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DRAFT
CITY OF
CAPE
CORAL

SOUTH CAPE WAYFINDING & BRANDING REPORT

Date: November 2023



MOBILITY COHORT

NUE URBAN CONCEPTS
LAND USE • MOBILITY • PARKING • FEES

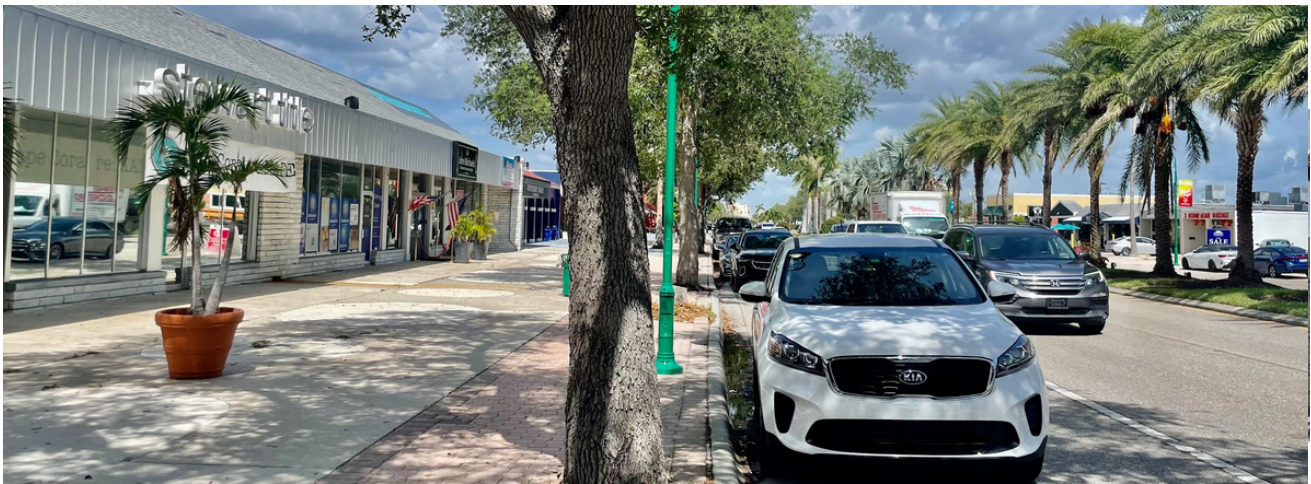
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Executive Summary

This report provides an overview of crucial wayfinding strategies developed for the South Cape Downtown Parking Management Plan. These strategies aim to improve navigation in the downtown area while establishing a unique district identity. They are focused on optimizing efficiency, ensuring safety, and enhancing the user experience for both residents and visitors.



The report also delves into a carefully crafted branding package designed specifically for the City of Cape Coral, Florida with a strong emphasis on placemaking. This branding package plays an important role in our comprehensive wayfinding strategy and contributes to the overall functionality and visual appeal of South Cape.

In the following sections, we will delve into the specifics of the proposed branding package and its strategic implications for the City of Cape Coral. By synthesizing these key components, our goal is to create a seamless and inviting atmosphere in South Cape, reinforcing the area's reputation as a vibrant and accessible urban destination.

Key Findings

A comprehensive evaluation of South Cape's wayfinding, the branding of the wayfinding system, parking lots, and district was undertaken. This examination was conducted from the user's perspective. As a visitor navigating the city, how easy is it to find clear signage directing you to key destinations and available parking? Can you readily identify parking garages through consistent branding and signage? Are parking rates and hours clearly posted at garage entrances? Is information provided on alternative transportation options to access destinations? Visibility, consistency, clarity and availability of information were all considered to determine how well South Cape's wayfinding and parking lot branding enables users to orient themselves and access parking facilities.

The evaluation, conducted during a two-day site visit, yielded the following key findings:

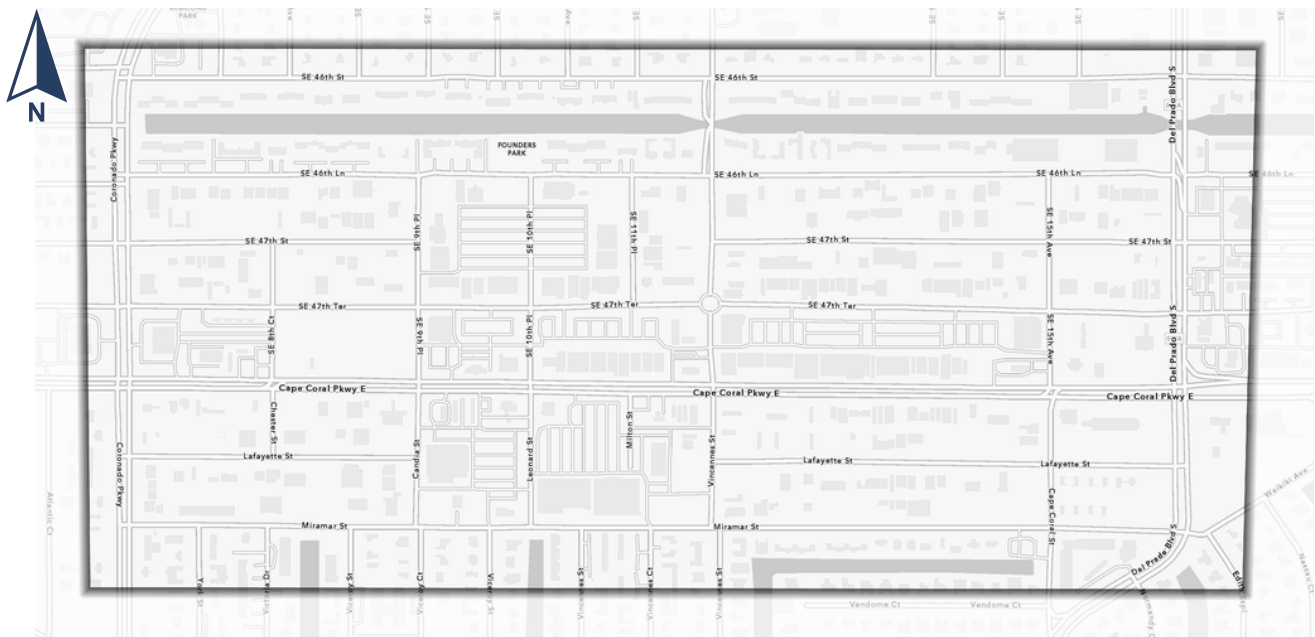
- **Signage Inconsistency:** There is a notable lack of consistency in wayfinding signage throughout Cape Coral, leading to confusion among residents and visitors.
- **Parking Lot Identification:** Identifying different parking lots is challenging due to the absence of clear and uniform signage, hindering users' ability to locate and remember parking facilities.
- **Absence of Branding:** Parking lots lack branding elements, resulting in a generic and nondescript appearance, limiting the city's ability to create a unique identity within these spaces.
- **Visibility Issues:** Current signage and parking policies are not prominently visible, causing difficulties for users in understanding and complying with parking regulations.
- **Parking Directional Signs:** There is a significant shortage of parking directional signage, making it challenging for individuals to navigate to parking areas efficiently.
- **Lack of Destination Signs:** The city lacks destination signs guiding users to key locations, attractions, or landmarks, hindering wayfinding and the overall user experience. Informal Parking Lot
- **References:** Some residents resort to informal references like "Big John" to identify parking lots, indicating the need for a standardized naming convention.

These findings highlight existing challenges in wayfinding and branding within South Cape underscoring the importance of addressing these issues to enhance navigation and create a more user-friendly and branded wayfinding system.

Introduction

The development of the South Cape Parking Management Plan underscored the critical need to develop a South Cape brand identity and establish an efficient wayfinding system. In Florida, Cape Coral ranks 8th in population and 3rd in land area. The city currently houses over 200,000 residents, with the potential to accommodate 360,000 in the future.

Established as a planned community in the late 1950s and incorporated in 1970, Cape Coral's rapid growth led to challenges in commercial development due to limited space allocation. The South Cape business district, planned before modern retail developments, faces difficulties like acquiring larger land parcels and insufficient parking.



PROJECT LOCATION MAP

Efforts to revitalize the area began in the 1980s, resulting in the Cape Coral Community Redevelopment Agency (CRA) and redevelopment plans. Despite significant parking space, there is a public perception that parking is inadequate. The City is actively seeking solutions to address these challenges and drive development forward.

PROJECT SCOPE AND OBJECTIVES

Project Goal

The primary goal of the initiative is the development of a specific wayfinding system and a branding package tailored for South Cape, a comprehensive framework for optimizing and streamlining navigation, fostering a unique identity for the district and enhancing the overall user experience within South Cape.

Vision

- 1 Streamline Navigation:** Ensure straightforward and intuitive navigation for both residents and visitors within South Cape.
- 2 Enhance Business Visibility:** Improve the visibility of local businesses through effective wayfinding, facilitating accessibility for customers.
- 3 Cultivate Public Space:** Create a sense of inviting and communal public spaces within South Cape to enrich the urban environment.
- 4 Promote Safety:** Effective wayfinding provides clear, visible signage that helps pedestrians, cyclists, and motorists efficiently navigate to their destinations, reducing confusion and uncertainty that can lead to unsafe conditions or accidents.

Methodology

The wayfinding and branding initiative began with a kickoff meeting that established clear communication and roles among stakeholders. A site analysis of downtown South Cape was conducted to evaluate the current wayfinding system. GIS mapping was used to identify areas for wayfinding system developments. Key findings were identified, and recommendations and signage concepts were developed. Wayfinding design concepts are developed collaboratively with stakeholders, aiming for a clear and visually appealing system. Additionally, logo and brand concepts for the South Cape district, wayfinding signage, and public parking lots. These concepts were presented to internal staff and South Cape stakeholders for feedback, refining the chosen direction. Finally, project findings, design concepts were compiled into a comprehensive report for City Council approval, ultimately enhancing navigation in Cape Coral and promoting the community's identity.



METHODOLOGY

The methodology for the branding aspect of the project involved creating a "Land vs. Sea" branding strategy, which was initially presented to the City of Cape Coral Executive Team Meeting to gather feedback. The team selected the "sea" them and requested color modifications. Subsequently, the team refined and finalized the branding concept and presented it to the City Commission for approval.



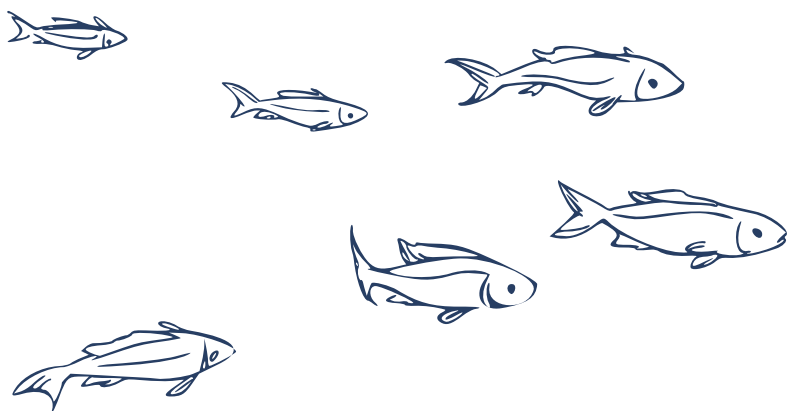
SOUTH CAPE



SOUTH CAPE

LAND VS. SEA

Foundational data collection was conducted through the South Cape Parking Management Plan, providing valuable insights into the project's context and requirements. Additionally, a robust public engagement strategy was implemented through various channels, including social media, the project website, press releases, and an online survey. These methods allowed for widespread community involvement and input, ensuring that the branding strategy aligns with the preferences and needs of residents and stakeholders in Cape Coral.



Inspired by the "Sea," the selected logo design celebrates Cape Coral's deep connection to the water and its proud fishing heritage. It's about capturing the magic of the sea that surrounds us.

SITE ANALYSIS

Cape Coral faces several wayfinding challenges, including signage inconsistency, difficulty in parking lot identification, absence of branding, limited visibility of signage and policies, lack of parking directional signs, missing destination signs, and reliance on informal references. Addressing these challenges is essential to improve navigation and create a more user-friendly and branded wayfinding system in the city.



LACK OF SIGNAGE CONSISTENCY:

One prominent challenge in Cape Coral is the absence of consistency in wayfinding signage. The current signage system does not follow a standardized design or format, leading to confusion among residents and visitors.



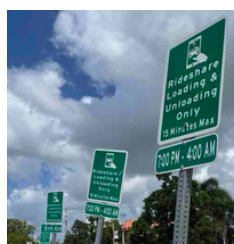
PARKING LOT IDENTIFICATION:

It is difficult to determine the identity of different parking lots within the city. The lack of clear and uniform signage to distinguish parking areas hampers users' ability to locate and remember parking facilities.



ABSENCE OF BRANDING:

Parking lots in Cape Coral lack branding elements, contributing to a generic and nondescript appearance. The absence of branding diminishes the city's ability to create a unique identity and sense of place within these spaces.



VISIBILITY OF SIGNAGE AND POLICIES:

The current signage and policies related to parking are not prominently visible, causing challenges for users. Clear and easily comprehensible signage is crucial to communicate parking rules and regulations effectively.



PARKING DIRECTIONAL SIGNAGE:

There is a notable absence of parking directional signage, making it challenging for individuals to navigate to parking areas efficiently. The lack of directional signs contributes to confusion and congestion, particularly during peak times.



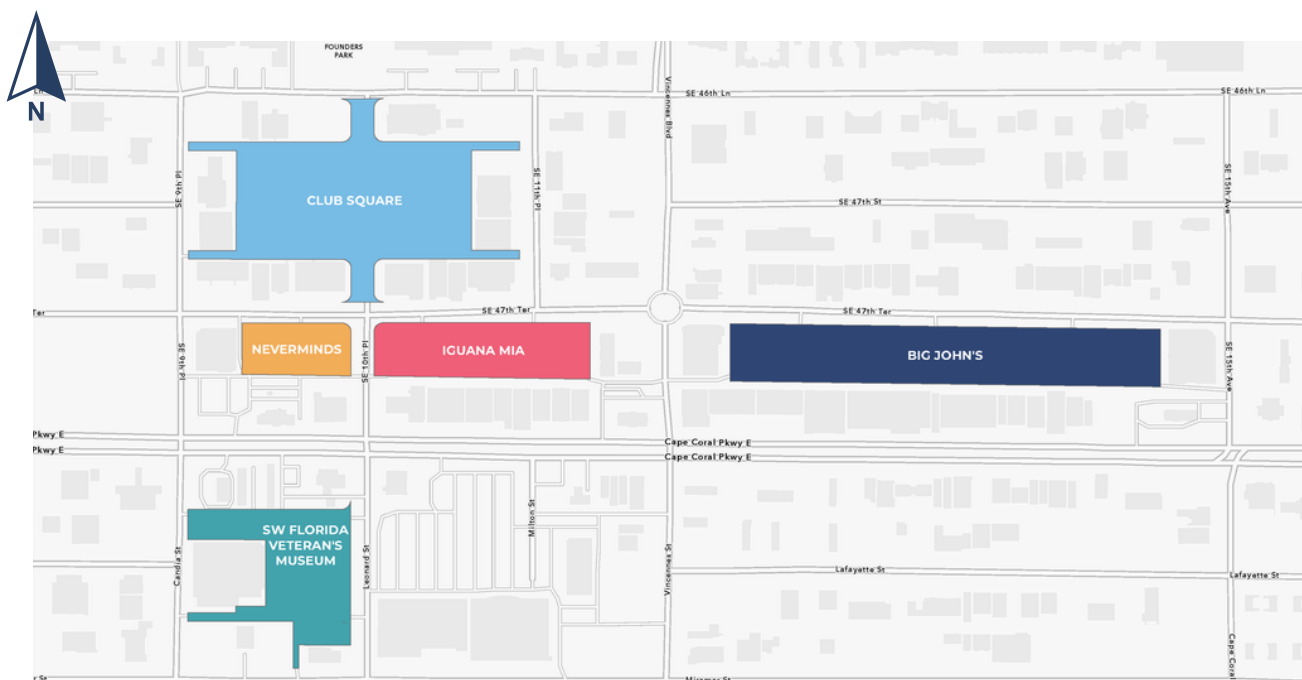
DESTINATION SIGNS:

The city lacks destination signs that guide users to key locations, attractions, or landmarks. This absence impedes wayfinding and diminishes the overall user experience.



INFORMAL PARKING LOT REFERENCES:

Some residents resort to informal references like "Big John" to identify parking lots. This informal nomenclature highlights the need for a standardized and recognizable naming convention to enhance wayfinding.



PARKING LOT'S LOCATION MAP

During the site analysis process, a notable observation has been made regarding the parking lots – the absence of signage. This finding underscores a crucial aspect that requires further consideration within the assessment. The presence of clear and effective signage is essential for facilitating efficient and safe navigation for visitors and users of these parking facilities. To address this matter comprehensively, a detailed evaluation of signage requirements and corresponding recommendations will now be integrated into the site analysis.

WAYFINDING DESIGN RECOMMENDATIONS

Branding and Identity of the Lots

The design team devised a primary logo to represent the South Cape as a district. From the main logo derives seven distinct logomarks to represent South Cape parking lots and potential, future parking assets. This unified branding strategy creates a sense of identity and belonging for everyone.



Color Palette:

The distinctive hues in the logo reflect South Cape's vibrant landscape, from the sun-kissed beaches and shimmering waterways to the lush greenery and coastal blooms. The bold, inviting palette pays tribute to the area's natural beauty.



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Rubik Font:

The Rubik Medium typeface evokes South Cape's warmth, energy and forward-thinking outlook. Its rounded edges mirror the interconnected community, while the clean lines offer modern appeal.



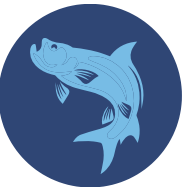
Seagrass

Seagrass incorporates imagery and colors inspired by the seagrass meadows, representing South Cape's commitment to ecological stewardship.



Coquina

Coquina reflects the resilience and interconnectedness of the community, drawing inspiration from the coquina formations found along South Cape's shores.



Tarpon

Tarpon embodies the spirit of sportfishing and adventure, with imagery and colors inspired by the tarpon fish.



Tortoise

Tortoises highlight the significance of turtle nesting on local beaches, promoting conservation and responsibility.



Coral

Coral emphasizes the vital role of coral reefs in marine life, with colors and imagery inspired by coral formations.



Manatee

Manatee is inspired by the gentle manatees, emblematic of wildlife conservation efforts in the area.



Anchor

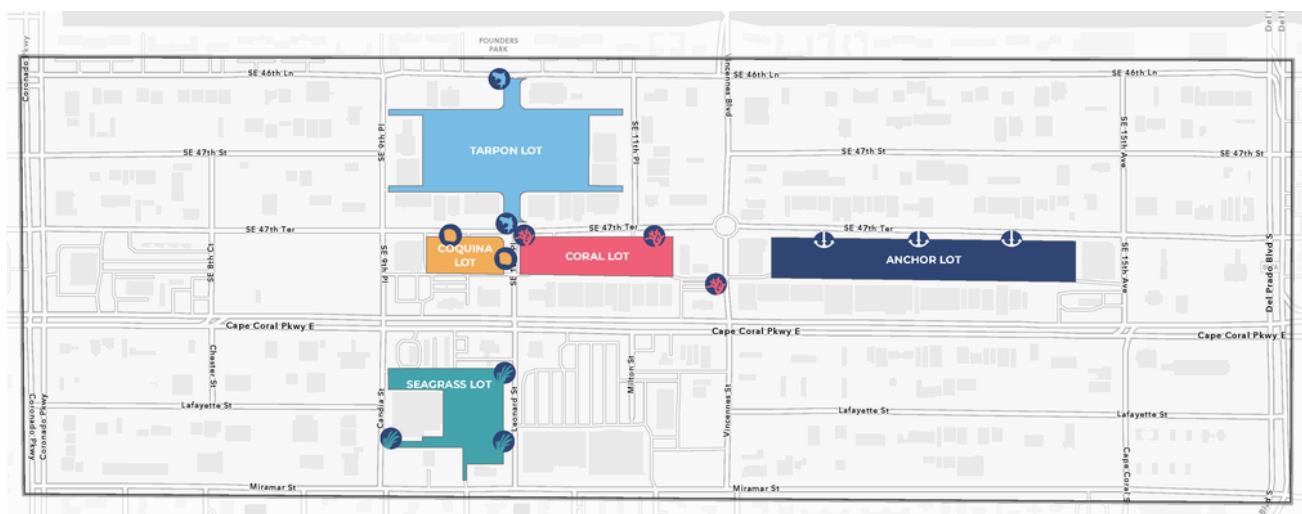
Anchor symbolizes stability and a welcoming harbor, representing the heart of South Cape.

Identifying Logo Marks for Parking Lots



The project involved the creation of distinct branding identities for seven parking lots and future parking structures within South Cape. Each branding concept was carefully designed to reflect the unique characteristics and inspiration of the adjacent land use. For example, the former "Big John" parking lot was rebranded as the "Anchor Lot" to symbolize the heart of South Cape, emphasizing stability and its central role. Additional logo marks were developed for future mobility hubs and parking structures to align with their respective purposes and surroundings.

PROPOSED NAMING CONVENTION



PROPOSED TARPON LOT



WAYFINDING DESIGN RECOMMENDATIONS

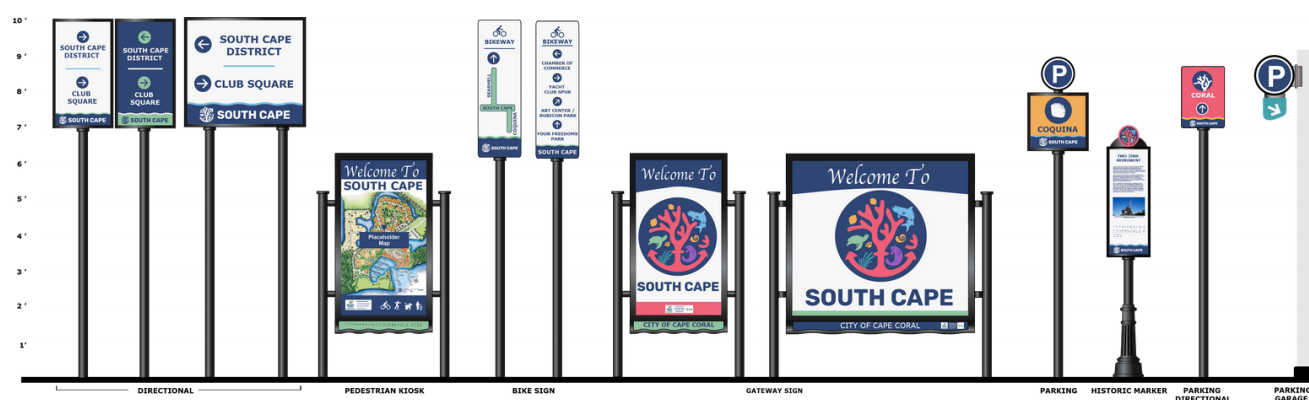
Identifying Logo Marks for Parking Lots

To ensure clarity and recognition, the project included a clear association between each parking lot and its respective logo mark. This association allows visitors and residents to easily identify and understand the branding associated with each parking facility, contributing to a cohesive wayfinding and branding strategy.

Furthermore, the implementation of effective branding goes beyond enhancing navigation; it has the potential to translate into a distinct district identity for South Cape. A well-defined and consistent branding strategy can create a sense of pride among residents and visitors alike, fostering a strong connection to the community.

This sense of identity can extend to local businesses, offering them an opportunity to merchandise products and services under a unified and recognizable brand. As a result, businesses can benefit from increased visibility, a loyal customer base, and a collective identity that contributes to the overall economic vitality of the district. In essence, branding serves as a multifaceted tool that not only simplifies navigation but also cultivates a unique and cohesive community identity, benefiting businesses and a deeper connection with South Cape.

South Cape Wayfinding System



Wayfinding Topography

The project provided comprehensive definitions for various signage elements within the wayfinding package. These included:



Gateway Signs

Gateway Signs

Marking entry points to South Cape and introducing visitors to the district's branding.

Directional Signs

Guiding visitors to specific parking lots, landmarks, and attractions.



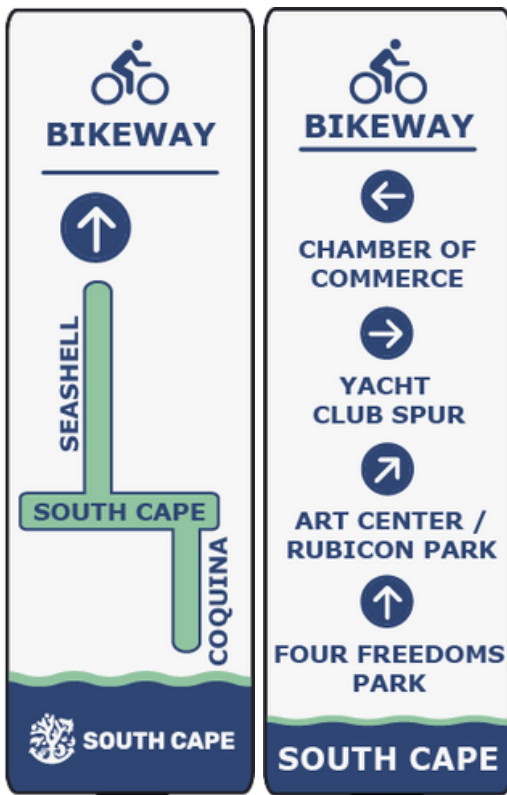
Directional Signs

Pedestrian Signs

Ensuring safe navigation for walkers and pedestrians.



Pedestrian Signs



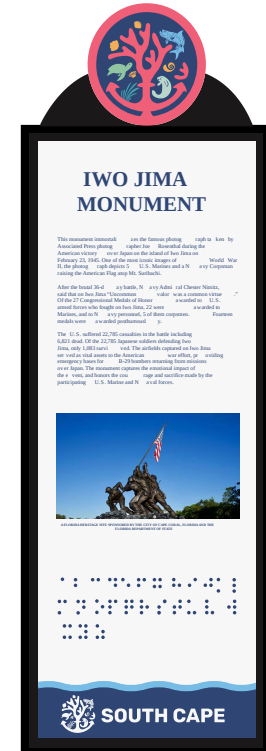
Bike Signs

Bike Signs

Indicating bike-friendly routes and amenities.

Historic Markers

Highlighting significant historical sites and landmarks.



Historic Markers



Information Kiosk

Information Kiosks

Serving as hubs of information for visitors, providing details about South Cape's offerings.



Parking



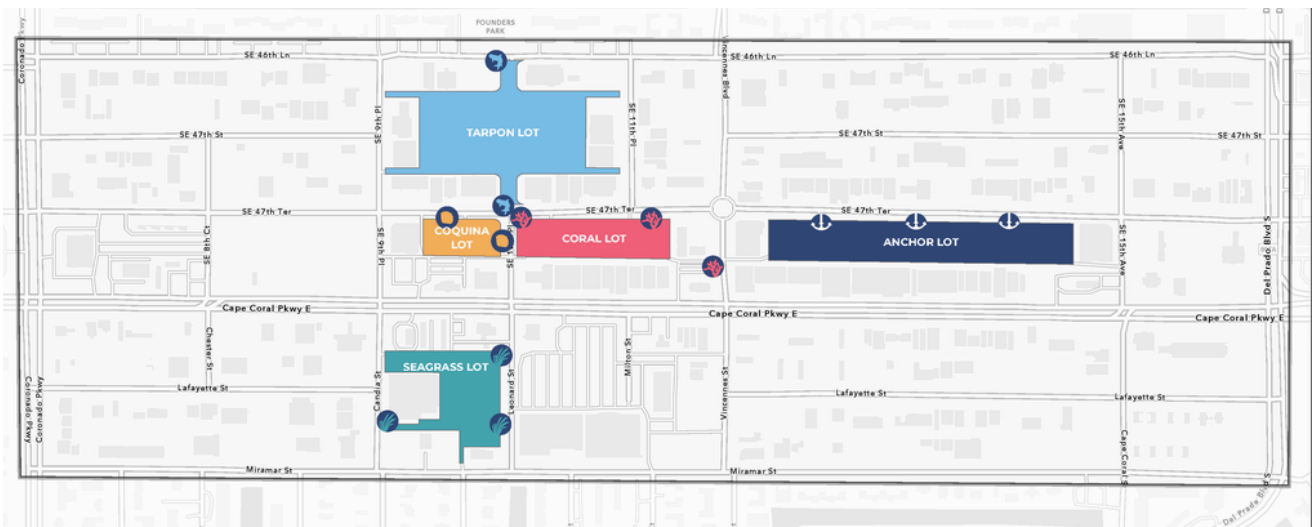
Parking Lot Marking Signs

Guiding drivers within parking lots, providing information on parking rules and payment methods.

PROPOSED RECCOMENDATIONS

Additionally, the placement of each sign was carefully considered, using traffic engineering strategies to ensure that drivers receive critical information at strategic points. The overall objective was to optimize traffic flow and encourage the use of alternative routes, reducing potential traffic congestion on Cape Coral Parkway. This comprehensive approach aimed to enhance the wayfinding experience and promote South Cape's unique identity through branding and signage.

Proposed Parking Identification Structure



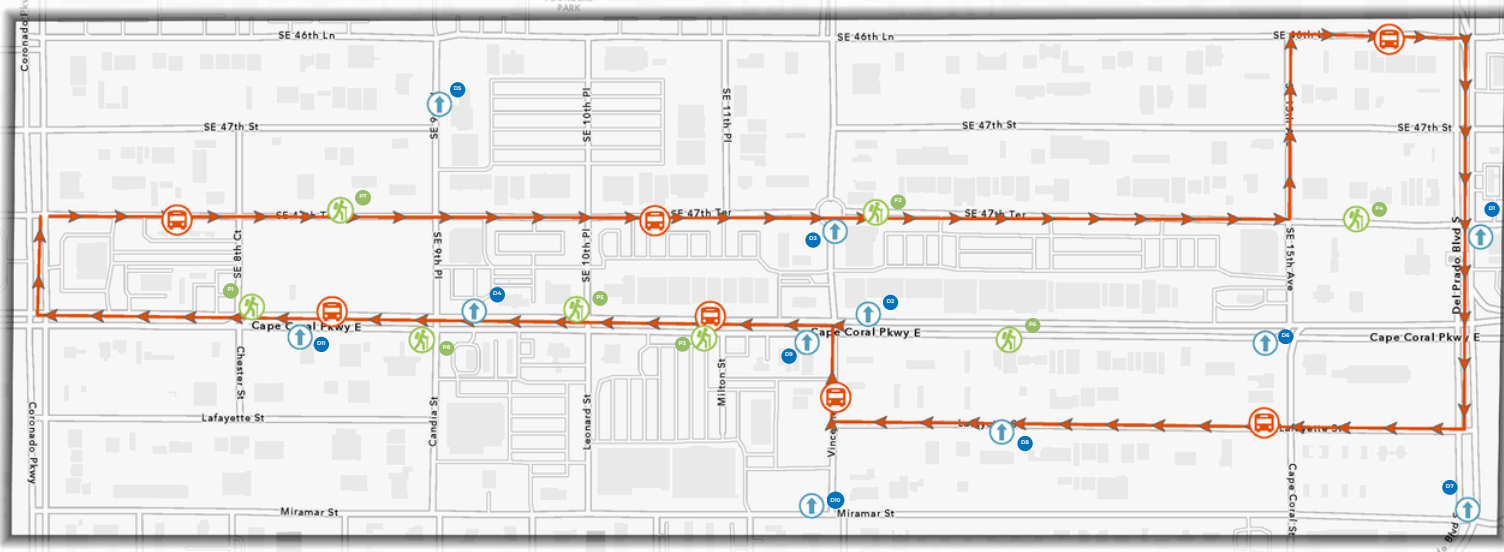
Proposed Wayfinding Locations



Wayfinding Signs Locations



- Directional Sign
- Pedestrian
- Circulator Stops
- Project Area
- Circulator Route

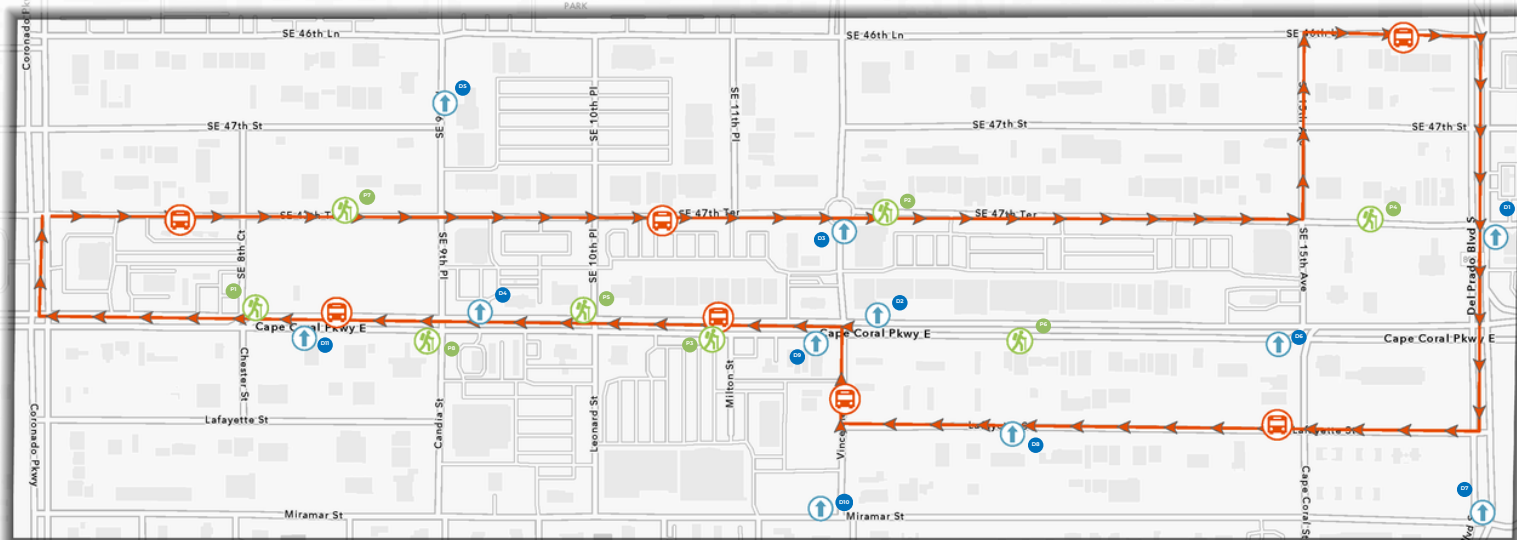


ID	Location	Description
D1	SE Delprado Blvd. and 47th Terrance	<ul style="list-style-type: none"> PARKING - LEFT RESTAURANT ROW - LEFT
D2	NE Cape Coral Parkway and Vincennes Street	<ul style="list-style-type: none"> THE COVE - FORWARD PARKING - RIGHT
D3	SE Side of roundabout at the intersection between Vincennes Street and 47th Terrance	<ul style="list-style-type: none"> PARKING-LEFT ANCHOR LOT -RIGHT
D4	NE Cape Coral Parkway Before SE 9th Place	<ul style="list-style-type: none"> THE COVE-FORWARD TRANSIT-RIGHT
D5	SE 9th Place	<ul style="list-style-type: none"> PARKING - RIGHT RESTAURANT ROW - RIGHT
D6	SE Cape Coral Parkway at the intersection of SE 15th Place	<ul style="list-style-type: none"> HOTEL -LEFT PARKING- RIGHT
D7	Intersection between Del Prado Blvd and Miramar Street	<ul style="list-style-type: none"> RESTAURANT ROW - LEFT PARKING - LEFT
D8	SE Layfette Street	<ul style="list-style-type: none"> PARKING - RIGHT RESTAURANT ROW- RIGHT
D9	SE Cape Coral Parkway at the intersection of Vincennes Street	<ul style="list-style-type: none"> PARKING-LEFT
D10	Vincennes Street at the intersection of Miramar Street	<ul style="list-style-type: none"> RESTAURANT ROW - RIGHT PARKING - FORWARD
D11	SE Cape Coral Parkway Before Chester Street	<ul style="list-style-type: none"> THE COVE - LEFT PARKING - RIGHT



Wayfinding Signs Locations

-  Directional Sign
-  Pedestrian
-  Circulator Stops
-  Project Area
-  Circulator Route



ID	Location	Description
P1	Intersection Between Se 8th Court and SE Cape Coral Parkway	<ul style="list-style-type: none"> • THE COVE - RIGHT • TRANSIT- RIGHT • PARKING - RIGHT
P2	SE 47th Terrace Before roundabout	<ul style="list-style-type: none"> • RESTAURANT ROW - FORWARD • PARKING- FORWARD • CURRENT STOP -FORWARD
P3	Intersection Between SE Cape Coral Parkway and Milton Street	<ul style="list-style-type: none"> • CURRENT STOP -FORWARD • RESTAURANT ROW -LEFT
P4	SE 47th Terrace Between SE15th Ave and Del Prado Blvd.	<ul style="list-style-type: none"> • CURRENT STOP -FORWARD • RESTAURANT ROW - FORWARD • PARKING- FORWARD
P5	Intersection Between SE 10th Place and SE Cape Coral Parkway	<ul style="list-style-type: none"> • CURRENT STOP - FORWARD • RESTAURANT ROW - RIGHT
P6	SE Cape Coral Parkway	<ul style="list-style-type: none"> • RESTAURANT ROW - LEFT • PARKING- LEFT
P7	SE 47th Terrace Before SE 9th Place	<ul style="list-style-type: none"> • TRANSIT - RIGHT • PARKING - FORWARD • RESTAURANT ROW- FORWARD
P8	Intersection Between SE Cape Coral Parkway and Candia Street	<ul style="list-style-type: none"> • PARKING - RIGHT • RESTAURANT ROW - LEFT

CONCLUSIONS

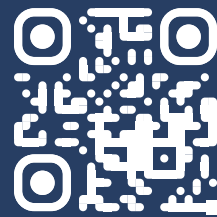
This report introduces crucial wayfinding strategies designed to enhance navigation within South Cape, while establishing a unique district identity. These strategies prioritize efficiency by streamlining navigation, cultivate a public space, promote safety, and foster a more positive user experience for residents and visitors. A carefully crafted branding package specific to Cape Coral is highlighted, focusing on placemaking. This branding package plays a central role in the comprehensive wayfinding strategy and contributes to South Cape's functionality and visual appeal. This report delves into the specifics of the proposed branding package and its strategic implications for Cape Coral. The goal is to create a seamless and inviting atmosphere in South Cape, solidifying the area's reputation as a vibrant and accessible urban destination.

Key findings and recommendations include addressing existing challenges, such as signage inconsistency, difficulty in parking lot identification, and the absence of branding. The report underscores the need for a standardized and recognizable naming convention for parking lots. The branding and identity of parking lots are explored, with unique branding identities for each lot, inspired by elements of the natural and cultural landscape. These branding elements are associated with distinct logo marks to enhance recognition.

The project's methodology encompasses data collection through the South Cape Parking Management Plan, public engagement via various channels, and site analysis using GIS mapping. These methods ensure that the wayfinding and branding strategy aligns with the preferences and needs of the community. The report provides a detailed analysis of existing wayfinding challenges in Cape Coral, including signage inconsistency, parking lot identification issues, and the lack of branding. These challenges hinder efficient navigation and the creation of a unique sense of place.

The report offers comprehensive recommendations for addressing these challenges, including the development of distinct branding identities for parking lots, logo mark association for clarity, and definitions for various wayfinding signs. Traffic engineering strategies are employed to optimize sign placement and traffic flow.

In summary, effective wayfinding is deemed crucial for Cape Coral's identity, user experience, economic vitality, and safety. The report underscores the significance of a cohesive wayfinding and branding strategy in enhancing navigation and fostering a strong sense of place within South Cape.



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One Team. Infinite Solutions



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