

URS-Toledo Gateway // Project Framework

Wayfinding Analysis, Plan and Conceptual Design
UPDATED February 2014

PREPARED BY



STUDIO GRAPHIQUE ■ *design with direction*

FRAMEWORK NARRATIVE

In recent years, the City of Toledo – has undergone significant redevelopment within their Downtown. Featuring a diverse range of assets, from its locale along the Maumee River, to its Fine Arts offerings and expanding Public Art scene, to their solidly popular professional sports teams and facilities, this manageable and walkable Downtown is lacking connection – Connection between their visitors and their assets and connection to their identity.

Through the Anthony Wayne Trail Gateway reconstruction project, we have investigated and set-up an approach to developing a Comprehensive Wayfinding System that will facilitate navigation to and around Toledo's Downtown. This signage & wayfinding program will greatly enhance visitor experience by providing clear, concise information and directions that make navigation easy and enjoyable. These efforts also provide an opportunity to tell stories and change the perception of the Downtown.

Documented throughout the following pages is what we call the PRELIMINARY Signage & Wayfinding Framework. The wayfinding planning process always begins with an exploratory phase; Studio Graphique utilizes tools such as site visits, surveys, public meetings and brainstorm sessions to garner important information and establish the 'whys & hows' of a community wayfinding program. We also incorporated a PRELIMINARY Conceptual Design exercise to provide a vision for how recommended sign types and navigational elements would represent a sign program for Downtown Toledo. The results of these efforts have been shared with project stakeholders and community members.

Based on these findings, we've developed specific goals and philosophies to guide the development of Downtown Toledo's Wayfinding Program. It will serve as a guideline through the planning, design and implementation process for a Comprehensive Wayfinding System and provides criteria to measure success throughout the project – during development and after implementation.

Why do we need better Downtown Gateways?

Our Core Belief

Because Toledo's evolution into an active, innovative and entertaining urban core should be celebrated and perceived upon entering the city.

How do we make this a reality?

The City of Toledo is committed to investing time and resources toward the following actions:

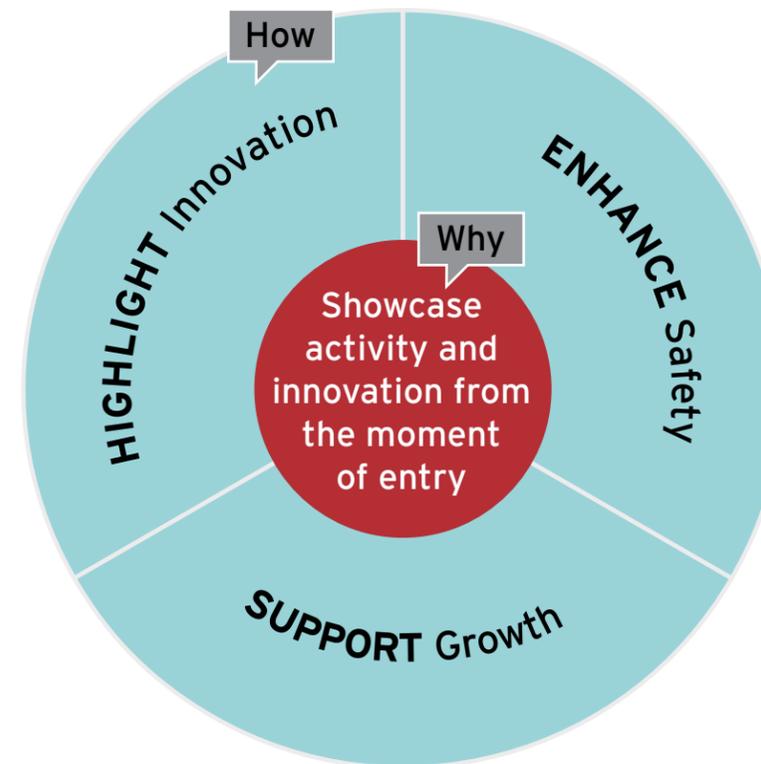
Enhance safety for both vehicles (cars, transit, bikes) and pedestrians through infrastructure changes and upgrades.

Highlight the innovation of Toledo's past, present and future through creative and interpretive storytelling.

Support the growth of the residential and entertainment districts through stronger, more intuitive connectivity within the Downtown.



By starting with this premise, we showcase the changes and growth being experienced by the Downtown and create an catalytic entry environment that draws people (residents and visitors) in.



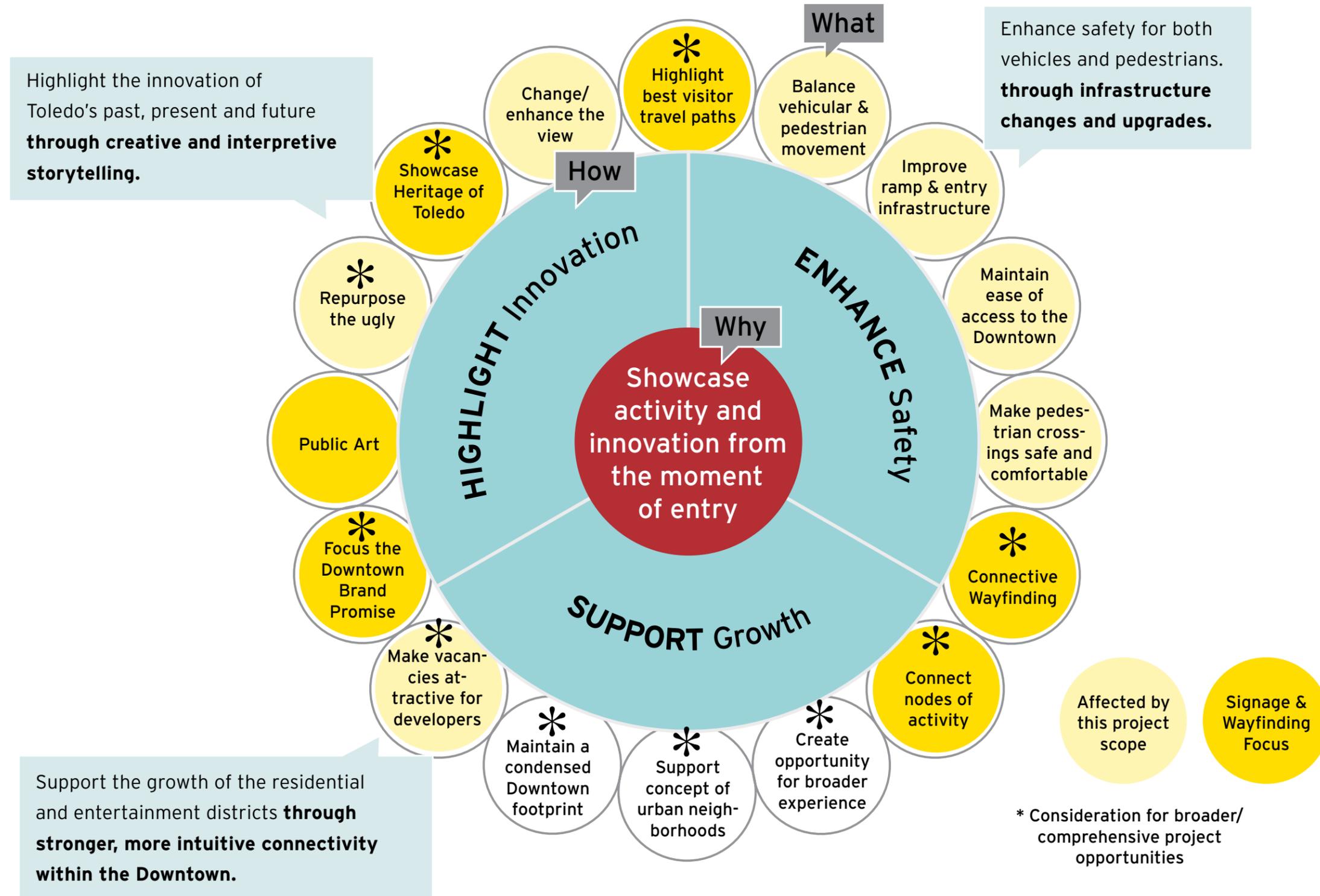
PROJECT GOALS

Change the perception of Downtown Toledo.

SIGNAGE & WAYFINDING GOALS

Based on this initial Gateway to Downtown Toledo, this project will present a sign system framework and conceptual design that can be utilized in other areas of the city.

What do we need to support our core belief?



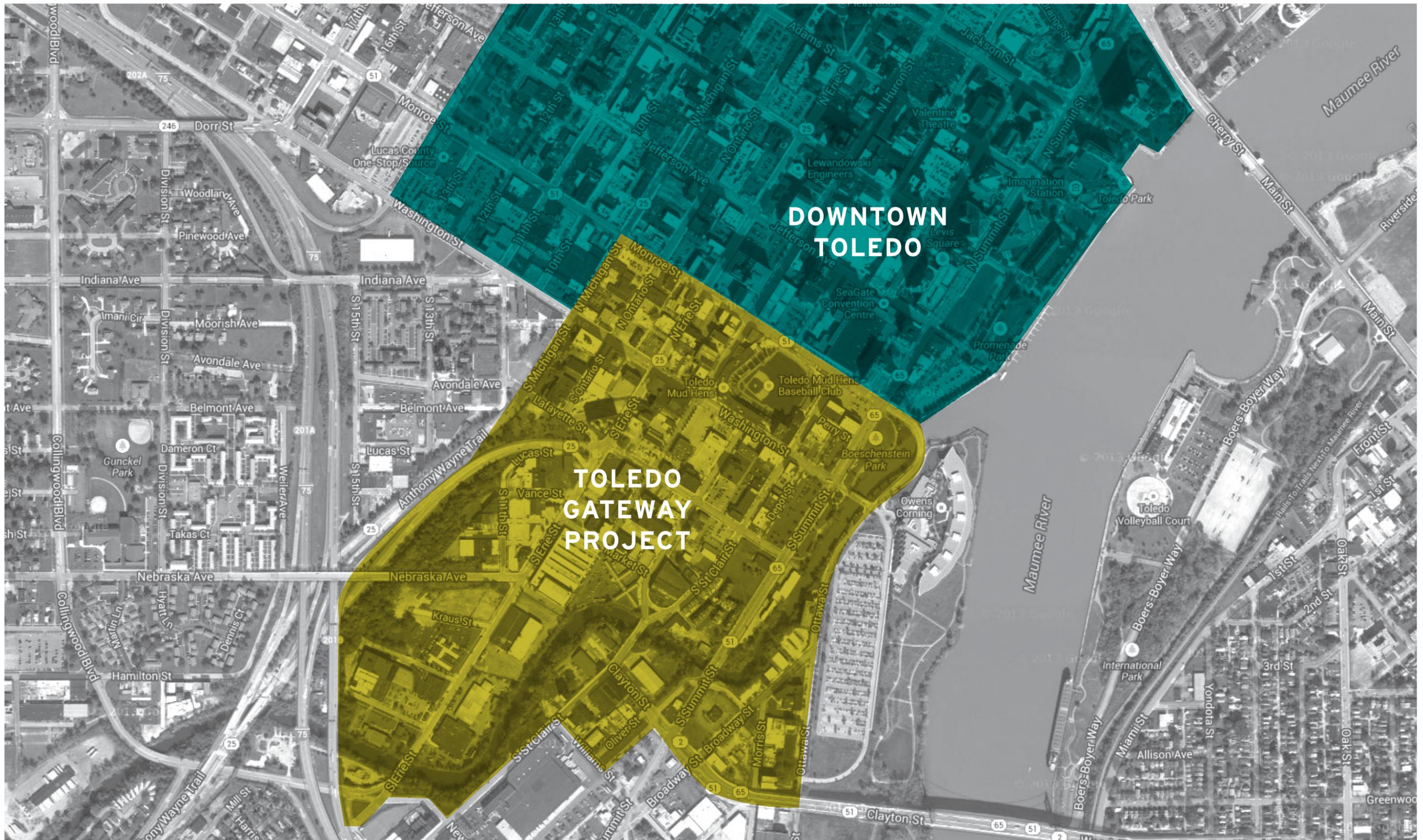
Wayfinding Analysis & Plan

URS-Toledo Gateway // Project Framework

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ANALYSIS // VEHICULAR DECISION POINTS & TRAVEL PATHS: ONE- & TWO-WAY STREETS



PROGRAMMING OBJECTIVES

The Vehicular Wayfinding Program should:

- > **Wayfinding should be based on well-traveled roads that are recognized by GPS devices and major destination directions.**
 - If two paths/directions are available – select the best experience visually to enhance sense of place.
 - Signs should be placed on paths/directions that are selected only. Back roads and short-cuts are for local travelers.
- > **Provide clear, intuitive information and messages with specific directives:**
 - Primary Directive: information for the vehicular traveler to destination specific parking.
 - Secondary Directive: identification for destinations not clearly marked.
- > **Sign Content Policy to be developed to instruct the City on who and what is allowed to be identified on Community Wayfinding signs.**
- > **Community-based Wayfinding program should compliment DOT/MUTCD (Department of Transportation/ Manual for Uniform Transportation Control Devices) required directional, informational and regulatory signage and not confuse or detract from this Federal Standardized sign system.**
- > **Be designed for first time visitors and residents alike. To enhance the sense of place and create a great first impression.**

WAYFINDING PHILOSOPHIES

The WHY & HOW of the Vehicular Wayfinding Program

- > **There are two types of City gateways: jurisdictional and perceived.**
 - A standard jurisdictional marker will be developed. Perceived gateways may call for a stronger contextual solution.
- > **The Downtown announcement is an important introduction to the experience.**
 - Appropriately scaled gateway markers may be introduced as signage, banners, or architectural enhancements.
- > **Community wayfinding signs will be implemented at key decision points and announce only major visitor-based destinations around the City.**
- > **Directional messages will be limited to no more than 4 messages.**
 - A Sign Content Guide will be developed to provide guidelines for who may be identified on vehicular signs.
- > **The primary destination for all vehicular wayfinding is Parking (closest to their destination or “district”).**
 - Upon entry into a district, signs will direct towards public parking; within the Downtown core.
 - Information will be provided directing visitors to parking while also identifying types of parking.
- > **Comprehensive parking lot naming sets up a recognizable system, limits message lengths, and reinforces a unified Downtown Parking experience.**
- > **Nomenclature should be consistent from wayfinding signs down to actual identification at the destination arrival point.**
 - This consistent language should flow down to pedestrian sign systems as well as destination language used by the places and institutions themselves.

DESIGN CRITERIA

- > **USER FRIENDLY** | Text, graphics and mapping is legible and uncomplicated.
- > **AESTHETICS** | Harmonious in all respects, enduring design and appropriate scale.
- > **MAINTAINABLE** | Cleanable, repairable surfaces, information easily changed or added, low maintenance and durable.
- > **VANDAL RESISTANT** | No exposed access points, tamper proof screws and bolts, strong structures that are securely installed.
- > **ORIENTATION** | Signs oriented for the greatest visibility for users. Landscaping and other structures should enhance and not interfere with the visibility of the sign.
- > **CONSISTENCY** | Sign/element design are consistent throughout the sign system and easily recognized as information hubs throughout the City.
- > **SYSTEM** | This program must consider the use of all wayfinding tools and not simply signage.

PROGRAMMING OBJECTIVES

The Pedestrian Wayfinding Program should:

- > **Provide clear, intuitive information and messages:**
 - To pedestrian travelers as they enter/exit parking areas and transit stops.
 - At active decision points within the heavily visited districts and neighborhoods.
 - At points where connectivity is perceived to be limited between districts and neighborhoods.
- > **Be organized to compliment visitor mapping systems.**
 - These mapping systems should be used exclusively by destinations throughout the City.
- > **Be enhanced with the use of technology for both pre-visit and real time GPS/WiFi/Cell based navigation.**
 - Potential uses may include touch screen kiosks, NFC Chips and Microsoft Tag/QR Codes.
- > **Market the assets of the Downtown to aid visitors in discovery, understanding and connection to place at a human scale.**
- > **Allow for a more expansive view of the Downtown Districts while considering connectivity information to neighborhoods and districts beyond.**
- > **Be designed for first time visitors and residents alike. To enhance the sense of place and create a great first impression.**

WAYFINDING PHILOSOPHIES

The WHY & HOW of the Pedestrian Wayfinding Program

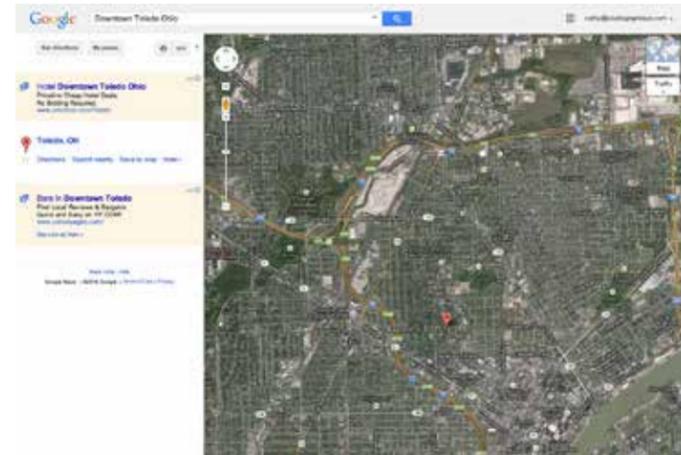
- > **Terminology used within the Wayfinding Program must be simplified for quick and easy recognition.**
 - Selected terminology will be coordinated across all city-wide wayfinding systems for easy understanding and recognition by visitors.
- > **Travel paths to districts and major destinations may not be the shortest or the quickest.**
 - They will be selected to give visitors the best experience navigating the downtown districts.
 - Signage will occur along selected routes at key decision points and stops. Not at every possible route and stop.
 - Safety perception and first impressions will play a role in determining the selected travel paths.
- > **The program will provide orientation within neighborhoods and districts as well as directing to the front door of destinations.**
- > **Include walking distances/time estimates at 5 to 15 minute intervals to clear perceptions that the Downtown is difficult to cross by foot and easily understand the proximity of destinations.**
- > **Will utilize visual cues and landmarks to help visitors orient themselves to their current location.**
 - Memorable landmarks help visitors identify where they are in relation to their environment.
 - Clearly and correctly marked destinations help them see where they need to go.
- > **Installed signage will be placed within eye level for typical pedestrian viewing and along clear site lines where visitors will need to find them.**
 - Considerations for the environment and visual clutter must be considered.

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- > **SYSTEM** | This program must consider the use of all wayfinding tools and not simply signage.

PRE-ARRIVAL PLANNING |

- > Google Maps
- > Downtown Toledo Improvement District website
- > Destination Toledo website
- > GPS Navigation

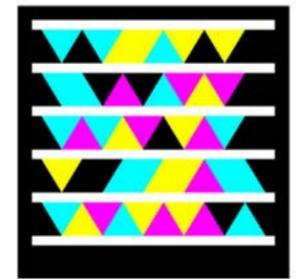


ON STREET TECHNOLOGY |

- > Mobile Apps
- > NFC Chips
- > Microsoft/QR Codes



this is a QR Code, when used it points to: www.crameronline.com



this is a MS Tag, when used it points to: www.crameronline.com

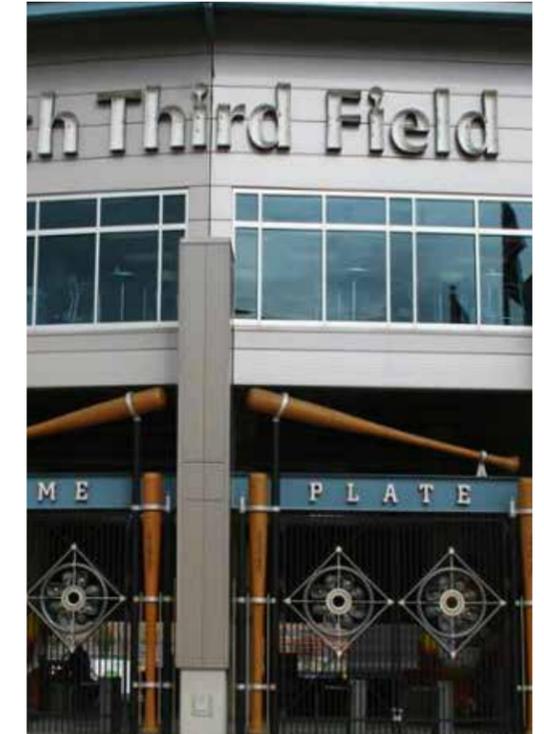
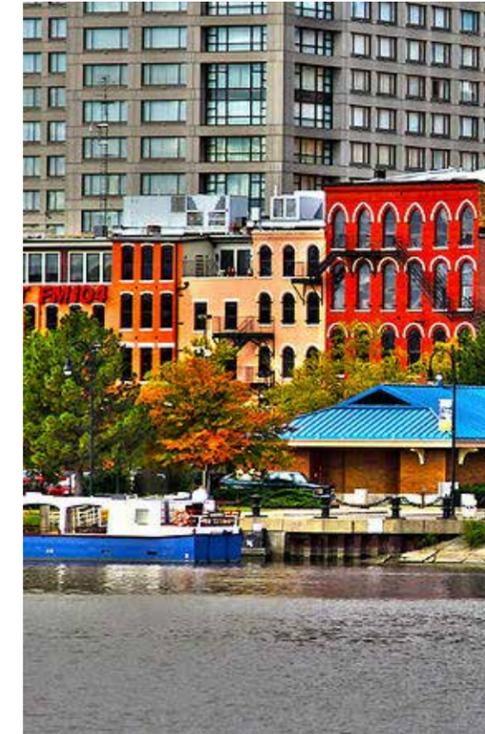
TOOLS |

- > Handheld paper maps
- > Transportation systems



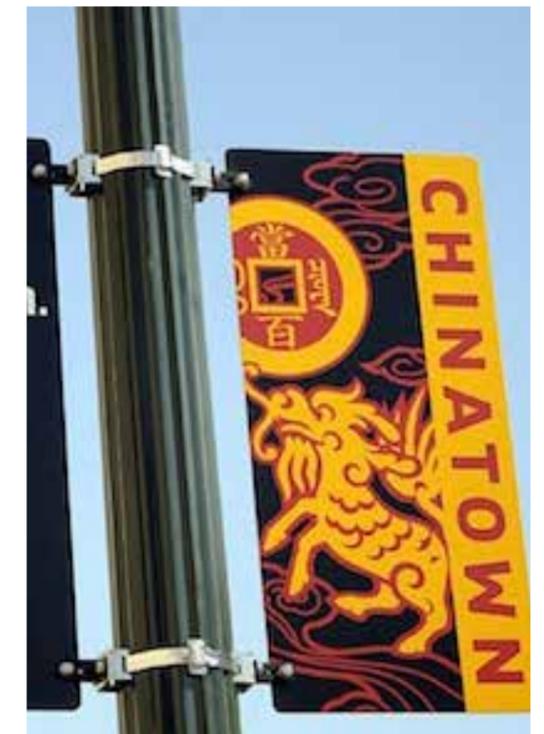
ENVIRONMENT |

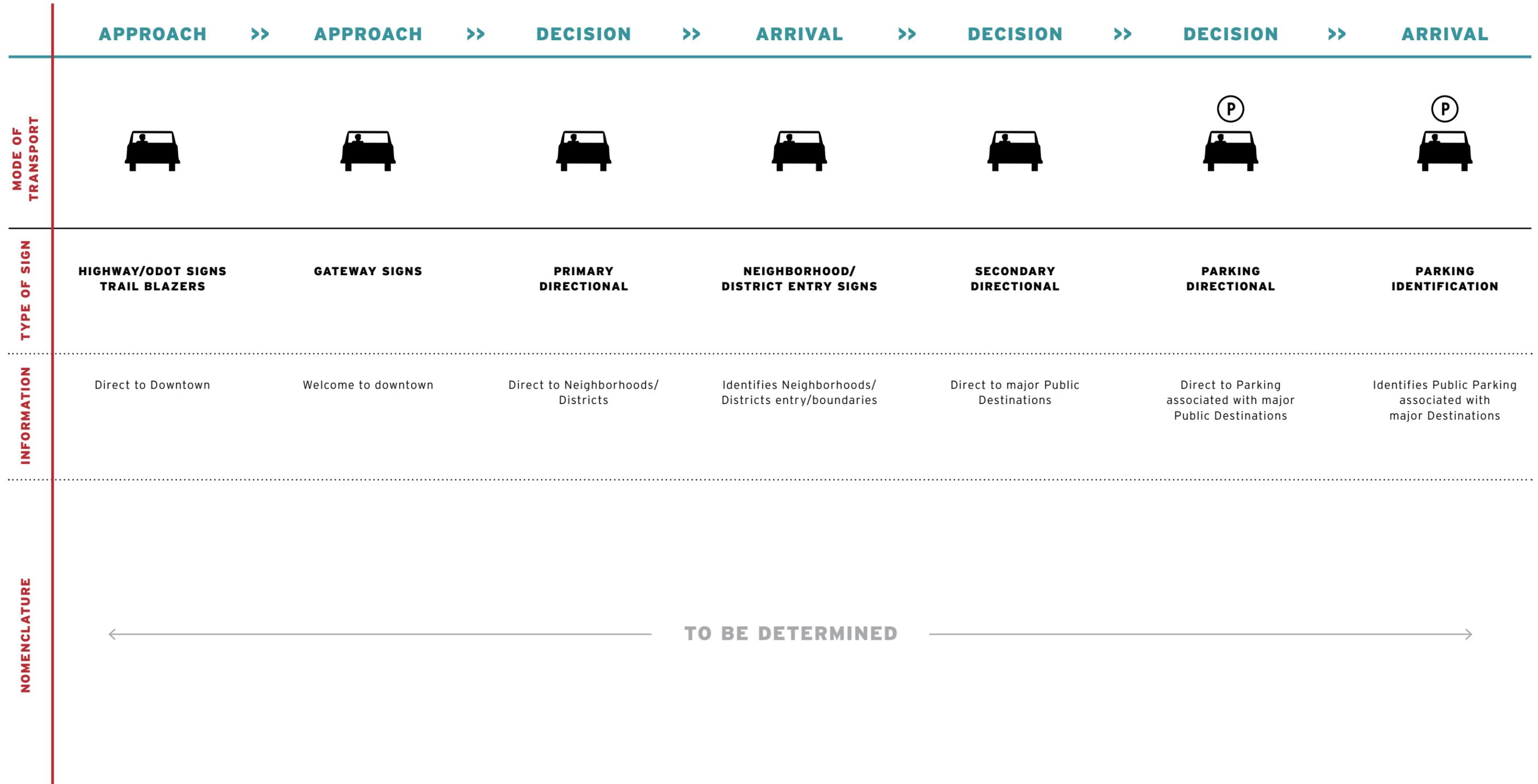
- > Landmarks/Streetscape
- > Architecture
- > Districts/Neighborhoods
- > Paths and Nodes

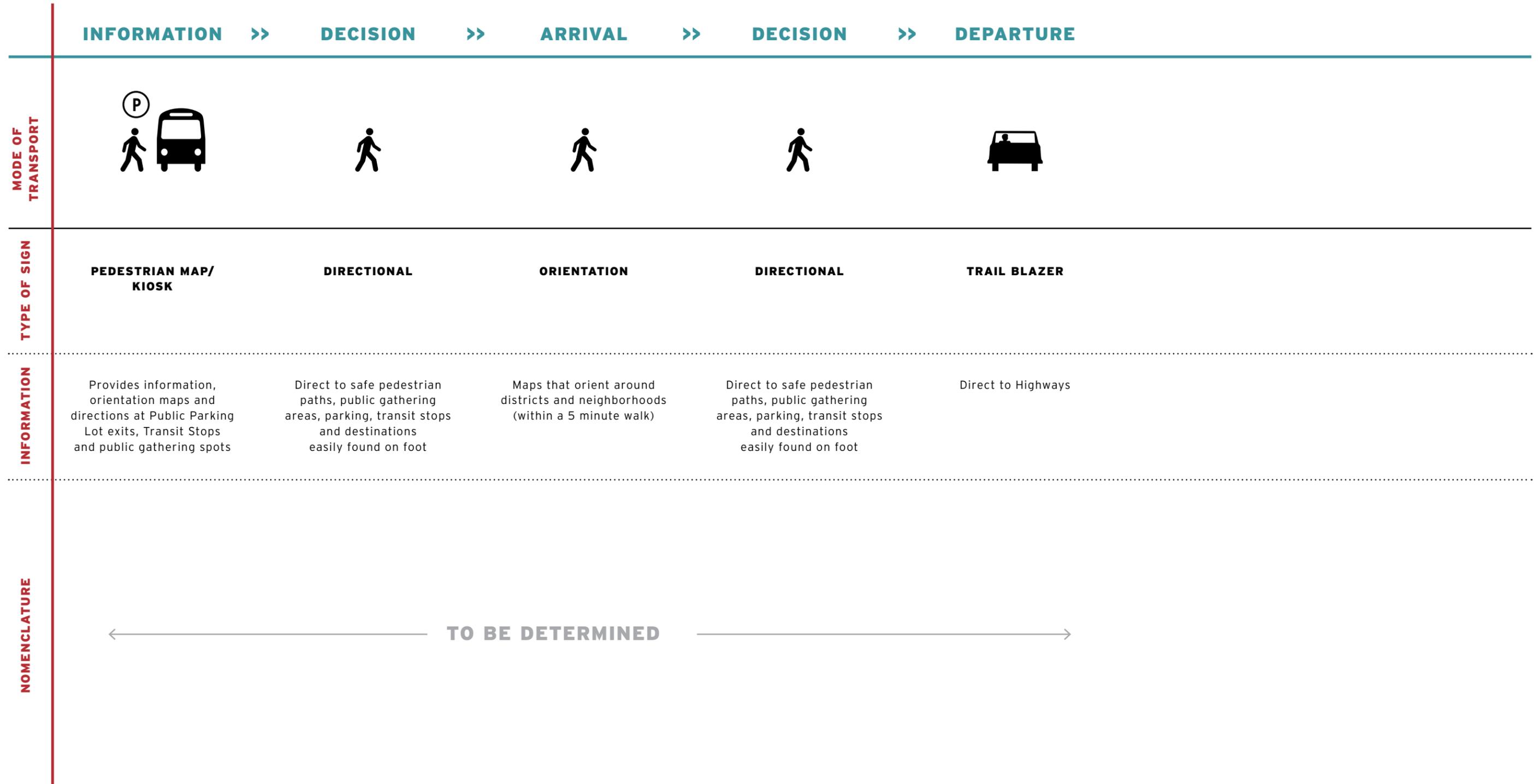


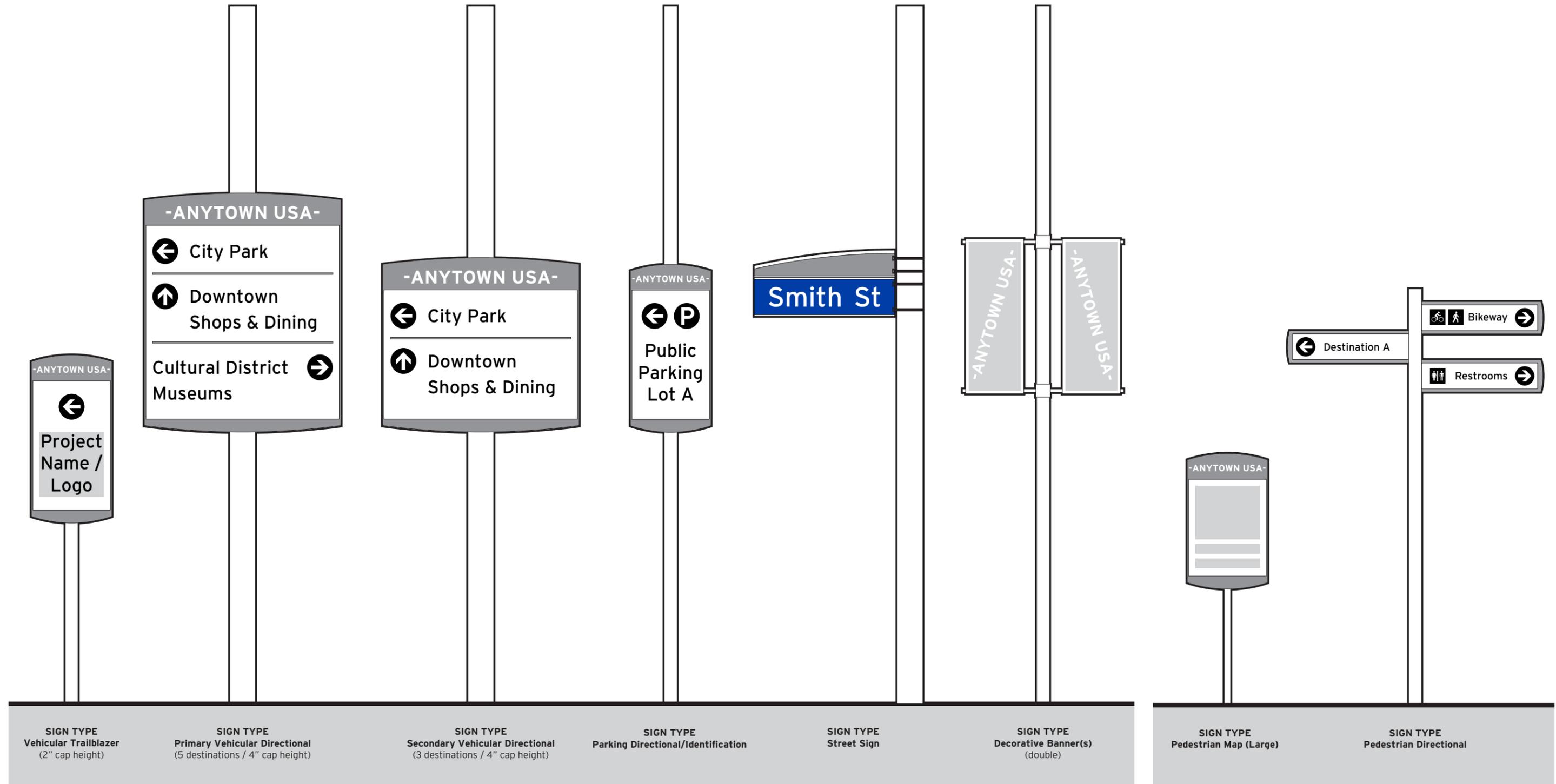
SIGNAGE |

- > Gateway
- > Wayfinding
- > Orientation/Information Kiosks
- > Interpretive/Storytelling
- > Street & District Identification







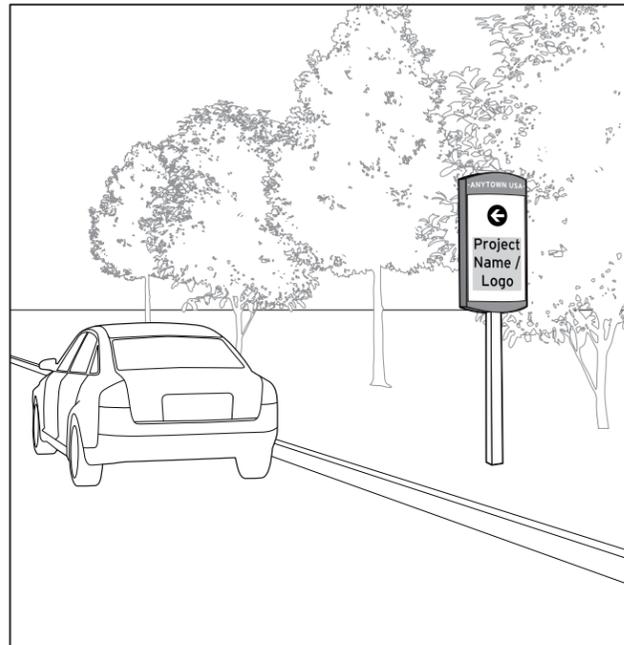


VEHICULAR SIGN FAMILY

PEDESTRIAN SIGNS

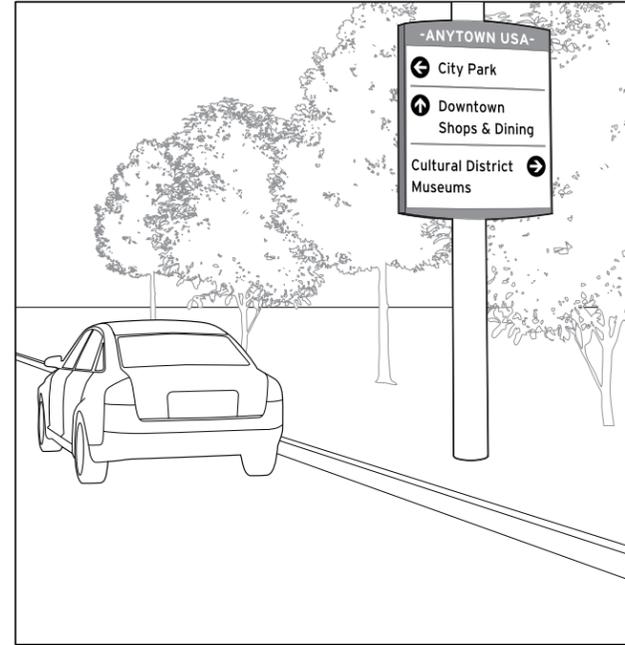
TRAILBLAZER

A trailblazer is a sign featuring a singular direction to one destination. Trailblazer signage is usually installed on the primary roadway(s) that provide the most direct route and in close proximity to the destination.



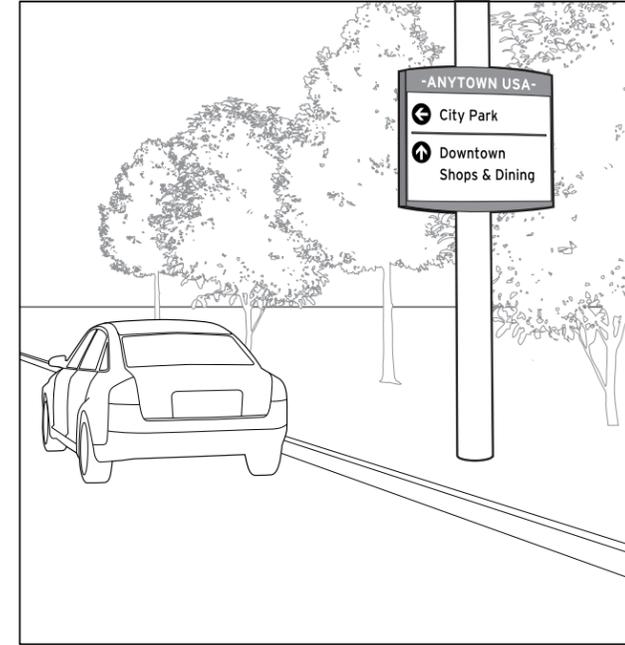
PRIMARY VEHICULAR DIRECTIONAL SIGNS

A sign intended to provide primary directional information. Typically it conveys more than one direction and information is presented sequentially starting with right-turn, left-turn then straight-ahead.



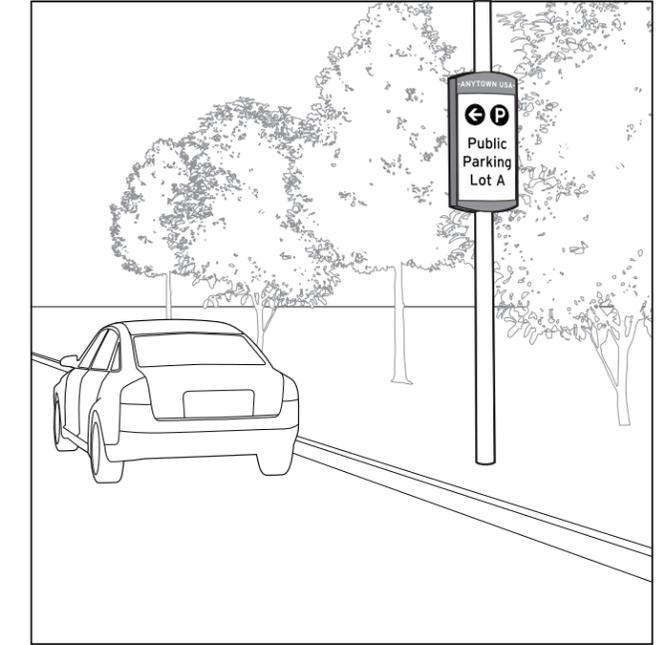
SECONDARY VEHICULAR DIRECTIONAL OR PARKING DIRECTIONAL SIGNS

A sign intended to provide secondary directional information. Typically it conveys more than one direction and information is presented sequentially starting with right-turn, left-turn then straight-ahead.



PARKING IDENTIFICATION SIGNS

A sign intended to identify and direct vehicular traffic to public parking areas.



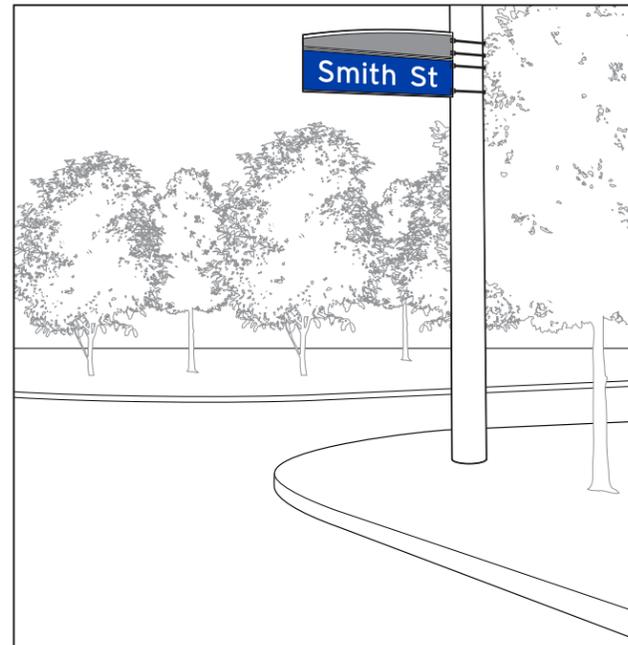
||||||| BANNERS

A sign made of fabric, plastic or other materials which has no enclosing framework. These may be temporary or permanent in intent and are used to provide announcements to entries or boundary identification.



BRANDED STREET SIGNS

A branded element included with the street signs that ties the signs in with the rest of the wayfinding system. The branding element can also be used to identify neighborhoods or districts within a city.



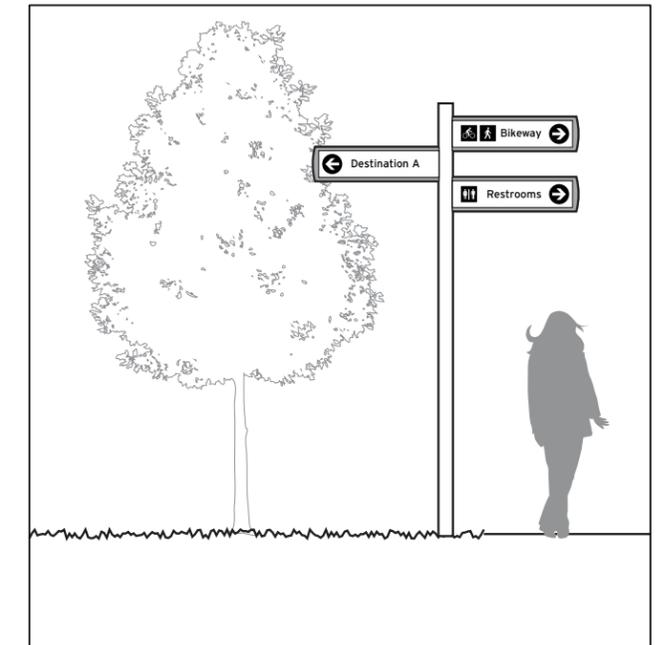
PEDESTRIAN ORIENTATION SIGNS

A smaller-scale sign intended to provide orientation information, including a map of the area.



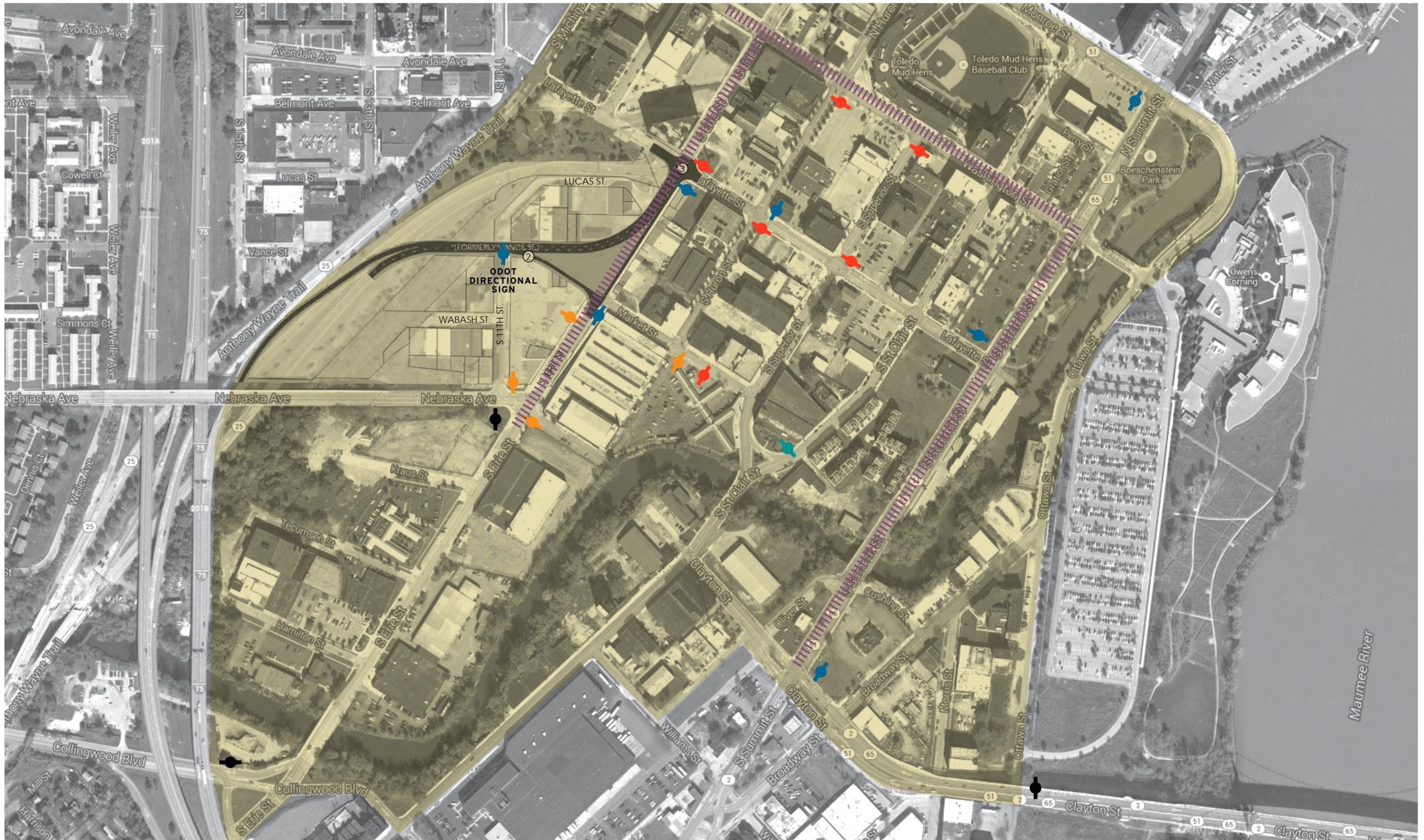
PEDESTRIAN MULTIDIRECTIONAL SIGNS

A smaller-scale sign intended to provide directional information to specific places at a pedestrian level.



PLANNING // SIGN TYPES

	SIGN CODE	SIGNTYPE	INFORMATION	FUNCTION / SITUATION	QTY*	BUDGET*
WAYFINDING						
	A1	Trailblazer	Warehouse District, Downtown Toledo	A trailblazer is a sign featuring a singular direction to one destination. Trailblazer signage is usually installed on the primary roadway(s) that provide the most direct route and in close proximity to the destination.	3	\$2,500
	A2	Primary Vehicular Directional	TBD-Various Warehouse District and Downtown destinations	A sign intended to provide primary directional information. Typically it conveys more than one direction and information is presented sequentially starting with right-turn, left-turn then straight-ahead.	8	\$28,000
	A3	Secondary Vehicular Directional	TBD	A sign intended to provide secondary directional information. Typically it conveys more than one direction and information is presented sequentially starting with right-turn, left-turn then straight-ahead.	2	\$6,000
	A4	Pedestrian Orientation	TBD	A sign that presents a map of the area and orients the visitor from their current location to their final destination.	5	\$20,000
	A5	Pedestrian Directional	TBD	A smaller-scale sign intended to provide directional information to specific places at a pedestrian level.	-	
IDENTIFICATION						
	B1	Gateway	Welcome to Downtown Toledo	Announces arrival to the Downtown at perceived Gateways.	1	\$15,000
	B2	Parking	Parking Identification	Post and panel signs placed at parking lots. Consistent look and feel throughout the City, even with different operators.	4	\$6,000
	B3	Banners	Warehouse District, Downtown, etc.	A sign made of fabric, plastic or other materials which has no enclosing framework. These may be temporary or permanent in intent and are used to provide announcements to entries or boundary identification.	30	\$15,000
	B4	Street Name	TBD	Street name signs to provide neighborhood identification and serve as placemaking elements	30	\$7,500
* PRELIMINARY QUANTITIES ARE BASED ON PRELIMINARY PLANNING - PROGRAMMING AND CONTENT NEEDS FURTHER DEVELOPMENT AND BUDGET PRICING BASED ON HISTORIC DATA						
* PRELIMINARY BUDGET PRICING IS BASED ON HISTORIC DATA FROM PROJECTS OF SIMILAR SCOPE						\$100,000



4-6 MONTHS	3-4 MONTHS	2-4 MONTHS	4-6 MONTHS	4-6 MONTHS
<p>OBJECTIVES</p> <ul style="list-style-type: none"> > IDENTITY/BRAND DEVELOPMENT > DISTRICT NOMENCLATURE STUDY > SIGNAGE CONTENT CRITERIA > FULL DOWNTOWN SIGNAGE AUDIT > STANDARDS COORDINATION WITH CITY, DISTRICTS AND TARTA > LOCATION PLANNING > TECHNOLOGY RESEARCH > IMPLEMENTATION PLANNING > CONCEPTUAL DESIGN RECOMMENDATIONS/SELECTION 	<p>OBJECTIVES</p> <ul style="list-style-type: none"> > DEVELOPMENT OF SELECTED CONCEPT > FURTHER STUDY OF STANDARDS DEVELOPMENT > RESEARCH PERMITTING/REVIEW CRITERIA > BUDGET REVIEW AND REFINEMENT > PROTOTYPE TESTING > CONTENT DEVELOPMENT 	<p>OBJECTIVES</p> <ul style="list-style-type: none"> > DESIGN REVIEW > CITY PLANNING COMMISSION 	<p>OBJECTIVES</p> <ul style="list-style-type: none"> > DESIGN INTENT DOCUMENTATION > PERFORMANCE SPECIFICATION DEVELOPMENT > FINALIZE LOCATION PLANS/ MESSAGE SCHEDULE > PERMIT DOCUMENTATION > UTILITIES COORDINATION > PROJECT BIDDING 	<p>OBJECTIVES</p> <ul style="list-style-type: none"> > FABRICATION OF SIGN PROGRAM > MATERIAL REVIEW > INSTALLATION COORDINATION (OUPS) > MAINTENANCE PROGRAM DEVELOPMENT > INSTALLATION OF PROGRAM
<p>PLANNING/CONCEPTUAL DESIGN</p>	<p>DESIGN DEVELOPMENT</p>	<p>APPROVALS</p>	<p>DOCUMENTATION/BIDDING</p>	<p>FABRICATION/INSTALLATION</p>
<p>STAKEHOLDER INVOLVEMENT</p> <ul style="list-style-type: none"> > CITY OF TOLEDO > DOWNTOWN TOLEDO IMPROVEMENT DISTRICT > LUCAS COUNTY > DESTINATION TOLEDO > THE ARTS COMMISSION > METRO PARKS OF TOLEDO AREA > YMCA AND JCC OF GREATER TOLEDO > TOLEDO MUD HENS/WALLEYE > DOWNTOWN NEIGHBORHOOD/ DISTRICT REPRESENTATIVES 	<p>STAKEHOLDER INVOLVEMENT</p> <ul style="list-style-type: none"> > CITY OF TOLEDO > DOWNTOWN TOLEDO IMPROVEMENT DISTRICT 	<p>STAKEHOLDER INVOLVEMENT</p> <ul style="list-style-type: none"> > CITY OF TOLEDO > DOWNTOWN TOLEDO IMPROVEMENT DISTRICT > LUCAS COUNTY > DESTINATION TOLEDO > THE ARTS COMMISSION > METRO PARKS OF TOLEDO AREA > YMCA AND JCC OF GREATER TOLEDO > TOLEDO MUD HENS/WALLEYE > DOWNTOWN NEIGHBORHOOD/ DISTRICT REPRESENTATIVES 	<p>STAKEHOLDER INVOLVEMENT</p> <ul style="list-style-type: none"> > CITY OF TOLEDO > DOWNTOWN TOLEDO IMPROVEMENT DISTRICT > TOLEDO AREA REGIONAL TRANSIT AUTHORITY > TOLEDO PARKING AUTHORITY 	<p>STAKEHOLDER INVOLVEMENT</p> <ul style="list-style-type: none"> > CITY OF TOLEDO > DOWNTOWN TOLEDO IMPROVEMENT DISTRICT > SELECTED FABRICATION PARTNER

Conceptual Design

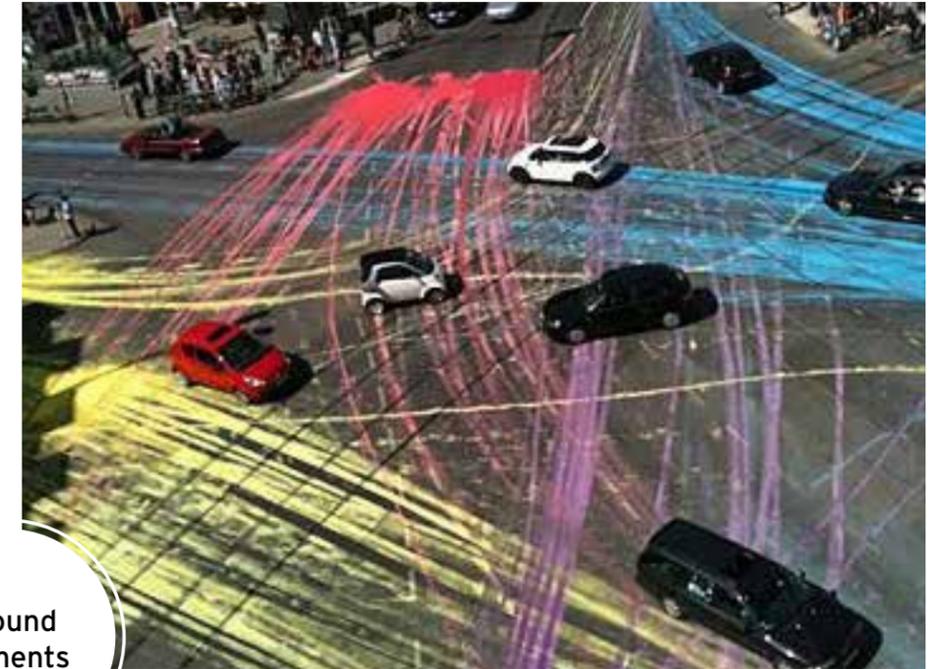
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MOOD BOARD | Toledo Gateway



Ground elements



Vertical placemaking elements



MOOD BOARD | Toledo Gateway



Dallas Design District



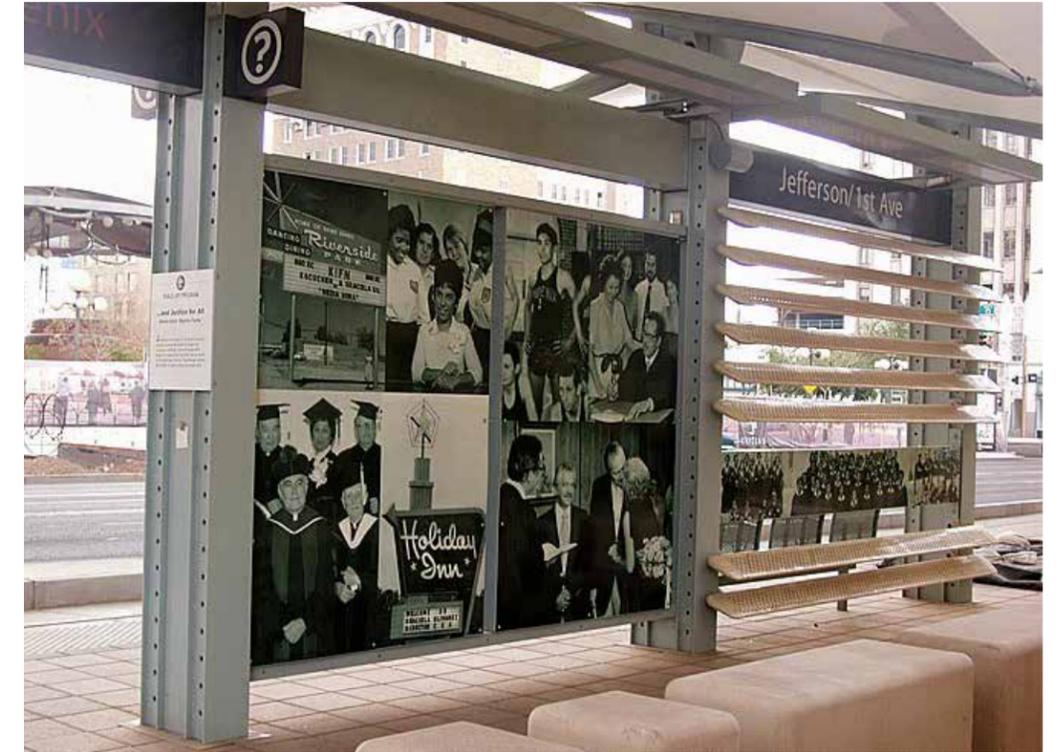
Boundary/
threshold
placemaking
elements



Path
placemaking
elements



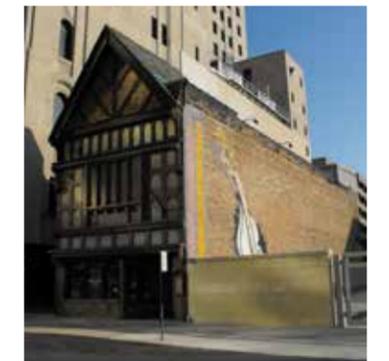
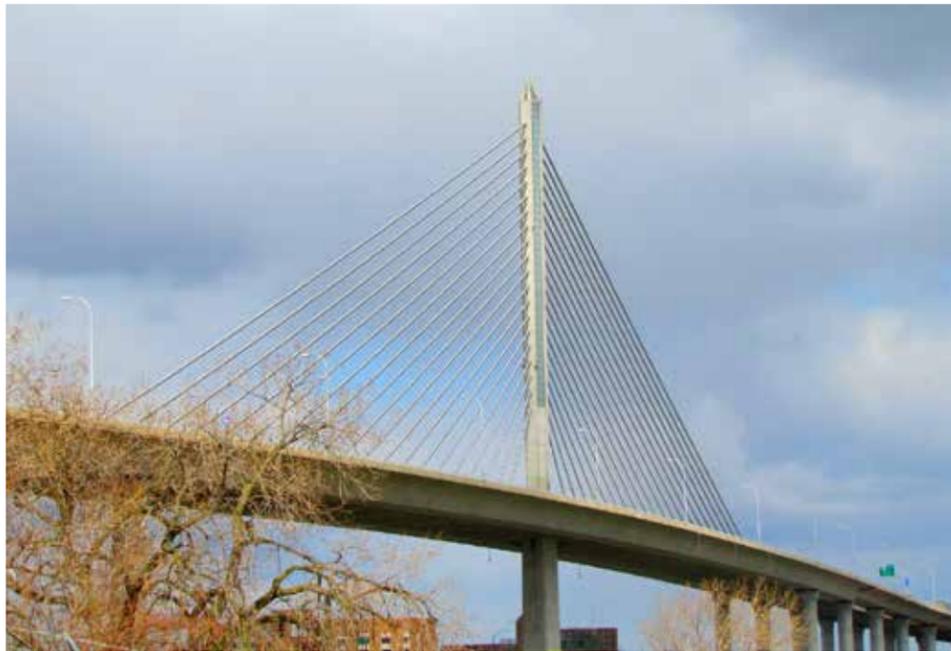
MOOD BOARD | Toledo Gateway



Interpretive signage



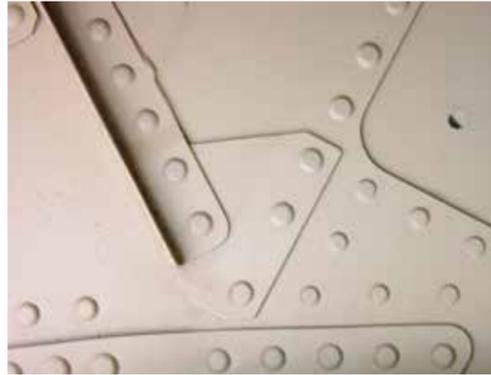
DOWNTOWN TOLEDO







MATERIALS



Smooth, exposed fasteners



Brightly painted metal



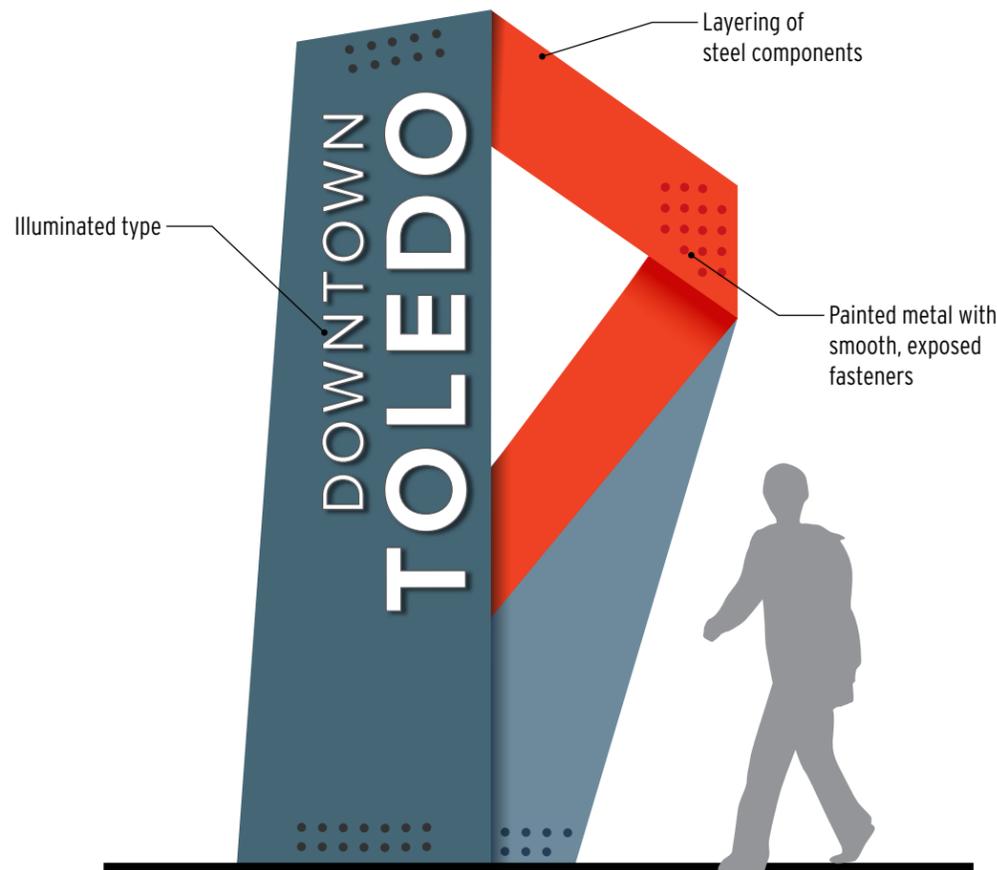
Colored tube lighting

JUXTAPOSITION

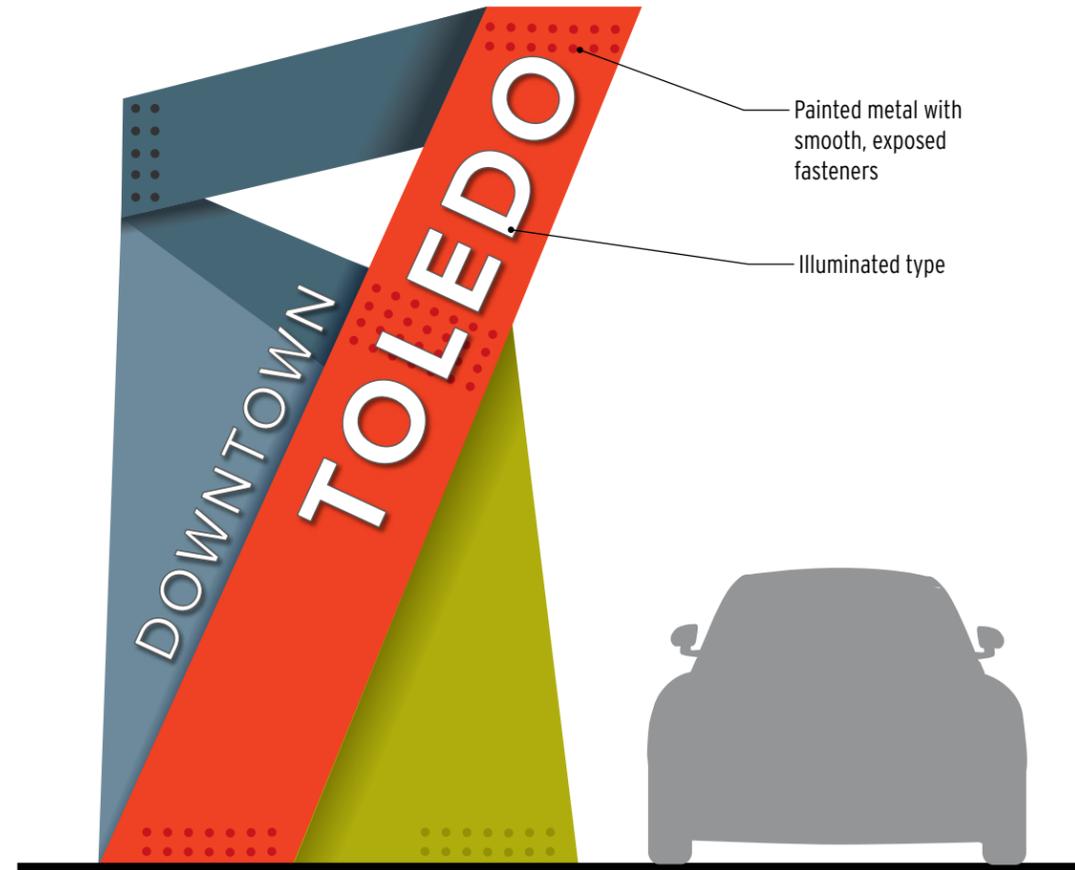
Public art peppered throughout downtown Toledo celebrates not only the arts, but an infusion of color, boldness and modernity amongst both historic buildings and contemporary buildings from the past 30-40 years. This juxtaposition between the old and new inspires a bold color and materials palette as well as odd geometries.

KEY PERSONALITY TRAITS

- Artistic
- Historic
- Contemporary
- Blended
- Sculptural
- Embedded
- Asymmetry

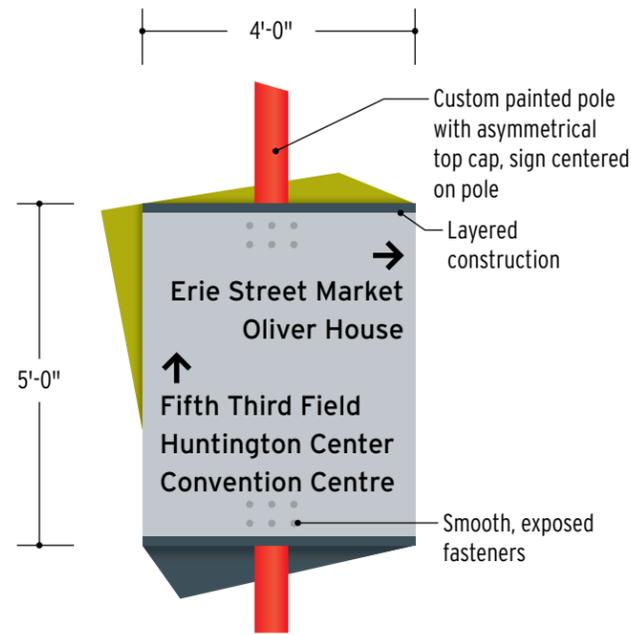


GATEWAY SIGN-OPTION 1
Scale: 3/8" = 1'-0"

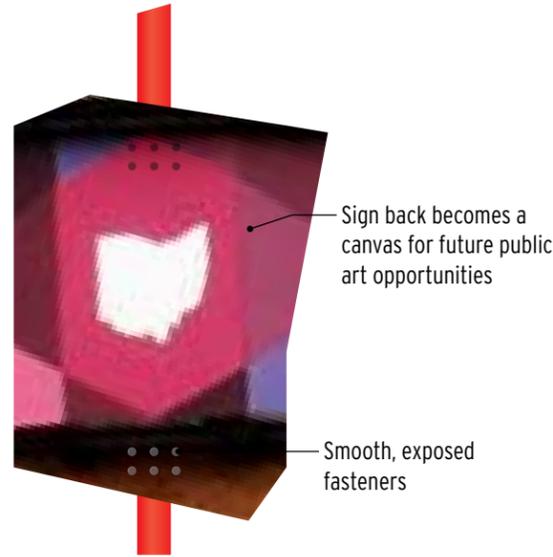


GATEWAY SIGN-OPTION 2
Scale: 3/8" = 1'-0"

CONCEPT A-JUXTAPOSITION



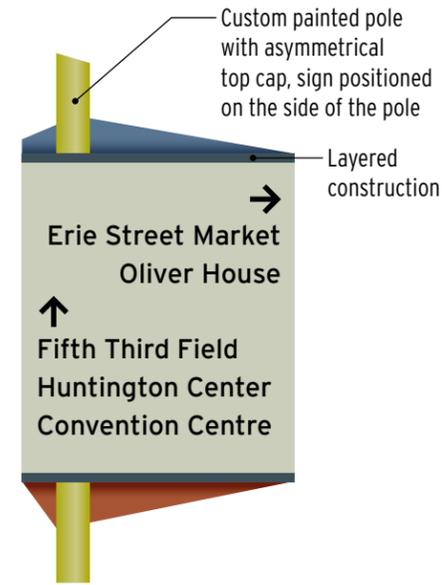
DIRECTIONAL SIGN FRONT-OPTION 1
Scale: 3/8" = 1'-0"



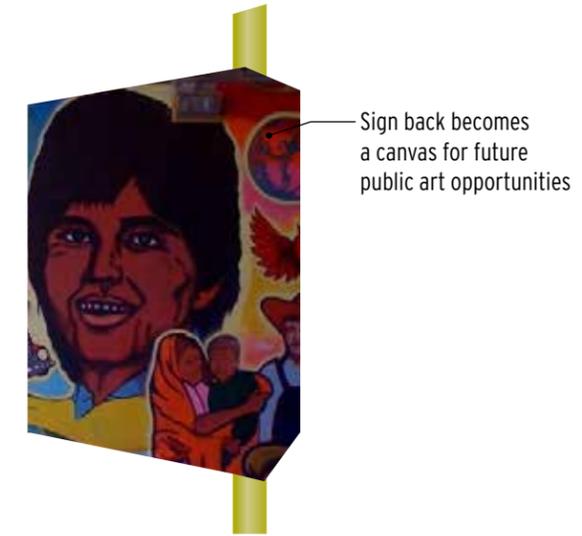
DIRECTIONAL SIGN BACK-OPTION 1
Scale: 3/8" = 1'-0"



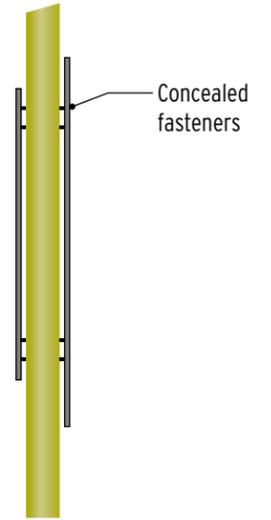
DIRECTIONAL SIGN SIDE VIEW-OPTION 1
Scale: 3/8" = 1'-0"



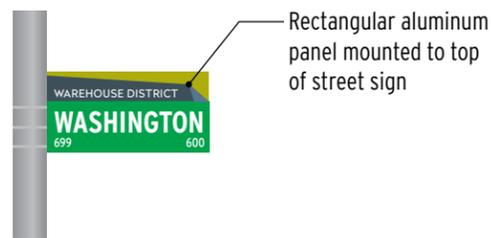
DIRECTIONAL SIGN FRONT-OPTION 2
Scale: 3/8" = 1'-0"



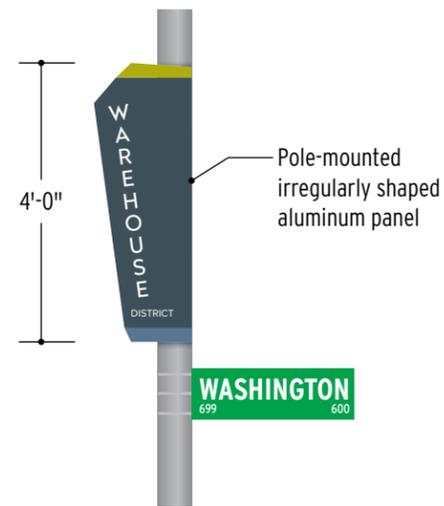
DIRECTIONAL SIGN BACK-OPTION 2
Scale: 3/8" = 1'-0"



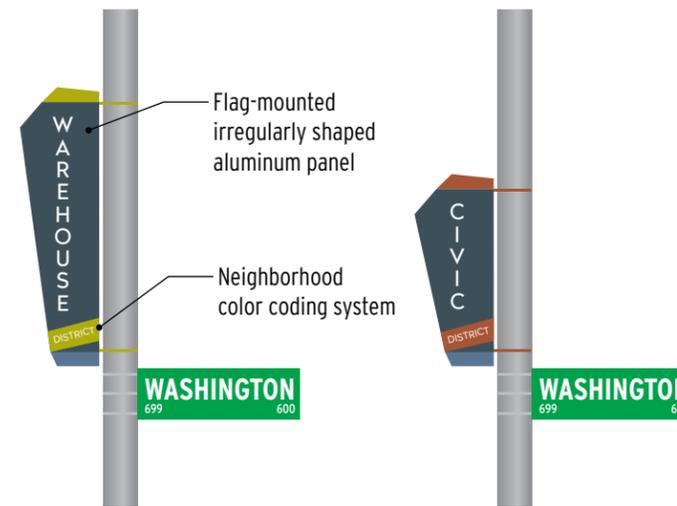
DIRECTIONAL SIGN SIDE VIEW-OPTION 2
Scale: 3/8" = 1'-0"



NEIGHBORHOOD IDENTITY SIGN-OPTION 1
Scale: 3/8" = 1'-0"



NEIGHBORHOOD IDENTITY SIGN-OPTION 2
Scale: 3/8" = 1'-0"



NEIGHBORHOOD IDENTITY SIGN-OPTION 3
Scale: 3/8" = 1'-0"



MATERIALS



Colored glass



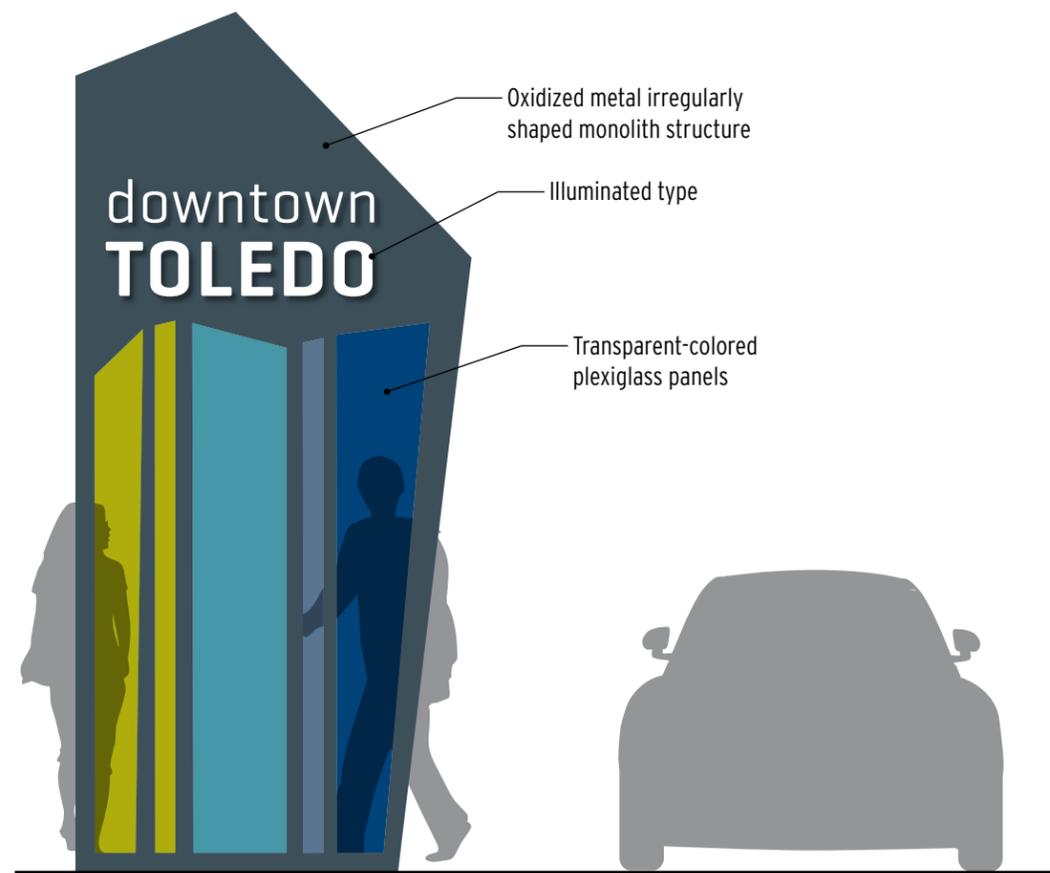
Oxidized Metal

FRACTURED

Toledo's history with glass evokes images of strong angular geometric shapes that emerge when glass is broken, as well as a singular surface composed of many smaller pieces like a mosaic.

KEY PERSONALITY TRAITS

- Artistic
- Angular
- Mosaic
- Sculptural
- Transparency
- Industrial

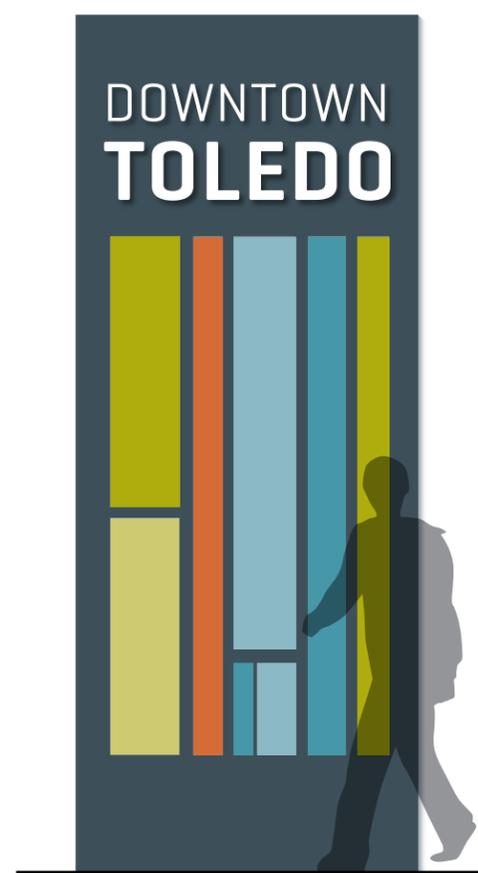


Oxidized metal irregularly shaped monolith structure

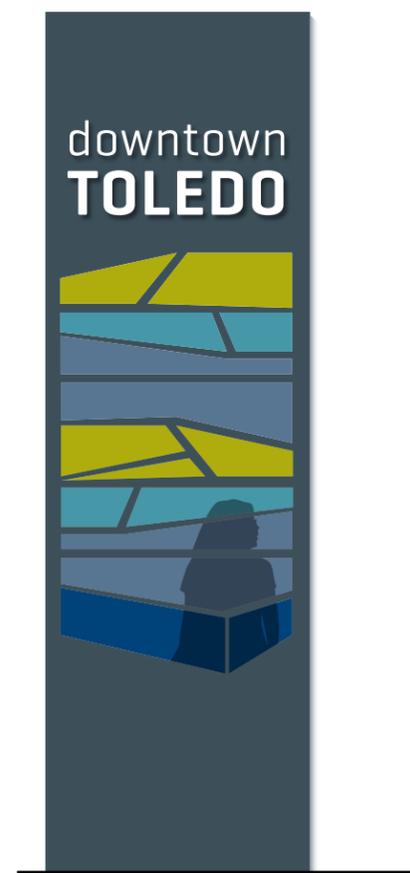
Illuminated type

Transparent-colored plexiglass panels

GATEWAY SIGN-OPTION 1
Scale: 3/8" = 1'-0"

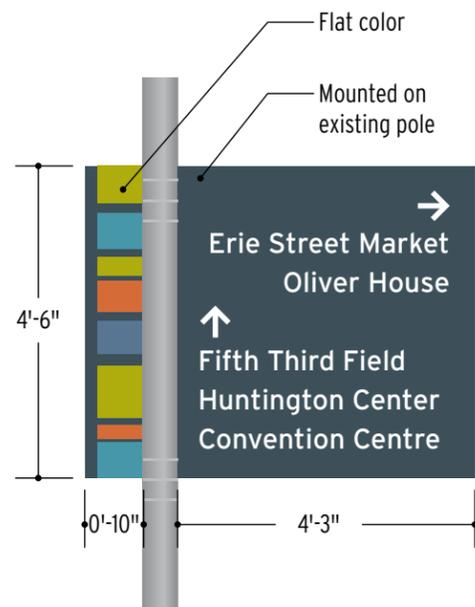


GATEWAY SIGN-OPTION 2
Scale: 3/8" = 1'-0"

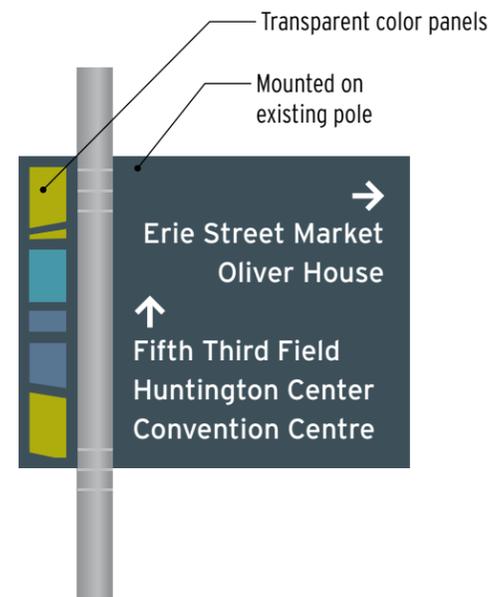


GATEWAY SIGN-OPTION 3
Scale: 3/8" = 1'-0"

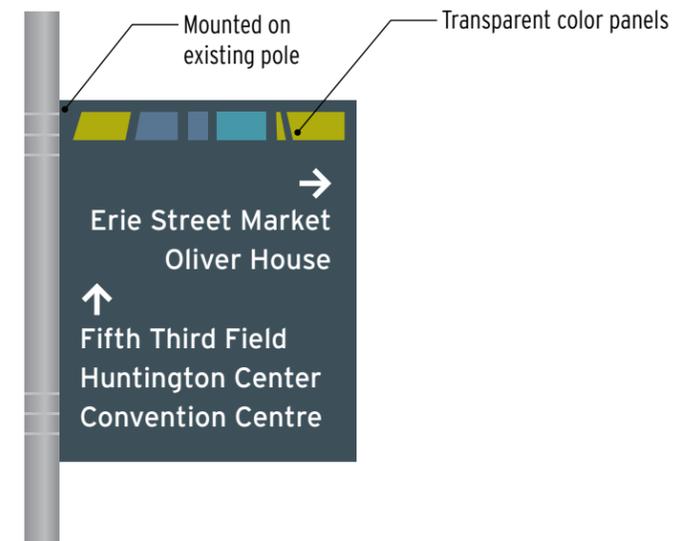
CONCEPT B-FRACTURED



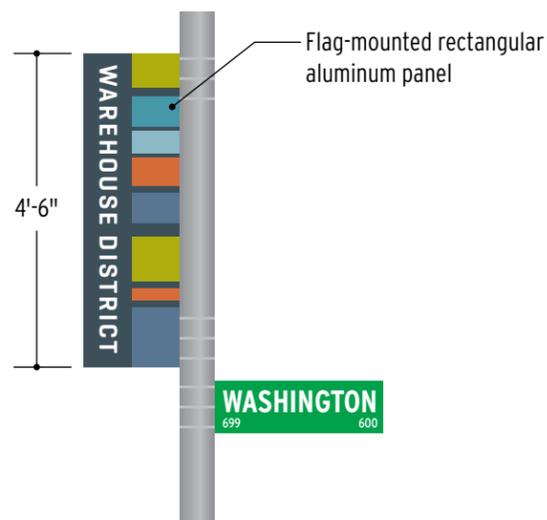
DIRECTIONAL SIGN-OPTION 1
Scale: 3/8" = 1'-0"



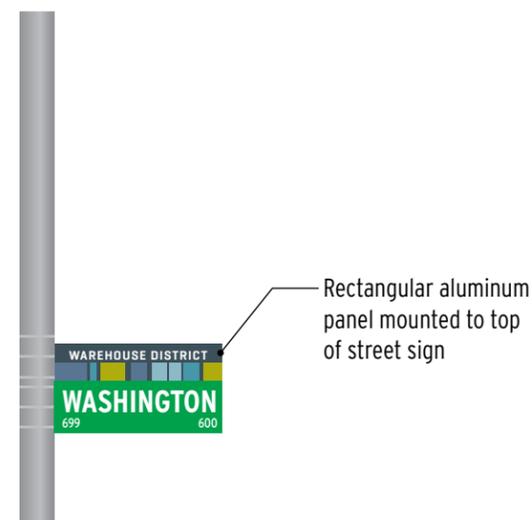
DIRECTIONAL SIGN-OPTION 2
Scale: 3/8" = 1'-0"



DIRECTIONAL SIGN-OPTION 3
Scale: 3/8" = 1'-0"



NEIGHBORHOOD IDENTITY SIGN-OPTION 1
Scale: 3/8" = 1'-0"



NEIGHBORHOOD IDENTITY SIGN-OPTION 2
Scale: 3/8" = 1'-0"

