



City of Austin

Founded by Congress, Republic of Texas, 1839
Planning Development and Review Department
Urban Design Division
One Texas Center, 505 Barton Springs Road
P.O. Box 1088, Austin, Texas 78767

Commissioners:

As you already know the City of Austin's Urban Design Division has partnered with the Transportation Department to begin the Austin Downtown Wayfinding Project. We would like to provide you with this courtesy briefing to inform you of the project status.

The Downtown Austin Wayfinding Program is an initiative to make it easier for residents, commuters, and visitors to find Downtown Austin destinations and attractions.

The "wayfinding" improvement project, an action item outlined in the Downtown Austin Plan adopted by City Council in December 2011, aims to integrate a range of navigation and communication tools for traversing the Downtown area, including tools such as signage, brochures, kiosks and smart-phone applications.

"Wayfinding" explores ways to navigate from one place to another, and focuses on highlighting the experience of the path and eventual arrival of the wayfinding user. The system will underscore Downtown's unique and eclectic identity, as well as improve movement for pedestrians, cyclists and motorists.

The project will promote the following goals:

- Emphasize the Downtown area as a destination**
- Highlight Key Attractions**
- Enhance the User's Experience**
- Improve Mobility (pedestrian, cyclist, and vehicular)**
- Reinforce Links**
- Integrate a Range of Navigation Tools**
- Reinforce Community Identity**
- Enhance Urban Design**
- Develop an Adaptable Wayfinding System**

The scale of analysis and complexity required for the development of a comprehensive Downtown Wayfinding System will require four (4) phases to complete the scope of work:

- | | |
|------------------|---|
| Phase I | Downtown Wayfinding Analysis and Recommendations & Concept Plan |
| Phase II | Downtown Wayfinding Master Plan |
| Phase III | Downtown Wayfinding Graphics Manual |
| Phase IV | Downtown Wayfinding System Implementation (N.I.C.) |

Currently the project is in the final stages of Phase I and beginning Phase II. We anticipate that Phase III will be completed by the end of 2012.

Updates:

Recently the project team held an open house style public meeting at the Mexic-Arte Museum on March 28, 2012. The consultant presented a summary of collected information and three distinct design options for an Austin wayfinding system.

The purpose of the meeting was to inform participants and gather feedback. Feedback was collected during a question and answer period as well as through a survey that was distributed to all attendees.

The collected feedback will be evaluated and refined into the “Wayfinding Concept”. In addition, the consultants will be working on messaging, key locations for dispelling information, and integration of the surrounding wayfinding systems into the Downtown Wayfinding System. The next public meeting is anticipated to take place in late summer.

Have questions, need additional project information, or would like to provide input?

Please contact:

[Christine Freundl](#) (512) 974-2868, or [Tonya Swartzendruber](#) (512) 974-3462

Website: www.austintexas.gov/wayfinding

Christine Freundl and Tonya Swartzendruber
Co-Project Managers – Downtown Austin Wayfinding Project

*Planning and Development Review Department
Urban Design Division*