

Sandestin E-News
Written by the Staff and Volunteers
Sandestin Owners Association
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One Sandestin Districts and Signage

Recent traffic counts indicate that approximately 3.5 million vehicles use our roadways each year. This equates to a significant number of guests, visitors, contractors, delivery vehicles, etc. that get lost trying to reach their destinations. Not only is this frustrating for the people who are lost, it is also inconvenient for homeowners who's roads are more congested, and potentially life-threatening in the case of an emergency. Thus, the One Sandestin Committee made the decision to re-design the sign system with the primary goal of helping people reach their destinations as efficiently as possible.

During the initial planning stages of the One Sandestin project, the existing sign system was evaluated throughout the Resort. With Sandestin being as large as it is, one of the biggest problems with the existing signs is the amount of information they contain. Some of the signs have too many messages to be read as you are passing by in your vehicle. On the other hand, in many areas of the property it would be extremely difficult to fit enough information on any given sign to indicate all of the possible destinations. As a result, the Committee, with the help of Jones Worley, a sign consulting firm out of Atlanta, developed a hierarchy of information to be conveyed on the signs.

The basic concept of the information hierarchy is to direct people to large areas of the property first. Once in these areas, known as districts, people will be directed to more specific locations within the districts. Thus, as you get closer to your destination, the information on the signs gets more specific. This greatly reduces the amount of information needed on many of the signs throughout the property.

In order to achieve this hierarchy, the resort was divided into the following five districts:

1. Beachside – all property south of Highway 98
2. Bayside – all property along the Sandestin Blvd North / Audubon Drive loop
3. Village – all property along Blue Heron Drive and the west side of the Baytowne Loop from Blue Heron Drive to Club Drive
4. Lakeside – all property on the east side of the Baytowne Loop from Blue Heron Drive to Club Drive
5. Burnt Pine – all property north of the Club Drive guard house

The districts were each assigned a color to help people distinguish between them. The signs within each district will reflect the district color and will also contain the district name in the header of the sign. The attached map illustrates the five districts. District colors are as follows:

1. Beachside – Yellow
2. Bayside – Purple
3. Village – Blue
4. Lakeside – Green
5. Burnt Pine – Burnt Sienna