

# Downtown Wayfinding Project

Urban Transportation Commission

March 18th, 2019

Downtown Austin

## wayfinding graphics manual

January 17, 2014

★ Prepared for: City of Austin, Texas





## Downtown Austin

- Original Project Limits
- Current Project Limits

# Project Phases

I

## **Downtown Wayfinding Analysis and Recommendations Report**

Analyze existing conditions, plans, initiatives and interview key stakeholders.

II

## **Downtown Wayfinding Plan**

Create the design and framework for the Downtown Wayfinding System.

III

## **Downtown Wayfinding Graphics Manual**

Develop a Graphics Manual that bridges the concept developed for navigation with a focused and legible plan for implementation.

IV

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## **Downtown Wayfinding System Implementation**

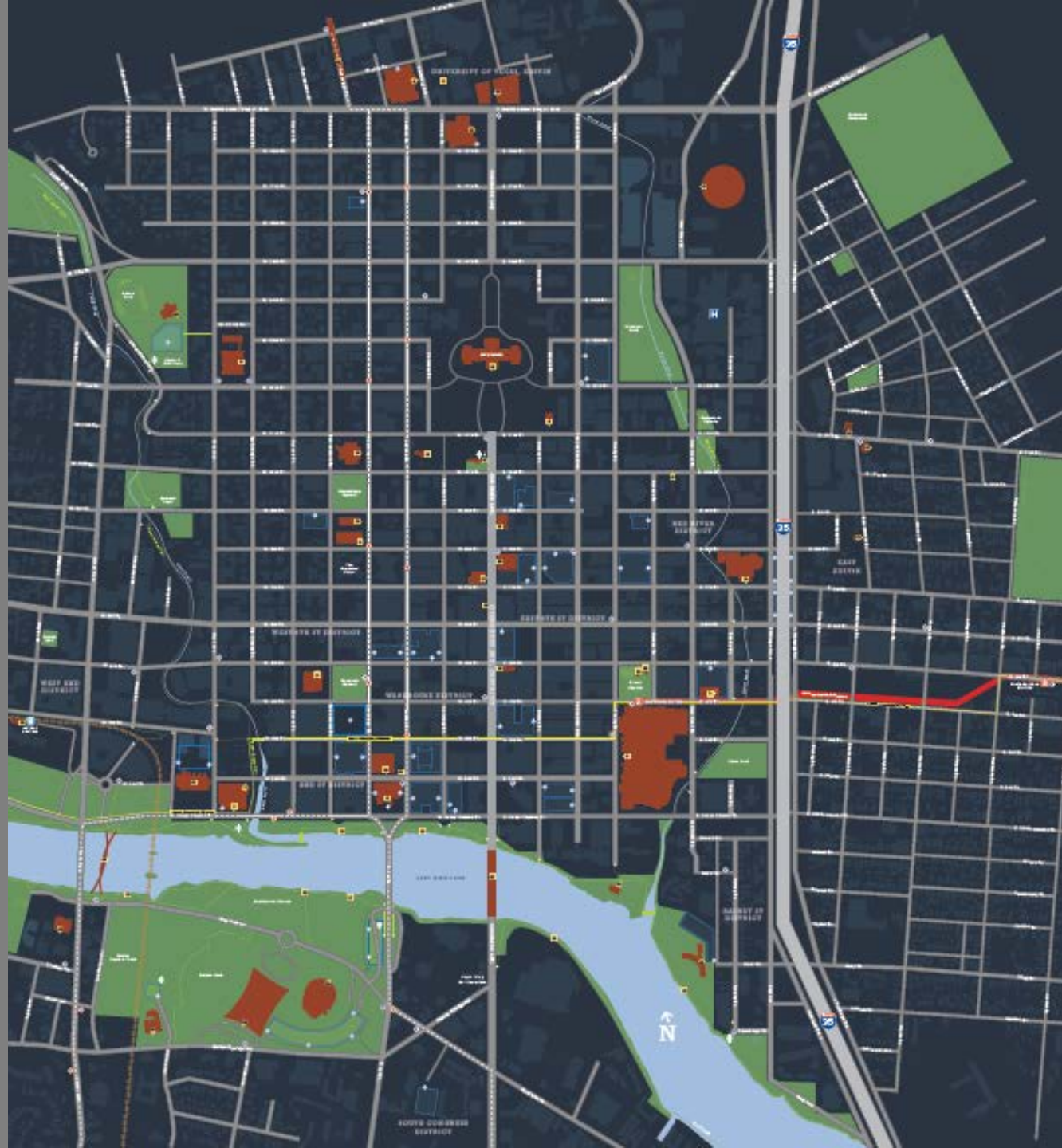
Using the Downtown Wayfinding Plan as the foundation, and the a Graphics Manual as the specification for phased procurement and installation of programmed signs.

## Projected Milestones January 2019 to April 2020

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- Background Map updates – May 2019
- Dynamic Parking Installation – June 2019
- Final Message and Map Graphics - July 2019
- Wayfinding bid and contract completion – September 2019
- Static Wayfinding primary installation – Fall/Winter 2019
- Installation of additions – Spring 2020





- 48 AFRICAN-AMERICAN CULTURAL & HERITAGE CTR.: 912 E 11th St.
- 36 AMTRAK STATION: 250 N Lamar Blvd.
- 40 ANGELINA EBERLY STATUE: Congress Ave. between 6th & 7th St.
- 4 AT&T CENTER: 1900 University Ave.
- 6 AUSTIN COMMUNITY COLLEGE - RIO GRANDE: 1212 Rio Grande St.
- 18 AUSTIN HISTORY CENTER: 810 Guadalupe St.
- 1 AUSTIN VISITORS CENTER: 602 E. 4th St.
- 29 BLANTON MUSEUM OF ART: 200 E Martin Luther King Jr Blvd.
- 19 BULLOCK STATE HISTORY MUSEUM: 1800 Congress Ave.
- 16 BUTLER HIKE AND BIKE TRAIL: Lady Bird Lake
- 2 CAPITOL VISITOR CENTER: 112 E 11th St.
- 8 CITY HALL: 301 W 2nd St.
- 42 CONGRESS AVENUE BRIDGE
- 17 THE CONTEMPORARY AUSTIN: 700 Congress Ave.
- 3 CONVENTION CENTER: 500 E Cesar Chavez St.
- 30 DOUGHERTY ARTS CENTER: 1110 Barton Springs Rd.
- 5 FAULK LIBRARY: 800 Guadalupe St.
- 9 FEDERAL COURTHOUSE: W 5th St.
- 27 FRANK ERWIN CENTER: 1701 Red River St.
- 31 FRENCH LEGATION MUSEUM: 802 San Marcos St.
- 10 GOVERNOR'S MANSION: 1010 Colorado St.
- 32 LONG CENTER FOR PERFORMING ARTS: 701 W Riverside Dr.
- 20 MEXIC-ARTE MUSEUM: 419 Congress Ave.
- 24 MEXICAN AMERICAN CULTURAL CENTER: 600 River St.
- 28 MOODY THEATER: 310 W 2nd St.
- 11 MUNICIPAL COURT: 700 E 7th St.
- 7 NEW CENTRAL LIBRARY: 710 W Cesar Chavez St.
- 21 O. HENRY MUSEUM: 409 E 5th St.

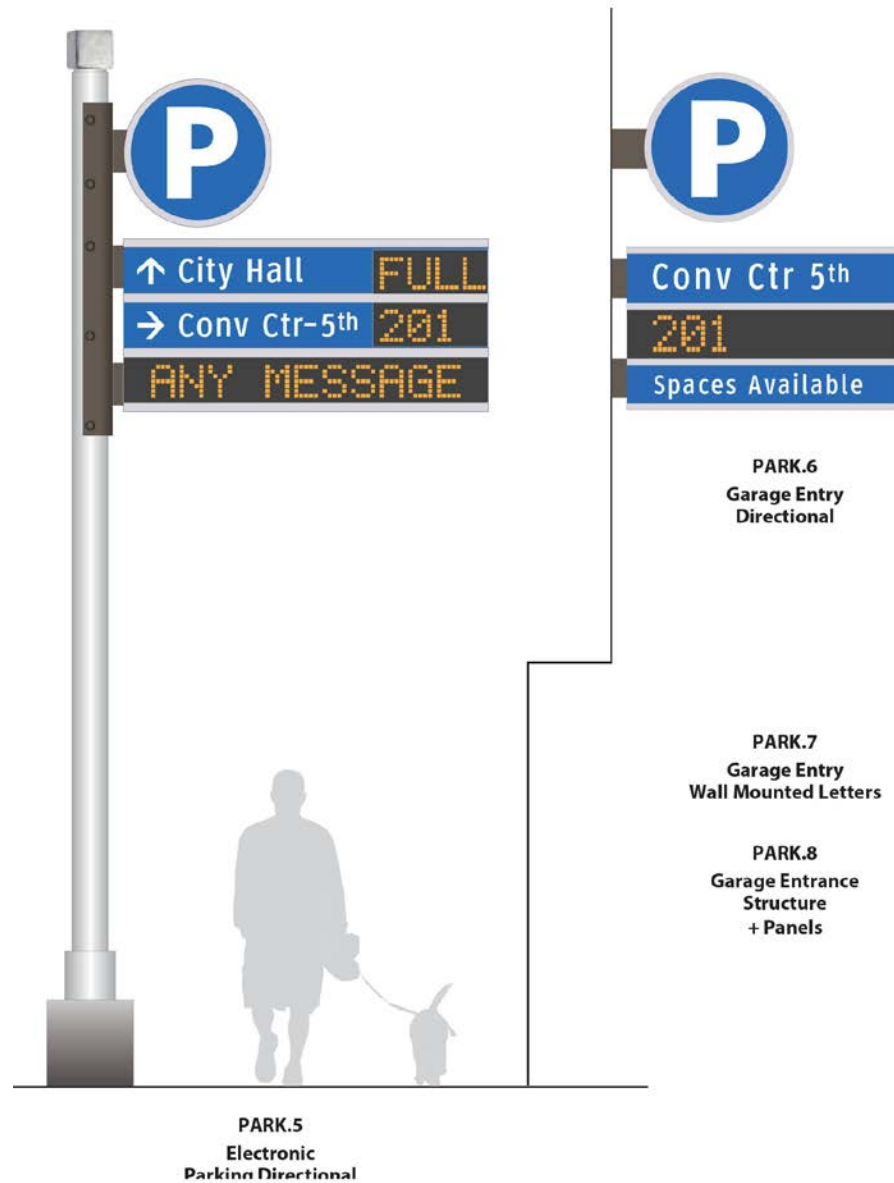
- 47 OLD BAKERY: 1006 Congress Ave.
- 33 PALMER EVENTS CENTER: 900 Barton Springs Rd.
- 23 PARAMOUNT THEATRE: 713 Congress Ave.
- 34 PFLUGER PEDESTRIAN BRIDGE
- 12 POST OFFICE: 823 Congress Ave.
- 35 RECREATION CENTER: 1301 Shoal Creek Blvd.
- 26 SEAHOLM: 800 W Cesar Chavez
- 13 STATE CAPITOL: 1100 Congress Ave.
- 38 STEVIE RAY VAUGHAN STATUE: Auditorium Shores
- 22 SUSANNA DICKENSON HOUSE: 411 E 5th St.
- 37 TEXAS MUSIC MUSEUM: 1009 E 11th St.
- 14 TRAVIS COUNTY COURTHOUSE: 1000 Guadalupe St.
- 46 UT DRAG: Guadalupe St. at UT
- 41 WALLER CREEK BOATHOUSE: 74 Trinity St.
- 39 WILLIE NELSON STATUE: 310 W 2nd St.
- 45 ZACH SCOTT THEATRE: 1510 Toomey Rd

-  Destination Building
-  Public Parking
-  Parking Garage Entry
-  MetroRail Station/Route
-  MetroRapid Stop/Route
-  Lance Armstrong Bikeway
-  AMTRAK Station
-  Trail
-  Trail Access Point
-  Public Restrooms
-  Visitor Information



 All Capital Metro bus routes serve Republic Square





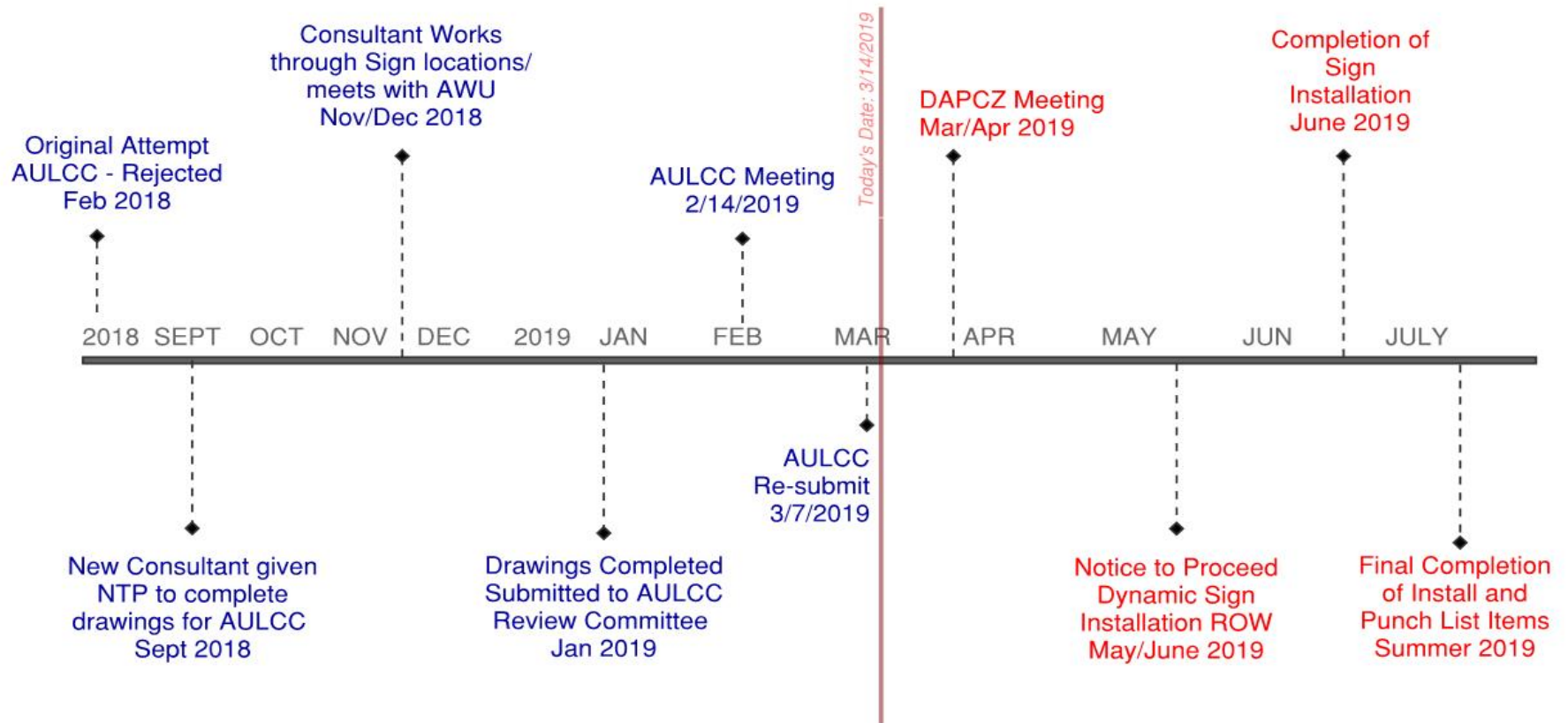
## Parking (Dynamic)



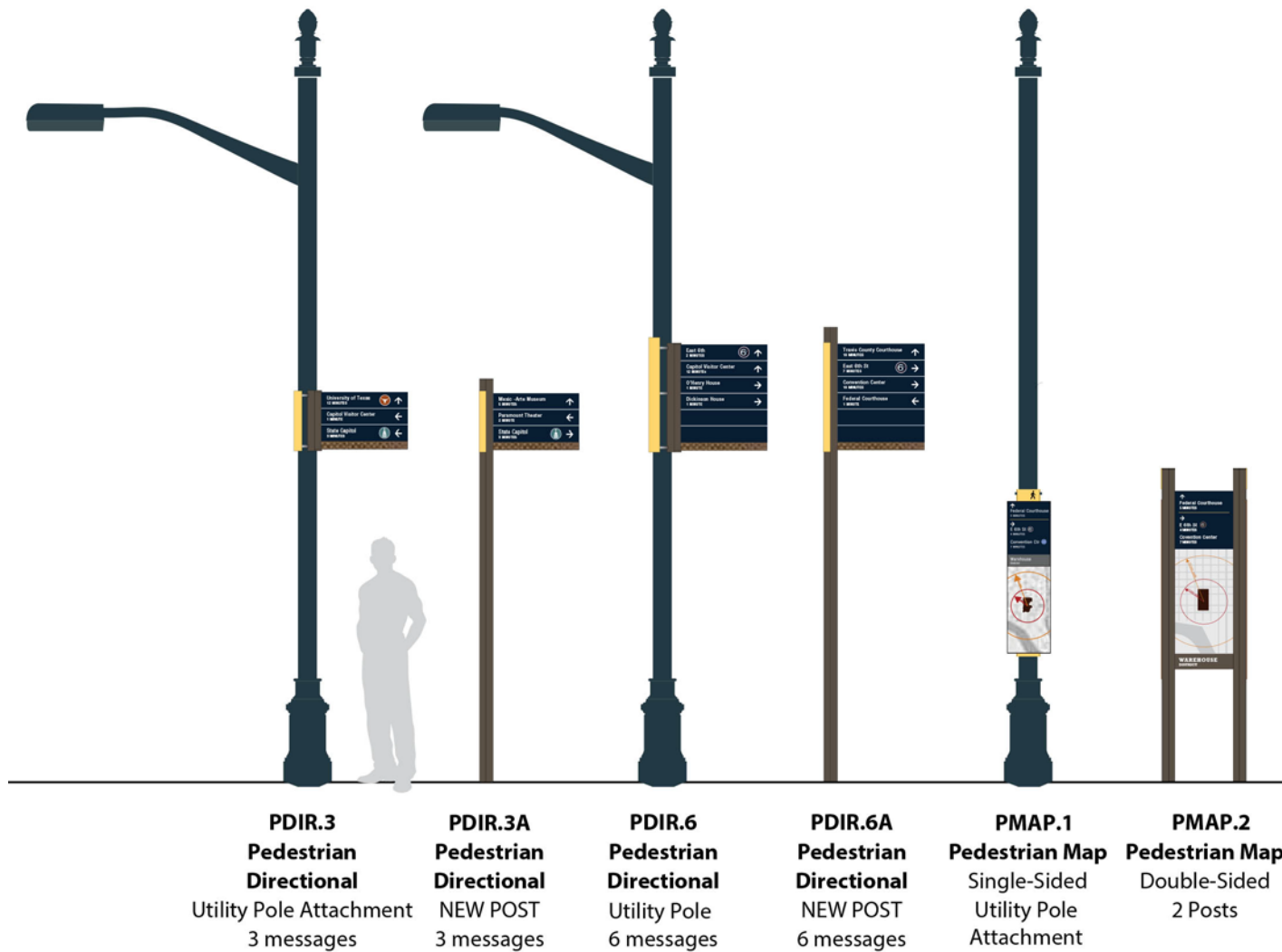
# DYNAMIC SIGN LOCATIONS



## DYNAMIC PARKING SYSTEM SIGNAGE Timeline



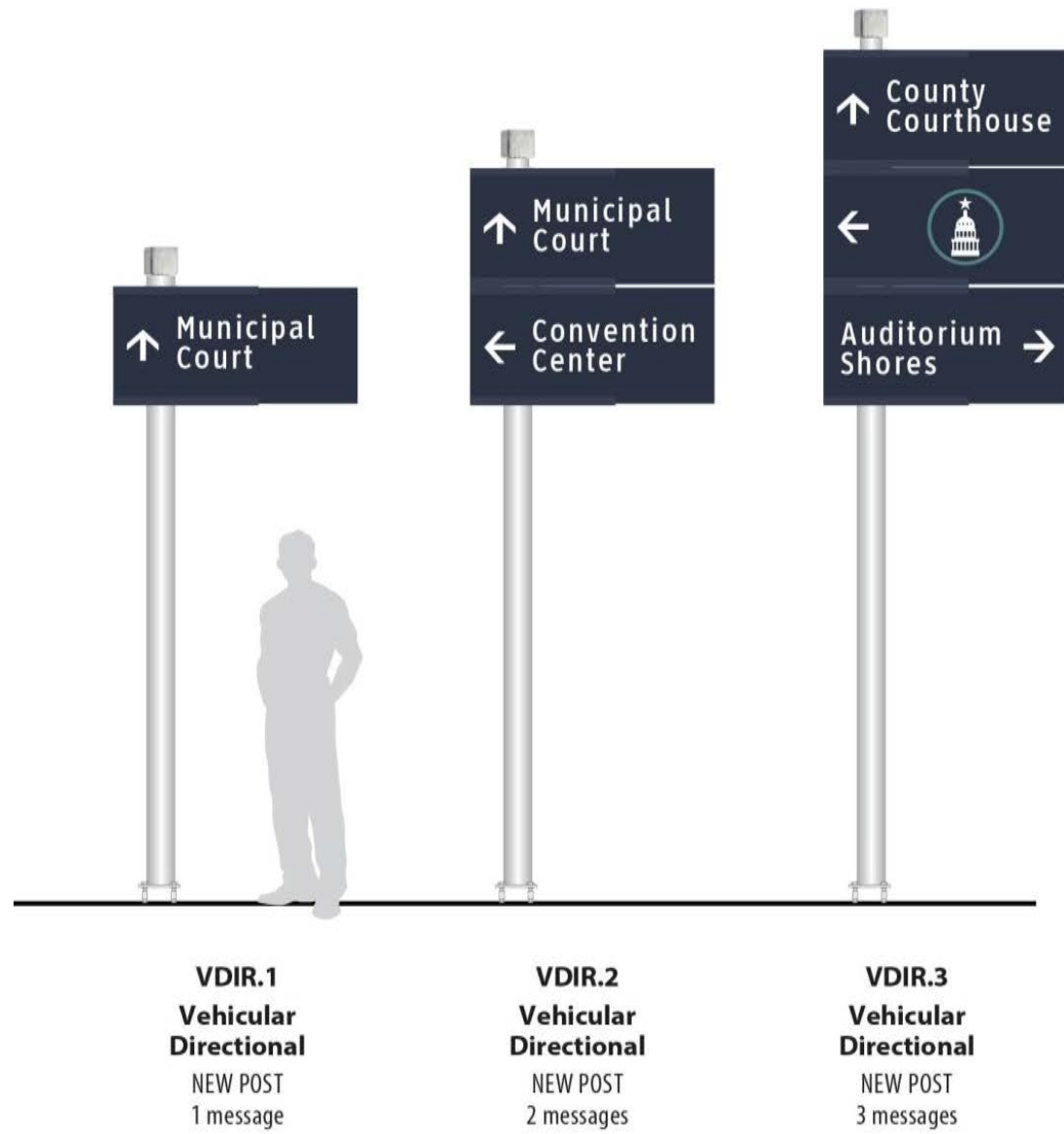




## Pedestrian Signage (Directional)

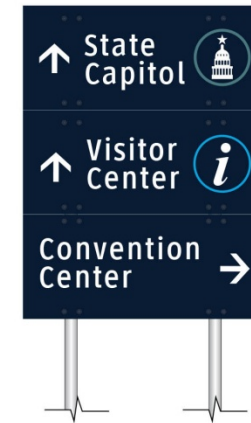


## Parking (Static)

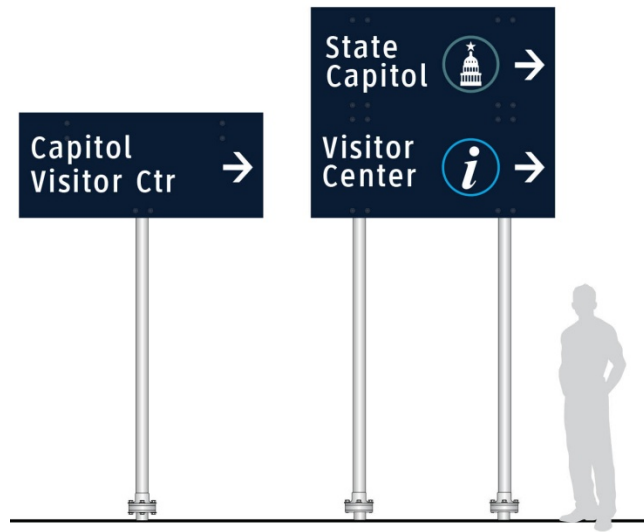


## Vehicular Signage





**VDIR.6**  
**TXDOT Vehicular Directional**  
NEW POSTS / 3 messages



**VDIR.4**  
**TXDOT Vehicular Directional**  
NEW POST

**VDIR.5**  
**TXDOT Vehicular Directional**  
NEW POSTS

## Vehicular Signage (TxDOT)

# Pending Adjustments

- Construction Detail Changes
- Wayfinding/Butler Trail Intersections
- Additions at Rainey, Seaholm, Red River, and east of IH35

Additional Components  
(not programmed in this phase)



Not  
Programmed

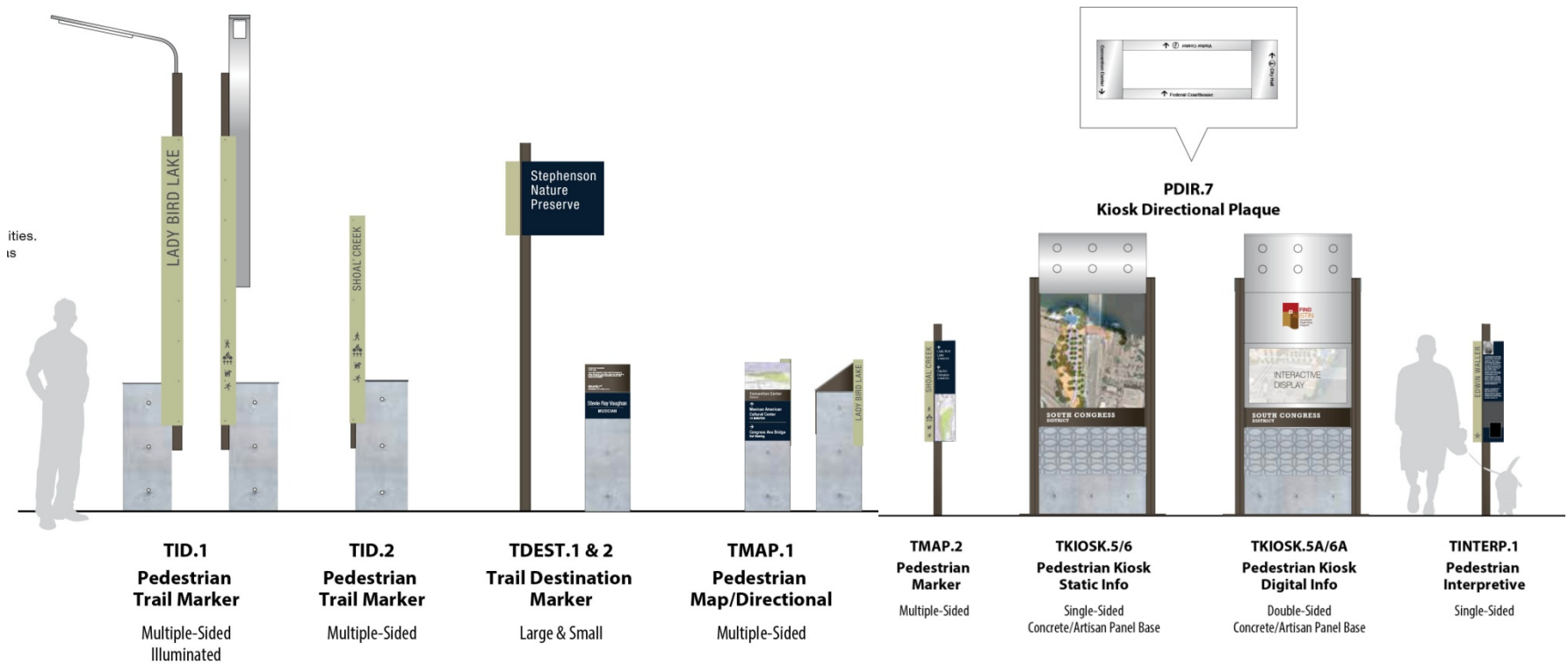
## District Gateway Signage

Not  
Programmed



**PINTERP.1**  
**Pedestrian**  
**Interpretive**  
Single-/Double-Sided

## Interpretative Signage



Not  
Programmed

## Trail Signage



# THANK YOU

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