Downtown Austin

wayfinding master plan

June 14, 2013

★ City of Austin, Texas

with:
McCann Adams Studio
Austin, TX

Estilo Communications
Austin, TX

I.T. Gonzalez Engineers
Austin, TX

Gannett Fleming
Austin, TX

merje

MERJE | ENVIRONMENTS & EXPERIENCES
120 North Church Street
Suite 208
West Chester, PA 19380
T 484.266.0648
www.merjedesign.com

You got to go through
a whole lot of Texas to get here.

AUSTIN

table of contents

EXISTING CONDITIONS & AREA ANALYSIS

Section 1 Program Introduction

1.2 Introduction
1.4 Definitions
1.6 Economic / Return on Investment
1.8 Philosophy & Objectives
1.10 Best Practices
1.13 Project Approval Process

Section 2 Wayfinding Tools

2.2 Wayfinding Tools
2.4 Wayfinding Information
2.6 Pre-Visit Technology
2.8 Experience Technology
2.16 Landmarks
2.18 Tools
2.20 Existing Signage Evaluation
2.22 Existing Wayfinding Efforts
2.24 Orientation Maps
2.26 Pictograms

Section 3 Wayfinding & Signage Analysis

3.2 Information Hierarchy
3.4 Cognitive Mapping
3.8 Highway Signage Review
3.10 Gateways
3.28 Vehicular Circulation
3.30 Street Signage
3.32 Signage Technical Criteria
3.34 Pedestrian Experience
3.40 Bicycles
3.42 Public Transit
3.44 Downtown Parking
3.52 Austin Destinations
3.54 Terminologies
3.56 Trails
3.58 Banner Strategy
3.60 Interpretive
3.62 Information Hubs
3.64 Connections
3.66 Departure Routes
3.68 Event & Temporary Signage
3.70 Generic Menu of Signs

Section 4 Strategies

4.2 Program Identity & Outreach
4.4 Criteria for Inclusion
4.8 Criteria Ranking Test
4.10 Sustainability: Transportation
4.12 Sustainability: Materials & Processes
4.14 Accessibility
4.16 Management & Maintenance
4.20 Current Sign Inventory
4.22 Summary of Priorities
4.24 Phasing Plan
4.26 Measurements

Section 5 Pre-Design

5.2 Word Play
5.4 Visual Preference Study
5.6 New CVB Brand
5.8 Design Criteria

Section 6 Schematic Design - PHASE 2

6.2 Inspiration Boards
6.4 Schematic Design Concepts
6.8 Photo Credits
6.10 Acknowledgements

section 1
program introduction

1.2 Introduction
1.4 Definitions
1.6 Economic / Return on Investment
1.8 Philosophy & Objectives
1.10 Best Practices
1.13 Project Approval Process

introduction

As Austin continues to grow, it has transitioned from a medium-sized town to a large urban metropolitan area. At its core is Downtown, with a unique blend of tourism attractions, government facilities, retail, dining, outdoor activities and, of course, music.

Downtown Austin draws seven million visitors annually. In 2010, tourism generated $3.9 billion in visitor spending and is vital to the health of Downtown and the City. Visiting Austin is not solely about the individual destinations you may visit, but about the overall experience you have and the people you meet.

As the City continues to build its infrastructure and enhance the quality of life for its growing resident and business population, it has identified the implementation of a Downtown Wayfinding System as an initiative that will enhance the experience for everyone. The development of an overall wayfinding philosophy and graphic standard can provide valuable information and communicate an organized and friendly city, without detracting from its visual beauty. In contrast, ignoring or having an unregulated, haphazard approach to this issue will only create sign clutter, less efficient navigation and an unwelcoming perception of the Downtown.

In December of 2011, the City hired MERJE, with a team of local Austin firms, including McCann Adams Studio, Estillo Communications, I.T. Gonzalez Engineers and Gannett Fleming to develop the Downtown Austin Wayfinding System.

The aim of this document, the Downtown Austin Wayfinding Master Plan, is to create an overall wayfinding philosophy for Downtown, identify a variety of possible wayfinding tools, analyze existing conditions in Downtown and develop a set of graphic standards that can be implemented, enforced and maintained overtime.

The Wayfinding Master Plan also outlines priority projects, initiatives and approaches that will help to establish a Phasing Plan for both short term and long term opportunities. Phasing is based on the complexity of the system and the funding available.

The project is holistic in its approach and will consider all forms of wayfinding tools, including the integration of technology elements, environmental cues, support materials, signage, landscaping, lighting and public art. Each of these elements will be addressed by our individual experts and then funneled through a single design intent for Downtown Austin - offering multiple wayfinding tools for end users, but presented through a single voice and graphic language.

The **project goals** of the Downtown Austin Wayfinding Master Plan include:

- **Emphasize Downtown as a Destination**
- **Highlight Key Attractions**
- **Enhance the User's Experience**
- **Improve Mobility**
- **Reinforce Links**
- **Integrate a Range of Navigation Tools**
- **Reinforce Community Identity**
- **Enhance Urban Design**
- **Develop a System that can be implemented.**

The City of Austin has established an open process for this project, through meetings with City staff, approving agencies/ commissions, stakeholder interviews and public input presentations. It has been MERJE's task to sort through the issues uncovered and to responsibly and respectfully integrate them into the analysis based on our knowledge of wayfinding best practices, human factors, and design principles. All participants have been heard and comments have been integrated.

We thank all the individuals who took the time and energy to share their ideas and perceptions with us. We deeply appreciate their participation, knowledge and enthusiasm.


FORT WORTH
DALLAS
EL PASO
AUSTIN
HOUSTON
SAN ANTONIO
BROWNSVILLE

definitions

MASTER PLAN DEFINITIONS:

COGNITIVE MAP (MENTAL MAP):
A type of mental processing that allows an individual to create a memorable image in their mind, and assists them in understanding their spatial environment (layout) and location within a given space.

DOWNTOWN AUSTIN:
This references the project area that is bound to the East by I-35, to the West by Lamar, to the North by MLK Blvd and to the South by Lady Bird Lake. It should be noted these are not hard boundaries and when necessary have been extended to include destinations and routes in adjacent areas, (e.g. Long Center for Performing Arts) and east of I-35 (to capture the State Cemetery).

DISTRICTS:
A specific area, section or neighborhood of a city distinguished by its character, culture, cluster of use, historical reference or formal designation.

EDGES:
The perceived boundaries that create a physical space such as walls, buildings, and shorelines.

ENVIRONMENT CUES:
As we travel through a city there are physical cues that help inform our decision to move in one direction or another. Downtown Austin, through its original plan, naturally provides many of these cues.

EXPERIENCE TECHNOLOGY:
Upon arrival these are touch points to engage the visitor. By presenting a variety of devices and interactive opportunities, the user can receive and explore information.

FIND AUSTIN:
The identity of the Downtown Austin Wayfinding System, which will be used to identify and promote the system through a public outreach initiative.

GATEWAY:
These are points of arrival into Downtown Austin. Elements identifying this transition can be vehicular, pedestrian, bicycle or transit oriented and can include signage, banners, landscaping, public art, lighting or streetscape elements.

INFORMATION HIERARCHY:
The sequence and scale of information a user receives as they travel to their destination.

LANDMARKS:
A readily identifiable physical or graphic element that creates a point of reference and helps a user determine their location within an interior space or exterior environment.

MENU OF SIGNS:
A series of different sign types that make up a signage system.

NODES:
A focal point along a path at which a decision needs to be made. Nodes are often marked by architectural cues or graphic information to assist with the decision making process.

PARK-ONCE:
A method to get people to parking near their destination quickly and efficently. Cues and additional prompts are provided to guide them to a destination and encourage them to discover additional destinations and attractions.

PATHS:
The route between points A and B of a person's journey. In reference to a city, a path could follow sidewalks, trails, and other channels in which people travel.

POI (POINT OF INTEREST):
An attraction, destination, or amenity that would be of relevance to a visitor.

PRE-ARRIVAL TECHNOLOGY:
Tools a person uses to investigate information prior to beginning their journey. It is the first opportunity to present the system's identity and encourage exploration.

SIGNAGE:
Signage is the most visible element of a wayfinding system. All levels of signage must be considered to create a seamless journey.

STAKEHOLDER GROUP:
This group is made up of representatives from the following categories:

Destinations: Comprised of representatives from destinations and attractions included in the system. Examples include; University of Texas, Central Library, Visitors Center, State Capitol, etc.

Approving Agencies: A Department, Commission or governmental entity that will have to provide a certain level of approval to the project.
Examples Include: TxDOT Right-of-Way (ROW), County Engineers, City Engineers, City Council or City Commissions.

Interested parties: Includes representatives of groups or individuals who can offer valuable information or insight into specific issues associated with the project.
Examples include local business groups, neighborhood groups, advocates for accessibility, bicycles or the environment, and Hotel Associations, etc.

STEERING COMMITTEE:
The Steering Committee helps guide the deveopment process, assists with administrative strategies, outlines primary issues, informs design and wayfinding decisions, and assists with formal approvals. This committee includes key City staff, such as representatives from the Planning and Development Review Department, the Transportation Department, Parks and Recreation Department, Austin City Council, Capital Metro, and Public Works, in addition to representatives from Business Improvement Areas, Transit Agencies, Convention and Visitors Bureau.

SUPPORT MATERIALS:
A series of visual, physical and verbal tools, which support a wayfinding system. These communicate a single voice and identity for the system.

TOUCH POINTS:
The interface between the user and the wayfinding information being communicated. These opportunities can present information to the user before, during or after their journey. The tools used to communicate the information at each touchpoint may include, human interaction, technology, signage, printed materials architecture or environmental cues.

VISITOR:
A person who does not frequent Downtown Austin on a regular basis. A visitor can be local, regional, national, or international.

WAYFINDING:
The process of finding your way from point A to point B.

WAYFINDING MASTER PLAN:
A written and illustrative report that identifies wayfinding issues of a particular city, campus or building, and provides recommendations and a plan for implementation.

WAYFINDING PRIORITIES:
The level of importance of an individual wayfinding tool, based on its necessity, impact, cost and/or complexity. Details of each priority level are described on page 4.22.

WAYFINDING SYSTEM:
A series of strategically placed physical, graphic and technological wayfinding tools that work in unison to help guide users.

WAYFINDING TOOLS:
The various individual physical, environmental and technological elements people use to help find their way.

economic/return on investment

Wayfinding systems provide the key component to unlocking a city's "Tourism Toolbox". Like a friendly face at a Visitors Center, a well-designed website, or a professional brochure, a successful wayfinding system enhances the visitor's experience, encourages overnight stays, increases repeat visitation, and promotes positive word of mouth.

While wayfinding alone cannot be measured as the single source of increased visitor expenditures, it can certainly be identified as a component of an overall customer service philosophy that helps to attract visitors to a city, not just once, but over and over again.

Supporting the Austin Tourism Industry
Data provided by the Austin Convention and Visitors Bureau illustrates the value and important role that tourism plays in Austin's economy. After a national and local downturn in tourism spending in 2008 and 2009, the City saw an increase in visitor expenditures in 2010. The data provided can be interpreted in a variety of ways, but the primary outcome that wayfinding looks to influence is overnight stays. Promoting the depth of destinations and providing an accessible and pleasant experience can encourage additional overnight stays. Each additional stay can be multiplied by the average amount a visitor invests in the City in one day, to provide indication of additional revenue returned to the City.

The "personal experience" a visitor has in Austin impacts future visits by them *and* by others. This translates to not only their own repeat visits, but highly influences their desire to promote Austin to friends and relatives. It is clear through recent surveys that Austin has a reputation as a great place to visit and the Downtown Austin Wayfinding Master Plan can work to further enhance this.

Benefits to Individual Businesses
Every city has little jewels. Wayfinding systems help us discover these special places and encourage us to explore further, learning more about the details that make a city exciting. It is this process of discovery and the ease in access it that creates a memorable experience and positive lasting impression.

It is common for smaller destinations to see the greatest benefit of a wayfinding system. Larger attractions, such as performing arts centers, arenas and major art museums, will always have significant visitation based on advertising campaigns, promotional materials and the types of performers, events or exhibitions they present. It is the smaller, destinations such as history museums, boutique shopping districts and local non-profits attractions that rely on the wayfinding system to promote their presence. Having signs, maps and other tools (physical and digital) communicating information about a place, tells visitors and residents that a destination is special and worth visiting.

The wayfinding system can also help businesses cross-market each other, either formally or informally. This can be done by directing from one place to another along a specific path or by communicating similar attractions, retail stores or amenities nearby.

The awareness created by the wayfinding system leads to an increase in visitation, which in turn becomes additional revenue for attractions and surrounding businesses.

Expanding the Experience
Providing people with a variety of transportation options and making those methods accessible can present a friendlier image, encourage longer stays in a particular area and allow for deeper exploration of the downtown.

Promoting a pedestrian friendly environment can lead to increased time spent shopping, encourage people to patronize local restaurants and promote additional attractions that are close by.
A simple 5 to 10 minute walk can lead to a new district or cluster of stores.

By promoting trails and bicycle transportation, discovery can be expanded beyond the edges of Downtown – to South Congress, East Austin and other adjacent neighborhoods.

Utilization of public transportation widens the visitor's radius of travel even further. By coordinating efforts with Capital Metro, a visitor can take a quick bus ride from South Congress up to UT or from the Capitol to 2nd Street, rather than remain in a localized area.

The wayfinding system encourages many modes of travel, not only to help people choose their path, but to broaden the visitor's experience, increase the number of attractions they visit and announce other places they could visit.

$3.9 billion
Travel Spending in the City of Austin

5.9 million
Over-night Trips

$8.5 million
Local Tax Revenue

1000
Travel generated jobs added in 2010

$111
Average daily visitor expenditure

55%
of people surveyed stated recommendations from their friends played a very or extremely important role in deciding visit Austin.

85%
of visitors surveyed stayed overnight

64%
of people surveyed who had visited Austin in the past 2 years have made repeat visits.

4
The average number of trips made by repeat visitors in the past 2 years.

67%
of people surveyed identified their previous experience played a very or extremely important role in their deciding to return to Austin for another visit.

93%
of people surveyed indicated they were very or extremely satisfied with their most recent stay in Austin.

89%
indicated they were very likely or extremely likely to visit Austin again.

FIGURE 1.1 Austin Visitor Survey sourced from Austin Convention and Visitors Bureau, Conducted by University of Houston, Conrad N. Hilton College of Hotel and Resaurant Management; 2010 Austin Tourism Economic Facts
(Source: Austin Convention and Visitors Bureau. Prepared by Dean Runyan Associates July 2011)

philosophy & objectives

PHILOSOPHY

Cities, towns and communities of all sizes and aspirations understand that the reality of today's economy and the high level of competition for the public's attention demand a clear and distinctive identity. Community wayfinding systems promote a city's identity, make it easier for users to find their way and enhance the experience of Downtown. Through this project it is clear, that the City of Austin understands that communicating a consistent identity and wayfinding message across a variety of design elements and technologies is a key factor in reaching their cultural, economic and sustainability goals.

Downtown Austin is already "place"; its energetic, eclectic character and unique attractions establish it as a special city to visit. It is not the intent of this project to "re-brand" Downtown Austin or develop a new image, but to develop a series of wayfinding tools that fit into the Downtown context, reflect its culture, and provide users with the necessary information to reach destinations across a range of media and elements.

Originally planned by Edwin Waller, Downtown Austin has been physically organized with natural wayfinding cues. The location of the Capitol, the street grid and its various destinations establish a natural framework for a successful wayfinding system. The wayfinding philosophy for this project takes advantage of the physical layout offered by Edwin Waller.

PROJECT OBJECTIVES

- **Promote Downtown Austin as a friendly, well-planned, organized and safe environment**
- **The design shall be of its place**
- **Build consensus through public input**
- **Seamlessly integrate a variety of wayfinding tools**
- **Gateways shall consider landscaping, lighting and public art**
- **Promote the "Park-Once" philosophy**
- **Enhance pedestrian travel and accessibility**
- **Support multi-modal transportation and sustainable initiatives**
- **Create a public outreach plan that promotes the wayfinding system**
- **Develop a Strategic Implementation Plan and a realistic phasing sequence**
- **Identify funding sources and creative strategies**
- **Develop a plan for long-term management and maintenance**

Downtown Austin naturally provides the four most important elements of a successful urban wayfinding system:

Identifiable Districts
Memorable Landmarks
An Organized Street Grid
Downtown Austin is a PLACE

FIGURE 1.2

Best practices for each of the four key strategies associated with the implementation of comprehensive wayfinding system.

best practices

Developing an urban wayfinding system requires four core strategies; Management, Wayfinding, Design and Maintenance. Each of these elements play a role in the creation of a comprehensive system.

Management

- Involve approving agencies, committees and stakeholders from the very beginning.
- Establish clear guidelines for destination inclusion.
- Funding may come from a variety of sources - be prepared with a Phasing Plan.
- Build consensus through public meetings and outreach.
- Prepare City Policies and Procedures related to the Wayfinding system.
- Take advantage of Stakeholder partnerships.

Wayfinding

- Develop an overall wayfinding philosophy and reinforce it through various elements.
- Identify all forms of wayfinding communication, not just signs.
- Consider all modes of travel.
- The system shall be accessible and inclusive.
- The system is designed for a first time visitor, while keeping in mind the needs of frequent visitors.
- The best route may not be the shortest or the quickest.
- Identify all points of arrival (auto, pedestrian, public transit, etc.)
- Parking: Direct, Identify and Inform.
- Incorporate technology.
- Establish “connections” between destinations and travel modes.

Design

- Consistency will build TRUST in the wayfinding system.
- The design shall be of its place.
- Gateways should consider public art, landscaping and lighting.
- Messages shall be kept simple, clear and short.
- Design a single over-riding theme that can be adapted to a variety of neighborhood aesthetics.
- Design shall be sustainable.
- Understand the different physical conditions presented.

Maintenance

- Remove conflicting existing wayfinding signage prior to implementation of new system.
- When maintained, signage life-span is 15 – 20 years (individual parts will vary).
- Maintenance is a long-term issue - solve it now, not later.
- Establish internal staff responsibilities, roles and protocols for maintenance.
- Allow for flexibility, expansion and change.
- Signs shall be made with vandal resistant hardware and coatings.
- Identify a source for annual maintenance costs.
- Budget 10% – 15% of the construction cost for annual maintenance of the system.

project approval process

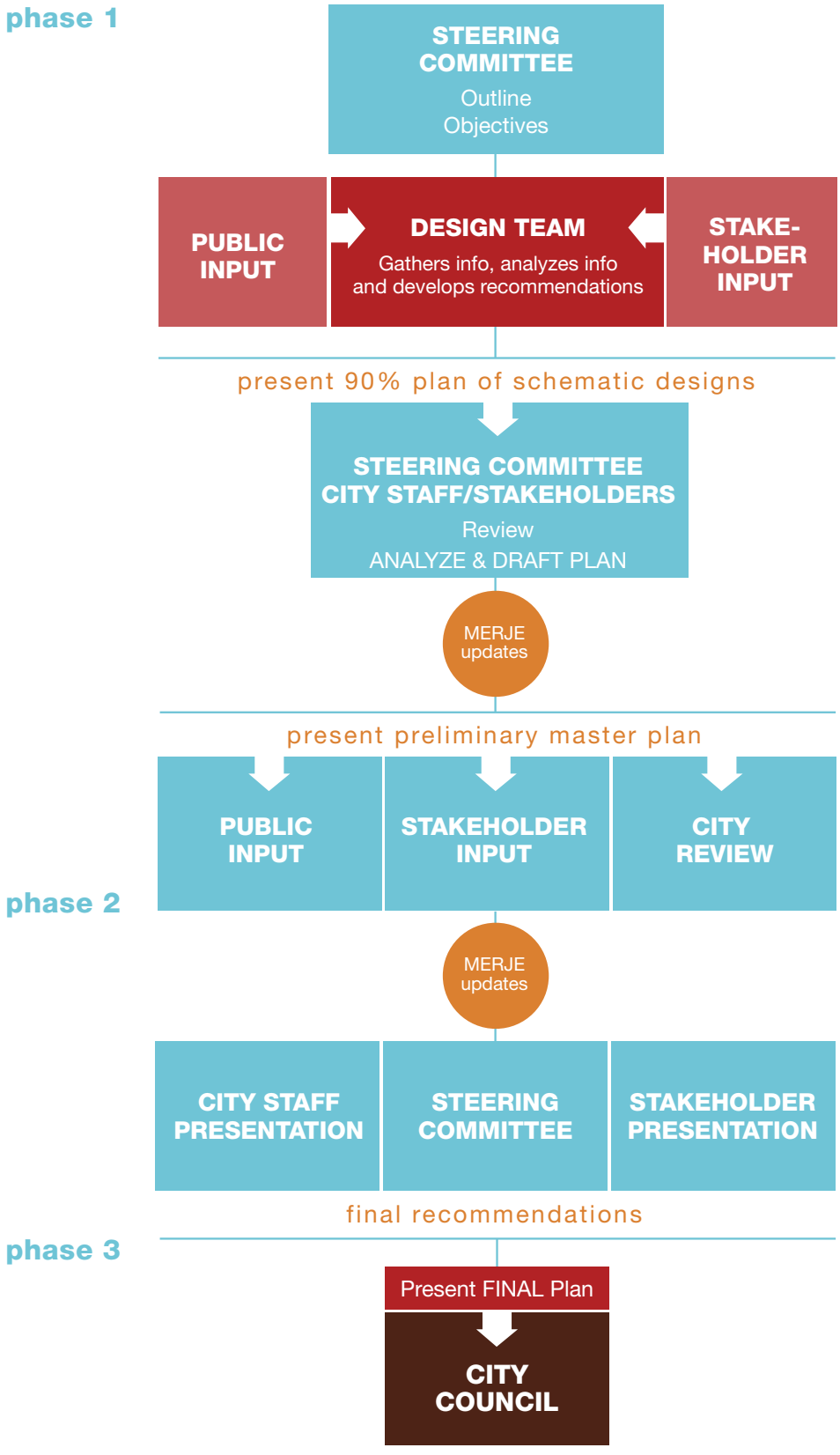


FIGURE 1.3
The project process allows for several reviews by the Steering Committee and Stakeholders, as well as public input sessions.

Downtown Commission
Design Commission
Urban Transportation Commission
Historic Landmark Commission
Parks & Recreation Board
Arts Commission
Music Commission


AUSTIN
CITY
LIMITS

section 2
wayfinding tools

2.2 Wayfinding Tools
2.4 Wayfinding Information
2.6 Pre-Visit Technology
2.8 Experience Technology
2.16 Landmarks
2.18 Tools
2.20 Existing Signage Evaluation
2.22 Existing Wayfinding Efforts
2.24 Orientation Maps
2.26 Pictograms

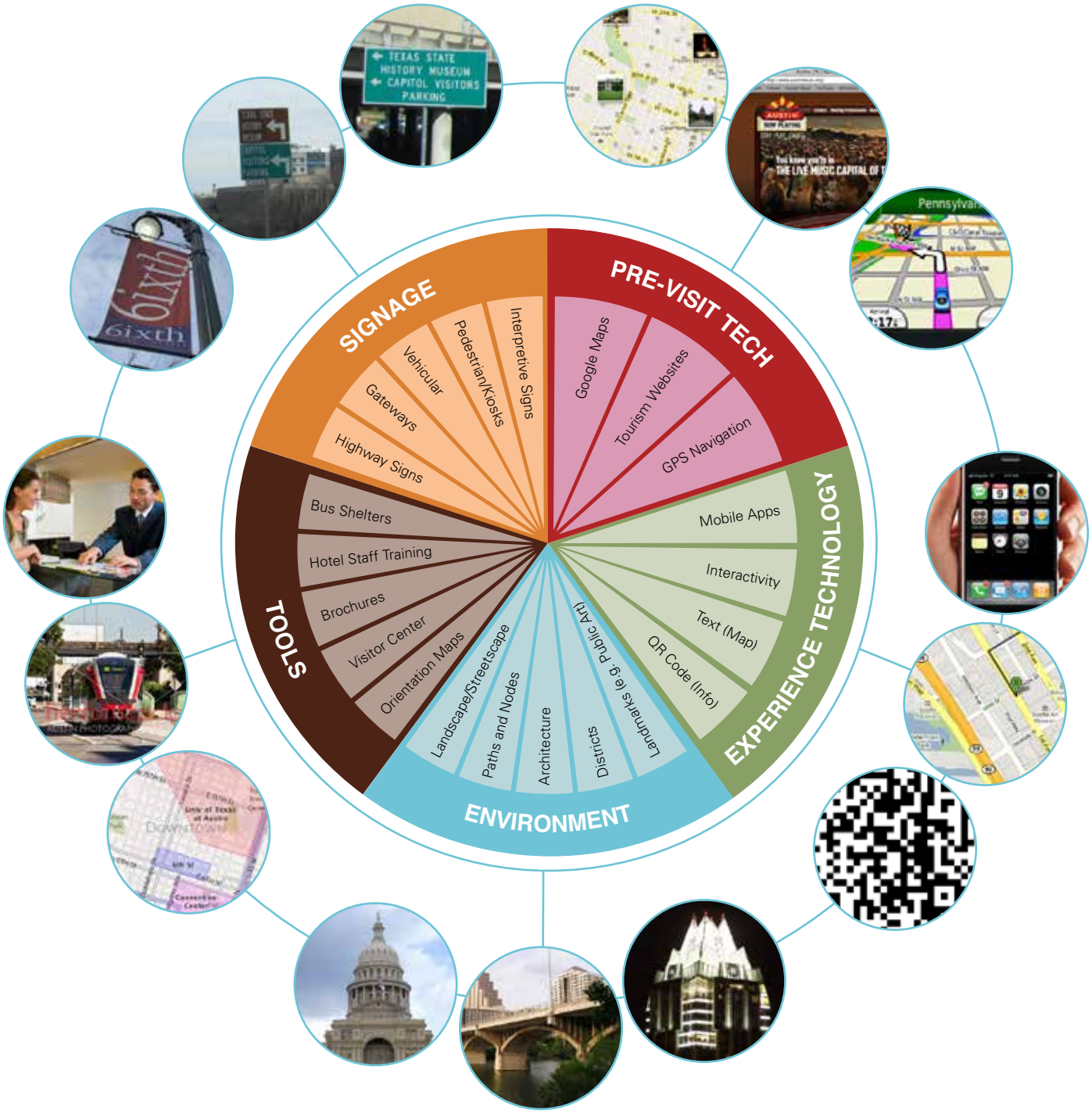


FIGURE 2.1

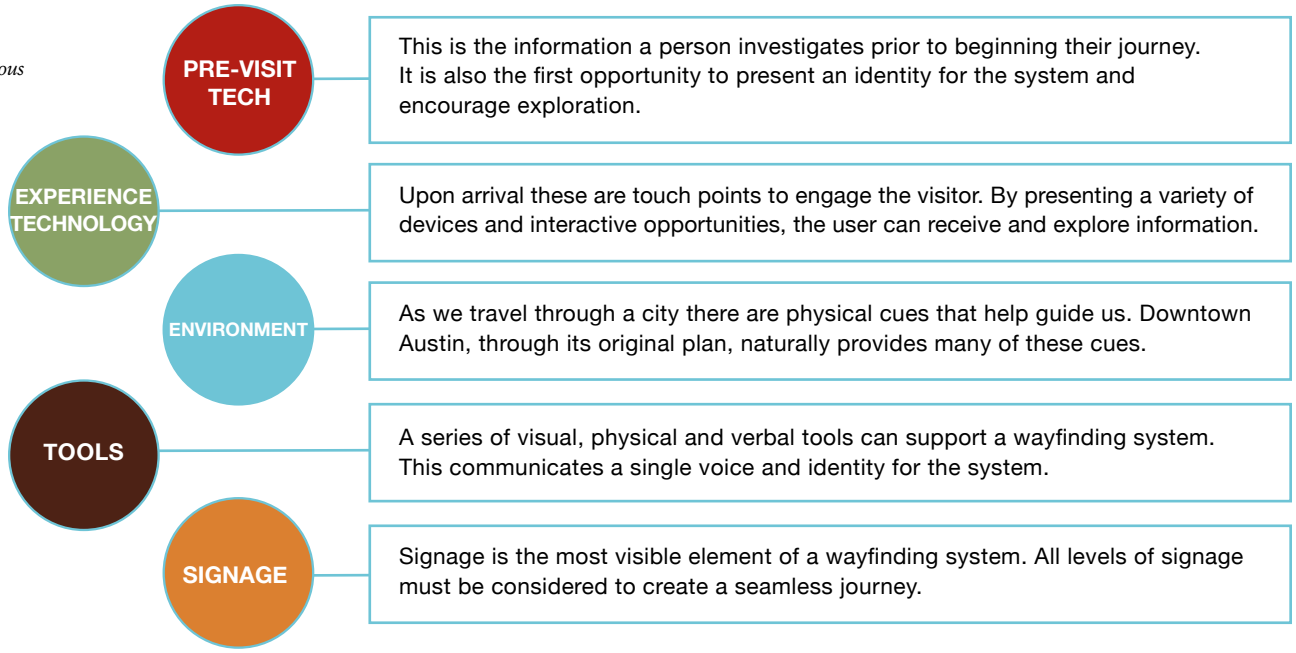
The Downtown Austin Wayfinding System will consider all wayfinding tools and visitor touch points.

wayfinding tools

Wayfinding systems can reinforce a sense of place and promote Downtown Austin as an environment that is easy to navigate. The program will provide first-time and frequent visitors with clear and consistent information. Elements will reflect the Downtown Austin culture and attitude as an active, energetic and exciting place to be. The Downtown Austin Wayfinding Master Plan considers a variety of wayfinding tools: landscaping, lighting, street furniture, landmarks, gateway elements, signage, mapping, banners and public art, as well as related issues such as sustainability, climate, and integration of technology.

FIGURE 2.2

Description of various wayfinding tools.



PRIORITY X

Priorities for the implementation of the System are shown throughout the Section at the bottom of the page with the priority shown in the small green box. For an entire list of Priorities, see Page 4.22.

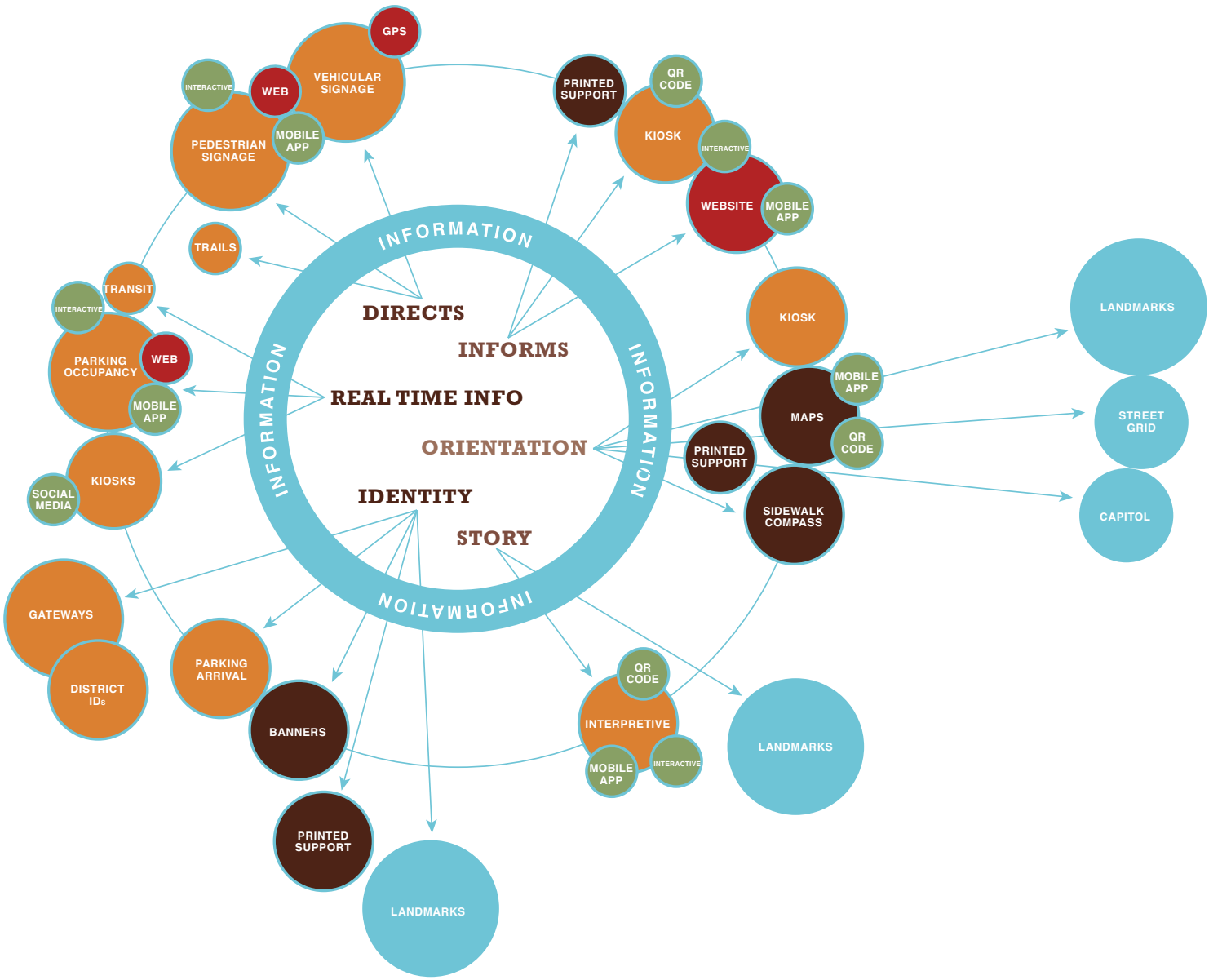


FIGURE 2.3

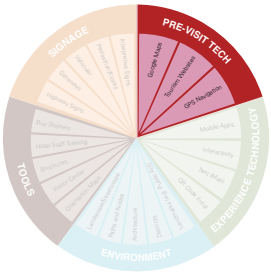
In their simplest form a wayfinding system communicates consistent information across a wide range of tools. This "Information Chart" illustrates the various categories of "information types" (Direction, Informative, Real-Time, Orientation and Stories) and the potential wayfinding tools that can be utilized to communicate this information.

wayfinding information

This is not a project of complex routing, identity development or stand-alone solutions.

It is a project of communicating information across a variety of tools and doing it in a consistent manner.

pre-visit technology



In addition to traditional printed promotions, brochures and advertisements, there are a variety of technology tools that help us plan a trip. Each of these elements can be seamlessly tied together through the use of consistent information and graphic language.

WAYFINDING WEB SITE / INTERACTIVE MAP

In addition to the standard City website, or tourism website, there can be a stand-alone or internal link to a Downtown Austin Wayfinding site. The information can be presented as a separate site to be managed and hosted either by the City or another associated Downtown group.

A Tourism / Wayfinding interactive map allows for a deeper inclusion of attractions and businesses into the overall wayfinding system. The accessibility and ease of an interactive map and its maintenance broadens the level of inclusion, as compared to the cost, code restrictions, and clutter issues associated with a signage system.

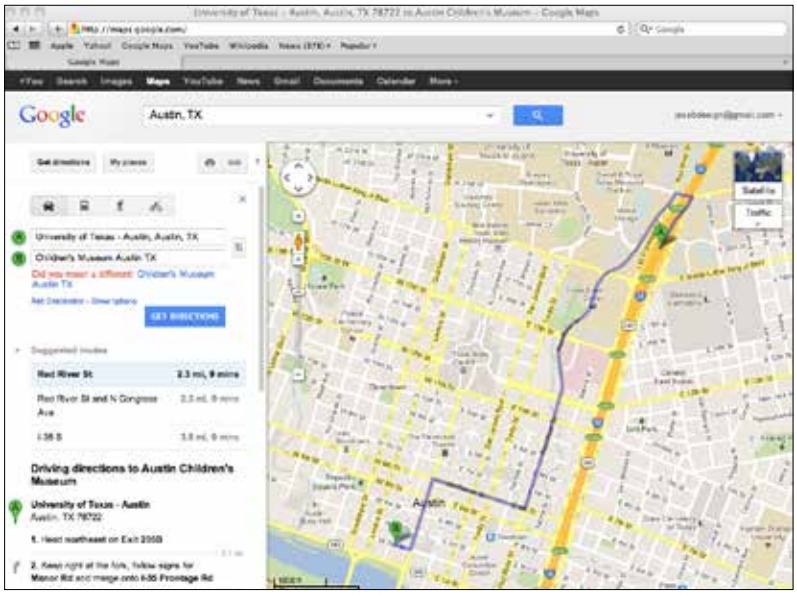
Links to local hotels, attractions and recreational facilities are the most common features on interactive maps. The interactive map allows users to click on a destination and receive information and directions. It is common practice for this map to be built on Google Maps and to use the power of the Google search engine to provide descriptive information as well as point-to-point directions to the destination.

The look and feel of the interactive map should reflect the overall identity of the Downtown Austin Wayfinding Master Plan.

A wayfinding focused website for Downtown Austin would include the following criteria and features:

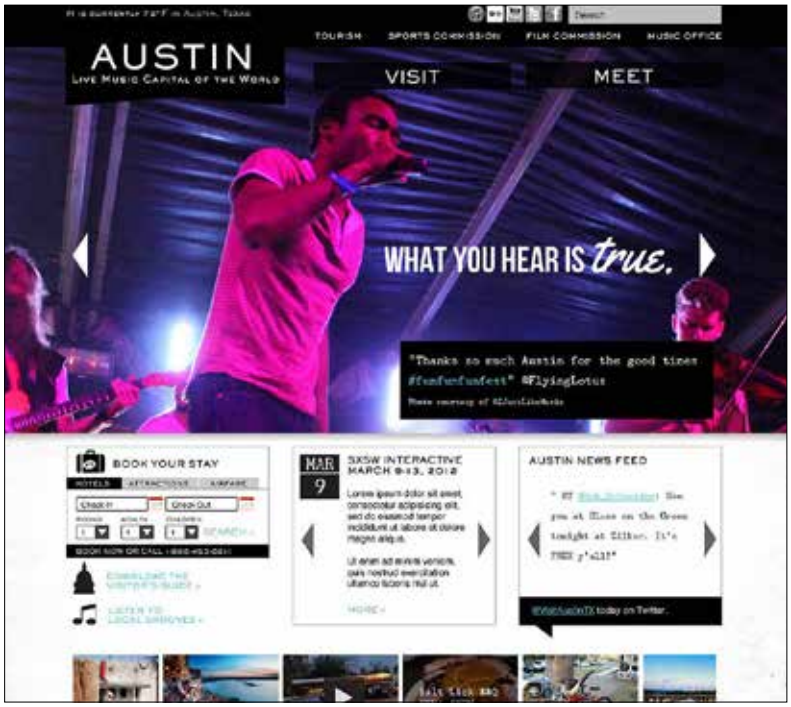
- Destinations listed by category
- Interactive Map powered by Google Maps
- Connect to Google Places
- Parking Information (lots, spaces...)
- Street Closings / Construction updates
- Downtown amenities (ATM's, restrooms...)
- Search features
- Trail Information
- Event Information
- Shopping / Dining information & discounts
- Downloads: Parking / Downtown map
- Public Transit (links)

A "wayfinding" focused website would utilize Google Maps engine, but have a consistent identity with the Downtown Austin Wayfinding System



TOP 6 AUSTIN TOURISM SITES:

- **AUSTINTEXAS.ORG**
  Austin Convention and Visitor's Bureau
- **AUSTINTEXAS.GOV**
  City of Austin
- **AUSTIN360.COM**
  Coxmedia/Commercial site
- **VIRTUALTOURIST.COM**
  User review site
- **TRIPADVISOR.COM**
  Commercial travel site
- **DO512.COM**



Austin CVB Website

iPad Application

PRIORITY 2 Develop a FIND AUSTIN website that is focused on wayfinding for tourists. It should include an interactive, embeddable map, which incorporates layers of information including attractions, bike, and pedestrian paths, historic sites, hotel accommodations, restaurants, ATMs, parking lots, government buildings and recreational facilities. The FIND AUSTIN site is linked to the City, destination, and other tourism websites.

experience technology

mobile devices

The integration of technology into the wayfinding system will reinforce the message of innovation as a core value of the City of Austin and its technological and entrepreneurial spirit. Tourists, residents, and business owners now expect incorporation of these types of devices and applications.

These wayfinding tools are a part of everyone's daily routine. Consideration should be given to a variety of technological wayfinding approaches. Austin has the benefit of the SXSW relationship, with some of the best and brightest development companies either located in Austin and/or closely tied with SXSW. This relationship should be leveraged to garner the best possible solutions, products and implementation strategies.

END-USER TECHNOLOGY

This is the utilization of technology where information is communicated to users through their personal device (smartphone, ipod or computer). This concept does not require the City to invest in hardware or infrastructure and eliminates issues of vandalism, theft, etc. The only investment is in development of the software framework, content and ongoing maintenance (content updates).

OPEN DATA PHILOSOPHY

This transparency of information improves efficiency in city operations while encouraging the public and technology developers to create software utilizing the available data feeds. The Downtown Austin Wayfinding Master Plan recommends a series of data feeds that should be created or made available. This would encourage a robust effort by outside developers to create usable wayfinding tools for visitors.

Through the use of City of Austin open data, as well as other information that may be available through partnerships with public and private institutions, a smart-phone mobile application can be developed specifically for Downtown.

The following types of data would be helpful specifically to wayfinding and in some cases general tourism information:

	OPEN DATA FEEDS
CITY	• PARKING
	• ATTRACTIONS
	• GOVERNMENT BUILDINGS
	• EVENTS
	• PUBLIC TRANSIT / CAPITAL METRO
	• CONVENTION CENTER EVENTS / INFORMATION
	• PARKS AND RECREATION
	• CONSTRUCTION UPDATES
CVB	• ACCOMMODATIONS
	• SHOPPING
	• DINING

Smart Phone App

An Austin-centric mobile application can help visitors maximize their experience while in Downtown. Unlike signage which is stagnant in the environment, mobile applications allow a visitor to request, search and discover new and specific information at any point and time during their journey.

In developing a Mobile Application strategy there are overarching philosophies, as well as functional and design criteria that need to be established.

Development Strategy: Based on the establishment of the City of Austin Open Data feeds, as well as potential partner data feeds, a strategy for the development approach needs to be determined. Decisions on the preferred strategy may be a City of Austin policy issue, as well as a funding, staffing and capabilities issues.

Options for a customized mobile app development include the following. Please also refer to Figure 2.4.

• Competitions: Cites such as New York have held open competitions for private developers to create mobile applications. The City provides the data, the prize money (NYC: $50,000 in cash and prizes) and the general criteria for the applications. The developers create the application, ultimately own the app and sell the app for public use (regardless of competition results).

The City benefits by having a multitude of applications available for users to choose from that focus on Austin. A downside associated with this approach may be the lack of control over the design process and inclusion of specific design features. Maintenance of the app would fall on the developer.

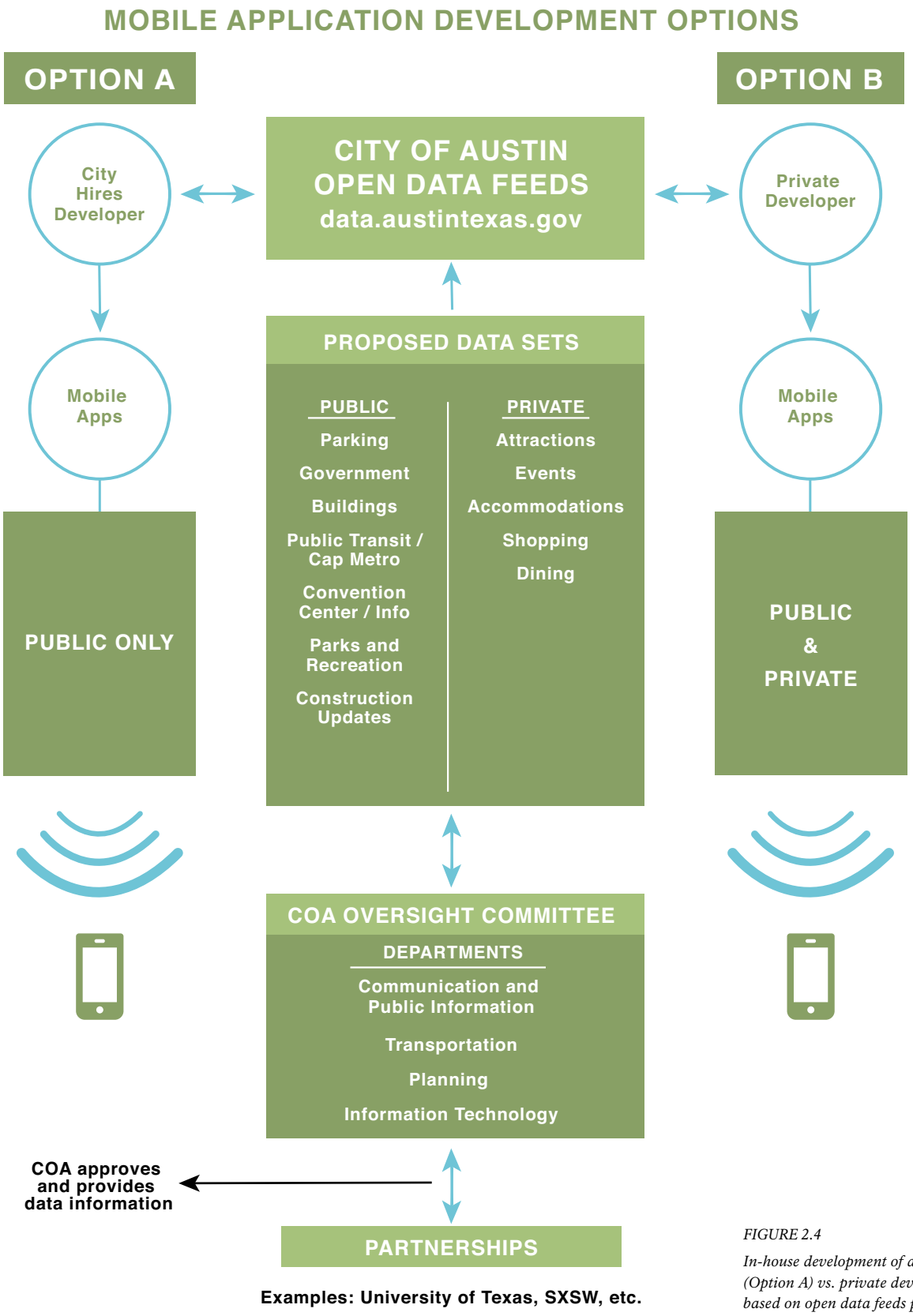


FIGURE 2.4

In-house development of a mobile application (Option A) vs. private development (Option B) based on open data feeds provided by City of Austin.

mobile devices - cont.

Partnering with SXSW or local code conventions that are held in Austin regularly is a natural approach to the developer option. SXSW provides one of the highest profile technology events in the country, attracting leading developers, who can compete for the top prize. There may also be a serious consideration of an international competition. National and local corporate sponsorship for a competition of this nature may be a possibility.

The intent of the FIND AUSTIN mobile application is to capture market share because it is simply the best product available. It not only aids visitors in their journey, but helps them discover additional destinations and experience the entire city. With that as a goal SXSW certainly opens the doors to the most talented minds.

• Public/Private Partnerships: Partnering with a developer provides the City with more input in the design process, input on the desired features and influence on the overall framework of the application. This creates a mobile app that is highly focused on the City of Austin and its unique needs. The framework associated with the localized app would be owned by the developer and can then be transferred to other municipalities. FIND AUSTIN, FIND PHILADELPHIA, FIND TOLEDO.

Similar to the base agreement, the maintenance of the mobile application could be a shared cost agreement.

• City Funded App: The main question with this option is, does the City have a serious interest in funding an Austin-exclusive mobile application? This would allow the City to have full control over the data, design, framework, ownership and maintenance of the mobile application. Can the city devote the necessary funding and staffing resources?

Concept
A FIND AUSTIN mobile app serves as a travelling Downtown concierge, not only providing specific direction to a desired destination, but also alternate options based on your individual preferences, whether that is personal interests, types of cuisine or transportation methods.

Functionality
The mobile app can act as a hand-held "hub" that unifies the information of stand-alone apps for individual businesses/services (Parking, Capital Metro, RideShare, etc) into a single app. The individual apps can also exist for people who are looking for specific information.

The mobile app will have a variety of categories, including things to do, events, hotels, attractions, shopping, restaurants, college campuses, hiking trails, bicycle paths, parking lots, services, emergency points and any other point of interest (POI) in or near Downtown Austin.

It also allows layering additional categories to a current location, so that one may discover other options related to a current search.

"I am going to a museum…is there a restaurant nearby?"

It also allows visitors to view and use other information about a POI like a website, phone number and hours.

Potential Features
The following are potential features that may be considered within the mobile application. These may be integral to the data feed or provide the ability to link to a third party source.

- Map-based location services with GPS
- Transportation Mode Option (auto, bike, walk, transit, car-share, bike-share)
- Parking Information (locations and real-time space occupancy)
- Attraction Categories
- Retail promotions
- Events calendar and live entertainment schedules
- Multiple languages - cultural tourism
- Traffic Reports
- Current construction delays
- Push Alerts (Opt-In)
- Local News
- Post reviews of attractions visited
- Facebook
- Twitter
- Customer Feedback

Architecture Requirements
The following are potential specifications that may be considered within the mobile application.

- Compatible with iPhone, Android, Blackberry, etc.
- Simple user experience
- Track user preferences (likes, travel modes, etc.) and prioritize future suggestions
- Expandable
- Flexible to incorporate new technologies
- Respond to reconfigure to new technologies (rebuild, redesign)
- Speed
- Accept future data sources that may become available (Bike Share, Capital Metro...)
- Customize to personal options/ preferences
- Purchasing Power (PayPal)

Additional opportunities may exist in partnering with local stakeholders and the knowledge base of Austin and local technology initiatives (Capital Metro, UT, SXSW, local technology entrepreneurs).

Back-End Information
- Identify required data sources (traffic, attractions, parking, Capital Metro, etc).

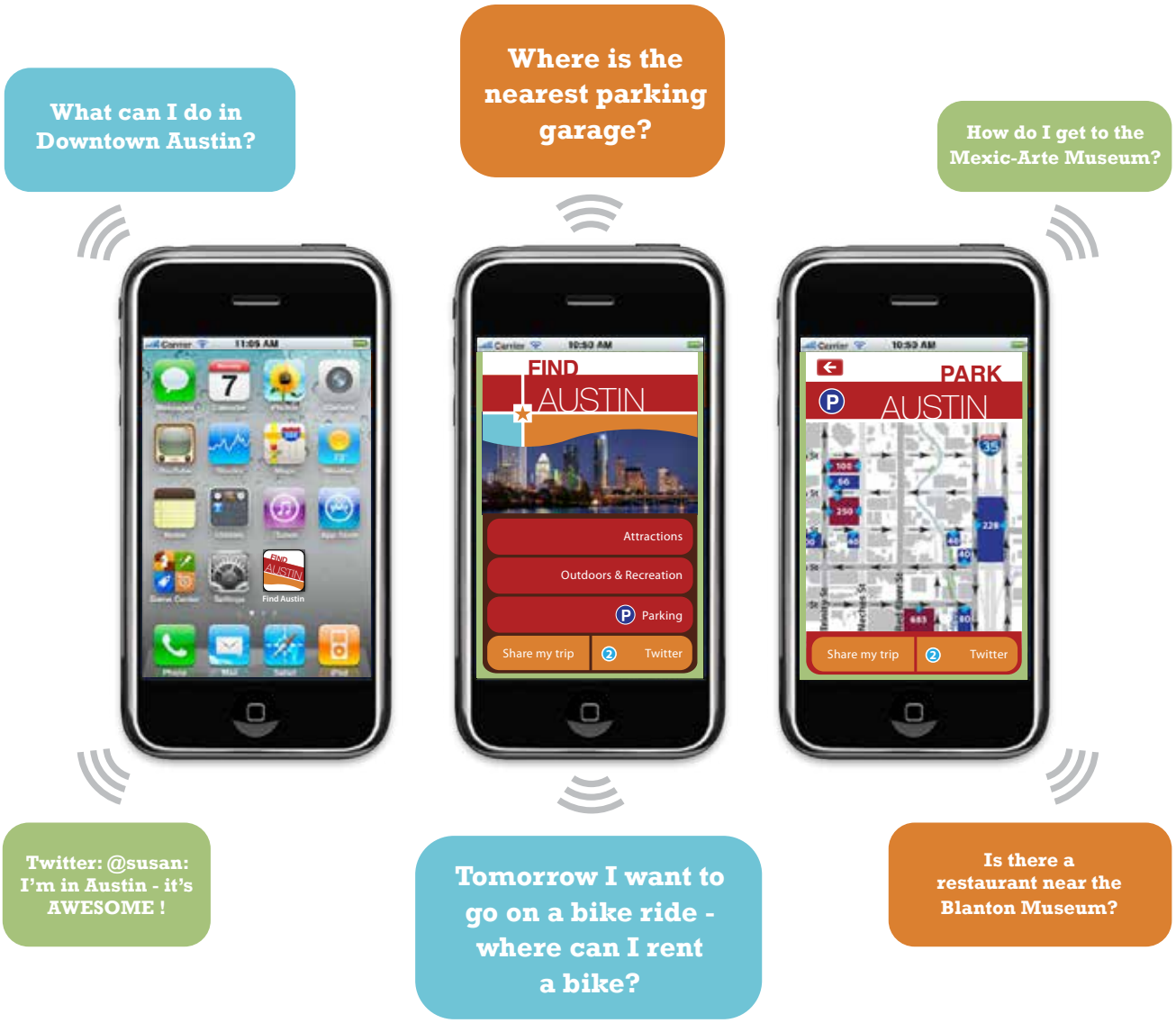


FIGURE 2.5

A successful mobile application not only tells you how to get to a destination, but also promotes surrounding opportunities and encourages further exploration.

mobile devices - cont.

EXISTING AUSTIN SPECIFIC TRAVEL APPS

- Austin Guide *(Free)*
- Austin Blackbook City Guide *(Free)*
- Austin Like a Local *(Free)*
- Texas Travel Guide *(Free)*
- Smart Maps – Austin *(.99)*
- Austin Map Offline *(2.99)*
- 365 Thingz to Do (GPS Tour Maps and Audio Tours) *(2.99)*
- TransitTimes Austin (Bus and Train Timetables) *(1.99)*
- Transit Guru *(1.99)*

GENERAL TRAVEL APPS

- City Maps
- My City Way
- Yelp
- My Local
- Open Table
- Kayak
- Park My Car (Parking Lot/Garage finder)

QR Codes

QR Codes help visitors connect to specific information through scanning technology. Visitors scan codes using a free app on their mobile phones and are promptly directed to online information about events, parking, dining or shopping. The visitor is engaged at the maximum point of impact by using a device that is central to their daily lives, the mobile phone.

Cross-media: The range of places where one can use a QR Code is almost infinite: brochures, maps, posters, billboards, point-of-sale

Engage: Simple, intuitive, and interactive, the code enables immediate response and deeper engagement from visitors, providing a unique vehicle to influence in-the-moment decisions, and turn interest into action.

Report & Measure: With built-in tracking, metrics and analysis tools, codes give cities access to data that can help them make effective decisions about their marketing expenditures.

Agile: Code's dynamic technology lets cities change campaigns at any time, enabling cities to react and evolve in real-time and deliver the most powerful outcomes.

Text Message Maps

Static orientation maps (at bus shelters, kiosks or on signs) can include a "text message number". When keyed in, the user receives a return text message with information about the destination functioning much like Capital Metro's system to receive bus schedule information. This can be a short message about events, hours of operation, or the best place to park, functioning as a low cost solution and little physical maintenance. The maps (and QR Codes) can both be integrated into existing infrastructure elements, such as bus shelters, bike racks, and existing poles.

Use mobile apps or the website on the go with an iPad or smartphone

QR Codes can be scanned to provide an interactive experience and provide visitors with a deeper level of information

Example of text message map for Tampa Riverwalk, FL

Examples of mobile app content in Austin, TX

PRIORITY 1 Supplement current open data feeds with suggested categories or topics to encourage software developers to utilitize City data and wayfinding applications.

PRIORITY 3 Create a mobile version of the FIND AUSTIN website, or a stand alone mobile app version for download. Development strategy to be developed.

DESIGN CRITERIA Utilize QR Codes on various wayfinding elements so deeper tourism and wayfinding information can be received by the user if desired.

experience technology cont.

stand-alone devices

Offering users a variety of opportunities to encounter useful information is at the core of this project. Stand-alone technology elements present additional touchpoints for the visitor experience.

These elements can vary from beacons of technology that are multifunctional to simple interactive touchscreens positioned in various visitor centered locations. The inclusion of these types of elements reinforce the image of Austin as a technology leader.

POSSIBLE LOCATIONS FOR STAND-ALONE ELEMENTS:

6th Street Visitors Center
Capitol Visitors Center
Convention Center
Airport
2nd Street

Outdoor versions could appear in:

City Hall Plaza
Primary Trailheads
Major Parking Garages/Surface Lots
Old Bakery - pending approval
MetroRail Station

Interactive Screens, Kiosks and Maps
There are a multitude of products that can be utilized. This becomes an extension of the FIND AUSTIN wayfinding website. The program will explore these products and provide recommendations based on the needs of the city.

Urbanflow Kiosk
This particular product expands the idea of an interactive kiosk to include not only wayfinding information, but also local services, statistical data and citizen responsiveness information, making city data and local information totally transparent.

Technology / Media Element
The creation of a landmark element (wall or pylon) that can provide real-time information, news, event promotion, attraction videos and digital posters will help to establish a unique visual statement, as well as tourism information. The communication of this type of information may encourage people to stay longer and visit additional destinations. Typically located in an entertainment or retail district, this element may be considered in both interior and exterior conditions.

Landmark Technology Hubs
Located at key gathering points, this portal to information can provide real-time data, promote events and provide downloadable information. These landmark elements become beacons of orientation and further reinforce the tech savvy attitude of the city and its progressive culture.

The success of these elements is based on the usefulness of the content they provide, and the ability of the city to care for them physically and content-wise. It is also important that the design reflects the overall identity of the wayfinding system so the elements are recognized as an extension of the other elements implemented as part of the system.

PRIORITY 4 — Design and develop content for a landmark technology hub to be located at City Hall or other primary visitor gathering points. Further discussion is required to determine design, location, and content requirements.

PRIORITY 5 — Based on the success of the test site, additional technology hubs and interactive kiosks can be placed at the locations/destinations outlined.

PRIORITY 5 — Determine specific locations for technology/media elements. This will be conducted during the Programming Phase of the project.

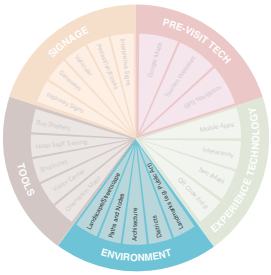
Audio hub for headphones

Interactive kiosk

Portable technology hub

Interactive screens and maps

landmarks



State Capitol, Frost Bank Tower, Congress Avenue Bridge, University of Texas Tower




Landmarks are used everyday to provide direction; it can be as simple as “Make a left at the heritage tree” or as common as “Let’s meet at the Congress Avenue Bridge”.

In addition to providing directions, landmarks are also helpful for establishing a person’s orientation, especially in an exterior environment, where architectural features, landscaping and physical elements help to position us in unfamiliar territory.

Downtown Austin offers many landmark features, including: iconic elements like the State Capitol, or the Frost Bank Tower; plus several parks, bridges and simple gathering spaces along the streets of the Downtown.

This category of wayfinding tools provides an opportunity to include public art and involve local artisans. The level of public art can vary from a large element at a gateway entrance to Downtown to a mural on the side of a building.

Opposite page:
Austin City Hall, Iconic mural on 6th Street, Existing 6th Street banners, Bob Bullock Museum

PRIORITY **5**

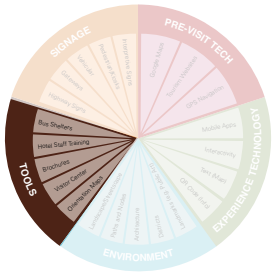
Determine locations/buildings where new landmarks can be created with public art, sculptures, murals or existing billboards.


AUSTIN CITY HALL


6ixth
N. I-35
E 6TH STREET


AUSTIN
Live Music
CAPITAL
of the WORLD!
TEXAS

tools



Whether information is communicated through technology, printed advertisements or a friendly face at a hotel, each element effects the experience of a visitor and offers the opportunity to communicate a consistent message, unique graphic language and helpful customer service.

WELCOME BROCHURE AND ORIENTATION MAP

This traditional piece of communication can be used either as a pre-arrival tool or an on-site arrival promotion of the City. Simple and clear, it provides the basic information about the city layout and attractions. The map helps the visitor to establish a cognitive image of the City layout prior to arriving. The design will reflect the overall wayfinding system through its use of color, pattern and identity.

MOBILE VISITOR CENTER

In effort to make tourism and wayfinding information more accessible, a Mobile Visitors Center was unveiled at the 2012 SXSW. The Mobile Visitor Center compliments the permanent visitor information facilities and offers the opportunity to take information directly to a neighborhood, event or large gathering.

This provides greater convenience and better customer service for residents and visitors alike. The mobility aspect allows the City yet another opportunity to communicate information and promote attractions via printed and electronic media. Working in conjunction with the other support tools and technology elements outlined in the Master Plan, the Mobile Visitor Center creates a touchpoint of human interaction, where the city can present a welcoming message and friendly image to its customers.

PRIMARY POINTS OF CONTACT TRAINING

In communities where the economy is driven by tourism and overnight stays, it is common practice to host Hotel Staff Training programs once or twice a year. This provides the opportunity for tourism professionals to come in and discuss issues and topics that can improve customer service and help enhance a visitor's experience by making the city more friendly, welcoming and accessible.

Once the wayfinding system is implemented, there are two forms of training that can be conducted related to the wayfinding system. The first is a simple brochure or hand-out that educates the hotel staff about the wayfinding system, provides a list of common terminology, explains the wayfinding philosophy (such as Districts or Zones) and offers the preferred routes to direct users.

The second step is providing staff with a set of wayfinding tools, such as; pre-printed directions from their hotel to the most popular areas, or a printed brochure / orientation map, or a card that lists web sites.

The design team can assist with any of the wayfinding sessions or staff training, and there are a number of tourism companies that cover a variety of tourism training topics.

SIDEWALK COMPASS

In an effort to reinforce the layout of the Downtown and help the City to be more legible and understandable, a simple sidewalk compass can be placed at key intersections. With the Capitol positioned to the North, Lady Bird Lake to the South and Congress Ave as the East/West spine. A simple "You are Here" star would establish your position. The "You Are Here" helps provide an additional reference to a visitor's cognitive map, helping establish his or her position and finding their way.

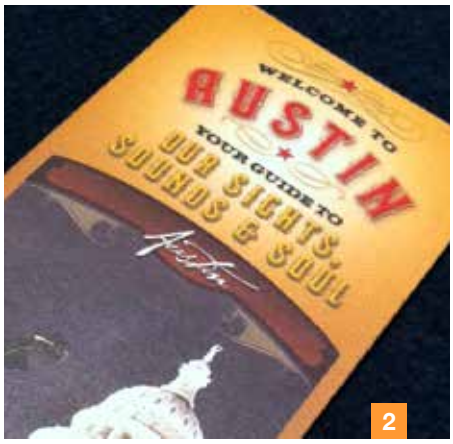


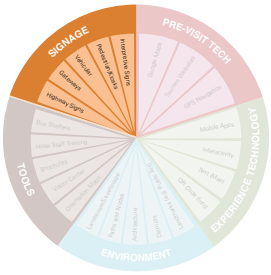
FIGURE 2.6

A variety of non-signage elements can help a person find their way. (1) Visitor Maps, (2) Promotional Brochures (3) Transit Maps (4) Mobile Visitor Center (5) Sidewalk Compass (6) Bus Shelters (7) Architectural Landmarks (8) Hotel Concierge (9) Landmark: Street Furniture

PRIORITY 2 Design an orientation map to include a district key map, detail of downtown map and city-wide map. Orientation maps will be the basis for the interactive map and distributed regularly throughout the City.

PRIORITY 3 Establish hotel staff training to educate on Downtown Austin attractions, cultural and eco-tourism. This can be coordinated through the Austin Concierge and Guest Services Association and the Austin Hotel and Lodging Association.

PRIORITY 5 Consider Mobile Visitor Centers - investigate potential funding sources and operational issues. Unveiled at 2012 SXSW.



existing signage evaluation

sign replacement

The current state of signage in Downtown Austin is an array of sign types, sizes and configurations. Signs have been installed as singular efforts by various government agencies, city departments and destinations, to address individual needs or requests. This haphazard approach has created visual clutter within the Downtown environment and presents a disorganized and disorienting image of the city.

Signs of all different sizes, shapes, colors and typefaces lessens the effectiveness of the signage to aid users in finding their way. The following signage conditions are presented around Downtown:

- Inconsistent terminology (e.g. Visitors Center vs. Tourist Information Center).
- Disorganized and/or damaged signs create a lack of "trust" in the information presented.
- Inconsistent mounting heights and placement does not allow the user to anticipate information.
- Copy size is too small to be read or too large for the context.
- Panel size is too small for a user to notice the sign.
- Too much information is presented for a person to comprehend.
- Poor graphic layouts reduce legibility.
- Mix of multiple sign systems at a single location.

REMOVAL

It is important to note that the intent of the Downtown Austin Wayfinding Master Plan is not to add signage on top of existing conditions, but to remove and replace existing wayfinding signage to create an organized and comprehensive approach. An inventory of all existing signs has been conducted, (see page 4.20); this will help to inform the signage removal process, prior to installation of the new system.

MULTIPLE SYSTEMS

The Downtown Austin Wayfinding Master Plan will interact with other mandatory consistent sign systems, such as signs collated in TxDOT Right-of-Way (ROW), traffic and bicycle regulatory signs, and sign systems for individual entities that are in the public right-of-way, including UT Campus, Capital Metro and Breckenridge Medical Center. All partnering groups necessary to create a coordinated wayfinding system have been active members of the Downtown Austin Wayfinding Master Plan process.

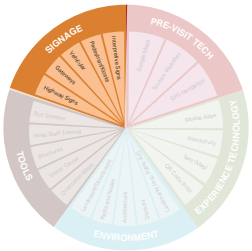
TXDOT

Signage along TxDOT Right-of-Way (ROW) must conform to the Texas Manual for Uniform Traffic Control Devices (TXMUTCD). TxDOT Right-of-Way (ROW) now has guidelines for Community Wayfinding systems, which will allow signs in their ROW to be more consistent with an overall citywide approach.

FIGURE 2.7

Types of existing signage that will be evaluated and may be replaced or supplemented with the new Wayfinding Master Plan.

PRIORITY 5 Prior to the installation of the Core Signage System all conflicting existing wayfinding signs located in Downtown Austin shall be removed. An inventory of all existing signs is provided in this document. Through a strategic phasing plan, implement the signage, first in pilot areas, then throughout the entire Downtown, and allow system to be expandable.



existing wayfinding efforts

design coordination

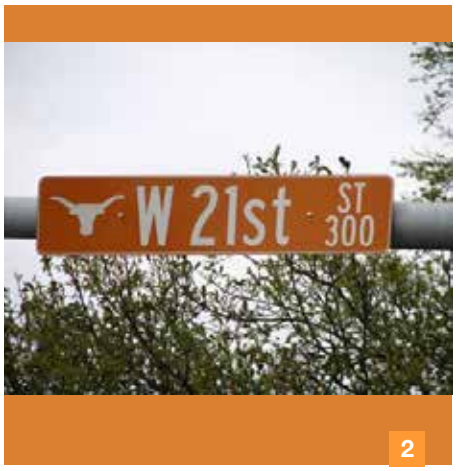
Downtown Austin is an evolving city and offers a variety of destinations. With that comes a variety of projects and infrastructure efforts.

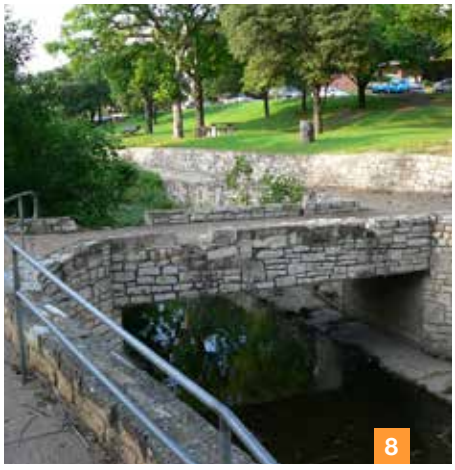
Many of these destinations and new projects are currently developing wayfinding systems. The Downtown Austin Wayfinding Master Plan recognizes that all these efforts need to be coordinated and while each may offer their own design and identity for their specific place or use, ultimately the Downtown Austin Wayfinding Plan will need to fill the void between and tie the system together.

The intent is to allow each of the programs to maintain their design identity, but look for opportunities where information can be shared, terminology made consistent and sign placement coordinated, so that efforts are not duplicated, and sign clutter is not created.

SOME OF THE KNOWN EXISTING WAYFINDING EFFORTS, BOTH PLANNED AND IN-PLACE, INCLUDE:

- Breckenridge Medical Center
- Waller Creek Trail
- 2nd Street District
- Seaholm District
- Central Campus (Travis County)
- University of Texas
- Capitol Complex
- Capital Metro Wayfindng System
- The Trail Foundation
- Parks and Recreation Department
- COA Bicycle Wayfinding





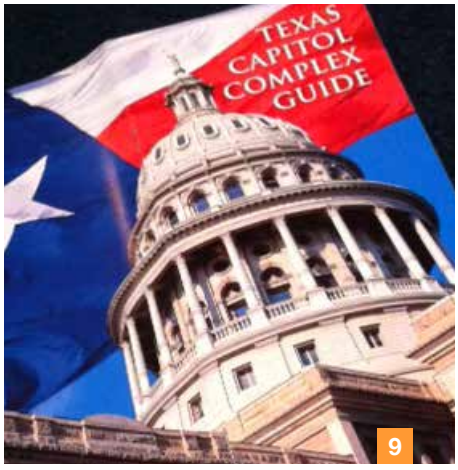


FIGURE 2.8

Examples of existing Wayfinding Programming in Austin.

1-2: University of Texas Signage

3: Library Seaholm District

4-5: Capital Metro Transit System

6: 2nd Street District

7: Capitol Complex Sigange

8: Waller Creek

9: Capitol Complex

orientation maps

Signage alone cannot solve a wayfinding problem. Providing visitors with a variety of tools and presenting information in different forms helps to create a variety of touch points and opportunities to help people find their way.

Orientation maps, whether they are printed in a brochure, displayed on signage, or digital, are a common visual tool. The use of consistent terminology and display of map artwork across a range of mediums builds trust in the program, and gives the user confidence that the information being presented is accurate and up to date.

Throughout downtown Austin, there are a variety of maps handed-out by different entities, each with their own graphic language and purpose (as seen in Figure 2.25). In addition, the base information included on these maps is often very different, including district boundaries, district terminology, street layouts and destination locations. The types of maps and associated organizations include:

- Attractions (Austin CVB)
- Parking (Austin Transportation Department)
- Public Transit (Capital Metro)
- Texas Capitol Complex Guide (TxDOT Right-of-Way (ROW))
- Bicycle Route Map (COA)

Austin has a constantly evolving Downtown; the accuracy of maps and updating the information is a common issue for all cities. The City of Austin has the benefit of a highly skilled GIS Department and "Open Data Portal" that consistently updates the City base map with new construction, roadway repairs and various types of information.

The City of Austin currently offers open data to the public for base map information. This can greatly assist in developing a single source base map it can then help control the consistency within the system and provide guidelines to third-party vendors and partners. This will also help in maintaining the information over time for changes or new maps that need to be created.

The City can then centralize, share and disperse consistent and accurate information to its visitors and partners. The establishment of an internal mechanism and administrative process for the management of the map system information, is required as well as a communications plan to inform the various partners and third party vendors of the availability of the map artwork. Responsibility for maintaining this information can rest with the COA-Communication Public Information Office in coordination with the Austin Convention and Visitors Bureau.

The following are basic orientation map guidelines for both physical implementation as well as functional design recommendations.

General Map Design Considerations

- Signs with maps will typically be located at key gathering areas and paths of pedestrian travel.
- All static mapping on signs shall be "heads-up" oriented and include a "you are here" indicator.
- Maps are created in layers, allowing each person to utilize the map for their individual needs.
- Maps shall be created in formats that easily allow consistent translation across a variety of wayfinding tools and visual requirements.

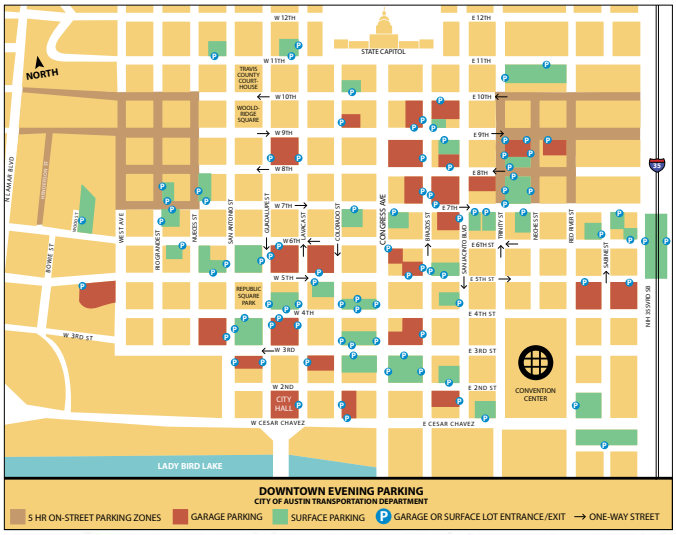
Typical wayfinding resources that the maps will have to be designed for include:

- Brochures (printed/paper)
- Kiosks (static - printed/exterior grade)
  Kiosks (static – illuminated/exterior grade)
- Signage (static - printed/exterior grade)
- Websites (computer screens)
- Hand-held device (interactive)
- Video Screens (interactive)
- Transit Hubs/ Bus stops (vinyl graphics)
- Wall Murals (painted/vinyl graphics)

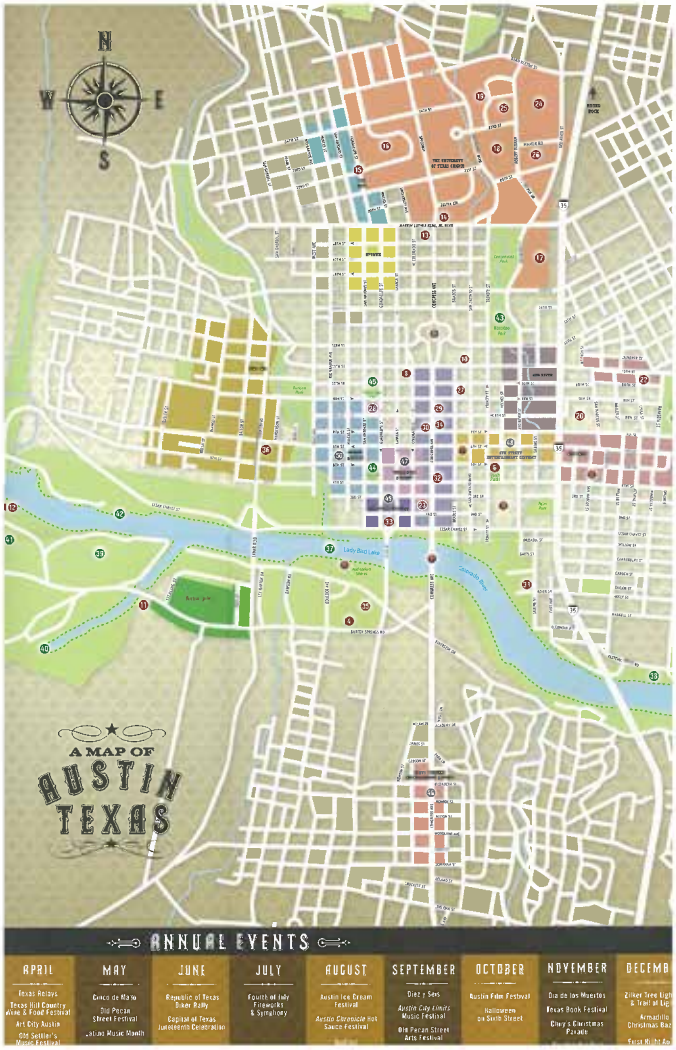
PRIORITY 1 Develop guidelines and processes for the city to promote and provide the use of open map data to the community. COA - Public Information Office with Austin CVB.

PRIORITY 1 Update visitor maps with information that will be consistent with the philosophy, terminology and components of the Downtown Austin Wayfinding Master Plan.

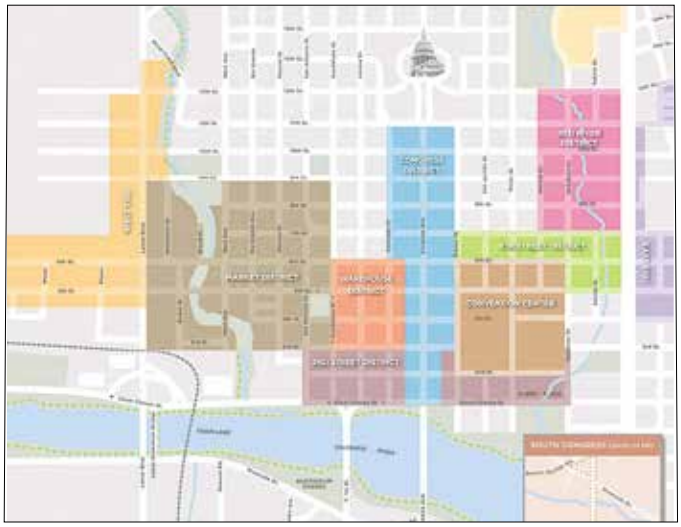
CCA - Parking Map



Austin CVB



Capital Metro



Downtown Austin Alliance

pictograms

An effective wayfinding system adds important dimension to the face of an environment. When words and images used in that system are meaningful and legible, they help people find their way into, through, and out of a town or a place.

The Downtown Austin Wayfinding Program will add an important layer of information and graphic language to the urban environment. The consistent use of symbols, typefaces, colors and patterns across a wide range of elements will play an important role in presenting the program in an organized and seamless manner and help people find their way across all modes of transportation.

Icons, through their simplicity, can convey messages legibly and efficiently regardless of their scale, media, or physical application, including mobile devices, computer screens, signs, maps, or print.

Pictograms can also offer a personality to a place, communicate to non-English speaking visitors or help reduce the amount of information being displayed, so a user can easily comprehend the intended message.

Primary Destinations
For five of the six primary visitor destinations, uniquely Austin icons may be considered. They include:

- Visitor Information Center
- The State Capitol
- Convention Center
- 6th Street District
- South Congress District

For the University of Texas, the University "wordmark" or the athletic program's Longhorn may be considered. Final preference and legibility quality need to be discussed with the University. In addition UT approval and written consent from the UT Office of Trade Mark Licensing will be required for all uses.

Parking
As identified in the Parking Strategy (pages 3.44 – 3.51), a fully integrated marketing strategy will be utilized. The primary element to this approach will be a unique, simple and identifiable "P" pictogram. The new pictogram should also work with existing parking graphics, as it will likely be phased in over time.

Downtown Amenities
Standard pictograms should be utilized to identify downtown amenities (ATMS, public restrooms, shopping, dining) transportation options (bus stops, rail station, bike paths, trails) and "Family-Friendly" attractions.

Final Pictogram Testing
Testing for recognition and legibility should be done on all preferred pictograms prior to implementation. Testing should include both English and non-English speaking users, as well those familiar and unfamiliar with Downtown Austin.

To be determined, approval from University of Texas required.

PRIORITY 1 Utilize pictograms for primary destinations and recognize amenities.

PRIMARY DESTINATION PICTOGRAMS

AMENITIES PICTOGRAMS FOR DOWNTOWN AUSTIN


SODA

section 3
wayfinding & signage analysis

3.3 Information Hierarchy
3.4 Cognitive Mapping
3.9 Highway Signage Review
3.11 Gateways
3.28 Vehicular Circulation
3.30 Street Signage
3.32 Signage Technical Criteria
3.35 Pedestrian Experience
3.40 Bicycles
3.42 Public Transit
3.45 Downtown Parking
3.52 Austin Destinations
3.54 Terminologies
3.56 Trails
3.58 Banner Strategy
3.60 Interpretive
3.62 Information Hubs
3.64 Connections
3.66 Departure Routes
3.68 Event & Temporary Signage
3.70 Generic Menu of Signs

information hierarchy

information hierarchy

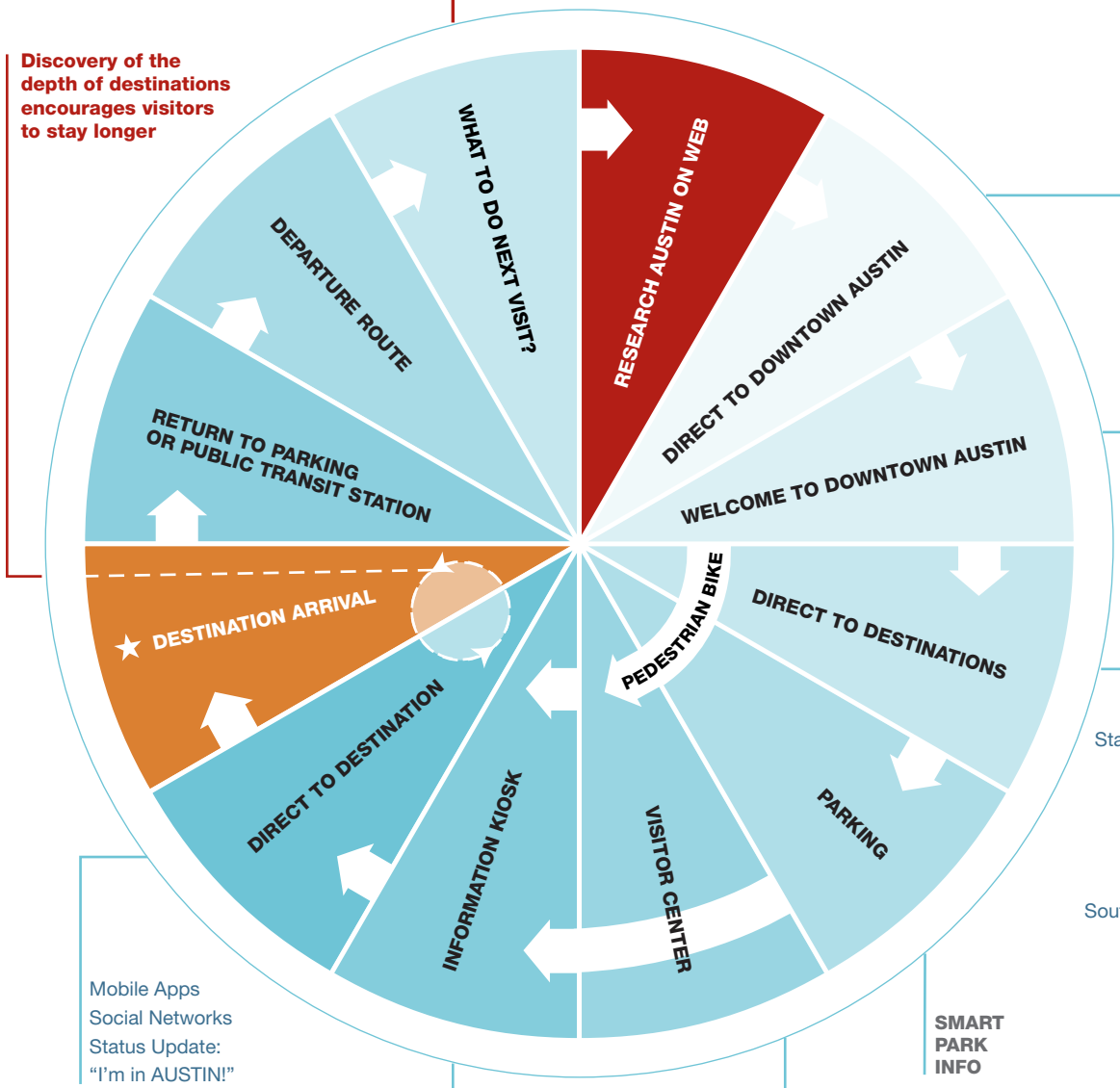
FIGURE 3.1

The sequence of information a user receives to help them find their way and the potential communication tools.

Positive experience promotes word of mouth

Enjoyable experience leads to return visits & additional overnight stays

Discovery of the depth of destinations encourages visitors to stay longer



Highway Signs
Trailblazers
GPS

Gateways
Public Art
Landscaping
Lighting

PRIMARY DESTINATIONS

State Capitol Complex
University of Texas
Convention Center
6th Street District
Visitor Center
Public Parking
South Congress District
Transportation
West 6th Street

SECONDARY DESTINATIONS

Gov. Facilities
Historic & Heritage
Arts & Culture
Sub-Districts
Transportation
Parks, Squares & Trails
Higher Education
Healthcare

SMART PARK INFO

Ambassadors
Support Materials
Map (super graphic)
Interactive Kiosk

Static Information
Orientation Maps
Directories
QR Codes
Text Message Map

Mobile Apps
Social Networks
Status Update:
"I'm in AUSTIN!"

cognitive mapping

The original layout of Downtown Austin provides natural wayfinding elements and the framework for building an understandable user cognitive map.

Cognitive mapping is a key element to creating a legible city for a visitor even before they arrive. The following wayfinding cues provide visitors with the ability to make intuitive decisions and help create a memorable mind map of their location within the Downtown environment.

1. Orientation Landmark
The Capitol provides a highly recognizable and visual landmark within Downtown. Located at the northern terminus of Congress Avenue, the Capitol building acts as the primary point of orientation for users whether they are familiar with Downtown or not.

2. Spine
Congress Avenue establishes the grand thoroughfare for travel and ceremonial entrance, it also provides a primary route of circulation and a practical divide for East/ West orientation.

3. Understandable Street Grid
Downtown Austin's orthogonal street grid and numbered streets provides users three elements that aid in the wayfinding journey.

- The orthogonal grid is common and sets up an understandable circulation and route pattern. The grid is free of diagonal intersections, traffic circles or colliding grids.
- Numbered street sequences inform visitors they are traveling in the correct direction. ("I am going to 12th Street and I am on 4th Street – the next street is 5th – I am going the right way")
- Numbered street progression informs visitors of the distance they must travel to their next decision point. ("I am on 3rd Street and I have to turn at 6th Street, I should prepare to turn")

4. Iconic Primary Destinations
It is fair to say that there are six primary destinations in and around the Downtown, that are either important to a person's journey or provide orientation information. Places like the Capitol, University of Texas Tower, and South Congress provide a user with a point of reference within the context of Downtown. The Visitors Center, 6th Street District and the Convention Center are the most common Downtown attractions for first time visitors. Establishing these six destinations in an iconic manner can provide additional orientation and points of reference. Parking garages and surface lots can be layered onto the map to provide additional visitor information. In addition, I-35 plays an important role in establishing gateways and points of entry into Downtown from the east, north and south. I-35 is another element used for orientation, both physically when in Downtown, or when looking at a map.

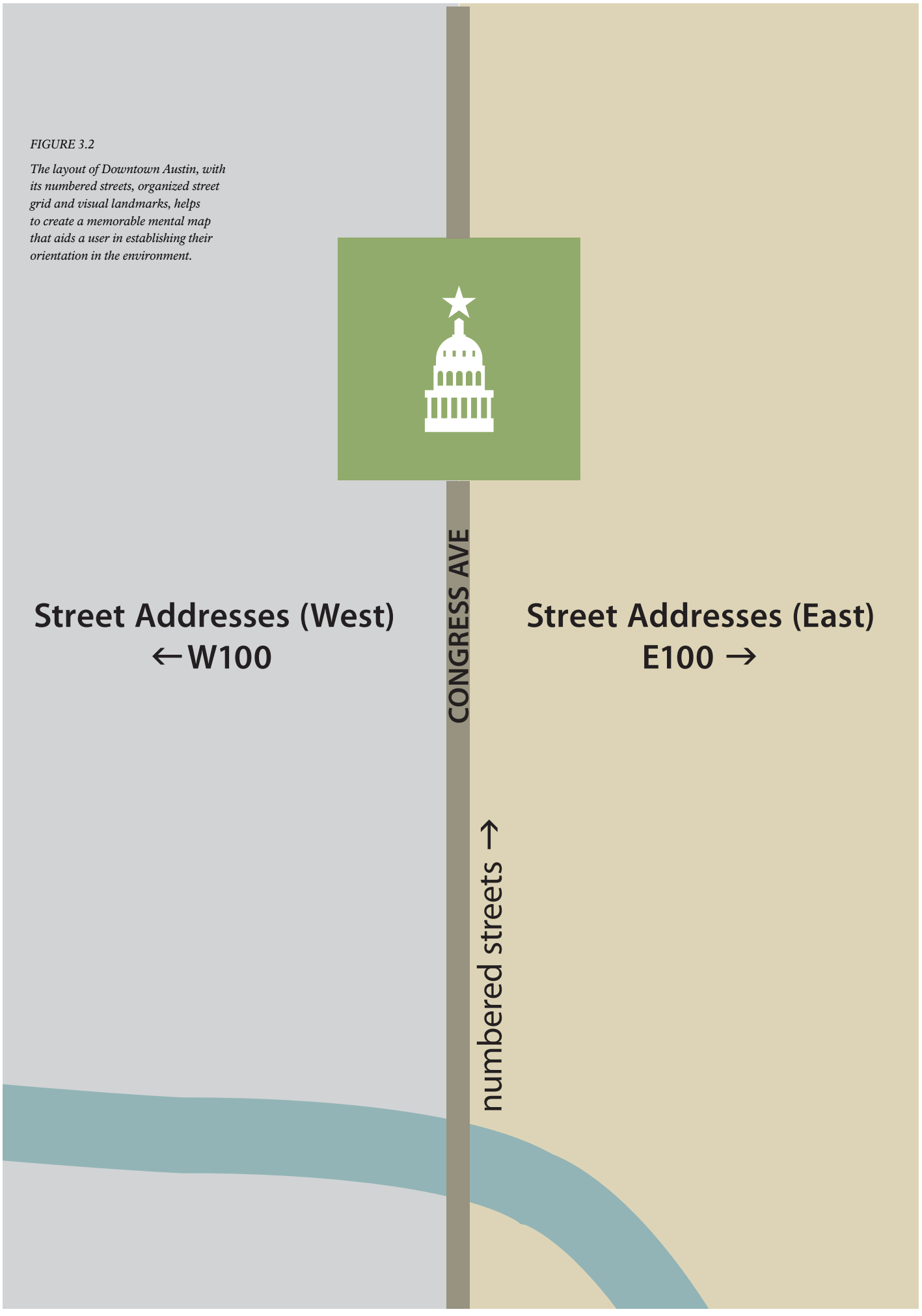
Aerial photo of Downtown Austin

Downtown Austin Plan - Planning Districts - not memorable

View of the Capitol from Congress Avenue

FIGURE 3.2

The layout of Downtown Austin, with its numbered streets, organized street grid and visual landmarks, helps to create a memorable mental map that aids a user in establishing their orientation in the environment.



5. Conclusion

The philosophy of the Downtown Austin Wayfinding Master Plan is to take advantage of these natural wayfinding elements and reinforce their use over a series of wayfinding tools.

The intent is to create a simple, graphic map to provide easy navigation. By presenting a clear layout and identifying key points of orientation, a memorable graphic pattern is established that is recognizable and easily remembered.

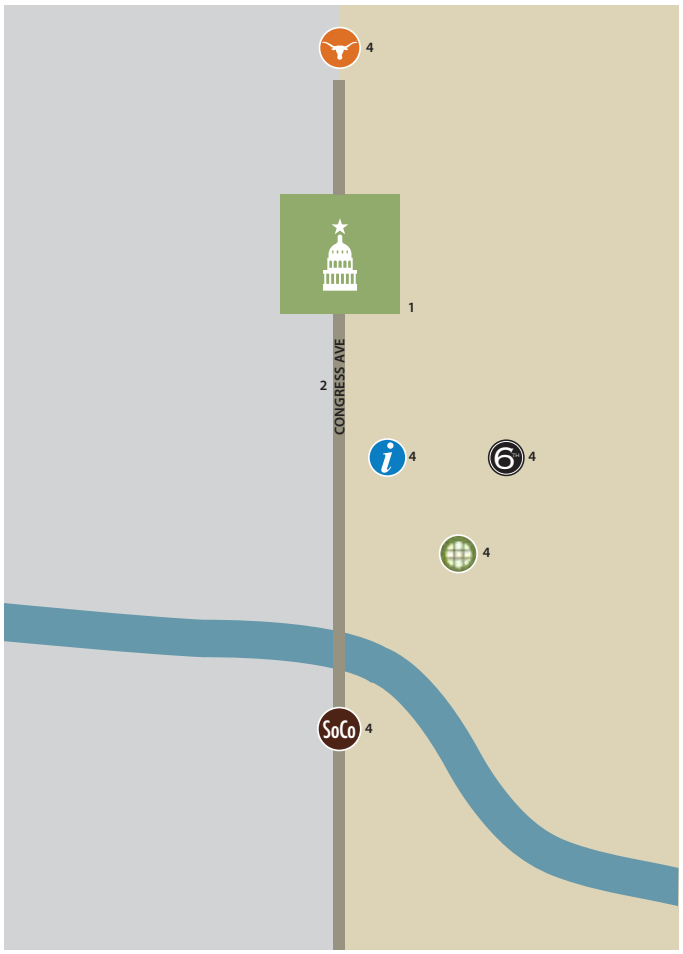


FIGURE 3.3

MAP WITH ICONS

Even without streets, the location of primary destinations can be determined.

1. Orientation Landmark: *Capitol*
2. Spine: *Congress Avenue*
3. Numbered Streets: *2nd, 5th, 12th, etc.*
4. Iconic Primary Destinations: *UT, Visitor Info, 6th Street, Convention Center, South Congress*
5. Creek Network

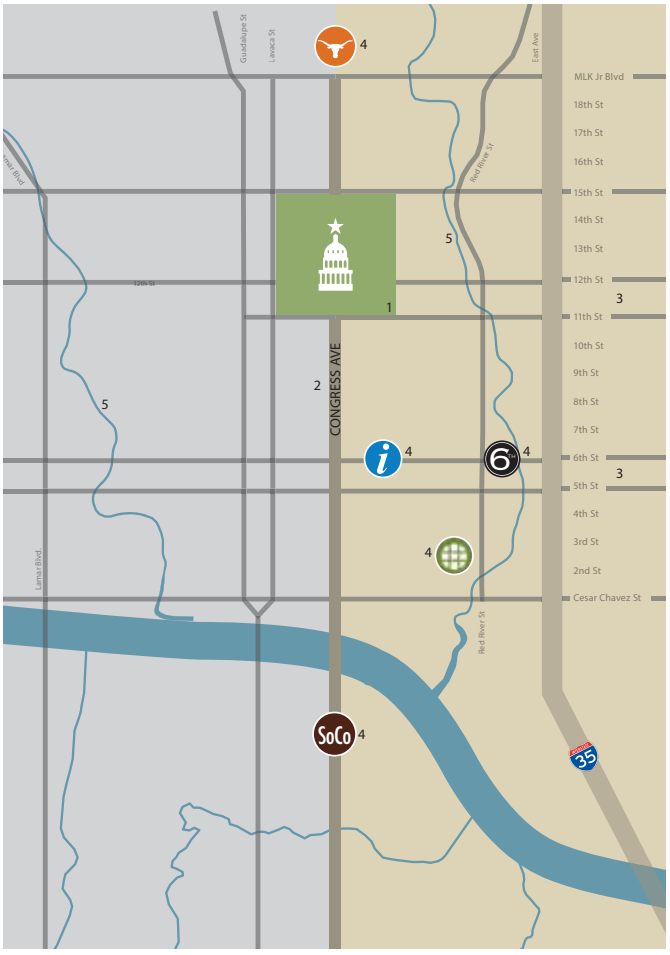


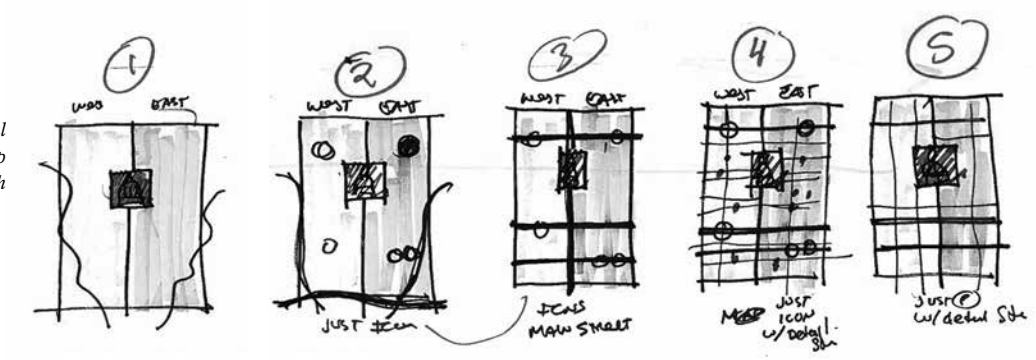
FIGURE 3.4

MAP WITH CREEKS & CROSS STREETS

Layering primary streets and creeks provide further information and allow connections between primary destinations to become clearer.

1. Orientation Landmark: *Capitol*
2. Spine: *Congress Avenue*
3. Numbered Streets: *2nd, 5th, 12th, etc.*
4. Iconic Primary Destinations: *UT, Visitor Info, 6th Street, Convention Center, South Congress*
5. Creek Network

Original Cognitive Map sketch



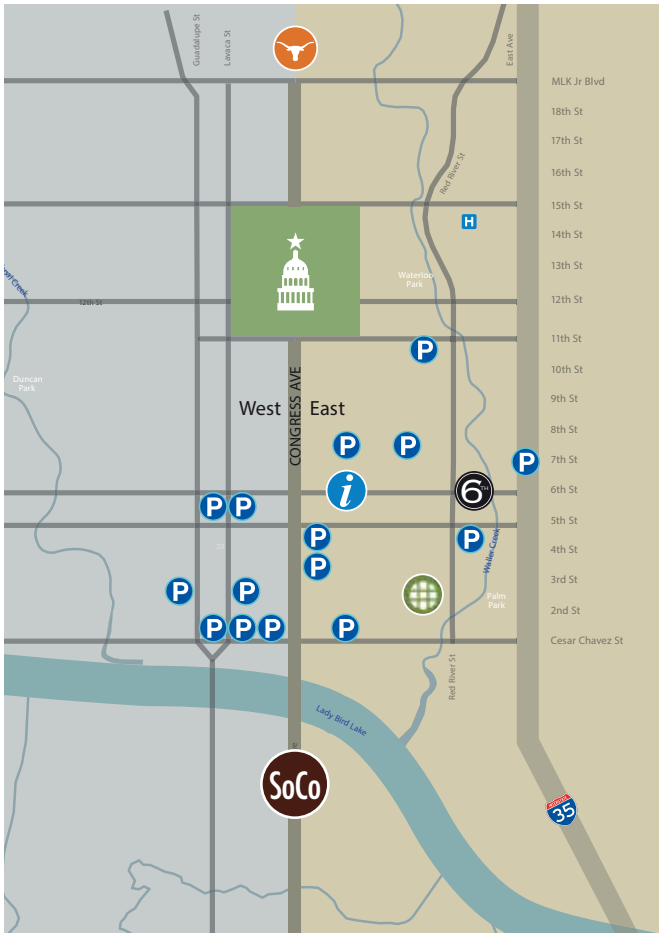


FIGURE 3.5

MAP WITH PARKING

Adding parking locations establishes another layer of information that helps the visitor on their journey.

1. Orientation Landmark: *Capitol*
2. Spine: *Congress Avenue*
3. Numbered Streets: *2nd, 5th, 12th, etc.*
4. Iconic Primary Destinations: *UT, Visitor Info, 6th Street, Convention Center, South Congress*
5. Creek Network
6. Parking Facilities

FIGURE 3.6

MAP HIGHLIGHTING DESTINATIONS

Adding destination points helps the visitor understand what is nearby, what is far away and still maintains an orientation to downtown. Reference page 3.53 for an entire list of destinations.

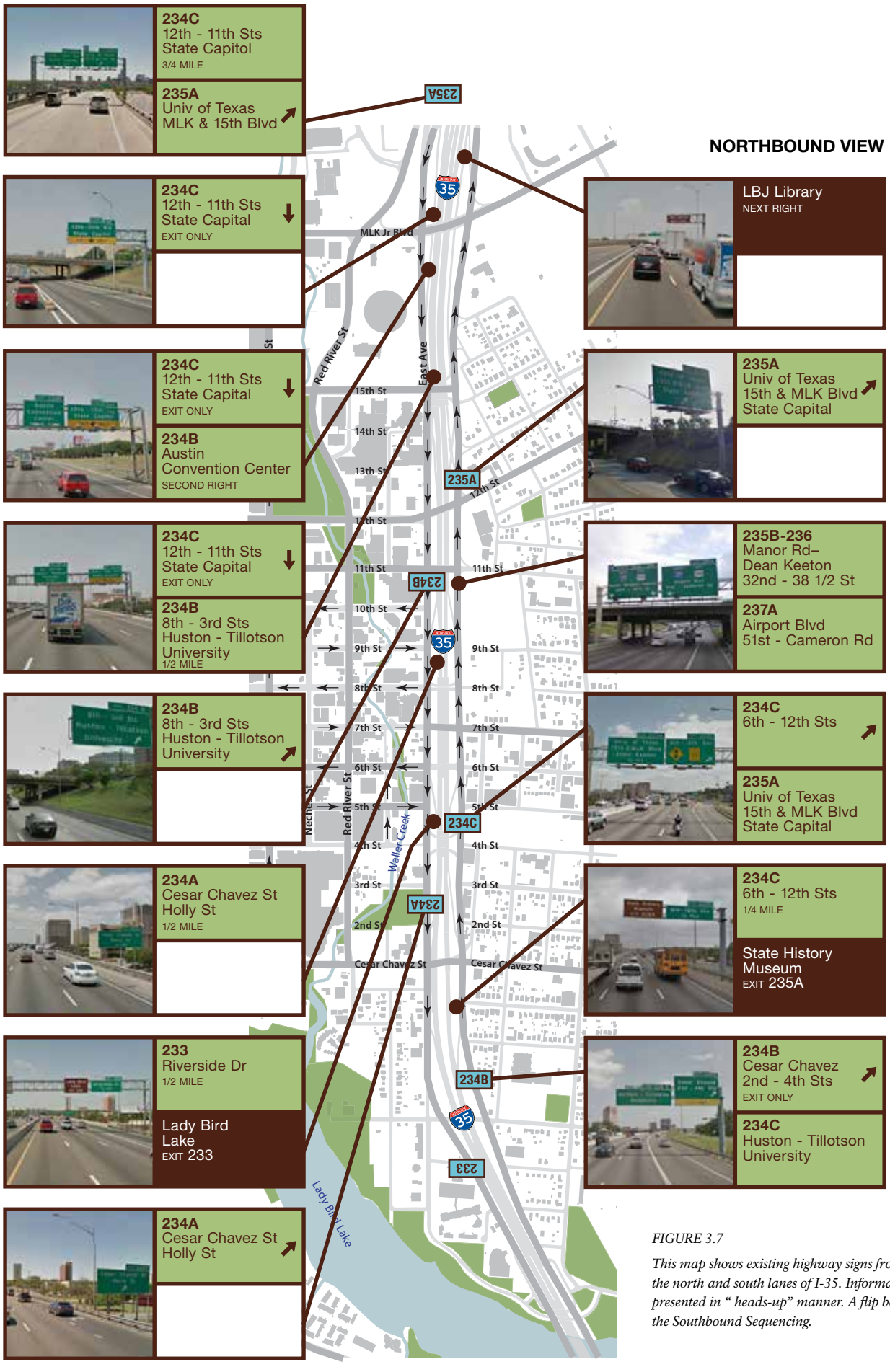


FIGURE 3.7

This map shows existing highway signs from both the north and south lanes of I-35. Information is presented in " heads-up" manner. A flip book for the Southbound Sequencing.

highway signage review

Signage located along I-35, MoPac, and other limited access highways is controlled by TxDOT Right-of-Way (ROW) and the Federal Highway Administration (FHWA). The rules governing the design, placement and messages related to these signs is strictly controlled and regulated.

One intent of the wayfinding system is to review the existing highway signage messages to help the new Downtown Wayfinding Master Plan provide a seamless transition from highways onto City streets. This is done through two primary evaluations:

Exit Routing
Understanding where the current signs inform drivers to exit for various destinations will be the starting point for addressing the highway system. Gateways and vehicular signs will be placed at exits to introduce the Downtown Wayfinding System. The wayfinding system signs will pick up from there, continuing to provide information when appropriate.

Terminology
Linking the highway system and the Downtown system can be greatly enhanced through the use of consistent terminology. Utilizing the same nomenclature from the highway onto the Downtown wayfinding signs will build the user's confidence in the system and reduce any potential confusion. Presenting identical terminology will also improve reaction times and present the two systems as cohesive and organized, in turn building the end-user's trust in the system.

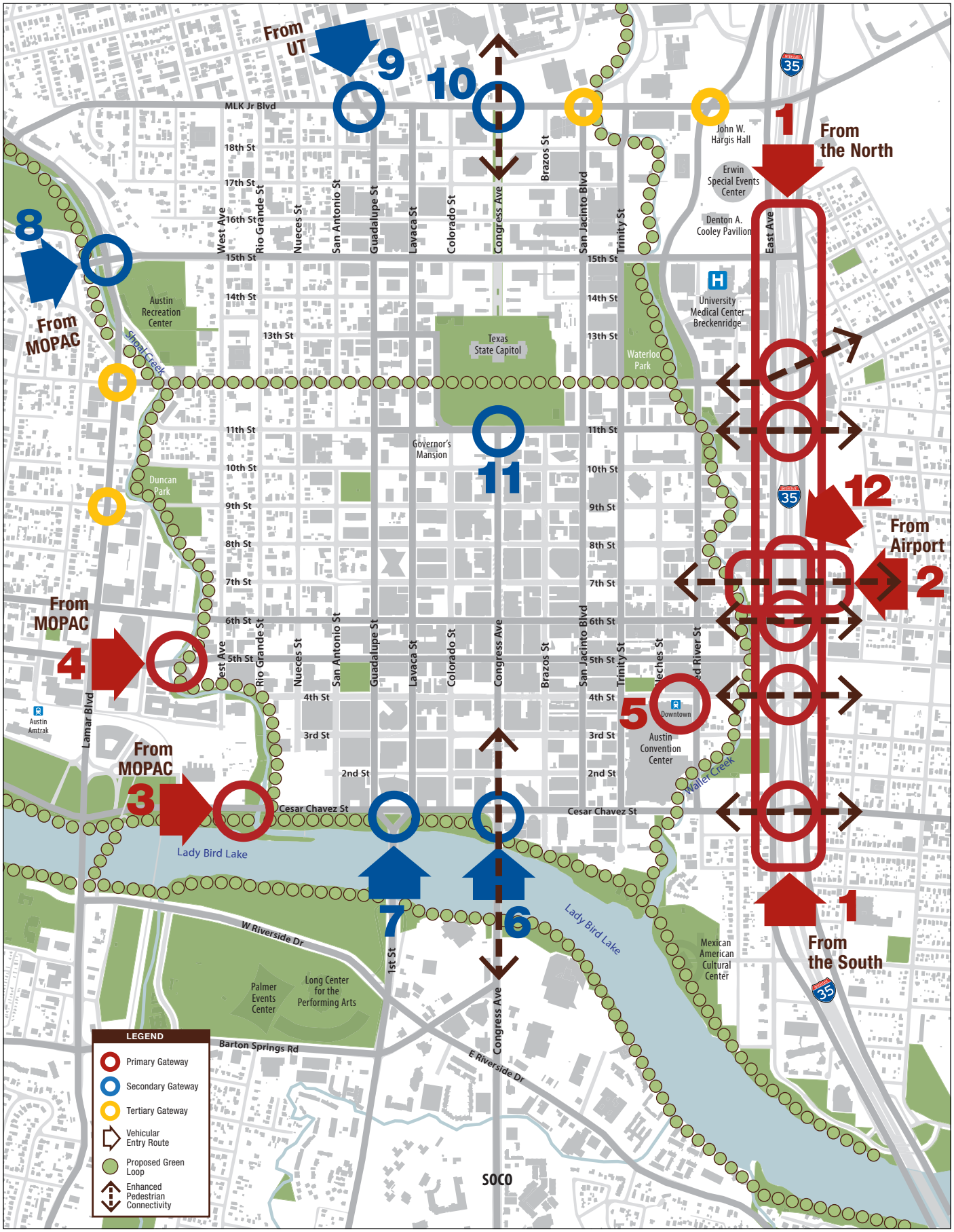
Obstacles
The amount of available space for additional signs along I-35 is extremely limited and in many stretches the opportunity for adding signs is non-existent. The Downtown Wayfinding will address the challenges through creative design approaches.

PRIORITY 1

As the Downtown Programming (Sign Locations and Messages) is developed, coordination with TxDOT Right-of-Way (ROW) will be necessary to ensure messages are consistent.

FIGURE 3.8
DOWNTOWN ARRIVAL GATEWAYS

See following pages for individual gateway recommendations



gateways
overview

Overall Design Approach
Gateways should celebrate the key arrival points to Downtown through a variety of physical improvements that are imbued with and reflect the unique spirit of Austin, particularly the city's focus on sustainability and creativity. Rather than formulaic "signposts" that provide contrived or thematic entries to Downtown, each gateway should be designed to enhance its specific context.

Such improvements could be a combination of signage, lighting, landscape, streetscape, public open space and public art, each composed to:

- Create a positive, coherent identity and sense of arrival for Downtown and for Austin.
- Establish a stronger sense of orientation and place appropriate to the context.
- Improve the experience, understanding and connectivity to Downtown and its destinations, for all modes of arrival.

Primary Gateways
There are five major gateways that serve as the principal portals for most people arriving to Downtown Austin by auto, transit, bicycle or foot. These are the most important in establishing the visitor's first impression of Downtown, and in providing an initial understanding of its physical layout and sense of place. They include:

1. *The I-35 Corridor Gateway,* between East 15th Street and Cesar Chavez Boulevard, where interstate traffic from the north and south is channeled onto the frontage roads that connect with the Downtown grid of east-west streets, particularly Cesar Chavez, 4th, 6th, 7th, 11th and 12th streets, all of which connect to East Austin

2. *The E. 7th Street Gateway,* which provides the principal route between Austin Bergstrom International Airport (ABIA) and Downtown, but where arriving visitors are forced to turn northward to 8th Street at I-35 because of the one-way street system in the Downtown. Although the "Stitches" public art project between 6th and 8th Streets provides a strong and celebratory gateway at this portal, the surrounding environment is hostile and unwelcoming to motorists, cyclists and pedestrians.

3. *The Cesar Chavez Gateway,* from MoPac Boulevard, where eastbound traffic from Loop 1 and cyclists along the Lance Armstrong Bikeway and Pfluger Bridge enter the Downtown near Seaholm and Shoal Creek.

4. *The W. 5th Street Gateway,* from MoPac Boulevard where the majority of commuters from the western parts of the city enter the Downtown just east of Lamar Boulevard at Shoal Creek.

5. *The MetroRail Station at the Convention Center* along E. 4th Street at Brush Square, where rail commuters on Capital Metro's Red Line disembark and make their way to Downtown destinations by foot, bike, bus, taxi or car-share.

Secondary Gateways: There are numerous other important arrival points to Downtown, seven of which rise to the next level of significance:

6. *The Ann W. Richards Bridge Gateway (Congress Avenue),* which provides a natural southern gateway across Lady Bird Lake and along the formal axis of Congress Avenue leading to the State Capitol.

7. *The Drake Bridge Gateway (S. 1st St.),* which brings northbound traffic from South Austin to the front door of City Hall, itself a landmark building on axis with the bridge.

8. *The W. 15th St. Bridge Gateway,* across Lamar Blvd. connecting Enfield Road and Loop 1 with the Capitol and the northwest quadrant of Downtown.

9. *The Guadalupe St. Gateway (at Martin Luther King, Jr. Blvd.),* bringing southbound traffic from the University of Texas (UT) area and "the Drag".

10. *The Congress Ave./MLK Gateway (at Martin Luther King, Jr. Blvd.),* which provides an important threshold between the State Capitol and UT.

11. *The Congress Ave./11th St. Gateway,* which serves as the principal gateway between the downtown core and the Capitol Complex.

12. *The Stitches Gateway,* under I-35 at 6th Street, 7th Street and 8th Street.

A "Green Loop" Pathway
Most of the Gateways identified above are located in close proximity to the existing and still emerging pedestrian and bicycle network along Lady Bird Lake, Waller and Shoal creeks, and along the Congress Avenue axis. The Wayfinding Master Plan recommends that the stature of historic 12th Street be restored as a civic boulevard and as a "green street" connecting the two creeks and the Capitol and forming a multi-use loop/pathway around the Downtown.

As part of the gateway and wayfinding strategy there is an opportunity to use this "Green Loop" as a strong orienting device, that reinforces Austin's commitment to the natural environment, to its parks, to the promotion of alternative transportation modes, to being a healthy community -

Examples of gateways and the principles that could be applied.

and to one that provides opportunities for families and children. In addition, the greenway could have an interpretative role to play in revealing the history of Austin, where the two creeks and the Colorado River and the promontory of the hill overlooking these scenic features established Austin as the perfect site for the State's new Capitol. The city was laid out in respect to these natural features with a clear, grid system of streets and four public squares.

Overall Gateway Design Principles
The following points describe the key principles that are important to guiding the Downtown's Gateway System.

(A) *Welcoming and Celebrating*
The Gateways should welcome, celebrate and convey optimism about the place(s) that they announce. The design of the Gateways must recognize and be designed with the notion that multiple places may be signaled within a single gateway zone. For example, the S. Congress Gateway, announces the State of Texas with its views to the Capitol, "The Main Street of Texas" (Congress Avenue itself), and Lady Bird Lake. Each gateway should also be designed with an awareness of the importance of its function in terms of arrival, orientation, the history and celebration of place, as well as how it functions as a "key" to the way-finding system, etc.

(B) *Site-Specific*
The gateways should be designed to help address the issues and opportunities inherent in each site. For example, the design of a gateway in an area already congested with signage, poles, etc., should not add to this visual clutter, but should instead seek an expression that will make sense of or reveal an order that may be latent. The gateways should help create an altogether new sense of arrival and place. Some sites may demand a larger re-thinking of their sites, where creating a gateway will go beyond the simple placing of a portal-like object or structure at a key spot on the map. Other gateways may need little or nothing to be "added", as they already are imageable and memorable places.

The downtown wayfinding system will develop strategies of signage consolidation and removal of unnecessary signage and poles. It will be important to prioritize this "clean-up and clarification" in and near the sites finally designated as gateways.

(C) *Multiple Functionality*
The Gateways should function on multiple levels: they should serve not only to "mark an entry spot" into the Downtown, but they should help reveal the city, orient visitors and residents to the overall way-finding system, help to clarify and organize the important public spaces in which they occur. In addition, the gateways may be part of a larger improvement strategy for these key sites that could include safety, security, enhanced pedestrian access and mobility, environmental, aesthetic and way-finding improvements.

Every effort should be made to identify and leverage other Downtown area efforts, initiatives and projects that are planned that may intersect with the Gateway System. For example, the City's I-35 Corridor Improvement Project is underway, which will identify improvements in the Downtown stretch of the freeway. The Gateway System and overall way-finding system projects could be implemented as part of the capital improvement projects that will emerge from this important Austin Transportation Department (ATD) project.

The City's Great Streets Development Program should be revised to include the Wayfinding and Gateway Program projects, so that as public streetscapes are improved, these may be implemented at the same time, and possibly through the use of Great Streets funds.

(D) *Artfully-Conceived & Austin-Imbued*
The Gateways should be designed, detailed and executed with a high-quality sense of craft and aesthetics, and should convey an "Austin spirit". Architects, landscape architects, artists and artisans should be employed to conceive and execute the spaces and objects associated with each Gateway, and charged with interpreting an Austin sensibility.

gateways
principals

The City's Arts in Public Places (AIPP) Program should be engaged to assist in identifying artists that could participate in the design and implementation of the various Gateways. If the Gateways become part of other identified capital improvement projects, as discussed above, AIPP would typically receive funding in the form of two percent of the above ground improvements that could then be dedicated toward hiring artists for this purpose.

(E) *Wayfinding-Related*

The gateways should not only be objects or places that are perceived and celebrated as isolated points in Downtown: they should also function to introduce and seamlessly link to the Downtown wayfinding system. In effect, the gateways are also gateways to the wayfinding system, so there must be a strong conceptual and aesthetic relationship between the two.

(F) *Announcing & Informing*

The gateways should help orient visitors and residents to what Downtown offers. In some cases, this could take the form of changeable banners and signage that announce specific events, exhibitions, etc. In other cases, the gateways may simply be announcing that one is arriving in Downtown or at one of its thresholds - transmitting on a more intuitive level information about how to move about in this special district of Austin.

A processional banner program along the key "visitor approach corridors" leading into the Downtown to advertise current cultural events, exhibitions, programs, etc., is a powerful way to transmit and celebrate the cultural identity of Austin, to both visitors and residents. This would utilize the existing street lighting poles along these corridors, but may involve adding additional poles along certain corridors or on bridges, where the density of poles may not be adequate to achieve the desired effect of creating excitement and anticipation as one enters the Downtown.

The proposed key corridors for such a banner system are:

- I-35 Corridor Gateway
- S. Congress Ave. Gateway
- E. 7th St. Gateway
- W. Cesar Chavez Blvd. Gateway
- 4th Street
- W. 5th and 6th Streets

gateways cont.

design strategies

The Downtown Austin Plan called for the I-35 frontage road to be improved with vegetation along the freeway embankment and a more pedestrian-friendly streetscape.

The "underbelly" of the freeway conveys a feeling of neglect. The columns could be wrapped with a colorful and "lightsome" cladding that announces each street/gateway

The following provides recommended design strategies for each of the 12 gateways to Downtown.

1. The I-35 Corridor Gateway:

• Landscape and calm the Interstate highway edge and the frontage road, so that it is welcoming, safe and visually attractive for all modes of transportation.

• Improve signage and legibility to enable people to easily locate and enter the street grid of Downtown.

• Implement the Downtown Austin Plan (DAP) recommendation for removing the sloped concrete embankments and vegetating the slopes adjacent to the elevated portions of the freeway, reducing the number of travel lanes where possible, and improving bicycle and pedestrian ways and constructing bio-filtration planters along both edges of the frontage road.

At each of the under-crossings of I-35 (Cesar Chavez, 4th, 6th, 7th, 8th streets):

• Wrap the round concrete columns supporting the overpasses with a colorful, light-producing and/or reflecting, ant-graffiti cladding/surface (e.g., bonded aluminum or porcelain enamel panels, glass mosaic tiles, etc.) that clearly announces each street/gateway of the Interstate into the Downtown.

• Clean and apply paint to the "underbelly" of the freeway to mitigate its unpleasant and unsafe character and to create a stronger sense of place and arrival.

• Address the substandard quality of the pedestrian infrastructure flanking the roadway underpasses by improving ADA ramps, providing sidewalk continuity beneath the freeway where it is incomplete (e.g., at 4th Street), and improving lighting and maintenance.

At each bridge crossing of I-35 (at MLK, 15th, 12th, 11th streets):

• Replace the substandard guardrails with a new, artfully-conceived railing system that better protects the pedestrian and "civilizes" the crossing, while creating a civic-scaled gateway statement that is perceivable from the freeway and both frontage roads.

– The guardrail could be an interestingly-detailed painted steel "screen" that could begin at the minimum 42-inch guardrail height where it is nearest the frontage roads, and rise/arch to a height of eight or more feet in the center, so that the guardrail functions as an anti-suicide screen and as a gateway element.

– The guardrail/screen should be designed to have verticals at a certain depth and density so that it provides a real protection from the fear-inducing noise and view of the freeway traffic below.

The substandard guardrails on the bridges crossing I-35 should be replaced with a new, artfully- conceived railing system that protects the pedestrian and creates a civic statement that is perceivable from the frontage roads and the freeway itself.

– Opportunities to increase the sidewalk widths of the bridges by reducing the width of the roadway travel lanes should be pursued to create a safer and more hospitable pedestrian entry.
– In addition, key improvements, such as installing ADA-compliant curb ramps, adding pedestrian-scaled lighting, and performing sidewalk and guardrail maintenance on these public pathways across the bridges is crucial, as these inhospitable areas create a negative impression of the Downtown and of Austin, and discourages passage into the Downtown from adjacent communities.

As part of a possible AIPP initiative, use the blank facades of several I-35 oriented buildings as a support for a permanent or changing artistic intervention(s):

• UT's Frank Erwin Center, the City's Downtown Police Station (at 8th St.), and the Brackenridge Hospital Complex (at 15th St.) are examples of buildings that may be able to support such "interventions". These "blank canvases" are all located on public building facades and currently present a dreary - yet very prominent – face to Downtown visitors. These buildings create an opportunity to enliven this major gateway corridor while putting forth a message or idea about the Austin community, in a unique way.

At the street corners of each of the I-35 southbound frontage roads, and as a way to interlock with the wayfinding system:

• Identify the streets of the Downtown grid more visibly, through a treatment applied on the corner, traffic signal/street lighting poles.

• As there are so many poles, signs, utility covers and other objects in this corridor and at these key corners, a treatment of the key, corner poles may be a preferred way to "signal" these streets, rather than adding another element.

- These frontage road corners convey a sense of neglect, in terms of maintenance and litter and condition of the sidewalk surfaces, and contribute to the overall negative image of the eastern edge of Downtown. Funds should be identified to address the basic improvements at the I-35 frontage road corners with the Downtown street grid, including ADA and other sidewalk improvements, pedestrian crosswalk striping and signals, cleaning and maintenance, as well as the removal of unneeded signs and their support poles that are obstructing the sidewalk throughways.

The monumental banner on the façade of the Police Station communicates a message of fear rather than a welcoming, optimistic announcement of Downtown.

gateways: design strategies (cont.)

The planned conversion of 7th Street to two-way operation will create a strong eastern gateway for visitors arriving from the airport.

Example of banner system for Phoenix, AZ

2. The E. 7th St. Gateway (and the "Stitches"):

While thousands of vehicles arrive to Downtown via this key route from the airport, one is met with the barrier "fence" of the elevated portion of I-35, and the confusing and off-putting deflection one must make to 8th Street, because of the one-way street system in Downtown where 7th St. is one-way east. This conveys the unfortunate message that "it's easy to get out of Downtown, but not in". The Downtown Austin Plan's recommendation for the conversion of 7th Street to two-way operation will remedy this negative situation and is strongly supported by the Downtown Wayfinding Master Plan.

On the positive side, "The Stitches" public art project has been implemented under the freeway viaduct between E. 6th and 8th streets, which "stitch" together the two sides of the freeway, affirming the linkages between east and west, in the form of large-scale, galvanized, curved steel poles that rise up from the underside of the freeway to expose their "tusks" above its elevated portion.

- The Stitches is a very powerful piece that operates as a highly distinctive gateway, so care should be taken not to conflict aesthetically or spatially with this series of LED-lighted poles, but to complement them. Currently lit by alternating blue and magenta lights resulting in a purplish glow, there have been proposals by the artist to enhance the lighting strategy with a combination of up and/or down lighting.

- In addition, a more robust interactive scheme has also been proposed: a pedestrian-oriented component, where images would be displayed/painted on the ground. When an individual walks on the different images, corresponding colors or lighting effects would occur. An overall ground painting scheme is also proposed that would tie the whole experience together, upgrade the pay station kiosks and promote the space as more than just a parking lot. ***Please see Gateway 12: "The Stitches Gateway" for more information.***

- There is the opportunity to coordinate this effort with the other gateway concepts outlined in this document. This may allow for visual elements and shared philosophies to be displayed through the artist's work, the I-35 gateways and the wayfinding system, making for a more interesting experience.

- The proposed gateway treatment could be the column wrap and underbelly improvements described above, and implemented once the planned two-way conversion of the 7th and 8th St. couplet is completed.

- A banner system along East 7th Street, from the bridge just east of Tillery St. in east Austin, where the recently-implemented E. 7th St. Improvement project begins to the I-35 portal should be developed to complement this successful streetscape project and to create a processional entry into Downtown.

The existing gateway along W. Cesar Chavez Blvd. beneath the railroad bridge is the last of three bridges creating a gateway from the west/Loop 1.

3. The W. Cesar Chavez Blvd. Gateway at Shoal Creek:

This eastbound approach into Downtown is primarily experienced by commuters, those in vehicles or buses from MoPac Boulevard, as well as by walkers and bicyclists. This stretch of Cesar Chavez has the Lady Bird Lake Trail on its south side and the Lance Armstrong Bikeway on its north side. The gateway zone is clearly marked by the passage of three bridges across Cesar Chavez in quick succession: the Lamar vehicular bridge, the Pfluger Pedestrian/Bicycle bridge extension, and the Union Pacific Railroad bridge. The railroad bridge is located immediately west of the Seaholm Power Plant, a landmark and iconic building, which is the center of the emerging, mixed-use and arts/entertainment-oriented Seaholm District. This gateway zone also contains the new Sand Beach Park with the "Open Table" public art installation and a beautiful bio-filtration meadow—all City projects that showcase environmental responsibility, alternative transportation modes, community gathering, healthy living and the arts.

The gateway zone terminates with the Cesar Chavez vehicular bridge crossing of Shoal Creek, where the Shoal Creek Trail passes beneath it, largely unbeknownst to the passerby. This is an important gateway to both the Shoal Creek and Lady Bird Lake Trail systems, celebrating Austin's green and healthy downtown. A gateway element at Shoal Creek could take the form of a trailhead and descent, signaled with a light beacon or a strong vertical mast element to mark this, the southwest corner of the "Green Loop" (described above).

• Ensure that the trailhead beacon(s) or mast(s) are visible from Cesar Chavez.

• Extend the Cesar Chavez Esplanade from Congress Avenue to Shoal Creek.

• Coordinate plans for this gateway with redevelopment plans for the Seaholm Power Plant, the new central library and the Green Water Treatment Plant, as well as the AIPP arts master plan for the Seaholm District.

• Coordinate plans for this gateway and its future trail linkages to the future West Avenue signalized pedestrian crossing in front of the Seaholm Power Plant.

• Consider widening and delineating pedestrian and bicycle zones on the Cesar Chavez bridge crossing, as well as creating sidewalk/trail improvements on the west side of this bridge. (There is currently no pathway on the south edge of Cesar Chavez between the Shoal Creek bridge and Loop 1. At a minimum, a multi-use path should be created between this bridge and the Pfluger Bridge helix ramp and pedestrian crossing at Sandra Muraida Way.)

gateways: design strategies (cont.)

The W. 5th St. gateway occurs at the Shoal Creek bridge, where a small stair to the Shoal Creek Trail below is barely visible (right).

4. The W. 5th St. Gateway at Shoal Creek:

The W. 5th St. approach to Downtown from Loop 1 is primarily the automobile commuter's gateway into Downtown. The Lamar Boulevard intersection along 5th Street is a congested high traffic area with many overhead power lines and poles, so a gateway element at this busy intersection is not recommended. Like that described for Cesar Chavez, however, there is an opportunity to create a gateway at the Shoal Creek crossing of W. 5th Street just east of Lamar, where it could provide another link to the "Green Loop" trail system in the form of a grand descent with a similar lighted beacon or vertical mast. This threshold is near the largest concentration of recent residential and mixed-use developments in Downtown. The access point to the creek, however, is difficult to discern: it is a narrow stair that is shielded from view by a solid concrete guardrail, as well as a Capital Metro bus stop. The following are design criteria for this gateway:

• The vertical mast structure or beacon should artfully signal the presence of the creek trail and incorporate the trailhead marker of the wayfinding system.

• A "grand descent" to the creek should be developed, which could be a street-level plaza with a stair and a ramp that works both for cyclists and wheelchairs. Negotiations with adjacent property owners and developments (e.g., Schlosser) may be required to achieve this strategy.

• The sidewalks along both sides of W. 5th Street, west of the Shoal Creek bridge crossing should be improved to Great Streets standards with 18-foot sidewalks and street trees.

• Overhead power lines that create visual clutter at this key gateway should be undergrounded.

• Views to the creek should be opened up by removing the heavy concrete guardrails that are perpendicular to the historic bridge rail.

• The eroded segments of trail on the west side of Shoal Creek, between 3rd and 9th streets should be mended.

• The placement of the trailhead marker of the wayfinding system and the design of the mast or beacon should be coordinated with the Trail Foundation's way-finding systems. This gateway and associated way-finding should also orient trail users to destinations that may be accessed from the trail, including the many dining and shopping opportunities, the Seaholm District, the Lamar Shopping District, Duncan Park, the BMX Park, House Park, the new skate park, Pease Park, etc.

Left photo: Commuter Rail Station existing conditions
Right Photo: Potential addition of streetscape improvements, bike racks and information hub.

5. The MetroRail Station at the Convention Center:

The arrival into Downtown Austin via commuter rail is a point of entry that requires a gateway of a different scale and purpose. This point of arrival is pedestrian oriented and can provide not only a welcoming message, but also directional, orientation and event specific information. The pedestrian scale and use allows for deeper information, where the user can take their time and comprehend a longer message. Information and cues that provide transit patrons with easy transfers to other modes of transportation (including walking) and general information regarding nearby destinations will be particularly important.

• Provide a major bike-share station along the northern curb of 4th Street, with an artistic design treatment that celebrates Austin's commitment to cycling and the presence of the Lance Armstrong Bikeway.

• Improve Brush Square as an active and welcoming open space with a positive street presence and edge along 4th Street. Consider future adaptive re-use of the fire station for uses that energize the park.

• Improve the streetscape treatment of 4th Street with wayfinding and informational kiosks along the northern curb as well as enhanced paving, crosswalks and pedestrian-scaled lighting.

gateways: design strategies (cont.)

The existing Ann W. Richards Bridge along Congress Avenue with its axial view to the Capitol already provides a strong gateway to Downtown.

Conceptual bat viewing areas. Courtesy; Black + Vernooy, Architecture and Urban Design

6. The Ann W. Richards Bridge (Congress Avenue) Gateway:

This gateway should celebrate the arrival of the visitor to the great state of Texas, along what is now branded as the "Main Street of Texas". The dramatic terminus of the view is the iconic Texas Capitol Building, a powerful landmark in itself, suggesting that treatments should be careful not to compete or detract from this natural gateway. Bridge structures are themselves very distinct gateways, as they traverse rivers or chasms, and in the case of the Congress Avenue Bridge, it gives exceptional views of Austin's downtown in relation to its natural environment.
This bridge is also home to the largest urban colony of Mexican freetail bats in North America, and has become a major venue for bat-watching, as they emerge from their nests in the understructure of the bridge, nightly from March through October every year.

This gateway could celebrate the bats through creating a new bat-watching overlook(s) that could be cantilevered from the bridge structure at the mid-span of the bridge, or at intervals along the bridge. As part of this gateway project, the following should be addressed:

• Increase the width and the protection of the sidewalk area to allow for increased capacity of pedestrians and bicyclists both passing over the bridge and congregating at the "bat belvedere" (bat-vedere?).

• Introduce pedestrian-scaled lighting across the bridge. These could be attached to the existing poles, which could be the supports for the banner program discussed above.

• Place interpretative information about the bats along the eastern guardrail.

• Place interpretative information about the history of Austin along the western guardrail, where such information already exists in the form of historic plaques.

• Announce the presence of the Lady Bird Lake trail system immediately below this bridge, which is not clearly linked to and associated with Downtown, street level destinations.

"Margaret Hoffmann Oaks" at the terminus of the Drake Bridge provides a green forecourt to City Hall and Downtown, but the City Hall Building is hardly visible from this vantage point.

7. The Drake Bridge Gateway:

The S. 1st St. Bridge, is the "City of Austin" gateway, as it frames the now iconic (and agreeably weird) City Hall Building on the north shore. Also present in this gateway is Margaret Hofmann Oaks Park, or "Grackle Triangle" as named by City Hall's architect, Antoine Predock. It is a triangular, treed median located just south of Cesar Chavez Blvd. and the City Hall Plaza, and serves as a green forecourt to both City Hall and Downtown. This median provides a shaded refuge for pedestrians and cyclists crossing along the north side of the bridge from the Lady Bird Lake promenade.

This gateway is already a fairly strong and clear one, however, the missing element may be some kind of dynamic information display structure/gateway element at or in the City Hall Plaza. Such a tall, open steel truss structure was envisioned as part of the City Hall project, but never implemented. This vertical, scaffold-like structure could:

• Function to announce the civic and community events in town and at City Hall, as well as events in the public parks, especially those Downtown and across Lady Bird Lake on Auditorium Shores.

• Serve as shade and weather protection for the stage area, as well as provide an armature for lighting, video and audio.

• Tell the story of the City's sustainable and creative community initiatives.

• Be exciting, interactive and playful, i.e., respond to human presence, etc.

• Be conceived as a beautiful light sculpture that changes color, intensity of light.

gateways: design strategies (cont.)

The steeply sloped edge on the north side of 15th St. at the east side of the bridge offers an opportunity to create a graphically-designed, planted gateway to Downtown.

8. The 15th St. Gateway:

The approach to Downtown from Enfield Road / W.15th Street offers views to Downtown, including to the Capitol, which is protected by a Capitol View Corridor. This gateway is one experienced more by residents and Downtown commuters than visitors, and is an impressive gateway that needs little embellishment. However, the steeply sloped edge on the north side of 15th St. at the east side of the bridge offers an opportunity to create a graphically-designed planted gateway to Downtown. This corridor is also an opportunity to deploy the banner system.

• The vegetated slope is on property owned by the City of Austin, thereby enhancing the possibility of creating this planted gateway "signage", which could be something simple like "Welcome to Downtown" or just welcome.

• Rockwork or paving could also be employed, as well as waterworks.

GATEWAY EXPERIENCE

1. Begins where Enfield St. and 15th St. split
2. Crosses over Lamar
3. Goes up hill
4. Ends at W. Avenue at the top of the hill

There is an opportunity to "adopt" the existing billboard at southbound intersection of MLK Jr Blvd and Guadalupe Street and create a changing system of messages and/or art that celebrates the presence and influence of the University of Texas

9. The Guadalupe St./MLK Blvd. Gateway:

This is an important threshold into the Downtown from the University of Texas via Guadalupe Street or "the Drag". It is a confusing area, as the street grid shifts at MLK Blvd., creating a jog in Guadalupe Street. The southbound visual terminus is a convenience store and a billboard. A strong design strategy for this gateway would be to re-purpose the billboard as an "art-billboard" to express Austin's creative and intellectual culture. There is also an opportunity to improve the small triangular median on the south (Downtown) side of MLK to create a way-finding plaza that orients pedestrians and cyclists to the various districts of Downtown with district maps, tourist information, etc. Further considerations for this gateway are:

• Provide a predominantly-hardscape surface under the existing trees of the median, as this triangular refuge island experiences a high volume of pedestrian traffic. Create a clearer marked crossing to this island/plaza area and furnish it with lighted seatwalls that also serve to protect the plaza and its occupants from nearby vehicular traffic.

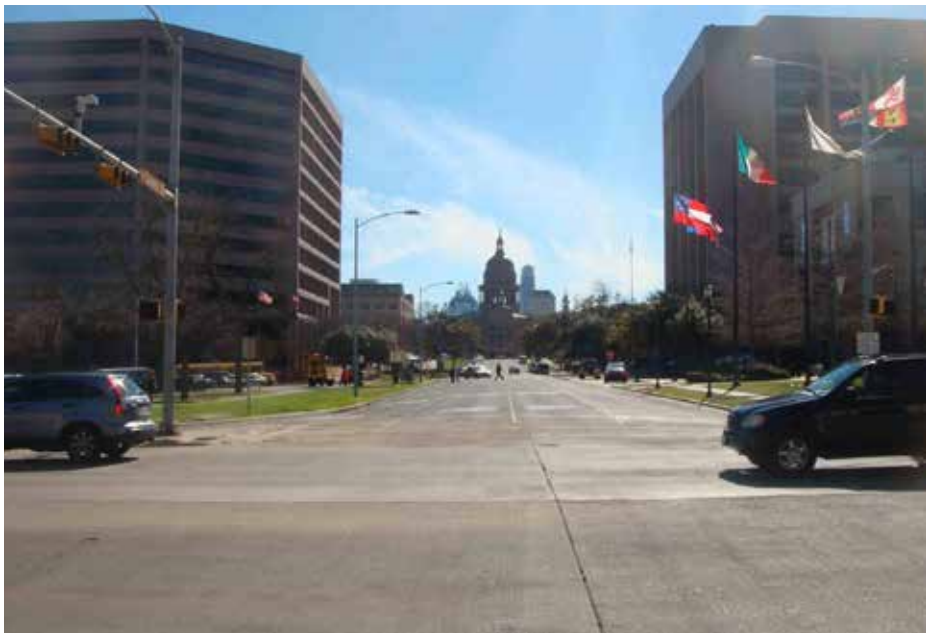
• A complimentary treatment of the grass island can create a more memorable place and point of arrival.

• In the short term, explore the possibility of the City and/or UT renting the billboard and using it as a display surface for a seasonally-changing system of visual and/or textual art that speaks to and celebrates the presence and influence of the University.

• If the City's urban rail project is implemented in the Guadalupe corridor as has been proposed, this gateway could receive an expression at that time, and could perhaps become an important transit gateway.

• In the long term and through pro-active redevelopment planning of the key properties on the south edge of MLK Blvd., strengthen the terminus of the axis of Guadalupe St. from the southbound view through the architectural expression of new buildings, as well as through public art.

gateways: design strategies (cont.)



The State has plans to enhance N. Congress Avenue by introducing a landscaped axial mall with new civic buildings alongside.

10. The Congress Ave. /MLK Blvd. Gateway:

This "T" intersection is at the threshold between the Capitol Complex south of MLK and UT to the north, and is an important location for visitors to both campuses, as both the Bob Bullock Texas History Museum and the Blanton Art Museum are located here. The University has recently built a plaza between the Blanton and its administrative offices and café. The Plaza is located at the terminus of the North Congress axis, and is planned to continue northward as a grand pedestrian mall using the Speedway St. right-of-way. In addition, the State has long had plans to enhance the North Congress Avenue corridor, north of the Capitol by introducing a landscaped median and building new buildings that front this new mall/promenade. These projects, if implemented, will reinforce this location as a key civic gateway, so no new structures or gateway projects are recommended here. Further considerations for this area are:

- Create safer, and more generously-apportioned pedestrian crossings and sidewalks at this intersection.

- Do not conflict with the distinct identities and way-finding systems that are already in place for both the State and the University of Texas.

- Work with Texas Facilities Commission to create an attractive screen for state parking lot on the southeast corner.

The connection between the Capitol and Congress Avenue and the core of Downtown is weak, due to the largely undeveloped and unoccupied nature of the two blocks located south of the Capitol.

11. The Congress Ave./11th St. Gateway:

This second "T" junction gateway is located at the southern edge of the original "Capitol Square", bordered by 11th Street. With over 1.5 million visitors annually, the Capitol is one of the most important visitor destinations in the State, and is also the site of rallies, public events and holiday festivities for locals. However, the visitor connection between the Capitol and Congress Avenue and the core of Downtown is weak, due to the largely undeveloped and unwelcoming nature of the two blocks located south of the Capitol on either side of Congress Avenue. On the west side of Congress Avenue, however, there is both a City-owned park and historic building ("The Old Bakery") and the historic site of the ruins of the temporary Capitol Building fronting the Avenue. The remainder of this block is owned by the State and is used for surface parking.

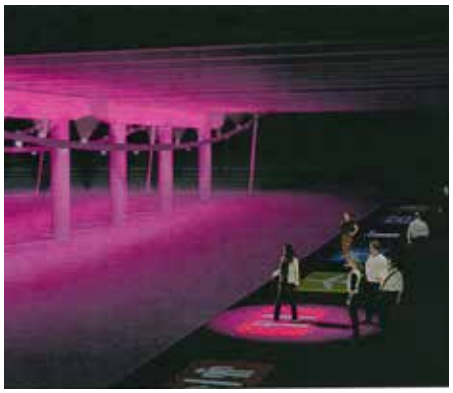
This block should become an inviting gateway with revitalized park spaces, additional uses/development on the block, and possibly additional and enhanced programming of the Old Bakery Building, as recommended in the Downtown Austin Plan. The expression of this gateway could be focused on the Old Bakery Building and flanking park spaces as a satellite visitors center. There is already an initiative by the Downtown Austin Alliance, the Austin Parks Foundation, AIA Austin and the City's Parks and Recreation Department to begin formulating a vision for the future of this block. The gateway design and system for a visitors center should be tested as part of this process, and be coordinated with these partners. Further considerations include:

• In the long term, work with the Texas Facilities Commission, the Governor's office, City of Austin and the State Preservation Board to revitalize the entire "Old Bakery Block" in order to strengthen it as a major tourist gateway to the Downtown from the Capitol.

• Work with Capital Metro, who has major transit stops along the Congress Avenue frontage. A more gracious landing and waiting area with transit rider amenities is needed—one that does not conflict with the wide pedestrian promenade zone of the Avenue.

• This location also provides an opportunity to locate a technology hub or kiosk that can provide local information.

gateways: design strategies (cont.)



New Stitches Gateway with pedestrian icon/lighting element.
Courtesy; Electroland

12. The Stitches Gateway:

The “stitches” under I-35 between 6th and 8th Streets has created a wonderful visual landmark and physical connection between the east and west sides of the highway. This public art piece is currently lit by LED’s that alternate blue and magenta resulting in a purplish glow.

Discussions have taken place with the artist to potentially enhance the lighting strategy with a combination of up and/or down lighting. In addition, a more robust interactive scheme has also been proposed: a pedestrian-oriented component, where images would be displayed/painted on the ground. When an individual walks on the different images, corresponding colors or lighting effects would occur. An overall ground painting scheme is also proposed that would tie the whole experience together, upgrade the pay station kiosks and promote the space as more than just a parking lot.

There is the opportunity to coordinate this effort with the other gateway concepts outlined in this document. This may allow for visual elements and shared philosophies to be displayed through the artist’s work, the I-35 gateways and the wayfinding system, making for a more interesting experience.

gateways
implementation strategies

FIGURE 3.9

Outline of gateways implementation strategies, proposed element for that location, and the potential project or funding source that can be associated with implementation.

Gateway #	Location	Proposed Gateway Element	Potential Project or Funding Source
1	**The I-35 Corridor**	Streetscaping/landscaping, lighting, railings, murals	COA IH 35 Corridor Planning; TXDOT MIS; COA AIPP
2	**East 7th Street**	Banner program	COA ATD's 2-way conversion project for 7th and 8th
3	**Cesar Chavez from MoPacBlvd.**	Tall Trailhead with light feature	Seaholm Power and COA's MDA for Seaholm District Improvements
4	**West 5th St. / Shoal Creek**	Tall Trailhead with light feature, paving system	to be determined
5	**MetroRail Station**	Kiosk/Orientation Device	Capital Metro, Convention Ctr., Brushy, PARD
6	**Ann W. Richards Bridge**	Bridge Lighting, Interpretives, wider sidewalk area for pedestrians	sketch proposal from Sinclair Black
7	**Drake Bridge**	Sculpture	sketch proposal from Antoine Predock City Hall Plaza Project
8	**West 15th Street Bridge**	Landscaping	to be determined
9	**Guadalupe Street / MLK Blvd.**	Streetscaping, public art	COA Urban Retail Project, Ph 1, Downtown Austin Alliance
10	**Congress Ave. / MLK Blvd.**	Streetscaping	Bullock Museum promoting the pedestrianization of N. Congress, north of 15th St; UT's pedestrianization of Speedway Blvd on campus, north of MLK Blvd
11	**Congress Ave. / 11th Street**	Old Bakery Building (pending approval)	OBB revitalization initiative with COA, PARD, and AIA, DAA, and APF; Governor's Mansion Restoration with Governor's Walk crossing the OBB enhanced bus stops on each side of Congress
12	**The Stitches**	Lighting, public art	public art initiative in grants

vehicular circulation

Urban wayfinding systems establish clear paths to each destination and parking areas. By utilizing primary paths, destinations with similar routes can share space on a sign panel, presenting consistent information along the way.

Austin traffic patterns offer conditions that can complicate vehicular routing. Similar to other cities one-way streets, no left turns and other regulatory requirements create paths that can confuse a visitor, disorient them or create an intimidating situation. The intent of the circulation map provided is to establish the primary routes that will be utilized in the programming stage of the project. Routes will be established for both primary and secondary destinations, creating a sequence of directional information.

In some instances within the Downtown Wayfinding Master Plan, recommendations for changing circulation routes have been made.

The intent of the Downtown Austin Wayfinding Master Plan is to minimize the use of vehicular signs. The underlying approach will be to sign ONLY the most primary visitor destinations on the vehicular system from multiple downtown entry points. Secondary destinations will only receive vehicular signage from the nearest decision points within a smaller radius of its location. A breakdown of destination inclusion (primary and secondary) is outlined on page 4.4.

FIGURE 3.10 VEHICULAR CIRCULATION

Primary vehicular circulation patterns for wayfinding based on stakeholder interviews and Downtown Austin Plan strategies.

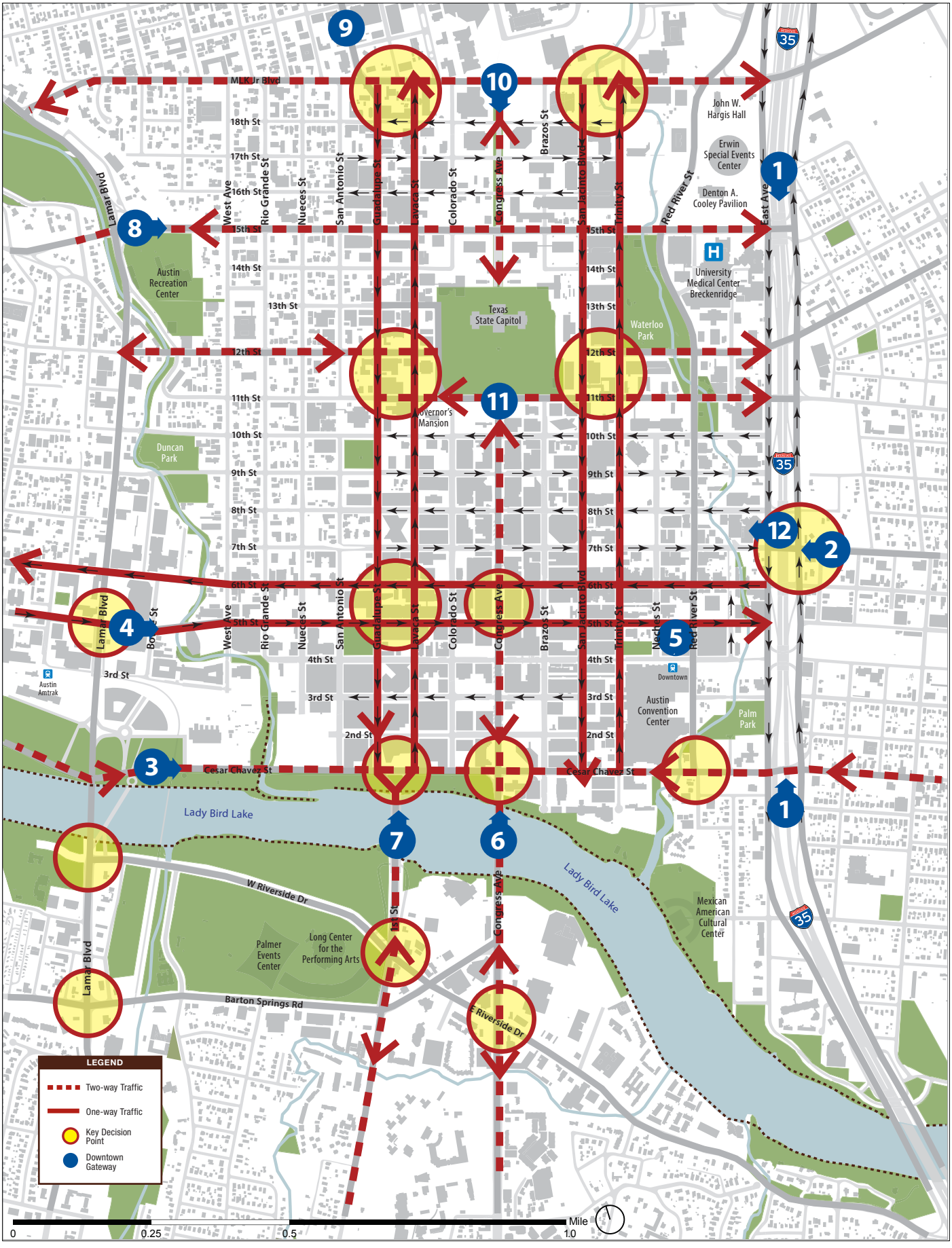


FIGURE 3.11

The utilization of street signs with hierarchical messages shall be determined based on site-specific requirements. The following rules shall be utilized: 1. Two signs per compass orientation shall be placed at each intersection. 2. One sign shall be an address range sign; the second sign shall provide a sub-head category, such as district, honorary or adjacent street name range. 3. Signs shall be located diagonal from each other at the intersection. 4. When placement and quantity is limited, Street Signs with address ranges shall take precedence. Shown below are examples of the potential information hierarchy that can be preferable on street signs.

Spine Street Signage

Basic Street Signage

Sub-District Street Signage

Honorary Street Signage

There are several styles of street signage in the Downtown.

street signage

Example of Sub-District Signage (Philadelphia, PA)

One of the greatest infrastructure support systems a city can offer a wayfinding system is an organized and understandable street pattern. The basic layout of Downtown Austin's city grid provides this framework to a user.

The orthongonal grid establishes the east – west building address system as well as numbered streets that provide orientation, direction and distance.

These elements support an intuitive wayfinding plan and assist users with understanding where they are, what direction they should travel and how far they need to go. Clear, legible and well-positioned street signage will help support and reinforce this process. There is an opportunity to establish a simple hierarchy of information on street signs to assist with wayfinding behaviors, support district identity and recognize streets that have been dedicated and/or share names (e.g. 2nd St. / Willie Nelson Blvd).

The utilization of street signs with hierarchical messages shall be determined based on site-specific requirements. The following rules shall be utilized:

- Two signs per compass orientation shall be placed at each intersection.
- One sign shall be an address range sign; the second sign shall provide a sub-head category, such as district, honorary or adjacent street name range.
- Signs shall be located opposite each of the diagonal from each other at the intersection.

The following street sign scenarios have been identified and illustrated.

- **Congress Avenue:** Identify East/West Street Addresses
- **Basic:** Identify East/West or North/South, Street Name, and Address Range.
- **Sub-District:** Provide the opportunity to label a district or neighborhood
- **Honorary:** Provide the opportunity to state the honorary name of a street.
- **Orientation:** Provide recognition of nearby named streets.

Use of each of these would be based on individual needs at specific locations.

signage technical criteria

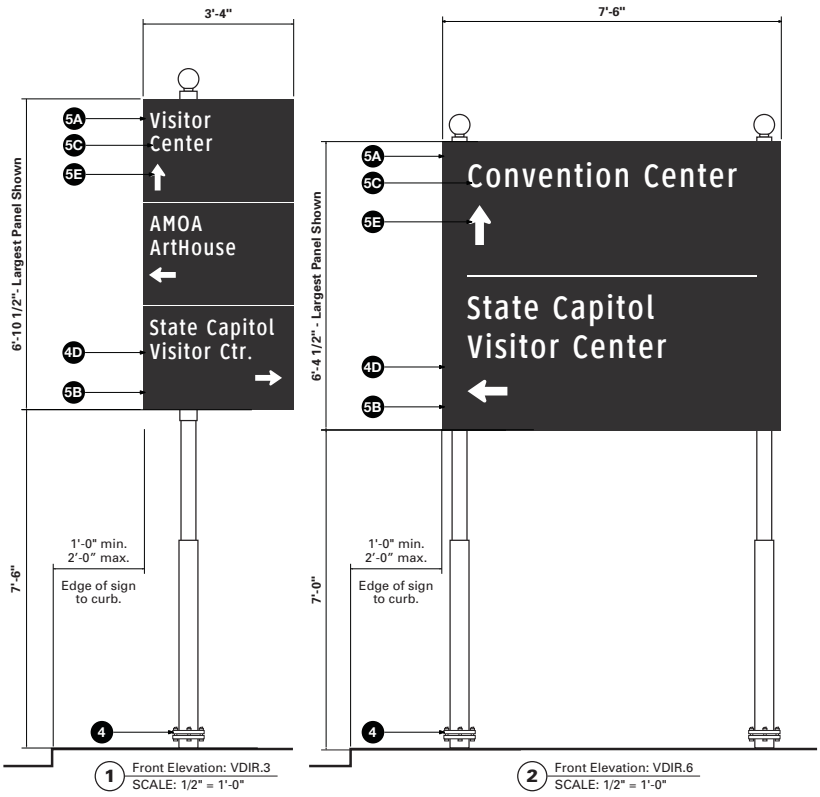


FIGURE 3.12

Vehicular signs are required to meet Community Wayfinding standards, including a maximum of three messages per panel, standard typefaces (Clearview), and 4" high copy for roadways with speeds of 25mph or less, or 6" high copy for speeds greater than 25mph.

General Notes:
The City of Austin, Texas, shall enter into an agreement with the Texas Department of Transportation to assume all responsibility in the maintenance and management of the signs within the TxDOT Right-of-Way (ROW).

Numbers correspond to line items in the TxDOT Right-of-Way (ROW) guidelines for Wayfinding Signs along State maintained roads

4D Message Quantity
Three (3) Destinations Maximum

4 Break-away Pole
Break-away or Yielding in Design as detailed in TXMUTCD Roadway Standard Drawings or as approved by TXMUTCD.
Style: Triangular Slipbase

5A Sign Panel Size
Style: Rectangular in shape

5C Font for 25 MPH or less
Style: Clearview Hwy
Color: Standard White
Size: 4" Copy Height

5C Font for 25 MPH or more
Style: Clearview Hwy
Color: Standard White
Size: 6" Copy Height

5E Arrow
Color: Standard White
Hand: Up and left arrows on extreme left side. Right arrow on extreme right side.

5B Retroreflectivity Material
Product: 3M High Intensity Prismatic Reflective Sheeting 3930, with 3M approved UV/Graffiti Vinyl Over-laminate.
Background: Custom Color
Arrow, Font and Rule Line: Standard White

FIGURE 3.13 Texas Department of Transportation Right-of-Way

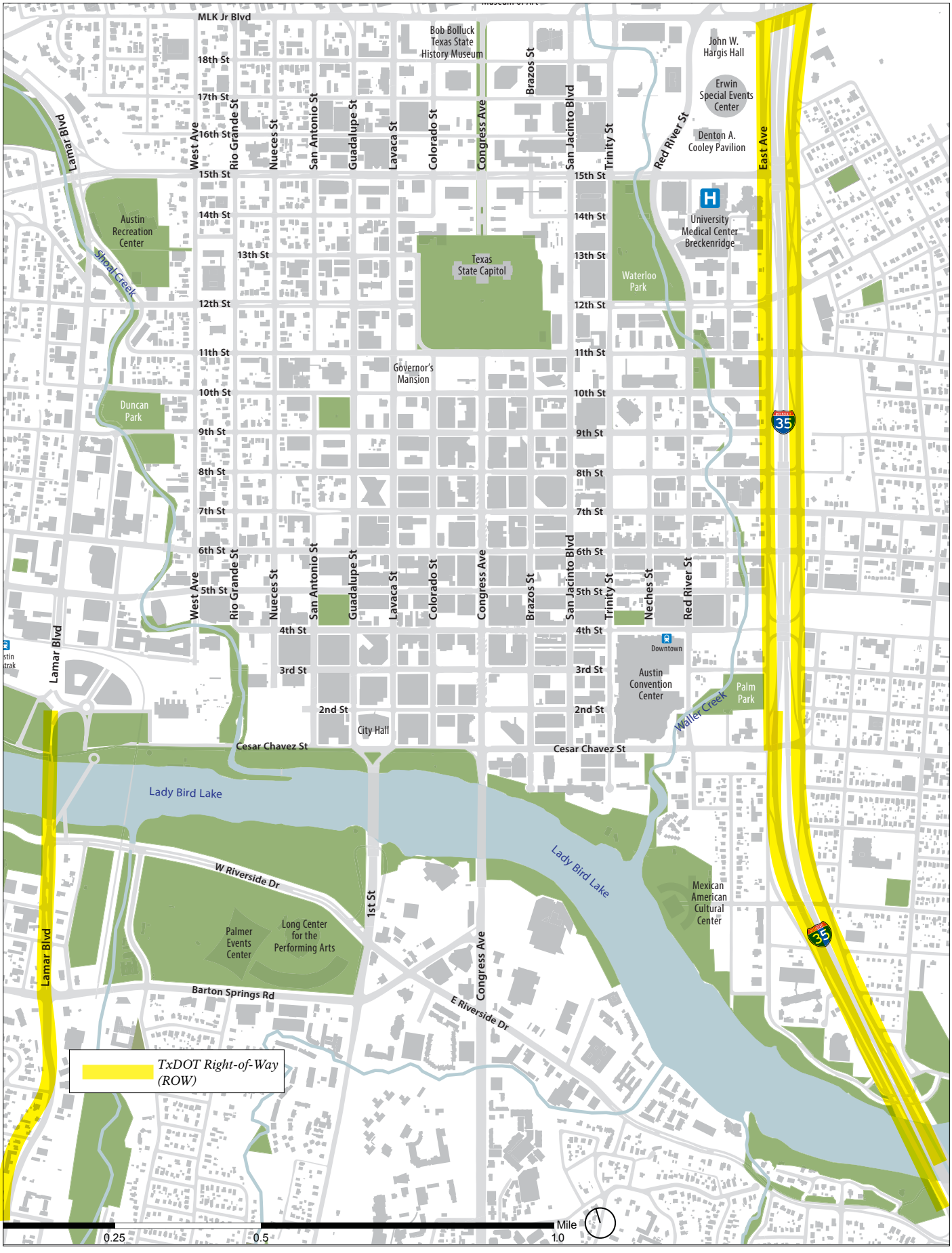
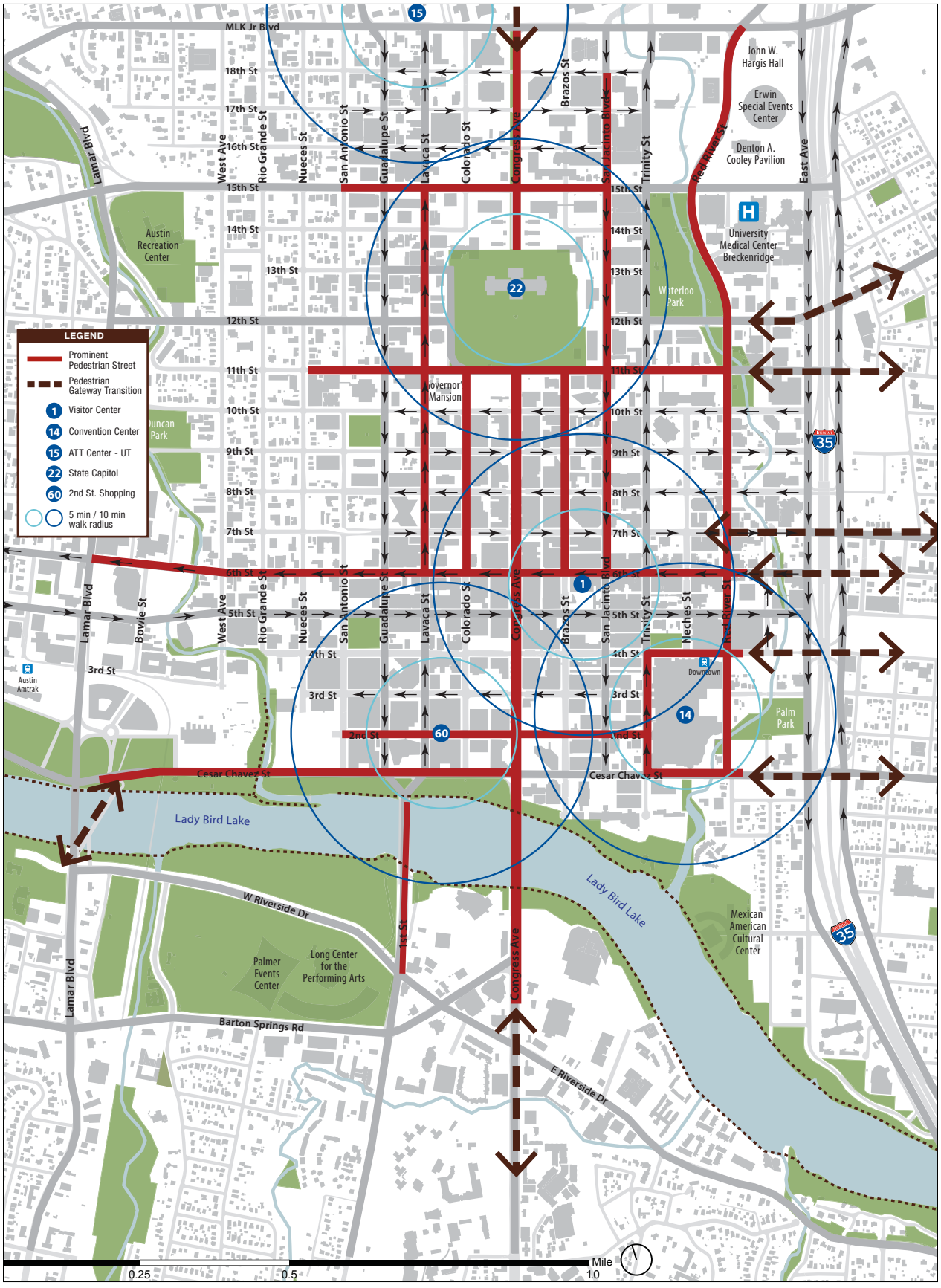


FIGURE 3.14

Primary pedestrian circulation patterns for wayfinding based on stakeholder interviews and Downtown Austin Plan strategies



pedestrian experience

The Downtown Austin Wayfinding System supports a better pedestrian experience for visitors and residents alike. Through this Master Plan the wayfinding system will look to address pedestrian experience, such as economic benefits, obstacles, transitions, accessibility and communication.

Pedestrians can arrive to Downtown at a number of various points and each provides unique conditions and requirements. Upon arrival the appropriate information shall be provided, including; identification, orientation, directional, real-time data and general information. Types of pedestrian arrival points include;

• Simply walking into Downtown from an adjacent neighborhood, across a pedestrian bridge or from a recreational trail. Each of these presents opportunities (e.g., at the Pfluger pedestrian bridge) and obstacles (under/over I-35 from the east).

• Parking garage, surface lots, and heavily utilized on-street parking areas.

• The plan calls for bus/train loadings of 100+ passengers to receive wayfinding devices through the wayfinding system and in coordination with Capital Metro initiatives.

• Information can be provided at bike share locations, public transit and trail heads.

The wayfinding system will identify and reinforce the best pedestrian paths. Along these paths there are both opportunities and barriers. The map at the left outlines the primary routes and pedestrian areas to be considered during the programming stage.

- Gathering nodes where significant information can be communicated
- Natural landmarks provide orientation
- Existing infrastructure (light poles) provide mounting devices
- Inclusion of inlaid street elements reduce additional obstacles in sidewalks
- Technology allows for deeper information to be provided
- Below grade trail access (also, see obstacles)
- ADA Clearance and Mobility Issues
- Lack of sidewalk infrastructure
- Gaps in sidewalk infrastructure
- Safety Issues
- Areas of auto and bicycle conflict
- Unfriendly pedestrian intersections
- Physical barriers and obstacles
- Below grade trail access
- Orientation
- District Identification
- Directional
- Informational
- Events and Promotions
- Real-Time Data (Public Transit, Community, etc.)
- Orientation Maps
- Directional Signs
- Technology Elements
- Community Boards
- Landmarks / Public Art
- Sidewalk Compass

Note: Review of individual site requirements (e.g. ADA clearances, sidewalk conditions, etc.) will be accomplished during the programming phase of this project, when exact placement for wayfinding elements are analyzed and chosen. The scope of this plan does not include a physical inventory of every existing pedestrian site condition in Downtown Austin, but more of an identification of general opportunities, obstacles and best practices that can be used when determining the wayfinding tools information and placement. Assessments and inventories of site-specific locations can be referenced in previous City reports such as the Sidewalk Master Plan and the Downtown Austin Wayfinding Master Plan, which are being used to inform this process.

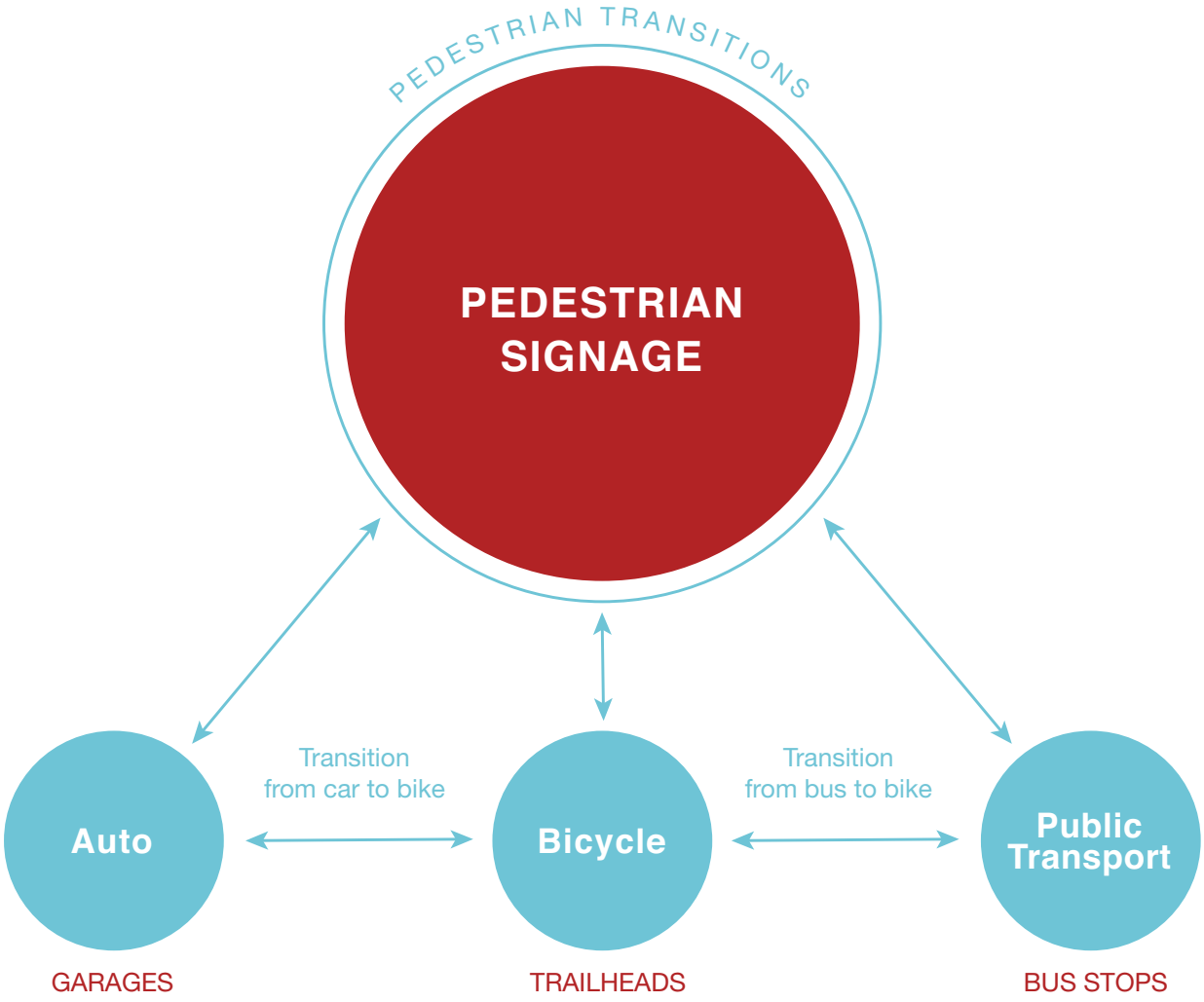


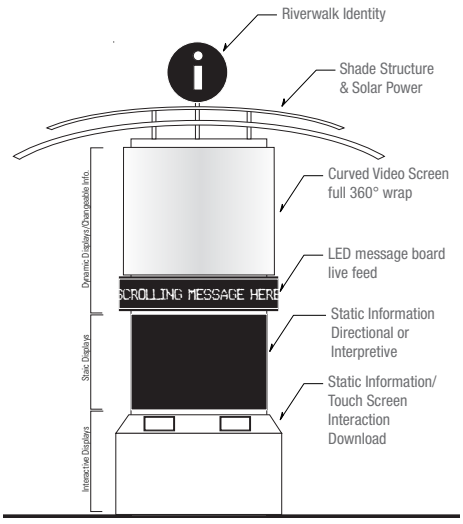
FIGURE 3.15

Pedestrian signage is used to direct, orient, and inform visitors at key arrival areas such as Parking Garages, Trailheads, Bike Parking, and Public Transit stops. The Downtown Austin Master Plan recognized that visitors may transition from any one of these modes of travel to begin their pedestrian journey.

pedestrian experience cont.

Pedestrian traffic on 6th Street

Example of Pedestrian Information Kiosk with Map



TECHNOLOGY KIOSK

The transition from auto or public transportation to pedestrian travel must be a seamless process, providing users opportunities to become oriented to their surroundings and presenting a variety of tools that can communicate the appropriate information to encourage further discovery.

The Pedestrian component of the Downtown Austin Wayfinding System aims to support a "Park-Once" philosophy, by presenting various elements throughout Downtown that communicate information and encourage further exploration of new destinations and a better of understanding of Austin, its culture and history.

Further exploration, in turn promotes walking and helps to connect various districts and destinations to each other while encouraging an active and healthy lifestyle.

The pedestrian system will consider the following elements:

Landmark Technology Hubs
Located at key gathering points, this portal to information can provide real-time data, promote events and provide downloadable information. These landmark elements become beacons of orientation and further reinforce the tech savvy attitude of the City and its progressive culture.

Information Kiosks
This element can be 2 or 3 sided and provide downtown and citywide orientation maps, interpretive panels and directional information. While static in nature, the panels can offer access to technology through QR Codes and text message information/maps. These elements also offer the opportunity for local artists and craftsman to participate in the design of the element.

Directional / Map Signage
Typically located at key intersections or at mid block connections, these signs offer a greater understanding of all the destinations nearby, holding up to 10 or 12 listings and presenting double-sided panels. This information also assists in directing back to nearby parking facilities, public transportation and local trail heads.

pedestrian experience cont.

Example of a sidewalk compass, interpretive panel, and manned portable information kiosk

Sidewalk Compass
In an effort to reinforce the Downtown grid and help provide legibility, a simple sidewalk compass can be placed at key intersections. With the Capitol positioned to the North, Lady Bird Lake to the South and Congress Ave as the East/West spine. A simple "You are Here" star would establish your position. This will help provide a reference to the cognitive map established in Section 3.4.

Interpretive signs
Interpretive Signs offer the opportunity to express Austin's character, history and culture. Topics for interpretive signs may include historical information, significant sites, architecture, or environmental issues and initiatives. Stories about local traditions can enhance the visitor's experience and understanding a place.

Promote Play
Interactive tools are another opportunity to enhance the visitor experience to Downtown Austin. The following opportunities may be investigated as part of the wayfinding system:

Activities: This element is driven by games, strategy and competitions. Available on an as needed or scheduled basis, this play provides the opportunity for visitors or residents to discover information about Downtown, a district or individual attraction. This activity can be initiated by the Austin CVB, City of Austin or The Downtown Austin Alliance.

Discovery: These stand alone objects would promote interaction, display real-time information or offer educational opportunities - their scale may vary from large display elements to hand-held devices. They would be considered design features one may come across through your daily routine or may be special elements that are placed into the environment during a specific period of time (e.g. First Thursdays on S. Congress).

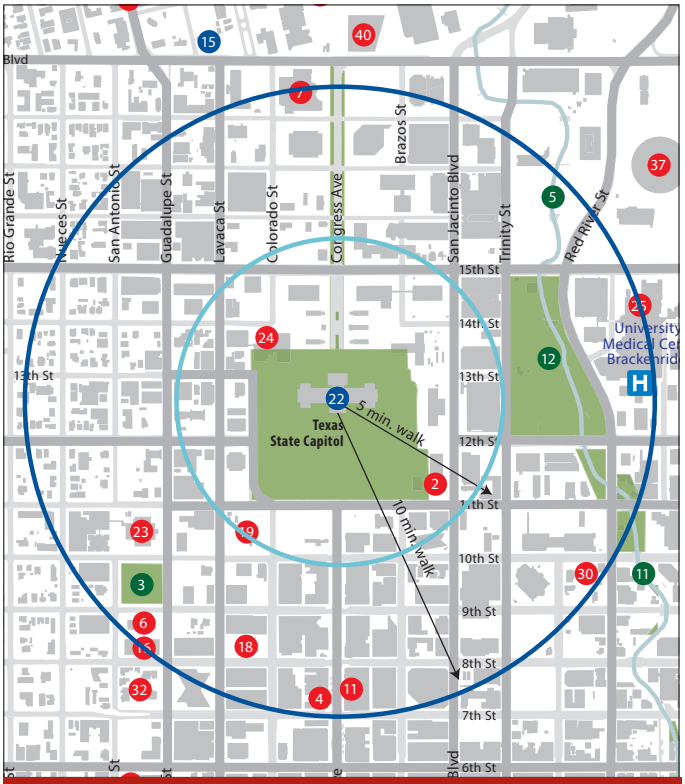
Pedestrian Element Placement
During the sign planning phase, special care will be taken to avoid pedestrian barriers, incomplete sidewalk infrastructure and non-compliant ADA environments when placing pedestrian signs.

PRIORITY 2 Install Information Kiosks (static) at 4-5 key visitor gathering areas. 3-sided kiosks would include maps, interpretive information and mobile technology - such as QR codes or text messages.

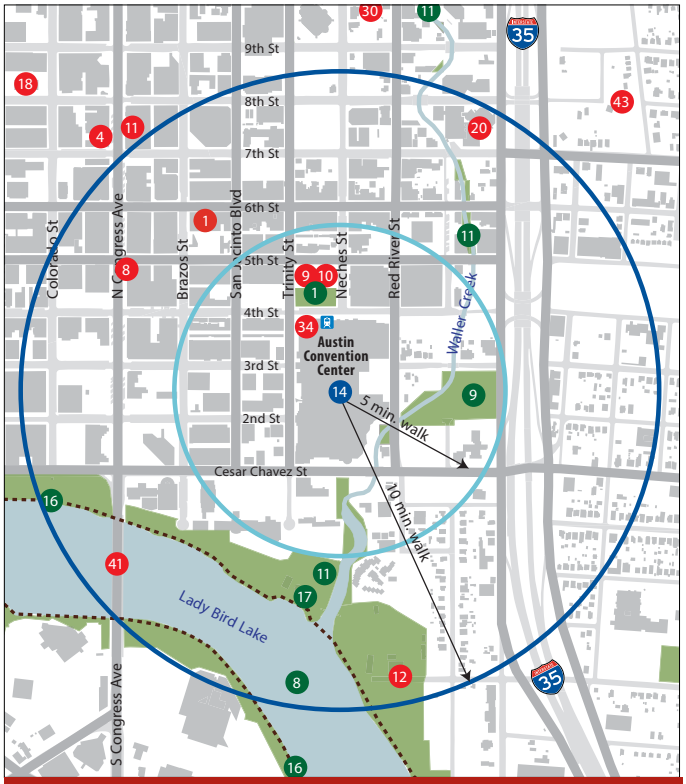
PRIORITY 2 Identify Pilot Program Area and install 10-15 prototype Pedestrian Directional Signs.

PRIORITY 3 Install full Pedestrian / Information Kiosk Program.

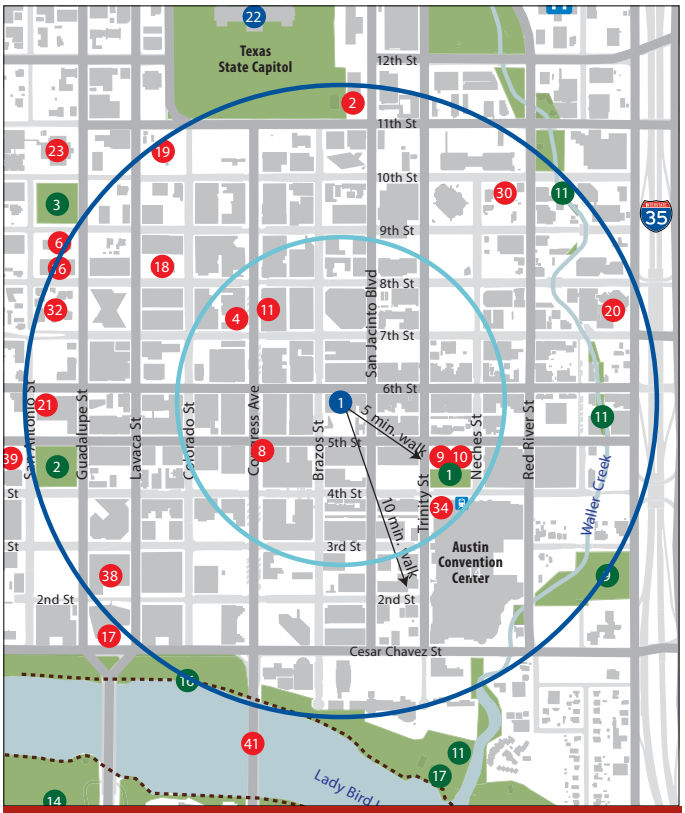
FIGURE 3.16
6 blocks (10 minutes) is generally considered the average distance a person will walk before seeking an alternate form of transportation. Examples are provided of the most commonly visited Downtown attractions. See Figure 3.22 for additional destinations. Reference page 3.53 for list of destinations.



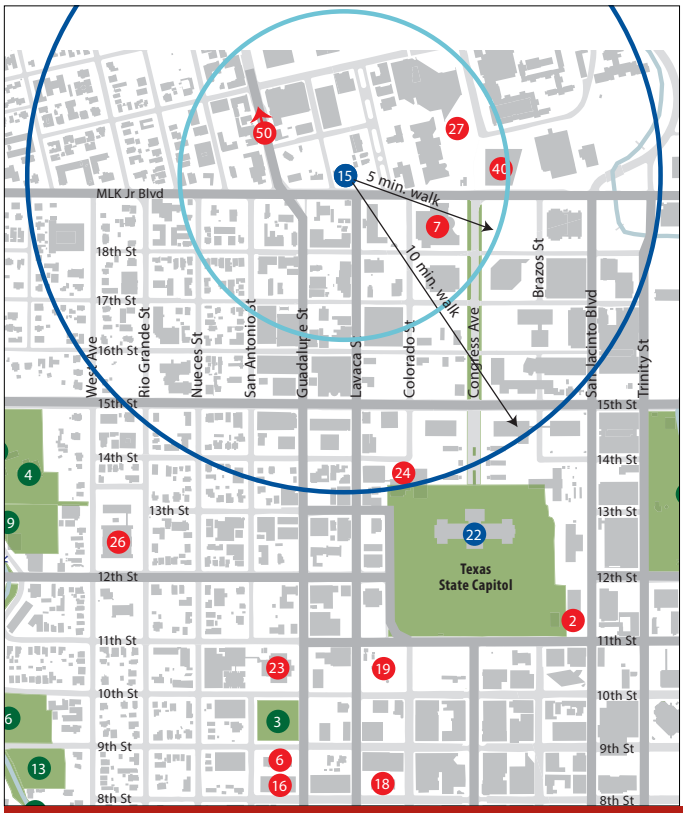
State Capitol



Convention Center



Visitor Center



University (ATT Center)

FIGURE 3.17

Priority bicycle streets and trails, as identified in the 2011 Austin Bicycle Master Plan

bicycles

Home to Lance Armstrong and a robust cycling community, the integration of cycling issues will reinforce Austin's commitment to multi-modal transportation, sustainability and healthy lifestyles.

Based on stakeholder interviews, the following have been identified as potential opportunities to integrate cycling issues:

BikeShare
The City is expected to implement a Bicycle Sharing system by 2014. This will allow visitors to check-out a bike from a pre-determined station and return it to another station elsewhere in Downtown. The current plan outlines 300 – 500 bikes shared across 30 – 50 stations. Identification of the BikeShare stations could appear on pedestrian directional signs, orientation maps and within the mobile application.

Bike Maps
BikeShare stations may have a built-in "Bike Map" showing the various routes and their level of comfort. QR Codes can be used to download a PDF version of the map to a smart phone or help the user connect directly to Google Maps and utilize the Bike Route option.

General Orientation Maps
As part of the overall wayfinding system, a base orientation map will be developed. This can include some of the primary and more visitor-friendly bike routes that are adjacent to the area where a person is located.

Trail System
Just as the transition from parking facilities to the pedestrian wayfinding system needs to be smooth and easy, the transition to the Trail System requires equal attention. The Bike Paths and Trails provide a natural connection and a transition point to Downtown routes. Clearly marked identification of the trail heads can help increase connectivity between the trails and Downtown routes.

Downtown Bicycle Boulevard Project
(Rio Grande and Nueces Street from 3rd to MLK.): The Downtown Wayfinding System can complement this project by incorporating placemaking elements along these streets to establish an identity for the Bicycle Boulevard route. Possible elements could include: paint in the roadway/ curb, fitness markers, sidewalk compass, interpretive panels, bike info banners, public art (abstract bicycle theme), unique bicycle racks or street furniture (this is a current initiative going on in the city).

Bicycle Icon
Similar to the Parking icon, creating an identity that is part of the overall wayfinding design, unique to the bicycle trails, will provide users an easy-to-identify symbol that can be communicated across a variety of tools (signs, maps, apps, brochures, etc).

Connectivity
Wayfinding elements at public transit stops may include BikeShare information and bike route information, as well as directions to the nearest trail head access point and are nearby routes .

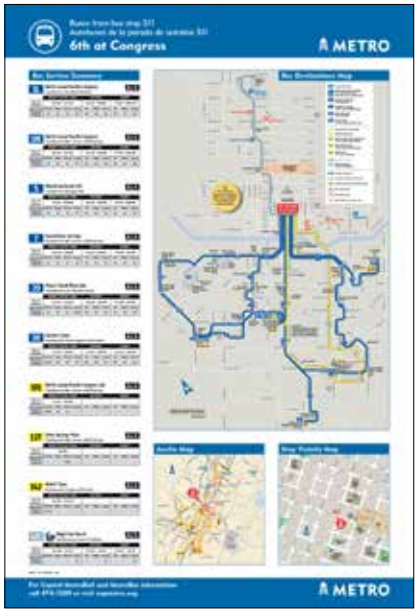
BikeShare Systems

PRIORITY 4 Prepare full design and specification guidelines for a comprehensive bicycling/wayfinding system.

PRIORITY 5 Through a strategic phasing plan, implement the signage, first in pilot areas, then throughout the entire downtown, and allow system to be expandable.

public transit

Example of Capital Metro map



Just as one transitions from vehicle to foot, the public transit system requires the wayfinding system to orient a visitor and provide information at key public transit hubs such as the MetroRail Downtown stop and major Capital Metro bus stops.

The bus system provides another alternative for visitors and residents to connect from destination to destination or district to district. This encouragement of the "park-once" approach is a foundation to the overall wayfinding philosophy, although the preference is to minimize the need to drive.

One role of the Downtown Austin Wayfinding Master Plan is to help connect pedestrians to public transit opportunities. Since the design of the public transit system has its own identity, the main focus will be to coordinate nomenclature across the systems/elements and present consistent and cohesive information.

The wayfinding system will support public transit through key elements:

- Technology Hubs can present real-time transit information.
- Orientation Maps will identify major public transit stops.
- Connection Maps provide safe connections to bicycle and footpaths.
- Pedestrian signs will provide direction to major public transit destinations.
- Mobile Applications can include transit information.
- FIND AUSTIN website can include transit information and link to Capital Metro.

Consideration may be given to the implementation of a tourism shuttle service. This service offers opportunities to not only showcase the attractions of the City but, by also using hybrid or electric vehicles, it can promote Downtown Austin as an environmentally friendly and sustainable city.

As an example of the use of a hybrid shuttle service, the National Park Service replaced its aging fleet of diesel buses in Yosemite National Park with a fleet of diesel-electric hybrid shuttle buses. By switching to the 18 hybrid buses the NPS estimates that particulate matter emissions have been cut by 90 percent (along with a 60-percent reduction in nitrogen oxide emissions), while fuel-efficiency has increased anywhere from 20 to 55 percent. The buses are comfortable, quiet (reducing noise pollution) and can reduce traffic.

We understand the shuttle concept was previously utilized in Downtown Austin (the 'Dillo which was discontinued in 2009 based on financial issues). The inclusion of this concept is strictly a wayfinding suggestion. Further analysis would be required in order to make it a full recommendation.

The Downtown Austin Wayfinding Master Plan encourages the use of public transit options by making the bus and rail system more accessible. Encouraging the use of public transportation also supports the sustainability goals of the City of Austin by helping to offer alternate modes of transportation, while traveling to, from and around Downtown whether you are a visitor, resident or commuter.

PRIORITY 2 Install pedestrian signage at bus stops with 100+ daily boardings (see list at right).

PRIORITY 5 On-going coordination with public transit signage and technology initiatives.

PRIORITY 5 Incorporate real-time bus info feeds into landmark technology hubs and Capital Metro Signage.

Example of Capital Metro Bus Stop Signage supporting real-time information

Bus Stops With 100+ Plus Daily Boardings

1) 17th St and Lavaca St
2) 15th St and Lavaca St
3) 13th St and Rio Grande St
4) 11th St and N. Congress Ave
5) 10th St and N. Congress Ave
6) 10th St and Brazos St
7) 9th St and N. Congress Ave
8) 9th St and Colorado St
9) 8th St and N. Congress Ave
10) 8th St and Brazos
11) 7th St and San Jacinto Blvd
12) 7th St and Colorado St
13) 6th St and Colorado St
14) 6th St and N. Congress Ave
15) 5th St and N. Congress Ave
16) 5th St and Colorado St
17) 4th St and N. Congress Ave
18) 4th St and Brazos St
19) 3rd St and N. Congress Ave
20) 2nd St and N. Congress Ave
21) 2nd St and Brazos St
22) Cesar Chavez St and Brazos St
23) Cesar Chavez St and Congress Ave
24) 12th St and Red River St
25) Barton Springs Rd and S. Congress Ave
26) E. Riverside Dr and S. Congress Ave
27) 3rd St and Colorado St
28) 4th St and Guadalupe

Future Bus Rapid Transit Stops
Metro Rapid 801 + 802 Line
Lance Armstrong Bikeway


P

downtown parking
strategy

Existing downtown parking trailblazers and metered parking spaces with meters.

PARK-ONCE:

- Get people to parking near their destination quickly and efficiently.
- Provide cues to guide them to the destination.
- Provide additional prompts to encourage them to discover additional destinations and attractions.

Parking in an urban environment is always a challenge. Based on our interviews/surveys with City staff, stakeholders, visitors and parking operators, a number of key topics and approaches have been identified. It is important to note that signage alone will not solve all parking issues, but it can offer a tool for parking to become more visible and accessible.

The most common approach to wayfinding in a urban setting is to direct to the primary and visible arrival point of a destination and then allow the visitor to circle around the adjacent streets "keeping their orientation" until they can find a space or nearby parking facility.

Our philosophy for this project is to address wayfinding issues through a holistic approach. This will provide the City of Austin with a set of communication tools that provide vehicular directional information to districts, parking and attractions.

A fully integrated parking strategy coupled with a comprehensive pedestrian wayfinding system will promote a "PARK-ONCE" attitude, where visitors will find a primary parking facility, lot or space and then walk to multiple destinations. This in turn also supports the sustainable goals of the programming, by efficiently and quickly moving cars into parking and leaving them parked for a longer period of time.

OBSERVATIONS

- There are three City owned garages and about 49 privately operated facilities.
- 14,000 surface and garage spaces combined, about 5,100 surface lot spaces and 3,000 on-street parking spaces.
- Capacities in garages are underutilized (comment - not a statistic)
- As visitors circulate around Downtown, many of the available spaces are "hidden" inside the garage.
- When parking is difficult to find, frustration sets in and your Downtown experience becomes negative.
- In most downtowns, destinations do not have their own designated lot.
- Since the majority of lots are privately owned there is no common terminology used to identify the garages/lots.

One of the primary tasks of the Wayfinding Master Plan is to incorporate an electronic parking guidance system that offers changeable messages and real-time space information. The utilization of this type of system will help guide drivers from downtown entry points to a vacant parking space.

FIGURE 3.18

Map shows available parking spaces and car traffic at various entry and exit roads.

Final locations of electronic parking signs shall be based on traffic study from ATD.

downtown parking cont.

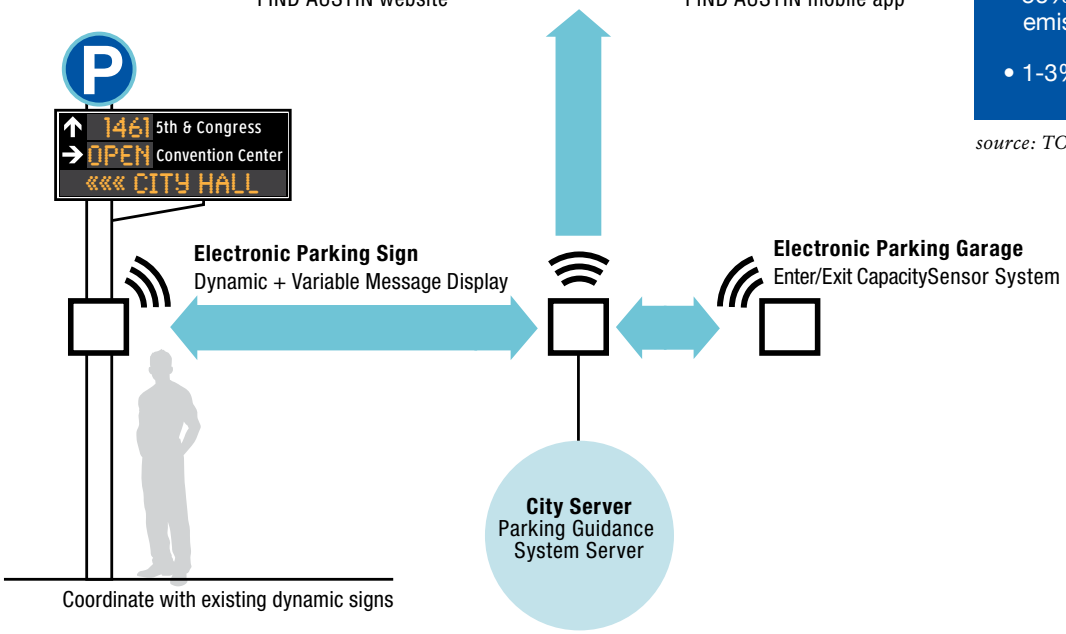
electronic parking information

FIGURE 3.19

A variety of digital tools can be synchronized to share information and inform users to the location and availability of parking spaces.

Visitor Access
FIND AUSTIN website

Visitor Access
FIND AUSTIN mobile app



THE BENEFITS OF ELECTRONIC PARKING:

- Cut customer time to park in HALF
- 3-5% increase in visits
- 5% increase in facilities attendance and positive PR
- 8% increase of utilization during peak times
- 3% increase in parking space capacity
- 56% reduction in vehicle carbon emissions
- 1-3% decrease in operating costs

source: TCS International, Inc., | www.tcsintl.com

ELECTRONIC GUIDANCE SIGN PROGRAM

Dynamic variable message signs (VMS) are continuously updated, communicating to motorists the quickest and easiest route to the closest and most appropriate vacant space. The information can also help the City Parking Department and parking facility operators collect data, monitor occupancy and help reduce traffic.

The electronic guidance system is a networked and integrated software solution that is able to manage all the garages and lots from a single source and connect to other intelligent traffic management systems, traffic cameras and transportation tools. The data gathered by the electronic systems can be distributed across websites and mobile applications so that visitors receive parking information prior to arrival in Downtown Austin.

The first phase of parking will address city owned parking facilities. The second phase, will be to develop a strategy to integrate electronic signage into privately operated parking facilities.

downtown parking cont.

administration

Existing downtown garages and signage

ELECTRONIC GUIDANCE SIGN PROGRAM: ADMINISTRATION

Because the majority of parking facilities in downtown Austin are privately owned, the parking strategy will require a solid public/ private partnership between the City and parking operators.

Basic elements for establishing a Parking Partnership include:

- Contribution from the City's parking revenue
- The operator's contributions shall be based on a fair-share funding formula (Quantity of spaces)
- Electronic Guidance Sign (2): Directional signs with space vacancies available and entrance identification with space availabilities.

The expense of the system can be generally made up of the following percentage guidelines:

System Technology/ Communications & Networking:	**20%**
Electronic Guidance Sign Cost / Fabrication:	**40%**
Installation, Project Management and Training:	**25%**
Maintenance (3 years):	**10%**
General Contingency:	**5%**

The Private / Public partnership percentages can vary based on the total cost, available funding, number of signs and quantity of participating parking operators. Once we have a better understanding of the above factors a full criteria and contribution equation can be developed for review.

FIGURE 3.20 PARKING FACILITIES

Downtown Parking Facilities / Source: Austin Transportation Department

Parking Garages

1) San Jacinto Center
2) Convention Center (COA)
3) One Congress Plaza
4) Ashton
5) City Hall (COA)
6) Amli Downtown
7) Amli on 2nd
8) 301 Congress *
9) Convention Center (COA)
10) Frost Bank Tower
11) Littlefield Complex
12) One American Center
13) Chase Tower
14) 504 Lavaca
17) 8th & Trinity
18) Austin Centre
19) Perry Brooks / Miller Building
20) **
21) 816 Congress *
22) Wells Fargo
23) Capital Tower
24) 823 Congress *
25) Capital Center
26) 812 San Antonio *
27) UT Garage

Parking Lots

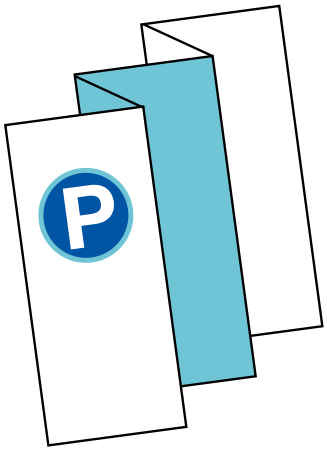
30) **
32) 1st & Trinity
34) 3rd & Congress
35) 3rd & Guadalupe
36) ** (5th & E.)
37) 4th & Congress
38) 4th & Lavaca
39) **
40) Post Office
42) I-35
43) **
44) **
45) **
46) 7th & San Jacinto
47) 7th & Congress
48) **
49) **
50) 8th & Trinity
51) **
52) 9th & Brazos
53) Court Lot - 510 W 11th
54) **
55) **
56) **
57) State of Texas

** Can NOT enter off street address*
*** NO name of facility*
COA = City of Austin operated parking facility

downtown parking cont.

tools

New Parking Identity for Downtown Austin



Identity carries through to brochures and maps

Parking Map page on the FIND AUSTIN website

Parking Lot page on FIND AUSTIN App.

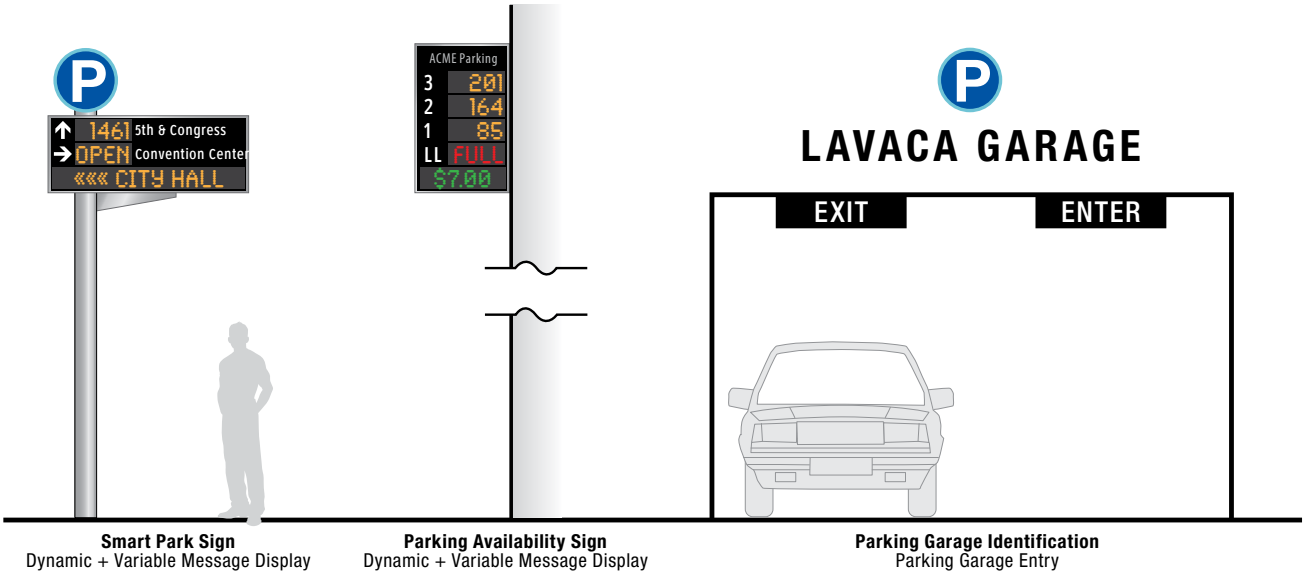
PARKING TOOLS

As outlined above our philosophy for parking is based in both promotion and function. Based on this, the following communication tools should be considered.

- Create a "PARK AUSTIN" logo and color palette that creates a recognizable identity across a variety of communication tools.
- Design a "PARK AUSTIN" brochure that can be printed or downloaded from the internet or onto a smart phone.
- Develop a mobile app that is tied into the electronic parking guidance system to offer real-time information.
- Utilize Electronic Guidance System with real-time parking vacancy information.
- Traditional static signage shall supplement the electronic sign program.

FIGURE 3.21

Electronic and static signage work in concert to direct drivers to available parking facilities.



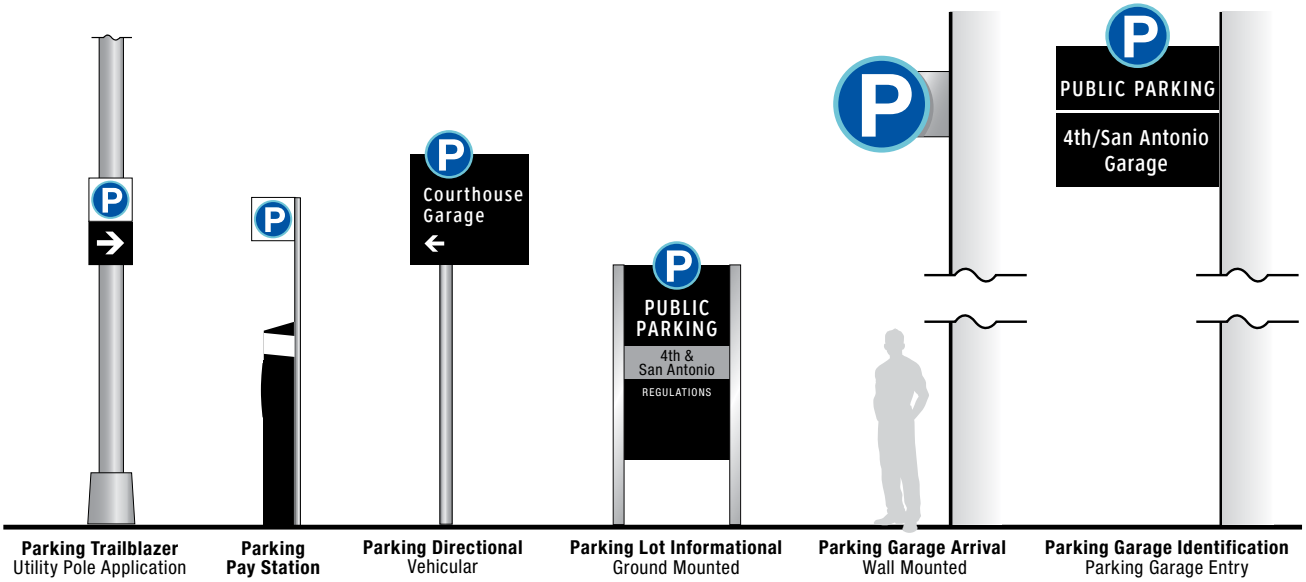
Smart Park Sign
Dynamic + Variable Message Display

Parking Availability Sign
Dynamic + Variable Message Display

Parking Garage Identification
Parking Garage Entry

Signage Sequence

NOTE: Signage type and placement will be based on overall strategy and field assessment



Parking Trailblazer
Utility Pole Application

Parking Pay Station

Parking Directional
Vehicular

Parking Lot Informational
Ground Mounted

Parking Garage Arrival
Wall Mounted

Parking Garage Identification
Parking Garage Entry

Signage Sequence

PRIORITY 1 — Expand the "P" identity through supporting marketing and other communication tools based on existing parking "P".

PRIORITY 1 — Develop a Parking Mobile App that can be expanded to include real-time information.

PRIORITY 5 — Through Public/Private partnership, expand electronic parking directional signs to include participating private lots - need list of Tier 1 candidates.

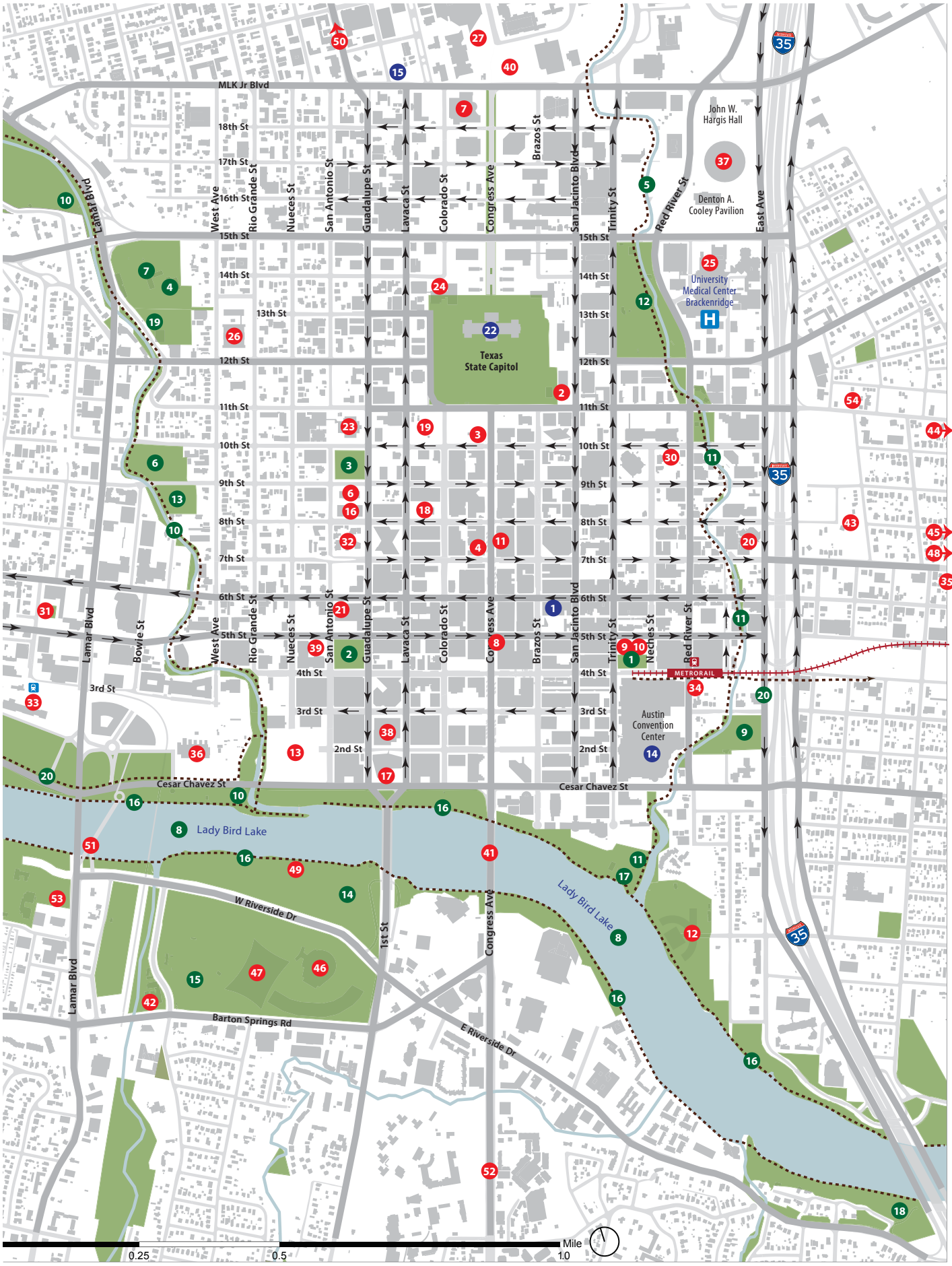
PRIORITY 2 — Install Electronic Guidance Sign System for City Hall and Convention Center garages. (Pilot Program).

PRIORITY 2 — Install a coordinated parking trailblazer system and static entry signs for parking facilities.

PRIORITY 3 — At parking entrances, identify lot with "P" and provide static information regarding destinations the lot serves.

FIGURE 3.22

Map of destinations being considered in the Downtown Austin Wayfinding System.



austin destinations

DESTINATIONS

VISITORS
1. Austin Visitors Center
2. Capitol Visitors Center
3. Old Bakery Visitor Information

ARTS and CULTURE
4. AMOA + ArtHouse
6. Austin History Center
7. Bob Bollock Texas State History Musuem
8. Mexic-Arte Museum
9. O. Henry House & Museum
10. Susanna Dickinson House & Museum
11. Paramount Theatre / Stateside at Paramount
12. Mexican American Cultural Center
13. Green Development
36. Seaholm Power Plant Development
37. Frank Erwin Center
38. Moody Theatre (Willie Nelson Statue)
54. African American Cultural & Heritage Facility

CONVENTION CENTERS
14. Austin Convention Center
15. AT&T Center at UT

GOVERNMENT
16. Central Library/ Faulk Library
17. City Hall
18. Federal Courthouse
19. Governor's Mansion
20. Municipal Court
22. State Capitol
23. Travis County Courthouse
24. Texas Supreme Court Historical Society
39. NEW Texas Federal Couthouse

HEALTHCARE
25. University Medical Center Breckenridge

SHOPPING DISTRICTS
2nd Street

6th & Lamar

South Congress

ENTERTAINMENT DISTRICTS
Rainey St District

6th St District

Warehouse District

W. 6th St District

HIGHER EDUCATION
26. Austin Community College
27. University of Texas - Austin
45. Huston Tillotson University - *off map*

HISTORIC and HERITAGE
30. German Free School
31. Treaty Oak
32. The Bremond Block

TRANSPORTATION
33. AMTRAK Station
34. MetroRail Downtown Station
35. Austin-Bergstrom International Airport - *off map*

ADJACENT ATTRACTIONS
40. Blanton Art Museum - UT
41. Congress Avenue Bridge / Ann Richards
42. Dougherty Arts Center
43. French Legation Museum
44. George Washington Carver Museum - *off map*
46. Long Center for the Performing Arts
47. Palmer Events Center
48. State Cemetery - *off map*
49. Stevie Ray Vaughn Memorial
50. The Drag - *off map*
51. Pfluger Pedestrian Bridge
52. South Congress
53. Zach Theater

PARK DESTINATIONS

SQUARES
1. Brush Square
2. Republic Square
3. Wooldridge Square

PARKS and RECREATION
4. Austin Recreation Center
5. Centennial Park
6. Duncan Park
7. House Park
8. Lady Bird Lake
9. Palm Park
12. Waterloo Park
13. 9th Street BMX Park
14. Auditorium Shores
15. Butler Park
17. WC Boathouse
18. Norwood Park
19. Skate Park

TRAILS
16. Lady Bird Lake Hike & Bike Trail
20. Lance Armstrong Bikeway
10. Shoal Creek Trail
11. Waller Creek Trail

terminologies
on vehicular signage

Typical width of vehicular sign

VISITOR INFORMATION
- Austin Visitors Center
- Capitol Visitors Center

CONVENTION CENTERS
- Convention Center
- ATT Center

HIGHER EDUCATION
- University of Texas-Austin
- Austin Comm. College
- Huston-Tillotson University

GOVERNMENT
- State Capitol
- Faulk Library
- City Hall
- Federal Courthouse
- Municipal Court
- Post Office
- Travis County Courthouse

ARTS and CULTURE
- AMOA ArtHouse
- History Center
- Bob Bollock Texas State History Museum
- Mexic-Arte Museum
- O. Henry Museum
- Susanna Dickinson House
- Paramount Theatre
- Mexican Amer. Cultural Center
- Project Green Development
- Seaholm Power Plant
- Frank Erwin Center
- Moody Theatre
- Austin Public Library

ADJACENT ATTRACTIONS
- Blanton Museum of Art
- Dougherty Arts Center
- French Legation Museum
- Carver Museum & Cultural Ctr
- The Long Center for the Perf Arts
- Palmer Events Center
- State Cemetery
- Zach Theather

DISTRICTS
- SOCO District
- 6th Street District
- West 6th District
- East Side District
- Red River District
- Warehouse District
- Judges Hill District
- Rainey Street District

PARKS and RECREATION
- Auditorium Shores
- WC Boathouse

BRIDGES
- Drake Bridge
- I-35 Bridge
- Lamar Bridge
- Pfluger Bridge

FREEWAY ACCESS

TRAILBLAZERS

Austin-Bergstrom Airport

FIGURE 3.23

The color of a destination denotes which destination tier it is part of. The higher the tier, the more wayfinding tools are used to direct visitors to that destination. (See chart at right.)

terminologies cont.
on pedestrian signage

VISITORS
- Austin Visitors Center
- Capitol Visitors Center

CONVENTION CENTERS
- Convention Center
- ATT Center

HIGHER EDUCATION
- University of Texas-Austin
- Austin Community College

GOVERNMENT
- Faulk Library
- City Hall
- Federal Courthouse
- Governors Mansion
- Municipal Court
- Post Office
- State Capitol
- Travis County Courthouse
- TX Supreme Court Hist Soc

ARTS and CULTURE
- AMOA ArtHouse
- History Center
- Bob Bolluck Texas St Hist Museum
- Mexic-Arte Museum
- O. Henry Museum
- Susanna Dickenson House
- Paramount Theatre
- Mexican American Cultural Ctr
- Green Development
- Seaholm Power Plant
- Frank Erwin Center
- Moody Theatre

ADJACENT ATTRACTIONS
- Blanton Museum of Art
- Dougherty Arts Center
- French Legation Museum
- Carver Museum & Cultural Ctr
- Huston-Tillotson University
- The Long Center for the Perf Arts
- Palmer Events Center
- State Cemetery
- Zach Theater
- The UT Drag
- Pfluger Pedestrian Bridge

PARKS and RECREATION
- Recreation Center
- Centennial Park
- Duncan Park
- House Park
- Skate Park
- Lady Bird Lake
- Palm Park
- Shoal Creek Greenway
- Waller Creek Greenway
- Waterloo Park
- Butler Park
- Norwood Park
- 9th Street BMX Park
- Auditorium Shores
- WC Boathouse

TRAILS
- Lady Bird Lake Trail
- Lance Armstrong Bikeway
- Shoal Creek Trail
- Waller Creek Trail

SHOPPING DISTRICTS
- 2nd St District
- 6th and Lamar
- Congress Ave District

DISTRICTS
- 2nd St District
- West 6th St District
- Congress Ave District
- Rainey St District
- SOCO District
- 6th Street District
- West End District
- East Side District
- Red River District
- Warehouse District
- Judges Hill District
- Uptown/Arts District

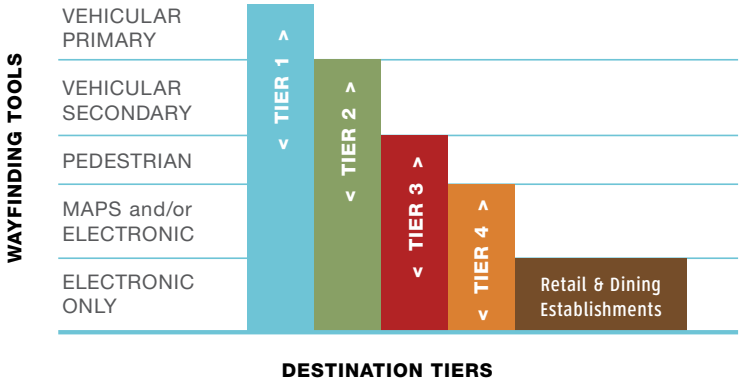
BRIDGES
- Congress Ave Bridge
- Drake Bridge
- I-35 Bridge
- Lamar Bridge
- Pfluger Bridge
- Anne Richards Bridge

SQUARES
- Brush Square
- Republic Square
- Wooldridge Square

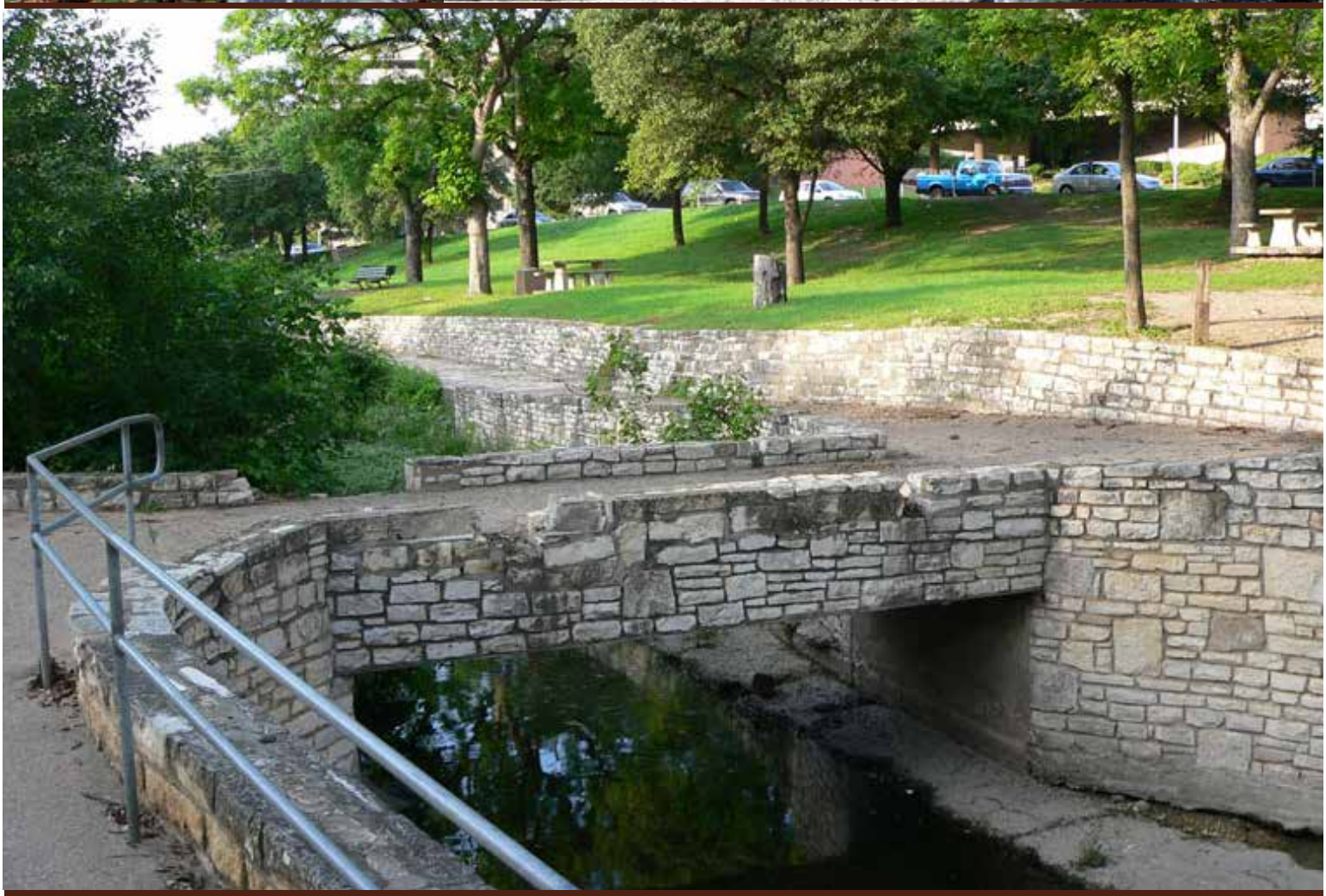
HISTORIC / HERITAGE
- German Free School
- Treaty Oak
- The Bremond Block

STATUES
- Stevie Ray Vaughn Statue
- Willie Nelson Statue
- Angelina Eberly

FIGURE 3.24
Tier Ranking System
(See strategy section)



Examples of various kinds of trail signage. Center: Waller Creek Trail



trails

Shoal Creek

The Austin trail system attracts between 7,000 – 10,000 people every day. The system is used by visitors and residents alike and is an integral part of the true Austin experience. Whether it's walking, jogging or a casual bike ride, the pedestrian trails and bicycle routes promote a healthy and open lifestyle.

The trails and creeks offer key transitions and connections to downtown Austin, and provide an oasis from the urban environment. Wayfinding along trails is less formal and information must be presented in a different manner than vehicular or even urban pedestrian information. The Downtown Austin Wayfinding Master Plan considers the following trail wayfinding issues and recommendations:

Trail Access: Many of the trails are below street grade and therefore remain hidden from view. These valuable resources can be better defined by providing a clearer identity and marking the points of entry.

Materials: The very inherent experience of the trails lends itself to inclusion of sustainable and natural materials. Wood, stone and naturally finished metals fit effortlessly into the environment, providing a unobtrusive object, but help to provide necessary information.

Technology: QR Codes, solar panels and text messaging information can minimize the size of signs, clean-up sign clutter and provide users with valuable information.

Trail Icon: Similar to the Parking icon, creating an identity that is part of the overall wayfinding design, but unique to the trails, will provide users an easy-to-identify symbol that can be communicated across a variety of tools (signs, maps, apps, brochures, etc.). The key locations will be at trailheads and access points where direction is needed to guide people "down" to the trails and along creeks.

There are a variety of sign types that can be incorporated along the trails that will help it connect to Downtown:

Trailheads: This information element can identify a trail, provide orientation through maps, and offer community information. There is also the opportunity to build technology and sustainable materials into the trailhead design.

Directional: Located at key decision points, these signs direct to nearby amenities, additional trails, and access points.

Regulatory: Posted throughout the trails at locations where required or determined appropriate, the City may communicate regulatory information related to rules, instructions, restrictions, and/or safety issues.

Informational Signage: Public posting about upcoming events, construction projects, or general community information can be posted at key gathering points. Additional signage can be placed at specific areas that require communication.

Fitness Markers: Whether it is a simple mile marker, coordinated fitness trail or fact about calories burned, these types of signs provide another layer to your trail experience by informing and educating users.

Emergency Services: Safety is a primary concern along all trails and providing elements and messages that establish orientation and position along a trail is critical to ensuring information reaches emergency services.

Interpretive: This sign type can offer historical information about a site, botanical facts, or promote environmental initiatives.

Donor Recognition: This can be established as a formal Capital Campaign or as ongoing recognition of friends of the trail. Common elements utilized in trail recognition programs include pavers, naming areas, trail furniture planting areas (i.e. benches), etc.

PRIORITY 4 Prepare full design and specification guidelines for a comprehensive trails/wayfinding system.

PRIORITY 5 Through a strategic phasing plan implement the signage, first in pilot areas, then throughout the entire trails system.


6ixth
6ixth
STREET · AUSTIN
SIXTH STREET
HISTORIC DISTRICT
N. I - 35
(EAST AVE.)
600
E. 6 TH STRE
SIXTH STREET
HISTORIC DISTRICT
(PECAN ST.)

banners

banner strategy

A Downtown Austin Banner System can market non-profit groups, promote events, identify districts or provide confirmation to visitors that they are traveling in the correct direction.

A coordinated Banner Program requires consistent design standards, material specifications and a management process. However, there should be sufficient flexibility for established and emerging districts to utilize the Banner System as a tool for branding themselves as a unique destination.

A Downtown Austin Banner System would:

- Define the Downtown area and districts
- Support wayfinding
- Promote Downtown as a vibrant and active environment
- Market various Downtown events, activities and attractions
- Communicate a welcoming and celebratory message to visitors
- Offer opportunities for public/private/local artist partnerships

Explore current banner program and make recommendations for the following:

- Transportation will have the prime responsibility for the banner program.
- Identify which areas, districts, zones and streets may receive banners.
- Develop an inventory of the poles where banners can be placed.
- Establish policies, eligibility and application processes.
- Provide design guidelines and a review process.
- Determine technical specifications, sizes, materials and hardware that will be required.
- Identify a funding strategy and fees.
- Include local art component.

The following organizations are typically eligible for banners opportunities:

- Educational facility or other non-profit groups based in Downtown.
- Groups hosting an event or convention at the Convention Center.
- City-wide special events or activities open to the public occurring in Downtown.
- Any entity wishing to promote an event, exhibit or celebration of civic interest.

The intent of a Downtown Austin Banner system is to improve the aesthetic appearance of the Downtown urban environment. The purpose is not to advertise private businesses or to sell merchandise, products or services, but to promote; community activities, Downtown institutions, and achievements of the City of Austin.

PRIORITY 1 Establish Banner System at the E. 7th Street Gateway.

PRIORITY 1 Design and install district banners for W. 6th Street, SoCo, and Red River Districts.

PRIORITY 1 Create an opportunity to include local artists in the designs of banners.

interpretive

Examples of Audio Tour signage and Interpretive signage

While gateways make large statements about arriving to a city and directional signs provide a functional necessity, interpretive information provides a more personal experience for visitors, helping them to understand the roots, culture and character of a city, district or destination.

Austin offers such a diverse experience, that topics and educational opportunities can reflect a full range of interesting subjects. Themes and storylines that can be considered include; Local History, Environmental Issues, Music, Sustainability Initiatives, State Government Facts, Architecture, Fitness/Active Lifestyle and Education. This information can be communicated through a variety of tools.

Interpretive Signs
These static and/or electronic elements tell the story of the place through images, graphics, text and sometimes audio. The signs may be placed as an organized tour, adjacent to key sites or dispersed along a trail.

Cell Phone Audio Tour
A visitor may utilize their cell phone and access a self-guided audio tour around Downtown. Simply dial into a pre-recorded message system to receive historical information, news about sustainable initiatives or local fun facts. The system can also inform visitors about shopping and dining opportunities that are nearby their current location.

QR Codes
These scannable tags can be included on static signs and connect the user to a website or PDF document via their smart phone. This enables the host to update information easily, without having to reconfigure or replace an expensive sign.

Incorporating these types of elements into the wayfinding system can help create a sense of place, promote heritage and historical tourism as well as promote and reinforce the identity and character of Downtown Austin.

PRIORITY 2 Establish Mexican/American Heritage Corridor on 5th Street as Pilot Program.

PRIORITY 4 Prepare full design and specification guidelines for a comprehensive interpretive wayfinding system.

PRIORITY 5 Through a strategic phasing plan implement the interpretive system signage, first in pilot areas, then throughout the entire downtown.

FINAL DRAFT
No.1

interpretive

information hubs

FIGURE 3.25

At key gathering points information hubs can be established to communicate wayfinding information. A variety of elements can be utilized and different types of information can be displayed.

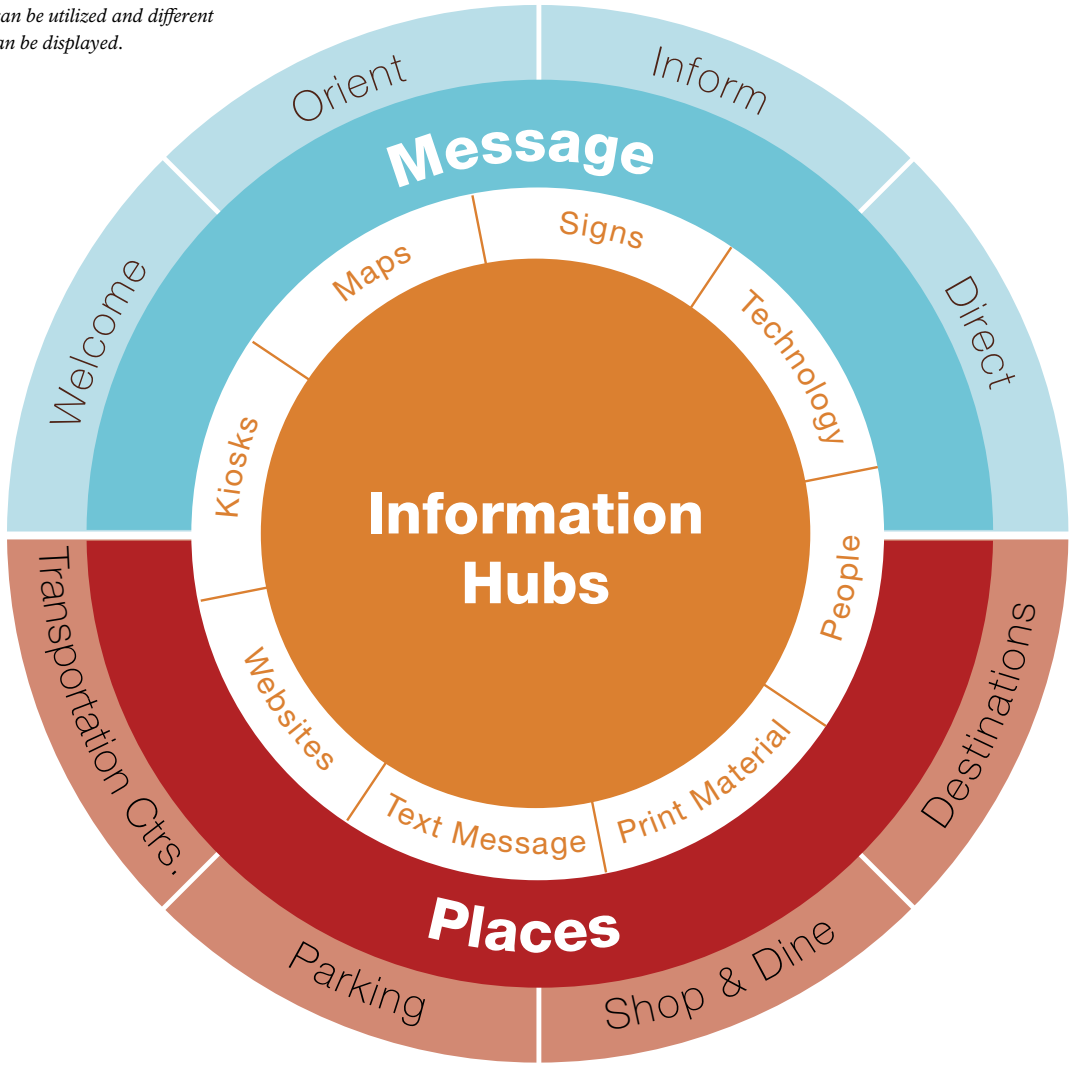
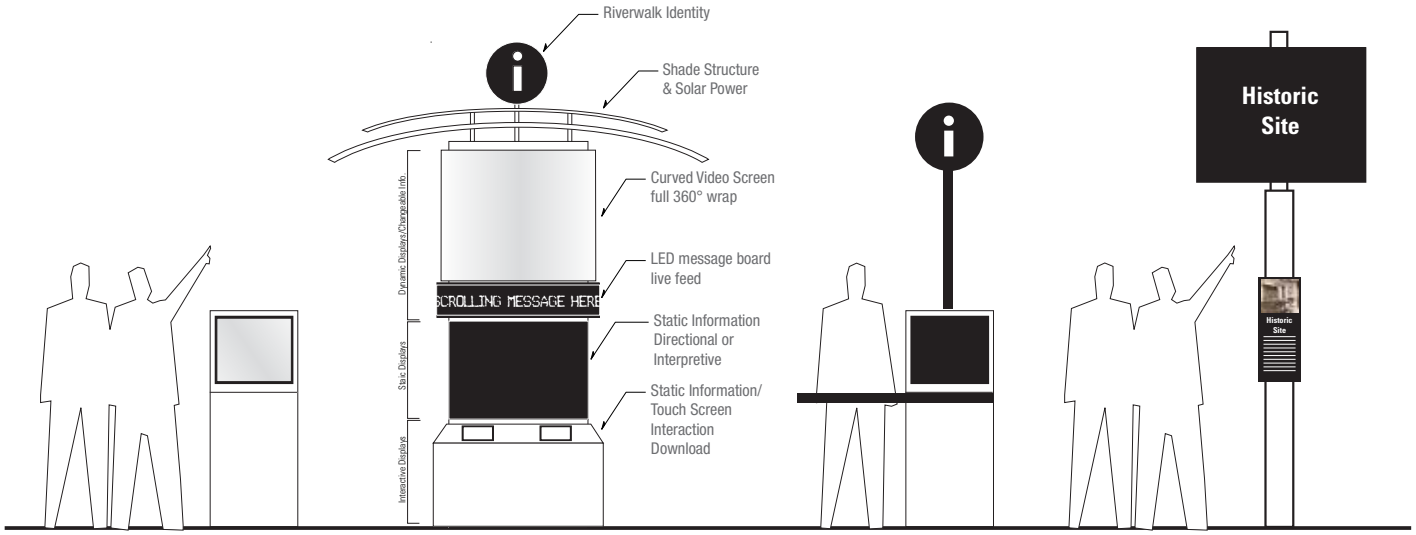


FIGURE 3.26

Generic Menu of Sign Types: Information Hubs



INTERACTIVE STATION

Contains downloadable content, internet access, reservation making capability, printable information, shopping and dining, etc.

POSSIBLE LOCATIONS:
- Visitors Center (6th Street)
- Capitol Visitor Center
- Airport
- Hotels
- Old Bakery
- 2nd Street near City Hall

TECHNOLOGY KIOSK

Landmark technology element that can contain video, real-time information and event promotion. It could also include downloadable information.

POSSIBLE LOCATIONS:
- Convention Center
- Old Bakery
- Zilker Park
- University of Texas (Visitor Center)

Static kiosks should be considered at these locations if funding does not allow for a technology element.

AMBASSADOR KIOSK

Professional greeter provides personal contact and info, printable information, brochures, maps, shopping and dining, etc.

POSSIBLE LOCATIONS:
- Convention Center
- Congress Avenue

INFORMATION PANEL

Contains text messaging/ internet links, interpretive information, destination information and advertising.

POSSIBLE LOCATIONS:
To be determined

PRIORITY 2 — Locate kiosk at Old Bakery.

PRIORITY 4 — Identify pilot areas and install various hub elements.
Areas to consider include: Convention Center, Visitor Center, Airport and UT.

PRIORITY 5 — Based on prototypes, determine additional potential sites.
** In addition to fabrication and content, software and infrastructure will have to be established.*

connections

Wayfinding systems present the opportunity to connect districts, destinations and people. Whether the connection is a strategic cross-marketing effort between multiple attractions, a common visitor activity that links two destinations or an unplanned encounter while exploring Downtown – connections are a powerful marketing tool that can present a positive experience in a city while also increasing local revenue.

By promoting connections, the wayfinding system allows visitors to discover the varied amount of destinations in Downtown Austin and encourages them to stay longer to explore them. This connection strategy helps to improve the overall experience of a visitor, promoting a positive image, favorable word-of-mouth and social media effect. Ultimately this leads back to increased overnight stays and return visits as described in Section 1.6.

The diagram to the right provides a graphic hierarchy of some of the connections that were identified by various stakeholders throughout the interview process. This information will be utilized during the planning stages to help identify and reinforce routes between individual attractions and identify opportunities to promote destinations, activities and events through various graphic and electronic tools.

CONNECTIONS DIAGRAM

Through interviews with stakeholders formal and informal connections (at right) were identified.

This information will help during the programming phase of work to establish paths and signage placement between destinations that are “connected”.

These connections can also be made through other wayfinding tools, like technology, brochures, and maps.

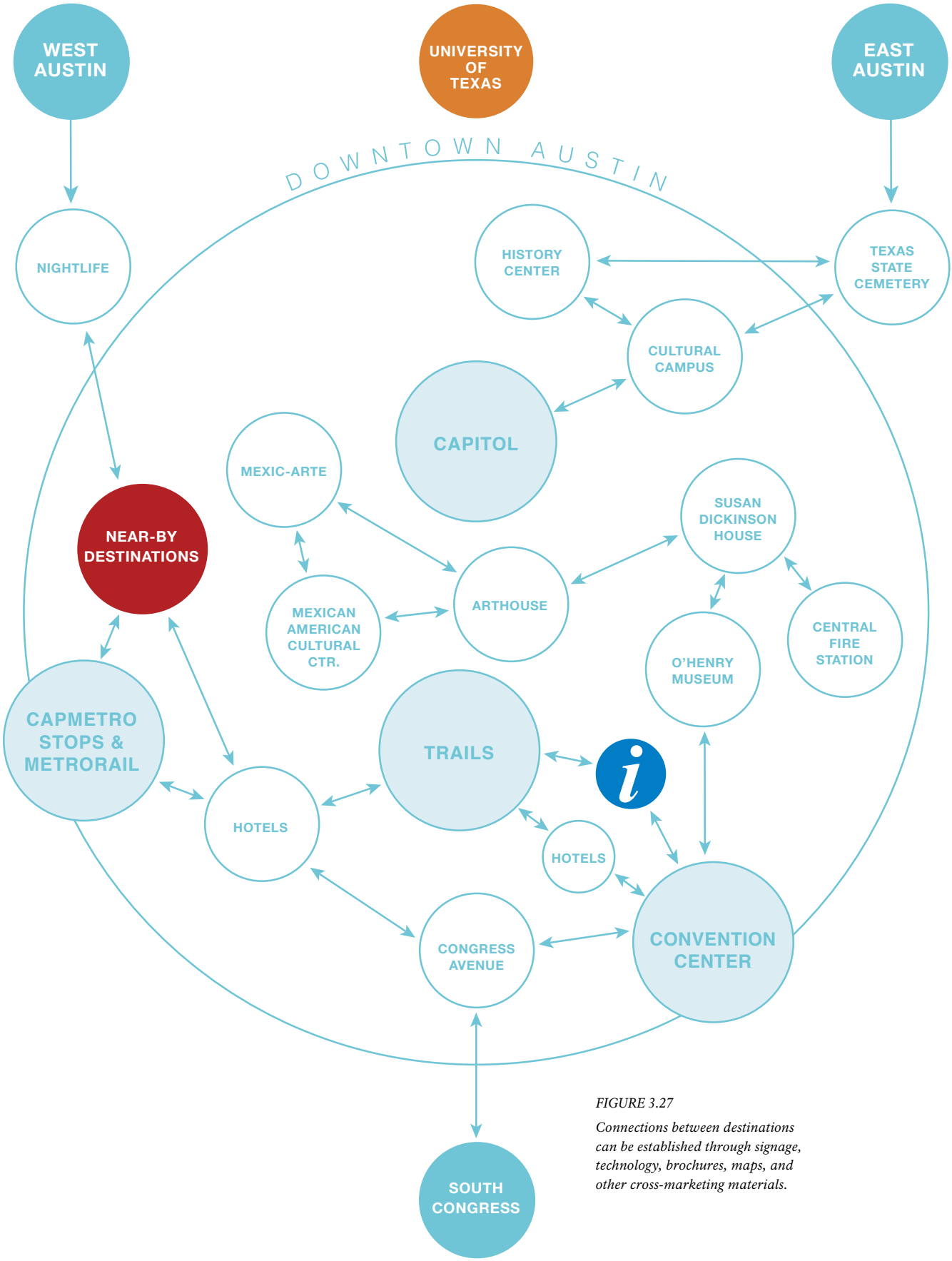


FIGURE 3.27

Connections between destinations can be established through signage, technology, brochures, maps, and other cross-marketing materials.

FIGURE 3.28
Departure Routes

departure routes

Departure routes are equally important as arrival routes and when possible they should use the same paths and exit points.

VEHICULAR DEPARTURE

It's not always possible for arrival and departure routes to be the same because of one-way streets, no left turns and other traffic regulatory issues. This can confuse a visitor and present an intimidating experience when in an unfamiliar city.

The ability to find one's way easily to the nearest highway, major roadway or bridge will provide a more complete and pleasant user experience.

The system will add directional information to I-35, the bridges and major thoroughfares through the use of icons and messaging.

Any additional interstate trailblazer signs should be coordinated through the Texas Department of Transportation.

PEDESTRIAN AND TRANSIT DEPARTURE

Pedestrian signs should direct back to major parking facilities, public transportation stops, and adjacent neighborhoods. The inclusion of travel distance and the use of universal icons will help present departure information in a clear and consistent manner.

Clockwise:
UT football games, SXSW, Bike Races,
Protest Marches, Roadwork detours,

event & temporary signage

event & temporary signage

Annually, the City of Austin holds more than 120 events Downtown. This requires coordination of traffic, safety and wayfinding information to communicate a variety of messages to the public, including event information, temporary changes to traffic patterns, street closures, parking information and emergency information.

Within the context of an urban wayfinding system, it is best to communicate temporary information as a separate layer from the permanent wayfinding system elements, rather than trying to mix messages or create an interchangeable system.

In the scope of the wayfinding system, several tools and coordination efforts can be incorporated to assist the City in delivering this information.

Dynamic Message Signs (DMS)
The city has installed a series of dynamic message boards to inform drivers of information related to Downtown events and traffic. This information appears as you approach Downtown and prepares the driver to make decisions relative to their journey or alerts them of a particular traffic situation. This type of signage that is located Downtown, can also assist with parking or visitor information.

Typically these signs are limited to transportation and safety related messages. Promotional or advertising information is prohibited.

This Downtown Austin Wayfinding System can also be supported by additional temporary DMS signs that can be placed on an as-needed basis, based on significant or longer term changes in traffic patterns.

Temporary Signage (Static)
The sign menu includes the design of standardized temporary signage elements that can be utilized by the Transportation Department and/or Police Department. This "sandwich board" configuration should be designed to match the wayfinding system. This communicates that these signs are part of the overall wayfinding system, allows visitors to anticipate the information along their route and presents the permanent and temporary signs as an organized effort. Reference the generic menu of sign types on pages 3.70 and 3.71.

Some signs can be produced with standardized messages for select destinations. These would be used primarily for situations when the traffic patterns have changed from the day-to-day routing established by the wayfinding system to a temporary route based on a specific event, construction project, or other unique circumstance.

Destinations that may be considered within a standardized sign message may include:

City Hall
Parking
Convention Center
Congress Avenue
Visitors Center
State Capitol
University of Texas Sporting Events
I-35

A similar sign type could be developed with changeable message information.

Temporary signage, both electronic and static, typically requires a greater level of day-to-day coordination. Currently the Austin Transportation Department manages the administration of these types of signs including request, deployment, retrieval, and maintenance of the signs.

Banners may also be used to communicate information about an event and are typically utilized primarily as a promotional tool. See section 3.58 of this document for a more detailed description of banner use and guidelines.

generic menu of signs

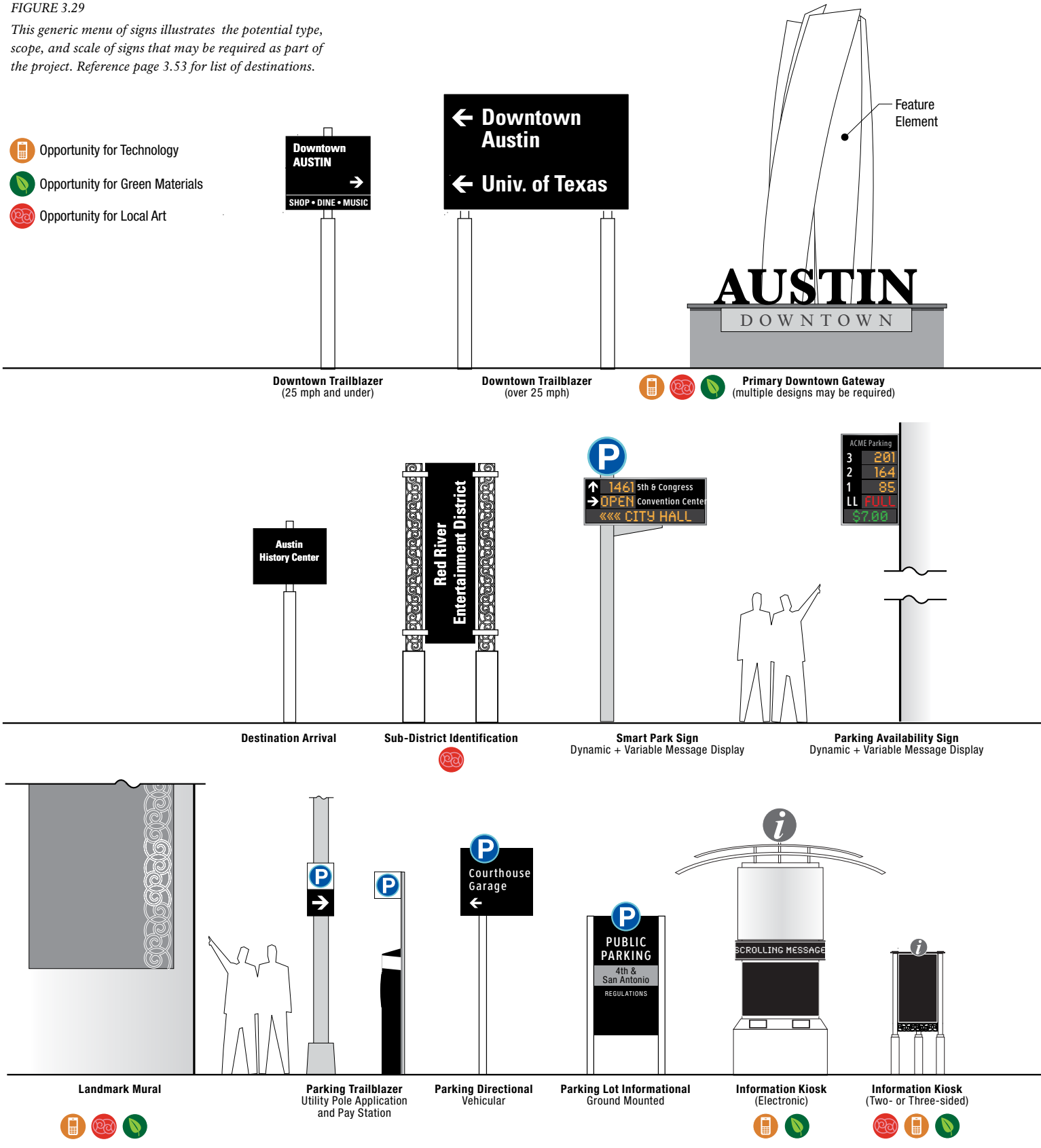
FIGURE 3.29

This generic menu of signs illustrates the potential type, scope, and scale of signs that may be required as part of the project. Reference page 3.53 for list of destinations.

Opportunity for Technology

Opportunity for Green Materials

Opportunity for Local Art



Downtown Trailblazer
(25 mph and under)

Downtown Trailblazer
(over 25 mph)

Primary Downtown Gateway
(multiple designs may be required)

Destination Arrival

Sub-District Identification

Smart Park Sign
Dynamic + Variable Message Display

Parking Availability Sign
Dynamic + Variable Message Display

Landmark Mural

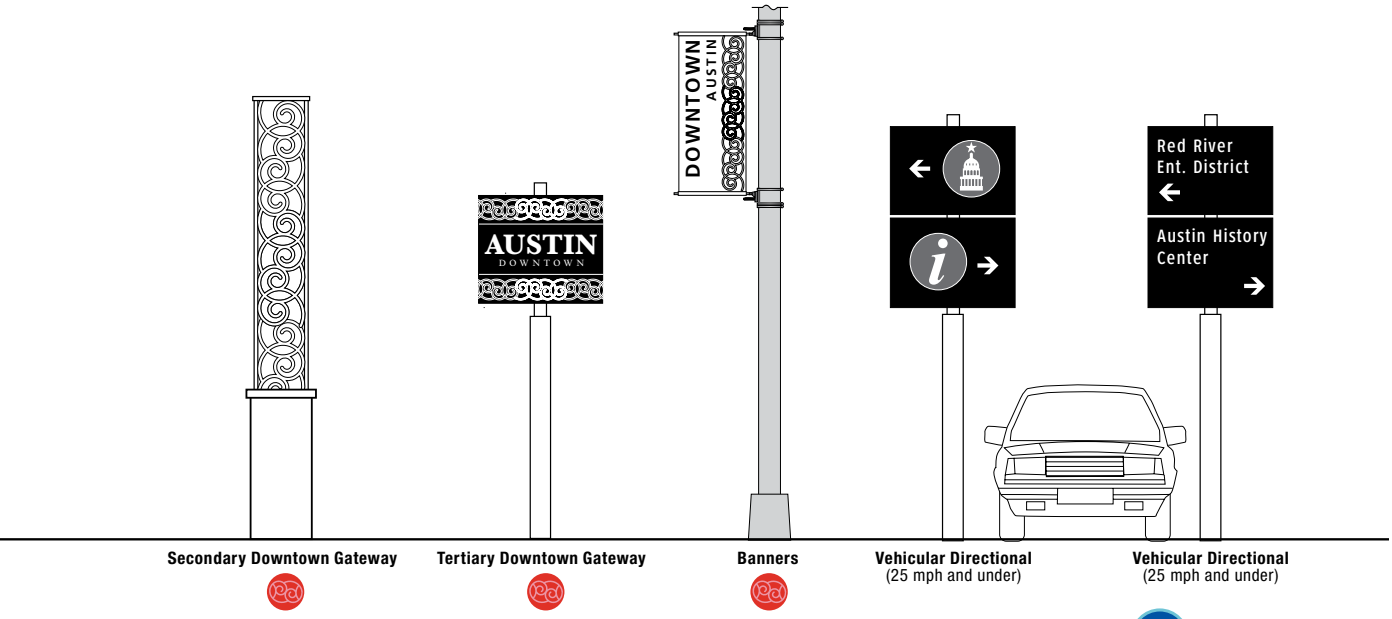
Parking Trailblazer
Utility Pole Application and Pay Station

Parking Directional
Vehicular

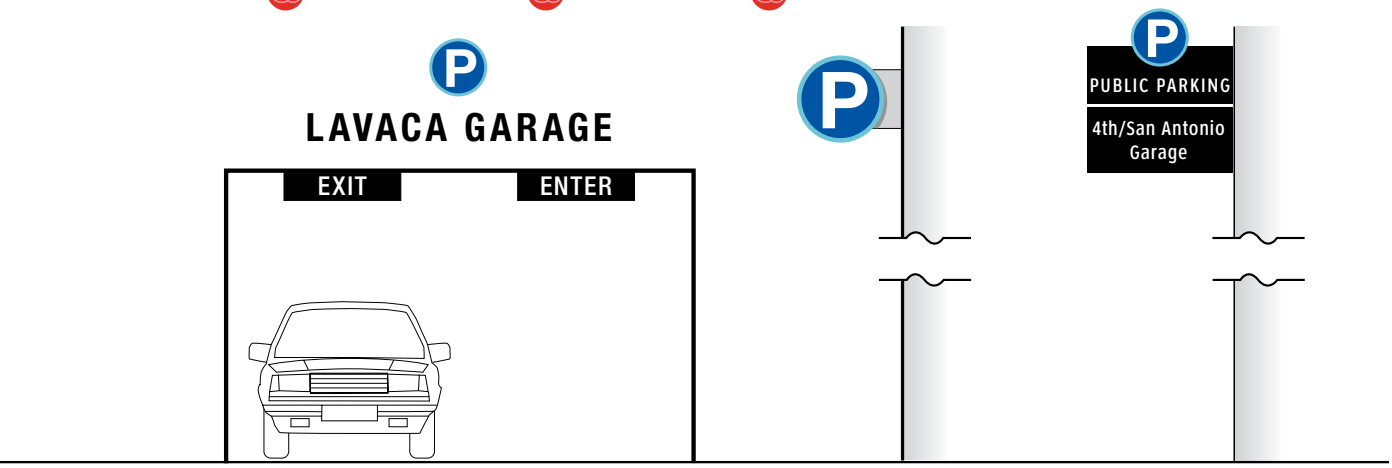
Parking Lot Informational
Ground Mounted

Information Kiosk
(Electronic)

Information Kiosk
(Two- or Three-sided)



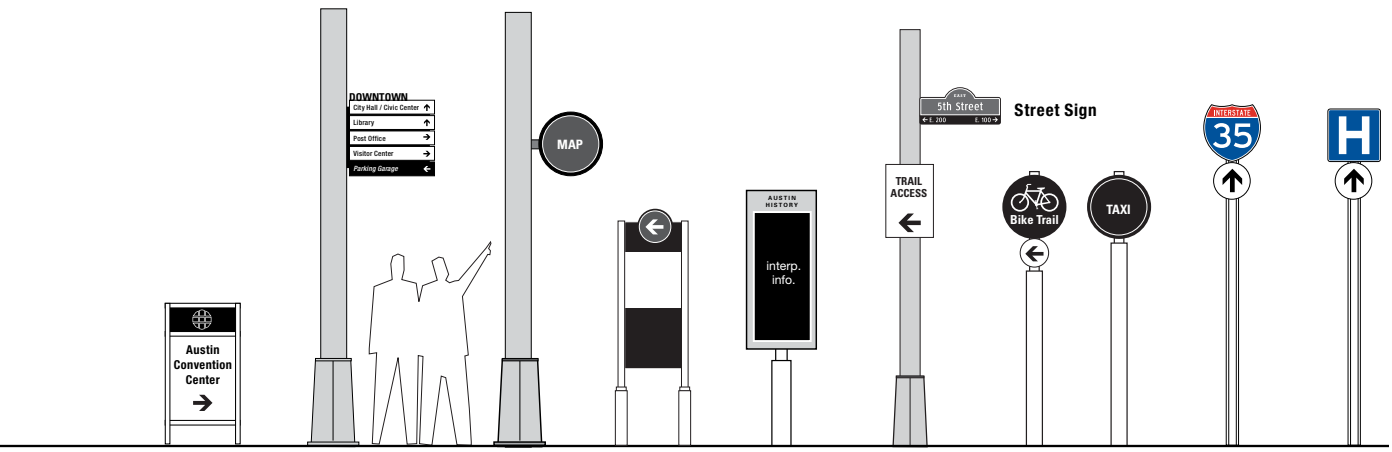
Secondary Downtown Gateway | **Tertiary Downtown Gateway** | **Banners** | **Vehicular Directional** (25 mph and under) | **Vehicular Directional** (25 mph and under)



Parking Garage Identification
Parking Garage Entry

Parking Garage Arrival
Wall Mounted

Parking Garage Identification
Parking Garage Entry



Street Sign

Temporary Sign
(Sandwich Board)

Pedestrian Directional

Orientation Map

Pedestrian Directional

Interpretive

Trail Access

Bike Trail

Taxi Stand

Departure Trailbazers

Service Trailbazer


OBEY
OBEY
OBEY
OBEY

FINAL DRAFT
No.1

section 4
strategies

4.3 System Identity & Outreach
4.4 Criteria for Inclusion
4.8 Criteria Ranking Test
4.10 Sustainability
4.14 Accessibility
4.16 Management & Maintenance
4.20 Current Sign Inventory
4.22 Summary of Priorities
4.24 Phasing Plan
4.26 Measurements

FIGURE 4.1
Austin Wayfinding System Identity

system identity & outreach

Examples of how the system identity will be used.

The wayfinding system will establish a unifying graphic language across a wide variety of communication elements in Downtown Austin. Further awareness of the system can be achieved by creating a memorable identity for the overall Downtown Austin Wayfinding system. This will establish the wayfinding system as a helpful tool that presents Austin as an organized, thoughtful and welcoming city.

The system identity will be used to "market" the wayfinding system beyond functional wayfinding elements. It will establish an awareness of the wayfinding system prior to arriving in Downtown, in addition it will provide opportunities to build recognition through cross marketing partnerships and stakeholders through their individual communication tools, such as websites, visitor brochures, parking information and special event materials.

Partners may include University of Texas, Capitol Metro, Austin Convention Center, Austin Convention and Visitors Bureau and various City Departments.

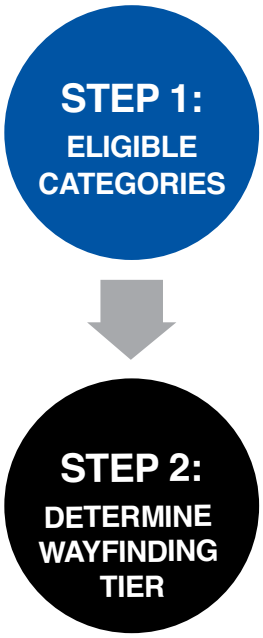
FIND AUSTIN is the working title for the wayfinding system (further discussion required). The identity represents an abstracted graphic of Downtown Austin's physical layout, which introduces and reinforces the cognitive mapping principal that is at the core of this system. It also familiarizes the viewer with the orientation of Downtown (Congress as a spine, the State Capitol to the North and Lady Bird to the South).

The character of the logo graphic is unique to Austin. It reflects the symmetry and formality of the Capitol. By configuring it on a diagonal, Downtown's true north orientation, it expresses the off-beat and creative spirit of the Austin culture.

criteria for inclusion

The Downtown Austin Wayfinding System looks to include a variety of destinations. The following Criteria Ranking System provides guidelines in determining which type of destinations qualify and what types of wayfinding tools they may be listed on.

2 STEP INCLUSION PROCESS:
Listed below is a two-step process for determining whether or not a particular destination is eligible for inclusion in the Downtown Austin Wayfinding System Program.



● STEP 1: ELIGIBLE CATEGORIES
Destinations must fall under one of the following categories and meet the criteria established.

100. COMMERCIAL ATTRACTIONS

101. Arboreta and Botanical Gardens: A place where a wide variety of live plants are cultivated for scientific, education, and ornamental purposes, often including a library, an herbarium, greenhouses, laboratory spaces, and open grounds. These are facilities with a reasonable guarantee of permanence, and where adequate labeling of plants is common and proper documentation of the collection takes place. Must have facilities that are open to the general public.

102. Breweries: A licensed site which shall be open to the general public for tours, tasting and sales, a minimum of 1,500 hours per year, and provide an educational format for informing visitors about beer and beer processing.

103. Caverns and Other Unique Natural Areas: A naturally occurring area or site of interest to the general public. Such areas may include caverns, waterfalls, caves, or special rock formations.

104. Specialty Shopping Centers: A group of 12 or more specialty shops (antique, craft, outlet, farmers' market, etc.) retail stores, and restaurants with ample parking facilities. Specialty shops must offer goods or services of interest to tourists and that derive the major portion of their income during the normal business season from motorists that do not reside in the immediate area. The goods or services shall be readily available to tourists, without the need for scheduling appointments or return trips.

105. Wineries: A licensed site, which produces a maximum of 200,000 gallons of wine per year. Winery shall maintain a minimum of 3000 vines or five acres of vineyard on site. Winery must be open to the general public for tours, tasting and sales a minimum of 1500 hours per year, and provide an educational format for informing visitors about wine and wine processing.

106. Zoos, Zoological Gardens, Animal Parks and Aquariums: A place where animals, reptiles or fish are kept, often indoor and outdoor spaces. The facility must have spaces that are open to the general public.

200. COMMUNITY DESTINATIONS

201. Business Districts: An area within a city or borough which is officially designated as a business district by government officials.

202. Courthouses/Government Buildings: A public building, structure, or complex used by a federal, county, state or municipal government for the purposes of convening official legal activities and that is open to the public.

203. Fairgrounds: Includes county and state fairgrounds.

204. Military Bases: A facility operated by the State or Federal government for training or support of military troops, or for maintaining and storing military equipment.

205. Shopping Centers – Neighborhood: A group of 15 or more shops, retail stores, or restaurants usually concentrated within a neighborhood, often at a corner, that functions as the node or nucleus of the neighborhood(s) surrounding its location.

206. Shopping Districts: A group of 30 or more shops, retail stores, or restaurants usually grouped along a street or within a neighborhood typically spanning two or more contiguous blocks.

207. Neighborhoods: A residential community which is organized in a formal association that meets a minimum of 4 times a year. A residential neighborhood that is organized under a formal adopted plan or neighborhood association that meets four times a year. Neighborhoods receive only an Arrival ID sign, no directional signage.

300. CULTURAL/INSTITUTIONAL

301. Arenas: Includes stadia, auditoriums and civic or convention centers.

302. Colleges or Universities: An educational institution that is nationally accredited, grants degrees at the associates, bachelor, professional, masters, and/or doctoral levels, and that has a physical campus of at least 5 acres. *(Campus signage is the responsibility of the destination.*

303. Hospitals: An institution providing primary health services and medical or surgical care to persons, primary inpatients, suffering from illness, disease, injury, deformity and other abnormal physical or mental conditions. The facility must have 24-hour emergency care with a doctor on duty at all times. *(Campus signage is the responsibility of the destination.)*

304. Institutions: A center operated by a municipal, county, state, or federal government unit that is open to the public.

305. Libraries: A repository for literary and artistic materials, such as books, periodicals, newspapers, recordings, films, and electronic media, kept and systemically arranged for use and reference operated either by the City of Austin or by a non-profit organization. Private Media outlets (e.g. Book Stores, Best Buy, etc.) do not qualify under this definition.

306. Museums: A facility in which works of artistic, historical, or scientific value are cared for and exhibited to the General public. *(Campus signage is the responsibility of the destination.)*

307. Observatories: A facility designed and equipped to observe astronomical, meteorological or other natural phenomena.

308. Theatres, Performing Arts, and Concert Halls: Any not-for profit facility used for the public's enjoyment of the performing arts that has a minimum occupancy capacity of 200 people and associated parking.

400. HISTORICAL/ARCHITECTURAL

401. Historic Sites: A structure or place of historical, archaeological or architectural significance listed on or eligible for listing on the National Register of Historic Places maintained by the U.S. Department of Interior or otherwise designated by the City of Austin. The site must be accessible to the general public and provide a place where visitors can obtain information about the historic site.

Historic Sites may include the following types, provided they meet the above criteria:

- Houses
- Commercial buildings
- Farms, farmsteads and barns
- Religious sites, places of worship, cemeteries and monuments
- Bridges
- Bayous
- Railroad Stations
- Waterbodies

402. Historic Districts: A district or zone listed on or eligible for listing on the National Register of Historic Places maintained by the U.S. Department of Interior or otherwise designated by the City of Austin. Historic districts may provide the general public with a single, central location such as a self-service kiosk or welcome center, where visitors can obtain information concerning the historic district.

Historic Districts may include, but not be limited to, the following:

- Historic residential streets
- Shopping streets and districts
- Courthouses and public buildings
- Landmarks
- Buildings of architectural, design, or artistic merit

403. Architectural Districts: A district or area that has a significant concentration of buildings that are exemplary examples of a particular architectural style as determined by the City. Often architectural districts may be the focus of walking or motor tours.

500. RECREATIONAL

501. Beaches, Piers & Waterfronts: Areas with access to and views of the rivers, streams, and lakes which are recognized by the City, county, or state as having significant recreational or cultural value and are open to the public a minimum of 180 days per calendar year.

502. Boat Launches: A public facility for the launching of boats and parking of motor vehicles and trailers.

503. Canoeing, Rafting, and Kayaking: Public areas with established canoeing, rafting, and/or kayaking facilities. Individual private facilities are not eligible for signage.

504. Golf Courses: A golf facility open to the public and offering at least nine (9) holes of play. Miniature golf courses, driving ranges, chip and putt-putt courses, and indoor golf shall not be eligible.

505. Hiking and Biking Trails/Routes: Areas designated for recreational hiking, biking, walking, etc. which are publicly accessible, and owned and maintained by either the Local or County government or the State Department of Conservation and Natural Resources, or non-profit organizations. Signs will only be installed at locations that direct the motorist to an established trailhead with parking facilities.

506. Hunting and Fishing Areas: Areas so designated and under the jurisdiction of the State Department of Agriculture and Consumer Services, Department of Environmental Protection, or the Texas Department of Fish and Game.

507. Parks: National, State, Regional and Forests: An area so designated and under the jurisdiction of the state Department of Natural Resources, State Historical Commission, National Park Service, U.S. Department of the Interior, county government, or non-profit organization with facilities open to the general public.

508. Parks – County: An area so designated and under the jurisdiction of the Austin County government with facilities open to the general public.

509. Parks – City: An area so designated and under the jurisdiction of the City of Austin with facilities open to the general public and with enough amenities that its appeal is broader than a particular neighborhood or singular district.

510. Sports Facilities: Regional (multi-jurisdictional) facilities such as minor league and little league baseball fields, youth athletic fields, BMX courses, skateboard parks, etc. *Recreational fields associated with K-12 schools are not considered a part of this system.*

600. TOURIST SERVICES

601. Scenic Overlooks: An area, usually at the side of the road, where persons can observe a scenic area such as significant geology, unique botanical resources, or across expanses of land or water.

602. Visitor Information Centers: A facility where the primary purpose of its operation is to provide information and tourist supportive services. Adequate parking must be provided to support such center.

700. TRANSPORTATION

701. Airports: A public use facility licensed by the TxDOT Right-of-Way (ROW) for landing and takeoff of aircraft and for receiving and discharging passengers and cargo. *(Airport site signage is the responsibility of the destination.)*

702. Heritage Roads, Historic Routes and Trails: A road, trail, or route designated by TxDOT Right-of-Way (ROW), United States Department of the Interior, or other Federal agency as being part of a national or state recognized historic or heritage park/trail system. Bike paths are not eligible for signage under this system.

703. State Highways: A state designated, limited access highway.

704. Parking Lots, Garages & Decks: A parking facility for public parking. These include all City or privately owned lots. Fees may or may not be charged for parking.

705. Water Tours: A guided tour on a body of water using a passenger-carrying vessel with access to a docking facility and adequate legal parking.

● STEP 2: DETERMINE WAYFINDING TIER

To determine the destination's tier it must be ranked using the objective criteria outlined below.

The Criteria Ranking System sets up a tiered system with specific attributes aimed at determining which Wayfinding tools are appropriate for a destination. The Criteria Ranking System begins with Tier 1, the most visible and highly prescriptive of the Wayfinding tools (i.e. vehicular signage with specific type face and message requirements) and moves down to destinations that can be accommodated by more general wayfinding tools such as pedestrian signs, orientation maps, websites, and brochures.

Once a destination is determined to fall into a particular Tier, that destination is eligible for wayfinding prescribed in that Tier and all subsequent Tiers. For example, destinations eligible for Tier 2 wayfinding are also eligible for Tiers 3 and 4, but not Tier 1. Please note that privately owned and maintained entities are not eligible for inclusion in the Tier system. Destinations with an associated Visitor's Center are automatically included.

TIER 1: Vehicular Signs/ Primary

These are identified as major destinations and receive directional information to their locations on vehicular signs from a large radius throughout downtown and its major routes. These destinations are typically nationally recognized or serve a primary visitor function (i.e. visitors center or convention center). These destinations also typically have a designated parking facility or significant accessible parking nearby.

(Must meet 6 out of 7 criteria attributes listed below)

- ☐ Nationally Recognized Destination
- ☐ Governmental, Historical, or Culturally Institution
- ☐ Greater than 50,000 visitors per year
- ☐ Open a minimum of 48 hours per week.
- ☐ Open 12 months a year
- ☐ Includes a Visitor Information Center or Manned Kiosk
- ☐ Majority of Visitors not local to Austin MSA

TIER 2: Vehicular Signs/ Secondary

This tier of secondary destinations receive directional information to their destination on vehicular signs from a smaller radius surrounding their locations. Typically this is limited to the decision points located closest to the point of interest. These are generally recognized destinations that have access to public parking nearby.

(Must meet 3 out of the 4 attributes listed below)

- ☐ Regionally Recognized Destination
- ☐ Greater than 10,000 visitors per year
- ☐ Open at least 40 hours per week
- ☐ Open at least 9 months out of the year

*Bridges accommodating motorized vehicles are automatically included in Tier 2.

TIER 3: Pedestrian Signs

Destinations included at this level receive directional information to the destination on pedestrian signs. Information directing to their destination is generally placed within a 5-10 min walking distance. Destinations limited to this tier are primarily access via non-motorized vehicles or offer non-motorized activity (i.e. trails, skate park, BMX park). These destinations are generally local attractions or activities.

(Must meet 2 out of the 2 attributes listed below)

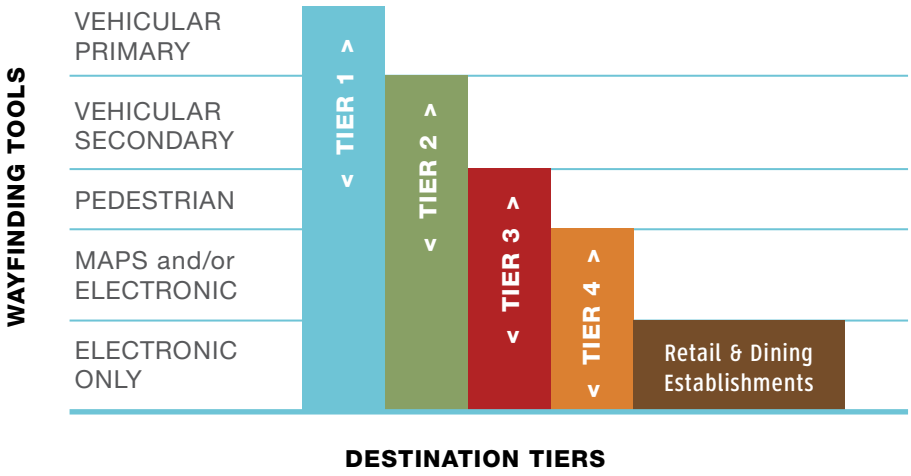
- ☐ Locally Recognized Destination
- ☐ Primarily accessed via non-motorized vehicle

*Bridges accommodating only non-motorized vehicles are automatically included in Tier 3.

TIER 4: Maps and/or Electronic

This tier captures a variety of public entities or amenities that do not meet the attributes outlined in Tier 1 through 3.

FIGURE 3.24
Tier Ranking System



sustainability
transportation

Wayfinding systems can offer the opportunity to reduce the negative impacts that the built environment and transportation can have on our communities.

Through a variety of opportunities wayfinding can have a positive effect on our environment.

Promote Public Transportation
Wayfinding systems promote the use of sustainable transportation methods by communicating information that encourages the use of bicycle paths, pedestrian walkways and public transportation. Wayfinding systems help to support the use of these mobility options by making them accessible, user-friendly and promoting their availability.

Reduce Traffic
Wayfinding systems help people find their destination quickly and efficiently, whether it is a major attraction, or a hard-to-find parking garage. Less time traveled equals less time searching which reduces the carbon foot-print left by the vehicle.

Support Austin's Sustainable Initiatives
Austin has a positive image as an environmentally friendly and engaged community due to its many green initiatives, beautiful creeks, outdoor activities and aware citizens and businesses. The Wayfinding System can enhance this image by promoting a variety of transportation options.

Pedestrian, bicycle, BikeShare, electric vehicles, public transit, and car share transportation options should be integrated into the wayfinding system, thereby highlighting the City's commitment to sustainability and reducing its carbon footprint.

Interpretive signs can also be placed around Downtown to inform visitors of Austin's initiatives, as well as sustainable educational information about Austin's natural resources.

PRIORITY 4 Create landmarks through building murals that highlight environmental themes and use green materials / paints.

Capital Metro buses in Downtown, The Lady Bird Lake Trail, Butler Park (above) and the Capital Metro MetroRail

Kinetic energy conversion tiles

Above are types of solar panels and rolls of reflective sheeting that can be used in signage.

At the left are examples of signage that have been designed to be illuminated by solar power.

sustainability cont.

materials & processes

The design of the wayfinding system shall meet our modern needs and preserve to the greatest degree possible the finite resources of our planet. The wayfinding system may consider a variety of "green" materials and processes, as well as administrative efforts that promote "local" inclusion.

Solar Power
Solar panels can provide power to illuminated signs such as gateways and information kiosks. In Tampa, solar-powered kiosk units consume only 2.05 kilowatt-hours (KWh) per month at a cost of 20 cents – in comparison to $72 per month if the units were powered with tradition fluorescents.

Green Materials / Technology
The manufacturing process for 3M High Intensity Reflective Vinyl, reduces VOC emissions by 97 percent and energy consumption by 72 percent, compared to the standard engineer grade vinyl sheeting products typically used in the past.

Another green technology worth exploring are floor tiles that convert the kinetic energy from human footfall to renewable electricity. The tiles generate renewable energy every time someone walks on the unit both in indoor and outdoor environments.

Local Construction
Some municipalities award extra points to local qualified fabricators during the bid process to help keep projects local and reduce the need for shipping large portions of the system across the country. This also support local businesses.

Some clients are "buying local" by engaging community artisans, who can design components of the system. These local initiatives also support Austin's commitment to reflect local culture.

PRIORITY 4 Coordinate with City of Austin Office of Sustainability staff to research and investigate potential sustainable materials and processes during the design process.

accessibility

Research indicates one in seven persons has a disability. Additionally, our elderly population is expected double in the next 25 years. The Downtown Austin Wayfinding System recognizes the City of Austin's commitment to universal access and inclusion. The system aims to identify opportunities to provide access that can go beyond standard ADA requirements.

The following elements and design criteria will be considered when addressing accessibility and ADA requirements:

- Since many people with disabilities plan their destination in detail ahead of time, the Downtown Austin Wayfinding website should provide specific and accurate information for people with disabilities as it relates to wayfinding and accessible routes Downtown, including public transit, parking and unique conditions around Downtown or at an individual destination.
- Following MUTCD, ADA and industry standards, lettering size should be legible at typical viewing distances (e.g., from a wheelchair, the road, upon approach, etc.).
- Pedestrian signage shall meet ADA standards for typefaces, including the appropriate structure width-to-height ratio.
- Sign messages and backgrounds shall have minimum contrast of 70%
- The "International Symbol of Accessibility" should be used to identify special amenities, such as accessible parking, entrances, routes, or restrooms.
- Kiosks, interpretive signs and information hubs should be designed to be accessible to users in wheelchairs.
- Pedestrian signage shall provide alternate accessible routes for streets that present accessibility issues.
- Temporary signage should include information to assist with accessibility where construction or other temporary obstacles create barriers, closed sidewalks or pedestrian detours.
- For people with low vision or legal blindness, the following elements can be considered;
  - Tactile maps
  - 70% Color Contrast
  - Large print
- Technology and support tools such as printed material and brochures can assist deaf users or those who have hearing loss.
- Audible technology may be considered as part of information hub kiosks.

Note: Raised letters are not common, nor required as a component of an urban wayfinding system. The primary difficulty with using braille within the urban context is, the location/placement of the braille on a kiosk or other urban wayfinding device can not be anticipated by the end-user, therefore minimizing its effectiveness.

Cost of Accessibility

If access is integrated into the early planning stages and project development, the costs are minimized. Cost problems arise more so when accessibility is an after-thought and needs to be added or configured into an existing condition.

Additional Recommendations

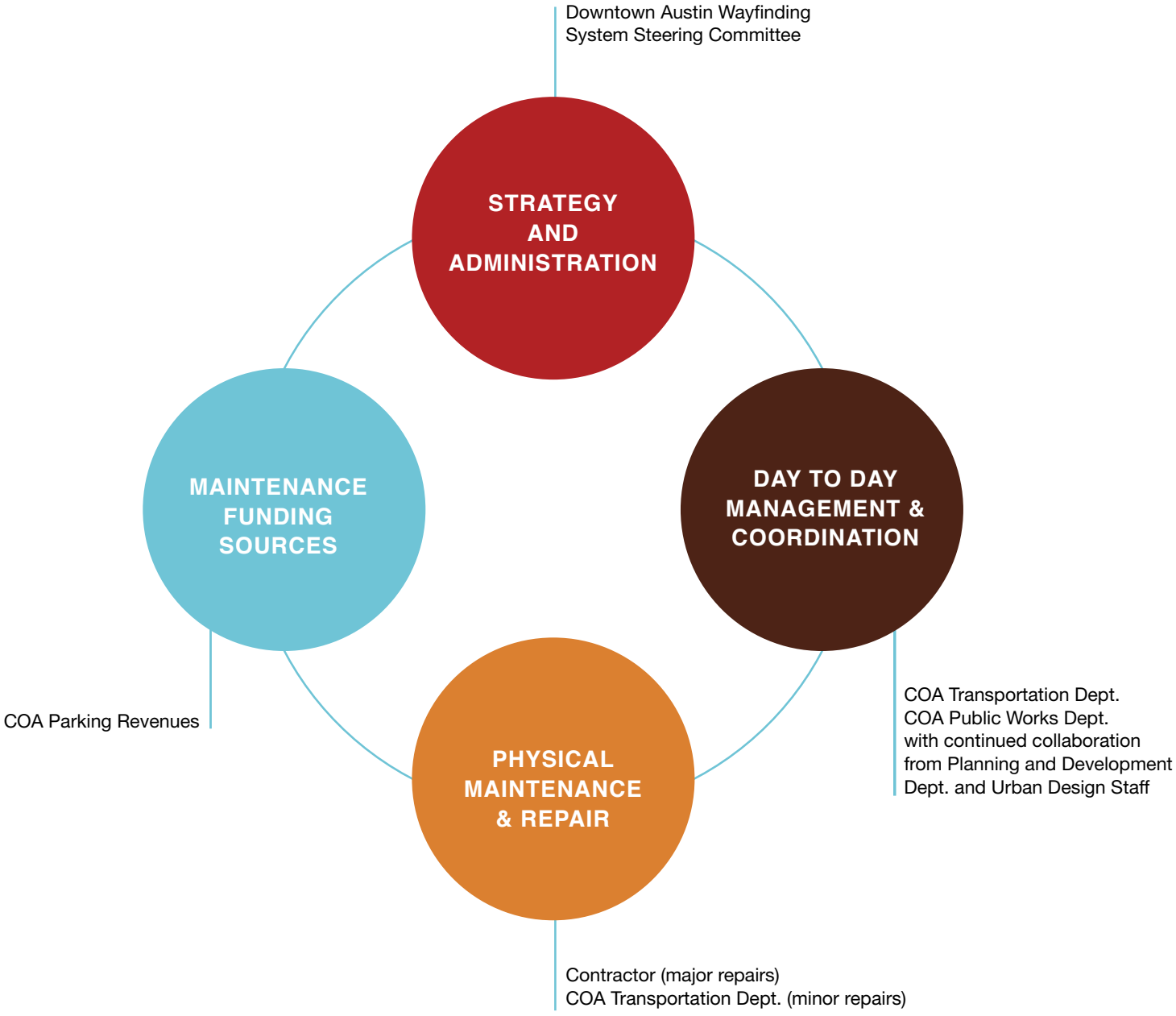
The following items are outside of the scope of the wayfinding project but should be considered by the City of Austin and the destinations to assist with accessibility.

- Assist visitors with varying disabilities to locate appropriate parking within garages, surface lots or among on-street parking stalls.
- Where barriers exist, provide identification and direction to accessible building entrances.
- Street address and/or building/facility name should be clearly visible from the street.

accessiblity

management & maintenance

FIGURE 4.2
Management and Maintenance Responsibilities



MANAGEMENT

The maintenance of the sign system is essential to its success. Worn, outdated or damaged signs do not present a positive image and do not build trust among the end-user, a critical component to wayfinding.

Maintenance Funding and Contracts

Maintenance should be a shared responsibility between the City and the program's stakeholders.

Stakeholder Contribution Contracts

Create Maintenance Agreement contract among the Stakeholders.

Option A: *Quantity of Listings*
Destinations are charged a fee for every time their name is listed on a sign.

Option B: *Equally Distributed*
Total cost is divided equally among all stakeholders, regardless of quantity of listings.

Option C: *Sliding Scale*
Destinations are categorized into tiers. Each tier contributes a set amount.

Annual Budgets

Generally 10% - 15% of the total phasing cost should be established for annual maintenance of the system.

Initial "attic stock" of parts should be included in the base bid of each phase of the project.

By purchasing materials and parts in a large quantity the City will reduce its overall costs. Attic stock can include poles (painted), sign panels (painted/no lettering), brackets finished and painted, and other parts.

FIGURE 4.3
Management and Maintenance Flow Charts

management & maintenance cont.

To ensure that the Downtown Austin Wayfinding System continues to function properly, the following is a list of guidelines for repair and replacement and must be followed closely.

Sign Longevity	0-4 Years	5-9 years	10-15+ years
Design and Planning	Design: General Evaluation of positive and negative aspects of the system. Planning: City of Austin In-house maintenance based on new request and circulation/destination updates.	Design: General Evaluation of positive and negative aspects of the system. Planning: Contract with a consultant to analyze major changes to the City of Austin and necessary system adjustments. 1 or 2 updates possible during this time period.	If the system has not been analyzed since implementation, a major updating is likely to be needed. Outside consultants will be required to review and inventory the system, as well as make suggested changes based on new circulation, destinations, etc.
Vandalism	Annual cleaning/repair. Stickers and graffiti are most common. Cleaning solvents and Goo-Gone are typical products utilized.	Parts replacements and full sign replacement as needed. Cleaning solvents and Goo-Gone are typical products utilized.	Parts replacements / full sign replacement as needed. Cleaning solvents and Goo-Gone are typical products utilized.
Cleaning Schedule	Annual Cleaning	Annual Cleaning	Annual Cleaning
Management / Administration	Weekly coordination during initial installation, transitioning to quarterly between City of Austin and fabricator during year 1 and 2. On-going day-to-day monitoring of the system, based on COA Staff observations, safety issues and citizens' reports.	Annual coordination between City of Austin and fabricator. Day-to-day monitoring of the system, based on Facilities observations, safety issues and citizens' reports.	Annual coordination between City of Austin and fabricator. Day-to-day monitoring of the system, based on Facilities observations, safety issues and citizens' reports.
Breakaway Product: Transpo	Maintenance Free - Covered under Warranty for 3 years.	Maintenance Free - consider general review as part of yearly inspection process.	Maintenance Free - consider general review as part of yearly inspection process.
Reflectivity Life Span: 3M High Intensity Diamond Grade	Covered under warranty for 5-7 years.	Covered under warranty for 5-7 years. Reflectivity may be effective beyond the warranty period. Individual signs may require sheeting to be replaced during this time period.	Reflectivity becomes less effective, if not previously replaced. 10 – 15 years is the maximum lifespan.

FIGURE 4.4
Short and long term maintenance expectations.

Sign Longevity	0-4 Years	5-9 years	10-15+ years
Custom Color Life Span: 3M High Intensity Diamond Grade	Covered under warranty for 3 years. Color generally maintained beyond warranty period, depends on direction sign panel is facing.	Fading may begin depending on the direction sign panel is facing. Individual signs may require sheeting to be replaced during this time period	Fading occurs, if not previously replaced. 10 -15 years is the maximum lifespan.
General Materials: Aluminum Sign Panels & Posts	Specifications require 5 year fabricator warranty for workmanship. General wear-and-tear maintenance required.	General wear-and-tear maintenance required.	General wear-and-tear maintenance required.
Painted Surfaces	. Covered under manufacturers warranty. General maintenance and touch-up will be required.	Warranty expires. Typically color holds up beyond warranty period. Fading may begin depending on the direction sign panel is facing. Individual signs may require individual parts to be replaced during this time period.	Fading occurs – based on direction sign panel is facing. 10 – 15 years is the maximum lifespan to expect.
Sign Panels / Fasteners	Specifications require 5 year fabricator warranty for workmanship. General repairs and replacement due to auto incidents or vandalism. Inspect welds and fasteners for connection integrity.	Quantity of repairs increases, if not maintained previously. Inspect welds and fasteners for connection integrity.	Consider full inventory of system and repairs based on consistency of maintenance and up-keep over the years.
Brackets/ Fins / Details	Specifications require 5 year fabricator warranty. General repairs and replacement of parts due to auto incidents or vandalism. Inspect welds and fasteners for connection integrity.	Quantity of repairs increases, if not maintained previously. Inspect welds and fasteners for connection integrity.	Consider full inventory of system and repairs based on consistency of maintenance and up-keep over the years.
Concrete Footers	Maintenance free. Inspect structural integrity – similar to any construction project.	Maintenance free. Inspect structural integrity – similar to any construction project.	Maintenance free. Inspect structural integrity – similar to any construction project.

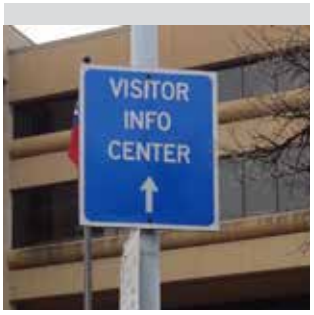
current sign inventory

FIGURE 4.5
Inventory of existing signs, including sign types, descriptions and quantities.

Sign Category #	Category Description	Count
A	Small Double Post Sign	2
B	Small Sign Mounted to Existing Pole	8
C	Small Sign Mounted to Stand-alone Pole	1
C1	Small Sign Mounted to Existing Pole	3
D	Airport Sign mounted on Traffic Signal/Light Pole	33
D1	Airport Sign mounted on One Post	2
E	Hospital Sign	13
F	Large Sign (Width greater than or equal to 5 feet) Mounted on Post(s)	11
G	Small Sign (Width less than 5 feet) Mounted on One Post	44
H	Small Sign (Width less than 5 feet) Mounted on Traffic Signal/Light Pole	36
I	Small Sign (Width less than 5 feet) Mounted on Chain Link Fence	2

TOTAL: 155

Category A Sign



Category B Sign

Category C Sign

Category C-1 Sign


Category D Sign


Category D-1 Sign

Category E Sign

Category F Sign

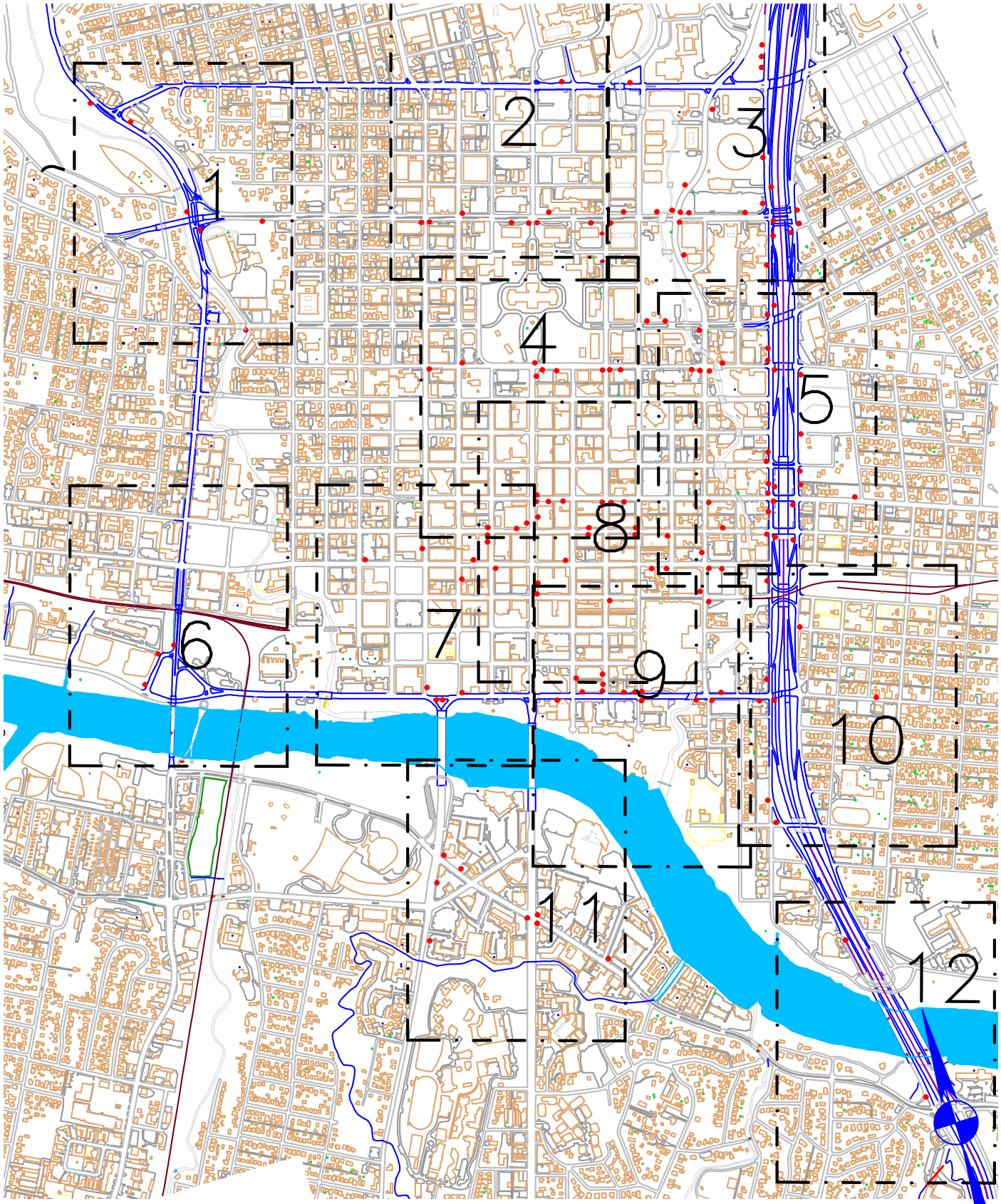
Category G Sign

Category H Sign

Category I Sign

FINAL DRAFT
No.1

FIGURE 4.6
Inventory of existing signage in Downtown Austin



DOWNTOWN CITY OF AUSTIN SIGNAGE

ITG I T Gonzalez Engineers

summary of priorities

PRIORITY 1

- Expand the "P" identity through supporting marketing and other communication tools based on existing parking "P".
- Develop a Parking Mobile App that can be expanded to include real-time information.
- Establish Banner System at the E. 7th Street Gateway.
- Design and install district banners for W. 6th Street, SoCo, and Red River Districts.
- Create an opportunity to include local artists in the designs of banners.
- Supplement current open data feeds with suggested categories or topics to encourage software developers to utilize City data and wayfinding applications.

PRIORITY 2

- Install Information Kiosks (static) at 4-5 key visitor gathering areas. Three-sided kiosks would include maps, interpretive information and mobile technology - such as QR codes or text messages.
- Identify Pilot Program Area and install 10-15 prototype Pedestrian Directional Signs.
- Install pedestrian signage at bus stops with 100+ daily boardings.
- Install Electronic Guidance Sign System for City Hall and Convention Center garages (Pilot Program).
- Install a coordinated parking trailblazer system and static entry signs for parking facilities.
- Establish Mexican/American Heritage Corridor on 5th Street as Pilot Program.
- Locate kiosk at The Old Bakery.
- Design an orientation map to include a district key map, detail of downtown map and city-wide map. Orientation maps will be the basis for the interactive map and distributed regularly throughout the City.

PRIORITY 3

- Install full Pedestrian / Information Kiosk System.
- At parking entrances, identify lot with "P" and provide static information regarding destinations the lot serves.
- Create a mobile version of the FIND AUSTIN website, or a stand alone mobile app version for download. Development strategy to be developed.
- Establish hotel staff training to educate on Downtown Austin attractions, cultural and eco-tourism. This can be coordinated through the Austin Concierge and Guest Services Association and the Austin Hotel and Lodging Association.

DESIGN CRITERIA

- Utilize QR Codes on various wayfinding elements so deeper tourism and wayfinding information can be received by the user if desired.

PRIORITY 4

- Prepare full design and specification guildelines for a comprehensive bicycling/wayfinding system.
- Prepare full design and specification guildelines for a comprehensive trails/wayfinding system.
- Prepare full design and specification guildelines for a comprehensive interpretive wayfinding system.
- Identify pilot areas and install various hub elements. Areas to consider include: Convention Center, Visitor Center, Airport, and UT.
- Create landmarks through building murals that highlight environmental themes and use green materials / paints.
- Coordinate with City of Austin Office of Sustainability staff to research and investigate potential sustainable materials and processes during the design process.

PRIORITY 5

- Determine specific locations for technology/media elements.
- This will be conducted during the Programming Phase of the project.
- Determine locations/buildings where new landmarks can be created with public art, sculptures, murals or existing billboards.
- Consider Mobile Visitor Centers - investigate potential funding sources and operational issues. Unveiled at 2012 SXSW.
- Prior to the installation of the Core Signage System all conflicting existing wayfinding signs located in Downtown Austin shall be removed. An inventory of all existing signs is provided in this document. Through a strategic phasing plan, implement the signage, first in pilot areas, then throughout the entire Downtown, and allow system to be expandable.
- On-going coordination with public transit signage and technology initiatives.
- Incorporate real-time bus info feeds into landmark technology hubs and Capital Metro Signage.
- Through Public/Private partnership, expand electronic parking directional signs to include participating private lots - need list of Tier 1 candidates.
- Through a strategic phasing plan implement the signage, first in pilot areas, then throughout the entire trails system.

phasing plan

Based on the priorities outlined, the following phasing strategy should be considered.

Design & Planning
Currently underway, this Design and Planning of the system is expected to be completed by December 2012. The deliverable for this Phase of work includes a Graphic Sign Standards Manual, Sign Location Plans and Messages, Gateway concepts and selected documentation and identifiable criteria for various technology elements.

PHASE 1 / Project Launch

These are elements that can be produced quickly, easily and inexpensively to roll-out the initial communication of the Downtown Austin Wayfinding System.

Time Frame
3 – 6 months (January 2014 – June 2014)

ELEMENTS
- Gateway and District Banners
- Orientation Map Brochure
- Parking Mobile App*
- Parking Brochure

** currently in development*

PHASE 2/ System Framework

These are individual initiatives and core components that can be implemented, based on currently available funding, simplicity in design and/or absence of complicated approvals.

Time Frame
6 – 9 Months (January 2014 – Sept. 2014)

ELEMENTS
- Electronic Parking Directional Signs (to City Hall and Convention Center Garages)
- Parking Trailblazer Signs (static)
- Information Kiosks (static) (pilot areas – to be determined)
- Downtown Austin Wayfinding Website (with CTM involvement)
- Pedestrian Signage System (pilot area – to be determined)

PHASE 3 / Core Project

These are elements that require a greater amount of funding, and longer implementation periods; based on approval procedures or fabrication/installation lead times.

Time Frame
9 – 12 months (March 2014 – March 2015)

ELEMENTS
- Gateways (signage)
- Vehicular Signage System
- District Identification (signage)
- Pedestrian Signage System
- Concierge Mobile App
- Parking Garage / Lot Identification (static)
- Information Kiosks (static) (located at additional gathering points)
- Interpretive SIgnage

PHASE 4 / Enhancements

This category requires significant funding, further design development, and additional agency coordination. Implementation schedule would be associated with future related construction projects or initiatives (i.e highway reconstruction or streetscape project).

Time Frame
12 – 24 months (March 2015 – March 2016)

ELEMENTS
- Gateways (Column Wraps)
- Technology Hub (test site – Convention Center)
- Parking Garage Identification (electronic)
- Parking Garage Directional (electronic)
- Trail Signage
- Public Transit (signage coordination)
- Bicycle (signage coordination)

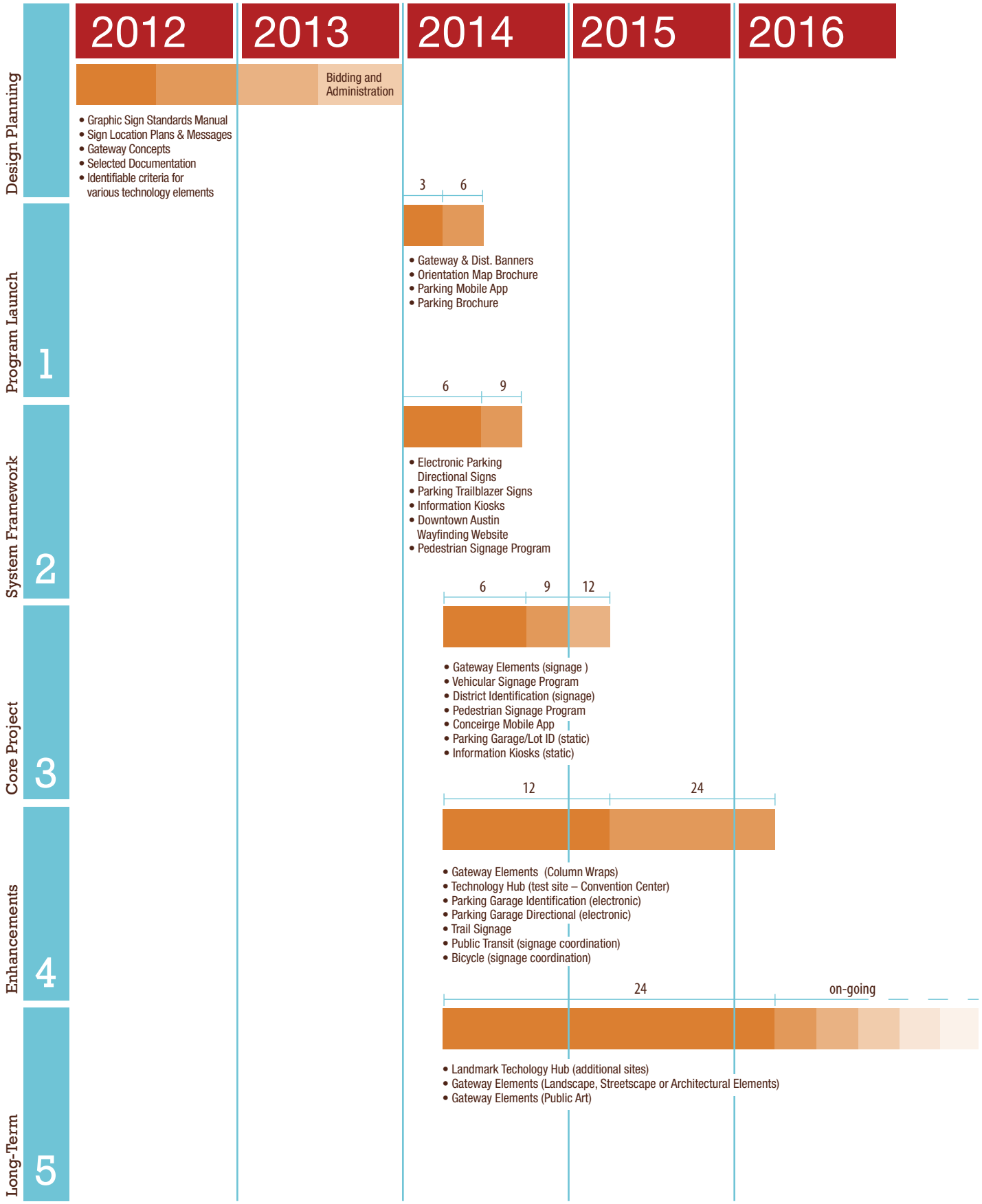
PHASE 5: / Long-term

These are elements that are not critical to the wayfinding system or are related but would likely be done by associated project in the future.

Time Frame
2 years + / On-going (March 2016 +)

ELEMENTS
- Landmark Technology Hub (additional sites)
- Gateways (Landscape, Streetscape or Architectural Elements)
- Gateway Elements (Public Art)

FIGURE 4.7
Proposed Phasing Plan



measurements

A series of measurement tools will be put into place to evaluate and analyze the effectiveness of the resulting wayfinding system. This includes improvement in navigation, customer satisfaction and the economic return on investment.

PRE-PROJECT SURVEYS
Conducted at the Visitor Center, Convention Center, Capitol and other destinations, this survey establishes a baseline for measurement by conducting customer satisfaction surveys, requesting information regarding parking, navigation around downtown, use of technology and overall experience. An initial phase of this survey was completed during the development of this Wayfinding System and will continue for the next several months (on-going).

EARLY SUCCESS
Early success can be measured by similar customer satisfaction surveys, post installation of pilot systems. Surveys can be conducted as early as 2 months after the pilot projects are completed and will continue for 4-6 months. Questions will be tailored to specific destinations and the specific wayfinding elements that have been put into place.

LONG-TERM MEASUREMENTS
Upon a substantial completion of the wayfinding system, follow-up customer satisfaction information can be gathered.

In addition there is tourism and transportation data that can be analyzed and associated with the wayfinding system. Understanding that wayfinding is a component of an overall strategy it can be separated into results that may be attributed directly or indirectly to its effectiveness.

Some of this information currently exist and is tracked by either the City of Austin, a local association, such as the Convention and Visitors Bureau, or an individual destination.

Direct Outcomes
- Visitation at secondary destinations
- Parking garage occupancy rates
- Parking garage revenues
- Repeat visitation
- Mobile App downloads
- Visits to Austin Wayfinding website
- Increase in on-street parking revenue
- Increase use in Zip Cars, Pedi-Cabs, and Bike-Share.

Indirect / Support
- Over-night stays (CVB)
- Hotel occupancy
- Tourism spending (CVB)
- Reduction in traffic congestion (COA)
- Retail / Restaurant occupancy rates

THE DIRECT AND INDIRECT OUTCOME SHALL SUPPORT THE FOLLOWING PROJECT OBJECTIVES:

A Promote Downtown Austin as a friendly, well-planned, organized and safe environment.

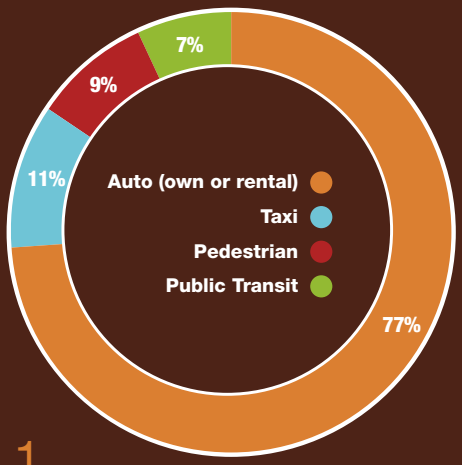
B Seamlessly integrate a variety of wayfinding tools.

C Promote the “Park-Once” philosophy.

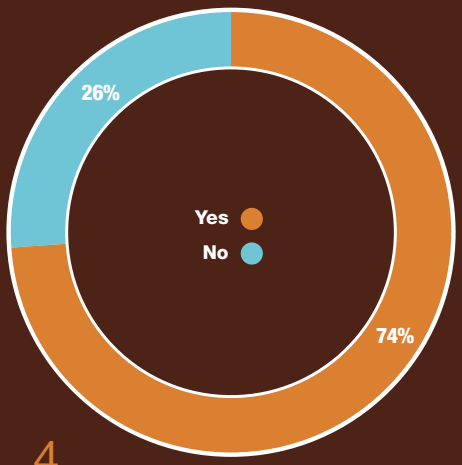
D Enhance pedestrian travel and accessibility.

E Support multi-modal transportation and sustainable initiatives.

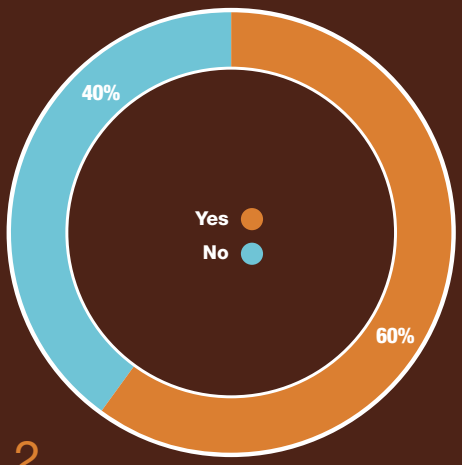
FIGURE 4.8
Visitor Survey Results 2012



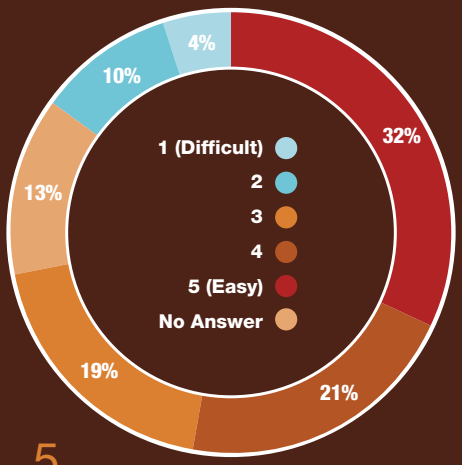
1
How did you arrive to Downtown Austin?



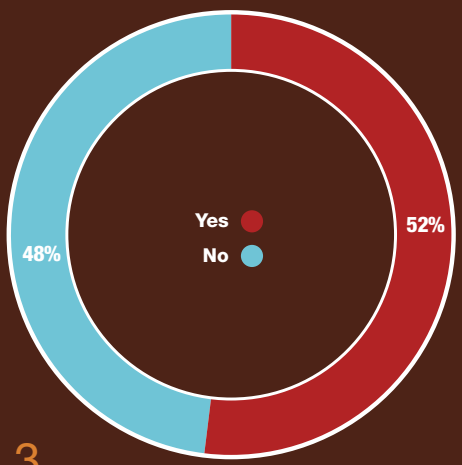
4
If there was a wayfinding signage program that helped you discover additional destinations, would you be more likely to stay an extra day or return for another visit?



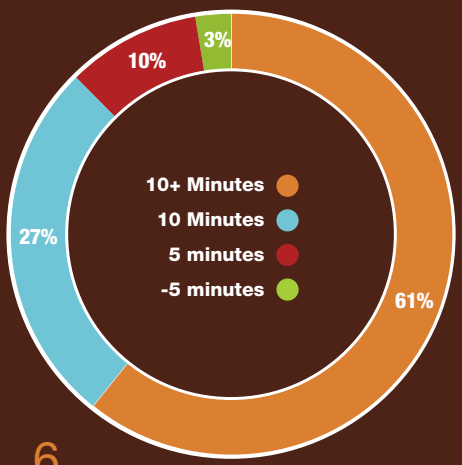
2
Did you "Pre-Visit" the City or destination on their website prior to arriving in town?



5
On a scale of 1 (Difficult) to 5 (Easy), has finding available parking been difficult or easy?



3
Are you using Mobile Apps or QR Codes during your visit to find destinations or get information?



6
When walking to a destination, what is the max distance you will consider?


1600

section 5
pre-design

5.3 Word Play
5.5 Visual Preference Survey
5.7 New CVB Brand
5.8 Design Criteria

FIGURE 5.1
Responses from stakeholders to the question: What does Austin mean to you?

word play

Simply define: What does Austin mean to you?

OBSERVATIONS

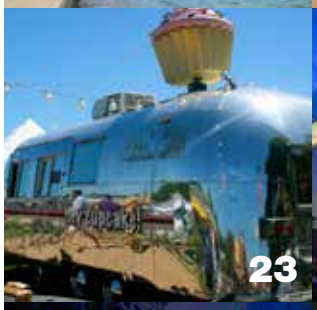
A technique MERJE uses for collecting design feedback is a word play survey. The survey was tailored specifically for the Austin Community and asked participants to define Downtown Austin in three words.

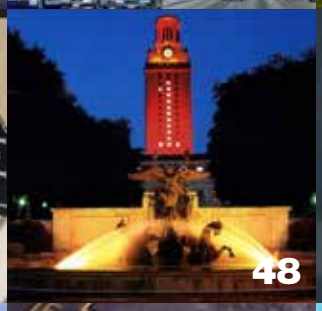
The words on Figure 5.1 represent the results of the word play. The largest words represent responses that were heard most often.

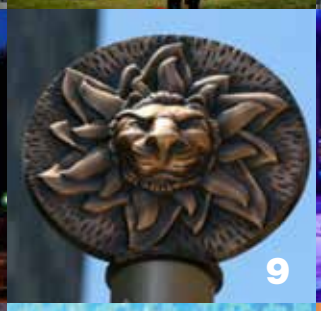
Participants were also asked to identify design projects in the Austin area they felt were successful.

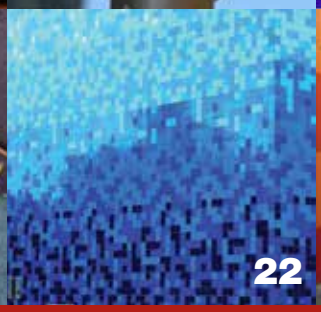
Local design projects viewed as successful by survey participants:

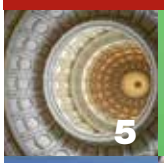
- **City Hall**
- **2nd Street District**
- **Long Center**
- **State Capitol - Restoration & Expansion**
- **ABIA Terminal**
- **301 Congress**
- **Frost Bank Building**
- **Mueller**
- **Pfluger Pedestrian Bridge**

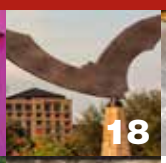


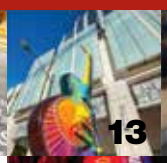


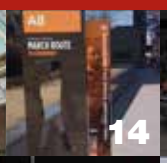


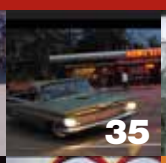


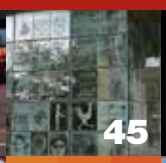


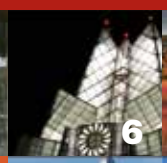


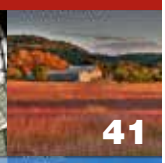


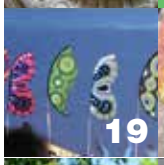


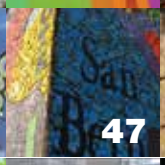


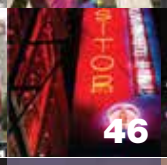


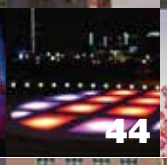


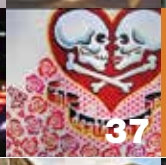


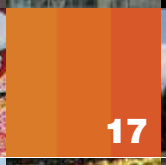


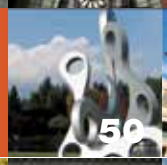


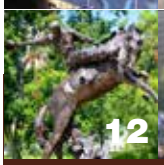


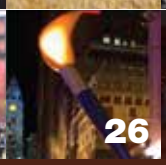


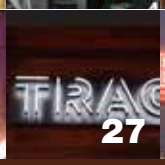


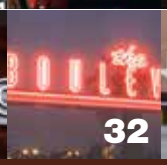


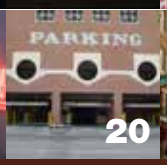


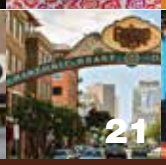


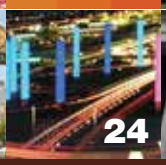


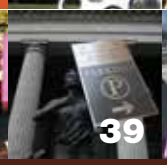


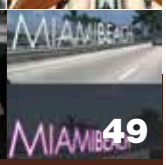












When a focus group of Austin residents were asked which images represented Downtown Austin, the images shown above the red line were ranked 4 or higher.

Results are shown in graph form as well at the right. The lowest ranked pictures scored a 1.875, while the highest ranked pictures scored a 5.0

visual preference survey

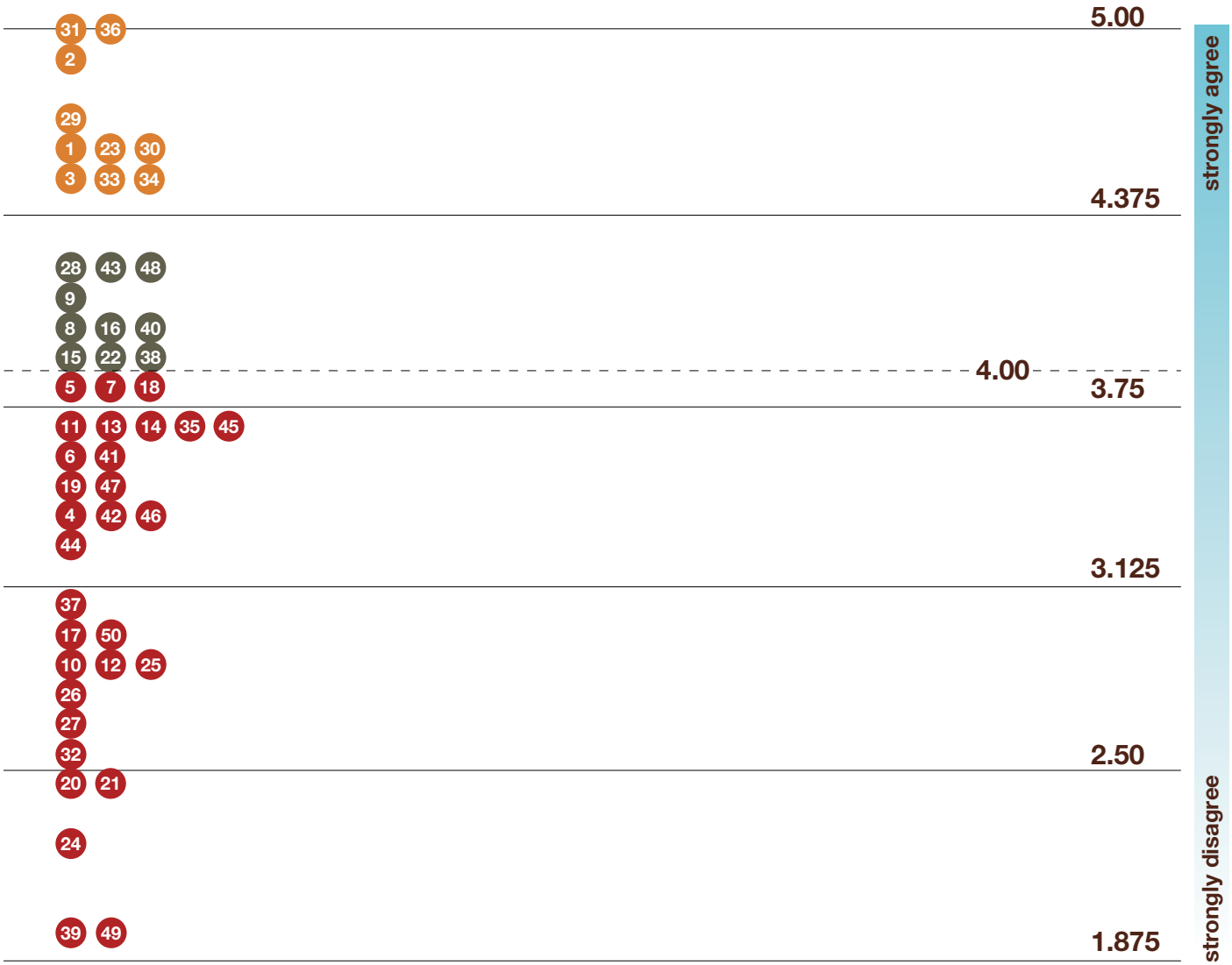


FIGURE 5.2 Visual Preference Survey

Image Scored 4.375 - 5.0

Image Scored 4.0 - 4.25

Image Scored Below 4.0

OBSERVATIONS

A technique for collecting feedback is a visual preference survey. The survey was tailored specifically for the Austin Community and contains local and regional examples of imagery, landmarks and themes with key descriptor words.

The survey contained 50 images that participants scored according to preference on a scale of 1 (strongly disagree) to 5 (strongly agree), resulting in a ranked average score. This imagery is not intended to be a literal interpretation of the final design, but may be the inspiration or “jumping off point” for design process and concepts.

WHAT YOU HEAR IS *true.*

new CVB brand

new CVB identity

The New CVB Identity

The Austin Convention & Visitors Bureau identity is conveyed through the use of photography, typography and color. Consistent usage of these elements is vital to ensure the integrity of the Austin CVB identity.

The Austin CVB campaign line is “What You Hear Is True.” This campaign line recognizes that Austin is promoted by the visitors who come here because they share their experiences with others and essentially promote the city for us. The line reflects how visitors from around the world tell others about Austin’s live music, food, activities and culture which truly makes it a one-of-a-kind place to visit.

The Downtown Austin Wayfinding System supports the ACVB identity by enhancing a visitor experience and promoting the town as a destination. The system can also communicate a similar brand style, consistent information, and embrace common brand attitudes, such as the integration of technology (i.e. kiosk may have real-time social network connections similar to the ACVB Website).

design criteria

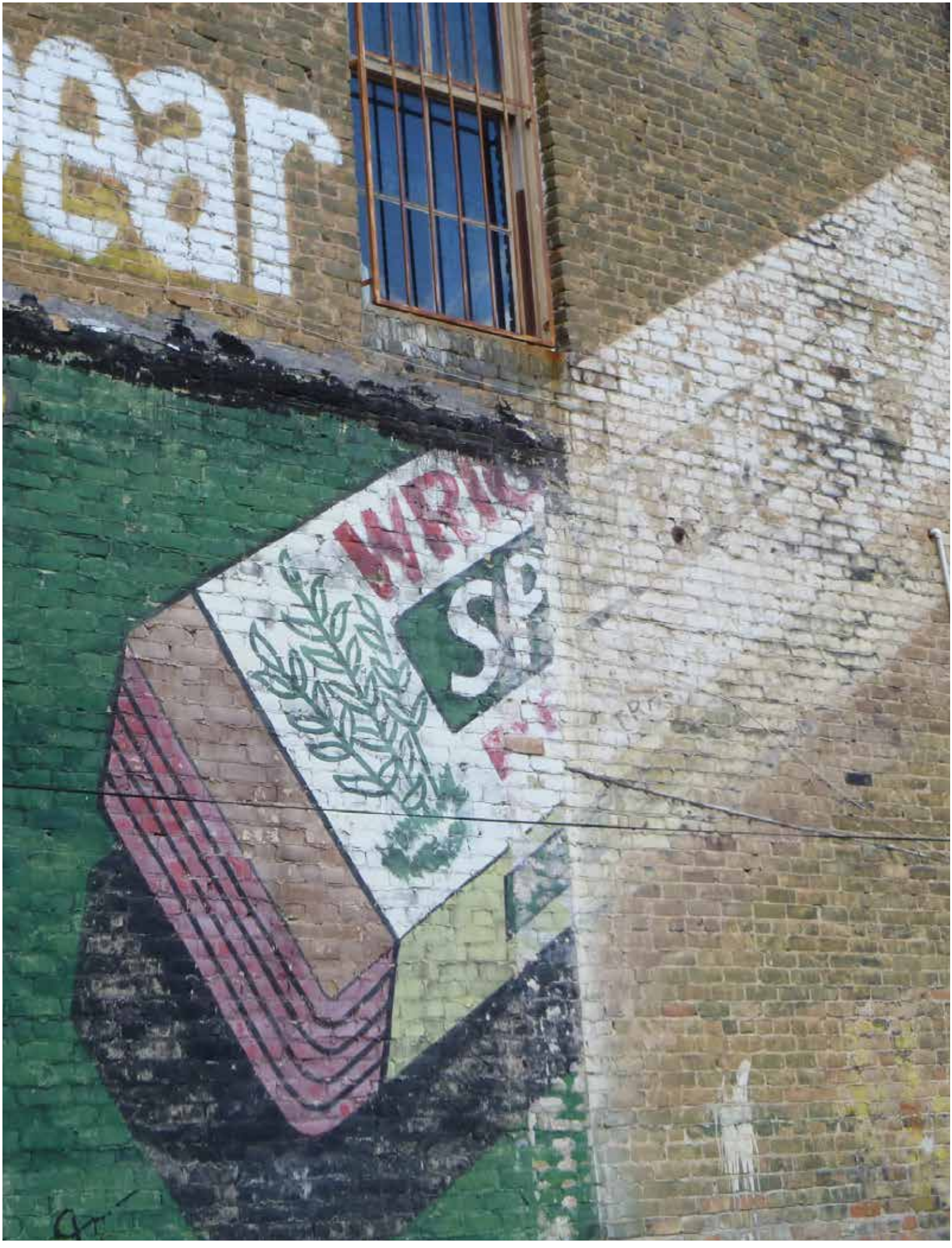
The Pre-Design section of this report provides the bridge between the functional and administrative requirements of the wayfinding system and the creative design facet of the project. Based on the information presented, the following criteria have been established. Some of these issues are specific to an individual need, others are broad in concept and reflect general purpose or philosophy.

- Take advantage of the city's inherent wayfinding elements in the design approach
- Gateways shall consider Landmarks, Landscaping, Public Art and not just signs
- Reflect the Outdoor/Active style of Austin
- Pictograms/Icons should be utilized to assist international visitors
- Austin is young and technology savvy, this should be incorporated into various wayfinding elements
- Sustainable / Green Materials should be included when possible (e.g. Gateways and Kiosk: Solar Power)
- Incorporate local resources when possible, this may include craftsmen and artists
- Music is a major cultural component of Austin and should be captured - but not literally translated
- The overall design intent should be casual - not showy
- Austin is a very "open" community and that can be an underlying abstract theme of the system
- Electronic signage will be incorporated into the design of the parking system
- The parking signage should have a cohesive and unique identity to its components
- Create a more intimate experience utilizing unobtrusive design elements (e.g. sidewalk compass)
- Encourage discovery (interpretive panels and technology)
- Vehicular signs shall meet all MUTCD requirements
- Signs shall be of the appropriate scale for the environment
- The program shall be flexible, expandable and adaptable to future growth and new technology
- The system shall communicate a consistent graphic language across a range of wayfinding tools.
- Utilize a "kit of parts" approach: The design shall include opportunities for districts and neighborhoods to incorporate elements that fit in with their unique characteristics and environment.
- Design / layout of interpretive panels should allow dedicated space for QR codes and/or message about how to find out more information about the subject being presented.
- Map panels on kiosks shall have QR codes as well as visitor center and hotel accommodation contact information.
- Paint colors shall be formulated especially for the City of Austin's Wayfinding Program and have a "special formula code" for the paint on file with a specific company for quick orders when it comes to maintenance and repair.

★

Like the journey from an enthusiastic young man to a respected craftsman, Austin evokes a unique experience of creativity, elegance and open spirit.

★



section 6
schematic design - phase 2

6.2 Inspiration Boards
6.4 Schematic Design Concepts
6.8 Photo Credits
6.10 Acknowledgements

inspiration boards

Austin is a city bursting at the seams with creativity and culture. We explored different points of view of what makes Austin special, and came up with three design themes to inspire the look of the new wayfinding system. All will incorporate technology, sustainable materials and practices. Each theme is unique, but is also undeniably Downtown Austin.

Inspiration A

Outdoor Living

environment

sophisicated

green materials

Inspiration B:

Austin Legends

handcrafted

heritage

authentic

Inspiration C:

Creative Culture

true

open

technology

live

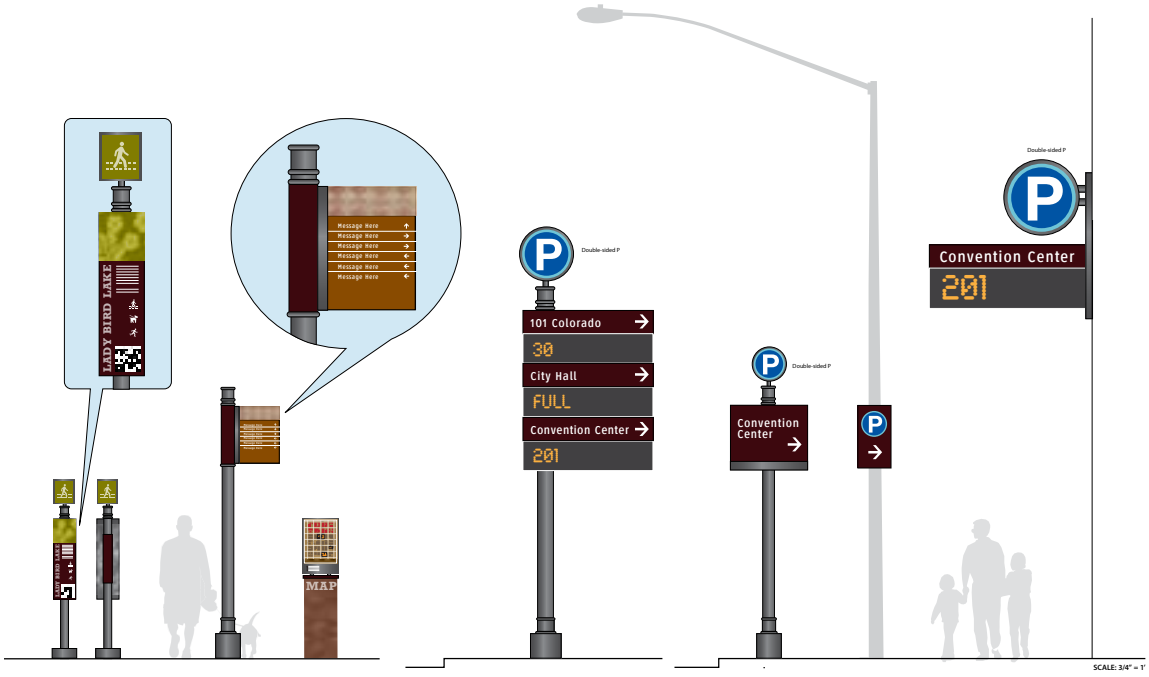
schematic design options

OPTION A

FINAL DRAFT
No.1

schematic design options

OPTION B

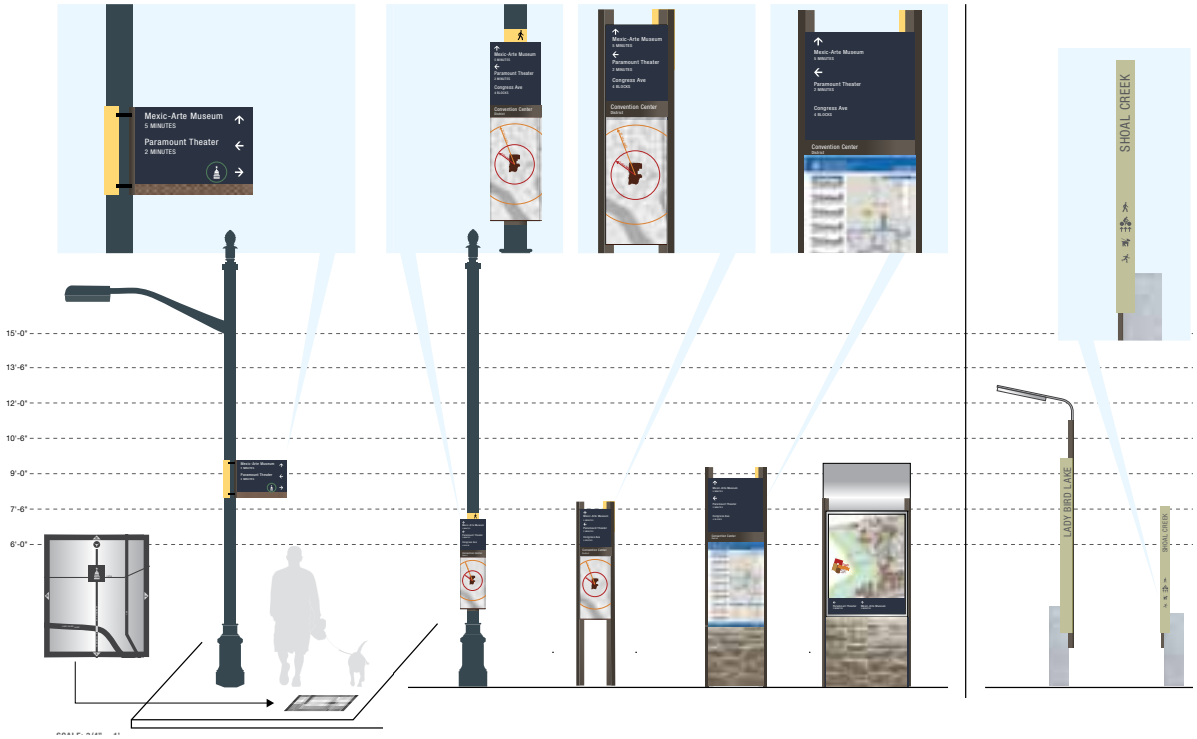


schematic design concepts cont.

OPTION C

revised design development

OPTION D



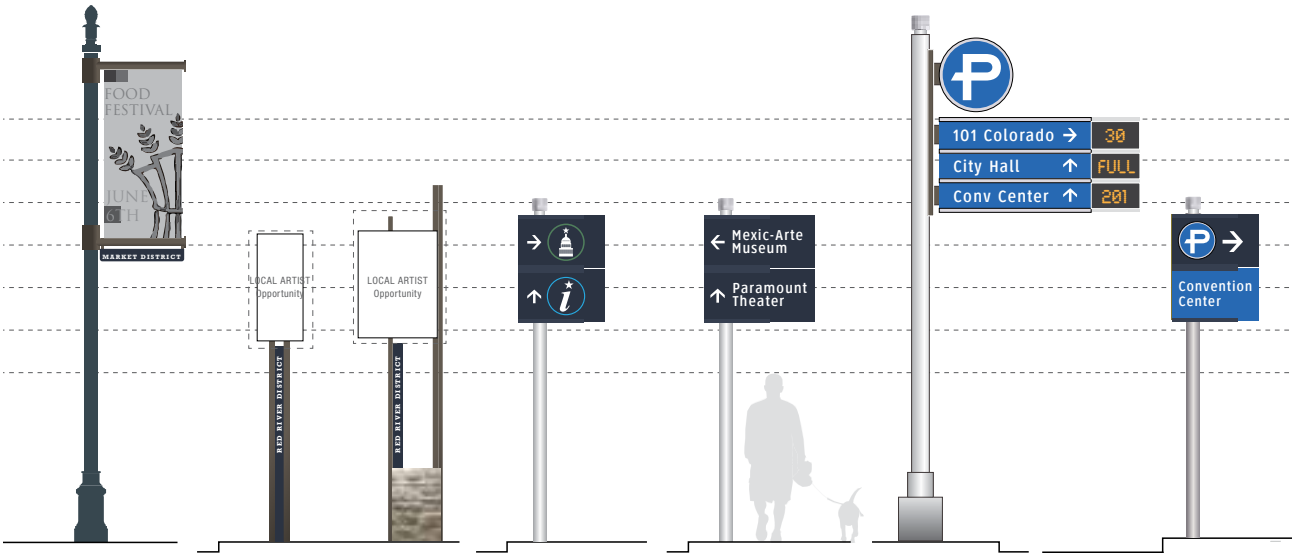


photo credits

PAGE	CREDIT
Cover	MERJE
1.0	charthunt.com
1.8	MERJE
1.12	MERJE
2.0	MERJE
2.2	MERJE Wayfinding Tools Chart
2.15	Top Left: JCDecaux Top Right: Unknown Bottom Left: Rosin McGuire, dudebox.com Bottom Right: Unknown
2.16	Left: M McCormak, comcast.net Middle: hitupmyspot.com Middle: destination360.com Right: wikimedia.org
2.17	Top: Callie Hernandez/KUT Others: Merje
2.19	Photo 2: MERJE Photo 4: Unknown Photo 5: Flickr, ceadviscom Photo 6: Unknown Photo 7: MERJE Photo 8: profissaohotel.com Photo 9: Flickr- De Young Museum1
2.21	All: MERJE
2.23	Photo 1: MERJE Photo 2: MERJE Photo 3: City of Austin Photo 4: MERJE Photo 6: MERJE Photo 7: MERJE Photo 8: MERJE Photo 9: MERJE
2.28	MERJE
3.4	MERJE
3.8	All: MERJE
3.9	All: MERJE
3.12	All: McCann Adams
3.14	All: McCann Adams
3.15	All: McCann Adams
3.16	Left: McCann Adams Right: MERJE
3.17	All: McCann Adams
3.18	All: McCann Adams
3.19	McCann Adams
3.20	Left: McCann Adams Right: Black + Vernooy, Architecture and Urban Design
3.21	Left: McCann Adams Right: Unknown
3.22	Left: McCann Adams Right: Unknown
3.23	Left: Google Street View Top Right: Gerard Smulevich Bottom Right: Swide.com
3.24	All: McCann Adams
3.25	McCann Adams
3.26	Left: McCann Adams Right: Electroland
3.28	Top Left: MERJE Bottom Left: MERJE Top Right: MERJE Bottom Right: City of Austin
3.30	Left: Jay Janner/ Austin American Statesman Middle: MERJE Right: MERJE
3.31	Unknown
3.37	Top: skyscrapercity.com Bottom: Unknown
3.38	Left: Flickr, ceadviscom Middle: MERJE Right: MERJE
3.41	Unknown
3.43	MERJE
3.45	MERJE?
3.48	All: MERJE?
3.53	MERJE
3.56	Top Left: MERJE? Top Right: americantrails.org Center: MERJE Bottom Left: MERJE? Bottom Right: americantrails.org
3.57	Ted Eunbank, fermatainc.com
3.58	MERJE
3.59	MERJE
3.60	MERJE
3.67	MERJE
3.68	All: Unknown
4.0	MERJE?
4.3	Photo Renderings: MERJE
4.7	MERJE
4.11	All: Unknown
4.12	Top Left: pavegen.com Top Right: pavegen.com Middle Left: Unknown Middle Right: MERJE Middle Right Bottom: 3m.com Bottom Left: MERJE Bottom Right: MERJE
4.20	All: MERJE
5.0	MERJE
5.4	MERJE Visual Preference Survey
5.9	Left: Flickr, itroyhill Right: David Kennedy
6.0	MERJE
6.2	MERJE Inspiration Board
6.3	MERJE Inspiration Board

acknowledgements

The team would like to thank a number of people and organizations that have contributed to the creation of this report, including:

CITY OF AUSTIN:

PROJECT MANAGERS:
Tonya Swartzendruber
Christine Freundl

PLANNING AND DEVELOPMENT REVIEW DEPARTMENT:
George Adams
Jim Robertson
Steve Sadowsky

AUSTIN TRANSPORTATION DEPARTMENT:
Steve Grassfield
Gordon Derr
Ronnie Bell
Frances Hargrove
Ericka Nowicki

ECONOMIC GROWTH AND REDEVELOPMENT SERVICES OFFICE:
Michael Knox
Janet Seibert
Megan Crigger
Meghan Turner

PARKS AND RECREATION DEPARTMENT:
Kelly Snook
Bunny Bennet
Amy Russell

AUSTIN CONVENTION CENTER:
Monica Hammond

TRAVIS COUNTY:
Belinda Powell

PUBLICWORKS:
Nathan Wilkes
Eric Duszat

ADDITIONAL THANKS TO:
Molly Alexander
Thomas Butler
Chris Currens
Linda Atkins
Josh Allen
Charles Peveto
Stephanie Lee McDonald
Paul Detke
Andre Dukes
Sylvia Orozco
Melissa Berry
Franke Bartels (CHECK SPELLING)
Evan Thaniguchi

CITY COUNCIL APPROVAL
December 6, 2012:
Lee Leffingwell
Sheryl Cole
Chris Riley
Mike Martinez
Kathie Tovo
Laura Morrison
Bill Spelman

CAPITAL METRO:
Jenn Golech
Ed Easton

TXDOT:
David Baroi