

Austin-Bergstrom International Airport Wayfinding Presentation

Airport Advisory Commission, March 2024
Jennifer Williams, P.E. – Planning and Design Management Officer



**JOURNEY
WITHAUS**

Signage + Wayfinding Standards

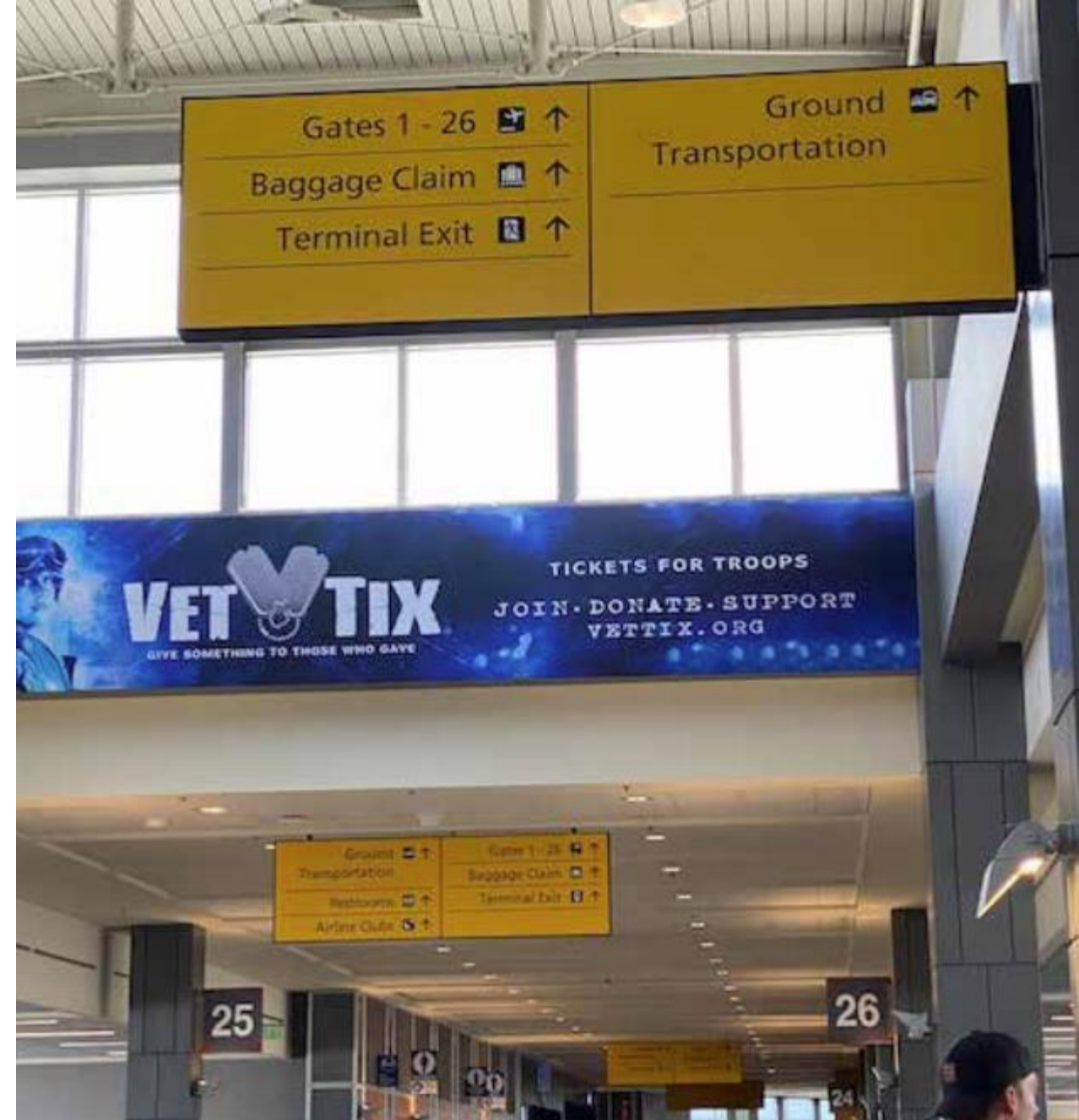
Signage + Wayfinding Study

Purpose: To provide standards for more streamlined, consistent, and clear messaging to meet the needs of all passengers.

Analysis of current signage shows:

- Inconsistent lighting
- No hierarchy of sign information
- Regular weight of font used
- Symbols and Arrows are too small
- Inconsistent terminology
- Too much information per sign panel
- Conflicting placement with surrounding environment

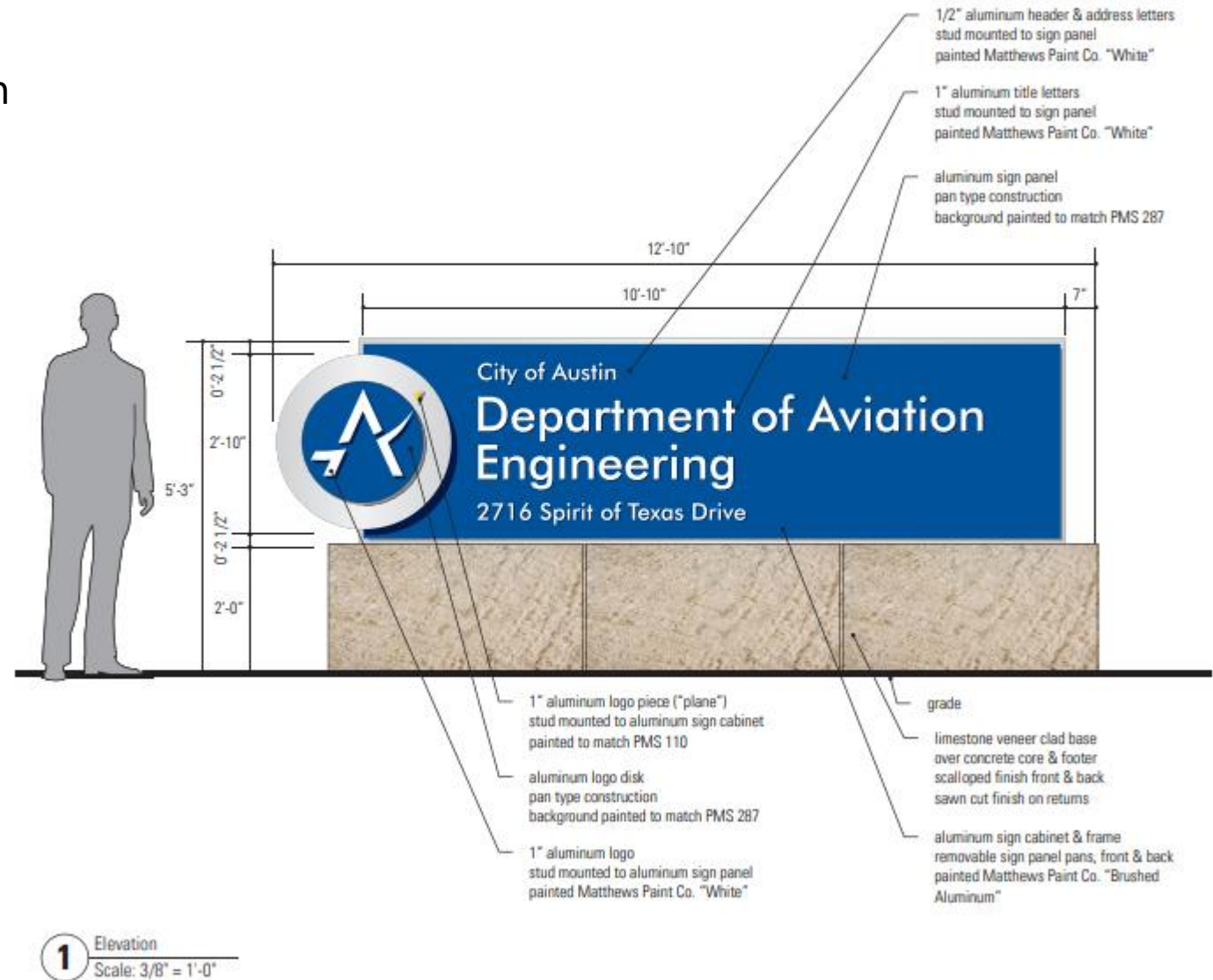
Results upon completion will be posted:
austintexas.gov/page/construction-and-design-resources-airport



Types of Signage

These signage types will be included in the Signage + Wayfinding Guidelines:

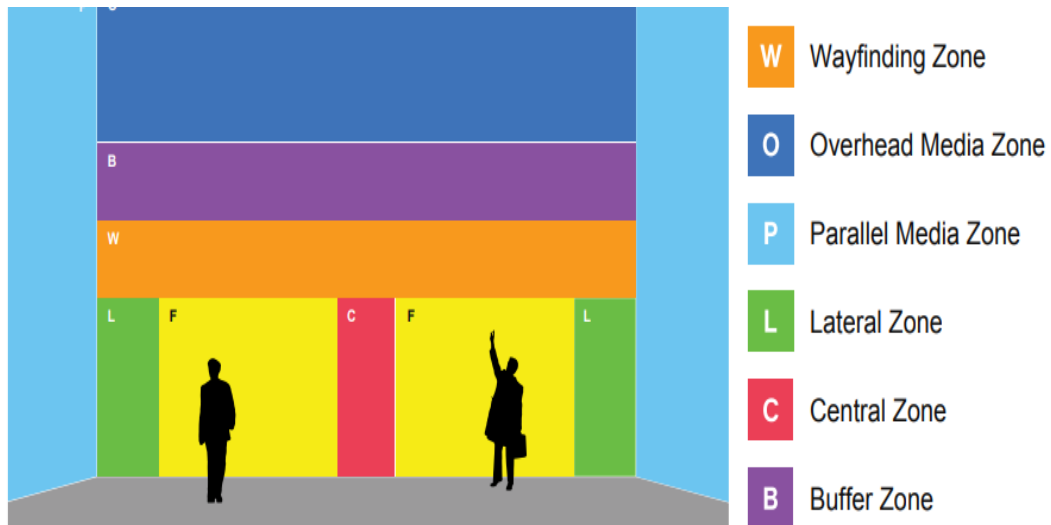
- Internal
- External
- Wayfinding
- Campus Signage



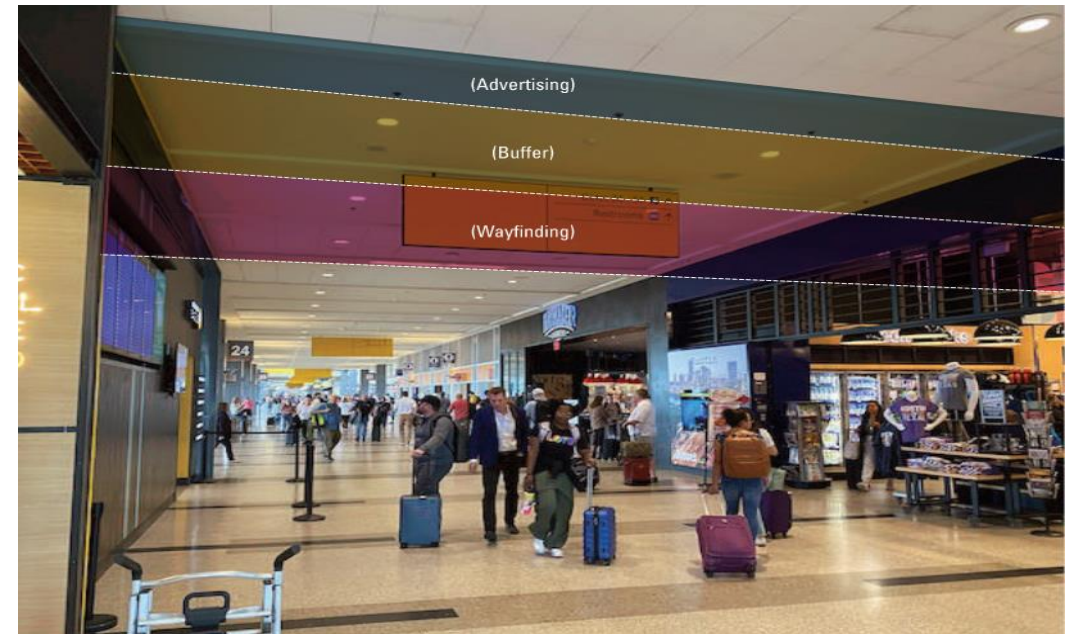
Example of Visual Zoning Diagram

New guidelines will address:

- ADA Requirements
- Visibility
- Lighting
- Signage Placement



Credit – PANYNJ Sign Standards - Mijksenaar



Bike Path Wayfinding from SH71 to Barbara Jordan Terminal

The Events to Date:

- Shared Use Path was installed in 2016 from SH71 to Barbara Jordan Terminal to support Imagine Austin initiative.
- City of Austin Transportation Public Works Department (TPW) & Aviation Department (DOA) Joint Effort
 - Planners from TPW and DOA created plan with DOA Maintenance to fabricate and deploy wayfinding on the bike path to and from the Airport that meets consistent bike signage throughout Austin.
- TPW provided signage templates consistent with Texas Manual on Uniform Traffic Control Devices (TMUTCD) to DOA to fabricate signage.
- February 2024: Signage “blanks” were sourced through a City vendor and the sign-making process was initiated.
- March 2024: Sign installation currently underway.



