

CITY *of* WILSONVILLE

CITYWIDE SIGNAGE & WAYFINDING PLAN

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DRAFT



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Citywide Signage & Wayfinding



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TABLE OF CONTENTS

- Executive Summary** 4
- Chapter One | Introduction & Background**.....6
 - Overview & Setting* 7
 - Background and Plan Review* 9
 - Plan Objectives* 10
 - Wayfinding Principles*11
- Chapter Two | Wayfinding Sign Strategy**..... 14
 - Wayfinding Sign Placement Guidance*.....15
 - Strategic Planning For Multimodal City Wayfinding Plan*16
 - Destination Selection & Prioritization* 17
 - Signing Distance & Destination Order*19
 - Naming Guidance*20
 - Approved Destinations*20
 - Route Prioritization*21
 - Maps*23
 - Signing Intersections*.....26
 - Sign Placement*.....28
- Chapter Three | Design**..... 34
 - Design Process*35
 - Community Vision*38
 - Preferred Design*40
 - Graphic Standards*.....41
- Chapter Four | Implementation**42
 - Phasing*.....43
- Appendices**48
 - A | List of Figures References*49
 - B | Preliminary Sign Families*50
 - C | Design Intent Drawings*56
 - D | Public Outreach*58

EXECUTIVE SUMMARY



Fig. 1 Aerial of Wilsonville and the Willamette River

Text placeholder until report is finalized.

CHAPTER ONE

INTRODUCTION & BACKGROUND

OVERVIEW & SETTING

LOCAL CHARACTER & IDENTIFYING ELEMENTS

The City of Wilsonville Signage and Wayfinding Plan provides a strategy for the City to implement a citywide wayfinding system. The plan is a product of the community's goals to connect residents and visitors to city services and destinations such as transit centers, existing trails and recreation facilities, to support and enhance tourism, and to encourage travel off Interstate 5 and into commercial areas other areas of interest.

The City of Wilsonville (resident population of approximately 24,300) is situated along the Willamette River, just south of Portland, Oregon. Wilsonville has a rich history as a gateway between communities and a link between urban and rural landscapes. Wilsonville is located in both Clackamas County and Washington County, and is part of the greater Portland metropolitan area. The city is served by commuter rail and is bisected by Interstate 5 (I-5), connecting Portland to the north, Salem to the south, and the agricultural lands of the Willamette Valley to the southwest.

Numerous opportunities exist to enhance wayfinding, particularly across the Willamette River and I-5 corridors which break Wilsonville into distinct areas. Effective wayfinding is important as residents and visitors explore Wilsonville through different modes of transportation, including walking, biking, and driving, and from different entry points. Strategically placed and well designed wayfinding signage will help both visitors and residents navigate to key points of interest in the City.

Unified directional signage, informational kiosks, and gateways will enliven business districts by making them easier to locate from I-5, increasing foot traffic, and encouraging visitors to explore different parts of the City once they have arrived. Clean and concise navigation information creates a welcoming experience and signage is an effective investment to encourage tourism and improve access to local destinations.

The City of Wilsonville Citywide Signage and Wayfinding Plan provides a strategy for the City to implement a citywide wayfinding system. This plan provides guidance on sign placement and route prioritization, in addition to a preferred design for a family of wayfinding signs. The preferred design incorporates national best practices, community input, local materials, and distinctive architectural details to create a unique wayfinding identity rooted in the history and landscape of Wilsonville.

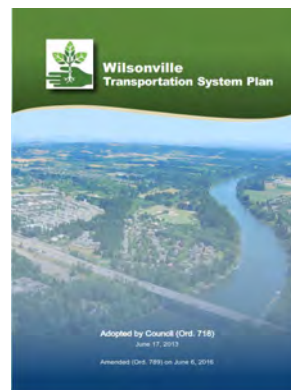


Fig. 2 Historic church in the Old Town District of Wilsonville.

BACKGROUND REVIEW

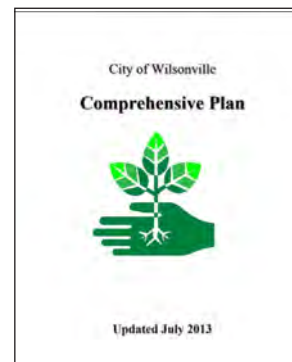
In developing the Citywide Signage and Wayfinding Plan, municipal plans and policies were reviewed in relation to multi-modal transportation and wayfinding signage.

WILSONVILLE TRANSPORTATION SYSTEM PLAN



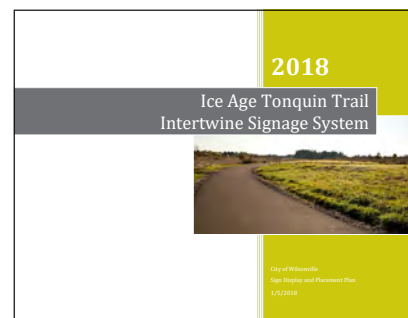
The Wilsonville Transportation System Plan (2016) lists the establishment of a comprehensive signage and wayfinding system as an essential implementation measure to achieve its stated policy to “Provide a safe, well-connected, and efficient system of streets and supporting infrastructure for all travel modes” (p. 2-3). The Plan also includes wayfinding signage as a high priority project to support bikeways and walkways (project BW-14). In particular, the project aims to provide multimodal wayfinding signage to and from the Ice Age Tonquin Trail, the SMART Central at Wilsonville Station, and other points of interest throughout the city.

CITY OF WILSONVILLE COMPREHENSIVE PLAN



The City of Wilsonville Comprehensive Plan (updated July 2013) notes that for future City development goals, specifically as it relates to the Metro-designated green corridor, is to “limit signage in such a way as to maintain the rural character of the green corridor.” Additionally, Implementation Measure 4.1.1.n states that the Development Review Board will require high standards of signage when it comes to renovation of existing businesses and new construction.

ICE AGE TONQUIN TRAIL INTERTWINE SIGNAGE SYSTEM



The City of Wilsonville Sign Display and Placement Plan for the Ice Age Tonquin Trail (January 2018) describes and illustrates the proposed signage plan for the Tonquin Trail, an important recreation destination within the City of Wilsonville.

WILSONVILLE TOURISM DEVELOPMENT STRATEGY



The Wilsonville Tourism Development Strategy (2014) indicates that insufficient signage and wayfinding is a “critical weakness” affecting visitor experiences (p. 14). Action 4.16 in the strategy calls to implement a comprehensive wayfinding signage system, elaborating that “in addition to providing clear directions, signage is important for wayfinding, identity and the creation of attractions by linking venues to form coherent and attractive trails and touring routes”.

CITY OF WILSONVILLE BRANDING STYLE GUIDE



The City of Wilsonville Branding Style Guide (January 2017) denotes specific color palettes, proper logo usage, and recommended fonts that directly influence the wayfinding signage strategy.

CITY OF WILSONVILLE BICYCLE AND PEDESTRIAN MASTER PLAN



The City of Wilsonville Bicycle and Pedestrian Master Plan (December 2006) identifies a wayfinding/signing program as one of the key plan recommendations. These specific recommendations directly influenced the route prioritization and placement in this plan. Additionally, the bicycle and pedestrian signage that was implemented with this plan will be utilized as a base for future sign toppers that will enhance the identity of Wilsonville.

CITY COUNCIL 2017-2018 GOALS

The City of Wilsonville 2017-2018 Work Plan describes the 20 council goals, including goal 13 of developing a wayfinding program. This goal includes “a unified signage design that is reflective of the city’s identity and consistent in color, font, materials, architectural elements and graphics.”

PLAN OBJECTIVES

The objective of the plan is to better connect people walking, biking, or driving to destinations throughout Wilsonville with a cost-effective program that is easy to expand and maintain and a community supported design that reflects the city's unique identity.

The plan sets out to:

- Create wayfinding signage that will meet the needs of residents and visitors whether traveling through Wilsonville as a pedestrian, in a motor vehicle, or by transit or cycling.
- Establish a high quality design that captures local character and is coherent and attractive.
- Consider graphic standards focused on local identity and aesthetic.
- Understand key entrances and gateways to Wilsonville, including decision points and sites where navigation information is suited.
- Give sign placement guidance for specific corridors or areas of the community.



Fig. 3 Wilsonville has many important destinations that draw both local residents and visitors.

WAYFINDING PRINCIPLES

The “legibility” of a place describes how easy it is to understand. Places are more legible when they are arranged so people can intuitively determine the location of destinations, identify routes, and recognize areas of different character. A wayfinding system helps to make places more legible by better enabling individuals to:

- Easily and successfully find their destination.
- Understand where they are with respect to other key locations.
- Orient themselves in an appropriate direction with little misunderstanding or stress.
- Discover new places and services.

The following guiding principles, based on best practices from around North America, will help create the most effective wayfinding systems. Together, these wayfinding principles create a wayfinding system plan that is both legible and easy to navigate. These principles should be applied in Wilsonville's wayfinding sign placement and destination logic to effectively enhance the legibility of the community.

Places are more legible when they are arranged so people can intuitively determine the location of destinations, identify routes, and recognize areas of different character.



Be Predictable

Effective wayfinding networks are predictable. When information is predictable, patterns emerge, and users of the network are able to rely on the system to provide information when they expect it. Predictability also helps users understand new situations quickly, whether it be navigating a new intersection or traveling to a destination for the first time.

Users come to trust a predictable wayfinding network, making new journeys easier to attempt and complete. Every time a new trip is completed, users' confidence in the wayfinding network will be sustained or increased.

Predictability should relate to all aspects of wayfinding placement and design (i.e., sign materials, dimensions, colors, forms, and placement). Similarly, maps should employ consistent symbology, fonts, colors, and style. The system must be designed in accordance with local, state, and federal guidelines to ensure funding eligibility through state and federal sources.



Keep Information Simple

For a wayfinding network to be effective, information needs to be presented clearly and logically. The presentation of information needs to be balanced: too much information can be difficult to understand; too little and decision-making becomes impossible. The placement of signs and the information provided at each placement are also critical. To be successful, wayfinding information must be provided in advance of where major changes occur and confirmed when the maneuver is complete.

Wayfinding signage design should be accessible and comprehensible by a wide range of users, including people of all ages and ability levels. Special consideration should be taken for those without high educational attainment, English language proficiency, or spatial reasoning skills. In areas with high rates of users with English as a second language, the wayfinding should use text and symbols that will be understood by non-English speakers. Designers should minimize the use of bilingual text or separate-language signs, as including these elements can make signs cluttered and reduce overall legibility.

It is important to provide information in manageable amounts. Too much information can be difficult to understand; too little and decision-making becomes impossible.



Maintain Motion

Bicycling and walking require physical effort, and frequently pausing to check directions may lead to frustration and discouragement. Consistent, clear, and visible wayfinding elements allow pedestrians and bicyclists to navigate while maintaining their state of motion. To help users maintain motion, wayfinding information must be quickly read and easily comprehended.



Promote Active Travel

A wayfinding network should encourage increased rates of active transportation by creating a clear and attractive system that is easy to understand and navigate. The presence of wayfinding signs should communicate that walking and bicycling to many destinations is convenient.

An effective wayfinding system makes active transportation facilities more visible and helps to increase use of both on-street and off-street facilities. Wayfinding improvements are a cost-effective way of drawing attention to existing facilities and how they connect people to the places they want to go.



Connect Places

An effective wayfinding system enables residents and visitors alike to travel between destinations and discover new destinations and services. Wayfinding connects neighborhoods and provides navigational assistance to both local and regional destinations. Effective wayfinding is an extension of the transportation network and provides a seamless travel experience for people walking, biking, or driving.

Wayfinding connectivity goes beyond physical signage. Wayfinding signage elements can create a deeper connection to a place, cultivate a sense of pride by reflecting community values and identity, and support local economic development by encouraging residents and visitors to use services.

CHAPTER TWO

WAYFINDING SIGN STRATEGY

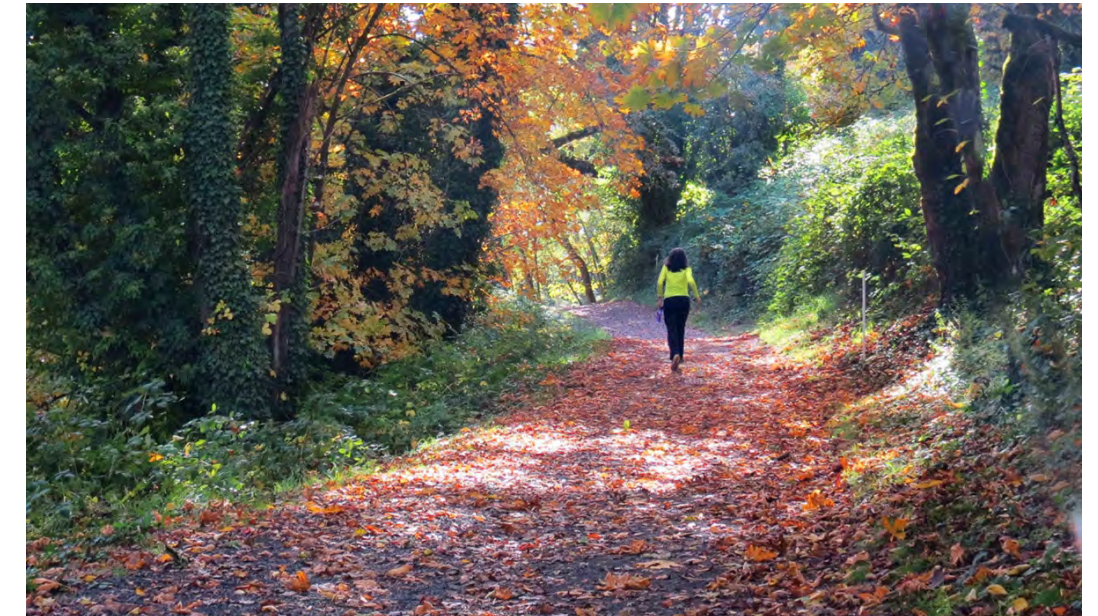


Fig. 4 Wilsonville has numerous public parks that are important to both visitors and residents.

WAYFINDING SIGN PLACEMENT GUIDANCE

Thoughtful and strategic wayfinding sign placement will guide Wilsonville's visitors and residents as they navigate between regional and local destinations using existing roadway, transit, bicycle, and pedestrian transportation networks and infrastructure. A hierarchy of destinations is established to consistently select and arrange destination names for inclusion on signs. It is not possible to name all places on signs, therefore a system of prioritization is used to stagger signs along a route.

Developing a wayfinding system follows a process that includes identifying and prioritizing destinations; identifying common routes that link to major destinations; identifying important transfer locations or decision points along these routes; and finally determining the best location to place signage.

STRATEGIC PLANNING FOR MULTIMODAL CITY WAYFINDING PLAN

- 1 Identifying Destinations.**
 A system of prioritized destinations allows Wilsonville to effectively sign to destinations along a route, with consistent use of place names that are recognizable and legible.
- 2 Identifying Routes.**
 Common routes to destinations are identified in order to determine appropriate and logical placement of signs along the route of travel. Different modes of travel use different routes and require varying levels of information on signs.
- 3 Identifying Key Intersections.**
 Travel decisions are made at different stages along a route. Intersections and decision points are identified for placement of decision, turn, and confirmation signs.
- 4 Sign Placement.**
 Consistent placement of signs creates a reliable path or route of travel, allowing a user to easily locate and read signs. Signs and destination information provided along a path inform navigation decisions and indicate intersections. Consistent placement of signs at decision points provide users reassurance and contributes to increase user confidence.

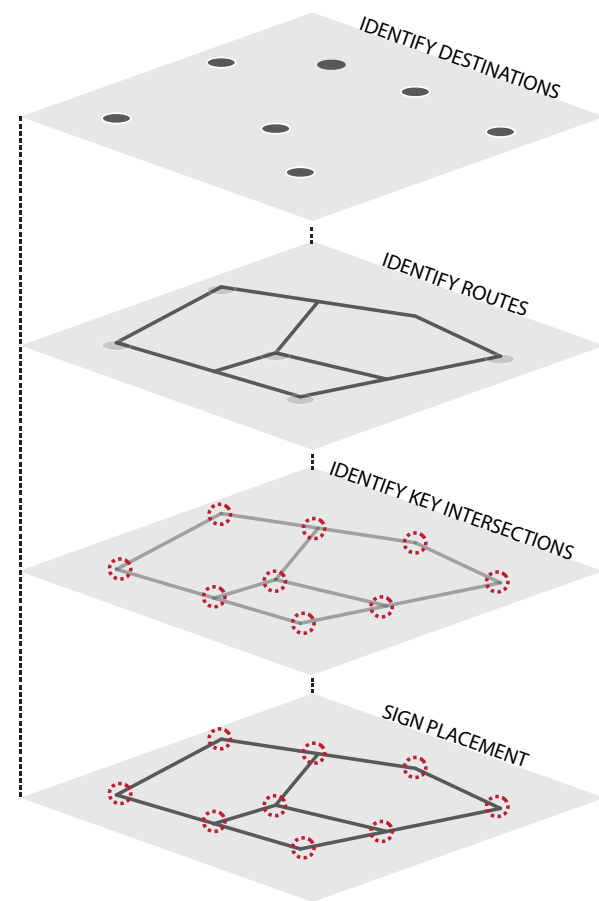


Fig. 5 Wayfinding System Logic



DESTINATION SELECTION AND PRIORITIZATION

Wayfinding relies on clear communication and on use of names that are consistent, recognizable, and legible. The number of destinations that may be listed on a wayfinding sign is limited, therefore a system of progressive disclosure is used to stagger information along a journey. Disclosing information in stages relies on an agreed hierarchy of destinations.

This guidance describes an approach for selecting and prioritizing potential destinations to which pedestrians and cyclists may want to travel. Signs should follow the same approach throughout the City so that the system is clear and predictable. Once a destination is named on a sign, it should be included on subsequent signs until the destination has been reached. Destinations for the City of Wilsonville were generated by prioritization scores and input from the Focus Group and City staff.

Level 1 destinations receive first priority on wayfinding signs on local routes and corridors, followed by Level 2 and Level 3.

Motorists, transit users, and cyclists are typically signed to level 1 and level 2 destinations, whereas level 3 destinations are most often included on pedestrian oriented signs or maps. Motorists and transit users travel at higher speeds and over greater distances, therefore signed destinations match this scale of travel by providing larger signs, limitations on the number of destinations, and the length of destination names. Cyclists may travel greater distances

at higher speeds than pedestrians, and therefore signed destinations will be located at different intervals. Pedestrians travel at a lower speed and can stop and read detailed signs or maps, of a smaller scale or size, that would be inappropriate for those traveling at higher speeds. Destination categories and named locations should be reviewed and updated regularly.

Level 1 - City Centers & Districts

Level 1 destination include city centers, districts, and universities. Highlighting these types of destinations helps orient intra and inter-municipal trips. These may be historic, commercial, cultural districts or neighborhoods with a distinct name and character. Emphasis is placed on areas that provide a mix of popular attractions and services. Local neighborhoods that do not offer services or attractions should not be included.

Level 2 - Regional Parks

Level 2 destinations provide a finer grain of navigational information than level 1 destinations by directing users to regional parks and well known businesses.

Level 3 - Local Destinations

Level 3 destinations are specific major attractions within the City which generate a high amount of traffic. Local attractions include: community centers and major civic institutions, transit stations, schools, hospitals and visitor centers.

Table 1 Destination Level Categories

SIGNAGE DISTANCE AND DISTANCE ORDER

Signing distances, the distance between sign and destination, focus on the maximum distances that destinations should appear on directional signs. This process allows information to be provided in a timely manner and in manageable amounts, according to a traveler's needs.

The four levels of destinations provide signing distances for each mode of travel:

- Level 1 should appear on signs up to 5 miles away for cyclists and longer distances for transit riders and motor vehicle operators.

- Level 2 should appear on signs up to 2.5 miles away when they are a primary destination and up to 1 mile away when a level 1 destination is available.
- Level 3 are signed up to half a mile to represent a scale that is appropriate for walking.

Signing distances to and from transit stations or major exchanges is based on destinations in proximity to the station or exchange.

Signing distances for motor vehicles is available in the Manual of Uniform Traffic Control Devices (MUTCD). Detailed signing requirements including appropriate distances, are available in MUTCD.

Once a destination list is established, the next stage is to determine the best location or placement of signs along a route.

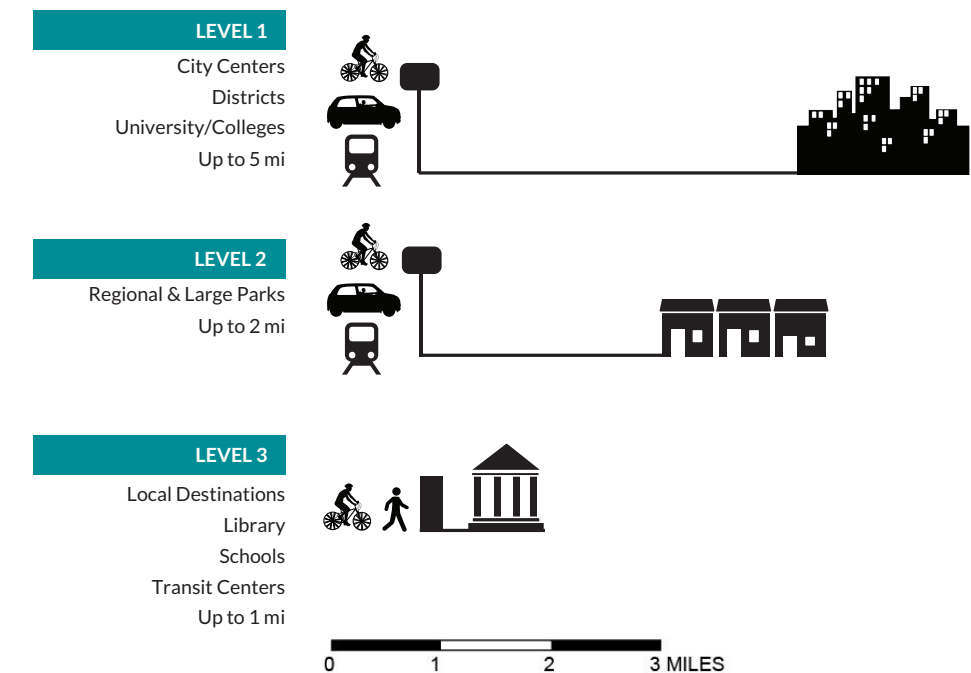


Fig. 6 Signage Distance Guidance

NAMING GUIDANCE

Sign guidance outlines a standard approach for names of destinations that can reasonably fit on signage. Typically, 14-15 characters (including spaces) is the ideal length for destination names, and 19 characters is roughly the longest that will fit on a sign.

APPROVED DESTINATIONS

For Wilsonville, level 1 destinations are Old Town, Town Center, and Argyle Square. Level 2 destinations are major parks or landmarks and level 3 destinations are local attractions. The approved destinations were derived from the City’s previous bicycle wayfinding plan with important destinations for all modes of travel added with guidance from the focus group. Finally, City staff provided feedback before the project team assembled the final approved destination list.

Destination Name	Abbreviation	Destination Level
Argyle Square	Argyle Square	1
Tech Corners	Tech Corners	1
Town Center	Town Center	1
Old Town	Old Town	1
Oregon Institute of Technology	Oregon Tech	1
Clackamas Community College	Clackamas CC	1
Willamette River Water Treatment Plant Park	Wtr Treat Plt Pk	2
Boones Ferry Park	Boones Fry Pk	2
Graham Oaks Nature Park	Graham Oaks Pk	2
Memorial Park	Memorial Park	2
Town Center Park	Town Ctr Park	2
Villebois Piazza	Villebois Pk	3
Wilsonville Community Center	Comm Center	3
Library	Library	3
City Hall	City Hall	3
SMART Central Station	SMART Station	3
Police Station	Police Station	3
Post Office	Post Office	3
Wilsonville High / Boeckman Creek Primary School	Wilsonville High	3
Inza R Wood Middle / Boones Ferry Primary School	Inza School	3
Lowrie Primary	Lowrie Primary	3
Meridian Creek Middle School	Meridian School	3

Table 2. Destination List

ROUTE PRIORITIZATION

As part of the planning process, the project team prioritized routes based on readiness, proximity to destinations, and overall need and gap closure as they relate to navigational challenges in the city. The results of the prioritization process helped to select and prioritize locations for wayfinding improvements. The results of this analysis process are visualized in the initial vehicle route prioritization (Map 1) the initial bicycle route prioritization (Map 2) and the pedestrian route prioritization (Map 3), which aided in the development of the final route prioritization (Map 4 on page 46).

WAYFINDING ROUTE PRIORITIZATION METHODOLOGY

The project team assigned a route prioritization score to each street segment in the project area. The prioritization criteria focus on identifying routes that people will rely on to find community destinations. The criteria were used to produce two separate scores, one for bicycle wayfinding and one for motor vehicle wayfinding.

PRIORITIZATION CRITERIA

Bicycle Facilities

The project team scored the segments on the presence or absence of an existing bicycle facility. This criterion was only used for the bicycle wayfinding score.

Pedestrian Facilities

The project team scored the segments on the presence or absence of an existing pedestrian facility (sidewalks and shared use paths). This criterion was only used for the pedestrian wayfinding score.

Proximity to Destinations

When there are more destinations near a given roadway segment, there is a greater need for wayfinding improvements. This criterion scores segments on the number and importance of destinations within a half mile. The relationship of a roadway or trail to destinations is a key aspect of wayfinding, thus this criterion was weighted higher than the others. The destinations included in the analysis are listed in Table 2.

Population and Employment Density

Each segment received a score based on the number of people who live and work nearby (within 0.25 miles). The population score was drawn from the 2010 Census, at the Census Block level. The employment score was derived from 2014 Longitudinal Employer-Household Dynamics (LEHD) data. A composite score was created by totaling the population and employment scores for each segment. The composite scores were converted to a scale from 2-10, with 10 representing the greatest number of people living and working near the segment.

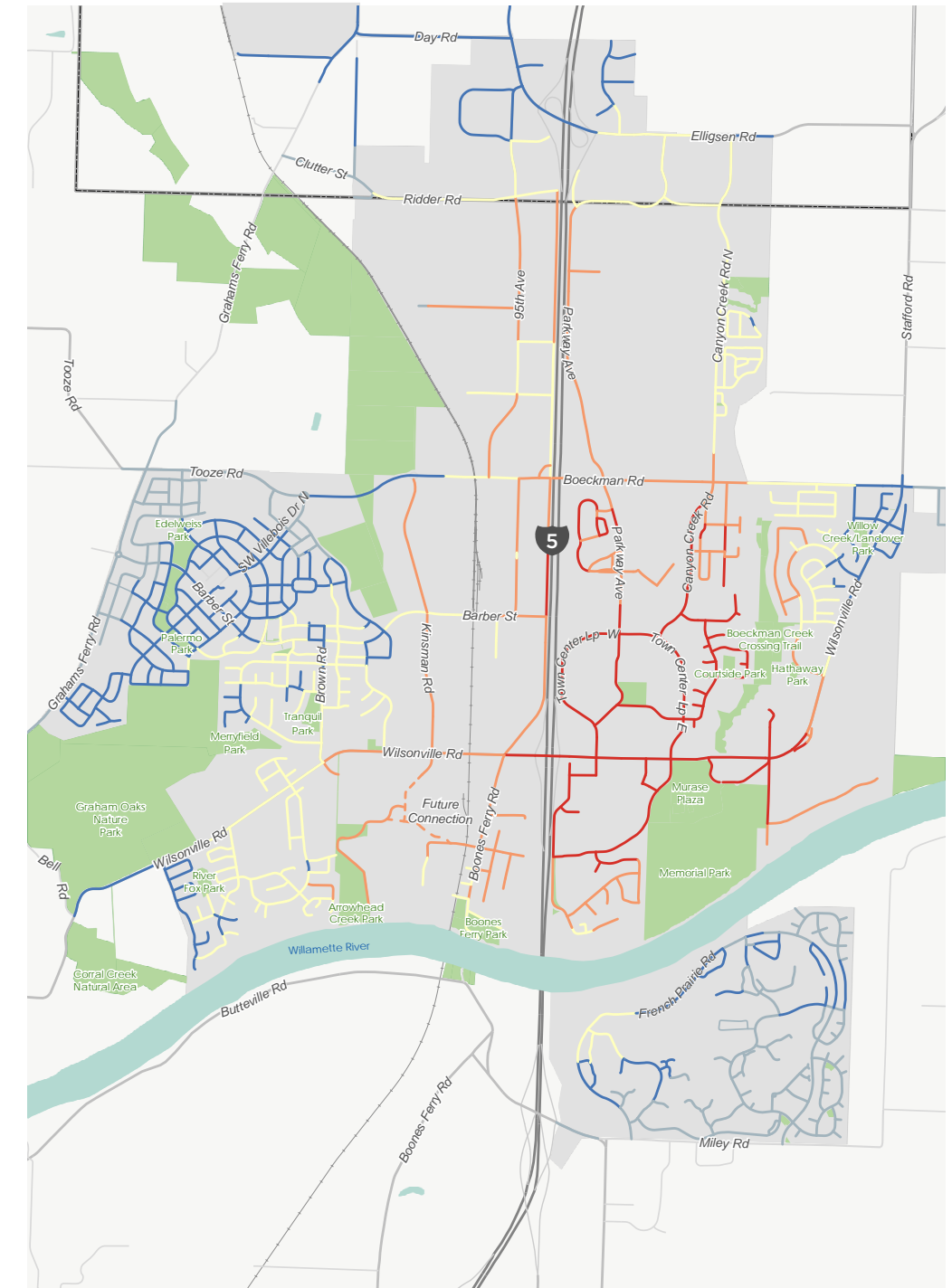
Next Steps

This prioritization exercise provides a citywide look at the relative need for wayfinding based on population, employment, major destinations, and existing facilities. It does not prescribe specific locations or routes for wayfinding signage. Rather, it is intended as one input to be used in combination with public input, city staff expertise, and general wayfinding principles. See Map 4 on page 46 for the final route prioritization map.

Route Prioritization Scoring Evaluation Matrix

Prioritization Criteria	Variable	Score
Proximity to Destinations	<p>The destination score is calculated based on the number and importance of destinations within 0.5 miles of the segment. Destinations were divided into four levels and given the following weights:</p> <ul style="list-style-type: none"> Level 1 Destinations: 10 Level 2 Destinations: 7 Level 3 Destinations: 4 Level 4 Destinations: 1 <p>The weighed destination scores were calculated for each segment and then normalized from 0 to 20.</p>	0-20
Population and Employment Density	<p>Composite score of population and employment totals within 0.25 miles. Each segment was then scored on these values, relative to the City of Wilsonville as a whole.</p>	2-10
Pedestrian Facilities (only included in the pedestrian wayfinding score)	<ul style="list-style-type: none"> Complete sidewalks on both sides of the street or existing shared use path 10 Complete sidewalks on one side of the street 5 No existing or planned facility 0 	
Bicycle Facilities (only included in the bicycle wayfinding score)	<ul style="list-style-type: none"> Existing Bike Facility 10 No Existing or Planned Facility 0 	

Table 3. Evaluation Matrix

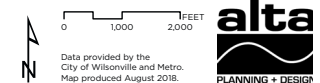


INITIAL VEHICLE ROUTE PRIORITIZATION

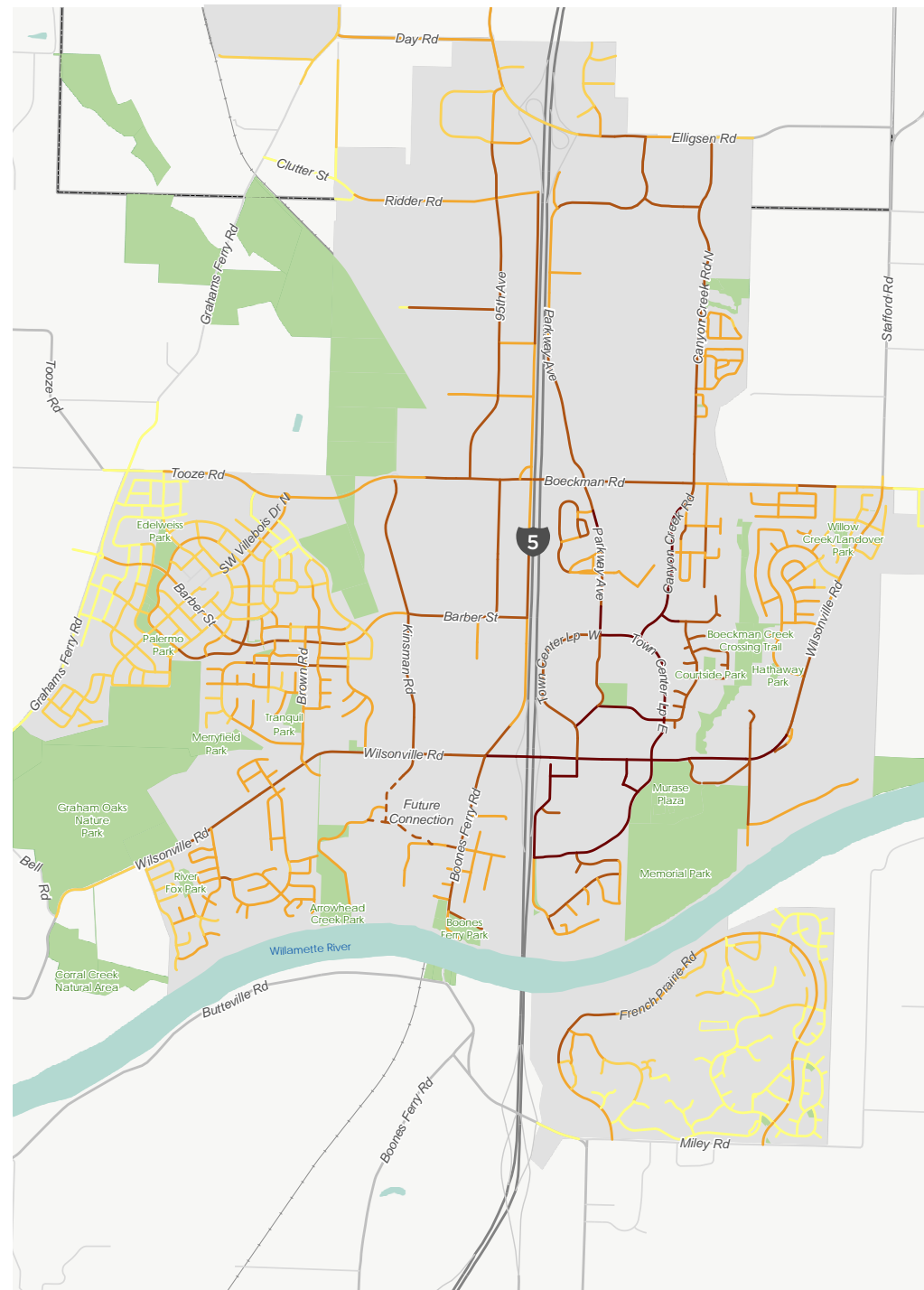
CITY OF WILSONVILLE WAYFINDING PLAN

PRIORITIZATION SCORE

- 0 - 5
 - 5 - 10
 - 11 - 15
 - 15 - 20
 - 21 - 30
- INPUTS:
- DESTINATIONS
 - POPULATION
 - EMPLOYMENT



Map 1 Initial Vehicle Route Prioritization



INITIAL BICYCLE ROUTE PRIORITIZATION

CITY OF WILSONVILLE WAYFINDING PLAN

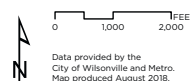
Shared Use Paths are included in the Pedestrian Prioritization

BIKE PRIORITIZATION SCORE

- 0 - 5
- 6 - 10
- 10 - 20
- 20 - 30
- 30 - 40

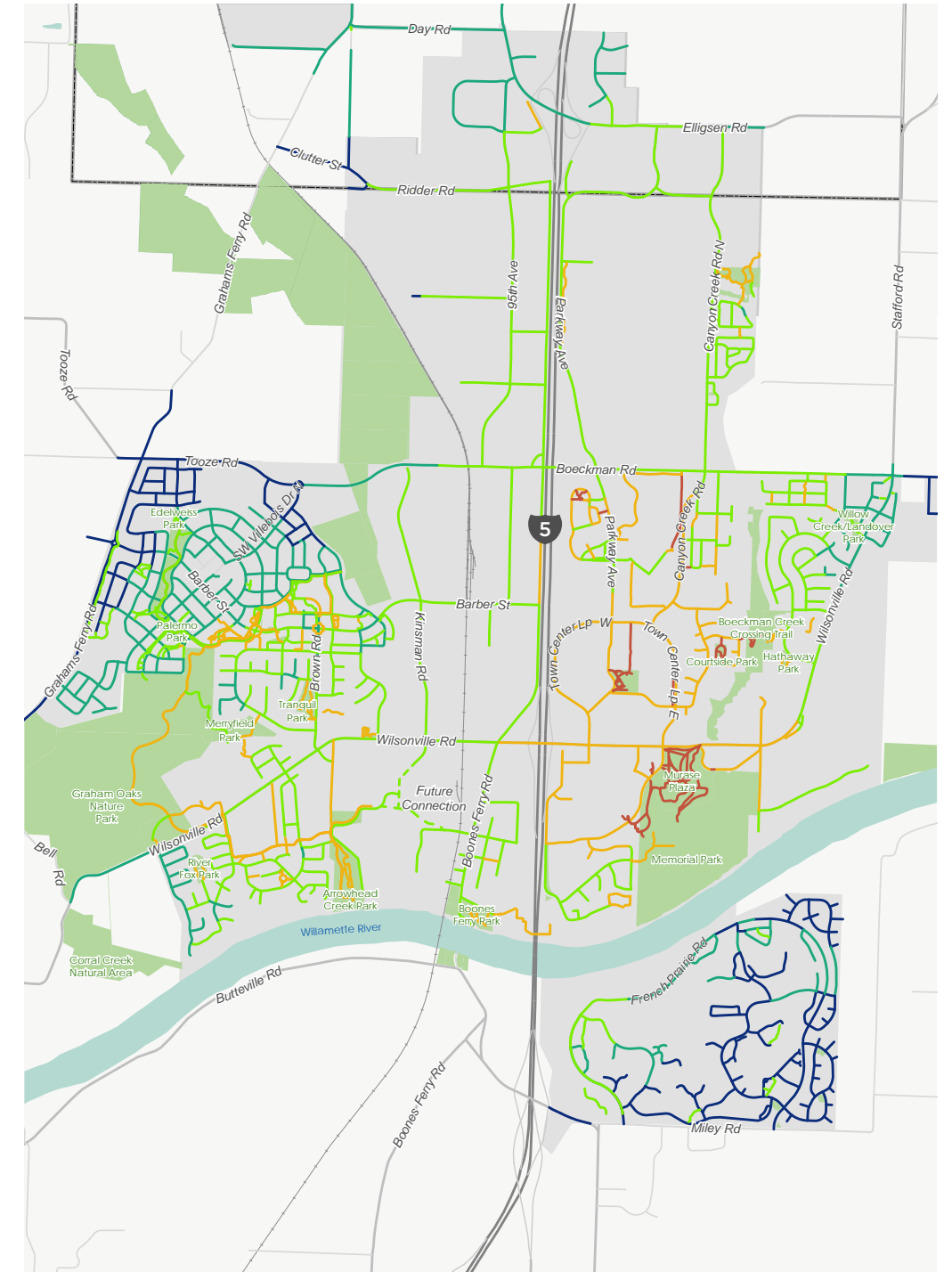
INPUTS:

- DESTINATIONS
- POPULATION
- EMPLOYMENT
- BICYCLE FACILITIES*



Data provided by the City of Wilsonville and Metro. Map produced August 2018.

Map 2 Initial Bicycle Route Prioritization



INITIAL PEDESTRIAN ROUTE PRIORITIZATION

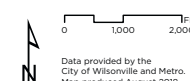
CITY OF WILSONVILLE WAYFINDING PLAN

PEDESTRIAN ROUTE PRIORITIZATION

- 0 - 5
- 6 - 10
- 10 - 20
- 20 - 30
- 30 - 40

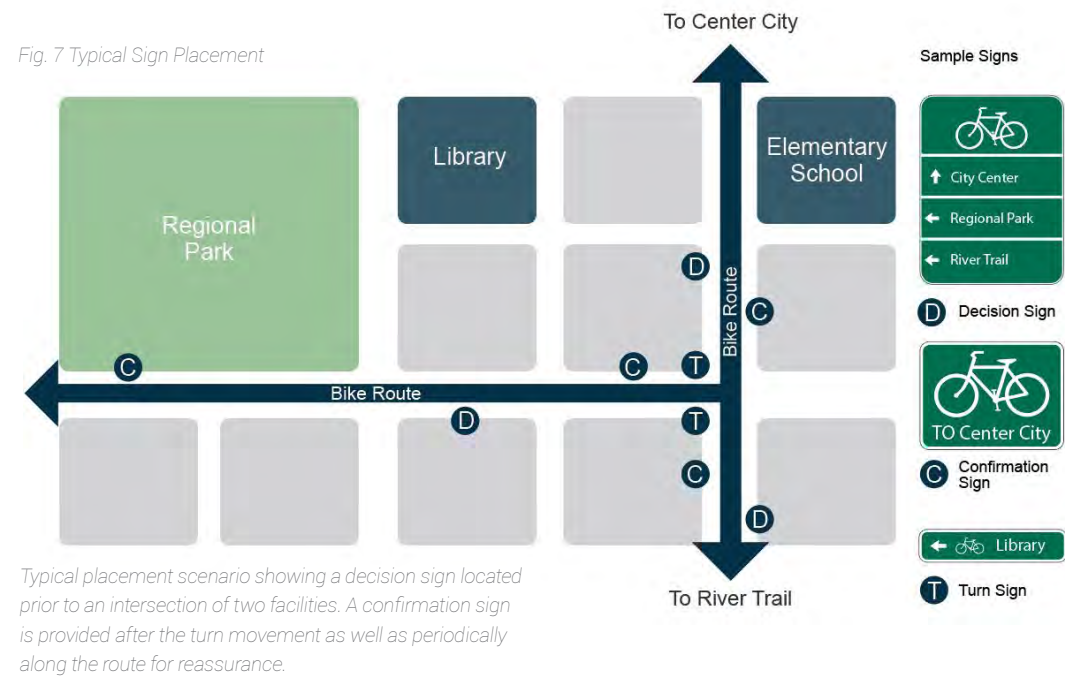
INPUTS:

- DESTINATIONS
- POPULATION
- EMPLOYMENT
- PEDESTRIAN FACILITIES



Data provided by the City of Wilsonville and Metro. Map produced August 2018.

Map 3 Initial Pedestrian Route Prioritization



SIGNING INTERSECTIONS

Decision Signs: are placed in advance of the intersection between routes that access different destinations. These signs list destinations and provide arrows that identify turns necessary to reach a particular destination. Distances and travel times are optional but recommended.

For faster moving vehicles, signage should be placed in advance of a turn according to stopping sight line distance guidance found in the MUTCD. For walking, advance signage is not required, and considerably more information can be presented. While signage aimed at cyclists and motorists is limited to three lines of text in most circumstances, walking information may include a map as well as up to ten destination directions.

On routes where speed is likely to be high, decision signs can be repeated ahead of the turn. Repeated decision signs should be located according to the design speed.



Turn Signs: are optional signs used to highlight turns. Turn signs are often used to emphasize a turn in a busy built up area where there are many distractions and to indicate unusual turn geometry such as acute angles. They are located at the intersection between two routes.

Confirmation Signs: reassure users that they are on the correct route and provide information regarding destinations in the direction of travel. Confirmation signs are placed after a turn and can be repeated periodically, with increasing frequency should there be changes in the direction of the route and where there are side routes that could be confusing. Normally three and up to four destinations would be shown in ascending order of distance.



SIGN PLACEMENT PROGRAM

The placement of wayfinding signage should achieve three critical aims:

1. Creating reliable paths

Route hierarchy provides the framework to prioritize signage. Signage should mark the beginning, end and key nodes along each route. Signage guidance recommends that signs should be placed in the same orientation, height and relative position so that a user can easily locate and read signs.

2. Informing decisions

Wayfinding information is used for navigation and developing mental maps of places. Navigational signage may be needed along a path to provide early warning of an intersection, to mark a turn and to confirm direction.

3. Providing reassurance

Signage confirm directions in order to reduce doubt as a user makes their way along a route to a destination. Consistent placement of signage at decision points, provides users reassurance and contributes to increasing user confidence.

Consistent sign placement is preferable so it is reliable. This is not always possible as signs must be located within designated road right-of-way or within the furnishing zone of the roadside, as well as, located proximate to other signs.

General sign placement guidance should consider:

- Signs should be within a users' field of vision.
- Travel speed must be a factor so a user has time to comprehend the sign information and has time to make informed travel decisions.
- Sight lines should not be obstructed.

The following pages provide guidance for placement of signs to serve motorists, cyclists, transit users and pedestrians using generic situations and particular examples, specific to Wilsonville.

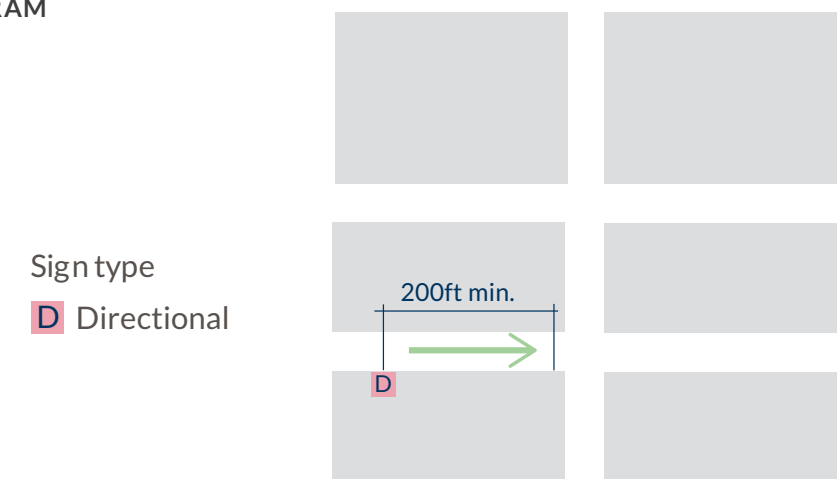
VEHICULAR ORIENTED SIGNS

Automobile oriented signs include larger directional wayfinding signs mounted on poles along roadways, custom parking signs, and potentially facility signs to mark places such as parking garages.

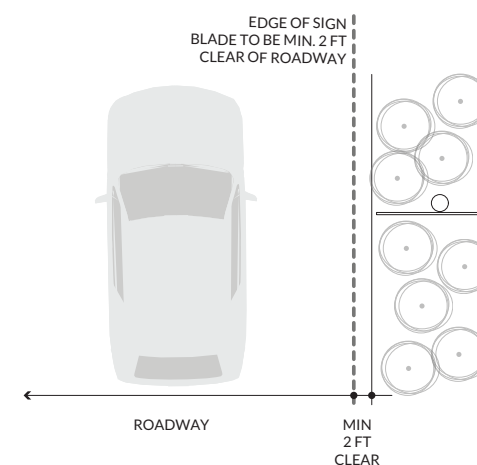
Directional signs are located at or near gateways to the city, pointing toward level 1-3 destinations where drivers are faced with routing decisions and may be provided along routes to confirm the route or to provide an indication of distance. The placement of the sign is dependent upon transportation authority posted design speeds.

Upon arrival at destinations, parking and facility signs may be provided as well as pedestrian oriented signs, such as map kiosks, to support the driver once they become a pedestrian.

DIAGRAM



PLAN



ELEVATION

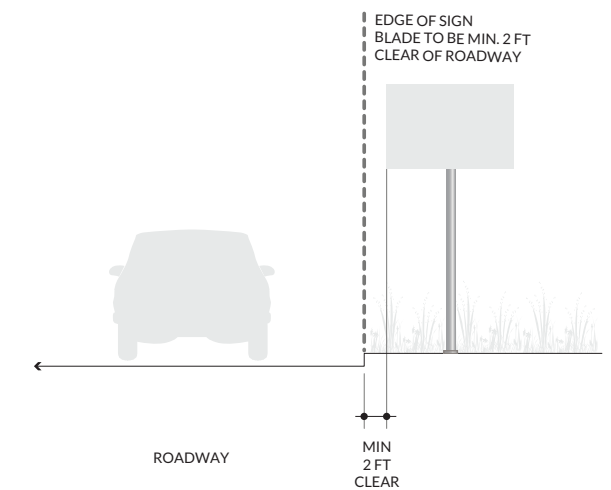


Fig. 8 Vehicular Oriented Wayfinding Sign Guidance

MULTI-USE PATHWAY SIGNS

Multi-use pathway signs include both map kiosks, pedestrian fingerboards, and trail markers located adjacent to the path of travel.

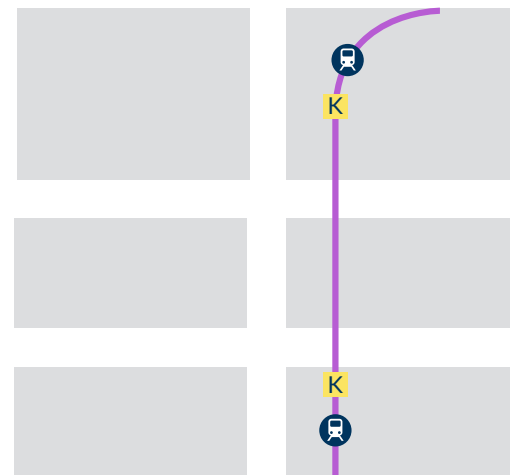
Map kiosks are placed near intersections, activity centers or can be located outside of transit stations. Kiosks are often placed along a linear route where a primary route is adjacent to multiple level 1-3 destinations.

Placement of the map kiosks is designed for universal accessibility, readable at varying heights and allowing wheelchair turning radius.

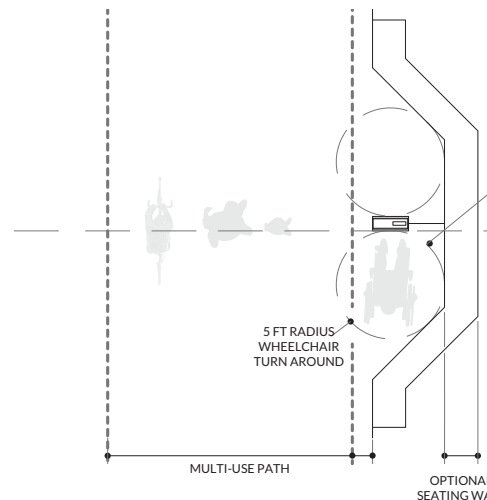
DIAGRAM

Sign Type

- K Diagrammatic Map Kiosk
- Transit Station or Stop
- Multi-Use Path



PLAN



ELEVATION

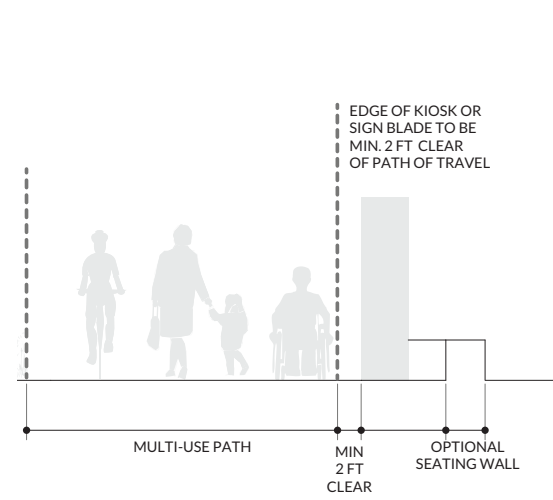


Fig. 9 Multi-Use Pathway Wayfinding Sign Guidance

BICYCLE ORIENTED SIGNS

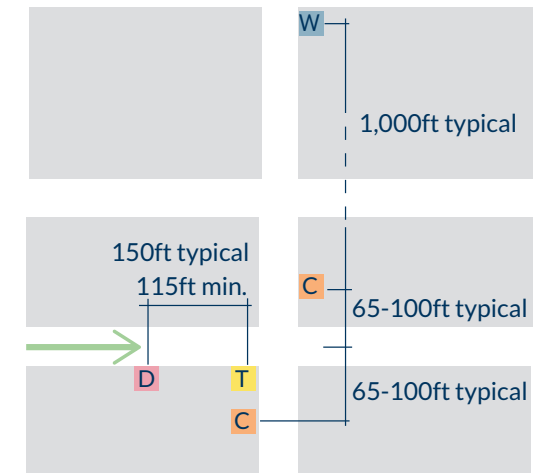
On-street bicycle oriented signs include Decision Signs, Turn Signs, Confirmation Signs and Waymarkers (or trail markers).

Decision signs are placed in advance of an intersection or at the approach of a decision point. Decision signs identify the route name followed by level 1 to 3 destinations. Turn Signs are optional signs placed at the intersection or decision point to provide additional direction when there are uncommon or often missed turns. Confirmation Signs are placed after a directional decision sign to provide assurance to cyclists and confirms the next or additional destinations.

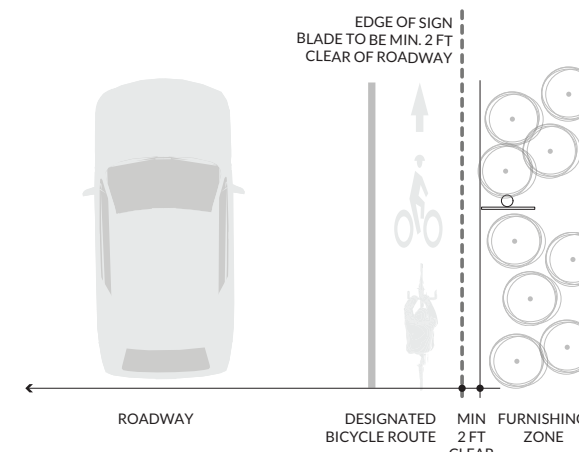
DIAGRAM

Sign type

- D Directional
- T Turn
- C Confirmation
- W Waymarker



PLAN



ELEVATION

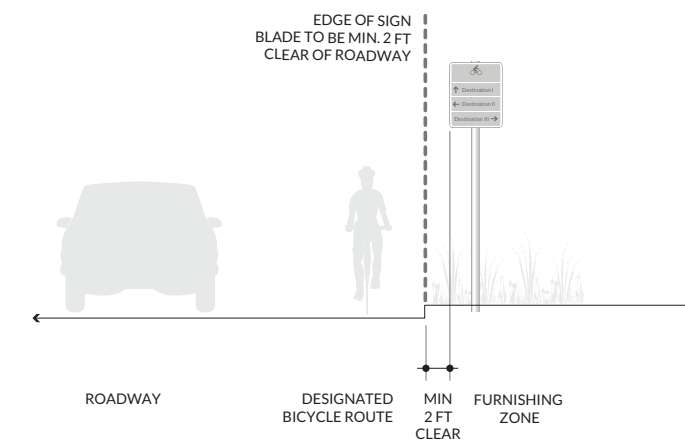


Fig. 10 Bicycle Oriented Wayfinding Sign Guidance

PEDESTRIAN ORIENTED SIGNS

Pedestrian oriented signs include directional fingerboards and map kiosks.

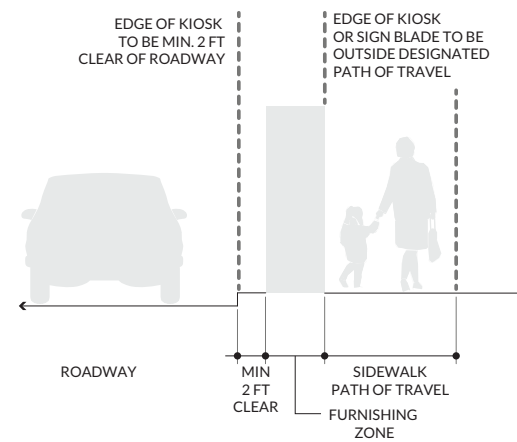
Map kiosks are placed on linear routes such as major streets or corridors, where a primary route is flanked by multiple level 1-3 destinations. Pedestrian directional signs may include level 2 to 4 destinations with directional arrows and/or travel time or travel distance. Pedestrian directional signs are placed in proximity to major activity centers or destinations. Pedestrian signs may be used with existing poles where necessary. Signs should be located in the furnishing zone of the sidewalk, outside the pedestrian path of travel so as not to obstruct clear movement.

DIAGRAM



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PLAN



ELEVATION

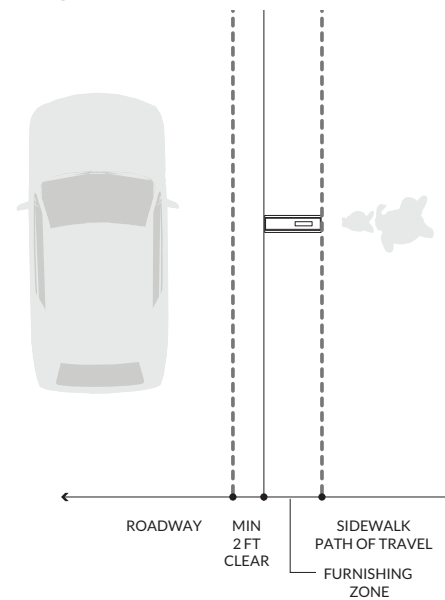


Fig. 11 Pedestrian Oriented Wayfinding Sign Guidance

CHAPTER THREE

DESIGN

The design incorporated national best practices, community input, local materials, and distinctive architectural details to create a unique wayfinding identity rooted in the landscape of Wilsonville.



Fig. 12 The City of Wilsonville provides pedestrian access to the Willamette River - one inspirational element for the sign family design.

DESIGN
PROCESS

Consultation with City staff and a community Focus Group provided the design team with valuable information to guide the City of Wilsonville Citywide Signage & Wayfinding Plan.

The project team shared a visual preference survey (Fig. 13) with the Focus Group to gain a better understanding of the preferred design aesthetic of Wilsonville, and the potential direction for the design concepts of the wayfinding sign family.

By asking what words, colors, icons, fonts, typography, materials, and patterns best convey the desired experience and qualities of Wilsonville, the design team was able to prepare a series of preliminary conceptual designs (Appendix B), which were later finalized into the preferred design (Fig. 14).

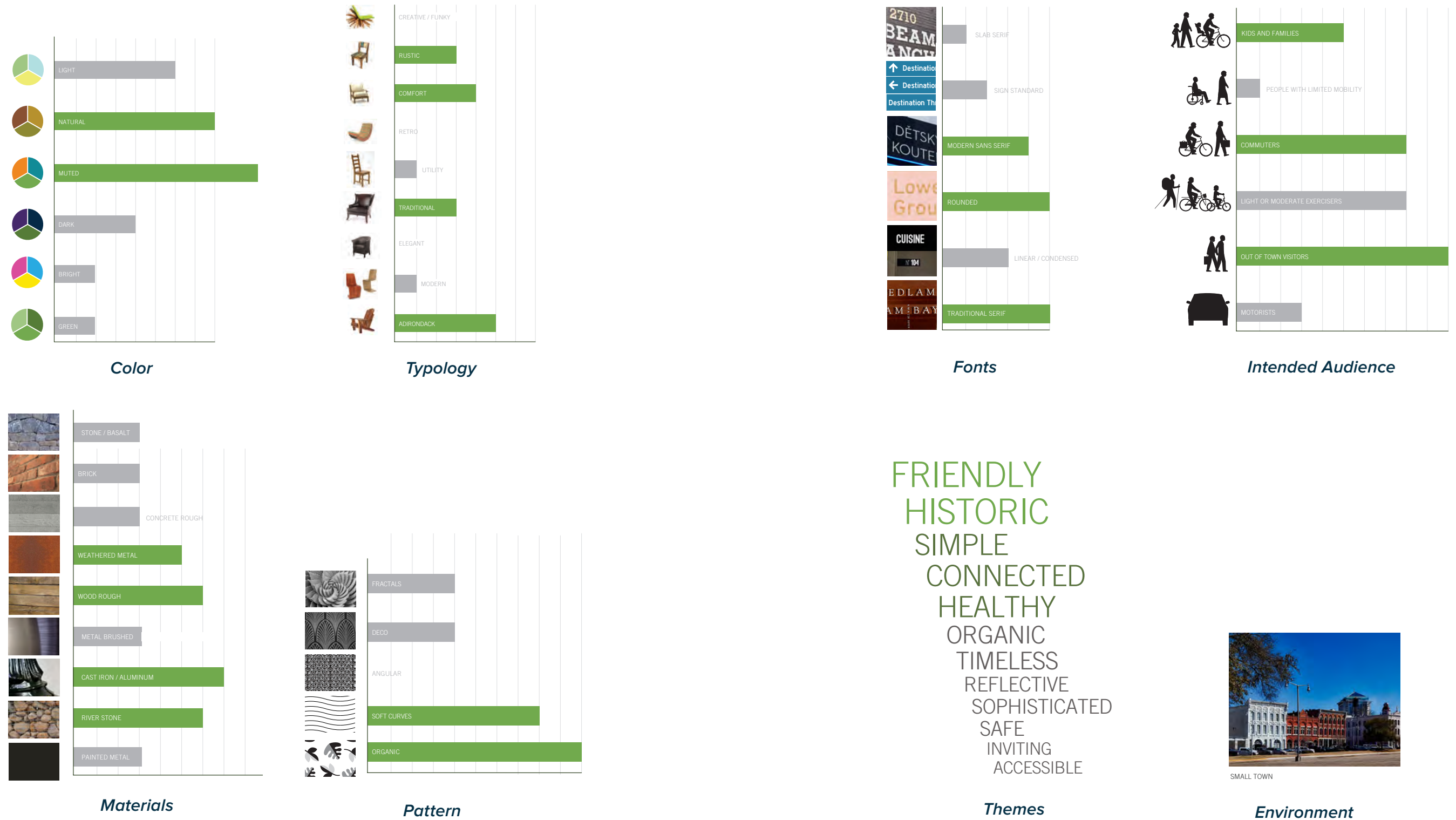


Fig. 13 Visual Preference Survey Results

COMMUNITY VISION

The community vision was formed by integrating the ideas that were significant for the individual and consistent throughout the majority of the Focus Group. The design process included an open house as well as a public online survey, both of which are documented and discussed in Appendix D: Public Outreach.

FOCUS GROUP VISIONS

“A friendly community that is easy and safe to navigate and get where you want to go without getting lost.”

“Accessible and friendly”

“A diverse, nature and tech-oriented community navigation system.”

“Multi-modal connected community with parks, open spaces, as well as education and employment opportunities.”

“Efficient wayfinding system to get people to where they want to go.”

“A multi-use, family friendly public path which creates opportunities for active transportation and relaxing leisure activities.”

“A well-connected clear, and concise path meant to foster safety and accessibility for all ages and abilities.”

“Simple system to guide multi-modal visitors to main destinations and districts, and a logical connection to the geographic/man made legibility of the city in the landscape.”

A family friendly wayfinding system that provides logical and safe connections between key destinations and commercial districts.

PREFERRED DESIGN

Undulating Stone

Soft, Flowing, Connected

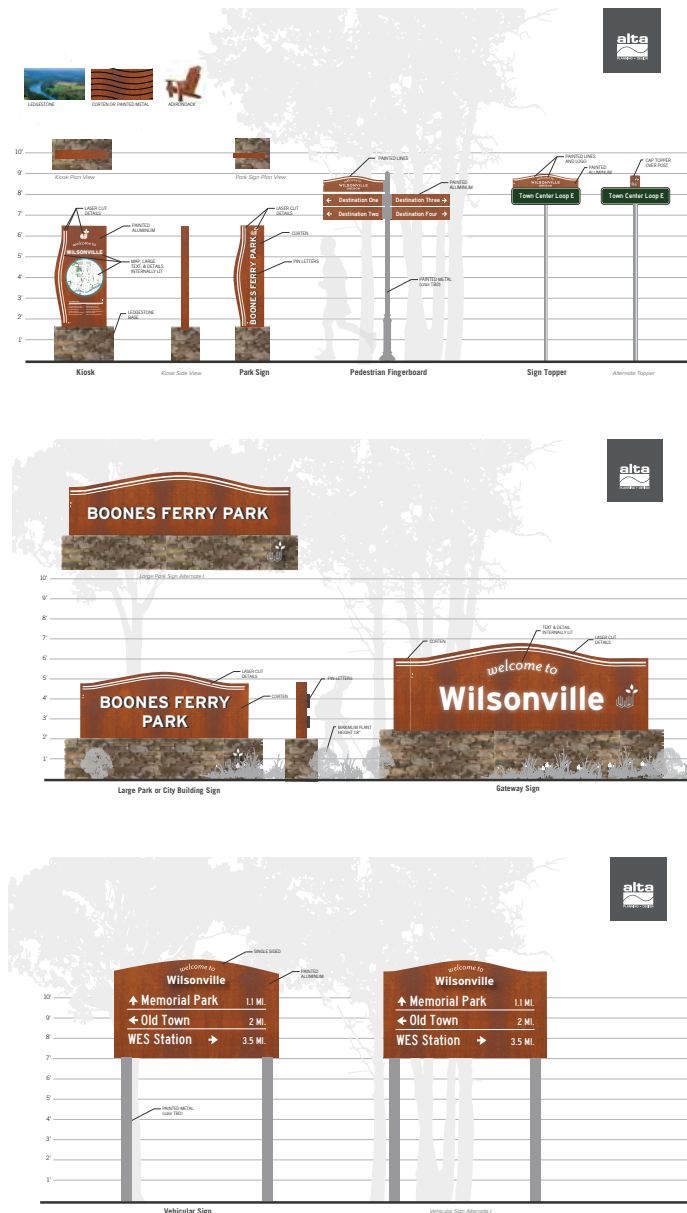
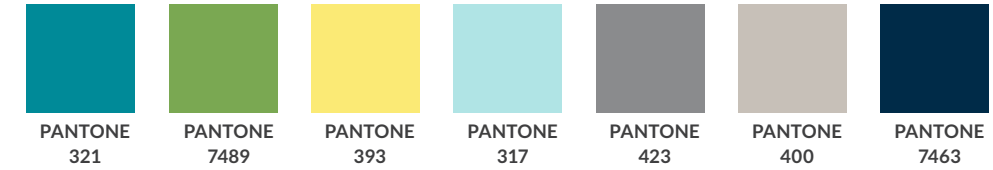


Fig. 14 Design family preferred design

GRAPHIC STANDARDS

COLOR PALETTE (FROM CITY OF WILSONVILLE BRAND COLORS)



MPC MATTHEWS PAINT TO BE APPLIED TO SIGN SURFACES USING COLOUR SPECIFICATIONS THAT CONFORM TO THE CITY OF WILSONVILLE'S CURRENT GRAPHIC STANDARDS. ALL PAINT TO BE COATED WITH 3M UV, GRAFFITI RESISTANT CLEAR COAT. THE PROPOSED USE SHALL CONSIDER AND ADHERE TO GUIDANCE FOR THOSE AFFECTED BY COLOR BLINDNESS INCLUDING BUT NOT LIMITED TO PROTANOPIA, DEUTERANOPES, AND TRITANOPES.

ICONOGRAPHY



FONTS

GEOMETOS ROUNDED

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

FOR ADDITIONAL LOGOS NEEDED BEYOND THE SCOPE OF THIS DESIGN INTENT PACKAGE PLEASE REFERENCE USDOT AIGA. ADDITIONAL ICONS ARE AVAILABLE FROM THE NATIONAL PARK SERVICE AT WWW.NPS.GOV/HFC/CARTO/MAP-SYMBOLS.CFM



YOU ARE HERE MARKER



NORTH MARKER



SCALE BAR



WALK / BIKE CIRCLE SCALE

CHAPTER FOUR

IMPLEMENTATION

PHASING

The implementation plan for the Citywide Signage & Wayfinding Plan aligns with the City's existing prioritized neighborhood areas and corridors as outlined in the Transportation System Plan, Tourism Development Strategy and Comprehensive Plan.

Implementation will occur in three initial phases, with future phases associated with local or neighborhood development. Phase One will focus on major corridors that serve the most people, whether traveling by car, bike, or foot.

These three phases are the result of compiling the data driven analysis from the three initial prioritization maps (Map 1,2 and 3) with input from the focus group and City staff on priority routes. Together, these three phases form the final prioritization route map (page 46).

In the future, the City will incorporate wayfinding into other initiatives, such as pedestrian and cycling improvement projects, facility and park development projects, redevelopment, and community plans. Wayfinding signs should be included in the City's maintenance budgets as well, so that as existing signs become outdated or in poor condition, they can be replaced.

PHASE ONE

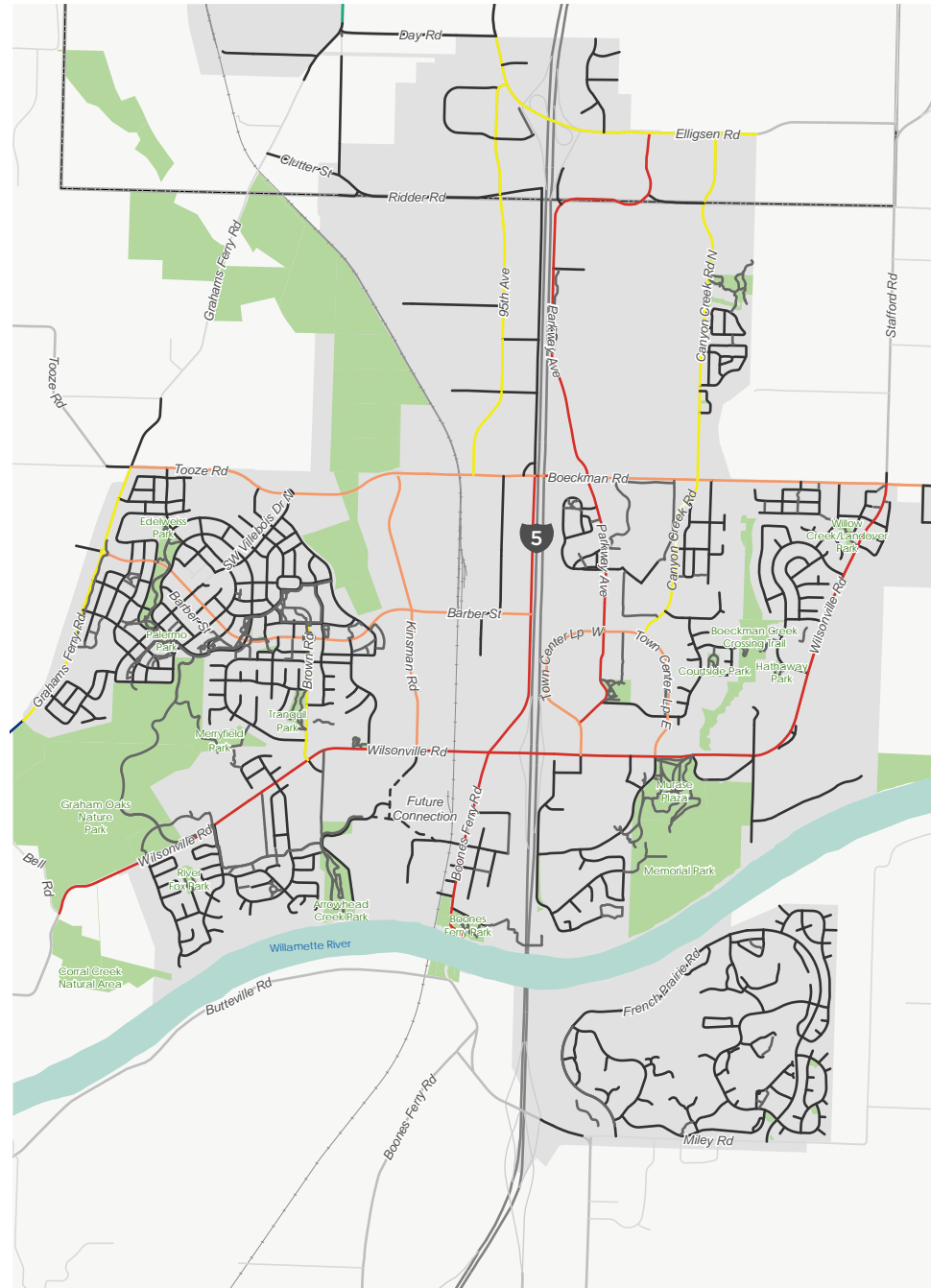
- Wilsonville Road
- Boones Ferry Road
- Parkway Ave, from Elligsen Road to Town Center Loop

PHASE TWO

- Boeckman Road
- Town Center Loop
- Barber Street
- Kinsman Road

PHASE THREE

- Grahams Ferry Road
- Brown Road
- 95th Ave
- Canyon Creek Road
- Elligsen Road

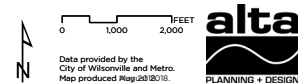


FINAL ROUTE PRIORITIZATION

CITY OF WILSONVILLE WAYFINDING PLAN

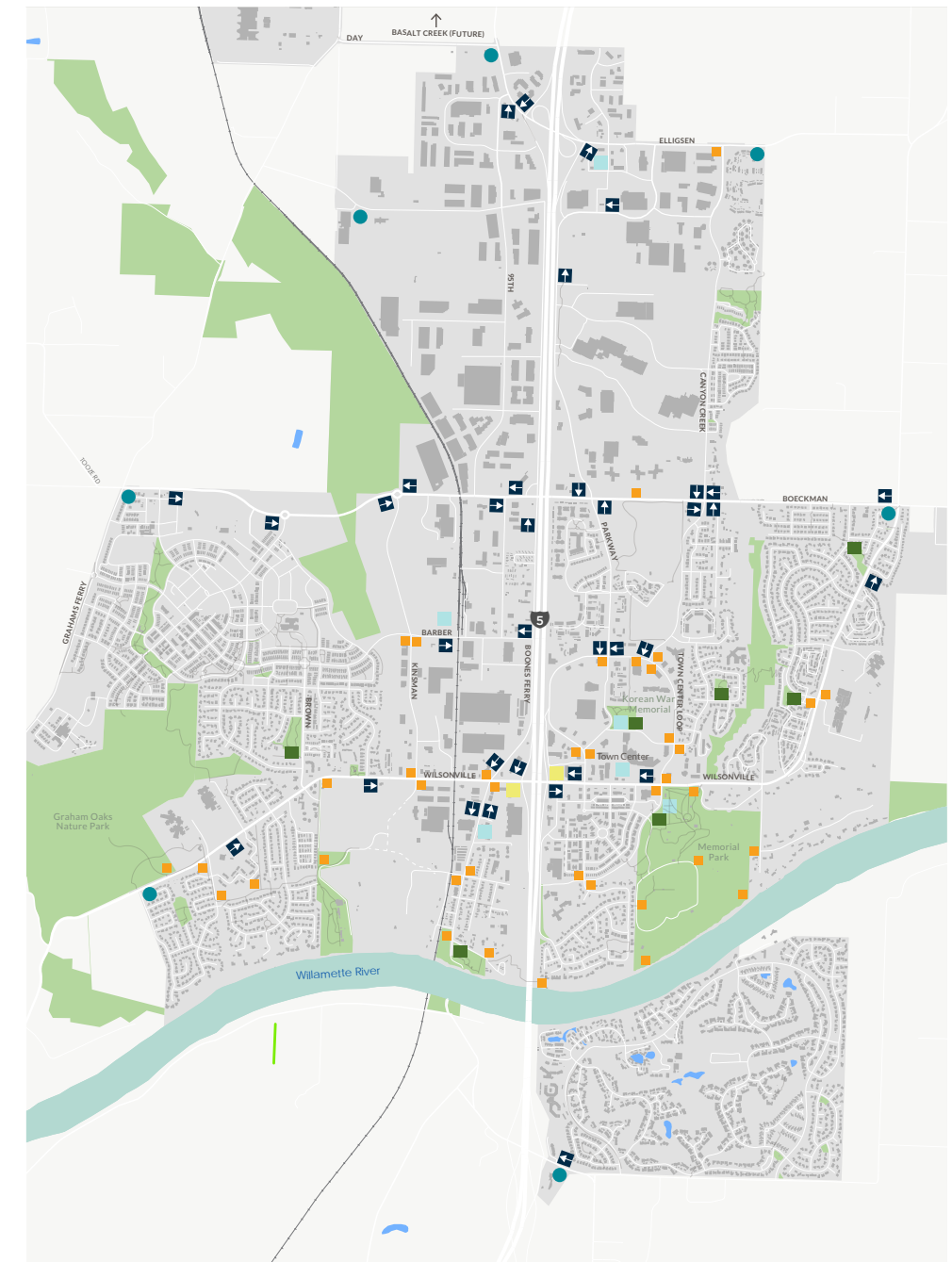
IMPLEMENTATION PHASES

- PHASE ONE
- PHASE TWO
- PHASE THREE



Map 4 Final Route Prioritization

SIGN PLACEMENT



SIGN PLACEMENT

CITY OF WILSONVILLE WAYFINDING PLAN

SIGN TYPES

- VEHICULAR SIGN
- WELCOME SIGN
- KIOSK
- PARK SIGN (LARGE OR SMALL)
- GATEWAY SIGN
- PEDESTRIAN SIGN

* ALL SIGNS SHOWN OUTSIDE CITY LIMITS TO BE PLACED IF RIGHT-OF-WAY ALLOWS.

Map 5 Sign Placement

PHASE 1 SIGN PLACEMENT QUANTITIES

Phase One of sign implementation includes pedestrian and vehicular signage on Wilsonville Road, Boones Ferry Road, and Parkway Avenue.

Phase One	
Kiosk	2
Pedestrian Fingerboard Sign	28
Park Sign (Small or Large)	4
Welcome Sign	2
Vehicular Sign	14
Gateway Sign	2
	52

Table 4. Phase One Sign Quantities

PHASE 2 SIGN PLACEMENT QUANTITIES

Phase Two of sign implementation includes pedestrian and vehicular signage on Boeckman Road, Town Center Loop, Barber Street, and Kinsman Road.

Phase Two	
Kiosk	3
Pedestrian Fingerboard Sign	11
Park Sign (Small or Large)	1
Welcome Sign	2
Vehicular Sign	17
Gateway Sign	0
	34

Table 5. Phase Two Sign Quantities

PHASE 3 SIGN PLACEMENT QUANTITIES

Phase Three of sign implementation includes pedestrian and vehicular signage on Grahams Ferry Road, Brown Road, 95th Avenue, Canyon Creek Road, and Ellingsen Road.

Phase Three	
Kiosk	0
Pedestrian Fingerboard Sign	1
Park Sign (Small or Large)	1
Welcome Sign	2
Vehicular Sign	4
Gateway Sign	0
	8

Table 6. Phase Three Sign Quantities

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APPENDICES

APPENDIX A

LIST OF FIGURES

Fig. 1 Aerial of Wilsonville and the Willamette River

Fig. 2 Historic church in the Old Town District of Wilsonville. Fig. 3

Wilsonville has many important destinations that draw both local residents and visitors.

Fig. 4 Wilsonville has numerous public parks that are important to both visitor and resident of the City.

Fig. 5 Wayfinding System Logic

Fig. 6 Signage Distance Guidance

Fig. 7 Typical Sign Placement

Fig. 8 Vehicular Oriented Wayfinding Sign Guidance

Fig. 9 Multi-Use Pathway Wayfinding Sign Guidance

Fig. 10 Bicycle Oriented Wayfinding Sign Guidance

Fig. 11 Pedestrian Oriented Wayfinding Sign Guidance Fig. 12

The City of Wilsonville provides pedestrian access to the Willamette River - one inspirational element for the sign family design.

Fig. 13 Visual Preference Survey Results

Fig. 14 Design family preferred design

Table 1. Destination Level Categories

Table 2.. Destination List

Table 3. Evaluation Matrix

Table 4. Phase One Sign Quantities

Table 5. Phase Two Sign Quantities

Table 6. Phase Three Sign Quantities

Map 1. Initial Vehicle Route Prioritization

Map 2 .Initial Bicycle Route Prioritization

Map 3. Initial Pedestrian Route

Prioritization Map 4. Final Route

Prioritization

Map 5. Sign Placement

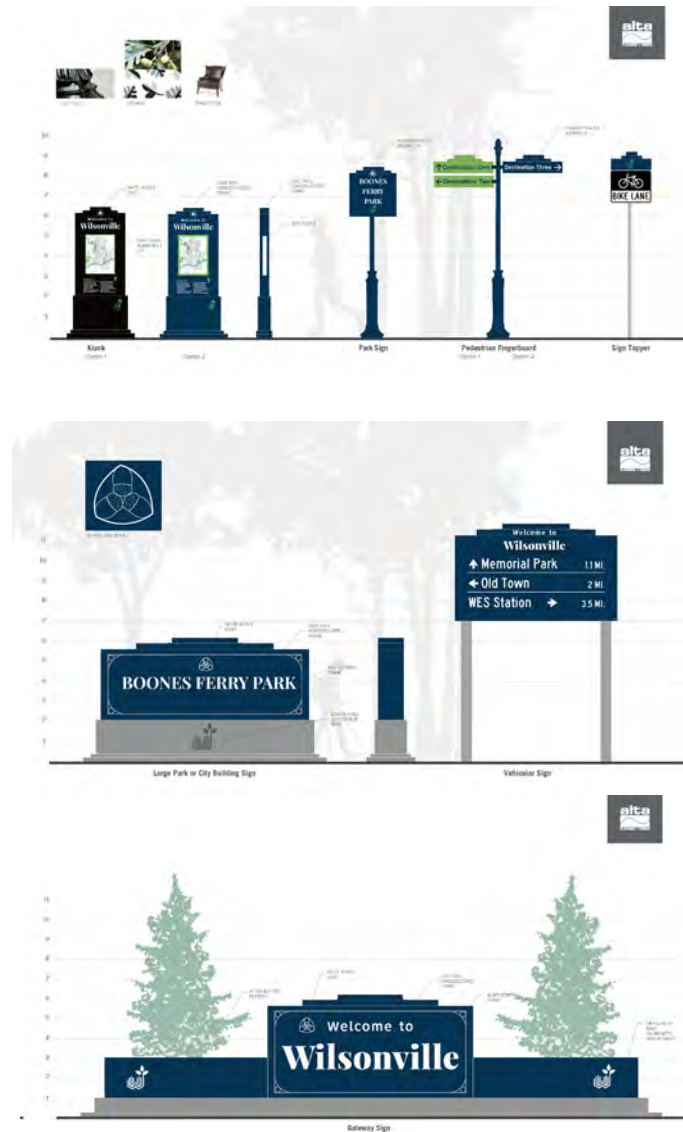
APPENDIX B

PRELIMINARY SIGN FAMILIES

Concept 1: Ornate Cast Iron

Traditional, Sophisticated, Timeless, Iconic

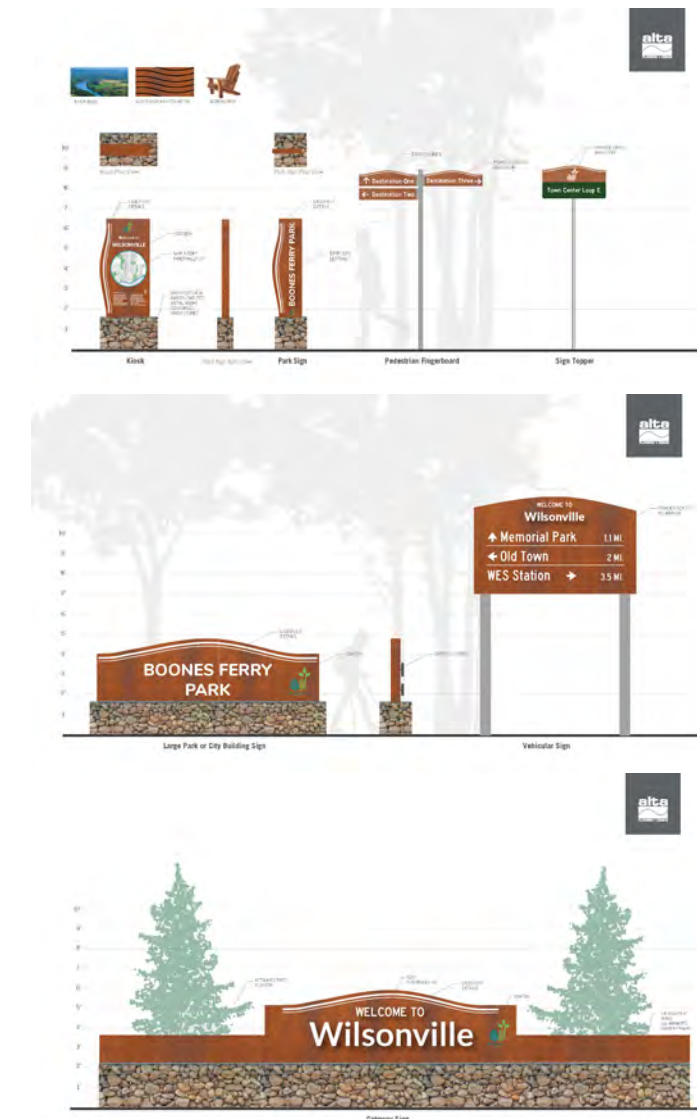
The Ornate Cast Iron concept is inspired by the architectural details in the older areas of Wilsonville. At the heart of the concept is bold navy colored cast iron that coordinates well with the City logo and brand colors. The ornate acorn logo included in this concept is a nod to the landscape of Wilsonville and the plentiful White Oak trees.



Concept 2: Undulating Stone

Soft, Flowing, Connected

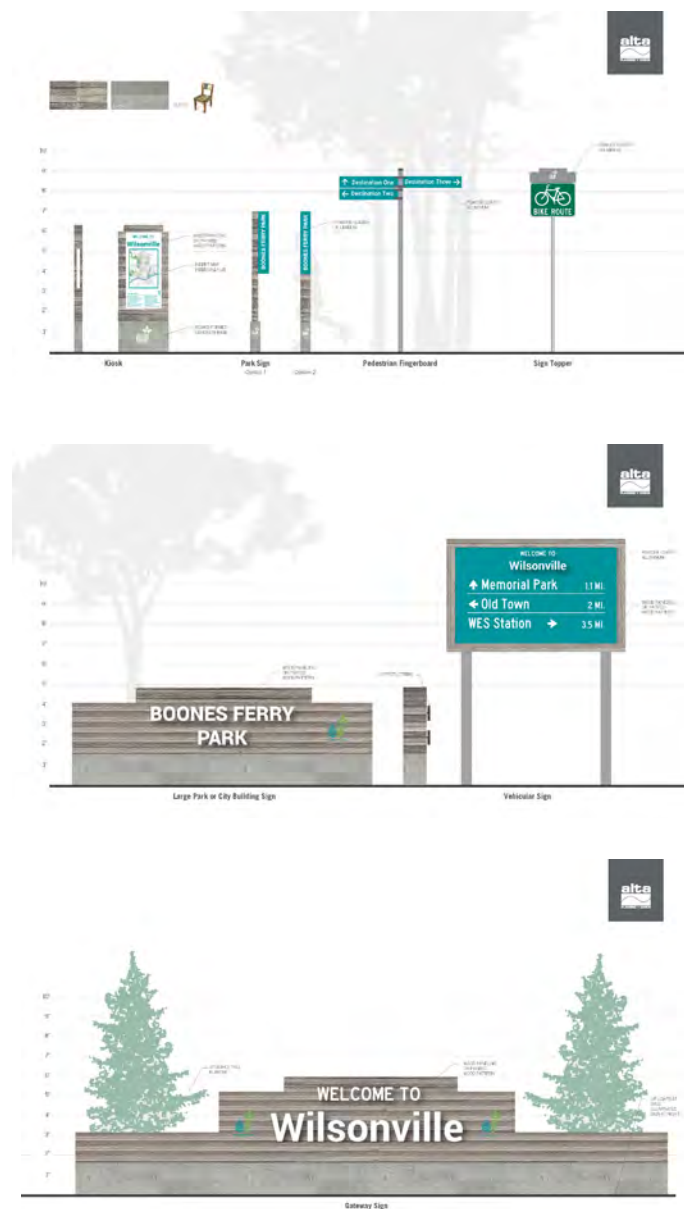
The Undulating Stone concept is inspired by the shape, form, and natural features of the Willamette River that flows through Wilsonville. At the heart of the concept are round river stones and soft curves of corten steel accented by laser cut details that allow light through. A unique feature of this concept is the use of Architectural Gabions that contain river stone and create sturdy bases for the signs. The warm color of the corten complements the City's branding colors.



Concept 3: Weathered Wood

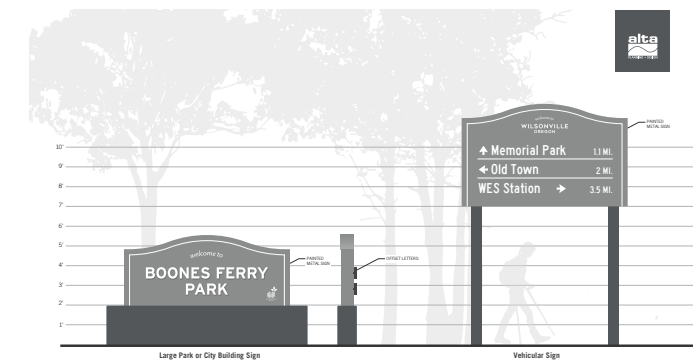
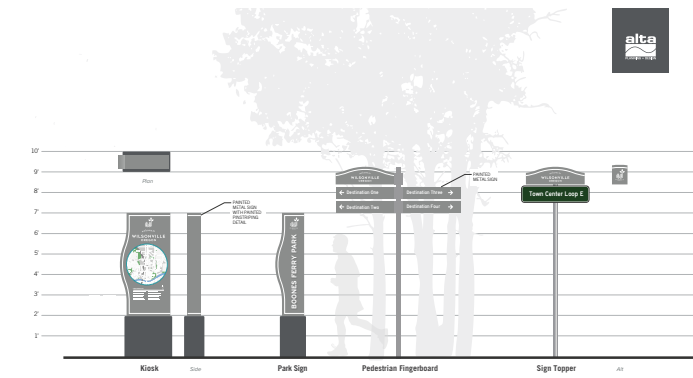
Historic, Friendly, Reflective, Fractals

The Weathered Wood concept is inspired by the rich agricultural history of Wilsonville. At the heart of the concept are weathered wood boards that echo the historic architecture of Wilsonville that can still be seen throughout town. This simple yet contemporary design is accented by rough board formed concrete. This color palette most closely aligns with the City's logo and brand colors.



PREFERRED DESIGN REFINEMENTS

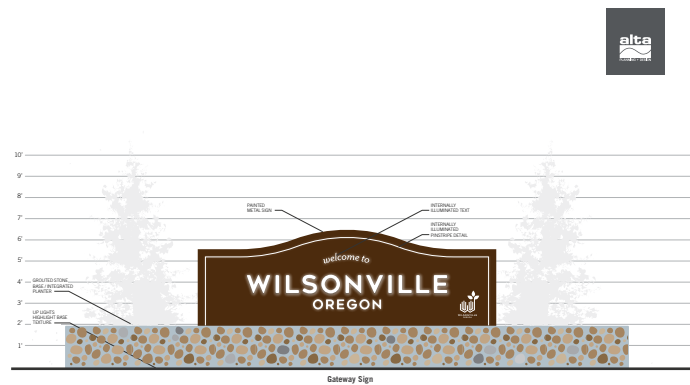
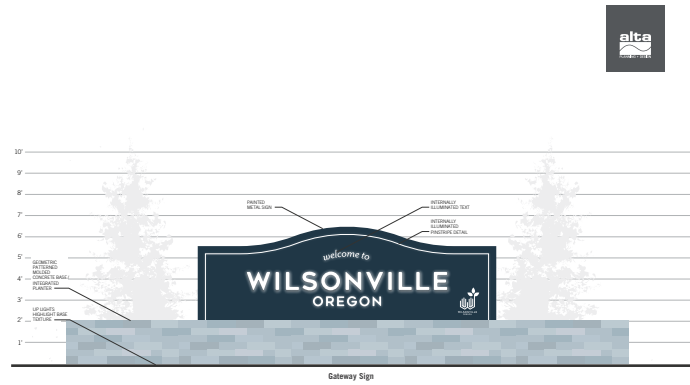
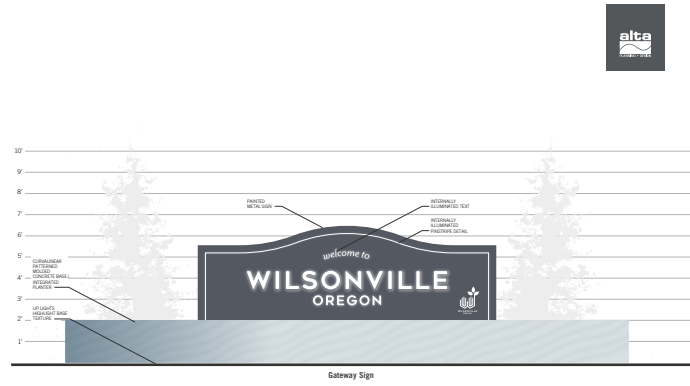
Shape Refinements



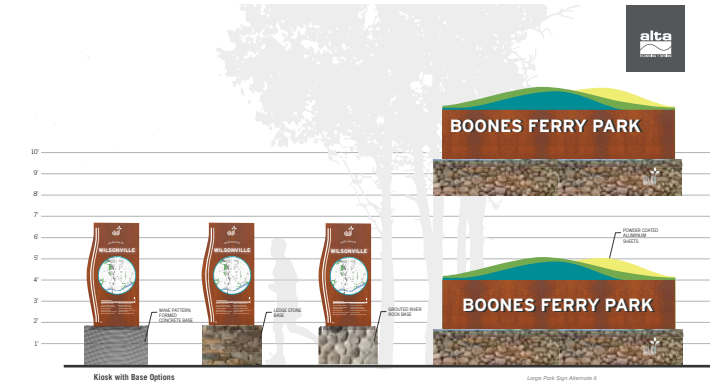
Color & Base Material Refinements



Color & Base Material Refinements



Base Material & Style Refinements



APPENDIX C

DESIGN INTENT DRAWINGS

Content to be added after design intent is complete

APPENDIX D

PUBLIC OUTREACH

City of Wilsonville

SIGNAGE & WAYFINDING PROJECT FOCUS GROUP Meeting Summary

DATE: APRIL 18, 2018	
LOCATION: 29799 SW TOWN CENTER LOOP EAST, WILSONVILLE, OR	
TIME START: 6:00 PM	TIME END: 8:05 PM

ATTENDANCE LOG

FOCUS GROUP MEMBERS		STAFF
Councilor Charlotte Lehan	Albert Levit	Chris Neamtzu
Ben Altman	Sophia Lochner	Mark Ottenad
Mayor Tim Knapp	Kevin Ferrasci O'Malley	Tod Blankenship
Planning Commissioner Phyllis Millan	Demetra Auel	
Martin Glastra van Loon		
		OTHER
<i>Not in attendance: Marie Alaniz, Zaly Pantoja, Curt Kipp</i>		Mary Stewart, Alta Planning (Consultant)

AGENDA SUMMARY

AGENDA	ACTIONS
Welcome and Introductions	<p>Chris Neamtzu, Planning Director, introduced himself and the project. He mentioned that this project had been started a few years ago but was delayed due to the process of changing City logos. This project is now on the Council's objectives for this year.</p> <p>Chris introduced Mary Stewart, project manager from Alta Planning + Design, LLC. Mary showed a PowerPoint presentation that introduced the Alta Staff and she gave a little background of their company and expertise.</p>
Project Orientation and Background	<p>Mary introduced the project schedule. (See PP slide #3) for specific deadlines. She noted we are on Task 2: Wayfinding Signage Strategy with next tasks being Sign Design and Specifications, and Wayfinding Sign Demonstration Project review and implementation.</p> <p>Chris added that there is money in the budget to build some of the new signs as a part of this project. Thereafter, the plan is to request budget funding for new signs as needed.</p>
Best Practices Presentation	<p>Wayfinding Principles: (see slide)</p> <ol style="list-style-type: none"> 1. Connect People to Places 2. Maintain Motion 3. Be Predictable: color coded signs, 4. Keep information Simple: clear and simple text, limit character numbers, <p>Wayfinding Elements:</p> <ul style="list-style-type: none"> • Some elements are governed by Federal Government: fonts, colors, size, etc. • Fundamental: Navigational signs for people driving and biking

	<ul style="list-style-type: none"> • Enhanced Navigational Elements: neighborhood gateway signs, pedestrian wayfinding, kiosk, pavement marking on trails, • Sign Placement and sign codes with a same legend • Color: Fed agency dictates colors of particular signs that are used already for specific signs (red/stop sign) that we cannot use for wayfinding signs; there are only a few specific pantone colors we can't use • ODOT Requirements for Fonts of signs (within ODOT right-of-way, or if funded with State or Federal dollars)
Visual Identity Exercise & Discussion	<p>Mary handed out an exercise work booklet. She asked the group to read through the handout and offer suggestions that she would write down ideas on the flip charts as the back of the room.</p> <p>INTENDED AUDIENCE:</p> <p>Mary asked for feedback as to which of the three Intended Priorities (below) would be priorities for Wilsonville Citizens</p> <ul style="list-style-type: none"> • Kids and Families – 1 vote (see note at end of this section) • People with Limited Mobility – 1 vote • Commuters – 8 votes • Light or Moderate Exercisers - • Serious Athletes - • Out of Town Visitors – 10 votes • Motorists – 3 votes <p>Based on the preferences noted, Mary surmised that there might not need to be large vehicular directional signs around the city (it wasn't a preference).</p> <p>Mayor Knapp said that he has heard various conversations over the past years that have said that people who come to Wilsonville really don't know where to go and what is here once they arrive.</p> <p>Mary believes that we should group the "Commuters" "Out of Town Visitors" and "Motorists" into one group. This will eliminate the issue of trying to determine the specific definition of each of these categories.</p> <p>Al believes that if you have good signage, it doesn't matter what category you are in. It will make your journey more precise and less traffic could result.</p> <p>Mark said that Wilsonville has a unique characteristic as we have approximately the same number of residents as we have in commuters here for work. He said Wilsonville has almost every one of the categories noted above which would make it difficult then to serve all.</p> <p>Martin interjected that he is very seldom lost since he has a smart phone. He asked how that plays into the need for wayfinding.</p> <p>Mary asked that with the discussion, does the group want to conduct a revote of those key groups noted above?</p> <p>Charlotte said that there needs to be another category – the "unattached children" group. This is the kids that are traveling alone and may be walking, biking or may have parents dropping off and picking up (more traffic). We need to consider this subset which requires safe routes that kids can travel on their own.</p>

Mary said that it might be good when we form our vision and goals to ensure that we prioritize signing the safest routes for all ages, all abilities, all languages, vulnerabilities.

Ben said he would like to see a safe, efficient route. He said he has traveled to other towns and they have signs for the street you're traveling on and for cross streets.

Mary said that the public street signs are not really part of this project as that would be covered by the public works and could be addressed through revisions to City code.

ENVIRONMENT:

Mary asked what type of town citizens feel that Wilsonville is?

- Busy/Urban
- Small Town – most votes
- Suburban – 2nd most votes
- Rural
- Wilderness
- Other

Phyllis chimed in and said we used to see ourselves as a small town. Things have changed and it really isn't rural but the town itself is suburban.

Kevin said he doesn't think that the wayfinding signs would be affected by what type of town we are defined as.

Al said that some people drive the routes they do because of routine. The wayfinding signage could help them see that there is a more efficient route. Al believes that there should be signage to and around the industrial area as there are business visitors that stay in our hotels and don't know where to go in town.

Mark brought up that because Wilsonville is constantly changing, Chris' job of wayfinding may never be done. There needs to be wayfinding to the tech center area of town – we need to devise a name for the area.

Mayor Knapp asked to circle back on the environment definition of Wilsonville. Are we to define Wilsonville based on what we want it to be, what it is based on what we know it isn't? Mary asked for a revote. A nearly unanimous revote shows Wilsonville is a small town.

TYPOLOGY:

Mary asked *"If Wilsonville was a chair, what type of chair would it be?"*

Mary said everyone gets three (3) votes – which is their favorite chair depicting Wilsonville?

- Creative/Funky -
- Rustic - 3
- Comfort -4
- Retro -
- Utility -
- Traditional - 3

- Elegant -
- Modern
- Other –
 - o Folding Chair – 2
 - o Chase lounge – 1
 - o Adirondack – 5
 - o Office chair - 2

Census was somewhere between a rustic, traditional, Adirondack chair.

PATTERN:

Which patterns resonate with the vision/character of Wilsonville? Mary asked for the group to vote on their three top choices.

- Organic - 10
- Grid
- Deco - 4
- Angular
- Retro
- Dots - 1
- Optical Art
- Soft Curves - 8
- Other –
 - o Flowing - 6
 - o Fractals 4

COLORS:

Mary asked if the group could vote on the color palettes with the vision/character of the wayfinding system for Wilsonville. Mary clarified that these colors would be the sign background. Each person gets three votes.

- Primary
- Bright - 2
- Light - 6
- Muted - 10
- Natural - 8
- Dark - 4
- Monochrome -2
- Neutral -1
- Other
 - o Green - 1

Kevin asked if the logos and colors therein will be changing if we were to coordinate colors with the City's logo. The mayor said the City's newest logo is here to stay.

Mary confirmed that the light, muted and dark would complement the color of the City's logo colors.

FONTS/TYPOGRAPHY:

What fonts or type treatments are appropriate to this community? Mary asked the group to vote for their top three.

	<p>Mayor Knapp said he doesn't see a font that depicts the "historic/antique" or small town feel that was described as the town's earlier description.</p> <ul style="list-style-type: none"> • Sign Standard • Modern Sans Serif - 3 • Rounded - 5 • Linear/condensed - 3 • Traditional Serif - 5 • Slab Serif - 1 • Block/angular • Script/Artistic • Other <ul style="list-style-type: none"> ◦ Historic/Antique - 4 <p>Charlotte asked if we should consider the font choices if they are upper/lower case and not all capitalized. Mary asked if people want upper/lower case or all caps.</p> <p>THEMES:</p> <p>Should the signs portray:</p> <ul style="list-style-type: none"> • Energetic • Trendy • Bold • Friendly - 7 • Inviting - 1 • Fun • Sophisticated • Peaceful • Enduring • Simple - 4 • Safe • Adventurous • Reflective • Healthy - 3 • Connected - 4 • Organic - 3 • Relaxed • Timeless • Historic - 7 • Ornate • Direct • Accessible - 1 <p>MATERIAL SELECTION:</p> <p>Are there building materials that are especially representative in the area or are meaningful to the community? Vote for all that apply for this category.</p> <ul style="list-style-type: none"> • Stone <ul style="list-style-type: none"> ◦ Rough -1 ◦ Polished - 0 • Concrete <ul style="list-style-type: none"> ◦ Rough -3
--	--

	<ul style="list-style-type: none"> ◦ Polished - 3 • Metal <ul style="list-style-type: none"> ◦ Brushed - 3 ◦ Polished - 0 • Painted Metal <ul style="list-style-type: none"> ◦ Plain - 3 ◦ Filigree - 0 • Weathered Metal <ul style="list-style-type: none"> ◦ Plain - 5 ◦ Perforated - 0 • Wood <ul style="list-style-type: none"> ◦ Rough - 6 ◦ Polished - 0 • Brick - 3 • Plastic / Acrylic - 0 • Other <ul style="list-style-type: none"> ◦ Cast Metals (iron/aluminum) - 7 ◦ River Stone - 6 ◦ Basalt - 4 <p>Mayor Knapp said the "historic" feel of a town lends itself to cast elements. He would like that category of material added to the above choices.</p> <p>Kevin said that brick is used a lot in the area – maybe too much. He asked whether the brick use would be able to be updated in the future easily enough. Kevin said one of our larger employers offers stone with a brick look and would that be easier?</p> <p>Al asked if you can carve brick. Mary said she wasn't sure and hadn't seen that. Al said that a sandblasted brick sign on Boones Ferry Road looks nice and might be a likely option.</p>
Mental Mapping Exercise & Discussion	<p>Mary asked the group to think about their favorite destination in Wilsonville (see list below). Do we want to point out other regional destinations and if so, how far do we go until we stop?</p> <ul style="list-style-type: none"> • Graham Oaks • Chamber of Commerce • World of Speed • Memorial - Murasse Park • The library • Wilsonville High School • Transit Center • Charbonneau Boat Ramp • Oregon Institute of Technology • Charbonneau Golf Course • The Villebois Parks • Langdon Farms Golf Club • The splash parks • Community Center • City Hall • Korean War Memorial <p>Mary said a regional park sign but within the park we could have a kiosk that depicts the various park amenities.</p>

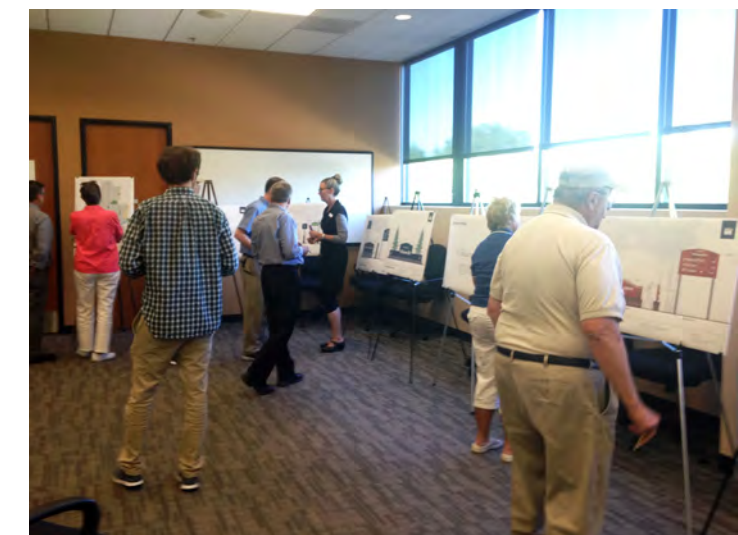
<p>Destination Selection and Programming</p>	<p>Level 1 Destinations: Districts and Neighborhoods – City Centers, districts, neighborhoods Level 2 Destinations: Landmarks - transit stations, tourist venues, regional parks, open spaces Level 3 Destinations: Local Destinations – parks, Library, schools, shopping center (no specific businesses – would be the shopping center)</p>
<p>Next Steps and Adjourn</p>	<p>Public Open House (to share concept alternatives) Possible dates: June 26 or 27 or July 10 or 12</p>

Scribes: Tami Bergeron

PUBLIC OUTREACH - OPEN HOUSE & ONLINE SURVEY

On June 26, 2018 an open house was held at City Hall to gather public input on the three sign family concepts, route prioritization, and priority destinations. The three design options were presented to the group, then the public had an opportunity to speak and write their preference for the designs.

Similar to the feedback received from the online survey that was available to the public in July 2018 (Appendix C), there was a general preference for Concept 2: Undulating Stone. Specific feedback ranged from providing alternate base materials to experimenting with details and colors. The feedback from the public and focus group directly influenced the final design concept.





WILSONVILLE SIGNAGE & WAYFINDING PROJECT SURVEY

About the Wayfinding Project

Thank you for interest and participation in the Wilsonville Signage & Wayfinding project to develop unified directional signage, informational kiosks, and monument signs.

This survey is your opportunity to provide input on a number of wayfinding design concepts. The concepts were developed from feedback received during a kick off meeting and visual preferences workshop with the Wilsonville Wayfinding Stakeholder Group. The City’s goal is to develop a family friendly wayfinding system that provides logical and safe connections between key destinations and commercial districts.

Your feedback on elements like themes, shapes, colors, and materials will help us incorporate the preferred elements from each option into the final wayfinding sign designs.

We estimate the survey will take approximately 10 minutes to complete.

[Click here for more information.](#)



WILSONVILLE SIGNAGE & WAYFINDING PROJECT SURVEY

The Three Design Concepts

The design team has developed three concepts. Each design concept has a certain look and feel—with a specific theme, inspiration, shape, colors, and building materials. Below you’ll find some information about the basic elements of each concept, which would be incorporated into map kiosks, building or directional signage, or monument signs in Wilsonville.

On the next pages, we’ll ask you questions about the specific design elements.

Three Design Concepts:

1: The Ornate Cast Iron concept is inspired by the architectural details in the older areas of Wilsonville. At the heart of the concept is bold navy colored cast iron that coordinates well with the City logo and brand colors. The ornate acorn logo included in this concept is a nod to the landscape of Wilsonville and the plentiful Oregon White Oak trees.



PALETTE



MATERIAL: CAST IRON



ACORN LOGO



2: The **Undulating Stone** concept is inspired by the shape, form, and natural features of the Willamette River that flows through Wilsonville. At the heart of the concept are round river stones and soft curves of corten steel accented by laser cut details that allow light through. A unique feature of this concept is the use of Architectural Gabions that contain river stone and create sturdy bases for the signs. The warm color of the corten complements the City’s branding colors.



3: The **Weathered Wood** concept is inspired by the rich agricultural history of Wilsonville. At the heart of the concept are weathered wood boards that echo the historic architecture of Wilsonville that can still be seen throughout town. This simple yet contemporary design is accented by rough board formed concrete. This color palette most closely aligns with the City’s logo and brand colors.





[Click here for a PDF of all Design Concepts](#) (Opens in separate window.)



WILSONVILLE SIGNAGE & WAYFINDING PROJECT SURVEY

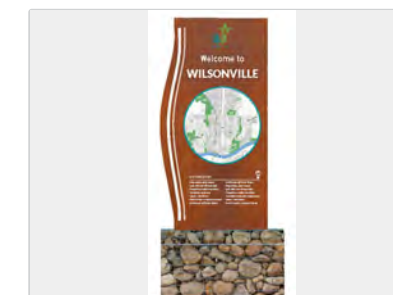
What Design Elements Do You Like?

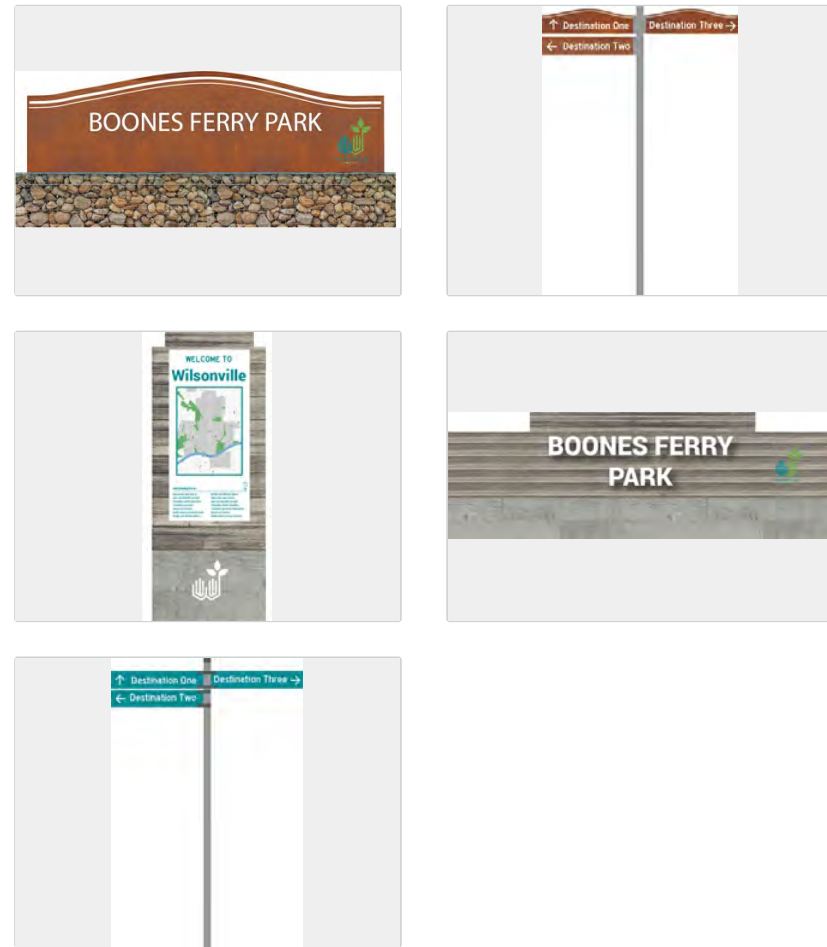
The final sign family design will likely incorporate elements of other concepts. The design team wants your input on basic design elements to incorporate into final design.

1. Which themes do you like as a guiding principle for sign design? (select as many as you like)

- 1: "ORNATE CAST IRON" theme - Traditional, Sophisticated, Timeless, Iconic
- 2: "UNDULATING STONE" theme - Soft, Flowing, Connected
- 3: "WEATHERED WOOD" theme - Historic, Friendly, Reflective

2. Which sign shapes do you like? (select as many as you like)





3. What type of building material do you like? (select as many as you like)



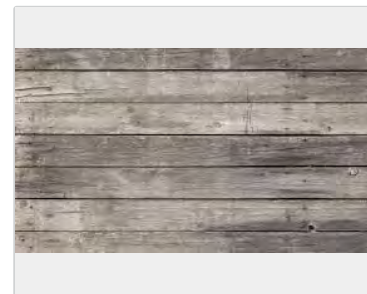
River Stone



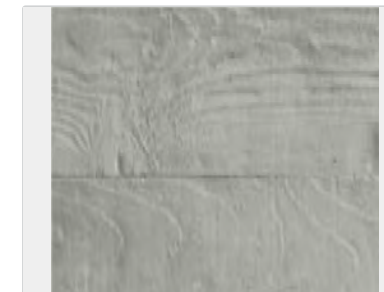
Corten Steel



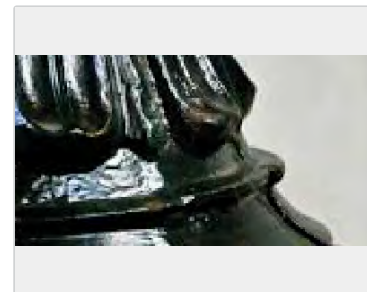
Architectural Formed Concrete



Weathered Wood



Board Formed Concrete



Cast Iron

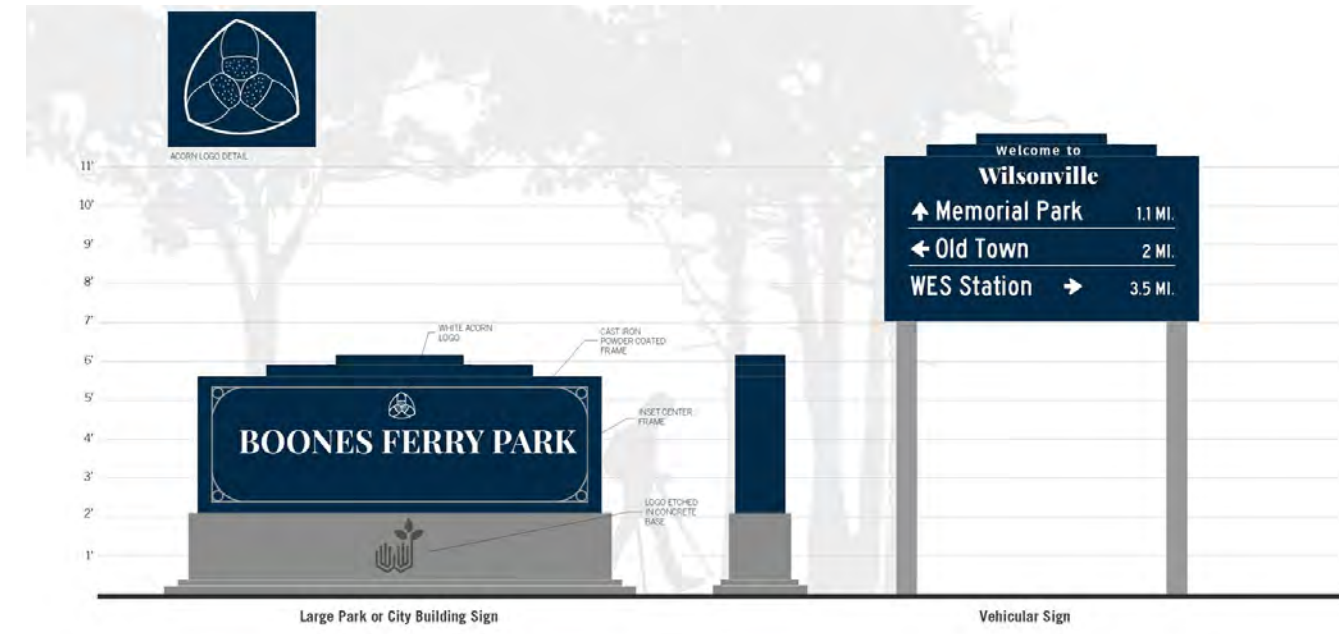
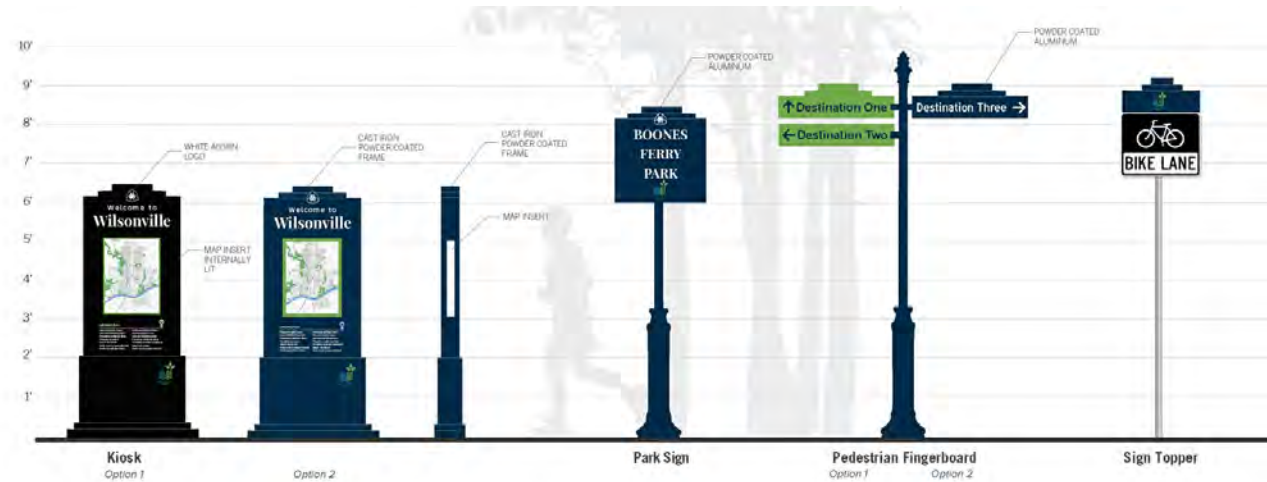


WILSONVILLE SIGNAGE & WAYFINDING PROJECT SURVEY

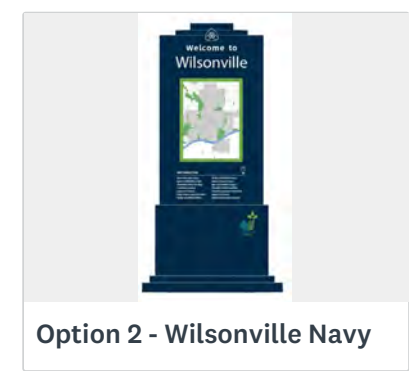
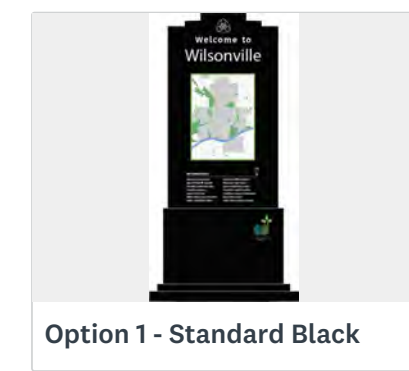
Concept 1: ORNATE CAST IRON

The Ornate Cast Iron concept is inspired by the architectural details in the older areas of Wilsonville. At the heart of the concept is bold navy colored cast iron that coordinates well with the City logo and brand colors. The ornate acorn logo included in this concept is a nod to the landscape of Wilsonville and the plentiful Oregon White Oak trees.

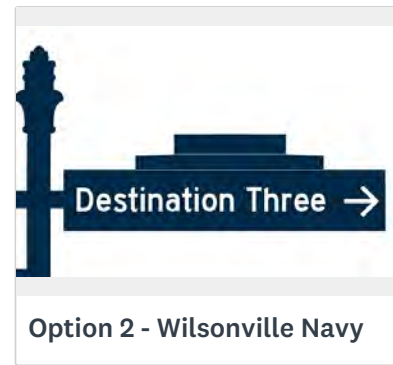
The signs, kiosks, and monuments using this design concept would look like:



4. We show two color options on the kiosk that could be used for the entire sign family. Which sign color do you prefer?



5. Which pedestrian fingerboard color do you prefer?



6. What do you specifically like about this option (e.g. color, shape, font, materials)?

7. What would you change?

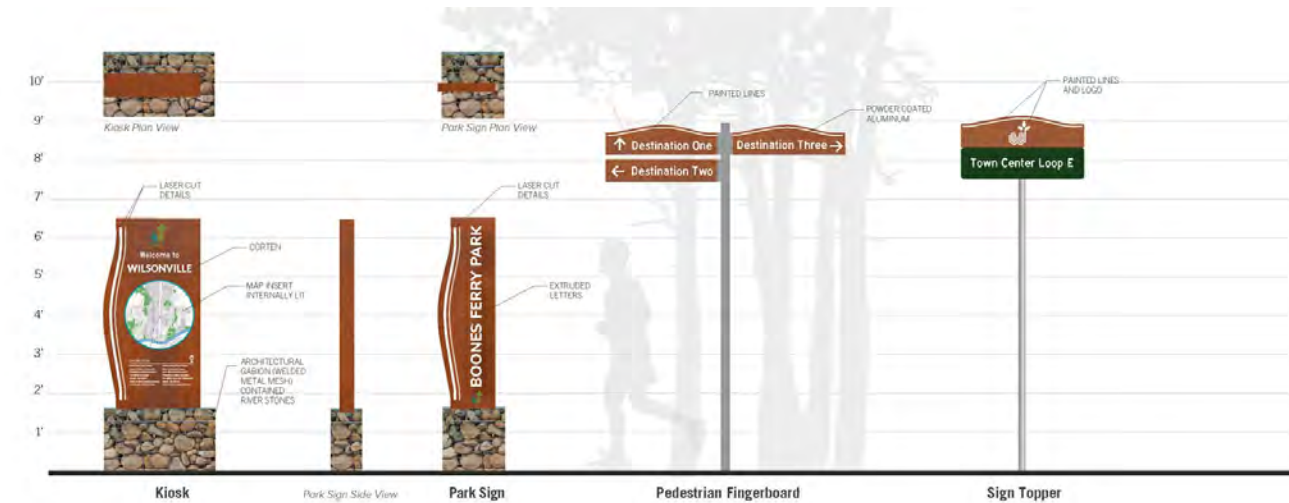


WILSONVILLE SIGNAGE & WAYFINDING PROJECT SURVEY

Concept 2: UNDULATING STONE

The **Undulating Stone** concept is inspired by the shape, form, and natural features of the Willamette River that flows through Wilsonville. At the heart of the concept are round river stones and soft curves of corten steel accented by laser cut details that allow light through. A unique feature of this concept is the use of Architectural Gabions that contain river stone and create sturdy bases for the signs. The warm color of the corten compliments the City's branding colors.

The signs, kiosks, and monuments using this design concept would look like:





8. The vehicular sign has a simpler curve than the other signs. do you prefer the vehicular sign curve to the other signs?

Yes, I prefer the simple curve

No, I prefer the other signs.

9. What do you specifically like about this option (e.g. color, shape, font, materials)?

10. What would you change?

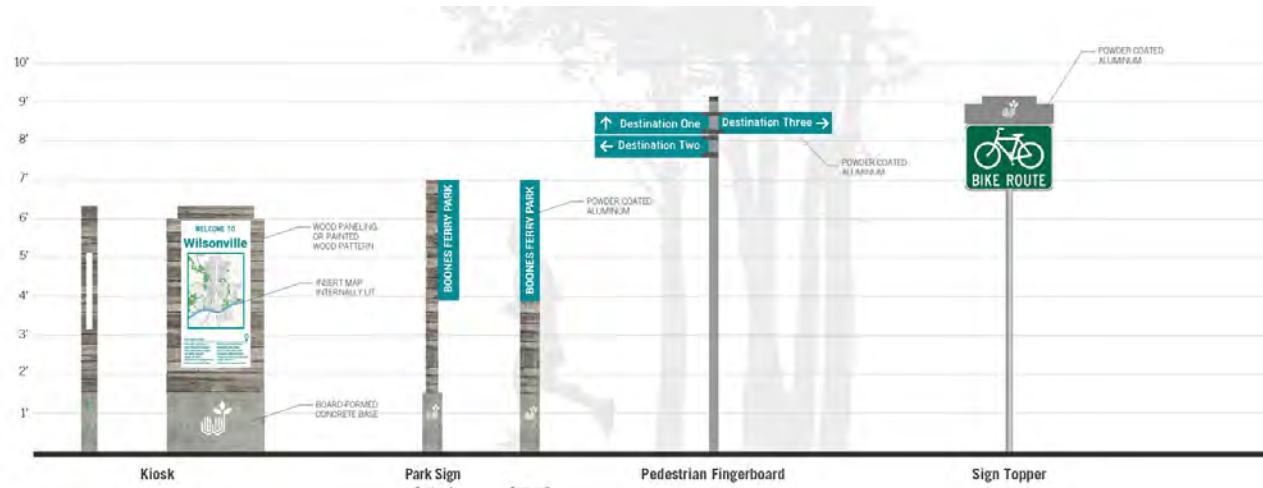


WILSONVILLE SIGNAGE & WAYFINDING PROJECT SURVEY

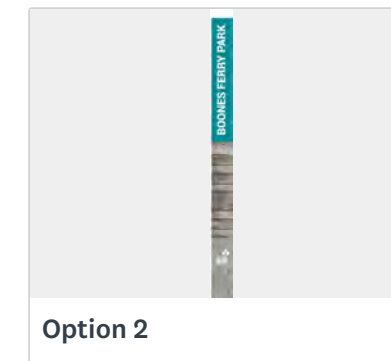
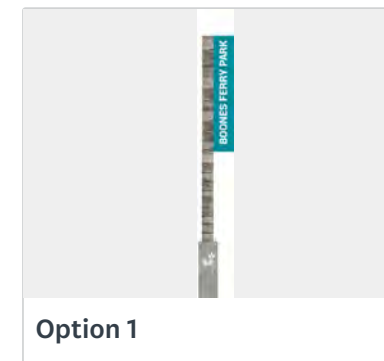
Concept 3: WEATHERED WOOD

The Weathered Wood concept is inspired by the rich agricultural history of Wilsonville. At the heart of the concept are weathered wood boards that echo the historic architecture of Wilsonville that can still be seen throughout town. This simple yet contemporary design is accented by rough board formed concrete. This color palette most closely aligns with the City's logo and brand colors.

The signs, kiosks, and monuments using this design concept would look like:



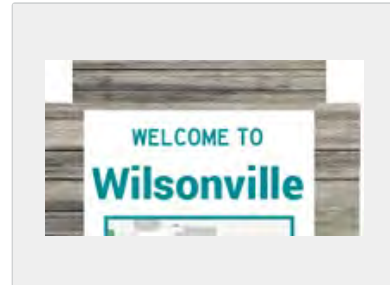
11. There are two small Park Sign options, which do you prefer?



12. The sign colors for this family could be either cyan with white text or white with cyan text, which do you prefer?



Cyan with white text



White with cyan text

13. What do you specifically like about this option (e.g. color, shape, font, materials)?

14. What would you change?



WILSONVILLE SIGNAGE & WAYFINDING PROJECT SURVEY

General Questions about Sign Families

15. Do you think we should include lighting on the Building or Monument signs or Map Kiosk? (select all that apply)

- Yes, include lighting on the Monument Sign
- Yes, include lighting on the Building Sign
- Yes, include lighting on the Map Kiosk
- Do not include any lighting



WILSONVILLE SIGNAGE & WAYFINDING PROJECT SURVEY

Tell us About You

Thank you for your interest in the Wilsonville Wayfinding project. Your input will help guide the design team in development of the preferred wayfinding sign style and the first priority routes to be implemented.

Demographic Information (Optional)

These next questions help us know if we are hearing from people across all races/ethnicities, ages and income levels on these important decisions.

16. Mailing List (Optional)

Provide the following optional contact information if you would like to be added to the project mailing list.

Name

Company

Email Address

17. What is your Age?

- 18 to 24
- 25 to 34
- 35 to 44
- 45 to 54
- 55 to 64
- 65 to 74
- 75 or older

18. When asked to identify your racial or ethnic identity, how do you identify? (Pick all that apply.)

- American Indian/Native American or Alaskan Native
- Asian or Asian American
- Pacific Islander
- Black or African American
- Hispanic, Latino or Spanish origin
- White / Caucasian
- Multiple ethnicity / Other (please specify)

19. Which of the following best represents the annual income of your household before taxes?

- Less than \$10,000
- \$10,000-\$19,999
- \$20,000-\$29,999
- \$30,000-\$49,999
- \$50,000-\$74,999
- \$75,000-\$99,999
- \$100,000-\$149,999
- \$150,000 or more
- Don't know / Prefer not to answer

20. Do you live with a disability? (Check all that apply.)

- Hearing Difficulty (deaf or having serious difficulty hearing)
- Vision Difficulty (blind or having serious difficulty seeing, even when wearing glasses)
- Cognitive Difficulty (because of a physical, mental or emotional problem, having difficulty remembering, concentrating or making decisions)
- Ambulatory Difficulty (having serious difficulty walking or climbing stairs)
- Self-care Difficulty (having difficulty bathing or dressing)
- Independent Living Difficulty (because of a physical, mental or emotional problem, having difficulty doing errands alone)
- No or not applicable / Prefer not to answer



WILSONVILLE SIGNAGE & WAYFINDING PROJECT SURVEY

Stay Involved!

If you'd like to stay involved in this project or receive other project updates, sign up for the City newsletter.

21. Enter email address:

22. How did hear about this project?