

Uptown Wayfinding Signage Project

REFINED SIGNAGE DESIGN

November 2014



Project Goals and Objectives



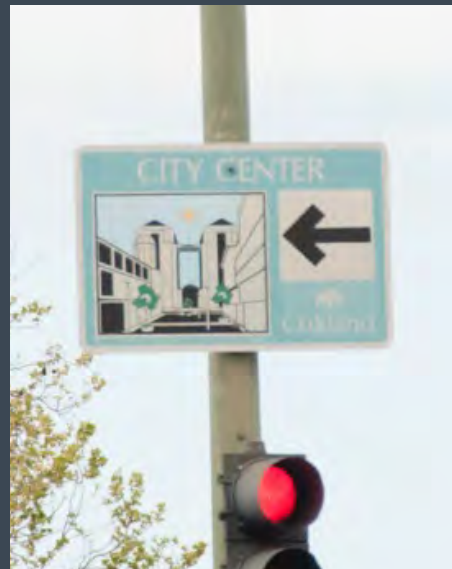
- Connect public spaces showcasing Oakland's diverse neighborhoods and unique character
- Develop Vehicular and Pedestrian Wayfinding System for Destinations in the Uptown Area
- Promote walking, bicycling & use of transit
- Promote the History of Oakland and its Landmark Architecture
- Project a consistent image for the Downtown
- Define a Sense of Place and Enhance Oakland's Commercial Brand
- Leverage Resources and Link Sub-Districts in phases over time
- Work with Stakeholder groups in the planning, design and implementation process

What is Wayfinding?

Wayfinding is the experience of an individual making their way through an unfamiliar environment. When the information needed is provided in a thoughtful and cohesive fashion, the unfamiliar quickly becomes comfortable, friendly and welcoming.

The Use of Consistent Terminology and Graphics across a range of mediums builds trust in a Wayfinding Program and gives the user confidence that the information presented is accurate, up to date and part of an overall system.





Oakland's Current Signage Some Good, Mostly Cluttered, Ad-hoc, Inconsistent



Wayfinding Signage Consistency and Potential but Issues as Well

i-Kiosk

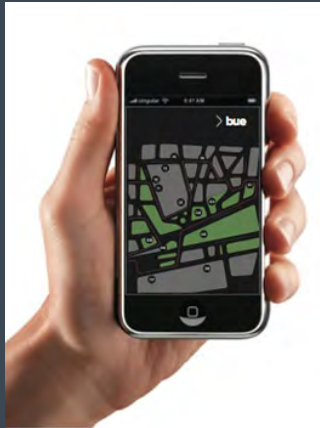


Oakland Bike Signage



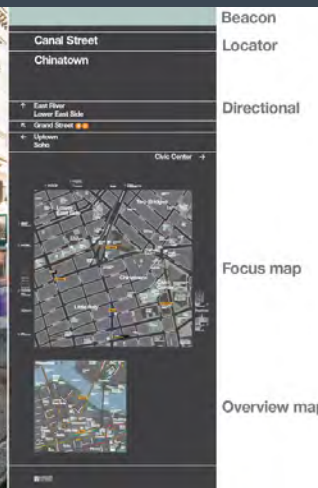
Existing Transit & Bicycle Signage

Wayfinding System Research



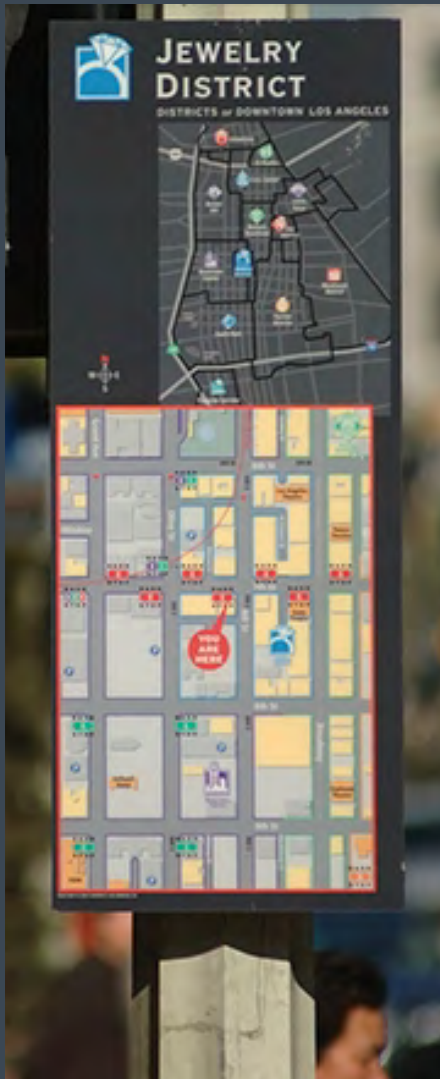
A Complete System -Buenos Aires

Wayfinding Kiosks

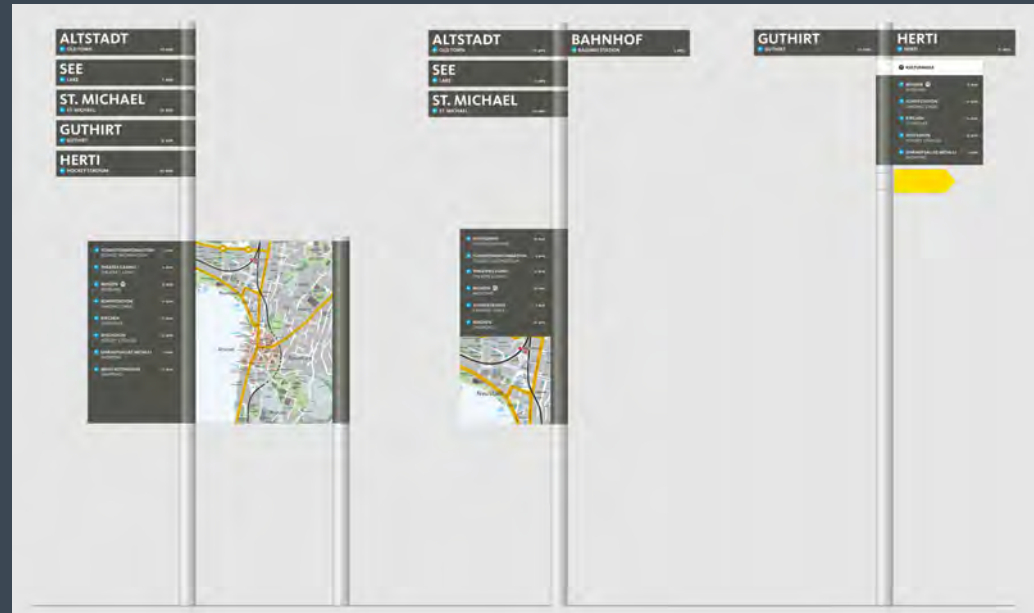




Legible London



Pedestrian Scaled with Map



Pedestrian Focused

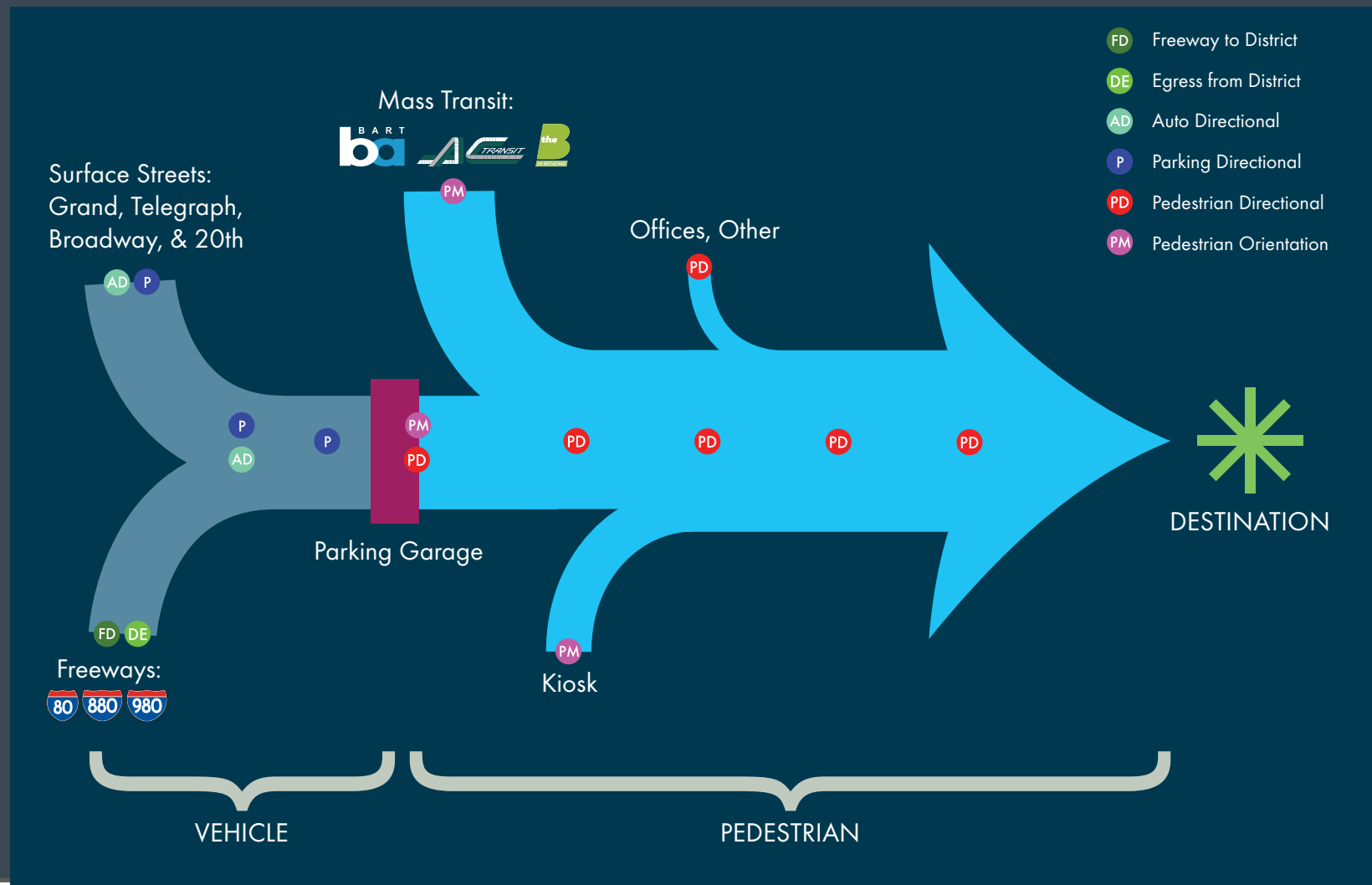


Informal

Analysis & Assessment

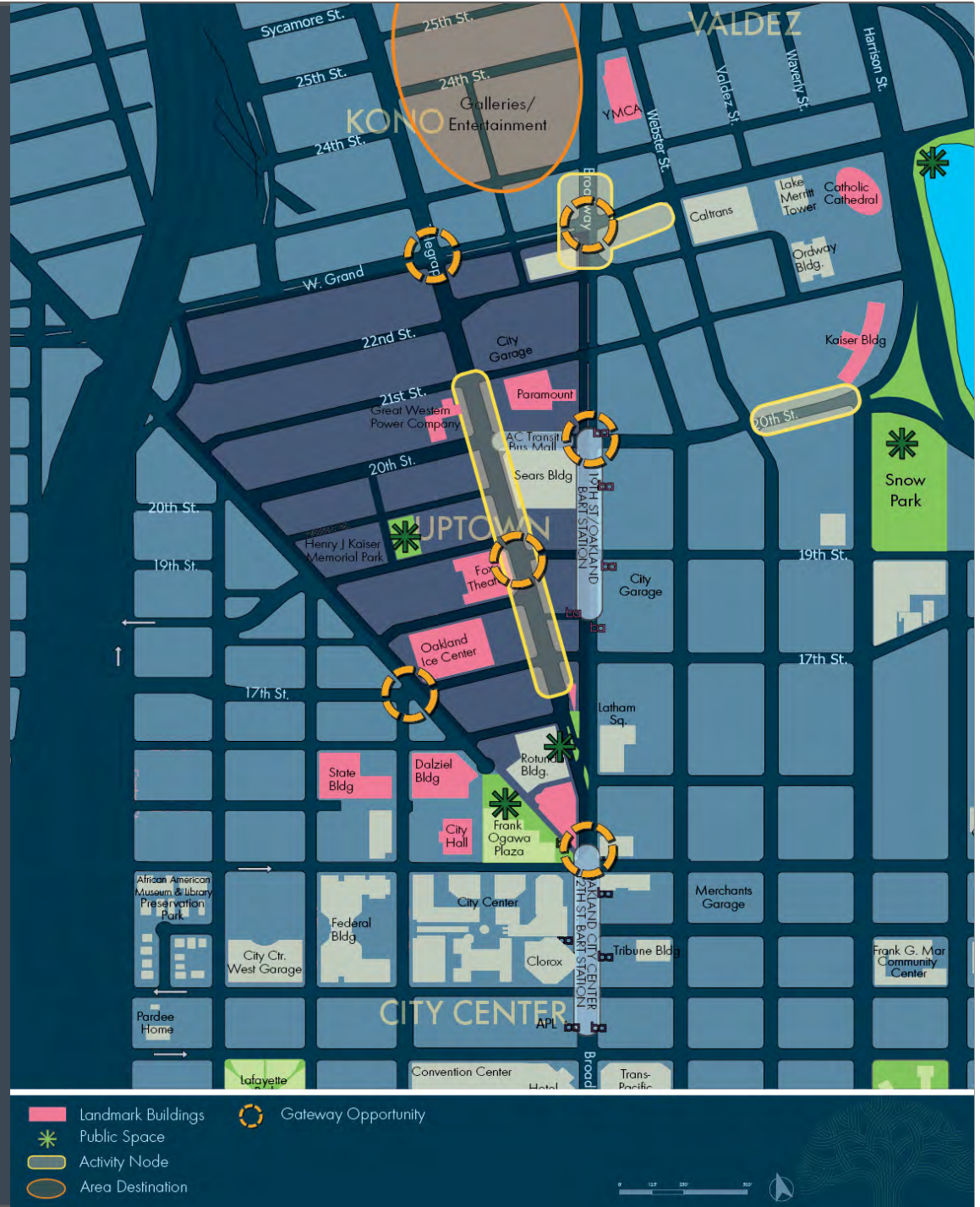
Signage Guidance Tree

A Methodology from Arrival to Destination

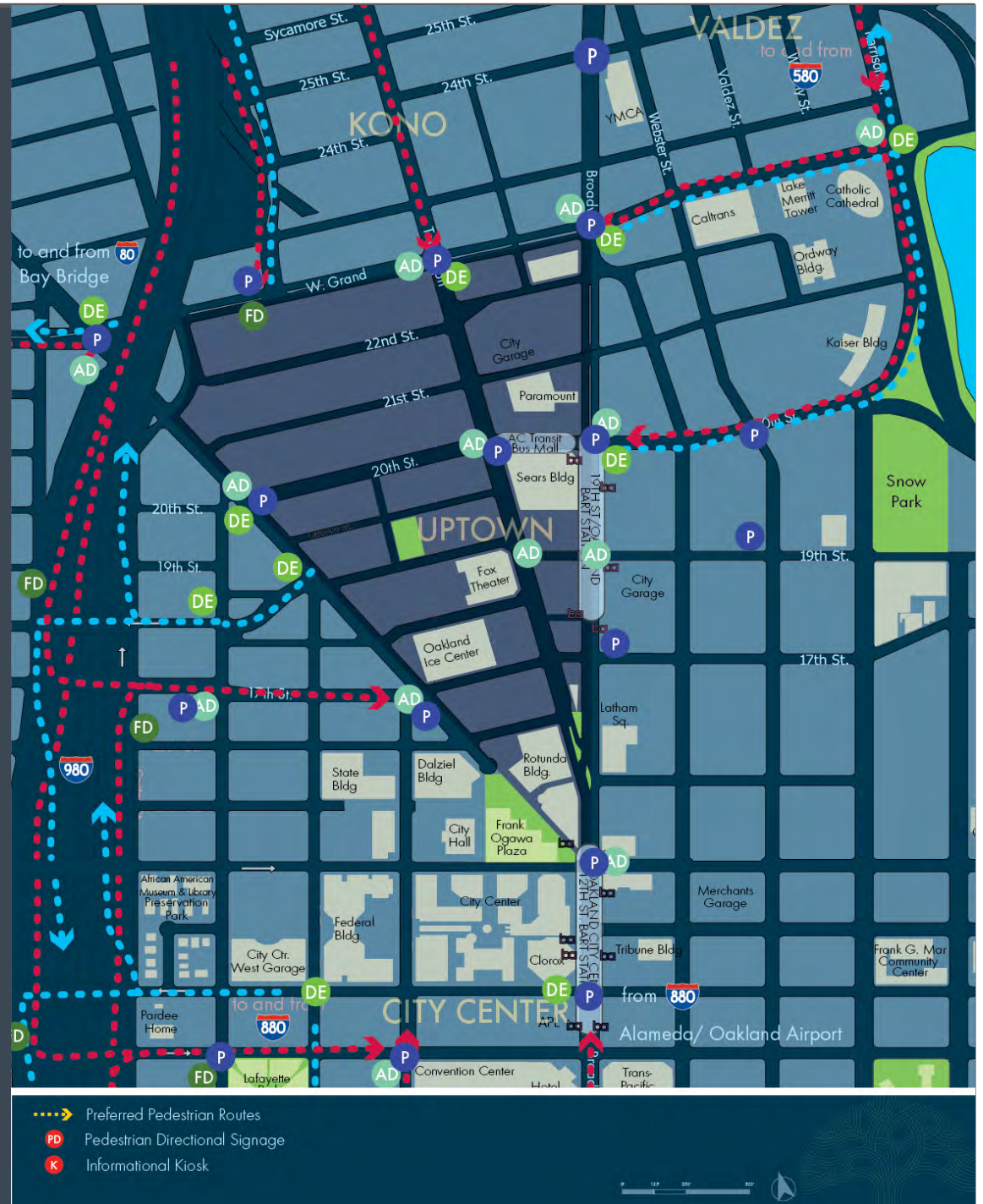


Landmarks & Destinations

- Uptown has more than one activity node
- Areas such as Broadway & Grand and Telegraph & Grand are Gateways into Greater Downtown
- Uptown bleeds into other Districts

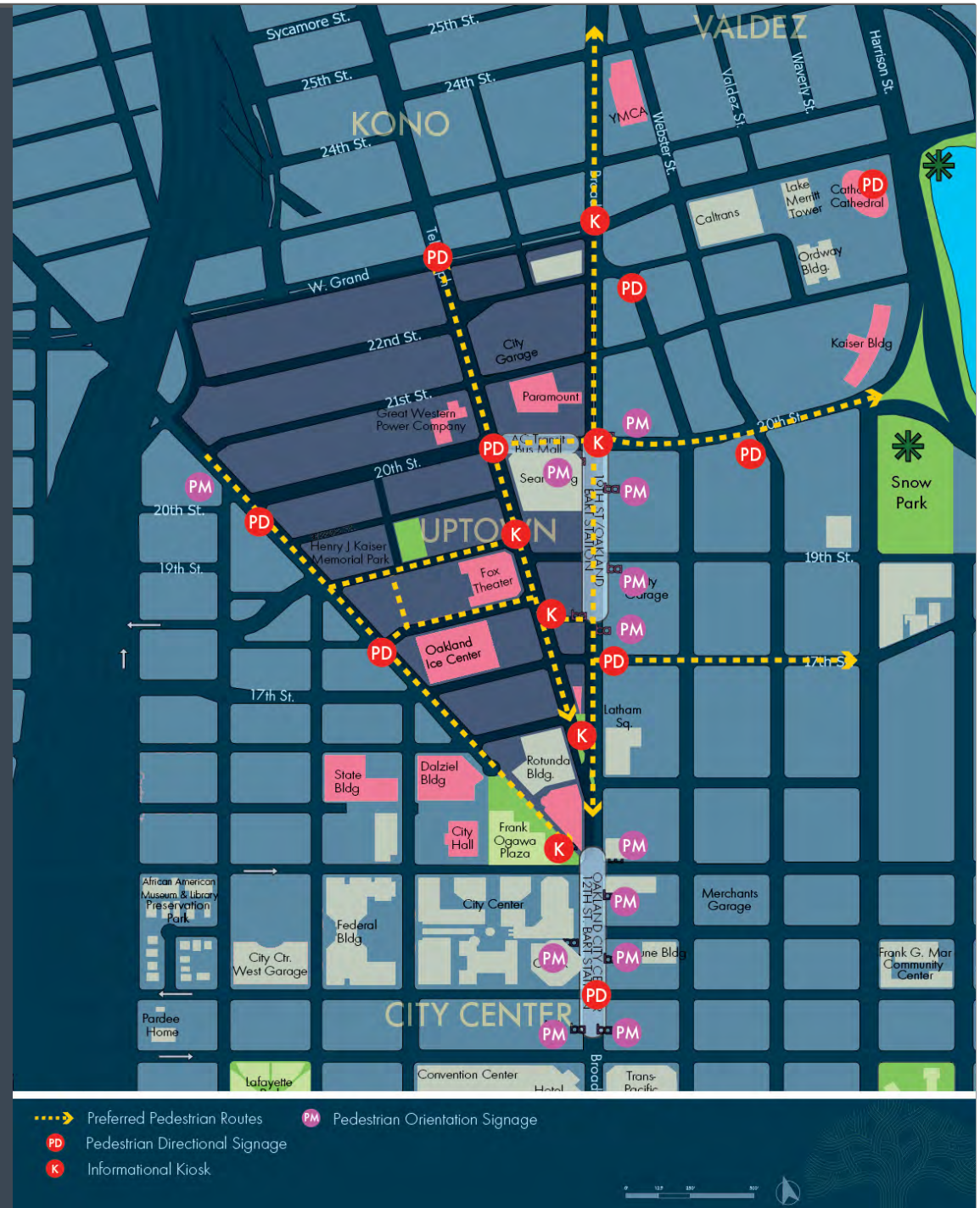


- Based on Arrival Points
- Ingress & Egress Signage
- Directions to Destinations & Parking
- Expands well beyond Uptown to effectively get people to Uptown



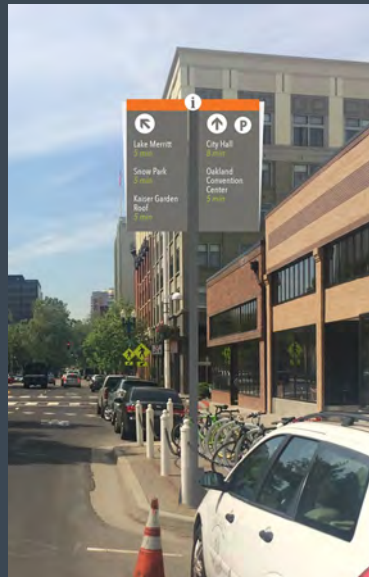
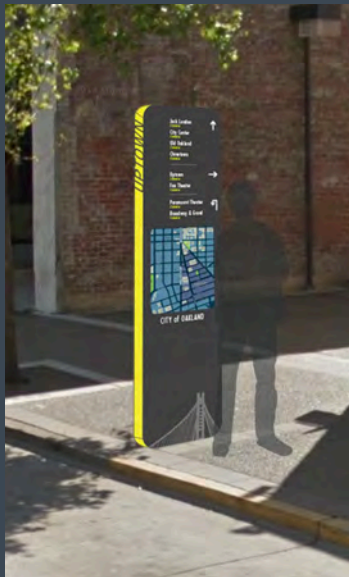
Potential Pedestrian Signage Locations

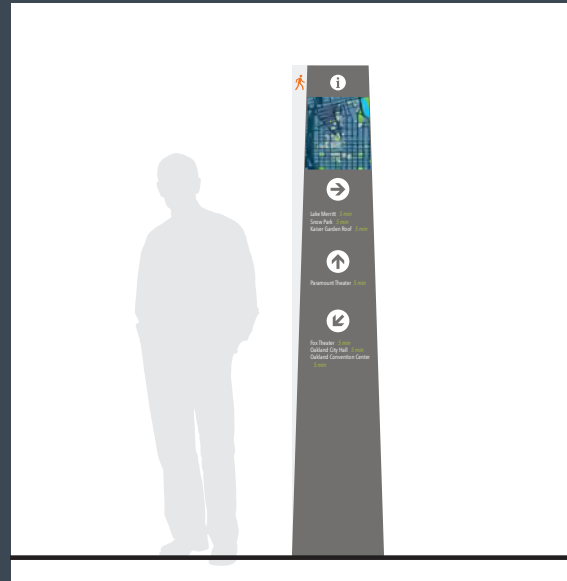
- Based on Arrival Points & Pedestrian Hot Zones: Parking Garages, BART, Transit Mall, Fox Theater, etc
- Follows Preferred Pedestrian Routes
- Signage type determined by expected need and usefulness
- Expands beyond Uptown as necessary to point that bring people into Uptown



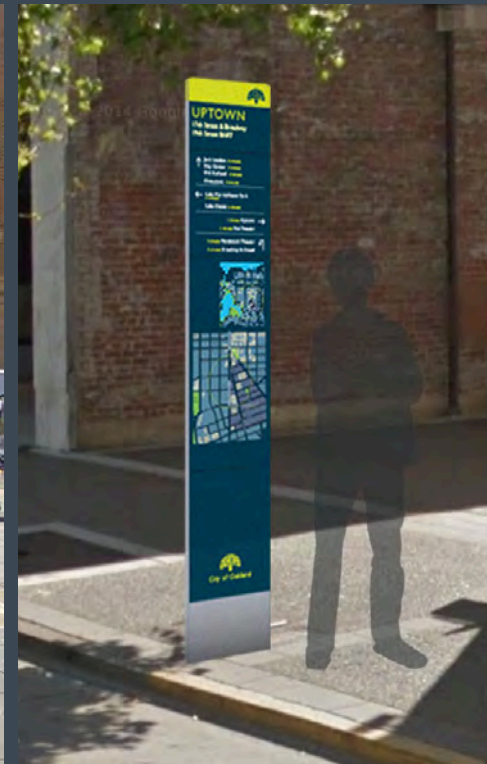
Preliminary Designs

The next two slides show some of the initial design ideas for the project including auto signs, pedestrian signs, & kiosks





Pedestrian Directional

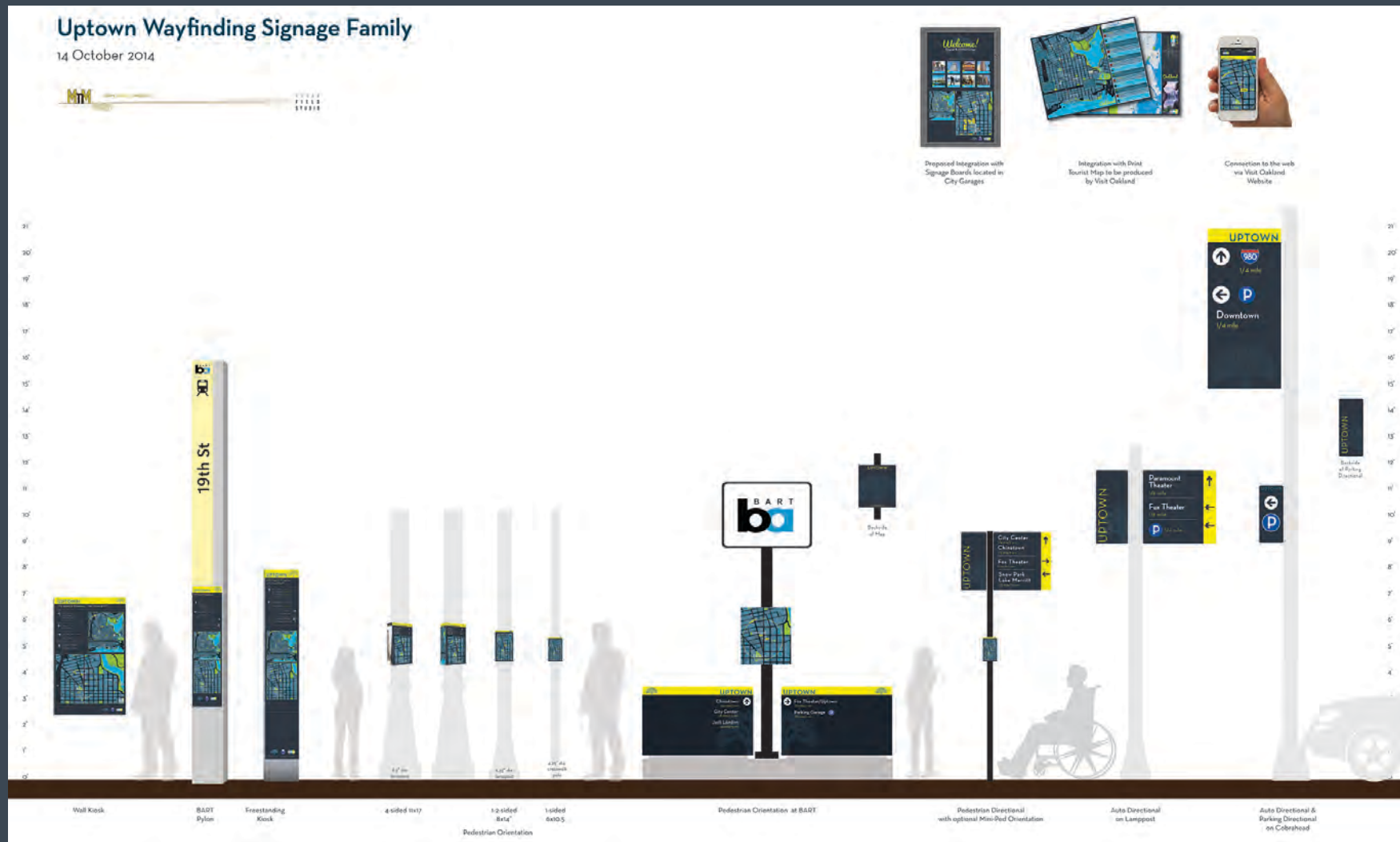


Feedback On Initial Designs

- Reduce clutter - don't add to it
- Use existing infrastructure as feasible
- Scale signage according to need
- Think about upkeep and vandalism
- Integrate with branding work of Visit Oakland
- Beta Test to Gauge Effectiveness(pilot study
Pedestrian Signage and Vehicular for 17th &
19th St. Couplet

Refined Signs

Based on initial feedback a comprehensive family of signs was created. These show a range of possible signs, not all will be implemented



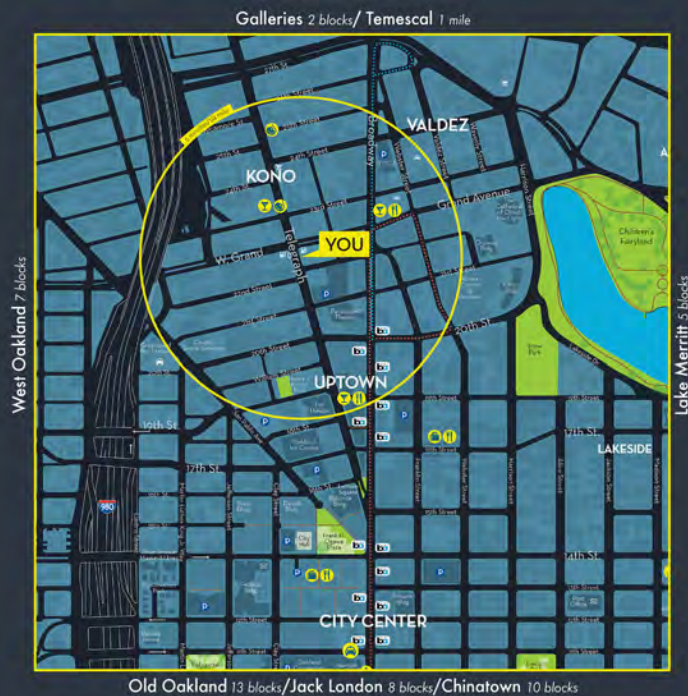
UPTOWN



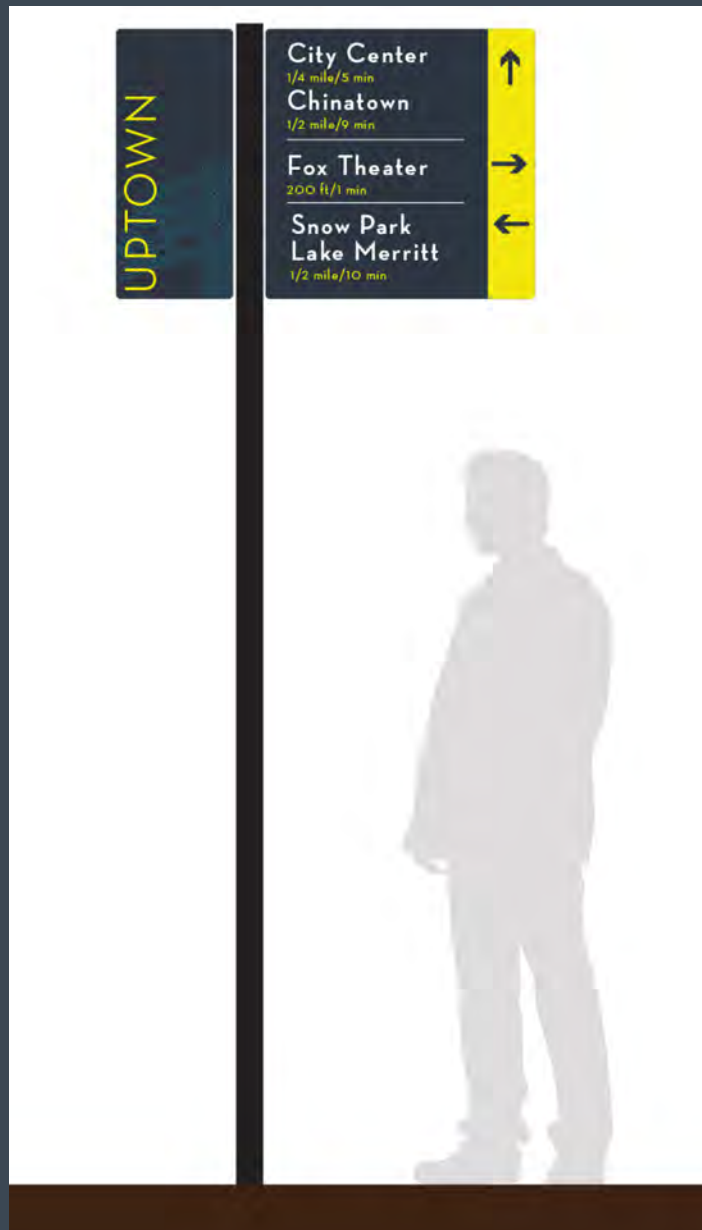
Galleries 1/8 mile/3 mins
Temescal 1.5 miles/45 mins



Broadway & Grand 1/8 mile/10 mins
Lake Merritt 1/2 mile/10 mins
Lake Chalet 1/2 mile/10 mins



Bus Totem



Pedestrian Directional



Mini-Ped Orientation 8x10.5 inches



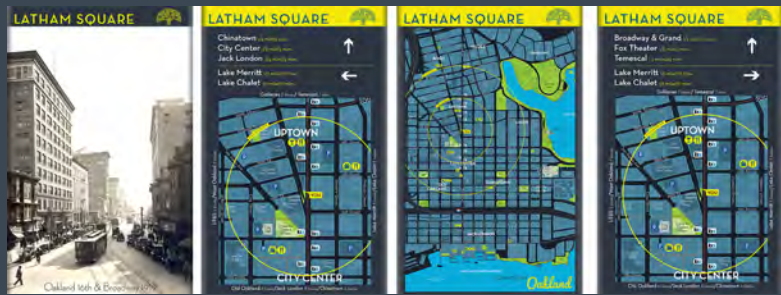
Mini-Ped Orientation 8x14 inches



Ped Orientation 11x17 inches



Pedestrian Orientation Options

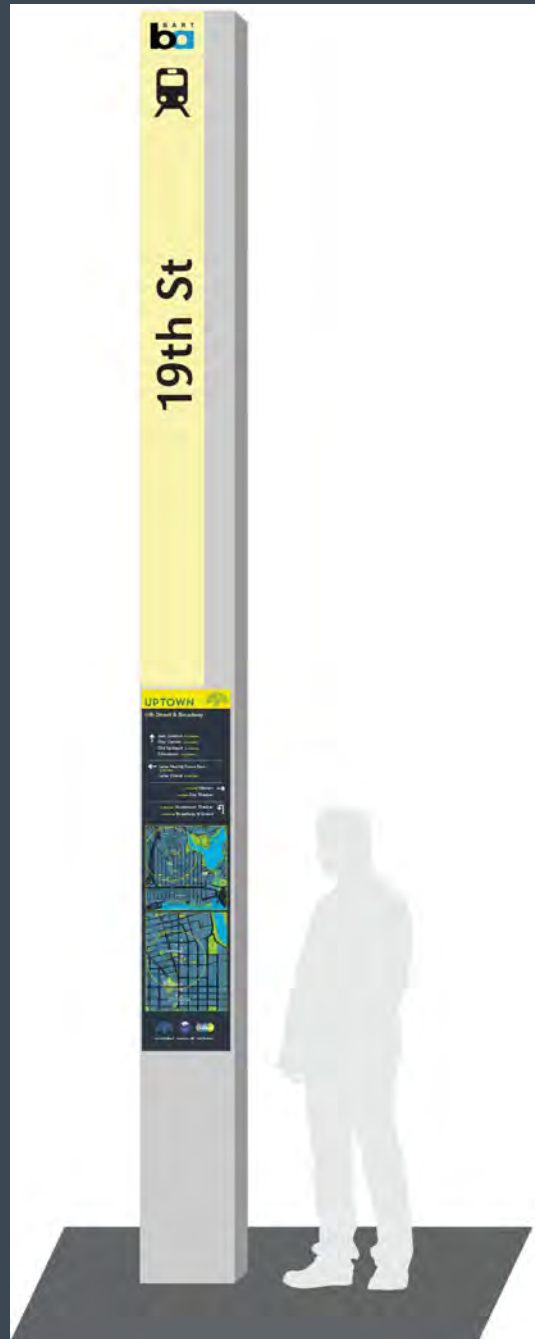


4-Sided Pedestrian Orientation 11x17



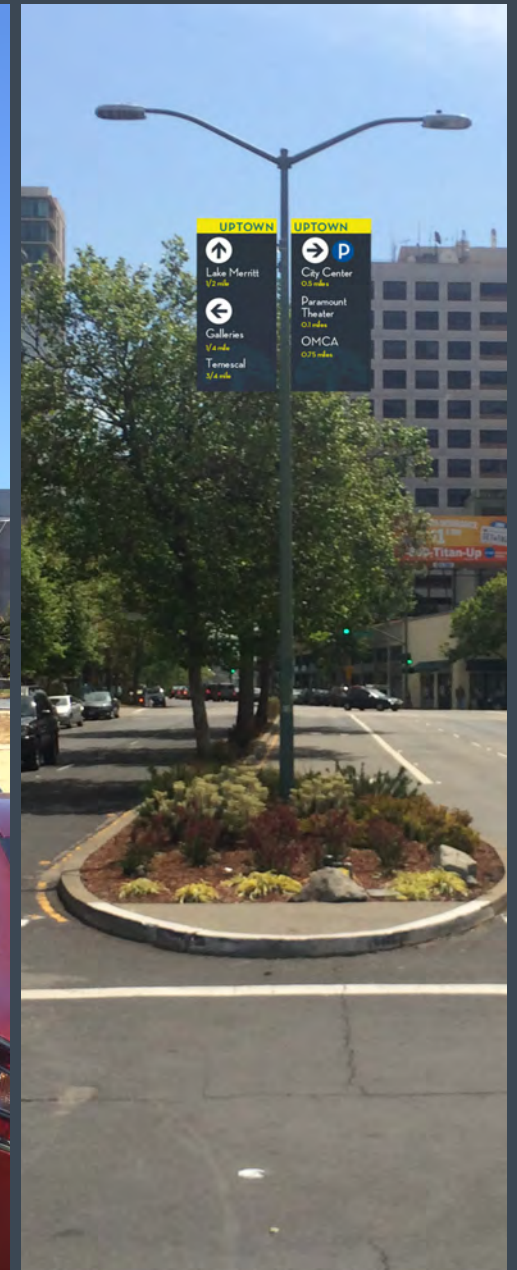
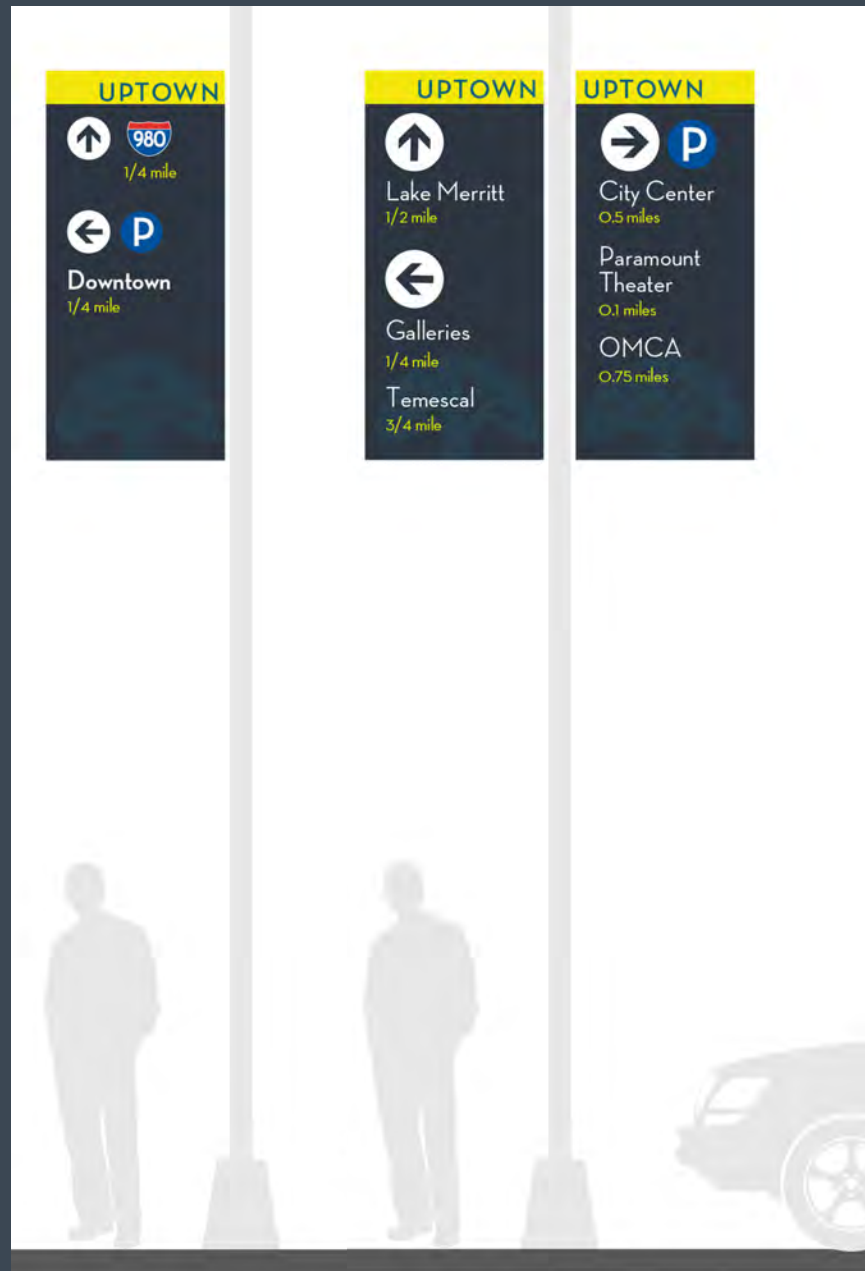
Pedestrian Orientation @ BART

BART Pylon





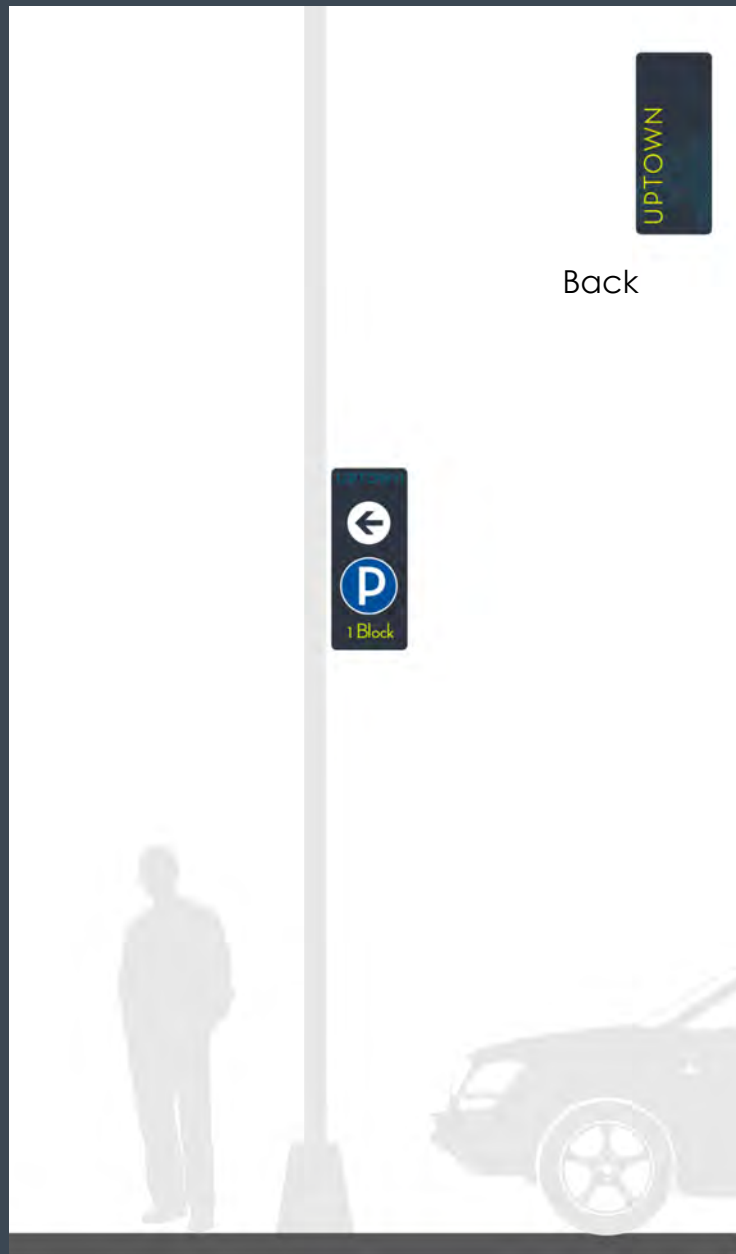
Freestanding Kiosk



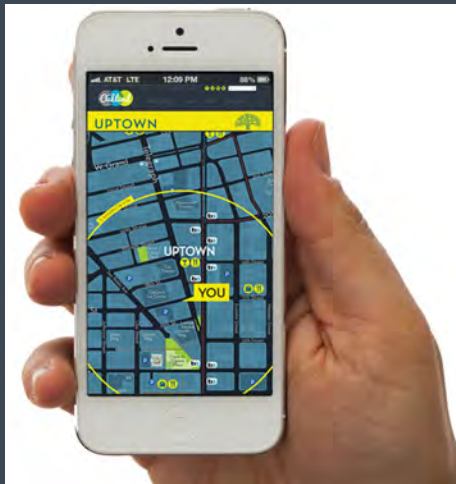
Auto Directional - Cobrahead



Auto Directional - Lamppost



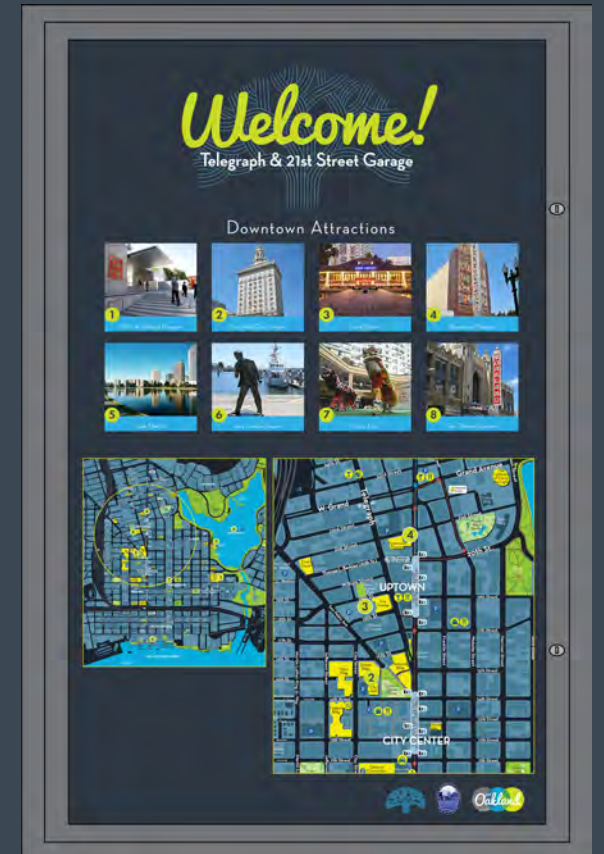
Parking Directional



Visit Oakland Website



Integration with Visit Oakland Tourist Map



Proposed Signage Boards in Parking Garages

Integrate with Visit Oakland & City Parking Garage Efforts

Next Steps

- Further work with BART to see how we can dovetail efforts
- Display on City Website/Develop Survey or other Civic Engagement Tool
- Adopt Design Guidelines: Landmarks or Planning Commission Report

Uptown Wayfinding Signage

REFINED SIGNAGE DESIGN

November 2014



URBAN | GRAPHIC | LANDSCAPE

design

