



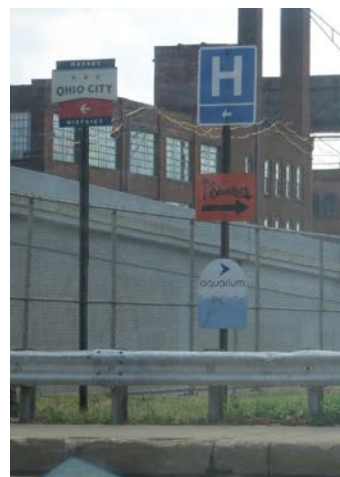
# FLATS FORWARD WAYFINDING PROGRAM PROJECT FRAMEWORK

**STUDIO GRAPHIQUE** ■ *design with direction*



## INTRODUCTION

The Flats is a unique site where the innovation and history of the city meet the natural environment of the river and lake. Entertainment, dining, recreation and exploration are all part of its distinctive atmosphere. As an extension of your brand, your signage program should reflect those same characteristics. The signage program is one of the first physical interactions with your site and will make an impression—either positive or negative—to visitors and guests.

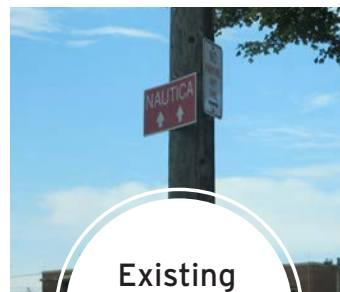


Sign Clutter

Lack of Signage & ID

### ISSUES WITH CURRENT SIGNAGE

- Lack of signage at entries and connecting Banks
- Sign clutter at decision points
- Existing signage is too small
- Inconsistent nomenclature
- Existing signage is generic & uninviting
- Dated and worn
- Obscured sight lines
- Inconsistent designs and styles
- Inconsistent and confusing parking ID signs



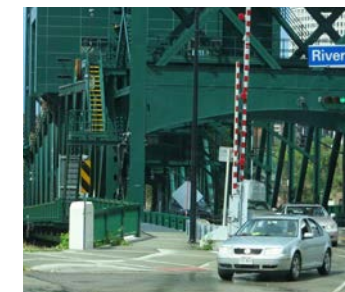
Existing Signage is Too Small



Inconsistent Signage



Dated & Worn



## PROJECT GOALS

- Develop an authentic and meaningful sign system to enhance the visitor experience and exceed their expectations.
- Increase positive perception of The Flats with a consistent, recognizable and inviting sign family that creates a safe and welcoming atmosphere.
- Establish clear and concise messaging that utilizes consistent nomenclature, while aligning with the website, maps and other communication pieces.
- Define separate pathways of ingress and egress to reduce traffic congestion.
- Produce easy-to-maintain and expandable signage to allow necessary changes and updates due to the ongoing developments.
- Highlight sense of place through consistent and exciting signage.



# DISCOVERY SESSION: CHARACTER WORDS

MOST APPROPRIATE	LEAST APPROPRIATE
GRITTY	Refined
Colorful	subtle
EclectiC	clean

Which of these descriptive words most reflects The Flats? Which words are least appropriate in describing the character and style of The Flats?



- GRITTY
- COLORFUL
- ECLECTIC
- ORGANIC
- INTRICATE
- BOLD
- STRUCTURED
- BRIGHT
- ORNATE
- CLEAN
- SUBTLE
- REFINED

# DISCOVERY SESSION: PERSONAS

## MARITIME TRAVELERS

BOATERS

## TOURISTS

DINERS / FAMILIES /  
CONCERT GO-ERS

## REC ENTHUSIASTS

ROWERS / BIKERS

## BUSINESS TRAFFIC

DELIVERY TRUCK DRIVERS /  
HOSPITALITY &  
INDUSTRIAL WORKERS



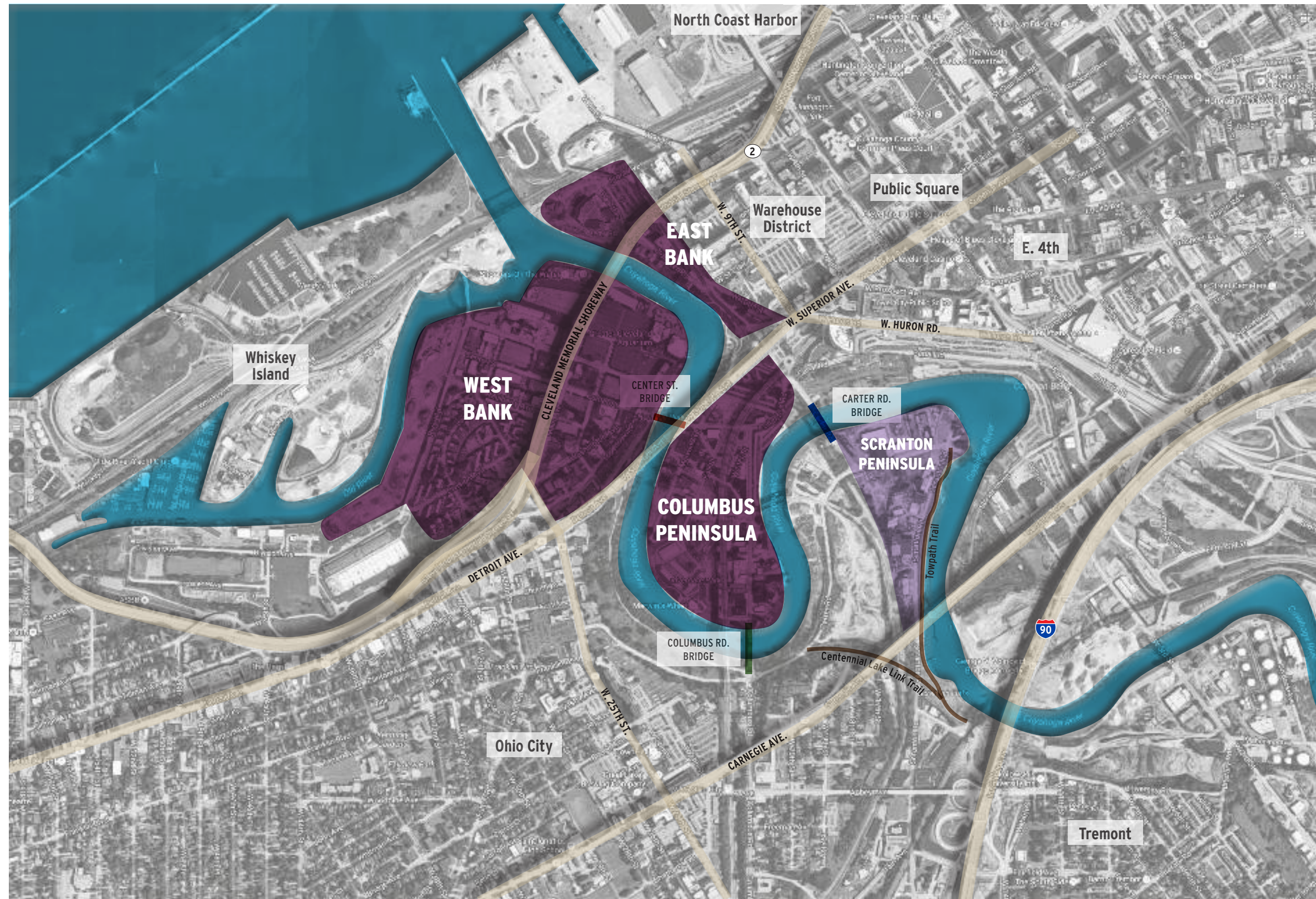
# DISCOVERY SESSION: JOURNEY MAPPING









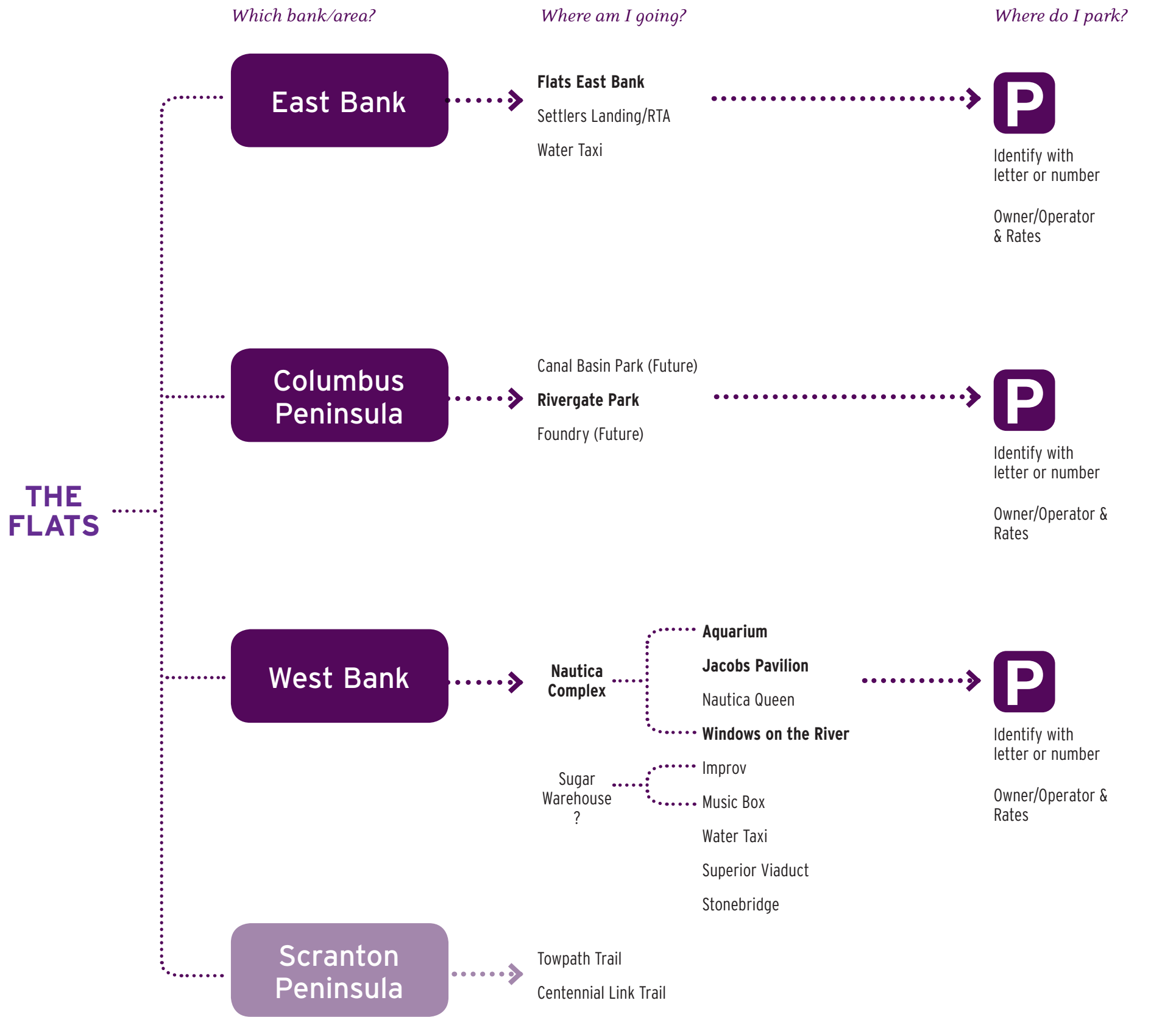


**SITE LEGEND**

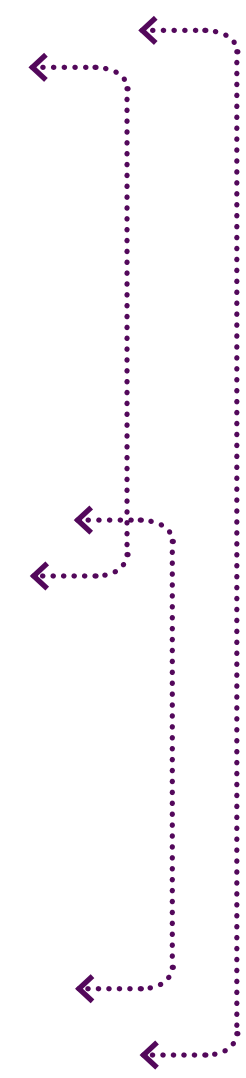
- MAJOR AREA
- SECONDARY AREA

The Flats district can be split into naturally distinct areas, separated by the river and bridges. These distinct areas can be utilized to simplify wayfinding and communication.





*What else can I do?*



An effective wayfinding program should provide only the most relevant information at relevant times. Creating a nomenclature hierarchy that starts with only basic information (The Flats, East Bank, West Bank, etc.) and becomes more specific as the visitor approaches their destination allows the wayfinding program to be concise, organized and more easily comprehended.

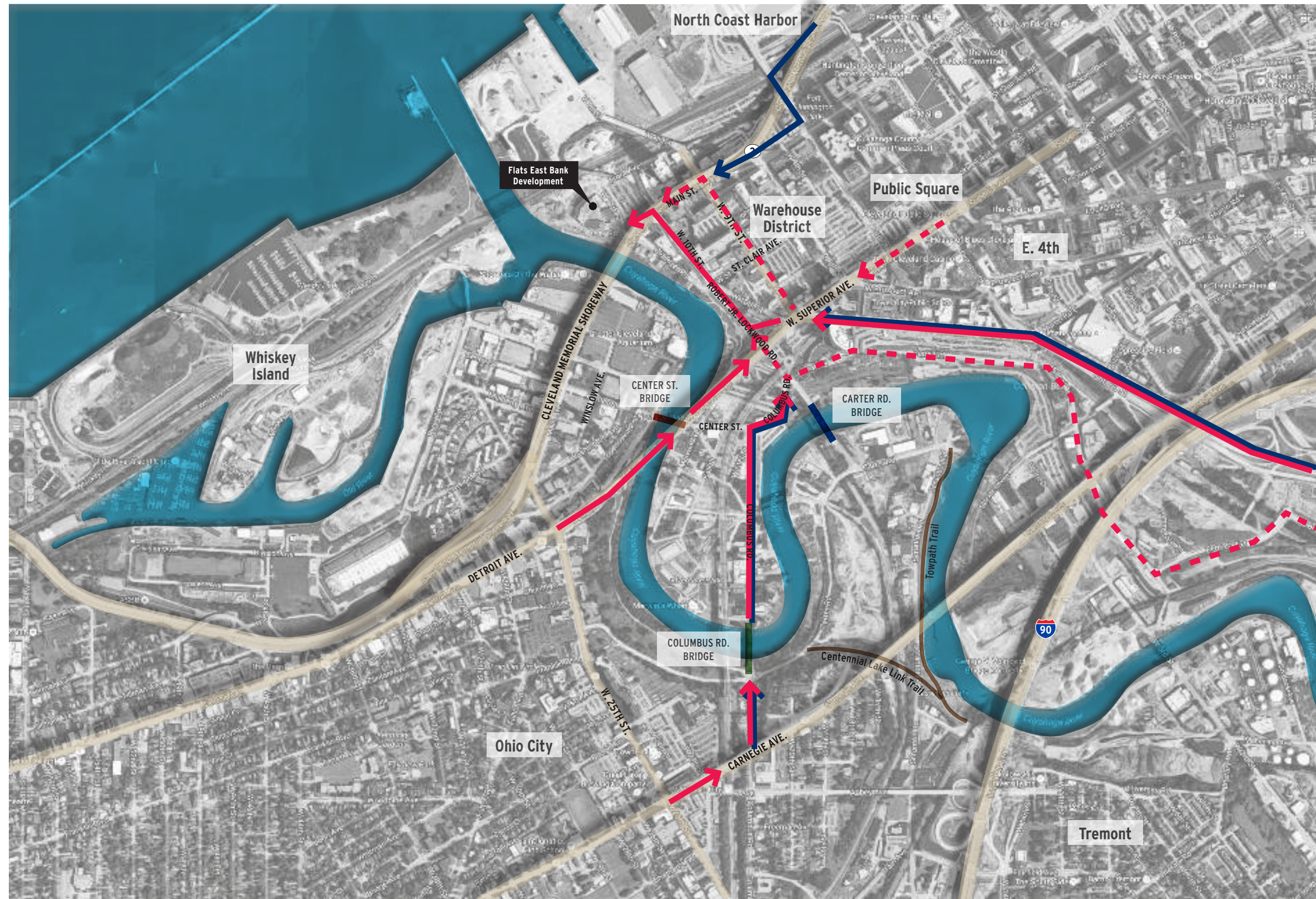
*Note: Private businesses, (corporate offices, restaurants, hospitality, etc.) are not typically placed on community wayfinding signs.*

**Bold** = Major destinations determined during Discovery exercises




**Others**

- |                     |                    |
|---------------------|--------------------|
| <b>BRIDGES</b>      | <b>EGRESS</b>      |
| Center St. Bridge   | Whiskey Island     |
| Columbus Rd. Bridge | Downtown           |
| Carter Rd. Bridge   | Warehouse District |
|                     | Ohio City          |
|                     | North Coast Harbor |
|                     | Public Square      |





**SITE LEGEND**

- TRAVEL PATHS:
-  Google Maps
  -  Secondary Google Maps
  -  Destination Website

**From the South:**

- via 77: Ontario St + W Huron Rd
- via Broadway Ave: E 9th Ext and Canal Rd
- via 77: Ontario St + W Huron Rd

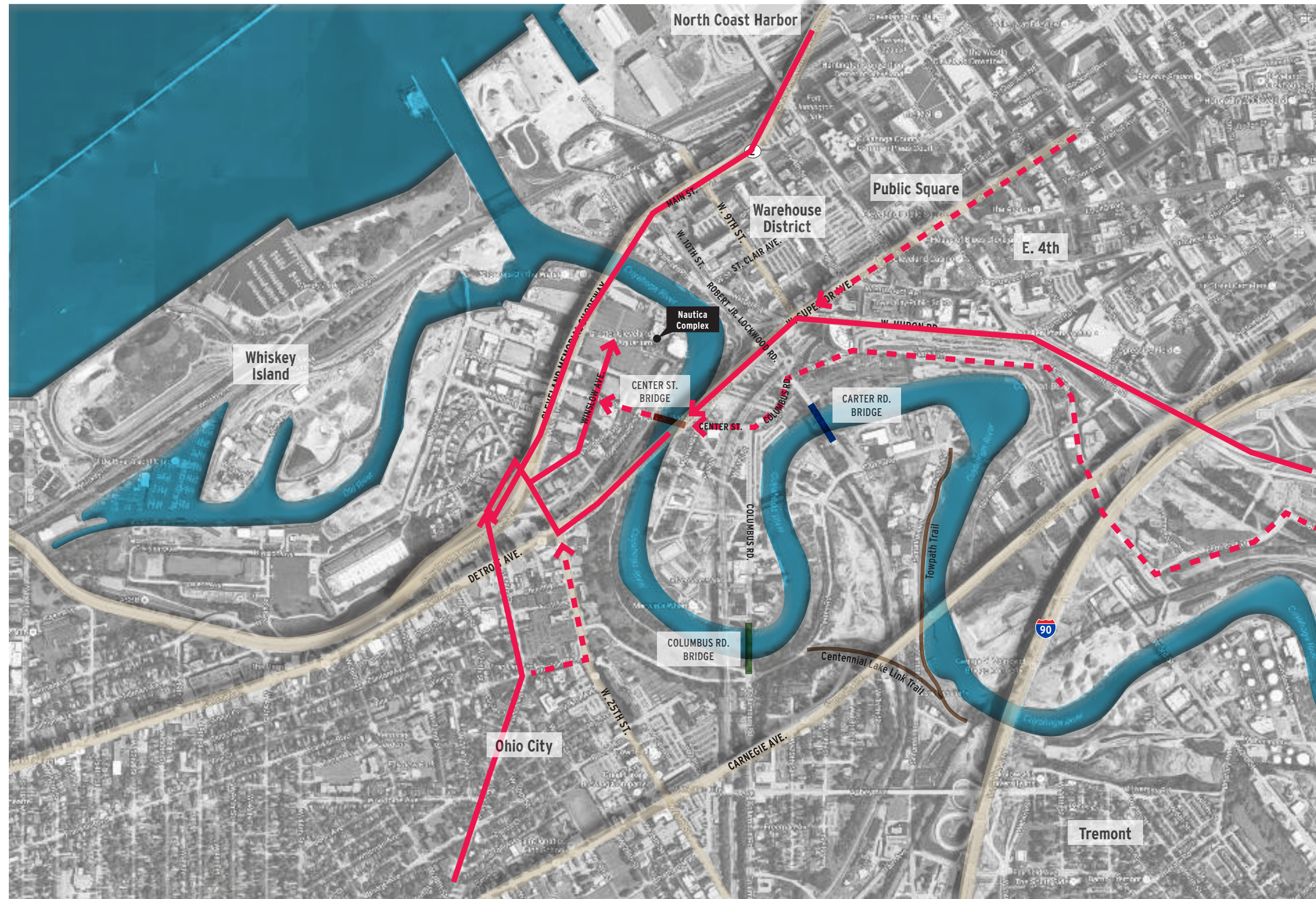
**From the East:**

- via Superior Ave: W 10th + Old River Rd
- via W 9th: Main Ave + Old River Rd
- via 90 W: W 3rd St, Lakeside Ave + Main Ave




**From the West:**

- via Lorain Ave + Columbus Rd
- via Superior Ave
- via 90E: W25th St + Columbus Rd





**SITE LEGEND**

- TRAVEL PATHS:
-  Google Maps
  -  Secondary Google Maps
  -  Destination Website

**From the South:**

via 77: Ontario St + W Huron Rd, Superior Ave + Winslow Ave

via Broadway Ave: Canal Rd, Center St + Winslow Ave

\*NA (Directed to Google Maps)

**From the East:**

via 2W: 28th St Ext, Washington Ave + Winslow Ave

via W Superior Ave: W 25th St + Winslow Ave

\*NA (Directed to Google Maps)

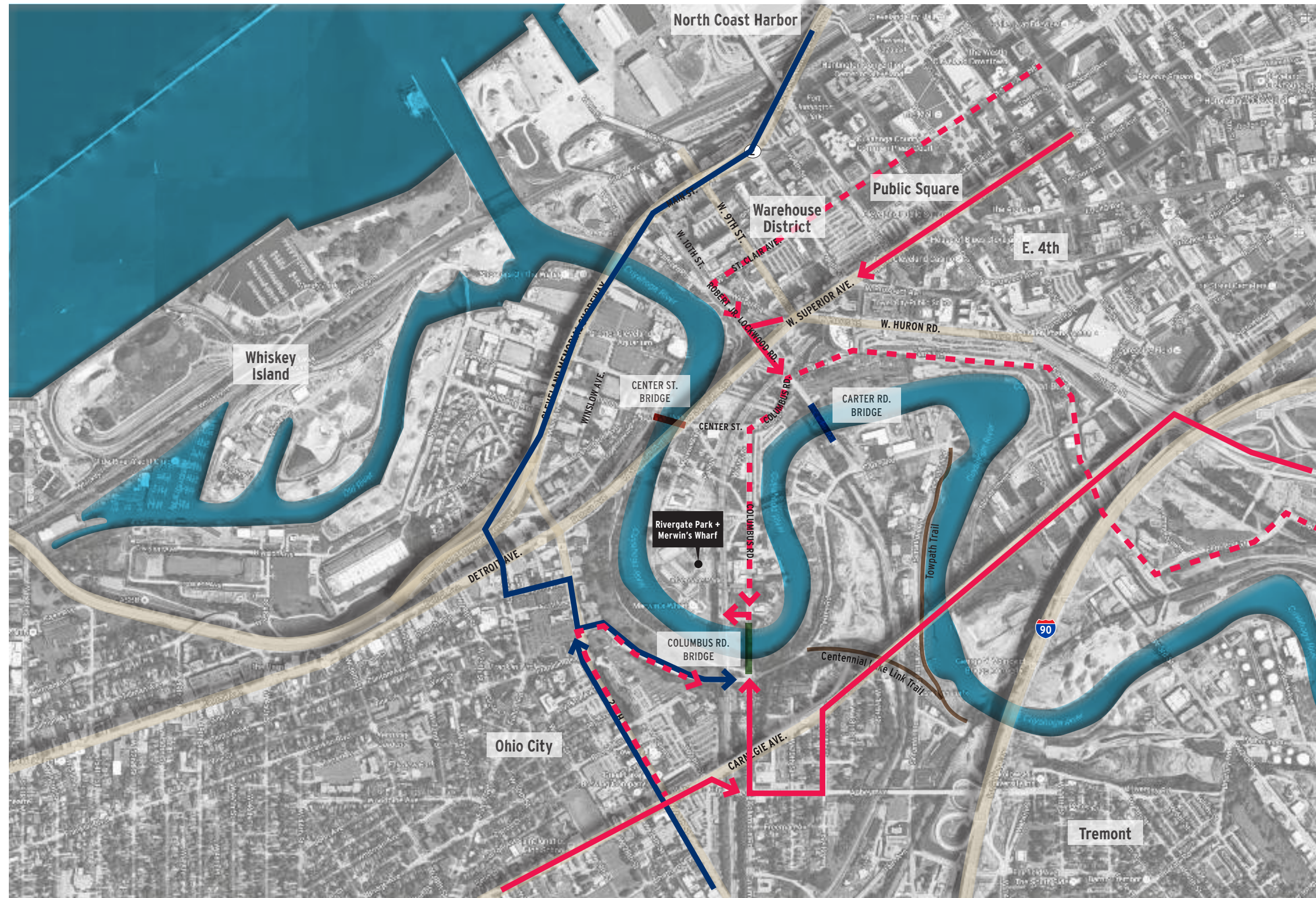
**From the West:**

via Fulton Rd + W 28th: Washington Ave + W 25th St, Washington Ave + Winslow Ave




via Fulton Rd + W 25th St: Franklin Blvd, W 25th St + Winslow Ave

\*NA (Directed to Google Maps)





**SITE LEGEND**

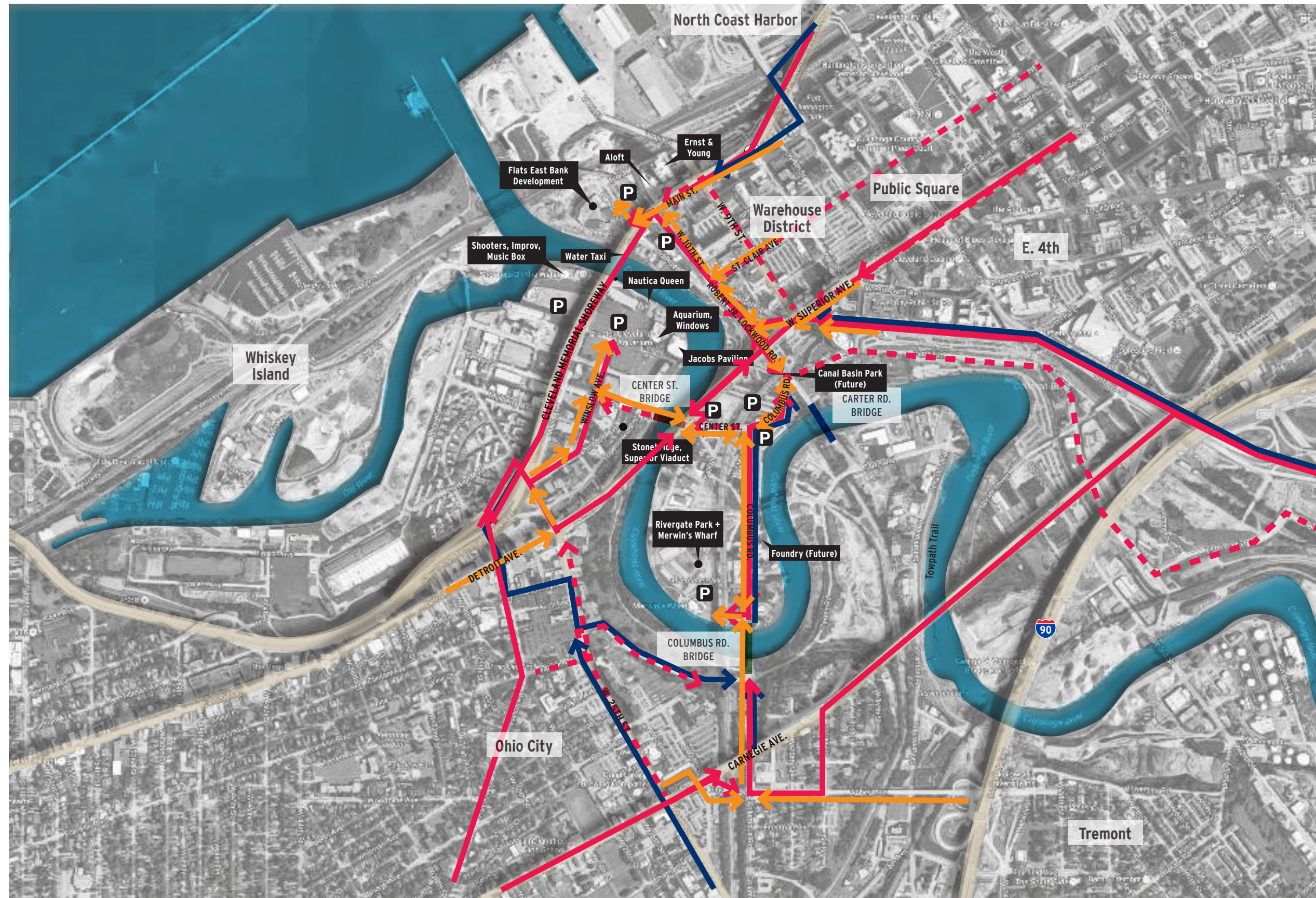
- TRAVEL PATHS:
-  Google Maps
  -  Secondary Google Maps
  -  Destination Website

- From the South:**
- via 77: Ontario St + Carnegie Ave, Columbus Rd + Merwin Ave
  - via Broadway Ave: Canal Rd, Columbus Rd + Merwin Ave
  - \*Not listed

- From the East:**
- via Superior Ave: Columbus Rd + Merwin Ave
  - via St. Claire: Columbus Rd + Merwin Ave
  - via 2 W: Ext W 25th St, W 28th St + Church Ave, W 25th St + Franklin Ave, Columbus Ave + Merwin Ave

- From the West:**
- via Lorain: W 24th + Abbey Ave, Columbus Rd + Merwin Ave
  - via Fulton Rd + W 25th St: Franklin Blvd, W 25th St + Winslow Ave
  - via 90: Ext W 25th St, Columbus Ave + Merwin Ave



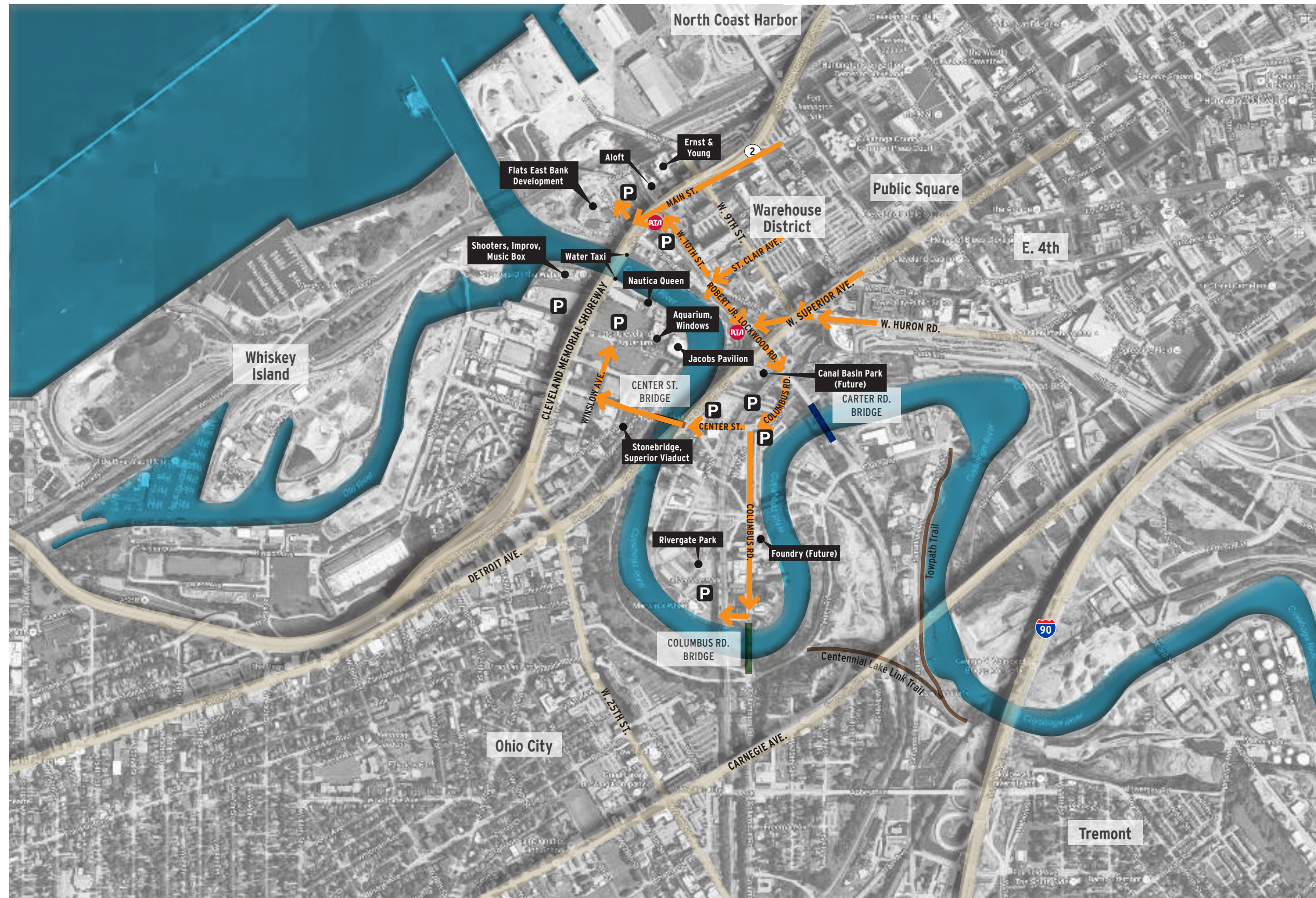


**SITE LEGEND**

TRAVEL PATHS:

- Google Maps
- Secondary Google Maps
- Destination Website
- Recommended Travel Paths

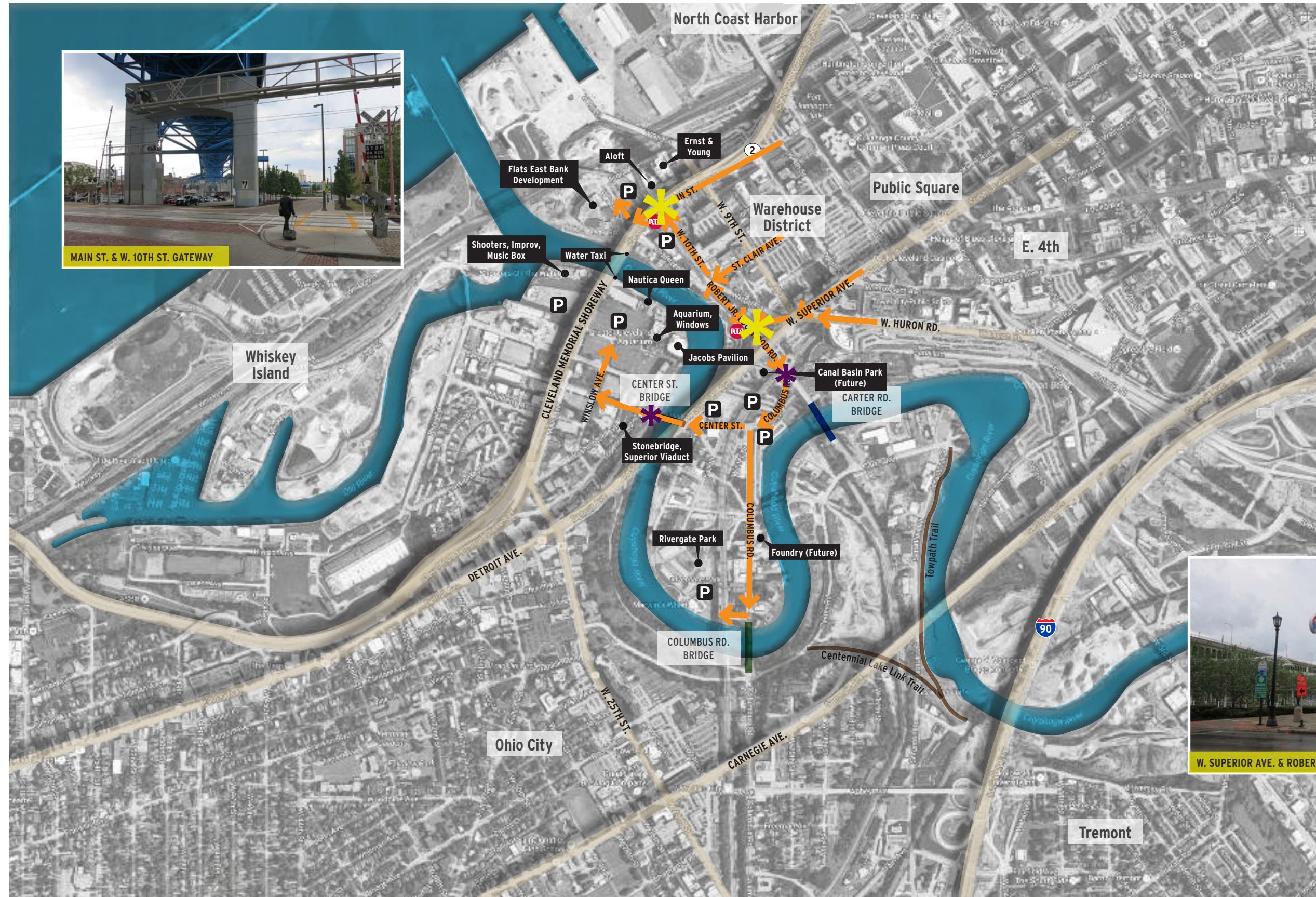






SITE LEGEND

← TRAVEL PATH:  
Approach





**SITE LEGEND**

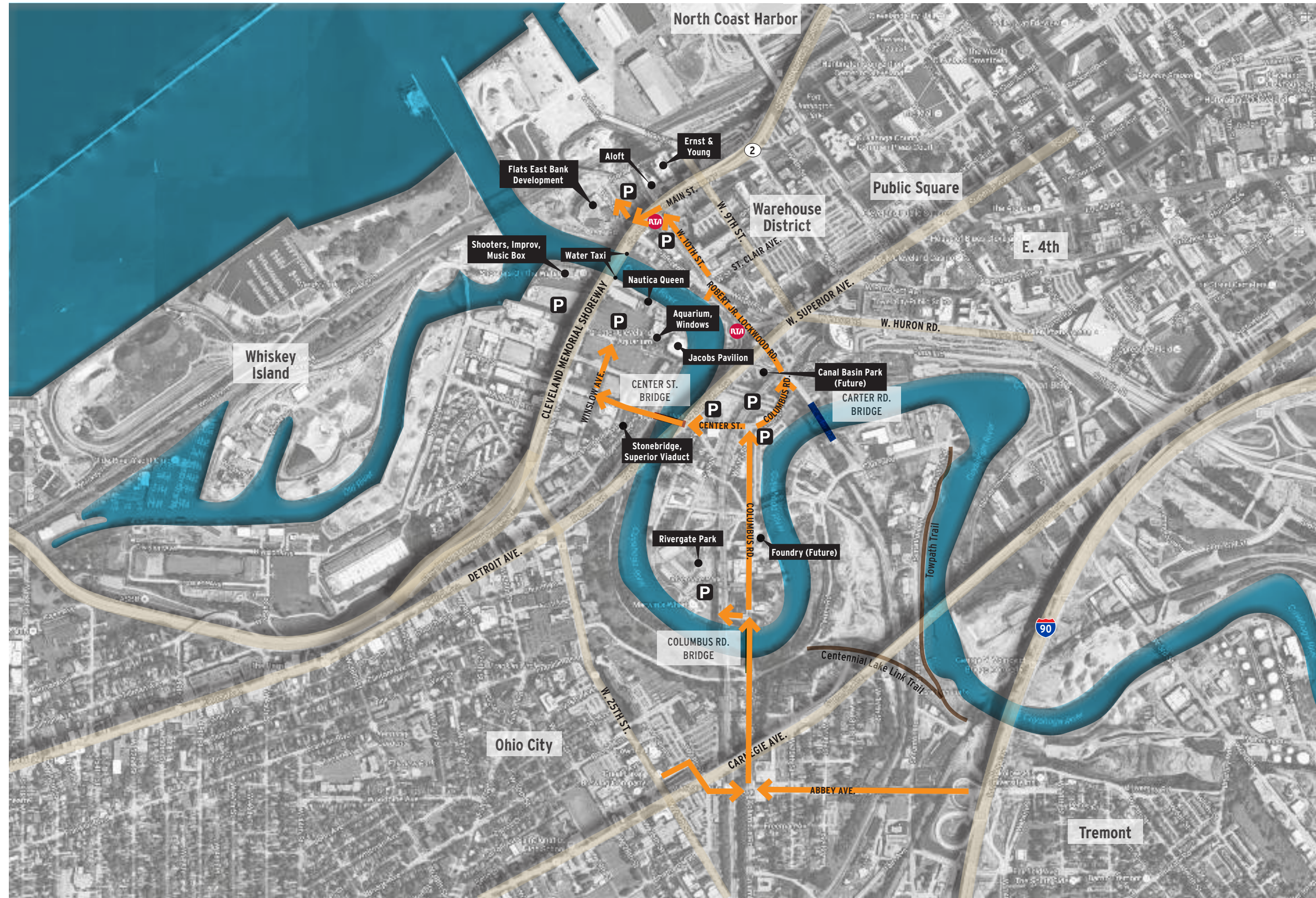
-  PRIMARY GATEWAY
-  SECONDARY GATEWAY

The perceived entry point into a district, community or neighborhood is different from the jurisdictional entry point (the actual defined boundary). It is the moment—a feeling—when the visitor recognizes they have arrived.

**PRIMARY GATEWAYS**  
With The Flats' elevation being below the level of surrounding districts, the natural perceived points of entry are when you descend into The Flats, see the river and are part of the industrial fabric of the area.

**SECONDARY GATEWAYS**  
Secondary points of arrival are internal, crossing over from one area/bank to another.

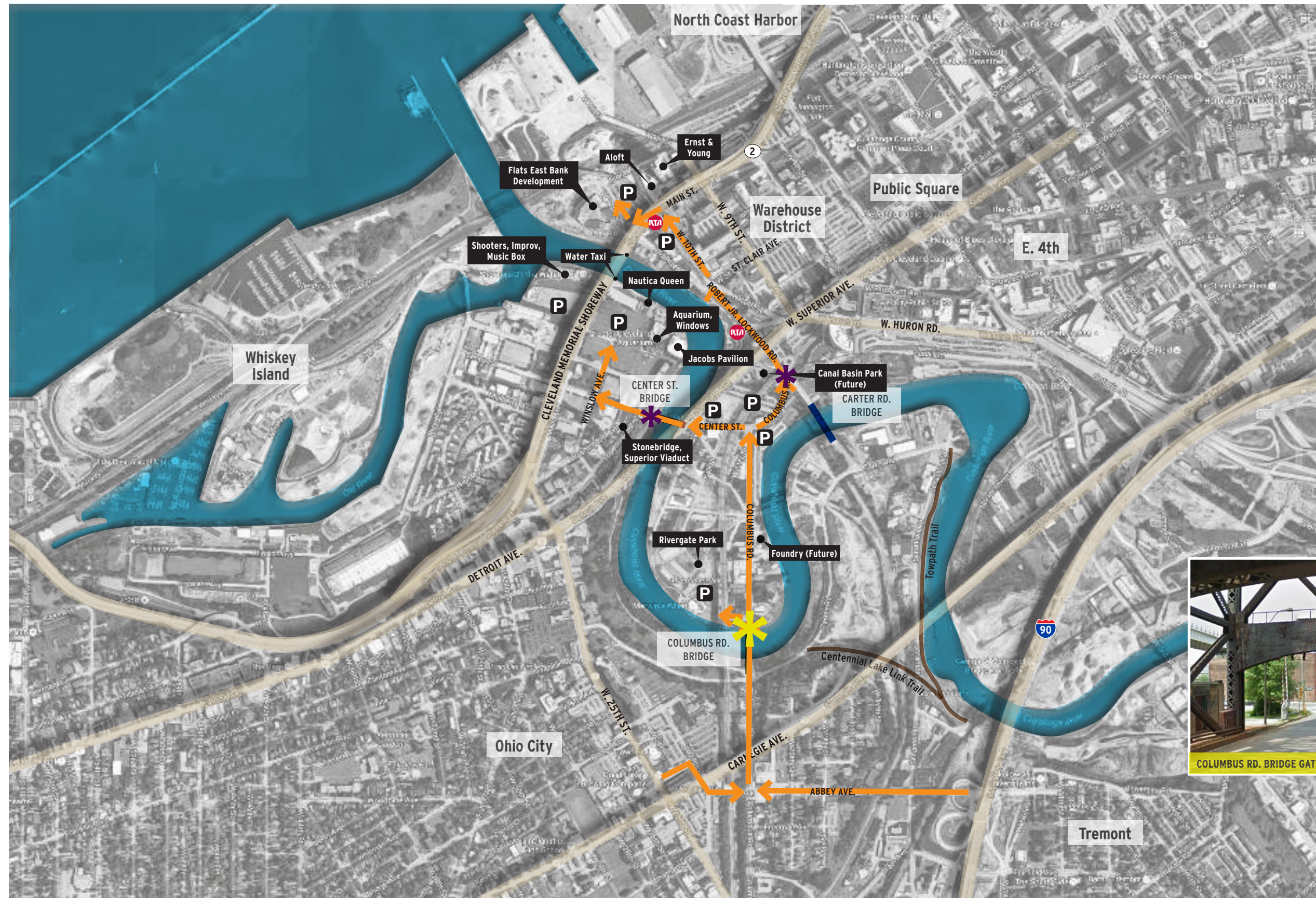






SITE LEGEND

← TRAVEL PATH:  
Approach





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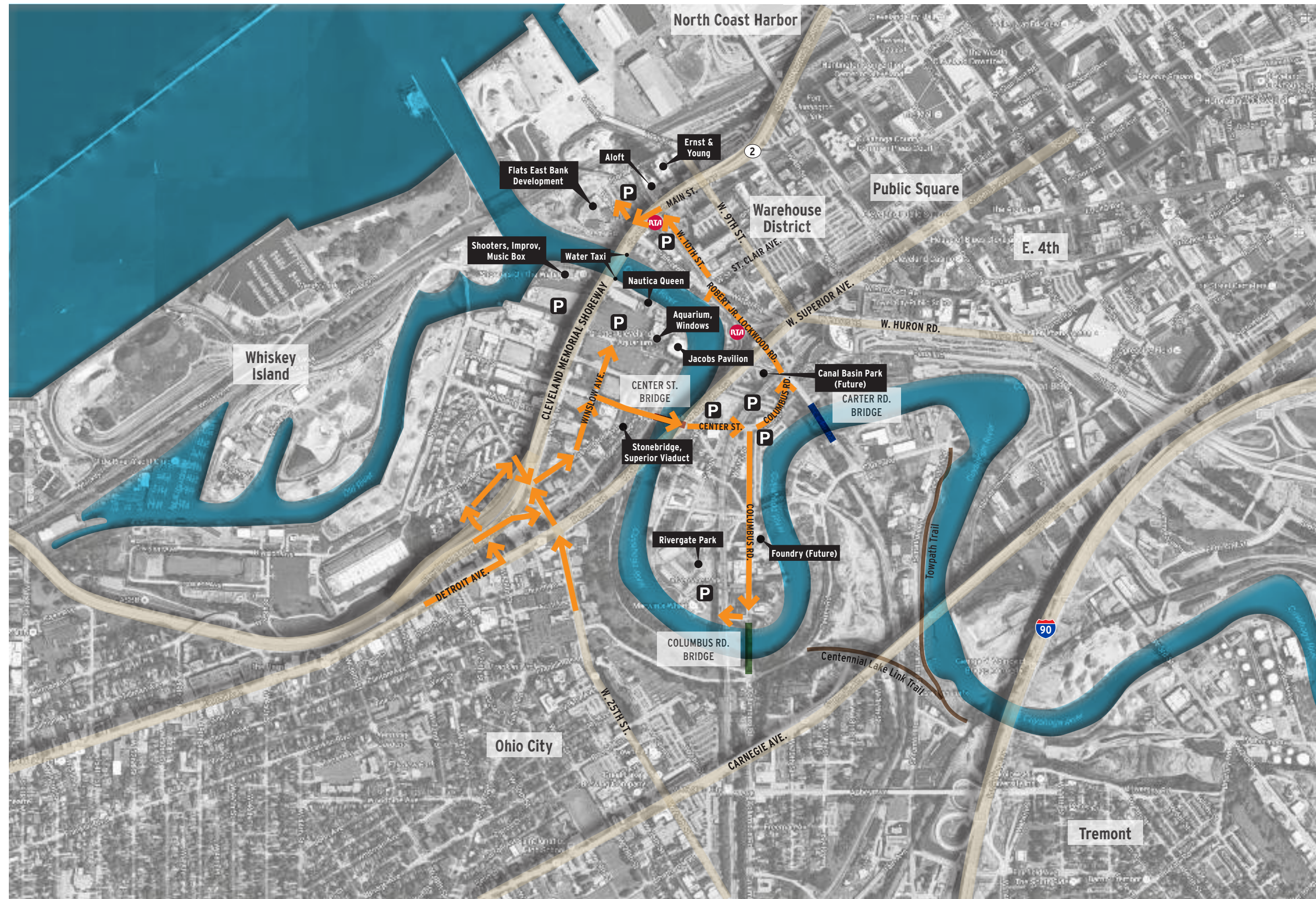
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COLUMBUS RD. BRIDGE GATEWAY

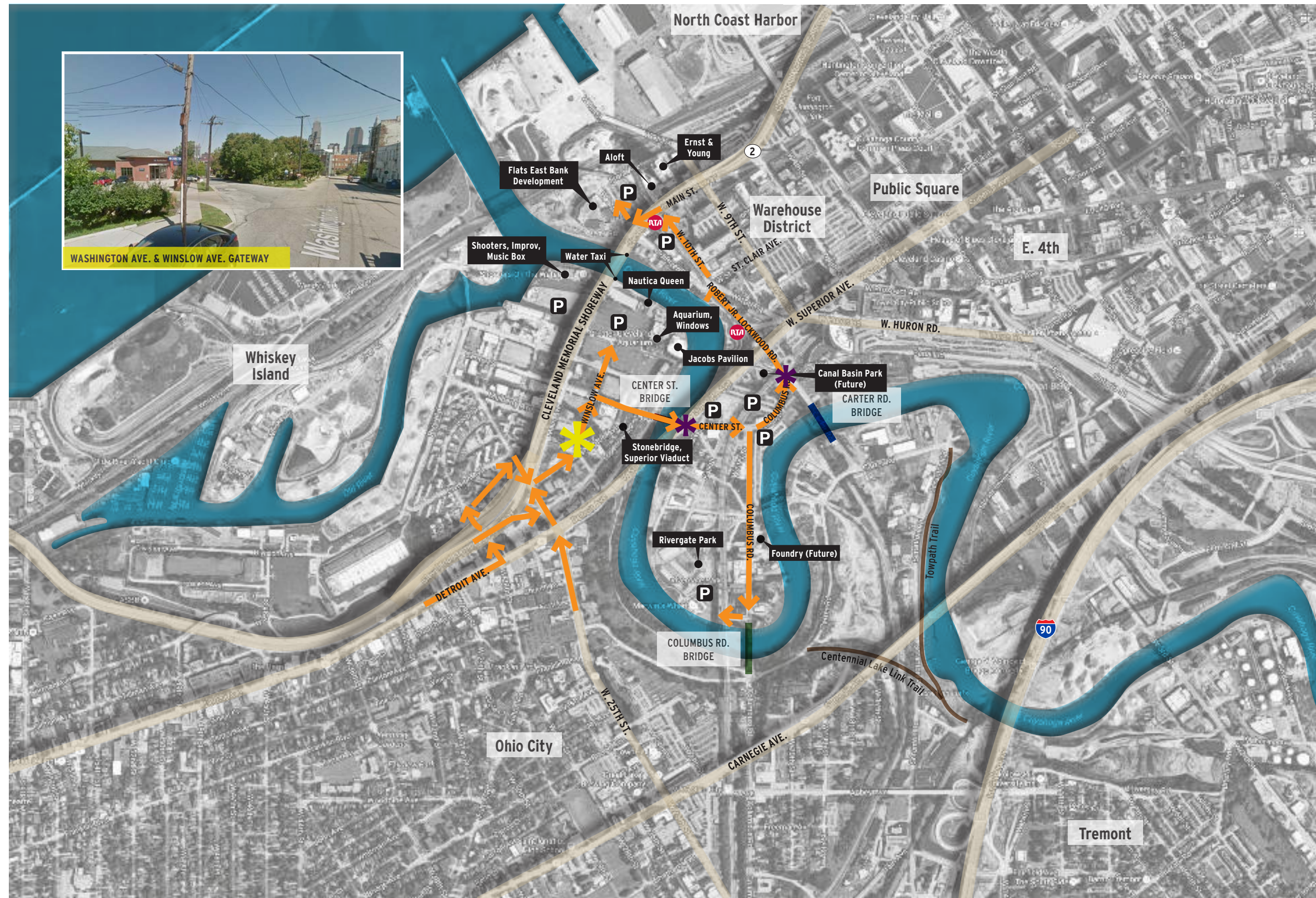




SITE LEGEND

← TRAVEL PATH:  
Approach





**SITE LEGEND**

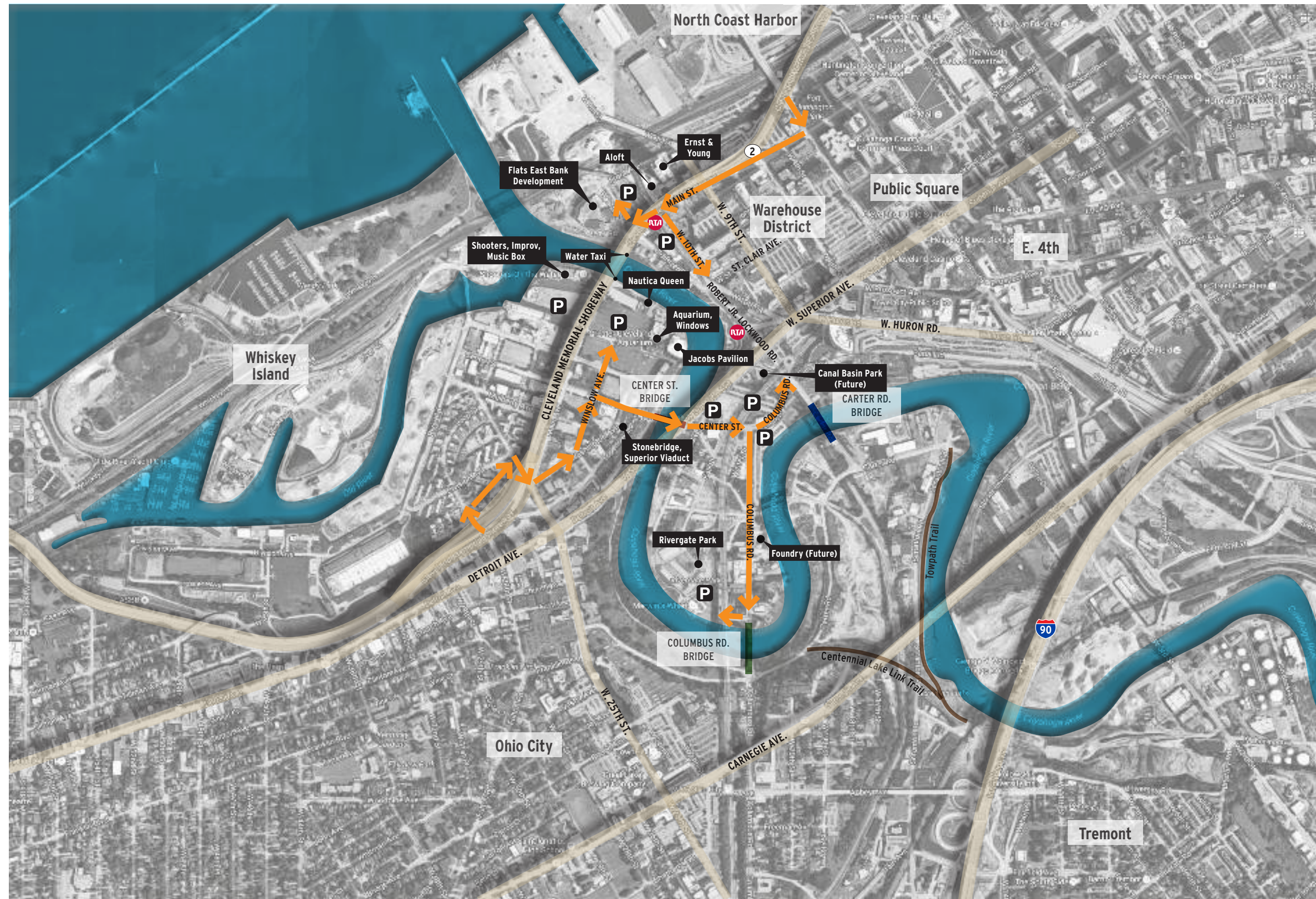
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- ✱ SECONDARY GATEWAY

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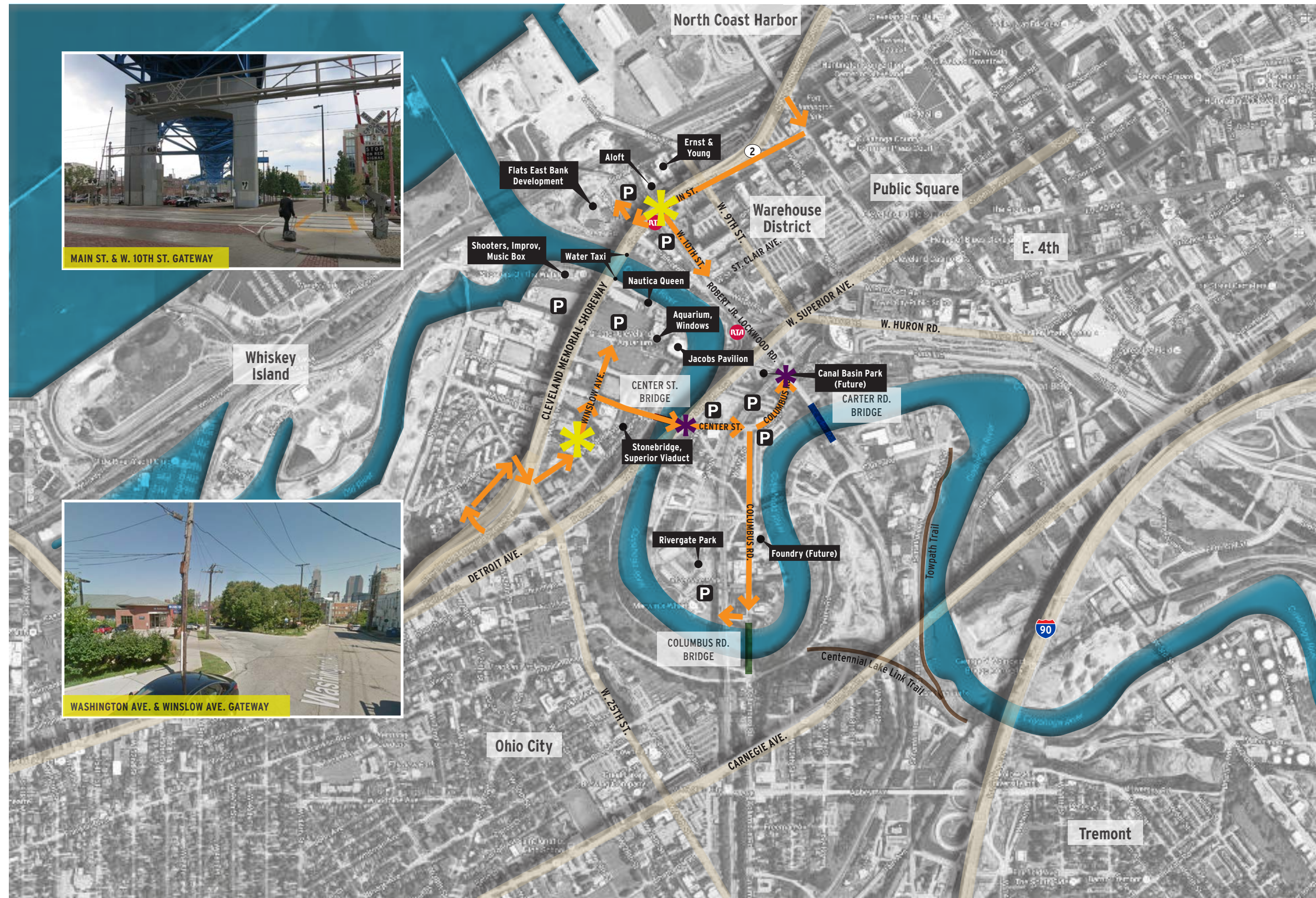




SITE LEGEND

← TRAVEL PATH:  
Approach





**SITE LEGEND**

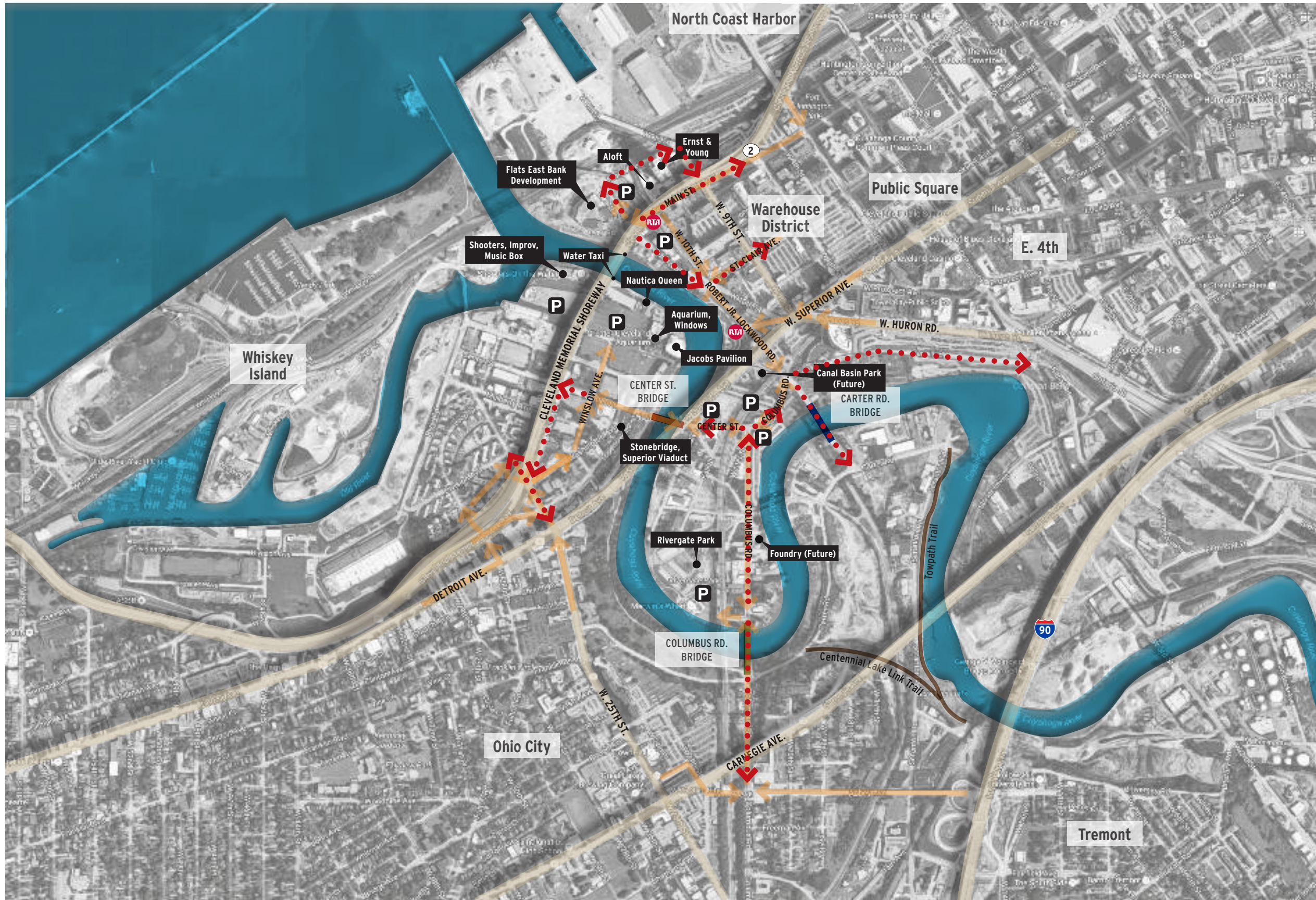
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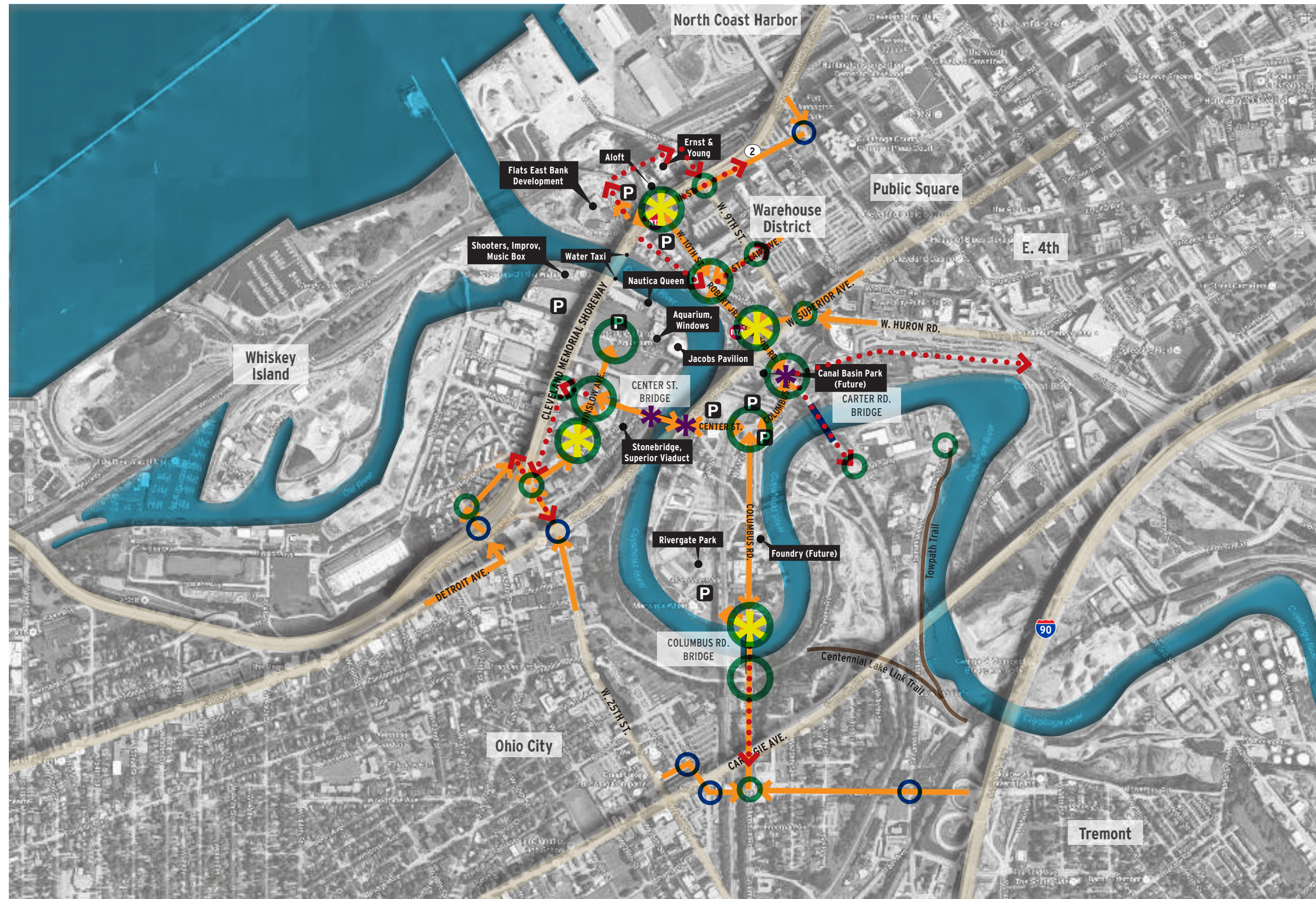


**SITE LEGEND**








-  TRAVEL PATH: Approach
-  TRAVEL PATH: Egress

Where possible, direct exiting traffic to alternate roads from approaching traffic to alleviate congestion.





**SITE LEGEND**

-  DECISION POINT: Directional
-  DECISION POINT: Trailblazer
-  DECISION POINT: External/Secondary Trailblazer
-  TRAVEL PATH: Approach
-  TRAVEL PATH: Egress
-  PRIMARY GATEWAY
-  SECONDARY GATEWAY

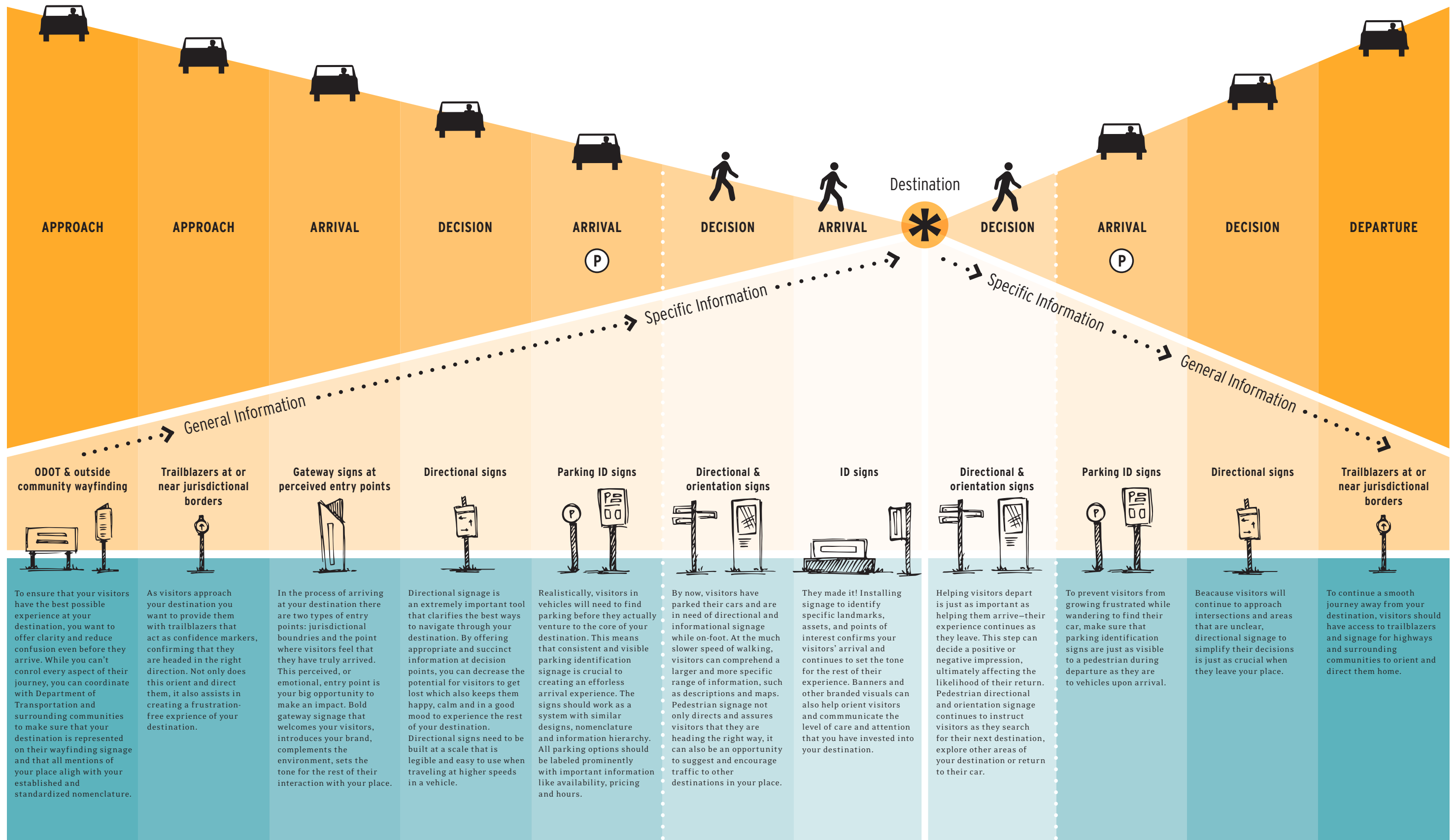
**DECISION POINT: Directional**  
Decision points within The Flats that may require multiple directions and messages.

**DECISION POINT: Trailblazer**  
Decision points at The Flats borders directing toward The Flats with a singular message.

**DECISION POINT: External/Secondary Trailblazer**  
Decision points outside The Flats district/jurisdiction that will require coordination with other communities and organizations.



WAYFINDING EXPERIENCE HIERARCHY

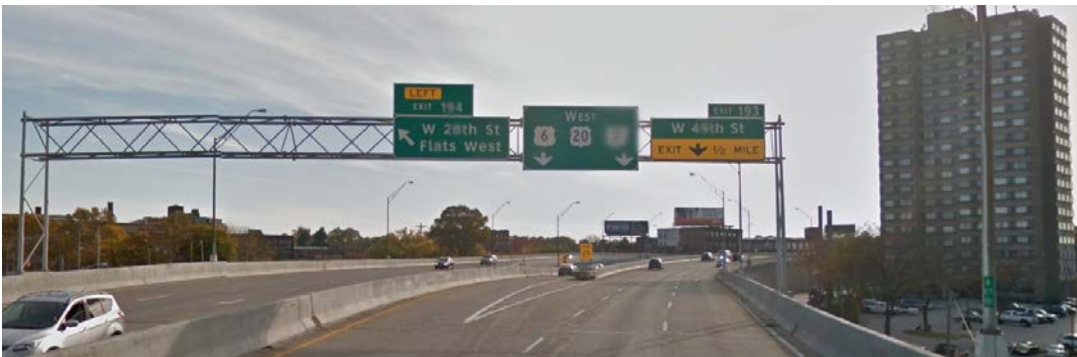




**APPROACH >>**

**ODOT/COMMUNITY WAYFINDING**

State routes, highways and neighboring communities/districts utilize existing signage programs. Coordination with these surrounding areas is necessary to create a consistent wayfinding experience.



Direct to The Flats

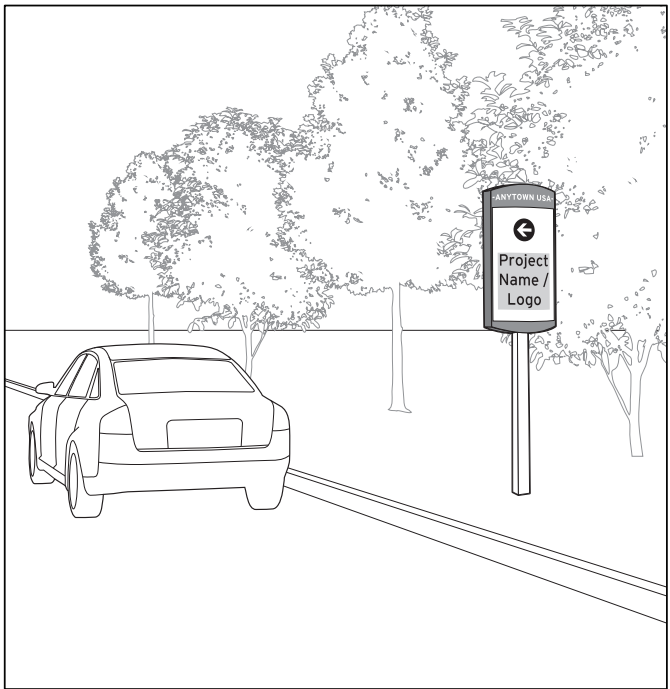
**NOMENCLATURE - SIGN CONTENT**

- The Flats/Flats
- The Flats/Flats-West Bank
- The Flats/Flats-East Bank
- The Flats/Flats-Columbus Peninsula

**APPROACH >>**

**TRAILBLAZER**

A trailblazer is a sign featuring a singular direction to one destination. Trailblazer signage is usually installed on the primary roadway(s) that provide the most direct route and in close proximity to the destination.



Direct to The Flats

**NOMENCLATURE - SIGN CONTENT**

- The Flats/Flats
- The Flats/Flats-West Bank
- The Flats/Flats-East Bank
- The Flats/Flats-Columbus Peninsula

**ARRIVAL >>**

**GATEWAY ELEMENTS**

Gateway signs announce arrival when entering into an area, such as districts and neighborhoods. They are often placed at points where one psychologically feels as if they have arrived rather than jurisdictional boundaries.



Welcome to The Flats

**NOMENCLATURE - SIGN CONTENT**

- The Flats/Flats
- The Flats/Flats-West Bank
- The Flats/Flats-East Bank
- The Flats/Flats-Columbus Peninsula

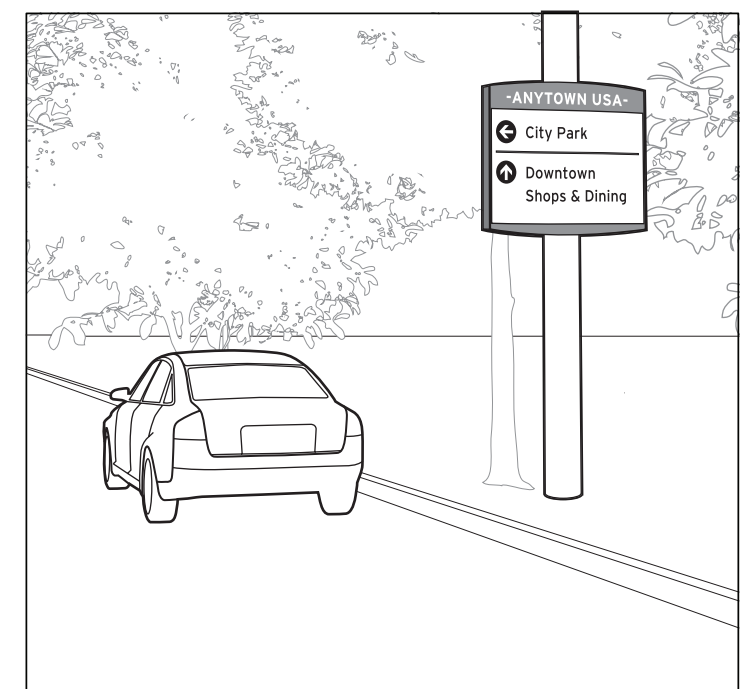
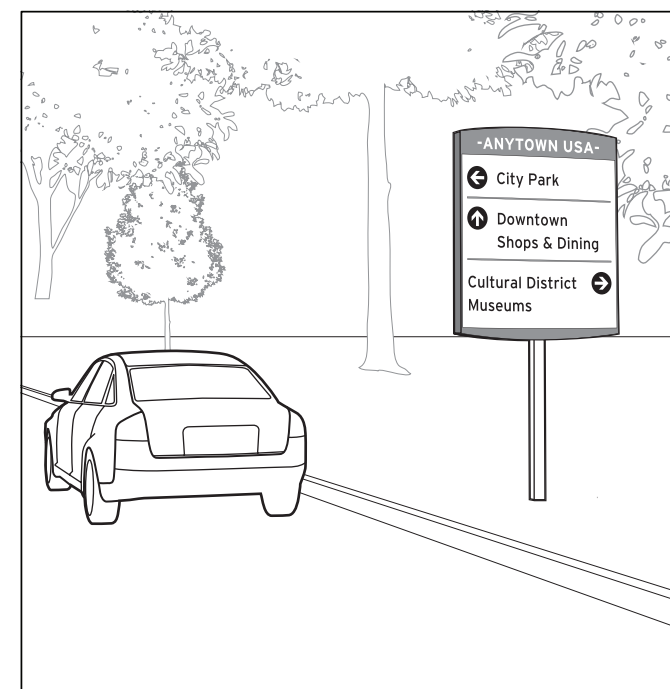
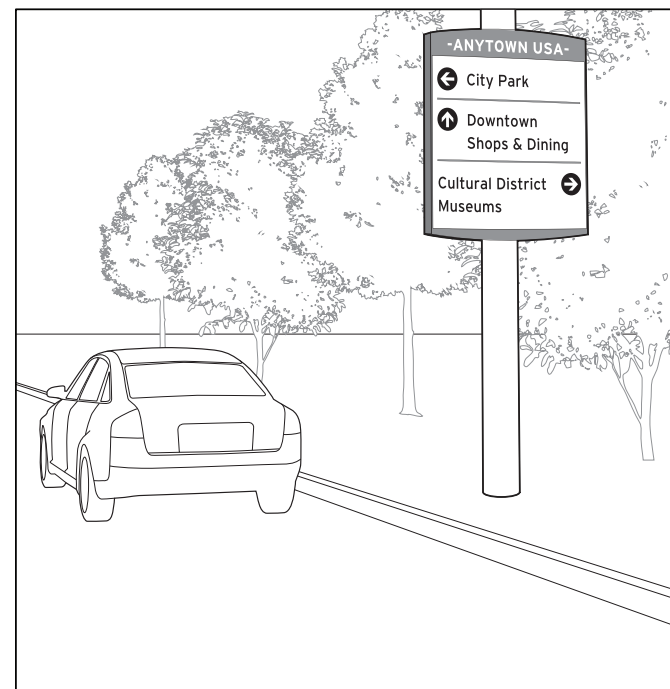
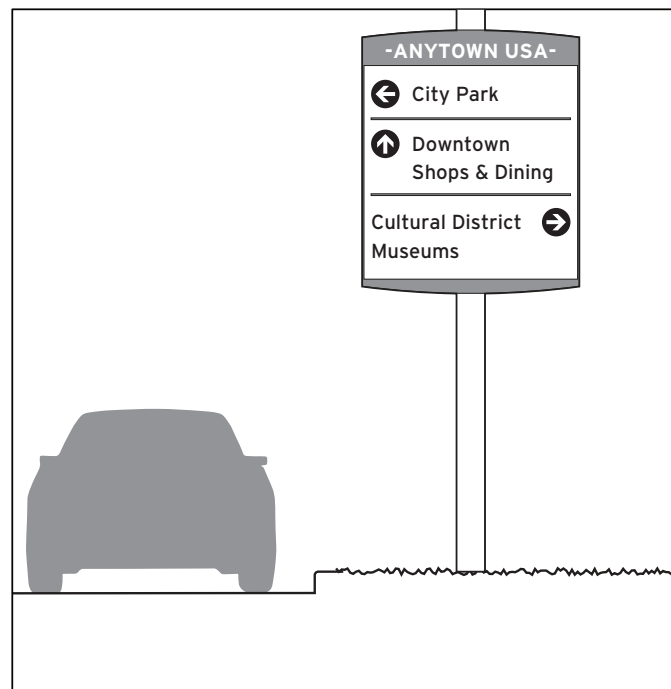
The Flats may require two versions of Gateway Elements—a primary version at points entering from outside communities and a secondary internal version when crossing from one bank/area of The Flats to another. These signs may also incorporate simple directional messages.



**DECISION >>**

**PRIMARY VEHICULAR DIRECTIONAL SIGNS**

A sign intended to provide directional information. Typically it conveys more than one direction and information is presented sequentially starting with left-turn, right-turn then straight-ahead. There can be multiple levels of directional signs that progress from general to specific messages.



Direct to Major Destinations

**NOMENCLATURE - SIGN CONTENT**

GENERAL INFORMATION ..... > SPECIFIC INFORMATION

**The Flats East Bank**  
**The Flats West Bank**  
**Columbus Peninsula**  
 Scranton Peninsula

**Nautica Complex**  
 Sugar Warehouse  
 (Improv/Music Box/Shooters)

**Aquarium**  
**Jacobs Pavilion**  
 Nautica Queen  
**Windows on the River**  
 Water Taxi  
 Superior Viaduct

Stonebridge  
**Rivergate Park**  
 Foundry  
 Canal Basin Park  
 Settlers Landing/RTA

**Bold** = Major destinations determined during Discovery exercises



**ARRIVAL >>**

**EXPERIENCE >>**

**PARKING IDENTIFICATION SIGNS**

**IDENTIFICATION SIGNS**

**BRANDED STREET SIGNS**

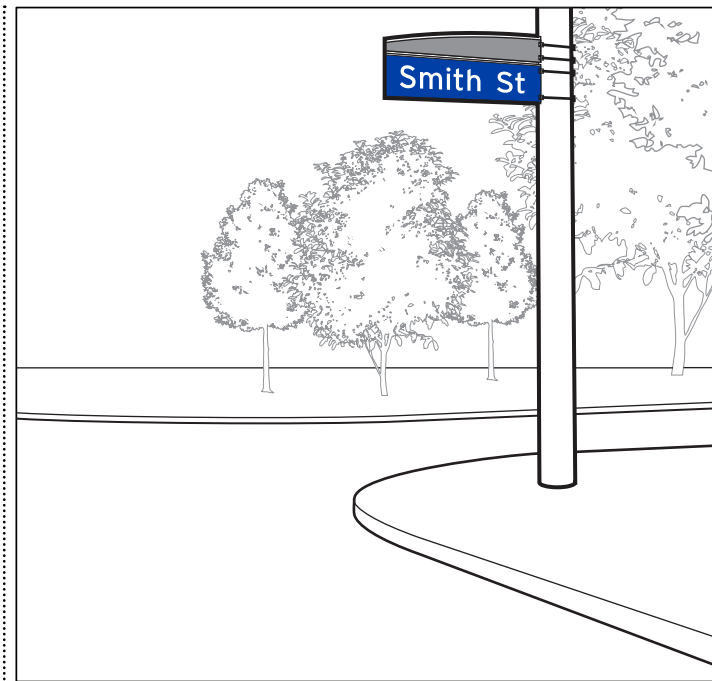
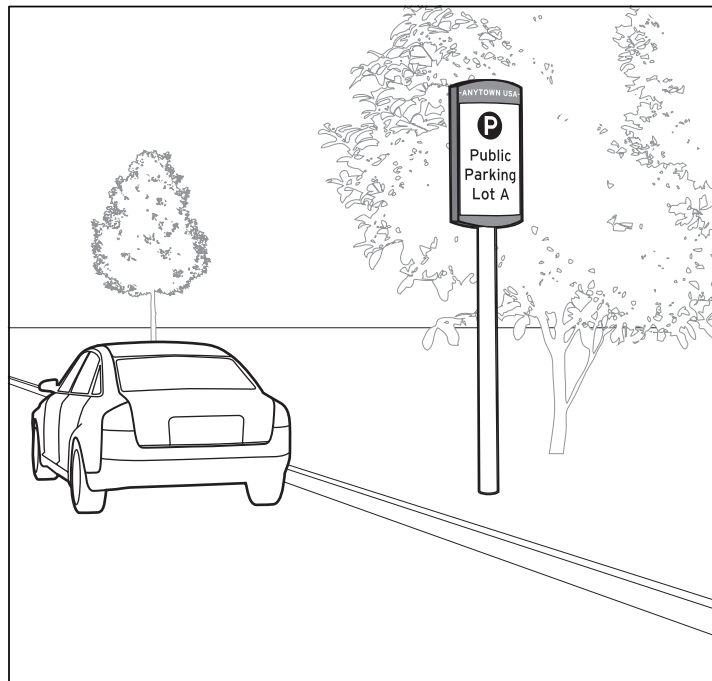
**BANNERS**

A sign intended to identify and direct vehicular traffic to public parking areas.

A sign intended to provide identification for a specific landmark, city asset or point of interest.

A branded element included with the street signs that ties the signs in with the rest of the wayfinding system. The branding element can also be used to identify districts or areas within a city or neighborhood.

A sign made of fabric, plastic or other materials which has no enclosing framework. These may be temporary or permanent in intent and are used to provide announcements to entries or boundary identification.



Identifies Public Parking

Identifies Landmark

Boundary/Street Identification

Announce Entry/Boundary Identification

**NOMENCLATURE - SIGN CONTENT**

**NOMENCLATURE - SIGN CONTENT**

**NOMENCLATURE - SIGN CONTENT**

**NOMENCLATURE - SIGN CONTENT**

Public Parking  
(Lot Designations TBD)  
  
Owner/Operator  
  
Hours/Rates

Center St. Bridge  
  
Columbus Rd. Bridge  
  
Carter Rd. Bridge  
  
Nautica Complex  
  
Sugar Warehouse?  
  
Settlers Landing

Street Name  
(Branded Element TBD)

The Flats  
(could also be used to identify specific areas/districts)



**RECOMMENDATION:**  
Pedestrian signage allows for a comprehensive wayfinding experience

**INFORMATION >>**

**DECISION >>**

**EXPERIENCE >>**

**ORIENTATION KIOSKS**

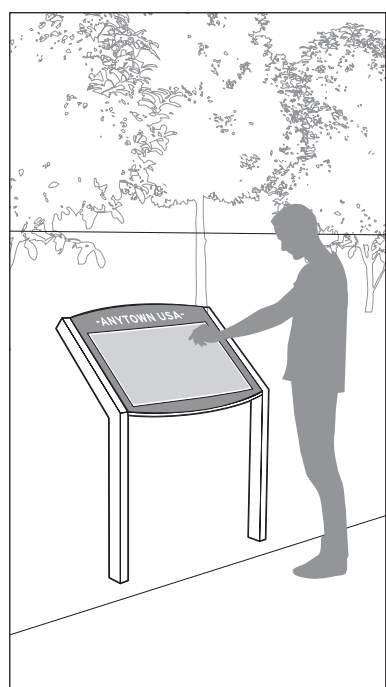
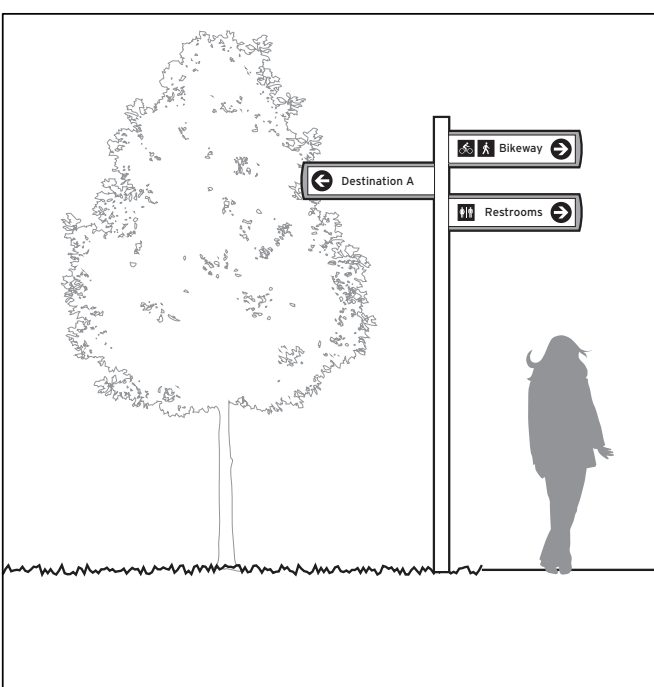
**PEDESTRIAN/BIKE MULTIDIRECTIONAL SIGNS**

**INTERPRETIVE**

A directional sign including a map intended to provide pedestrians with orientation information between the sign location and a larger area.

A smaller-scale sign intended to provide directional information to specific places at a pedestrian level.

A storytelling element that conveys the history of a district, neighborhood, building or organization.



Direct to Points of Interest, Surrounding Districts, etc.  
**BY DESTINATION CLEVELAND**

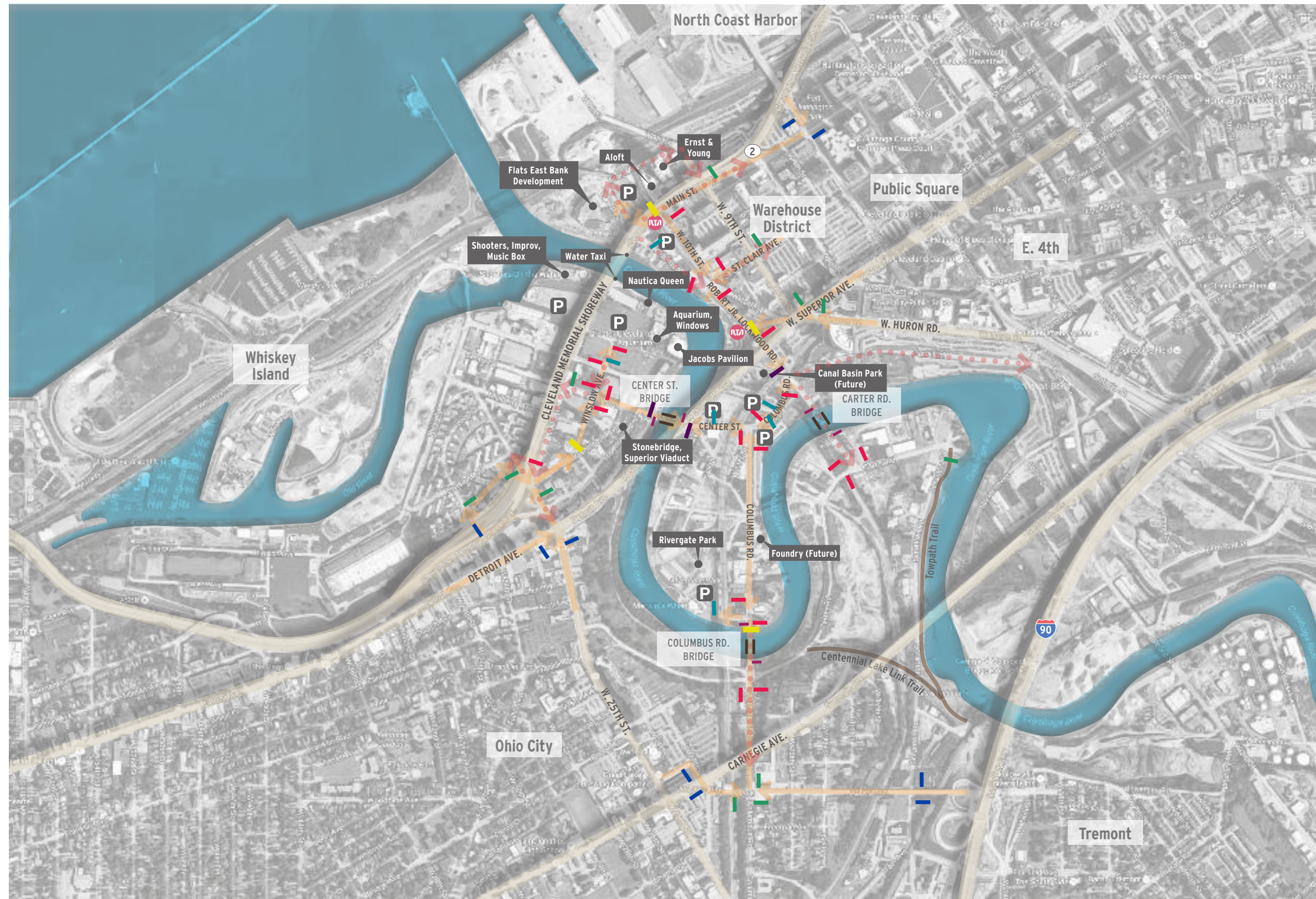
Direct to Major Destinations  
**NOMENCLATURE - SIGN CONTENT**

GENERAL INFORMATION		SPECIFIC INFORMATION	
<b>The Flats East Bank</b>	<b>Nautica Complex</b>	<b>Aquarium</b>	Stonebridge
<b>The Flats West Bank</b>	Sugar Warehouse (Improv/Music Box/ Shooters)	<b>Jacobs Pavilion</b>	<b>Rivergate Park</b>
<b>Columbus Peninsula</b>		Nautica Queen	Foundry
Scranton Peninsula		<b>Windows on the River</b>	Canal Basin Park
		Water Taxi	Settlers Landing/RTA
		Superior Viaduct	

**Bold** = Major destinations determined during Discovery exercises

Storytelling  
**NOMENCLATURE - SIGN CONTENT**  
TBD





**SIGN TYPE LEGEND:  
VEHICULAR**

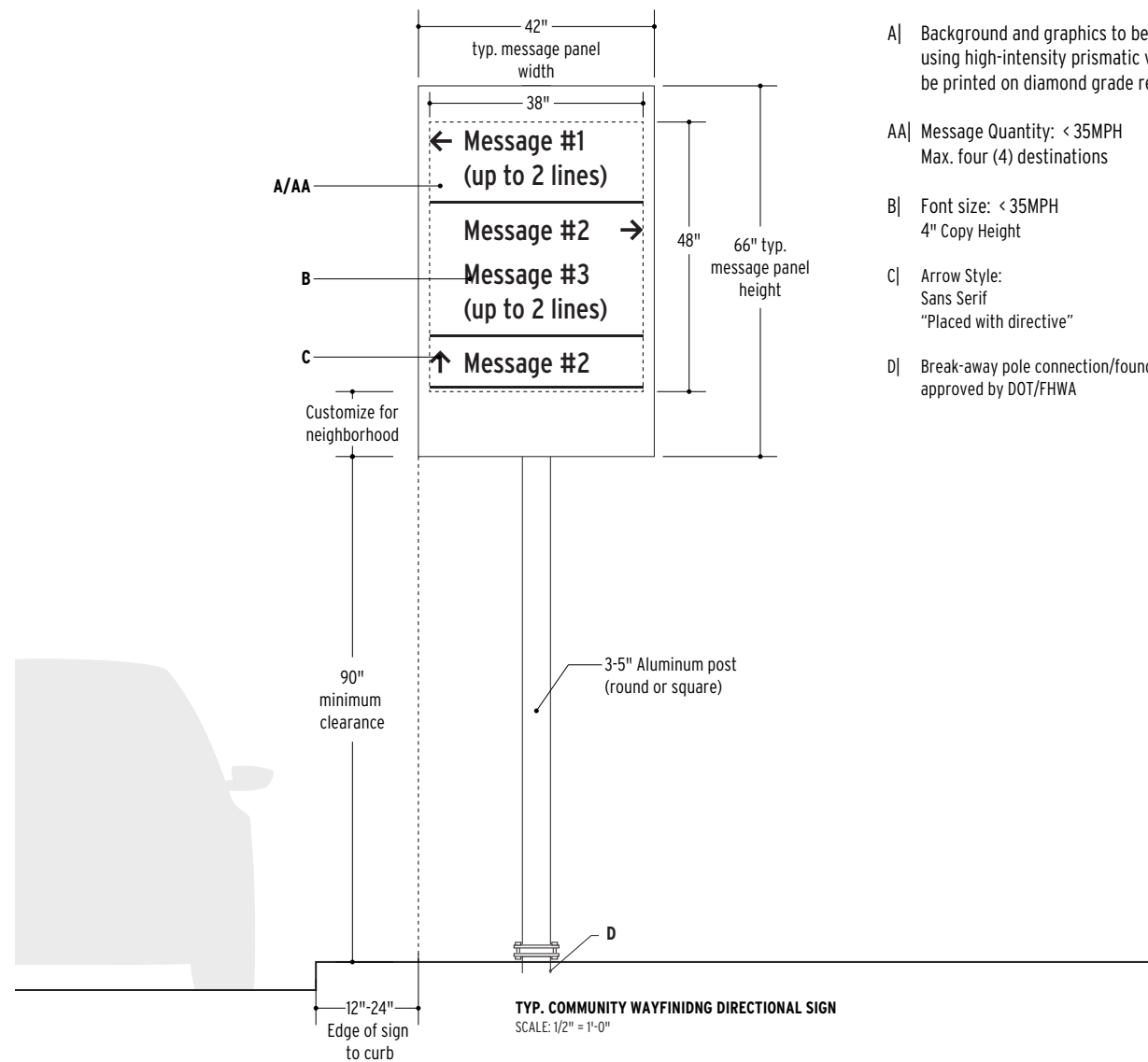
- TRAILBLAZER\*  
External/Secondary Trailblazer
- TRAILBLAZER\*
- PRIMARY GATEWAY\*\*
- SECONDARY GATEWAY\*\*
- DIRECTIONAL
- PARKING IDENTIFICATION
- LANDMARK/DESTINATION IDENTIFICATION (Large)
- LANDMARK/DESTINATION IDENTIFICATION (Small)
- Not Shown BRANDED STREET SIGN
- Not Shown BANNER

\*Trailblazers will require coordination with other communities and organizations.

\*\*Gateways may incorporate simple directional messages.



## DESIGN CRITERIA & WAYFINDING STRATEGY



### GENERAL GUIDELINES

- A| Background and graphics to be retro-reflective using high-intensity prismatic vinyl (graphics may be printed on diamond grade reflective sheeting)
- AA| Message Quantity: < 35MPH  
Max. four (4) destinations
- B| Font size: < 35MPH  
4" Copy Height
- C| Arrow Style:  
Sans Serif  
"Placed with directive"
- D| Break-away pole connection/foundation as approved by DOT/FHWA

### > USER FRIENDLY | Text, graphics and mapping is legible and uncomplicated.

- Directional messages will be limited to no more than 4-5 messages.
- The users' initial destination for all vehicular wayfinding is Parking (closest to their destination). Upon entry into The Flats, signs will direct towards public parking.

### > AESTHETICS | Harmonious in all respects, enduring design and appropriate scale.

### > MAINTAINABLE | Cleanable, repairable surfaces, information easily changed or added, low maintenance and durable. Information hierarchy allows for an organized and manageable wayfinding program.

### > VANDAL RESISTANT | No exposed access points, tamper proof screws and bolts, strong structures that are securely installed.

### > ORIENTATION | Signs oriented for the greatest visibility for users.

- Landscaping and other structures should enhance and not interfere with the visibility of the sign.
- Directional signs will be implemented at key decision points and announce only major visitor-based destinations in the Flats. Private businesses, (corporate offices, restaurants, hospitality, etc.) are not typically placed on community wayfinding signs.

### > CONSISTENCY | Sign/element design are consistent throughout the sign system and easily recognized as information hubs throughout the City.

- Nomenclature should be consistent from wayfinding signs down to actual identification at the destination arrival point. This consistent language should flow down to pedestrian sign systems as well as destination language used by the places and institutions themselves.
- Comprehensive parking lot naming sets up a recognizable system, limits message lengths, and reinforces a unified Flats Parking experience.

### > SYSTEM | This program must consider the use of all wayfinding tools and not simply signage.

- Sign messages should be communicated in a hierarchial progression from general to specific as visitors move from outside The Flats, to The Flats and within.
- Effective wayfinding provides the most relevant information at the proper and relevant time.



VEHICULAR SIGNAGE-CRITICAL			
SITE SYMBOL LEGEND		QTY	BUDGET
	Trailblazer (External/ Secondary)		9 \$1,000 (unit) \$9,000 (total)
	Trailblazer		12 \$1,500 (unit) \$18,000 (total)
	Primary Gateway		4 \$15,000 (unit) \$60,000 (total)
	Secondary Gateway		3 \$7,500 (unit) \$22,500 (total)
	Directional		21 \$3,500 (unit) \$73,500 (total)
	Parking Identification		6 \$3,200 (unit) \$19,200 (total)
<b>TOTAL</b>		<b>55</b>	<b>\$202,200</b>

VEHICULAR SIGNAGE-SUPPORTIVE			
SITE SYMBOL LEGEND		QTY	BUDGET
	Landmark/ Destination Identification (Large)		6 NON-ILLUM: \$12,000 (unit) \$72,000 (total)  ILLUM: \$60,000 (unit) \$360,000 (total)
	Landmark/ Destination Identification (Small)		6 \$4,000 (unit) \$24,000 (total)
	Branded Street Signs		\$500 (unit)
	Banners		FABRIC: \$750 (unit)  METAL: \$2,500 (unit)
<b>TOTAL</b> <i>* does not include Branded Street Signs or Banners</i>		<b>12</b>	<b>\$96,000- \$384,000</b>

<b>DESIGN DEVELOPMENT</b>	\$35,000-\$45,000
<b>IMPLEMENTATION MANAGEMENT</b>	\$15,000-\$18,000
<b>FABRICATION/INSTALLATION</b>	\$202,200-\$586,200
<b>20% CONTINGENCY</b>	\$50,440-\$129,840
<b>TOTAL BUDGET ESTIMATE</b>	<b>\$302,640-\$779,040</b>

GENERAL NOTES

- Budget numbers are based on non-illuminated structures, unless otherwise noted.
- Budget numbers provided for the large landmark identification letters is average per set of letters. Final price will depend on the number, size and location of letters.
- Budget numbers do not include running of electrical to sign locations.



**1** Implement a *pedestrian/bike* signage system that appropriately reflects The Flats *image* and effectively *directs* visitors throughout and between each bank/area.

**2** Develop *river* signage as an extension of The Flats sign program to help *direct* boaters.

**3** Include *historic/interpretive* story-telling signage to improve the overall visitor experience and encourage pedestrian travel.

**4** Improve *roads* and travel path experience to make The Flats feel more *inviting, comfortable* and *safe*.

**5** Clarify The Flats brand *cohesively* to better communicate various *assets* in order to attract visitors, new business and partnerships while also strengthening existing relationships.



The Destination Cleveland wayfinding program provides effective macro-level information directing to other districts and primary destinations. A pedestrian signage program unique to The Flats, supplemental to the DCA signage program, will help direct on a *micro-level* and create a feeling of *authenticity* and *cohesiveness* with the vehicular program.



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**SEE NEXT PAGE >>**



### District Brand - Articulate what makes The Flats experience so distinct

The Flats as a district does not currently have a visual or cohesively articulated brand. We recommend that Flats Forward remain the steward/organizational brand and that you develop a district brand that includes a Positioning Strategy to aid in developing a clear direction for marketing The Flats as a District.

**Note:**

- While not required, undergoing Brand Development prior to or concurrent with sign program design will allow the brand image to be integrated into the sign program.

### District Website - Set appropriate expectations about the experience

The Flats as a district does not currently have an visitor focused website. Destination Cleveland's website provides an overview of the district and a link to Flats East Bank—but not a link to a comprehensive website that acts as a hub for programming, events, news, etc. We recommend an experience focused website that helps visitors plan a day in The Flats. This site may include Flats-oriented activities and maps, key messages, press, announcements, event information, stories and video, as well as information on district businesses, residential developments and links to stakeholder websites. Consider a mobile design for visitors on the go.

### District Marketing Plan - Set a clear and easily managed plan for telling your story

With a Brand established and a website hub, The Flats will have a foundation for distributing information to attract like-minded audiences to the unique experiences provided in the district. An annual marketing plan will guide the organization and stakeholders through focused efforts that showcase the district and drive visitation and attendance to events, programs and dining, retail, entertainment and recreation venues that call The Flats home. Marketing Plans may include PR Strategy, Social Media Strategy, Content Strategy, Media distribution avenues, etc., keeping the resources—both in human and financial—in consideration so that the effort can be consistently maintained over time.



DOWNTOWN CLEVELAND'S DISTRICT BRANDS



DISTRICT EXPERIENCE WEBSITES