



Innovation District Connectivity & Wayfinding Master Plan

City of Stamford

STM1523 | JUNE 2018



Project Objectives

The primary objective in preparing a Community Signage and Wayfinding Master Plan is to develop a framework to establish a functional system of community signage that embodies our unique character and effectively directs visitors to local amenities. Specific project goals include:

- Create a consistent signage and wayfinding system across a range of signage mediums.
- Create a guidelines for a signage and wayfinding system that directs visitors to landmarks, facilities, activity centers, and services.
- Improve navigation for all modes of travel; with focus on establishing signage and wayfinding links for cars, bicycles and transit.
- Reinforce the identity of the City of Stamford — a premier destination for business, residential, and entertainment.

AUDIENCES



Commuters
Daytime Workers

Minimal interaction with Innovation District outside of communiting to work. Travel at rush-hours are a hassle.

Stamford Residents
Non-urban dwellers
Regional Residents

Some familiarity with Downtown, minimal familiarity with Waterfront past perceptions may prevent engagement.

Gen Z
Young Millenials
Pre-children
Empty-Nesters|
Semi-retired

Enjoy lifestyle — want to continue to see amenities that ensure an urban, walkable, live, work, play environment.

Wayfinding will have the most positive impact on these audiences.

Promote safe travel paths, ease of finding specific destinations in car and on foot

Placemaking will have the most positive impact on these audiences.

Promote well cared for, vibrant environments that make it comfortable for people to activate place.

General Wayfinding Strategies

1. Major north & south roads are Washington & Grayrock

The goal is to reduce vehicular traffic near the Transportation Center to make it a better and safer experience for pedestrians.

2. What about Atlantic?

While traffic won't be prevented from using Atlantic, by influencing vehicular traffic to use Washington & Grayrock, Atlantic becomes a more positive pedestrian experience and potential major pedestrian/bike path from Downtown to the Waterfront.



Because Atlantic will be closed in the near future, this presents an opportunity to begin training on the new vehicular paths.

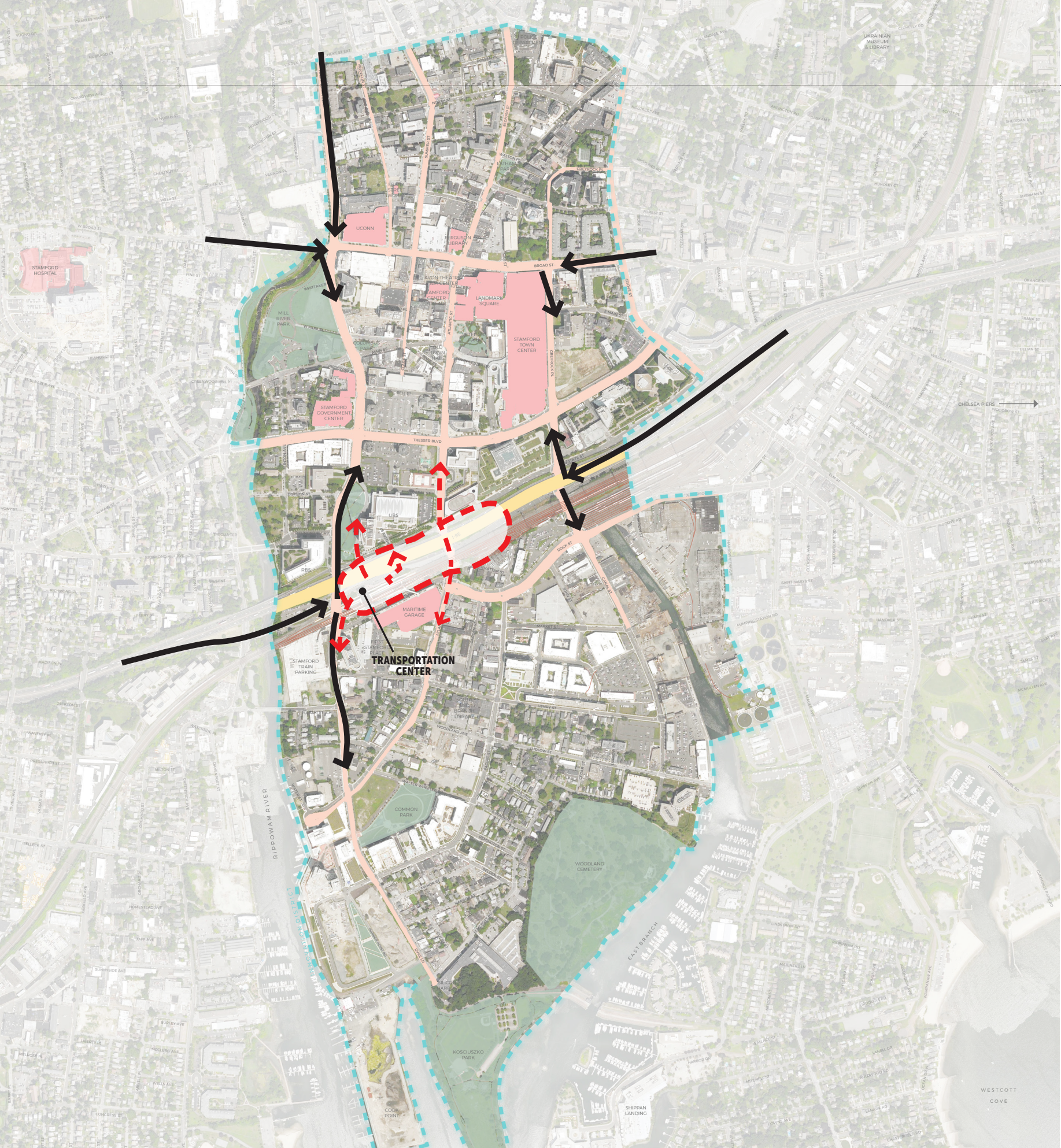
3. Broad & Tresser become the main East & West roads

Once vehicular traffic turns at Washington or Grayrock, they can access major destinations via these streets, while reducing traffic near the Transportation Center.

4. Direct to clusters (districts)

Space on vehicular signs is limited. A person traveling at 25 mph can only comprehend about 4 messages, therefore it is important to group clusters of destinations and direct to parking close to one's destination. Information should be provided from general to more specific as the driver gets closer to their destination.

-  Vehiulcar Travel Path
-  Pedetrian Concentration/Travel Path



Nomenclature

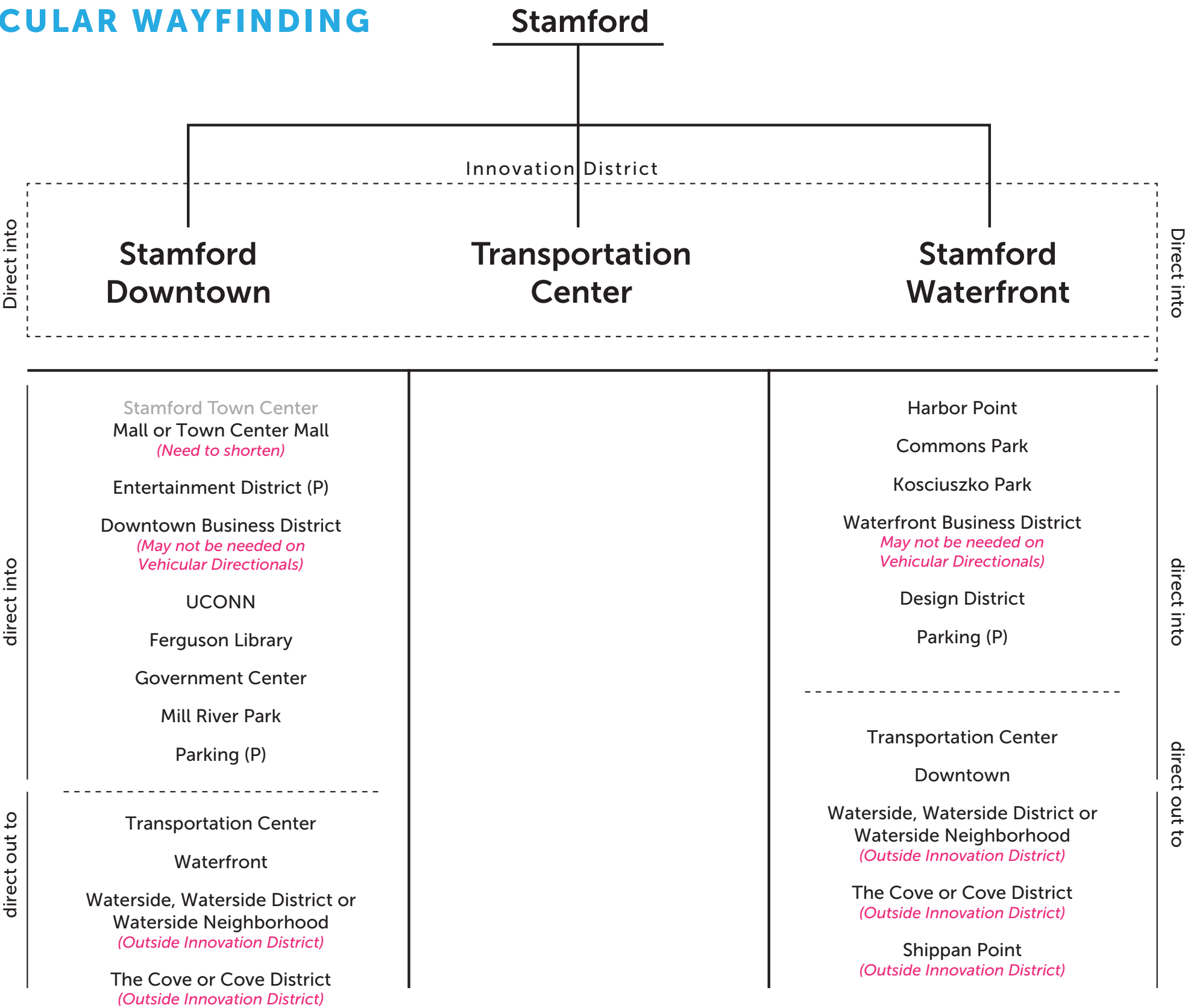
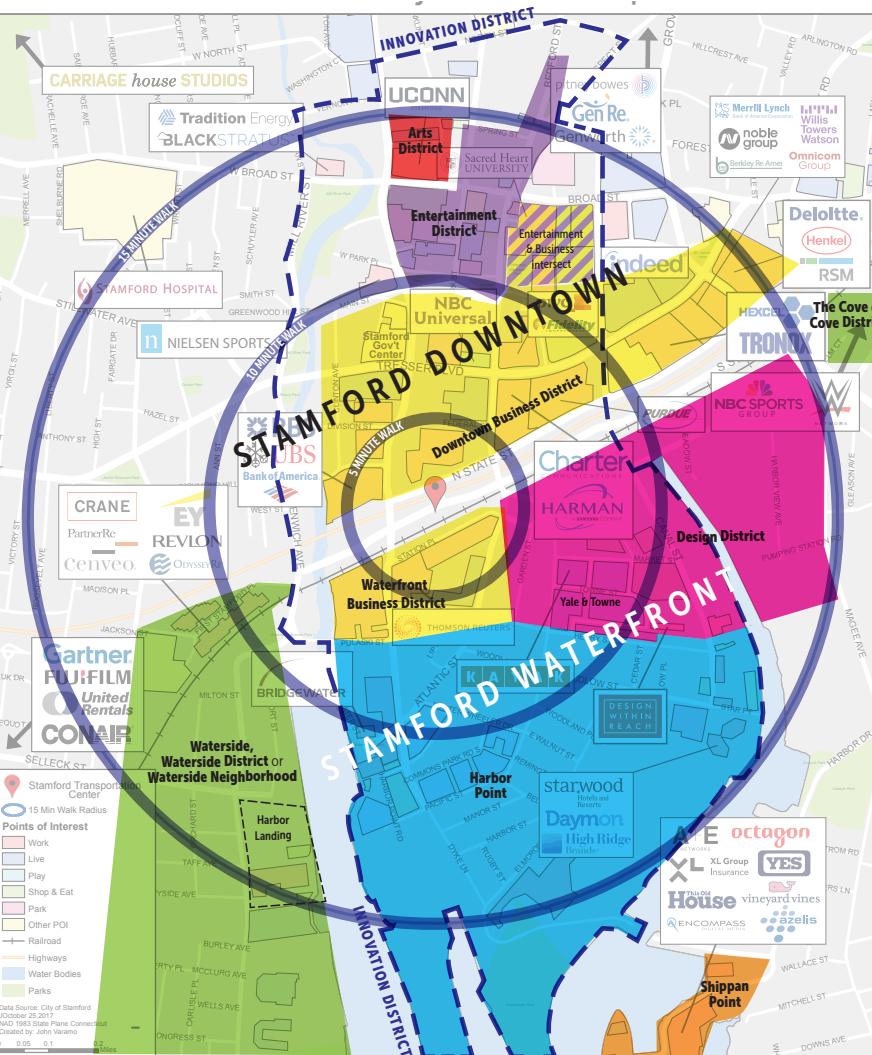
a set or system of names or terms, as those used in a particular science or art, by an individual or community, etc.

—*dictionary.com*

The City of Stamford Innovation District Connectivity & Wayfinding Program should include nomenclature that is consistent from sign to sign and should be used across all communication media, including neighborhood and destination websites, printed materials and verbal directions from employees and staff.

*A consistent nomenclature system is critical along the entire **User Continuum** to create a cohesive and connective experience.*

VEHICULAR WAYFINDING

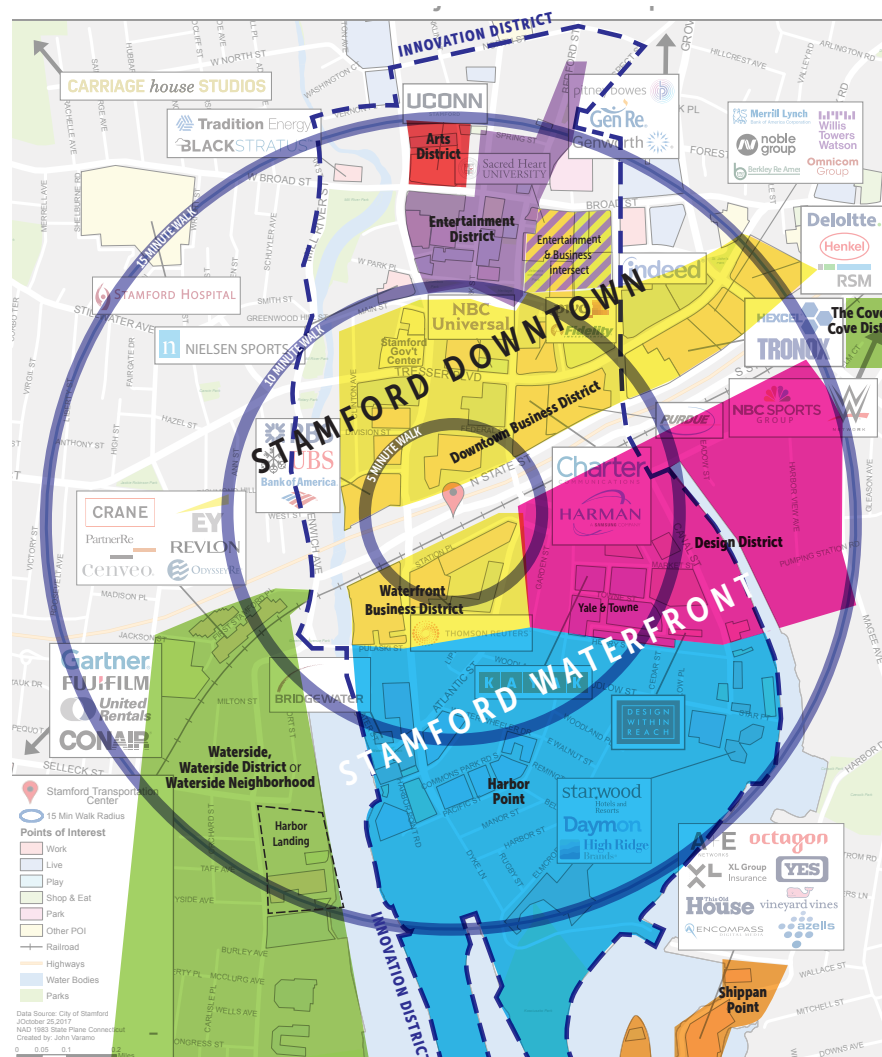


PEDESTRIAN WAYFINDING

Stamford Downtown

Transportation Center

Stamford Waterfront



direct to

once you are in the district

Entertainment District - -
Downtown Business District

UConn

Ferguson Library

Mill River Park

Landmark Square

Veterans Memorial Park

Old Town Hall ?

Rich Forum

Stamford Town Center
Mall or Town Center Mall
(Need to shorten)

Arts District

Transportation Center

Waterfront

Waterside, Waterside District
or Waterside Neighborhood
(Outside Innovation District)

The Cove or Cove District
(Outside Innovation District –
Seems far for pedestrian; outside
Innovation District; would include
on map)

Columbus Park [Dining]
Bedford Street [Dining]
Summer Street [Dining]

Latham Park
Columbus Park
Avon Theatre
Palace Theatre
Cinema

(Majestic Theater - use "cinema" to differentiate from theatres)

Stamford Downtown
(Downtown)

Stamford Waterfront
(Waterfront)

Downtown Business District

Waterfront Business District

UConn

Landmark Square

Waterside, Waterside District
or Waterside Neighborhood
(Outside Innovation District)

The Cove or Cove District
(Outside Innovation District –
Seems far for pedestrian; outside
Innovation District; would include
on map)

Harbor Point
Commons Park
Kosciuszko Park
Waterfront Business District
Design District
Transportation Center
Downtown
Shippan Point
Waterside, Waterside District
or Waterside Neighborhood ?
(Outside Innovation District)

Pedestrian Kiosks throughout the Innovation District will contain a **map** to include more detail & destinations

It may also contain:

- Event promos “Did You Know” facts with distance in minutes
- App-based mapping
- Event-based screens

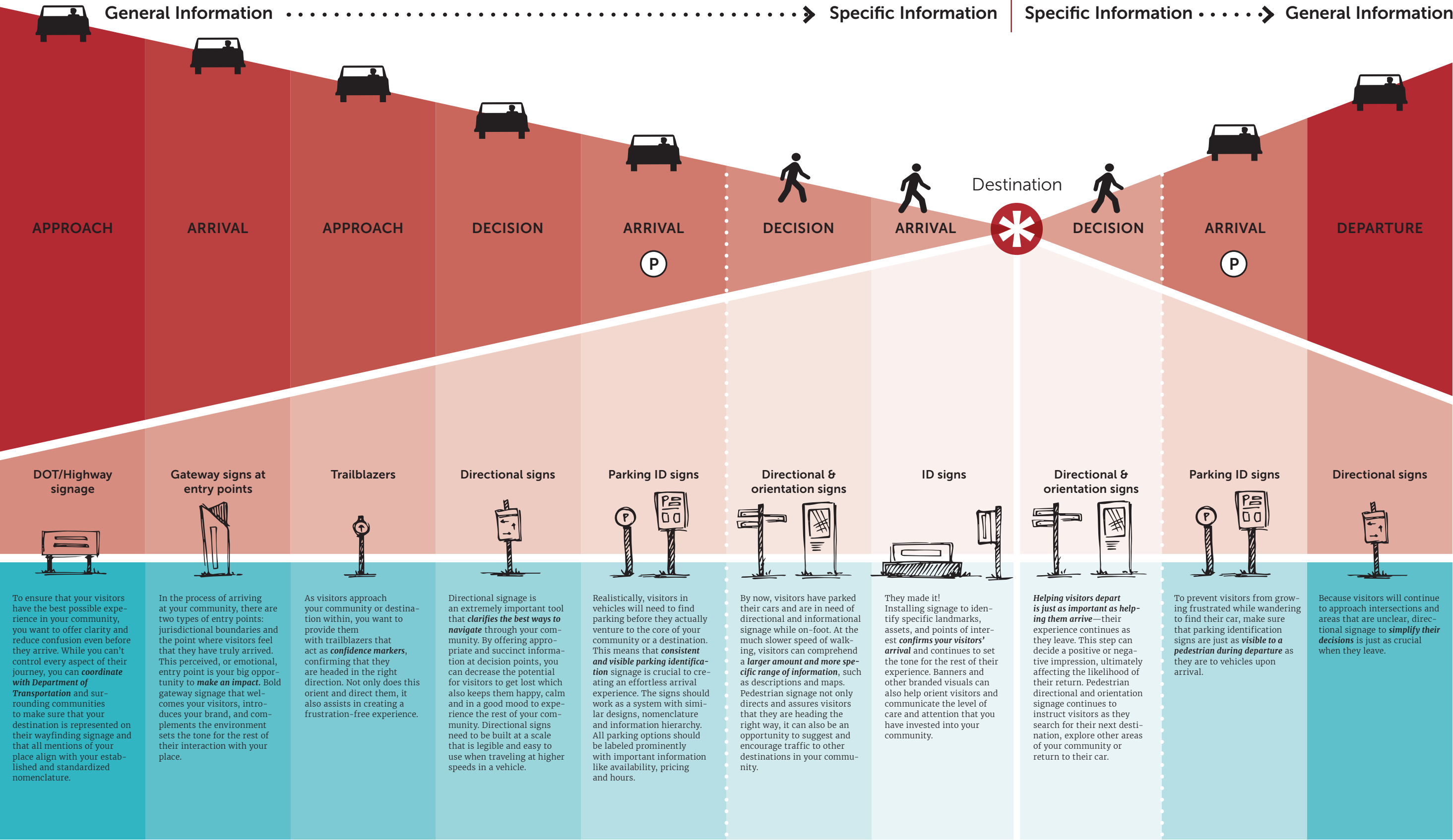


WAYFINDING

Philosophies

The following pages include philosophies and processes used to organize, manage and plan a comprehensive wayfinding plan for MidTown.

Images of signs shown on the following pages are for reference only and are not meant to represent conceptual design.



APPROACH »

DOT/Highway Signs

Clearly identify appropriate exits for your City as well as specific destinations/areas such as districts, streets, airports, transit stations, and visitor-based destinations.



RECOMMENDATION: coordinate with the Connecticut Department of Transportation to make sure that your primary destinations are represented appropriately on their wayfinding signage and that all mentions of your city, districts and destinations align with your established and standardized nomenclature.

ARRIVAL »

Gateway Elements

Gateway signs announce arrival when entering into an area, such as districts and cities. In addition to jurisdictional boundaries, they are often placed at points where one psychologically feels as if they have arrived.



SCALE: 1/4" = 1'

CITY GATEWAY

AREA GATEWAY

DECISION »

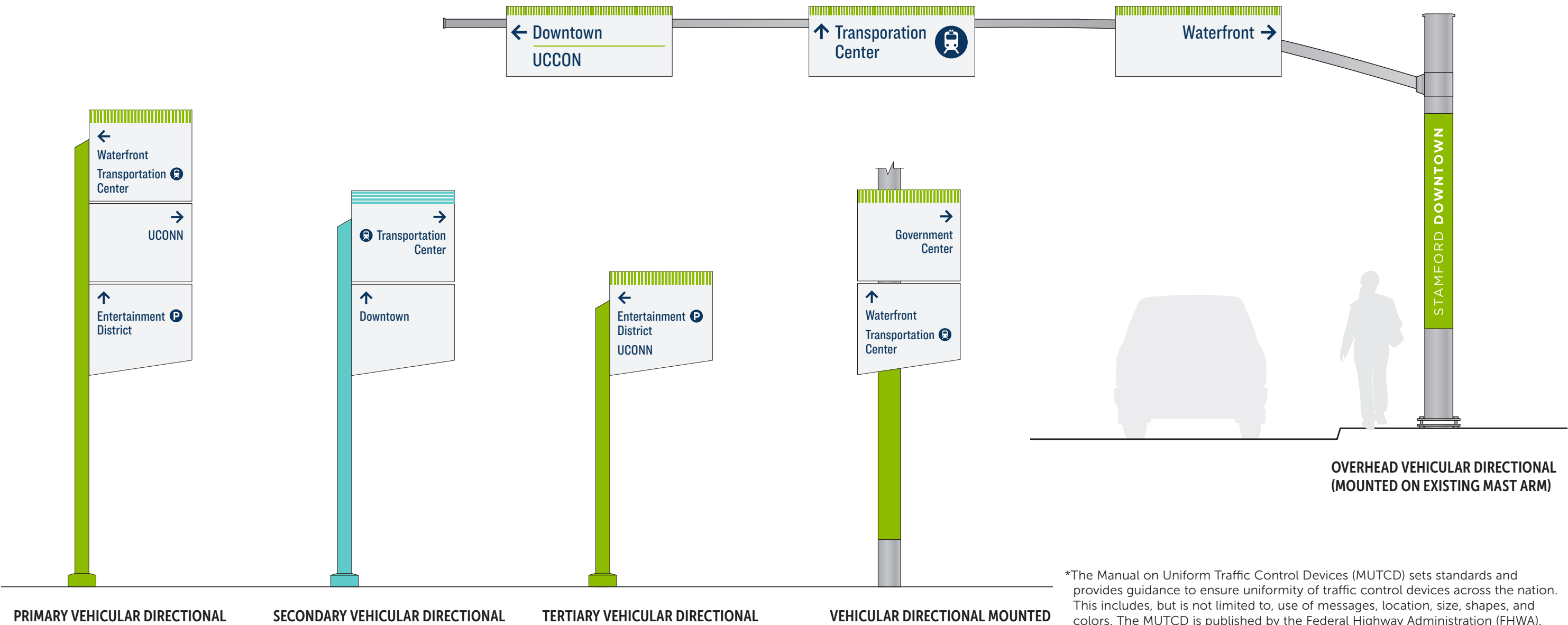
Vehicular Directional Signs

Intended to provide directional information, typically 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.

Sign Content Policy Recommendation:

For vehicular directional signs, simple destination/building names only should appear. Adding organizations and other destinations within a building or complex will complicate the information and greatly reduce the effectiveness of the sign.

Private business and organization names should not appear on vehicular directional signs per MUTCD* guidelines.



*The Manual on Uniform Traffic Control Devices (MUTCD) sets standards and provides guidance to ensure uniformity of traffic control devices across the nation. This includes, but is not limited to, use of messages, location, size, shapes, and colors. The MUTCD is published by the Federal Highway Administration (FHWA).

ARRIVAL »

Parking Identification Signs

Signage intended to identify public parking areas. This is the final destination for vehicular travel before a driver becomes a pedestrian. A Public Parking Sign Program that is similar in design elements to your vehicular directional signs can subliminally signal to drivers that "this place is appropriate for me to park".



DECISION »

Pedestrian Directionals

A smaller-scale sign intended to provide directional information to specific places at a pedestrian and cyclist level. Typically found in gathering areas with a high volume of foot traffic.

Programming Guideline: Multi-point directionals point to destinations in your direct walking line and typically no more than a 5 minute walk away.

ORIENTATION »

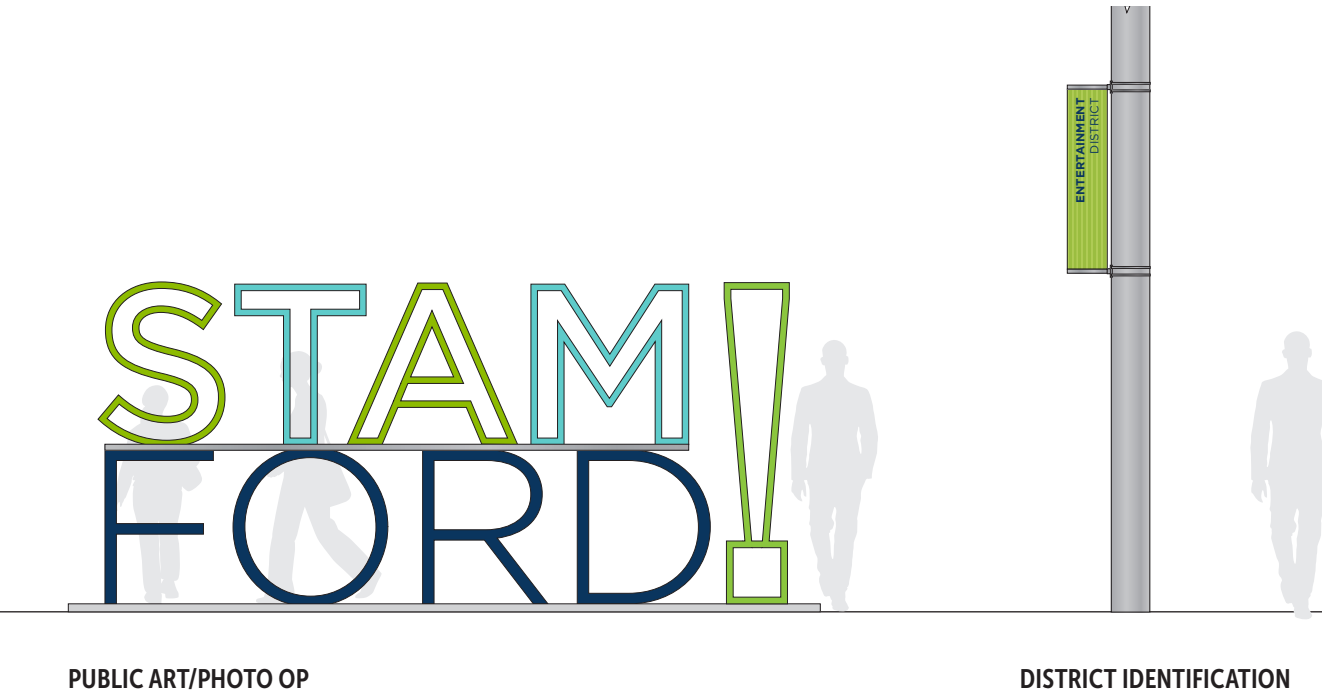
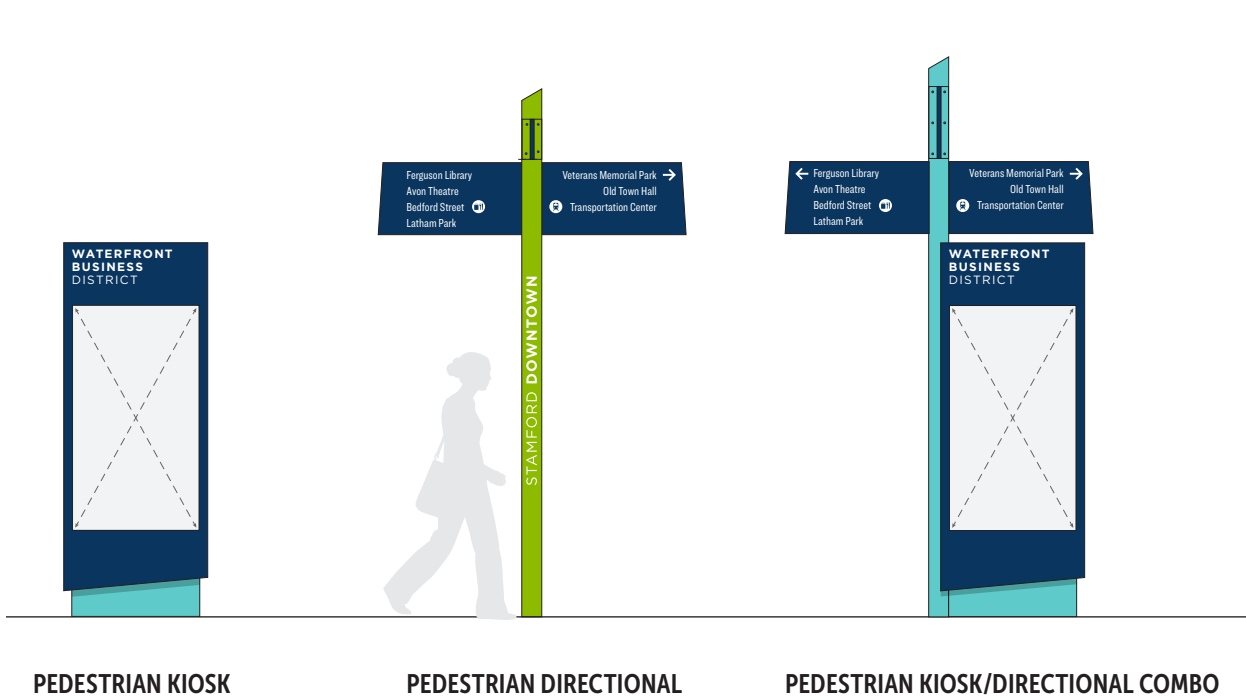
Pedestrian Kiosks

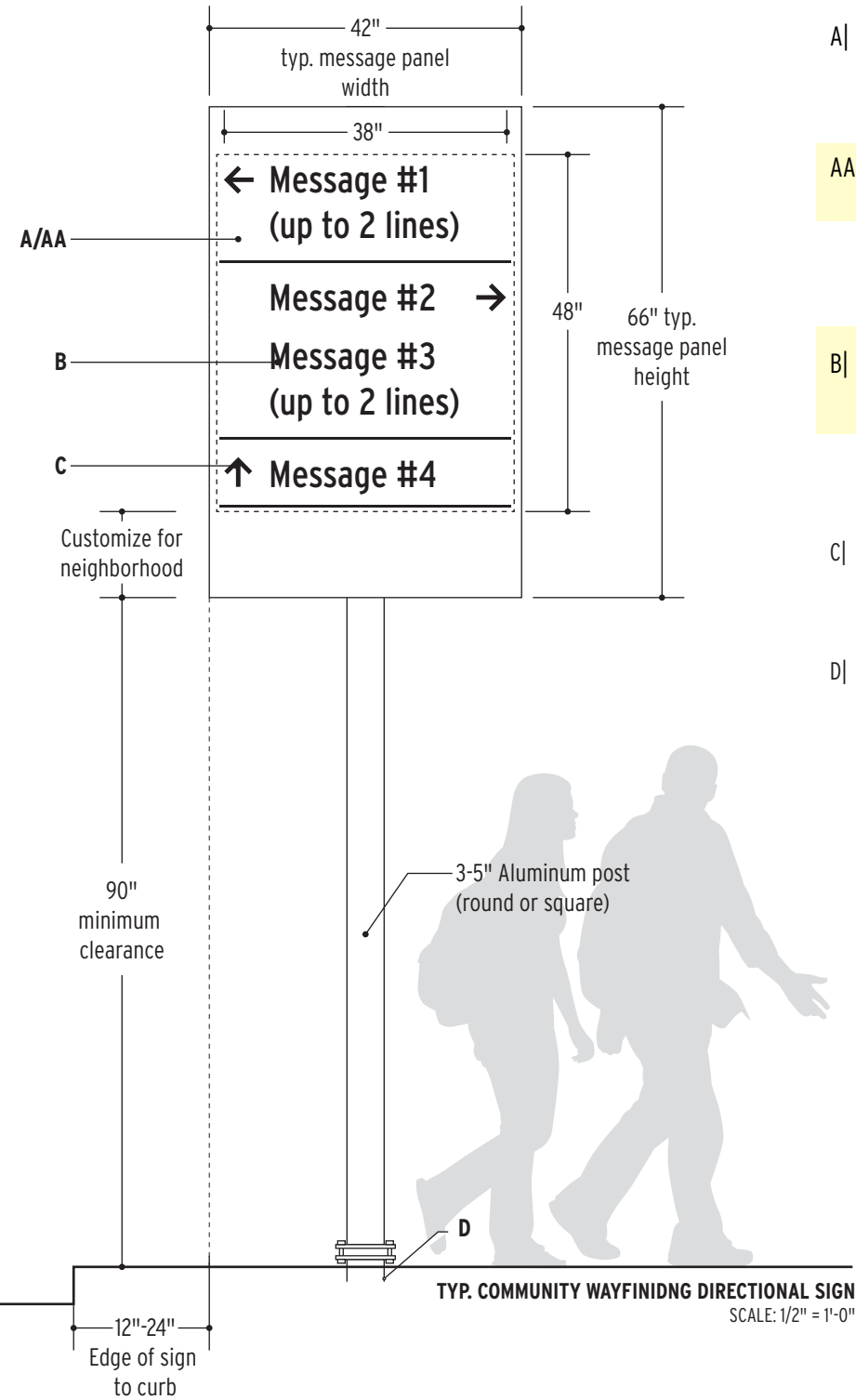
A sign or kiosk to provide pedestrians with orientation information within a larger area. This sign could include a map with walking/biking distances, a list of tenants and/or updateable panels to promote events.

ARRIVAL »

Defining Elements/Placemaking

Elements beyond traditional wayfinding signage that help elevate a sense of place, community pride and visitor experience.





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
Typ. of urban conditions
Message Quantity: > 35MPH
Max. three (3) destinations
- B| Font size: < 35MPH
4" Copy Height
Typ. of urban conditions
Font size: > 35MPH
5-6" Copy Height
- C| Arrow Style:
San Serif
"Placed with directive"
- D| Break-away pole connection/foundation as approved by DOT/FHWA

DESIGN CRITERIA & WAYFINDING STRATEGY

- > **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).
- > **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, not interfere with the visibility of the sign.
 - Directional signs will be implemented at key decision points and announce only major visitor-based destinations. 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.
 - Parking lot identification sets up a recognizable system, limits message lengths, and reinforces a unified 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 the outskirts of the city toward their destination.
 - Effective wayfinding provides the most critical information at the proper and relevant time.



RECOMMENDATIONS

Signage & Beyond

WAYFINDING SIGNAGE

<div>1</div> <div><p>Stamford is a busy and dense urban City with many destinations for visitors to seek. The District Naming has helped define popular areas to make wayfinding easier. These Districts have formed either naturally or via the City's planned approach.</p><p>The sign program design integrates District names on the posts and poles that hold up the signs. This tells visitors when they have arrived at the areas that they were just told to follow via directional messages prior to their arrival.</p><p>It is important that the City and its stakeholders begin to refer to these areas with regularity in communications, marketing and promotion. (see #4)</p></div>	<div>2</div> <div><p>For the City of Stamford, this sign program constitutes a comprehensive Sign Standard for vehicular signs in the downtown, its districts and surrounding neighborhoods (Innovation District).</p><p>This program can also be a catalyst for signage and wayfinding throughout the City - beyond the Innovation District limits.</p></div>	<div>3</div> <div><p>Pedestrian wayfinding should be handled through the coordinated effort between the City, Stamford Downtown, Harbor Point (Stamford Waterfront), and the Stamford Transportation Center for the management of content and mapping.</p><p>A single entity should be named as content manager for <u>each area</u> and hold the responsibility for regular updates and changes - particularly to mapping and directories.</p><p>Guidelines and criteria can be established once initial mapping design has been completed including frequency of changes, review and approval of changes and updates, design consistency, etc.</p></div>	<div>4</div> <div><p>Wayfinding and experience is everyone's responsibility: Educate the community stakeholders around the purpose and system of wayfinding for the areas that make up the Stamford Innovation District. Not every stakeholder, business or entity will find their name on a sign, but every piece of the wayfinding system has the ability to improve the experience of the clients, patrons and visitors for all of Stamford Innovation District establishments.</p><p>Wayfinding Prospectus: a communication piece that explains how the system works, the function of each element and how each stakeholder can help support the wayfinding system can be produced and distributed electronically as the program is updated.</p></div>	<div>5</div> <div><p>Mapping & Wayfinding Technology</p><p>This sign program utilizes kiosks with mapping to help orient visitors in pedestrian heavy areas. The Signs have been designed for the incorporation of digital screens. This would allow for the mapping to be managed and updated digitally as well as used for communication, and storytelling.</p><p>As technology gets smarter and more cost effective, consider the use of bluetooth/beacon technology to engage visitors and connect to the information that can improve their experience while they are in the neighborhood. Use geofencing to alert visitors (with mobile devices and GPS on) to the availability of a neighborhood guide. Changes to the neighborhood guide can be made in one place and updated in real time.</p></div>
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BEYOND WAYFINDING

<div>1</div> <div><p>Make “Ubering” easier: Car share transport has taken hold in many of our major cities. Ride share services such as Uber and Lyft have made their way into Stamford. Drivers circling the Districts in search of their riders add to traffic and the higher potential for accidents.</p><p>Establishing and signing for ride share drop-off and pick-up zones in these pedestrian heavy areas can provide safe locations for drivers and riders to wait. Work with these companies to alert them to pick-up zones so they are programmed into their navigation software.</p><p>Signs for these areas can be made a part of the comprehensive sign program.</p></div>	<div>2</div> <div><p>Harbor Point Trolley: Currently a means to connect Harbor Point with Downtown. Consider the update of this program to represent the Innovation District. But before that investment is made awareness and promotion should ramp-up:</p><ul style="list-style-type: none">• Better signage for pick-up, drop-off zones• Signage that supports usability by posting hours of operations, route maps and drop off points.• Educate and train area stakeholders to support and promote the system.• Create a promotional "toolkit" and arm your stakeholders to promote the use of the system to their clients and visitors.</div>	<div>3</div> <div><p>Street Signs: Many of Stamford's Street Signs do not comply with the new MUTCD Guidelines for traffic control devices. They are small in size, and difficult to see and read. Even with a comprehensive signage and wayfinding program, visitors will use GPS Mapping which utilizes turn by turn instructions by street names which need to be easily found by visitors.</p><p>These signs do not need to match a comprehensive sign program, but can include some design elements that make them feel that they are a part of the system as long as they comply with the standards established by MUTCD.</p></div>	<div>4</div> <div><p>Streetscape Enhancements: The following pages illustrate the integration of the Sign program into the streetscape environment of Stamford, but also include additional recommendations that can enhance each of these environments.</p></div>
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Placemaking and Experience



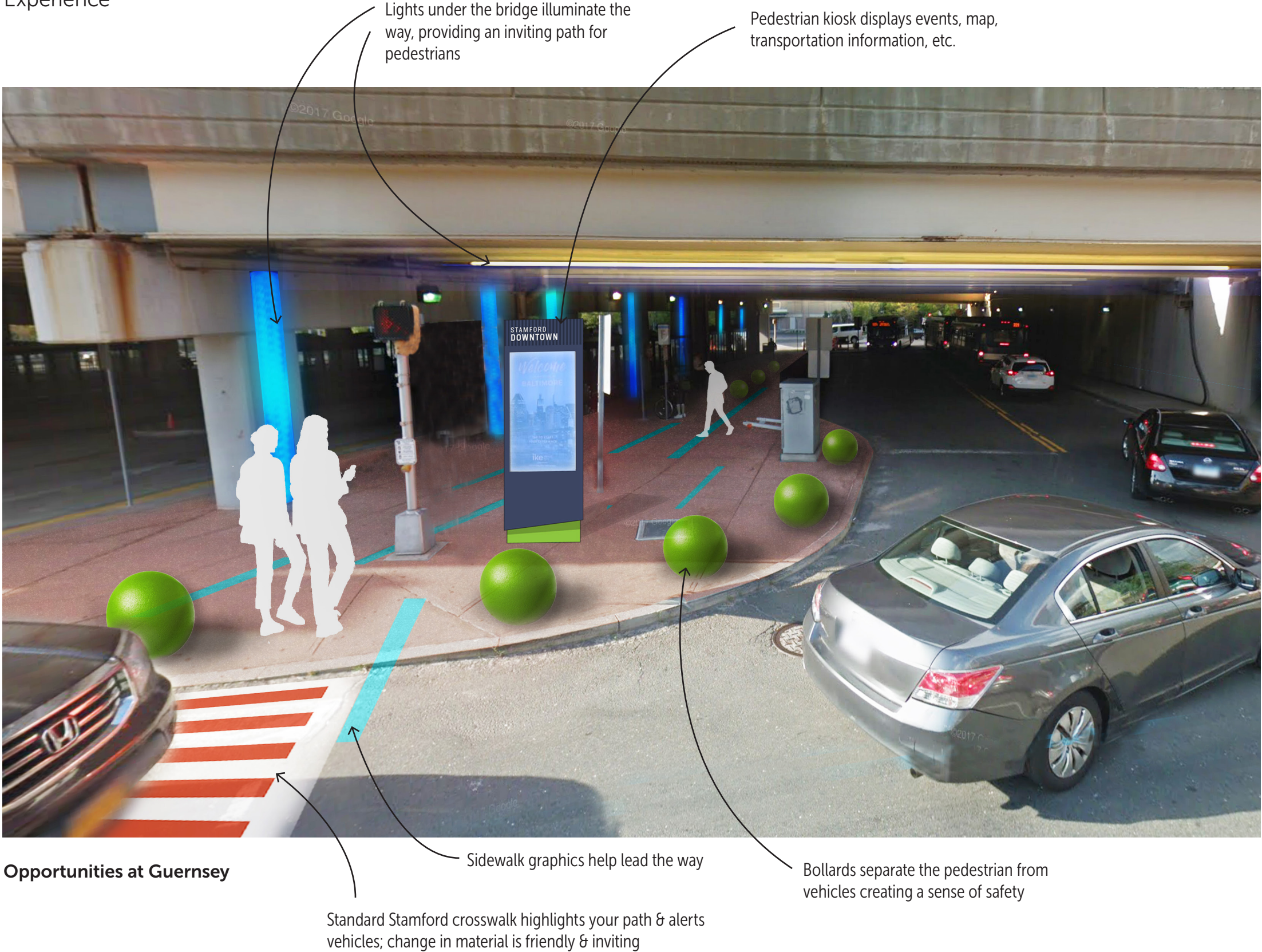
Possible Opportunities across from Transportation Center Gateway

Public Art/Photo Op letters immediately grab your attention & welcomes you to Stamford as you exit the Transportation Center

Pedestrian Directional points you in the right direction (could also be a kiosk with a map)

Bollards separate the pedestrian from vehicles creating a sense of safety

Placemaking and Experience

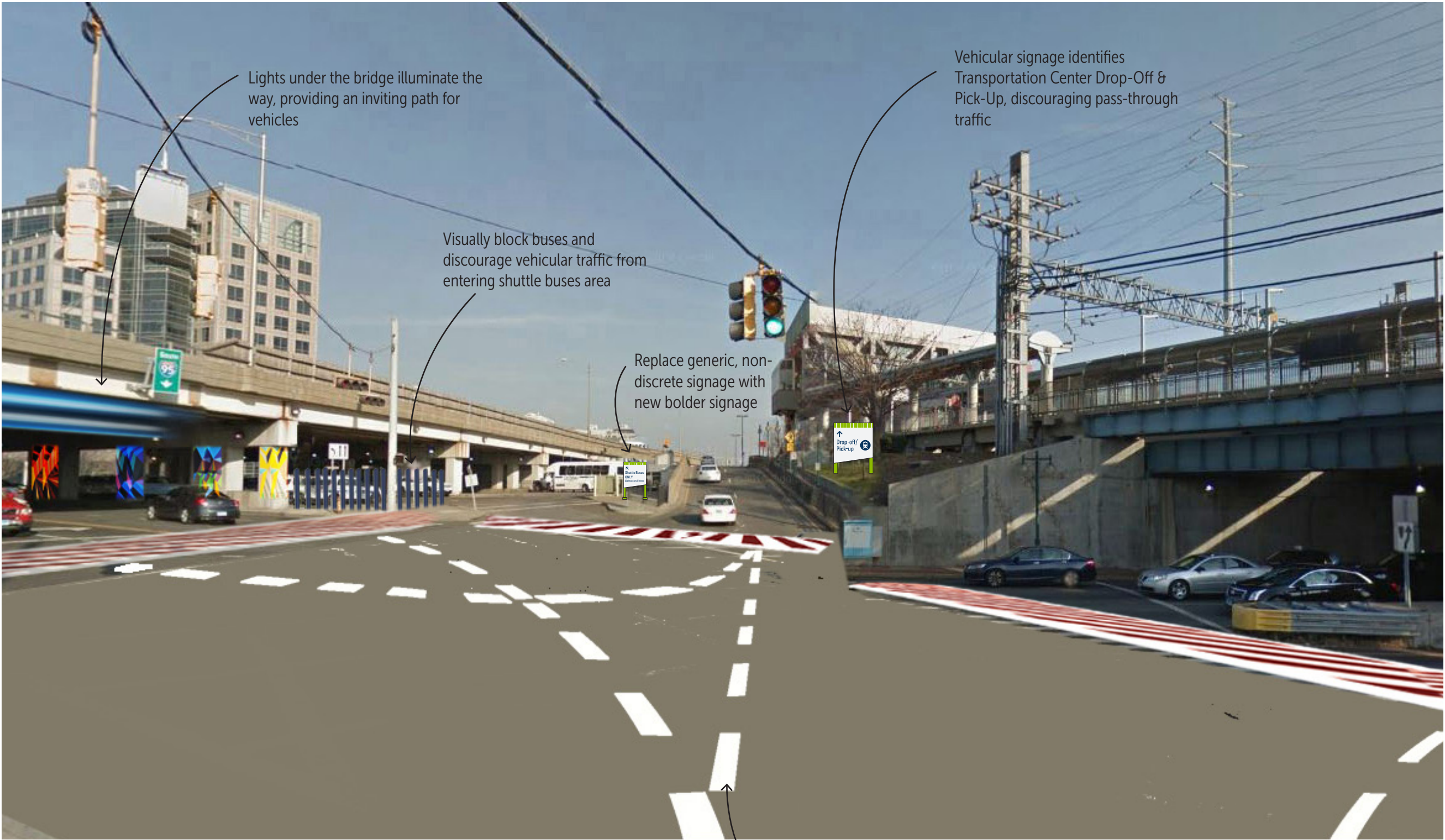


Opportunities at Guernsey



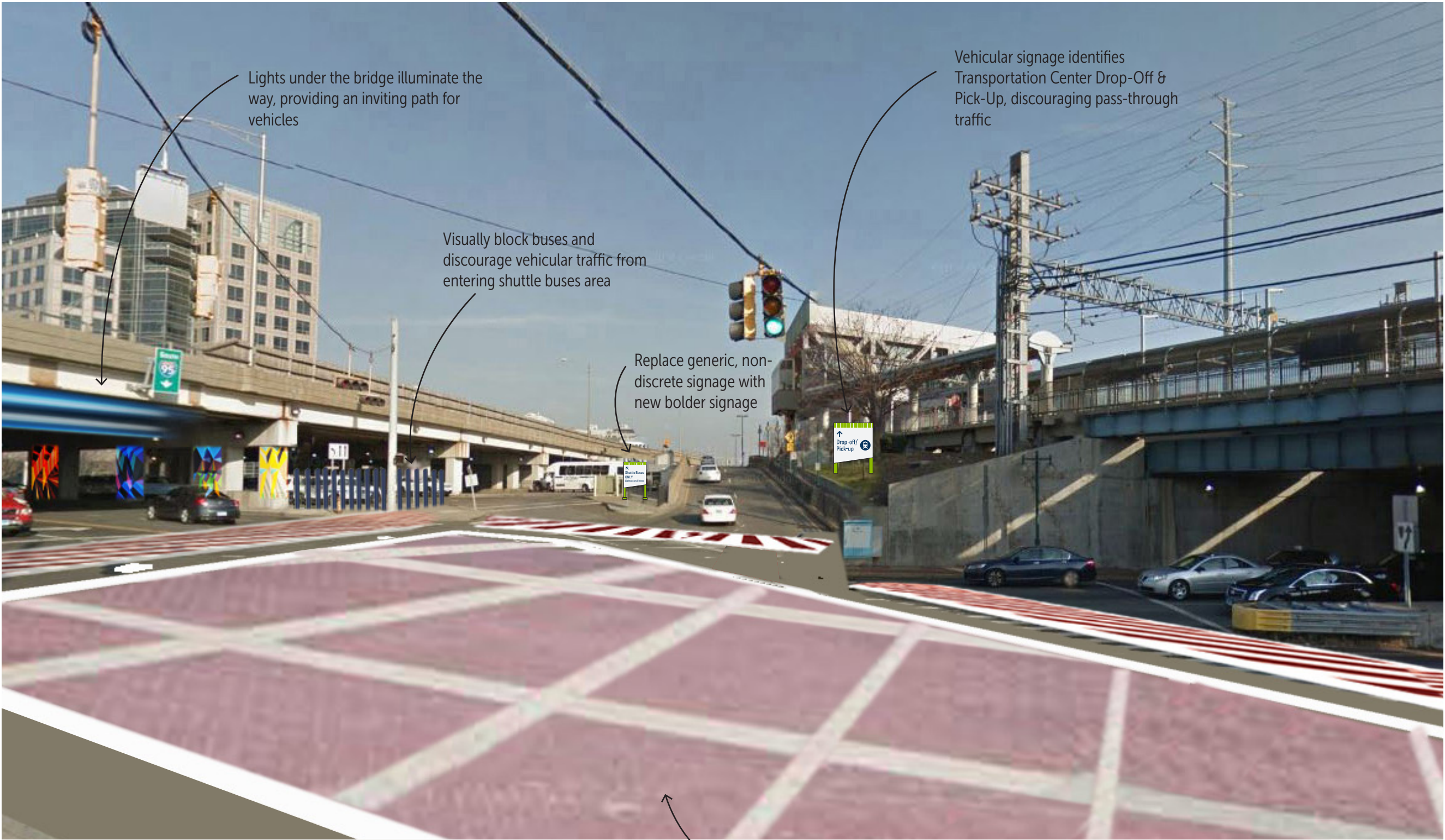
N. State & Grayrock

Standard Stamford crosswalk highlights your path & alerts vehicles; change in material is friendly & inviting



S. State & Washington

Pavement marking to help guide vehicular traffic



S. State & Washington

Enhanced "Don't Block the Box" markings & materials