PRINCIPLES AND BENEFITS
OF COMMUNITY WAYFINDING

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WHAT IS WAYFINDING?

“What wayfinding encompasses all of the ways in which people orient themselves in physical space and navigate from place to place.”

The basic process of wayfinding involves four stages:

- **Orientation** is the attempt to determine one’s location, in relation to objects that may be nearby and the desired destination.

- **Route Decision** is the selection of a course of direction to the destination.

- **Route Monitoring** is checking to make sure that the selected route is heading towards to the destination.

- **Destination Recognition** is when the destination is recognized.
WAYFINDING

Destinations/Assets

Users/Modalities

Scalability/Phasing

Sequencing

Branding/Logos

Region/History

NEW MEXICO MAINSTREET
FEBRUARY 20, 2015
New Mexico MainStreet Communities - Before you sign: IDENTIFY YOUR DESTINATIONS/ASSETS

Albuquerque – Downtown  
Albuquerque – Barelas  
Albuquerque – Nob Hill  
Artesia  
Belen  
Carlsbad  
Clayton  
Clovis  
Corrales  
Deming  
Farmington  
Gallup  
Grants  
Harding County  

Las Cruces  
Las Vegas  
Los Alamos  
Lovingston  
Portales  
Raton  
Roswell  
Silver City  
South Valley  
Truth or Consequences  
Taos  
Tucumcari  
Pueblo of Zuni
Wayfinding Strategy

1. Address Pedestrian information needs
   An informed pedestrian is comfortable, confident, and ready to explore.

2. Streamline Vehicular wayfinding
   Focus on the essentials: get visitors quickly to parking so they can start enjoying Alexandria on foot.

3. Address visitor & community needs
   Community destinations are many & far reaching; vehicular signs should account for both groups in a unified design standard.

4. Define/direct to districts past Old Town
   Identifiable districts give visitors more to explore; plus they make wayfinding easier by creating "bite-size" sections of the city.

Mapping a Hierarchy of Destinations

Tier A – Old Town*
  - Courthouses & municipal buildings

Tier B – City Court
  - City Hall
  - Court House Square
  - U.S. Bankruptcy Court
  - U.S. District Court

Tier C – Animal Shelter*
  - DMV*
  - Health Department
  - Human Services
  - Lee Center*
  - Office of Sheriff Detention Ctr
  - Public Safety Center*
  - Recycling Centers*
  - Senior Services*

Tier D – Minor destination or exclusively civic destination; vehicular directional wayfinding not needed. Pedestrian wayfinding is optional. Still may be identified on map or at site.

* indicates destinations scheduled to be included on vehicular directionals

A small-group based work session with the Stakeholder Advisory Group resulted in a comprehensive list of destinations in major categories which were deemed appropriate to include in the wayfinding program. This list was further refined into separate tiers of priority, with distinctions among them as noted at right.

Prioritizing destinations is particularly important for vehicular wayfinding signs, where space is at a premium on each sign, and signs are located based on an overall circulation strategy so that routes are efficient and total number of signs is kept in check. (See page 90-91 for more on the system circulation strategy.)

Through the course of the circulation study & programming of sign messages, not all destinations originally identified by the SAG actually appear on vehicular directional signs in the proposed program. However, they may still appear on pedestrian signs and maps.
How USERS understand their surroundings

LANDMARKS: readily identifiable objects which serve as external reference points

DISTRICTS: large sections of the city distinguished by some identity or character

NODES: focal points, intersections or loci

EDGES: perceived boundaries such as walls, buildings, and rivers, shorelines

PATHS: the streets, sidewalks, trails, and other channels in which people travel
Wayfinding for multiple types of USERS and MODALITIES

A.01
Primary Destination Signage

B.01
Secondary Destination Signage

C.01
Tertiary Signage

D.01
Destination Signage

+18'-0"
+12'-0"
+10'-0"
+8'-0"
+6'-0"
+4'-0"
+2'-0"
+0'-0" Curb Height
-0'-6" Roadway

Historic Downtown Salida
Hot Springs Pool
Visitor Center
River Walk
Hospital
Salida Mountain Trails
Riverwalk
County Courthouse
Alpine Park
Parking
Airport
Fairview Cemetery
Hot Springs
Aquatic Center
Centennial Park

NO PARKING
STREET
SWEEPING
(ETC)
12"X18"

Whitewater Park & Coors Boat Ramp

© workshop design l.l.c. 2014

NEW MEXICO MAINSTREET
FEBRUARY 20, 2015
Comprehensive Signage Types, but for which USERS?

**Estimated Cost (2009 Dollars)**

**CATALOG OF SIGN TYPES**

- *Wall-Mounted Sign - $3,500*
  - Example Locations: Old Town Square near Bike Library (Walnut and Linden.)
  - Example Locations: near the Colorado State University, Hughes Stadium, Downtown Parking
  - Sign Highlights: Reinforces downtown identity. Encourages walking and links to other area destinations.
  - Provides downtown information and links to surrounding areas and attractions.

- *Parking Garage/Lot Identification and Entry Sign - $7,500*
  - Example Locations: Civic Center Parking Garage, Colorado State University, Hughes Stadium, Downtown Parking
  - Sign Highlights: Identifies a public parking garage or lot entry. Secondarily provides additional directional information.
  - Function: For "Parking" and "Information".

- *Info Kiosk - $22,500*
  - Example Locations: visitor info stations, parks, trails
  - Sign Highlights: Reinforces downtown identity. Encourages walking and links to other area destinations.
  - Provides downtown information and links to surrounding areas and attractions.

- *Parking Lot Exit Sign - $2,000*
  - Example Locations: near intersections of major pedestrian routes and within major pedestrian "hubs" in downtown.
  - Sign Highlights: Provides direction to downtown, the Poudre River, and other trails and attractions.
  - Function: Within a maximum of two blocks distance to a public parking garage or lot.

- *Parking Directional Sign - $2,300*
  - Example Locations: Civic Center Parking Garage (sign in Civic Center Parking Garage)
  - Sign Highlights: The "P" parking symbol is the prominent feature of the sign, with the "Public Parking" message.
  - Function: Provides directions to downtown, the Poudre River, and other trails and attractions.
  - Features: Place the sign in the Civic Center Parking Garage.

- *Parking Lot Identification and Entry Sign - $2,000*
  - Example Locations: near intersections of major pedestrian routes and within major pedestrian "hubs" in downtown.
  - Sign Highlights: Provides direction to downtown, the Poudre River, and other trails and attractions.
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  - Sign Highlights: Provides direction to downtown, the Poudre River, and other trails and attractions.
  - Function: Within a maximum of two blocks distance to a public parking garage or lot.
**Alley Gateway Sign**

**Function**
Identifies enhanced pedestrian alleys, and reinforces downtown identity.

**Sign Highlights**
This sign is intended to be double-sided, with two sign panels sandwiching the open wire mesh panel. The “back side” of the sign can include historic interpretive information and graphics or can include directional information to help orient alley users to which street or major destination they are approaching. The Alley Gateway sign should be mounted so that the lowest element of the sign meets vehicular clearance as determined by the City of Fort Collins’ code. These signs offer a good opportunity for public art to enhance the signs.

**Example Locations**
- Tenney Court entrance to Mountain Ave.
- Trimble Court entrance to College Ave.
- Other alleys in coordination with the alley improvements project.

**Estimated Cost (2009 Dollars)**
$11,000

**Historical Precedent for the Alley Gateway:**
The wooden arch in the photo indicates the entrance to Trimble Court off College Avenue. The date on the arch reads “Oct. 20, 1903.”

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**Downtown Gateway Sign**

**Function**
Defines major entry points into the greater downtown area, and reinforces downtown identity.

**Sign Highlights**
Gateways involve a larger scope beyond this sign system in itself. Therefore, ideas for gateway improvements were not fully resolved as part of this manual. To provide a welcoming gateway that sets the desired tone and denotes the significance of the location, the location should be enhanced through cohesive urban design coordinated with land uses, transportation, landscaping, and lighting as defining elements. Settings for the monument-style sign as shown require significant further work on design plans at each location.

Also, the idea of incorporating public art into the sign system was raised during the process; and one promising role for public art would be to mark downtown gateways. One potential location for art to mark gateways, is the space on traffic signal poles above the signal arms (lower right photo). This is one location where downtown identity could be established without requiring land area, structures, landscaping, irrigation, etc. The idea of integrating public art is further explained in Appendix C: Public Art.

**Downtown Gateway Monument-style Sign**
Each gateway can and should be distinct, designed for each site’s unique setting and constraints. However, the sign system’s materials, colors, and fonts as shown should be conveyed in any gateway sign for a unifying identity. Gateway signs and/or art should convey a simple message – “This is Downtown Fort Collins.”

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**Signage Hierarchy + Sequencing (Where to start?)**

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Outside Downtown
- “Fort Collins” Identification Sign on I-25 and Hwy 287
- “Downtown Fort Collins” or “Historic Downtown” Identification Sign on I-25 and Hwy 287
- “Services and Facilities” Identification Signs at Exits on I-25
- “Downtown Fort Collins” and “Colorado State University” Directional Sign on Hwy 14/Mulberry and Prospect
- “Welcome to Fort Collins” at City Limits, Where Appropriate

Within Downtown
- “Downtown Gateway” and/or “Downtown and Destinations and Attractions” Directional Signs
- “P” Parking Directional Signs
- “Downtown and Destinations and Attractions” Directional Signs
- “Parking Garage or Lot Name” Entry Signs
- “You Are Here” Informational Maps and Signs
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Wayfinding Planning of City Gateways (Early SEQUENCING)

CIRCULATION AND WAYFINDING

- ONE-WAY STREET
- TWO-WAY STREET
- PRIMARY GATEWAY (SIGNAGE, LANDSCAPING, SPECIAL PAVING)
- SECONDARY GATEWAY
- WAYFINDING
- KIOSK
Gateway + Monument Examples

Phoenix, AZ
Wayfinding Signage Design Concept

Design Inspiration
The wayfinding signage design needs to be inspired by the local character of Trinidad. The inspiration comes from elements that define Trinidad's character. The design should be influenced through the selection of materials, such as stone, metals and other items, and by colors found in the built and natural environment. The following images are local elements both built and natural that embody Trinidad's character, and is the inspiration for the materials and colors selected for the wayfinding signage.

Simpson's Rest - natural stone colors
View from Simpson's Rest - natural landscape colors
Fisher's Peak is a prominent landform that helps identify Trinidad to residents and visitors
Color palette drawn from local colors
Trinidad brick paver color tones

Recommended Sign Message Schedule

1. Gateway
   Primary Gateway
   Secondary Gateway

2. Directional
   Primary Directional
   Secondary Directional
   Tertiary Directional

3. Identification

4. Informational
   Visitor Orientation Map - Large
   Interpretive Signage Plate Replacement - Small
   Informational Touch Screen

Example Image

Trinidad Wayfinding Signage Plan
Trinidad, CO
July, 2011
Trail Markers and Information Kiosks: The plan calls out a number of pedestrian signs. The same approach of embellishment or landmarks can be applied to this class of signs.

Embellishment of the Markers and Kiosks: Artists can be engaged to create insets for the standard forms that will make each one unique and identifiable. The purpose is not mere decoration, but to add a level of detail that makes each sign into a place maker.

Trail Markers as Landmarks: As with the alleyways, the alternative is to expand the notion of trail markers and kiosks to include landmark pieces, and engage artists to create sculptural works that delineate the path system.

Sculptural Landmarks as Gateways: In lieu of a sign, it is possible to create a series of sculptural pieces that define the entrance into downtown. These pieces could occur in the median (see the slender piece by Grygutis below). Alternately, these pieces can inhabit the space above, attached to the light pole (see the Night Critters images below). Both of these examples use light to add an element of surprise and richness for added nighttime orientation and interest.

Conclusion: The current signage plan does much to address the need for a unified look to the navigation system of roadways, parking and pedestrian routes. That plan relies on text, form and color to signal to visitors where to look for information. This integrated art plan takes a different approach to provide other options for wayfinding. The cornerstone of the art plan is the notion that people need both a consistent set of standards (as described in the signage program) as well as a set of unique experiences that allow them to identify and remember important places. The urban landscape is filled with text. Artful elements, placed with purpose and clarity can help cut through the textual clutter and create memorable landscapes that are easy to navigate.

Next Steps: A review of both plans is in order to decide how the strategies can best be combined to meet the goals of the wayfinding program. If integrated art elements are to be included, a budget for each phase must be established and then a scope of work outlining the creative possibilities and constraints needs to be written. Artists can be contracted through an RFQ or an invitation process to create imagery to be integrated into the sign program or to produce standalone sculptural elements.

REGIONAL Inspiration: Iconic Paths & Distinctive Districting

Downtown Fort Collins Wayfinding Sign System Manual
Fort Collins, CO
December 9, 2009
district-related sign elements are shown on the within each district, as well as on kiosks. Examples of which will appear on top of vehicular directional signs a "header panel" has been developed for each district, districts do not always have clear boundaries. Second, tive welcome to visitors, while also acknowledging that identification signs will be located either in the heart district identity through two means. First, district The design team adopted a strategy of reinforcing with City review.

The Stakeholder Advisory Group developed criteria to identify and highlight the unique districts in the City. One of the objectives of the Wayfinding program was to determine which districts would be identified, with City review. As new districts that meet the criteria emerge, particularly in the West End, they can be integrated into the program with City review. Historic Districts have Distinction In the future, as new districts that meet the criteria emerge, particularly in the West End, they can be integrated into the program with City review.

While it does have the distinction of being a National Historic Register District, it does not yet as well. While it does have the distinction of being a National Historic Register District, it does not yet...
Interpretive Signage can tell an unseen/unknown story
Iconic BRANDING Adapted to Signage

Directional Signs: The directional signs should incorporate a color palette to reflect different destinations (e.g., green = Depot District, purple = arts). These wayfinding signs would be located throughout the Downtown District.

Examples of other icons that can be incorporated into the visitor wayfinding system.

Colored steel tube column

Large icon symbol - destination point

List of destination points, with icon and general direction

Located at the bottom is a mural, reinforcing the image of Tucumcari as an arts community.

Pedestrian kiosks provide an overview of the Downtown District and the various destinations of interest.

Steel colored tube column

Iconic wind blades

Map of Downtown Tucumcari (side 1)
Map of Regional Context (side 2)
Destination located on map of Downtown
List of destinations with representative icon
BRANDING/LOGOS: From Public to Private Realms

City of Phoenix

Phoenix, AZ
Rehearsing the BRAND and PHASING: Blue Trail Wayfinding Map

Follow THE TAOS BLUE TRAIL to Explore Taos of Yesterday and Today

MUSEUMS
6. E.L. Blumenschein House
7. Harwood Museum of Art
11. Governor Charles Bent House
13. Taos Art Museum at Fechin House
18. Kit Carson Home & Museum
23. Millicent Rogers Museum
24. Hacienda de los Martinez

HISTORIC BUILDINGS
1. Taos Plaza
2. Hotel La Fonda de Taos
3. Old County Courthouse
4. Our Lady of Guadalupe Church
5. Guadalupe Plaza and Santistevan House
8. Padre Martinez House
9. La Loma Plaza
10. Long John Dunn House
12. Bert Phillips House
14. Arthur Manby House
15. The Historic Taos Inn
16. El Rincon Trading Post
17. Walter Ufer Studio
19. Luna Chapel and Sharp Studio
20. Eanger Irving Couse House
21. Mabel Dodge Luhan House
22. Victor Higgins House

NOTEWORTHY SITES
A. Farmers Market (Sat., 9-1pm)
B. Kit Carson Park & Cemetery
C. Location of original
   Our Lady of Guadalupe Church
D. Taos Community Auditorium
E. First Presbyterian Church
F. R.C. Gorman Home

OFF THE MAP
San Francisco de Asís Church
Taos Pueblo
Arroyo Seco

Find Art Events at TAOS.org/fall2013
Rehearsing the BRAND and PHASING: Blue Trail Wayfinding

Taos Blue Trail, 2013
Temporary, painted 1.8 miles long trail connecting 18 historic Taos landmarks, 7 historic neighborhoods, and many points of interest

Taos Blue Trail, 2012
One day Quick Draw Event by Taos Center for the Art using 1.3 miles of blue duct tape. Tape was removed at the end of the day
SCALABILITY / PHASING: Campus Master Sign Location Plan

St. John’s College Wayfinding
Santa Fe, NM

MESSAGE SCHEDULE:
A1.1: STUDENTS’ COLLEGE (Learning)
A1.2: Student Activity Center
A1.3: Health Services
A1.4: Conference Services
C1.1: Library
C1.2: Business Services
C1.3: Finance Office
C1.4: Business Office
C1.5: Executive Office
C1.6: Technology Services
C1.7: Technology Assistance
C1.8: President Office
C1.9: President Office
C1.10: Office Services
C1.11: Student Services
C1.12: Student Services
C1.13: [Building Name]
C1.14: [Building Name]
C1.15: [Building Name]

PLEASE NOTE: Sign location numbers are approximate and not final. All signage is subject to revision.

NEW MEXICO MAINSTREET
FEBRUARY 20, 2015
EXTerior sIgn PrOGRAM
Signage Standards Manual

75% Complete Draft for Review
June 6, 2006

Design Workshop

ABCDEFHJKLNMNOPQRSTUVWXYZ
abcdefghijkmn
opqrstuvwxyz
1234567890

Note: Color variation on layers is shown for clarity only. The entire assembly to be one color as indicated on page 19.

Note: All dimensions vary per sign type.

Typical Sign Post and Panel Attachment Details

STOP

15

For the sign height above the sign post, add the sign height into the sign post dimension area.

 homeowners, others) or non-functional signage. For body text, upper and lower case is preferred. No other alternate fonts are permitted.

The typography shall never be distorted to fit within a particular size or format. Letter spacing and line spacing shall always comply with examples shown in this manual.

Note: All dimensions vary per sign type.

Typical Sign Post and Panel Attachment Details

Stop

15
SCALABILITY / PHASING of Signage

St. John’s College Wayfinding
Santa Fe, NM

NEW MEXICO MAINSTREET
FEBRUARY 20, 2015

WEIGLE HALL
- Admissions
- Administration

FINE ARTS BUILDING
- Bookstore
- Switchboard
- Security

MEEM LIBRARY
- Lower Dorms
- Conference Services
- Health Services

PETE RSON STUDENT CENTER
- Student Activity Center

EVANS SCIENCE LAB
- Upper Dorms
- Charter
- Higher Suites
- Higher Arts

SANTA FE HALL
- Facilities & Operations

St. John’s College
Campus Map

Welcome to ST JOHN’S COLLEGE

STUDENT Parking Only
Las Vegas Bridge Street Wayfinding and Streetscapes Charrette, December 6-7, 2014
1 Day Charrette w/NM MainStreet, City of Las Vegas, Allan Affeldt, UNM Students, Surroundings
City Context Plan: Destinations + Sequencing + Users

Las Vegas Wayfinding Charrette
December 6-7, 2014
Railyard Streetscapes: It’s not just about signs.
Las Vegas Plaza Streetscapes: Capturing the car and energizing the street

Las Vegas Wayfinding Charrette
December 6-7, 2014
SUMMARY QUESTIONS to ask your community

1. What are the main DESTINATIONS/ASSETS and why?
2. Who are your primary USERS?
3. What is the SEQUENCING and HOW do people arrive?
4. What inspires the REGIONAL BRAND and CITY SYMBOL/LOGO?
5. How can the wayfinding system be SCALED or PHASED dependent on capital outlay for a community?
6. How will the system be MAINTAINED or CHANGED in the future?

MORE QUESTIONS?

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