

Report to the Manitowoc Plan Commission

Meeting Date: January 23, 2019

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Request: PC 7-2019: Downtown Wayfinding Signage - Discussion and possible action

Report: The recently adopted Downtown Master Plan recommends upgrading the wayfinding sign system. Below in italics are some of the recommendations and goals mentioned in the Plan.

“Establish a wayfinding system that helps people navigate to and through the Downtown. Wayfinding throughout Downtown is needed to direct motorists, pedestrians, and bicyclists to key destinations once they arrive downtown.”

“A new cohesive and consistent wayfinding and identity signage program should be considered to help establish and define the Downtown and enhance the sense of place. Gateway signs should be used to establish entry points to the Downtown and declare it as a special district to visitors.”

“Additionally, wayfinding signage should be used to direct cars, bicyclists, and pedestrians around the Downtown. This will help connect visitors who are arriving or departing via the Car Ferry to the Downtown.

The goal of the wayfinding should be two-fold.

- 1. Highlight destinations – help visitors to understand all that the Downtown has to offer*
- 2. Highlight parking and encourage a “park once” approach – get visitors out of their cars and walking*

All new signs should adhere to standards established within the Federal Highway Administrations Manual for Uniform Traffic Control Devices (MUTCD) which provides regulations on reflectivity, color, contrast, text size and amount of information. In addition to readability, colors, materials, potential integration of new a Downtown brand, and other design factors should be considered during the development of the signs.

Placement of the signs will be important for directing residents and visitors appropriately. To do this, the City should develop a Wayfinding Master Plan that will help identify the priority routes, correct placement of signs, and help with implementation and phasing decisions.”

“Additional pedestrian level wayfinding and signage, including directional signs, kiosks with community information, and interpretive signs with historic information.”

The Downtown Citizen Steering Committee reviewed multiple wayfinding concepts prepared by the consultant and recommended the attached design.

Recommendation: The Community Development recommends that the Plan Commission go on record in support of the Downtown Wayfinding sign project.

New Designs

New Logo



A1

New Signs



Downtown vs. not Downtown signs

