

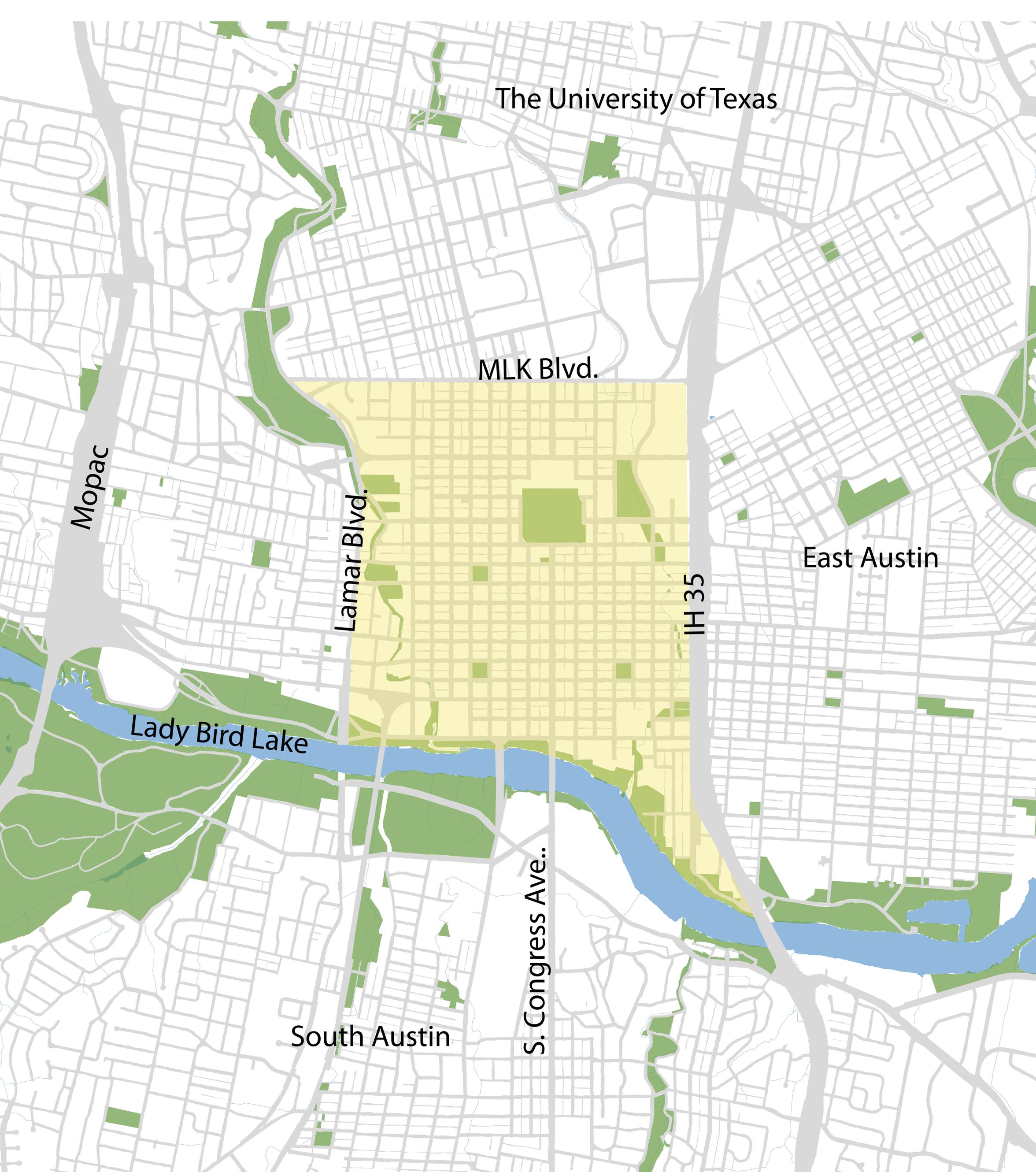
DOWNTOWN AUSTIN WAYFINDING PROGRAM
2020 Implementation / Stakeholder Meeting

JANUARY 5, 2021

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AGENDA

- **Introductions**
- **Project Background**
- **Project Status**
- **Current Tasks**
- **Next Steps / Schedule**
- **Destination Discussion**



The University of Texas

MLK Blvd.

Mopac

Lamar Blvd.

Lady Bird Lake

South Austin

S. Congress Ave.

IH 35

East Austin

ORIGINAL SCOPE OF WORK

- **Wayfinding Analysis**
- **Design Development**
- **Sign Standards Manual** (Signed/Sealed)
- **Sign Location Plans**
- **Message Schedule**
- **Detail Sheets: Location Photos / Drawings**

FINAL DRAFT
No. 1



Downtown Austin

wayfinding master plan

June 14, 2013

★ City of Austin, Texas

with:
McCann Adams Studio
Austin, TX

Estilo Communications
Austin, TX

I.T. Gonzalez Engineers
Austin, TX

Gannett Fleming
Austin, TX

merJE

MERJE | ENVIRONMENTS & EXPERIENCES

120 North Church Street

Suite 208

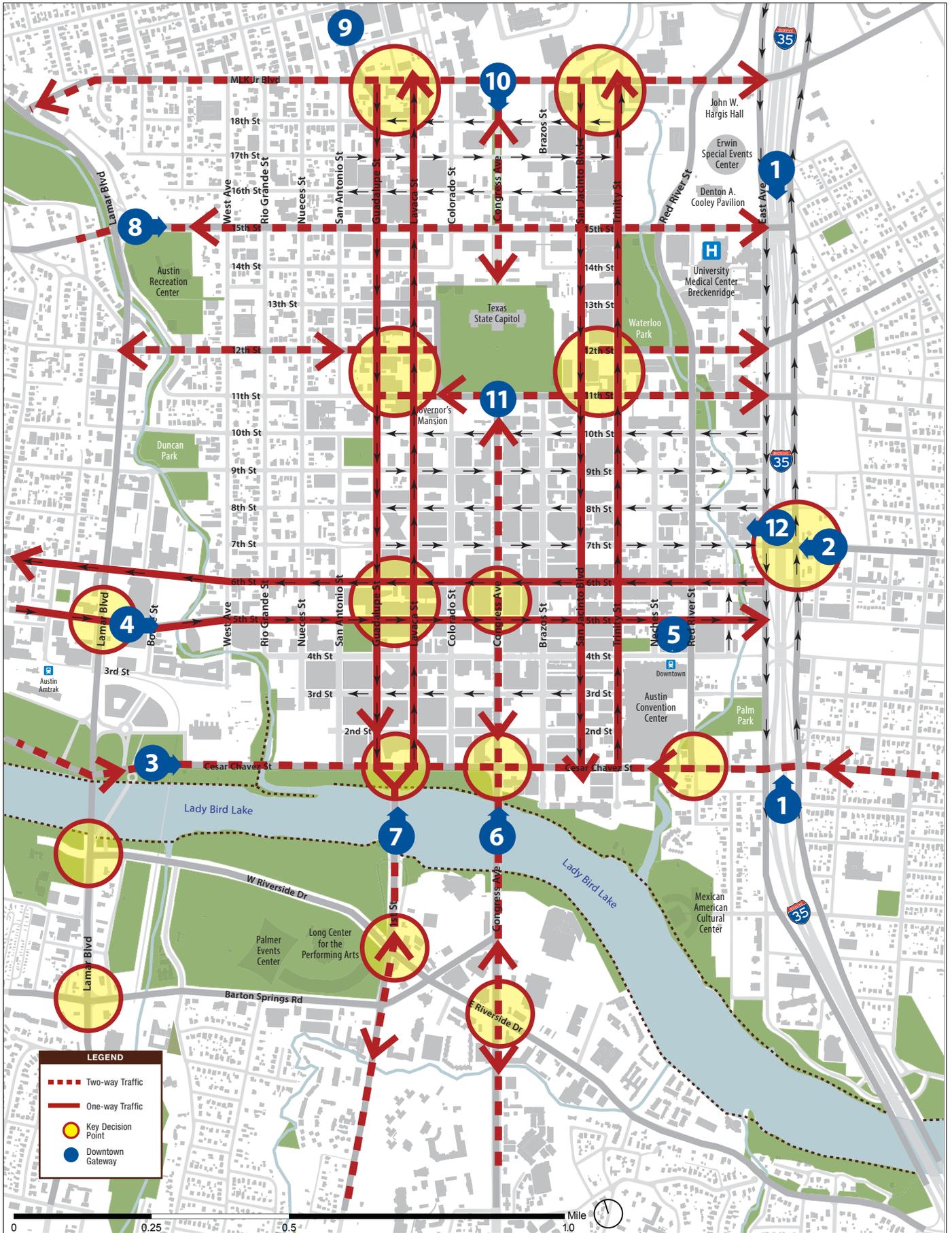
West Chester, PA 19380

T 484.266.0648

www.merjedesign.com

FINAL DRAFT
No. 1

FIGURE 3.10 VEHICULAR CIRCULATION
Primary vehicular circulation patterns for wayfinding based on stakeholder interviews and Downtown Austin Plan strategies.



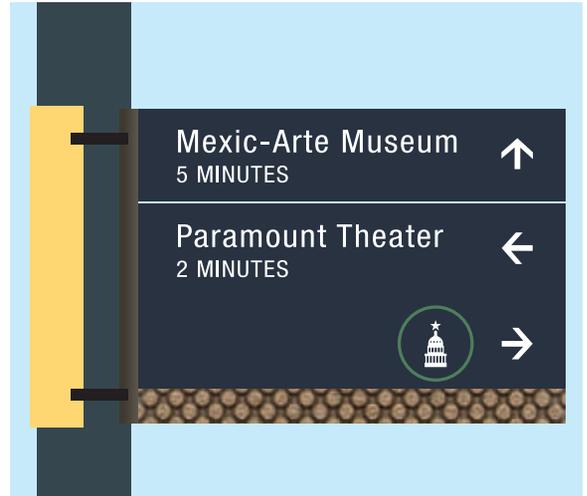
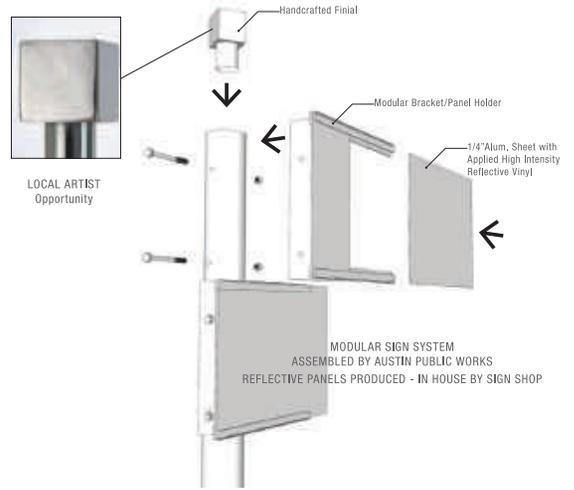
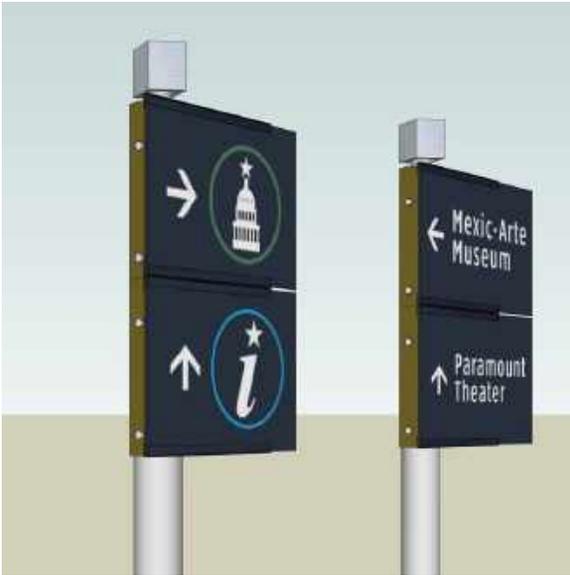
WAYFINDING ELEMENTS

- **District Identification**
- **Vehicular & Parking Signage**
- **Pedestrian Signs and Kiosks**
- **Downtown Orientation Map**
- **Trail Signage & Sidewalk Compass**

Total Signs: 236

Phase 1: Pilot Program (35 – 50 signs)

Phase 2: Roll-Out





VDIR.1
Vehicular Directional
NEW POST
1 message

VDIR.2
Vehicular Directional
NEW POST
2 messages

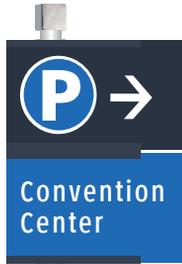
VDIR.3
Vehicular Directional
NEW POST
3 messages

TEMP.1
Temporary Directional
Freestanding

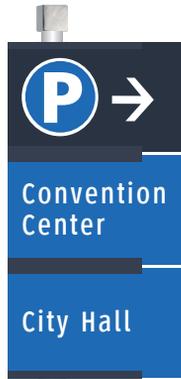
TEMP.2
Temporary Directional
Magnetic Pole Base



PARK.1
Parking
Directional



PARK.2
Parking
Directional

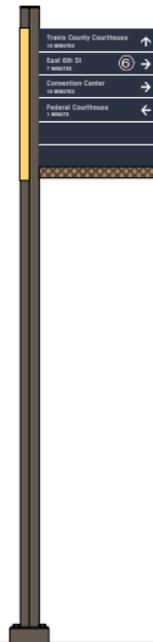
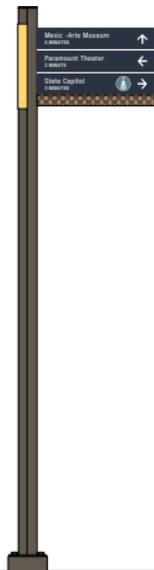


PARK.3
Parking
Directional



PARK.4
Parking
Trailblazer





PDIR.3

**Pedestrian
Directional**

Utility Pole Attachment
3 messages

PDIR.3A

**Pedestrian
Directional**

NEW POST
3 messages

PDIR.6

**Pedestrian
Directional**

Utility Pole
6 messages

PDIR.6A

**Pedestrian
Directional**

NEW POST
6 messages

PMAP.1

Pedestrian Map

Single-Sided
Utility Pole
Attachment

PMAP.2

Pedestrian Map

Double-Sided
2 Posts



PINTERP.1
Pedestrian
Interpretive
Single- or
Double-Sided



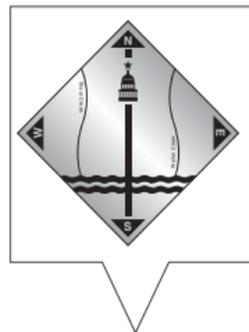
PKIOSK.1
Pedestrian
Directional/Map
Double-Sided



PKIOSK.2/3
Pedestrian Kiosk
Static Info
Single-Sided
Stone Base



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




COMPASS.1
Pedestrian
Sidewalk Compass



UNIVERSITY OF TEXAS, AUSTIN

STATE CAPITOL

RED RIVER DISTRICT

EAST 6TH ST DISTRICT

WEST 6TH ST DISTRICT

WAREHOUSE DISTRICT

WEST END DISTRICT

2ND ST DISTRICT

RAINEY ST DISTRICT

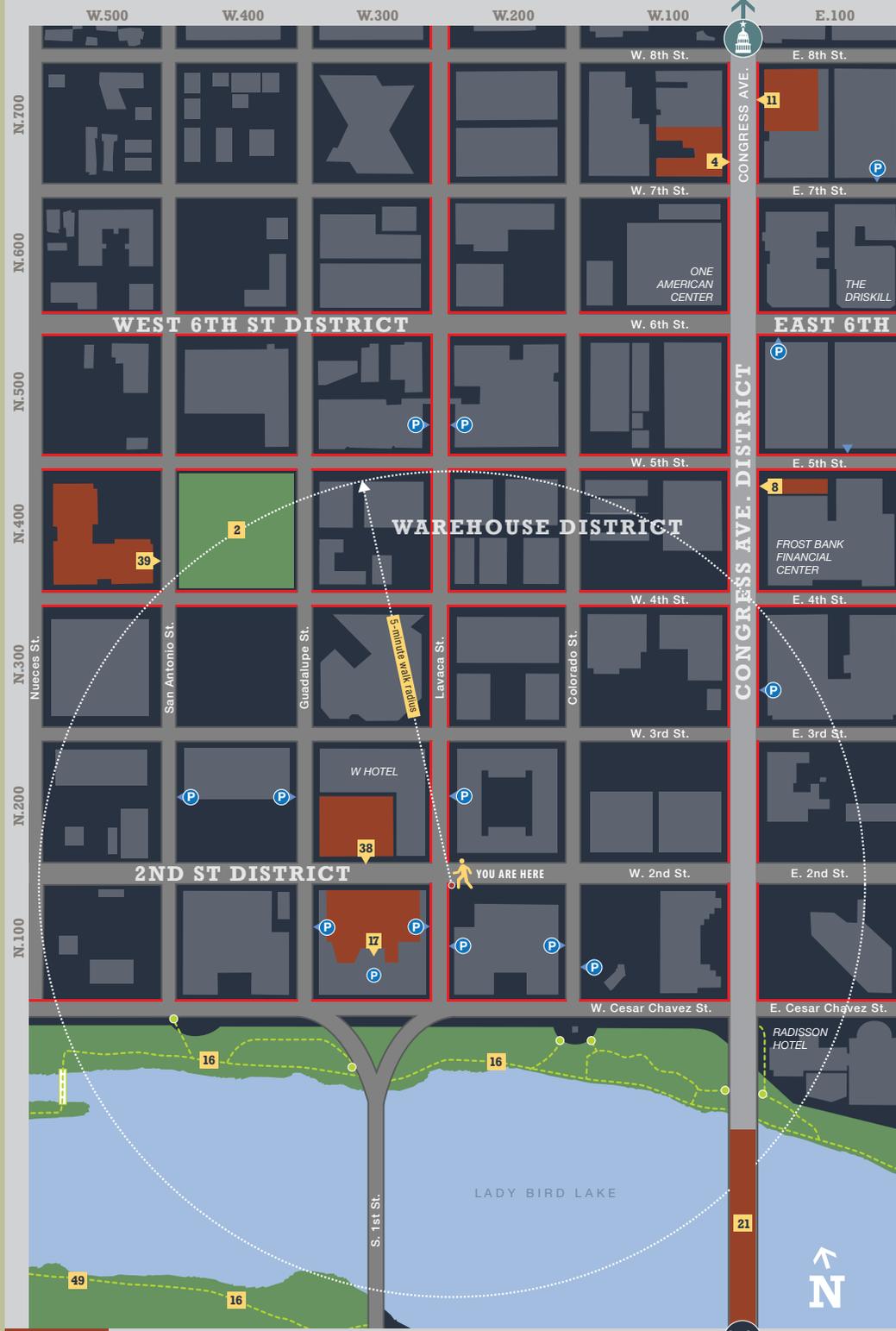
SOUTH CONGRESS DISTRICT

35

35

35





DESTINATIONS

- 17** CITY HALL: 301 W 2nd St.
- 21** CONGRESS AVE. BRIDGE
- 39** FEDERAL COURTHOUSE: TBD
- 4** JONES CENTER: 823 Congress Ave.
- 16** LADY BIRD LAKE TRAIL
- 8** MEXIC-ARTE MUSEUM: 419 Congress Ave.
- 38** MOODY THEATRE: 310 W Willie Nelson Blvd.
- 11** PARAMOUNT THEATRE: 713 Congress Ave.
- 49** STEVIE RAY VAUGHN STATUE



- P** Pedestrian Garage Entry
- Transit Corridors
- Trail
- Park land
- Trail Access Point

2ND STREET DISTRICT



Downtown Austin

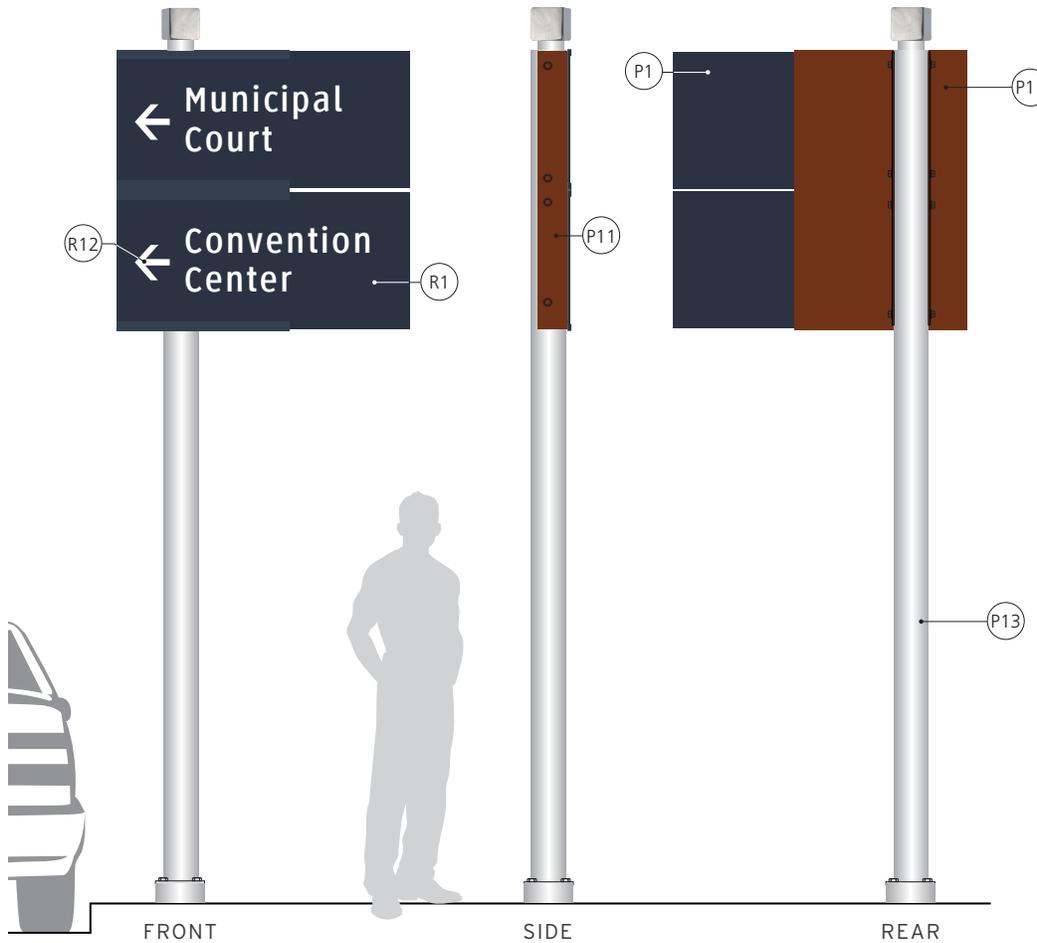
wayfinding graphics manual

June 24, 2014

★ Prepared for: City of Austin, Texas

"It is the policy of the City of Austin to involve certified Minority Owned Business Enterprises (MBEs) and Woman Owned Business Enterprises (WBEs) in City contracting. MBE and WBE goals for this solicitation are contained in Volume 3, M/WBE Procurement Program Package."

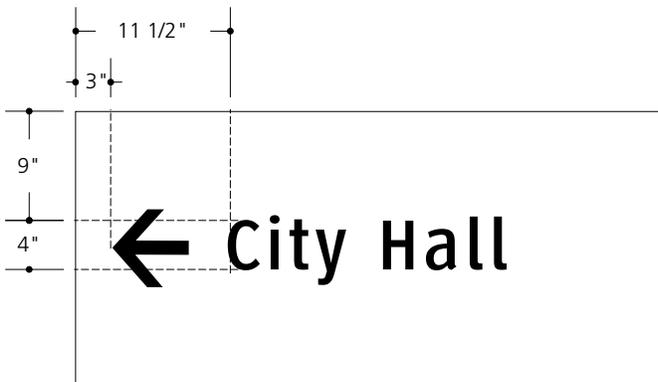
VDIR.2
VEHICULAR DIRECTIONAL



Vehicular directional signs are modular with panels that can be easily replaced. Signs can have 1-3 messages, and can hold either a graphic pictogram message or a text message.

Signs are typically used on roadways that have a speed limit of 25mph or less, per MUTCD section 2D.50 copy is 4" high, typeface is Clearview and both background and copy are retro-reflective. Sign posts are break-away.

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



2 **Typical Layout Guidelines - 4"**
scale: 3/4"=1'-0"

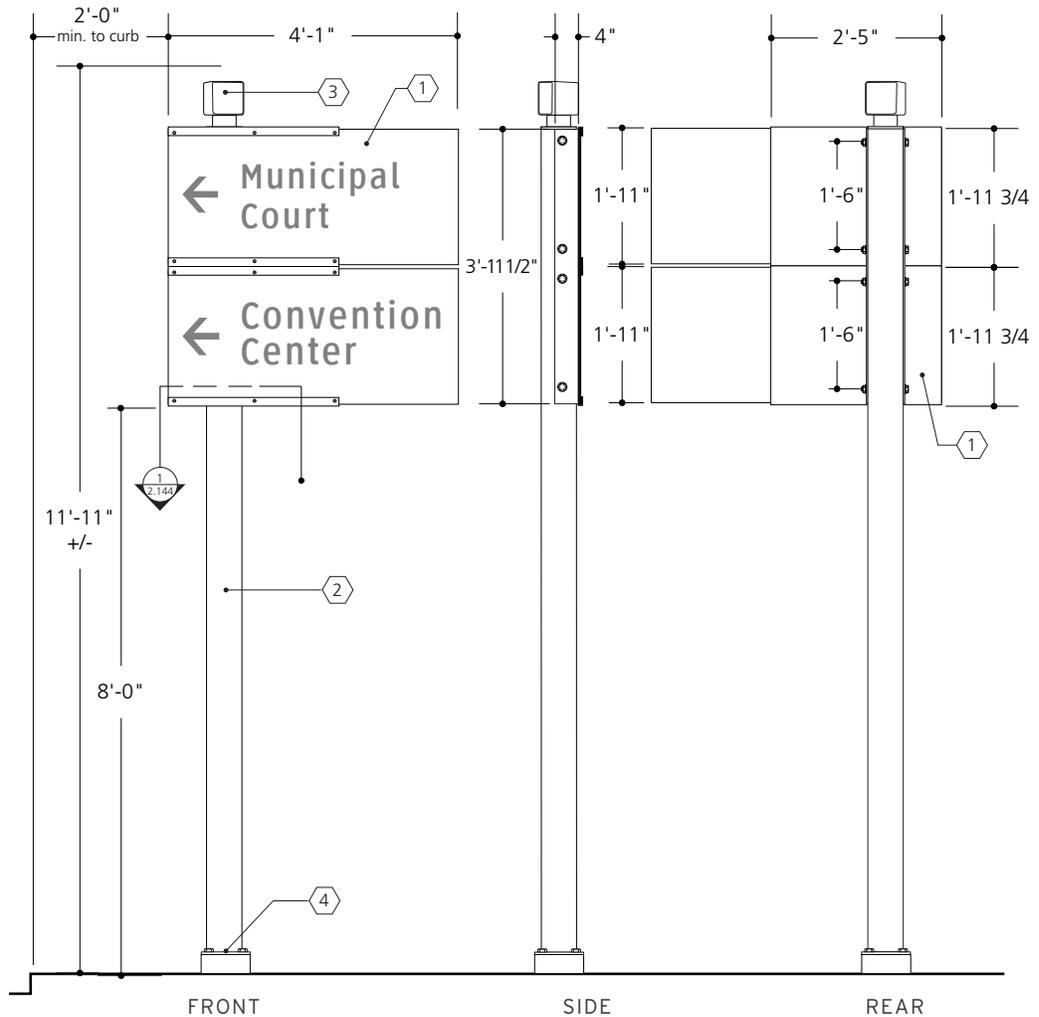
These drawings are meant for DESIGN INTENT ONLY and are not for construction. Contractor shall verify and be responsible for all dimensions and conditions of the job. Contractor shall be familiar with the site and conditions it presents. This office must be notified of any variations from the dimensions 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.

VDIR.2
VEHICULAR DIRECTIONAL

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.



1 Elevations VDIR.2
scale: 3/8"=1'-0"

- ① Modular sign panel assembly (see PART C: Construction Details for more detail)
- ② 6" x 1/4 wall alum tube upright
- ③ Handcrafted finial - mounted to upright cap assembly (see PART C: Construction Details, page 2.143).
- ④ Transpo Pole-Safe breakaway device with aluminum escutcheon cover (see PART C: Construction Details for different footer types). Verify all location conditions.

These drawings are meant for DESIGN INTENT 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 this office for approval prior to proceeding with fabrication. All copy shall be proofread by client and legal requirements checked by legal department.

**PKIOSK.1
PEDESTRIAN KIOSK**

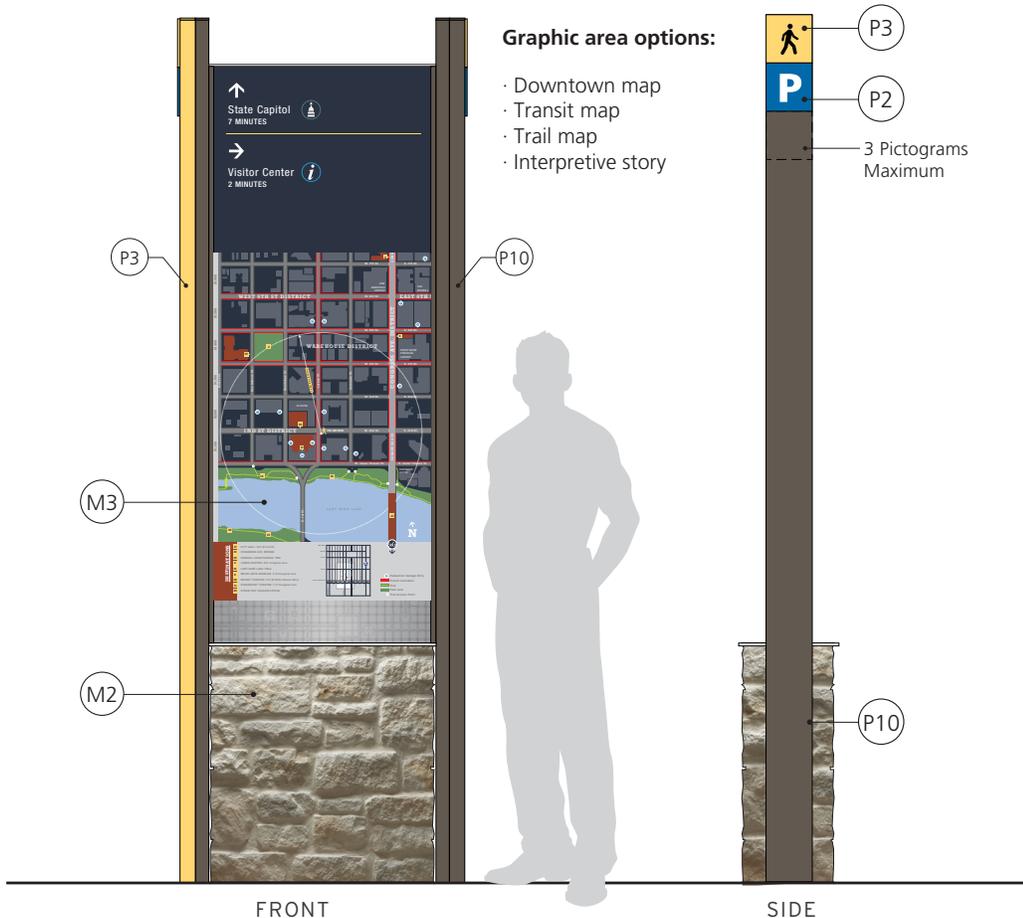
A series of pedestrian sign types have been developed to address various situations and communicate a variety of information.

KIOSKS:
Located at key gathering points, kiosks provide even broader information and are substantial, offering directions, maps and in some cases technology access.

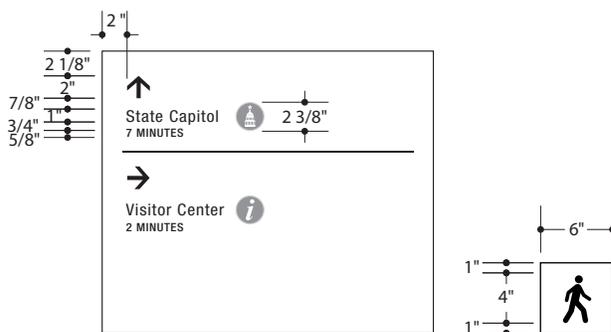
These signs can be internally illuminated, have architectural bases, and those with canopies can utilize solar power.

Kiosks located in the Downtown have Texas Limestone bases.

Pictograms correspond with the panel information shown. Three (3) Pictograms per sign-per side.



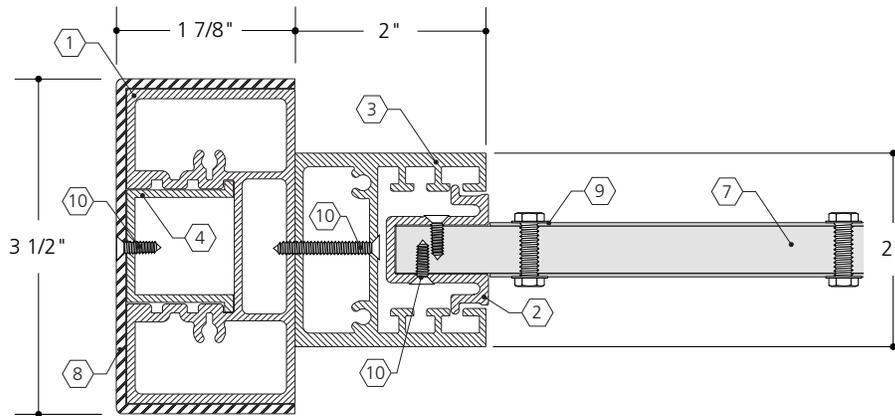
1 Color Schedule - PKIOSK.1
scale: 1/2"=1'-0"



2 Typical Layout Guidelines - PKIOSK.1
scale: 3/4"=1'-0"

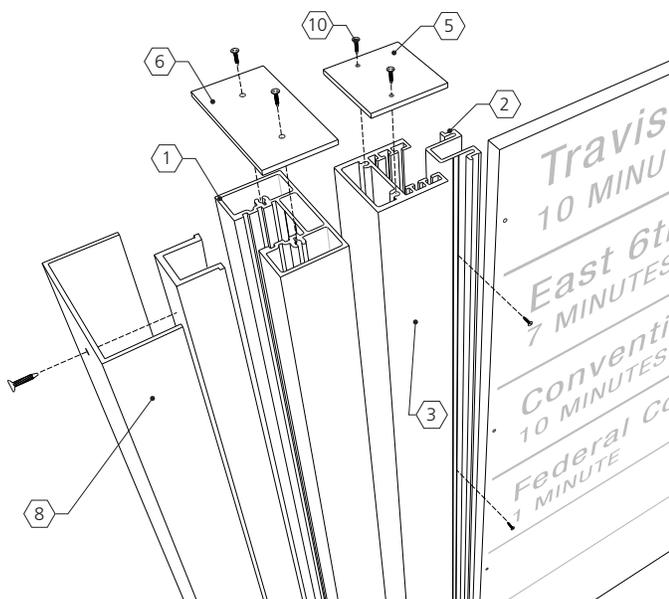
These drawings are meant for DESIGN INTENT ONLY and are not for construction. Contractor shall verify and be responsible for all dimensions and conditions of the job. Contractor shall be familiar with the site and conditions it presents. This office must be notified of any variations from the dimensions 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.

**SECTION DETAILS
PDIR.3A &
PDIR.6A**



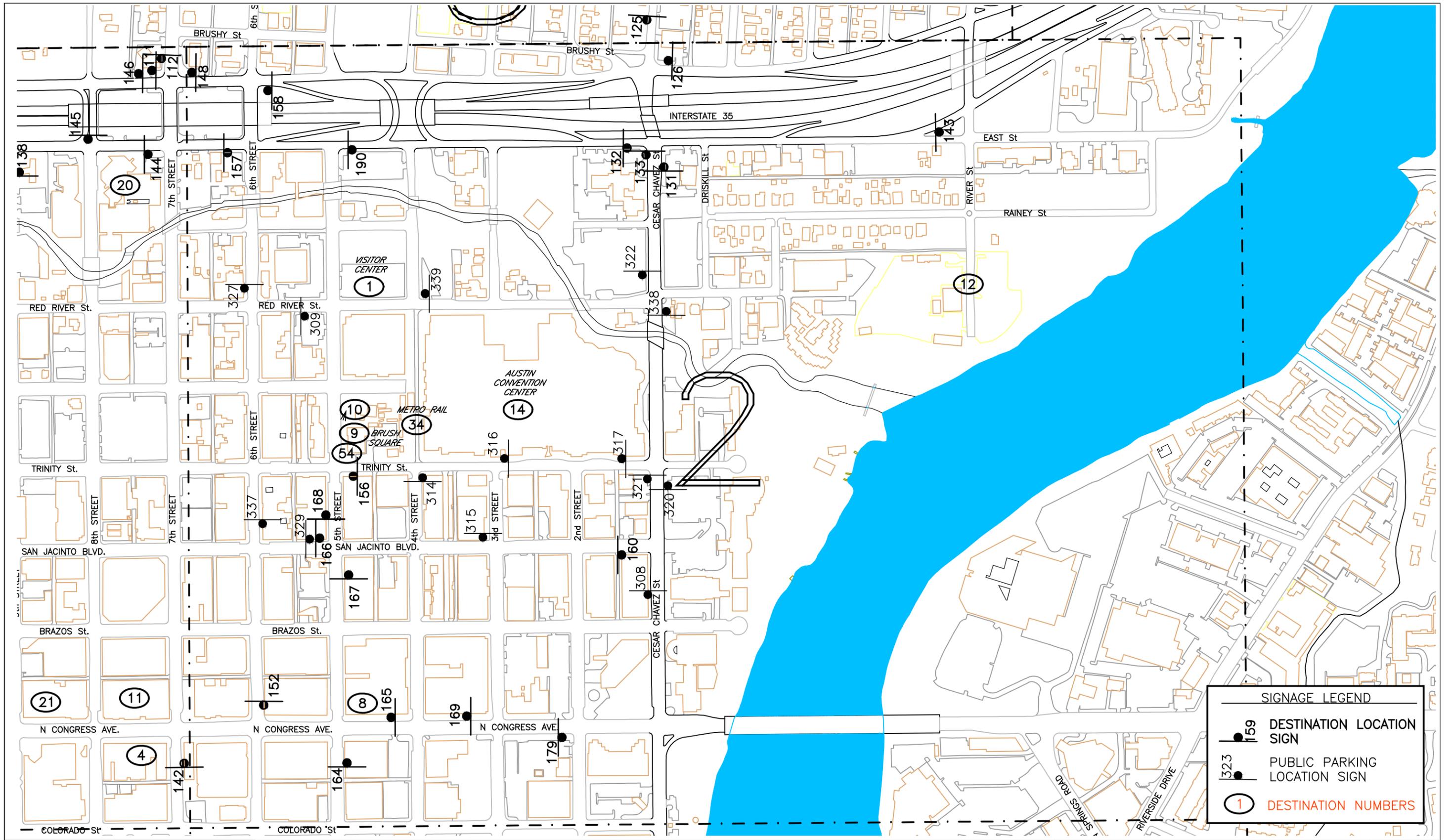
1 Section - PDIR.3/6a
half scale

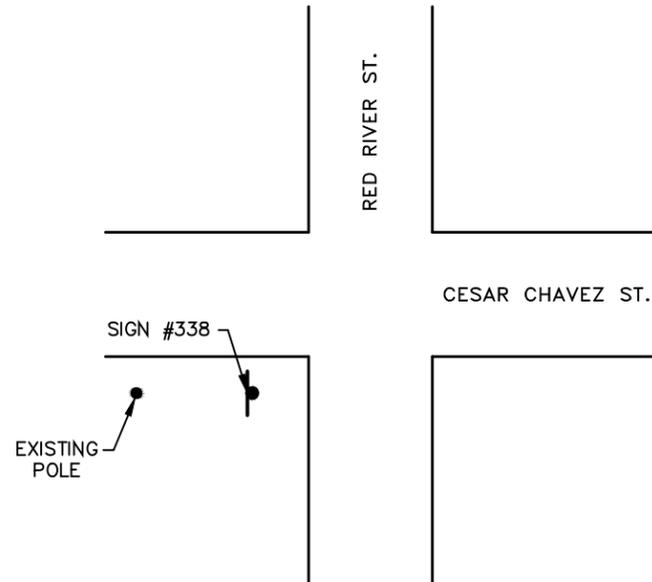
- ① SignComp - series 3 - 3 1/4" rect. post #1220
- ② SignComp - series 2 - Panel adapter #1204
- ③ SignComp - series 2 - 2" square post #1100
- ④ SignComp - series 2 - reveal #1200
- ⑤ SignComp - series 2 - 3/8" post cap #5261
- ⑥ SignComp - series 3 - 3/8" post cap #5010
- ⑦ 1/2" phenolic resin panel - double-faced
- ⑧ 1/8" brake-formed alum pole cover
- ⑨ Printed vinyl/decorative metal strip through-bolted to resin panel
- ⑩ Set screws



2 Exploded Detail
nts

These drawings are meant for DESIGN INTENT 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.

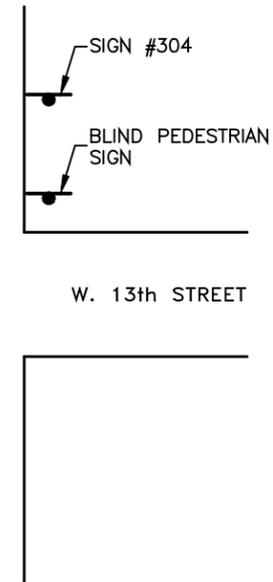




SIGN #338
4' FROM BOC AT
CESAR CHAVEZ ST.
18' TO EXISTING POLE.

NOT TO SCALE:

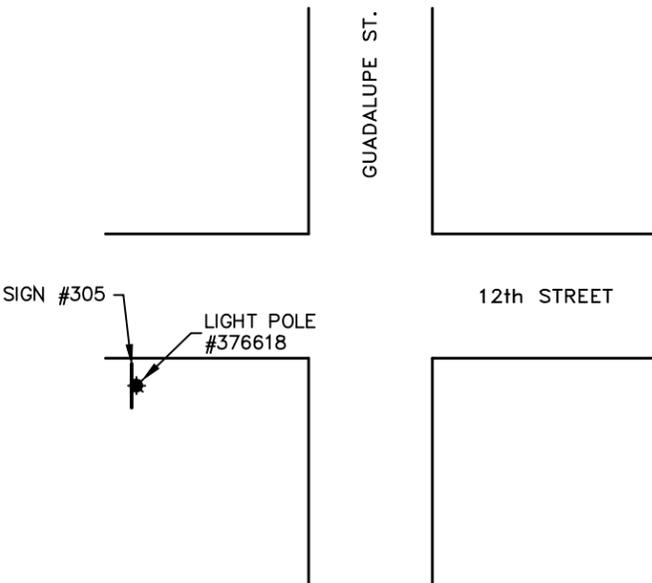
LOCATION NO. 338
SIGN TYPE: PARK.3
VEH. AREA SHEET NO. V2



SIGN #304
75' NORTH OF
BLIND PEDESTRIAN SIGN.

NOT TO SCALE:

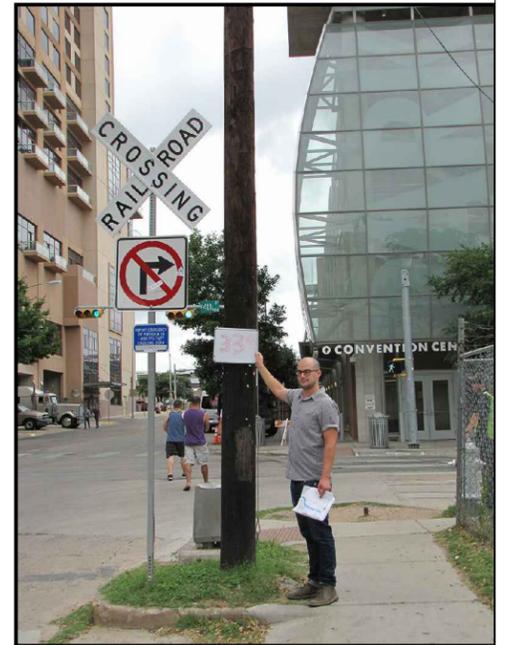
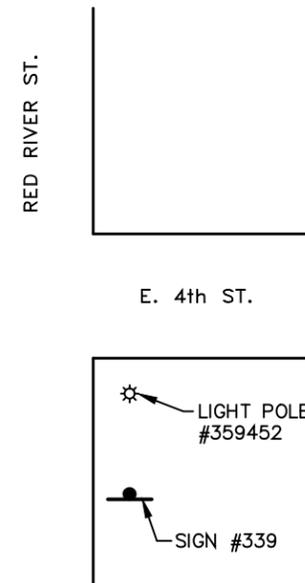
LOCATION NO. 304
SIGN TYPE: PARK.2_LEFT
VEH. AREA SHEET NO. V1



SIGN #305
ON EXISTING
LAMP POST #376618.
MOUNT NEW SIGN
ABOVE EXISTING SIGN

NOT TO SCALE:

LOCATION NO. 305
SIGN TYPE: PARK.4
VEH. AREA SHEET NO. V3



SIGN #339
3' FROM RED RIVER BOC
25' FROM LIGHT POLE #359452

NOT TO SCALE:

LOCATION NO. 339
SIGN TYPE: VDIR.1
VEH. AREA SHEET NO. V2

PROJECT STATUS

Design & Planning	2012 – 2015
Manual / Plans Complete	2015
On-Hold	2015 – 2019

IDIQ Bid Awarded	November 2020
-------------------------	----------------------

Review / Update Plans	December 2020 – April 2021
------------------------------	-----------------------------------

Phase 1: Pilot Project	May – July 2021
Phase 2: Roll-Out	July – December 2021

* Funding is available for both Phases through the IDIQ Contract

CURRENT TASKS

Fabrication / Installation: SSC Signs & Lighting

- **Assess Work Completed to Date**
- **Update Sign Location Plans / Messages**
- **Update Downtown Orientation Map**
- **Construction Administration: Phase 1 & Phase 2**

PROJECT ISSUES / COORDINATION

- **Destination List Updates**
- **New Circulation / Routing**
- **Site Conditions: Changes**
- **New / Planned Construction**
- **Related Wayfinding Initiatives**
- **Existing Wayfinding Programs**

Destination List Discussion

- **New or Additional**
- **Deletions / Closed**
- **Name Changes**
- **Relocations**
- **Future Destinations**

VEHICULAR / PED. DESTINATIONS (2015)

6th St.. District
2nd St. District

AT&T Center
Auditorium Shores
Austin Fire Museum
Austin History Ctr.
Austin Visitor Center

Blanton Museum of Art
Bob Bullock Hist. Museum
Brush Square

Capitol Visitor Center
City Hall
City Parking Garages
Congress Ave. Bridge
Congress Ave. District
Convention Center
Convention Center District
County Courthouse

Dickinson Museum
Dougherty Arts Center

Faulk Central Library
Federal Courthouse

Frank Erwin Center
French Legation Mus.

German Free School
Governors Mansion
Huston– Tillotson Univ.

Jones Center
Judges Hill District

Lady Bird Lake
Lance Armstrong Bikeway
LBJ Library
Long Center for Perf. Arts

Market District
MetroRail Downtown Stn.
Mex–Amer. Cultural Ctr.
Mexic–Arte Museum
MLK Jr BLVD
Moody Theater
Municipal Court

O. Henry Museum
Old Bakery

Palmer Events Center
Paramount Theatre
Post Office

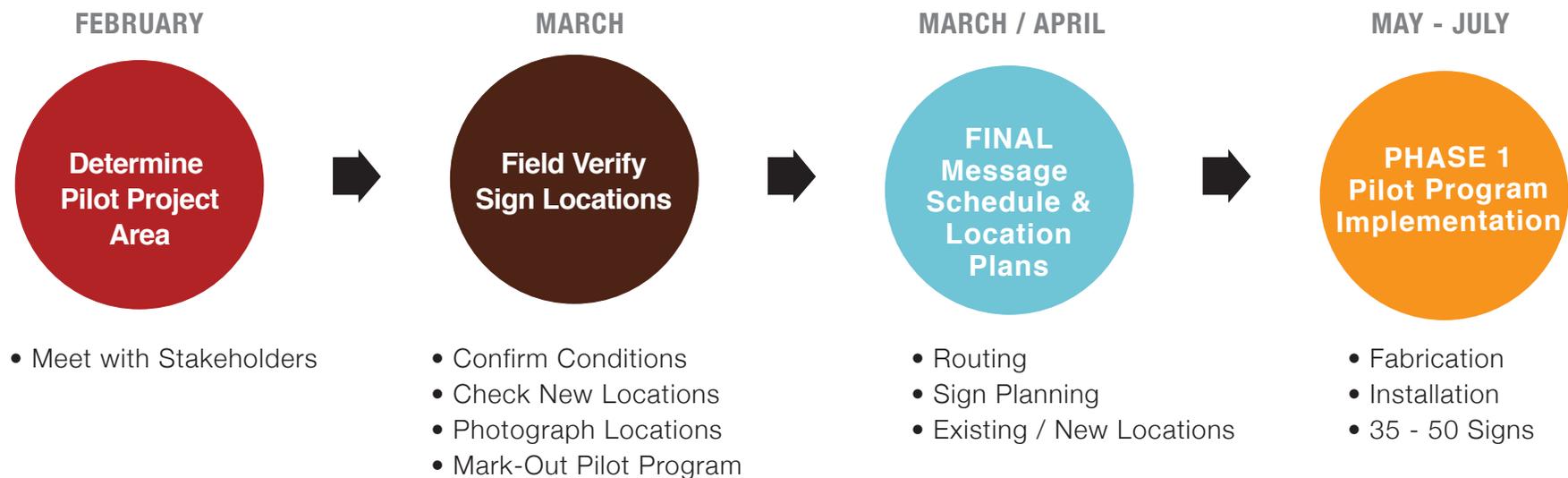
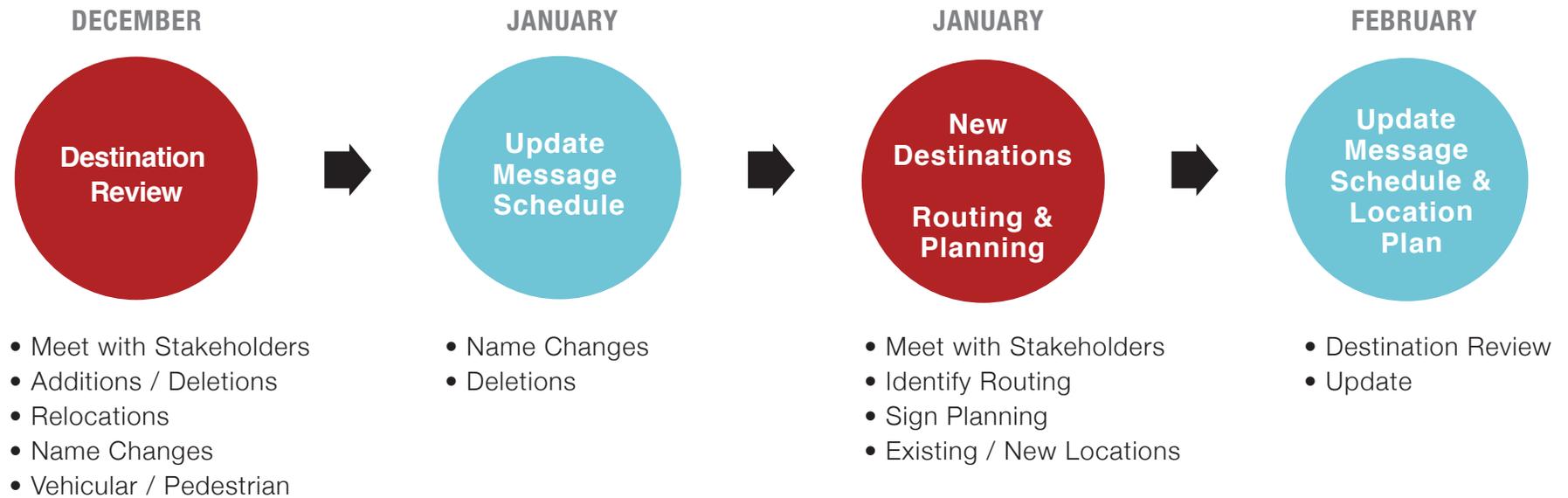
Rainey St. District
Red River District
Republic Square

S. 1st St. Bridge
S. Congress Ave. Bridge
Seaholm
Shoal Creek Trail
SOCO District
State Capitol
State Cemetery

The Bremond Block
TX Lottery Commission *

University of Texas-Austin
Visitor Center
Warehouse District
West 6th St. District
Wooldridge Square
Zilker Park

PROJECT PROCESS & SCHEDULE



← FABRICATOR: Approval To Proceed / Shop Drawings, Samples & Prototype →

PROJECT TASKS	DECEMBER				JAN				FEB				MARCH					APRIL				M	MAY - JULY				
	7	14	21	28	4	11	18	25	1	8	15	22	1	8	15	22	29	5	12	19	26	3					
TASK 5.1: ASSESSMENT																											
Review Destination List (w/ Stakeholders)	█																										
Client / Stakeholder Review Period	█																										
Update Destination List				█																							
Update Message Schedule				█																							
New Destination / Routing (Stakeholders)				█																							
Update Message Schedule								█																			
Update Sign Location Plans								█																			
Client / Stakeholder Review Period								█																			
Update Sign Panel Messages												█															
Determine Pilot Project												█															
TASK 5.2: UPDATE PLANS / SCHEDULE																											
Field Check Locations												█															
Mark-Out Pilot Project Locations												█															
Update Plans / Schedule												█		█													
Client / Stakeholder Review Period														█													
Final Plans														█													
TASK 5.3: UPDATE ORIENTATION MAP																											
Update Orientation Map (1)				█																							
Submission #1				█																							
Client / Stakeholder Review Period								█																			
Update Orientation Map (2)												█															
Submission #2												█															
Client / Stakeholder Review Period														█													
Update Orientation Map (3)														█													
Submission #3														█													
IMPLEMENTATION: PHASE 1																											
Notice to Proceed								█																			
Kick-Off Meeting / Administration								█		█																	
Mark-Out Pilot Project Locations										█																	
Shop Drawings / Samples / Prototype										█																	
Fabrication / Installation										█																	
																					MAY - JULY						

Questions • Answers • Discussion

Thank You !

merJe