

A Wayfinding System for Missoula

2013 Comprehensive Planning Process

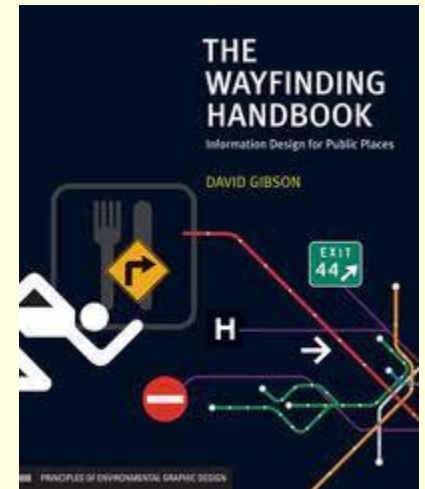
Presenter: Missoula Wayfinding Steering Committee Members

January 2013



What do we mean by a wayfinding system?

- Pre-arrival Technology
- Signage
- Tools
- Within City Technologies
- Environment



TOURISM COMMUNICATIONS TOOLBOX

BROCHURES

WEB SITES

VISITOR CENTER

ADVERTISING

WAYFINDING

ARTICLES

RADIO

TELEVISION

WEB AD



ATTRACTIONS

• CLEAN / SAFE • HOSPITALITY • PARKING •

VISITORS EXPERIENCE

SHOPPING

• PEOPLE • FOOD • EASY TO GET AROUND •



INCREASE IN OVERNIGHT STAYS, REPEAT VISITATION AND DAILY EXPEDITURES

Wayfinding for Missoula

- Need identified in the Missoula Tourism Strategy of the Downtown Master Plan (Adopted Aug 2009)
- Steering Committee created to assess and develop a strategy (Spring 2011)
- Mission, Vision, Goals
- Destination Missoula: lead agency
- Community planning process
- Several Contributors to the Plan
- Public Procurement Process for Consulting Services
- Planning to Commence Next Month



What does wayfinding have to do with your organization?

- All public input is needed and valued
- Diverse representation is important
- Multiple parties to fund implementation: leverage of partners appreciated
- System strengthened by including as many stakeholders as possible
- Residential perspective and visitor perspective different

Wayfinding Steering Committee

- Theresa Cox, Co-Chair
- Greg Oliver, Co-Chair

Missoula Carousel
Community volunteer

- Rod Austin
- Tom Benson
- Melanie Brock/Linda McCarthy
- Ellen Buchanan
- Glen Cameron
- Matt Ellis
- Donna Gaukler
- Anne Guest
- Barbara Koostra
- Barbara Martens
- Laval Means
- Barbara Neilan
- Michael Tree
- Kent Watson
- Gregg Wood

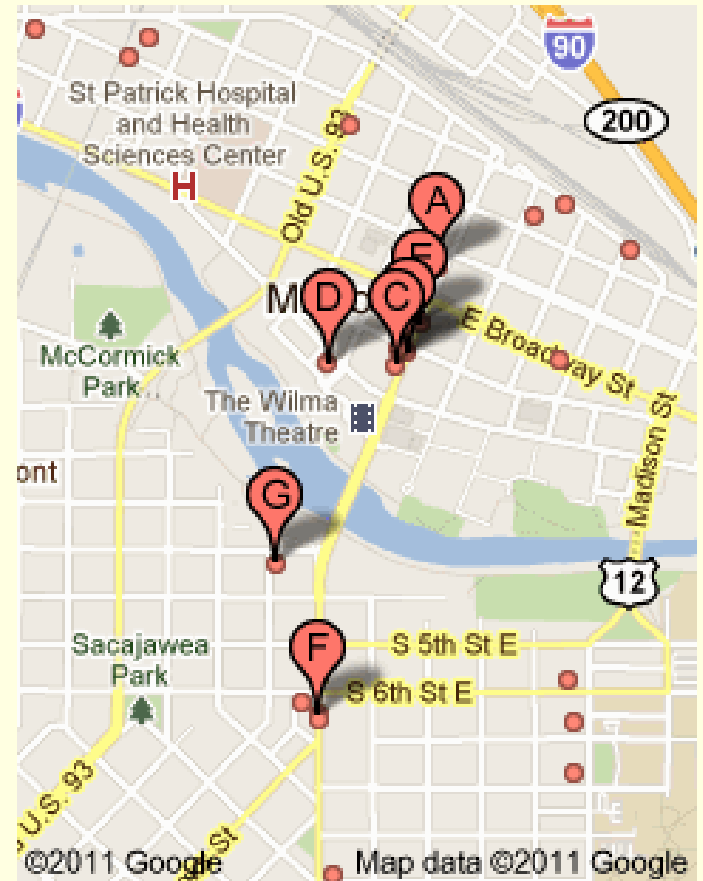
Downtown BID
Missoula Cultural Commission
Missoula Downtown Association
Missoula Redevelopment Agency
Montana Department of Transportation
Missoula Osprey, DM & MDA BODs
City of Missoula Parks & Recreation
Missoula Parking Commission
UM (MMAC)
Missoula County
City Development Services
Destination Missoula
Mountain Line
Watson & Associates
City Development Services

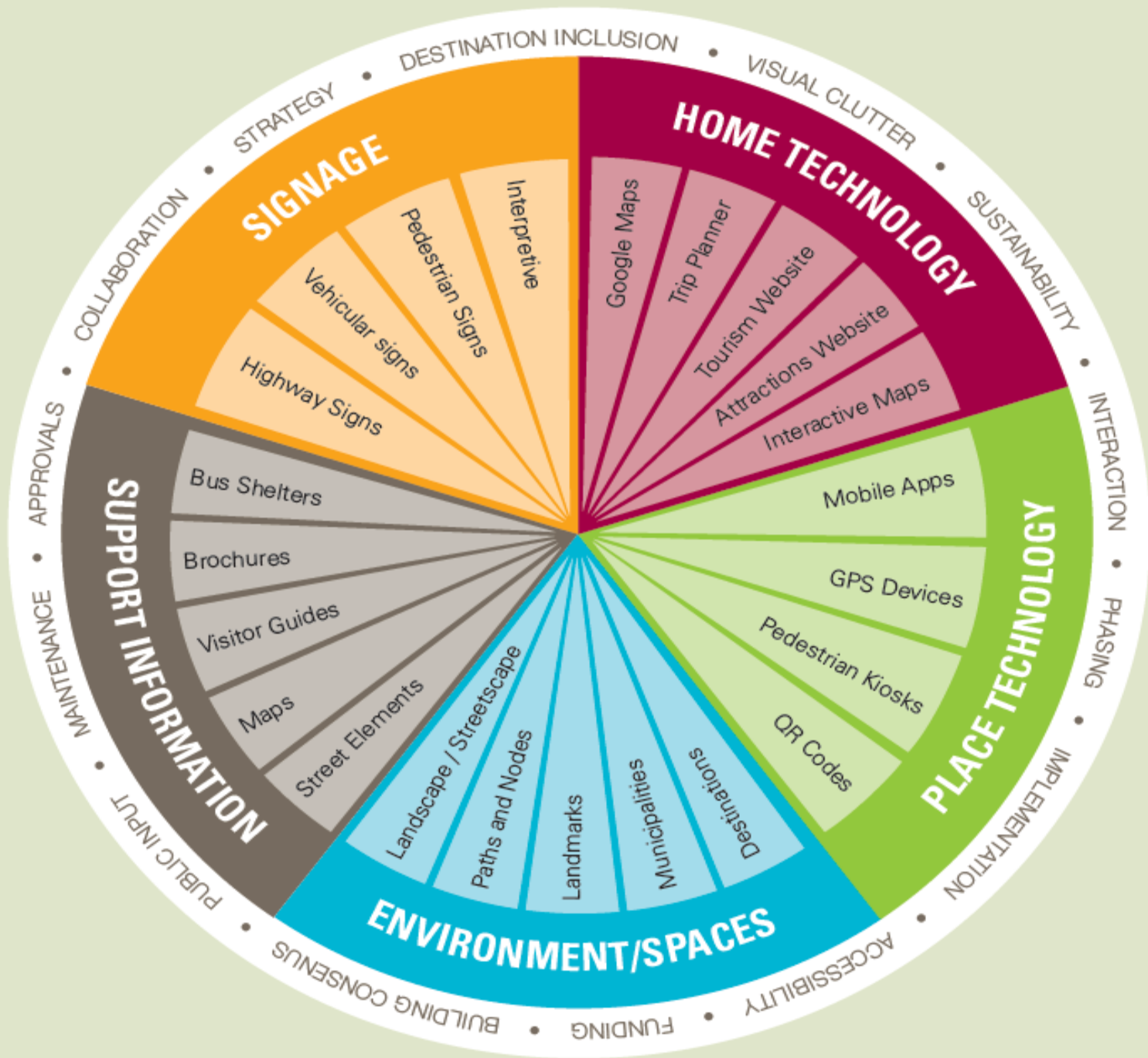
Wayfinding in Missoula

- Missoula has many wayfinding elements (examples: Milwaukee Trail, UM buildings, etc.)
- There are big gaps and missing information (attractions, venues, parking, etc.)
- Lots of clutter
- How do we best improve, coordinate and integrate what we have with an established theme, design standards and regulations?
- Many cities around the country are doing this, particularly those with a rich array of quality attractions and destinations. Like Missoula.

Pre-arrival Technology

- Google Maps
- GPS Navigation
- Websites
 - DestinationMissoula.org
 - MissoulaChamber.com
 - MissoulaDowntown.com
 - MissoulaWorks.org





Signage

- Interpretive signs
- Pedestrian kiosks
- Vehicular
- Gateways
- Highway signs



Signage



Tools

- Transportation Services
- Frontline Staff Training
- Visitor Information Services
- Orientation
- Maps



Environment

- Landscape/Streetscape
- Paths and Nodes
- Architecture
- Districts
- Landmarks



Within City Technology

- Mobile apps
- Text map
- Bar code



Missoula certainly has many great destinations



Explore The University of Montana at UM Days.

► find out more

Missoula Wayfinding Planning Goals

- ***Create an Identity***
- Provide visitors and residents with a sense of place and enhanced environment.
- Create a great first impression—of a City that is well planned, organized, friendly, safe and caring.
- Cast an image consistent with the diversity that makes the City of Missoula a welcoming and unique destination.
- Assist in helping residents and visitors find their destination and discover new destinations.

Why Invest in Wayfinding?

- Create an identity for Missoula
- Improve all modes of transportation and parking
- Declutter existing signs
- Improve access to Missoula destinations including:
 - Downtown, Midtown, Reserve Street
 - Fort Missoula, Fairgrounds
 - Courthouse, Development Park
 - Sawmill District, Fox Site
 - Museums & More
- Improve tourist experience & length of stay in Missoula
- Improve resident experience & understanding of community



Tasks completed to date

- Mission, vision, goals, values developed
- Education process on other systems across the U.S.
- Community decision to do community-wide system instead of just a Downtown system
- Determination to pursue a public planning process with a specialized consultant
- Destination Missoula to lead the effort
- City of Missoula to own and maintain the signs once designed and installed
- Fundraising for consulting firm
- MERJE selected



Vested Parties

City of Missoula (seeking Council approval)	\$25,000
Missoula Parks & Recreation (seeking Council approval)	\$2,000
Missoula Redevelopment Agency	\$25,000
Missoula Parking Commission	\$10,000
Missoula County Development Authority	\$10,000
The University of Montana	\$5,000
Mountain Line	\$5,000
Downtown BID of Missoula	\$2,500
Missoula Downtown Association	\$2,500
Metropolitan Planning Organization	\$1,500

MERJE – Selected Firm

- MERJE is a group of environmental graphic designers who create memorable places and meaningful visitor experiences that promote and enhance their client's brand, helping them achieve their strategic mission and goals.
- This is done through a holistic design approach that merges graphic design with the built environment. MERJE's work commonly includes five basic elements: branding and identity, wayfinding and signage, architectural and visual enhancements, exhibit and interpretive design, and print materials.



Missoula Wayfinding System Plan

Business Case: Economic Investment

Creates “repeat visitation” by increasing awareness of the **depth of destinations**.

Asheville: 11% of visitors surveyed stated they would extend their trip by one additional overnight night, if new or additional destinations were discovered

Camden NJ – Waterfront : 30% increase in visitation since installation of their wayfinding program.

Secondary Destinations tend to see the greatest benefit.

MERJE – Selected Firm

- One of seven firms that responded to RFP
- John Bosio: Principal
- From Westchester, Pennsylvania
- 20-year history in the business of wayfinding
- Helped more than 40 communities develop wayfinding programs
- 6-8 month planning process that includes public process, strategic planning, analysis of conditions, schematic design, programming, design development/guidelines, potential funding sources, and implementation strategy

MERJE-Sampling of previous projects

- Asheville, North Carolina
- Downtown Austin, Texas
- Buffalo, Wyoming
- Downtown Newark, New Jersey
- Downtown Miami, Florida
- St. Petersburg, Florida
- Charlottesville, Virginia
- Historic Savannah, Georgia
- Annapolis, Maryland
- Downtown Phoenix, Arizona
- Spearfish, South Dakota
- Walla Walla, Washington
- Downtown San Diego, California
- Santa Cruz, California

Artistic Examples



Artistic Examples



Artistic Examples



Artistic Examples



Planning Deliverables

1. ANALYSIS – circulation patterns, destinations, current maintenance and budget, potential difficulties, sign types and elements needed, zoning code analysis, regulator jurisdiction, visual characteristics, existing identity standards, project schedule.

DELIVERABLE: Executive Summary, Site Plan, Primary Destinations & Preliminary Sign Locations

2. SYSTEM DESIGN– analysis of community themes, branding, architecture and mission; preparation of two design concepts, two rounds of refinements, presentation of sign type array and mock-ups

DELIVERABLE: Design Drawings, Statement of Estimated Costs

Planning Deliverables

3. DOCUMENTATION– detailed specs for final designs, prepare sign locations and schedules, develop bid documents, verification of costs

DELIVERABLE: Final bid documents, final estimated costs, and Implementation Plan

4. IMPLEMENTATION– bid and award contract, review drawings and samples and develop wayfinding and signage standards manual

DELIVERABLE: Wayfinding & Signage Standards Manual to assist with re-ordering and maintenance

Our hopes with today's presentation

- Your organization becomes more aware of, interested in and supportive of a comprehensive wayfinding plan for Missoula
- You agree to participate in the upcoming planning process
- You agree to communicate with your stakeholders about this project
- You agree to provide additional feedback and consider needs and recommendations as they come forward in 2013.

Thank You!!!

- We appreciate the opportunity to present today.
- Please contact us should you ever have any questions, input, ideas, or need for involvement.
- Your contacts are:
 - Destination Missoula – Barb Neilan
 - Missoula Downtown Association – Melanie Brock