CAMPO Regional Wayfinding Plan

CAMPO
Capital Area Metropolitan Planning Organization

June 23, 2015

owntown Jefferson City Old Munichburg East Side Neighborhood Carnahan Memorial Garden Cole County Historical Museum Colonel Alvin R. Lubker Memorial Safety & Education Center
lizabeth Rozier Gallery at Jefferson Landing Governor's Mansion Lewis & Clark Monument at the Lewis & Clark Trailhead Plaza Lincoln University Lohman Building Store and Warehouse at Jef
on Landing Missouri Farm Bureau Log Home Missouri State Archives Missouri State Capitol Missouri State Highway Patrol Safety Education Center Missouri State Museum Missouri State Pe
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eteran's Plaza Binder Park Carl R. Noren Missouri River Access Greenway Trail Katy Trail State Park Memorial Park Missouri River Pedestrian/Bike Bridge Runge Nature Center Washingto

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Table of Contents

1.0 Introduction 1

2.0 Wayfinding Plan Process 2

3.0 What is wayfinding? 3

4.0 Existing Conditions 5

5.0 Wayfinding Strategy 6

- 5.1 Planning Strategy 6
- 5.2 The Comprehensive Wayfinding System 11
- 5.3 Sign Types 12
- 5.4 Destinations and Hierarchy 18
- 5.5 Functionality 20

6.0 Creating Civic Identity 21

7.0 Design Aesthetic 22

8.0 Ways to Support Wayfinding 23

- 8.1 Civic Identity Enhancements 23
- 8.2 Print Materials / Maps / Website / Smart Phone Apps 26

9.0 Maintenance TBD 26

10.0 Securing Financing 27

11.0 Surveys - Stakeholder's Group and Public 30

12.0 Sign Design Concepts 37

- Sign Design Concept 1 37
- Sign Design Concept 2 38
- Sign Design Concept 3 39
- Sign Design Concept - Public Meeting 40

13.0 Revised Design Concepts 43

Acknowledgements

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1.0 Introduction

The Capital Area Metropolitan Planning Organization (CAMPO) and the Jefferson City region advocate promoting and increasing tourism and economic development. Jefferson City is the state capital and seeks to let visitors know that there is more to do in the Jefferson City region than visiting the state capitol building. A wayfinding signage system will help to identify these destinations for visitors and locals alike creating awareness of attractions and services while increasing a visitor's comfort level guiding them clearly along their journey. With increased visits to these attractions comes increased spending in the CAMPO/Jefferson City Region. A signage system also serve as a unique civic identifier enhancing the overall image of the CAMPO/Jefferson City region as a destination.

The *CAMPO Regional Wayfinding Plan* serves as a framework for implementing an attractive and effective sign system that directs drivers, cyclists and pedestrians to key destinations within the CAMPO/Jefferson City region. Municipalities and local jurisdictions can use this plan as a guide if they decide to implement wayfinding signs in their communities. It allows for some customization within certain limits but ensures a consistent overall sign program for the region.

Project Goals

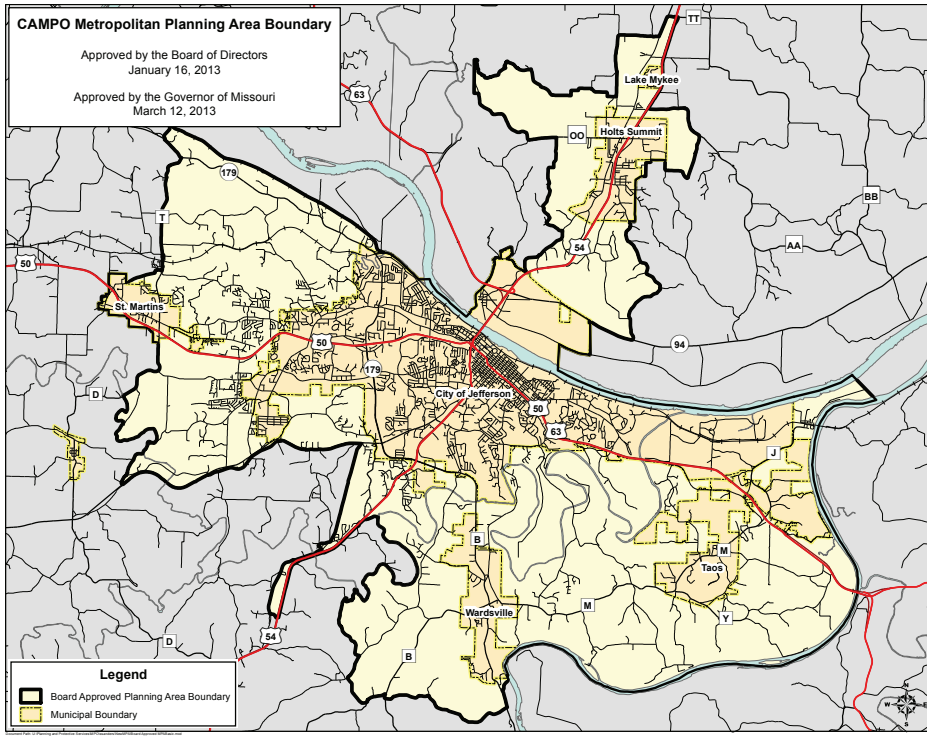
- Create awareness for visitors and locals of the sites and attractions of the region.
- Guide visitors to destinations from all modes of transportation (automobile, train, pedestrian, bicycle).
- Enhance the visitor experience - make it welcoming and easy to navigate the region and find destinations and parking.
- Develop a civic identity for the CAMPO/Jefferson City region.
- Support economic growth and development of the CAMPO/Jefferson City region.

2.0 Wayfinding Plan Process

A site analysis was taken of the region to document existing wayfinding practices. This analysis was then presented in Stakeholder and Public meetings which were held to discuss strategic goals, destinations, and design input. This input was put into the Wayfinding Plan and serves as the framework to implement the sign system. The design of the system is based on feedback and the strategy outlined in the plan.

- Project Initiation – Summer 2014
- Preliminary Site Analysis – Summer 2014
- Key Stakeholder Meeting – Summer 2014
- Develop Destinations/Wayfinding Plan – Summer 2014
- Public Meeting – Summer 2014
- Wayfinding Plan Summary Report – Fall 2014
- Preliminary Design Plans/Public Meeting – Winter 2015
- Final Design Plans – Spring 2015

The CAMPO/Jefferson City Region



3.0 Wayfinding

wayfinding

n. Encompasses all elements in which people orient themselves in physical space and navigate from place to place.

For the *CAMPO Regional Wayfinding Plan* these elements are focused on wayfinding sign types. Categories of wayfinding signs include the following:

Identification Signs

Directional Signs

Orientation Signs

Regulation Signs

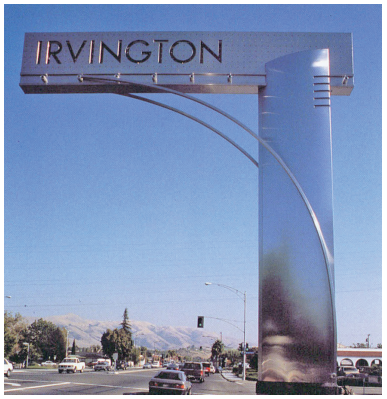
All of these sign types work together as a system to create a sense of place and provide an experience for the visitor. The signs are a "trail of crumbs" that clearly direct visitors to destinations while also infusing the regional brand reflecting energy and excitement. The sign system can help to eliminate clutter of sign types created through the years by combining messaging into similar sign types and using consistent guidelines for their implementation.

Identification Signs

Provide the first impression of a destination

- Creates a sense of place
- Creates civic identity and enhances image of the community
- Establishes arrival at destination

City identification gateway sign



University identification gateway sign

District identification sign (top)

City identification gateway sign

Directional Signs

The circulatory system of wayfinding

- Routes pedestrian and vehicular traffic
- Build awareness of destinations

City directional signs - freestanding and light pole-mounted

Orientation Signs

Offers an overview of the surroundings

- You are here
- Identifies boundaries, entry/exits, buildings, etc.

Downtown directory

Park and trail map sign

Regulation Signs

Communicates instructions or warning information

Regulatory signs

4.0 Existing Sign Types

An audit of existing signs was conducted during site visits. Overall it was determined the signs:

- Lack of design cohesiveness
- Provide inconsistent civic identity
- Fail to identify secondary destinations
- Lack consistent visual cues to keep a user moving

1. Gateway sign - the sign type attempts to establish a civic identity for Jefferson City but then does not continue that identity in other sign types.

2. Vehicular Directional - uses standard Missouri Department of Transportation (MoDOT) template. Does not provide unique characteristics of region.

3. Bikeway Directional - uses MoDOT standard green and becomes confusing as a vehicular directional sign but the message are too small for the speeds an automobile travels. Needs more design separation from a vehicular sign.

4. Vehicular Directional - needs design standardization with all directional signs; Use of icons are good.

5. District Identifier - small text; identity is good but how does this work into the hierarchy of the larger regional brand?

6. District Identifier - need a consistent method for designating districts

7. Parking Identifier - consistent use of parking symbols and fonts will help visitors navigate to this first service and destination needed.

8. Greenway Identifier - small sign with a lot of information. Design hierarchy is needed for better clarity of information displayed.

5.0 Wayfinding Strategy

This next section defines the framework for the wayfinding signage explaining how it will provide direction and information to its users. It is based on requirements addressed by the Stakeholders and Public. It outlines the recommended sign types, functionality and their approach to placement as part of the visitor experience.

5.1 Planning

"Peel the Onion Approach"

The common method for developing urban sign routes is the "peeling the onion approach" i.e. looking at a hierarchy of individual elements as a series of layers that a visitor encounters when experiencing an urban environment starting at the vehicular edges of the region and continuing into downtown, and finally pedestrian main streets and destination.

Edge of the City: Direct to large District (e.g. Downtown)

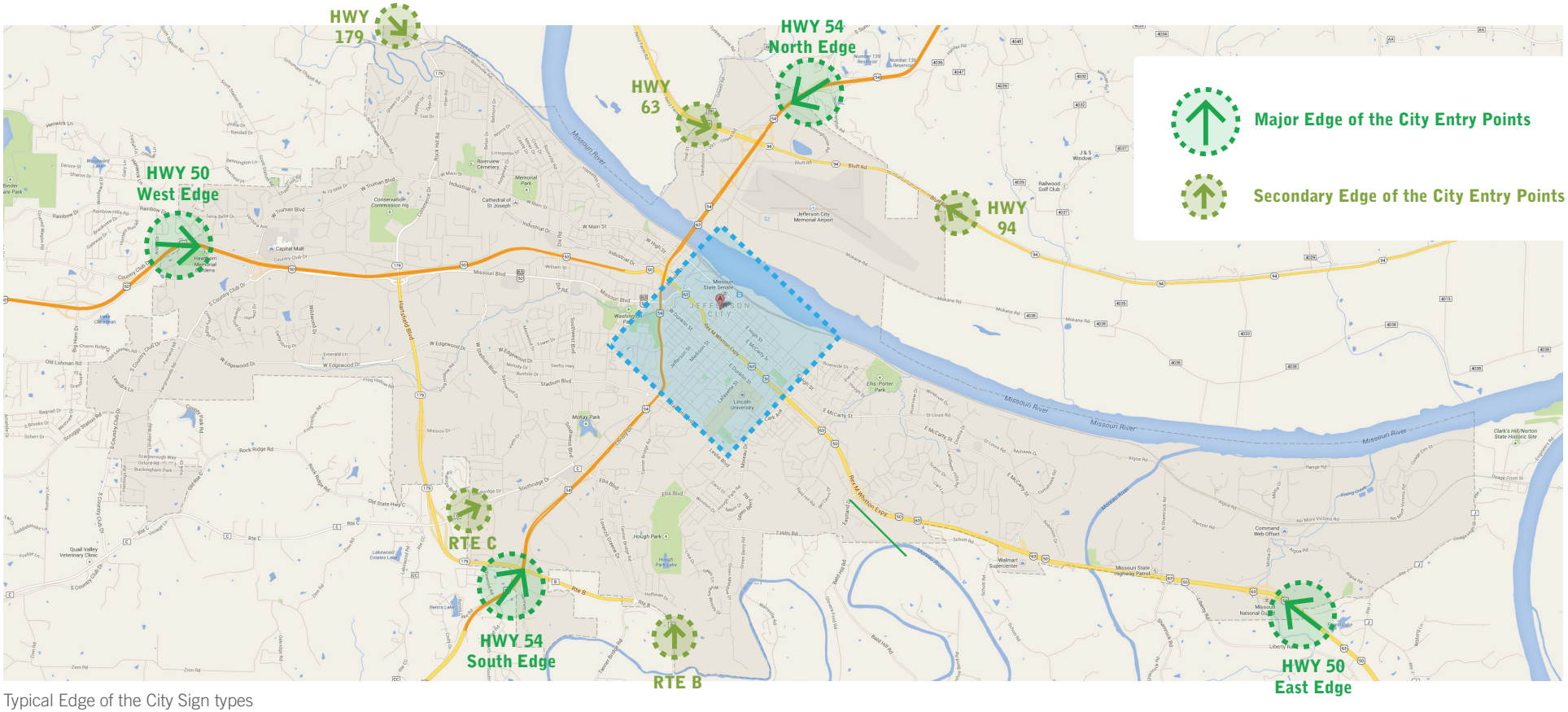
District Edge: Direct to smaller subdistricts, major boulevards, major landmarks, and parks

Inside the District: Direct to key destinations and parking

At the Pedestrian Level: Direct to all destinations

Edge of the City - Vehicular Circulation

Direct to large District (e.g. Downtown)



Typical Edge of the City Sign types

District Edge - Vehicular Circulation

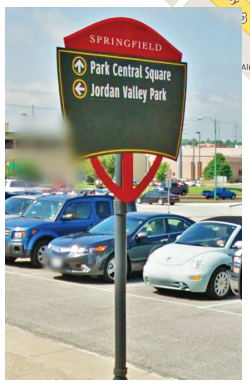
Direct to smaller subdistricts, major boulevards, major landmarks, and parks.

Typical District Edge Sign types

Inside the District - Vehicular Circulation

Direct to key destinations and parking

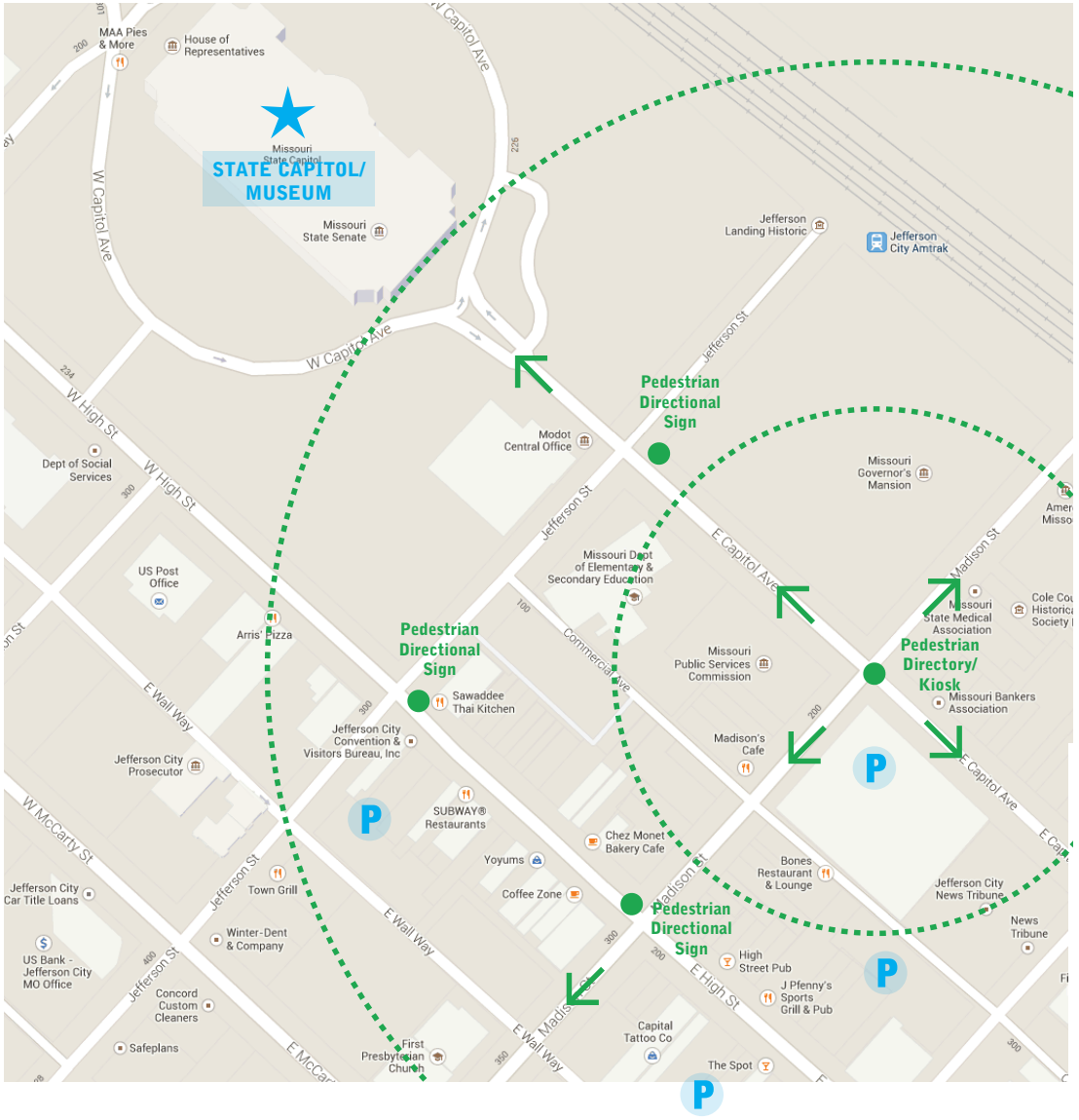
Typical Inside the District Sign types



At the Pedestrian Level - Pedestrian Circulation

Direct to all destinations

Typical at the Pedestrian Level Sign types

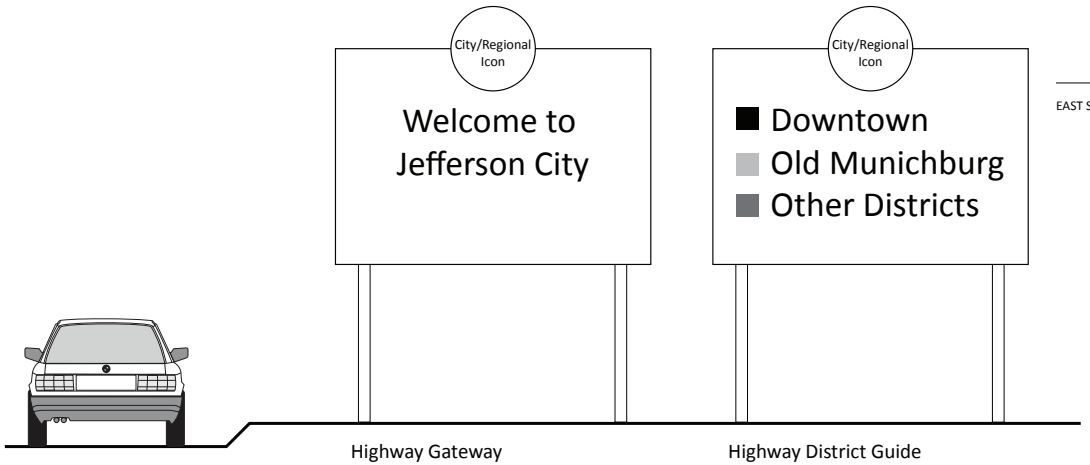


5.2 Comprehensive Wayfinding Sign System

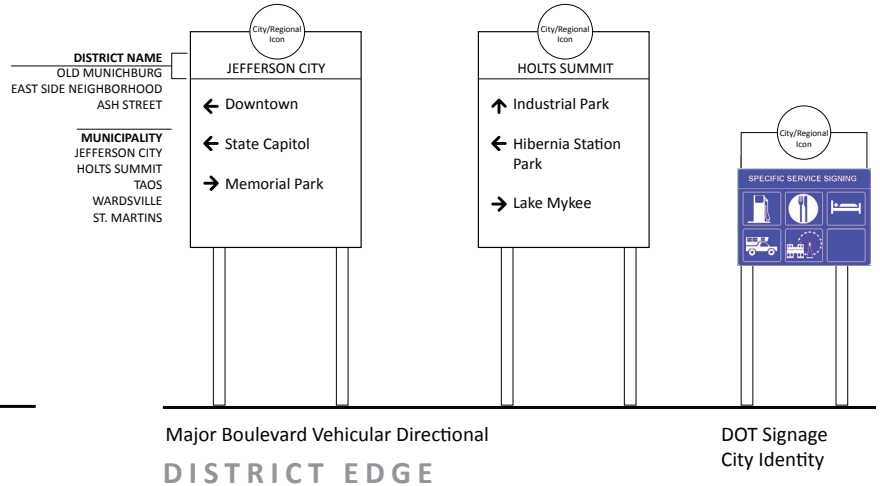
This is a diagrammatic representation of the types of signs that could be part of this system. The next pages explain these sign types in more detail in their hierarchy from Edge of the City to Pedestrian Level. Design will need to adhere to MUTCD standards set by the Federal Highway Administration as well as further requirements of MoDOT. The location plans are suggestive showing a typical location. Placement of every sign will need further analysis.

GENERAL RULES

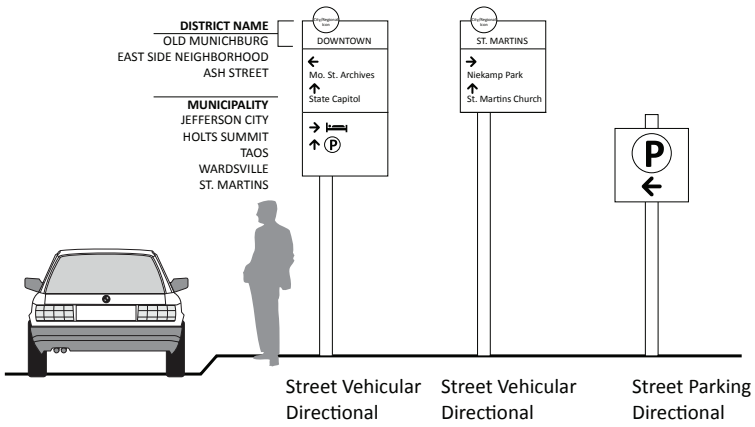
- *Place signs at key decision points to help with wayfinding decisions.*
- *Don't give users too many choices. To ensure readability, never include more than 3 to 4 messages on one sign.*
- *Messages can be more extensive in pedestrian systems, keeping simplicity in mind to cut through the clutter of the urban environment.*



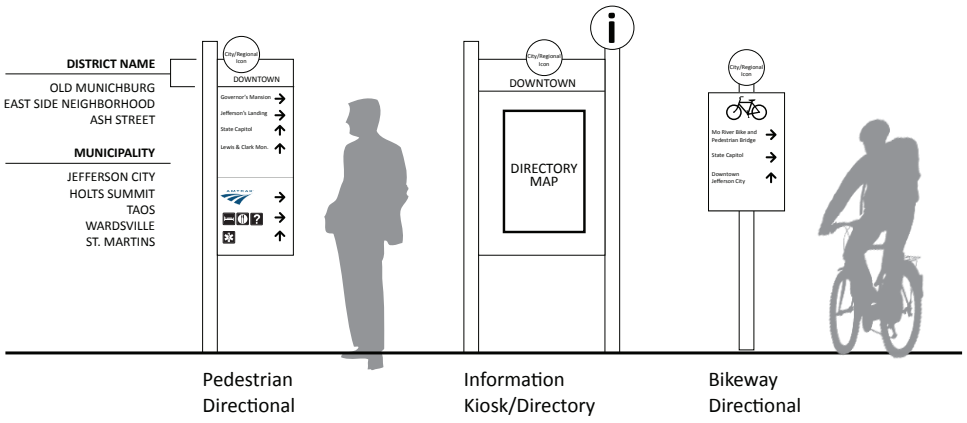
EDGE OF THE CITY



DISTRICT EDGE



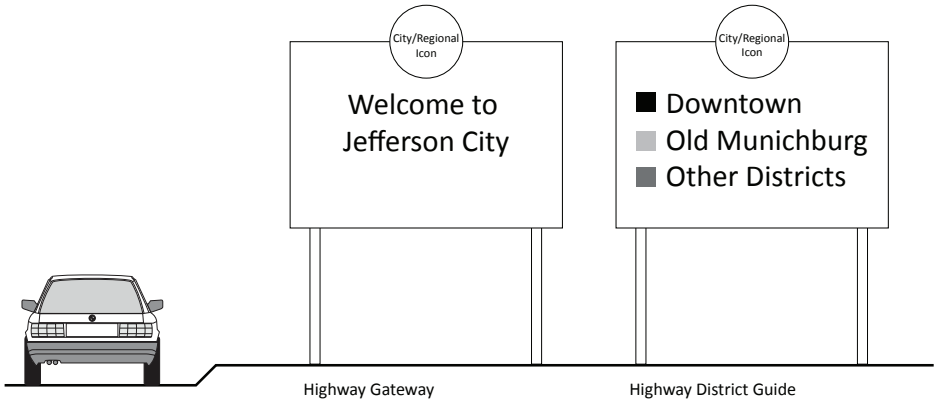
INSIDE THE DISTRICT



AT THE PEDESTRIAN LEVEL

5.3 Sign Types

Edge of the City

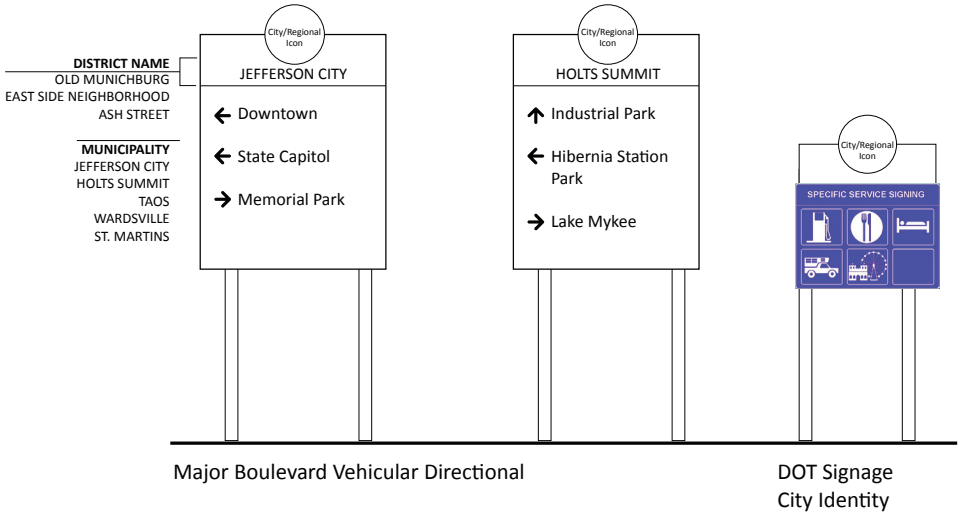


Highway Gateway - The wayfinding sign program is limited to within the city limit boundaries. This sign identifies the entry into the municipality at it's city limit boundary for vehicular traffic. The typeface size is larger for legibility at faster highway speeds. Place at city limit edges on major highways. The main logo represents the CAMPO/Jefferson City region. The sign can be enhanced with landscaping, lighting, masonry and other elements that create a welcoming gateway.

Highway District Guide - This sign directs visitors to larger districts within a municipality for vehicular traffic where specific sites within those districts are found. The typeface size is larger for legibility at faster highway speeds. Place near decision points (prior to intersections and exit ramps) along freeways and expressways. The main logo represents the CAMPO/Jefferson City region. Three Districts must be identified in a municipality order to use these signs on MoDOT right of ways.

Typical Location

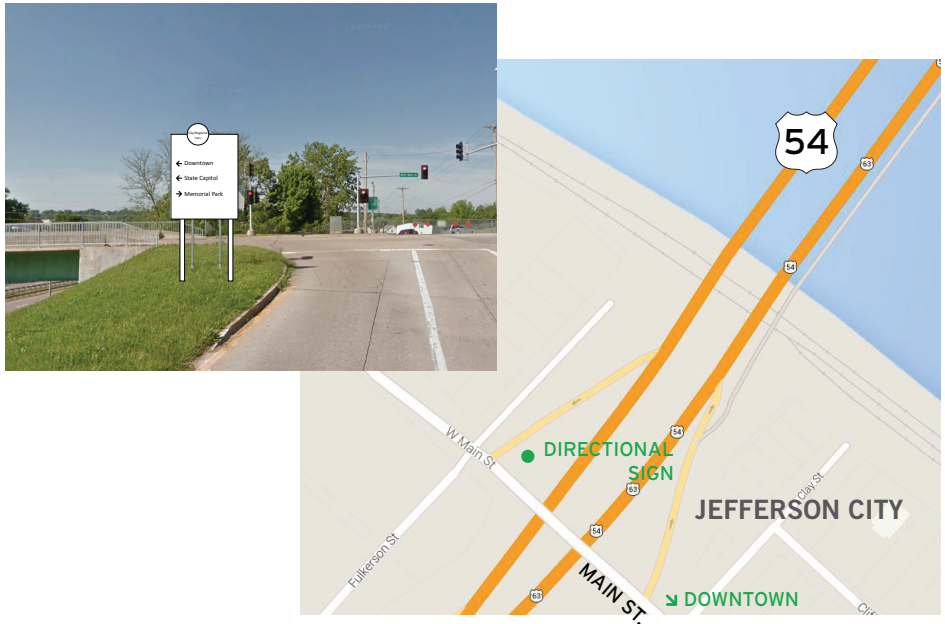
District Edge

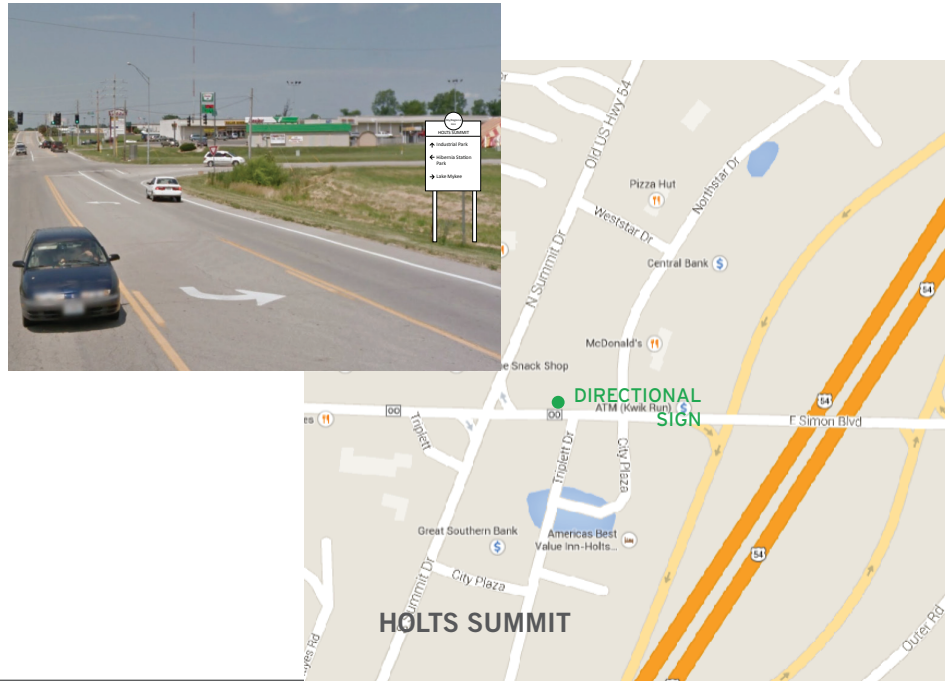


Major Boulevard Vehicular Directional - This sign directs vehicular traffic along major boulevards (Rex Whitton Expy) at moderate speeds or along exit ramps from major U.S. highways. It's messaging includes major destinations, districts, neighborhoods, municipalities and services. The main logo represents the CAMPO/Jefferson City region. District or municipality designation can be included.

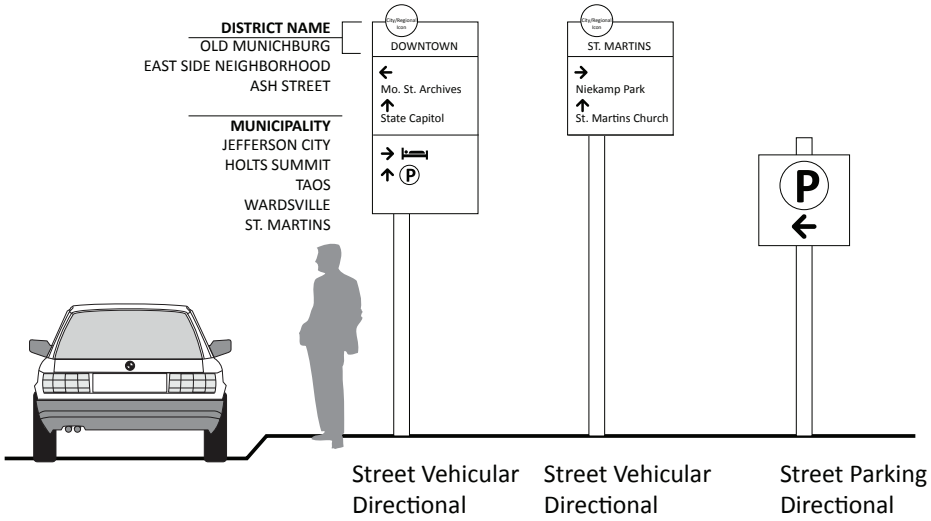
DOT Signage - City Identifier - This sign enhances the service signage of the DOT. It adds a layer of civic identity to the signs that direct motorists from major highways to services offered in the municipality.

Typical Location





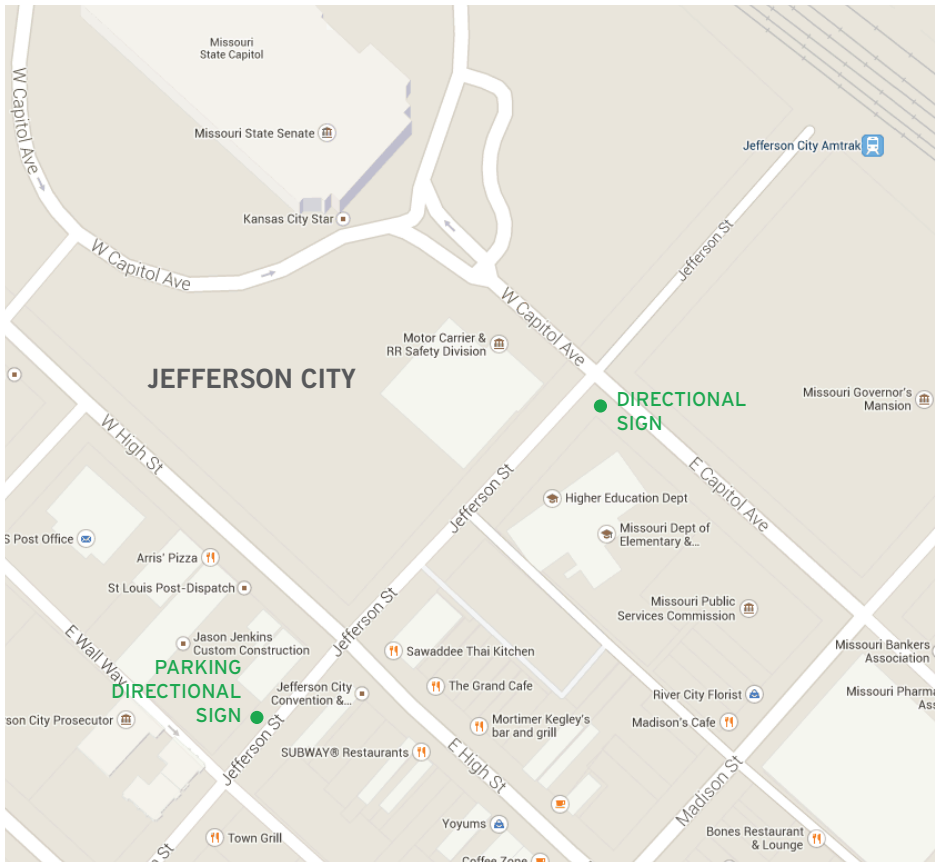
Inside the District



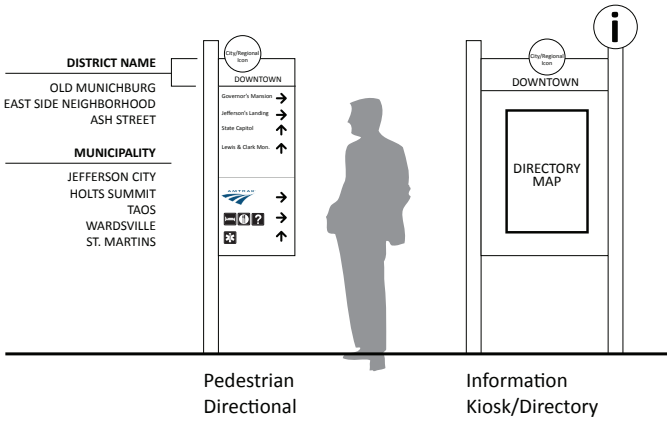
Street Vehicular Directional - This sign directs vehicular traffic along streets at slower speeds in denser areas. It's messaging includes destinations, parking and services. The sign can be a freestanding sign or attached to an existing light pole to decrease visual clutter. The main logo represents the CAMPO/Jefferson City region. District or municipality designation can be included. These signs can be mounted using the standard wayfinding sign post or mounted to existing light poles.

Parking Directional - This sign directs vehicular traffic to all public parking lots and garages.

Typical Location



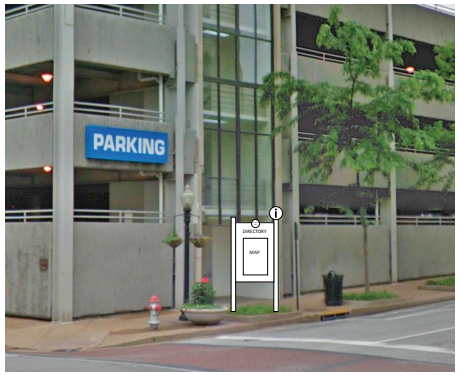
At the Pedestrian Level

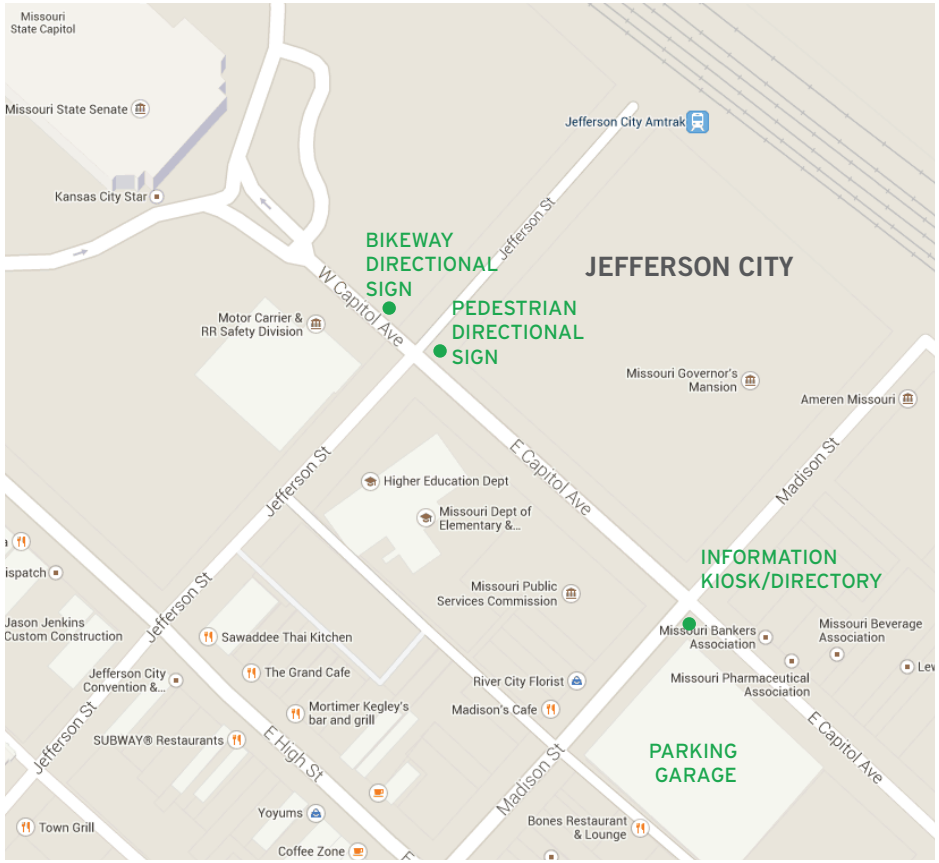


Pedestrian Directional - This sign directs pedestrian traffic along sidewalks in denser areas. It's messaging includes destinations and services and can be double the amount of messaging for a vehicular sign. The sign can be a freestanding sign or attached to an existing light pole to decrease visual clutter. It can be double or single-sided.

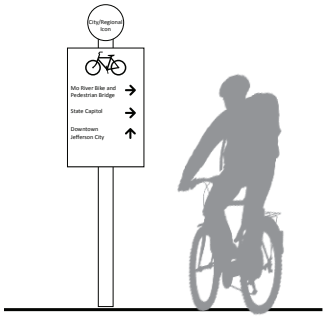
Information Kiosk - These signs contain maps, directional and transit information while defining key areas of the Downtown. They are located in high pedestrian traffic areas. They are very similar to a shopping mall directory and can be double or single-sided. It's recommended the map should be consistent with any printed maps, perhaps those created by the Convention and Visitor Bureau (CVB). This allows for consistent and common visuals that visitors may have accessed prior to their visit. Partnering with an organization like the CVB on map development would keep the kiosk maps up to date as they will require periodic replacement.

Typical Location





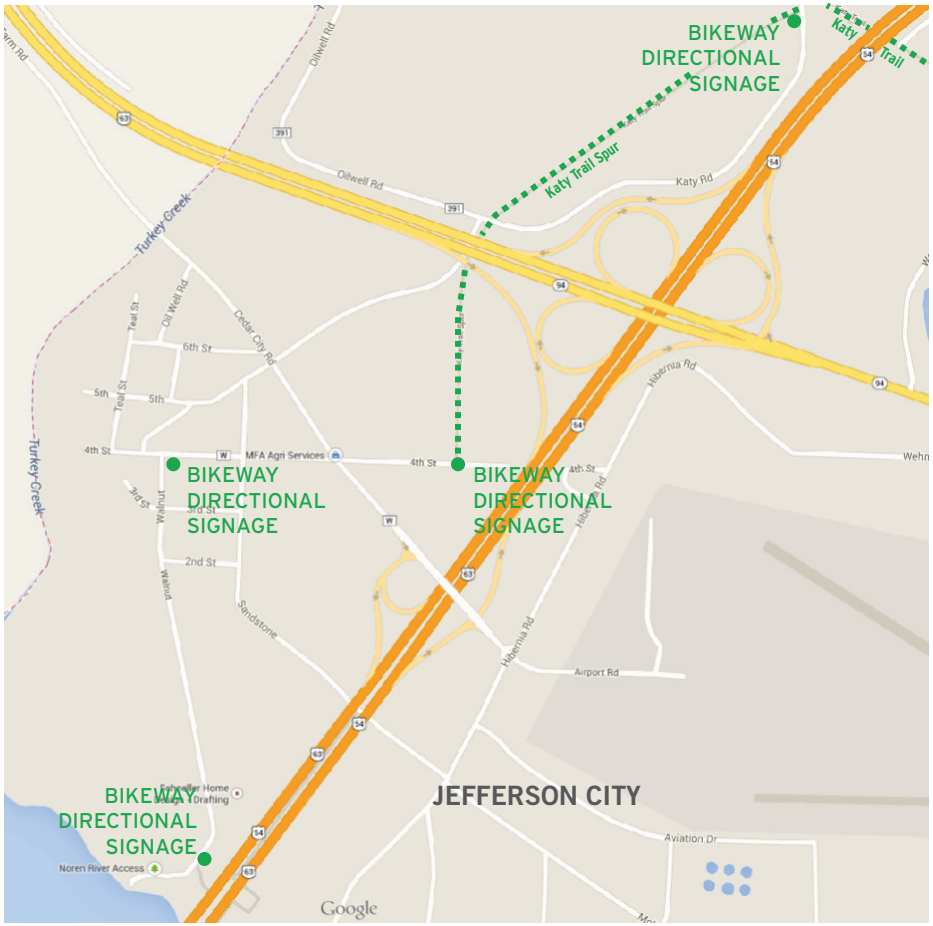
At the Pedestrian Level (cont.)



Bikeway
Directional

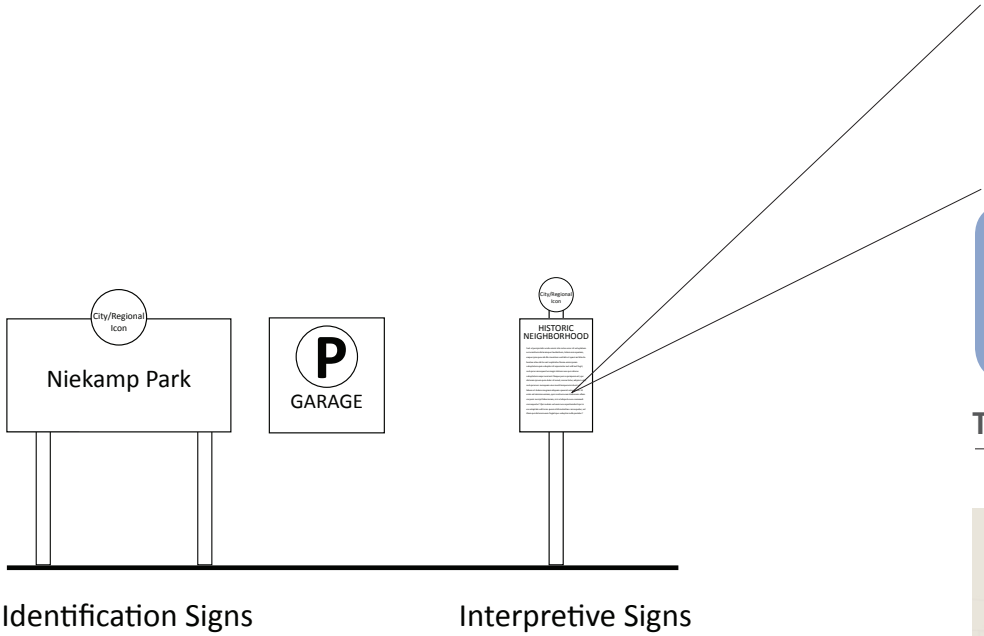
Bikeway Directional - This sign directs cycling traffic along bike trails or shared bike lines on streets. The sign can be a freestanding sign or attached to an existing light pole to decrease visual clutter. It can be double or single-sided.

Typical Location



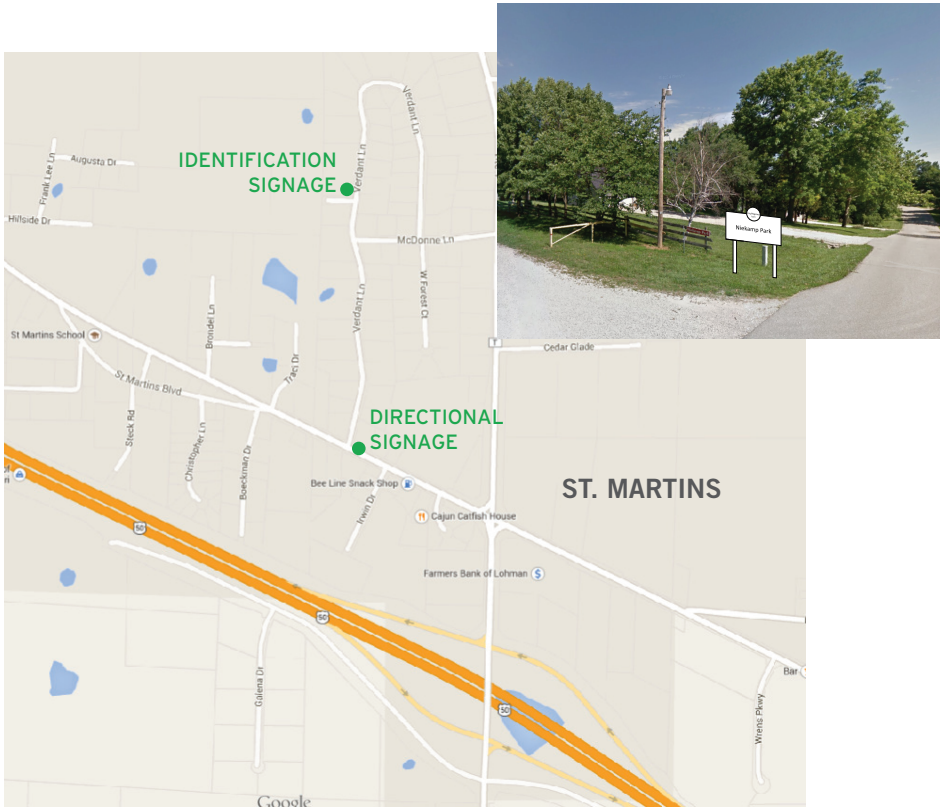
At the Destination

Additional Sign Types - Identification and Interpretation



Interpretive signs throughout the area

Typical Location



A further extension of the sign approach and hierarchy are designating identification and interpretive signs at the destination. Some destinations may not have these sign types or need replacement. The design approach to these signs keeps them consistent with the wayfinding signs.

Identification Signs - These signs can identify a location for those destinations that are not signed currently.

Interpretive Signs - These signs give interpretive information on history, details about the site, regulations, etc.

5.4 Destinations & Hierarchy

Destinations

The criteria for destinations listed on the sign types should be set by CAMPO. This can be determined by how many visitors a destination receives annually or by attractions deemed of regional significance based on Stakeholder/Public input. Private businesses should not be listed but a cluster of private businesses (i.e. downtown restaurants) can.

To the right is a list of destinations of the CAMPO/Jefferson City region identified by the Stakeholders and Public.

Districts and neighborhoods help to make places easier to understand and navigate. Divide places into meaningful zones for use on signs and maps. Other communities, retail clusters and corridors, employment centers can be included. A nomenclature system should be put in place to identify those areas. Logos can be created for these districts and incorporated into the wayfinding system giving an additional means of helping visitors identify a district. This same approach can be taken for a specialty destination or amenity like the future Veterans Trail. The trail can have a separate identity for its interpretive and directional signs but still work within the framework of the regional system. (See Bikeway Directional p.16)

Typical for vehicular signs, destination listings should be limited to 3 to 4 message on one sign. On pedestrian level signs the messages can be more extensive keeping simplicity in mind to cut through the clutter. Abbreviations may be necessary when listing destinations on sign types. Use recognizable abbreviations consistently in messaging. For example - Boulevard-Blvd., University-Univ., Missouri-Mo.

Symbols designating services such as a shopping bag to represent retail districts can be used to designate these areas as well. Symbols also help to streamline the amount of information needed on the sign.

Districts - Districts are areas or neighborhoods that have distinctive characteristics such as retail and restaurant destinations, historic or architectural significance or a predominant ethnicity (e.g. Little Italy, Chinatown). It could be a group or area of businesses defined by a Business Organization or Community Improvement District. Scale of buildings or density of development are other physical attributes that help define a district. The following are some of the districts and neighborhoods identified by the Stakeholders and Public.

-Downtown Jefferson City
-Old Munichburg
-East Side Neighborhood
-Apache Flats
-Ash St. Entertainment District
-Veteran's Trail (Future)
-The Village Square/Freedom's Corner

Attractions/Institutions

Carnahan Memorial Garden
Cole County Historical Museum
Colonel Alvin R. Lubker Memorial Safety & Education Center
Convention and Visitors Bureau
Elizabeth Rozier Gallery at Jefferson Landing
Governor's Mansion
Lewis & Clark Monument at the Lewis & Clark Trailhead Plaza
Libraries (Missouri River Regional Library)
Lincoln University
Lohman Building Store and Warehouse at Jefferson Landing
Missouri Farm Bureau Log Home
Missouri State Archives
Missouri State Capitol
Missouri State Highway Patrol Safety Education Center
Missouri State Museum
Missouri State Penitentiary

Missouri Supreme Court Building
Missouri Veterinary Medical Foundation Museum
Moreau Drive Historic District
Museum of Missouri Military History
National Cemetery
Parsons Monument
Rickman Conference Center
Schools (JCHS, Helias, etc.)
Soldier's Memorial Plaza
SOMO - Special Olympics Missouri
State Office Buildings
Veteran's Plaza

Major Retail Destinations

Capital Mall
Stoneridge Village
Wildwood Crossings

Outdoor Recreation

Binder Park
Carl R. Noren Missouri River Access
Clark's Hill/Norton State Historic Site
Ellis Porter Riverside Park
Greenway Trail
Hibernia Station Park
Jaycee Fairgrounds/Cole County Park
Katy Trail State Park
McClung Park
Memorial Park
Missouri River Pedestrian/Bike Bridge
North Jefferson City Recreation Area
Pike's Camp State Wildlife Area
Runge Nature Center
Soccer Fields
Washington Park
Golf Courses

Services

Amtrak
Hospitals
Lodging/Hotels
Parking

Other Communities/Clusters/Corridors

Capital Mall Area
Historic West End
HWY 179 Corridor
HWY 54 South Corridor
Holts Summit
Lower Jefferson Conservation District
Missouri Blvd.
St. Martins
Taos
Truman Blvd. West
Wardsville
W. Main Conservation District

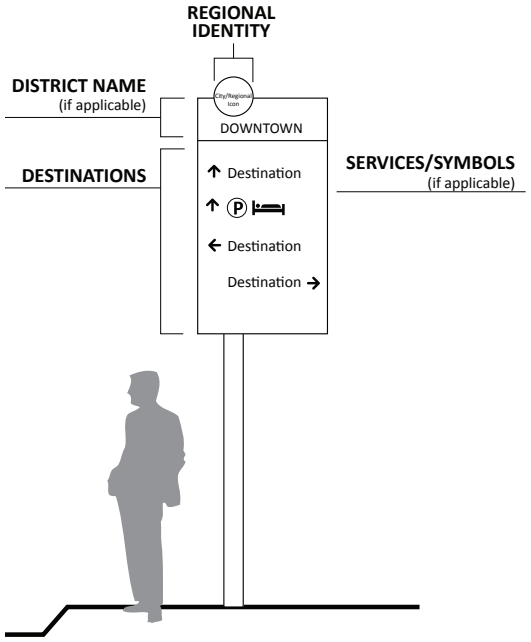
Hierarchy - The proposed hierarchy of information on sign types.

Destinations on Wayfinding signs shall be placed in the following order from top to bottom of the sign:

1. Destinations ahead/straight listed first
2. Destinations to the left listed second
3. Destinations to the right listed last
4. If two or more destinations are in the same direction they are placed in order from top to bottom on the sign with the closest being first and the farthest being last.

Ahead arrows and left arrows shall be placed to the left of the destination and be left aligned with the edge of the sign

Right arrows shall be placed to the right of the destination and be right aligned with the edge of the sign

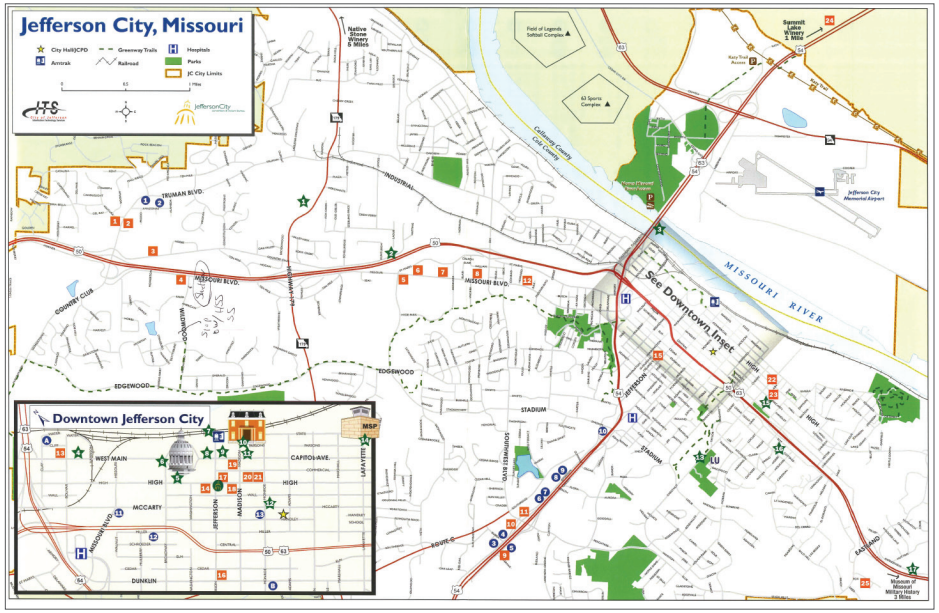


Street Vehicular Directional

5.5 Functionality

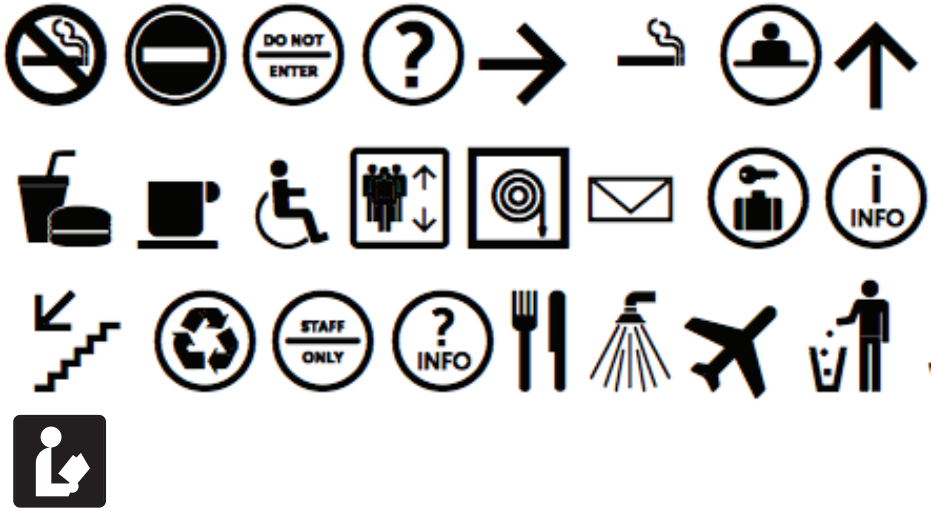
Wayfinding Signs identify, direct, orientate and regulate. Other functional elements include:

Mapping: provides the best overview of a public space



Jefferson City CVB Map and Directory

Symbols: provide a shorthand pictorial representation of a place, service, or an action



Transit: identify alternative transportation options

GREENWAY

City of Jefferson
PARKS, RECREATION & FORESTRY

JEFFTRAN

6.0 Civic Identity

Wayfinding signage also provides an opportunity for establishing a community's identity and branding the region.

A Wayfinding Sign System is unique from MODOT and MUTCD (Manual on Uniform Traffic Control Devices) standard signs systems in that it puts a city or region's image on display. Through logos, imagery, color, materials and font selections the design of the sign types reflect characteristics of the community.

The Stakeholders and the Public were asked and surveyed to give their opinions on civic identity for the region. The full results can be seen in the Survey Section of the plan. But the majority of comments identified the **State Capitol building**, the **Missouri River** and **nature** as major visual elements that represent the region.

Examples of regional identities

Examples of identities from other cities incorporated into signage

7.0 Design Aesthetic

The stakeholders and public were asked what design aesthetic best represents the CAMPO/Jefferson City region as well as provide other words that best represents the image. Ranked in order from most favorable to least favorable are design aesthetic attributes selected by the public and stakeholders.

Historic IIIII IIIII IIIII IIII

Traditional IIIII IIIII I

Vibrant IIIII II

Modern IIIII I

Energetic III

Calm II

Whimsical I

Edgy I

Subdued

Cool

Funky

PORTAGE, IN

FAYETTEVILLE, AR

LAWRENCEVILLE, GA

FORT WAYNE, IN

TALLAHASSEE, FL

SALEM, OR

LODZ, POLAND

These design attributes were taken into consideration in the design phase of the wayfinding project.

8.0 Ways to Support Wayfinding

8.1 Civic Identity Enhancements

The CAMPO/ Jefferson City Area Wayfinding Plan has a tremendous opportunity to enhance the civic identity of region. The wayfinding master plan is planned to be implemented, primarily within public right-of-way of highways and streets. The wayfinding signs will also installed on public street right-of-way, parks and public land. The implementation of the master plan presents the opportunity to enhance the public realm through signage, and additional improvements. These enhancements will help to foster a stronger civic identity along the roadways and in the public spaces of the Jefferson City area.

North Gateway - The public right-of-way of US Highway 54/63 immediately upon crossing the Missouri River bridge is a great opportunity for a major gateway into the city from the north. The rock cut bluffs of the highway, the High Street overpass bridge and the new City Bike plaza offer a great venue for enhancements. Landscaping, lighting, retaining walls, signage and architectural enhancements to the bridge are some potential design elements.

Bike Trail Switchback Structure – The switchback ramp structure for the bike trail, on the north riverbank is a tremendous public structure with great visibility. The structure which connects Jefferson City on the south side of the river to the Katy Trail on the north side, presents a great opportunity for public art. Imagine the structure with a large letter quote from Mark Twain or perhaps an abstracted graphic reflecting the wildlife of the Missouri River system. The structure, which is a tremendous investment for bike/ped connectivity, should be celebrated as a large canvas for public art, enhancing the identity of the community.

US 54/63/50 Interchange – The large highway interchange of Highways 54/63/50 on the west end of Downtown Jefferson City is a public landscape which offers a great opportunity for civic identity. The highly traveled and visible area has large areas of open space which can be enhanced with native landscaping of trees, shrubs, grasses and perennials. The

Gateway Signage

Median Landscaping

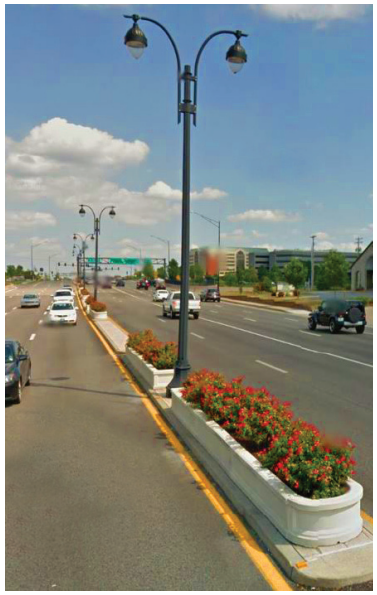
landscaping would add some beauty and help to negate the visual mediocrity of the highway overpass structures.

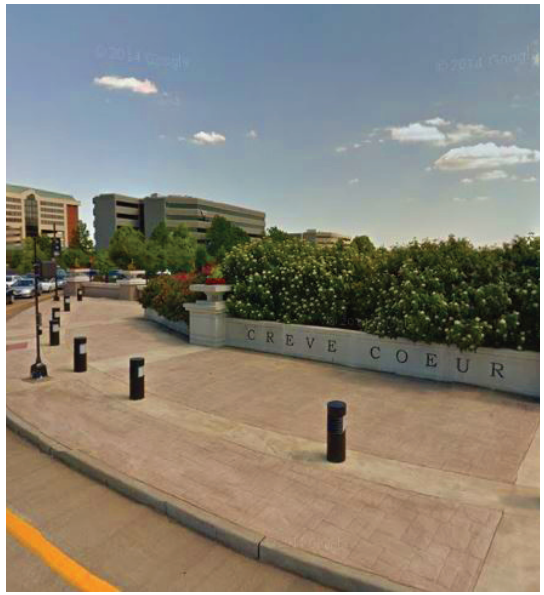
US 50 Right-of-Way - The right-of-way of US Highway 50, the Rex Whitton Expressway, is the main east-west transect through Jefferson City, which carries a high volume of traffic. The highly visible roadway, which also forms the south border of downtown, currently does not present the best curb appeal for Jefferson City. The right-of-way of the state highway can be enhanced with some landscape buffers to help screen the many parking lots and utilitarian structures which back onto the highway. A well defined edge of landscaping, ornamental fencing, lighting, signage and public art would enhance the visual appeal of the community.

Madison Streetscape – The exit ramp from US 54 northbound at Madison Street is a primary route into Old Munichburg and Downtown. A streetscape enhancement from the highway right-of-way into Old Munichburg would greatly enhance the identity of the area.

South Gateway – The US 54 corridor serves many local citizens and visitors, especially travelers to/from the Lake of the Ozarks. The corridor has a gateway opportunity with the existing broad landscape of the Ellis Boulevard interchange. The Ellis Boulevard overpass bridge structure over Highway 54 could be enhanced with architectural elements, landscaping, signage and lighting.

East Gateway – The US 50 corridor will be enhanced with a new interchange at Lafayette Street. The proposed plans include architectural pylons, lighting, signage and retaining walls for the Jackson and Chestnut Street Bridges. Additional design elements of landscaping and public art should also be considered.





Landscaping, Street Furnishings and Pavement Treatments

Lafayette Streetscape – Building upon the investments of the East Gateway/ Lafayette Interchange, a streetscape of Lafayette Street, both to the north and south would be a tremendous enhancement to the civic identity of the area. A streetscape to the south, on Lafayette Street, would enhance the visitor experience to Lincoln University and Jefferson City High School. North of the interchange, an enhanced Lafayette Street would foster civic pride leading locals and visitors alike to Downtown, the new Federal Courthouse, and the Missouri State Penitentiary destinations.

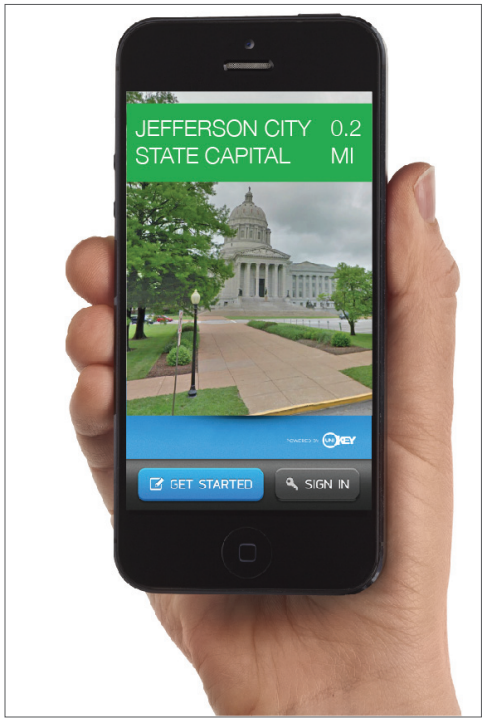
West Gateway – On the west side of town, on the US Highway 50 corridor, a gateway opportunity exist with the South Country Club Drive interchange. The interchange which serves a regional retail market to the many adjacent shopping destinations could be enhanced with enhancements to overpass structures, landscaping, signage and lighting to foster a better aesthetic.

Street Lighting, Rails and Banners

8.2 Print Materials / Maps / Website / Smart Phone Apps

Design consistency is key with wayfinding support materials like printed maps, web sites, and apps on mobile devices.

Many times wayfinding support materials are developed by different organizations resulting in varying map design and information displayed. A map design should be adopted by all stakeholders to support the *CAMPO Regional Wayfinding Plan*. It should be consistently used on all mediums including, printed brochures, informational kiosks, and electronic versions including pdfs or map applications for smart phones and other mobile devices. The design approach should adhere to the civic identity set by the wayfinding plan using the same logos, palette of colors, typography and wayfinding symbols. Users will benefit from the consistent wayfinding experience as many will begin their wayfinding research online or with an application or brochure before beginning their journey.



9.0 Maintenance

Ease of maintenance was taken into consideration when designing this system, as damage sometimes occurs through vandalism, storms or even flooding.

Warranty

Depending on final materials selected during the implementation and fabrication process, a minimum 10-year warranty is recommended for all materials under normal wear and use.

Cleaning

Bronze Signs, Powder Coated Steel Sign Posts and Pedestals, and Painted

Aluminum Signs

For metallic signs most cleaning can be accomplished with clean water and a very soft cloth such as an old diaper. For resistant stains, use a mild dishwashing solution in water. Rinse thoroughly with clean water and dry thoroughly with clean dry soft lint-free cloths.

Exterior Grade Phenolic Resin Graphic Panels

Exterior-grade phenolic resin graphic panels are resistant to common household products, solvents, mild alkalis, and diluted mild acids. Stains can be removed using common household products or by an application of soap and water or baking soda or dilute bleach followed by rinsing with water. Spray paint, lacquer, and crayon graffiti can be easily removed with paint thinner, lacquer thinner, or similar solvents.

Once the panel is clean, car wax can be used to polish the panels' surface. To keep the edges black and shiny, oleic acid can be applied.

Repairs

Damages to signs must be looked at on a case by case basis. Repairs may range from simple paint touch-ups on site to a newly fabricated replacement sign which would require complete removal of the older sign.

10.0 Securing Financing

The funding for the different phases of the *CAMPO Regional Wayfinding Plan* will require partnerships and creativity to finance the various phases of the master plan. The master plan structure of a hierarchy of wayfinding, allows for a well-defined and phased implementation. Whether the phases consist of directional signs along US Highway 50 or pedestrian level signage in Old Munichburg, the different types of signs allow for various types of partnerships from many different programs or institutions. The implementation of the CAMPO Wayfinding Plan will utilize these many different funding programs and partners to help achieve the master plan vision.

Similar to many civic master plans, the *CAMPO Regional Wayfinding Plan*, spans numerous jurisdictions and properties. While this may present some challenges, it also allows for many opportunities for partnerships regarding funding, programming and maintenance. The various components of the wayfinding master plan will attract different interests and qualify for different funding programs. Signage along the state highways or city streets are qualified for transportation funding programs. The major portion of the master plan implementation will come from the Moving Ahead for Progress in the 21st Century Act (MAP-21). The program is part of the Transportation Alternatives Program (TAP) through the Missouri Department of Transportation (MoDOT) and the Federal Highways Administration (FHWA). Transportation enhancement funds are a very good and proven method of funding civic identity and signage plans. The MAP-21 funds are reimbursable and require a 20% local match, along with a Local Public Agency (LPA) to serve as a project sponsor. Also, certain construction elements are not eligible and the program requirements can change from year to year. This program allows for signage and enhancements, as identified in the master plan. CAMPO should pursue the use of MAP-21 funds to help implement many of phases and goals of the wayfinding plan.

While much of the master plan can be implemented with the MAP-21 transportation funding, other programs and partnerships, especially public-private partnerships should be considered for use in the implementation of the plan. There are numerous potential partnerships which would benefit from a comprehensive and creative wayfinding plan for the Jefferson City region. A limited list of potential local partners include the following:

- Callaway County
- Cole County
- Discover Jefferson City Foundation
- Downtown Jefferson City, Inc.
- East Side Business Association
- Historic City of Jefferson
- Jefferson City Chamber of Commerce
- Jefferson City Convention and Visitors Bureau
- Local hospitals
- Missouri State Penitentiary
- West End Business Association

A limited list of potential state wide partners and other organizations with Jefferson City area offices and would benefit from the wayfinding plan should be contacted, including the following:

- Missouri Department of Transportation
- Lake of the Ozarks Chamber of Commerce
- Missouri Department of Tourism
- Missouri Chamber of Commerce
- Missouri State Capitol Commission
- Chamber of Commerce's from around the State (St. Louis, Kansas City Springfield, Cape Girardeau, etc..)

Jefferson City is home to many professional society and business organizations which represent their respective interests in state legislative and government activities. These organizations would benefit from the wayfinding plan and a strong civic identity for the capital city of Missouri. A limited list of organizations to consider are listed as follows:

- Missouri Hotel and Lodging Association
- Missouri Press Association
- Missouri Association of Manufacturers
- Missouri Association of Convention and Visitors Bureaus
- Missouri Automobile Dealers Association
- Missouri Association of Insurance Agents
- Consulting Engineers Council of Missouri
- Associated General Contractors of Missouri

The State of Missouri also has numerous private foundations which should be contacted regarding their community grant programs. Many of these organizations have existing community grant programs which will require an application and presentation on the part of CAMPO and partners. A few of these foundations include:

- Community Foundation of Central Missouri
- Allen and Josephine Green Foundation
- Emerson Charitable Trust
- UMB Charitable Trust
- Commerce Bancshares Foundation
- Johnny Morris Foundation

While many of the potential private partnerships and foundations may not have a direct connection to the Jefferson City area, they are all State of Missouri based organizations which would benefit from and can take pride in a greater civic identity of the state capital city.

11.0 Surveys

In addition to the Stakeholder and Public Meetings a survey was developed to gather further input from these two groups at the meetings as well as online through Survey Monkey and Facebook. The results will help inform the strategy and design with questions ranging from problems with wayfinding for visitors and residents to imagery that best represents the CAMPO/Jefferson City region.

What have you heard from out of town visitors regarding wayfinding in the region? What areas in the region are difficult to direct visitors to or to identify? How do you tell visitors to navigate to destinations in town?

1 Few comments from visitors. Some confusion near the Capitol east vs. west directions. ie people seeking the Archives wind up at train station. Lincoln University, Highway Petrol -- not easily found from highway. Street names and right/left directions when possible.

2 Google maps or Mapquest

3 Multiple name changes of Industrial drive. Goes from Industrial, Truman, Country Club, and Fairgrounds. Hwy 50 is a central location that you can start with.

4 I have heard it is hard to get out and into a specific area. I usually use landmarks to direct.

5 Most via driving - how to get to Capitol - most things worth seeing are walking distance.

6 Unless/until one is familiar with the area, it is very hard to enter Jefferson City from either 63 or 54 (i.e., coming across the bridge) and know EXACTLY how/ when/where to find the exit for US 50 west. I have lived here for 4 years and I still find myself hesitating about which exit “feeds” into the expressway going west.

7 Have not had much discussion on the subject. I think it is a good idea as navigation in a river town is always difficult to explain. As a farm boy now living in a big city, I use a lot of landmarks to guide people. Wayfinder

markings just seem natural to me.

8 Confusion about Hwy 50 and Hwy 54 in JC area. Because they are both E and W highways but in JC, Hwy 54 is more North & South.

9 I work at the library, and we get calls on how to locate the library as well as the downtown, the old prison, LU, the Runge, etc.

10 Specific state and Federal government office locations, Amtrak, museums & tourist points of interest are difficult to find. Compass direction relation to street network is confusing. I tell visitors that the river does not run east & west through Jefferson City. Public parking garages/lots in the Capitol/downtown area need better designation. The mall, school and university locations are not well marked.

11 MoDot is archaic. Took years to get them to identify Jefferson City on I70!! Our town invented best kept secret!!

12 Out of town visitors ask me where good places to eat and where to park at. Visitors have asked me how to get to the historical state prison site and how to get to the Runge Nature Center.

13 Need description of options and directions from Katy Trail in north JC to local shops and restaurants, including Holts Summit winery and also downtown JC options. Also need signage on the JC side of the pedestrian bridge across the MO River.

14 I sometimes use the tallest, most visible buildings, e.g., the Gothic steeples of St. Peter and Central UCC churches; the water tower; Capitol; Sapphire Lounge

hotel; etc.

15 Use street names, north/south/east/west and major visual landmarks

16 I base everything from the Capitol because you can see it from everywhere just about. Better parking signs is the one question I get the most is where to park

17 I think its hard to tell visitors how to get to anywhere in Jefferson City.

18 People have trouble finding Central Dairy and the few other non-core attractions.

19 I am not from the area originally, so I can tell you that I got lost right off the bat. The tri-level makes things oh-so difficult for people traveling on 54/63, so they need advance warning in order to get off in Jefferson City to begin with. I also think getting to Wardsville and St. Martins can be a little difficult as well. It is not obvious that parking is free on weekends as well. No one told me and I paid at the meter when I was new here.

20 visitors find directions to Runge Center and National Guard difficult to navigate. Usually give directions from HWY 50 to appropriate crossroads and intersections

21 1. Getting back to the highway over the bridge from High street. 2. “Not much to see outside of the capitol complex” - wrong but what visitors say 3. “Where are the family friendly activities, such as parks, pools, walking paths, biking paths??

22 Travelers on the highway often have no idea what destinations lie behind the highway signs. Highway 54 is an intimidating route through JC; it has poor highway signage; exits in mid-town are abrupt, dangerous and not inviting. Other than the capitol, most other destinations are hidden.

23 I’ve not heard many complaints from visitors we have hosted. Since the old penitentiary has become such a tourist attraction, I would think we need signage as you get off the bridge going south/west and along the way.

24 It is very difficult to get from the KATY Trail in North Jefferson to the Capitol. People can see the Capital, but have no idea how to get there. I was just asked for directions this past weekend. If you are not really familiar with how to get from point A to point B, which I am, you can’t navigate it nor can you tell someone else how to do it.

25 Central Dairy

26 My only method is to direct them by way of the regular route BUS system since I do not drive. In my opinion, good signage would be an excellent addition to our city!

27 The hardest things to explain are things away from the city core, ie, St. Mary’s (new), Memorial Park, Missouri Boulevard

28 Outdoor or camping opportunities

29 No real directional signage

30 A map with downtown restaurants should be located near the pedestrian bike bridge and or Capitol. Most people are directed by using the Capitol as a landmark.

31 Why is there not a sign identifying arrival to Jefferson City on Highway 54 entering town on the bridge?

What are other issues with the existing signage in the region?

1 Would like to see signage that announces next intersection on main roads.

2 We need additional signage.

3 It annoys me when road signs are too small or placed too close to where I need to turn to react to them. Some of the intersections in JC are difficult to navigate the first time because arrows and markings don’t give you enough notice or idea which lane you need to be in. And please eliminate the tri-level!!

4 The signs are all different colors and so there is nothing that jumps out to tell you it is a wayfinding sign.

5 not a consistent look to it.

6 Bent, faded, outdated, poorly placed, crooked sign posts, weeds, poorly maintained

7 All of the above.

8 Need additional signs that “show the way” directional signs. Example, Capitol 10 miles away, Capitol 2 miles away. Etc...

9 Obviously from the examples, they do not have a uniform look but that is due standards for the agency managing them... so understandable. Within reason, more cluster type signs might help to provide multiple cues for multiple destinations and locational relationships.

10 Different folks are managing different signs. Could be a challenge to create visual cohesion.

11 There is not direction signs for the parking esp the parking garage

12 It took the State Museum a heck of a long time to get the few waysides it currently has, but there need to be more on highway and on the actual capitol complex grounds but the challenge there is getting the right groups to approve it.

13 The city limit signs don't match up with the welcome signs on east 50, there is no consistency in message so one would know to look for the 'red' signs for attraction details, brown is a horrible color for signage.

14 There are no signs for pedestrians and bicyclists. I understand they are making a bicycle plaza near the pedestrian bridge. I would like to see something for people coming in from that direction, as well as the Amtrak

station. Also, can we incorporate wayfinding on the greenway trail? It runs through some pretty busy arterials while it parallels Missouri Blvd.

15 Lack of presence to those entering the City from 54/63. Crossing the river one can see the capital but has to choose a direction almost immediately with little to no direction in regard to what we have to offer. Main street exit is abrupt and visually not very appealing. See photo above with "Lack cohesiveness". For many this our first impression. This goes beyond a wayfinding project but is in my opinion one area for improvement. 54 is not a real wonderful way to experience Jefferson City and does little to engage/grab the interest of people passing through.

16 lack of branding to certain areas

17 Doesn't seem to have any consistency.

18 Agree with all of the listed issues. not consistent, colors all over the place, no image for the city, placement of signs not kept clear (especially during the summer with bushes and trees over the signs)

19 Highway signage is poorly designed, poorly located and clutters the roadway. It is not that helpful in guiding visitors. You have to know where you're going in order to get off at the right exit.

20 Those are the big issues

21 Too many different styles -- no cohesion, no "trademark"

22 Although unfair in a way, signs are often very confusing because they seem very cluttered. By unfair, I mean because I do not drive and am therefore unfamiliar with signage.

23 Replace "handicapped" with accessible

24 Not enough signs on hwy 50 that point out where attractions are located.

25 The streets which change names are confusing, i.e. Truman Blvd/Industrial Drive; Fairgrounds; Clark/Ellis/Southwest. Maybe ADD signs with arrows indicating the name change.

26 Lack of cohesive vision / theme-

What destinations do you feel are most important? Please provide names of other destinations not listed. Are there any common nick-names for neighborhoods, districts, corridors that you can name?

1 State Capitol / State Museum. Highway Department. Runge Center. Jefferson Landing State Historic Site. KATY Trail--Lewis & Clark Trailhead. Governor's Mansion. Cole Co. Museum. Highway Petrol Headquarters. Lincoln University. (Old) State Penitentiary. Supreme Court. Missouri Veterinary Medical Foundation Museum. Clark's Hill/ Norton State Historic Site.

2 Definitely the Capitol. The major parking areas for downtown. Police. Medical clinics other than hospitals. High schools.

3 MSP, Capitol, Downtown, Downtown attractions, all of the districts and any other attractions.

4 Capitol, Lohmans Landing, Govs mansion and gardens; Old MSP

5 East end, west end, German town, etc. Need to consider both scenic/historic

and emergency routes.

6 Capitol Building is most important. Need to add Riverside Park and Central Dairy to the list.

7 All park & school names not listed Corridors - North, East & Frog Hollow Branches of Wears Creek, Boggs Creek, Missouri Boulevard, 50-63 & 179 Corridors

8 Historic Town of Bonnot's Mill Lincoln University Jefferson City High School Football Stadium Helias High School Wal-Mart

9 Prison Brew; State Capitol;

10 landmarks (i.e. MSP, capitol, etc) and parks (i.e. Binder, Memorial, Riverside/ Ellis Porter, greenways ,MO River ped bridge) are important, plus primary districts where a variety of dining or lodging options exist for visitors (i.e. downtown)

11 munichburg

12 May have missed it... but public transportation hubs... e.t. Amtrak, Greyhound, local bus routes.

13 I see downtown as most overlooked as traffic passes through the area. Driving on 50 one sees little to entice one to detour off 50 to experience downtown.

14 Missouri State Capitol Complex/Missouri State Museum Jefferson Landing State Historic Site Missouri Governor's Mansion Supreme Court Building Federal Court House MSP Lincoln University Highway Patrol

15 Downtown and Munichberg should be the center of all attractions. Most of the activities/areas listed here do not offer much for visitors or are not even open when many visitors would be visiting (Sunday).

16 Are there any locations in Holts Summit, Taos, Wardsville, or St. Martins? Have you considered pointing out old structures or houses in those smaller towns or Jefferson City?

17 MO State Prison State Capital Downtown East High

18 Other retail districts are: Stoneridge Village and Wildwood Crossings.

19 Schools would be a good add, public and otherwise.

20 soccer fields (2)

21 Memorial park and POOL Riverside park and POOL Ice rink

22 Most important: 1. Capitol, capitol complex, 2. downtown, 3. MSP; 4. Southside/Munichburg. To me the Central East Side (Adams to Riverside, north of Hwy 50) is different from the "East" side.

23 Downtown, Old Munichburg, Old Prison site, Lincoln University, State Library, Public Library,

24 Paddy Malone's Pub. I think the West Main corridor has much to offer -- particularly from the Bridge to the Capitol.

25 Prison, downtown district,

26 Business District; Universities; High Schools; Golf Courses

27 Capitol Avenue Historic District, East Central Jefferson City (has a different feel than the larger East Side), Jefferson City National Cemetery, Missouri State Archives, Moreau Drive Historic District, Lincoln University

Hilltop Campus Historic District (AKA Lincoln University, but for people interested in historic preservation, the longer name is more informative)

What are some other functional needs of the signage?

1 Mileage

2 Communicate services and facilities,

3 Distances from/to

4 Signs need to be big enough to read from a distance while driving at 70 miles per hour.

5 some signs need to be susceptible to a quick glance conveying relevant info, while others (like maps of area attractions, i.e. greenway, restaurants, hotels, landmarks) should be more detailed for a pedestrian user

6 direction signs to parking garage

7 Multi-Modal uses: transit, greenways, Amtrak, Katy Trail, etc.

8 An idea for the pedestrian signage or flyers may be the use of QR codes that link to the attractions website or information about. People could use there smartphones to scan and get information about the capital, museums, local dining, areas of interest.

9 hospitals or medical emergent care

10 Be attractive, coordinated; visible at night and ADA compliant. Highway signage needs to be located at farther distances from the exits to prepare the unfamiliar traveler to get in the correct lane.

11 Educate

12 The functional need is to direct people, but there is a need to clean up the map and brochure area across from the CVB, next to the NAACP office. (Which also needs to have their window cleaned up as this is the first thing visitors see if they are looking at the map and picking up brochures.

13 Simple to read; limit the number of characters and add visual images if possible

14 Identify & locate points of local interest that may not be highlighted on the internet or other resources

Other than the state capitol what imagery best represents the Jefferson City Region?

1 Jefferson Landing State Historic Site / Train Station

2 The river

3 The Capitol is very important. I reach out to local clubs (ex: Rotary) to be a sponsor on some of the pedestrian signs.

4 The river The greenway system

5 Something that relates to the City of Jefferson. Fly the city flag, Thomas Jefferson silhouette of his bust, and or the river boat. Etc...

6 Medical Excellence

7 I like the imagery used by JC Parks & Recreation Dept, which uses the capitol, river, nature, and greenways/athletics. All strengths of our city

8 I'm a bit of a Lewis & Clark junkie... but the city is named for Jefferson and linkage to the MO river seems appropriate. The river was explored by Lewis & Clark as part of the Louisiana Purchase. The story of the Corps

of Discovery and the Louisiana Purchase was Jefferson's doing.

9 Bicycle friendly planning: Greenway and Katy Trail State Park

10 honestly there truely isn't, this was designed as the Capitol City and life was to function around the Capitol, so keep with that theme

11 The rivers The state seal Thomas Jefferson

12 The multiple modes of transport: highway, river, air, and rail.

13 The Missouri River and the two bridges that cross it. Perhaps the penitentiary as well.

14 Prison

15 Missouri River, Thomas Jefferson

16 Lincoln Blue

17 Missouri River as natural resource

18 Maybe the heart of MO?? Really the capitol building/dome is the best. prison can be controversial (if not today in,the future)

19 I think the capitol is the best imagery, but the rivers and bluffs represent the area too.

20 Voted the Most Beautiful City in USA!

21 I like the Capitol. But the bluff on which the Capitol sits with the river alongside is nice as well. The Capitol is just so easy to identify.

22 The river and bridge.

23 MSP Building 4, the former Women's Prison, or current main entrance. An old version of an MSP tower, with a crenelated top - these 2 would be good in the Capitol Avenue area. The tower at the Warden's Home - visible for a considerable distance - good choice for East Central neighborhood. An outline of part of the downtown skyline -appropriate for downtown. A sternwheeler boat or steamboat - suitable for Lohman's Landing and other areas by the Missouri River. A beer barrel / Coca-Cola bottle image - suitable for Old Munichberg. Image of the original St. Mary's Hospital, for the area where Hwy. 50 and MO Blvd. intersect. A wine bottle / barrel for the bluff in Holts Summit. A bicycle or pair of bike riders for the KATY Trail and the bike/ped crossing of the MO River.

24 Governor's Mansion

Of the words above which design aesthetic best represents the Jefferson City region? What other words best describe the aesthetic you would like the region to project?

1 Need to accentuate the historical aspect of Jefferson City

2 Vibrant

3 traditional

4 traditional, vibrant

5 I like vibrant and energetic. Also progressive.

6 Traditional

7 Historic Modern/energetic

8 Historic

9 Historic,

10 Safe

11 historic, and practical

12 Historic... A "small" large city with the benefits of big city and blended with relaxed attitudes of a small town. It won't swallow you up and get you lost.

13 Historic and energetic

14 We should use a mix of Historic and Modern

15 Historic or Modern Whimsical and edgy would look out of place in JCMO

16 Traditional, conservative, boring.

17 I like both the modern and historic. I can see both working well here. I am sure the historic might go over well with the public because of the age of the city and the historic nature of the downtown area. Places like the east and west side might benefit from a more modern look. Do they all have to be one or the other for the whole city?

18 Historical, Vibrant, Edgy

19 Some areas are definitely historic while others may be more modern.

20 traditional. I would also like to see vibrant modern, and whimsical

21 Traditional or even conservative...would love for the city to have a vibrant aesthetic.

22 Historic

23 Historic.

24 Traditional Other words: Historic

25 something that feels stately or perhaps the word is historic, but not exactly.

26 Ft. Wayne, Indiana style

27 Traditional and subdued. I would like for the region to appear vibrant.

28 Traditional Progressive

29 traditional, calm, historic

30 Historic, calm, traditional, functional.

31 Historic

Additional comments:

1 Would like to see consistent signage throughout so that the traveler would know what to look for. For instance, you know you want to look for brown signs when looking for state parks.

2 Great job with this project. I look forward to seeing the end results.

3 Need to try to maintain individual entity branding/marketing/identity investments within an overall/umbrella theme.

4 Keep up the good work. There is a lot of improvements of this nature that can be made. River Access would be a plus for the City of Jefferson.

5 Very Nice Presentation

6 I hope area entities can leverage resources available locally and on a state level. For example: CAMPO, chamber of commerce, state parks, capitol, city, county, parks & rec, CVB, foundations and associations, etc.

7 I was wondering what CAMPO stood for and found it here. How is this to be funded? Anything like for a convention center? Good Luck!

8 Thank you for doing this, wayfinding is a great asset for a community!

9 Thanks for all the hard work. This will be very helpful in helping Jefferson City move forward.

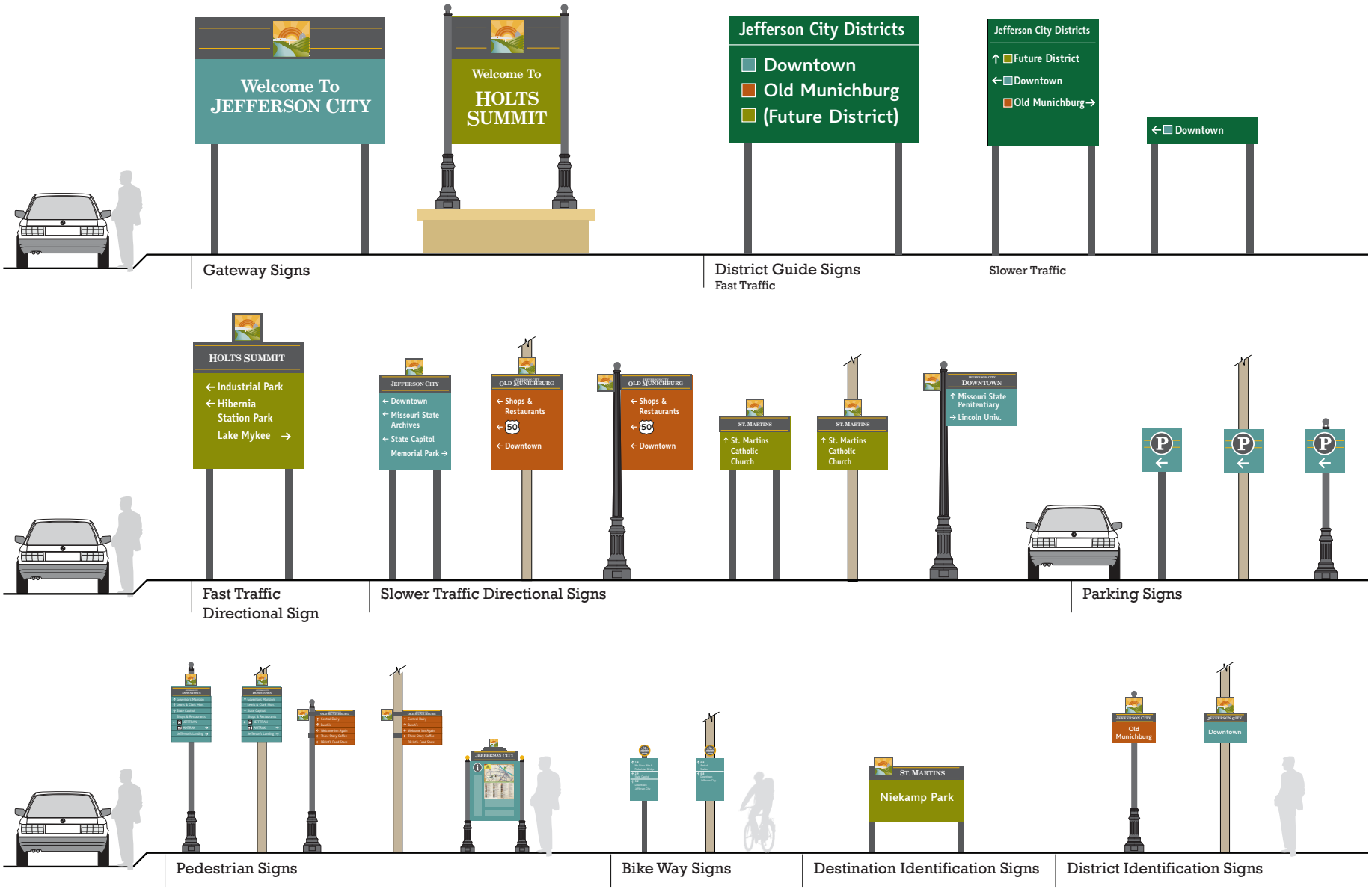
10 Thank you for doing all you can to make our city beautiful and accessible!

11 I would strongly recommend keeping people off the tri-level as they enter from the north across the bridge. The tri-level is a nightmare even when you use it regularly. I would recommend using the Main Street Corridor as the point of entry from the north.

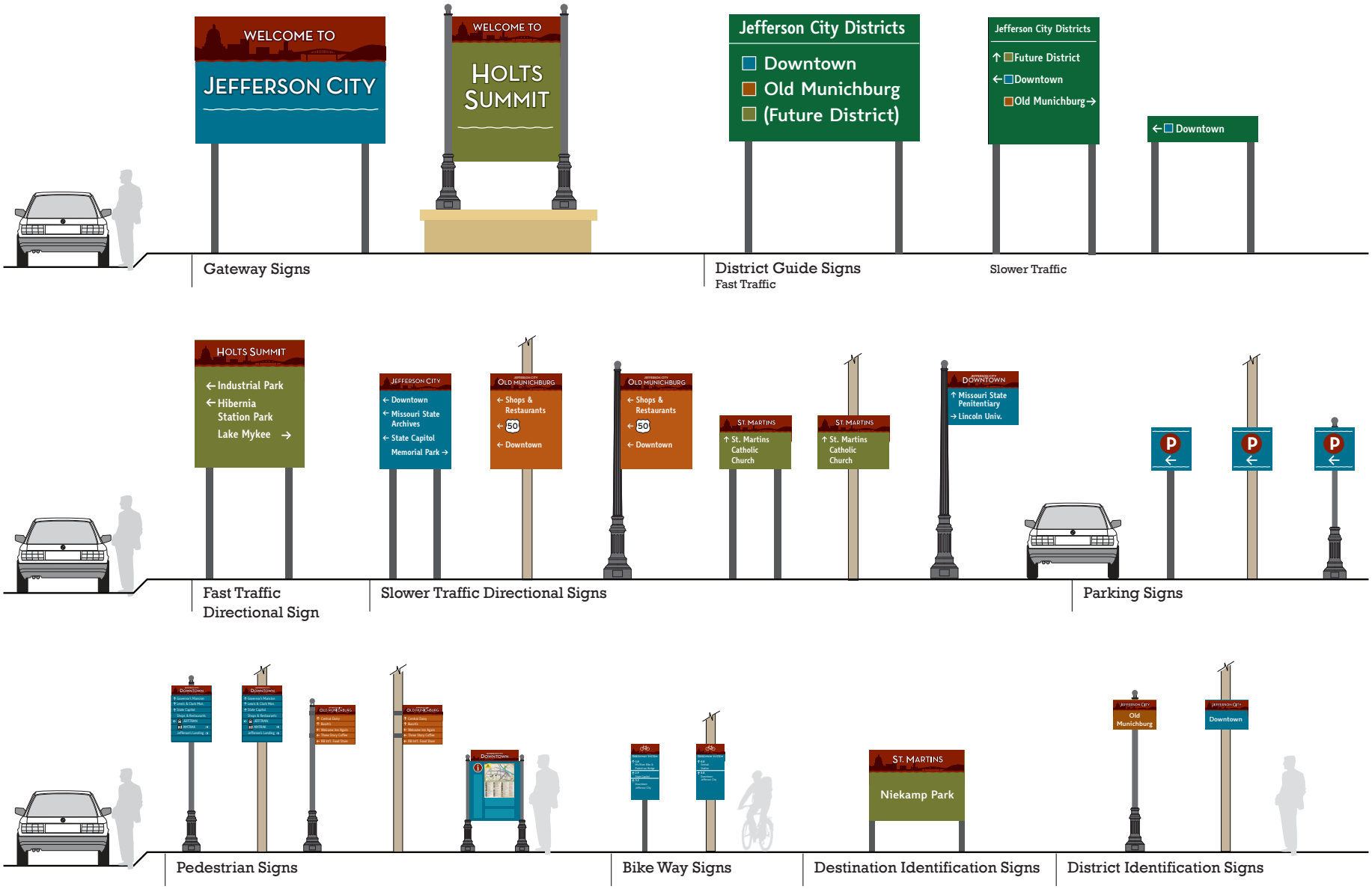
12 Great work!

13 The planted median on W. Main is a good example that could be replicated elsewhere, with good effect.

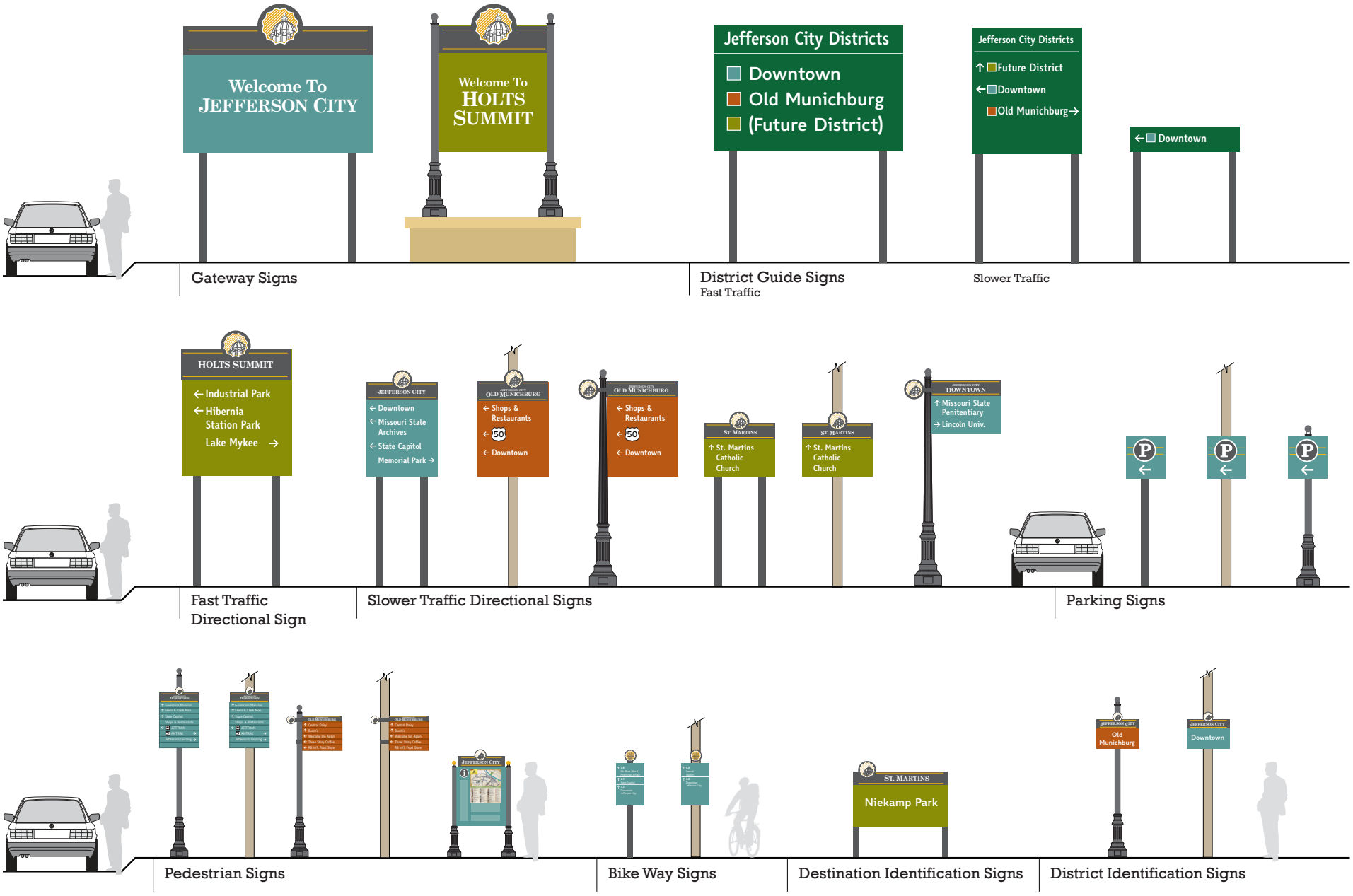
12.0 Signage Design Concept 1



Signage Design Concept 2

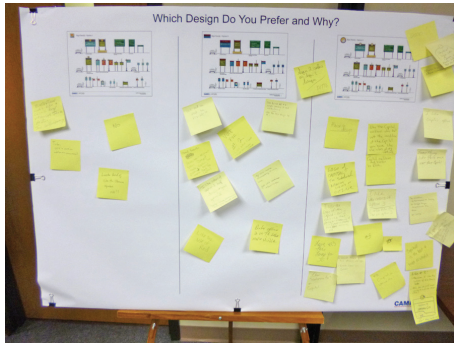


Signage Design Concept 3



Signage Design Concepts - Public Meeting

An additional public meeting was held to receive comments and feedback on the proposed design options.



Please give us your thoughts on the wayfinding sign plan. Does it represent the area well?

1. Excellent. Thank for working on this important project.

2. I think it represents the area well, however, being careful to not go too far out of town and not missing or forgetting sites and attractions due to lack of funds.

3. Yes it represents the area.

4. Good overall view. Capitol Complex is important, but shouldn't be only focus in iconography of signs.

5. Yes. Need to add more specific locations.

6. I think the city has done a great job, and I do think it represents the area quite well

7. Yes. I think option two mirrors what the Downtown Association is already doing

8. This is going to be great for the area. Great for tourism.

9. Yes

10. I think it will be great addition to Jefferson City especially if parking is easier to find as a result.

11. yes

Does the wayfinding plan identify the major districts in the region (on the back of this survey)? Please suggest other districts that should be considered for inclusion.

1. Ike Skelton SEMA?NG site should be included

2. I think it does a good job of identifying various districts of interest

3. Yes

4. Major Retail – MO Blvd, Stadium? – downtown is significant shopping district; Mo State Library in MO Archives/Wolf Library for the Blind in State Info Center; MO. River Regional Library

5. Include all the athletic fields and facilities for those coming in to town for games and events. Include police and fire, jail, etc.

6. Under institutions you mention libraries. The Missouri River Regional Library wants to be identified specifically. I think your list is thorough.

7. Not districts per se, but sporting complexes such as 63 soccer fields or baseball fields; Hospital directional; Lincoln University, JC High School

8. Special Olympics Training for Life Campus; Key city districts

9. SOMO

10. Capitol Complex should be its own district, it would be less confusing that way; Capitol Complex would include JCSHS, State Archives, other State Office building, Mansion, Supreme Court, Veteran Plaza, Police Officer Memorial; Downtown District – would focus on shopping, restaurants, other entertainment. Missouri state Library; Jefferson Landing Historic Site-referring to the site by two different names would be confusing; Do schools need to be included? Jefferson City Dog Park

11. "The Boulevard" maybe – Missouri Boulevard commercial district; Amtrak Station needs to be on the attraction list

Looking at ways to support the wayfinding plan (on the back of this survey), do you have any ideas for additional supporting materials to make a complete wayfinding system (using print and digital formats)?

1.

2. I believe kiosks and smartphone technology will be the easiest way to reach the max amount of people

3.

4.

5. Make brochures available at public and government locations. Website link from City web page, chamber, library, etc.

6. Those are all good ideas

7. Digital and/or interactive wayfinding at the trail entrances-namely the Katy Trailhead

8.

9. Denote urgent care 220 Madison for bike travelers as well as other locations on greenway

10. QR codes are sort of old technology may want to rethink using these to access further inof from the physical signs.

11. All good

Of the sign designs proposed, which sign design best represents the region and its communities most effectively and why?

1. Option 2 w/ logo more prominent

2. Design #2 - the logo/silhouette encompasses the entire area. Not stack as the capital dome

3. Option 3 – it is the one that identifies the region that is unique in the state – the Capitol.

4. Sign Group 2 – Silhouette showing capital, bridge, not river gives a better regional image; fonts-colors may need to be tweaked

5. #3 Capital-but need much better rendering of capital at a different background and border. Like colors of option 2

6. Option 3 – like the capitol and the colors. I do think the rendering of the capitol needs some work-it's a bit subdued.

7. #2-similar to the current look of the downtown marketing materials. Like the clean look and simple font- I think the skyline is a great representation of the community

8. #3 – would like to see true colors to be used

9. #3 with capital dome as a way of branding

10. Option2 – the graphic represents the larger region so if you plan to expand the signage to outlying communities that's better than just highlighting the dome

11. #3 – except I like the darker color scheme of #2 – blue and reds

Which sign design do you prefer and why? Please note that the final sign design will be based on one of these three designs, based on your comments.

1. Option 2

2. Design 2

3. See above

4. Sign Group 2 – see above

5. Like the font style of #2 best

6. I believe the capitol best represents Jefferson City- it is what people think of first.

7. #2 see above

8.

9. Same

10. Option 2 but maybe some different colors

11. #3

Transcribed Post-It Note Comments on Sign Families 1-3

Sign Family 1

- Illustration looks like a cereal box/orange juice ADD. Too contemporary
- NO
- Toto, we're not in Kansas any more!
- Looks kind of like the Obama symbol! NO!!

Sign Family 2

- Will red on red be visible
- Overall favorite. Gives more regional view. Doesn't make capitol too prominent. We're more than the capital.
- I like colors of option 1 but design & layout option 2. Design is more encompassing than just capitol dome.
- Like the use of red.
- Prefer option 2 with logo more visible
- Logo nice – more encompassing of entire area. Good color contrast & font choice
- Vote for #2 – like colors & font – like the clean lines
- Like format of #2 – simpler working to read while driving/Also like logo design of #1
- Sign 2 colors on sign 3 design/ditto

Sign Family 3

- Favorite design
- Logo of capital too subdued change colors of outline
- I like the logo of the capitol – but I don't like that particular rendering of it – I think it needs some work – outlining, etc.
- Love this logo for JC #3
- Like "welcome to" & capital
- Don't care for the dome design – don't care for the colors
- #3
- I like the colors of option 3 I also like the font of option 3
- Capital emblem and order to Blah
- Like the capital emblem idea but not the rendition of the capital you have. Like the colors of #2 option
- Good!
- Shape of sign like Dome on more like Jeff City sign on East
- Different logo for different community
- I like capital option
- Something like this one. Use the capital
- The emblem is too narrow if trying to target large swathes of the area. Eh colors
- #3
- I prefer sign option 3 – I believe the capitol is what most think of when
- Capital is the best and most relateable
- #3 capital is who we are!
- Like # 3! – however I like the colors of #2 family better – Also, can we put more curves to indicate the river

District/Destination Comments - Individual notes on specific pages of the Wayfinding Plan (transcribed exactly)

- Page 20 – Ibeacon – Low emitting blue tooth – built in android and apple
- Page 21 – Westside? Amtrak? [Up near the Districts section]
- Page 21 – Look at Map on DT website cross check list of attractions. [Near Attractions/Institutions]
- Page 21 – Jefferson Landing State Historic Site (listed under two different names on Attractions List) [maybe this note refers to Elizabeth Rozier Gallery and Lohman Building Store and Warehouse]
- Page 22 – -for sale [Next to Rickman Conference Center]
- Page 22 – Downtown Business District [Next to Major Retail Destinations]
- Page 22 – Riverside [Down in Outdoor Recreation]
- Page 23 – add international Library symbol please • [under symbols]
- Page 23 – See symbols on DT map [under JEFFTRAN symbol]

Individual notes left on our question board regarding districts and destinations.

- Capital Complex
- Hospitols
- Cole County park by American Legion ball fields
- Move Militia soldier from MO Blvd to Militia Drive [A request?]
- Education District – LU, JCHS, Nichols Career Center
- Moreau Drive historic district
- Additional parks, ie mcclung riverside
- We would like Missouri River Regional Library to be included as one of the institutions. Thank you!
- Lower Jefferson conservation District
- W. Main conservation district
- SOMO Special Olympics
- Missouri Blvd.?
- Riverhood Hayselton Neighborhood
- MO NG Military museum Ike Skelton CTR.
- Capitol Ave Hist. Dist

13.0 Revised Design Concepts

Capital Icon Refinement

Previous Capital Icon

OPTION 1A

OPTION 1B
hill and river

OPTION 2A

OPTION 2B

Color Palette

PANTONE 314 | PANTONE 1815 | PANTONE 5763 | PANTONE 1675

Fonts

District Headers
- Neutra Text

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Listings
- Wayfinding Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

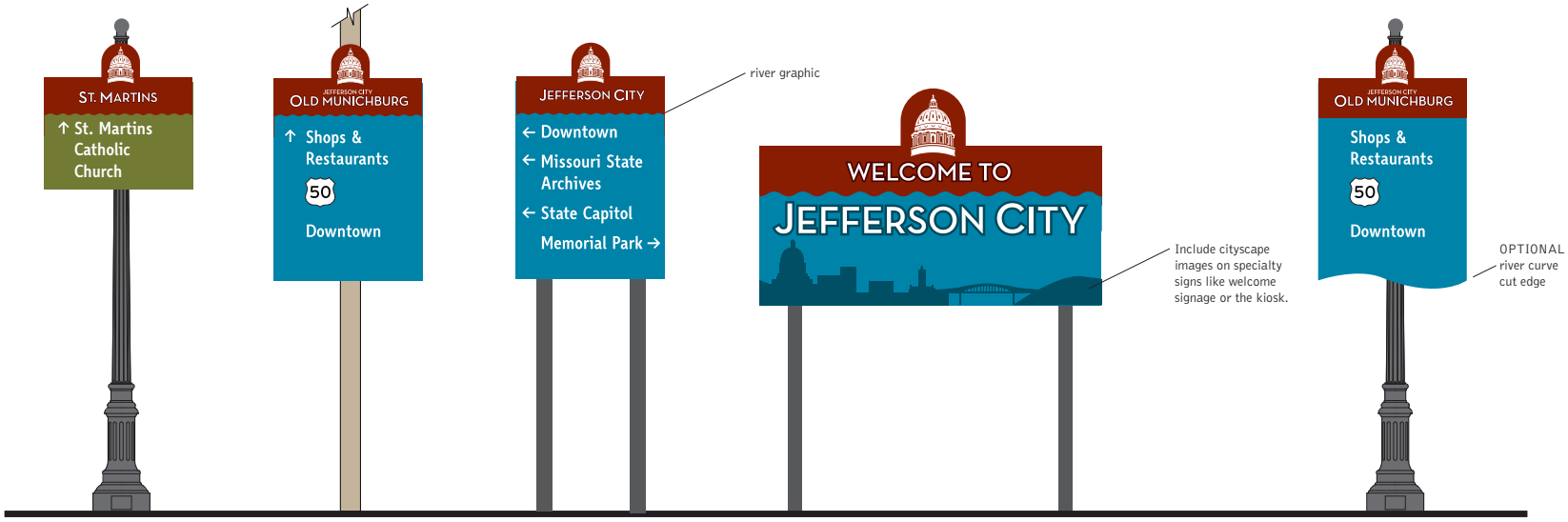
- Wayfinding Sans CnBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Revised Design Concepts

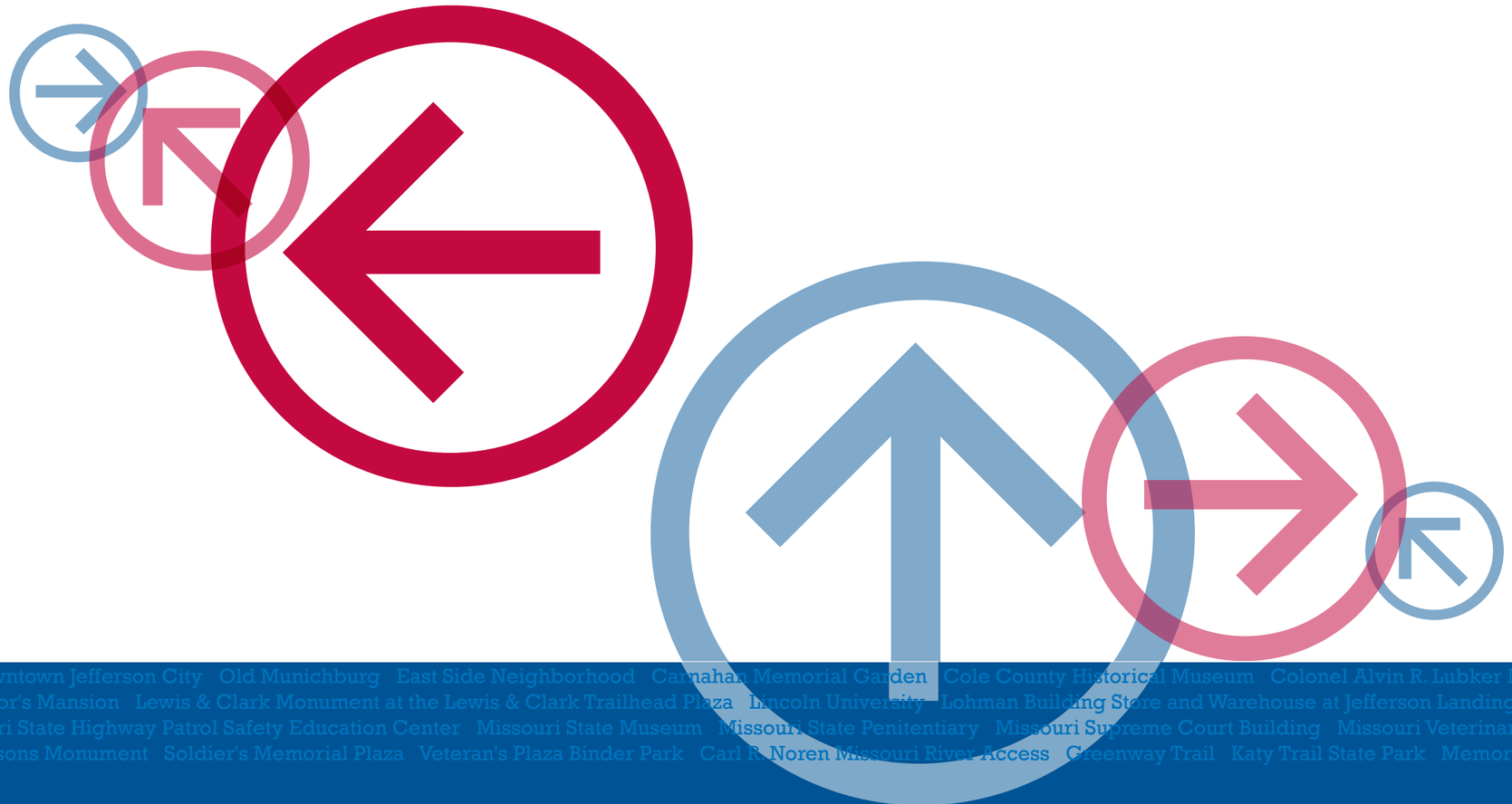
Revised Design Concepts

Option 2A



Option 2B

CAMPO Regional Wayfinding Plan



CAMPO
Capital Area Metropolitan Planning Organization

Regional Signage Design Intent Drawings

June 23, 2015

Downtown Jefferson City Old Munichburg East Side Neighborhood Carnahan Memorial Garden Cole County Historical Museum Colonel Alvin R. Lubker Memorial Safety & Education Center Elizabeth Rozier Gallery at Jeffers
rnor's Mansion Lewis & Clark Monument at the Lewis & Clark Trailhead Plaza Lincoln University Lohman Building Store and Warehouse at Jefferson Landing Missouri Farm Bureau Log Home Missouri State Archives Missouri S
ouri State Highway Patrol Safety Education Center Missouri State Museum Missouri State Penitentiary Missouri Supreme Court Building Missouri Veterinary Medical Foundation Museum Museum of Missouri Military History
arsons Monument Soldier's Memorial Plaza Veteran's Plaza Binder Park Carl R. Noren Missouri River Access Greenway Trail Katy Trail State Park Memorial Park Missouri River Pedestrian/Bike Bridge Runge Nature Center

ARCTURIS
together we create

720 OLIVE STREET, SUITE 200 SAINT LOUIS MO 63101
[T] 314 206 7186 ARCTURIS.COM

FONTS

District Headers
- Neutra Text

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Listings
- Wayfinding Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

- Wayfinding Sans CnBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

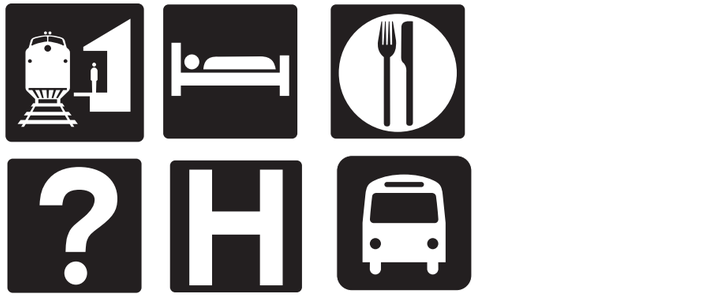
ARROWS

FHWA/MUTCD MoDoT Highways

City Street/Pedestrian/Bikeways

LOGOS & ICONS

UNIVERSAL SYMBOLS



COLORS

PANTONE 5763 | PANTONE 314 | PANTONE 1815 | PANTONE 1675 | PANTONE | PANTONE | PANTONE

COLORS: MUNICIPALITY SYSTEM

TBD: Icons for each municipality drawn in same illustration style as dome/hill/river icon.

PMS*
1955

PMS
576

NORTH OF THE MISSOURI RIVER

PMS
640

JEFFERSON CITY

PMS
167

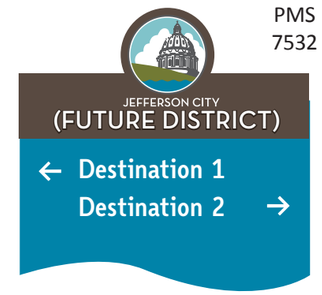
SOUTH OF THE MISSOURI RIVER

* PMS - Pantone Matching System

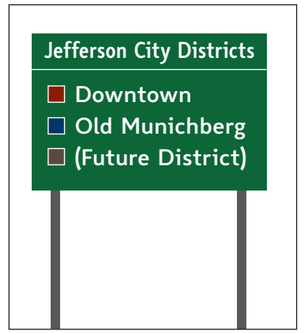
COLORS: DISTRICT SYSTEM (JEFFERSON CITY)

PMS
1955

PMS
654



PMS
7532



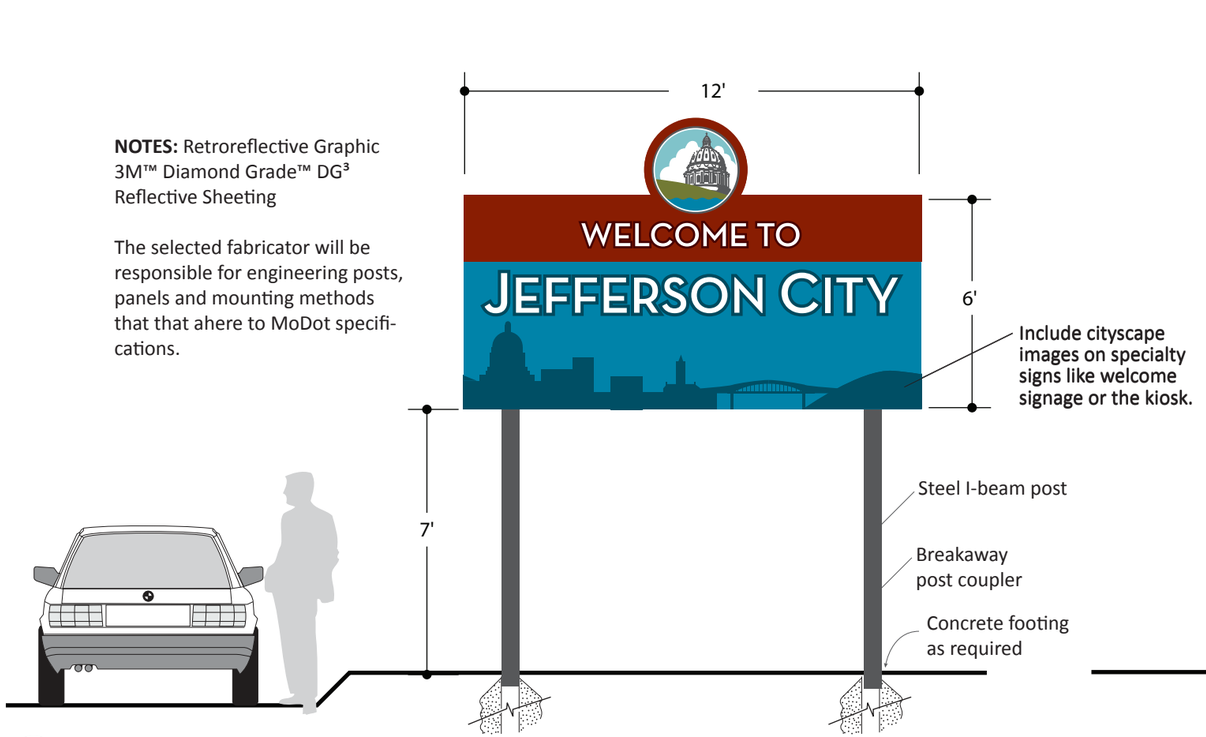
COLOR STRATEGY

Color plays a key role in the wayfinding strategy setting up a hierarchy to help identify different municipalities of the region. Each city identifier header is the same color with an icon representing the community. The legend area where destinations are listed changes per municipality. To simplify, three colors represent the CAMPO region municipalities. Green represents municipalities north of the Missouri River. Orange represents municipalities south of the Missouri River. Blue represent Jefferson City, the largest of the municipalities in the region.

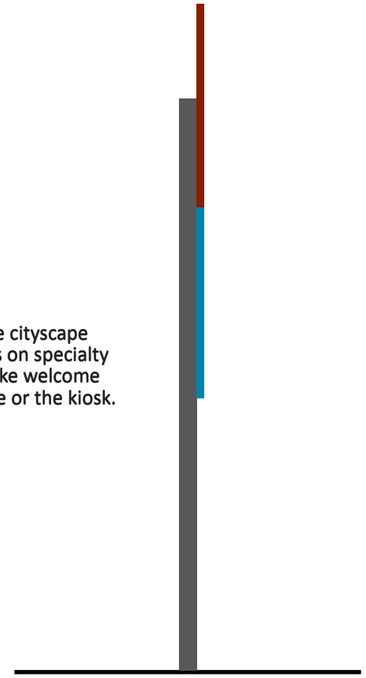
Further color breakdown can occur for districts within a municipality to provide distinction but still maintaining the overall feel of the signage design family.

NOTES: Retroreflective Graphic 3M™ Diamond Grade™ DG³ Reflective Sheeting

The selected fabricator will be responsible for engineering posts, panels and mounting methods that that ahere to MoDot specifications.



1 **A** - Highway Gateway
SCALE: 1/4”=1’0”



2 **SIDEVIEW: A** - Highway Gateway
SCALE: 1/4”=1’0”

3 **A2** - Small Highway Gateway
SCALE: 1/4”=1’0”

SIGN TYPE A

FREEWAY/EXPRESSWAY CITY GATEWAY IDENTIFIER

Double Post and Panel

The wayfinding sign program is limited to within the city limit boundaries. This sign identifies the entry into the municipality at it’s city limit boundary for vehicular traffic.

Functionality

- The main logo represents the CAMPO/Jefferson City region.
- Color hierarchy is established
-The typeface size is set for legibility on freeways/ expressways above 8”-10” letters.

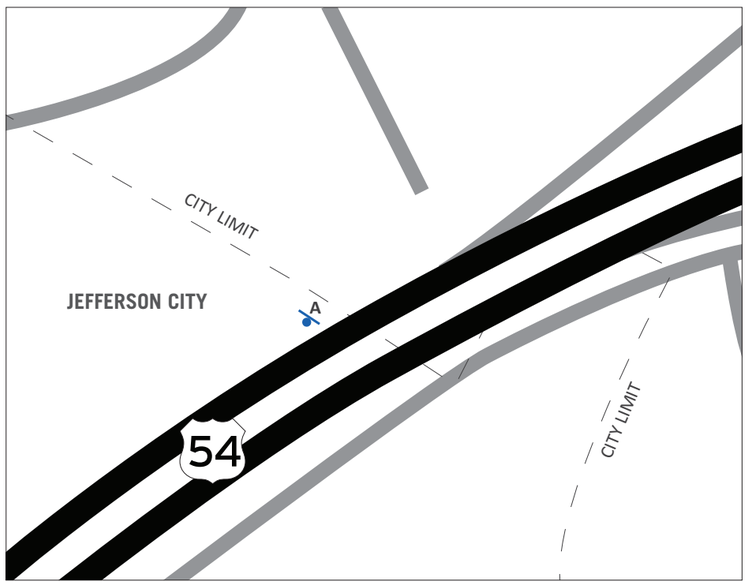
Location

Place at city limits boundaries as a gateway into a municipality along MODOT right of way.

Other Features

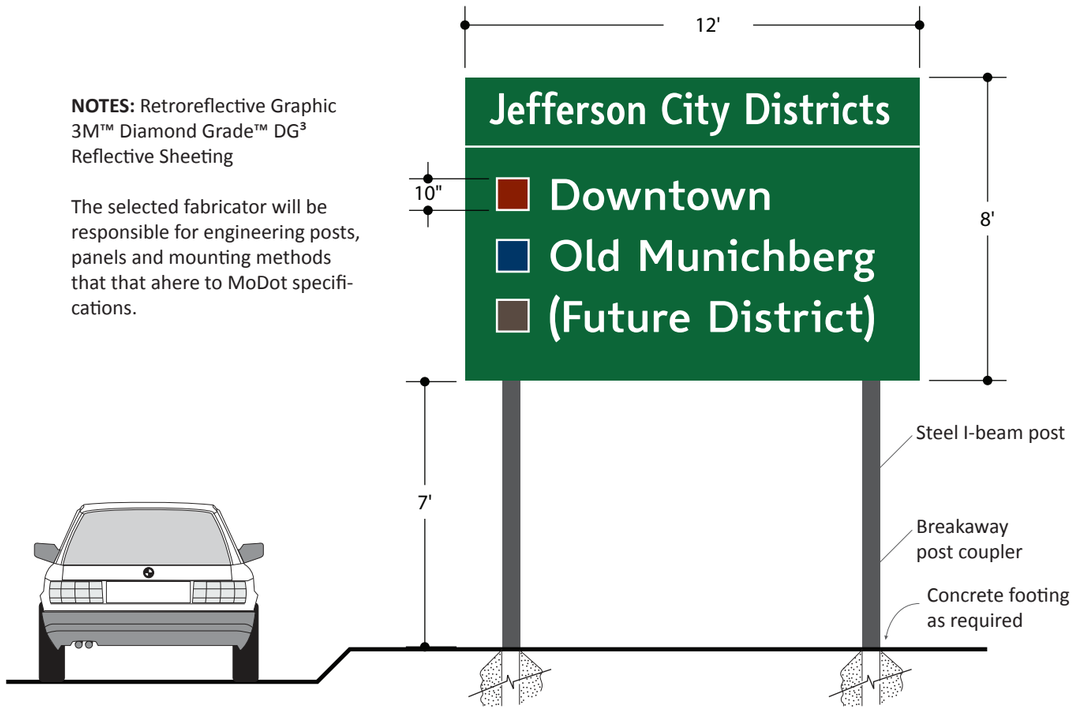
The sign can be enhanced with landscaping, lighting, masonry bases and other elements that create a welcoming gateway.

Typical Location

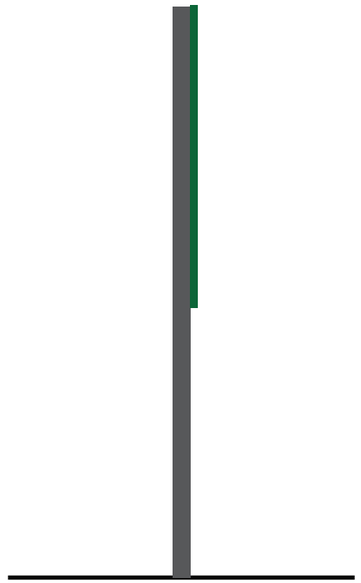


NOTES: Retroreflective Graphic 3M™ Diamond Grade™ DG³ Reflective Sheeting

The selected fabricator will be responsible for engineering posts, panels and mounting methods that that ahere to MoDot specifications.



1 **B** - Highway Districts Directional
SCALE: 1/4”=1’0”



2 **SIDEVIEW: B** - Highway Districts Directional
SCALE: 1/4”=1’0”

SIGN TYPE B
FREEWAY/EXPRESSWAY DISTRICT GUIDE SIGN
Double Post and Panel

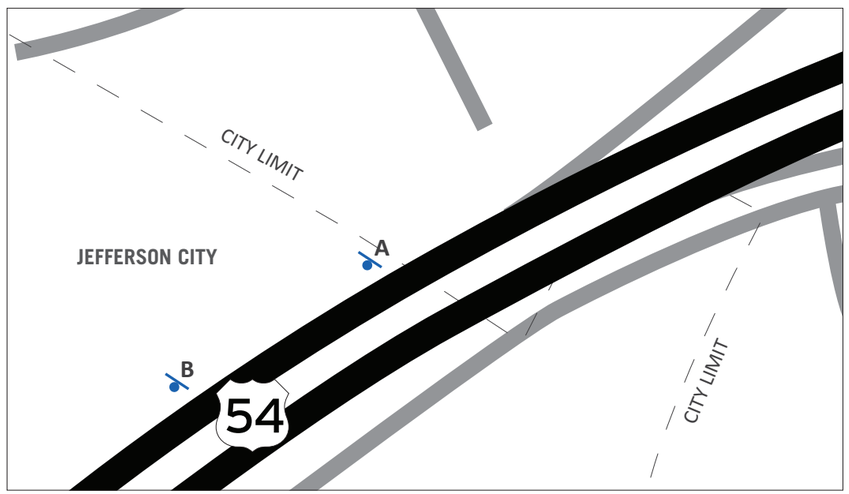
A municipality must have three well-defined districts before signing can be placed on a freeway or expressway. This sign informs vehicular traffic of districts and municipalities where specific sites within them are found. Currently in Jefferson City there are two defined districts - Downtown and Old Munichburg, with potnetial for future districts.

Functionality
- Color code districts
- The typeface size is set for legibility on freeways/ expressways at 8”-10” letters.

Location
Place after crossing city limits and near decision points (prior to intersections and exit ramps) along freeways and expressways along MODOT right of way.

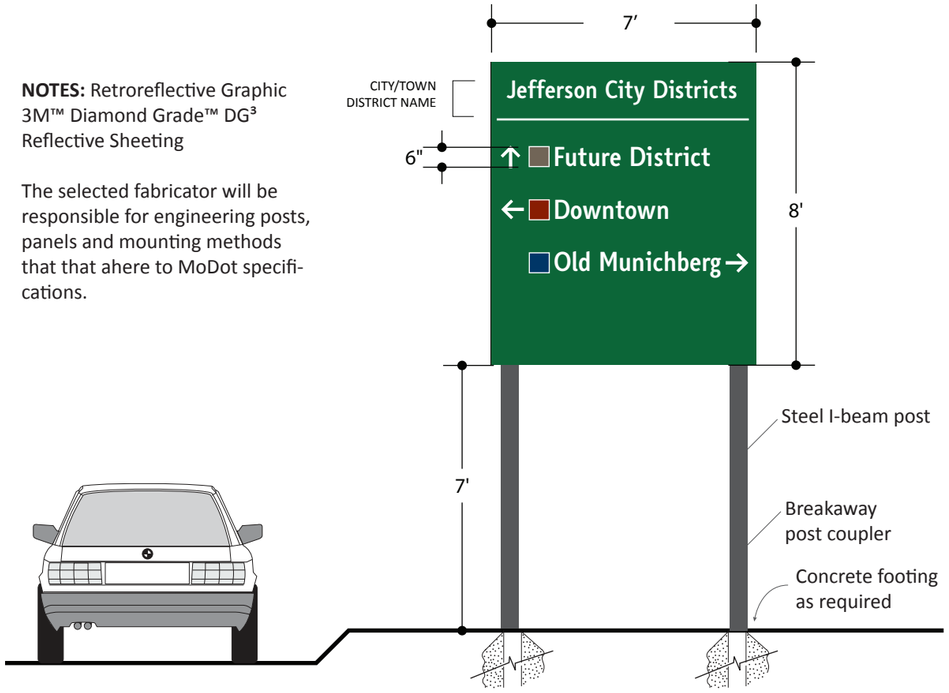
Destination Limit: 3 minimum

Typical Location

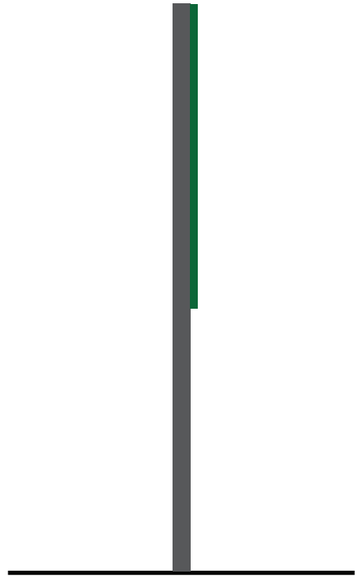


NOTES: Retroreflective Graphic 3M™ Diamond Grade™ DG³ Reflective Sheeting

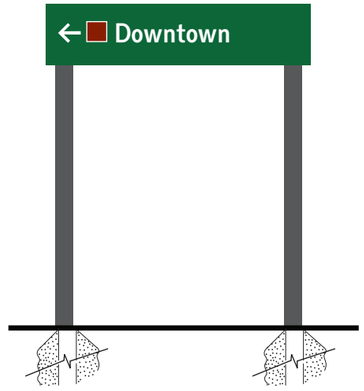
The selected fabricator will be responsible for engineering posts, panels and mounting methods that that ahere to MoDot specifications.



1 **B2** - Major Boulevard Destination Guide Sign
SCALE: 1/4"=1'0"

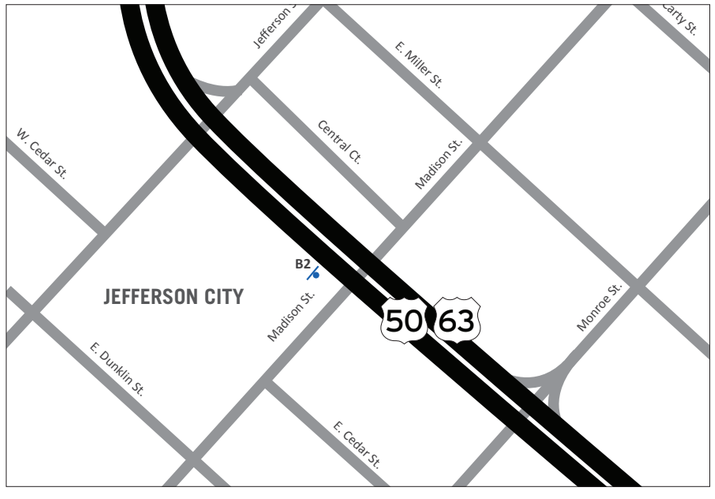


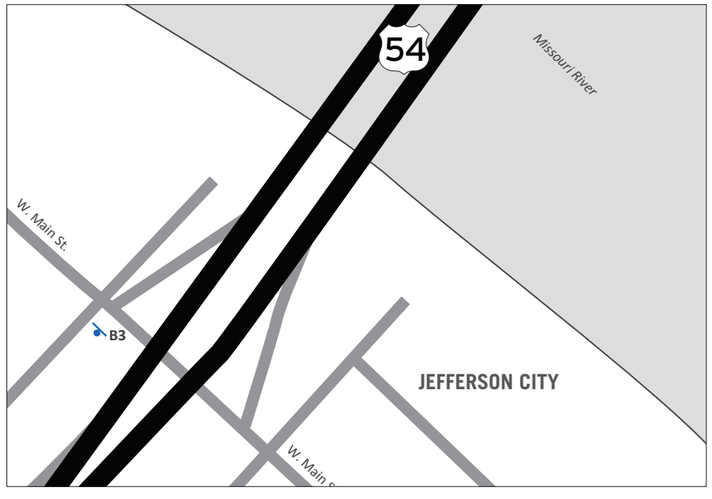
2 **SIDEVIEW: B2** - Major Boulevard Destination Guide Sign
SCALE: 1/4"=1'0"



3 **B3** - Major Boulevard Destination Guide Sign
SCALE: 1/4"=1'0"

Typical Location





SIGN TYPE B2
MAJOR BOULEVARD DISTRICT GUIDE SIGN
Double Post and Panel

This sign on state roads inform vehicular traffic of districts within municipalities where specific sites within them are found.

Functionality
- Color code districts
- The typeface size is set for legibility on major boulevards at 6" type for speeds under 45 mph.

Location
Place after crossing city limits and near decision points (prior to intersections) along major boulevards and streets.

Destination Limit: 3 minimum

SIGN TYPE B3
MAJOR BOULEVARD SINGLE DISTRICT GUIDE SIGN
Double Post and Panel

This sign informs vehicular traffic of districts and municipalities where specific sites within them are found. It is to be used for instances where only one district is listed.

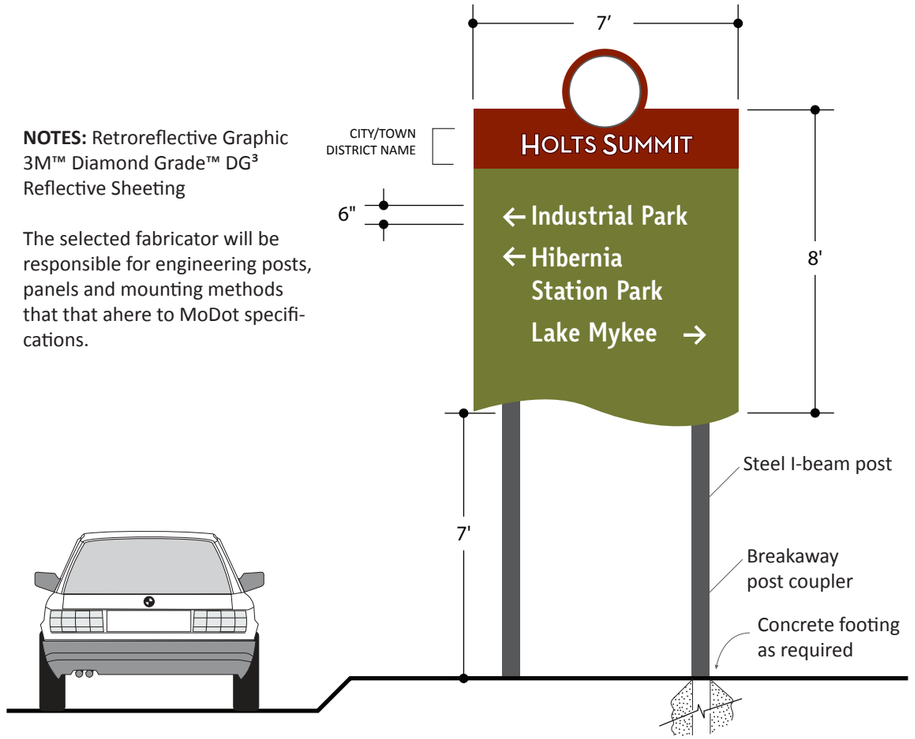
Functionality
- Color code districts
- The typeface size is set for legibility on major boulevards and streets at 6" type for speeds under 45 mph.

Location
Place after crossing city limits and near decision points (prior to intersections) along major boulevards and streets.

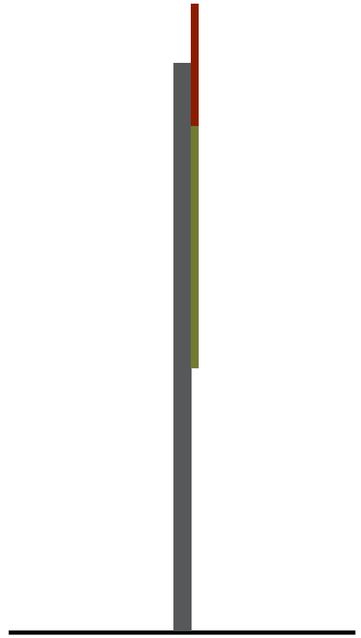
Destination Limit: 1

NOTES: Retroreflective Graphic 3M™ Diamond Grade™ DG³ Reflective Sheeting

The selected fabricator will be responsible for engineering posts, panels and mounting methods that that ahere to MoDot specifications.

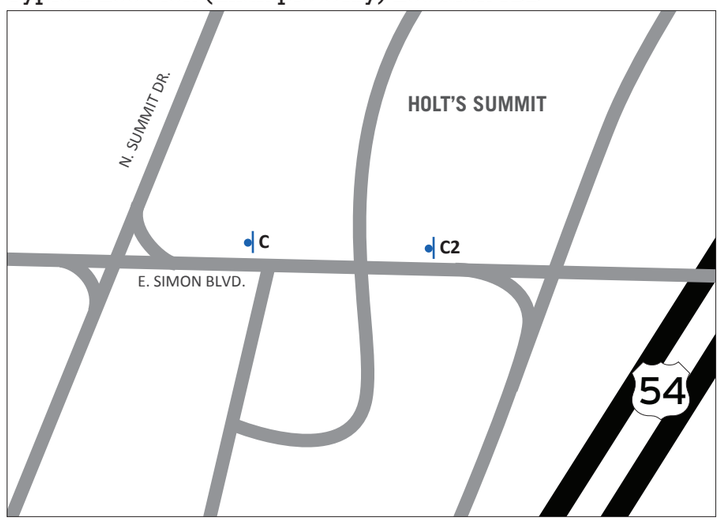


1 **C** - Major Boulevard Vehicular Directional
SCALE: 1/4”=1’0”



2 **SIDEVIEW: C** - Major Boulevard Vehicular Directional
SCALE: 1/4”=1’0”

Typical Location (Example Only) Location TBD



SIGN TYPE C
MAJOR ROAD VEHICULAR DIRECTIONAL
Double Post and Panel

This sign directs vehicular traffic along major boulevards (Rex Whitton Expy) at moderate speeds within a wayfinding district. It’s messaging includes major destinations, districts, neighborhoods, municipalities and services.

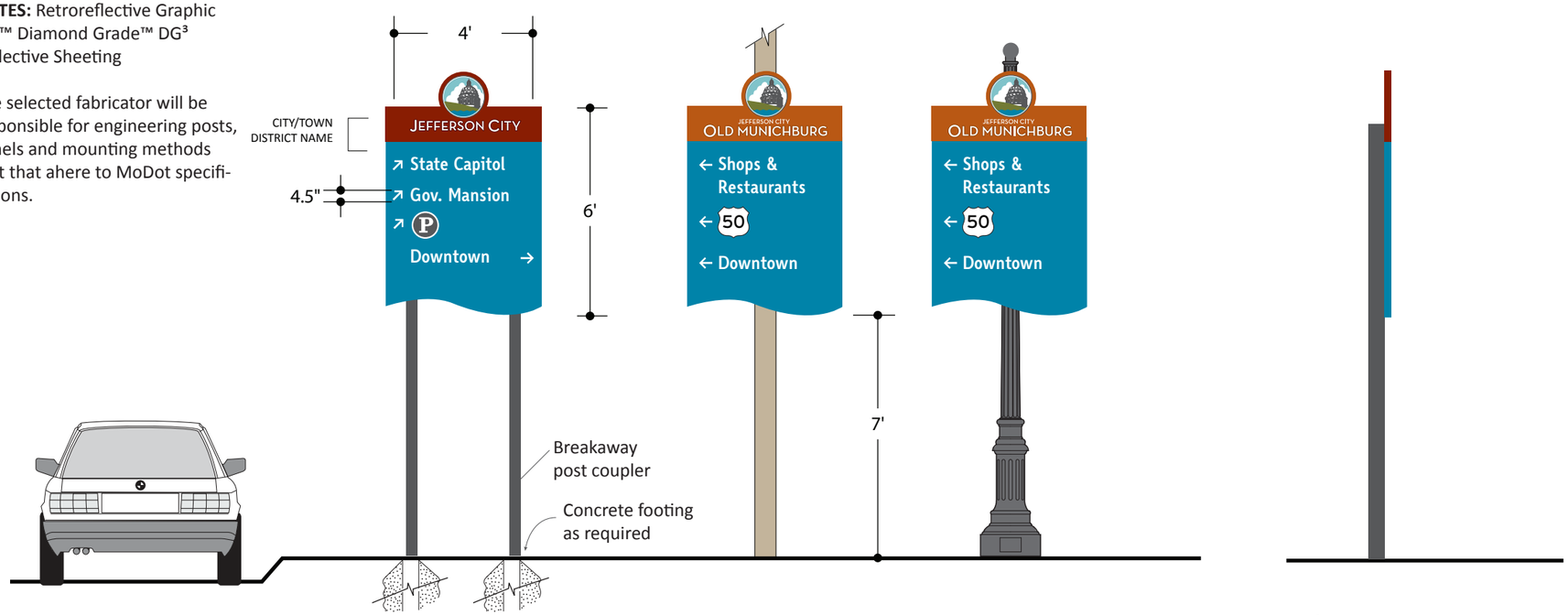
Functionality
- The main logo represents the CAMPO/Jefferson City region.
- District or municipality designation is included.
- Color hierarchy is established
- The typeface size is set for legibility on major roads at 6” type for speeds between 45-55 mph.

Location
Place in decision-making areas along major City roads that are at higher speeds.

Destination Limit: 3

NOTES: Retroreflective Graphic 3M™ Diamond Grade™ DG³ Reflective Sheeting

The selected fabricator will be responsible for engineering posts, panels and mounting methods that that ahere to MoDot specifications.



D1 - Street Vehicular Directional -Tall

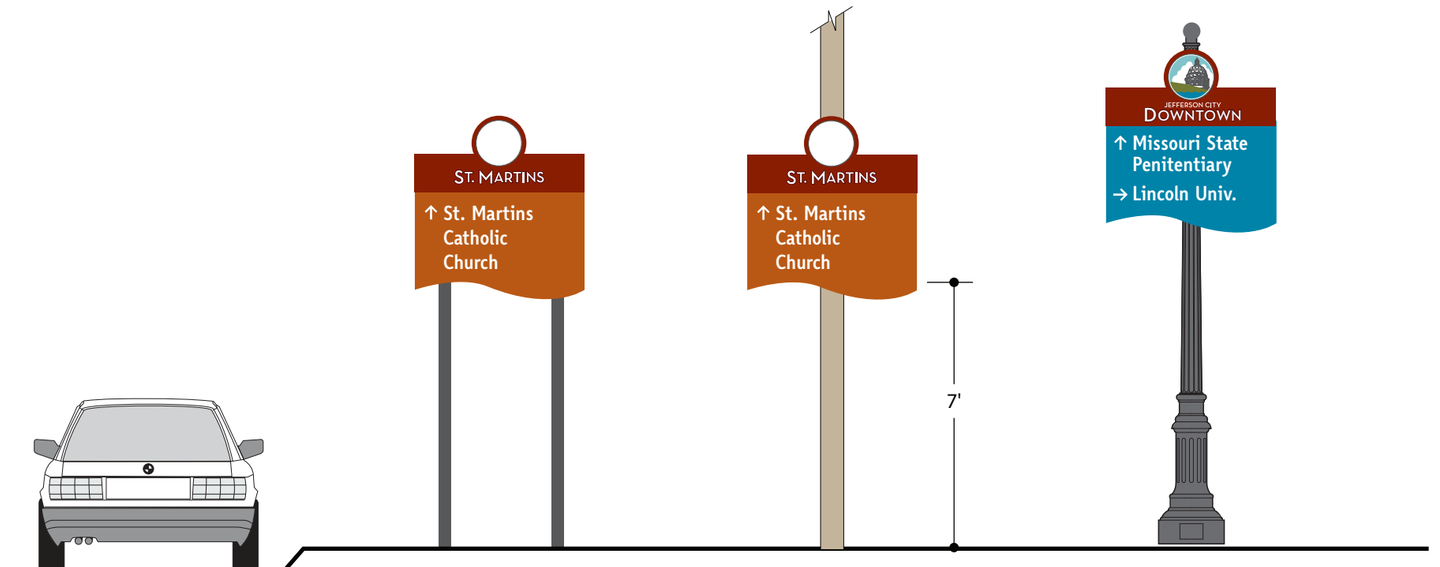
D2 - Existing Pole Mounted

D3 - Decorative Pole

1 SCALE: 1/4”=1’0”

Side View: D1
- Street Vehicular Directional

2 SCALE: 1/4”=1’0”



D4 - Street Vehicular Directional -Short

D5 - Existing Pole Mounted

D6 - Decorative Pole

3 SCALE: 1/4”=1’0”

SIGN TYPE D

VEHICULAR DIRECTIONAL IN DISTRICTS

Post and Panel

This sign directs vehicular traffic along streets at slower speeds within wayfinding districts. It’s messaging includes destinations, parking and services.

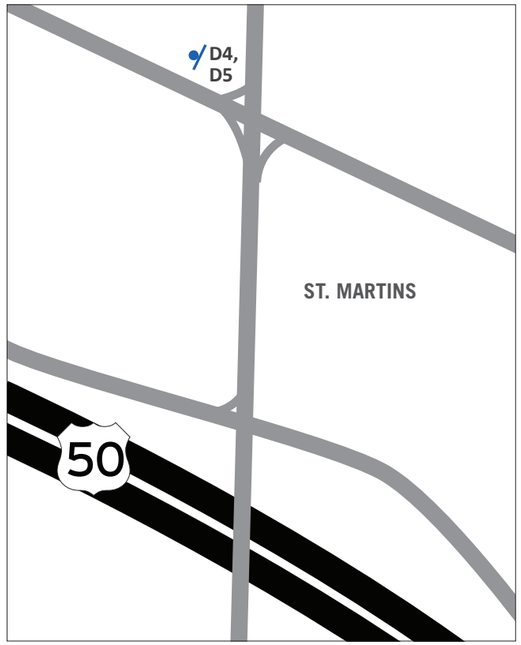
Functionality
- The main logo represents the CAMPO/Jefferson City region.
- District or municipality designation is included.
- Color hierarchy is established
-The typeface size is set for legibility on routes of speeds lower than 45mph at 4.5” type minimum.

Location
Place in key decision-making areas and intersections for wayfinding.

Destination Limit: 3; if vehicular speeds are under 35 mph, displaying 4 destinations is acceptable.

Other Features
The sign can be a freestanding sign on a standard I-beam steel pole or ornamental pole. It can also be attached to an existing light pole to decrease visual clutter.

Typical Location D

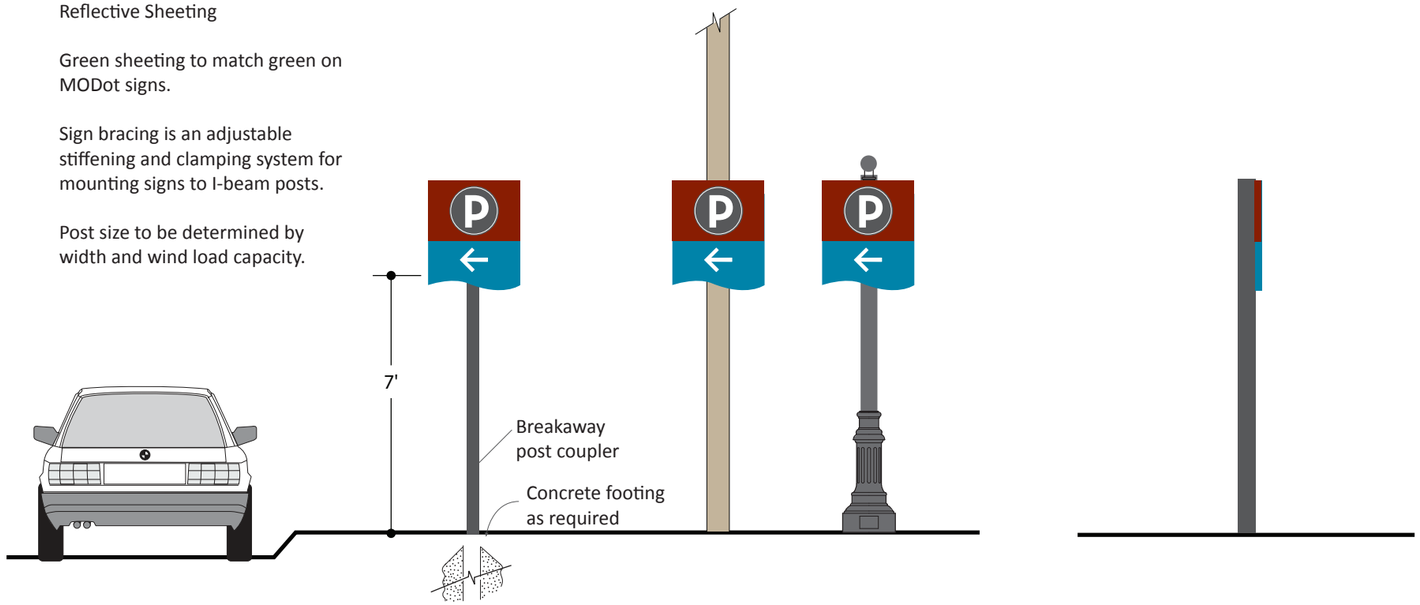


3M™ Diamond Grade™ DG³
Reflective Sheeting

Green sheeting to match green on MODot signs.

Sign bracing is an adjustable stiffening and clamping system for mounting signs to I-beam posts.

Post size to be determined by width and wind load capacity.



1 **E** - Street Parking Directional
SCALE: 1/4”=1’0”

E2 - Optional
Street Parking Directional
(Use Existing Poles)

E3 - Optional
Ornamental Pole

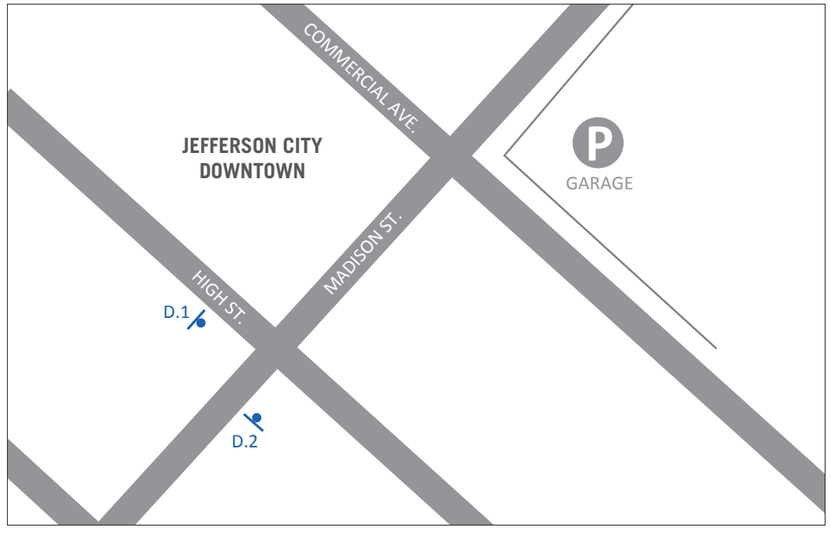
SIGN TYPE E
PARKING VEHICULAR DIRECTIONAL
Post and Panel

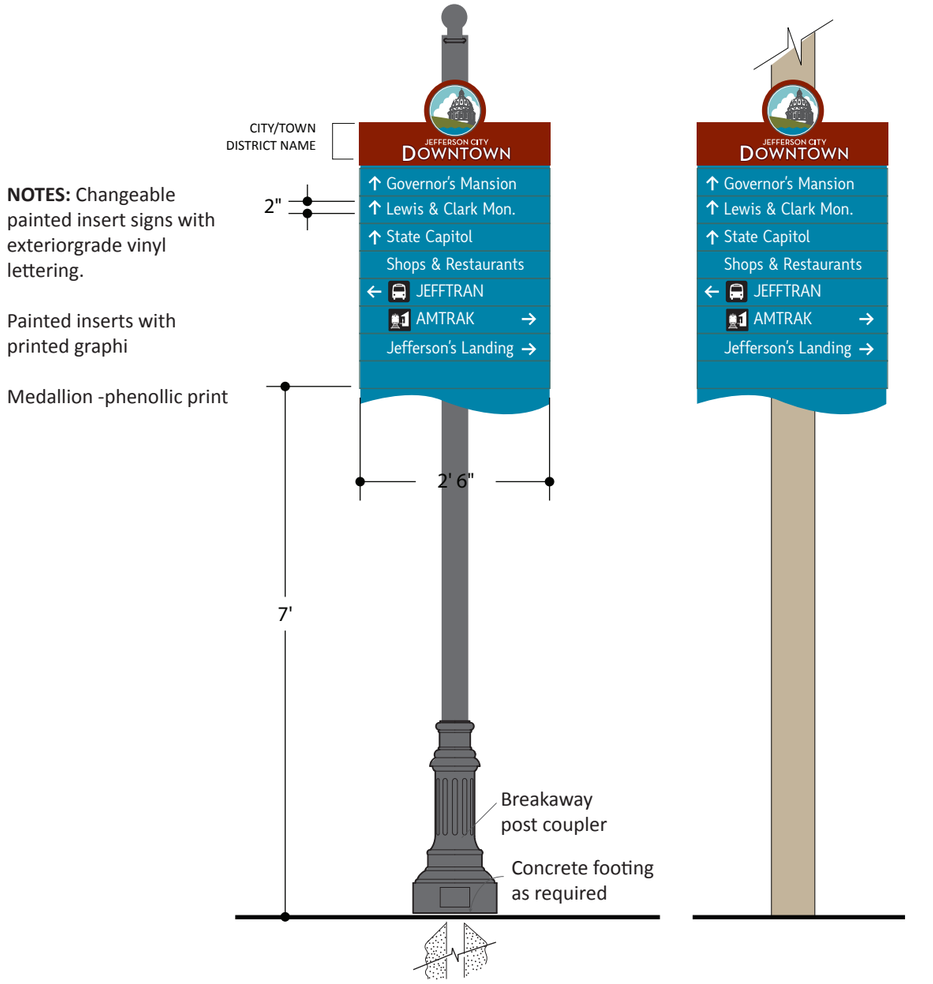
This sign directs vehicular traffic to all public parking lots and garages.

Location
Place in key decision-making areas near public parking lots and garages.

Other Features
The sign can be a freestanding sign on a standard I-beam steel pole or ornamental pole. It can also be attached to an existing light pole to decrease visual clutter.

Typical Location





NOTES: Changeable painted insert signs with exteriorgrade vinyl lettering.

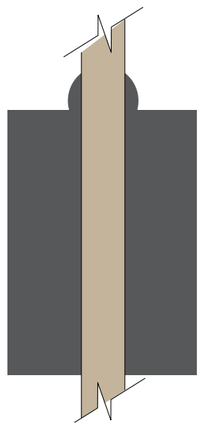
Painted inserts with printed graphi

Medallion -phenollic print

1 **F1** - Pedestrian Directional-Tall
SCALE: 1/2”=1’0”

F2 - Use Existing Poles

2-sided or blank



SIGN TYPE F
PEDESTRIAN DIRECTIONAL
Post and Panel

This sign directs pedestrian traffic within a way-finding district along sidewalks within wayfinding districts. It’s messaging includes destinations, parking and services. These sign types are the only signs within the system where private business are allowed.

Functionality
- The main logo represents the CAMPO/Jefferson City region.
- District or municipality designation is included.
- Color hierarchy is established
-The typeface size is set for legibility by pedestrians at 2” type minimum.

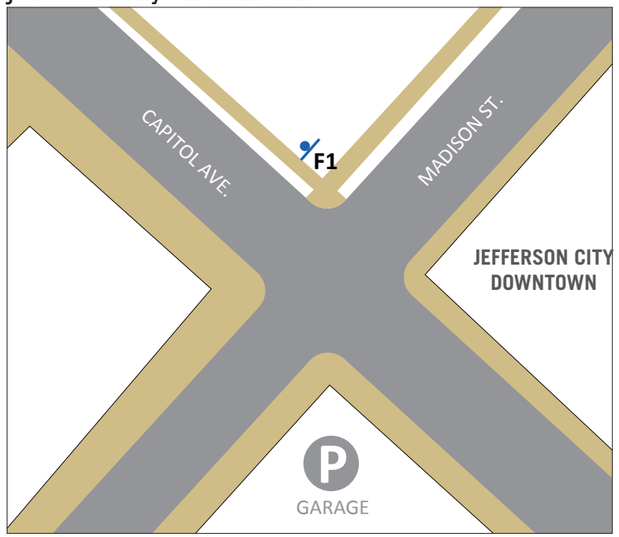
Location
Place in key decision-making areas near public parking lots and garages, high pedestrian traffic corridors and major destinations.

Destination Limit: 8 (Tall) 5 (Short)

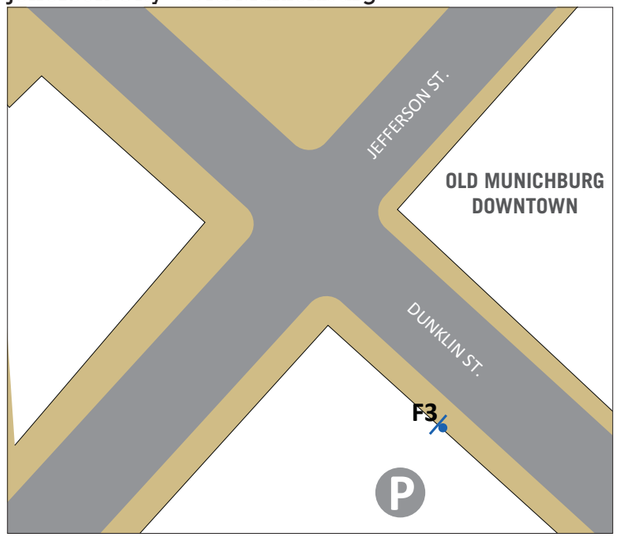
Other Features
The sign can be a freestanding sign on a standard I-beam steel pole or ornamental pole. It can also be attached to an existing light pole to decrease visual clutter.

Typical Location

Jefferson City - Downtown



Jefferson City - Old Munichburg



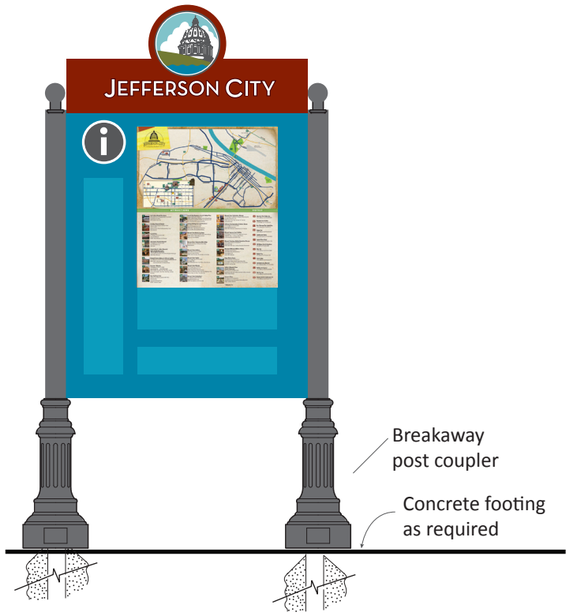
SIGN TYPE G
INFORMATION KIOSK/DIRECTORY

These signs contain a changeable map, directional and transit information while defining key areas of the Downtown. They are located in high pedestrian traffic areas. They are very similar to a shopping mall directory and can be double or single-sided. It's recommended the map should be consistent with any printed maps, perhaps those created by the CVB. This allows for consistent and common visuals that visitors may have accessed prior to their visit.

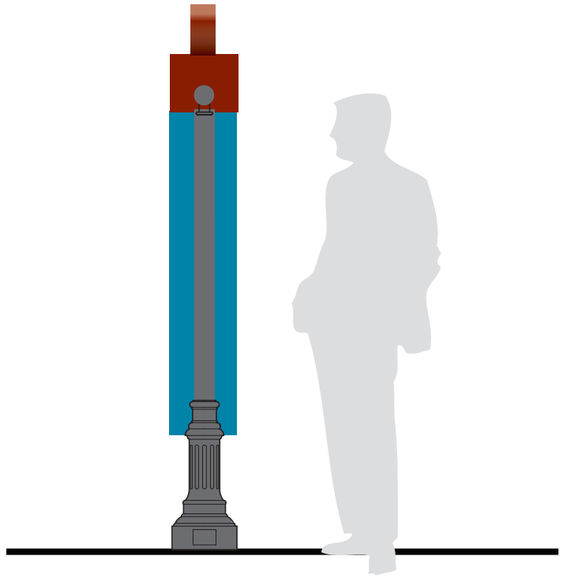
Functionality
- The main logo represents the CAMPO/Jefferson City region.
- District or municipality designation is included.
- "i" is international symbol for Information
- Changeable map and directory

- Multiple ways to design -one side could offer digital information or advertising with a flatscreen.

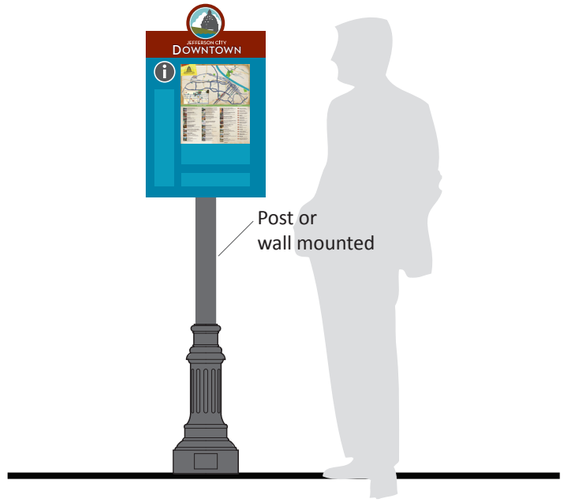
Location
Place in key gathering areas near public parking lots and garages, high pedestrian traffic corridors and major destinations.



1 **G** - Information Kiosk/Directory
SCALE: 1/2"=1'0"

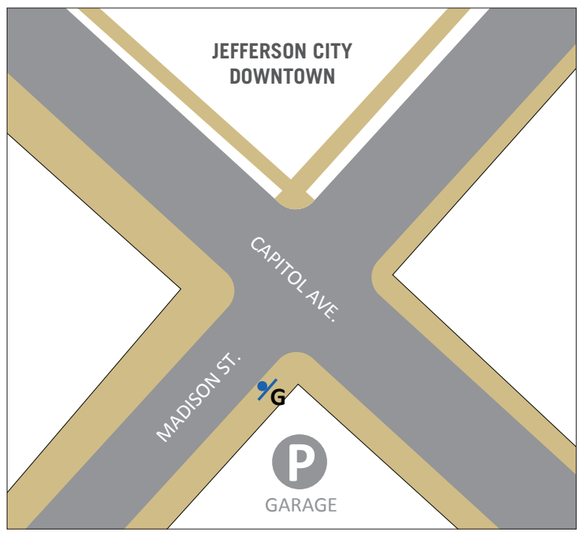


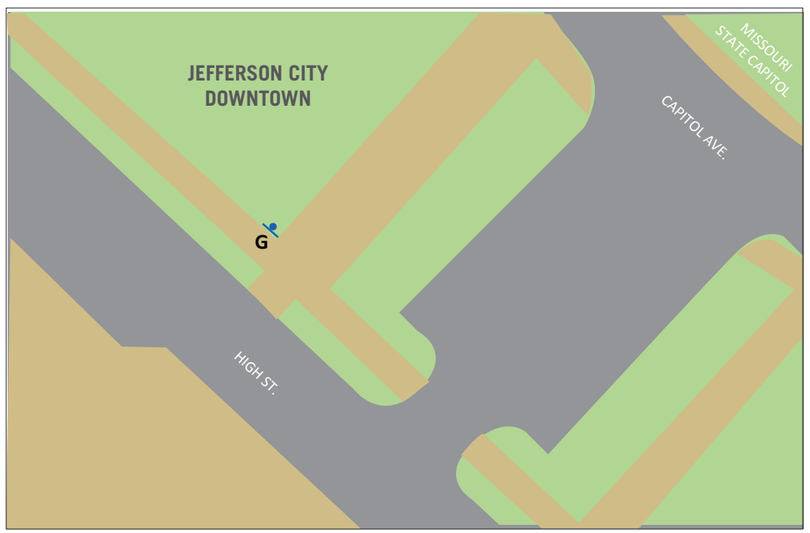
2 **SIDEVIEW: G** - Information Kiosk/Directory
SCALE: 1/2"=1'0"

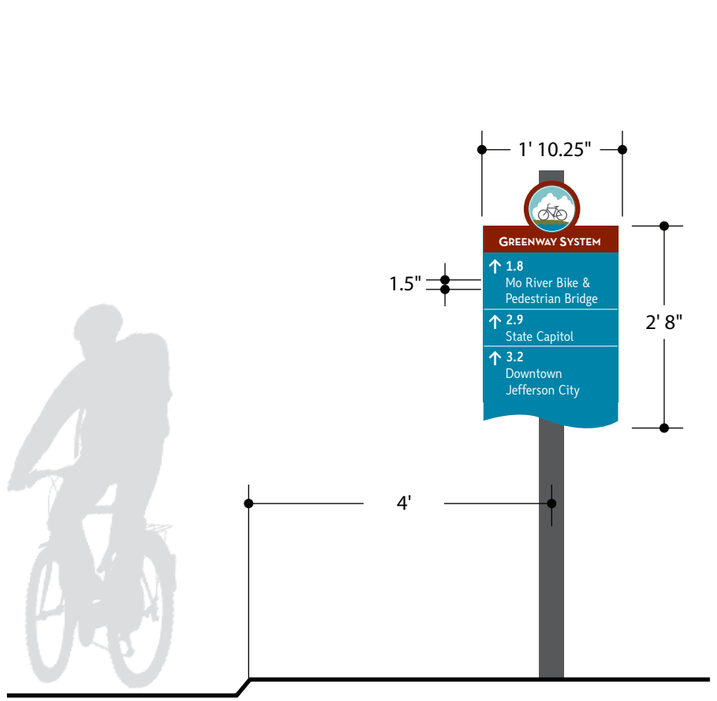


3 **G.2** - Small Information Kiosk/Directory
SCALE: 1/2"=1'0"

Typical Location





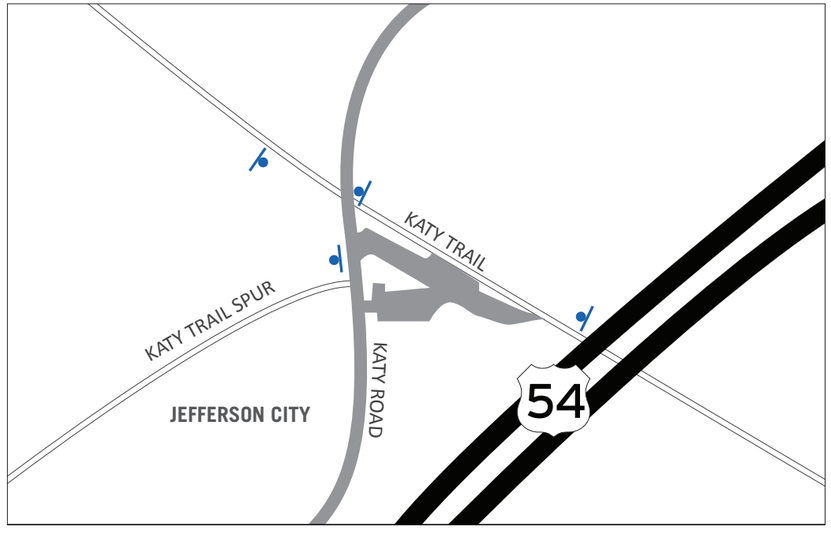


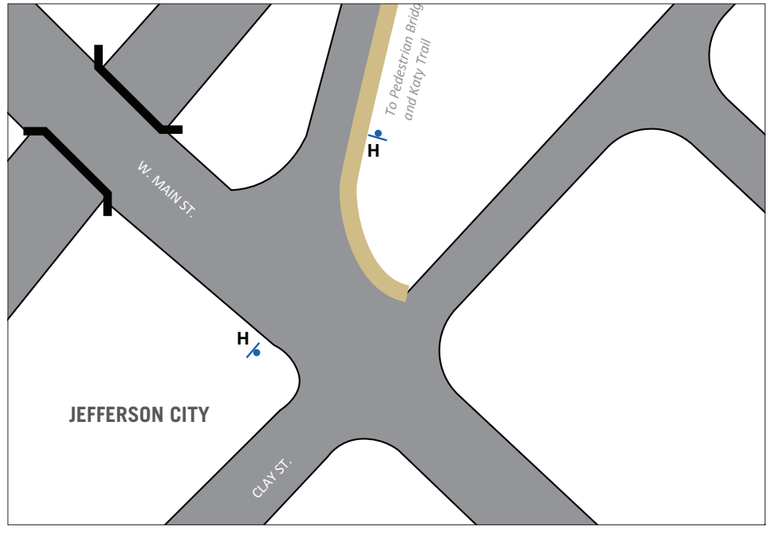
NOTES: Phenolic printed sign

1 **H**- Bikeway Directional
SCALE: 1/2”=1’0”

2 **H2** - **Optional** Bikeway Directional (Use Existing Poles)
SCALE: 1/2”=1’0”

Typical Location





SIGN TYPE H
BIKEWAY DIRECTIONAL
Post and Panel

This sign directs cycling traffic along bike trails or shared bike lines on streets.

Location
Place in decision-making areas along trails and bike lanes.

Destination Limit: 3

Other Features
The sign can be a freestanding sign or attached to an existing light pole to decrease visual clutter. It can be double or single-sided.

SIGN TYPE I

IDENTIFICATION SIGNS

Double Post and Panel

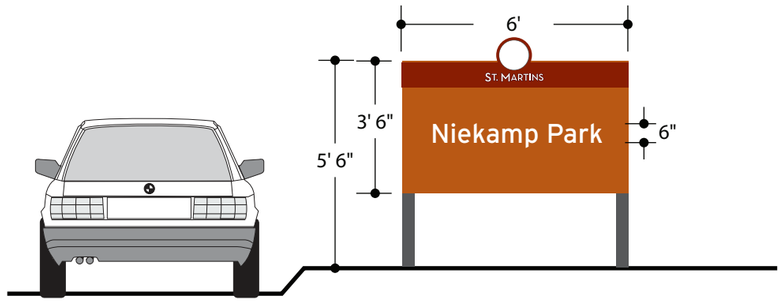
These signs can identify a location for those destinations that are not signed currently. They fit within the brand of the wayfinding system.

Location

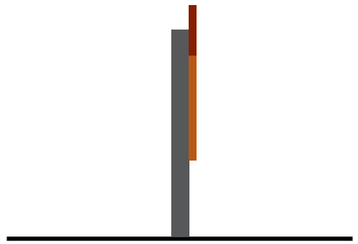
Site specific.

Other Features

The sign type has a lot of flexibility depending on the existing conditions fo the destination. Use this sign illustration as a guide.



1 **I** - Identification Sign
SCALE: 1/4”=1’0”



2 **SIDEVIEW: I** - Identification Sign
SCALE: 1/4”=1’0”

Typical Location

SIGN TYPE J
DISTRICT MARKER
IDENTIFICATION SIGNS
Post and Panel

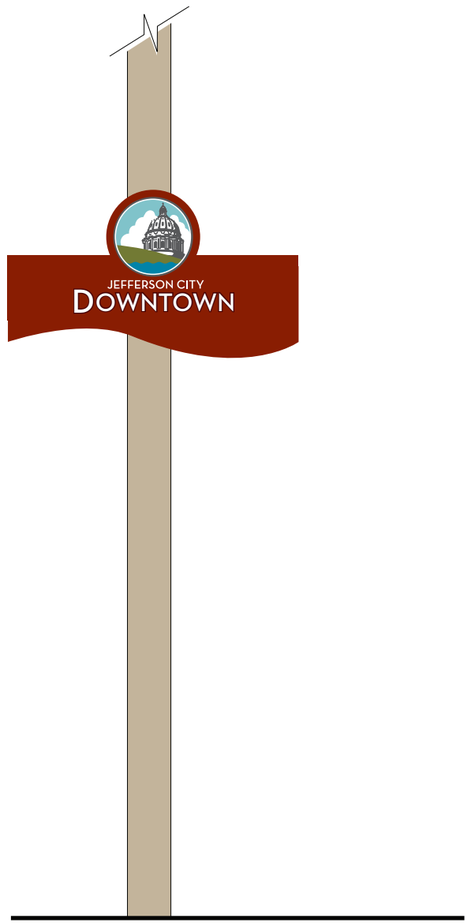
Identifies entry into a district or municipality.

Functionality
- The main logo represents the CAMPO/Jefferson City region.
- District or municipality designation is included.
- Color hierarchy is established

Location
Place at entry points into a district where wayfinding signage may be minimal. This sign type may not be needed for every entry point.

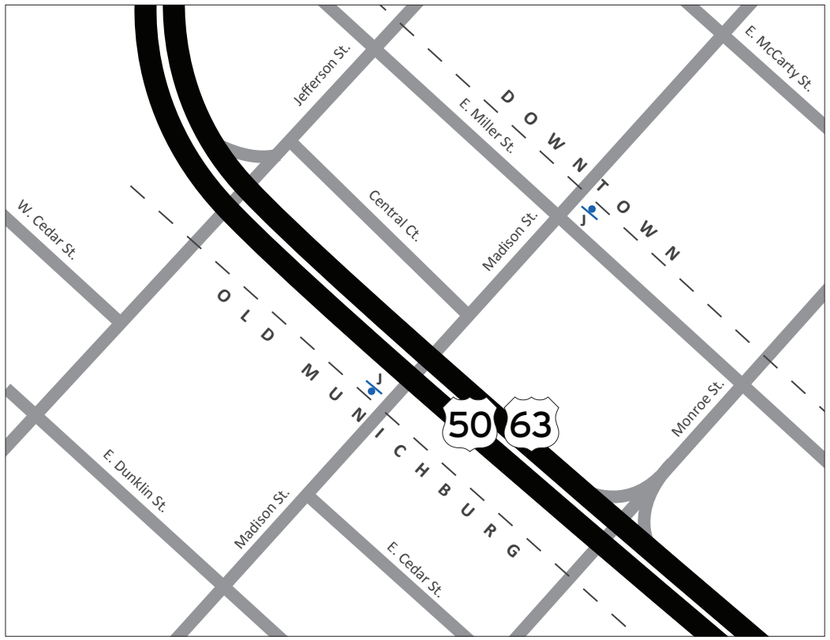
Other Features
The sign can be a freestanding sign on a standard I-beam steel pole or ornamental pole. It can also be attached to an existing light pole to decrease visual clutter.

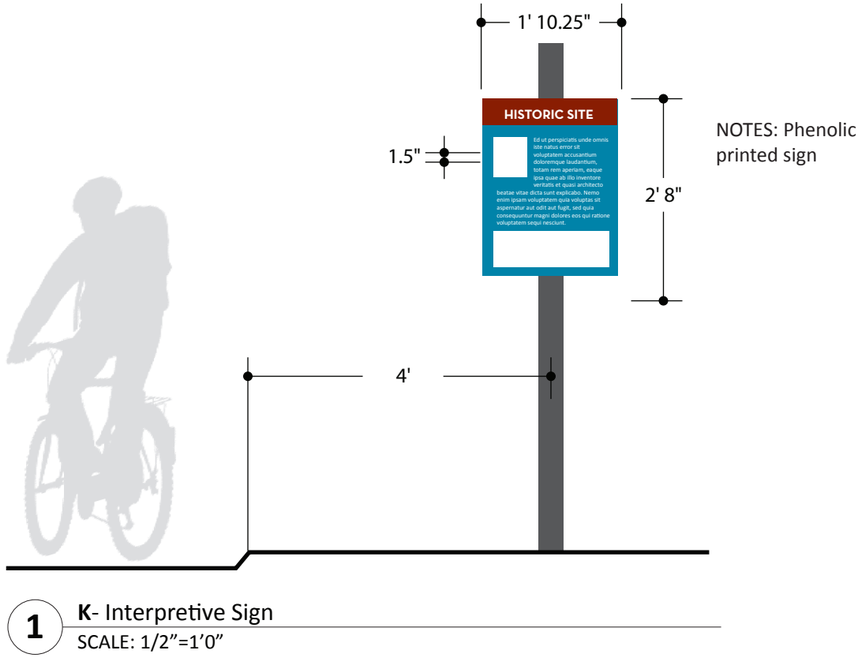
1 **J -** District Marker
SCALE: 1/2”=1’0”



2 **J -** District Marker on existing pole
SCALE: 1/2”=1’0”

Typical Location





NOTES: Phenolic printed sign

1 **K**- Interpretive Sign
SCALE: 1/2”=1’0”

SIGN TYPE K
INTERPRETIVE SIGNS
Post and Panel

Provides information or educates users on specific destinations, attractions or historic sites.

Functionality
- Flexible template for all types of information

- Size variation
- Color hierarchy is established

Location
Site specific.

Other Features
The sign can be a freestanding sign on a standard I-beam steel pole, ornamental pole or existing uprights. It can also be attached to ADA accesible posts for wheelchairs to fit under.

CAPITAL AREA METROPOLITAN PLANNING ORGANIZATION

RESOLUTION 2015-08

A RESOLUTION ADOPTING THE CAMPO REGIONAL WAYFINDING PLAN FOR THE JEFFERSON CITY URBANIZED AREA

WHEREAS, the Board of Directors of the Capital Area Metropolitan Planning Organization (CAMPO) is the Executive Body of the metropolitan planning organization designated by the Governor of the State of Missouri for the Jefferson City Urbanized Area, and responsible for carrying out the provisions of Section 134 Title 23 U.S. Code and Section 5303 Title 49 U.S. Code; and

WHEREAS, the federal regulations for Metropolitan Transportation Planning, as specified in 23 CFR Part 450.314, requires that CAMPO conducts a continuing, cooperative, and comprehensive transportation planning process; and

WHEREAS, the CAMPO Regional Wayfinding Plan has been developed with extensive public outreach and stakeholder participation; and

WHEREAS, this plan has been submitted for review to the CAMPO Technical Committee and the Board of Directors; and

WHEREAS, the Technical Committee endorsed the CAMPO Wayfinding Regional Wayfinding Plan and recommended approval and adoption by the Executive Committee.

NOW, THEREFORE, BE IT RESOLVED that the Board of Directors of the Capital Area Metropolitan Planning Organization hereby approves and adopts the CAMPO Regional Wayfinding Plan.

Adopted this 15th day of July, 2015.

Jeff Hoelscher 7/15/15

Jeff Hoelscher, Chairman

Attest: Anne Stratman

Anne Stratman, Administrative Assistant