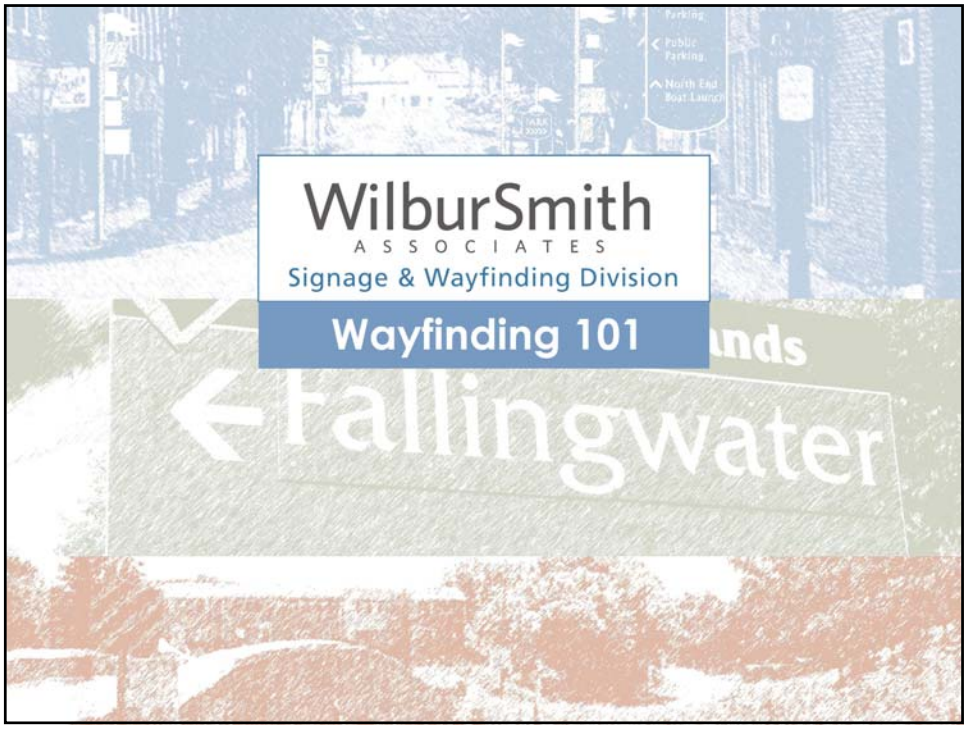


Wayfinding is simply a form of communication

"A well known principle of communication is that directional information is most effective when provided at the moment and place of need"

Wayfinding to the User is:

Cognitively orienting and locating oneself in a particular area

Determining the various destinations around oneself

Determining confidently a route to a chosen destination

5 common factors used to effectively communicate a sign program

Consistency
in sign locations, visual appearance and text use

Simplicity
in language use and to enhance quick readability

Continuity
building up information
i.e., Pittsburgh - Downtown - Theatre District

Repetition
to create a familiarization with sign program
and to reinforce a sense of confidence while wayfinding

Rehearsal
providing related information prior to the use of the program
such as websites or printed media

Factors affecting signage effectiveness

Adequacy of Text Size
1" text height = 25'-0" of readability
driver reaction time 8 seconds

Locations and Sight lines
Directional signs should be located at KEY decision points
with unobstructed sight line to the next sign face

Conspicuity and Contrast
Signs should visually stand out against backgrounds and compliment aesthetic features of the town
(text and background color contrast of minimally 70%)

Understandability
Elimination of local jargon, all messages should be internationally recognized
and used with international symbols (if used)

Information Flow and Sequencing
Directs vehicular users to end destinations, while peeling off users to alternate destinations
and transitions them into pedestrian wayfinders

Contradictory or Confusing Information
Standardizing terminology so that text use such as downtown and city center are avoided

Hierarchy of Information on Signage
Spatial limitations on sign faces limit the amount of information that can be provided,
messages are grouped into tiers of importance:

Primary messages/destinations
Secondary messages/destinations
Tertiary messages/destinations

ENGINEERS PLANNERS ECONOMISTS
WilburSmith ASSOCIATES

Wayfinding Process

Expectations and Benefits

Create tourist/visitor-friendly environment

Facilitate ease of movement

Capitalize upon unique characteristics of the city

Distinct and recognizable signs

Clear and direct messages

Graphically consistent design

Flexible and adaptable to change

Compliant with applicable regulations

Cost effective and maintainable

Wayfinding Process

Data Collection

Organize stakeholders group

Obtain up-to-date mapping of the study area

Visual/photo/video survey of the study area

Review traffic circulation in and out of the study area

Applicable local, state and federal regulations

Locate tourist oriented attractions, venues, landmarks

Develop criteria for identifying, admitting and maintaining attractions, venues, landmarks into the wayfinding program

Wayfinding Process

Planning

Plot and review general traffic circulation in/out of the study area

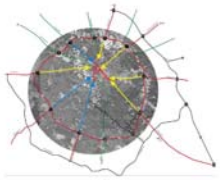
Identify, locate and plot all attractions, venues, landmarks

Develop preliminary list of sign types

Locate and plot preliminary message locations for vehicular and pedestrian pathways

Develop preliminary budget for fabrication/installation of wayfinding program

Presentation of findings/recommendation for review/comment and approval



Traffic Circulation

Preliminary Messages

Wayfinding Process

Design

Develop design concepts incorporating unique characteristics of the study area, elements include:

- Typeface
- Color combinations
- Sign layouts
- Materials/mountings
- Flexibility, adaptable to change

Apply design concepts to various types of signs to be utilized

Present scaled elevations and layouts of each sign type

ENGINEERS PLANNERS ECONOMISTS
WilburSmith ASSOCIATES

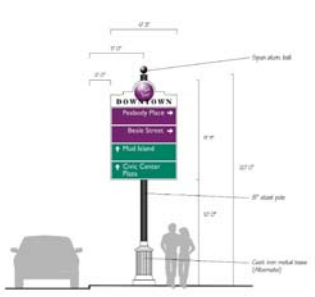
Wayfinding Process

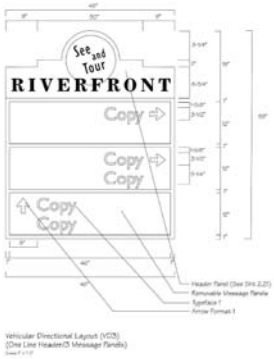
Construction Documents & Specifications

General specifications for the sign program's graphics standards

Scaled layouts of all sign types/specific sign location plans

Fabrication and mounting details





Wayfinding Process

Implementation

Bidding process assistance

Assistance with contractor awarding

Correspondence with contractor to assist with Requests for Information (RFIs)

Review of shop drawings, color and sample submittals

Specific sign location plan site walkthroughs with contractor

Punch list of signs during final installation

Upkeep and Maintenance

Establish methodology for changes

Ascertain costs for these changes

How will changes be accomplished?

ENGINEERS PLANNERS ECONOMISTS
WilburSmith ASSOCIATES

Graphic Applications

The Graphic Applications section depicts the types of graphic elements involved in a sign program, that are necessary to clearly and concisely communicate a successful vehicular and pedestrian wayfinding program.

Sign Color Contrast

Improper Use of Color

Vibrating Colors | Blurring Colors | Low Contrast

Proper Use of Color

Good Color Contrast | 70% Contrast | 90% -100% Contrast

Graphic Applications

Message Footprints

TO YOUR DESTINATIONS

To Your Destinations

Wayfinders visually scan sign faces rather than read them,
a word footprint is generally seen before the word is read.
Using all capitals can reduce scanning time, forcing users to read each word.

Graphic Applications

Letter Spacing

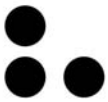


Fig. 1 Improperly spaced

Demonstrates how letters/objects can connect to each vertically when correct spacing is not achieved

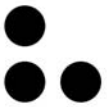


Fig. 2 Properly spaced

Demonstrates how letters/objects can connect or group to each other when properly spaced

Ahead way to X destination

Fig. 3 Incorrect Vehicular letter spacing

Whether vehicular or pedestrian, letter spacing affects the visibility of a message. When messages are read at a distance, letters tend to converge together, creating difficult to read or "blurred together" words.

Ahead way to X destination

Fig. 4 Correct Vehicular letter spacing

When the spacing between letters is increased, the converging or blurring effect is greatly reduced, allowing greater message readability from a distance

Graphic Applications

Line Spacing

☐ Line Spacing is Critical
☐ Line Spacing is Critical
☐ Line Spacing is Critical
☐ Line Spacing is Critical

Fig. 1 Incorrect line spacing

The words and symbols start to connect and read as a vertical column

☐ Line Spacing is Critical

☐ Line Spacing is Critical

☐ Line Spacing is Critical

☐ Line Spacing is Critical

Fig. 2 Correct line spacing

The words and symbols connect to read left and right horizontally

Letter spacing and line spacing work in conjunction with each other to form effective and readable text

ENGINEERS PLANNERS ECONOMISTS
WilburSmith ASSOCIATES

Graphic Applications

Message Organization and Arrow Use

→ This way to y destination

↓ Up or down to xyz destination

↑ Ahead to x destination

← That way to z destination

Messages aligned in inconsistent locations force users to scan each message and disseminate the direction and location of their intended direction

↑ ↓ ← →

Straight Ahead | Overhead Sign (Indicating Lane Use) | Turn Left Direction | Turn Right Direction

↑ Ahead to x destination

← This way to y destination

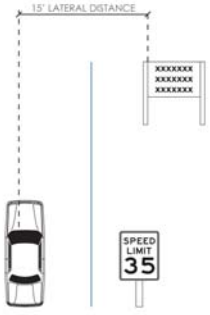
That way to z destination →

Justifying directional arrows in conjunction with their destination direction allow wayfinders to easily scan each sign and follow a particular direction

Repeating the same direction in the same location on each sign face educates users to look in a particular location for an intended direction

Graphic Applications

Motorist Legibility Analysis



Number of Lanes	Speed (MPH)	Reaction Time (Seconds)	Distance Traveled during Reaction (Feet)	Letter Height (Inches)	Total Area of Sign (Square Feet) Commercial Industrial	Institutional Residential Agricultural
2	15	8	176	4	8	6
	30		352	7	25	18
	45		528	10	50	36
	55		704	14	100	70
4	15	10	220	4	8	6
	30		440	9	40	48
	45		660	13	90	64
	55		880	17	150	106
6	15	11	242	5	13	10
	30		484	9	140	28
	45		726	14	100	70
	55		968	19	190	134
Freeway	55	12	1,056	21	230	162

ENGINEERS PLANNERS ECONOMISTS
WilburSmith ASSOCIATES

Wayfinding Sign Types

Gateway Identification Signs

ENGINEERS PLANNERS ECONOMISTS
WilburSmith ASSOCIATES

Secondary Gateway Identification Signs

Primary Vehicular Directional Signs

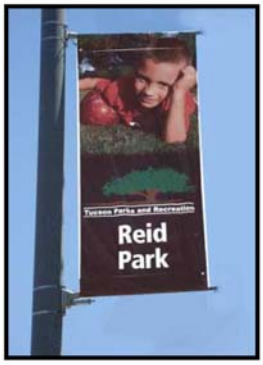
Parking Identification Signs

Kiosks/Maps

ENGINEERS
PLANNERS
ECONOMISTS
WilburSmith
ASSOCIATES

Pedestrian Directional Signs

Banners and Flags



Destination Identity Signs