

Technical Memorandum A

# Comprehensive Sign Plan for Town Center



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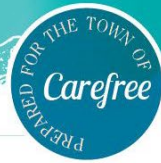
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## Introduction

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.



*Downtown Carefree*

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 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 purpose of this document is to evaluate the existing conditions within Town Center to identify circulation patterns, possible points of confusion, parking conditions and existing signs in preparation for the eventual development of wayfinding strategies and ultimately the comprehensive sign package. Since Carefree accommodates and encourages multiple forms of transportation, this document examines existing wayfinding components associated with each form of transportation and from varying perspectives.

Field observations were conducted during off-peak season conditions and during an event. The event conditions were observed during the 2021 Fall Thunderbird Art Festival. The off-peak



## Comprehensive Sign Plan for Town Center

conditions were observed in late summer of 2021. It should be noted that the ongoing COVID-19 pandemic has impacted visitation to Town Center. Two major developments are also underway that will have a positive impact on visitation as well once they are completed, including a new hotel and townhome development. However, assumptions can be made based on the conditions observed during the site visits that will help to guide the on-going evaluation of the wayfinding program for Town Center. Follow-up site observations will be conducted to review the assumptions of this technical memorandum as visitation becomes more typical and as the new developments are completed.

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



*Visitors Enjoying the Carefree Desert Gardens*



## Field Review

Multiple field reviews were conducted as part of the project process to observe and record movement patterns, obstacles, opportunities, existing conditions, and make note of areas of interest. 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

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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 1)

- 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 (Tom Darlington Drive and Cave Creek Road, for example). 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 1 – 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.

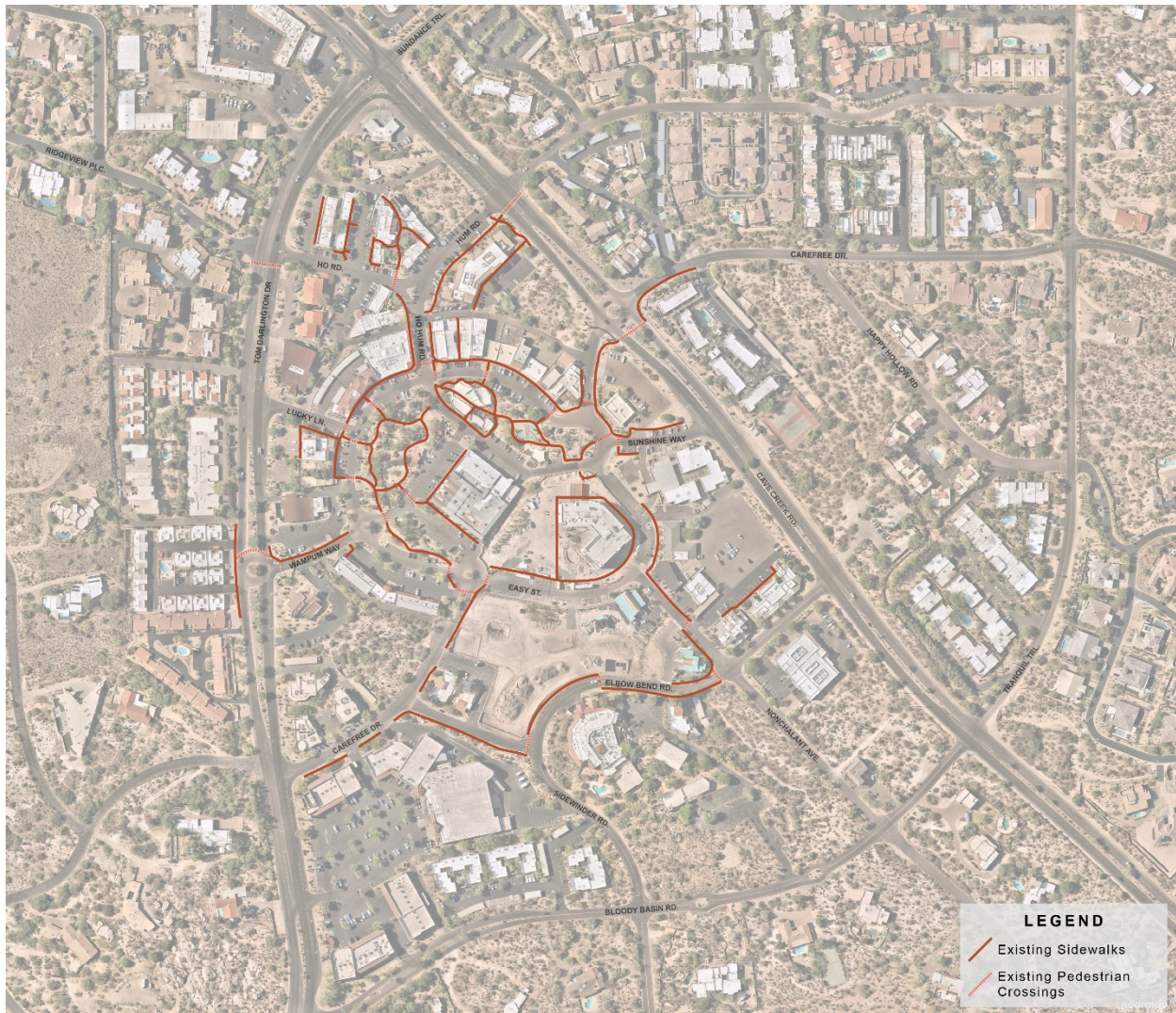
Within Town Center, conditions are varied. Many locations along Easy Street and Hum Road have wide sidewalks accentuated with shade trees and other landscaping. These streetscapes create inviting public spaces that offer protection from the heat and create a pleasant environment for a leisurely stroll. 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 2** 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 2 – 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.*



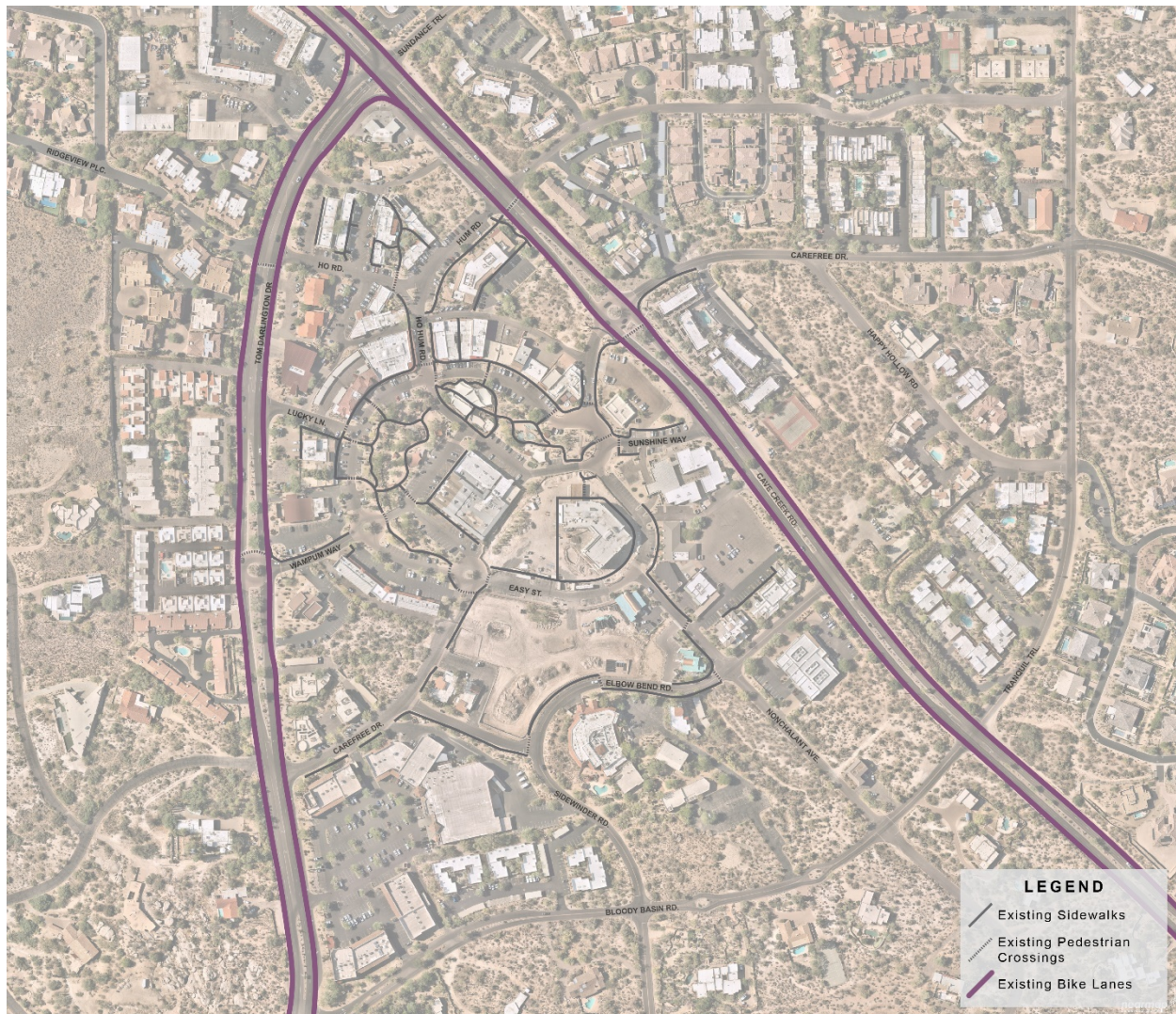


## Bicycle Circulation

Bicycle lanes are present on both sides of Tom Darlington Drive from Bloody Basin Drive to Ed Everett Way (**Figure 3**), 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 3 – EXISTING BICYCLE NETWORK**





## Existing Parking Conditions

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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.

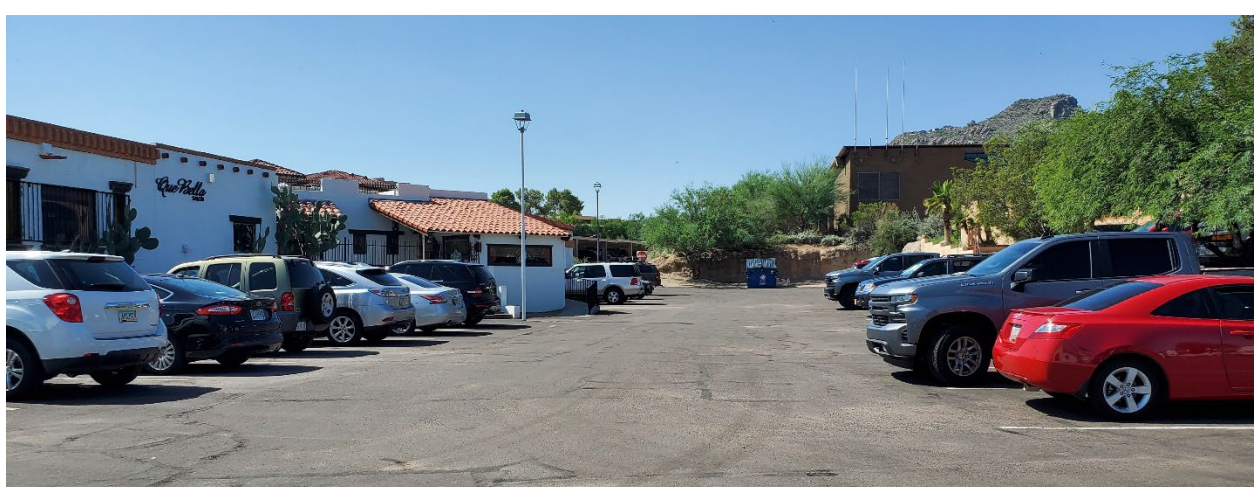
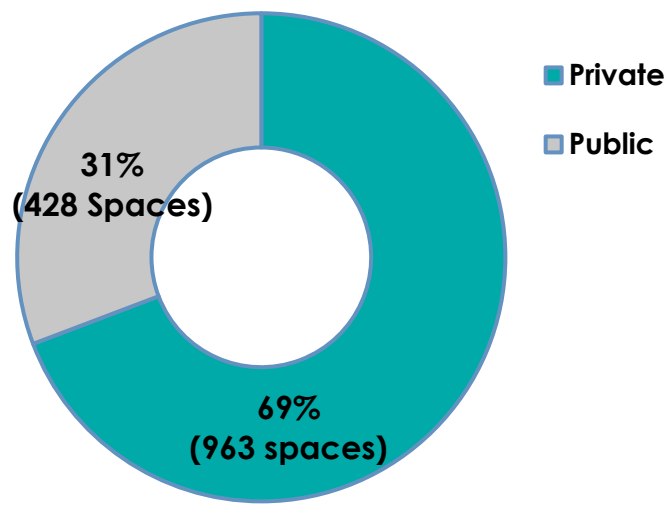
### Parking Inventory

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.

The majority of the parking spaces in the center of Carefree are private as **Figure 4** demonstrates.

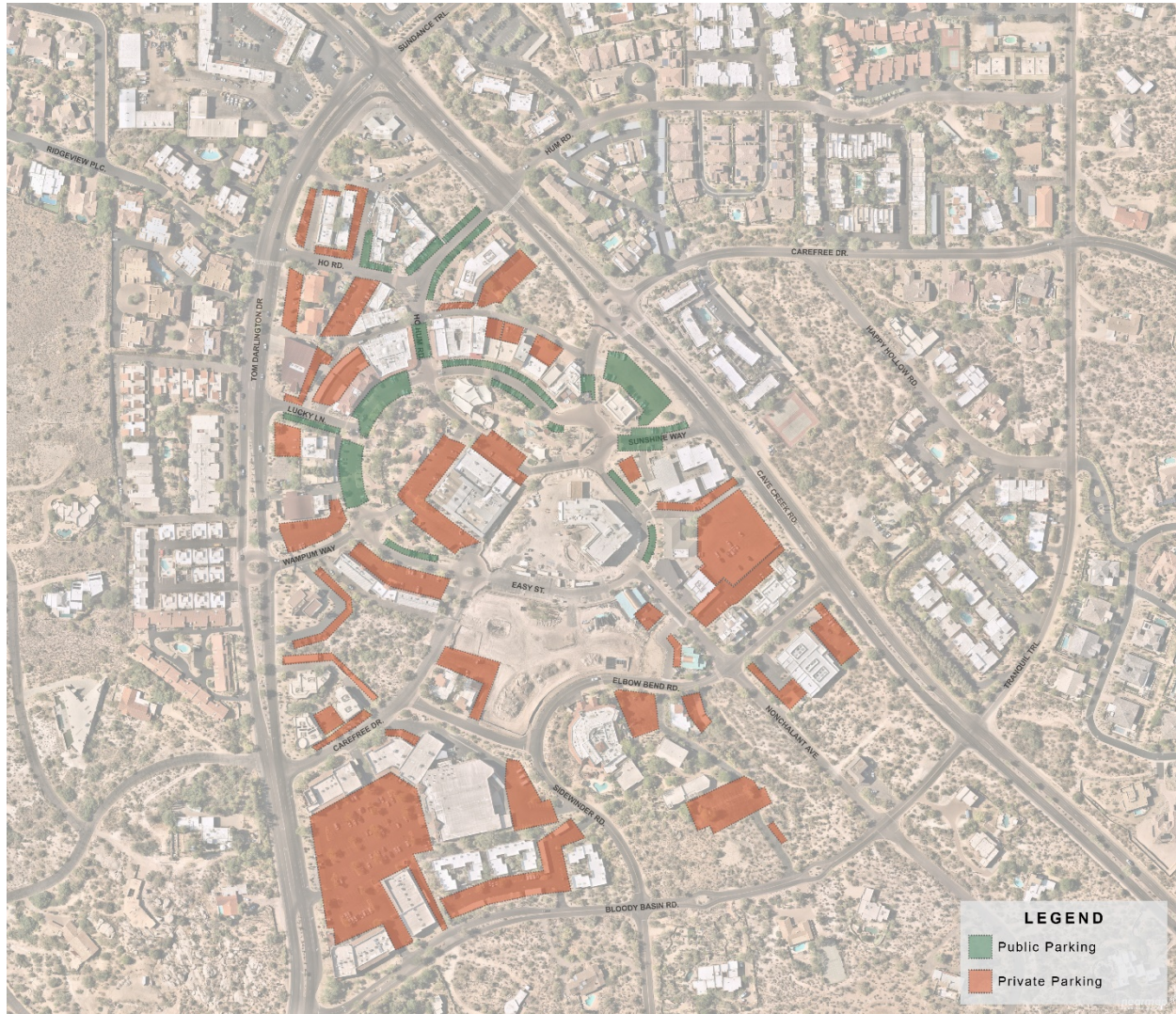
**FIGURE 4 - PERCENT OF PARKING SPACES BY TYPE OF SPACE**



The location of the parking assets and their designation as either public or private is illustrated in **Figure 5**.



**FIGURE 5 – 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.

 <p><b>Under Capacity</b> Under 70% Occupancy Provide incentives to encourage parking in these areas</p>	 <p><b>Optimum Capacity</b> 70-85% Occupancy Monitor and observe to maintain this level of occupancy</p>	 <p><b>Effective Capacity</b> Above 85% Occupancy Provide incentives to redistribute parking from these areas to Under Capacity areas</p>
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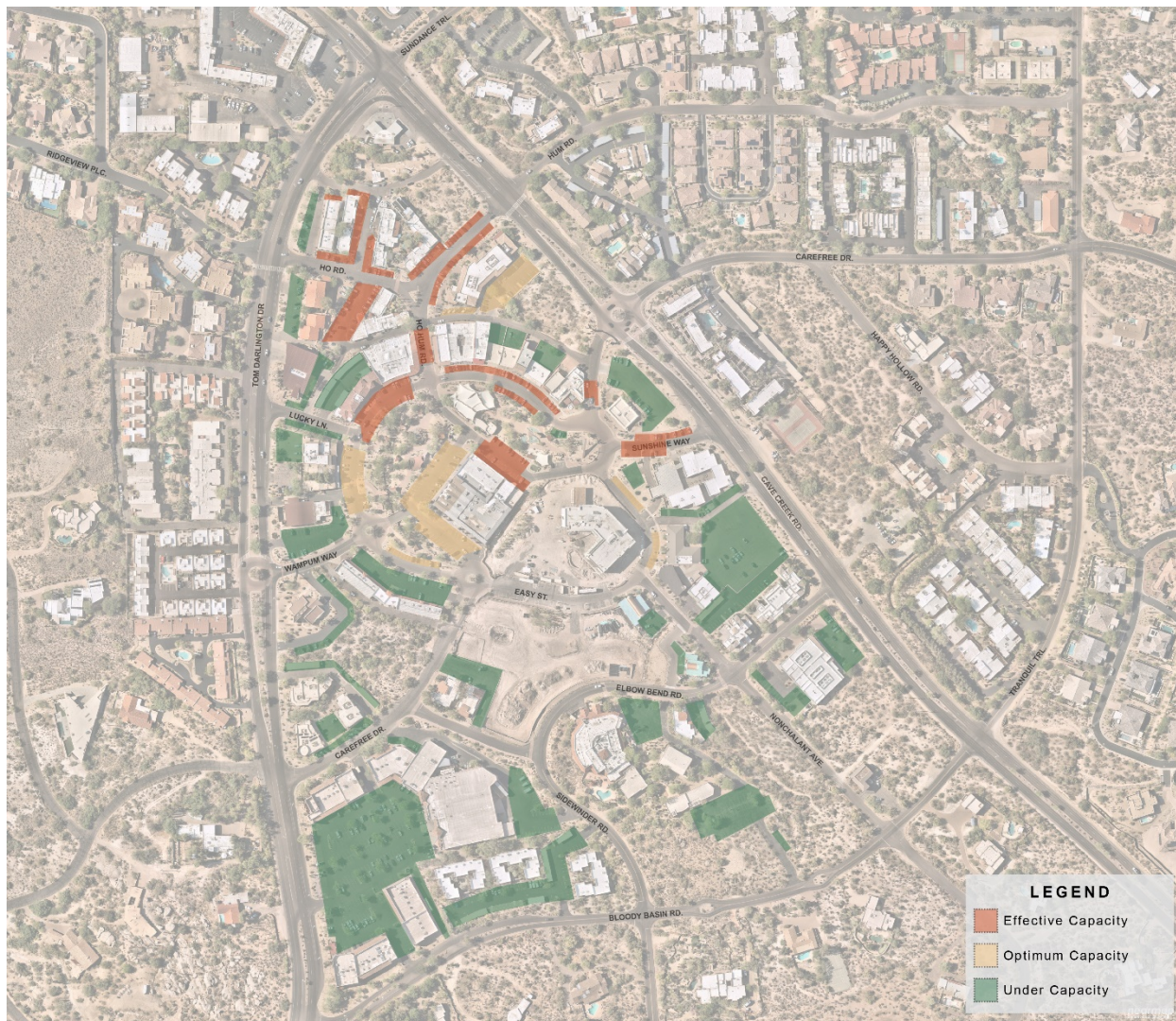
The ideal goal is to have a parking system where 70% to 85% of the available parking spaces within the town center are occupied during the peak conditions. If too many spaces are occupied, then the remaining spaces are too hard to find. If too few spaces are occupied, then the land is not being used to its greatest potential and the parking can absorb more demand.



In the map shown in **Figure 6**, 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

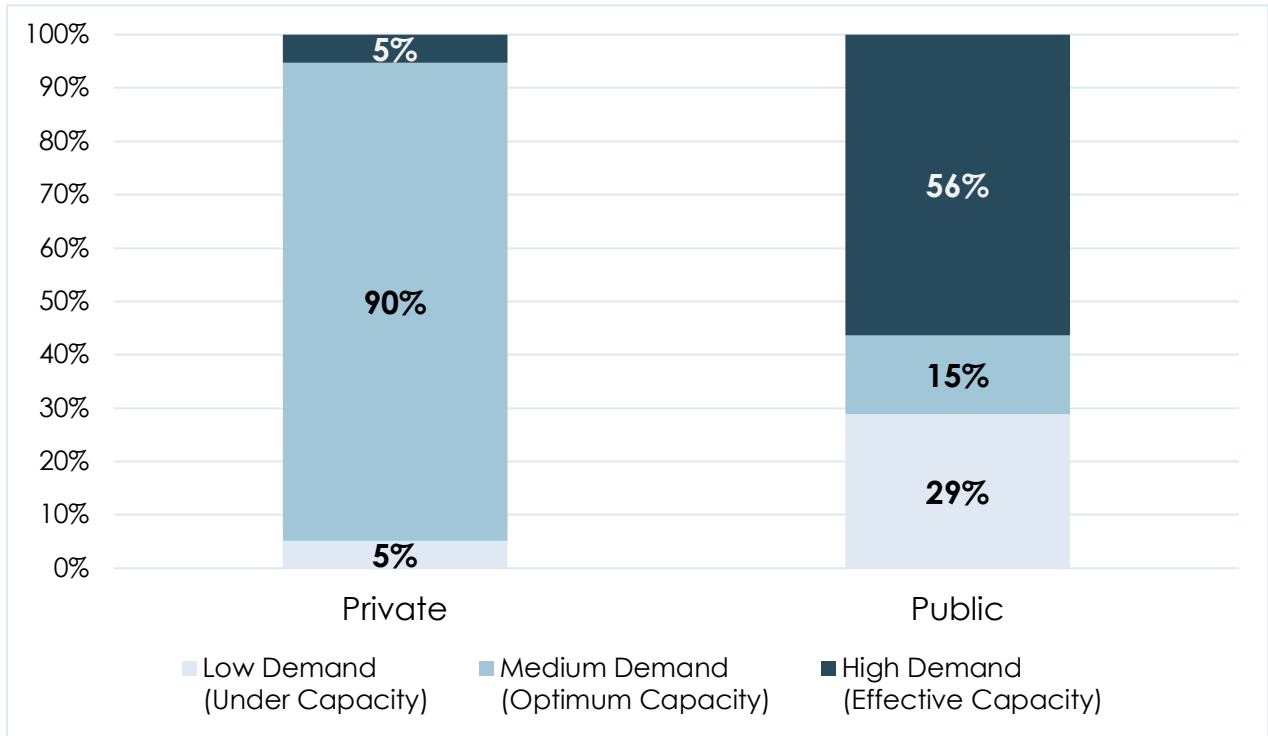
to make use of the existing, under capacity parking locations. The hope is that by distributing the demand, parking becomes more available in the town center as well.

**FIGURE 6 – TYPICAL PARKING UTILIZATION**



To put this in perspective on how many spaces are at effective capacity vs under capacity, **Figure 7** provides this comparison.

**FIGURE 7 - PERCENTAGE OF SPACES IN HIGH, MEDIUM, AND LOW DEMAND PARKING AREAS**



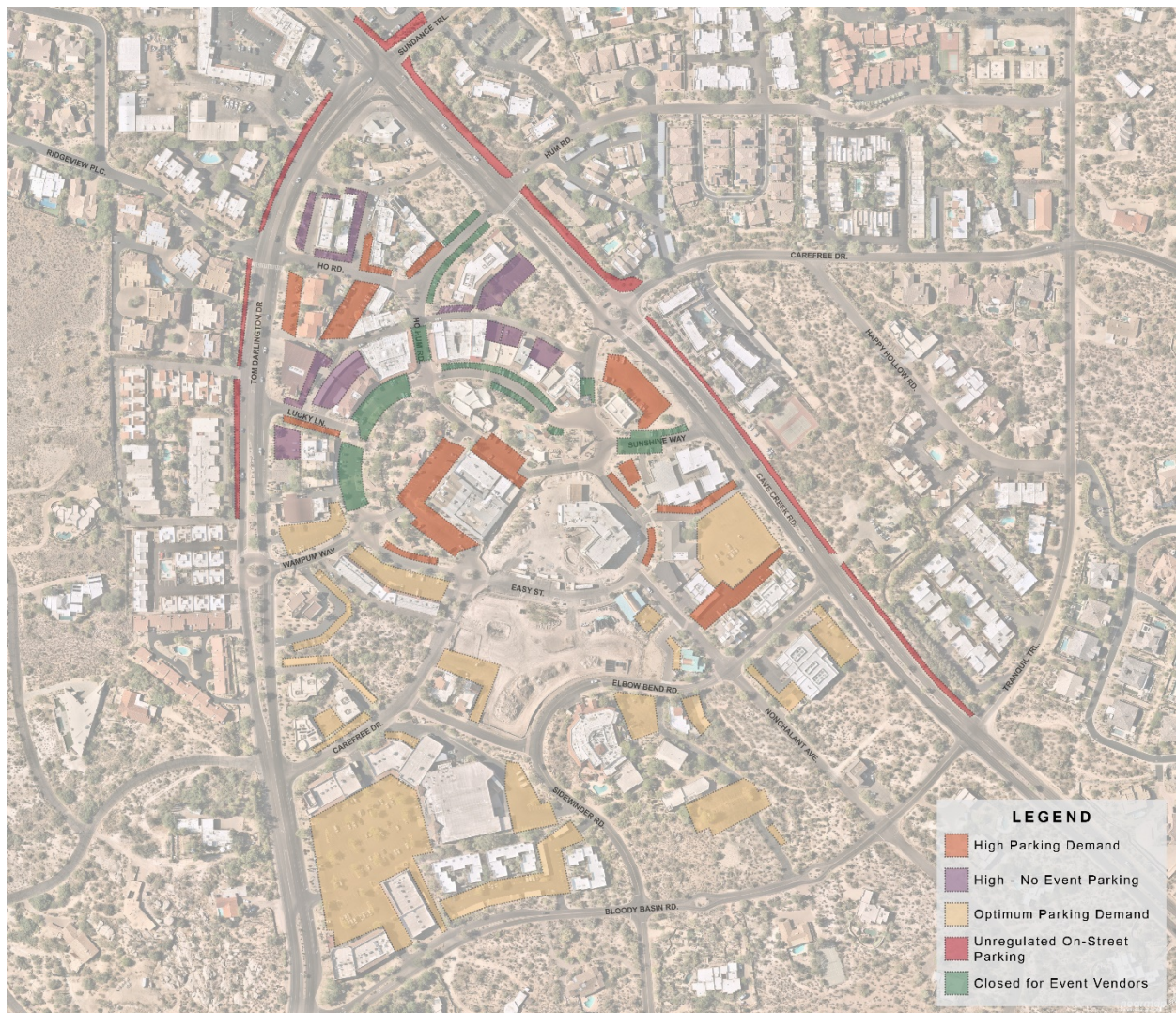
**Event Parking Utilization**



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 8** illustrates the parking demand conditions during the Thunderbird event on November 7, 2021.

**FIGURE 8 – MAP OF PARKING UTILIZATION DURING THE THUNDERBIRD EVENT**

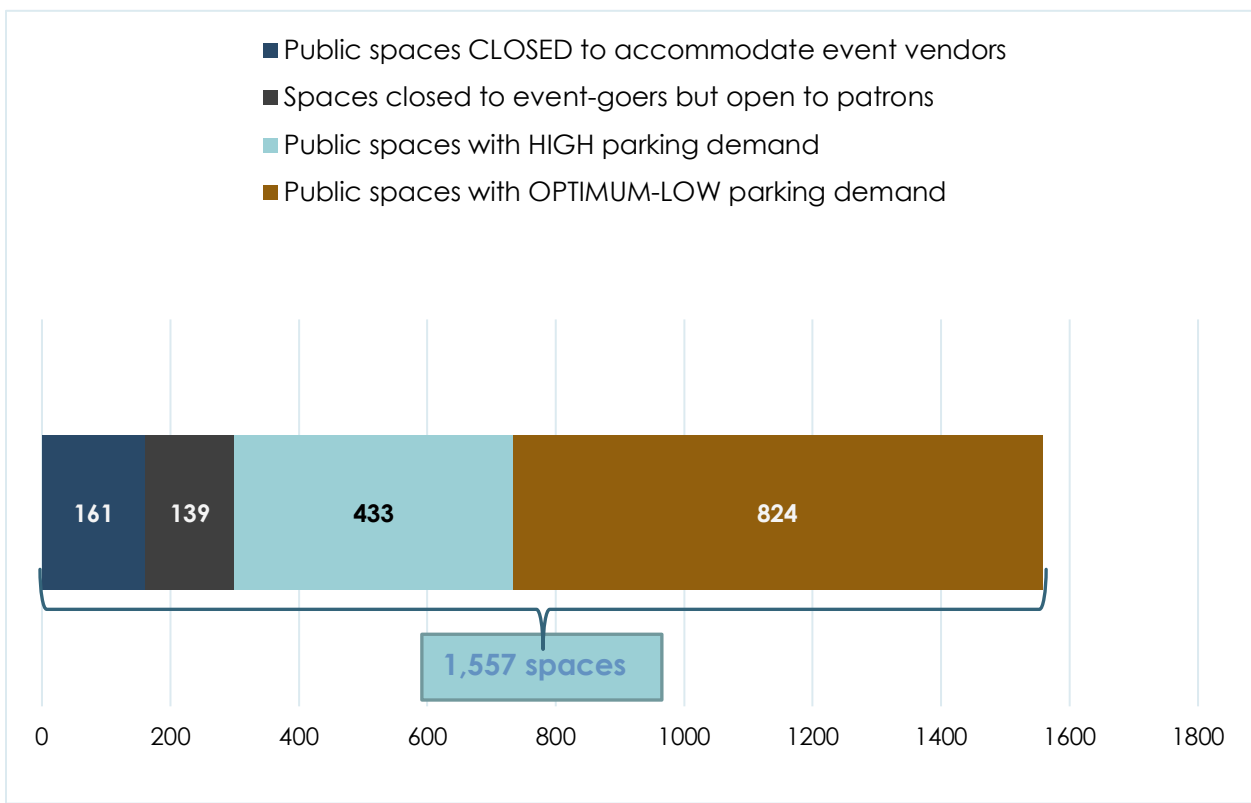






Currently, patrons and event-goers must park along the street to access the town center. The unregulated on-street parking can accommodate approximately 100-150 vehicles. It is important to note that this is not the actual number of parked vehicles observed on the street, but an estimate based on the length of curb where vehicles were observed to be parking during the event. **Figure 9** 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 9 - 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.



## Comprehensive Sign Plan for Town Center

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

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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 10**. 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.

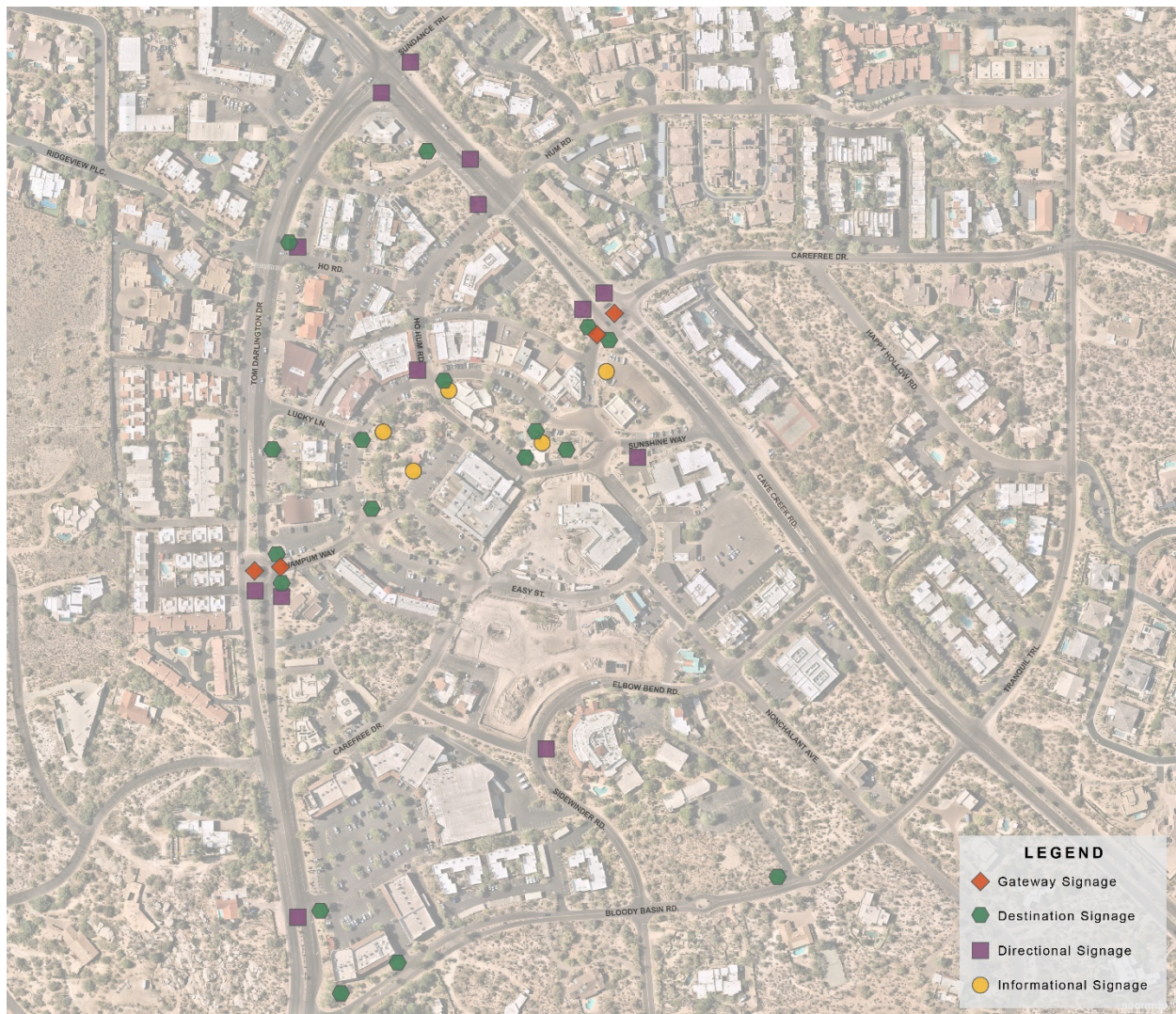
**Directional Signage**

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 10 – 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.

A stakeholder meeting was held on Wednesday, July 28, 2021 to kick-off the project.

During this meeting, the scope of the project was reviewed so stakeholders have a clear understanding of what is being looked at, what isn't going to be reviewed, and the general process necessary to complete the tasks.

The following is the summary of the comments discussed during the meeting.

### 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

Points of Confusion
<ul style="list-style-type: none"> <li>• Gateways</li> <li>• Public Restrooms</li> <li>• Roundabouts</li> <li>• Spanish Village</li> <li>• Corner of Ho and Hum and Easy Street</li> <li>• Downtown</li> <li>• Bashas</li> <li>• Stagecoach Village</li> </ul>



## Comprehensive Sign Plan for Town Center

- Incorporate a “treasure hunt” with public art pieces – desert features placed near walkways that people can walkthrough and find.
- ▲ Challenges for Customers
  - Hard to find businesses
  - No clear route around 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



## Summary of Existing Conditions

One of the primary intentions of this memorandum is to highlight the barriers and opportunities related to how easily visitors navigate through Town Center. It is clear based on input received from the Stakeholders that parking is a significant concern within Town Center and that existing signage can be confusing or lacks cohesion. Our initial observations suggest that there are enough parking spaces in Town Center to accommodate demands even during events. The issue, whether it is during an event or off-peak season, is that people don't know where to park or are limited in where they can park due to privately held lots. Wayfinding will be critical to address these issues moving forward.

Additionally, for those traveling by foot or bike, the intention of this plan is to help make travel by these modes easier with seamless transitions and to address the many areas that lack connectivity for these alternative modes of transportation. There are numerous opportunities to add themed signage in strategic locations that convey information about Town Center and provide parking suggestions to reduce traffic congestion.

In early 2022, the data summarized in this technical memorandum will be used to identify new locations for wayfinding signage as well as develop the appropriate messaging for each type of sign. The signs for each transportation component (vehicular, pedestrian and bicycles) will be designed with a map indicating the location for each sign. The intention of the designed signs will be to fix the issues and transportation barriers identified in this memorandum.



*Pavilion in Carefree Town Center*