



Heritage Wayfinding Manual

Economic Development Department • Heritage Tourism Division

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

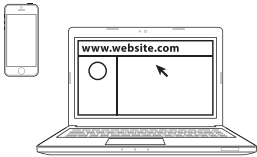
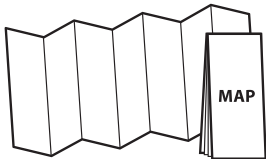
EXAMPLE JOURNEY #2: WALKING TOUR

PLAN

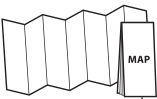
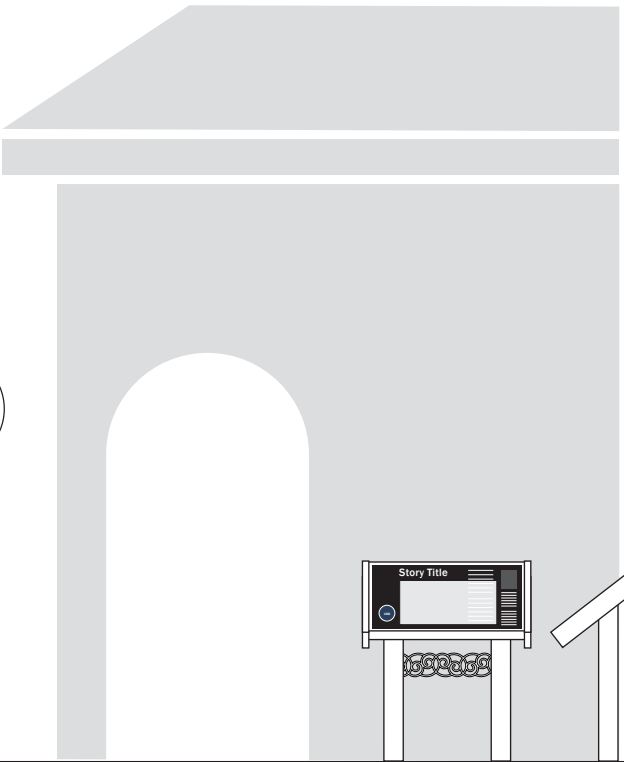
JOURNEY

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

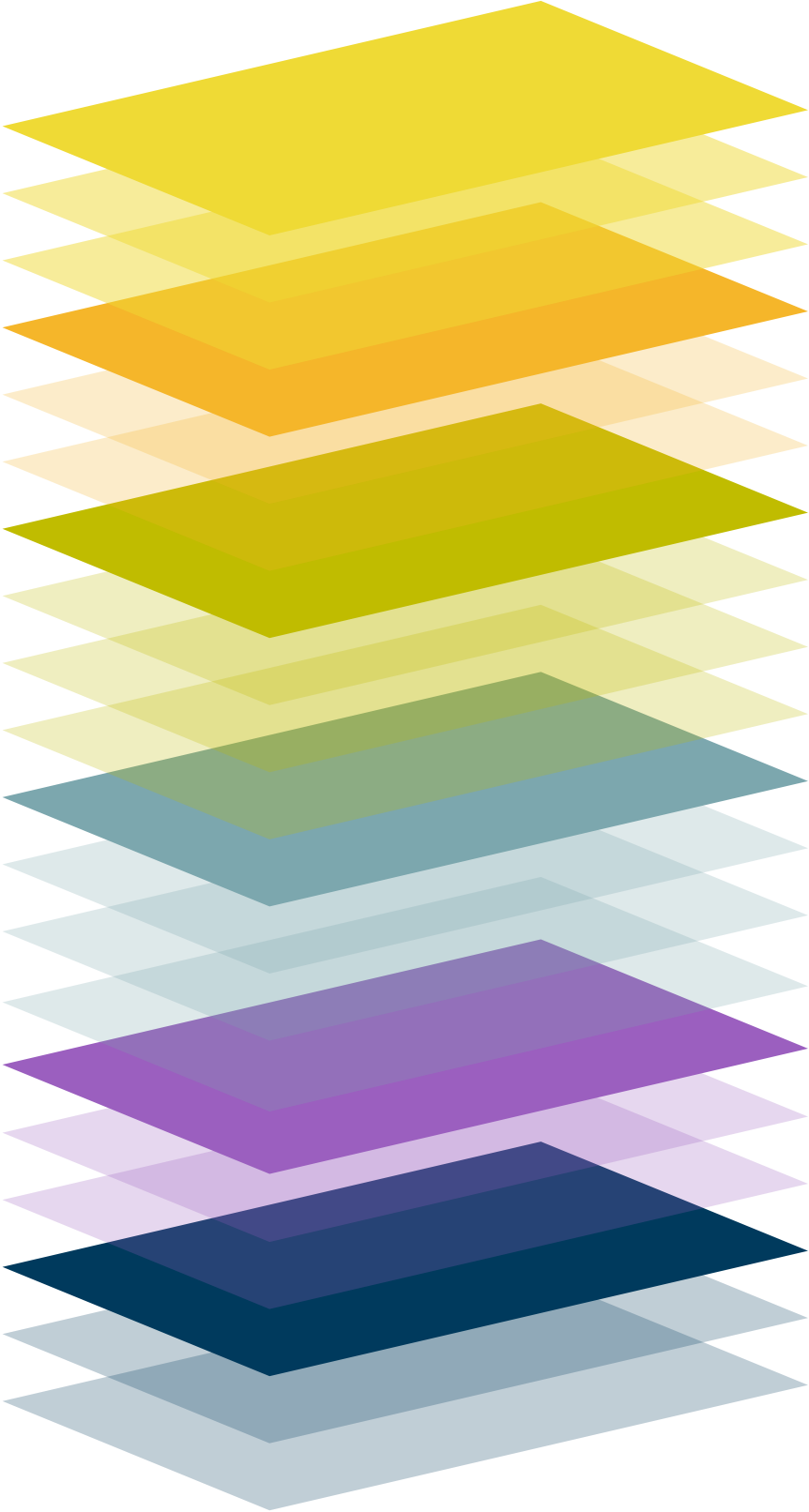
Arrives at destination. Reads interpretive story nearby.

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	

DESIGN ISSUES

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

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

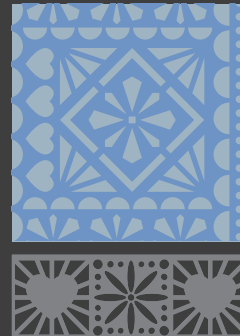
- Scale and Configuration
- Materials
- Individual Components
- Interpretive Panels: Colors, Patterns and Layout

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.

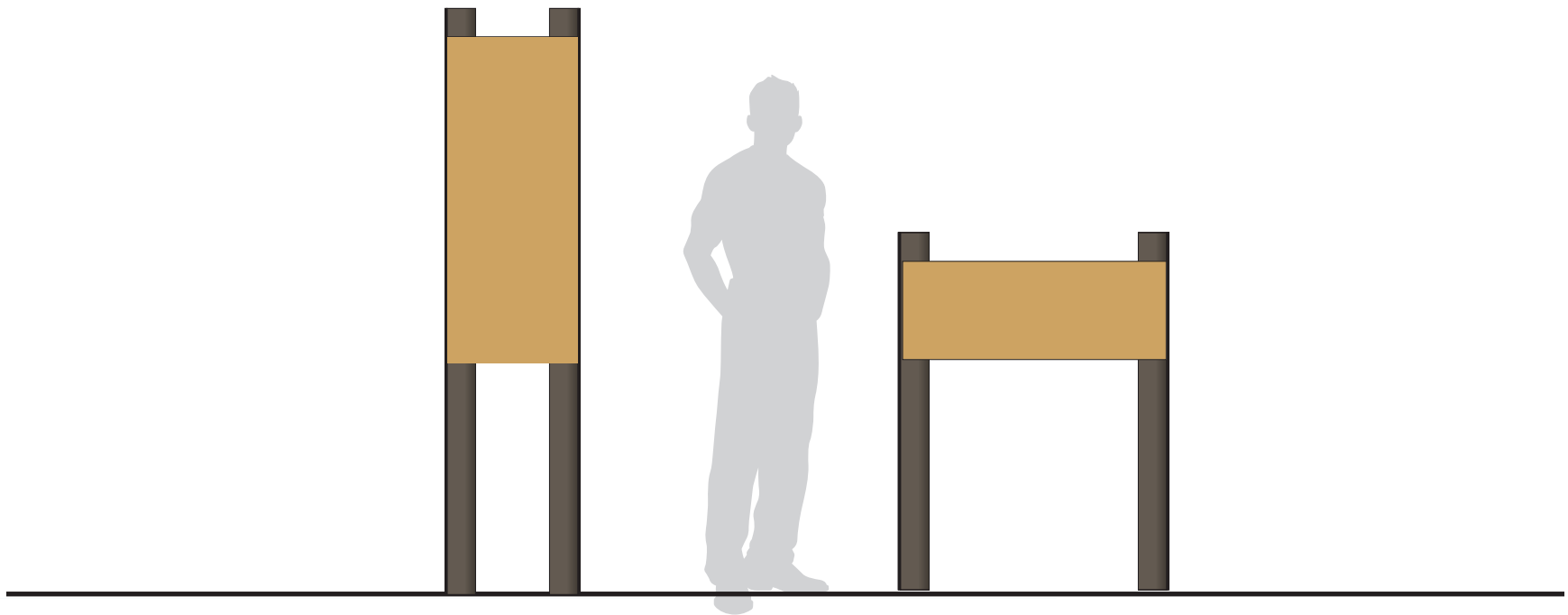


Some images used for the design concepts were originally featured in Austin's Mexico: A Forgotten Downtown Neighborhood, a project of Mexic-Arte Museum with the Austin History Center & Photography Collection.

**AUSTIN
HERITAGE**

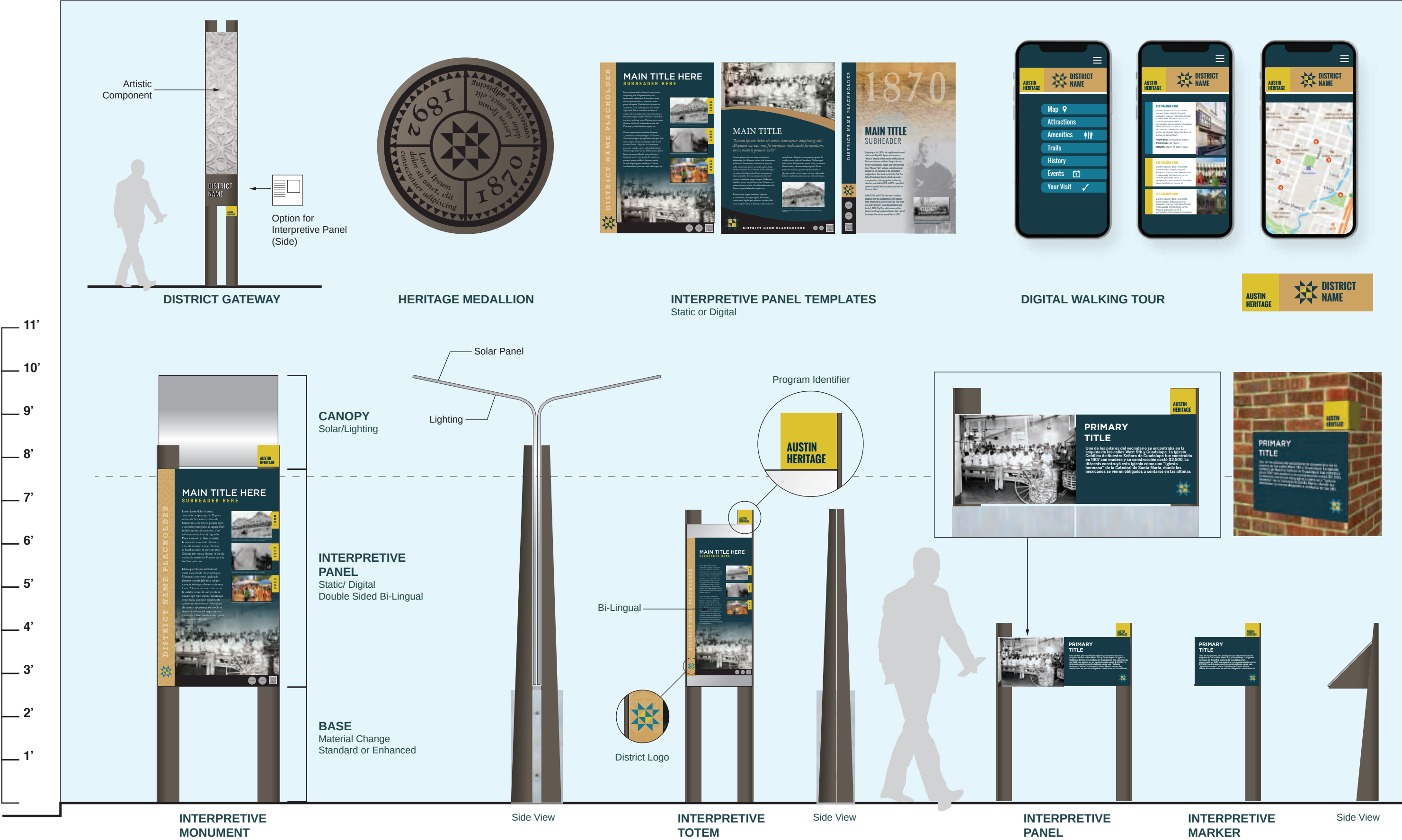
OPTION 1: STANDARD

STANDARD

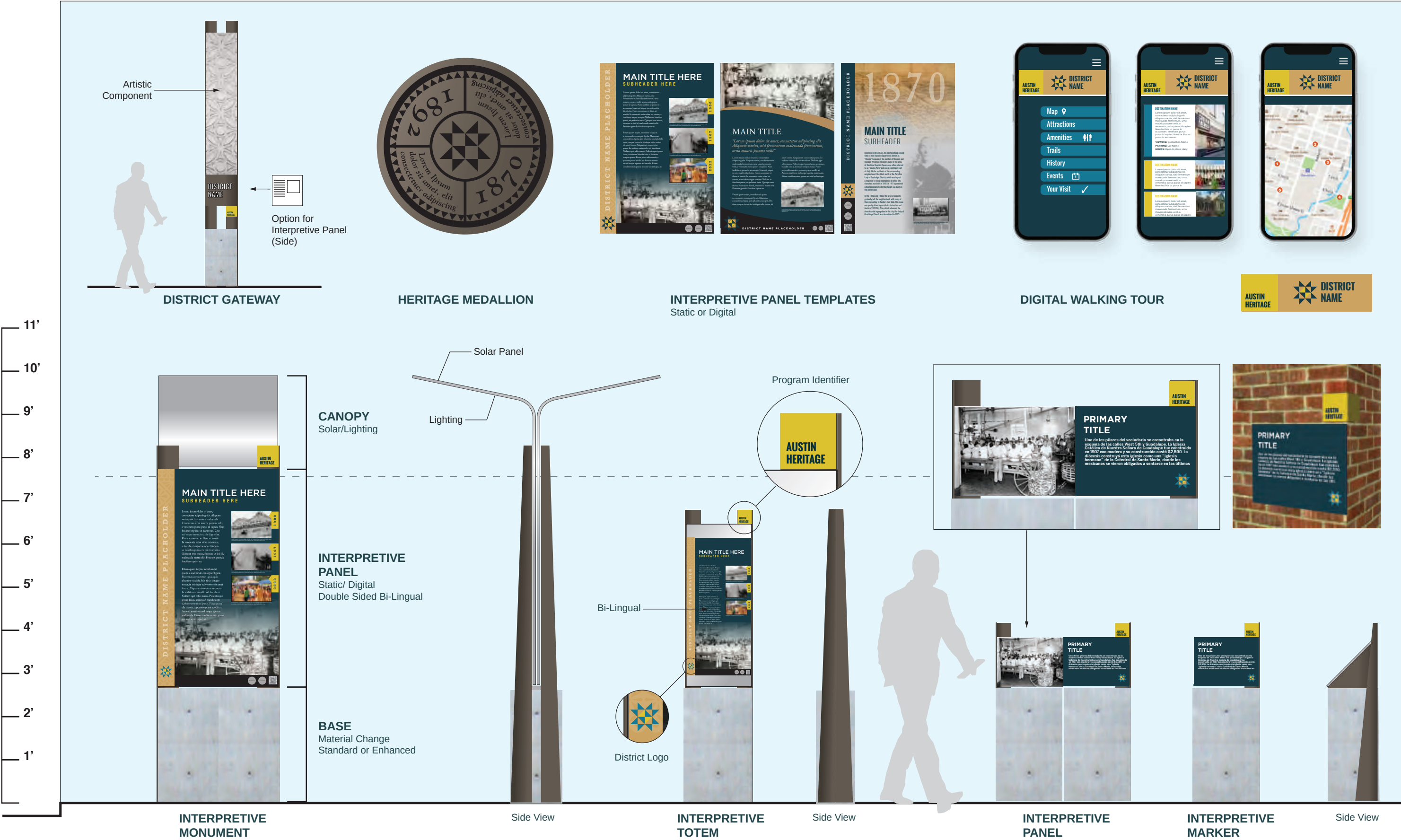


Identity is Limited to Panel Area
(Template / No Customization)

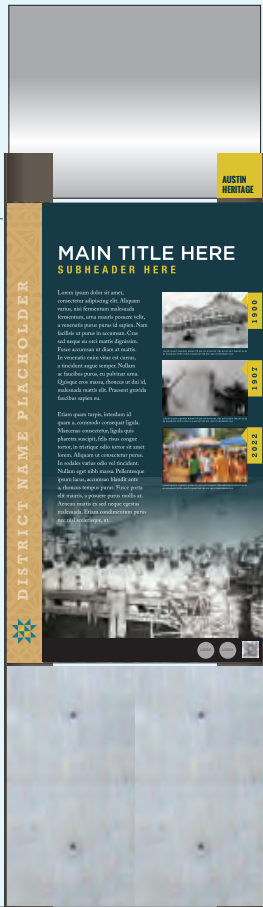
Option 1 - Standard



Option 1 - Enhanced



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

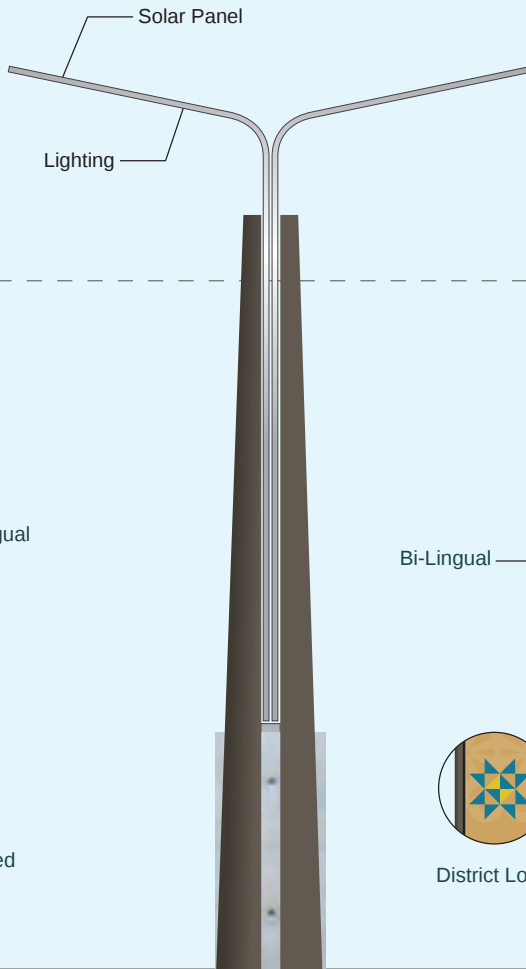


INTERPRETIVE
MONUMENT

CANOPY
Solar/Lighting

INTERPRETIVE
PANEL
Static/ Digital
Double Sided Bi-Lingual

BASE
Material Change
Standard or Enhanced

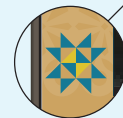


Side View

Program Identifier



Bi-Lingual



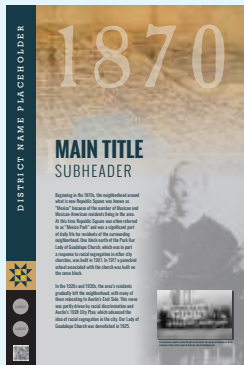
District Logo



INTERPRETIVE
TOTEM

Side View





INTERPRETIVE PANEL TEMPLATES

Static or Digital

MAIN TITLE HERE

SUBHEADER HERE

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1900



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1907



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2022



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.



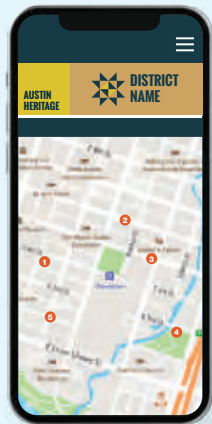
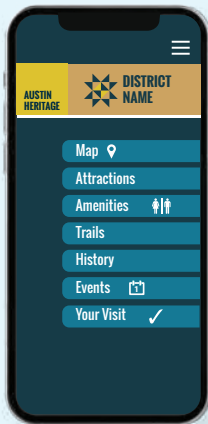
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LOGO

LOGO





DIGITAL WALKING TOUR



Artistic
Component



DISTRICT
NAME

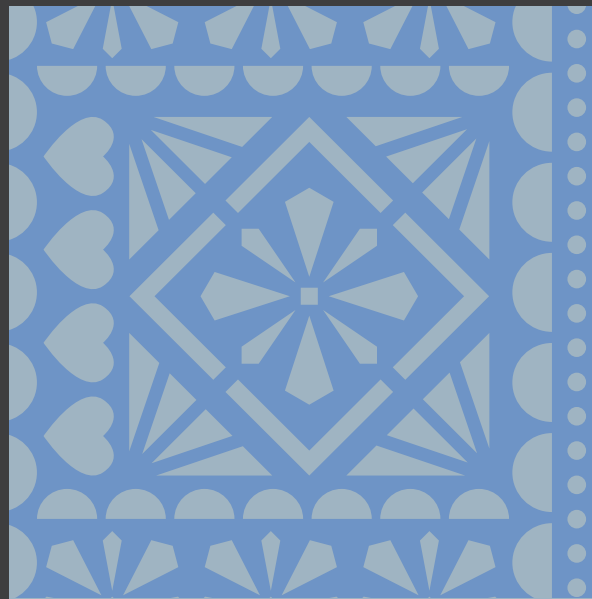
DISTRICT
NAME



Option for
Interpretive Panel
(Side)

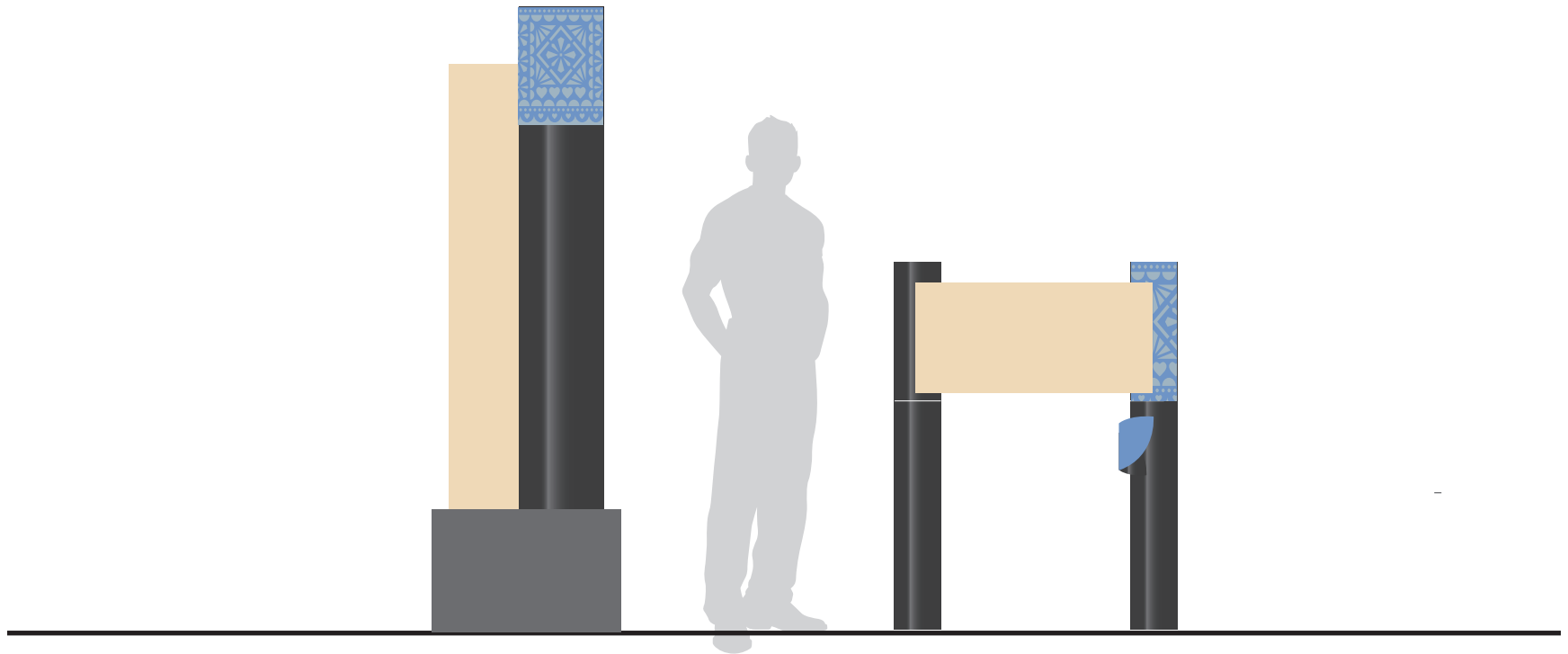


DISTRICT GATEWAY



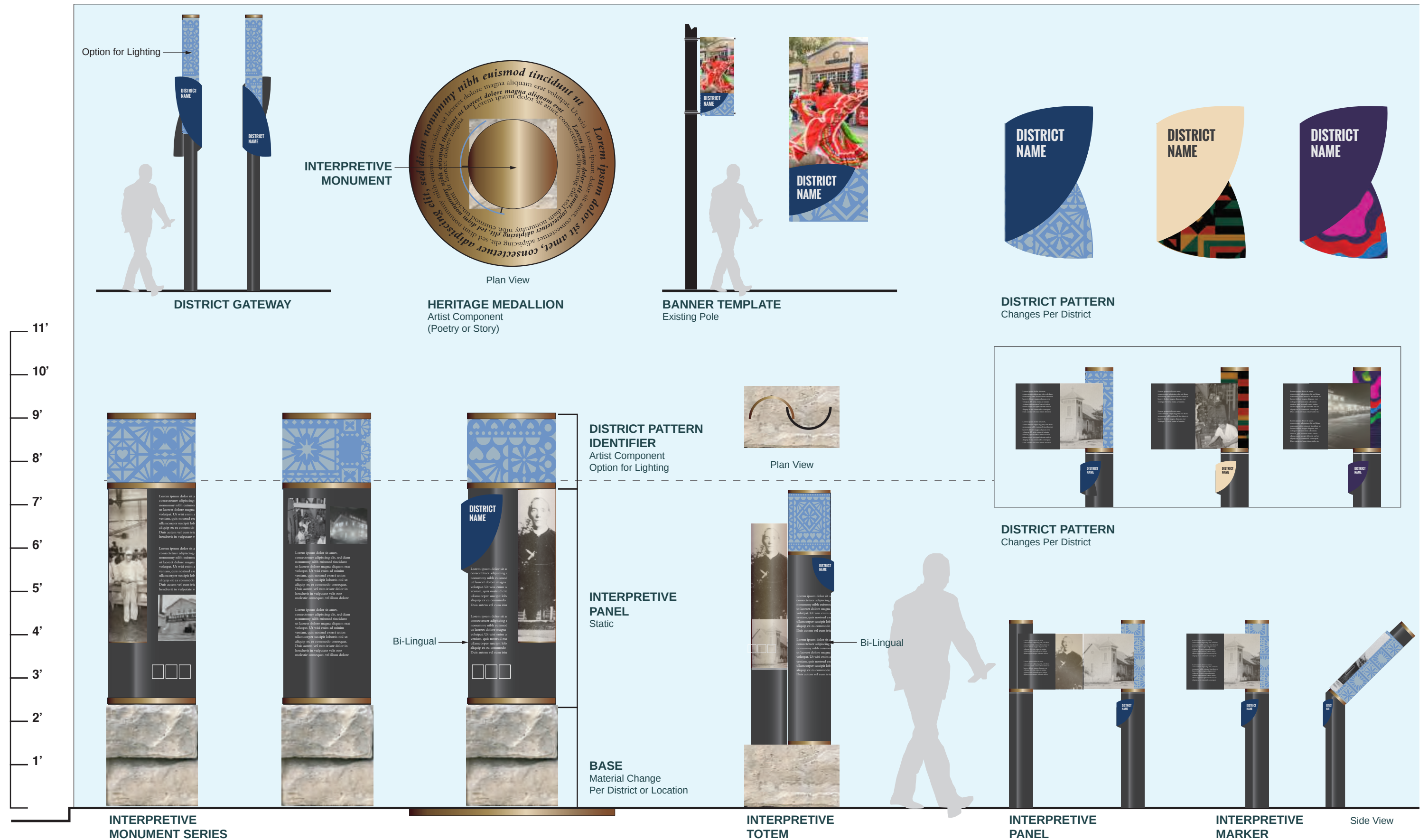
OPTION 2: IDENTITY TEMPLATE

IDENTITY TEMPLATE

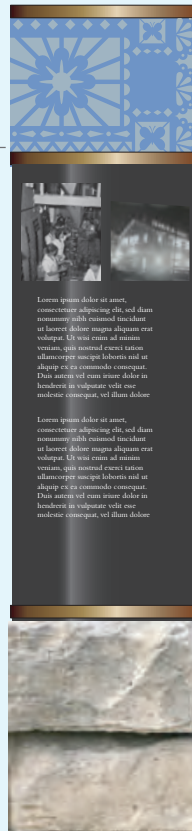


Identity Applied to Structure
(Limited Customization)

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

Bi-Bilingual

BASE

Material Change
Per District or Location

INTERPRETIVE MONUMENT SERIES



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Bi-Lingual →

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DISTRICT PATTERN IDENTIFIER
Artist Component
Option for Lighting

INTERPRETIVE PANEL
Static

BASE
Material Change
Per District or Location



**INTERPRETIVE
PANEL**



**INTERPRETIVE
MARKER**



Side View



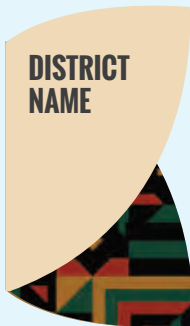
**INTERPRETIVE
PANEL**



**INTERPRETIVE
MARKER**



Side View

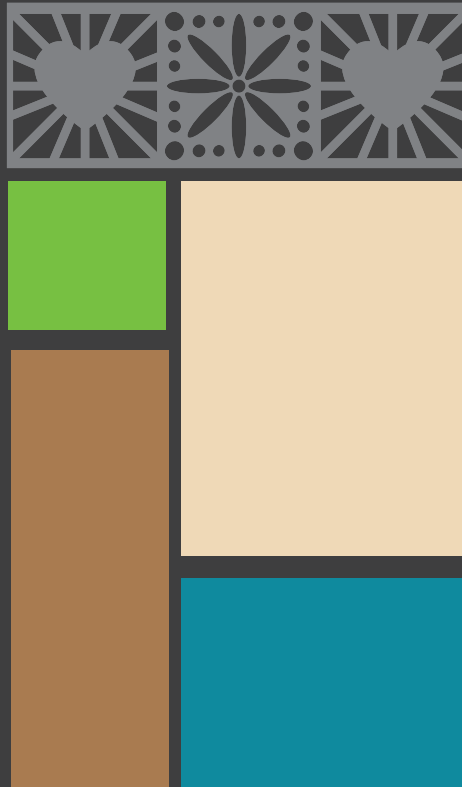


DISTRICT PATTERN
Changes Per District



DISTRICT PATTERN

Changes Per District



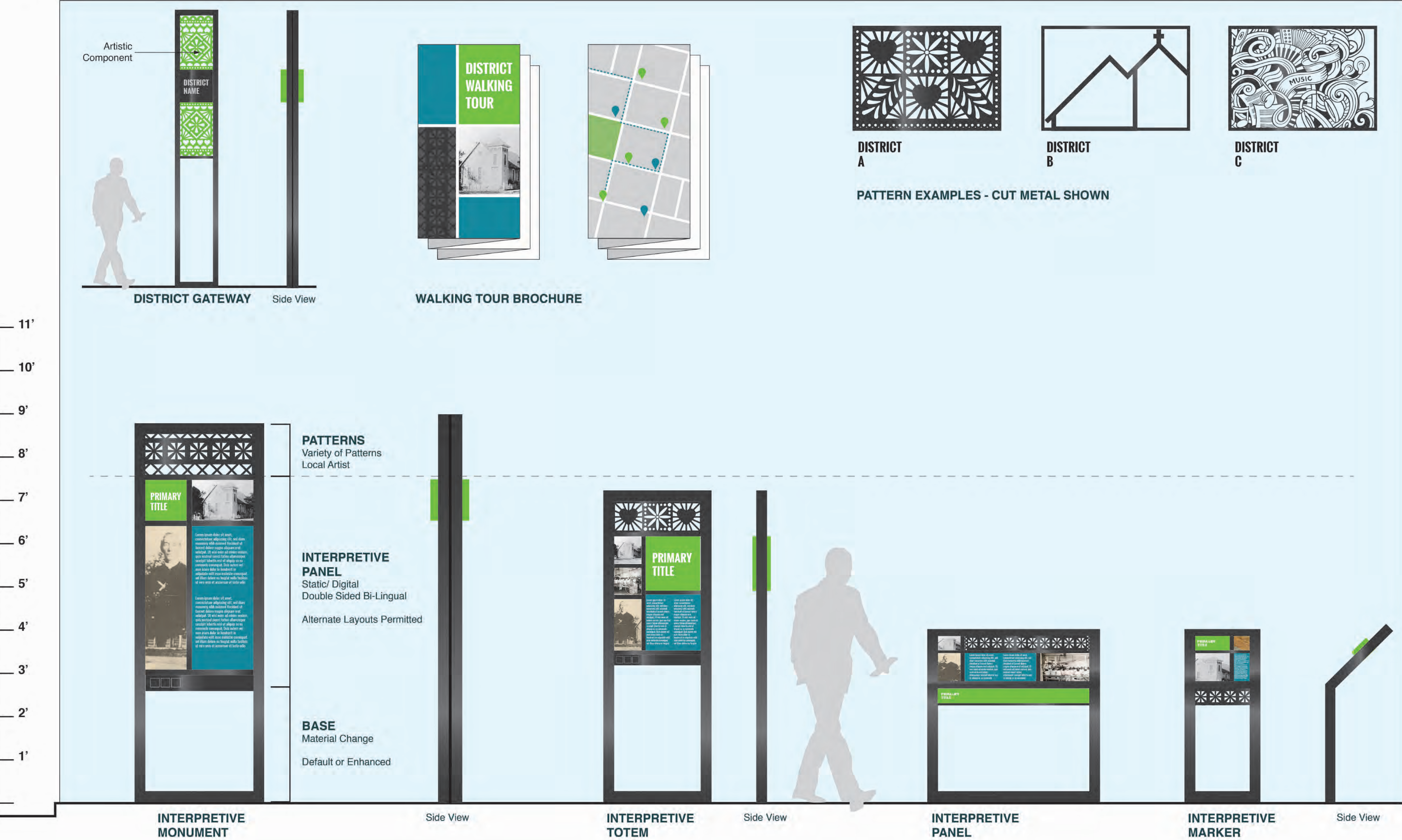
OPTION 3: MAXIMUM IDENTITY

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'



PATTERNS
Variety of Patterns
Local Artist

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

Alternate Layouts Permitted

BASE
Material Change

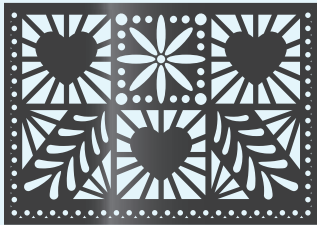
Default or Enhanced

Side View

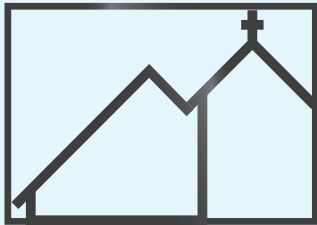


**INTERPRETIVE
TOTEM**

Side View



**DISTRICT
A**



**DISTRICT
B**



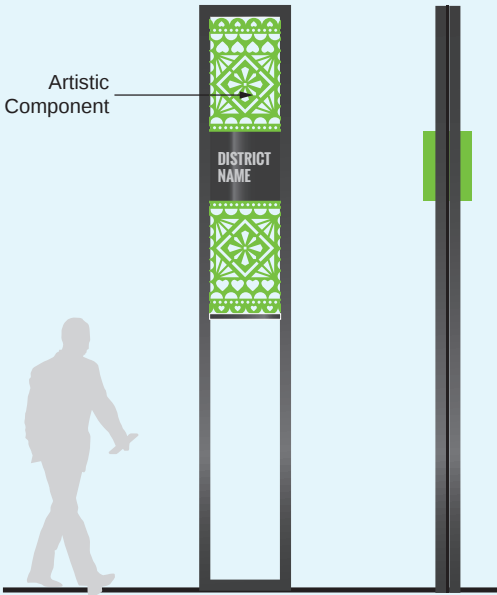
**DISTRICT
C**

PATTERN EXAMPLES - CUT METAL SHOWN



WALKING TOUR BROCHURE

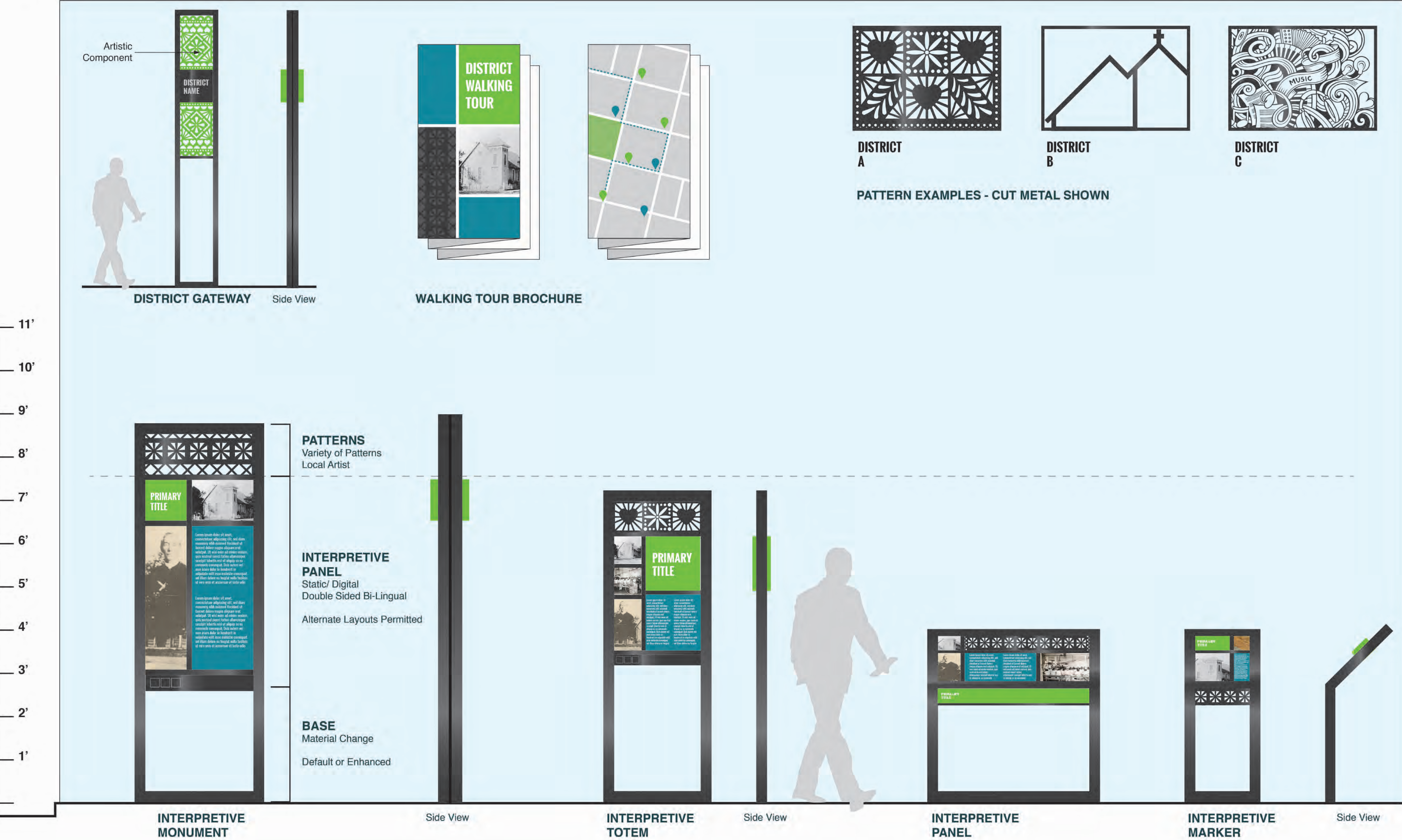
Artistic
Component



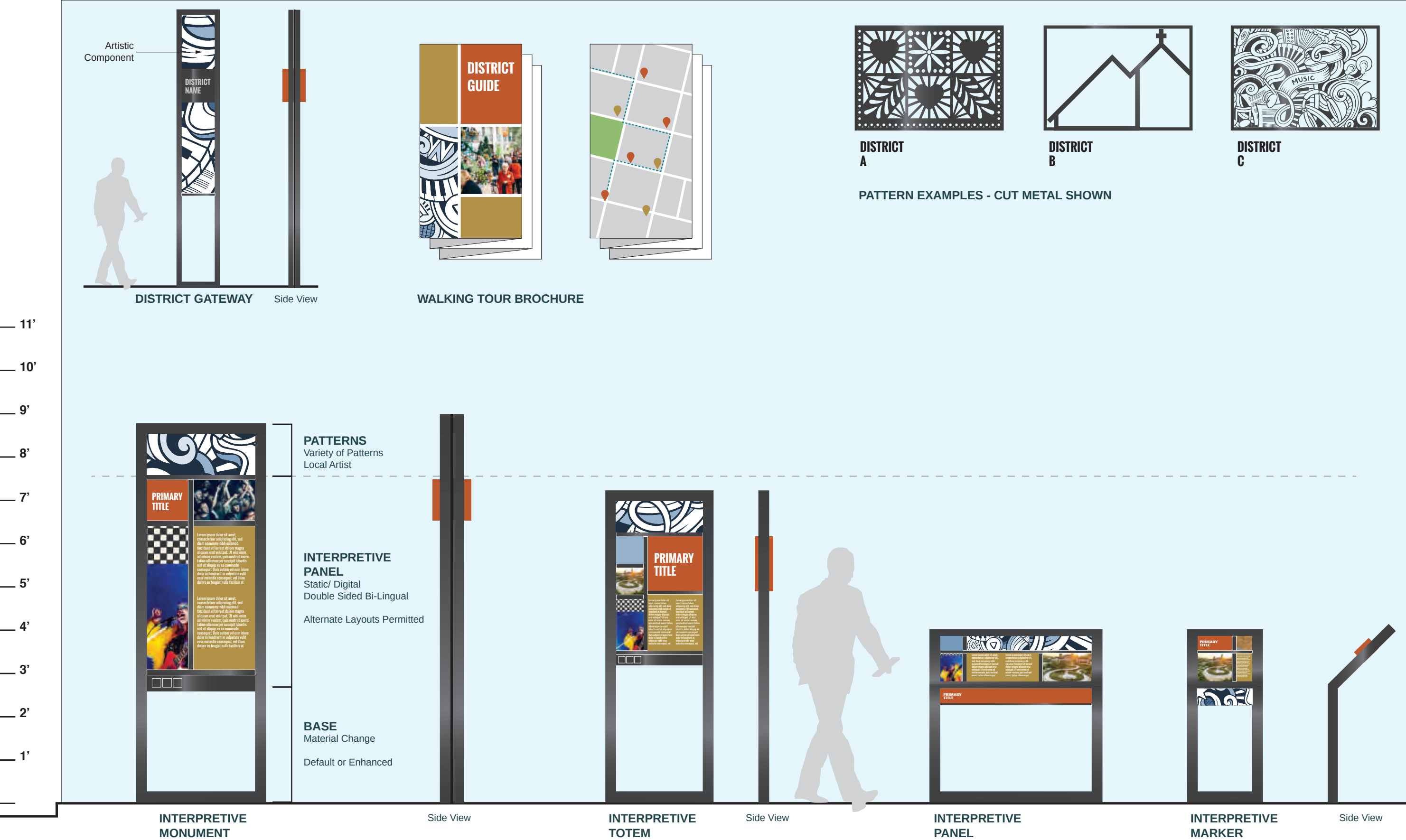
DISTRICT GATEWAY

Side View

Option 3 - Maximum Identity



Option 3 - Maximum Identity



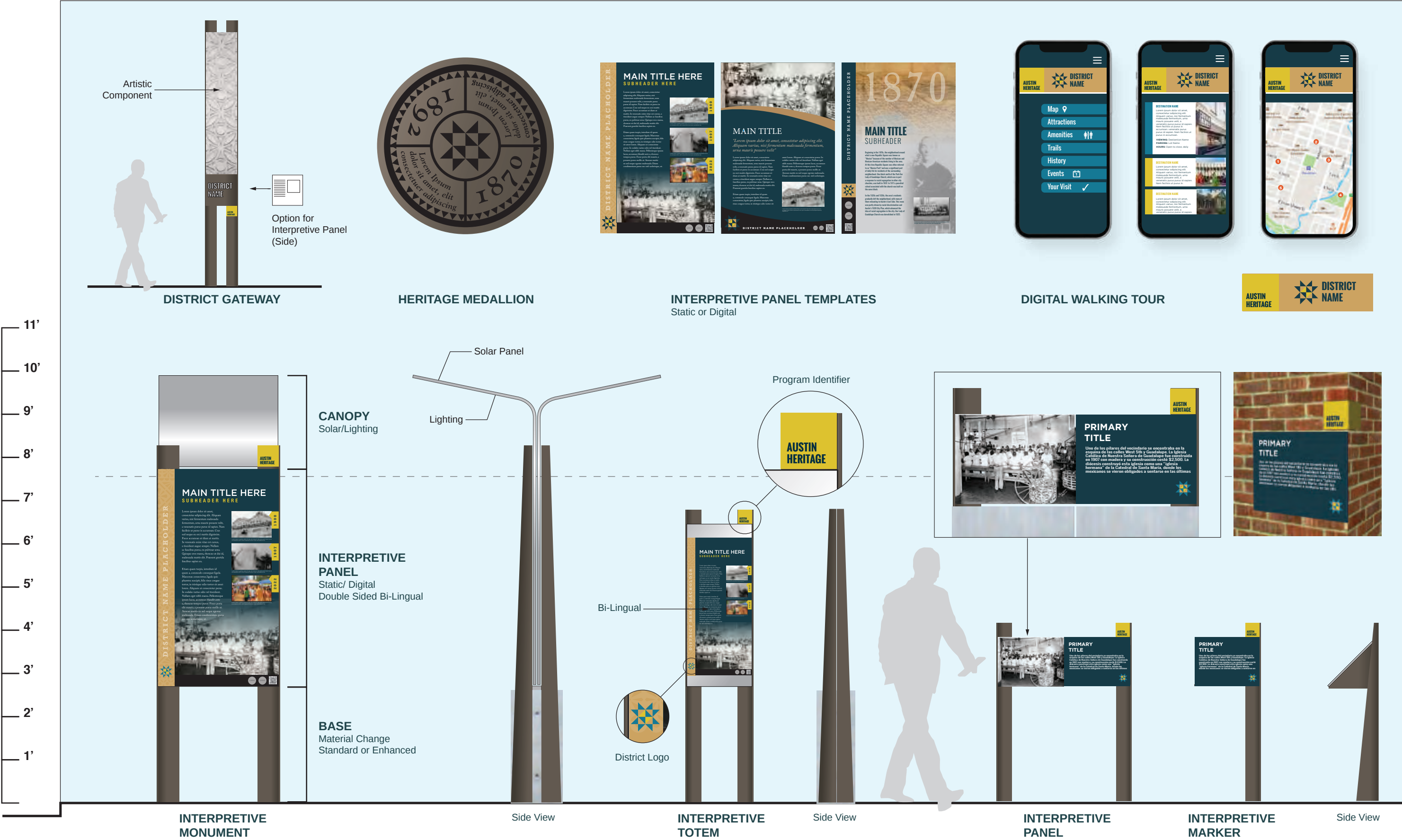
THANK YOU

www.austintexas.gov/departments/heritage-wayfinding

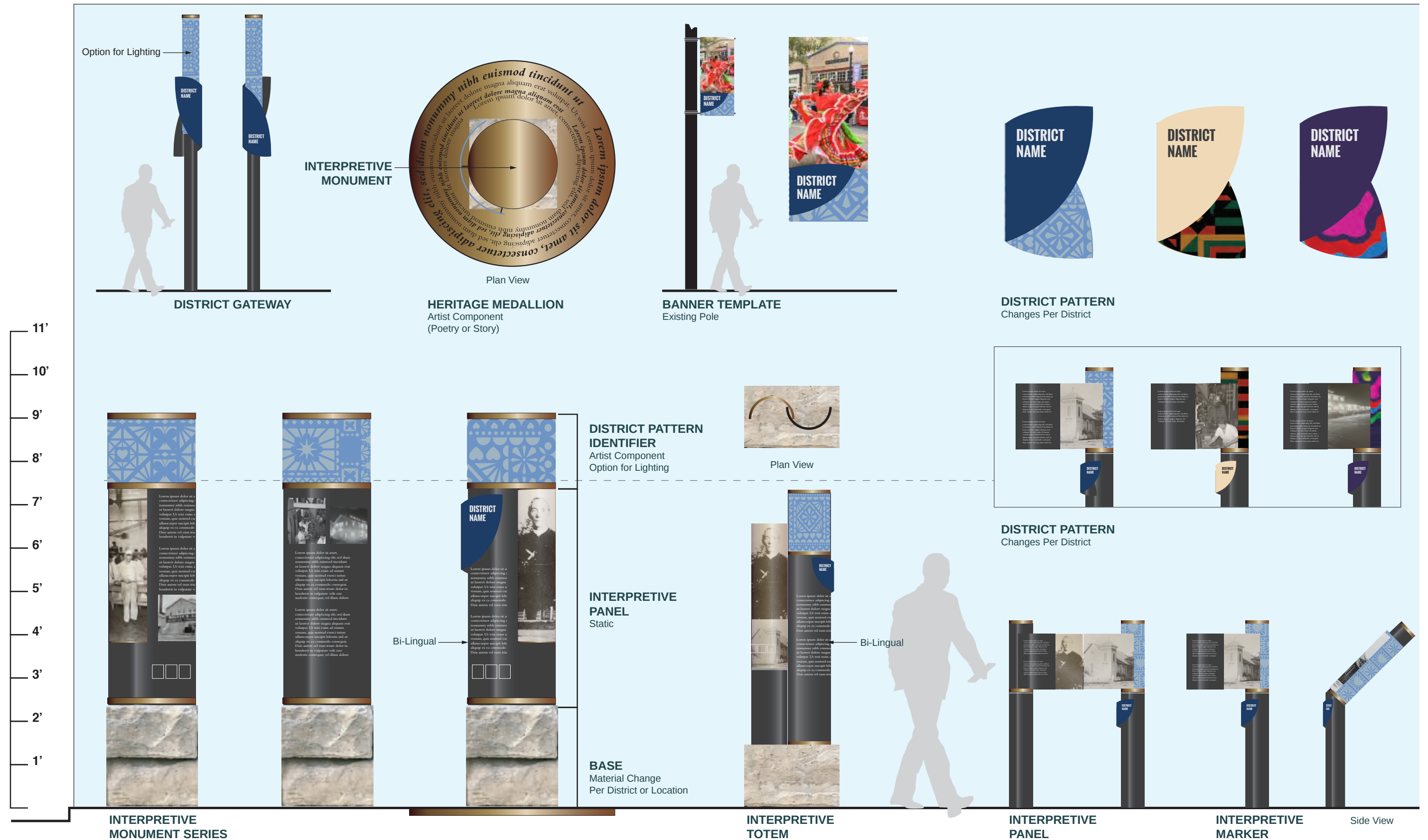
SCHEMATIC DESIGN

merJe

Option 1 - Standard



Option 2 - Identity Template



Option 3 - Maximum Identity

