



City of Grand Island

Tuesday, July 01, 2003

Study Session

Item -3

Update Concerning City Directional Signage

In April of 2000, RDG Crose Gardner Shukert completed a study on creating an identity for Downtown Grand Island. The Consultant recommended that the City institute a Wayfinding sign program. Wayfinding signs can be used to direct people around the City, lead them to their destination, and announce their arrival at a defined district or area of the community such as South Locust, the Mall area, or Downtown. The City has constructed "Gateway" signs at the Blackstone Island and Pioneer Park to establish an entrance to Downtown, but directional signs are needed to lead visitors to this area and other community attractions. The Street Division of the Public Works Department has created a layout for signs at the intersection of US Highway 34 and South Locust Street for review. A list of signs proposed for the first phase of the project will be presented.

Staff Contact: Steve Riehle, City Engineer/Public Works Director

Wayfinding Signs

Wayfinding

- A study was completed by RDG Crose Garner Shukert in April, 2000: The Design and Identity Program for Downtown Grand Island
 - Study recommended the community implement a wayfinding concept as part of the overall program

Wayfinding


Wayfinding requires us to think through how people move through the city, and identify:

- Decision Points: intersections where a choice is made that takes visitors to, or around, the city
- Directional Points: reinforce the decision and direct visitors to other features of the community
- Gateways: inform visitors that they have arrived at the destination


Wayfinding

- Visitor-friendly
- Addresses vehicle and pedestrian traffic
- Presents a consistent image

Other Cities



Indianapolis, IN



Wichita, KS

Possibilities for Grand Island



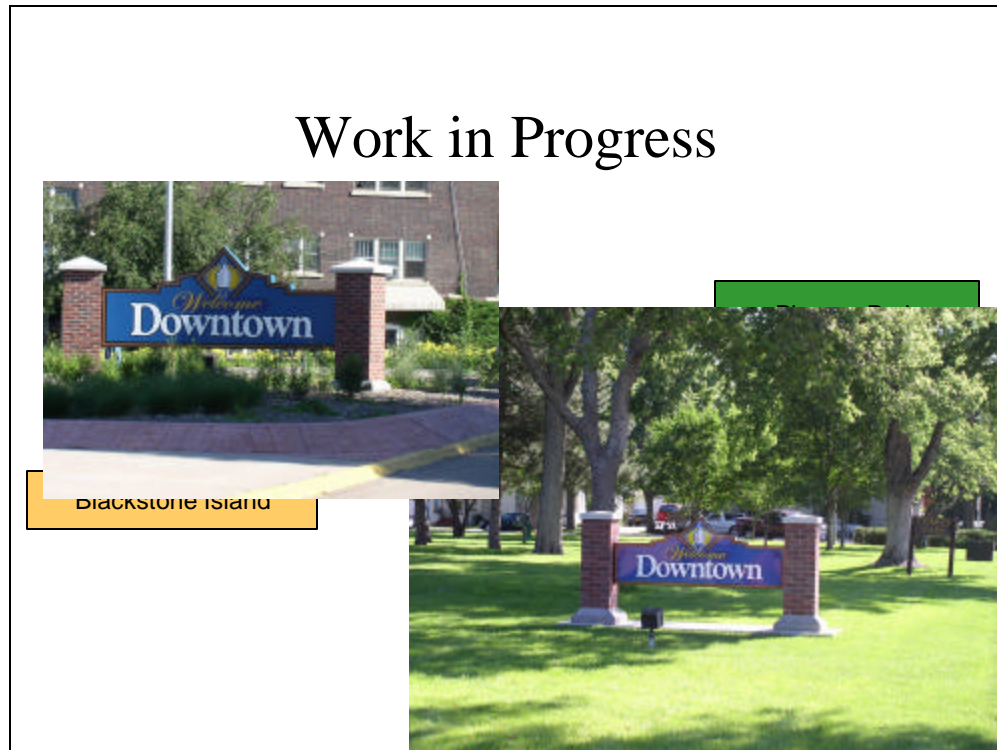
Gateway Signs



Vehicle Directional Signs

Top A Top B

Vehicle Directional Signs
Located beyond perimeter



Rules, Guidelines and Procedures for State Highways

- Nebraska Department of Roads requires all signs to follow The Manual of Uniform Traffic Control Devices (MUTCD)
- MUTCD does not allow signs that are elaborate:
Signs are ruled by traffic speeds
 - Number of messages
 - size of lettering
 - spacing of signs

Examples for US Highway 34/South Locust Interchange

- Design and Locations are acceptable to the NDOR
- Sign layouts conform to the MUTCD
- Sign wording is appropriate for MUTCD

Hwy 34 & Locust - Southbound



Slide 11



Slide 12





List of Destinations for Perimeter Signs			
Intersection of US Highway 281 and US Highway 34			
<ul style="list-style-type: none">• <u>Northbound</u>		<ul style="list-style-type: none">• <u>Southbound</u>	
<ul style="list-style-type: none">• Rt arrow	STUHR MUSEUM	<ul style="list-style-type: none">• Lt arrow	DOWNTOWN
<ul style="list-style-type: none">• Rt arrow	CCC/COLLEGE PARK	<ul style="list-style-type: none">• Lt arrow	SOUTH LOCUST
<ul style="list-style-type: none">• Rt arrow	DOWNTOWN/SOUTH LOCUST	<ul style="list-style-type: none">• Lt arrow	FONNER PARK
<ul style="list-style-type: none">• OR		<ul style="list-style-type: none">• <u>Eastbound</u>	
<ul style="list-style-type: none">• Straight arrow	U.S. HWY 30	<ul style="list-style-type: none">• Straight arrow	DOWNTOWN
<ul style="list-style-type: none">• Rt arrow	STUHR MUSEUM	<ul style="list-style-type: none">• Straight arrow	SOUTH LOCUST
<ul style="list-style-type: none">• Rt arrow	CCC/COLLEGE PARK	<ul style="list-style-type: none">• Lt arrow	MALL AREA
<ul style="list-style-type: none">• <u>Same intersection:</u>		<ul style="list-style-type: none">• <u>Westbound Hwy 34 approaching 281</u>	
<ul style="list-style-type: none">• Straight arrow	MALL AREA	<ul style="list-style-type: none">• Rt arrow	AIRPORT
<ul style="list-style-type: none">• Rt arrow	DOWNTOWN/SOUTH LOCUST	<ul style="list-style-type: none">• Rt arrow	MALL AREA
<ul style="list-style-type: none">• Straight arrow	AIRPORT	<ul style="list-style-type: none">• Rt arrow	???

List of Destinations for Perimeter Signs

- **Intersection of US Highway 281 and Stolley Park Road**
Northbound
Straight arrow MALL AREA
Rt arrow STOLLEY PARK
Straight arrow AIRPORT

Westbound
Lt arrow STUHR MUSEUM
Lt arrow CCC/COLLEGE PARK
Lt arrow DOWNTOWN/SOUTH LOCUST
- **Intersection of US Highway 281 and US Highway 30:**
Northbound
Rt arrow DOWNTOWN
Straight arrow AIRPORT

Southbound
Rt arrow EAST HWY 30
Rt arrow DOWNTOWN

List of Destinations for Perimeter Signs

- **Southbound on Broadwell Ave. approaching Hwy 281:**
Straight arrow DOWNTOWN/SOUTH LOCUST
Rt arrow MALL AREA
Lt arrow AIRPORT
- **Westbound on 4th Street approaching Sycamore St.:**
Straight arrow 4th STREET BUSINESS AREA
Lt arrow DOWNTOWN
Lt arrow GOVERNMENT CENTER
- **Eastbound on 4th St. approaching Sycamore St.:**
Rt arrow DOWNTOWN
Rt arrow SOUTH LOCUST
Straight arrow AIRPORT

List of Destinations for Perimeter Signs

- **Westbound on Airport Rd.
approaching Broadwell Ave.:**

Lt arrow	DOWNTOWN
Straight arrow	MALL AREA
- **Westbound on Airport Rd approaching
Sky Park Rd.:**

Straight arrow	DOWNTOWN GRAND ISLAND
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- **Southbound on Sky Park Rd.
approaching Airport Rd.:**

Rt arrow	STUHR MUSEUM
Rt arrow	CCC/COLLEGE PARK
Rt arrow	HWY 281

OR

Straight arrow	DOWNTOWN
Rt arrow	MALL AREA
Rt arrow	HWY 281
- **Southbound on Sky Park Rd.
approaching Capital Ave.:**

Straight arrow	DOWNTOWN
Straight arrow	SOUTH LOCUST
Rt arrow	MALL AREA

Next Steps

- Staff will prepare plans and specifications
for the 1st Phase of Wayfinding Signs
- Open Bids this Summer
- Install this Fall
- Next Phase in 2004?