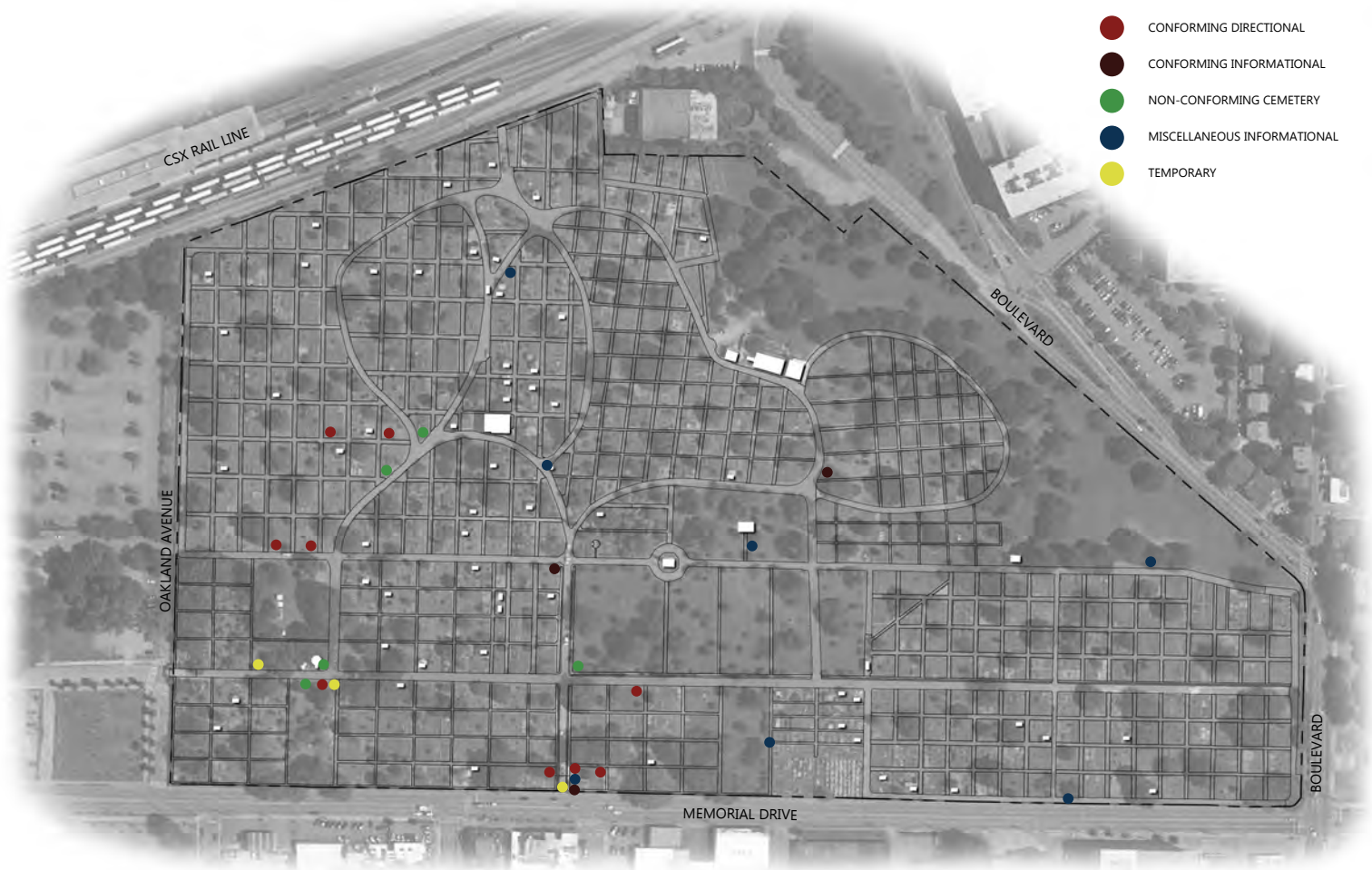




CHAPTER NINE

# WAYFINDING & SIGNAGE

# WAYFINDING AND SIGNAGE



EXISTING SIGNAGE

## WAYFINDING AND SIGNAGE

### Importance

Wayfinding and signage introduces, educates, and orients visitors to Oakland's resources and amenities.

### Existing Conditions

Oakland contains multiple signage types providing informational and directional support to visitors. Many of these are oriented around entrances and heavily visited portions of the site (western and southern portions of the cemetery). In an effort to create consistency, HOF developed a branding and signage palette several years ago. New signage is minimally invasive, easily readable, and supports HOF's efforts to elevate the visitor experience. The following is an overview of signage types and recommendations (see adjacent map for locations):

- **Cemetery (Non-conforming):** There are five steel and cast aluminum signs in the cemetery dating to a 1989 effort by the Junior League of Atlanta and HOF. They no longer meet the needs of HOF and the city and should be replaced.

- **Miscellaneous Signs:** There are several monument signs and plaques scattered throughout the cemetery honoring events and individuals. Many are presumed historic or significant enough to remain.
- **Temporary:** These are movable signs that welcome visitors and denote current locations of restoration. They should remain as needed.



*A miscellaneous sign for the Confederate Magnolia.*

- **Informational Conforming:** These signs were designed based on current branding guidelines and offer visitors information about what is in bloom or help to interpret specific areas of the cemetery. There is also a cellphone tour that is part of Oakland's interpretive program. These should also remain as needed. Additional informational signs could be installed at buildings and other significant landmarks.
- **Direction Conforming:** These signs were designed using current branding guidelines and direct visitors to popular gravesites, including Maynard Jackson, Bobby Jones, and Margaret Mitchell. Additional directional signage is needed to navigate visitors to additional locations such as Bell Tower and the Greenhouse.

## WAYFINDING AND SIGNAGE

### Proposed Strategies

In the future, informational and directional signage should be selectively added with care to not create visual clutter. The following two strategies will help strengthen the signage program.

- Replace cemetery non-conforming directional signage and install new directional signage. (See page 129.)
- Install additional informational signage to support visitor experience. (See page 130.)



Examples of existing signage clockwise from top left: miscellaneous, temporary, directional, and informational interpretive.

# Strategy: Directional Signage

## Description:

Additional directional signage is needed to direct visitors to buildings and major gathering spaces. Signage should conform to current branding guidelines and should be added selectively and discretely to not create visual

clutter. Existing directional signage that conforms to current branding guidelines, (depicted in red on the Existing Signage map) should remain in place.



### Steps Required for Implementation:

1. Remove existing, non-conforming directional signage and replace with new signage that conforms to branding guidelines.
2. Determine additional buildings and major gathering spaces to add spaces for directional signage.
3. Install new signage as needed.



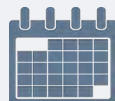
Cost Type:  
Capital Improvement



Partners:  
Park Pride  
Individual and Corporate Donors



Cost Range:  
\$75,000 - \$112,000

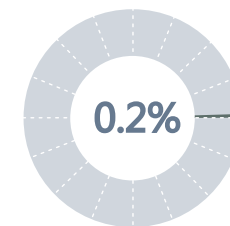


Duration:  
2018-2024

### Prioritization



### Directional Signage



of total

Shown as a percent of the estimated \$43.5M for all strategies

# Strategy: Informational Signage

## Description:

Shown in violet on the Existing Signage map, interpretive signs educate visitors on specific areas of the cemetery and provide much more information than directional signage. Many interpretive signs are used in conjunction with the self-guided cell phone tours. Informational signage should be expanded to include all character areas and sub-areas of particular interest or historic

significance within the cemetery. As with directional signage, any additional informational signage should be discreet and not redundant. There are opportunities for interpretive signage in the Rural Cemetery, East Hill, and Paupers Grounds.



### Steps Required for Implementation:

1. With guidance from education staff, determine areas of interest and significance for informational signage.
2. Install at logical but discrete locations which do not block views and are not immediately adjacent to existing signage.
3. Poll visitors to determine the effectiveness of the signage.



Cost Type:  
Capital Improvement



Partners:  
Park Pride  
Individual and Corporate Donors

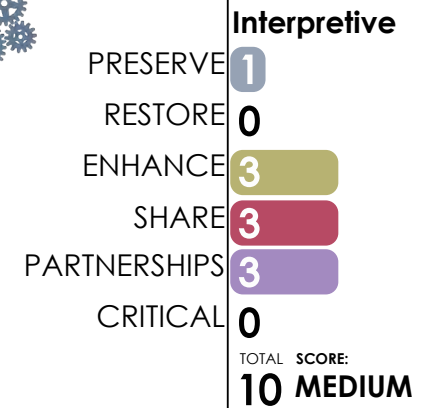


Cost Range:  
\$50,000 - \$75,000

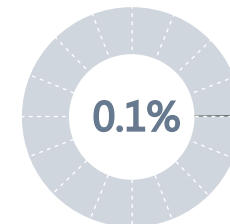


Duration:  
2018-2024

### Prioritization



### Informational Signage



of total

Shown as a percent of the estimated \$43.5M for all strategies