

# Downtown Wayfinding Project

Downtown Commission

September 20th, 2014



Downtown Austin

## wayfinding graphics manual

January 17, 2014

★ Prepared for: City of Austin, Texas



## Downtown Austin

— Original Project Limits

■ Current Project Limits

# Project Phases (original contract)



I

## **Downtown Wayfinding Analysis and Recommendations Report**

Analyze existing conditions, plans, initiatives and interview key stakeholders. From this analysis create a clear and overriding philosophy for Downtown navigation presented in an “Analysis & Recommendations Report” and a “Downtown Wayfinding Master Plan”.



II

## **Downtown Wayfinding Master Plan**

Building upon Phase I and the philosophy developed, create the design and framework for the Downtown Wayfinding System.



III

## **Downtown Wayfinding Graphics Manual**

Using the Downtown Wayfinding Master Plan as the foundation, develop a Graphics Manual that bridges the concept developed for navigation with a focused and legible plan for implementation.



IV

## **Downtown Wayfinding System Implementation**

Using the Downtown Wayfinding Master Plan as the foundation, develop a Graphics Manual that bridges the concept developed for navigation with a focused and legible plan for implementation.

# Projected Timeline | January 2016 to August 2018

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- **Master Background Map**

(Completed – January 2017)

- **Dynamic Parking Signage Construction**

(Projected Completion – November 2017)

- **Completion of Wayfinding Bid Documents**

(Projected Completion – October 2017)

The project team, using the Graphics Manual as a base, will develop bid documents for system implementation.

- **Bid and Award**

(Projected Completion – December 2017)

- **Final Message and Map Graphics Development**

(Projected Completion – December 2017)

Upon completion of the bid documents the project team will finalize the signage message schedule and complete graphics for pedestrian maps.

- **Construction**












(Projected Completion – Summer 2018)






- 48** AFRICAN-AMERICAN CULTURAL & HERITAGE CTR.: 912 E 11th St.
- 36** AMTRAK STATION: 250 N Lamar Blvd.
- 40** ANGELINA EBERLY STATUE: Congress Ave. between 6th & 7th St.
- 4** AT&T CENTER: 1900 University Ave.
- 6** AUSTIN COMMUNITY COLLEGE - RIO GRANDE: 1212 Rio Grande St.
- 18** AUSTIN HISTORY CENTER: 810 Guadalupe St.
- 1** AUSTIN VISITORS CENTER: 602 E. 4th St.
- 29** BLANTON MUSEUM OF ART: 200 E Martin Luther King Jr Blvd.
- 19** BULLOCK STATE HISTORY MUSEUM: 1800 Congress Ave.
- 16** BUTLER HIKE AND BIKE TRAIL: Lady Bird Lake
- 2** CAPITOL VISITOR CENTER: 112 E 11th St.
- 8** CITY HALL: 301 W 2nd St.
- 42** CONGRESS AVENUE BRIDGE
- 17** THE CONTEMPORARY AUSTIN: 700 Congress Ave.
- 3** CONVENTION CENTER: 500 E Cesar Chavez St.
- 30** DOUGHERTY ARTS CENTER: 1110 Barton Springs Rd.
- 5** FAULK LIBRARY: 800 Guadalupe St.
- 9** FEDERAL COURTHOUSE: W 5th St.
- 27** FRANK ERWIN CENTER: 1701 Red River St.
- 31** FRENCH LEGATION MUSEUM: 802 San Marcos St.
- 10** GOVERNOR'S MANSION: 1010 Colorado St.
- 32** LONG CENTER FOR PERFORMING ARTS: 701 W Riverside Dr.
- 20** MEXIC-ARTE MUSEUM: 419 Congress Ave.
- 24** MEXICAN AMERICAN CULTURAL CENTER: 600 River St.
- 28** MOODY THEATER: 310 W 2nd St.
- 11** MUNICIPAL COURT: 700 E 7th St.
- 7** NEW CENTRAL LIBRARY: 710 W Cesar Chavez St.
- 21** O. HENRY MUSEUM: 409 E 5th St.

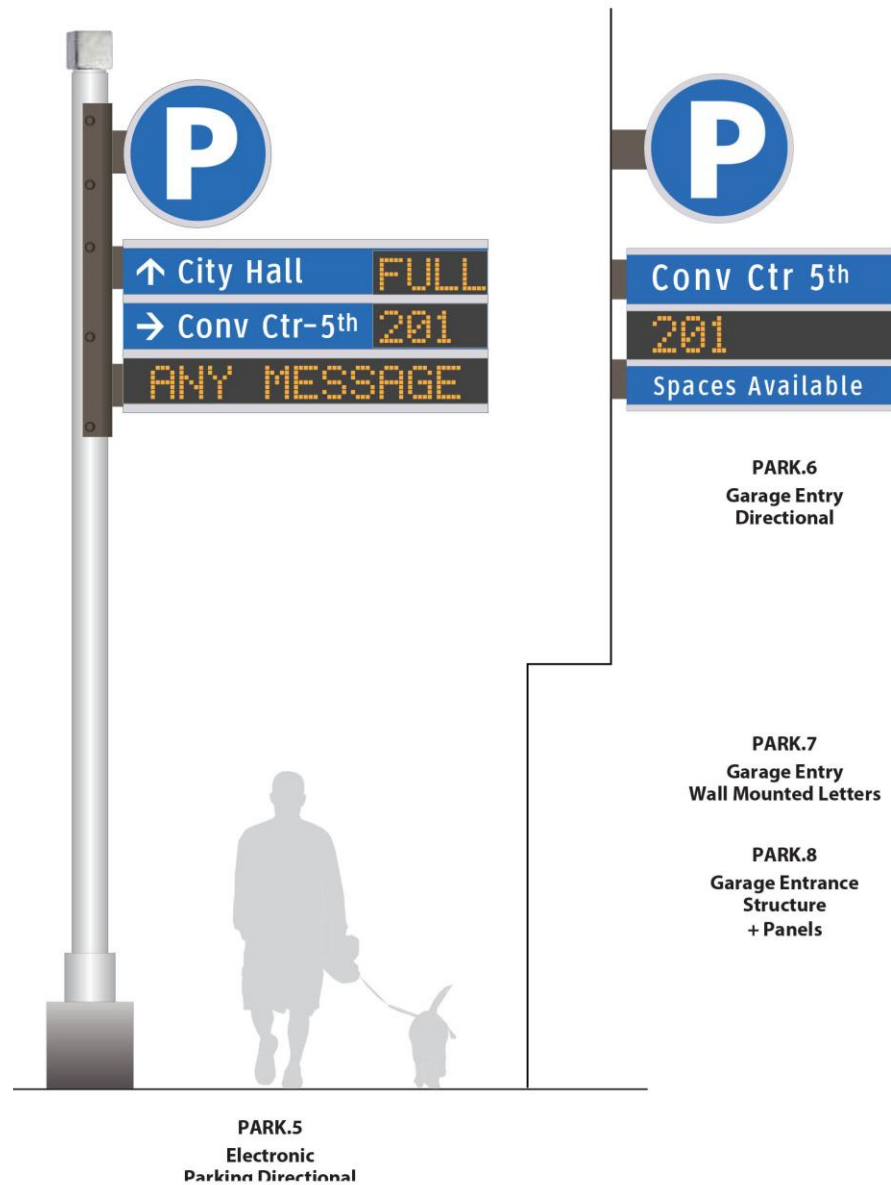
- 47** OLD BAKERY: 1006 Congress Ave.
- 33** PALMER EVENTS CENTER: 900 Barton Springs Rd.
- 23** PARAMOUNT THEATRE: 713 Congress Ave.
- 34** PFLUGER PEDESTRIAN BRIDGE
- 12** POST OFFICE: 823 Congress Ave.
- 35** RECREATION CENTER: 1301 Shoal Creek Blvd.
- 26** SEAHOLM: 800 W Cesar Chavez
- 13** STATE CAPITOL: 1100 Congress Ave.
- 38** STEVIE RAY VAUGHAN STATUE: Auditorium Shores
- 22** SUSANNA DICKENSON HOUSE: 411 E 5th St.
- 37** TEXAS MUSIC MUSEUM: 1009 E 11th St.
- 14** TRAVIS COUNTY COURTHOUSE: 1000 Guadalupe St.
- 46** UT DRAG: Guadalupe St. at UT
- 41** WALLER CREEK BOATHOUSE: 74 Trinity St.
- 39** WILLIE NELSON STATUE: 310 W 2nd St.
- 45** ZACH SCOTT THEATRE: 1510 Toomey Rd

-  Destination Building
-  Public Parking
-  Parking Garage Entry
-  MetroRail Station/Route
-  MetroRapid Stop/Route
-  Lance Armstrong Bikeway
-  AMTRAK Station
-  Trail
-  Trail Access Point
-  Public Restrooms
-  Visitor Information



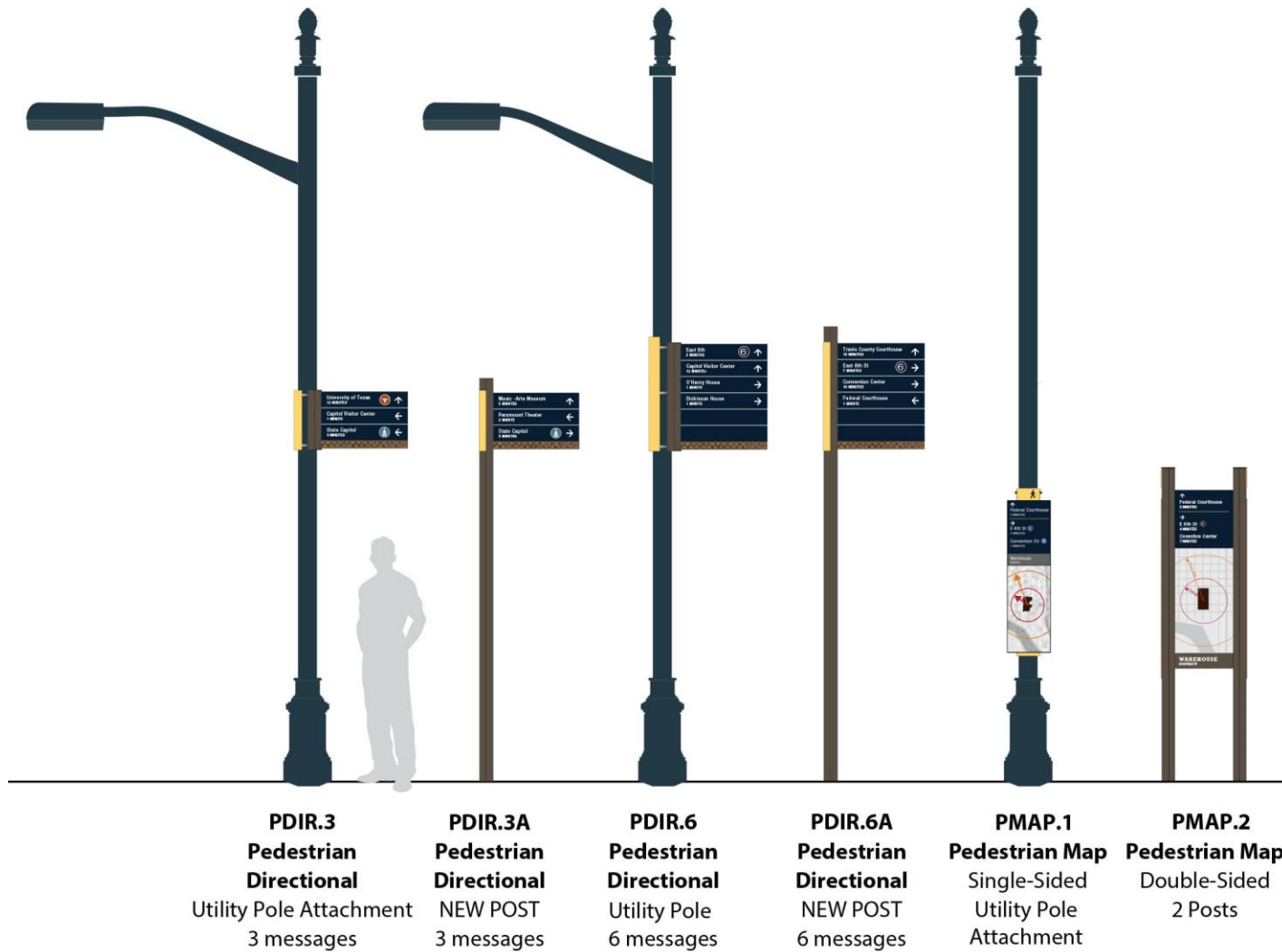
 All Capital Metro bus routes serve Republic Square





## Parking (Dynamic)

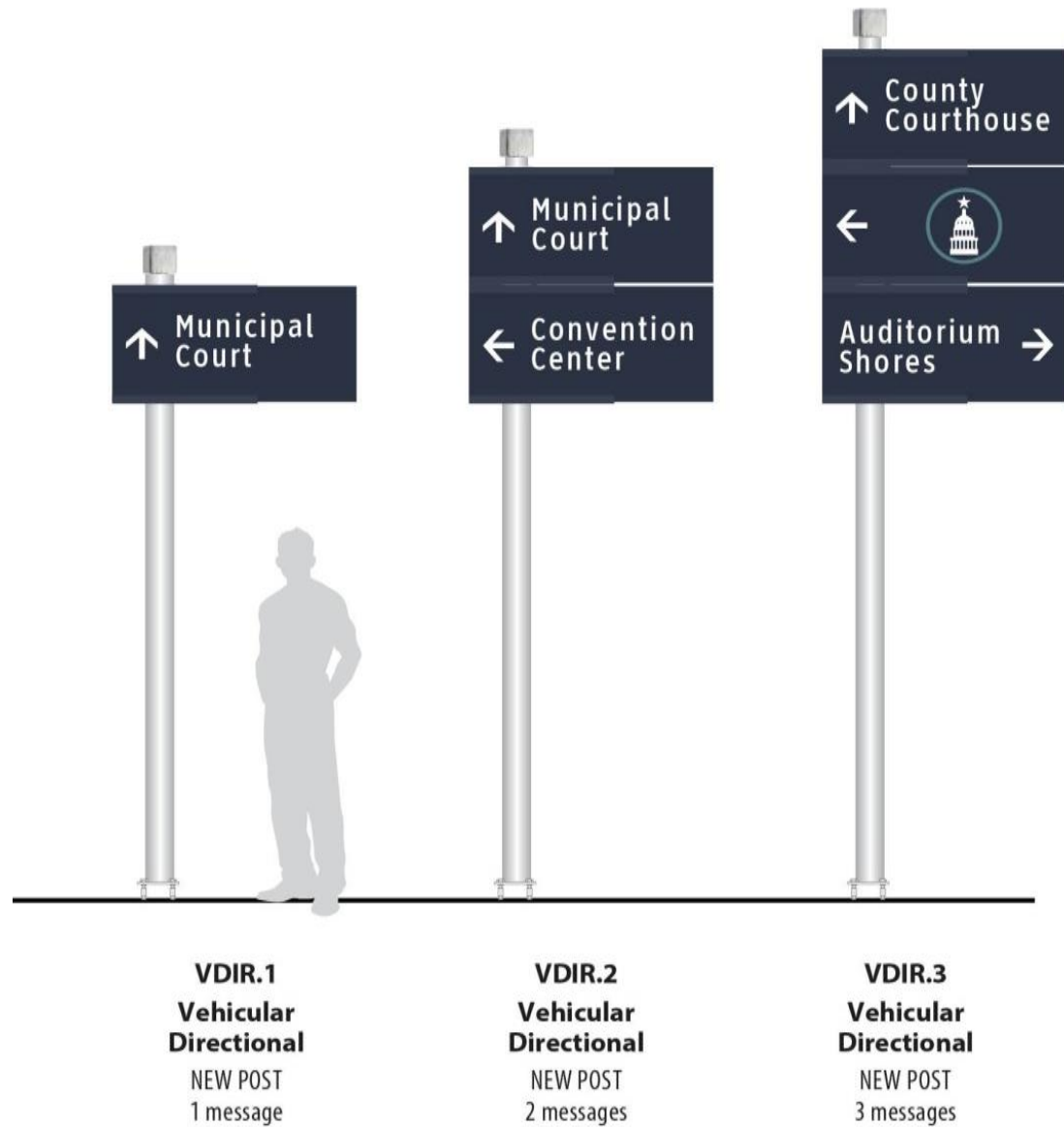




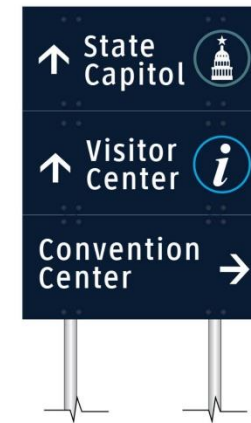
## Pedestrian Signage (Directional)



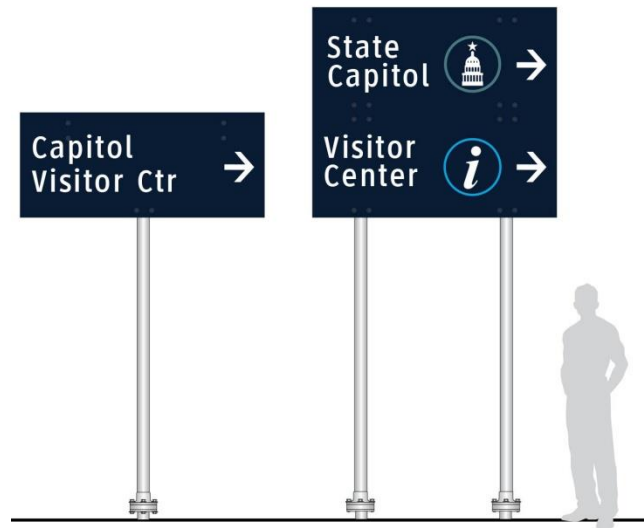
## Parking (Static)



## Vehicular Signage



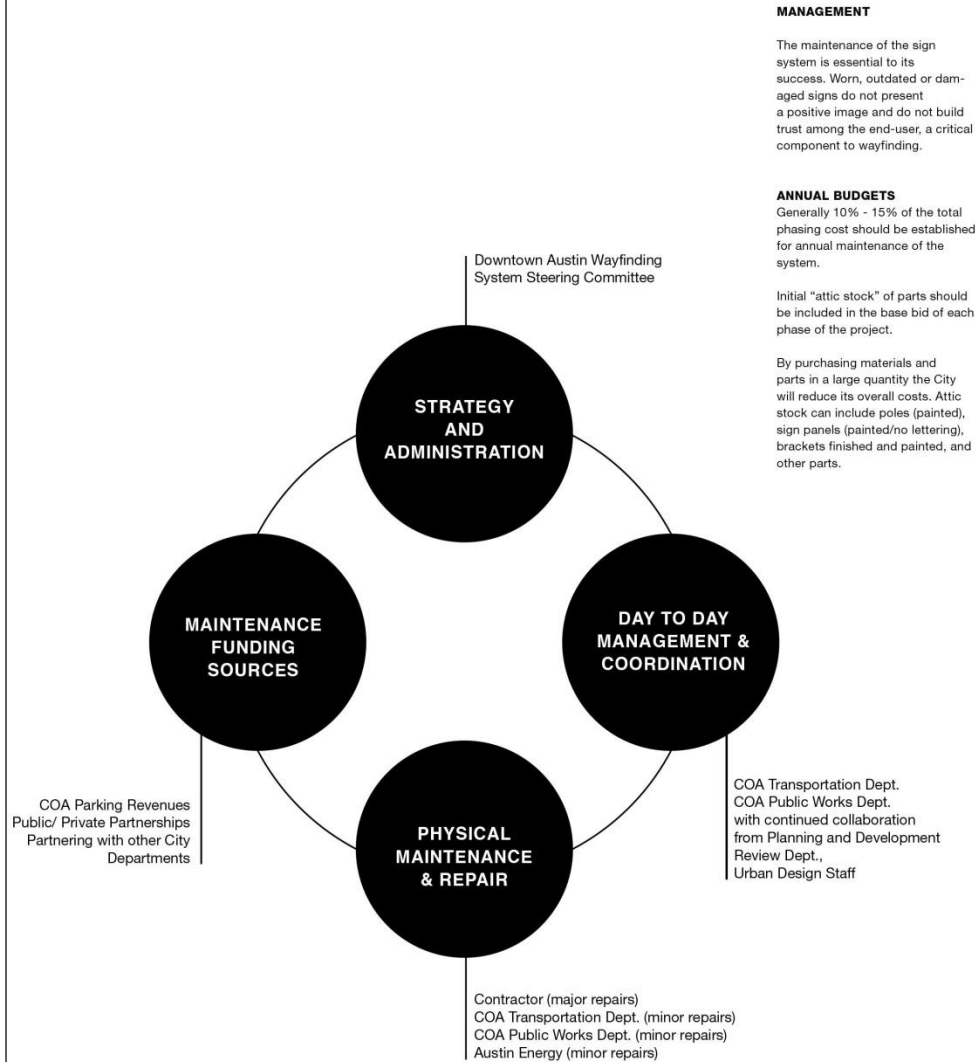
**VDIR.6**  
**TXDOT Vehicular Directional**  
 NEW POSTS / 3 messages



**VDIR.4**  
**TXDOT Vehicular Directional**  
 NEW POST

**VDIR.5**  
**TXDOT Vehicular Directional**  
 NEW POSTS

## Vehicular Signage (TxDOT)



# Adjustments

- Construction Details
- Additions at Rainey, Seaholm & east of IH35
- Wayfinding/Traffic Intersections
- Potential Dynamic Kiosks







Not  
Programmed

# District Gateway Signage

Not  
Programmed



**PINTERP.1**  
**Pedestrian**  
**Interpretive**  
Single-/Double-Sided

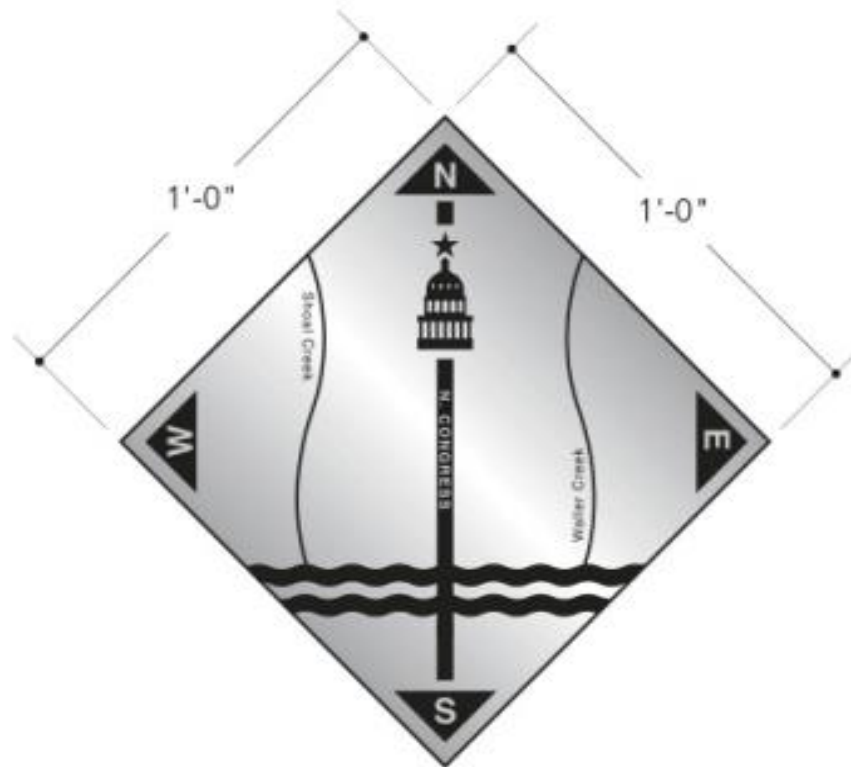
## Interpretative Signage

Not  
Programmed



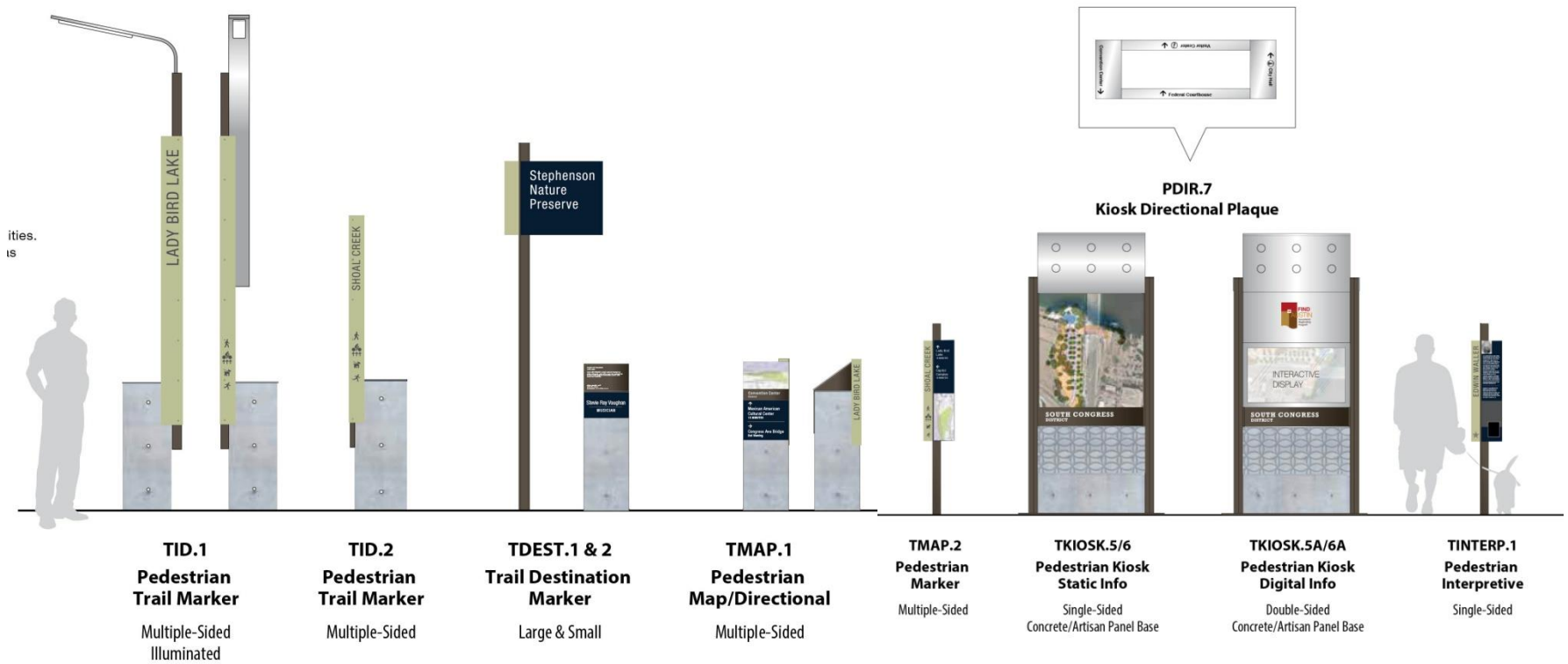
**PKIOSK.2A/3A**  
**Pedestrian Kiosk**  
**Digital Info**  
Double-Sided  
Stone Base

## Pedestrian Kiosk (Dynamic)



Not  
Programmed

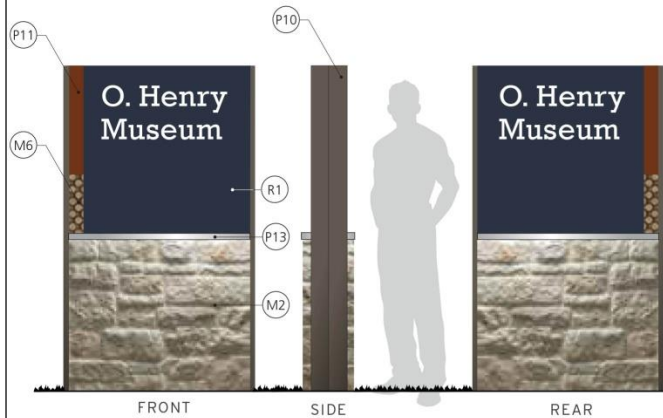
Sidewalk Compass



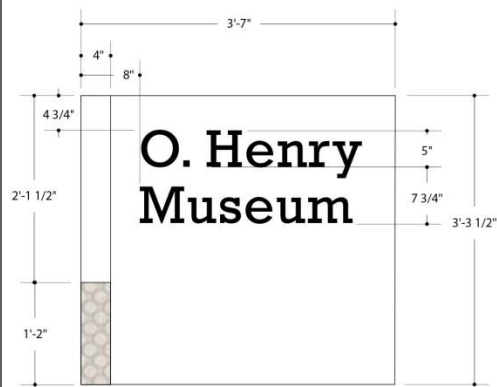
Not  
Programmed

## Trail Signage





1 Color Schedule DEST.2  
scale: 3/8"=1'-0"



2 Destination ID Layout Guidelines  
scale: 3/4"=1'-0"

## DEST.2 DESTINATION IDENTIFICATION

This larger Destination ID sign utilizes the same base as the pedestrian kiosks, but the panel is smaller and picks up elements from the Pedestrian signage as well.

All exposed surfaces shall have a anti-graffiti protectant. Painted surfaces will have a clear coating and vinyl surfaces shall have a clear vinyl over-lam as required by the paint and vinyl manufacturer.

All exposed fasteners shall be painted to match adjacent surface.

All sign structures shall be signed and sealed by a certified Texas structural engineer prior to fabrication.

These drawings are meant for DESIGN INTENTION ONLY and are not for construction. Contractor shall verify and be responsible for all dimensions and conditions of the job. Contractor shall be familiar with the site and conditions it presents. This office must be notified of any variations from the dimensions and conditions shown on this drawing. Shop drawings and details must be submitted to the City of Austin for approval prior to proceeding with fabrication. All copy shall be proofread by the City of Austin and legal requirements checked by legal department.

Not  
Programmed

# THANKS!

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For more information contact:

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