

# Avondale

Aspiring. Achieving. Accelerating.



## AVONDALE WAYFINDING SYSTEM MASTER PLAN

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May 18, 2015

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With appreciation to community members, the City Arts Council and members of the Western Avenue Merchants Association for their thoughtful contributions and participation.

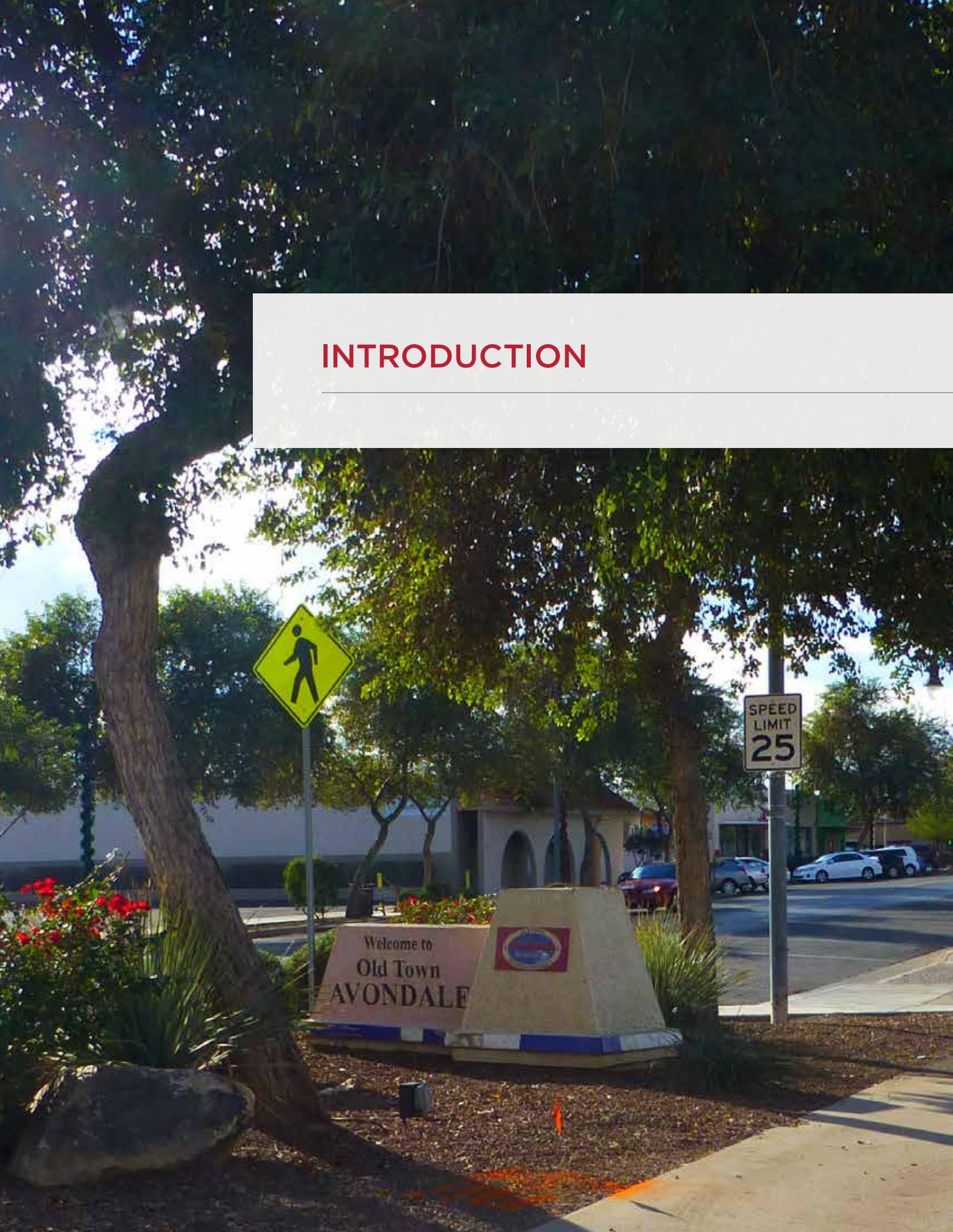
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# INTRODUCTION

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# INTRODUCTION

With the completion of a citywide brand identity study in May of 2014, Avondale is committed to implement a series of communication and awareness strategies throughout the City. Members of the community see Avondale as:

## Aspiring

- » Welcoming to all
- » Supportive community/foundation
- » Limitless potential

## Achieving

- » Families and businesses are thriving
- » Educational opportunities exist
- » Success is being found in Avondale

## Accelerating

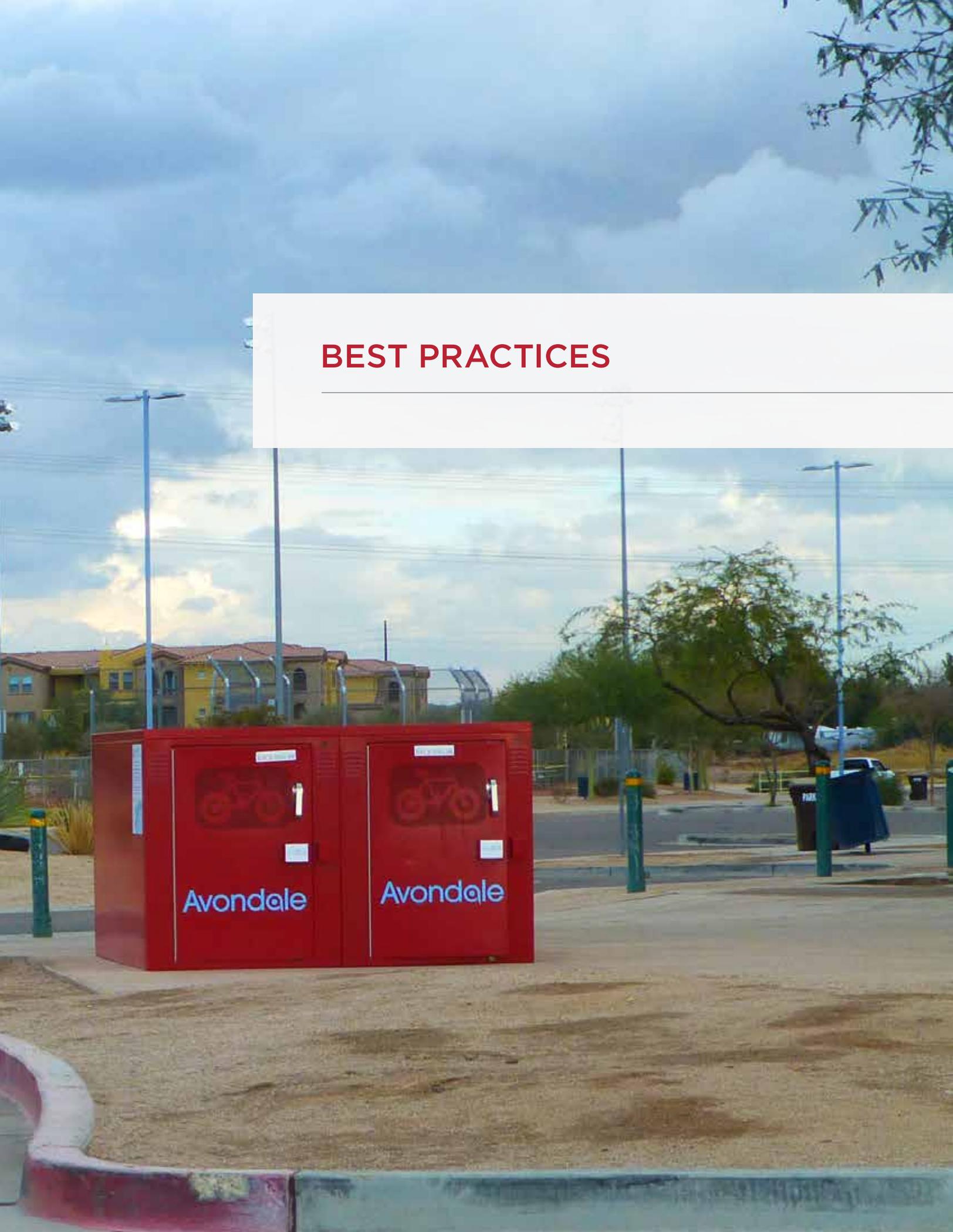
- » Poised to grow and prosper
- » A community on the move
- » Continued success is imminent

The wayfinding plan and signage design represents an opportunity to reinforce these views by providing guidance for wayfinding sign placement, destination inclusion and a conceptual design for a preferred wayfinding family of elements. The following system plan highlights wayfinding best practices, placement opportunities and sign designs associated with the Avondale wayfinding system.

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# BEST PRACTICES

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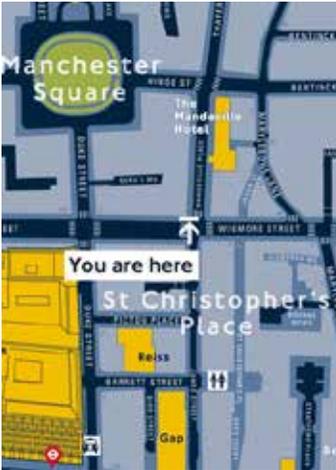
## INTRODUCTION

The following section describes wayfinding best practices with respect to core wayfinding principles, the wayfinding family of elements, placement recommendations, and destination prioritization. This best practices review aims to clarify the components of effective wayfinding using well-researched and proven techniques.

The complete vision for the Avondale wayfinding system includes gateway monuments, vehicular, bicycle, and pedestrian directional signs, as well as banners welcoming residents and visitors to Avondale while orienting them to local destinations.

## CORE WAYFINDING PRINCIPLES

Logical wayfinding in the case of Avondale means an individual is capable of easily and successfully finding their way to their destination. It means that a person is able to understand where they are with respect to other key locations and that they are able to orient themselves in an appropriate direction with little effort or stress. In addition, an effective wayfinding system presents opportunities to discover new places and services. In order to achieve a more navigable City, three core principles define the navigational goals of the Avondale Wayfinding System Master Plan. These principles are based on best practices for creating a clear wayfinding experience.



## 1: Connect Places

The fundamental function of wayfinding is to connect people to destinations. Wayfinding information should clearly assist both local residents and visitors, in travelling to their intended destinations, as well as to find new destinations (local businesses, routes, etc). Effective wayfinding has the capacity to improve local economic well-being by increasing visitor traffic to key business areas. Also, by being a reflection of local community values, wayfinding elements can cultivate a sense of pride in one's community resulting in a deeper connection to place.



## 2: Be Predictable

When information is predictable, it can be quickly understood and recognized. Predictability should relate to all aspects of wayfinding information, from the placement of a sign, to the design and its contents. This also means that new situations are quickly understood. Once users trust that they will encounter consistent and predictable information, their level of comfort is raised. This helps promote an arrival and navigational experience that is welcoming and friendly.



## 3: Keep It Simple

Information should be presented in a clear and logical form. Wayfinding signage should be usable for the widest possible demographic. Too much information requires extra time to comprehend, and can unnecessarily complicate a journey. The longer it takes a user to interpret the information presented, the less likely it is that they will use or rely on the system in the future.

These core principles combine to create a wayfinding system plan that is both legible and easy to navigate. These principles will be applied in the Avondale Wayfinding System Master Plan to guide design, placement, and destination logic. By following a clear set of principles an organized approach to wayfinding design will be achieved.

## TECHNICAL GUIDANCE

A variety of standards and guidelines influence both the sign designs and placement of wayfinding elements in Avondale. These range from national standards to local guidance influenced by case studies from around the nation.

### Vehicular Signs

#### MANUAL ON UNIFORM TRAFFIC CONTROL DEVICES (MUTCD)

The Manual on Uniform Traffic Control Devices, or MUTCD is the national standard for all traffic control devices installed on any street, highway, bikeway, or private road open to public travel. MUTCD provides standards and guidelines for the design, size, and content of bikeway wayfinding signs.

#### Devices should be designed so that

- » Size, shape, color, composition, lighting or retroreflection, and contrast are combined to draw attention to the devices.
- » Size, shape, color, and simplicity of message combine to produce a clear meaning.
- » Legibility and size combine with placement to permit adequate time for response.
- » Uniformity, size, legibility, and reasonableness of the message combine to command respect.

#### Text

- » Clearview fonts. Federal approval required for other font types, ALL CAPS or Title Case.
- » The principal legend on guide signs shall be in letters and numerals at least 6 inches in height for all upper-case letters, or a combination of 6 inches in height for upper-case letters and 4.5 inches in height for lower-case letters.
- » On low-volume roads (as defined in Section 5A.01) with speeds of 25 mph or less, and on urban streets with speeds of 25 mph or less, the principal legend shall be in letters at least 4 inches in height for all upper-case letters, or a combination of 4 inches in height for upper-case letters and 3 inches in height for lower-case letters.



Community wayfinding guide signs with enhancement markers

## Legend

- » The longer the legend on a guide sign, the longer it will take road users to comprehend it, regardless of letter size.
- » Guide signs should be limited to no more than three lines of destinations, which include place names, route numbers, street names, and cardinal directions.
- » 19 characters (including spaces) in titlecase should be considered a maximum length for a single destination title. 10-14 characters (including spaces) in titlecase should be considered an ideal maximum length for a single destination title.

## Color Coded Districts

- » Color coding is sometimes used on community wayfinding guide signs to help road users distinguish between multiple potentially confusing traffic generator destinations located in different neighborhoods or subareas within a community or area.
- » Community wayfinding guide signs may use background colors other than green in order to provide a color identification for the wayfinding destinations by geographical area within the overall wayfinding guide signing system.
- » The standard colors of red, orange, yellow, purple, or the fluorescent versions thereof, fluorescent yellow-green, and fluorescent pink shall not be used as background colors for community wayfinding guide signs, in order to minimize possible confusion with critical, higher-priority regulatory and warning sign color meanings readily understood by road users.

## Placement

- » Community wayfinding signs should be located away from intersections where high-priority traffic control devices are present.
- » On curved alignments, the angle of placement should be determined by the direction of approaching traffic rather than by the roadway edge at the point where the sign is located.
- » Community wayfinding guide signs shall not be used to provide direction to highway routes or streets.

### **ARIZONA DEPARTMENT OF TRANSPORTATION (ADOT)**

The Arizona Department of Transportation has additional standards regarding recovery area clearance zones. These standards will be followed for all proposed signs, including proposed gateway monument signs.

Table 303.2A identifies clear zones associated with a roadway's specific design speed. As an example, a typical condition along Avondale Blvd., a relatively flat roadway with an Average Daily Traffic Count (ADT) over 6000 and a design speed of 45 MPH would require any signage fabricated without a break-away post to be installed outside of a 18'-20' clear zone. This requirement is particularly important when siting proposed gateway monuments.

In addition to the outlined clear zones, sign installation and design must consider perception-reaction times in relation to sign placement. It is important that the sign placement gives the driver enough time to determine and take corrective action before getting to the item being warned about. Each location is unique and should account for both visibility and applicability of the sign; therefore table 1 below is only a recommendation for sign placement.

<b>Table 303.2A</b>				
<b>Recovery Area Width Criteria</b>				
Distances in Feet				
DESIGN SPEED	DESIGN ADT	FILL SLOPES		CUT SLOPES
		6:1 OR FLATTER	5:1 TO 4:1 INCL	
40 MPH OR LESS	Under 750	7-10	7-10	Where fixed object obstructions are placed on cut backslopes the recovery area width requirement should meet the recovery area width indicated by the fill slope table shown utilizing the foreslope of the cut as the appropriate fill slope rate.
	750-1500	10-12	12-14	
	1500-6000	12-14	14-16	
	Over 6000	14-16	16-18	
45-50 MPH	Under 750	10-12	12-14	
	750-1500	12-14	16-20	
	1500-6000	16-18	20-26	
	Over 6000	18-20	24-28	
55 MPH	Under 750	12-14	14-18	
	750-1500	16-18	20-24	
	1500-6000	20-22	24-30	
	Over 6000	22-24	26-30	
60 MPH	Under 750	16-18	20-24	
	750-1500	20-24	26-30	
	1500-6000	26-30	30	
	Over 6000	30	30	
≥ 65 MPH	Under 750	18-20	20-26	
	750-1500	24-26	28-30	
	1500-6000	28-30	30	
	Over 6000	30	30	

ADOT Roadway Design Guidelines

**Table 1 / Minimum Suggested Spacing Between Signs**

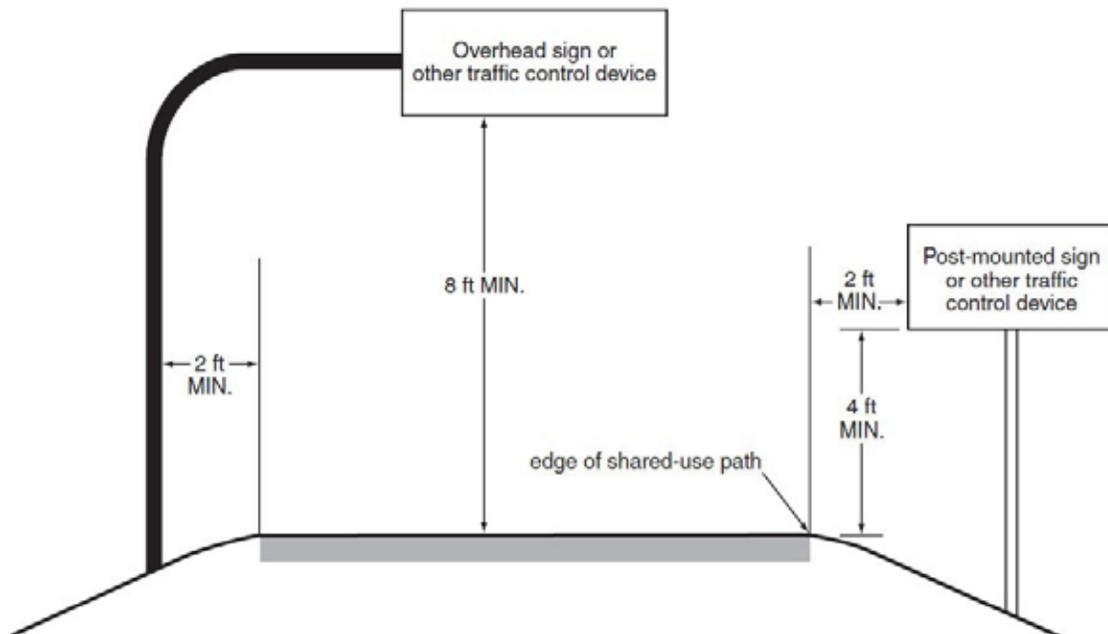
Speed (mph)	Distance Between Signs (feet)
25	100
30	125
35	150
40	200
45	250
50	300
55, 2-lane sections	350
55, multi-lane sections	500

ODOT Traffic Sign Design Manual

## Bicycle Signs

Chapter 9 of the MUTCD describes the standards and guidelines for signage application and placement for bicycle facilities. Options for customizing signs while adhering to the MUTCD include adding unique mounting structures, custom colors, or an identifying enhancement marker.

The MUTCD Spectrum figure on the following page, shows a range of wayfinding elements that have been implemented by municipalities around the nation. The range extends from rigid MUTCD to those having a more flexible interpretation of the MUTCD. Signs that strictly adhere to the MUTCD are typically easier for jurisdictions to fabricate and maintain in-house, they can be more cost effective, and meet less resistance when the use of federal funds is expected for implementation. Creative wayfinding elements, on the other hand, enhance community identity and pride, reflect local values and character, and may provide a better sense of place than signs that strictly follow the basic guidance of the MUTCD. Section 2D.50 of the MUTCD provides guidance on Community Wayfinding signs including the use of custom colors and enhancement markers.



Minimum sign clearances on shared-use paths MUTCD 9B-1

# MUTCD Spectrum

## Rigid MUTCD



- MUTCD compliant signs
- Information is clear and consistent.
- Regional context or local identity not present.
- Variation in sign sizes and shapes.
- Encouragement information not present.



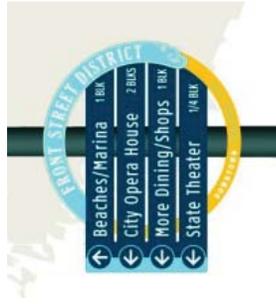
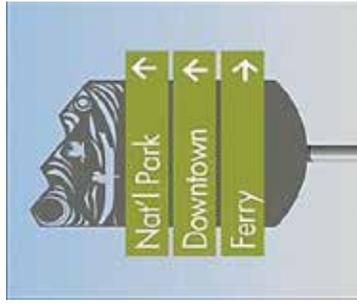
- D1 series signs consolidated into a single sign reduces the number of signs required, overall sign clutter, and sign dimensional variation.
- MUTCD does not provide for travel times however numerous cities and states (Portland OR, Eugene OR, Nampa ID, Columbus, OH and Jackson WY) incorporate this additional information.



- Community signs may be augmented by unique system or municipality identifiers or enhancement markers as per Section 2D.50.
- MUTCD allows for custom framing as well as color variations for community wayfinding signs.



- Directional sign with graphic map. Includes clear directional information and arrows, high contrasting text, pathway facility name, and user map.



- Custom framing and support structures. Unique sign shapes. High contrast graphic content, non-standard colors and layout.

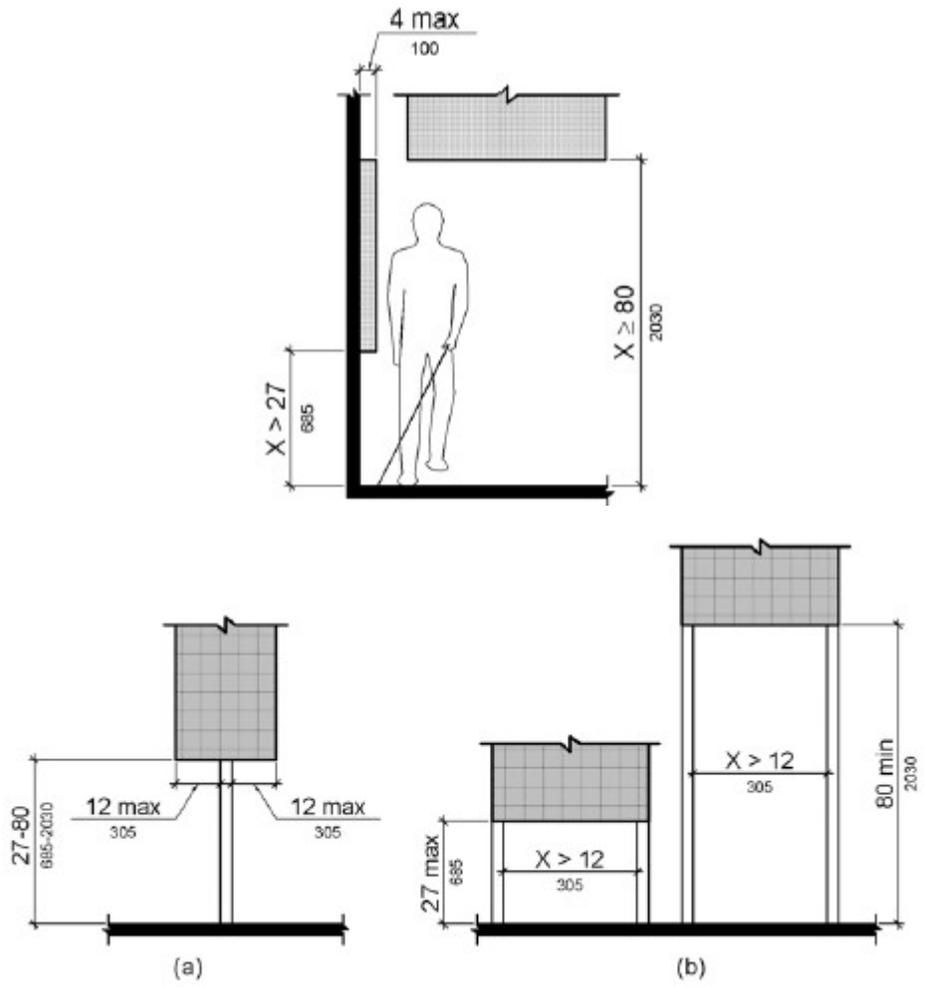


## Pedestrian Signs

### AMERICANS WITH DISABILITIES ACT (ADA) GUIDANCE

The Architectural and Transportation Barriers Compliance Board provides guidance for accessible design for the built environment. Guidance that should be considered when designing and placing wayfinding signs includes the following:

- » Vertical Clearance: Vertical clearance, including protruding objects such as signs, shall be 80 inches high minimum.
- » Protruding Objects: Objects with leading edges more than 27 inches and not more than 80 inches above the finish floor or ground shall protrude 4 inches maximum horizontally into the circulation path.
- » Post-Mounted Objects: Free-standing objects mounted on posts or pylons shall overhang circulation paths 12 inches maximum when located 27 inches minimum and 80 inches maximum above the finish floor or ground. Where a sign or other obstruction is mounted between posts or pylons and the clear distance between the posts or pylons is greater than 12 inches, the lowest edge of such sign or obstruction shall be 27 inches maximum or 80 inches minimum above the finish floor or ground.
- » Required Clear Width: Protruding objects shall not reduce the clear width required for accessible routes.
- » Pedestrian wayfinding signs should not be retroreflective.
- » Pedestrian wayfinding signs should be placed so as to not distract vehicular traffic. In general, orientation toward the sidewalk and away from the street accomplishes this.



Limits of protruding objects

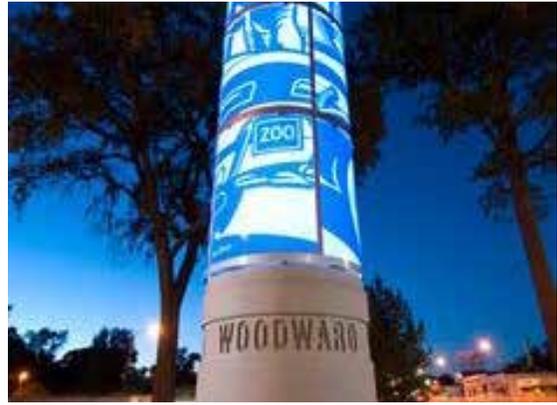
# PRECEDENT STUDY

## Gateway Monuments

Municipalities often desire identification and a favorable image of their community. A Gateway Monument is typically any freestanding structure or sign that will communicate the name of a local Municipality. Gateway signs provide the first welcome to visitors while reinforcing community identity, pride, and sense of place. They should be integrated into the greater wayfinding plan in order to create a unified, welcoming, and legible system.

Gateway Monuments **should**:

- » Be limited to a maximum of one Gateway Monument, visible from the traveled way, and placed at the approach into a local Municipality, to avoid motorist distraction and visual clutter.
- » Include the officially adopted seal or slogan of the local Municipality, however this is not required.
- » Be located well beyond the clear recovery zone or otherwise placed to minimize the likelihood of being struck by an errant vehicle.
- » Be kept clean, free of graffiti, and in good repair. Their care should be incorporated into Municipality maintenance schedules prior to their installation.
- » Be developed and placed to require low or no maintenance to minimize exposure of workers and others to potential risks. Protective graffiti resistant coatings should be applied.
- » Be composed of materials that are durable for the projected life span of the project.
- » Be appropriate to the proposed setting and community context.
- » Be in proper size and scale with its surroundings.



Gateway monument precedents. Clockwise from top left: Lents Town Center, Lents, OR; Woodward Ave., Detroit, MI; Dallas Design District Entry, Dallas, TX; Cedar Park Entry, Cedar Park, TX.

### Gateway Monuments **should not:**

- » Create a distraction to the motoring public, for example, the proposed Gateway Monument shall be large enough to interpret at roadway speed, but not be so large that it demands attention from the motorist.
- » Include reflective or glaring surface finishes.
- » Include illumination that impairs or distracts the vision of transportation users.
- » Contain religious, political, special interest, private, or commercial messages of any sort.
- » Display telephone numbers, street addresses, or Internet addresses.
- » Make use of or simulate colors or combinations of colors usually deserved for official traffic control devices.
- » Protrude or span over travel lanes or roadway.

## Wayfinding Elements: Placement and Design

Community Wayfinding includes vehicular, pedestrian, and bicycle wayfinding signs. These signs combine to create a family of elements that direct travelers to important destinations. Following are examples of successful sign families and plans implemented by other cities.

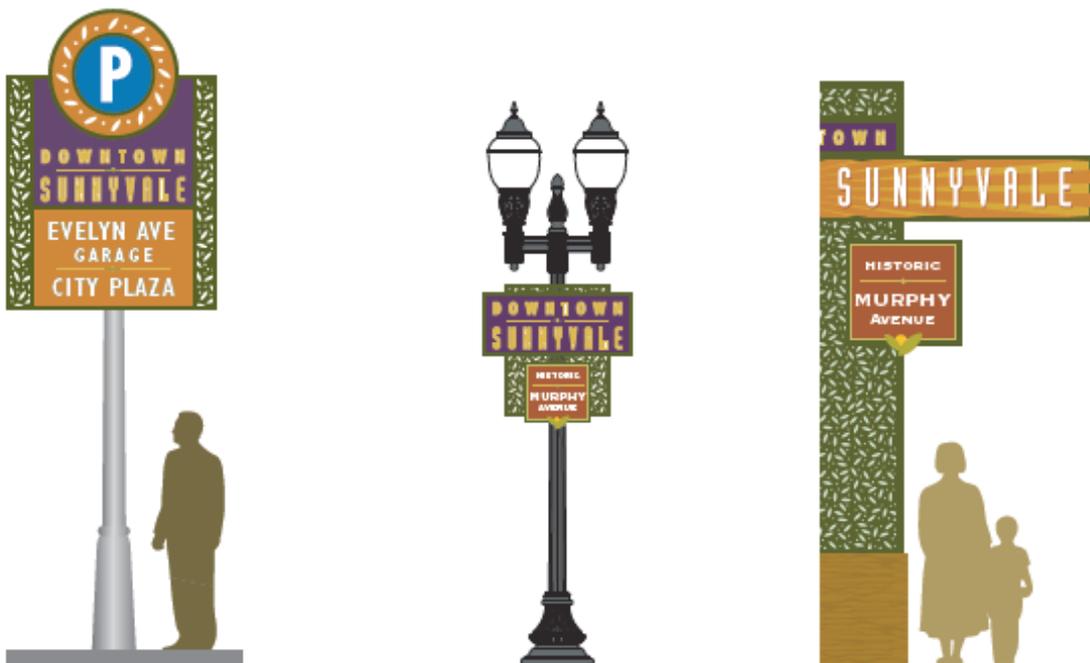
### CITY OF SUNNYVALE, CA

#### Pedestrian and Vehicle

The wayfinding system adopted by Sunnyvale, CA includes a suite of signage with pertinent information legible across scales. The use of lighting and modern materials helps the Sunnyvale sign package stand out as a unique example of vehicular and pedestrian wayfinding signage.

Highlights:

- » Traditional, local, durable materials
- » Modern meets historic aesthetic
- » Complimentary color palette
- » Effective low voltage LED lighting



## CITY OF MIAMI, FL

### Pedestrian and Vehicle

The Downtown Miami Wayfinding Sign Program uses a polished and contemporary sign structure to complement the energetic lifestyles of its community members. The guide sign face is simple, meeting Florida Department of Transportation criteria, but the back of the sign, the panel shape and brackets take on curved forms that turn a seemingly simple sign into a distinctive element on the street. Every aspect of this inspired design helps it to integrate into an environment that has an overwhelming architectural context and visual presence.

### Highlights:

- » Unique district/neighborhood symbols and colors used to orient users in the greater wayfinding network.
- » Simple and vibrant color palette. Colors used are specifically non-standard MUTCD colors to differentiate wayfinding signs from traffic control devices.
- » Contemporary forms and high quality materials.



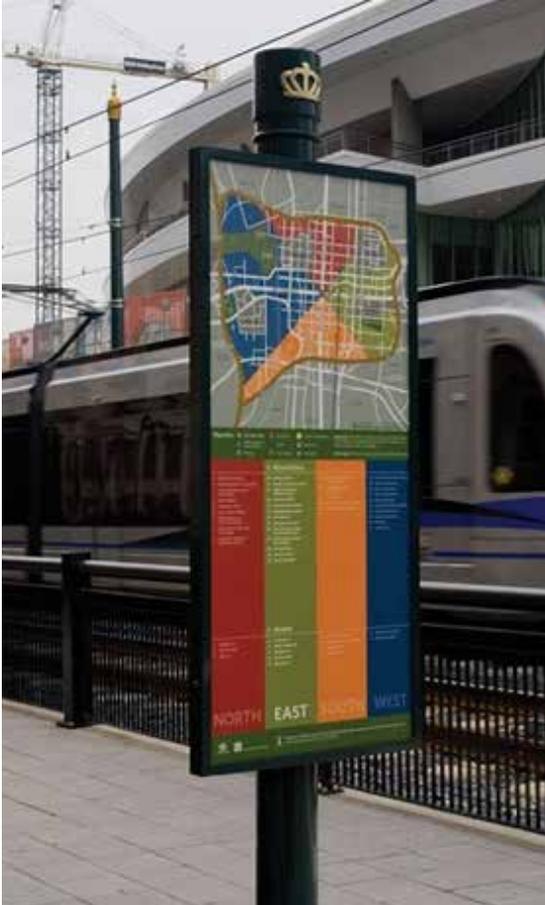
## CITY OF CHARLOTTE, NC

### Pedestrian, Transit and Vehicle

The City of Charlotte wayfinding system is among the most extensive in the country and embodies sign elements into a wide variety of environments including highways, City roads, pedestrian areas, parking and public transit.

#### Highlights:

- » Simple bold graphics
- » Unifying logo or branding element
- » District identification
- » Transit opportunities delineated by color
- » Consistent naming of destinations



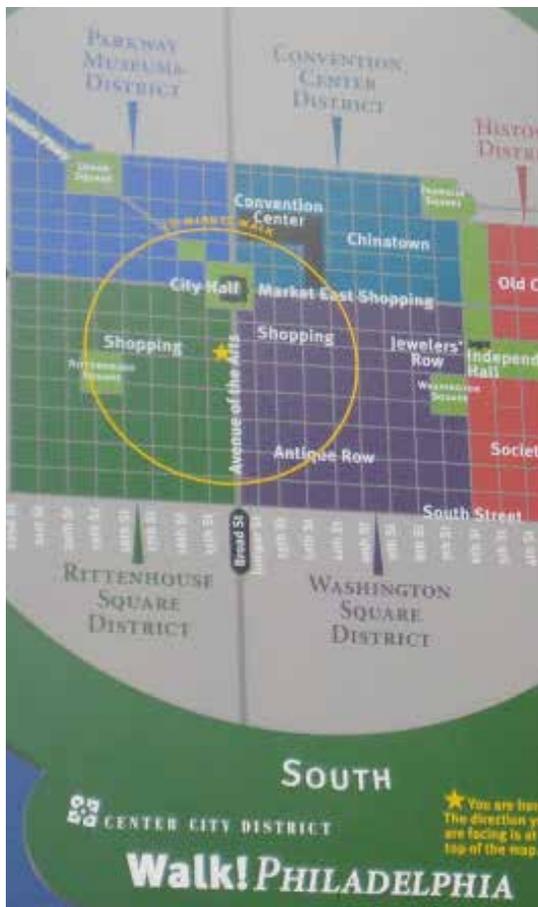
## CITY OF PHILADELPHIA, PA

### Pedestrian

The City of Philadelphia's pedestrian wayfinding system includes both directional signs and maps. Districts are consistently color coded on each sign type. Closer destinations appear at the top of the sign with farther destinations being listed at the bottom.

### Highlights:

- » Simple bold graphics
- » Unifying logo or branding element
- » Neighborhood districts delineated by color and logo
- » Consistent naming of destinations



## CITY OF SALEM, OR

### Pedestrian

The Historic Marker program promotes preservation and increases citizen awareness of assets in the downtown historic district. This program maps routes for visitors and combines wayfinding opportunities with interpretive walking tours.

### Highlights:

- » Simple, bold graphics
- » Bright vibrant colors, fun place-base decorative features
- » English and Spanish information



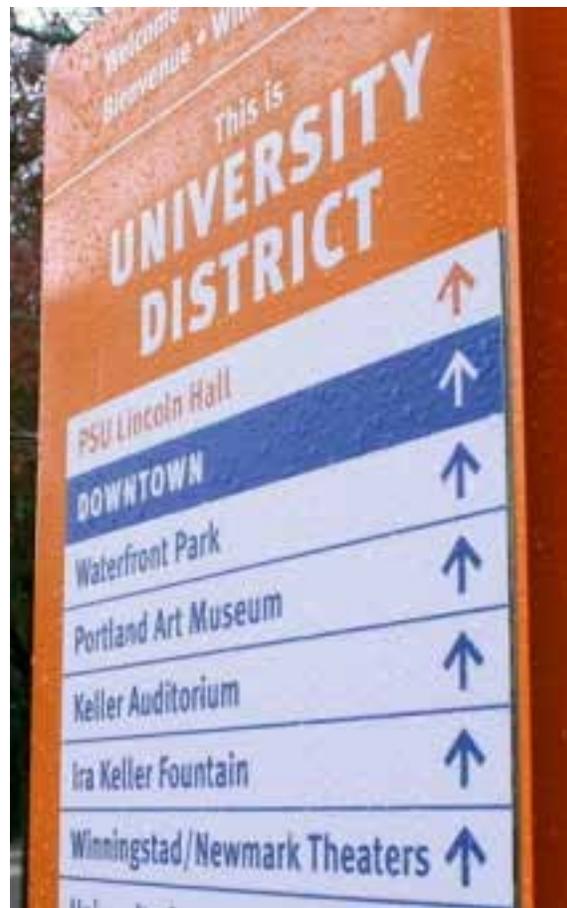
## CITY OF PORTLAND, OR

### Pedestrian

The Pedestrian Wayfinding Signage System is a pedestrian-oriented informational and directional signage program in Portland's Central City. The system includes 102 signs located within the I-405 loop and across the river in the Lloyd District.

### Highlights:

- » Connects visitors across multiple districts and orients users using a color coded district map with "heads up" orientation.
- » Includes a sign sponsorship program that allows local businesses to sponsor the maintenance of a particular sign in return for name recognition on the sign face. \$400 per sign for a two-year term.
- » Simple materials are easy to maintain and replace.
- » Integrated map and pedestrian directional information into a compact and cost effective form.





# RECOMMENDATIONS

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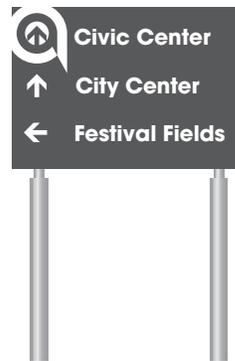
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## WAYFINDING SIGN FAMILY

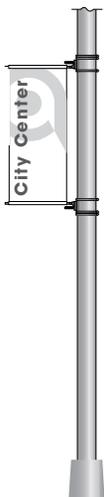
A wayfinding sign system is composed of a distinct family of elements. With any wayfinding system, the various elements should speak the same design language so that each are readily recognized as part of a cohesive system. The sign family for Avondale proposes to include gateway monuments, vehicular, bicycle and pedestrian directional signs as well as banner signs. Below is the generic sign menu of elements that is proposed for Avondale.



Gateway Monument



Roadway Directional Sign



Banner Sign



Pedestrian  
Directional Sign



Bicycle  
Directional Sign

## BRAND IDENTITY

The City brand mark and color scheme unifies the wayfinding family elements. It creates a recognizable identifier that is unique to Avondale. Using the Avondale logo, or “Avi” as it has been branded, and color palette generated through the citywide identity process, the proposed wayfinding sign designs bolster these efforts.



## AVONDALE WAYFINDING FAMILY

Avondale's wayfinding and gateway program will cultivate community pride amongst its residents and promote a positive first impression to visitors. Through a public engagement process and a series of stakeholder work sessions a final design was developed that is a reflection of Avondale's community values:

- » Welcoming – The City embraces its diverse population and new comers with a foundation that is supportive to both families and businesses.
- » Dynamic – Avondale is a multi-faceted place that embraces new ideas. Approaches that address our sustainability goals are important.
- » Contemporary – Avondale is a new City, poised for continued expansion and growth. We respect our past and embrace our future.
- » Forward looking – Through collaborative processes and strategic investments, we shall provide a bright future for the next generation.
- » Unique – Our focus on families and the young sets us apart from other communities.

## GROUNDED CONTEMPORARY

The Grounded Contemporary sign family speaks to Avondale's past while looking forward to the City's bright future. The pattern found on the monument is an abstract representation of Avondale's historic cotton fields and industry. The pattern on the vehicular directional mimics the movement of a checkered raceway flag that would be found at Avondale's iconic Phoenix International Raceway. The sign location organizes the specific pattern to be used; for a list of district specific patterns reference the Avondale Wayfinding System Master Plan Design Intent Drawings.



This family of elements is a foundation for “place based” design, identifying the grounded history of Avondale while calling on the cities contemporary forward-looking nature.

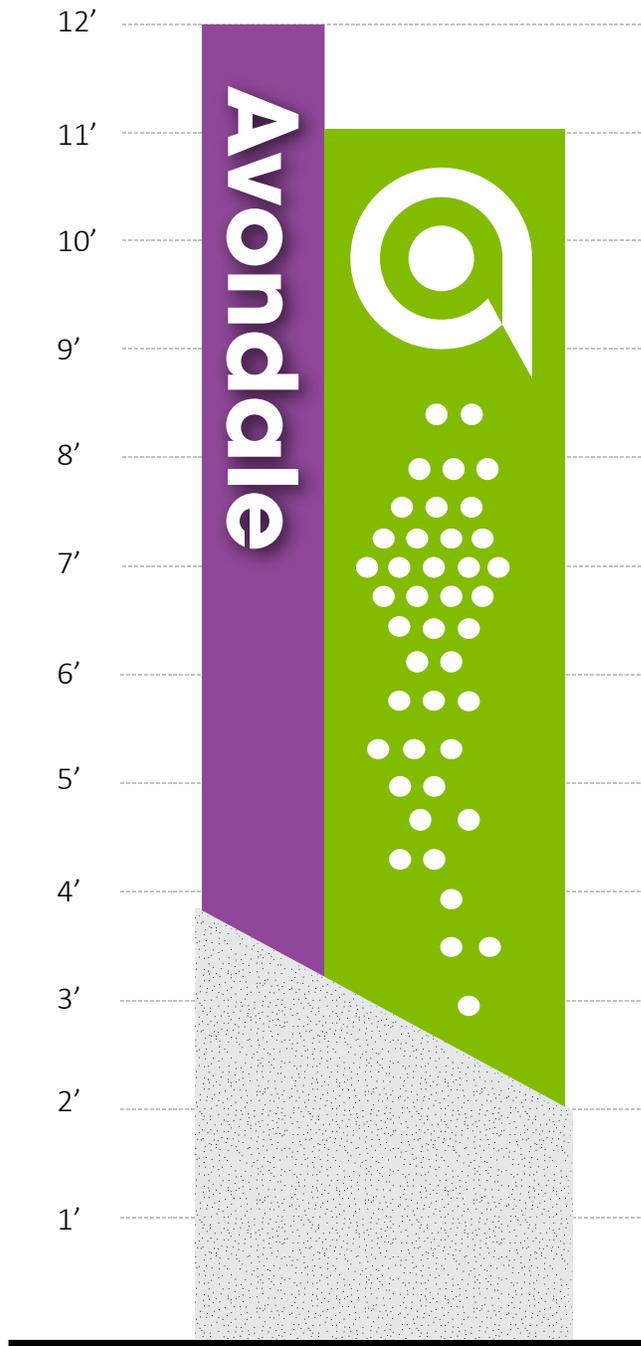
The family is both durable and flexible, it uses only materials that resist the natural elements and deter vandalism. In addition, this design considers modular components that may be simply fabricated and maintained by City facilities staff. Design elements including the Avi symbol, City color palette, and destination labels will accommodate changes over time.



# GATEWAY MONUMENT

## OPTION A: HISTORIC AGRICULTURE

To be placed at major City entrances that direct visitors toward the Avondale Historic Corridor. The simple yet bold two-tone color palette speaks to the contemporary character of Avondale. Internal LED lighting will illuminate the monument at night so that the sign serves as a beacon to those passing by.

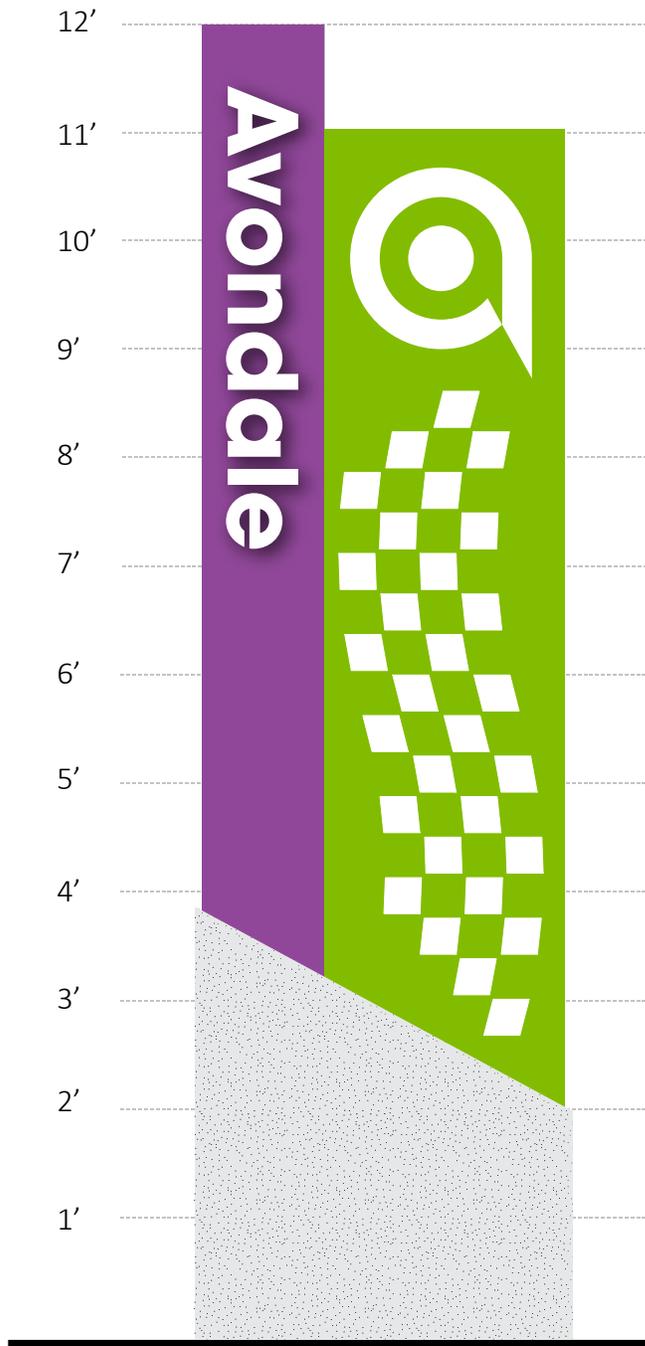


- » Total monument height is 12' tall and 3' 10" wide.
- » Unique pattern to be illuminated at night along with the vertical "Avondale" lettering and Avi symbol.
- » Push through lettering on all elements to be illuminated.
- » Sign base to be aluminum frame, powder coated with finished concrete look. Base to act as flange for the foundation plate. Base to cover all hardware for the foundation plate. Inconspicuous fasteners.
- » No exposed wiring, cables or hardware.
- » Landscape and grading around monument is recommended and should be considered as part of monument installation plan.

# GATEWAY MONUMENT

## OPTION B: CHECKERED RACEWAY

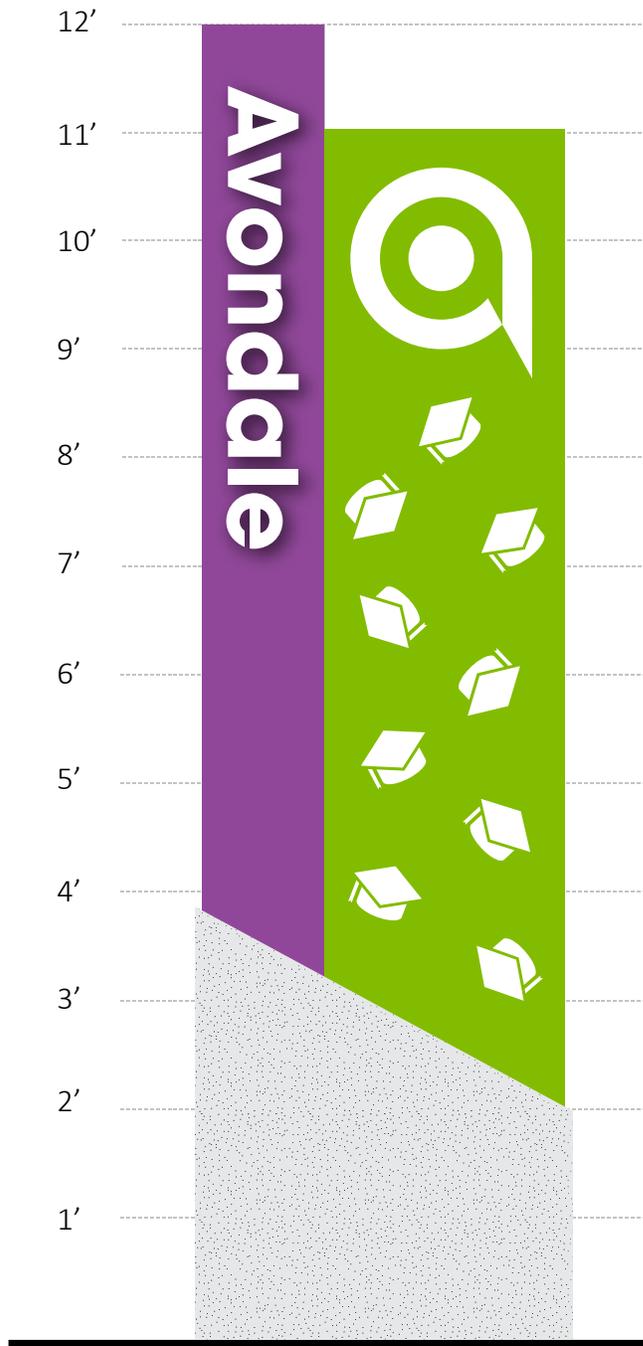
To be placed at major City entrances that direct visitors toward Phoenix International Raceway.

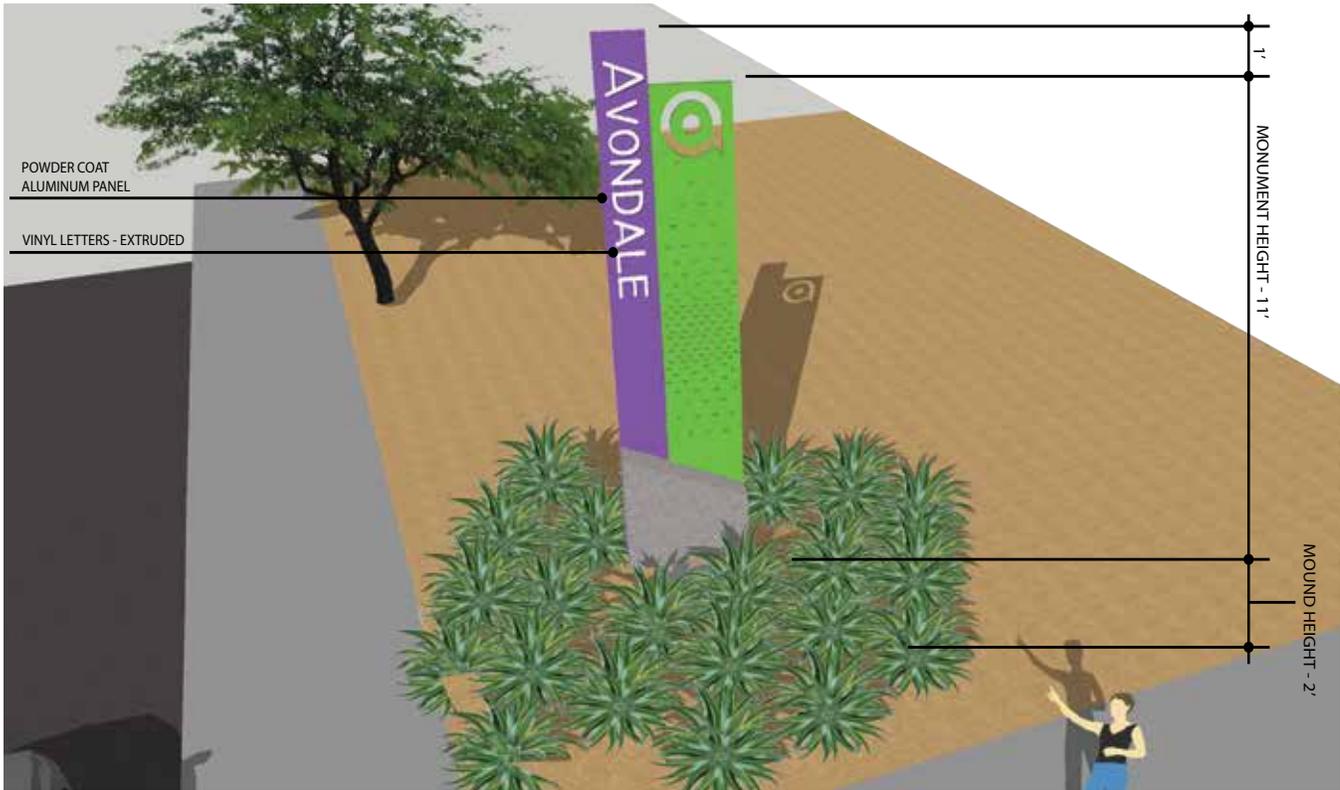


# GATEWAY MONUMENT

## OPTION C: ASPIRATION EDUCATION

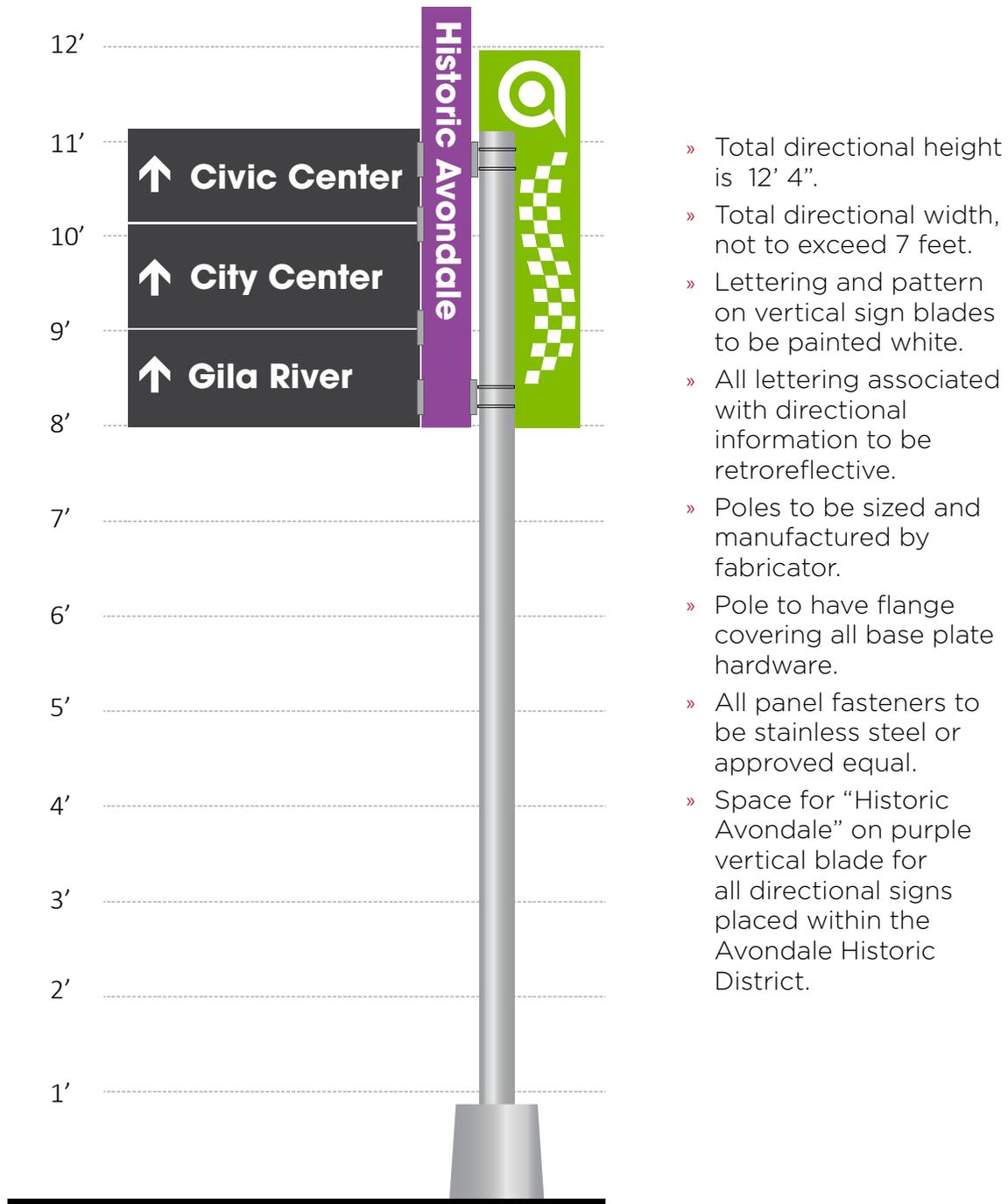
To be placed at major City entrances that direct visitors toward Estrella Mountain Community College.





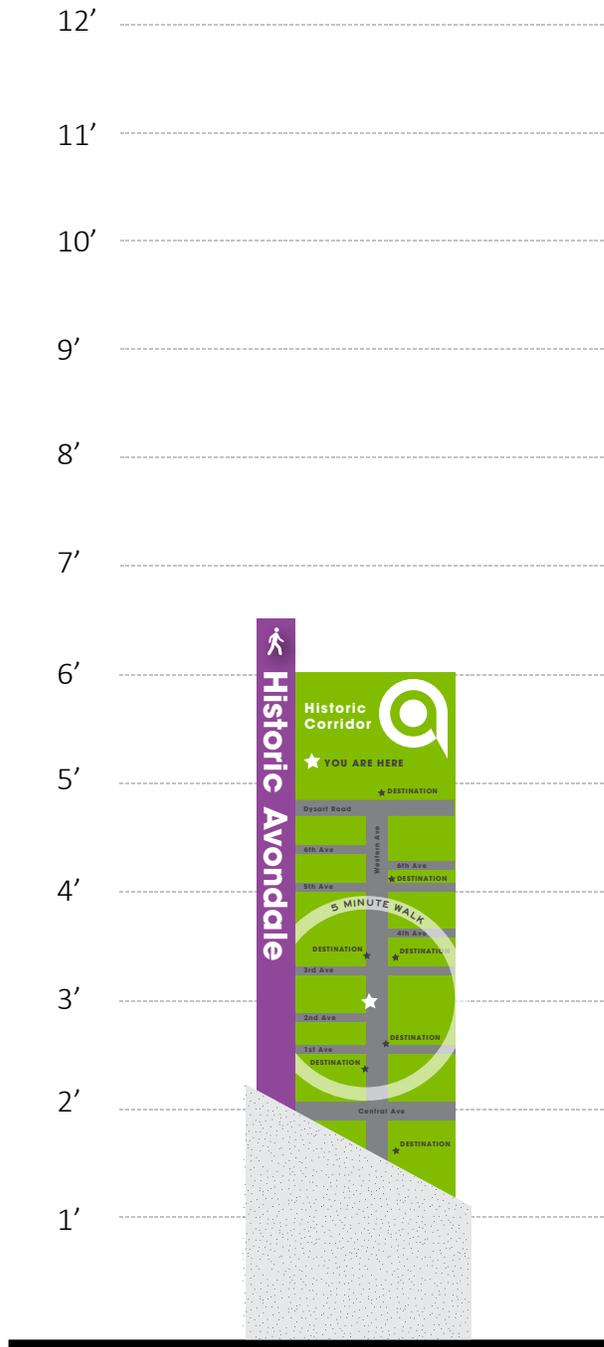
## VEHICULAR DIRECTIONAL

Individual blades are fastened to a custom aluminum pole that is painted as brushed aluminum using a poly blend paint. Blades are modular to accommodate change over time adding to the flexibility of the sign design.



# PEDESTRIAN DIRECTIONAL

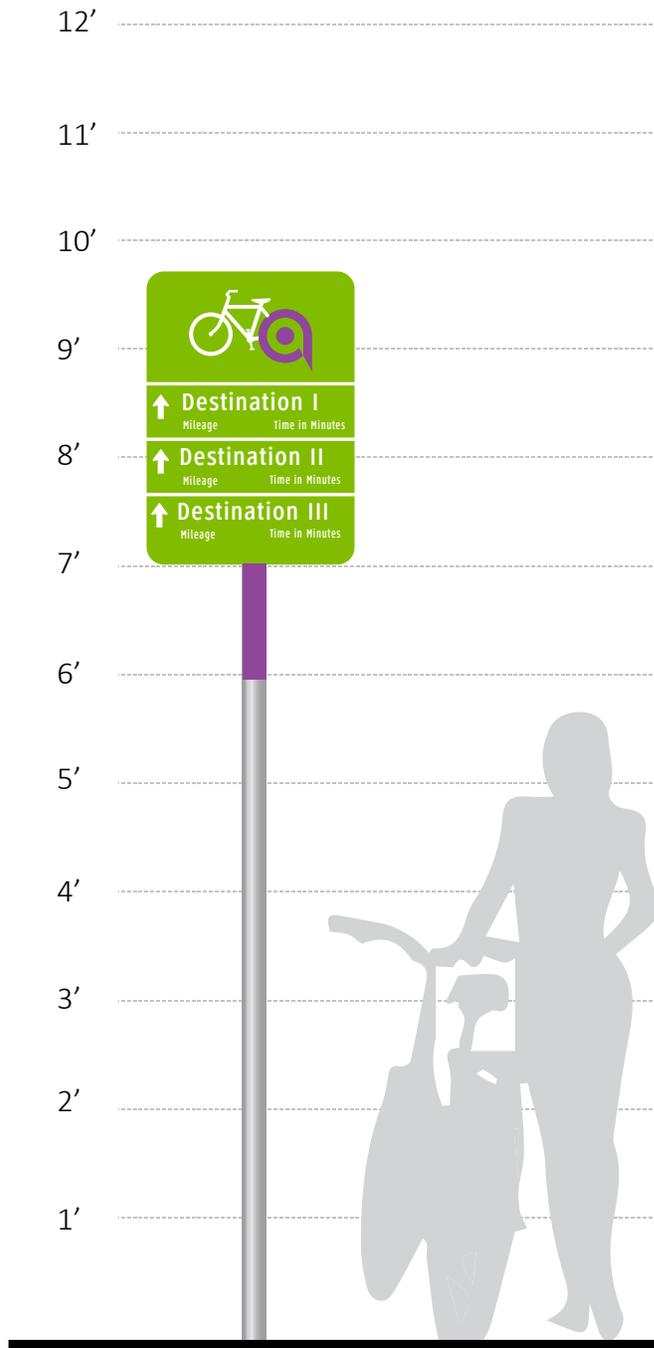
Vertical pedestrian map to mimic the layout and form of the Gateway Monument. Maps to be digitally printed on sign frame. Pedestrian symbol to be located at the top of the purple vertical blade.



- » Total directional height is 6' 6" tall and 2' 10" wide.
- » All lettering will not be retroreflective.
- » Optional LED lighting available.

## BICYCLE DIRECTIONAL

Custom bicycle panel to have 2” radius at corners. Digital graphic to integrate “Avi” symbol into bicycle template. Signs to have three destinations maximum with both time and distance listed. Destination text to be 2” minimum height, time and distance letter height to be 1.25” minimum height.



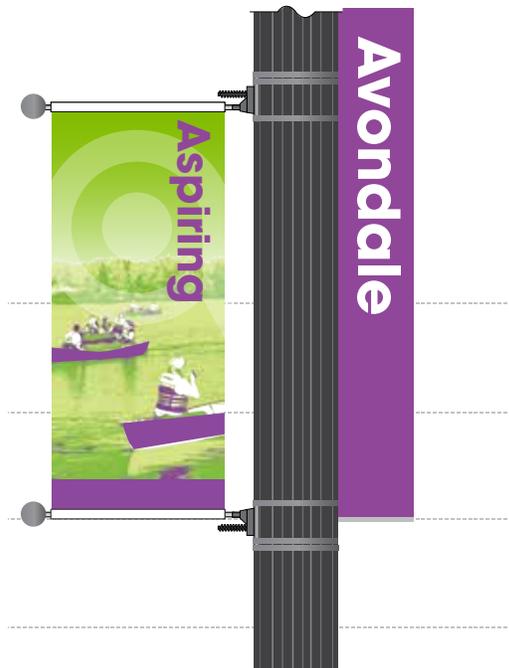
- » Use of Avondale’s two-tone color palette.
- » Pole to be square steel, 2” x 2”, or as indicated by fabricator. Pole to be painted purple from six foot mark to the top of the pole.
- » All Lettering and symbols to be retroreflective.
- » A casual pace travel time of six minutes per mile should be used for time estimates.

## BANNER SIGNS

Signs to be vinyl with full color digital print. Light posts are existing in the landscape and hardware is to match design of post.



- » Vertical banner on right side of post is to be a solid aluminum panel and is to be fabricated and painted in the same fashion as the vehicular directional panels.
- » Lettering is not be retroreflective.
- » All fasteners are to be stainless steel or equivalent.



## BANNER GRAPHICS

These full color digital print graphics highlight the unique character of Avondale. Banners to be printed on vinyl.



**Shopping and Dining**

Located on McDowell Road, between 99th and 103rd Ave.



**Explore Nature**

Located on South Avondale Blvd., near the Gila River



**Creative Arts**

Located on Western Ave. between 3rd and Dysart



**Learning and Exploring**

Located on Thomas Road and Dysart Road near EMCC



**City Center**

Located on North Avondale Blvd. South of I-10

## DESTINATION HIERARCHY

Within any wayfinding system, destinations are the primary drivers for the conceptual organization of place. As a way to help contextualize the wayfinding logic, these destinations fall into a range of categories referred to as levels. Levels provide a means by which to prioritize which destinations are included on wayfinding signs, and to help organize other information. Prioritization and organization are particularly necessary with a limited amount of information possible to be included on each sign. Only three destinations shall be listed on each directional sign. For the purpose of the Avondale Wayfinding System Master Plan, these levels have been organized as follows:



Tables 1 and 2 categorize Avondale destinations as well as provide the agreed to terminology and abbreviation, if needed, for how destinations should appear on wayfinding elements. It is important that the way destinations are referred to be consistent. If abbreviations are used, periods should be omitted. The MUTCD provides guidance with respect to acceptable abbreviations for common terms.

**Table 1: Priority Avondale Destinations**

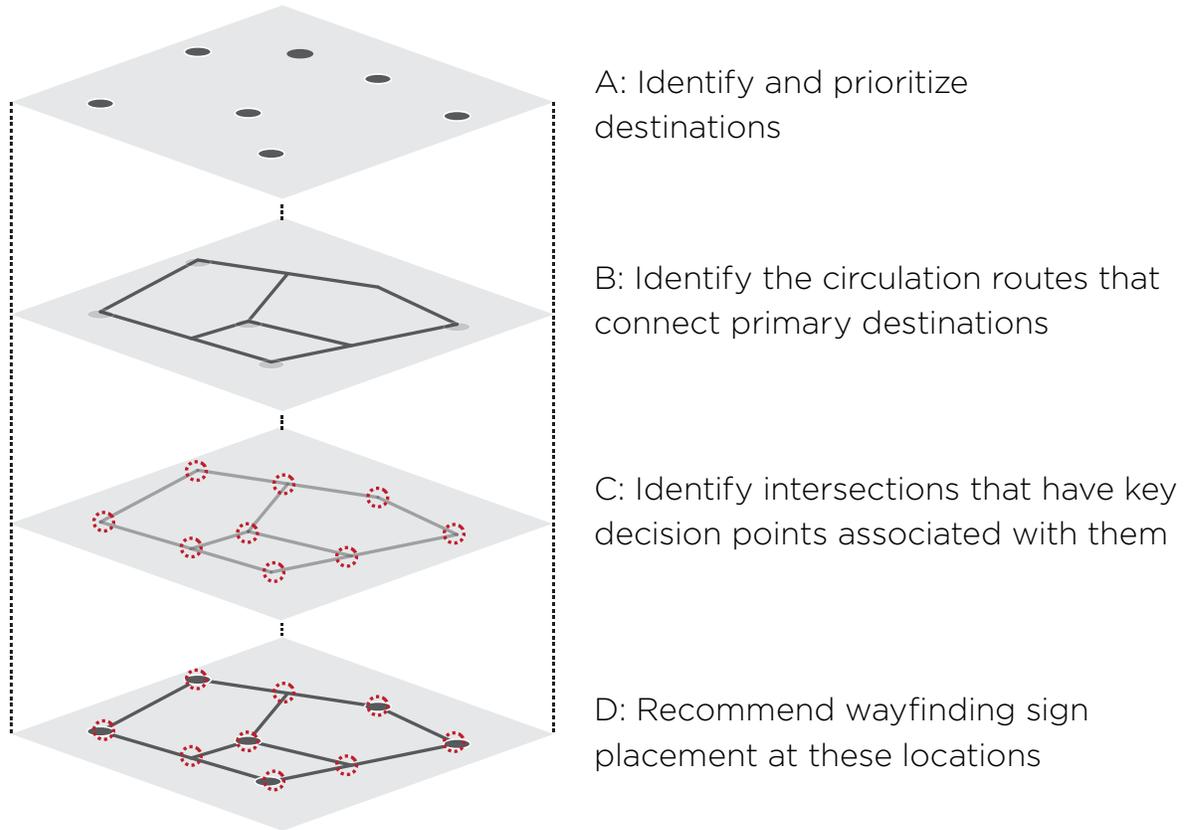
DESTINATION	SIGNED AS
<b>LEVEL 1 - NEIGHBORHOODS &amp; DISTRICTS</b>	
Level 1 destinations include neighborhoods and districts of Avondale that have been colloquially identified within City documents. Districts are generally areas that include several destinations which together generate traffic.	
NAME	ABBREVIATION
City Center	City Center
Civic Center	Civic Center
Historic Avondale	Historic Corridor
Phoenix International Raceway	PIR
Estrella Mountain Community College	EMCC
<b>LEVEL 2- LANDMARKS</b>	
Level 2 destinations are specific landmarks that generate a high amount of interest and travel for visitors and residents alike. Level 2 destinations should be included on sign elements as space permits.	
NAME	ABBREVIATION
Festival Fields Park	Festival Fields
Friendship Park	Friendship Park
Transit Center	Transit Center
Randall McDaniel Sports Complex	Sports Complex
Goodyear Farms Historic Cemetery	GF Cemetery
Phoenix Children's Hospital	Hospital
Rio Salado College	Rio Salado College
Universal Technical Institution	UTI
Base and Meridian Wildlife Area	Gila River
Avondale City Hall	City Hall
Holy Cross Cemetery	HC Cemetery
Sam Garcia Library	Library
Avondale Civic Center Library	Library
Estrella Mountain Regional Park	Estrella Mtn Park
Coldwater Golf Course	Golf Course
<b>LEVEL 3 - ATTRACTIONS</b>	
Level 3 destinations are locally important places and receive a tertiary level of priority.	
NAME	ABBREVIATION
Aqua Fria Union High School	Aqua Fria HS
Estrella High School	Estrella HS
Care 1st Resource Center	Resource Center
Avondale Community Center	Community Center
Westview High School	Westview HS
Fire Station	Fire Station
Police Station	Police Station
Valley Golf Center	Golf Center
Court House	Court House
La Joya Community High School	La Joya HS
Boys and Girls Club	Boys and Girls Club
Genesis Youth Center	Youth Center
Residential Neighborhood	Del Rio Ranch
Residential Neighborhood	San Villagio
Residential Neighborhood	Avalon Estates
Residential Neighborhood	Oak Park
Residential Neighborhood	Roosevelt Park

**Table 2: Priority Pedestrian Destinations - Historic Corridor**

DESTINATION	SIGNED AS
Pedestrian destinations in Avondale include civic institutions, City districts, parks and schools. Each of these destinations are located within a 10 minute walk from the Avondale Historic Corridor and will help orient visitors attempting to navigate the district on foot.	
NAME	ABBREVIATION
Sam Garcia Western Avenue Library	Library
Agua Fria Union High School	Agua Fria HS
Main Street Business District	Main Street
DeConcini Park	DeConcini Park
Sernas Plaza Park	Sernas Plaza
Dessie Lorenz Park	Dessie Lorenz Park
Coldwater Park	Coldwater Park
Fred Campbell Park	Fred Campbell Park
Avondale Community Center	Community Center
Avondale Post Office	Post Office
Cashion Post Office	Post Office
Resource Center	Resource Center
Boys and Girls Club	Boys and Girls Club
Youth Center	Youth Center
City Parking Lot	Public Parking

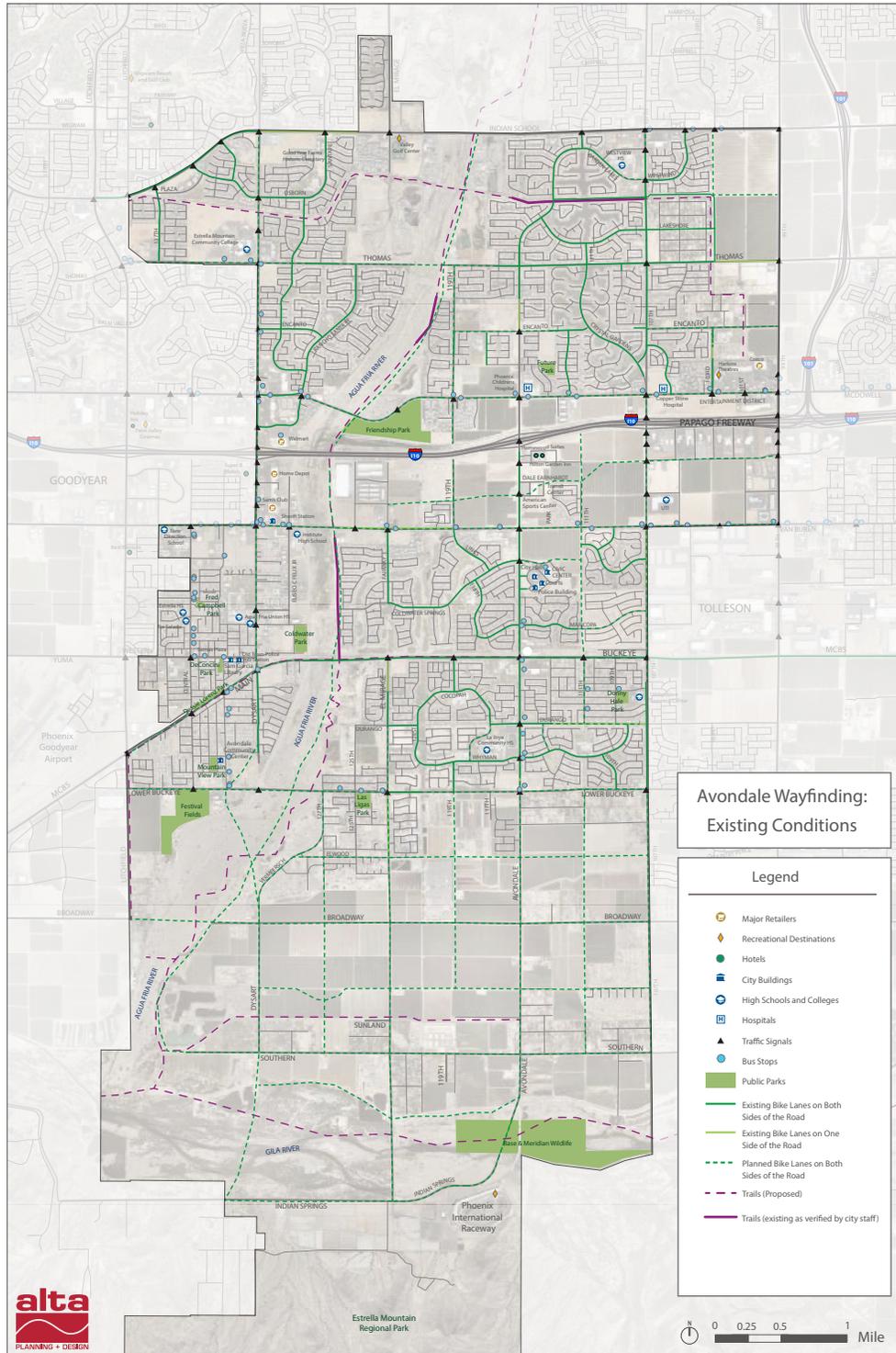
## SIGN PLACEMENT PLANNING

With a destination hierarchy in place, route planning may begin. Organizing and understanding vehicular, bicycle, and pedestrian circulation patterns will provide a framework for route selection to emerge. This framework helps to categorize important decision points along these routes where wayfinding signs should be placed. It is important to think of the entire network when planning routes to create a fluid wayfinding system that offers multiple routes and allows users to explore. Steps in the route identification process are organized below to give a simplified explanation of the planning process.



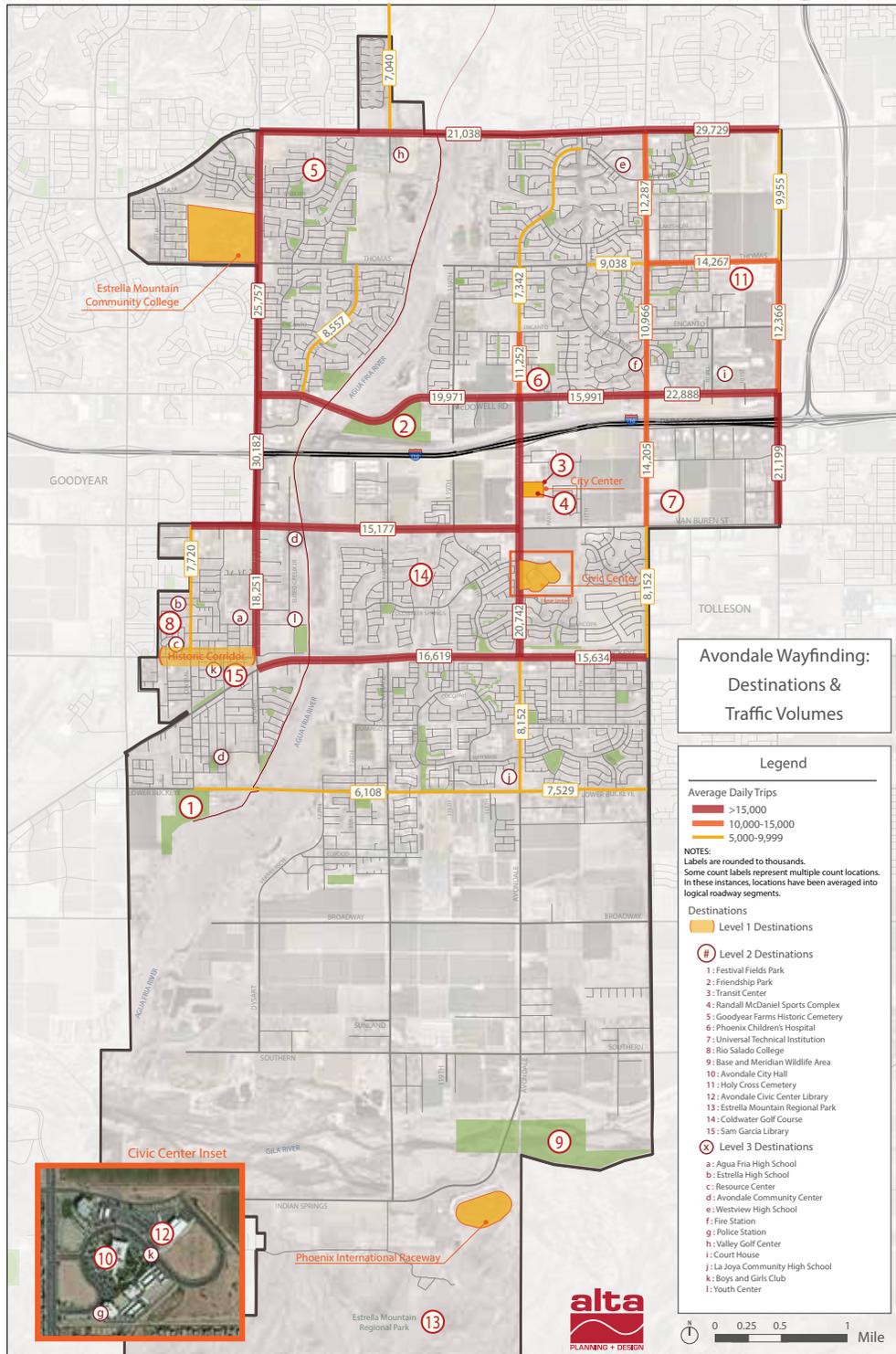
## Avondale Existing Conditions

Using City data, information from the December 17th kick-off meeting, and a field review, Avondale’s existing conditions are identified below.



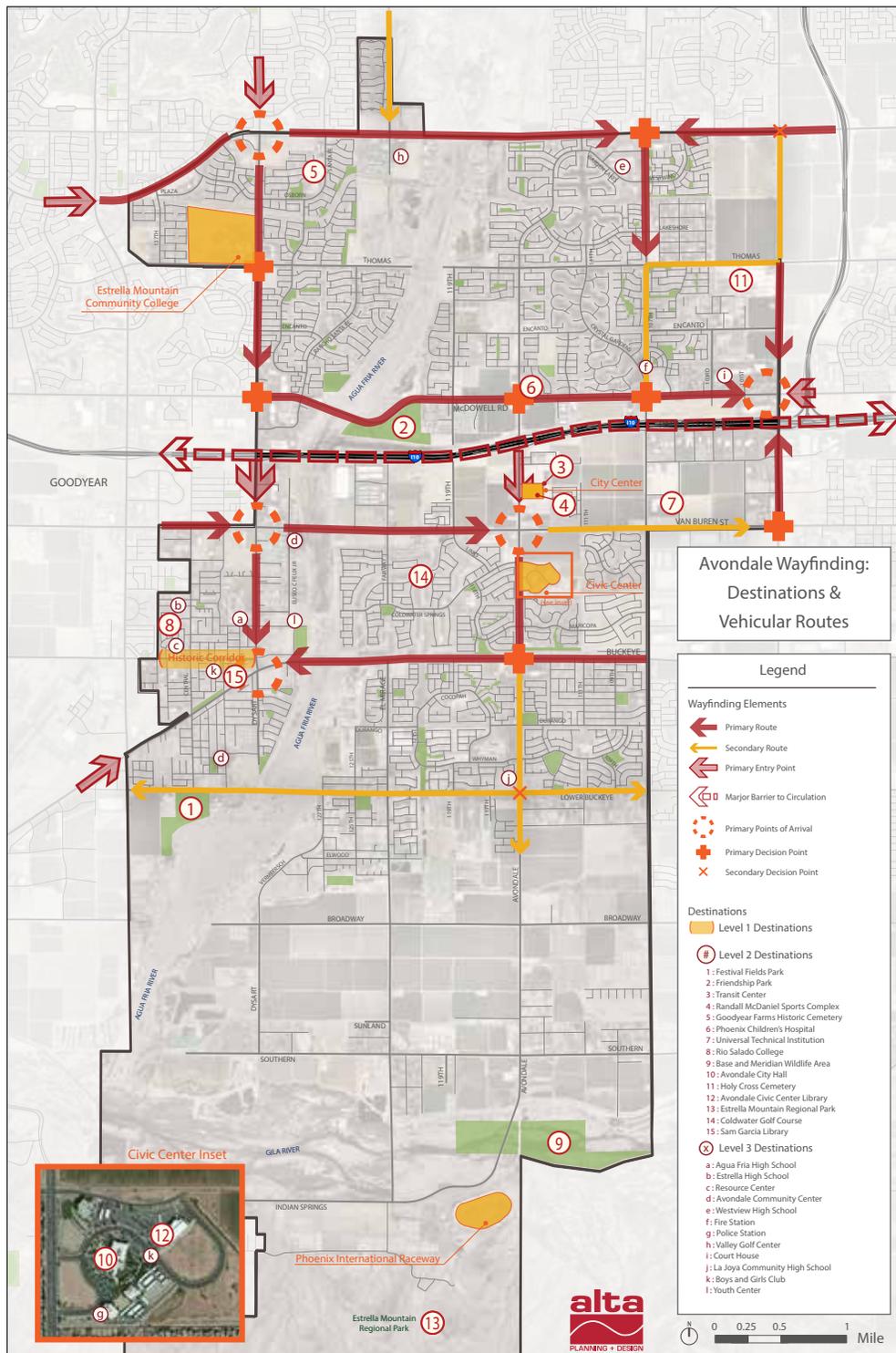
# Avondale Vehicular Circulation

Taking into account roadway ADT (Average Daily Traffic), Avondale's high volume vehicular routes are mapped with respect to area destinations.



## Avondale Vehicular Decision Points

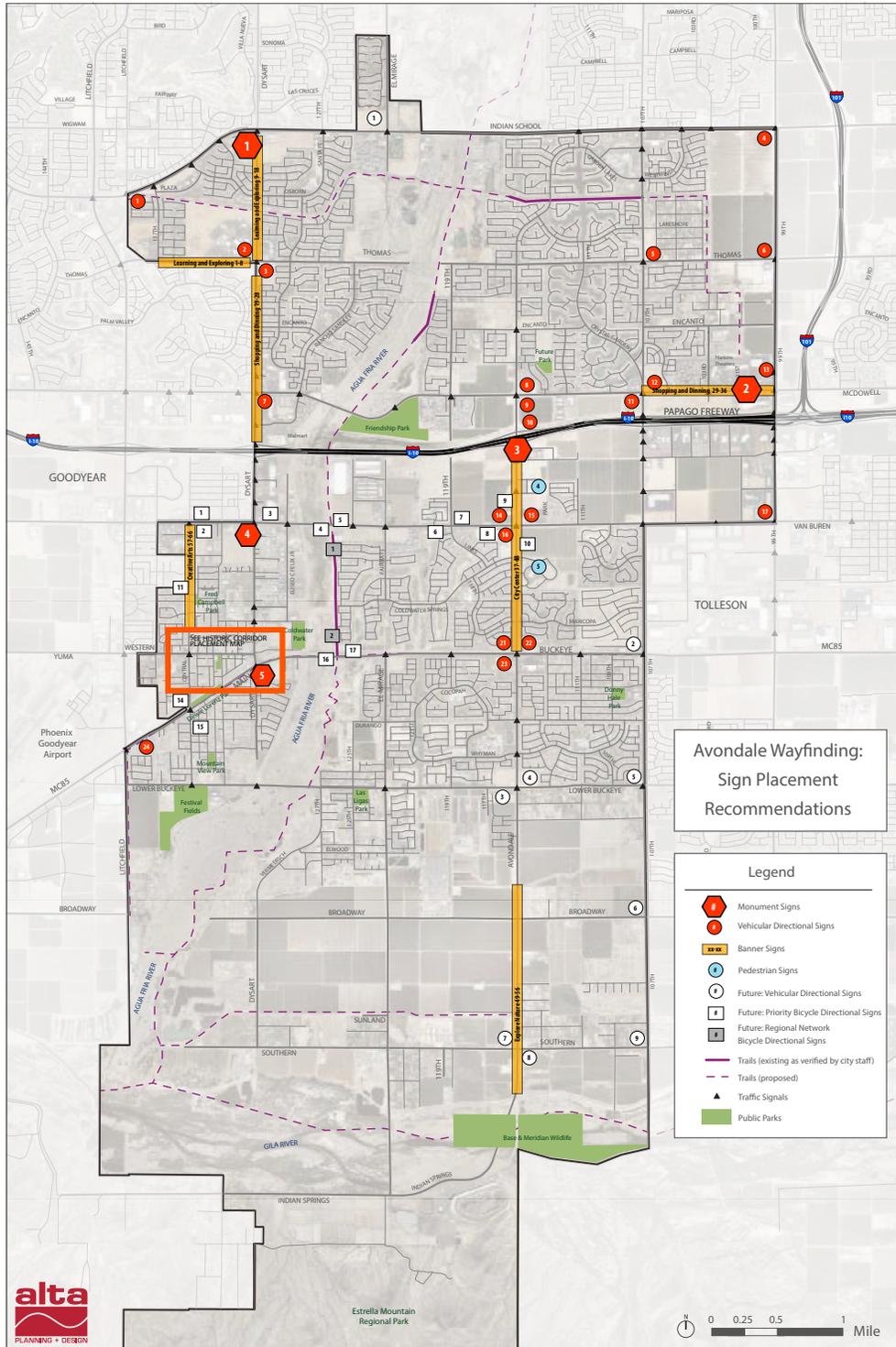
Based on both circulation patterns and information gathered at the kick-off meeting, a series of vehicular decision points and gateways are defined.





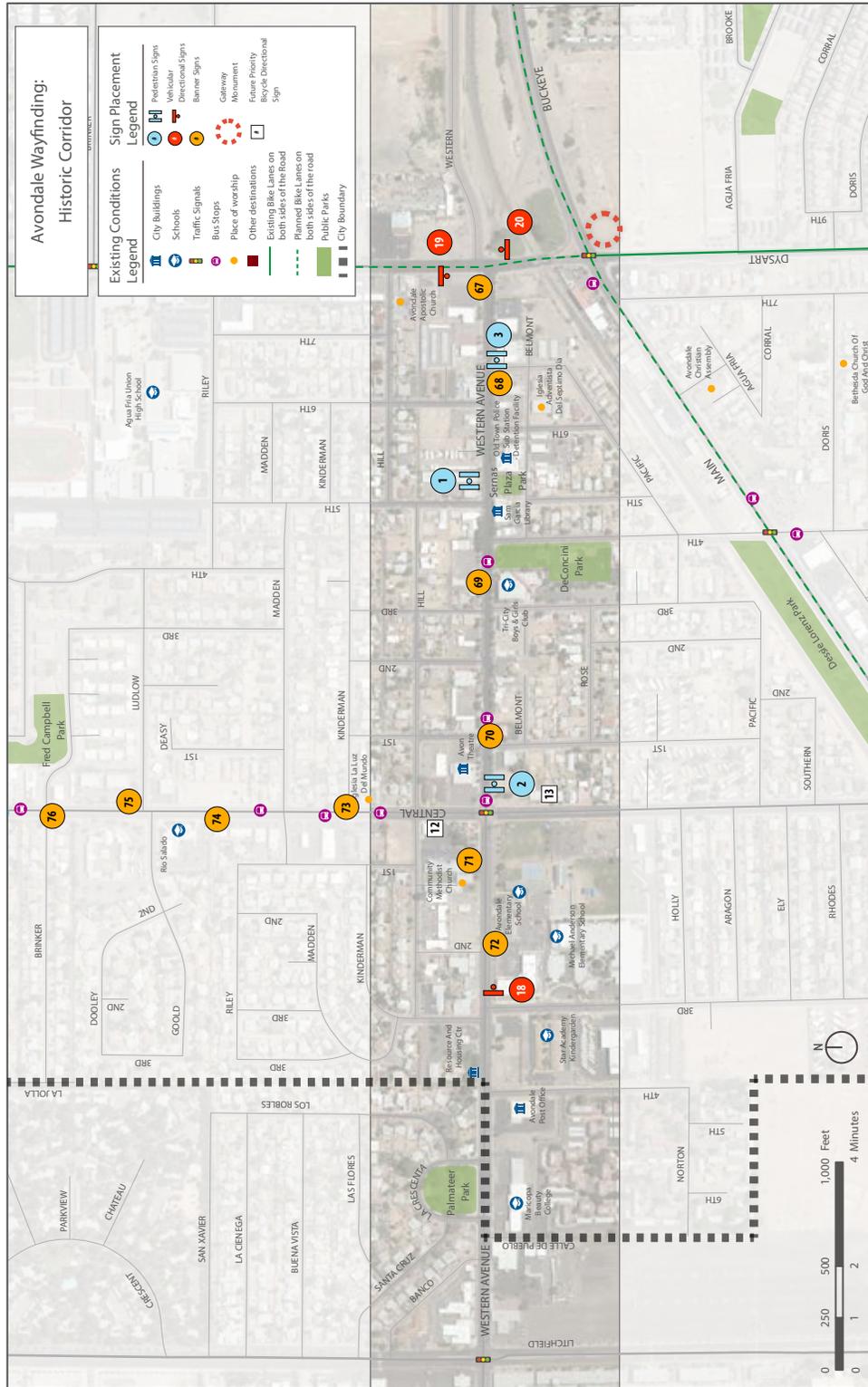
## Greater Avondale Placement Map

Using the above existing conditions, circulation, and decision maps, a series of placement recommendations are defined below. This map indicates recommended locations for near term gateways, vehicular signs, bicycle signs, pedestrian wayfinding signs and banners.



# Avondale Historic Corridor Placement Map

This map describes vehicular and pedestrian sign recommendations for Avondale's Historic Corridor.



## Placement Schedule

Wayfinding information should be placed in locations where pedestrians, cyclists, and motorists are expected to arrive as well as in locations where travelers need to make decisions. Signs for each should be installed where adequate infrastructure exists to safely support their movements. Vehicular traffic into Avondale typically arrives via Dysart Rd and 99th Ave. to the north, along Indian School Road to the west, Avondale Blvd. to the South and exiting the major highways such as, 101 and Interstate 10. At each of these transition points it is important to provide both motorists and cyclists with ample time to make a decision and appropriately position themselves on the roadway.

The maps and tables below indicate recommended sign elements, and locations. The plan specifically selects routes with the intention of connecting key area destinations while ensuring that visitors to the City understand when they have arrived.

Note: In all instances on the schedule below, abbreviations are represented as:

- » NB = North Bound
- » SB = South Bound
- » WB = West Bound
- » EB = East Bound
- » NW = North West
- » SW = South West
- » NE = North East
- » SE = South East

## GATEWAY MONUMENTS

Included in the Avondale Wayfinding System Master Plan are gateway monuments that signify entry into the City of Avondale from major access points.

**Table 3: Gateway Monument Schedule**

SIGN NO.	LOCATION
1	SW corner of Indian School Road and Dysart Road
2	NW corner of 99th Ave.. and McDowell Road
3	SW corner of the I-10 off-ramp and Avondale Blvd.
4	SW corner of Dysart Road and Van Buren Road
5	SE corner of Dysart Road and Buckeye Road

## VEHICULAR DIRECTIONAL SIGNAGE

Community wayfinding guide signs provide vehicular roadway direction while encouraging citywide brand identity. A powerful communication strategy, vehicular roadway signs define safe and direct routes for both visitors and residents to businesses, services, and places of interest in the City.

Directional signs should be placed prior to intersections and are most useful where roadway facilities intersect and choices must be made. Directional signage should be placed in advance of any intersection to provide ample reaction time for travelers to make an appropriate decision based on their desired routes. Care should also be taken to not obstruct regulatory, warning, or guide signs as these are higher priority than wayfinding signs. This includes adhering to minimum spacing standards based on perception response times.

Any roadway signs proposed within ADOT right-of-way require ADOT approval prior to installation. Any roadway signs occurring on private property require owner consent as well. These conditions are not anticipated as part of the Avondale wayfinding project.

**Table 4: Vehicular Directional Sign Schedule**

<b>SIGN NO.</b>	<b>LOCATION</b>
1	SW corner of Indian School Road and Litchfield Road
2	NW corner of Thomas Road and Dysart Road
3	SE corner of Thomas Road and Dysart Road
4	SW corner of Indian School Road and 99th Ave.
5	NE corner of Thomas Road and 107th Ave.
6	NW corner of Thomas Road and 99th Ave.
7	SE corner of McDowell Road and Dysart Road
8	NE corner of McDowell Road and Avondale Blvd.
9	SE corner of McDowell Road and Avondale Blvd.
10	NE corner of Avondale Blvd. and the I-10 off-ramp
11	SW corner of McDowell Road and 107th Ave.
12	NE corner of McDowell Road and 107th Ave.
13	NW corner of McDowell Road and 99th Ave.
14	NE corner of Avondale Blvd. and Van Buren Road
15	NE corner of Van Buren Road and Avondale Blvd.
16	SW corner of Van Buren Road and Avondale Blvd.
17	NW corner of 99th Ave. and Van Buren Road
18	SE corner of Western Ave. and 3rd Ave.
19	NW corner of Dysart Road and Western Ave.
20	SE corner of Dysart Road and Western Ave.
21	NW corner of Avondale Blvd. and Buckeye Road
22	NE corner of Avondale Blvd. and Buckeye Road
23	SW corner of Avondale Blvd. and Buckeye Road
24	NE corner of Main Street and Litchfield Road

## FUTURE DIRECTIONAL SIGNAGE

As the City grows and future traffic circulation patterns develop, additional signs will be required. It is important that future signs apply the same wayfinding system principles and logic used on the proposed signage. This consistency will further strengthen the overall legibility of the wayfinding network.

**Table 5: Future Vehicular Directional Sign Schedule**

SIGN NO.	LOCATION
1	NW corner of Indian School Road and El Mirage Road
2	NW corner of 107th Ave. and Buckeye Road
3	SW corner of Avondale Blvd. and Lower Buckeye Road
4	NE corner of Avondale Blvd. and Lower Buckeye Road
5	NW corner of 107th Ave. and Lower Buckeye Road
6	NW corner of Broadway Road and 107th Ave.
7	NW corner of Avondale Blvd. and Southern Road
8	SE corner of Avondale Blvd. and Southern Road
9	NW corner of Southern Road and 107th Ave.

## BICYCLE DIRECTIONAL SIGNAGE

Bicycle wayfinding signs assist users by identifying the bike network, pointing out route options, and helping cyclists learn what journey options exist. Bicycle signage encourages citywide active transportation and further reinforces citywide branding efforts.

**Table 6: Priority Bicycle Directional Sign Schedule**

SIGN NO.	LOCATION
1	Heading WB: north side of Van Buren Road
2	Heading NB: east side of Central Ave.
3	Heading WB: north side of Van Buren Road
4	Heading EB: south side of Van Buren Road
5	Heading WB: north side of Van Buren Road
6	Heading EB: south side of Van Buren Road
7	Heading WB: north side of Van Buren Road
8	Heading EB: south side of Van Buren Road
9	Heading SB: west side of Avondale Blvd.
10	Heading NB: west side of Avondale Blvd.
11	Heading SB: east side of Central Road
12	Heading SB: west side of Central Road
13	Heading NB: east side of Central Road
14	Heading SB: west side of Central Road
15	Heading NB: east side of Central Road
16	Heading EB: south side of Buckeye Road
17	Heading WB: north side of Buckeye Road

**Table 7: Trail Directional Signs**

SIGN NO.	LOCATION
1	Heading NB: east side of Shared Use Path
2	Heading SB: west side of Shared Use Path

**Note:** MAG Wayfinding Guidelines for the Off-Street Bicycle Network should be followed on pathway facilities.

## BANNER SIGNAGE

Banners help demarcate and celebrate districts and corridors by notifying pedestrians, cyclists and motorists that they have entered and are traveling through a specific part of the City. They further unify Level 1 districts and neighborhoods by applying a specific brand to the area.

**Table 8: Banner Sign Schedule**

SIGN NO.	LOCATION	CONTENT
1 - 18	Thomas Road and Dysart Road near EMCC	Learning and Exploring
19-36	McDowell Road and Dysart Road North of I-10	Shopping and Dining
37-48	North Avondale Blvd. south of I-10	City Center
49-56	South Avondale Blvd., near Gila River	Explore Nature
57-66	Western Ave. & Central	Creative Arts

## PEDESTRIAN DIRECTIONAL SIGNAGE

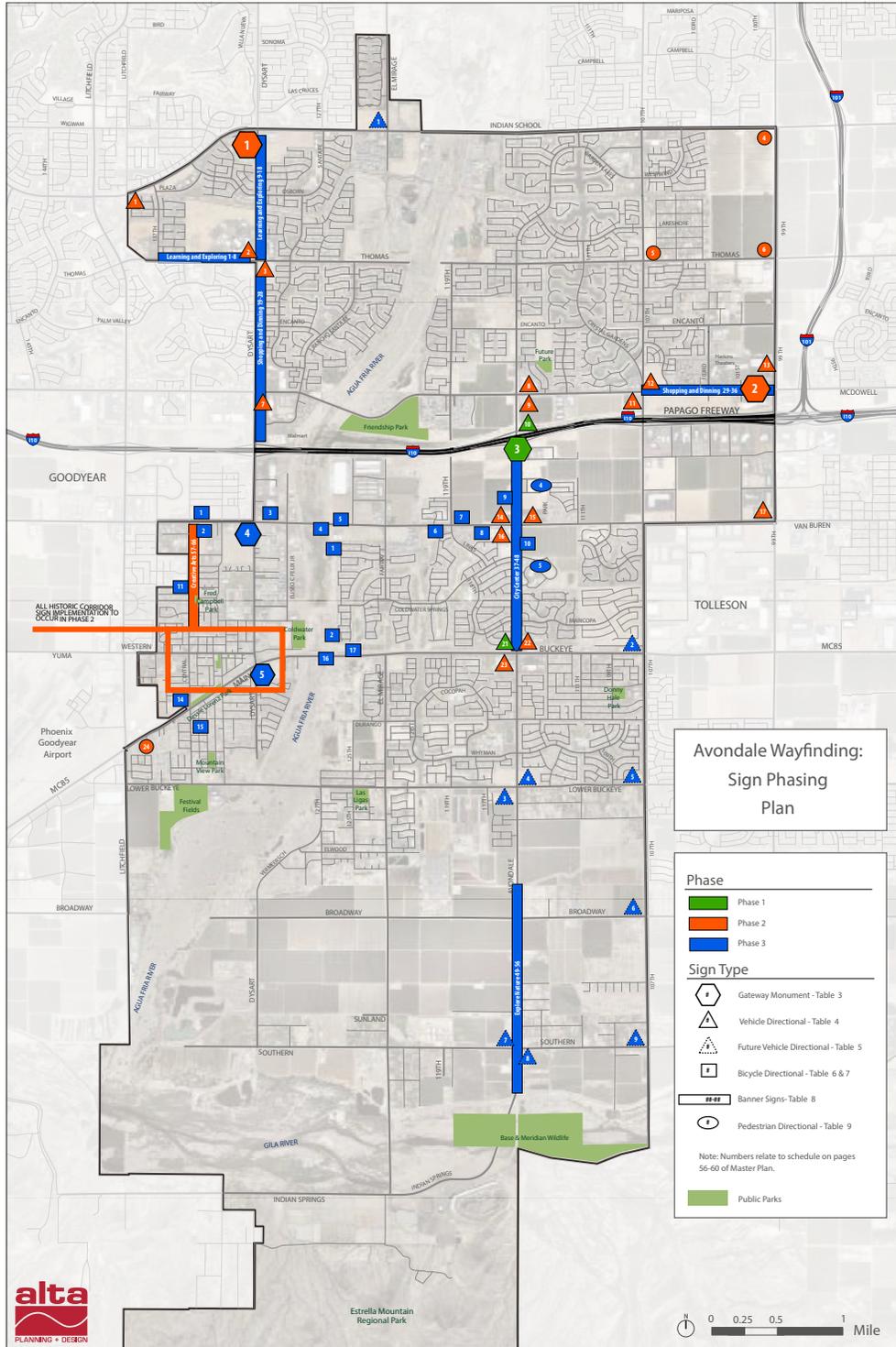
Pedestrian wayfinding signage enhances pedestrian circulation, comfort, and sense of place. It offers a greater level of organization for the Avondale Creative Arts District while encouraging visitors to explore the district on foot.

**Table 9: Pedestrian Directional Sign Schedule**

SIGN NO.	LOCATION	CONTENT
1	NE corner of Western Ave. and 5th Ave.	Orientation Map
2	SE corner of Western Ave. and Central Ave.	Orientation Map
3	SE corner of Western Ave. and 6th Ave.	Orientation Map
4	West side of North Park Ave.	Orientation Map
5	Rear Civic Center parking area	Orientation Map

## Phasing Plan

The Avondale wayfinding system is to be completed in three separate phases. Sign family elements selected for each individual phase correspond to one another and should be fabricated and installed as a single phase of implementation.



**Table 10: Phasing Plan Cost**

PHASE NO.	COLOR ASSOCIATED WITH PHASE AND SCHEDULE	TOTAL COST RANGE
1	<b>Green</b> Gateway Monuments = 1 Vehicular Directional = 2 SRP Power Hook Up (\$7,500/Monument)	\$21,000 - \$25,000 \$9,200 - \$10,400 \$7,500
	30% contingency	\$11,310 - \$12,870
	<b>TOTAL Phase 1</b>	<b>\$49,010 - \$55,770</b>
	* Optional colored lighting scheme (\$3500/Monument)	\$3,500
	* Optional solar powered lighting (\$2500/Monument)	\$2,500
2	<b>Orange</b> Gateway Monument = 2 Vehicular Directional = 22 Pedestrian Directional = 3 Banner Signs = 10 SRP Power Hook Up (\$7,500/Monument)	\$42,000 - \$50,000 \$101,200 - \$114,400 \$39,900 - \$41,100 \$4,500 - \$6,000 \$15,000
	30% contingency	\$60,780 - \$67,950
	5% Inflation	\$13,169 - \$14,722
	<b>TOTAL Phase 2</b>	<b>\$276,549 - \$309,173</b>
	* Optional grading and drainage for monument (\$10,000/Monument)	\$20,000
	* Optional landscape and irrigation (\$6000/Monument)	\$12,000
	* Optional colored lighting scheme (\$3500/Monument)	\$7,000
	* Optional solar powered lighting (\$2500/Monument)	\$5,000
3	<b>Blue</b> Gateway Monument = 2 Vehicular Directional = 8 Pedestrian Directional = 2 Banner Signs = 56 Bicycle Directional = 19	\$42,000 - \$50,000 \$36,800 - \$41,600 \$26,600 - \$27,400 \$25,200 - \$33,600 \$19,000 - \$32,300
	SRP Power Hook Up (\$7,500/Monument)	\$15,000
	30% contingency	\$49,380 - \$59,970
	10% Inflation	\$21,398 - \$25,987
	<b>TOTAL Phase 3</b>	<b>\$235,378 - \$285,857</b>
	* Optional grading and drainage for monument (\$10,000/Monument)	\$20,000
	* Optional landscape and irrigation (\$6000/Monument)	\$12,000
	* Optional colored lighting scheme (\$3500/Monument)	\$7,000
	* Optional solar powered lighting (\$2500/Monument)	\$5,000

**Table 11: Sign Maintenance Cost**

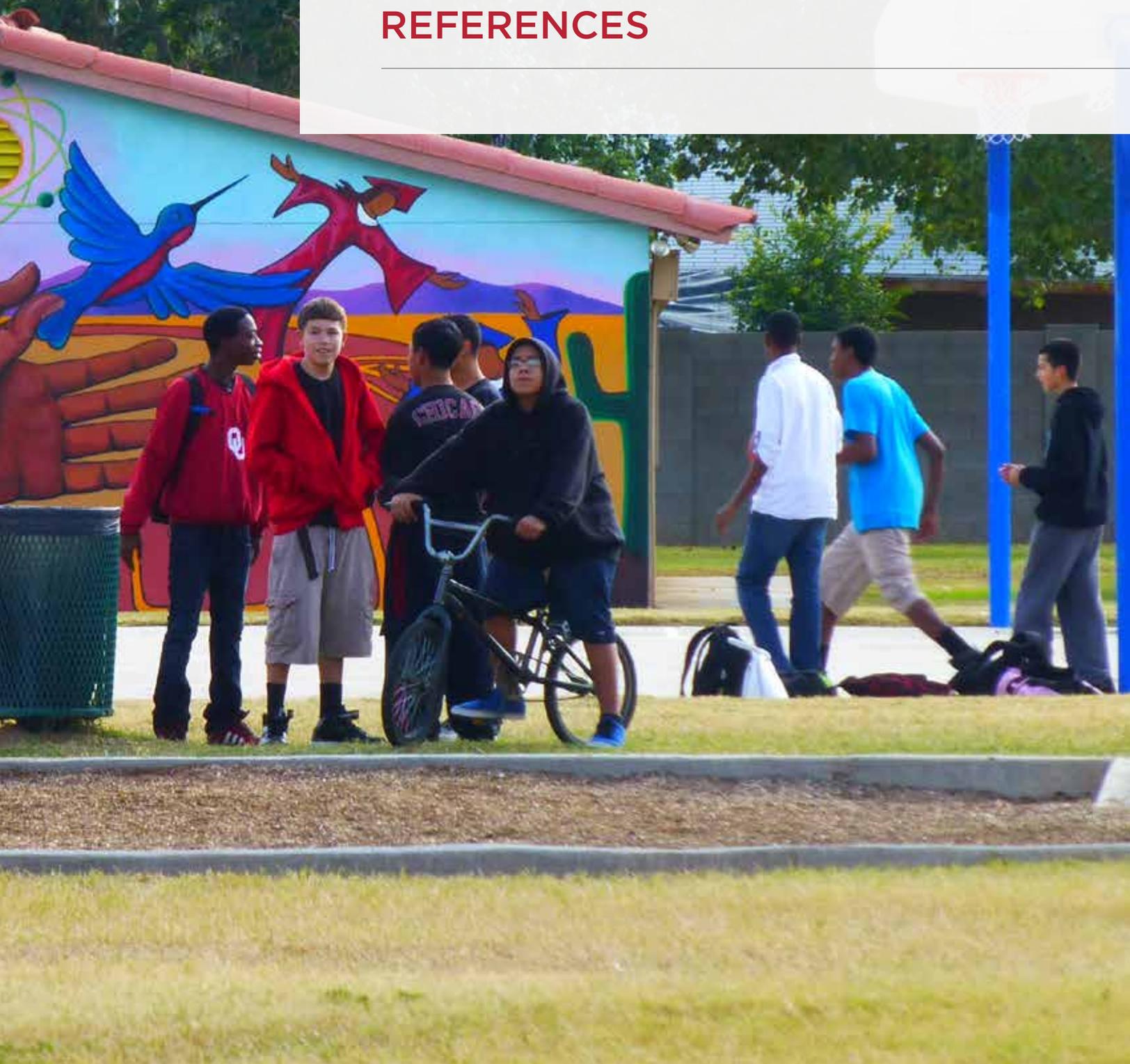
SIGN TYPE	MAINTENANCE DESCRIPTION	COST RANGE
Gateway Monument	Full re-paint	\$3,000
Vehicular Directional	Full re-paint of sign blades	\$1200
Vehicular Directional	Full re-paint of pole	\$600
Banner Signs	Full re-paint of sign blade	\$450
Banner Signs	Replace Hardware	\$135
Banner Signs	Replace Vinyl Banner	\$350
Pedestrian Directional	Full re-paint of sign and new digital map print	\$1750
Pedestrian Directional	Replace digital map print	\$600
Bicycle Signs	Replace sign panel with hardware	\$800
Bicycle Signs	Re-paint sign post	\$400
Electrical Drivers	Replace every 5 years	\$600 pr/driver
LED Lights	Replace lights every 10 years	\$1000

**Note:** All costs are estimates and are to be verified by sign fabricator. Costs are subject to change based market changes including on inflation in labor and material costs.

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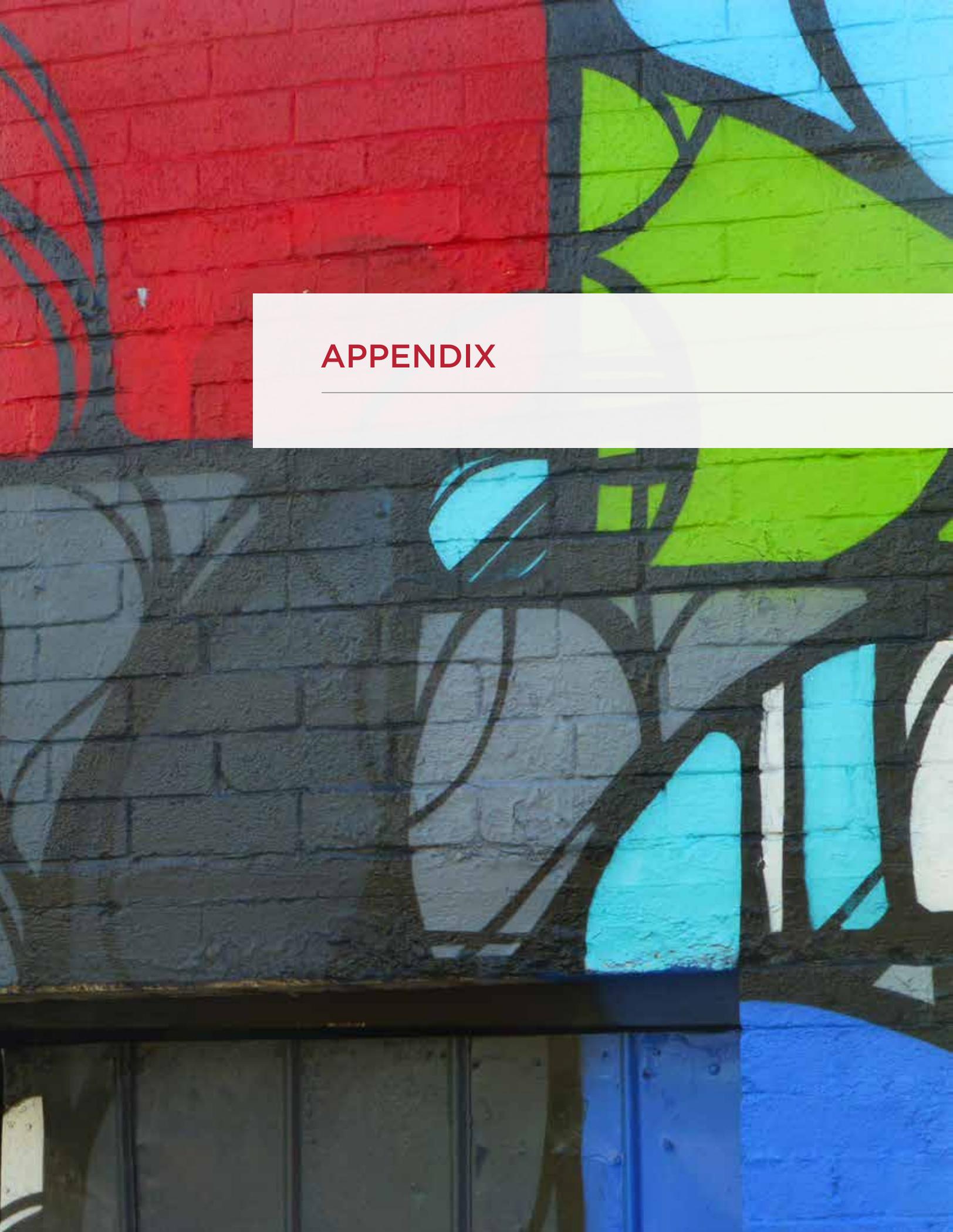
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# APPENDIX

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# STAKEHOLDER INPUT AND PUBLIC MEETINGS

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<b>TO</b>	Christine Fanchi	<b>DATE</b>	December 23, 2014
<b>FROM</b>	Karen Vitkay	<b>PROJECT</b>	Wayfinding Plan and Signage Design
<b>RE</b>	Kick-Off Meeting Summary	<b>PROJECT</b>	2014-302

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## Avondale Wayfinding Plan and Gateway Design

### Kick-off Meeting Summary

Dec 17, 2014

#### Attendees

Pier Simeri  
 Christina Underhill  
 Paul Lopez  
 Christine Fanchi  
 Robert Gubser  
 Ingrid Melle  
 Karen Vitkay, Alta

The main intent of the kick-off meeting is to introduce the project to City staff and provide the consultant team with background information needed to initiate the project. The City's feedback is needed on visual identity preferences as well as placement opportunities. The goal of the placement discussion is to help inform and focus the field work effort.

#### Scope and Schedule

Alta introduced the scope and schedule. The project scope includes a Wayfinding Master Plan and Gateway Sign Design by the end of March 2015. Implementation of a first phase is expected to occur by the end of June 2015. The plan shall include a placement plan and designs for vehicle-oriented gateway signs, wayfinding elements for vehicles, cyclists, and pedestrians, as well as decorative banners.



- **Achieving**
  - Families and businesses are thriving
  - Educational opportunities exist
  - Success is being found in Avondale
- **Accelerating**
  - Poised to grow and prosper
  - A community on the move
  - Continued success is imminent

Tracy Stevens was not able to join us, however, we met with her on Dec 16 and she emphasized the following key points:

- Avondale needs a welcome, a way of knowing you've arrived to Avondale.
- The gateways and wayfinding elements need to be dynamic, unique, and eye-catching.
- Should convey our progressive and forward-thinking ideals and aspirations.

### Summary of Avondale VALUES

The wayfinding and gateway program is an opportunity to cultivate community pride amongst its residents as well as give a first impression to visitors. As such, it should be a reflection of the community's values and beliefs. The consultant asked whether the following words accurately summarize Avondale values: welcoming, dynamic, progressive, limitless, and unique. After discussions, the list was revised as follows:

- a. Welcoming – The city embraces its diverse population and new comers with a foundation that is supportive to both families and businesses.
- b. Dynamic – Avondale is a multi-faceted place that embraces new ideas. Approaches that address our sustainability goals are important.
- c. Contemporary – Avondale is a new city, poised for continued expansion and growth. We respect our past and embrace our future.
- d. Forward looking – Through collaborative processes and strategic investments, we shall provide a bright future for the next generation.
- e. Unique – Our focus on families and the young sets us apart from other communities.

The importance of creating a system that is durable as well as flexible was discussed. Only durable materials that resist the natural elements and deter vandalism should be considered. Assembly methods should consider modular components that could be fabricated as well as replaced in-house. The brand mark will have a shelf life, and will

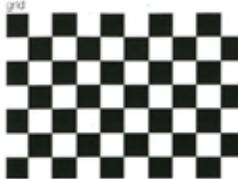
need to be updated with time. Design elements that allow for change or evolution over time would be appropriate.

We also discussed the question: what is special or unique about the Arts District/Old Town?

Traditionally focused near the rail line, old town is where Avondale began. Historic building structures host friendly local shop keepers while short blocks, curb extensions, and street trees create a pedestrian friendly environment. Described as vintage with a modern twist. Murals and art galleries are found along Western Avenue and art walks occur twice every month. The Arts District represents the best of old meets new. The visual style of wayfinding elements within the Arts District should emphasize both Avondale's historic past and its lively creative present.

### Design Discussion

Following the discussion of Avondale's community values, visual preference surveys were conducted to determine which images best reflected the City. Given that designs natural elicit an immediate response or gut reaction, the five participants were asked to not over-think their responses.

DESIGN : fonts		DESIGN : pattern	
Approachable			
Sophisticated			✓
Modern			
<b>Progressive</b>	✓		✗ ✗

**Fonts** – The majority spanned between modern and progressive while the approachable or friendly font also received one vote.

**Patterns** – Preferences for patterns covered the full spectrum from rigid and organized at one end to more fluid and organic at the other with the greatest concentration at the modern to organic end.



**Colors** – Color options utilized the adopted brand color palette and ranged from a one color option to a four color option. Most favored the four color option that equally assembled Avondale’s brand colors while the two color scheme was a distant second. The single color options, with neutral secondary colors, received no votes.

**Chairs** – Chairs ranged from the creative to more traditional or formal. Votes were spread evenly between the creative and modern chairs.

### Gateway Precedents

A variety of gateway monument examples were shown ranging from those having more traditional forms to more sculptural and creative examples. The following discussion points were made:

- Vertical signs provide better visibility than horizontal signs for the same amount of cost or investment.

- Signs should serve the primary wayfinding function of letting people know they have arrived in Avondale. Abstract or artistic gateway elements are less appropriate as they can be more maintenance intensive.
- Gateway signs should simply state "Avondale," without "City of" or "Welcome to."
- Avondale needs to differentiate itself from Goodyear and Tolleson (each have upright gateways made of metal with warm earthy tones).
- The Goodyear sign is nice in that it identifies the City without being overwhelming.
- Bright eye-catching colors are preferred.
- Ideas for making the gateways interactive should be explored.
- The Avi could be highlighted with a color and the rest of the monument could be neutral tones.
- Lettering for "Avondale" should remain close to that used by the brand.
- Sentence or mixed case lettering is more legible and should be used.
- Natural elements such as mountains and rivers did not come up during branding effort. These elements are over used in the valley and should not be used for Avondale.
- Instead emphasize sustainability through green materials: tumbled glass, solar lighting, re-purposed materials.
- The reuse of materials like recycled glass would be appropriate.
- Sustainable materials such as solar would be appropriate.
- Wood would not be appropriate for the desert environment.
- The use of big letters is popular in gateway or identity signs today. But how long will the style be relevant? Similar to gabion baskets. People are starting to get tired of them.
- The logo is anticipated to have a longevity of around 10 years. Options that allow for the gateway monuments to be updated in response to a rebranding effort should be considered.
- Of the gateway precedents shown, the Dallas Design District sign was found to be interesting although legibility could be better.
- Participants like the openness of the small Miami Beach sign due to transparency.
- One participant favored the Valley Forge sign due to the simplicity and clean lines. Although the colors are too muted for Avondale. Again the monument needs to be eye catching.
- The Cedar Park sign elicited the most positive responses. Participants liked the variety of levels and amount of complexity. The option to change out the logo symbol was also appealing. The lettering would be stronger without the outline color which matches the background. The scale and number of parts could be

simplified for Avondale. Also a lighter, more transparent monument would be preferred over something as bulky and massive as the Cedar Park sign.

alta  
PRECEDENTS : traditional



alta  
PRECEDENTS : sculptural



## Placement

A map of Avondale highlighting area destinations, circulation routes, and preliminary wayfinding and gateway sign locations was discussed. While the time allotment for this exercise was brief, we find that the most critical destinations and routes are often those that quickly come up in conversation.

### Important Destinations

- Arts District / Old Town
- City Center (future development)
- Civic Center
- Entertainment District on McDowell west of 99th
- Phoenix International Raceway
- Estrella Mountain Community College
- Friendship Park
- Sam Garcia Library
- Festival Fields
- Base & Meridian Wildlife Area
- Hotels
- Mixed use development at Indian School Road and 99th
- Transit Center on Dale Earnhardt
- Sports Complex off of Avondale Boulevard
- Historic Cemetery on Indian School Road west of Dysart Road
- Valley Golf Center and a public golf course between Coldwater Springs and Buckeye (difficult to find)
- Schools
- Both the existing and future hospitals were discussed but without resolution
- Churches were discussed, but possibly should not be included as then every church would want to be signed and this could be overwhelming
- The Avondale Community Center is not considered to be a major destination

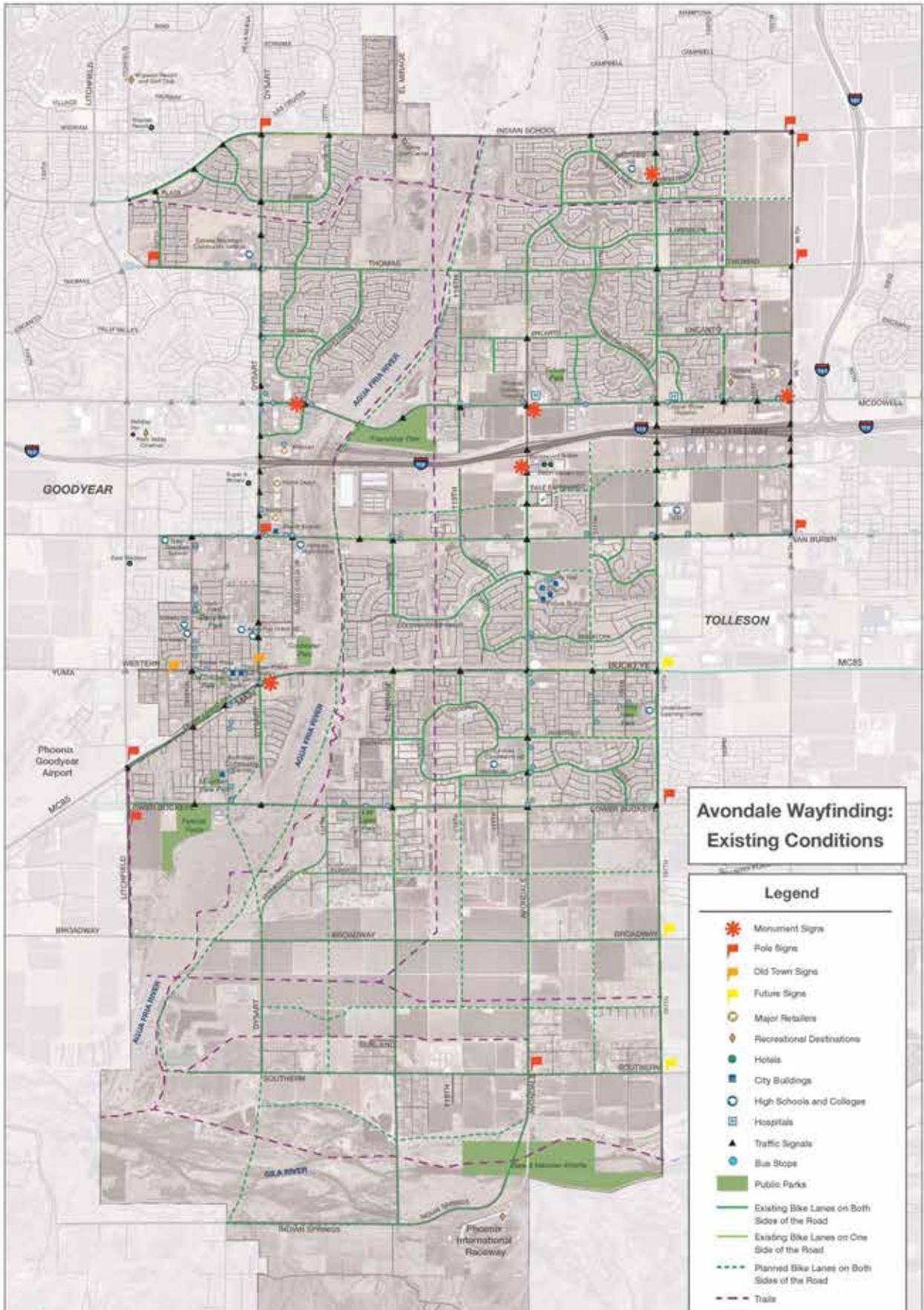
### Priority Routes and Priority Sign Locations

- Dysart Road south of I-10 to the Arts District
- Central Avenue south of Van Buren to the Arts District
- Indian School to Avondale, west boundary
- Dysart Road south to Avondale
- 99<sup>th</sup> north of I-10
- Avondale Boulevard south from I-10

- MC85 at the western City boundary secondary volume of traffic approaches Avondale from the east via McDowell Road
- Priority bicycle routes will include Central Avenue in the future.
- Overall, bicycle facilities are still being implemented and are deemed secondary priorities for the wayfinding system.
- Priorities for pedestrians include the Arts District, which has a small-scale, connected grid as well as the highest population of residents without vehicles.
- Pedestrian directional sign would also be appropriate as a way to emphasize the route between the hotels, the transit center, and the future City Center development. These would be a long term priority.
- Emphasizing routes south of I-10 to Avondale destinations is a higher priority than routes north of I-10.
- The gateway located at McDowell and Rancho Santa Fe should be relocated to McDowell and Dysart Road.
- A sign should be located at Indian School and Litchfield Roads.
- The entry to Avondale from the west via MC85 was noted as a priority.

### **GIS Data and Line Work Accuracy**

- Segments of existing trail were indicated along a stretch of the Agua Fria River as well as along a canal west of 107<sup>th</sup> between Indian School and Thomas Road.
- The City is currently working towards design plans for a trail underpass beneath I-10 along the Agua Fria.
- No other issues with the data were noted.



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<b>TO</b>	Christine Fanchi	<b>DATE</b>	January 27, 2015
<b>FROM</b>	Karen Vitkay, Deven Young	<b>PROJECT</b>	Wayfinding Plan and Signage Design
<b>RE</b>	Placement and Design Meeting Summary	<b>PROJECT</b>	2014-302

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## Avondale Wayfinding Plan and Gateway Design

### Placement and Design Meeting Summary

Jan27, 2014

#### Attendees

Pier Simeri  
Christina Underhill  
Paul Lopez

Christine Fanchi  
Robert Gubser  
Ingrid Melle

Karen Vitkay, Alta  
Deven Young, Alta

The objective for the Placement and Design Meeting is to gather feedback from the City regarding destinations, sign placement and both gateway and wayfinding sign designs. The information gathered helps move the Alta design team forward with sign placement and design.

#### Introduction

Alta introduced the project goals and program which aims to build on community brand identity, increased awareness of destinations, and enhanced wayfinding across the city. The process for organizing and selecting both destinations and route connections was outlined to help illustrate the Alta design team's steps toward mapping the site. Destination prioritization was highlighted and includes Level I, Level II, and Level III destinations. Level I destinations are categorized as Districts and Neighborhoods, Level II destinations are considered Landmarks in the city and Level III destinations are classified as Local destinations and only occur on wayfinding signage when both Level I and II destinations are not present.

## Destination Hierarchy

When reviewing the Level I, II, and III destinations a number of comments were received from city staff. Synopses of those comments are shown below.

- PIR - Level I destination.
- Estrella Mountain Community College - Level I destination.
- Historic Avondale – Level I destination, it is a district.
- City Center – Level I destination.
- Creative Arts Districts/Western Ave – Level II destination, it is a landmark
- Care First Avondale Resource Center - Level II destination. Abbreviated name: Resource Center.
- Boys and Girls Club – Level II destination
- Avondale Community Center – Level II destination
- Genesis Youth Center – Level II destination
- Transit Center to be named Avondale Transit Center and to be a Level II destination. The Avondale Transit Center is located in the City Center district.
- American Sports Center to be re-named Randall McDaniel's Sports Complex – Level I destination.
- Facilities such as the Fire Station and City Hall are located within the Civic Center and should be listed as Level III destinations. The Civic Center has a wayfinding system.
- La Jolla Community College is actually La Jolla High School.
- Entertainment District should be removed as it is not an identified district.
- Remove Institute High School from the list of destinations.
- Add Avondale Community Center on 3<sup>rd</sup> Ave.
- Remove the Goodyear Airport.
- Directions to adjacent cities are not needed.
- Cemetery to remain level II.

## Placement feedback

- Monument #1 to be moved to SE corner of Dysart and Indian School Road pending field verification of site suitability.
- Remove Vehicular wayfinding signs for WB traffic on Western due to proposed archway monument.
- Pedestrian #2 to be relocated to east side of Central ave. to better align with transit stop.

## Sign Design feedback

Both monument signs and associated sign families were reviewed. Comments regarding these designs are listed below.

### Option 1

- Extend orange stripe along left edge of sign to capture all of the Avondale label
- Adjust Avondale label to white or brushed aluminum color for higher reflectivity
- Remove "Creative Arts District" monument from package. Tailor vehicle directional signs in historic district.
- The group liked the clean lines and contemporary form of this design. Two color contrast was well received.

### Option 2

- Monument form was not appealing.
- A preferred form would be a gabion wrap with glass cullet that more similarly reflects the intent of the draft sketches of Agave form that inspired the design.
- Banner designs were well received and would complement the monument sign in Option #1.

### Option 3

- Vinyl wrapped poles were well received and should be explored more. Consider simple one or two color variations.
- Magenta embedded glass does not relate to the context.
- Multi-colored Avondale pin letters were not well received. It would be better to go with a brushed aluminum.
- A warm tint should be added to the concrete. The grey is too industrial looking.
- Embedded glass should be more subdued and random.

## Next Steps

Jan 29<sup>th</sup> - Staff to provide feedback to Christine by EOD.

Feb 10<sup>th</sup> - Presentation to Arts Commission.

Feb 11<sup>th</sup> – Public meeting.

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## PUBLIC INPUT SUMMARY

# Avondale Wayfinding Plan and Gateway Design

On February 11<sup>th</sup>, 2015, the City held a meeting to present the Avondale Wayfinding Plan and Gateway Design project to the general public. The primary intent of the meeting was to clarify questions and seek input from community members on placement and design preferences. The meeting was advertised in the West Valley View newspaper as well as the City's website calendar. Approximately ten members of the community were in attendance. Boards showing each of the designs were available for viewing followed by an overall presentation and further discussion.

The design options were also sent to interested parties on the City's email distribution list for input. Written input received via email is also included below.

### *Placement Plan Comments*

The priority locations for placing the gateway monuments should be:

- NW corner of McDowell and 99th,
- Avondale Road south of I-10 (across from Culver's), and
- SW corner of Indian School Road and Dysart.

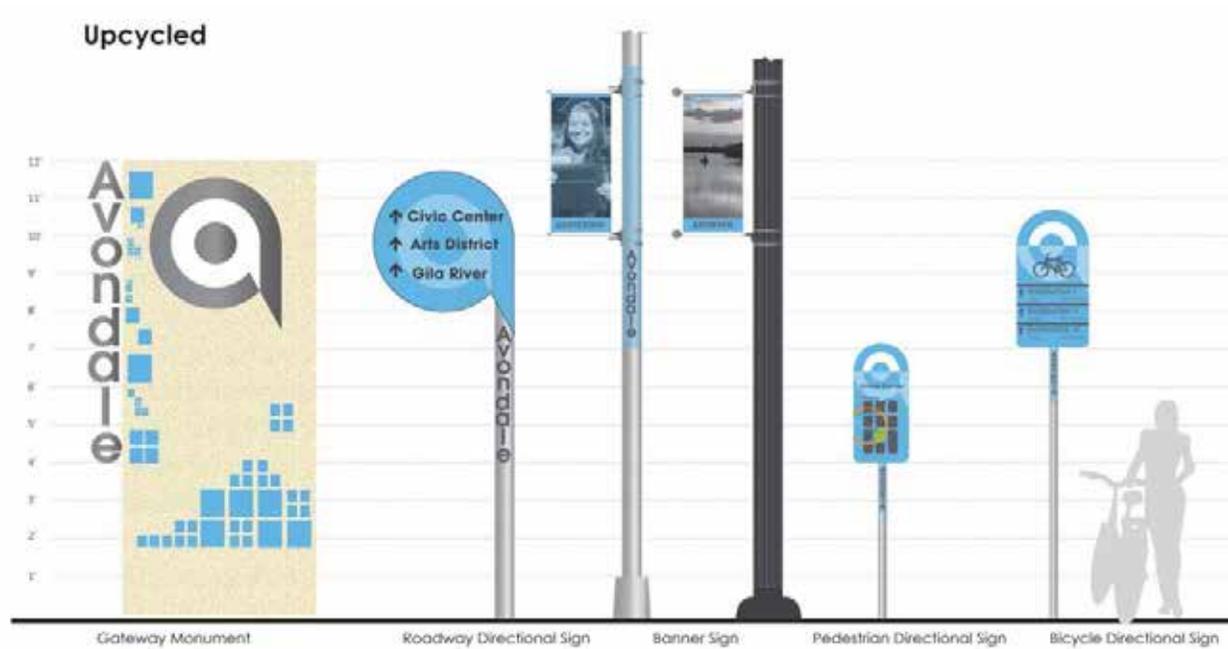
The intersection of Main and Dysart is lower priority.

### *Option 1 – Upcycled*

This concept focuses on Avondale as an innovative and resourceful community. This option received the least attention and discussion. Specific comments:

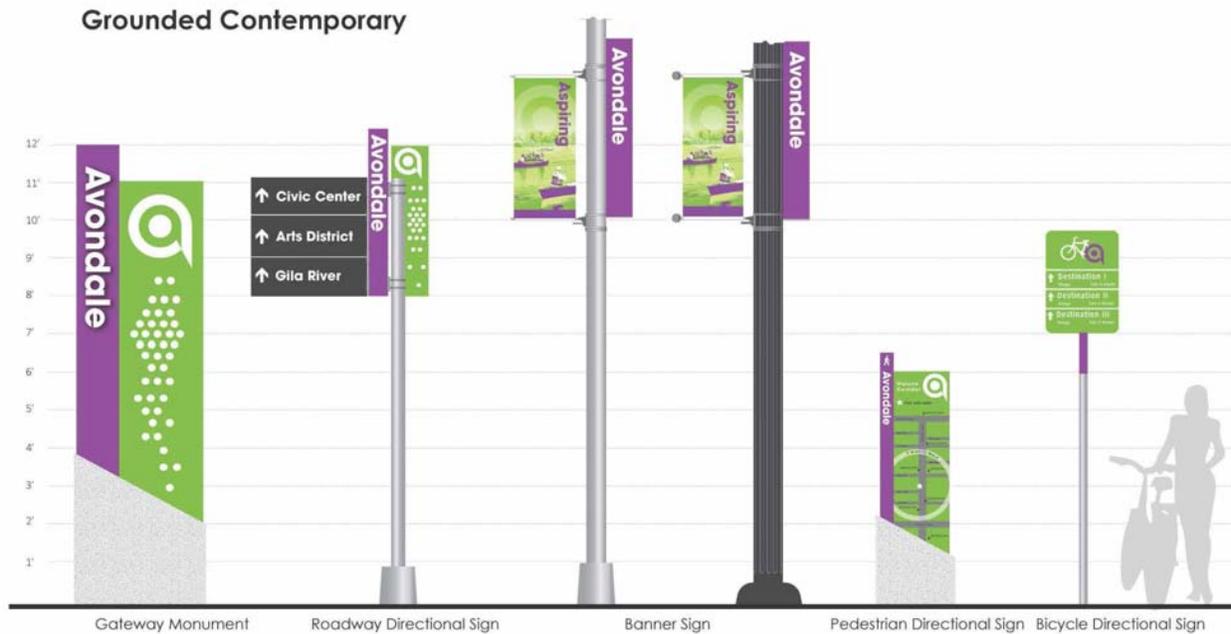
- All the concepts look great. I prefer the Upcycled concept, specifically the cutout Avondale letters on the monument and the mixed media element (concrete/glass/metal). I am not a fan of the Upcycled color scheme though; they appear washed out.
- I really like the designs of option 1: Upcycled. I thought the original proposed color palette was a little bland and would like to see the city colors incorporated as an accent color. Maybe using

different accent colors to designate various areas of the city; i.e. blue for the area around City Hall, purple for Historic Art District etc...  
I also liked the idea of the monument signs being lit from within and either using colored lights or colored acrylic for the "a" or a combination.



### ***Option 2 – Grounded Contemporary***

Option 2 couples Avondale's forward looking identity with an emphasis on defining local features. This option was favored by many meeting participants for the overall look as well as meaning behind the design.



Specific option 2 comments:

Gateway Monument

I like the meaning behind the monument design as well as the opportunity to make subtle changes to the design based on location.

Q: Can we vary the colors or will they all be green and purple?

A: Other color options are possible. Typically city gateway monuments are uniform throughout a city.

Q: Might having different colors cause confusion?

A: Color coding is sometimes used to spatially define zones or districts within a city. If changes occur between gateway monuments by location, typically the changes are subtle so that consistency of overall design and language are achieved. If the colors were to change, the overall form would remain largely the same.

I like the emphasis on green and purple. It conveys that we are a sustainably minded community. Option 2 is the most sustainable looking.

Based on first impressions, I initially liked option 3 the best. However after hearing about the concept and meaning behind option 2, I prefer option 2.

### Vehicle Directional

I like the clarity and simplicity of the vehicle directional sign.

### Pedestrian Orientation Maps

Map based pedestrian signs were generally preferred over simple directional with fingerboards.

I like the use of the walking time circle to show people how close other destinations are.

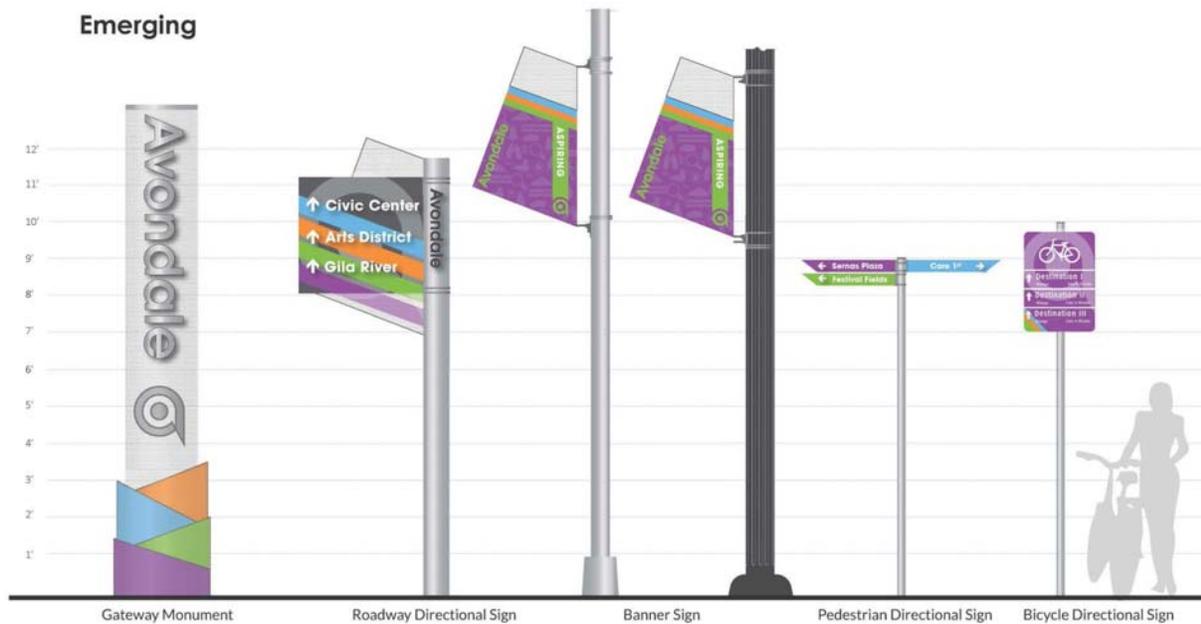
### Banners

I like the option 3 monument, but want to use it with the directional pieces from option 2.

I like the silhouette graphics used in this banner option.

## **Option 3 – Emerging**

Option 3 emphasizes Avondale’s identity as a community embracing its bright future.



Specific option 3 comments:

### Gateway Monument

I prefer Option 3 based on being the most eye catching and dynamic. The overall theme speaks to Avondale: we're not just focused on our past, we are looking towards our future. We are emerging.

Based on first impressions, I initially liked option 3 the best. However after hearing about the concept and meaning behind option 2, I prefer option 2.

I like the option 3 monument, but want to use it with the directional pieces from option 2.

I like the use of four colors in this option. It really pops and draws attention.

On the Grounded Contemporary and Emerging concepts, I like the bold color schemes. I strongly dislike the way Avondale is labeled vertically but the letters are sideways. It scans weirdly to me and feels wrong, as though the letters are backwards or mirror imaged. I can't say what makes me feel that way, but I have a strong reaction every time I look at them.

### Vehicle Directionals

The vehicle directional sign is not as legible as other options. The graphics and colors make the information harder to read than simpler options.

### Pedestrian Directionals

I prefer the simplicity and clarity of the pedestrian directional sign in this option.

I also do not like the finger board directional signs; they are too plain and unbranded for me.

### Banners

Q: Fabric banners tend to quickly fade in our environment. Have you considered metal banners?

A: Yes, the option 3 banners include a metal mesh material.

Q: Would metal banners cost more?

A: Yes, costs in the short term would be more, however longevity would be greater.

Both Phoenix International Raceway (PIR) and Estrella Mountain Community College are considering doing banners. This effort should coordinate with those projects.

I don't like the irregular shape of the banners in this option. I prefer the traditional rectangular banners.

I like the creative and unique shape of the banners in this option.

## ***Additional Input Received***

EMCC is building an arts center to the north. The gateway designs should resonate with the building design.

Q: Are you aware of the Western Avenue Gateway project?

A: Yes, the wayfinding and monument design effort are slightly ahead of the Historic Corridor Gateway project. That project will look for synergies with the wayfinding designs.

## ***Written Input***

Written input received via email is included below. It is kept separate to identify comments which were based on visual images only without the advantage of the full presentation or explanation of the designs.

- Great idea!!
- I absolutely love Group No. 3. It's classy and really pops. The four colors together make it really striking. I also think the Pedestrian Directional Sign in this group is much easier to read than the other two.  
Group No. 2 is nice, but it doesn't pop like Group No. 3 does.  
Group No. 1 is architecturally savvy, but bland, and the Pedestrian Directional Sign is hard to read.  
I showed these to a coworker and she agreed with my thoughts. I really appreciated seeing these since I am the person who drafted the RFQ and was curious how they would look.
- Of the three design types given I myself would prefer the primary ones on page one of the study. Thanks for your time.
- I have been studying these exhibits and in order to promote a preferred option. For me, options 2 and 3 are the most 'progressive'. I like the glass block embedded in Option 1, but the pattern is confusing and does not support the graphic? If there was a pattern that was more iconic, maybe.....  
The colors in Options 2 and 3 are attractive and draw my attention. The perforated holes in Option 2 again do not support the graphic. There needs to be a pattern rather than a random floating pattern.  
Option 3 is my choice, but the Avondale name and 'Avi symbol' need to have more contrast with the background color. Great colors.
- I like them all. However, I will vote for option 2. I believe it would be less likely to graffiti due to the busy pattern and easier to replace and maintain.
- #3 looks the best
- I like the 2nd one. The third one I feel like the shape could go out of style in a few years. Better to keep it classic sign shape.
- The concept: "Grounded Contemporary" seems to be the easiest to read and comprehend. My two cents worth 😊
- I prefer Option 2. The cost of the concrete based Ped sign could be costly so we may want to consider two different versions for the Ped signs; the concrete based one for important locations or City facilities, and a pole/post cheaper version for all other locations.

## *Summary*

Option 1 had some favorable responses, but generated less enthusiasm than the other options. Both options 2 and 3 were well received by members of the community. Overall, option 2 received the most favorable input and community support.

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## Western Avenue Merchants Association SUMMARY

# Avondale Wayfinding Plan and Gateway Design

On February 19<sup>th</sup>, 2015, the City held a meeting to present the Avondale Wayfinding Plan and Gateway Design project to the Western Avenue Merchants Association. The primary intent of the meeting was to clarify questions and seek input from the Western Avenue business owners on placement and design preferences. The meeting was advertised through the Western Avenue Merchants Association newsletter as well as the City's website calendar. Approximately 14 members of the business association were in attendance. Boards showing each of the designs were available for viewing followed by an overall presentation and further discussion.

The design options were also printed and distributed to the group for review and comment via e-mail after the meeting.

### *Placement Plan Comments*

The priority locations for placing the gateway monuments should be:

- The intersection of Main and Dysart is an important monument location but it should correspond to the Western Avenue monument signage to be developed outside of this scope of work.

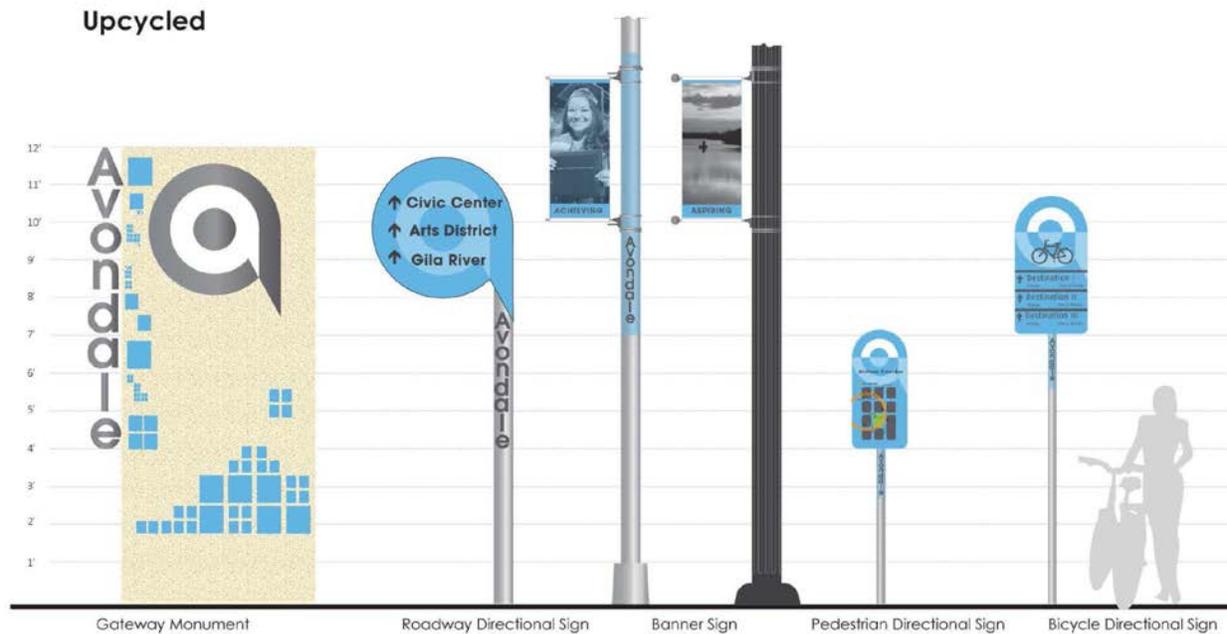
### *Option 1 – Upcycled*

This concept focuses on Avondale as an innovative and resourceful community. This option uses one of Avondale's signature colors throughout the sign family.

Option 1 received the least attention and discussion. Specific comments:

- The blue used in this concept is similar to the monument color in front of PIR. It looks like the blue used on the PIR sign has faded quickly and looks unattractive.
- The single color is less exciting than the other two options.

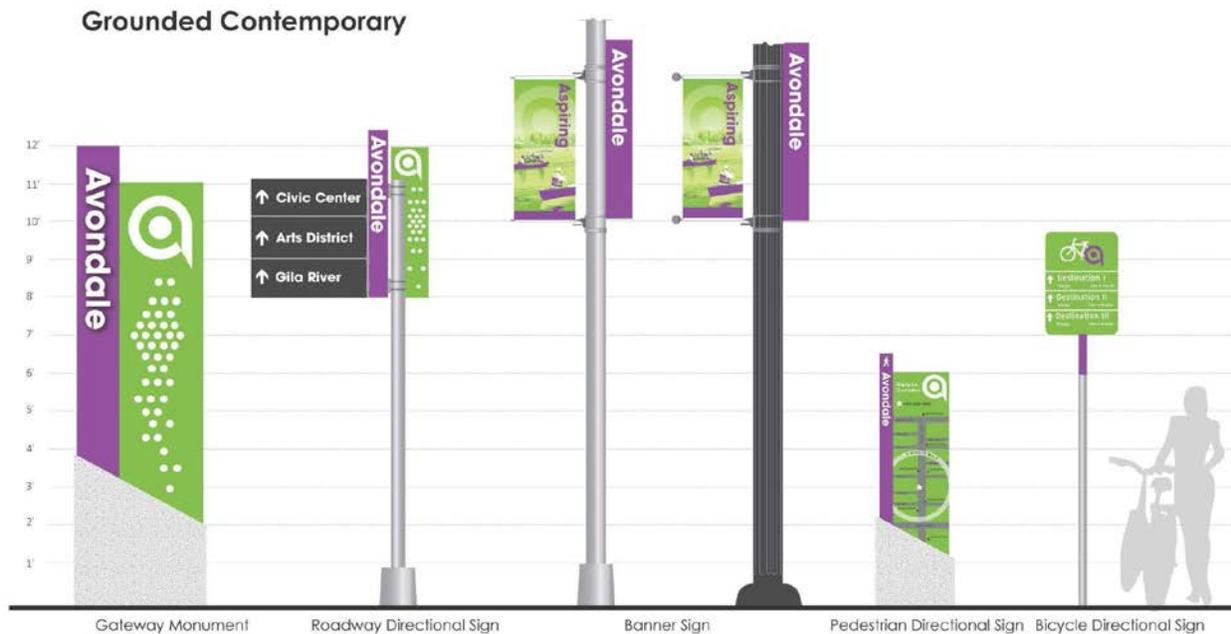
- I think the idea of recycling a material for use in the monument sign is really cool and is a good message to send but I can't relate to the pattern or design of this option.



### ***Option 2 – Grounded Contemporary***

Option 2 couples Avondale's forward looking identity with an emphasis on defining local features. This option uses two of Avondale's signature colors throughout the sign family.

Option 2 was favored by many meeting participants for the overall look as well as meaning behind the design. The pedestrian sign was preferred by the Western Avenue Business owners, the large format and overall design of this sign was well received.



Specific option 2 comments:

**Gateway Monument**

The two colors are very bold and eye catching. These would catch the attention of people entering the city or walking down Western Avenue.

Q: Are these colors too bright for Western Avenue? We have so many colors will this just add to the disjointed look of the area?

A: These bright and bold colors actually respond to the bright and vibrant palette of Western Avenue. Bright and bold colors are also eye catching and help users locate signs in the landscape. It is important to highlight the locations of these wayfinding signs.

Q: Will the signs have a unique look in each part of the city? Can we vary the colors or will they all be green and purple?

A: It is feasible to change the pattern and color combination at proposed locations. The city branded color palette offers four unique colors to choose from so multiple combinations are possible.

Q: Will the signs fade? How will we maintain them?

A: We have designed Option 2 to be a modular system so the sign panels can be removed and taken into a sign fabrication shop to be re-painted. In general, all of the signs can be repainted on sight as well.

### *Vehicle Directional*

I like the modular panels of the vehicle sign, that is a good idea in case destinations change over time or we need to repaint the signs.

Q: Can we have a vehicle sign that points out specific businesses along Western? Can that go on the pedestrian sign if not on the vehicle sign?

A: We can consider this for the pedestrian directional sign but wayfinding best practices discourages the labeling of specific private businesses on a sign that will be placed in the public right-of-way. Any signage that is vehicular oriented and proposes a location that is privately owned must be approved by the city. Typically public wayfinding signs direct users to city landmarks and districts.

### *Pedestrian Orientation Maps*

The pedestrian map in Option 2 seems very easy to read and would look nice along Western. This sign seems much easier to read than the other options.

### *Banners*

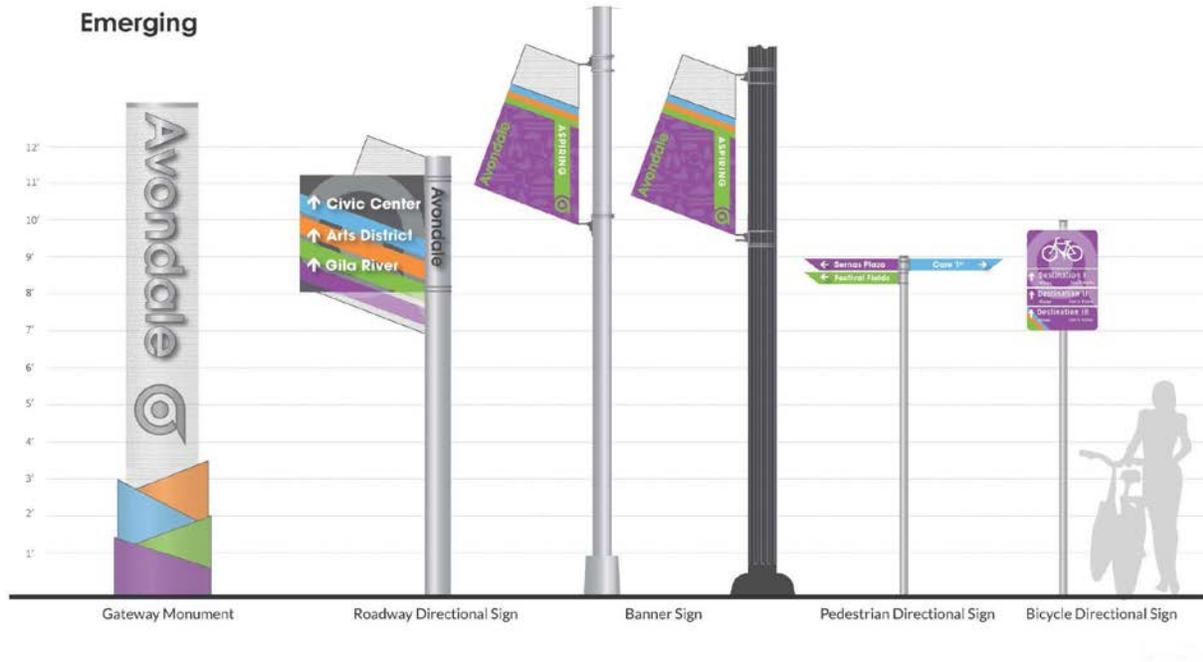
The picture on the banner is nice but I like the form of the third option, the third option looks really cool.

Q: Will the banners change based on the location?

A: Yes. The intent of the banners is to distinguish between the specific districts so we will be presenting a unique banner for selected districts in the city.

### ***Option 3 – Emerging***

Option 3 emphasizes Avondale’s identity as a community embracing its bright future. This option also proposes to use all four of the signature Avondale colors in each sign.



Specific option 3 comments:

Gateway Monument

The gateway design is really striking and the fact that the sign can be lit from the inside will make it look really neat at night.

I really like this option and think it is the most interesting to look at. Using all four colors is really nice and brightens up the sign.

Vehicle Directionals

Q: Can we change the panels similar to Option 2 if sign content changes in the future?

A: We can remove the sign panel but leave the mesh in place. If a destination changes in the future we could have the individual panel fabricated and then swap out the new panel for the old.

Pedestrian Directionals

Q: I like the pedestrian sign in Option 2 but really like the rest of the signs in this option. Can we substitute the pedestrian sign in option 2 for the pedestrian sign in this option?

A: The sign families are design to complement one another by considering colors, form, materials and overall sign family cost. Therefore we are hesitant to move one design from a specific family to another. However, if we receive enough feedback we will consider making this change.

### **Banners**

Q: Would metal banners cost more?

A: Yes, costs in the short term would be more, however longevity would be greater.

### ***Additional Input Received***

Q: Can the vehicular roadway signs along western say “Historic Avondale” on them?

A: Yes. Both the vehicular and pedestrian signs can state “Historic Avondale” in place of “Avondale”

Q: Will the signs be graffiti proof?

A: Unfortunately no signs are graffiti proof but we do intend to specify a polyurethane paint blend that is far more durable than typical oil or water based paints. This specific blend can stand up to the harsher chemicals required to remove graffiti.

### ***Written Input***

Written input received via email is included below.

- I liked the second two toned signs.  
Thank you!

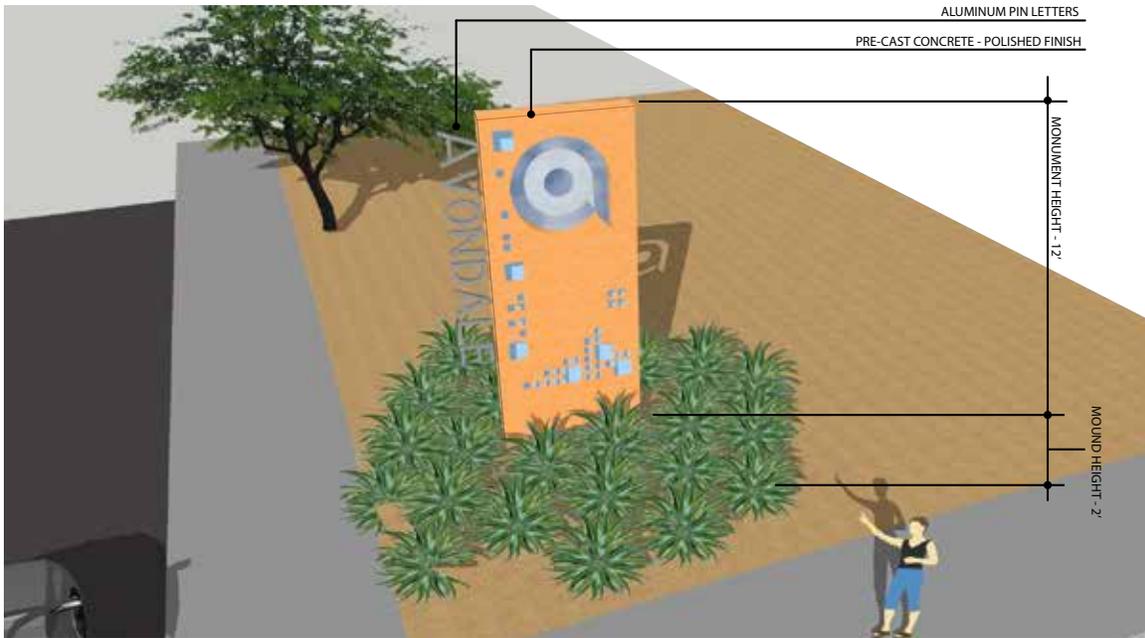
### ***Summary***

Option 1 generated the least enthusiasm and sparked some negative remarks about using only one color. Both options 2 and 3 were well received by members of the merchants association. Overall, option 2 received the most favorable input both written and communicated at the meeting.

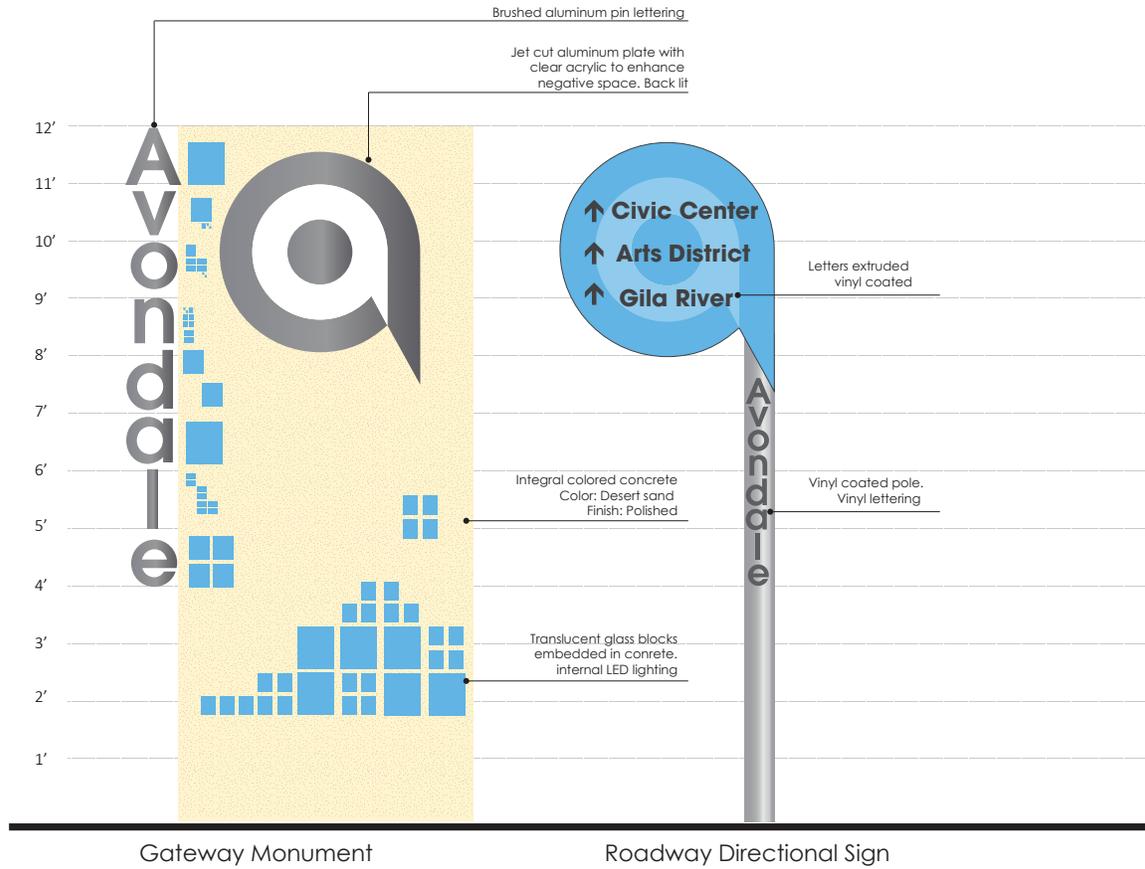
## **AVONDALE WAYFINDING FAMILY | UPCYCLED**

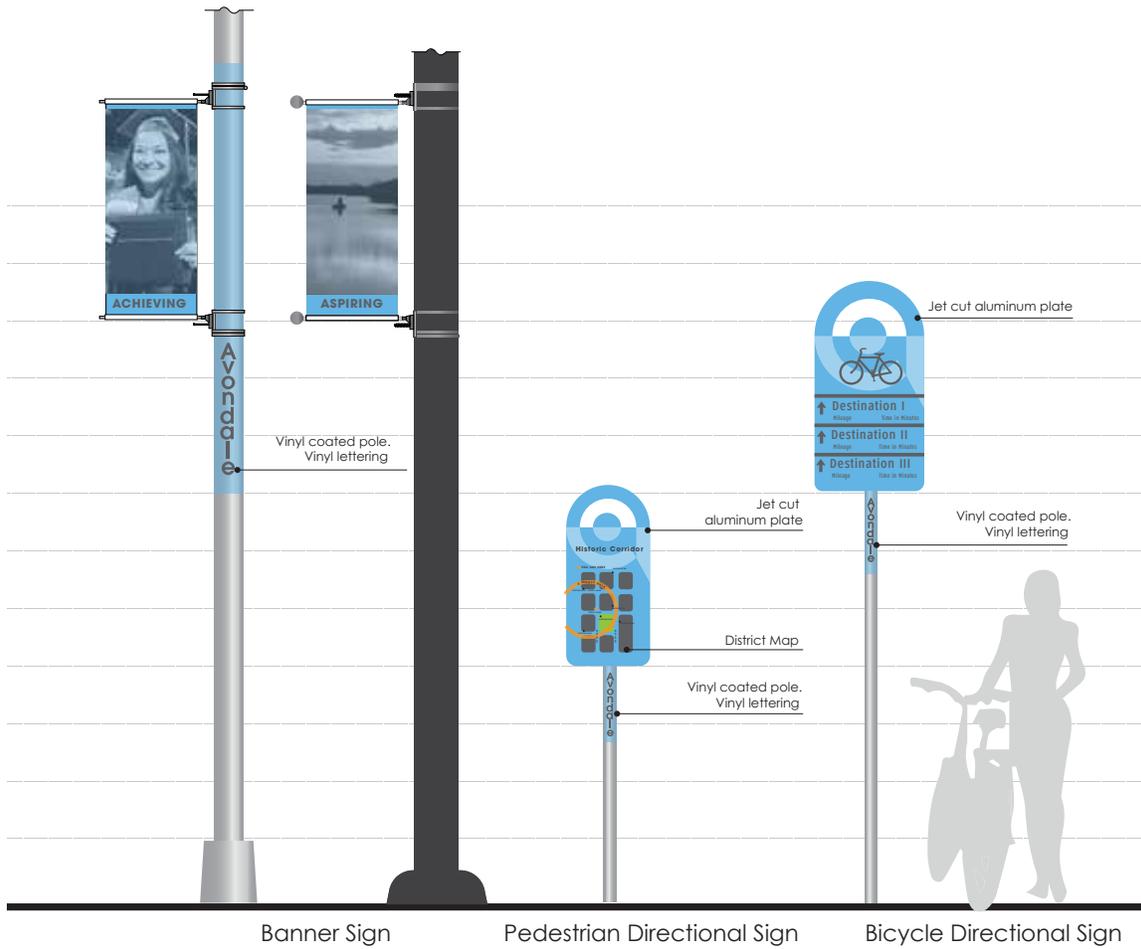
Using recycled concrete and other salvaged materials the Upcycled sign reflects the progressive outlook of Avondale. The use of one color and simple forms is contemporary while providing an easier level of maintenance..

**Option 1:**



# Upcycled

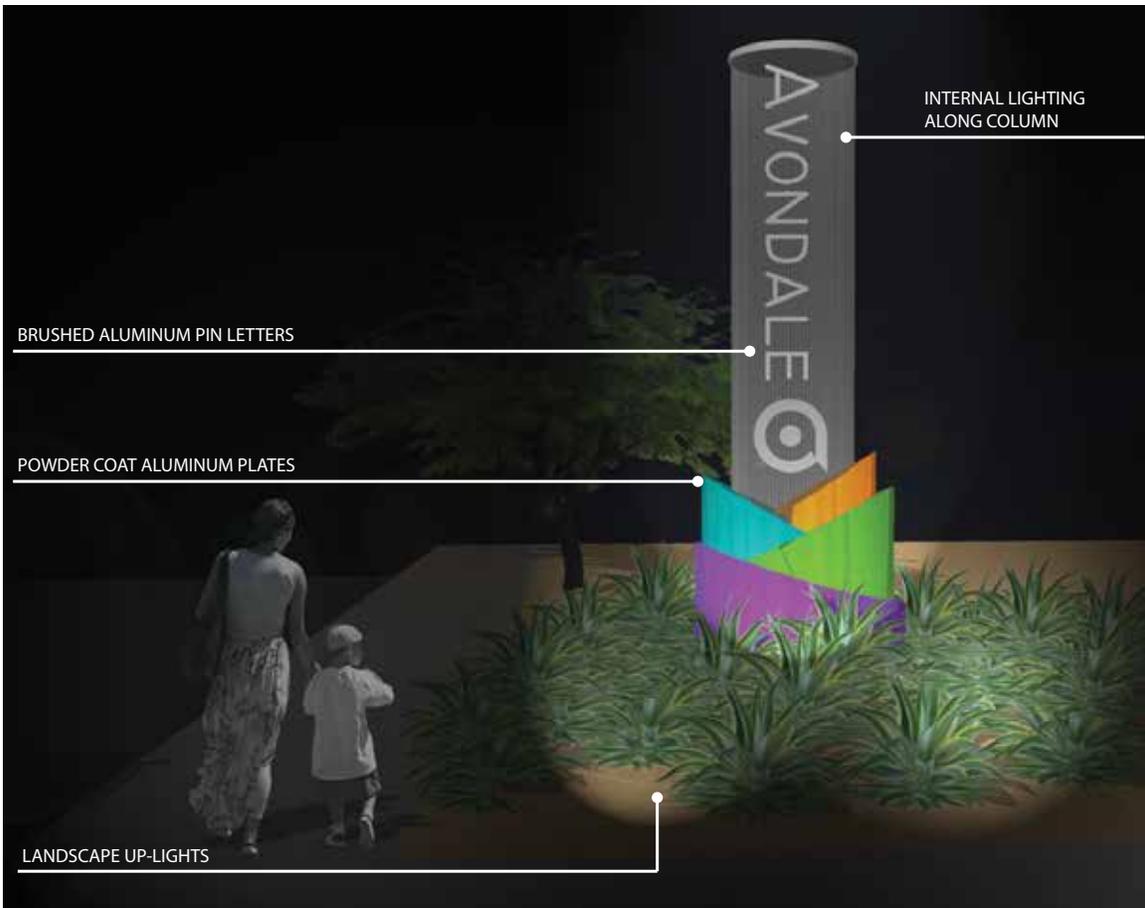
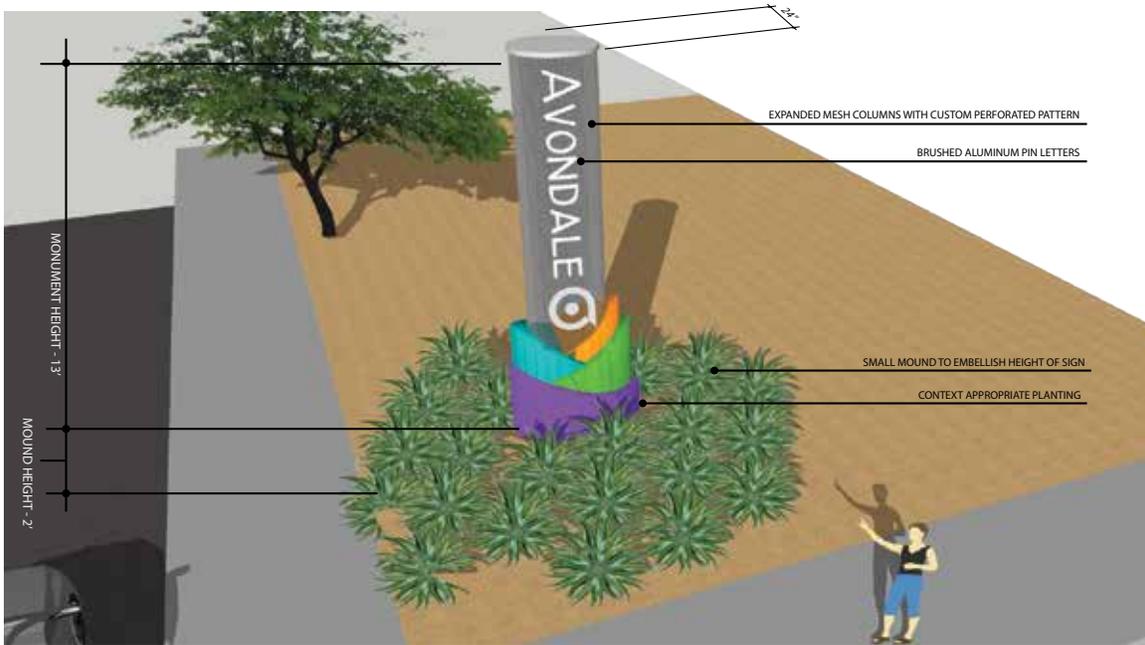




## **AVONDALE WAYFINDING FAMILY | EMERGING**

This bright and bold concept captures the growth and forward-looking spirit of Avondale. Expanded metal and unique angles give this concept a striking character. The abstraction of local plant material such as the Agave allows this concept to speak to the local Avondale landscape.

### Option 3:



# Emerging

