

WAYFINDING CRAWFORDSVILLE

GRANTEE

**CRAWFORDSVILLE
MAIN STREET**

INVESTMENT

\$5,000

Project Overview:

With the help of strategically placed Wayfinding signage, Crawfordsville Main Street hopes to guide both vehicular and pedestrian traffic to cultural, historic, tourism information, and parking destinations. As local studies have shown, wayfinding and gateway signage are a priority for improving the city of Crawfordsville's appeal and user-friendliness.

With an investment from the MIBOR ECDC, Crawfordsville Main Street was able to fund the final phase of their comprehensive wayfinding project for the city of Crawfordsville.

With inspiring drawing from the city's Commercial Historic District, a total of 60 signs, ranging from large and small gateway, vehicular and pedestrian trailblazers, downtown parking lot signage and several pedestrian kiosks with maps for key downtown locations will be installed by the end of 2022.

Wayfinding highlights the city's amenities and distinguishes it from anywhere else in the region. It also revives the community's sense of place and pride. With the help of a well-designed wayfinding plan, Crawfordsville residents are left with daily reminders of what they have helped preserve and build in their community.

+ Improves Quality of Life

+ Improves Community Livability

+ Enhances Downtown Quality of Place

+ Encourages Active, Vital Downtown Destinations

+ Creates an Attractive, Walkable Downtown

+ Provides Enhancements to the Streetscape

+ Increased Accessibility of Public Amenities

+ Fosters Distinctive, Attractive Communities with a Strong Sense of Place

+ Creates a Comprehensive Wayfinding Program