

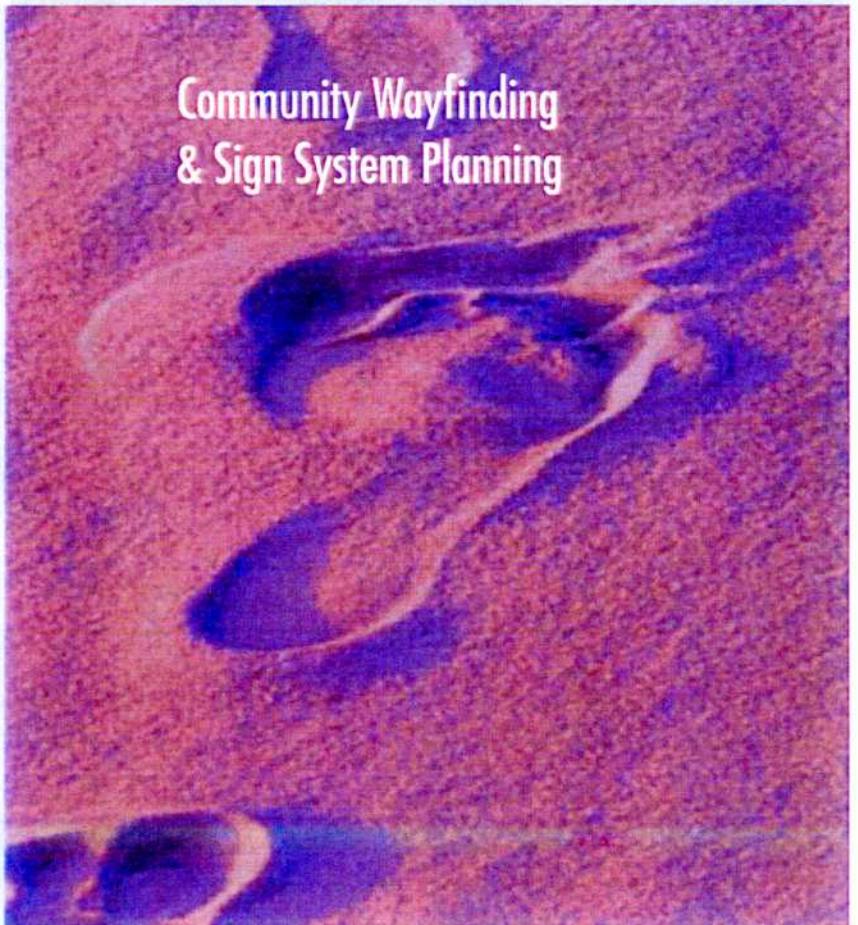


Destination
Development, Inc.



Program Summary

Community Wayfinding
& Sign System Planning



What is Wayfinding?

Wayfinding is the process by which people are efficiently guided from one point to another. It has been described as "the art of directing people through a specific environment". It is a system devised through logic, creativity and an understanding of human behavior.

Many visual cues are employed to communicate successful wayfinding. Signage is only one essential part of an effective system that includes architecture, landscape, landmarks and lighting.

When combined with branding principals, a wayfinding system can package an environment, create a memorable experience and establish a unique sense of place.

The components of a community wayfinding signage program include most, if not all of the following:

Highway Signage: Usually under the jurisdiction of the DOT, highway signage gives a traveler a preview of what's ahead and how far they have to travel.

Billboards: Where allowed, billboards are a powerful promotional device to entice travelers to stop at a desired destination.

Gateways: Gateway signage identifies the perimeter of a city or a district within it. They serve as welcoming messages or branded identities that reinforce the experience of having arrived at a destination.

Vehicular Directionals: Primary directionals guide traffic through a community and, hopefully, to a desired destination within a community.

Pedestrian Directionals: A secondary tier of directionals guide pedestrians through a community while subtly promoting key areas of interest.

Trail Blazers: These signs can be part of vehicular or pedestrian directions. Their job is to lead visitors to community highlights or attractions. They are often designed to be recognized separately from the other directionals. They serve as obvious "bread crumbs" leading people to what promises to be a memorable experience.

Street Signs: Clear and easy-to-read street name signs are an important part of



What is Wayfinding? (continued)

a community wayfinding plan. Their design can change to help define a district or unique area within a community.

Information Centers: Information centers can take the form of stand-alone kiosks, sidewalk monuments or wall-mounted area maps. They serve as visual landmarks for orientation and places where one can gather community event and attraction information.

Site Signage: These include identity signs for public facilities, parks, attractions, schools, museums, libraries, chamber centers, etc.

Informational and Interpretive Displays: These mark key points of interest within the community. They often contain graphics and descriptive text to illustrate the importance of a historical site or significant place.

Streetscape Banners: Usually attached to lamp posts or power poles, banners can be created to visually delineate districts or town centers. They can be used to celebrate the seasons or holidays. They are a good promotional device for museum exhibits or community events.

Public Parking Identities and Directionals: Parking is always an important destination within a community. Directionals are branded to match identities for quick navigation.

Retail Merchant Sign Design Guidelines: An organized and well integrated retail sign system can really enhance a downtown. Guidelines are created to encourage downtown retailers to install signage that not only improves the downtown experience but gives them a stronger anchor within the ambience of the downtown environment.



What is Wayfinding? (continued)

Our Process

We practice a refined process that has been meticulously developed to provide effective results. The success of our design process is based on seven key principals:

1. Listen to our clients
2. Fully understand the environment
3. Research and employ all available resources
4. Establish function before form
5. There is no such thing as a bad idea
6. Reinforce the community brand and maintain theme continuity
7. Deliver the desired results

Phase 1: We start by listening to our client. We know they expect measurable results so we focus on fully understanding their objectives. Once we understand their needs and identify the results they expect, we survey the environment, interview stakeholders, conduct community workshops and prepare an assessment report.

Phase 2: A preliminary wayfinding scheme is plotted on a site plan. Sign types are identified and a message schedule starts to take shape. We generate conceptual ideas that are presented for initial feedback. We value our client's input and realize that it is vital to the design process. Experience has shown us that effective solutions are born from free collaboration and the attitude that we are equal partners with those we design for. Their success is our success and visa-versa. During this phase the community is invited to preview initial concepts. We believe that community involvement and support is crucial to the success of a wayfinding plan

Phase 3: Concepts are developed. Input is once again absorbed and integrated into the process to refine the design. Full size mock-ups are created and tested in the field. Revisions are made, vendors are identified and production budgets are estimated.

Phase 4: Final art and Design Intent Drawings are created. A bid document is assembled and qualified bidders are invited to submit proposals. After a contractor is awarded the project, we provide production supervision services to assure accuracy and close adherence to the original design of your project. We also perform a post-installation review to assure that the project is complete and expectations are met.



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We invite you to review the Destination Development website where you'll find additional information including resource materials.