



*see*  
**SUMTER**



**GEORGIA**

SUMTER COUNTY COMMUNITY DESIGN  
CHARRETTE AND REPORT  
produced by The University of Georgia  
College of Environment and Design  
Center for Community Design and Preservation  
for the Archway Partnership | Spring-Summer 2016



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## Credits





## Introduction

The Sumter County Archway Partnership and the One Sumter Foundation engaged the College of Environment and Design (CED) for assistance to develop a wayfinding system and concepts for a shared graphic identity for heritage tourism sites in Sumter County, including historic Americus, Plains, Andersonville, Leslie and the recreational attraction of Lake Blackshear.

On March 18-20, 2016, the CED Center for Community Design & Preservation (CCDP) led a community design charrette – a multiple-day workshop focused on solving a design issue.

The charrette involved local stakeholders from Sumter County and students from a variety of academic programs: Environmental Planning & Design, Historic Preservation, Interior Design and Landscape Architecture.

The charrette assessed the county's inherent qualities that distinguish the region as a collective destination. The result includes a transect analysis of primary corridors, a coordinated graphic identity for major destinations, wayfinding standards for rural and urban areas, and suggestions for enhancing the visitor experience.



# Purpose

## POINT OF ENTRY



## POINT OF DECISION



## POINT OF ARRIVAL



## CONFIDENCE MARKER



The charrette responded to a desire for a wayfinding system and a shared graphic identity for heritage tourism sites in Sumter County. Wayfinding is the way in which people orient themselves and navigate from place to place. For visitors, it is imperative that they understand the context of their surroundings, know where things are, and how to locate where they want to go next. A unified design would allow each location's unique qualities to have prominence, yet tie together with a similar county-wide theme. This can be accomplished through a simple yet informative graphic system that reflects the community's personality and history. A wayfinding plan would guide visitors and residents alike into and throughout the county, including signs at points of entry, at points of decision and at points of arrival as well as confidence markers.

## ENTRY

### POINT OF ENTRY

Indicates entry into the general area of a destination, such as a city limits sign at an otherwise invisible border.

## DECISION

### POINT OF DECISION

Directional sign that indicates optional routes, such as to multiple destinations indicated by direction and travel times.

## ARRIVAL

### POINT OF ARRIVAL

Sign that displays the name, or iconography, of a location that visually confirms arrival at a destination.

## CONFIDENCE

### CONFIDENCE MARKER

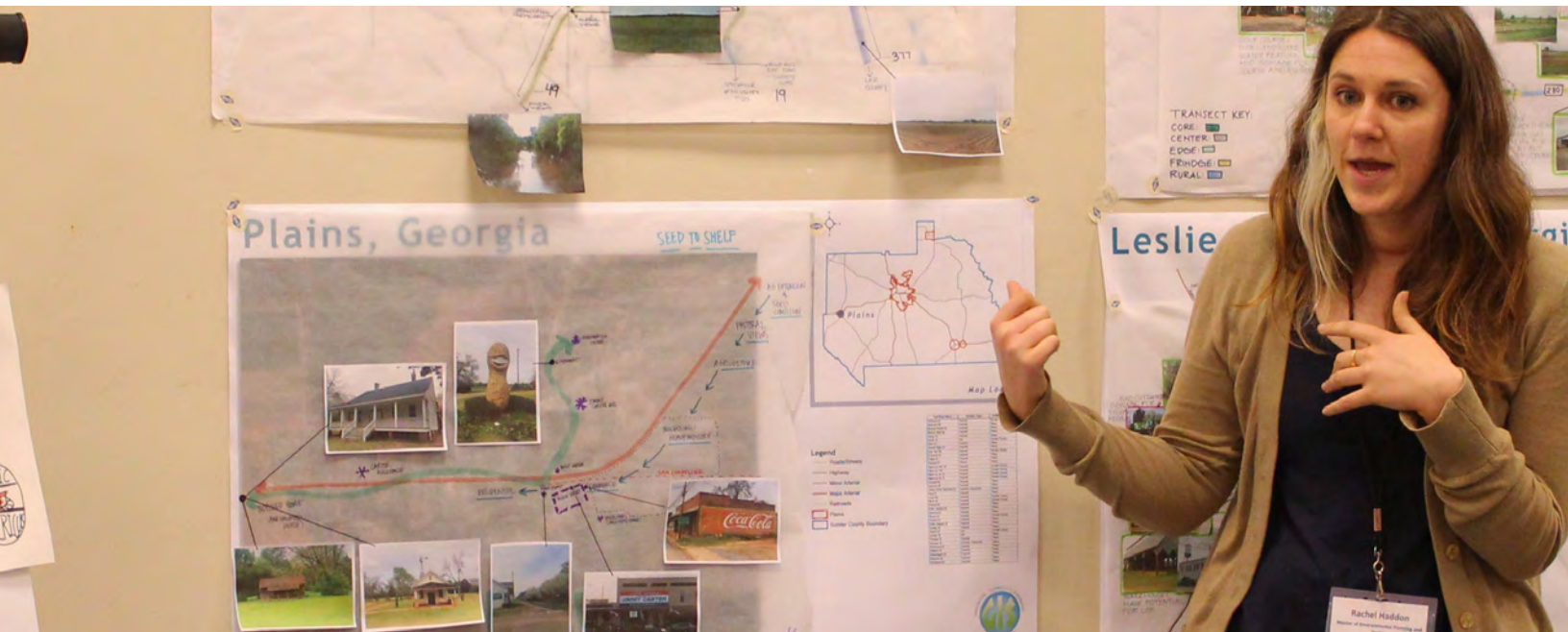
Sign located in between points of decision and arrival to confirm direction and estimate distance to a destination.

## MAINTENANCE

Over time, signs get added and updated without a cohesive effort to remove outdated or damaged signs. What results is visual chaos and confusion for motorists. Any wayfinding effort must include a comprehensive survey of existing sign conditions that create clutter and dangerous conditions. While it was beyond the scope of the charrette to map all signs in the county, we have identified suggested improvements.







## SUMTER COUNTY

Americus  
 Andersonville  
 Plains  
 Leslie  
 Desoto  
 Lake Blackshear

## Objectives

The purpose of the UGA-Archway Partnership Design Charrette was to further develop a cohesive identity for Sumter County, by establishing conceptual gateway designs and suggestions for enhancing the corridors that lead travelers to destinations within the county. The participants explored the area's inherent qualities and built upon existing assets in order to better distinguish the region as a collective destination.

Objectives included:

- Conduct an Urban-to-Rural Transect analysis to create a rural roadside protection program (scenic byway), viewshed and vista assessment. Analysis of the over- and under-signing of certain places within the county.
- Develop a conceptual graphic identity for a cohesive system of signs, chiefly images, colors and words for signs.
- Suggestions for corridor appearance improvements at key locations.
- Assemble best management practices from other states who have a successful interface with GDOT (see pg. 22), advertising-first amendment issues, National Park Service issues/requirements.
- Consideration of social media tools to cohesively promote county attractions.

# Methodology

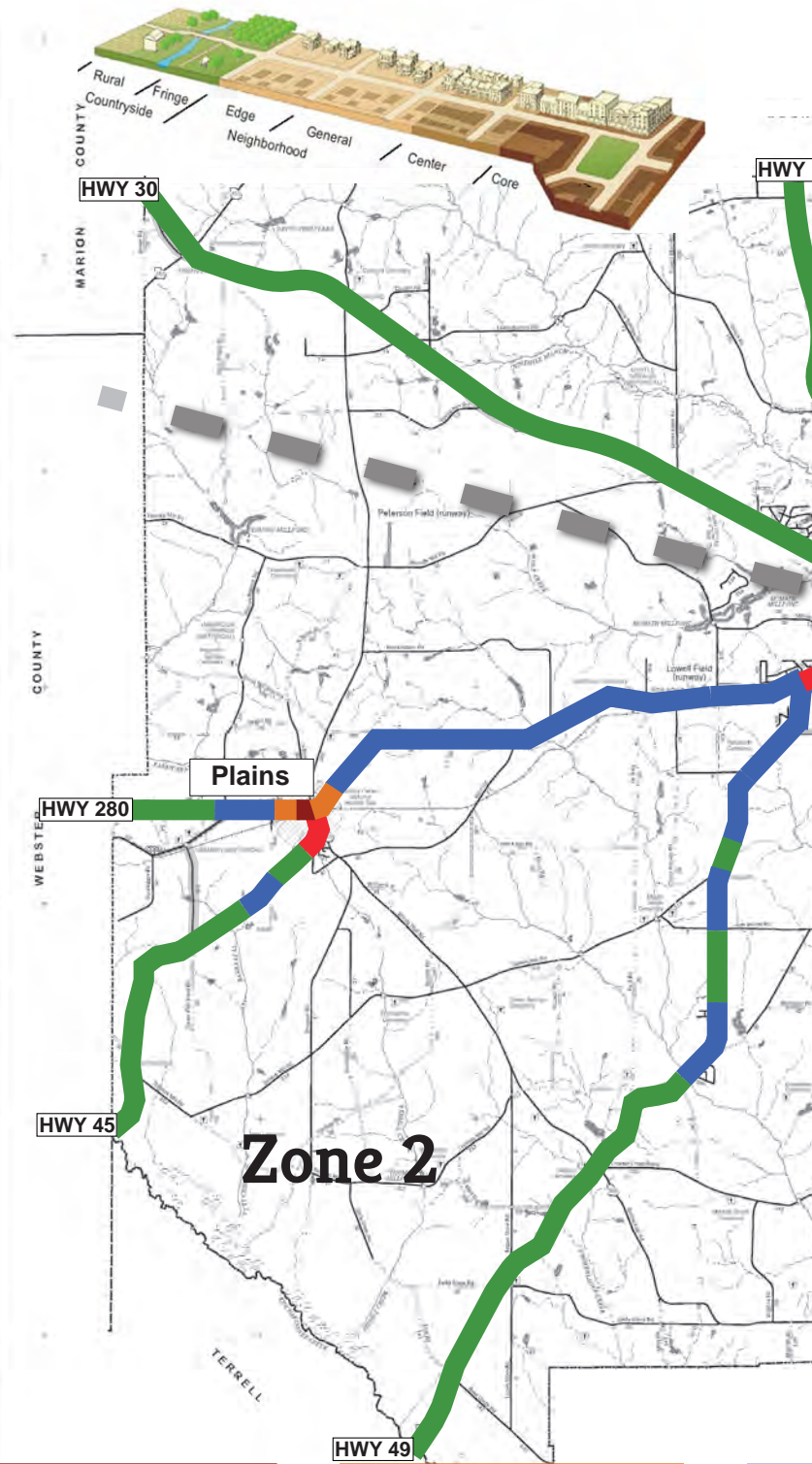
The charrette methodology is to Listen, Experience, Identify Assets, and Make Recommendations. The charrette began with a public input session for local stakeholders, including a visualization exercise to verbalize feelings about “place” and “home.” A mapping exercise gathered positive and negative impressions of Sumter County, as participants identified points of interest, sign needs, and corridor appearance.

A corridor assessment was conducted on each of the major highways. Given the geographic size of Sumter County (493 square miles) and the charrette’s compressed timeframe, the county was divided into three zones. Zone 1 contains Americus and Andersonville; Zone 2 contains Plains; and Zone 3 contains Leslie, Desoto and Lake Blackshear. An Urban-to-Rural Transect Analysis identifies a progression of change in development patterns from urban to rural areas. When the sequence is predictable, development patterns can be an obvious wayfinding tool.

Noticeable Points of Entry, Points of Arrival and Points of Decision were assessed and assets such as historic homesteads, scenic roadways and viewsheds, and opportunities for improvement, were recorded. With students’ fresh eyes, the charrette explored local points of interest to assess a visitor’s experience:

- Were places easy to find?
- Was information provided upon arrival?
- What worked well and what was confusing?

After initial findings were presented to gather local input, a cohesive graphic identity emerged. The charrette results include a general overview of each destination, an analysis of roadway and pedestrian wayfinding experiences, the development of a graphic identity, and recommendations for wayfinding improvements.



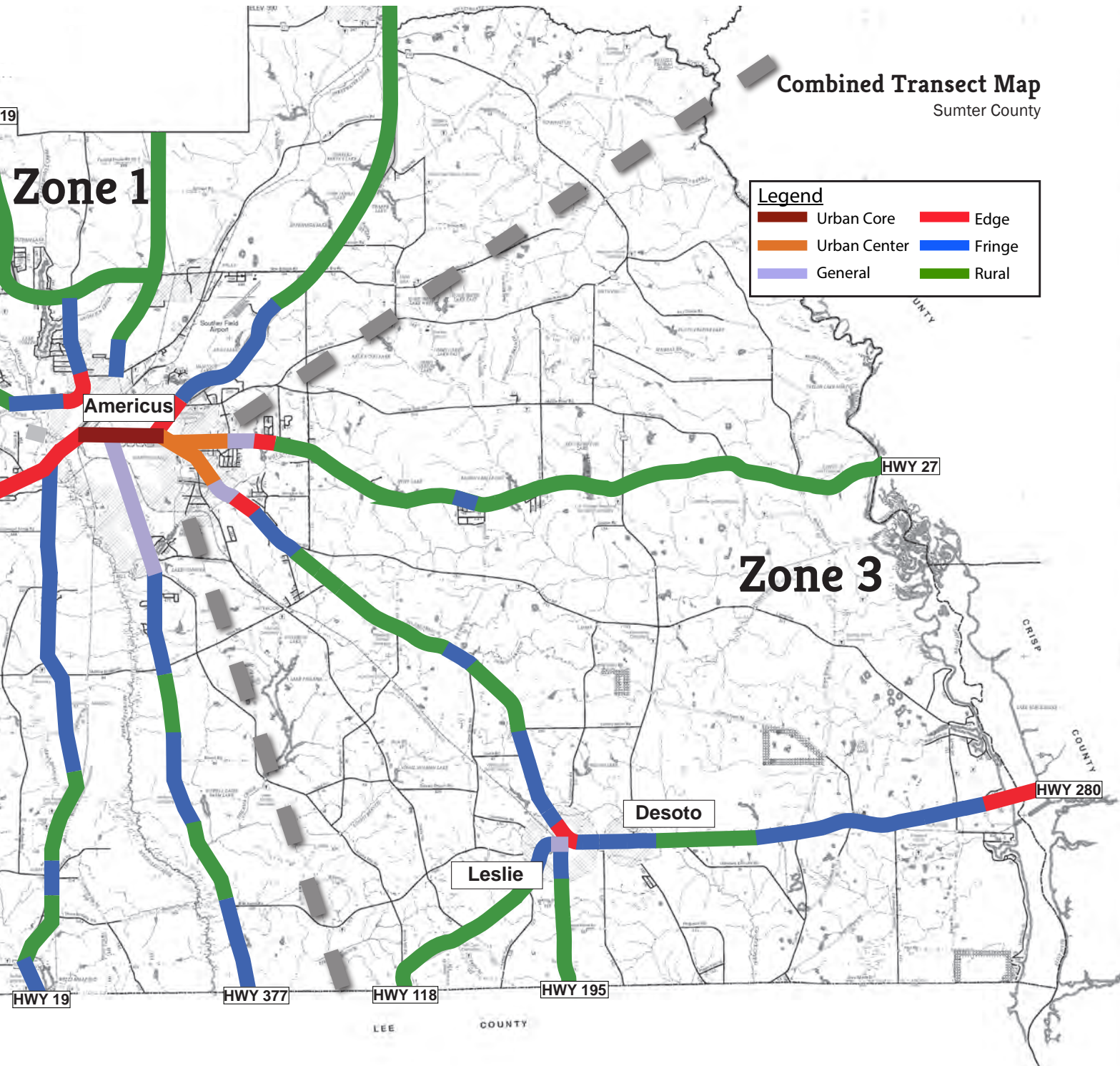
**Urban Core:** Reserved only for Americus main business districts.









**Urban Center:** Areas leading up to the downtown core or for smaller commercial nodes such as Plains, Desoto and Leslie.



**Combined Transect Map**  
Sumter County



**Legend**

	Urban Core		Edge
	Urban Center		Fringe
	General		Rural



**GENERAL**

**General:** Residential with some businesses.



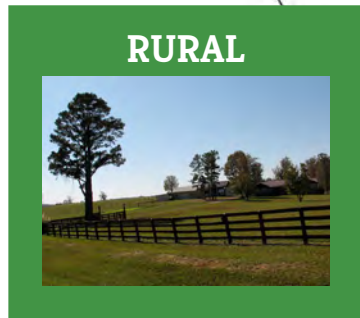
**EDGE**

**Edge:** Commercial sprawl, hints of businesses and industry with residential.



**FRINGE**

**Fringe:** Predominately pasture land with more regular residential.



**RURAL**

**Rural:** Open pasture land with sporadic residential intermixed or stretches of forested areas.



## How Sense of Place Becomes Graphic Identity

Each destination has its own flavor, yet places are united by appearance, history, landscape, and culture. Therefore, a new graphic identity that is discrete yet linked visually will allow destinations to highlight existing place-based assets and also be a part of a unified “family” of directional tools, logos, marketing products and branding ideas.

Each area was photographed and important places and things that were indicative or iconic were recorded. These impressions evolved into sketches, which evolved into simplified graphics that could serve as logos for each destination. They were all circular to create a cohesive appearance. After the charrette, the designs were refined to be print-ready and reproducible in a variety of formats and materials.

However, there are differences in rural and urban environments, and these solutions reflect this. Urban spaces like Downtown Americus follow a more complex design vocabulary than what is necessary or appropriate for a smaller community like Plains. A stylistic difference between directional and entry signs for Plains, Andersonville, Leslie and Lake Blackshear as compared to Americus distinguishes each location. The smaller communities’ signs follow historic patterns and appear as wooden, hand-painted, whitewashed signs. Even if more modern materials and methods are determined more durable, the appearance of this familiar sign style will feel appropriate. This whitewashed, handmade style would look too understated in Americus, which instead follows an established historic pattern of wrought iron, painted black.

### Effective Wayfinding Systems<sup>1</sup>

An effective Wayfinding System is based on human behavior and consists of the following characteristics:

- **Do not make them think.**  
Create a comprehensive, clear and consistent visual communication system with concise messaging.
- **Show only what is needed.**  
Show information what relevant is to the space, location and / or navigation path.
- **Remove excessive information.**
- **Remove unnecessary elements**  
to create a clear visual environment ahead.

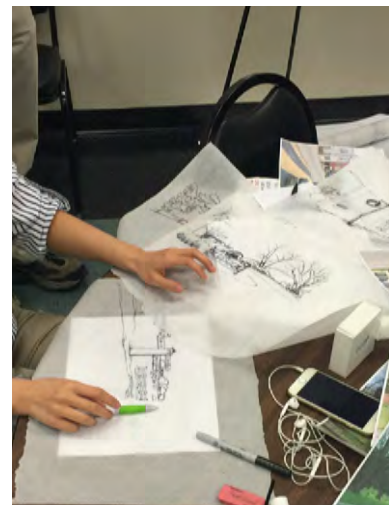
<sup>1</sup> <http://designworkplan.com/wayfinding/introduction.htm>. Accessed July 2016.





Above: Urban Directional and Orientation Map

Below: Rural Entry Sign









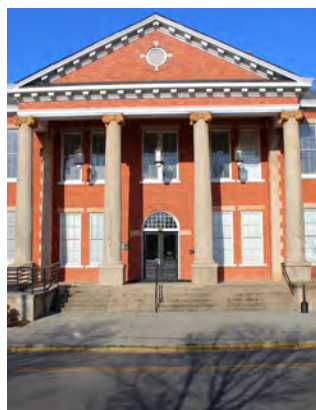
## Zone 1: Americus

As the physical, historical and cultural center of Sumter County, Americus is known for its well-preserved Victorian-era historic neighborhoods and its Downtown commercial core – especially the Richardsonian-Romanesque-style Windsor Hotel (c.1892) and the rehabilitated Rylander Theatre (c.1921).

These centrally-located resources are the center of a setting ringed by historic two- and three-story commercial architecture and bordered by large residences with landscaped lawns exemplifying historic house styles from the 1850s to the 1940s. Additionally, Americus is home to Habitat for Humanity Global Village and Discovery Center, as well as Georgia Southwestern University and South Georgia Technical College, representing a long history of education and empathy towards regional and global issues.



There are many assets to Americus, such as Rees Park and the Happy Patch Farmers Market that neighbor one another just outside of the core downtown district. These visitor resources should be on all directional maps. Downtown businesses such as Center Stage Market and Bittersweet highlight historic architecture with colorful paint schemes and creative signs. This kind of advertising not only spotlights the business, but also slows traffic down and encourages people to stop and shop. Lamar and Forsyth St. are two heavily traveled roads; vehicle speeds discourage pedestrian access. Solutions to calm traffic are good for pedestrians and businesses.



L-R: Happy Patch, Rees Park historic school, Center Stage Market

## Public comments:

### What we heard during the charrette

#### POSITIVE

- Beautiful and historic.
- South Lee – attractive drive.
- Windsor Hotel – attractive, historic, good impression of community.
- Downtown storefronts.
- Rylander Park green space.
- Georgia SW University (GSW) activities.
- Historic district walking.
- Habitat Global Village - great experience for visitors.
- Oak Grove cemetery - needs directional sign.
- City Hall clock.
- Lenny's Farmers Market - Georgia Grown.
- Great opportunity for pictures.

#### NEGATIVE

- Forsyth & Lamar St.: parking/ service area behind buildings needs organizing and cleaning.
- Rylander Park needs to be more attractive.
- Clean street litter.
- Lamar & Forsyth – One-Way pairs promote fast speeds.
- Downtown parking.
- No bike routes.
- S. Lee St.: downtown sidewalks in disrepair, need cleaning.
- Felder St.: not attractive entranceway.
- Sidewalks leading to Habitat Global Village need improvement.
- Pedestrian pathways leading up to GSW.
- Taylor and Felder sidewalks.
- Downtown trees – messy and dormant many months of year; look unhealthy.
- City Hall needs to be highlighted.
- Light posts: maintenance.
- Lighting on the bridges: lead up to downtown.
- Signs on Hwy. 19 to Viaduct.
- Tripp/ Lamar /Forsyth: worst traffic.

# Analysis

The charrette analyzed the northern part of the county by driving the major corridors – Hwys. 280, 49, 30, and 19 – and then explored Downtown Americus.



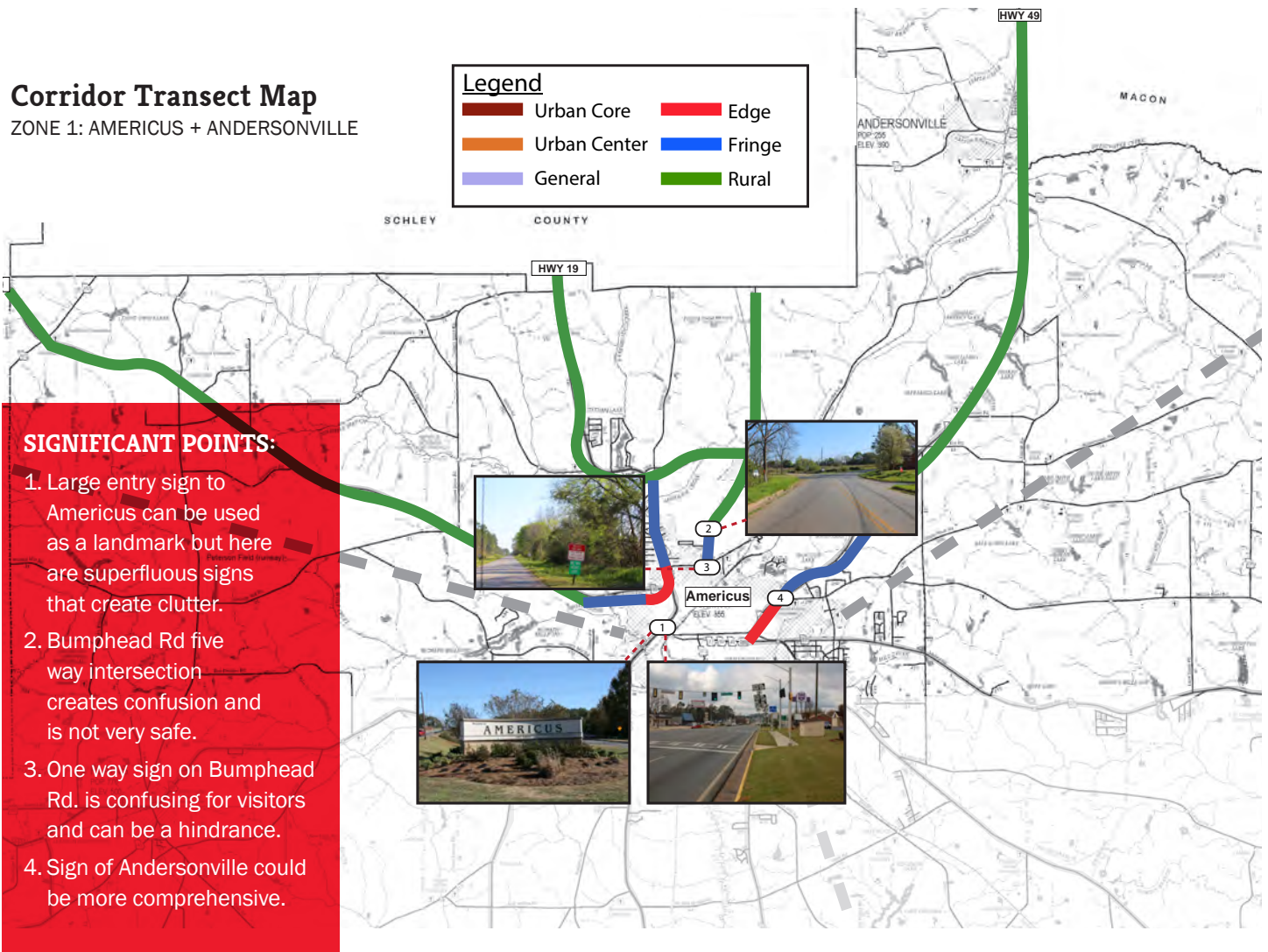
While there is an obvious signal when a person enters the city limits, there is no sign directing travelers to “Historic Downtown” Americus. When a person does arrive, there is no map of the walkable sites including, but not limited to, the Windsor Hotel, the Rylander Theater, the Global Village, Rees Park, Lenny’s Market, the Carnegie Library, and the multiple shops and restaurants around downtown.



As noted in the transect analysis, development into downtown Americus does follow a predictable pattern, so as the commercial buildings get older and closer together, the streets narrow, and visitors begin to see sidewalks and street trees, and know they have arrived. Upon entering downtown on the east side on Forsyth St., a black silhouette of the downtown with a quote “The Shining City on the Hill” was painted on the back of the building (top left). This is a good example of an “arrival” sign, and lets a person know they have reached their destination. There is an existing yellow building on Lamar St., opposite corner from the Rylander Theater, which provides opportunity as a second mural site (left).

## Corridor Transect Map

ZONE 1: AMERICUS + ANDERSONVILLE



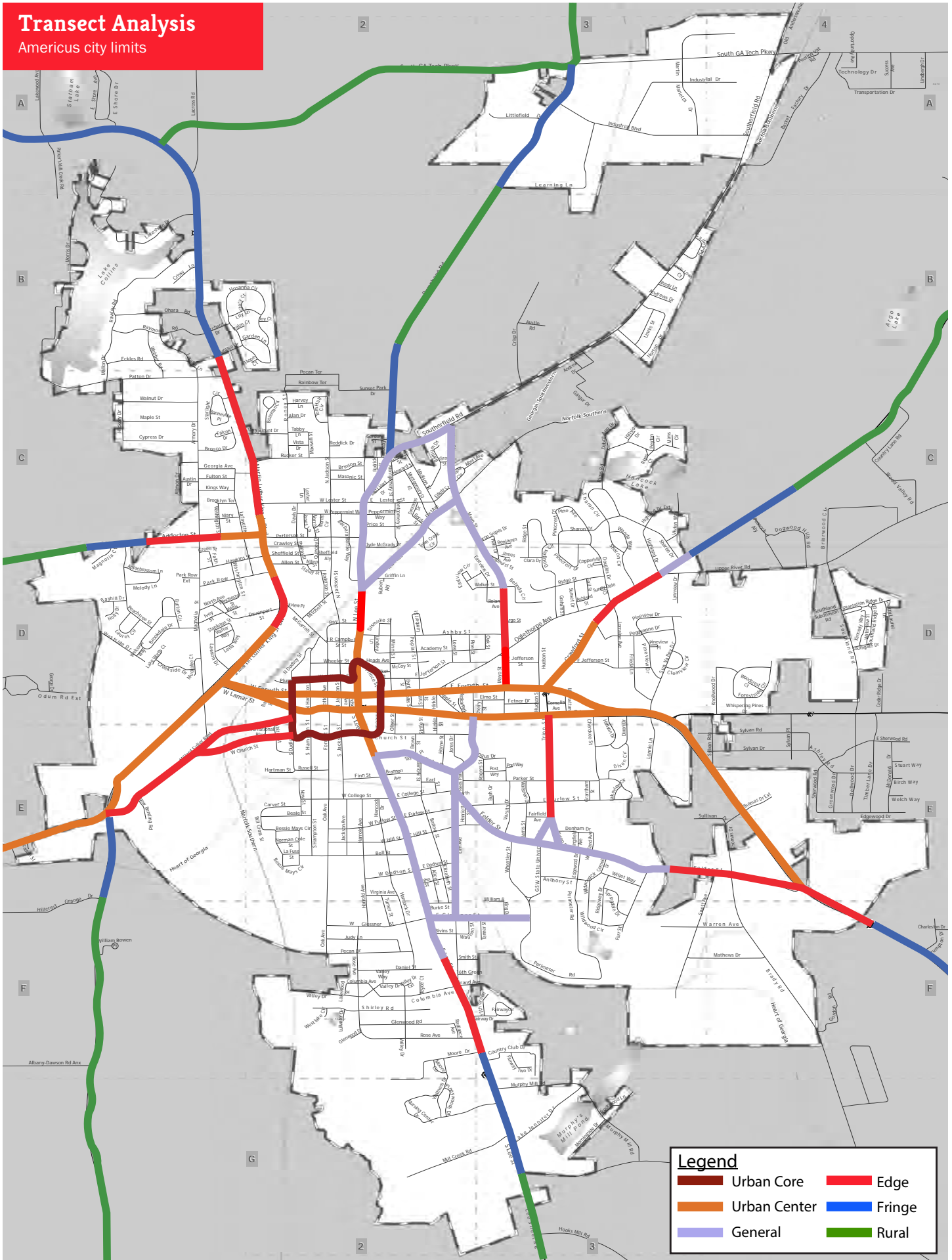
### SIGNIFICANT POINTS:

1. Large entry sign to Americus can be used as a landmark but here are superfluous signs that create clutter.
2. Bumphead Rd five way intersection creates confusion and is not very safe.
3. One way sign on Bumphead Rd. is confusing for visitors and can be a hindrance.
4. Sign of Andersonville could be more comprehensive.



# Transect Analysis

Americus city limits



**Legend**

<span style="display:inline-block; width:15px; height:10px; background-color:darkred; border:1px solid black;"></span> Urban Core	<span style="display:inline-block; width:15px; height:10px; background-color:red; border:1px solid black;"></span> Edge
<span style="display:inline-block; width:15px; height:10px; background-color:orange; border:1px solid black;"></span> Urban Center	<span style="display:inline-block; width:15px; height:10px; background-color:blue; border:1px solid black;"></span> Fringe
<span style="display:inline-block; width:15px; height:10px; background-color:purple; border:1px solid black;"></span> General	<span style="display:inline-block; width:15px; height:10px; background-color:green; border:1px solid black;"></span> Rural





**CEd** student developing ideas for Americus



Current logo



Wrought iron



Sketches



Windsor Hotel

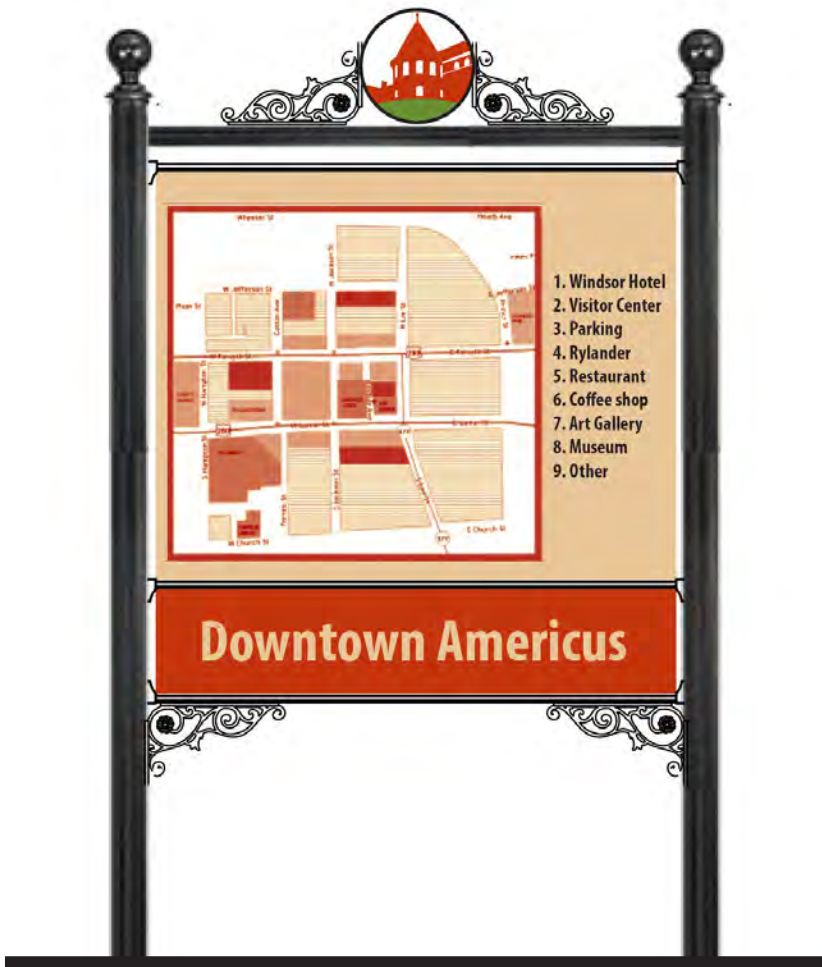


AMERICUS

# Graphic Identity

The iconic Windsor Hotel emerged as an obvious symbol for the City of Americus. The prominent turret was stylized into a bold graphic. The silhouette is rendered in dark orange, like the brick facade, perched atop a green hill, referencing the “Shining City on a Hill.” Wrought iron signs – new and old versions – are evident in existing street signs, the Visitor Center sign, and the gateway into Founders Memorial Park. With this as a design inspiration, directional signs and mapped Points of Interest signs should be a similar style. These signs are contemporary expressions of a historic look and are easy to maintain.





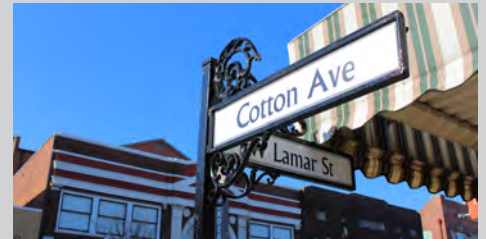
Above: Urban Orientation Map

Below: Urban Directional Sign



## EXISTING SIGNS

Wrought iron signs – new and old versions – are evident in existing street signs, the Visitor Center sign, and the gateway into Founders Memorial Park. With this as a design inspiration, directional signs and mapped Points of Interest signs should be a similar style. These signs are contemporary expressions of a historic look and are easy to maintain.”



## GREEN AND WHITE WOODEN SIGNS

Green and white wooden, sandblasted signs indicate entry to the city limits and mark every city-owned building and park. These signs are ubiquitous and therefore recognizable. However, they are not easily readable due to small text, lacking contrast between font and background.

A long-term solution is to update these entry signs with black wrought iron signs similar to what is used in Downtown and proposed through the new branding presented in the charrette.







Existing



Proposed

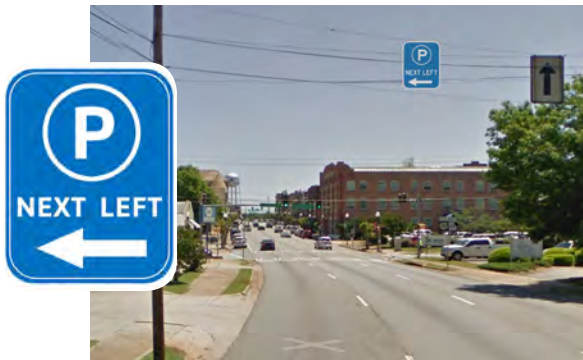
AMERICUS

# Recommendations

## Parking Signs

In downtown Americus, signs for parking were either small, hard to read, or nonexistent. The parking lots needing better identification are the ones directly behind the Maze, behind the Visitor Center/City Hall and across from the Rylander Theatre in Rylander Park.

Using standard and universally-recognized parking graphics – often a white “P” on a blue background – standard highway signs attached to overhead lines or existing sign poles can readily indicate where to park.



Proposed



Proposed



Proposed





*Existing*

### **A new entry arch**

A new entry arch for the Rylander Park parking area would be noticeable from the curve of Lamar Street. This archway is a contemporary expression of the arch over Founders Memorial Park.



*Proposed*





This image shows potential location of a new Location Map in front of the Windsor Hotel's main entrance.

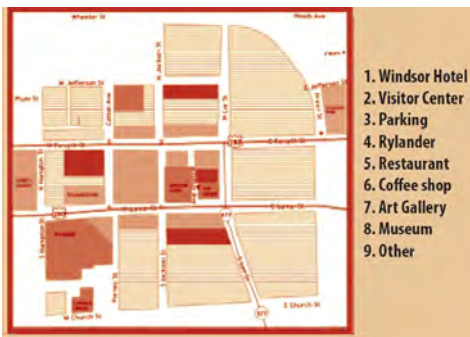


The only wayfinding map in town is located at the SAM Shortline depot.

### Directional Signs

After finding a parking spot, visitors will need directional signs to orient themselves and arrive at their ultimate destination.

A "You Are Here" style map exists at the SAM Shortline depot, but not in Downtown. A Downtown map that listed the major sites, businesses, the Visitor Center, the Global Village, trolley stops, public parks, etc., is a useful tool. Maps should be located at major visitor gathering areas, such as public parking lots, outside the Windsor Hotel, and inside the Visitor Center.



Proposed map



New directional sign



New Americus map





*Depot*

**SAM Shortline**

Currently, the SAM Shortline Railway stop in Americus is at Church St., just southwest of downtown. It is adjacent to the Global Village interpretive center run by Habitat for Humanity – a great asset and tourist draw for Americus, and a convenient to the depot. However, the SAM Shortline stop will relocate to Jackson St. This situation offers two opportunities. One, while the Global Village is a short walk from the current depot, it is several blocks from Downtown where both directional signs and pedestrian experiences need improvement. Secondly, the pedestrian route from the new location of the depot at Jackson St. north two blocks to Downtown should be assessed for needed improvements – sidewalks, street trees, directional signs – to be completed in conjunction with the depot construction.



*Future pedestrian route should be assessed for needed improvements.*





This five-way intersection at Bumphead Rd. is confusing and could benefit from a roundabout.

### Outside Downtown



Travelling north of Downtown en route to Sumter County schools and to South Georgia Technical College via North Lee St. (route suggested when using Google Maps app) leads travelers through a neglected part of the city and presents two opportunities for improved wayfinding. First, the fork in the road at N. Lee St. and Carter St. needs directional sign to alert travelers to take the right fork of Carter St. to get to the schools and to South Georgia Tech. Almost immediately after, Carter St. meets Southerfield Rd. – a five-way intersection with Montgomery St., Rucker St. and Bumphead Rd. in a confusing arrangement with no traffic lights, yield, or directional signs. Adding to the confusion is the “One-Way” rule that goes into effect twice a day in an attempt to streamline the flow of drop-off and pick-up traffic for the elementary, middle and high school, which are clustered together on Bumphead Rd. This is a highly traveled road and is confusing to people unfamiliar with the area. A “roundabout”\* is likely the safest solution for the five-way intersection – similar to the one at Hwy. 49 and South Georgia Tech Parkway – this entire area needs a more predictable, safe and user-friendly solution to address weekday school traffic.

*\*According to the Federal Highway Administration, “Roundabouts are one of the most efficient ways to reconfigure an intersection, particularly when there is existing curvature. A roundabout is a circular intersection with yield control for all legs approaching the intersection. ...Roundabouts typically provide the most efficient flow of traffic, reduce severe crashes, and can often be built at the same or lower cost than the more traditional options...” Citation: “Low-Cost Treatments for Horizontal Curve Safety 2016”, see Chapter 7: Addressing Intersections in Curves. [http://safety.fhwa.dot.gov/roadway\\_dept/horcurves/fhwa-sa15084/ch7.cfm](http://safety.fhwa.dot.gov/roadway_dept/horcurves/fhwa-sa15084/ch7.cfm) Accessed Jun 6, 2016.*





*Before*

**Roundabout example**



*Example of a roundabout from Warner Robins*





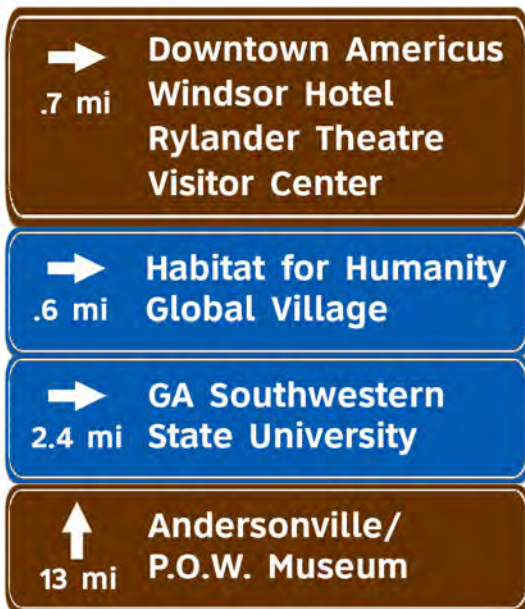
Existing conditions on Hwy. 19

### Hwy. 19/280

Nowhere in Sumter County is the need for sign consolidation and the reduction of “visual clutter” more evident than at the busy intersection Hwy. 19 and 280/Lamar St., west of Americus.

As the primary north-south route through the county and direct route to Downtown Americus, the approach on Hwy. 19 from both directions goes through a predictable transition from rural to urban fringe to edge for several miles. But with commercial sprawl, the roadway is full of signs of all types – from large billboards to small GDOT signs reminding drivers to buckle up. Lost in the mix are directional signs for major points of interest. Travelling south on Hwy. 19, there is not a traditional DOT standard sign that directs motorists to Downtown Americus, and since downtown is not visible from Hwy. 19, there are no placed-based cues to indicate where to turn. There is a newly installed sign at the intersection that is large, but because it is set-backed and lined up parallel to the roadway, it is not visible amongst other signs.

The GDOT removes and reduces sign clutter continually. If there is a specific area in a community that needs to be reviewed, a written request is submitted to the GDOT district office that covers the community. Inspections are done twice a year to make sure that signs meet standards, with the goal to place as few signs as possible while still communicating the necessary information to the public. Specific areas of concern are reviewed on a case-by-case basis. DOT maintains signs that they place and local municipalities are responsible for signs permitted to them by GDOT.



Tourist Oriented Directional Signs, or TODS, are a solution for consolidating the plethora of signs posted on the Hwy. 19 approach to Lamar St.

[Read more on TODS on page 42](#)





The approach to the turn to Americus on Hwy. 19 is so cluttered with signs, motorists miss the turn to Downtown.



This intersection is ripe for submission to GDOT to reduce unnecessary signs and consolidate others where possible. Major destinations – Downtown Americus and Plains, minimally, if not also the Windsor Hotel and the Rylander Theatre – are posted on recognizable Tourist Oriented Directional Signs (see P. 15) well in advance of the intersection.

When sign clutter is remedied, privately-owned businesses can be incentivized to replace signs and declutter the right-of-way. A city-initiated tree-planting program on Hwy. 19 would beautify the area and indicate a transition to the urban pattern found Downtown.

## Reducing Sign Clutter<sup>2</sup>

Adapted from: “Strategies to Encourage Attractive On-Premise Signs,” by Scenic America

An ideal system of on-premise sign control allows each business to communicate its message clearly and at a lower cost without clashing with the visual character of the area. The following strategies can help your community encourage attractive signage and reduce visual clutter.

### Community Education

Hold a sign design workshop. Invite local graphic designers to show merchants how well-designed signs can benefit their businesses.

### Regulatory Measures

Adopt community based design guidelines. People prefer to visit, shop, and live in attractive places. Creating design guidelines developed with the community encourages business owners to erect less intrusive signs that reflect an area’s spirit, contributing to civic pride and helping to revitalize commercial districts. Sign ordinances are the typical method by which communities regulate on-premise signs. Ordinances commonly regulate the height, size, color, type, placement, number, and illumination of signs.

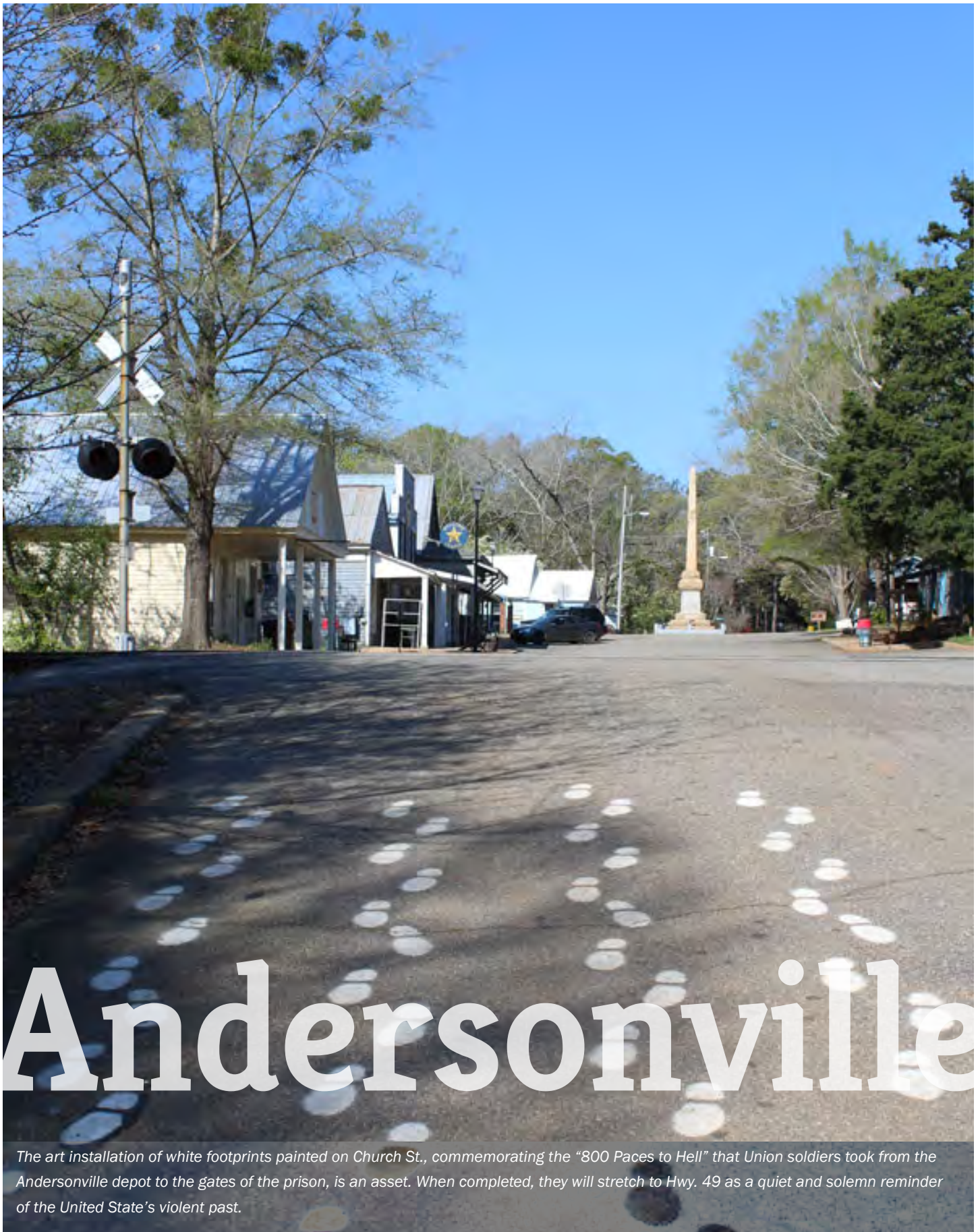
### Incentives

Many businesses express concern over sign controls because of the cost of new signs. Incentives are an effective way to offset merchants’ fears and encourage the use of attractive signs. Common incentives include offering free sign design by local artists, creating a grant program for new signs, arranging for assistance with the removal of old signs and erection of new ones, and creating an awards program for excellence in local signage.

Offer incentives to supplement your community’s sign ordinance. Ordinance-based incentives encourage business owners to comply rapidly with new regulations. Some effective incentives your town might adopt include:

- **Offer** a bonus in the size of new signs if the owners remove nonconforming signs by a certain date;
- **Offer** to remove old signs without cost to the merchant in exchange for early compliance;
- **Establish** a grant program to help minimize the cost of new signs

<sup>2</sup> For more information on incentives for reducing sign clutter, visit <http://www.scenic.org/issues/community-planning-a-design/strategies-to-encourage-attractive-on-premise-signs>.



# Andersonville

*The art installation of white footprints painted on Church St., commemorating the “800 Paces to Hell” that Union soldiers took from the Andersonville depot to the gates of the prison, is an asset. When completed, they will stretch to Hwy. 49 as a quiet and solemn reminder of the United State’s violent past.*



# Zone 1: Andersonville

Andersonville is located on Hwy. 49, about 10 miles north of Americus. The village of Andersonville served as a supply depot during the Civil War for the nearby Camp Sumter, also known as Andersonville Prison, the largest Confederate-built stockade housing Union prisoners of war.

Notorious for its horrid conditions where 13,000 men died from scurvy and dysentery in 14 months – today Andersonville National Historic Site houses the Andersonville National Cemetery and the National Prisoner of War Museum.



The town of Andersonville, a recreated 1800s village, was envisioned as a tourist destination in 1974. It is home to the Drummer Boy Civil War Museum and the five-acre Pioneer Farm which interprets life during the late 1800s with a working grist mill, farm animals, log cabin, and blacksmith's shop. The entrance to town is across the highway from the National Historic Site.



## Public comments:

### What we heard during the charrette

#### POSITIVE

- Drummer Boy Museum.
- Andersonville National Historic Site, cemetery and stockade.
- RV park.
- New restaurant.
- South GA Tech College and Lindbergh exhibition.
- Airplane model sign.
- Lindbergh statue.
- "Hodges Hobby" model airplane fly zone.
- Potential Tours.

#### NEGATIVE

- Confusing signs between city and historic site.
- Landscape improvements can help with visual appeal (i.e. at federal housing).
- Trash (road side) along HWY 49.
- Incorrect city mileage of 1 mile – needs to indicate historic site.
- No city limits sign for Andersonville.
- RV park directional signs.
- City office sign.



# Analysis

Travelling north on Hwy. 49, the approach to Andersonville has no obvious city limits sign.

In fact, because a portion of the road is in the next county for a short distance before Andersonville, the green “Welcome to Macon County” GDOT sign gives an impression that one may have missed their destination. Also, the approach to Andersonville does not follow the typical character-area evolution of a rural agriculture zone giving way to denser residential fringe before entering a general commercial zone. Because of this lack of development-based wayfinding clues, a confidence marker – a GDOT-standardized sign indicating “Andersonville Village – 1.8 Miles on Left” – would reassure visitors before they see the Macon County sign. Additionally, including the mileage to the Andersonville National Historic Site/POW Museum would indicate that there are two distinctive historic sites called “Andersonville,” another source of confusion.

## Transect Map

ZONE 1: ANDERSONVILLE

### SIGNIFICANT POINTS:

1. Drummer Boy Museum is an asset.
2. Pioneer Farm needs interpretive sign and more programming.
3. Footprints are intriguing.
4. Could have a message on the sign when you are leaving downtown Andersonville.
5. POW Site needs directional signs to new entrance.



Legend	
<span style="display: inline-block; width: 15px; height: 10px; background-color: brown; border: 1px solid black;"></span> Urban Core	<span style="display: inline-block; width: 15px; height: 10px; background-color: red; border: 1px solid black;"></span> Edge
<span style="display: inline-block; width: 15px; height: 10px; background-color: orange; border: 1px solid black;"></span> Urban Center	<span style="display: inline-block; width: 15px; height: 10px; background-color: blue; border: 1px solid black;"></span> Fringe
<span style="display: inline-block; width: 15px; height: 10px; background-color: purple; border: 1px solid black;"></span> General	<span style="display: inline-block; width: 15px; height: 10px; background-color: green; border: 1px solid black;"></span> Rural





*Existing Entrance to Andersonville*

The turn to Andersonville presents a confusing choice – Church St. and Ellaville St. both branch off Hwy. 49 on the left side. They are parallel to each other and close together, with the Andersonville entry sign in the median between them. The impression that the roads are one-way pairs has many visitors assuming the second left, Ellaville St., is the entrance road. Only after turning onto Ellaville St. did they notice the sign arching over Church St., which appears as the official gateway to Andersonville.

In fact, Church St. does lead directly to the center of town and is directly across Hwy. 49 from the exit of the National Historic Site, and so offers a more logical entry point. However, the appearance of the two roads as one-way pairs will predictably lead visitors to choose Ellaville St., which leads visitors past Andersonville if a second directional sign is not obvious or given.

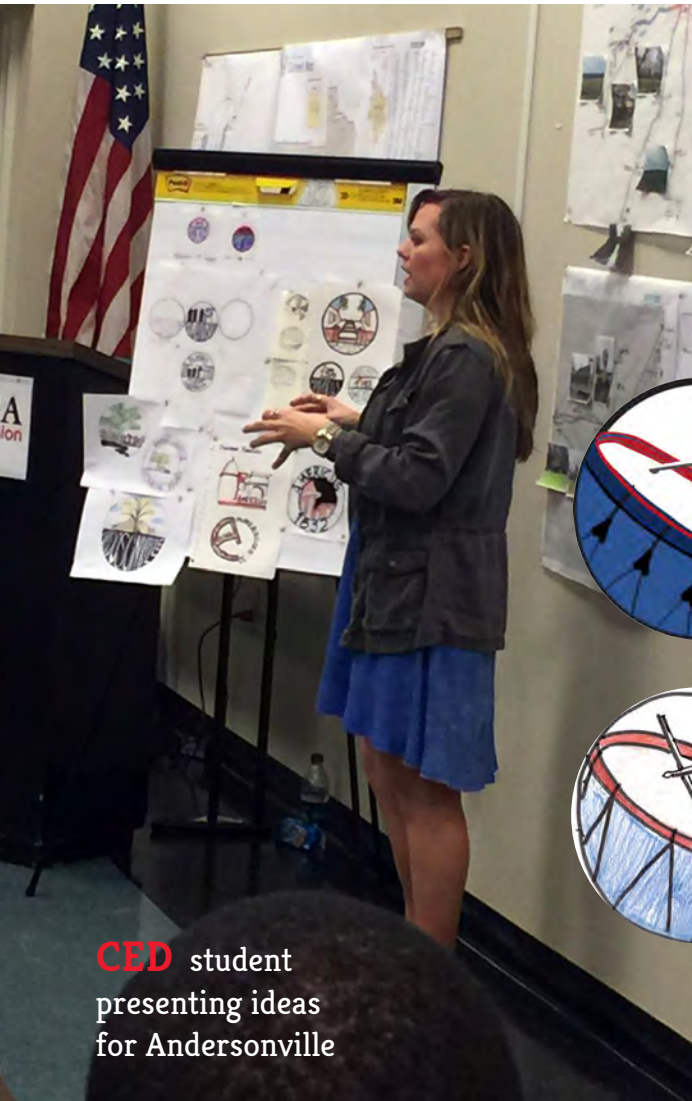


*Church St. approach*



*Ellaville St. approach*



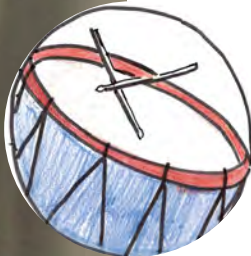


**CED** student presenting ideas for Andersonville

## ANDERSONVILLE

# Graphic Identity

The community's focus on Civil War history and the long-term success of the Drummer Boy Museum leads to a stylized drum head and drumsticks as a recognizable symbol for Andersonville village. The dark blue for the drum gives a bold contrast to the lighter drum head, and lends to better visibility.

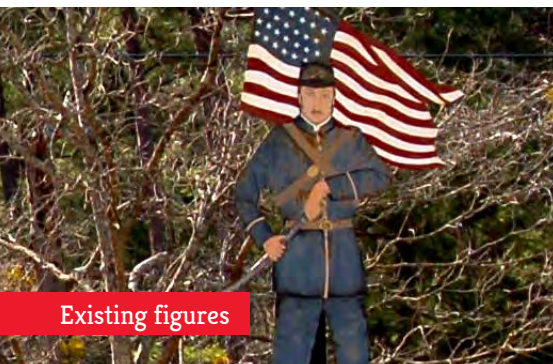
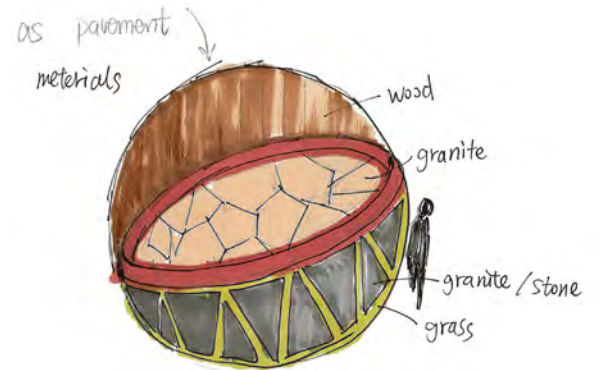
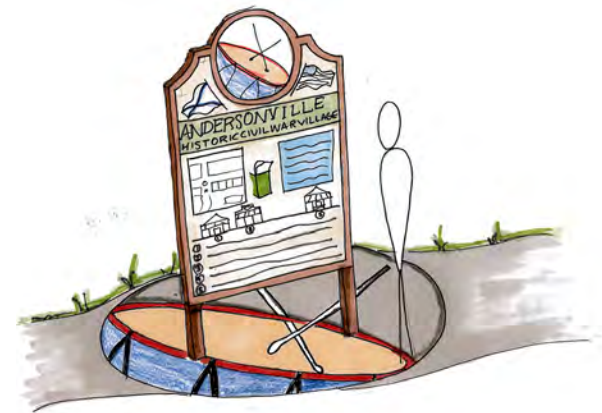






Above: Informational kiosk

Below: Pavement detail



Existing figures



Inside Museum



Outside Museum



Existing entry sign



New entry sign design

## Recommendations

### Entryway

The entry sign to Andersonville is well-located but crowded with text in a font that is difficult to read. As part of a new Sumter Co. graphic identity, a new entry sign incorporating the drum logo using larger, bolder text should include a simple tagline at the bottom with an arrow pointing towards town.



Current location

### Historic Marker

Relocate the historic marker to a location in town that affords people the chance to get close and read it. It is not accessible in the median by the highway.





Parallel entrance roads to Andersonville are confusing

### Arched Sign

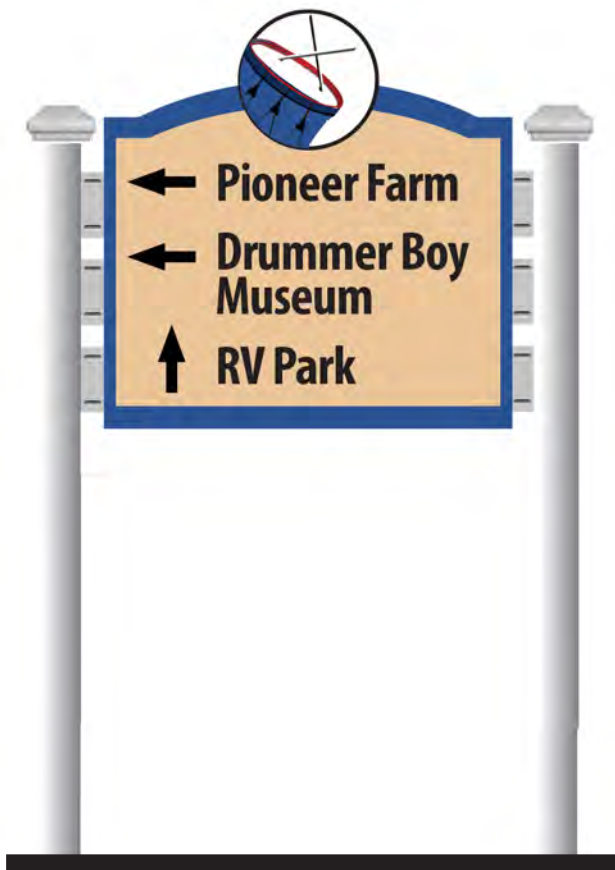
Consider bringing the arched sign closer to Hwy. 49 so that it might be seen earlier on approach and indicate a direct route into town. Adding a “Thank You for Visiting” message on the back of the sign with directions to the next destination – either right to Americus or left to the National Historic Site – would be especially helpful. The original entrance to the Park is directly across Hwy. 49, and despite the “Do Not Enter” signs, the curved rock walls and azaleas give the impression of an entrance. Indicating the distance to the museum’s new entrance, which is 1 mile north, would be helpful.



Arched sign at Church St. shown moved forward from its existing location.



Proposed back of the sign



**Ellaville St. Sign**

Assume that many visitors will take Ellaville Rd. and will need additional signs to reach their destination. Install a directional sign at the intersection of Oglethorpe St. to indicate the Civil War Village, the Pioneer Farm, and the Andersonville R.V. Park.







### Pioneer Farm

An informational kiosk at Pioneer Farm can augment a visitor's experience at the unstaffed living history museum. A similar kiosk with a numbered map and a keyed section elevation of the town's commercial buildings, including information about Andersonville and its history, would also be useful.

