



Heritage Wayfinding Manual

Economic Development Department • Heritage Tourism Division

AGENDA

Introductions & Project Background

Melissa Alvarado

Heritage Tourism Division Manager
CoA Economic Development Department

5 min

Heritage Wayfinding Guidelines Design Options

John Bosio

MERJE / Principal

20 min

Open Discussion

All

30 min

Next Steps

John Bosio

MERJE / Principal

5 min

HERITAGE WAYFINDING MANUAL GOAL

Develop a manual inclusive of sign types and historic interpretive elements within districts to enhance the visitor's connectedness to place, history, culture and experience, including underrepresented sites that reflect Austin's diverse communities.

Key Points:

- Initiative **does not** include fabrication or installation
- First step to creating a design guide
- Serves as the foundational work for the districts that were previously allocated funding for wayfinding by the City Council
- Lays the foundation for future eligible districts

HERITAGE WAYFINDING GUIDELINES

WORK COMPLETED TO DATE

Project Kick-Off

December 2021

Stakeholder Meetings #1

February / March 2022

Online Survey

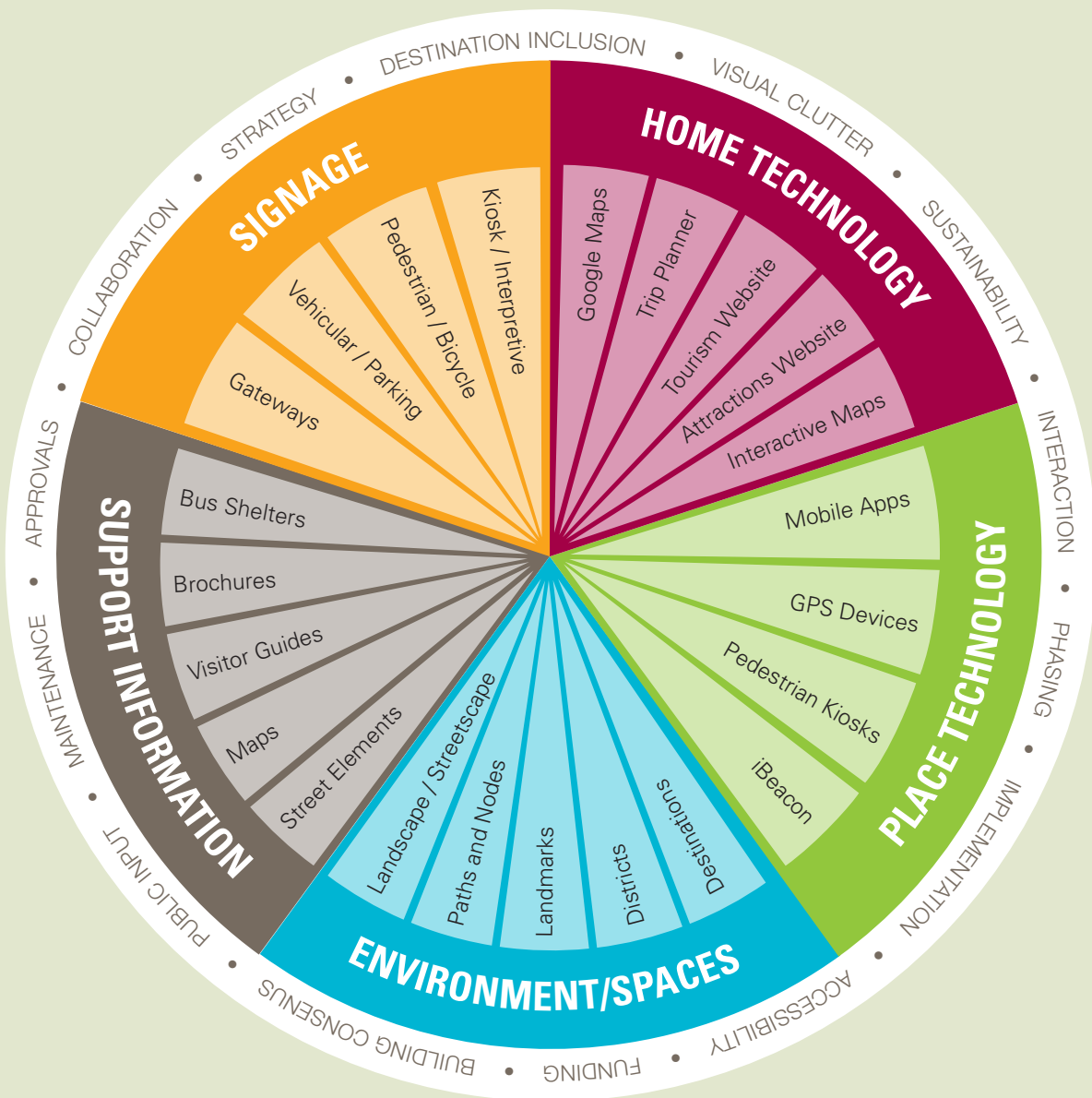
February / March 2022

Conceptual Design / Field Work

April / May

Stakeholder Meetings #2
Schematic Design

Current / June 2022



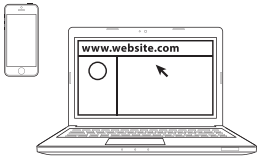
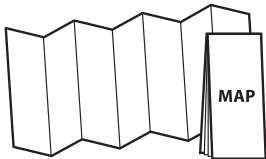
EXAMPLE JOURNEY #2: WALKING TOUR

PLAN

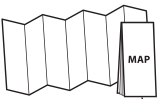
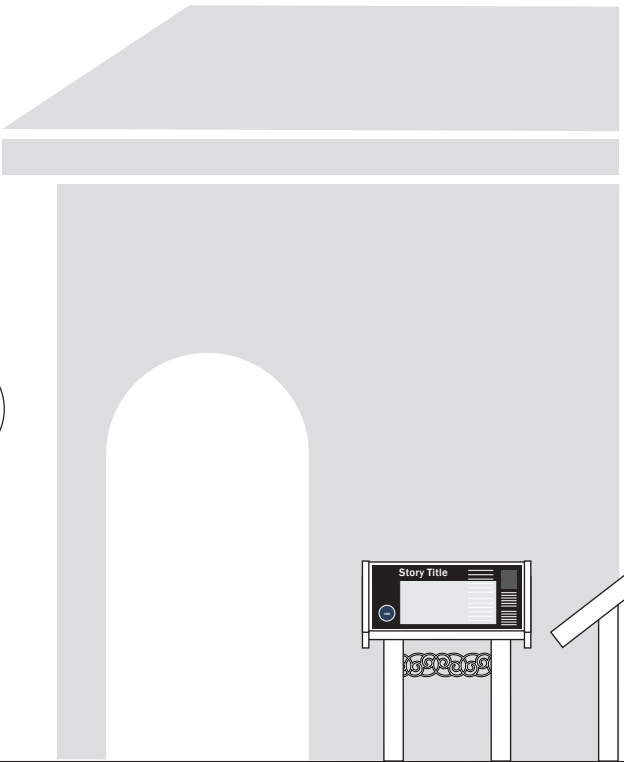
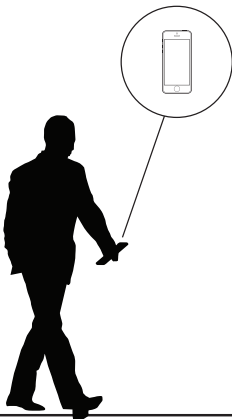
JOURNEY

DISCOVER

- Opportunity for Technology
- Opportunity for Local Art
- Opportunity for Branding
- Opportunity for Bilingual Info



Funding Available for Website Enhancements Only



District / Destination Website



District Banner



Sidewalk Plaque



Mobile App



Interpretive (Pedestal)



Printed Brochure



Interpretive Project



Interpretive



Discover destination on district or destination website

Arrives at district

Uses sidewalk compass for orientation

Follow directions to destination

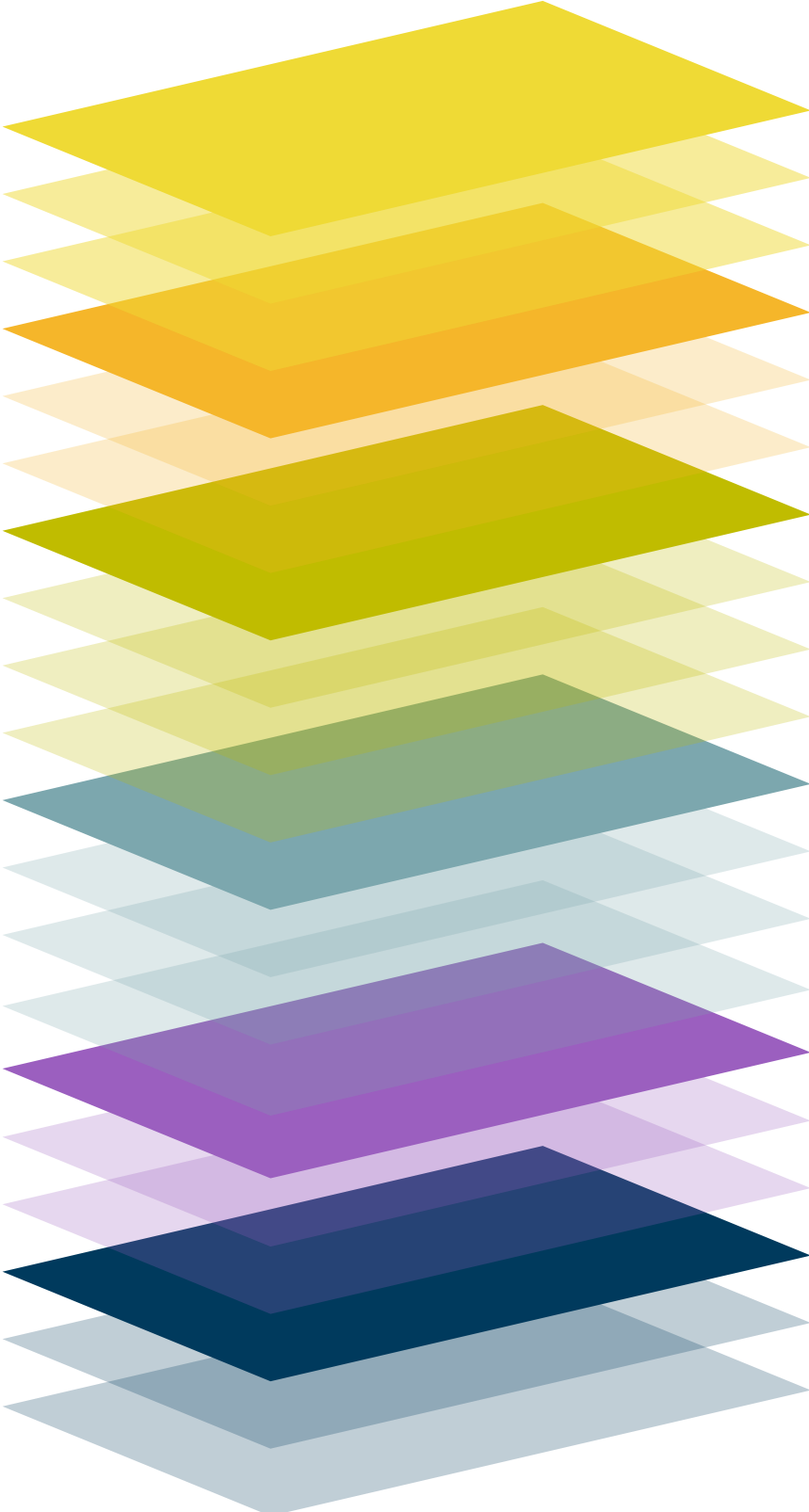
Arrives at destination. Reads interpretive story nearby.

Picks up brochure

Discovers stories about the area along the way

Arrives at second destination and reads interpretive story

AUSTIN HERITAGE WAYFINDING



STRATEGIES & TOOLS		CONSIDERATIONS	CONSULTANTS
6	Implementation	• Contractor Selection • Production Artwork • Fabrication • Installation	• Contractor
5	Design Development	• Branding • Individual Design Elements • Panel Layouts • Coordination of Features	• Graphic Designer • Local Artist • Translation Services • Digital Consultant
4	Content Development	• Subject Matter • Themes & Approach • Content Development • Locations & Sites • Connections: Places & Ideas	• Interpretive Planner • Copywriter
3	Design Elements	• Best Practices • Physical Structures • Functional Requirements • Opportunities & Features • Range of Cost	MANUAL
2	Heritage Resources	• Research Best Practices • Organizations and Agencies • Information Framework / Guidelines • Examples and Scenarios	
1	Administration	• Department & Agency Coordination • Protocols & Approvals • Cost Schedule • Maintenance • Grant Requirements	

COORDINATION EFFORTS

WAYFINDING

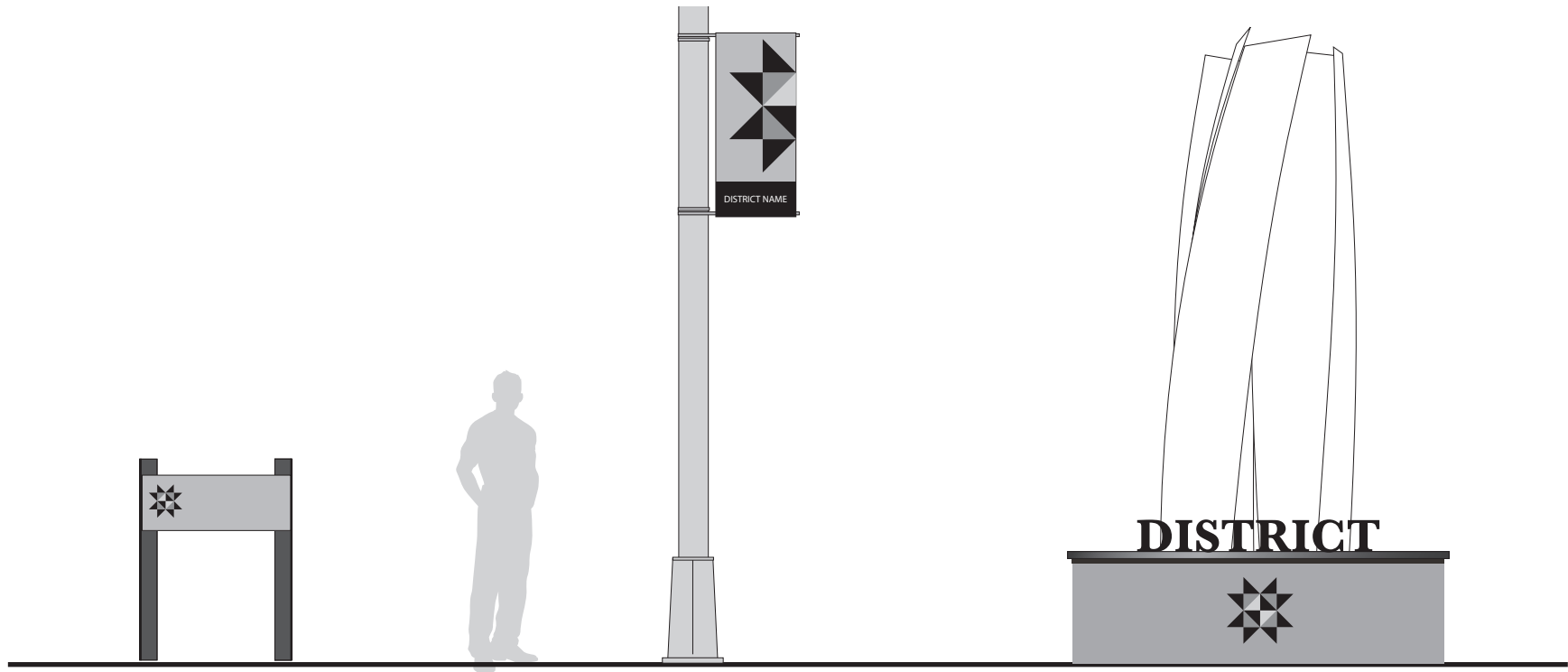
- Downtown Wayfinding System (Roll-out 2022 / 2023)
- Parks & Recreation Department
- Texas Historic Markers (THC)
- Existing Signs (Districts & Developments)
- Planned Signage Initiatives

RELATED AGENCY & APPROVALS

- Historic Landmark Commission
- Historic Preservation Office
- Parks & Recreation Department
- Public Art

DESIGN ISSUES

MANUAL: RANGE OF DESIGN DIRECTION



Standards & Templates

- Interpretive Panels
- Vehicular Directional Signs
- Pedestrian Directional Signs
- Kiosks
- Sidewalk Medallion
- Historic Marker
- District Gateways
- Accessibility

Guidelines & Best Practices

- Banners
- Brochures
- Crosswalks

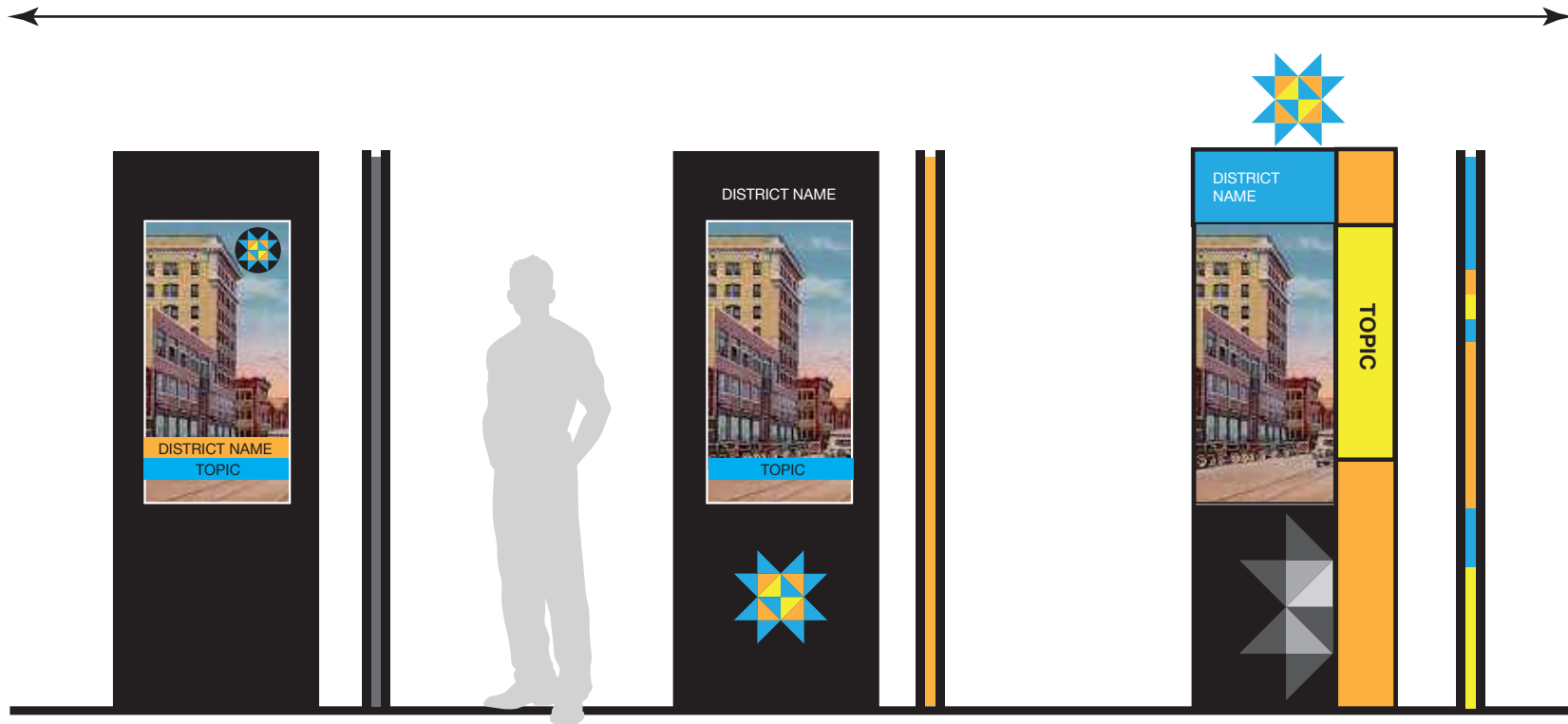
Examples & Considerations

- Placemaking Elements
- Digital Tools
- Murals
- District Gateways

FUNCTIONAL CONSIDERATIONS

- Existing Policies / Guidelines
- Coordination with Existing Wayfinding Systems
- District Identity and Customization
- Base Design + Enhancements
- Variety of Sizes & Configurations
- Permanent vs. Flexible Elements
- Standard Materials & Processes
- Range of Costs
- Maintenance

SPECTRUM OF IDENTITY



STANDARD

Structure: No customizable feature
Identity: Contained to a Single Component

PROS

Consistency = Recognizable Wayfinding Element
Economy of Scale
Simple Design Process
Maintenance is easier

CONS

Limited District Identity
Limited Opportunity for Creativity

IDENTITY TEMPLATE

Structure: Standard Product
Identity: Interpretive Panel & Applied Graphics

PROS

Consistency = Recognizable Wayfinding Element
Economy of Scale
Expanded Design Process

CONS

Stricter Design Standards
Coordination of Maintenance
Additional Maintenance Coordination

MAXIMUM IDENTITY

Structure: Framework with Custom Components
Identity: Entire Element

PROS

Opportunity to Customize per District / Location
Significant reflection of District Character
Greater Artistic and Creative Freedom

CONS

Less Recognizable as a System
Greater Range of Costs
Deeper Design Process / Professional Assistance
High Level of Maintenance & Management Required

STANDARD



Structure: No customizable feature
Identity: Contained to a Single Component

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IDENTITY TEMPLATE



Structure: Standard Product
Identity: Interpretive Panel & Applied Graphics

PROS

Consistency = Recognizable Wayfinding Element
Economy of Scale
Expanded Design Process

CONS

Stricter Design Standards
Coordination of Maintenance
Additional Maintenance Coordination

MAXIMUM IDENTITY



Structure: Framework with Custom Components (Limited Standards)
Identity: Entire Element

PROS

- Opportunity to Customize per District / Location
- Significant reflection of District Character
- Greater Artistic and Creative Freedom

CONS

- Less Recognizable as a System
- Greater Range of Costs
- Deeper Design Process / Professional Assistance
- High Level of Maintenance & Management Required

ADDITIONAL CONSIDERATIONS



Bi-Lingual Information



Artistic Component



District Branding



Technology

DESIGN FEEDBACK

IDENTITY SPECTRUM

- Standard • Identity Template • Maximum Identity
- Are there certain elements that may fall into these categories?

DESIGN LANGUAGE

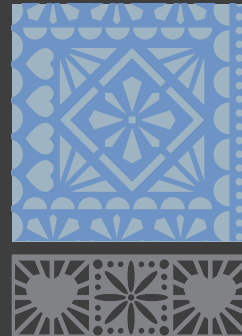
- Scale and Configuration
- Materials
- Individual Components
- Interpretive Panels: Colors, Patterns and Layout

WAYFINDING ELEMENTS

- What types of wayfinding tools do you view favorably?
- Are there additional elements the project should consider?

GRAPHICS ARE PLACEHOLDERS ONLY

Community members will incorporate their own District branding, colors, patterns and content for individual heritage wayfinding projects.

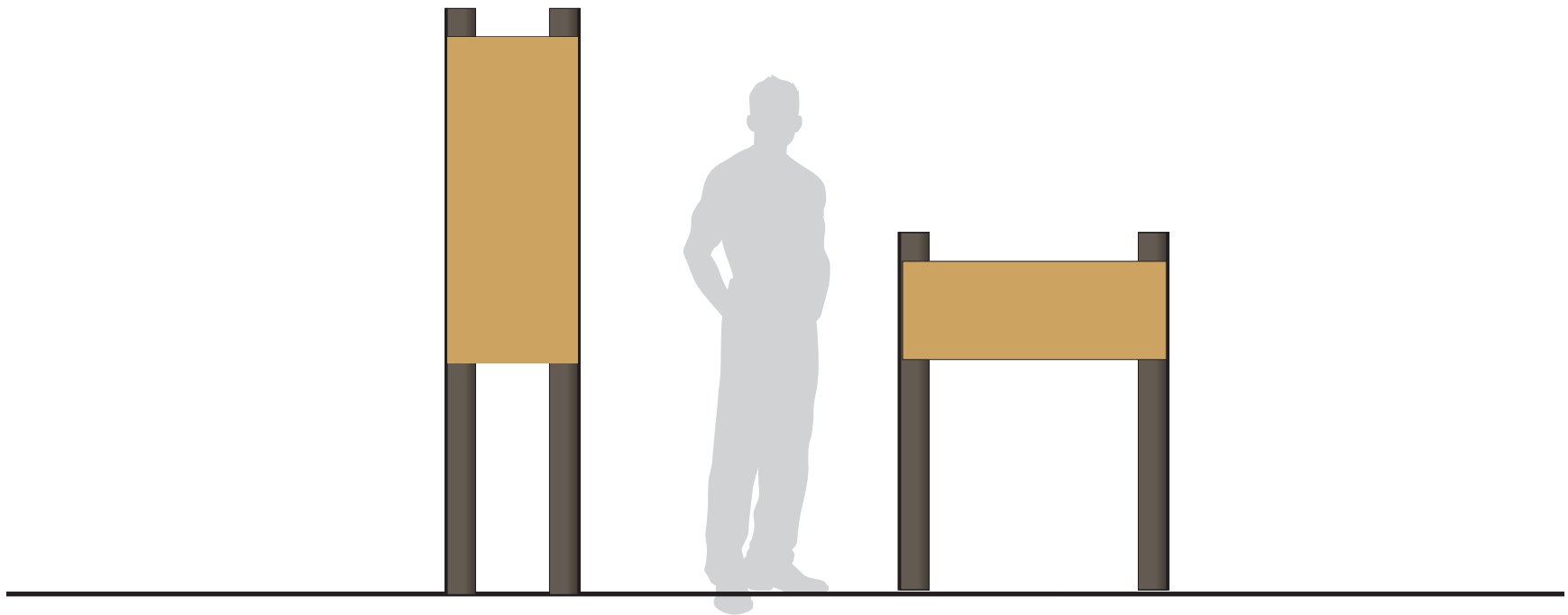


Some images used for the design concepts were originally featured in Austin's Mexico: A Forgotten Downtown Neighborhood, a project of Mexic-Arte Museum with the Austin History Center & Photography Collection.

**AUSTIN
HERITAGE**

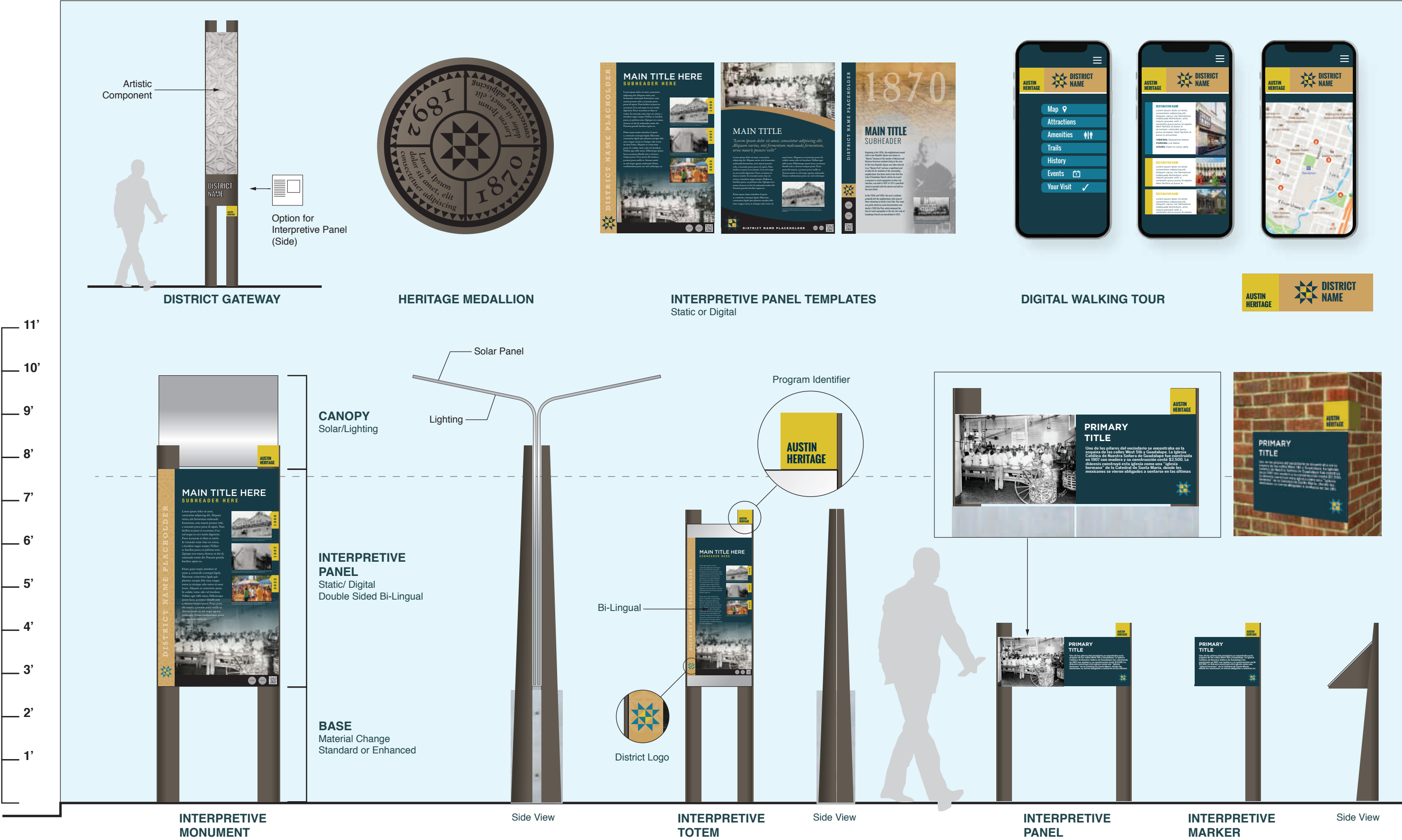
OPTION 1: STANDARD

STANDARD

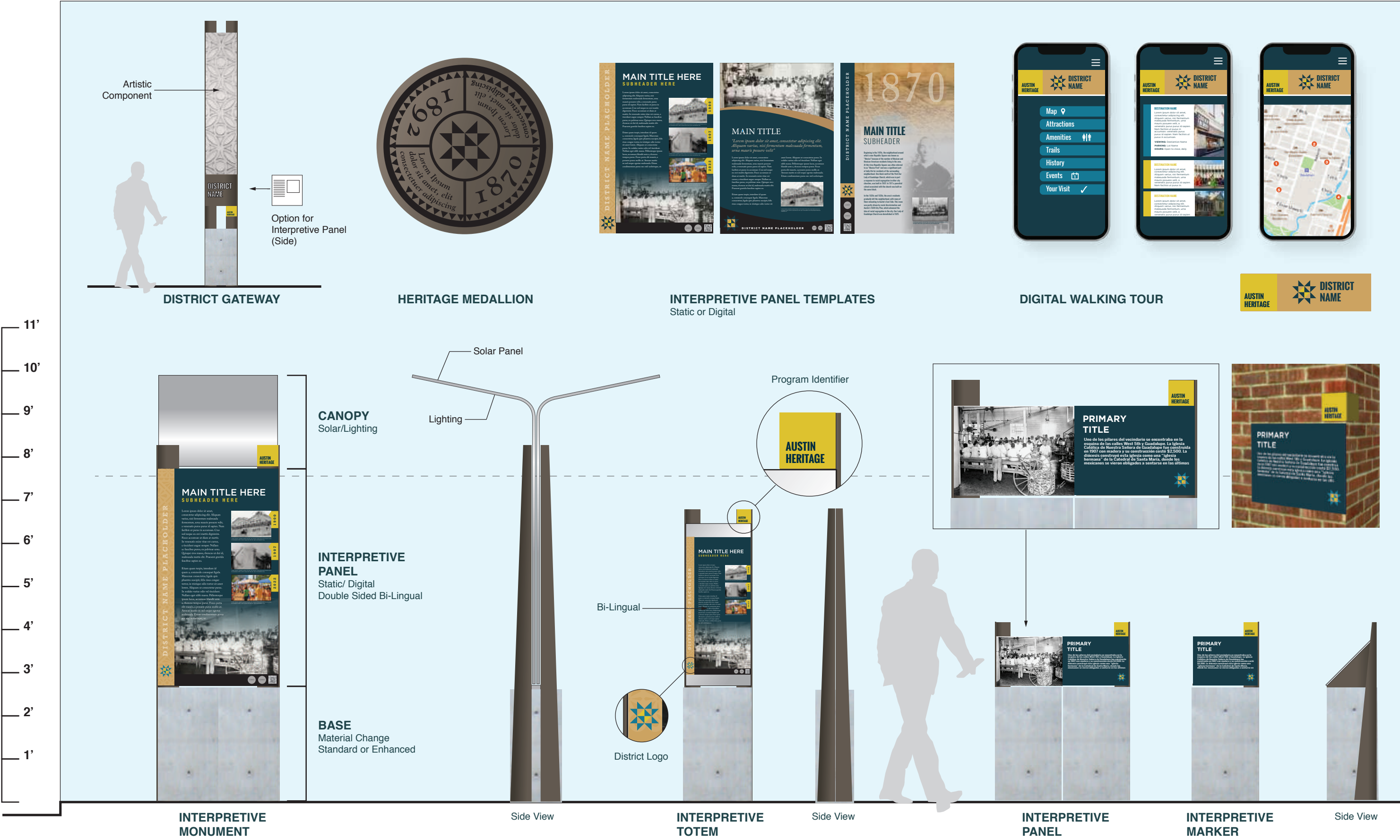


Identity is Limited to Panel Area
(Template / No Customization)

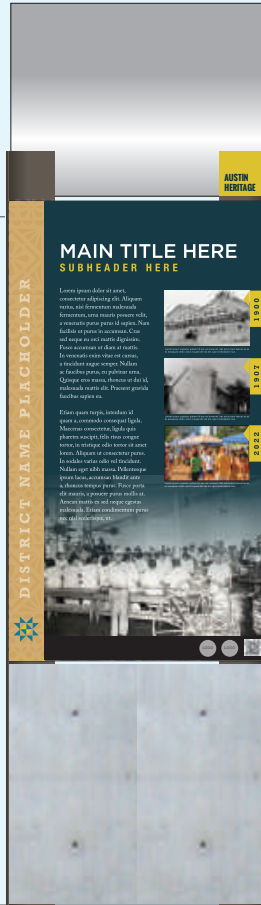
Option 1 - Standard



Option 1 - Enhanced



10'
9'
8'
7'
6'
5'
4'
3'
2'
1'

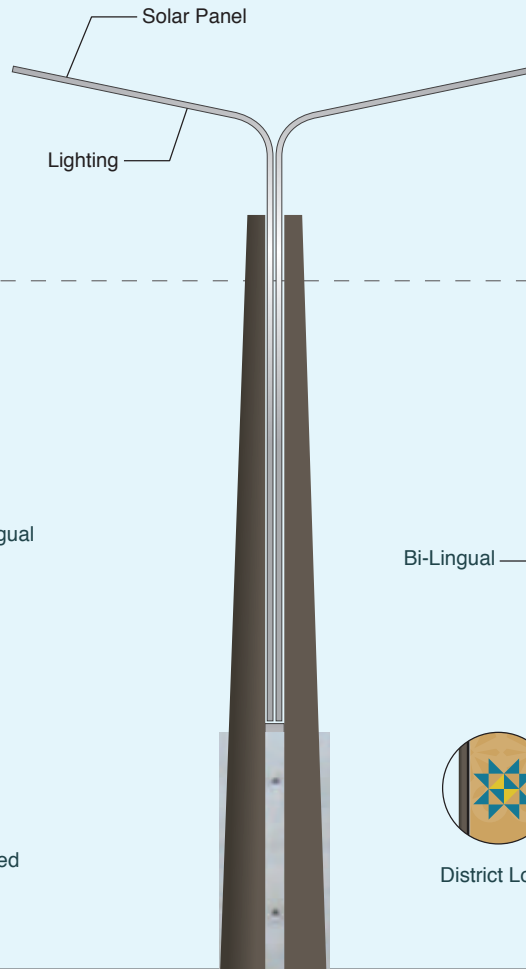


**INTERPRETIVE
MONUMENT**

CANOPY
Solar/Lighting

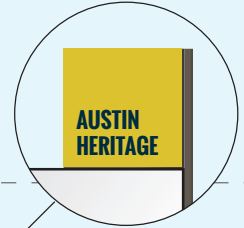
**INTERPRETIVE
PANEL**
Static/ Digital
Double Sided Bi-Lingual

BASE
Material Change
Standard or Enhanced



Side View

Program Identifier

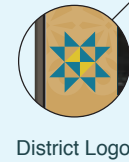


Bi-Lingual

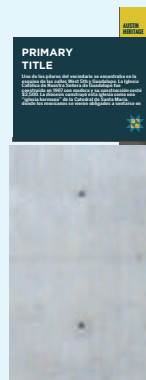
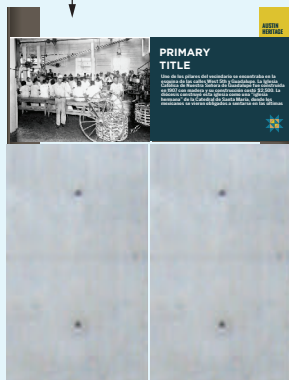


**INTERPRETIVE
TOTE**

Side View



District Logo



INTERPRETIVE
PANEL

INTERPRETIVE
MARKER

Side View

MAIN TITLE HERE

SUBHEADER HERE

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1900

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1907

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2022

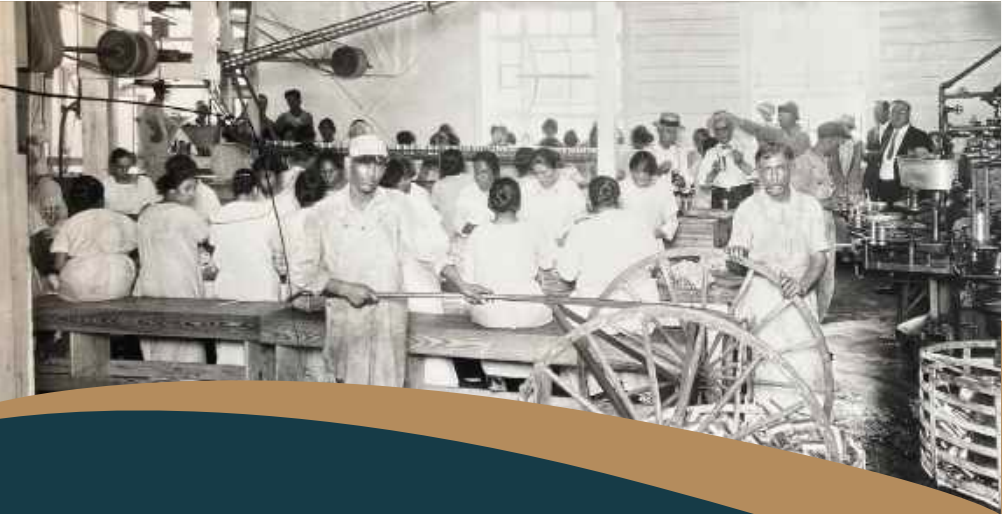
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LOGO

LOGO





MAIN TITLE

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DISTRICT NAME PLACEHOLDER

LOGO

LOGO



1870

MAIN TITLE

SUBHEADER

Beginning in the 1870s, the neighborhood around what is now Republic Square was known as “Mexico” because of the number of Mexican and Mexican-American residents living in the area. At this time Republic Square was often referred to as “Mexico Park” and was a significant part of daily life for residents of the surrounding neighborhood. One block north of the Park Our Lady of Guadalupe Church, which was in part a response to racial segregation in other city churches, was built in 1907. In 1917 a parochial school associated with the church was built on the same block.

In the 1920s and 1930s, the area’s residents gradually left the neighborhood, with many of them relocating to Austin’s East Side. This move was partly driven by racial discrimination and Austin’s 1928 City Plan, which advanced the idea of racial segregation in the city. Our Lady of Guadalupe Church was demolished in 1925.



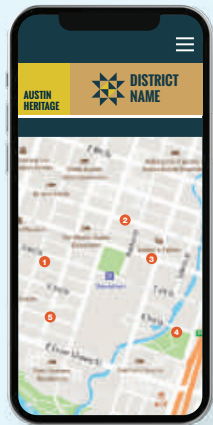
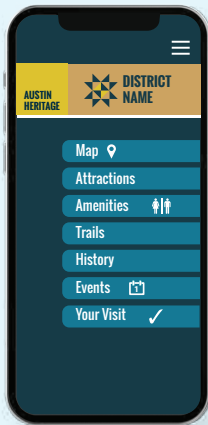
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LOGO

LOGO





DIGITAL WALKING TOUR



Artistic
Component



DISTRICT
NAME

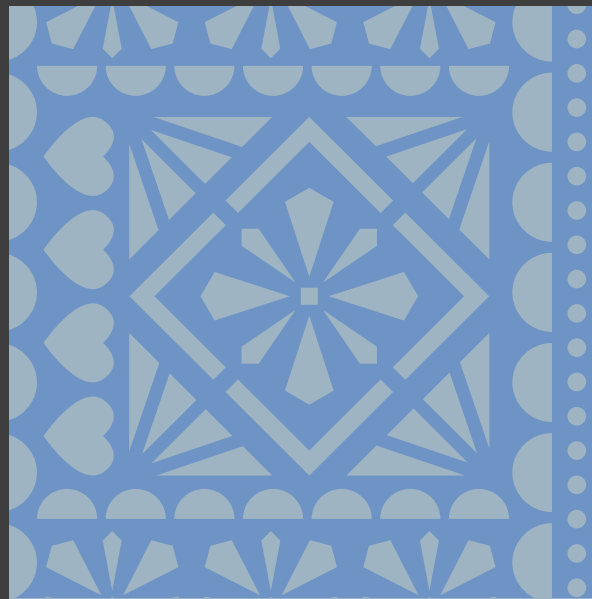
ARTIST'S
CONCEPT



Option for
Interpretive Panel
(Side)

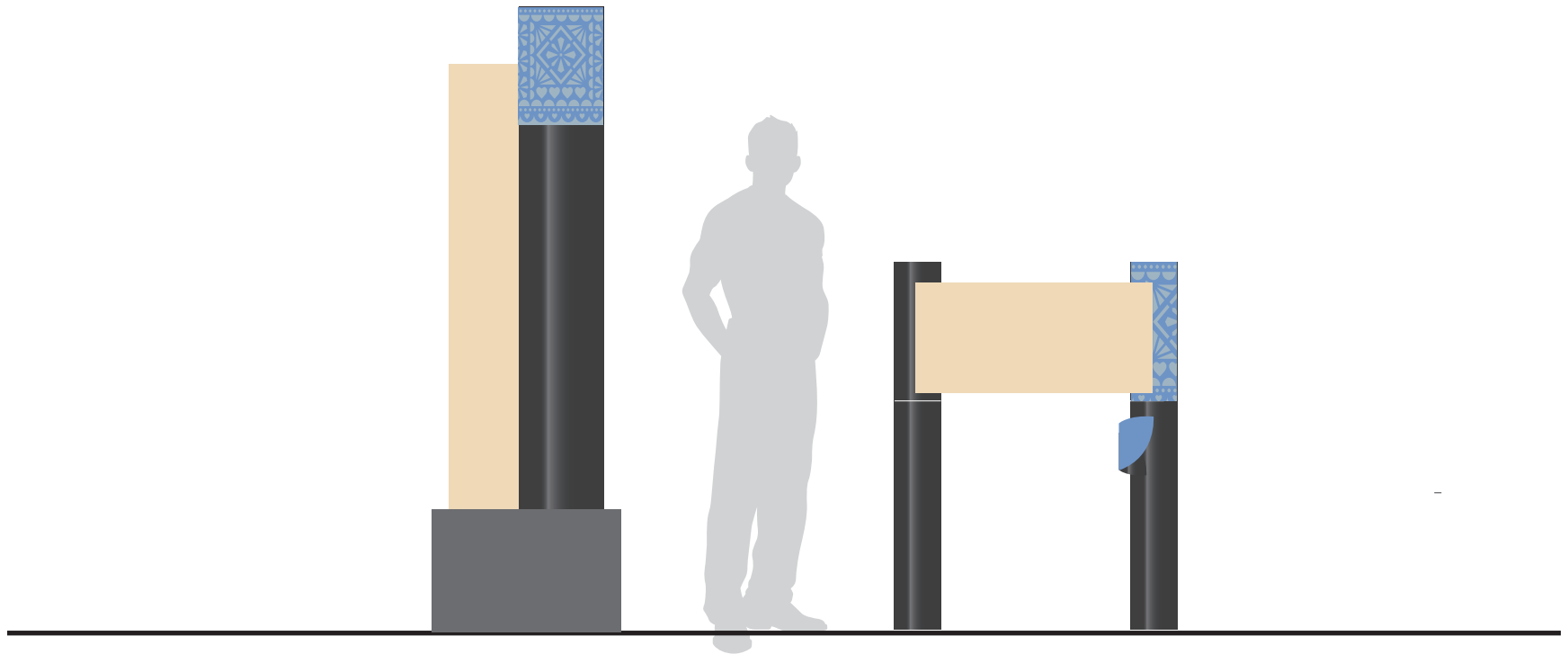


DISTRICT GATEWAY



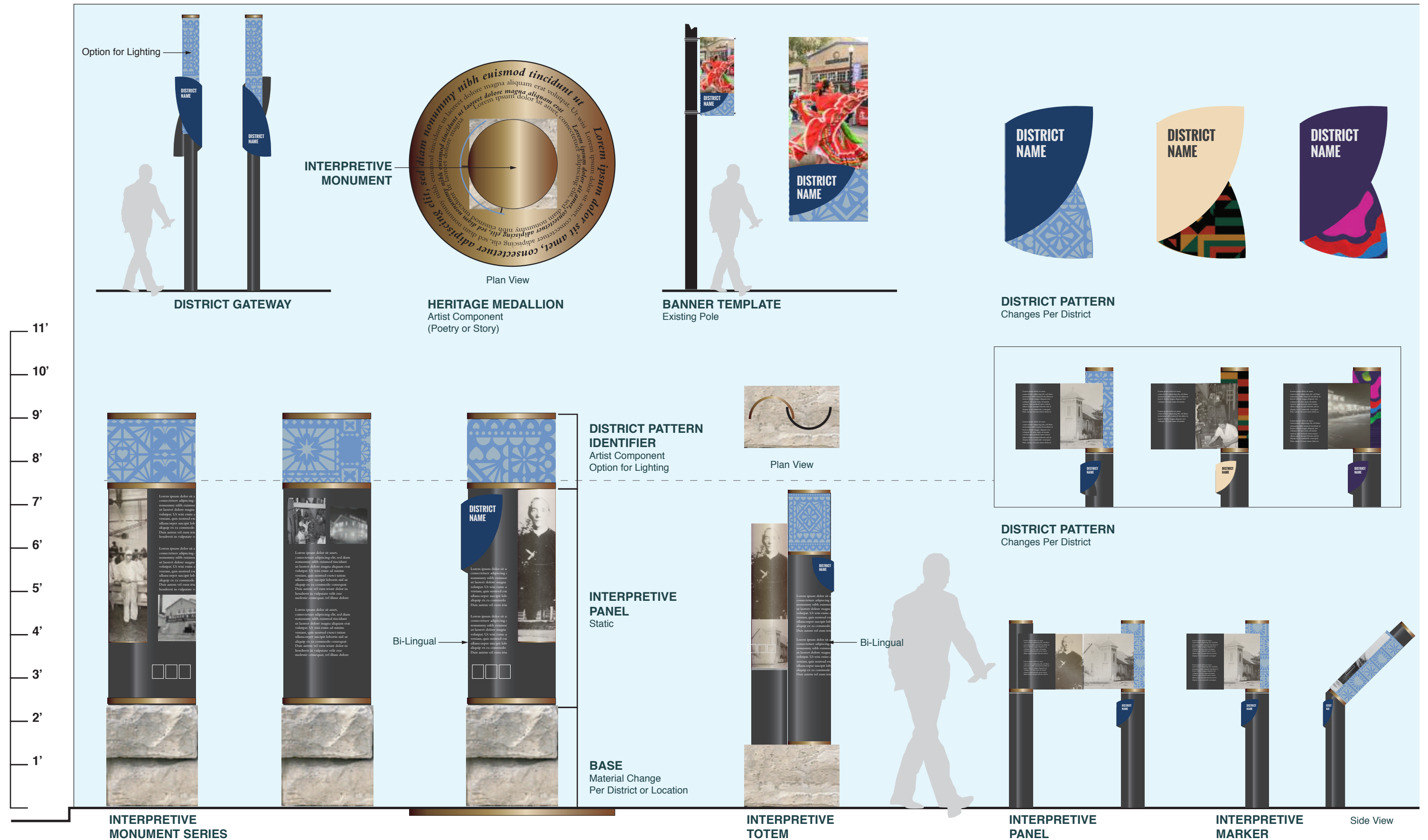
OPTION 2: IDENTITY TEMPLATE

IDENTITY TEMPLATE

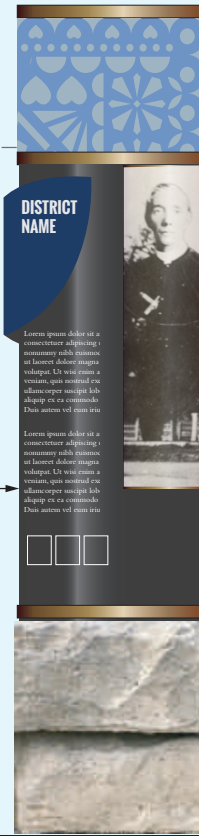
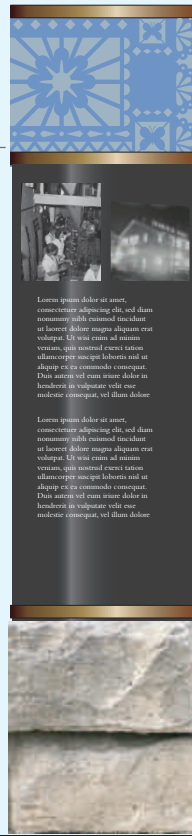


Identity Applied to Structure
(Limited Customization)

Option 2 - Identity Template



10'
9'
8'
7'
6'
5'
4'
3'
2'
1'



DISTRICT PATTERN IDENTIFIER

Artist Component
Option for Lighting

INTERPRETIVE PANEL

Static

BASE

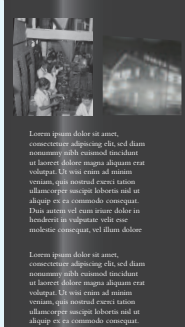
Material Change
Per District or Location

Bi-Bilingual

INTERPRETIVE MONUMENT SERIES

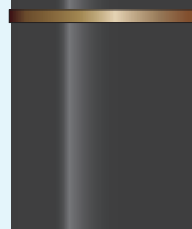












DISTRICT PATTERN IDENTIFIER
Artist Component
Option for Lighting

INTERPRETIVE PANEL
Static

BASE
Material Change
Per District or Location

Bi-Lingual →

Artist Component (Poetry or Story)



Plan View



Bi-Lingual

INTERPRETIVE
TOTEM



**INTERPRETIVE
PANEL**



**INTERPRETIVE
MARKER**



Side View



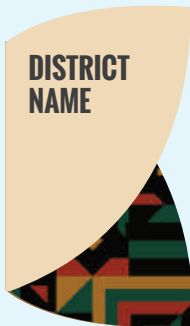
**INTERPRETIVE
PANEL**



**INTERPRETIVE
MARKER**



Side View



DISTRICT PATTERN
Changes Per District



DISTRICT PATTERN

Changes Per District

Option for Lighting →

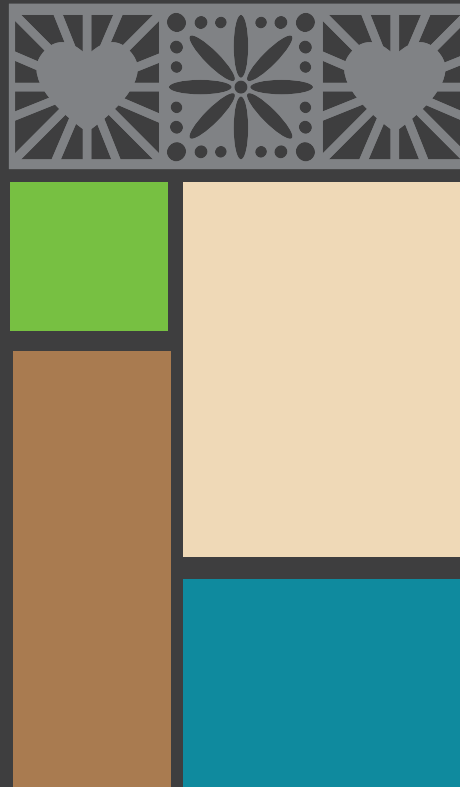
DISTRICT
NAME

DISTRICT
NAME

INTERPRET
MONUM

DISTRICT GATEWAY





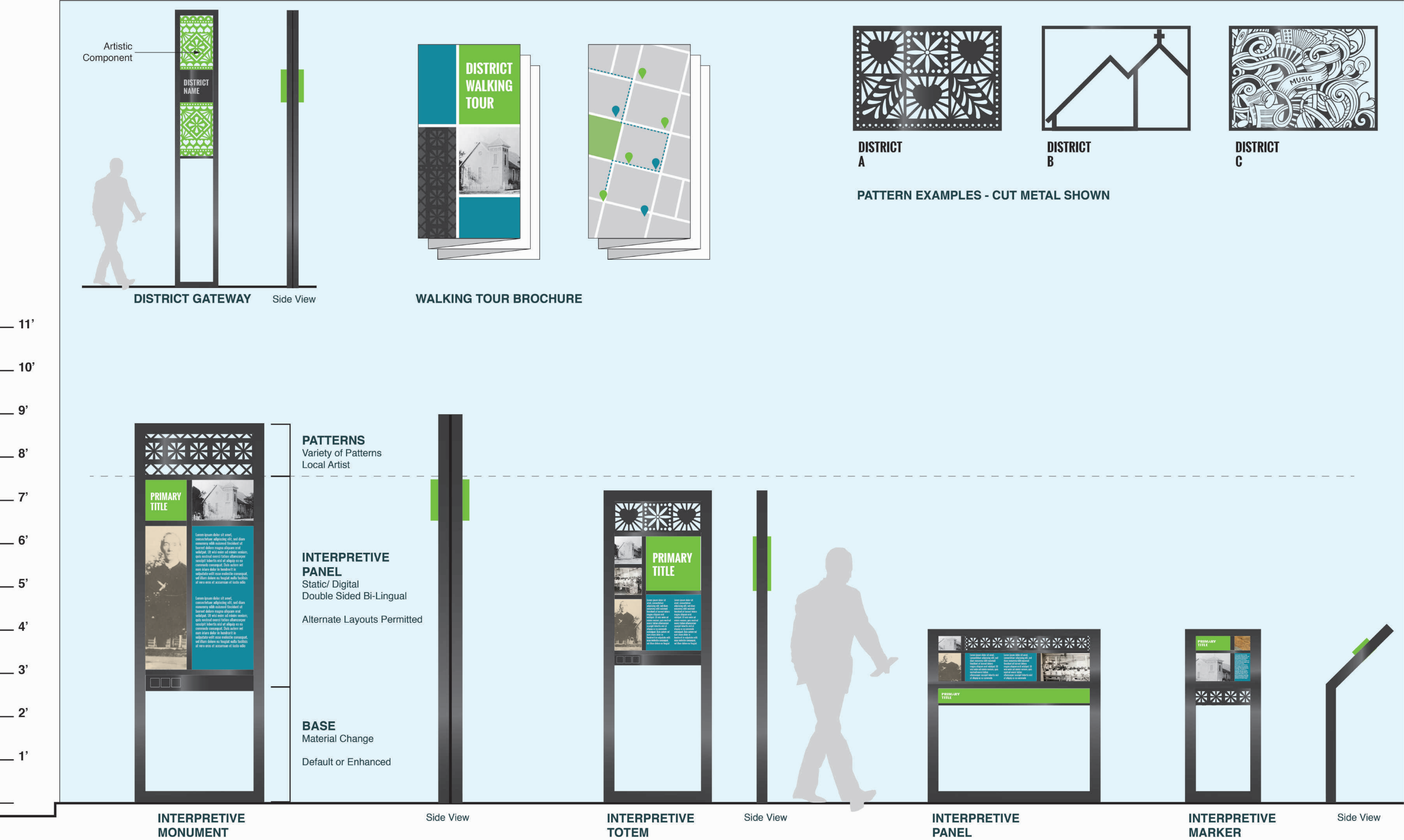
OPTION 3: MAXIMUM IDENTITY

MAXIMUM IDENTITY

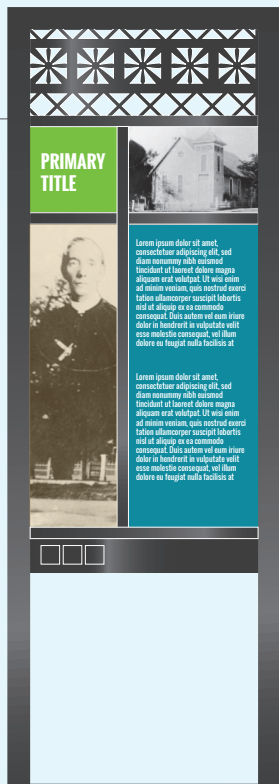


Identity Communicated on a Variety of Components
(Significant Customization)

Option 3 - Maximum Identity



10'
9'
8'
7'
6'
5'
4'
3'
2'
1'



**INTERPRETIVE
MONUMENT**

PATTERNS
Variety of Patterns
Local Artist

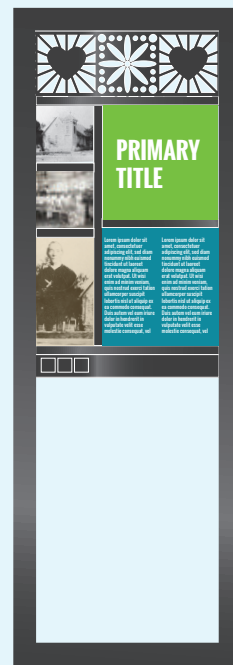
**INTERPRETIVE
PANEL**
Static/ Digital
Double Sided Bi-Lingual

Alternate Layouts Permitted

BASE
Material Change

Default or Enhanced

Side View

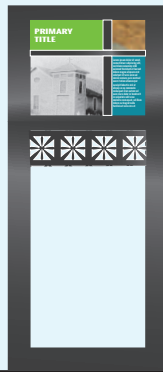


**INTERPRETIVE
TOTEM**

Side View



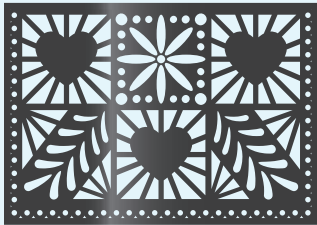
**INTERPRETIVE
PANEL**



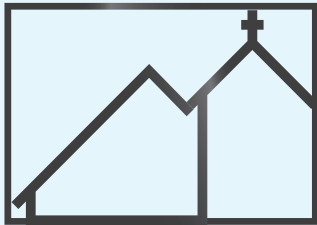
**INTERPRETIVE
MARKER**



Side View



**DISTRICT
A**



**DISTRICT
B**



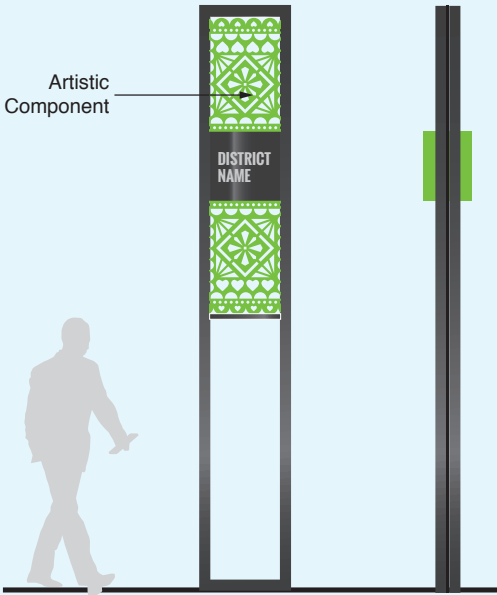
**DISTRICT
C**

PATTERN EXAMPLES - CUT METAL SHOWN



WALKING TOUR BROCHURE

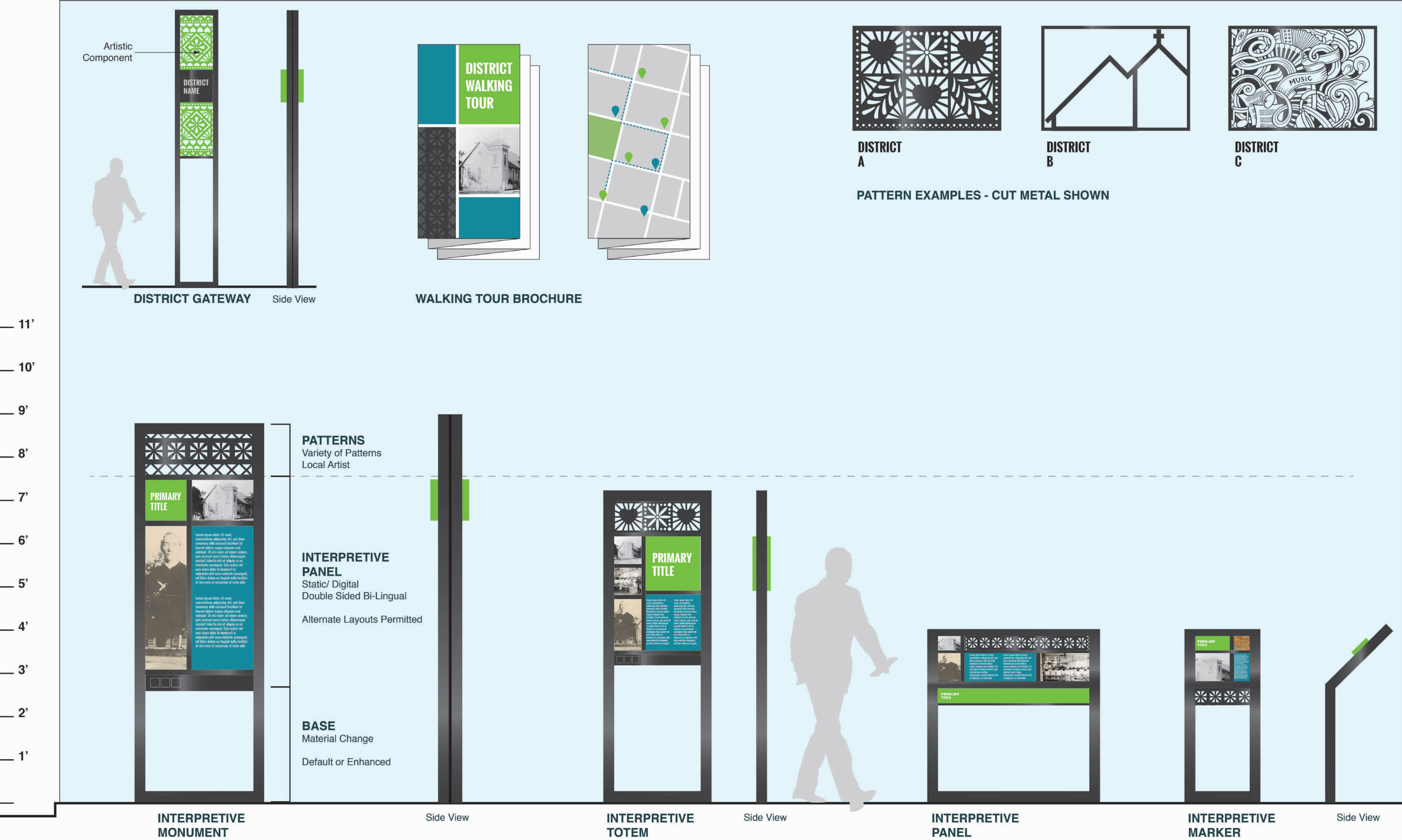
Artistic
Component



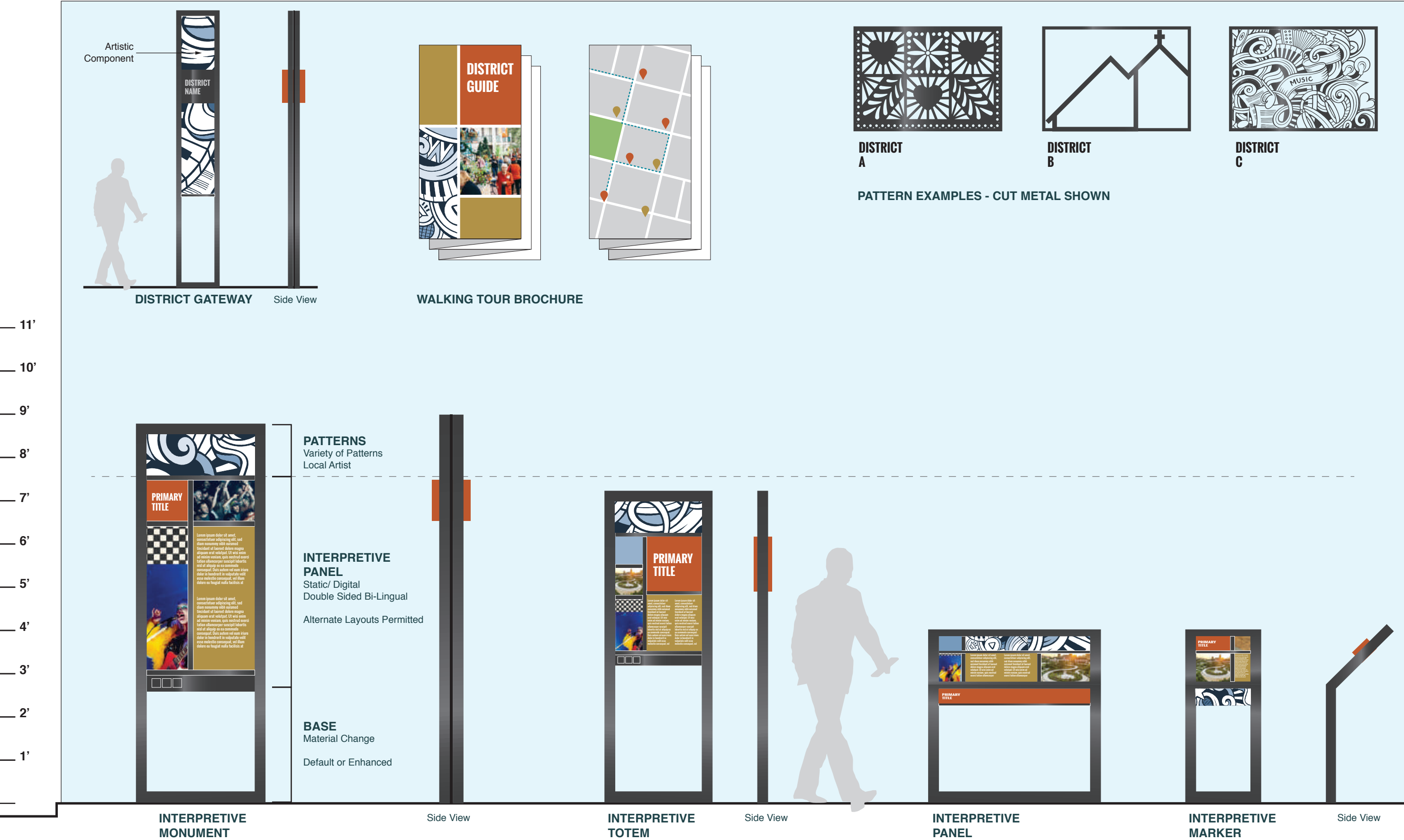
DISTRICT GATEWAY

Side View

Option 3 - Maximum Identity



Option 3 - Maximum Identity



NEXT STEPS

Additional Stakeholder Meetings	June 2022
Online Survey	June 2022
Stakeholder Meetings #3 Design Development	August 2022
Final Design	September 2022
Heritage Wayfinding Guidelines	November 2022

THANK YOU

www.austintexas.gov/departments/heritage-wayfinding