



# Wayfinding Sign Update

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# Permanent Wayfinding System



## ***Design Intent Documents* developed in 2006-2007**

- **Wayfinding Committee**
- **Funding through 4B and CVB**

## **Vehicular signs installed in 2007-2009**

- **Executive Signs, San Antonio**
- **Shop-fabricated, specialty welding**



# Current Wayfinding System



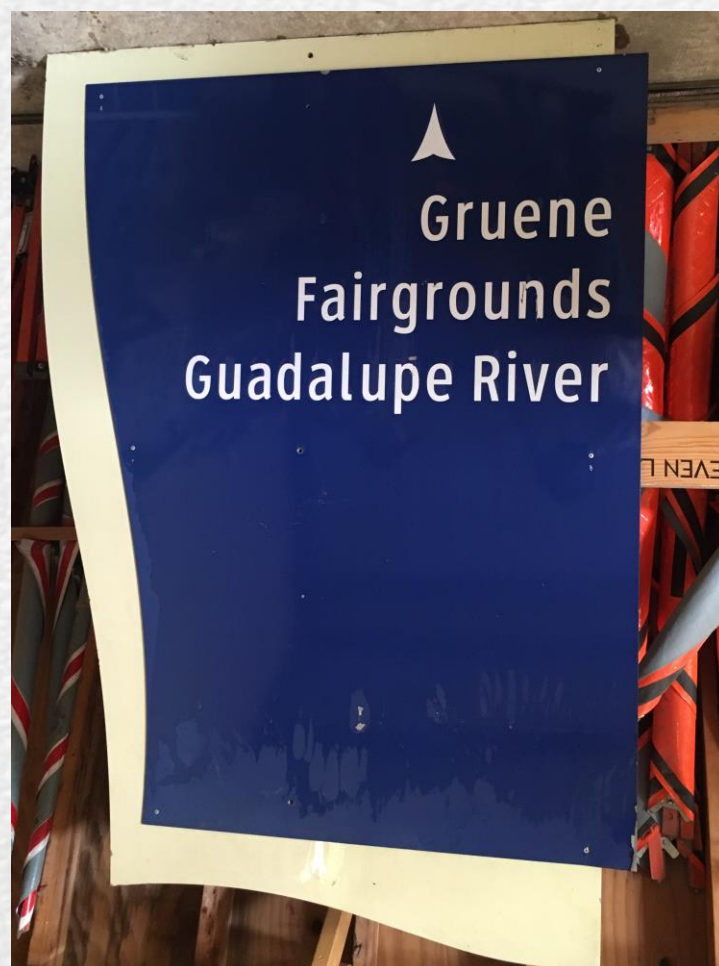
**Maintained by Public Works**

**Original signs in place**

## **Challenges**

- **Difficult to maintain, update, and replace**
- **Faded and non-reflective**
- **No standard design**







# Need for a Design Standard



## Maintainable

- In-house or roadway sign contractor
- No specialized sign crew installation (no crane)
- Allow for changes and additions

## Address standard roadway sign requirements

- Standard traffic materials
- Standard anchors
- Standard sign sheeting
- Standard font



# Design Standard Approach



## Meet design intent

- Color palette
- Maintain river wave

## Address challenges

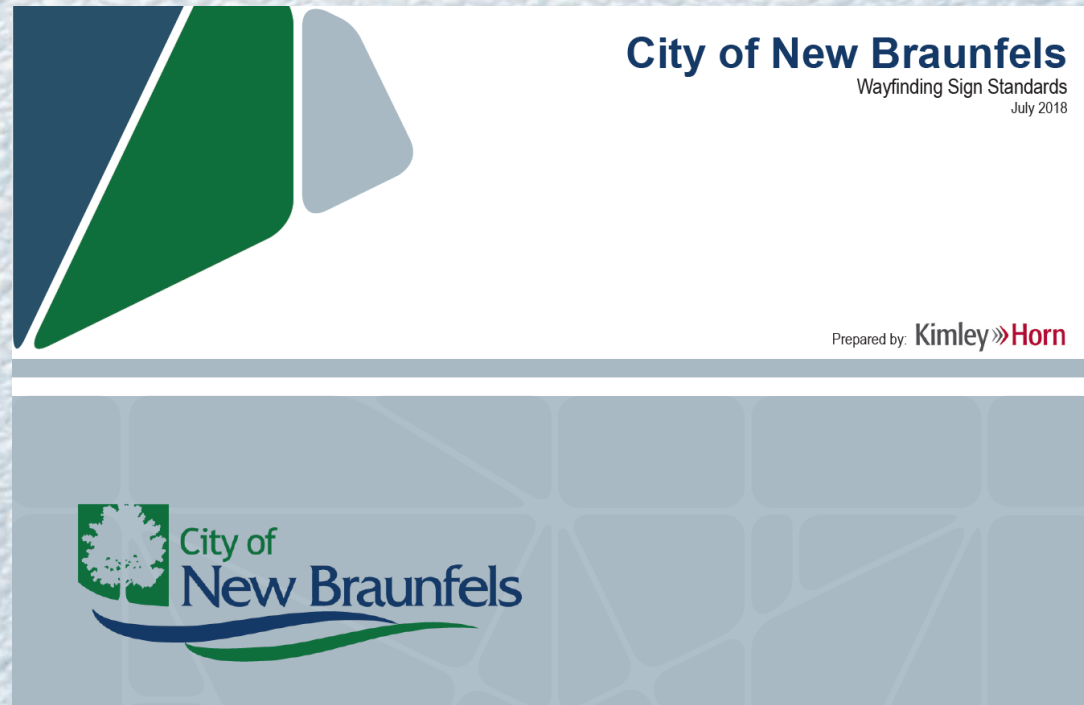
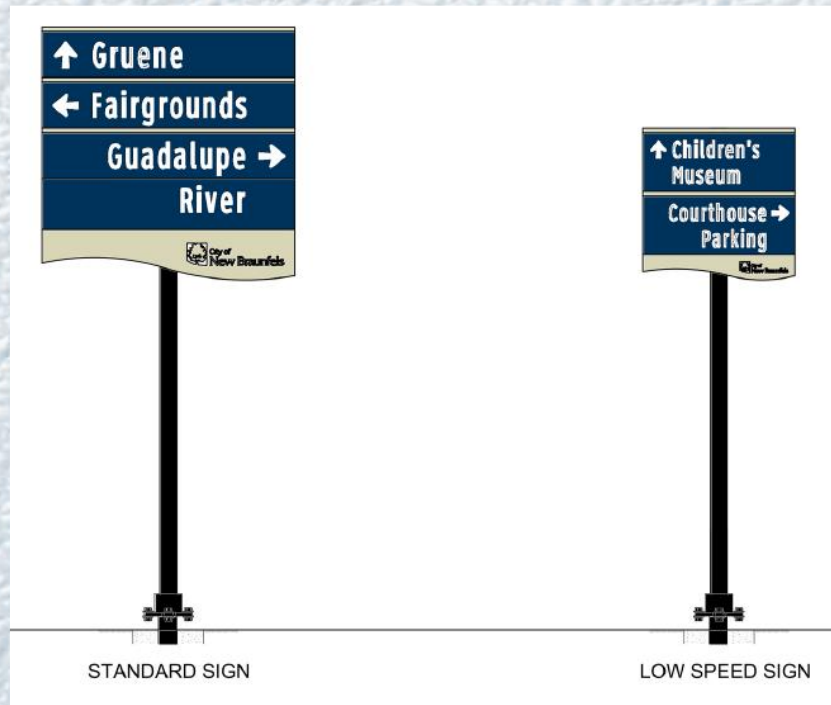
- Maintainable
- Cost efficient
- Meet engineering standards



# New Proposed Design Standards



## Vehicular citywide directional Vehicular downtown directional





# Lengthy Process



Involved Sign Shop  
Review Standards  
Colors  
Sign sizes  
Sign layout

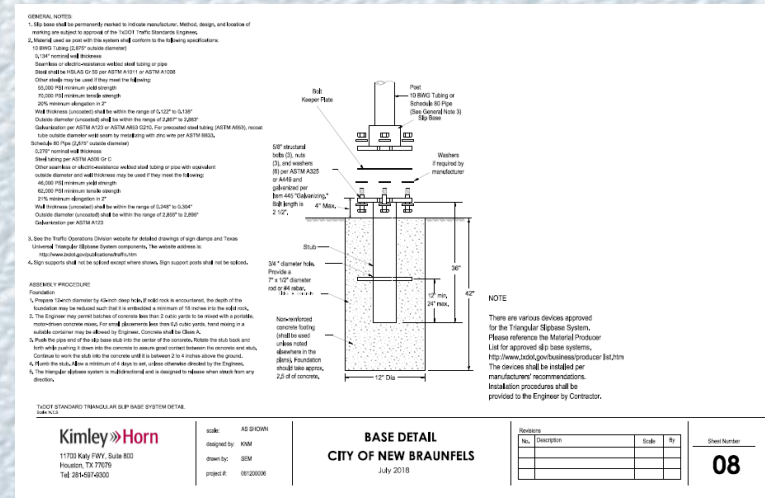
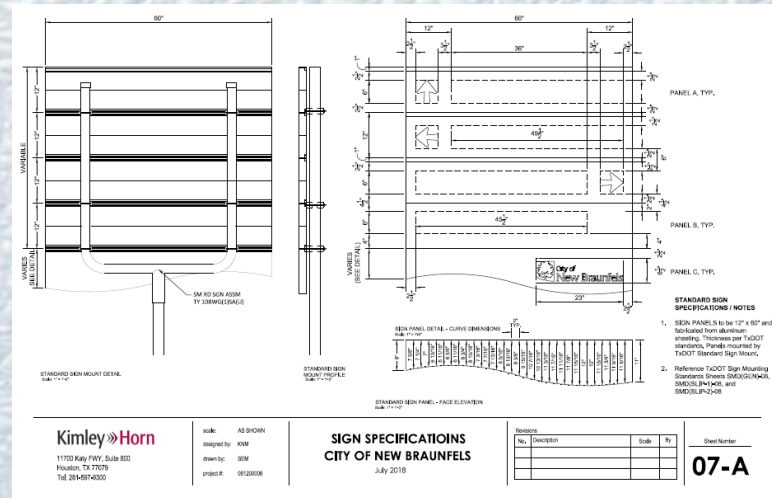
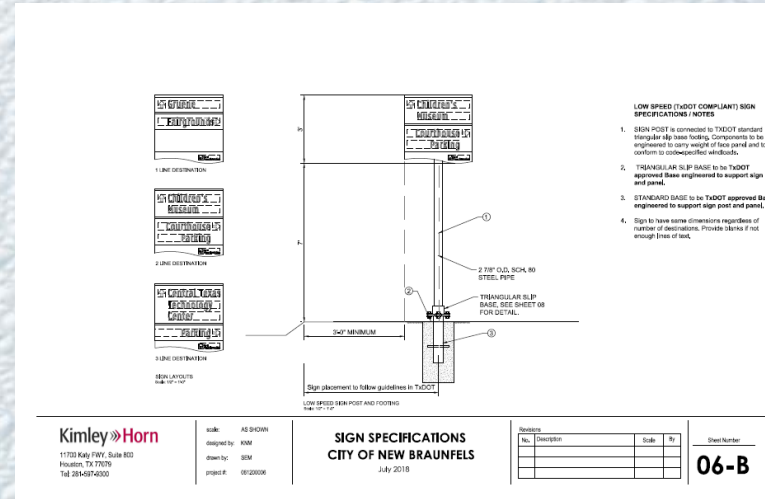
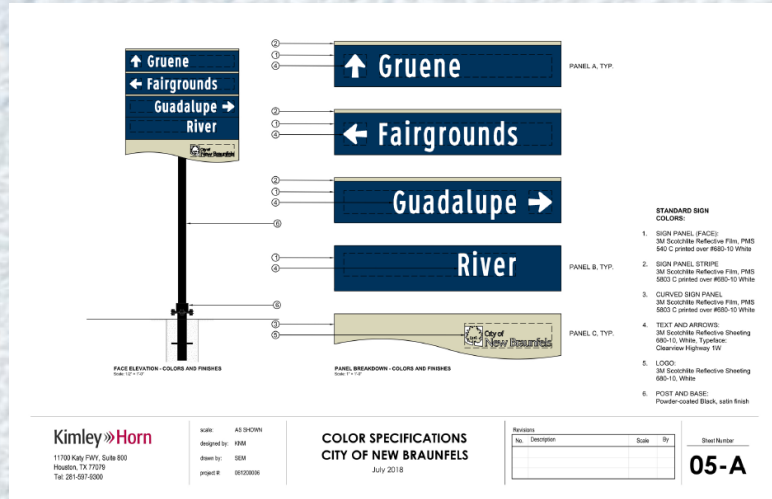
- Font
- Arrow
- Spacing
- Logo opportunity

Cost (old \$1500, new \$400)





# Wayfinding Design Standards





# Next Steps



## Proposed process

- Obtain input from City Council on proposed design standard
- Develop policy and criteria for vehicular signs
- Review and update sign destinations and locations
- Develop implementation plan
- Contract fabrication and installation

**Include city departments and stakeholders**

**Continue with similar effort for other wayfinding signs**



# Additional Design Efforts



Large highway exit ramp roadside directional

Pedestrian directory

Pedestrian directional

Parking lot identification

