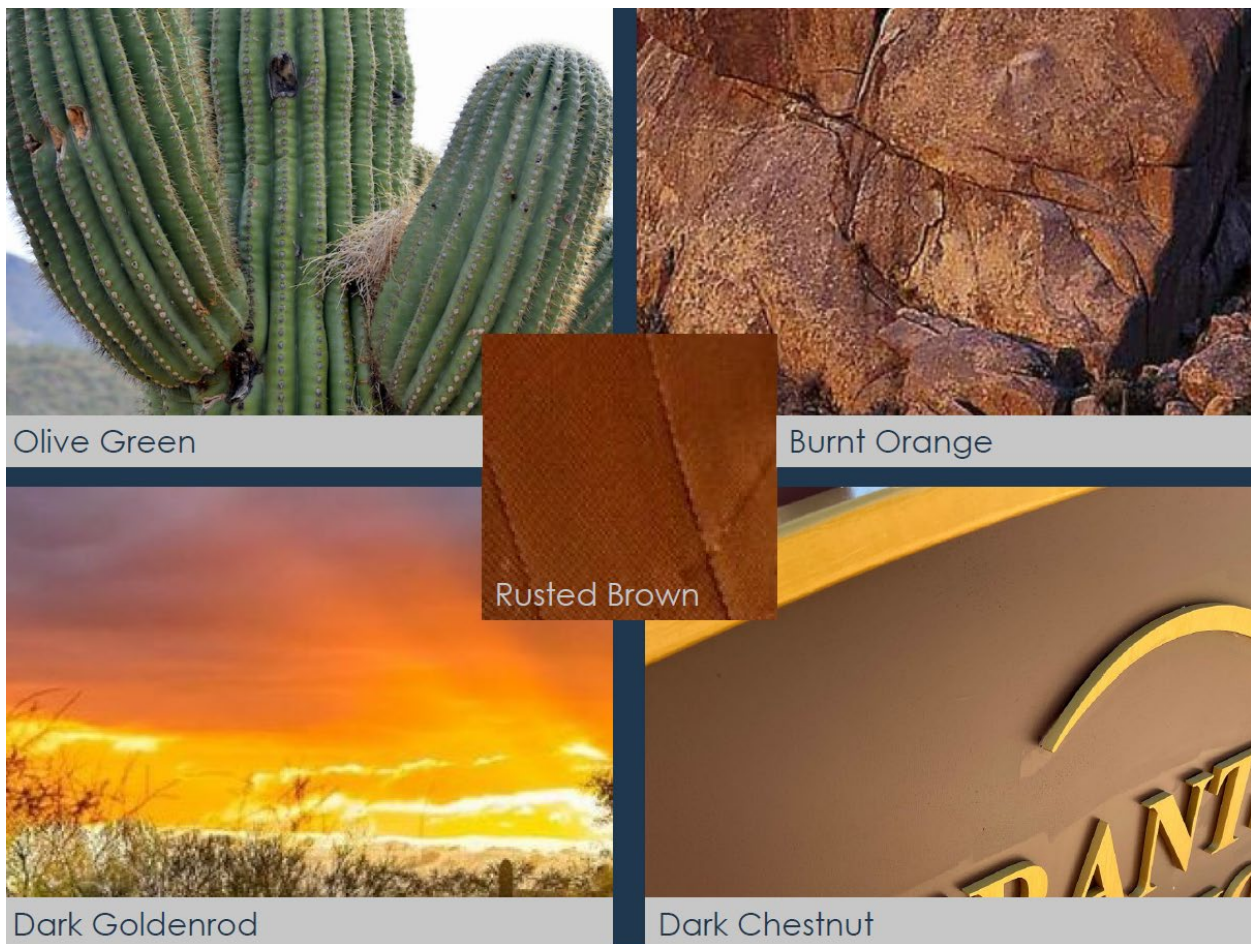


Figure 12: Disposition of Existing Wayfinding Signs

Wayfinding Design Guidelines

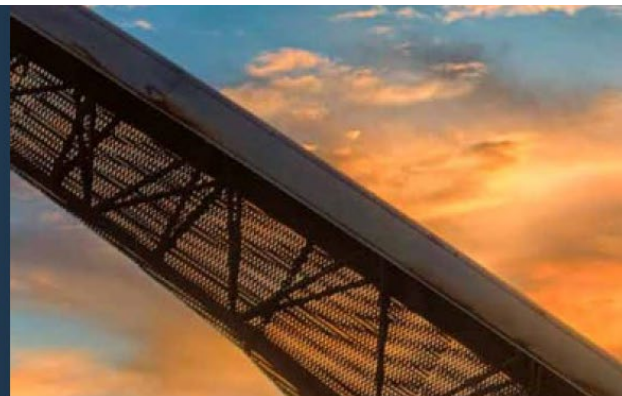
This plan acknowledges that preserving the scenic value of the area is of utmost importance while introducing new visual elements to the town that are in-tune with the existing look and feel of the community. As such, the design of the new wayfinding system takes cues from the surrounding landscape, seeks to minimize text to the greatest extent possible, and attempts to minimize the frequency of messaging while still providing meaningful information to visitors. Materials currently in-use within the community such as metal with a rusted finish, gold accents, and perforated metal are suggested for the fabrication of the new signs.



Color Inspirations for Wayfinding Design & Theming



Metal with Rusted Finish



Perforated Metal Panels



Dark Chestnut & Gold Accents

Material/Texture Inspirations for Wayfinding Design & Theming

Theming Opportunities

New wayfinding and directional signage for both vehicles and pedestrians should be color coded to provide distinctions between recreational, commercial, and municipal destinations throughout Town Center.

Themed signage was developed so that visitors can easily and quickly identify their desired destination. The directional and destinations signs are color-coordinated according to the following destination types:

1. Recreational: Olive Green
2. Commercial: Burnt Orange
3. Municipal: Dark Goldenrod

In addition to the three colors identified above, complementary colors as identified in **Figure 13** have been identified for additional interest in the sign designs. These colors bring warmth to the

identified color palette, mirror the tones of the natural surroundings, and provide consistency across the wayfinding signage.

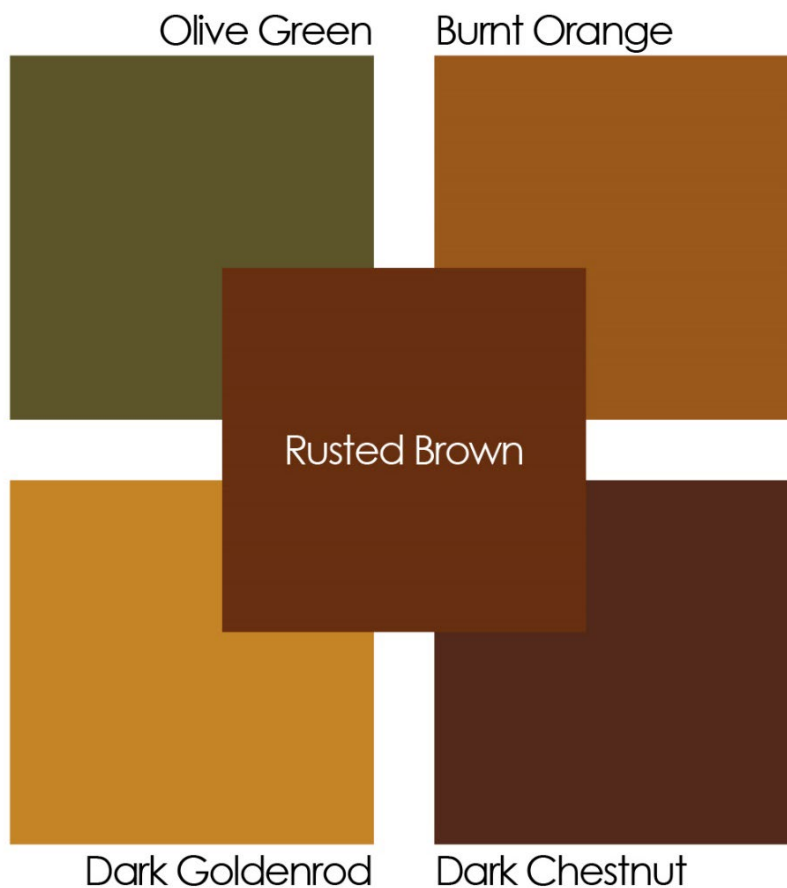
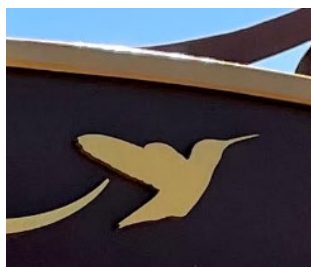


Figure 13: Signage Color Palette

Existing signs within Town Center currently feature hummingbird icons which could be reflected in the new sign designs as well. See **Figure 14** for the recommended icon to complement the existing themes within Town Center.



Existing Hummingbird Icon in Town Center



Figure 14: Recommended Hummingbird Icon

Wayfinding Signage Recommendations

It is recommended that a new suite of in-route sign types be developed to create a cohesive and coordinated wayfinding system throughout Town Center. New sign types that are further designed and developed include:

1. Gateway Vehicular Directional Sign
2. Arterial Vehicular Directional Sign
3. Local Vehicular Directional Sign
4. Pedestrian Directional Sign
5. Multi-Use Path Sundial Directional Sign
6. Minor Gateway Sign
7. Digital Kiosk
8. Destination Sign
9. Pedestrian Map
10. Parking Sign

Refer to **Appendix B** for a map showing the location of each sign type.



Gateway Vehicular Directional Sign

Gateway Vehicular Directional Signs (GW) provide guidance to area destinations for the vehicular traveler while also serving as an iconic entry feature as one approaches Town Center. Signs include destination names and directional arrows. To reinforce the various destination types that have been identified within Town Center, the accent color within each sign will match the color for the corresponding destination type.

These signs will also serve as iconic exit features for travelers leaving Town Center. As such, there is an opportunity to include a fun ‘goodbye’ message on the back side of the signs. The specific message to be included on the back side of the sign could be determined either by committee or by area residents.

It is important to note that signs along roadways are governed by the Manual on Uniform Traffic Control Devices (MUTCD). These signs shall have a retroreflective white message with a retroreflective or illuminated background. The size of the lettering is also governed by the MUTCD. Based on the speed limit of 35 mph to 25 mph through most of the study area, the height of all upper-case letters shall be at least 6 inches in height, or a combination of 6 inches in height for upper-case letters and 4.5 inches in height for lower-case letters. This font size requirement will inform the overall size of the signs during fabrication.

Confirm compliance with sight-visibility requirements and other height restrictions as applicable upon installation of all vehicular signage. Refer to MUTCD figure 2A-2 for required heights and lateral locations of sign installations adjacent to roadways and pathways. Refer to Section 2A.06 Design of Signs in the MUTCD for additional details on the design of roadway signs, including provisions for breakaway posts.

Refer to **Figures 15 & 16** for the proposed sign design and possible messaging, **Figure 17** for the recommended location of each sign, and **Appendix C** for the messaging associated with the Gateway Vehicular Directional Signs. Refer to **Appendix D** for all sign designs.



Figure 15: Gateway Vehicular Directional Sign (Front)

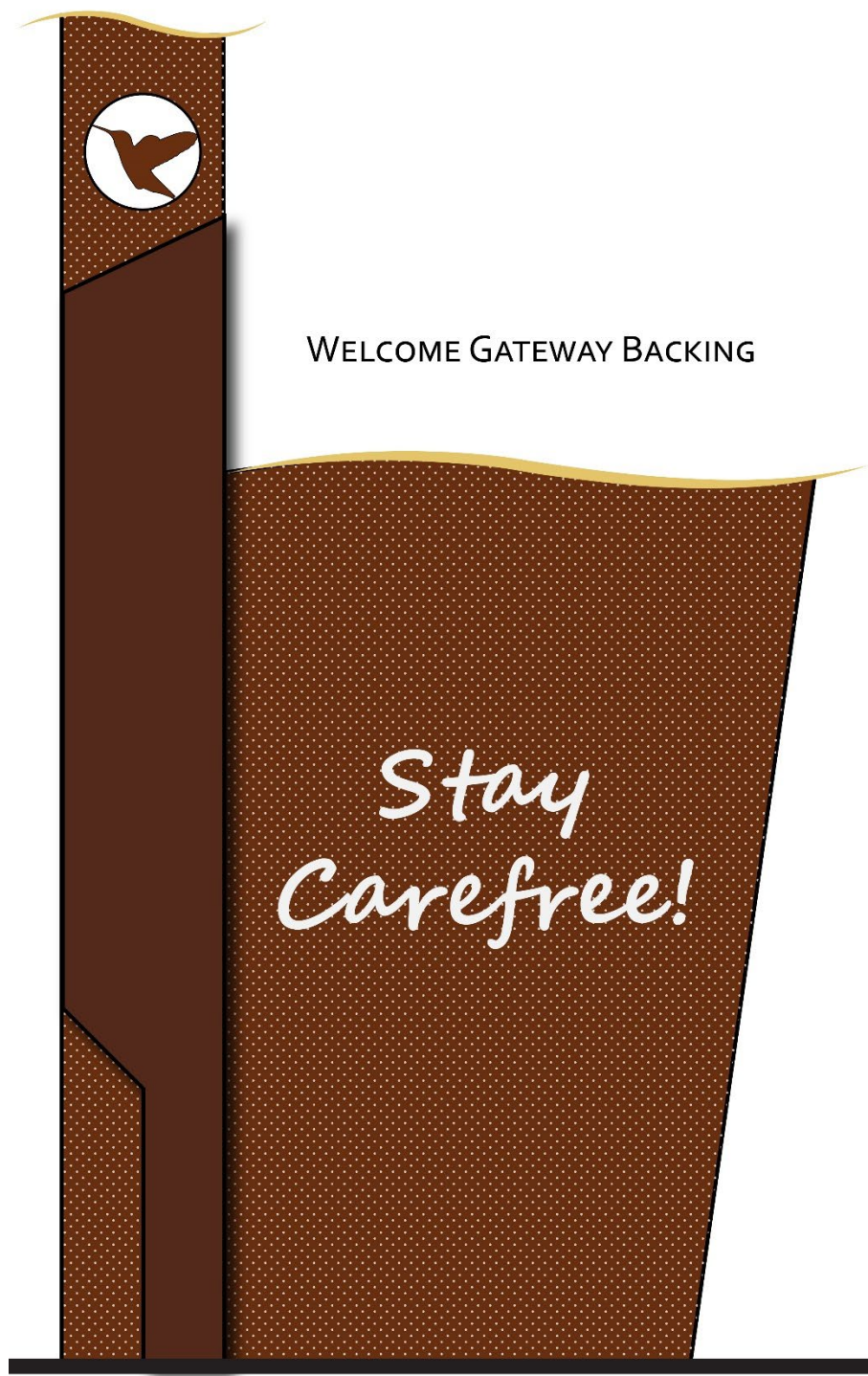


Figure 16: Gateway Vehicular Directional Sign (Back)

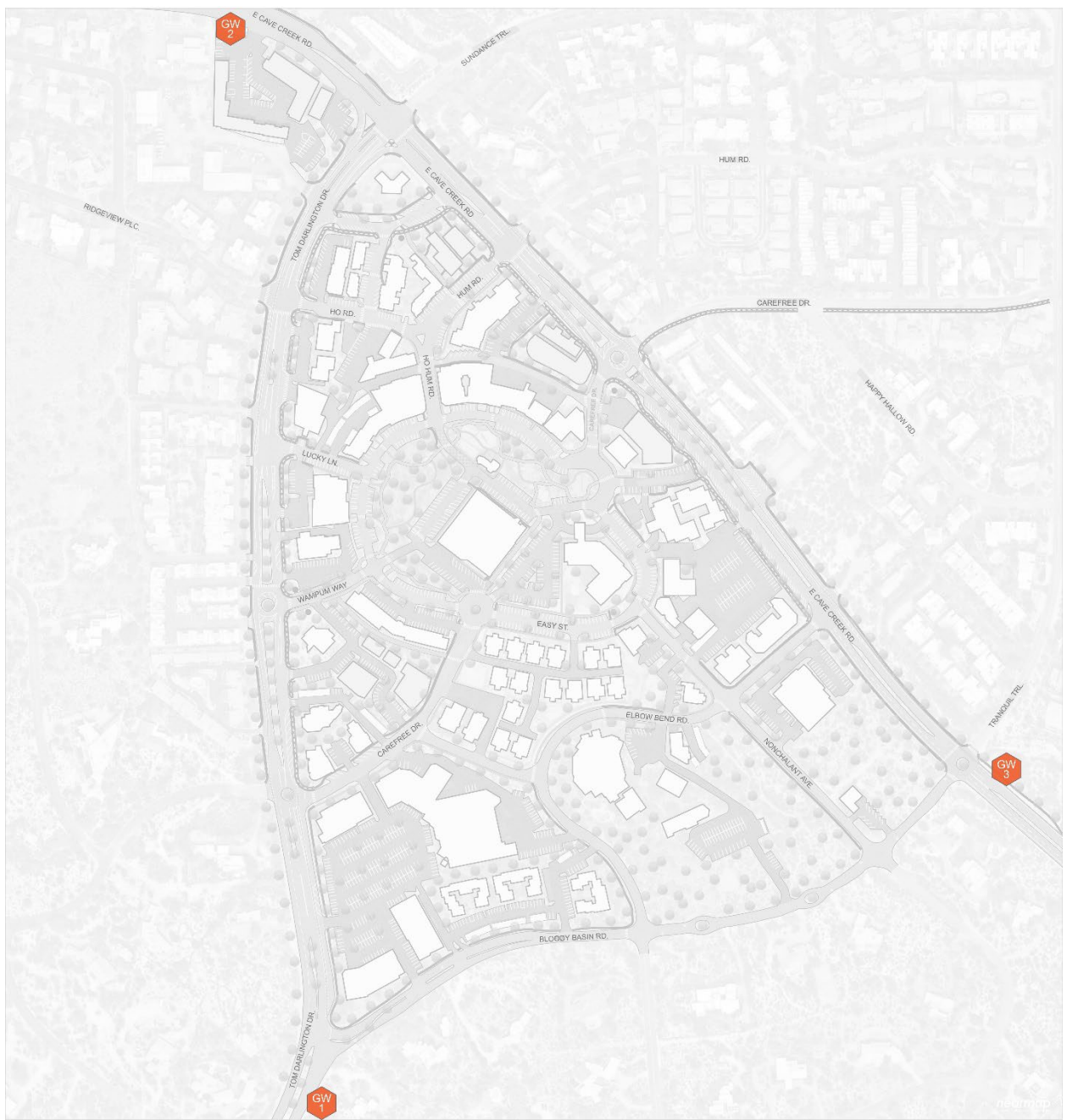


Figure 17: Recommended Locations of Gateway Vehicular Directional Signs

Arterial Vehicular Directional Sign

Arterial Vehicular Directional Signs (HS) provide guidance to area destinations for the vehicular travelers along N Tom Darlington Drive and E Cave Creek Road. Signs include destination names and directional arrows. To reinforce the various destination types that have been identified within Town Center, the accent color within each sign will match the color for the corresponding destination type. Refer to **Figure 18** for the proposed sign design, **Figure 19** for the recommended location of each sign, and **Appendix C** for the messaging associated with the Arterial Vehicular Directional Signs.



Figure 18: Arterial Vehicular Directional Sign



Figure 19: Recommended Locations of Arterial Vehicular Directional Signs

Local Vehicular Directional Sign

Local Vehicular Directional Signs (LS) provide guidance to area destinations for vehicular travelers within Town Center. Signs include destination names and directional arrows. Accent colors continue to match the destination types that have been identified for Town Center. Refer to **Figure 20** for the proposed sign design, **Figure 21** for the recommended location of each sign, and **Appendix C** for the messaging associated with the Local Vehicular Directional Signs.



Figure 20: Local Vehicular Directional Sign



Figure 21: Recommended Locations of Local Vehicular Directional Signs

Pedestrian Directional Sign

Pedestrian Directional Signs (P) provide guidance to area destinations for pedestrians/bicyclists along the future multi-use pathways and sidewalks within Town Center. Signs include destination names, directional arrows and optional approximate distances. Accent colors continue to match the destination types that have been identified for Town Center. Refer to **Figure 22** for the proposed sign design, **Figure 23** for the recommended location of each sign, and **Appendix C** for the messaging associated with the Pedestrian Directional Signs.

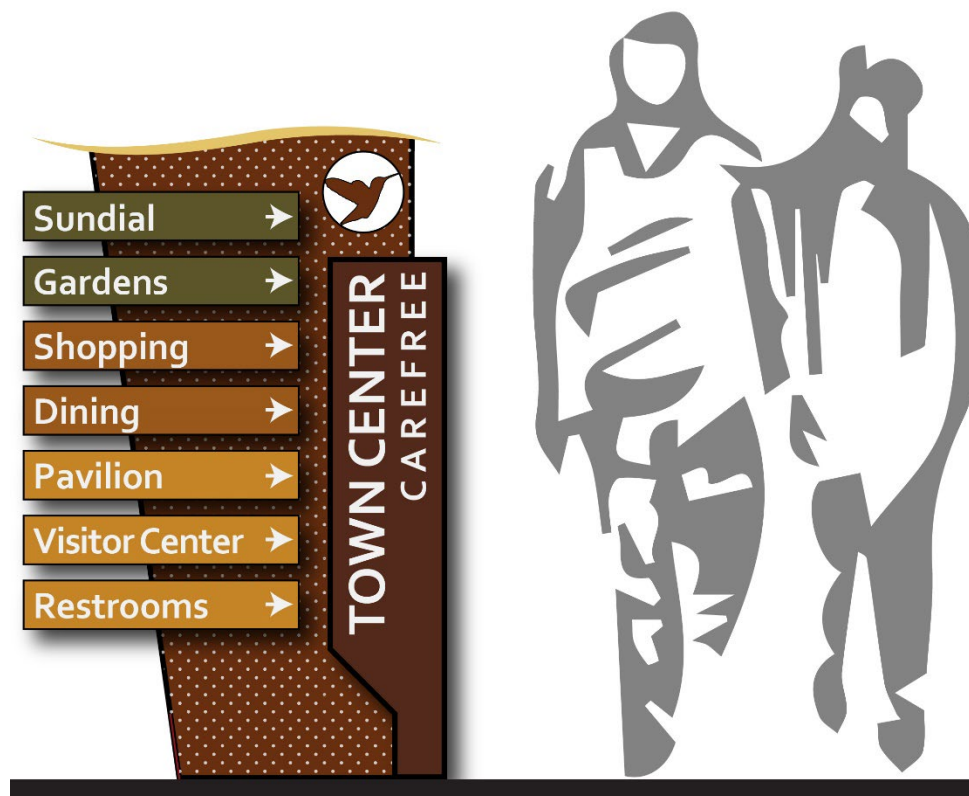


Figure 22: Pedestrian Directional Sign

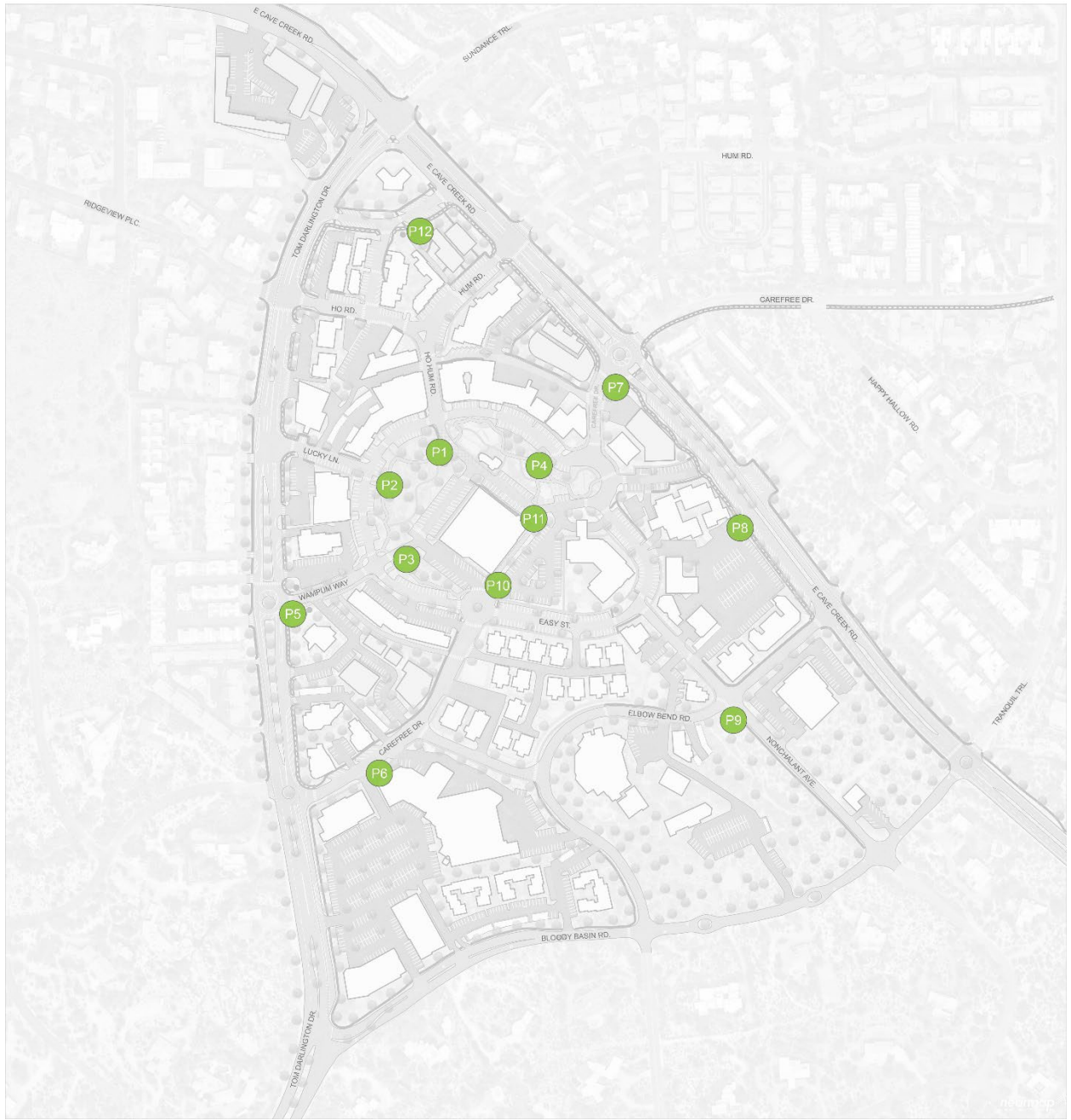


Figure 23: Recommended Locations of Pedestrian Directional Signs

Multi-Use Path Sundial Directional Sign

There is potential to repurpose the existing sundial-inspired directional signs along the future multi-use pathway. It is recommended that the existing horizontal panels that currently display text be replaced with colored panels to match the themes developed for the new wayfinding signs. Refer to **Figure 24** for the proposed sign design, **Figure 25** for the recommended location of each sign, and **Appendix C** for the messaging associated with the Multi-Use Path Sundial Directional Signs.

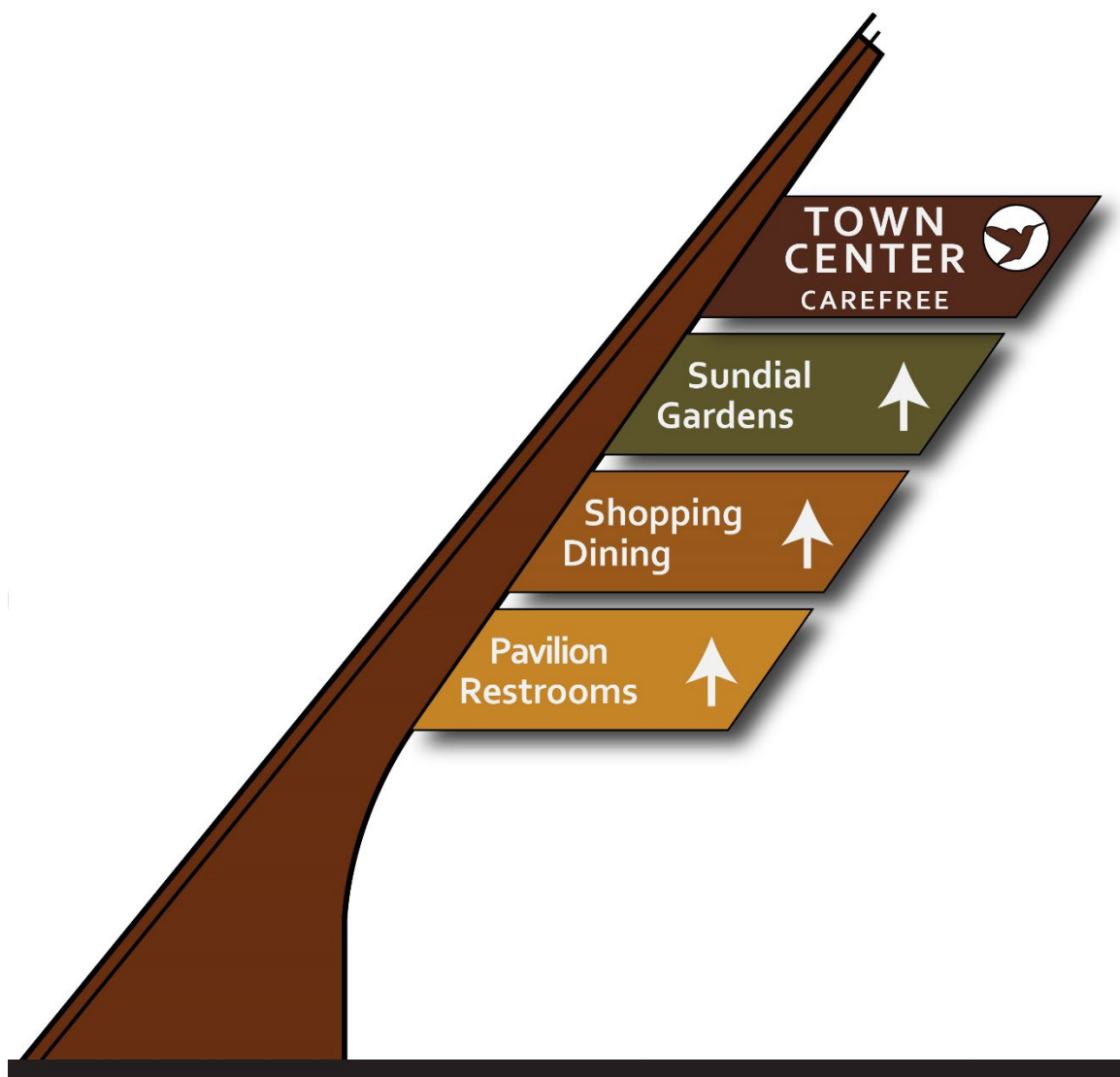


Figure 24: Multi-Use Path Sundial Directional Sign

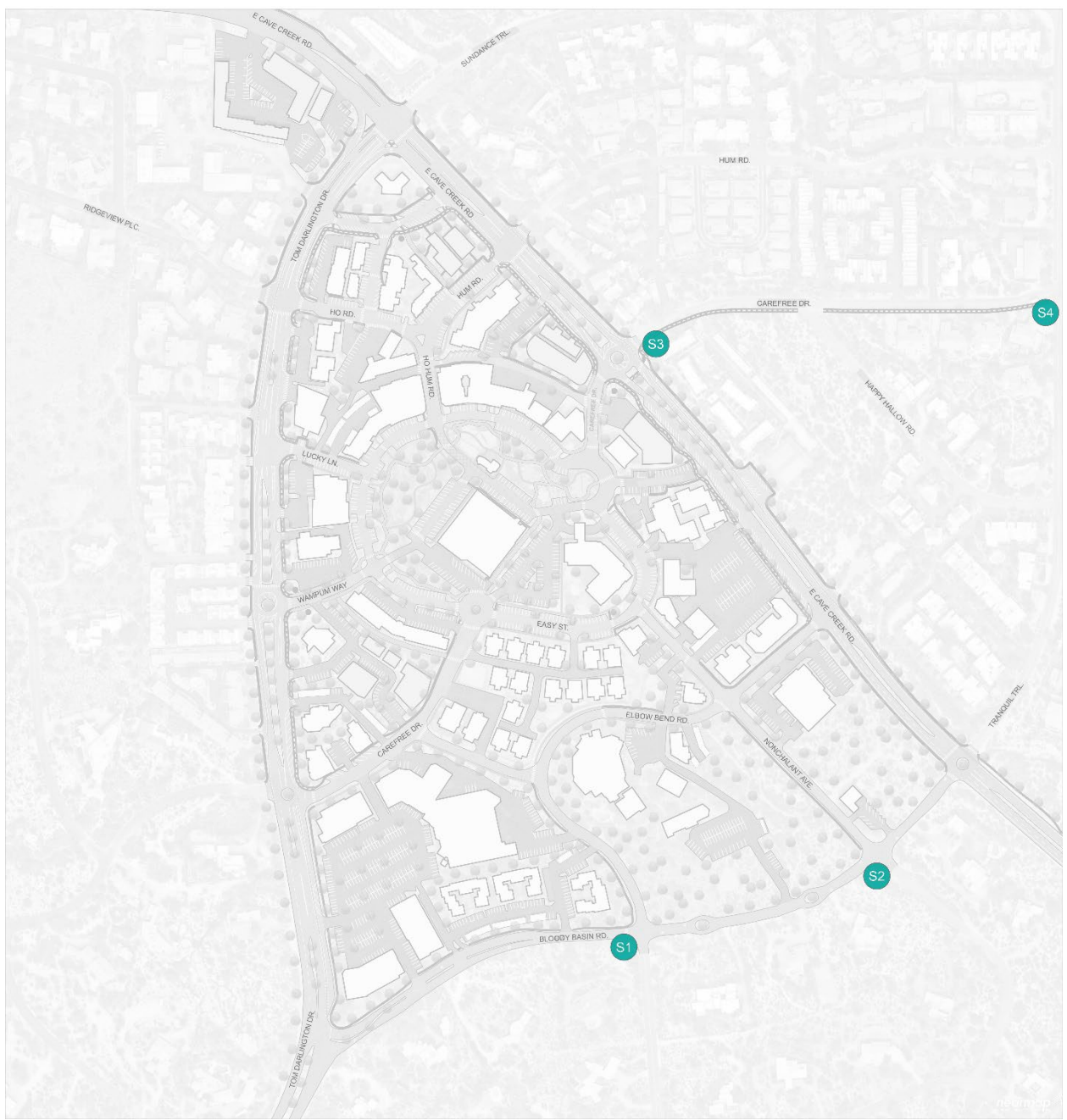


Figure 25: Recommended Locations of Multi-Use Path Sundial Directional Signs

Minor Gateway Sign

Minor Gateway Signs serve as an iconic entry feature to Town Center for both the vehicular traveler and pedestrian/bicyclist. Refer to **Figure 26** for the proposed sign design and **Figure 27** for the recommended location of each sign.



Figure 26: Minor Gateway Sign



Figure 27: Recommended Locations of Minor Gateway Signs

Digital Kiosk

Digital Kiosks feature a large touchscreen display that provides a variety of information including an interactive map of Town Center, a directory of local businesses, and a listing of community events. Refer to **Figure 28** for the proposed digital kiosk design and **Figure 29** for the recommended location.



Figure 28: Digital Kiosk

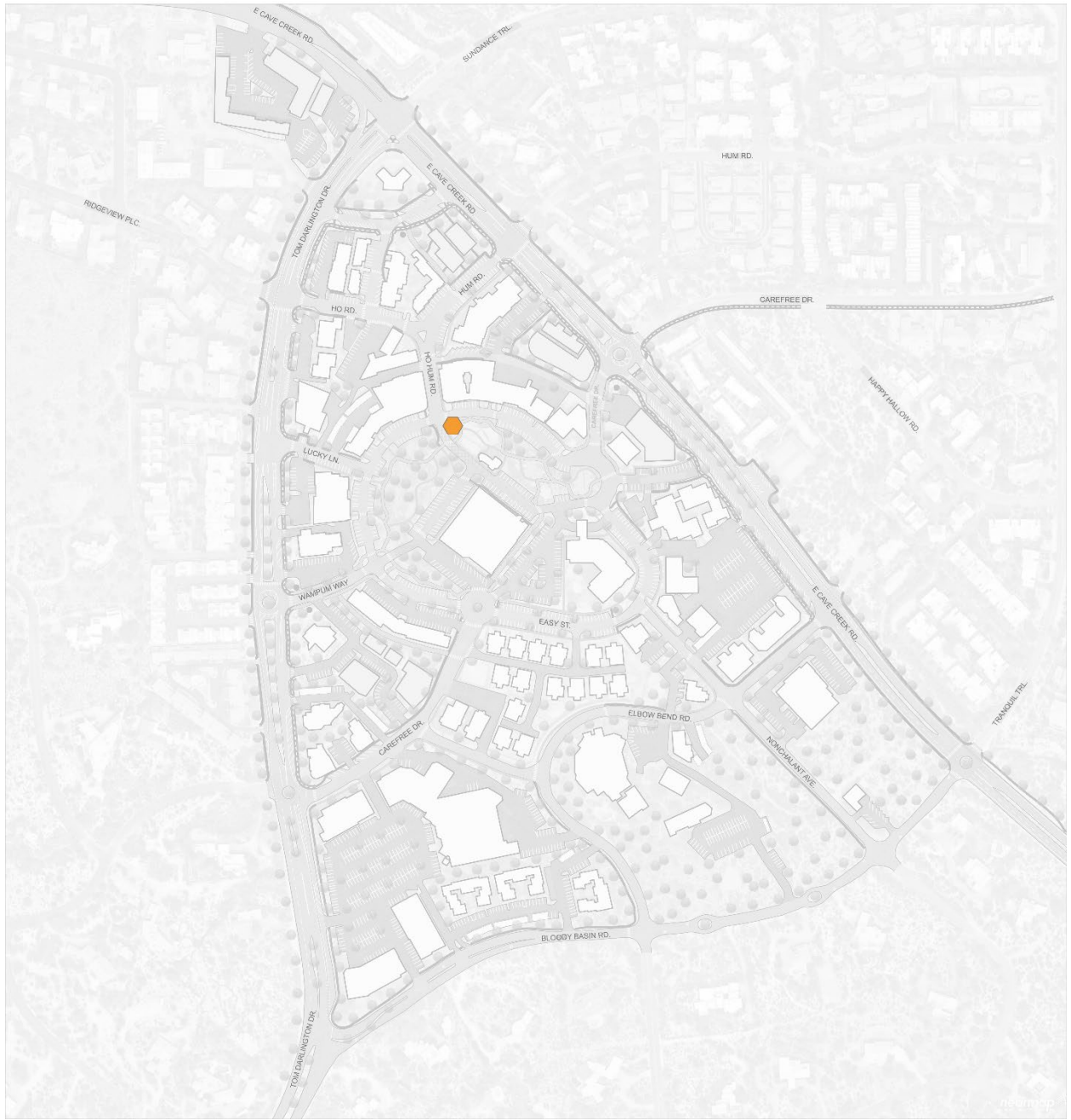


Figure 29: Recommended Location of Digital Kiosk

Destination Sign

Destination Signs indicate arrival at one of the community destinations within Town Center. To reinforce the various destination types that have been identified for Town Center, the accent color within each sign will match the color for the corresponding destination type. Refer to **Figure 30** for the proposed sign design and **Figure 31** for the recommended location of each sign.



Figure 30: Destination Sign



Figure 31: Recommended Location of Destination Signs

Pedestrian Map

Pedestrian Maps provide direction to pedestrians at parking lots once they have exited their vehicle. Signs include a map of Town Center and a town directory. Refer to **Figure 32** for the proposed sign design and **Figure 33** for the recommended location of each sign.

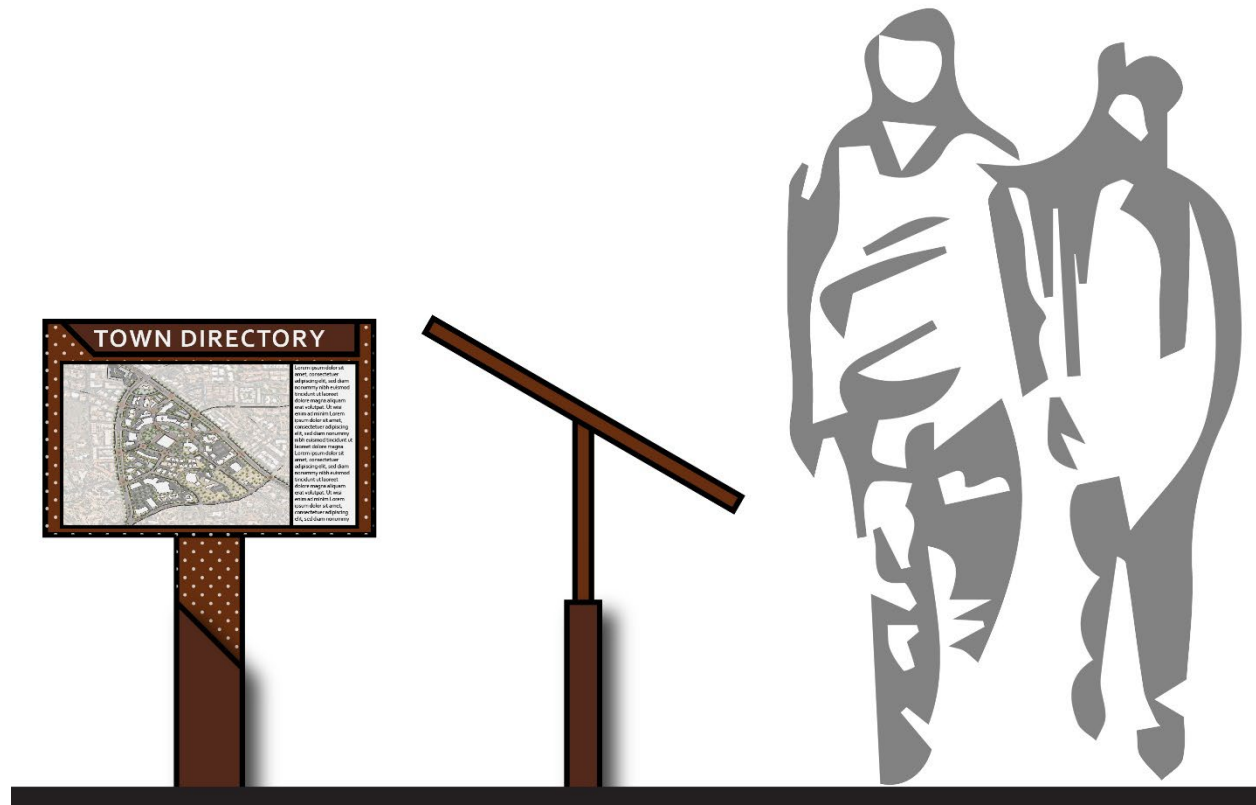


Figure 32: Pedestrian Map



Figure 33: Recommended Location of Pedestrian Maps

Parking Sign

Parking Signs indicate areas suitable for public parking. Refer to **Figure 34** for the proposed sign design.

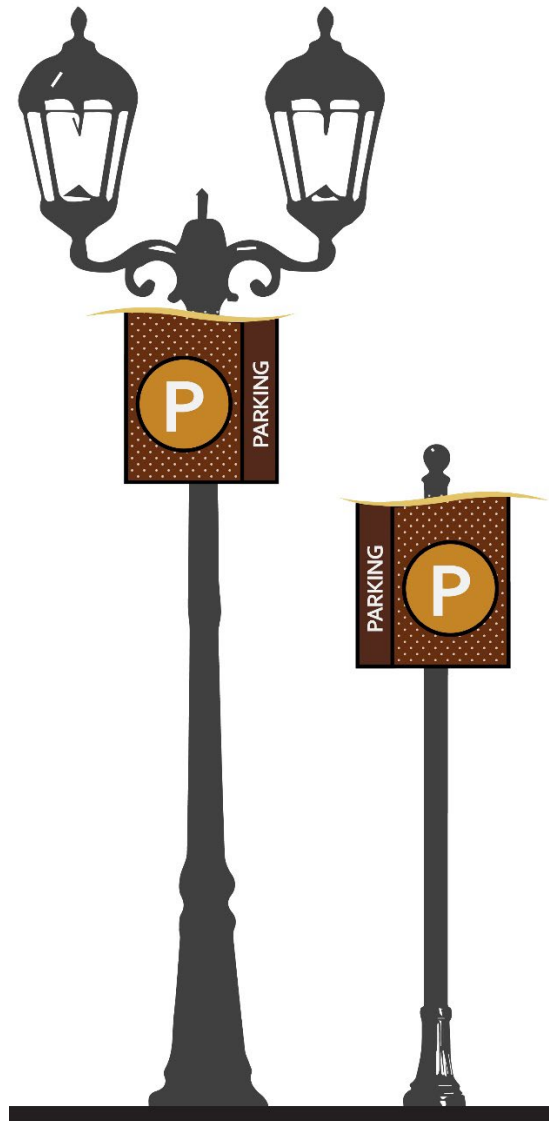


Figure 34: Parking Sign



Implementation Approach

Wayfinding sign designs within this document are intended to be used as templates for bidding the work to independent contractors. Refer to **Appendix B** for recommended placement of wayfinding signs and to **Appendix C** for the recommended messaging. Placement recommendations provided in **Appendix B** should be field verified to ensure that conflicts are not present and that each sign location is compliant with applicable laws and guidelines. The Town and/or selected contractor must verify placement of the signs within public right-of-way or negotiated easements. Wayfinding signs shall be placed outside the clear zone or, if placed within the clear zone, shall be crashworthy. The placement of wayfinding signs shall conform to the location criteria defined in the MUTCD chapter on guide signing for conventional roads.

Selected sign fabricators will be required to provide shop drawings indicating methods of assembly and structural engineering. Shop drawings must be submitted to the Town of Carefree for review and approval. The production of one full-scale mock-up of each sign type is required as part of the fabrication contract. Fabricators must have at least five years of experience in the field completing projects of similar scope.

Estimated Costs & Phasing Plan

Three phases of implementation have been identified based on the anticipated fabrication costs provided in **Figure 35**. The first phase includes the fabrication and installation of the Arterial and Local Vehicular Directional Signs. These signs have the most immediate impact on achieving the goals of this Comprehensive Sign Plan. The Pedestrian and Sundial Directional Signs, along with the Gateway Directional Signs, are recommended to be installed in Phase 2 to complete the directional sign program. Phase 3 includes the Minor Gateway Signs, Digital Kiosk, Pedestrian Maps, Destination Signs, and Parking Signs.

Funding Opportunities

Funding for implementing the Comprehensive Sign Plan for Town Center is anticipated to come from a variety of sources including sales tax or other taxes, matching grants, bond measures, or public/private partnerships. This section identifies sources of funding for planning, design, implementation, and maintenance of wayfinding improvements. The descriptions are intended to provide an overview of available options and do not represent a comprehensive list. It should be noted that this section reflects the funding available at the time of writing. The funding amounts, fund cycles, and even the programs themselves are susceptible to change without notice.

▲ **Maricopa County/Town of Carefree**

Maricopa County's and the Town of Carefree's capital improvements programs could provide a funding source for implementing portions of the plan. Assessments, bonds, taxes, or special revenue funds could also be considered as funding sources.

▲ **National Endowment for the Arts (NEA)**

The NEA offers an Our Town grant for placemaking projects that contribute to the livability of communities. Through project-based funding, the NEA supports projects that integrate arts, culture, and design activities into efforts that strengthen communities by advancing local economic, physical, and/or social outcomes.

▲ **Corporate / In-kind Support**

Private foundations or businesses are potential funding sources for wayfinding programs within a community. For more information on private foundations, including an extensive list of national foundations visit: <http://www.foundationcenter.org/>

Phase 1	ITEM DESCRIPTION	UNIT			
			TOTAL QTY	UNIT PRICE	AMOUNT
	Arterial Vehicular Directional Sign	Each	10	\$31,685.00	\$316,850.00
	Local Vehicular Directional Sign	Each	7	\$23,000.00	\$161,000.00
	Local Vehicular Directional Sign (DS)	Each	1	\$33,750.00	\$33,750.00
Total:					\$511,600.00

Phase 2	ITEM DESCRIPTION	UNIT			
			TOTAL QTY	UNIT PRICE	AMOUNT
	Pedestrian Directional Sign	Each	7	\$17,250.00	\$120,750.00
	Pedestrian Directional Sign (DS)	Each	5	\$27,650.00	\$138,250.00
	Gateway Directional Sign	Each	3	\$55,000.00	\$165,000.00
	Sundial Directional Sign	Each	4	\$3,780.00	\$15,120.00
Total:					\$439,120.00

Phase 3	ITEM DESCRIPTION	UNIT			
			TOTAL QTY	UNIT PRICE	AMOUNT
	Minor Gateway Sign	Each	4	\$28,500.00	\$114,000.00
	Digital Kiosk	Each	1	\$78,000.00	\$78,000.00
	Pedestrian Map	Each	4	\$3,585.00	\$14,340.00
	Destination Sign	Each	5	\$3,250.00	\$16,250.00
	Parking Sign	Each	12	\$850.00	\$10,200.00
Total:					\$232,790.00

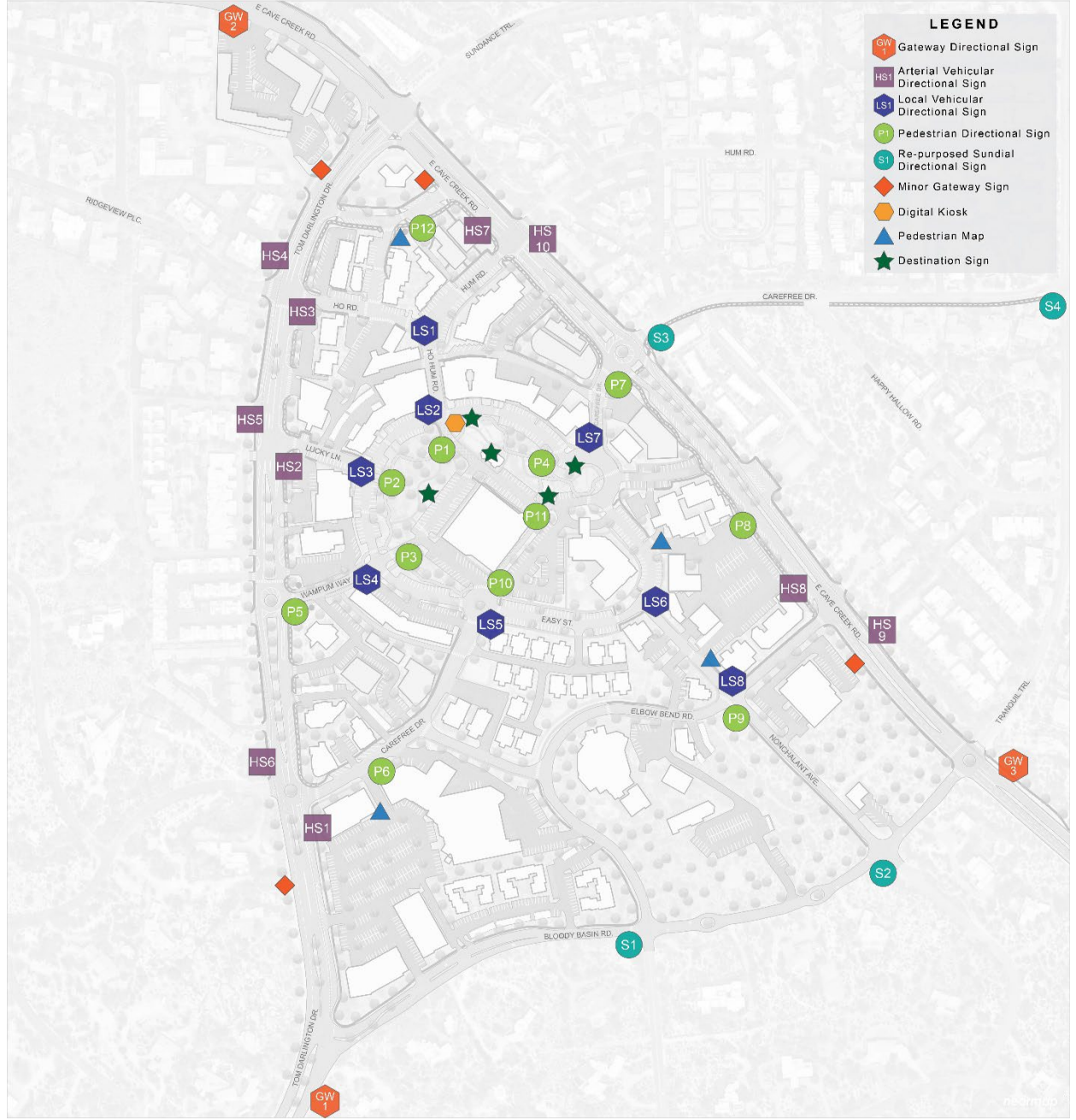
Figure 35: Phased Cost Estimate

Appendix A



Carefree Town Center Concept Plan

Appendix B



Carefree Town Center Wayfinding Signage Location Plan

Appendix C

Gateway Directional Signs

GW1	Sundial	^
	Gardens	^
	Shopping	^
	Dining	^
	Town Center	^
	Pavilion	^

GW2	Sundial	^
	Gardens	^
	Shopping	^
	Dining	^
	Town Center	^
	Pavilion	^

GW3	Sundial	^
	Gardens	^
	Shopping	^
	Dining	^
	Town Center	^
	Pavilion	^



Comprehensive Sign Plan for Town Center

Arterial Vehicular Directional Signs

HS1	Sundial	>
	Gardens	>
	Shopping	>
	Dining	>
	Pavilion	>
	Parking	^ >

HS6	Sundial	<
	Gardens	<
	Shopping	<
	Dining	<
	Pavilion	<
	Parking	<

HS2	Sundial	>
	Gardens	>
	Shopping	>
	Dining	>
	Pavilion	>
	Parking	^ >

HS7	Sundial	>
	Gardens	^
	Shopping	>
	Dining	>
	Pavilion	>
	Parking	^ >

HS3	Sundial	>
	Gardens	>
	Shopping	>
	Dining	>
	Pavilion	>
	Parking	>

HS8	Sundial	>
	Gardens	>
	Shopping	>
	Dining	>
	Pavilion	>

HS4	Sundial	^
	Gardens	^
	Shopping	<
	Dining	<
	Pavilion	^
	Parking	<

HS9	Sundial	<
	Gardens	<
	Shopping	<
	Dining	<
	Pavilion	<
	Parking	< ^

HS5	Sundial	<
	Gardens	<
	Shopping	<
	Dining	<
	Pavilion	<
	Parking	^

HS10	Sundial	<
	Gardens	<
	Shopping	<
	Dining	<
	Pavilion	<
	Parking	<



Local Vehicular Directional Signs

LS1	SIDE 1	Sundial	>	SIDE 2	Sundial	<
		Gardens	>		Gardens	<
		Shopping	<		Shopping	<
			>			>
		Dining	<		Dining	<
			>			>
		Pavillion	>		Pavillion	<
		Visitor Center	>		Visitor Center	<
	Restrooms	>		Restrooms	<	
LS2	SIDE 1	Sundial	<	SIDE 2 NA		
		Shopping	<			
			>			
		Dining	<			
			>			
		Pavillion	<			
		Visitor Center	<			
	Restrooms	<				
LS3	SIDE 1	Sundial	<	SIDE 2 NA		
		Shopping	<			
			>			
		Dining	<			
			>			
		Pavillion	<			
		Visitor Center	<			
	Restrooms	<				
LS4	SIDE 1	Sundial	>	SIDE 2 NA		
		Gardens	<			
		Shopping	<			
			>			
		Dining	<			
			>			
		Pavillion	<			
		Visitor Center	<			
	Restrooms	<				



Comprehensive Sign Plan for Town Center

LS5	SIDE 1		SIDE 2
	Sundial	>	NA
	Gardens	<	
	Shopping	<	
	Dining	<	
	Pavillion	<	
	Visitor Center	<	
	Restrooms	<	

LS6	SIDE 1		SIDE 2
	Sundial	>	NA
	Gardens	<	
	Shopping	< >	
	Dining	< >	
	Pavillion	>	
	Visitor Center	>	
	Restrooms	>	

LS7	SIDE 1		SIDE 2
	Gardens	>	NA
	Shopping	>	
	Dining	>	
	Pavillion	>	
	Visitor Center	>	
	Restrooms	>	

LS8	SIDE 1		SIDE 2
	Gardens	>	NA
	Shopping	>	
	Dining	>	
	Pavillion	>	
	Visitor Center	>	
	Restrooms	>	



Comprehensive Sign Plan for Town Center

Pedestrian Directional Signs

P1	SIDE 1	
	Sundial	<
	Splash Pad	<
	Playground	>
	Visitor Center	^
	Restrooms	^

SIDE 2	
Sundial	>
Splash Pad	>
Playground	<

P2	SIDE 1	
	Sundial	<
	Splash Pad	<
	Playground	>
	Pavillion	<
	Visitor Center	<
	Restrooms	<

SIDE 2	
N/A	

P3	SIDE 1	
	Sundial	>
	Gardens	<
	Splash Pad	>
	Pavillion	<
	Visitor Center	<
	Restrooms	<

SIDE 2	
N/A	

P4	SIDE 1	
	Splash Pad	<
	Gardens	>
	Playground	>
	Pavillion	>
	Visitor Center	>
	Restrooms	>

SIDE 2	
N/A	

P5	SIDE 1	
	Sundial	>
	Gardens	>
	Shopping	>
	Dining	>
	Pavillion	>
	Visitor Center	>
	Restrooms	>

SIDE 2	
Sundial	<
Gardens	<
Shopping	<
Dining	<
Pavillion	<
Visitor Center	<
Restrooms	<



Comprehensive Sign Plan for Town Center

P6	SIDE 1	
	Sundial	^
	Gardens	^
	Shopping	^
	Dining	^
	Pavillion	^
	Visitor Center	^
	Restrooms	^

SIDE 2	
N/A	

P7	SIDE 1	
	Sundial	>
	Gardens	>
	Shopping	>
	Dining	>
	Pavillion	>
	Visitor Center	>
	Restrooms	>

SIDE 2	
Sundial	<
Gardens	<
Shopping	<
Dining	<
Pavillion	<
Visitor Center	<
Restrooms	<

P8	SIDE 1	
	Sundial	^
	Gardens	^
	Shopping	^
	Dining	^
	Pavillion	^
	Visitor Center	^
	Restrooms	^

SIDE 2	
N/A	

P9	SIDE 1	
	Sundial	^
	Gardens	^
	Shopping	^
	Dining	^
	Pavillion	^
	Visitor Center	^
	Restrooms	^

SIDE 2	
N/A	



Comprehensive Sign Plan for Town Center

P10	SIDE 1	
	Sundial	^
	Gardens	<
	Splash Pad	^
	Playground	<
	Pavillion	^
	Visitor Center	^
	Restrooms	^

SIDE 2	
Gardens	>
Playground	>
Pavillion	>
Visitor Center	>
Restrooms	>

P11	SIDE 1	
	Sundial	^
	Gardens	<
	Splashpad	^
	Playground	<
	Pavillion	^
	Visitor Center	^
	Restrooms	^

SIDE 2	
Gardens	>
Playground	>
Pavillion	>
Visitor Center	>
Restrooms	>

P12	SIDE 1	
	Sundial	^
	Gardens	^
	Shopping	^
	Dining	^
	Pavillion	^
	Visitor Center	^
	Restrooms	^

SIDE 2	
N/A	



Multi-Use Pathway Sundial Directional Signs

S1	SIDE 1	
	Sundial	^
	Gardens	^
	Shopping	^
	Dining	^
	Pavilion	^
	Restrooms	^

SIDE 2	
N/A	

S2	SIDE 1	
	Sundial	<
	Gardens	<
	Shopping	<
	Dining	<
	Pavilion	<
	Restrooms	<

SIDE 2	
Sundial	>
Gardens	>
Shopping	>
Dining	>
Pavilion	>
Restrooms	>

S3	SIDE 1	
	Sundial	^
	Gardens	^
	Shopping	^
	Dining	^
	Pavilion	^
	Restrooms	^

SIDE 2	
N/A	

S4	SIDE 1	
	Sundial	^
	Gardens	^
	Shopping	^
	Dining	^
	Pavilion	^
	Restrooms	^

SIDE 2	
N/A	

Appendix D



PREFERRED SIGNAGE OPTION

