

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**

*Tulare/Divisadero/
Highway 41 interchange*



*H Street approach to
Divisadero westbound*



Motorists



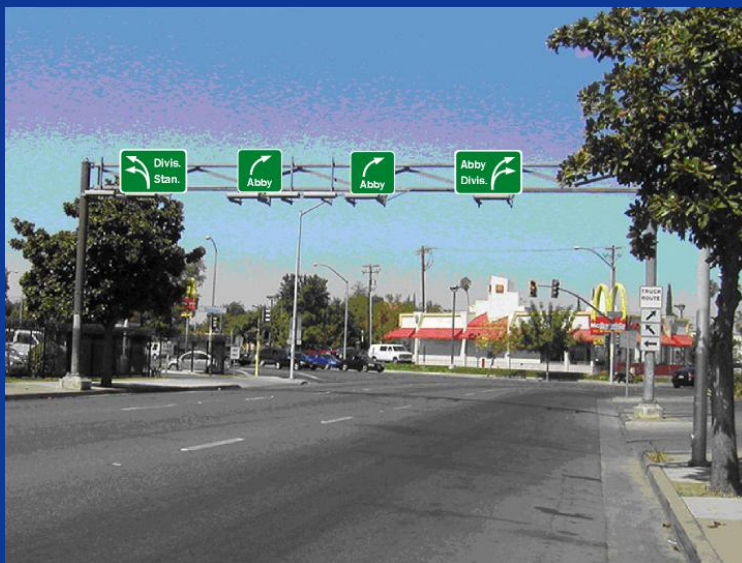
■ **Exiting Downtown**

- ***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



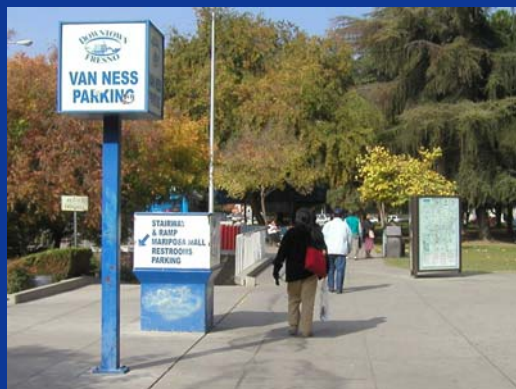
■ Need to know

- *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**

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



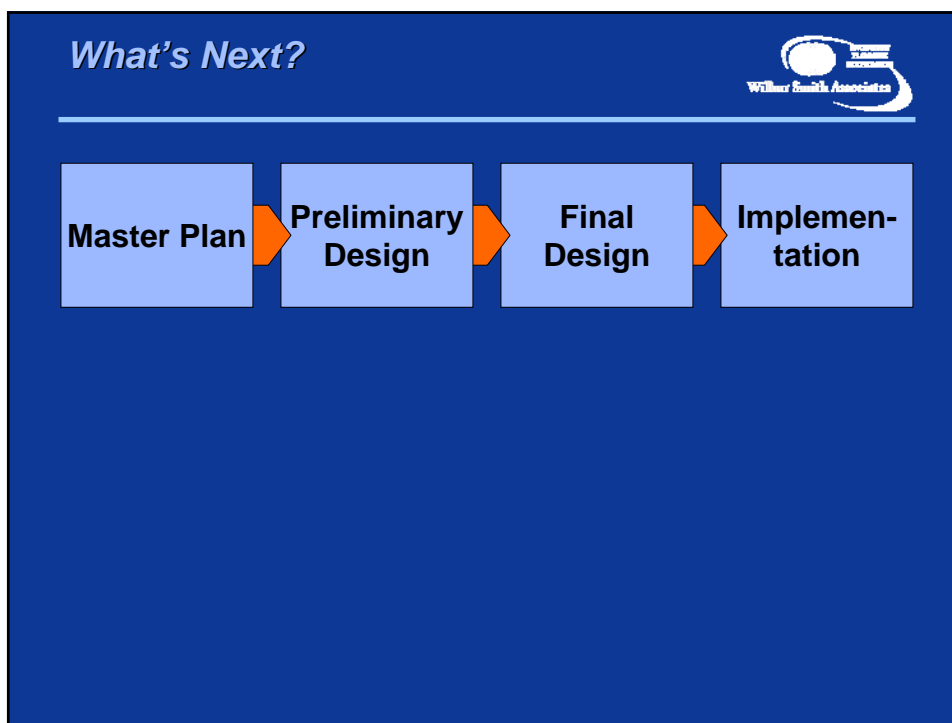
- **Install 'You Are Here' maps including ped/bike shortcuts and routes**
- **Destination signage (including distance and/or walking time) between major destinations and bus stops/parking areas**
- **Signage to public restrooms and other amenities**
- **Prominent display of address and building names**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




Wayfinding 101



Implementation Thoughts for Fresno



- ### 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**

Implementation
Part 1 of 2



■ **Construction documents**

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

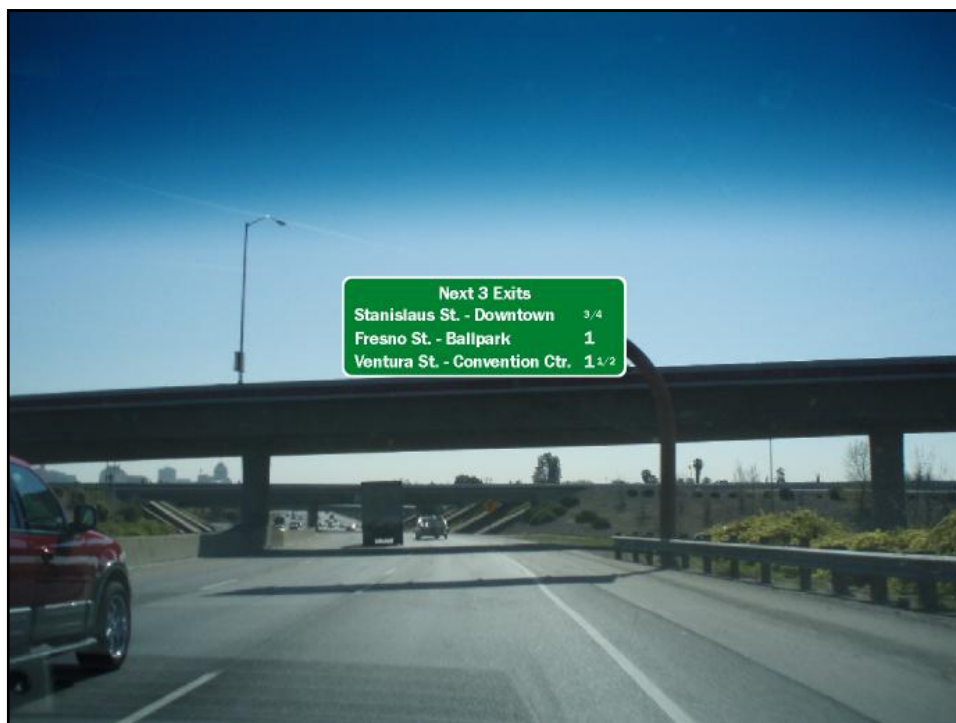
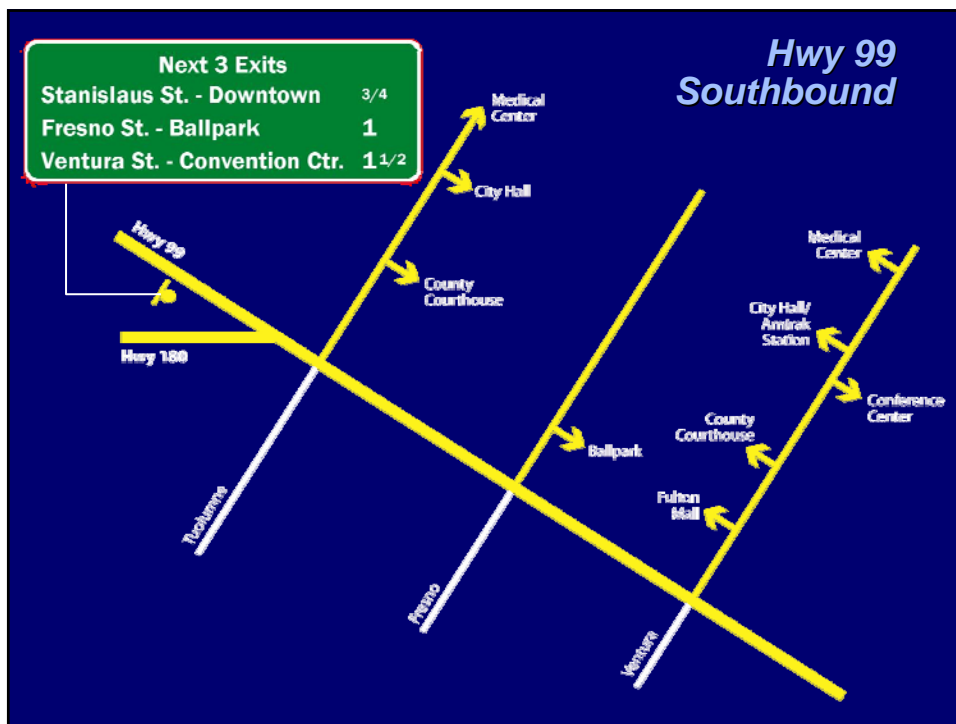
Implementation
Part 2 of 2

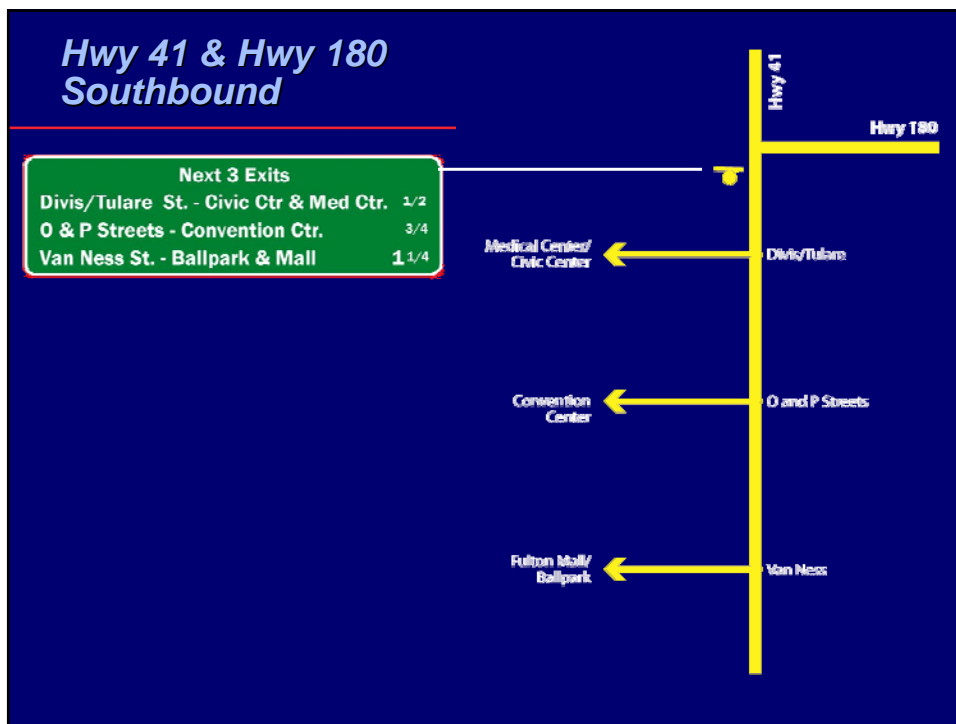


■ **Construction services/management**

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

Wayfinding Review and Thoughts for Fresno - March 19, 2008







Master Plan Input Today

Master Plan



- Identify needs based on long-term goals
- Develop solutions to address needs
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