Wayfinding Review and Thoughts for Fresno - March 19, 2008

Agenda

- Review of Wayfinding Findings
- Wayfinding 101
- Implementation Thoughts for Fresno
Needs – They Vary by User

- Inbound motorists
- Outbound motorists
- Parkers
- Transit riders
- Pedestrians
- Bicyclists

Circulation Network Features

- Irregular grid system
- Discontinuous streets
- One-way streets
- Fragmented parking resources
- All add up to …. Difficulty finding destination
Motorists

- **Entering Downtown**
  - Freeway signage mostly good but...
    - Downtown not signed from freeway
    - Signage is not being used to direct to preferred routes
  - Difficulties at street grid changes, mostly Divisadero
Motorists

- Exiting Downtown
  - Finding freeways or exit routes
    - Complicated path to Abby
  - Few freeway guide signs
  - Street grid changes confusing

Leaving Downtown – Route to Abby from P Street at Stanislaus Street and Divisadero
Leaving Downtown – Route to Abby
Is this easier to find your way?

Motorists

- Traveling within Downtown
  - Discontinuous streets
  - One-way streets
  - Lack of destination signage

- Parking
  - Finding location
  - Determining availability (public or private)
  - Determining cost
Effective Parking Signage

Transit Riders

- Need to know
  - Stop location
  - Route destination
  - Route frequencies
  - Scheduled arrival/departure times
Pedestrians

- All trips include some part walking
- More important for pedestrians to have good direction – one wrong turn can wear you out!
- Good to have pedestrian-level direction
Bicyclists

- Similar to motorist needs

- Safety is an issue
  - Minimizing conflicts
  - Finding the safest routes

Recommendations
**Simplifying Downtown**

- Implementing street network simplifications – Traffic
- Urban design and signage – visible street signs, lighting and streetscape
- Parking organization improvements

**Traffic and Parking Signage**

- Use of peripheral streets for through traffic
- Street names to overhead directional signage
- Signage to direct around street blockages and closures
- Advance signage for confusing, complex intersections
- Clear signage to public parking including parking rates posted at entrance
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Transit Signage

- Increase visibility of bus stops
- Provide transit maps and schedules and local area maps at bus stops
- Expedite implementation of real-time information system

Pedestrian/Bicyclist Signage

- Install ‘You Are Here’ maps including ped/bike shortcuts and routes
- Destination signage (including distance and/or walking time) between major destinations and bus stops/parking areas
- Signage to public restrooms and other amenities
- Prominent display of address and building names
- Signage to bicycle parking
Wayfinding 101

Implementation
Thoughts for Fresno
**What's Next?**

- Master Plan
- Preliminary Design
- Final Design
- Implementation

**Master Plan**

- Identify needs based on long-term goals
- Develop solutions to address needs
- Develop wayfinding policy or ‘Mission Statement’
- Develop wayfinding criteria
  - For inclusion
  - For route hierarchies
  - For message hierarchies
- Develop sign type needs
- Provide ‘blue print’ for next steps of implementation
**Preliminary Design**

Part 1: Conceptual design of graphic or visual images of sign ‘family’ as identified in Master Plan

Part 2: Demonstration of how sign ‘family’ works by applying to selected routes

**Final Design**

- Apply selected design to complete program area
- Develop sign location plan
- Develop sign message plan
- Develop preliminary specifications
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**Implementation**

**Part 1 of 2**

- **Construction documents**
  - Fabrication & mounting details for all sign types
  - Material specifications
  - Construction cost estimates
  - Bid documents

**Implementation**

**Part 2 of 2**

- **Construction services/management**
  - Bidder prescreen assistance
  - Bid review assistance
  - Shop drawings and sample review
  - RFI response/assistance
  - Construction progress meetings/reports
  - Final inspection
  - As-built drawing development
Master Plan Input Today

Master Plan

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