



Design + Wayfinding Plan: Hanover County's Historic Assets

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Introduction

Client + Background

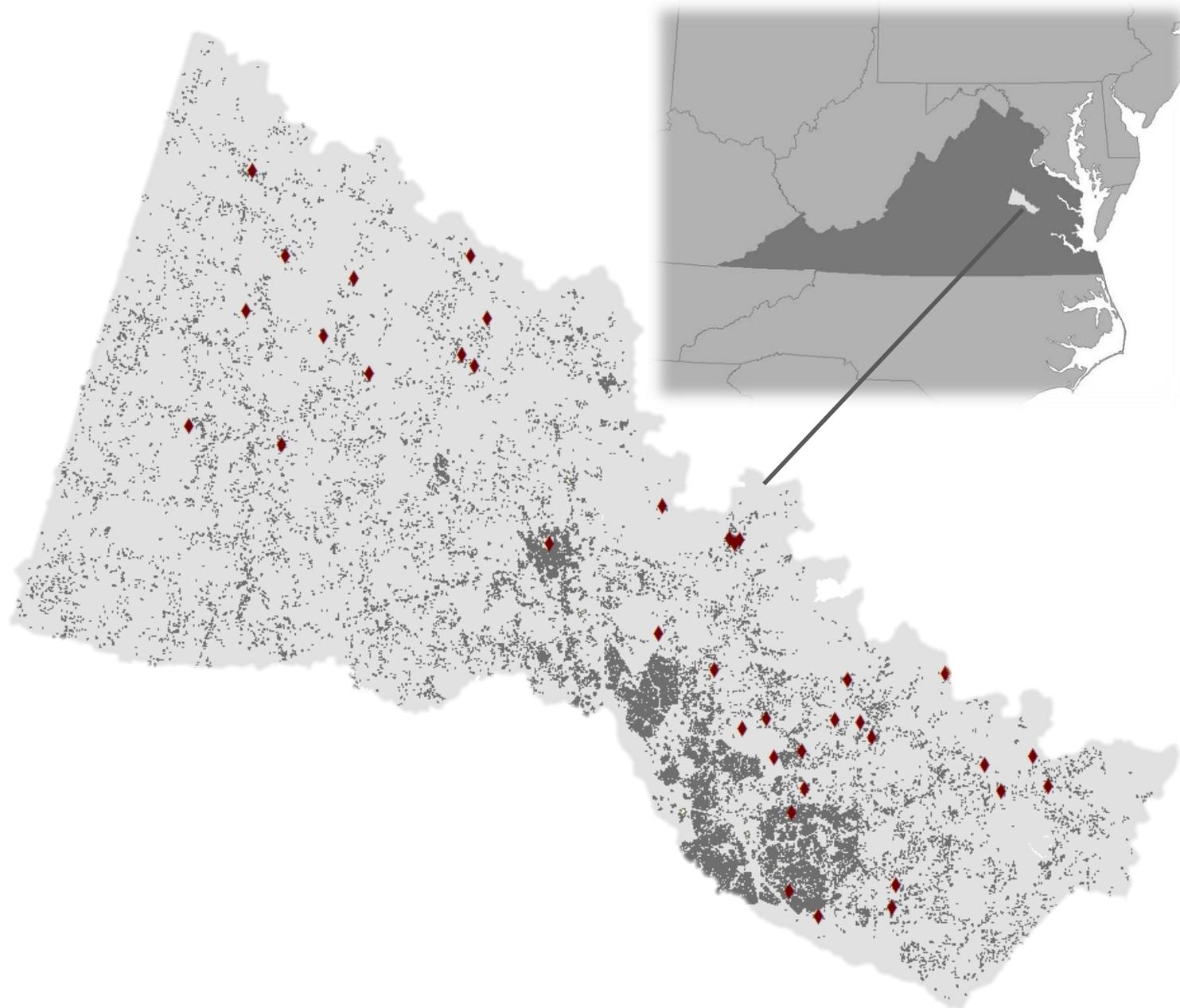
Hanover Tourism Supporters

VCU – Hanover Tourism Study

300th Anniversary in 2020



Hanover County

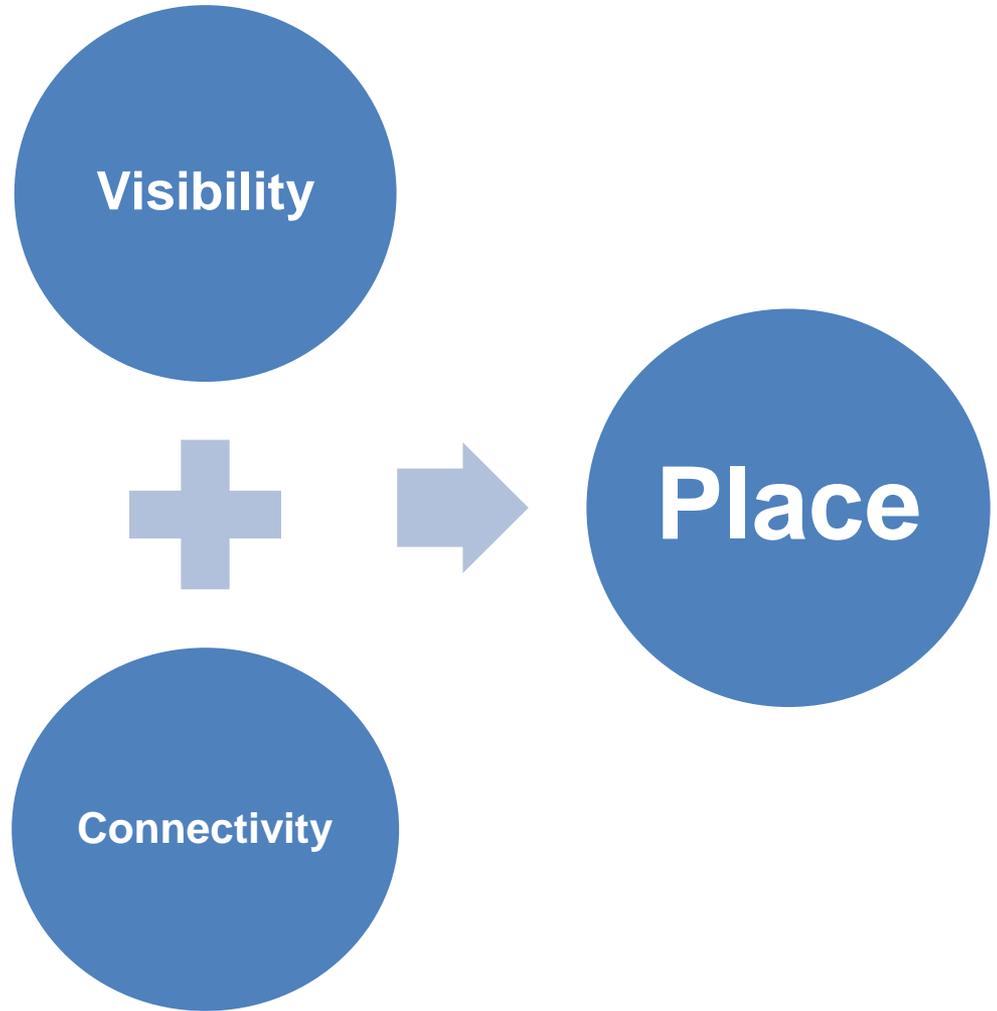


Purpose

Establish open and consistent communication between tourism stakeholders.

Enhance the connectivity and wayfinding presence of heritage sites.

Attract more people to the heritage sites.

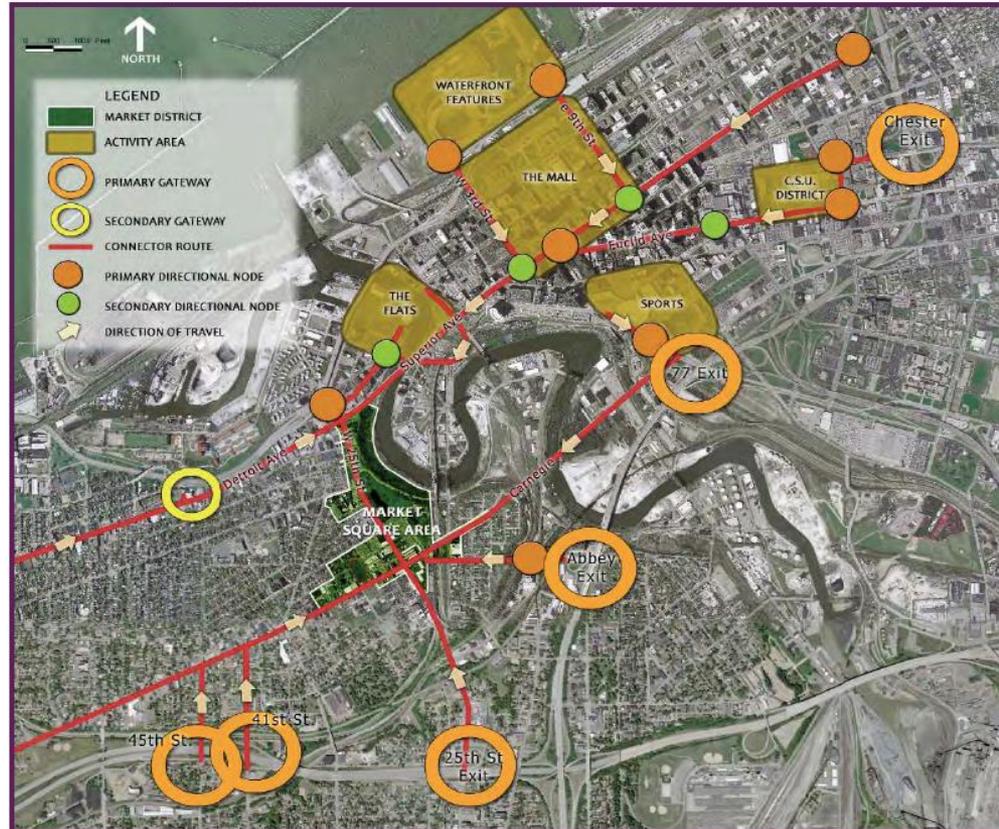


The State of the Art

Placemaking – promoting Hanover’s heritage

Wayfinding – coordinated & comprehensive information system

Regional Wayfinding Plan





*“You are what
you are seen
to be.”*

- Erik Spiekermann

Existing Conditions



Economic Impacts of Domestic Travel Richmond Region, 2012

	Hanover County	Richmond City	Henrico County	Chesterfield County
Expenditures	\$204,377,326.50	\$617,078,950.19	\$746,523,929.04	\$418,534,029.91
Payroll	\$42,936,469.88	\$137,334,775.84	\$171,678,652.03	\$77,112,060.43
Employment	2,353	6,365	7,443	4,347
State Tax Receipts	\$8,175,192.30	\$22,410,230.68	\$27,056,467.46	\$16,346,391.46
Local Tax Receipts	\$4,107,071.05	\$20,581,076.53	\$22,317,990.94	\$9,056,832.73

Existing Conditions



Existing Conditions



Focus Groups

Questions

- Hanover's cultural heritage
- Type of visitor to attract
- Feelings evoked during a tourism experience in Hanover
- Opportunities for collaboration among stakeholders

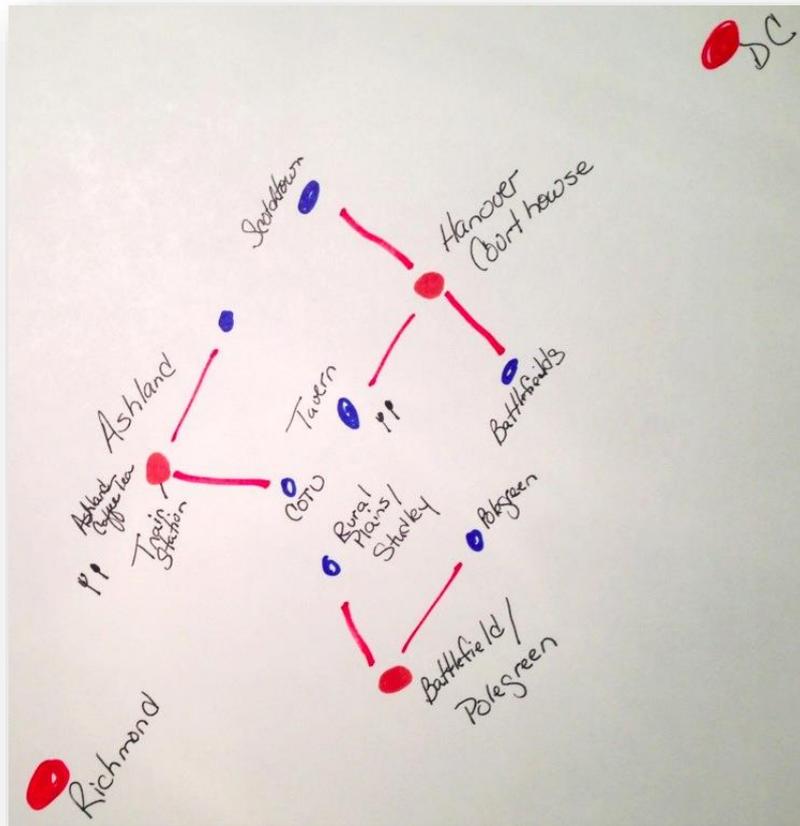


Stakeholder Input



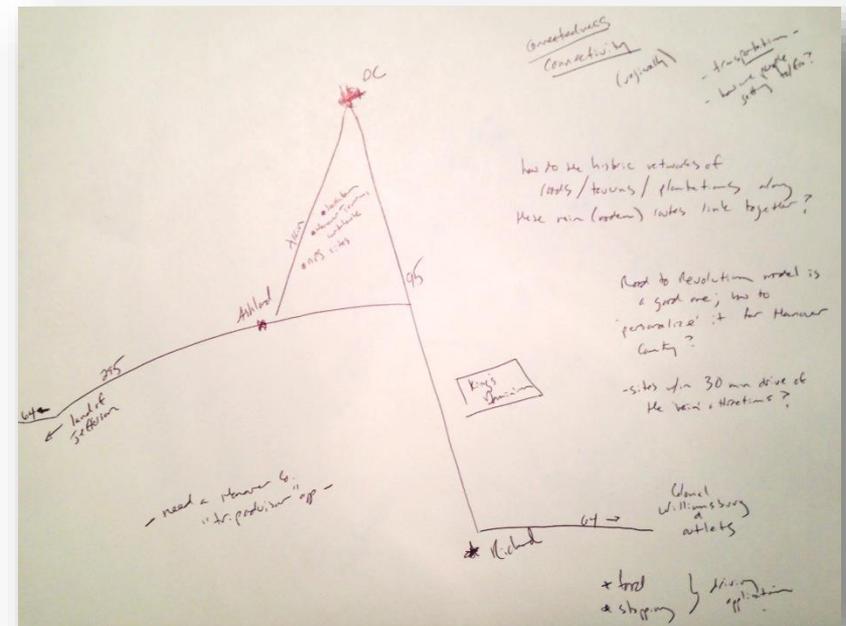
Stakeholder Input

Focus Groups



Cognitive Mapping

- Identify important features
- Connecting routes



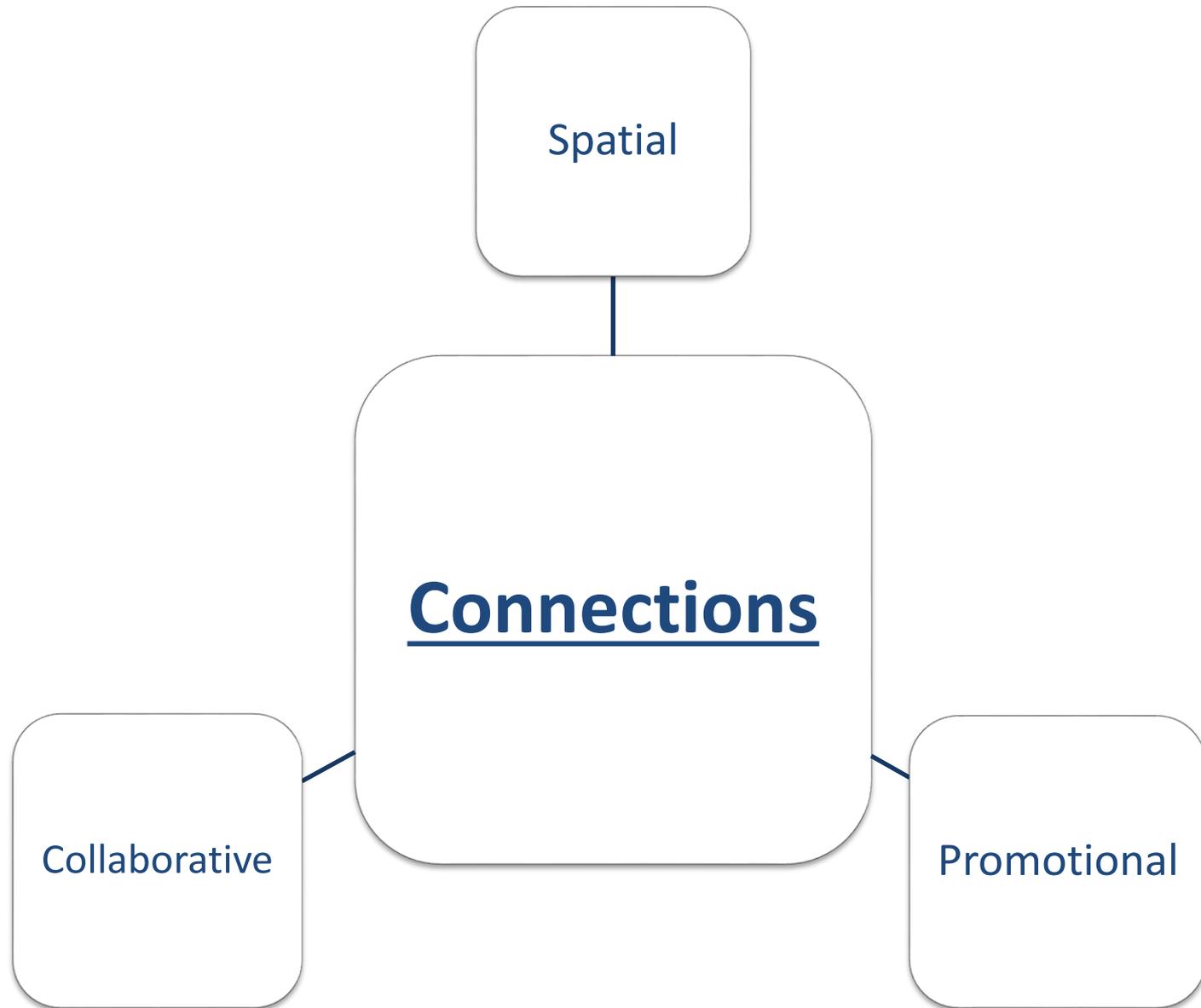
*“Be faithful to that which exists
nowhere but in yourself – and thus
make yourself indispensable.”*

- André Gide



The Plan

The vision for Hanover is to increase visibility of the heritage assets and capture more visitors by improving the quality of the tourism experience.

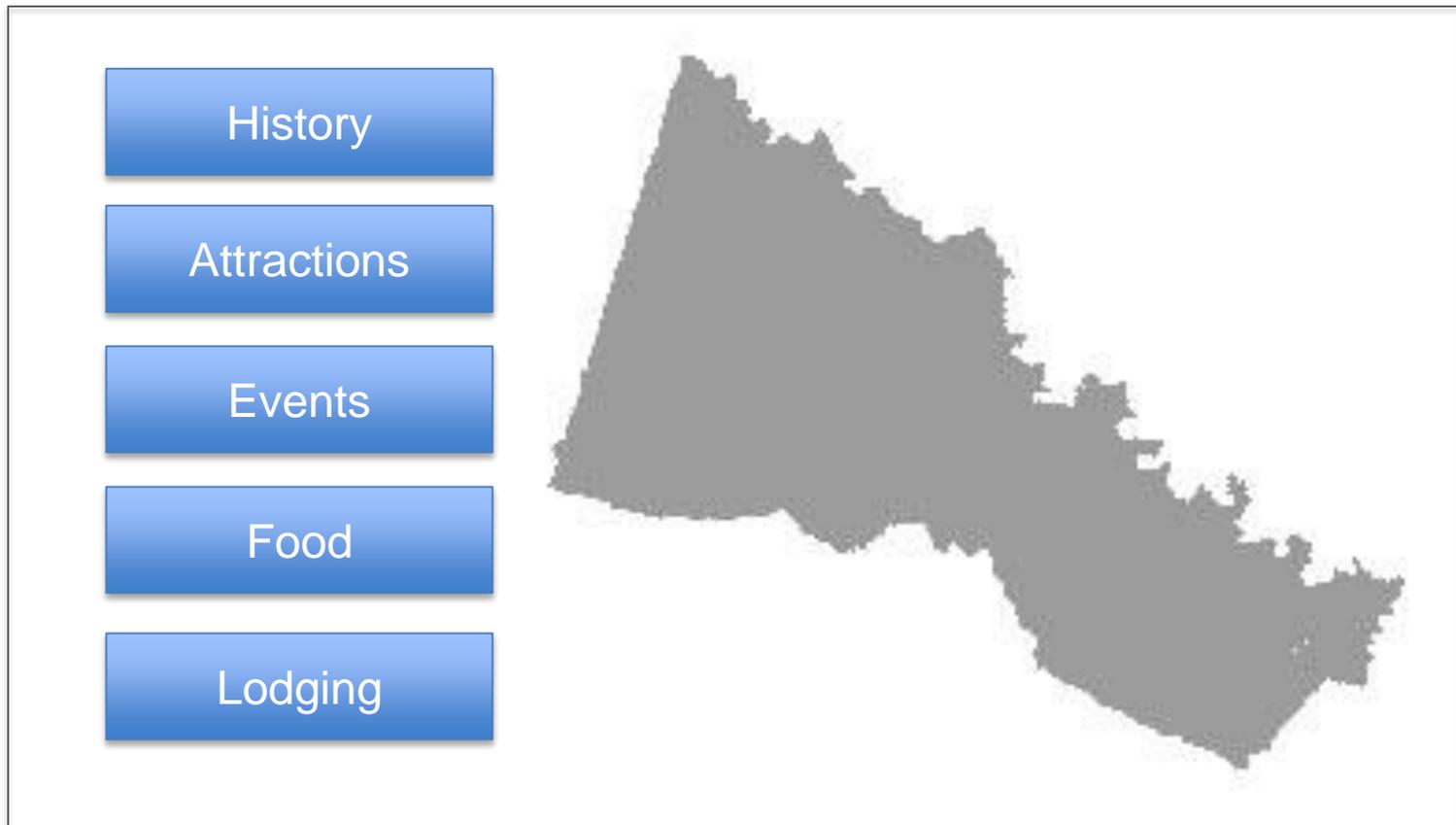


Goal 1: Establish physical connections between heritage sites and the region to increase the quality of the visitor experience

Objective 1.1:

Establish a wayfinding-focused web and digital presence focused on navigating to and around Hanover

- Interactive map

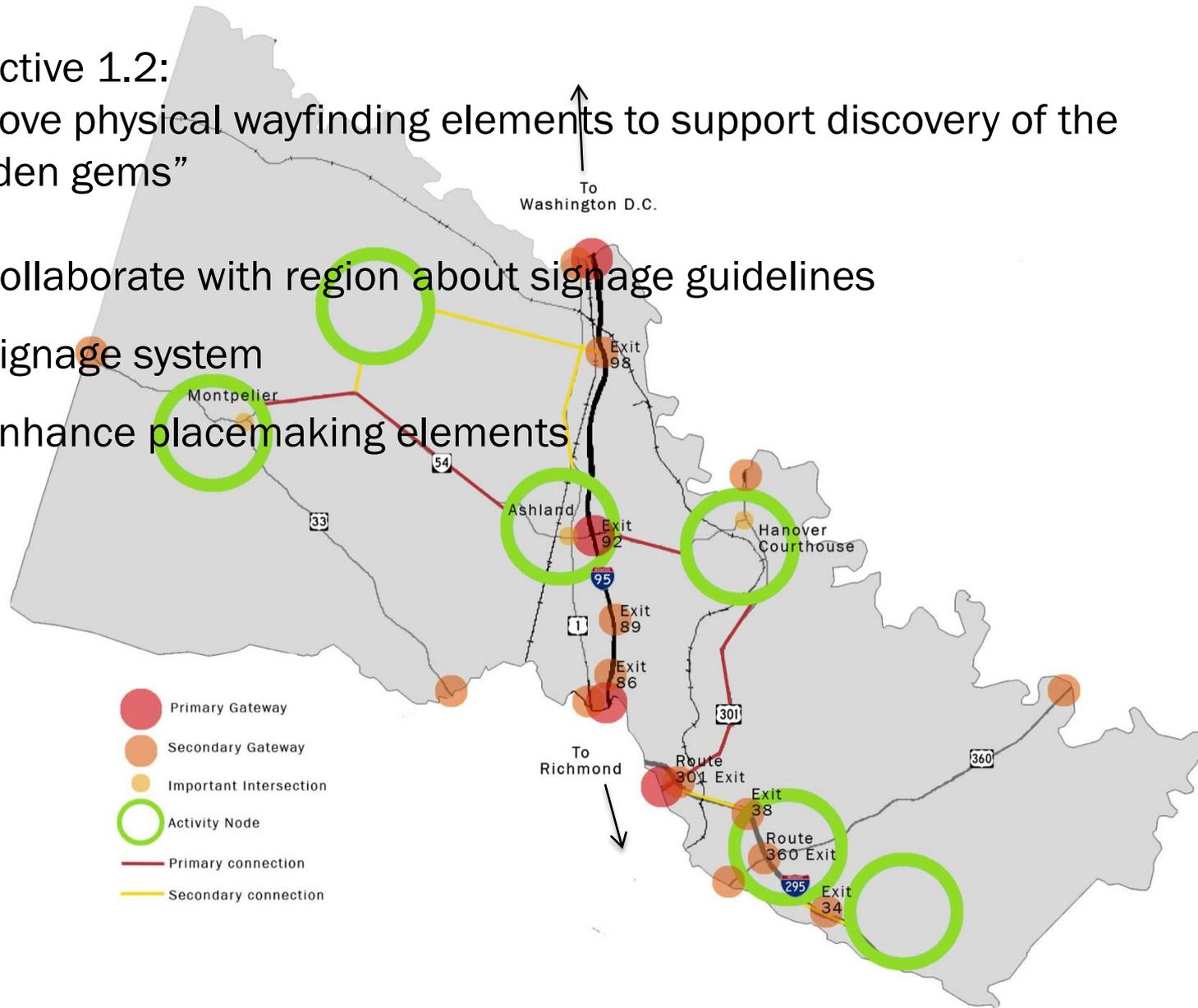


Connections: Spatial

Objective 1.2:

Improve physical wayfinding elements to support discovery of the “hidden gems”

- Collaborate with region about signage guidelines
- Signage system
- Enhance placemaking elements



Wayfinding Signage



Connections: Spatial



Primary
Gateway Sign

Vehicular
Directional
Sign

Vehicular
Directional
Sign

Connections: Spatial



Pedestrian
Directional
Sign

Pedestrian
Informational
Sign

Connections: Spatial



Placemaking: Route 301 Gateway

Connections: Spatial



Placemaking: Route 1 Gateway

Goal 2: Enhance the organizational capacity
and collaboration between tourism
stakeholders

Objective 2.1

Explore the potential for a centralized tourism authority group

- Study

Objective 2.2

Develop new marketing initiatives and partnerships for establishing a cross-promotional approach to encourage visitor exploration

- Tourism packages
- Website & calendar
- Point of contact



Objective 2.5

Involve youth in the development of implementation actions, such as interpretive materials, videos, applications, and other components

- Further existing efforts
- New opportunities for youth



Goal 3: Increase visibility of heritage assets by establishing a sense of place.

Objective 3.1

Coordinate wayfinding and tourism tools through regional branding

- Information hubs
- Technology wayfinding tools
- Education & professional development+



Connections: Promotional



Placemaking: Ashland Visitor Center

Connections: Promotional

Tourism Education

- I Am Tourism Ambassador Program, Richmond Region Tourism
- Online quizzes
- Networking events
- Presentations
- Peer-to-peer mentoring
- Training for the use mobile and internet technologies
- Workshops for creative promotion
- Certified Tourism Ambassador Program, Tourism Ambassador Institute



Objective 3.3

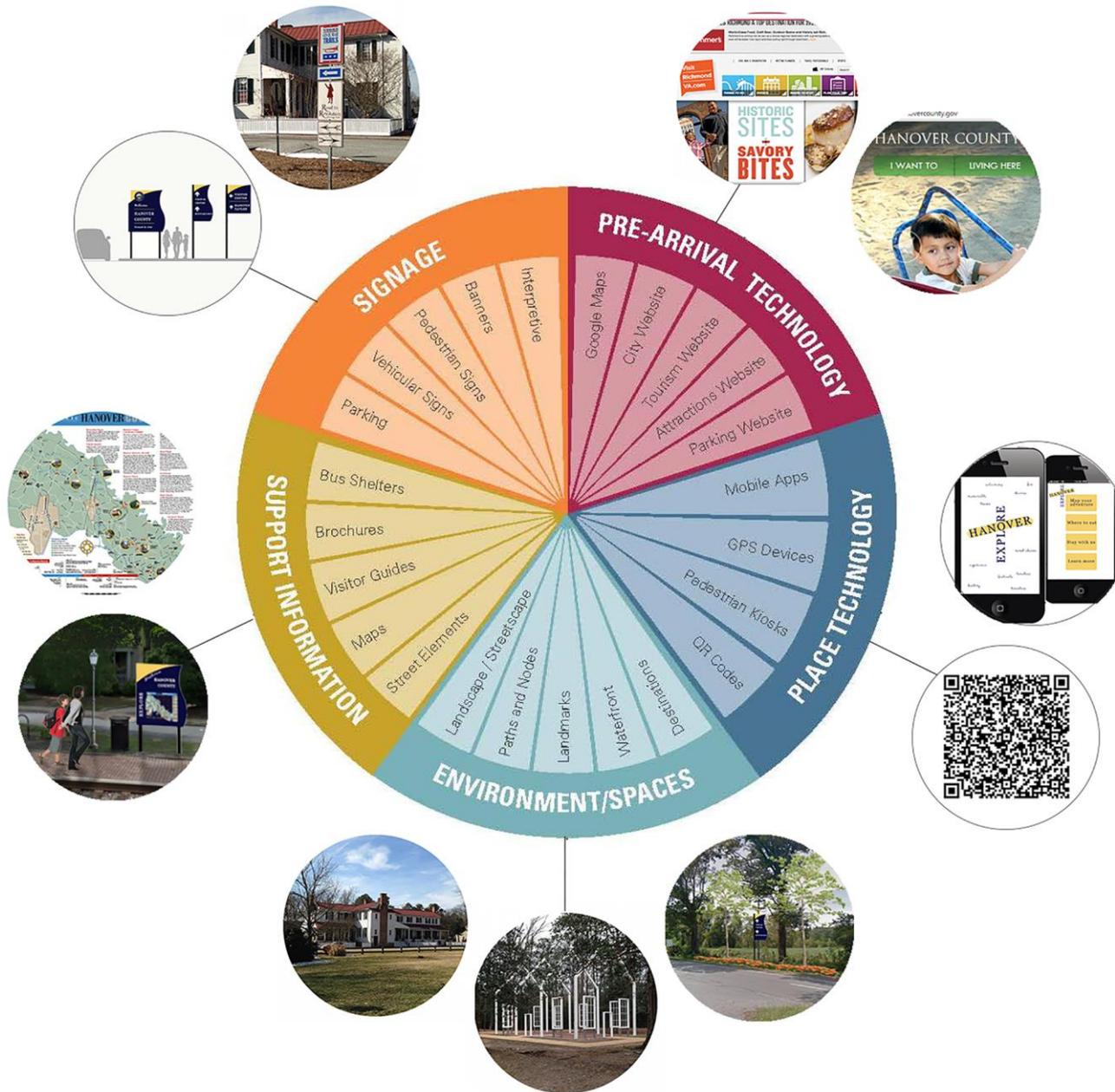
Convey the full range of opportunities in Hanover as a complete vacation package

- Interactive opportunities
- Compliment traditional historic tourism with other attractions or events
- Leverage Hanover's outdoor resources

**BELMONT BUTCHERY'S
BEAST
FEAST**



Conclusion





Thank you.