

Downtown Wayfinding Project

Urban Transportation Commission

March 18th, 2019



Downtown Austin

wayfinding graphics manual

January 17, 2014

★ Prepared for: City of Austin, Texas



Downtown Austin

- Original Project Limits
- Current Project Limits

Project Phases



I

Downtown Wayfinding Analysis and Recommendations Report

Analyze existing conditions, plans, initiatives and interview key stakeholders.



II

Downtown Wayfinding Plan

Create the design and framework for the Downtown Wayfinding System.



III

Downtown Wayfinding Graphics Manual

Develop a Graphics Manual that bridges the concept developed for navigation with a focused and legible plan for implementation.



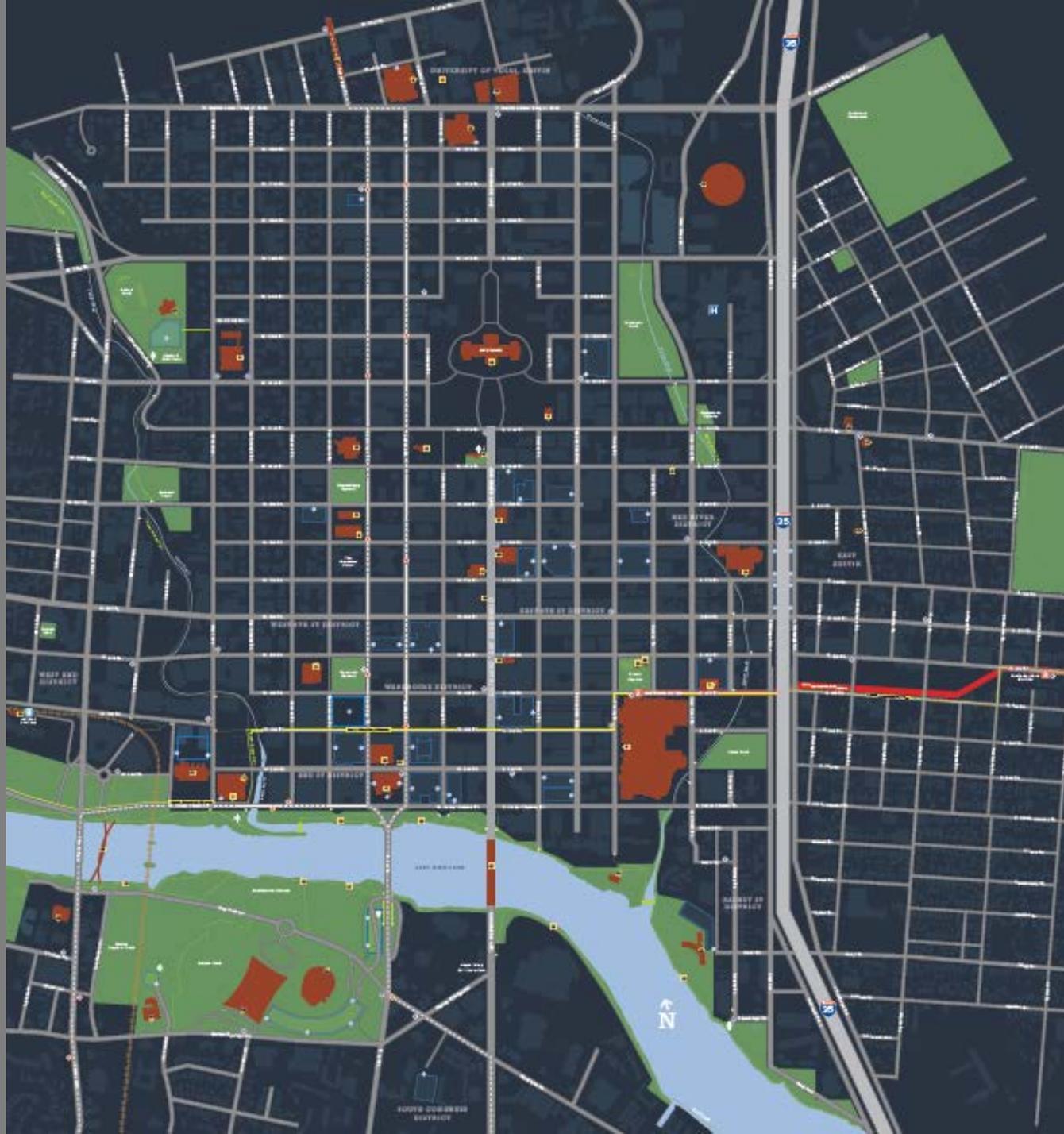
IV

Downtown Wayfinding System Implementation

Using the Downtown Wayfinding Plan as the foundation, and the a Graphics Manual as the specification for phased procurement and installation of programmed signs.

Projected Milestones | January 2019 to April 2020

- Background Map updates – May 2019
- Dynamic Parking Installation – June 2019
- Final Message and Map Graphics - July 2019
- Wayfinding bid and contract completion – September 2019
- Static Wayfinding primary installation – Fall/Winter 2019
- Installation of additions – Spring 2020



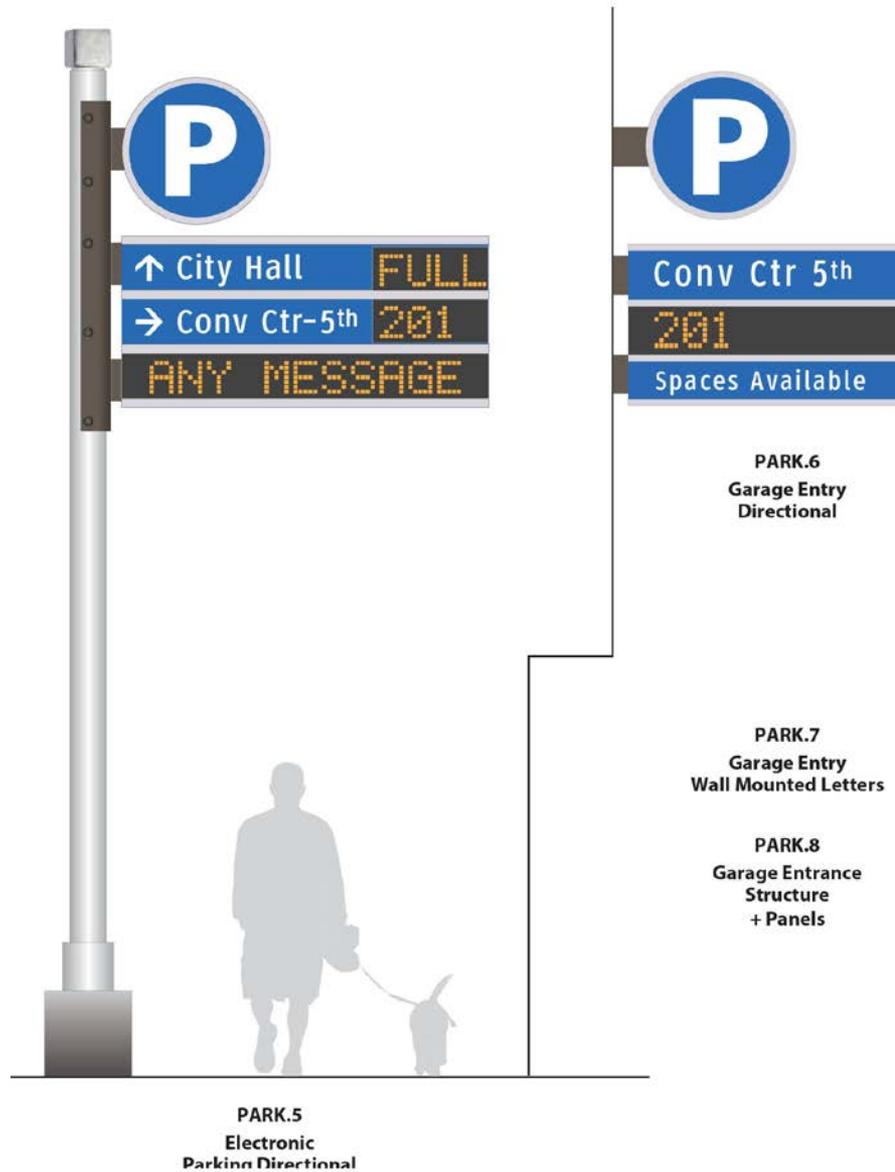
- 48 AFRICAN-AMERICAN CULTURAL & HERITAGE CTR.: 912 E 11th St.
- 36 AMTRAK STATION: 250 N Lamar Blvd.
- 40 ANGELINA EBERLY STATUE: Congress Ave. between 6th & 7th St.
- 4 AT&T CENTER: 1900 University Ave.
- 6 AUSTIN COMMUNITY COLLEGE - RIO GRANDE: 1212 Rio Grande St.
- 18 AUSTIN HISTORY CENTER: 810 Guadalupe 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

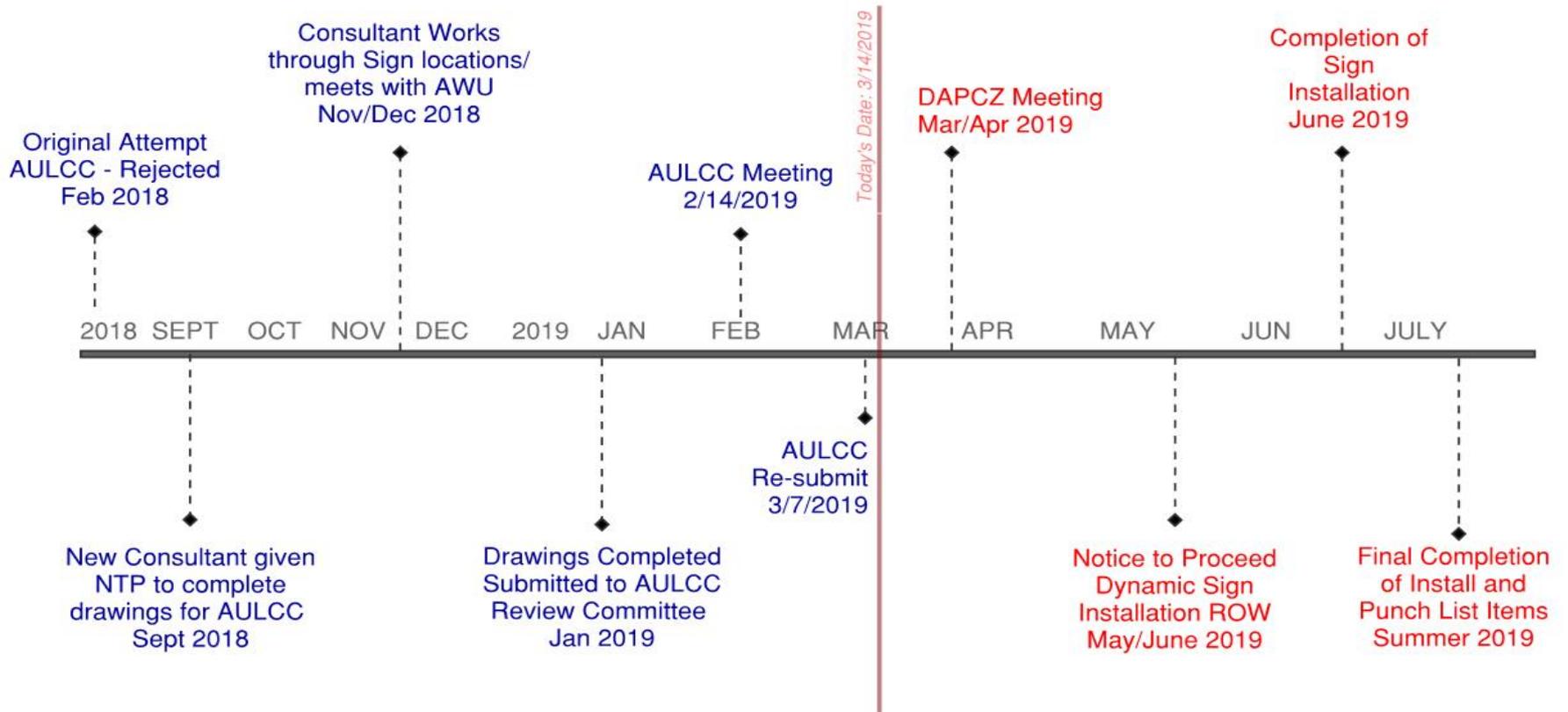


 All Capital Metro bus routes serve Republic Square



Parking (Dynamic)

DYNAMIC PARKING SYSTEM SIGNAGE Timeline



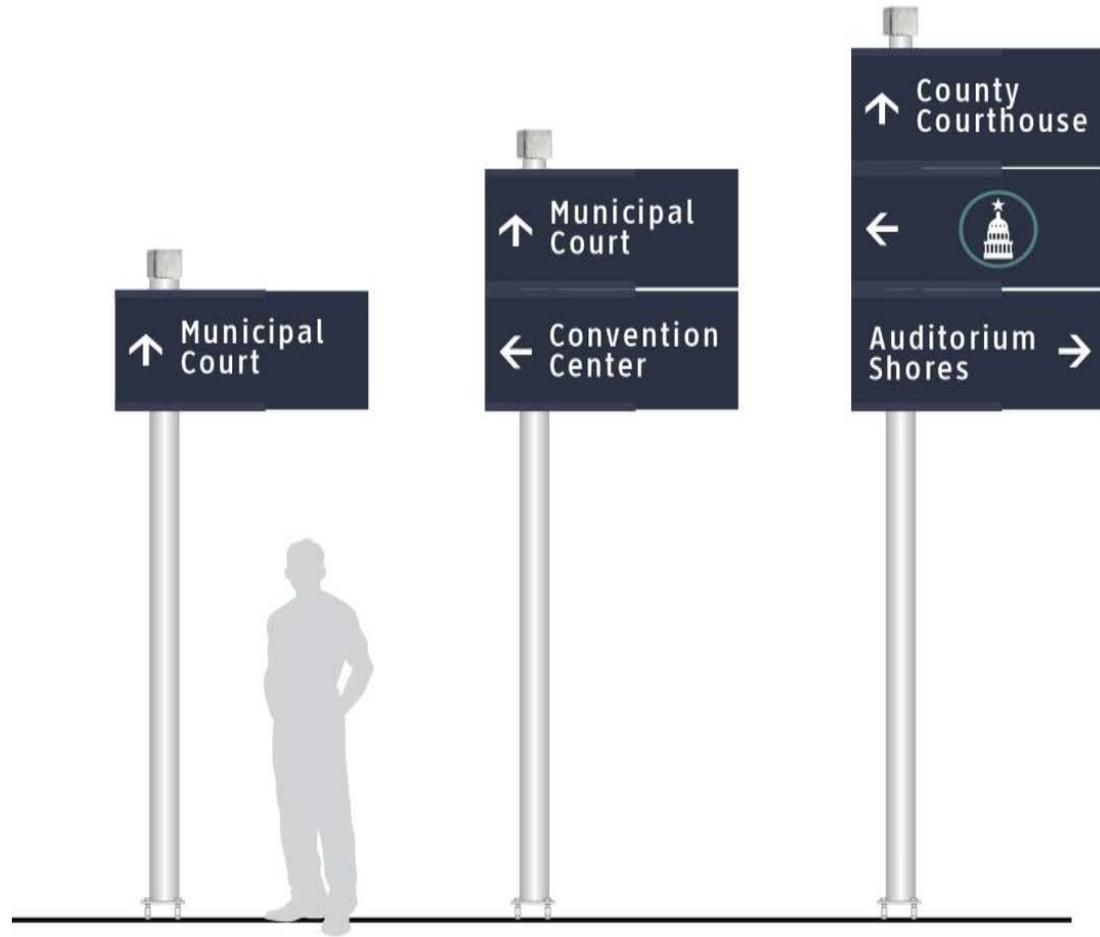


PDIR.3	PDIR.3A	PDIR.6	PDIR.6A	PMAP.1	PMAP.2
Pedestrian Directional	Pedestrian Directional	Pedestrian Directional	Pedestrian Directional	Pedestrian Map	Pedestrian Map
Utility Pole Attachment	NEW POST	Utility Pole	NEW POST	Single-Sided Utility Pole Attachment	Double-Sided 2 Posts
3 messages	3 messages	6 messages	6 messages		

Pedestrian Signage (Directional)



Parking (Static)

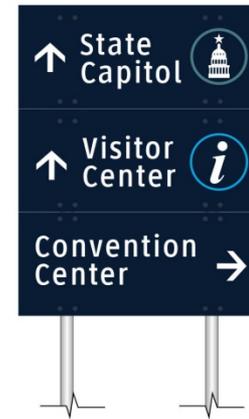


VDIR.1
Vehicular
Directional
NEW POST
1 message

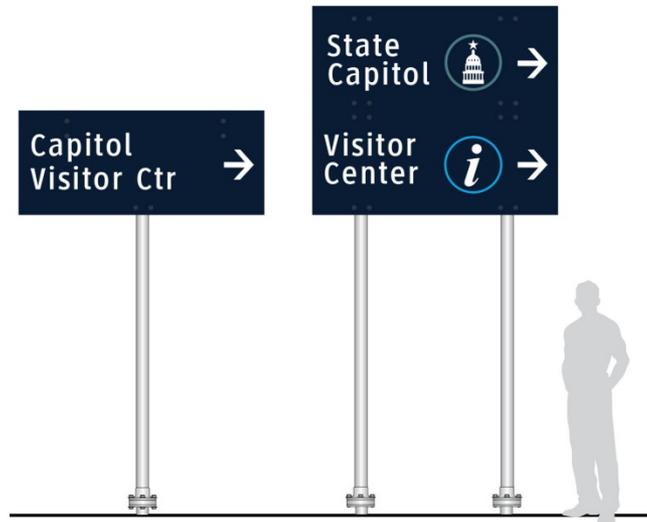
VDIR.2
Vehicular
Directional
NEW POST
2 messages

VDIR.3
Vehicular
Directional
NEW POST
3 messages

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)

Pending Adjustments

- Construction Detail Changes
- Wayfinding/Butler Trail Intersections
- Additions at Rainey, Seaholm, Red River, and east of IH35

Additional Components
(not programmed in this phase)



Not
Programmed

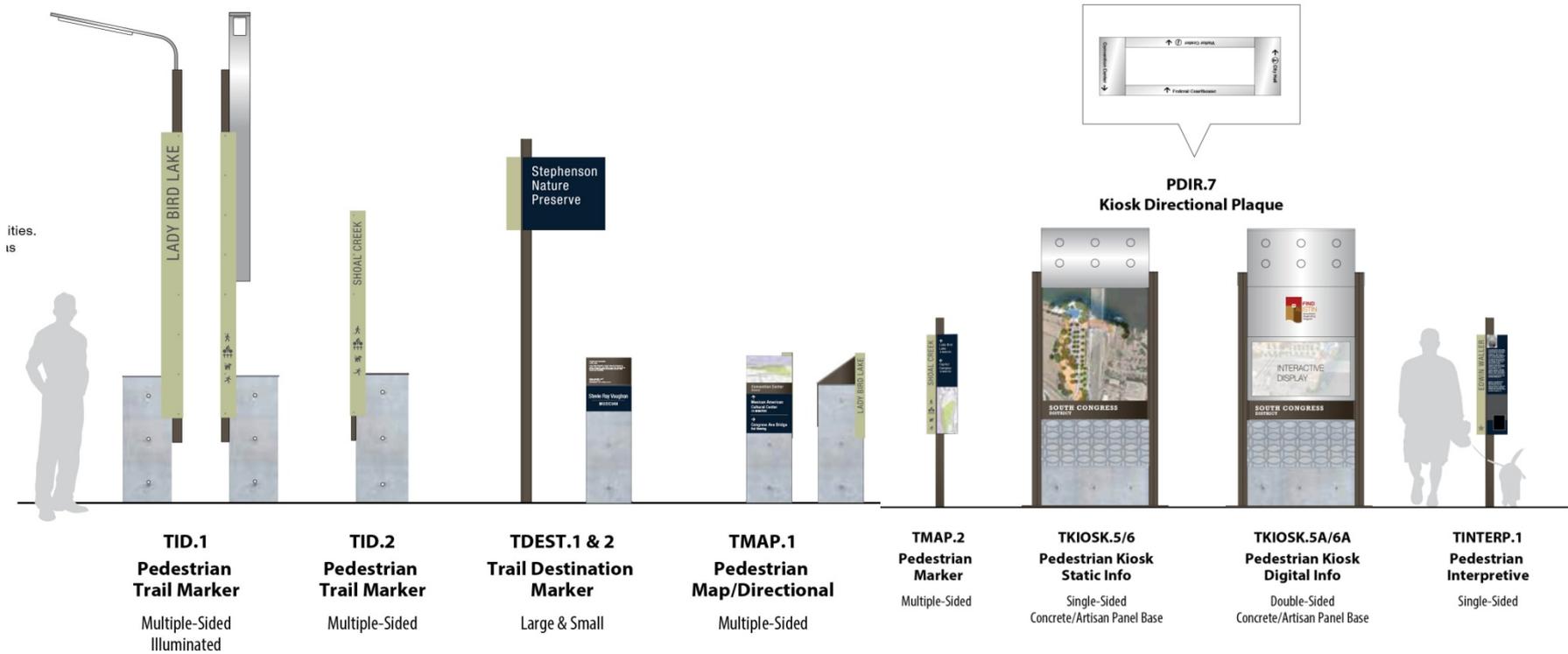
District Gateway Signage

Not
Programmed



PINTERP.1
Pedestrian
Interpretive
Single-/Double-Sided

Interpretative Signage



Not
Programmed

Trail Signage

THANK YOU

For more information contact:

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