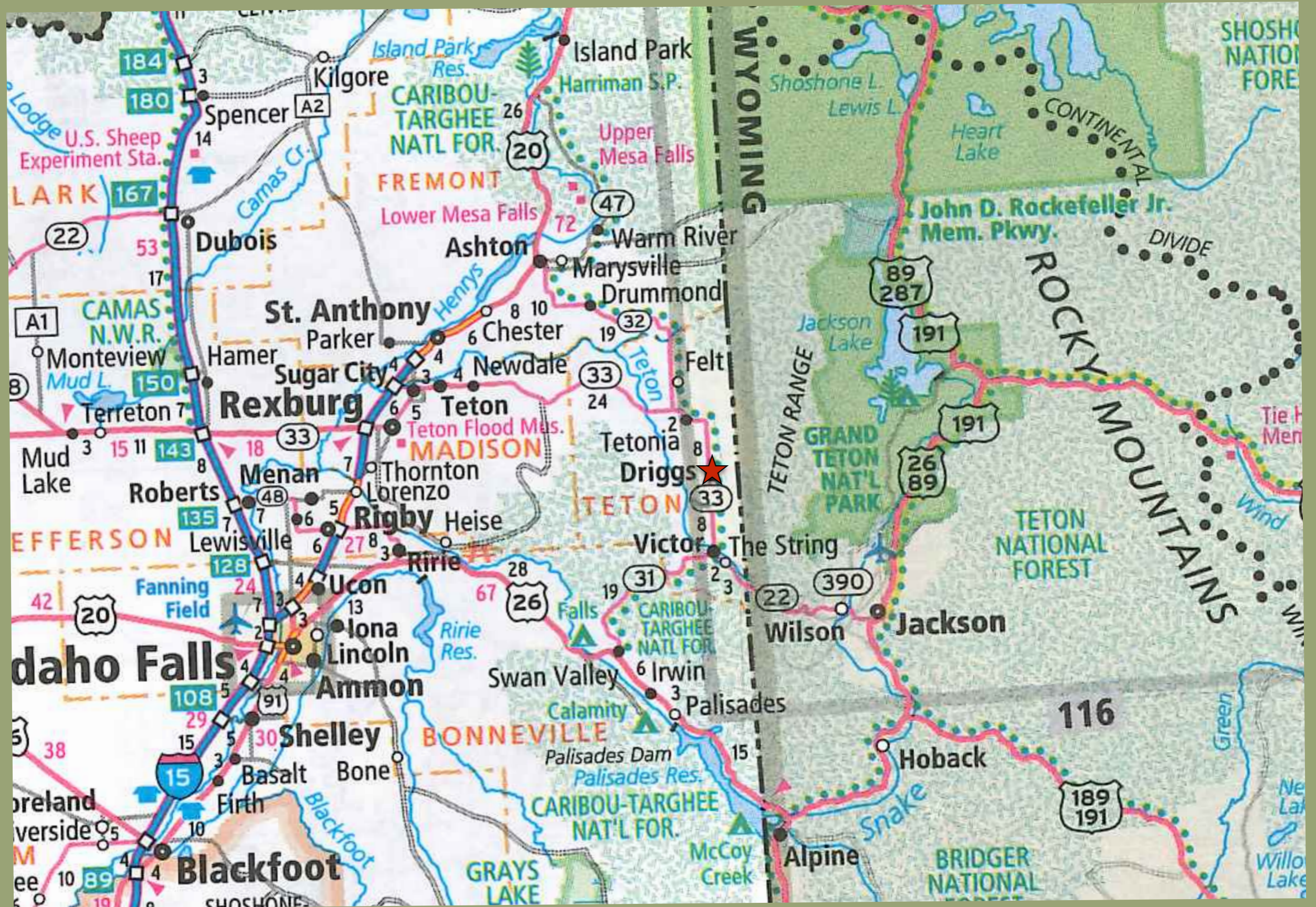


DRIGGS, IDAHO
NOVEMBER 2014



FINDING OUR WAY IN DRIGGS:

DRIGGS WAYFINDING



COMMUNITY WORKSHOP

- 1) Introductions, Project Purpose and Goals
- 2) Wayfinding Systems and Opportunities for Driggs - PowerPoint Presentation
- 3) Group Discussion to address:
 - A) Issues regarding wayfinding, the proposed Wayfinding Sign Plan, and the overall wayfinding initiative in Driggs and the County
 - B) Opportunities for placemaking, branding and imagery/design
 - C) How does wayfinding, information systems, multi-modal transportation, marketing and tourism intersect?
- 4) Summary and takeaways of the discussion
- 5) Next steps and Project Schedule

AGENDA/PROGRAM

PROJECT PURPOSE



“This project will develop wayfinding sign designs (materials, graphics, fonts, colors, etc.) and produce construction (fabrication and installation) documents for 20-30 signs.

...The Wayfinding System Plan (already developed) only addresses vehicular needs, however this sign design phase will produce sign design templates for pathways and bike routes, as well as complete design and construction drawings for at least one kiosk.

...The City is working with a group of stakeholders to develop wayfinding sign designs that can be used as a unifying template for communities in the region.”

PROJECT PURPOSE

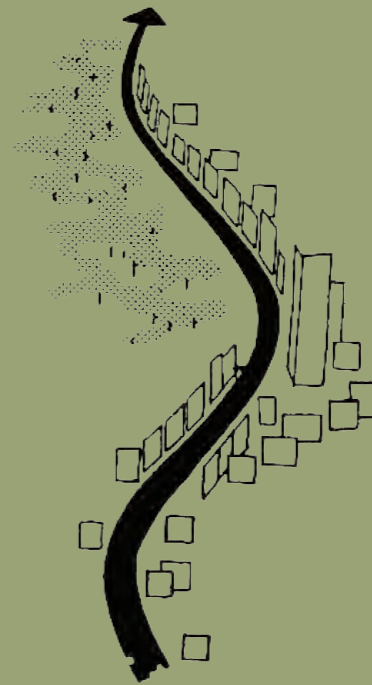
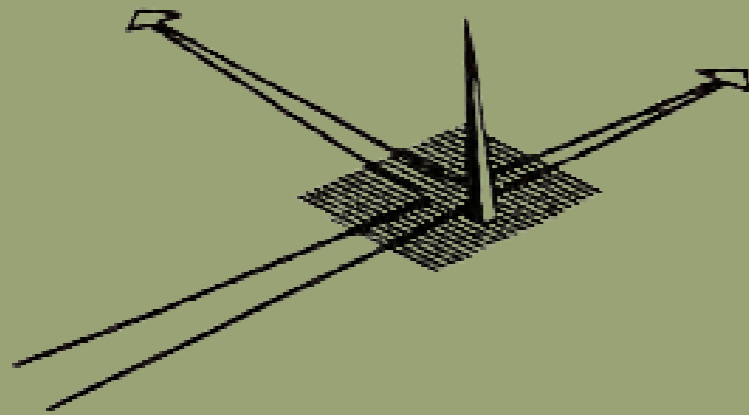
Task List

- Meetings & Project Management
- Research & Preliminary Analysis
- Site Visit
- Community Outreach/Input
- Conceptual Design
- Final Design
- Mock-up Sign
- Construction Specifications, Drawings & Estimate

PROJECT PURPOSE

Kevin Lynch, the well known MIT professor and planner coined the term “wayfinding” in his landmark study Image of the City.

Wayfinding literally means “finding one’s way.”



PROJECT PURPOSE



Maine's Famous Signpost, Lynchville, Oxford County.

From an original color-photograph.

What is Wayfinding?

- Wayfinding helps travelers navigate efficiently and safely to desired destinations and amenities.
- Wayfinding systems include a wide range of elements - from bicycle and pedestrian signs and vehicular directional signs to site identification signs, kiosks, landmarks and and community welcome signs.

WAYFINDING

What is Wayfinding?

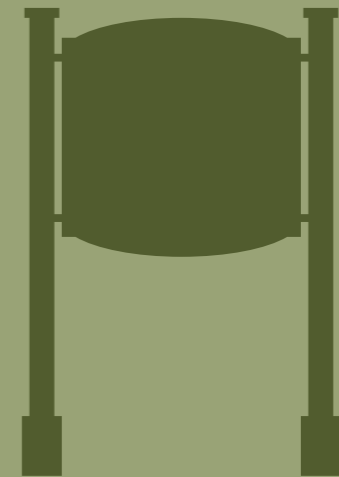
- Wayfinding programs may transcend the focus on signs - they can help to create a sense of place and identity for the community.



WAYFINDING

Finding one's way to destinations

Family of Elements for Wayfinding



INFORMATIONAL

Maps, directories, and interpretive/historical information.

DIRECTIONAL

Signs which guide motorists, bicyclists, and pedestrians.

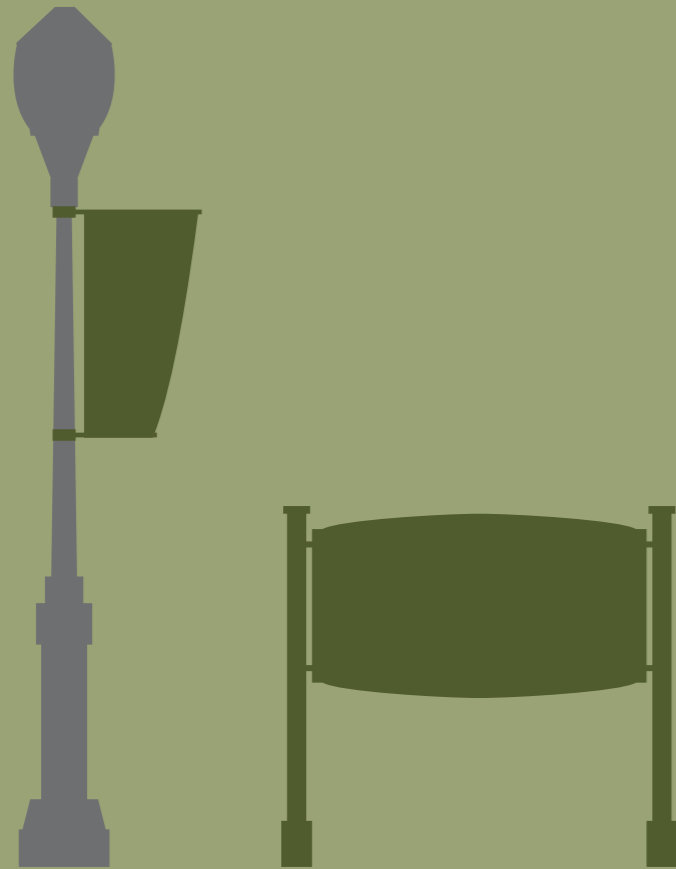
IDENTIFICATION

Parking, shopping centers, parks, districts, regions, etc.

WAYFINDING

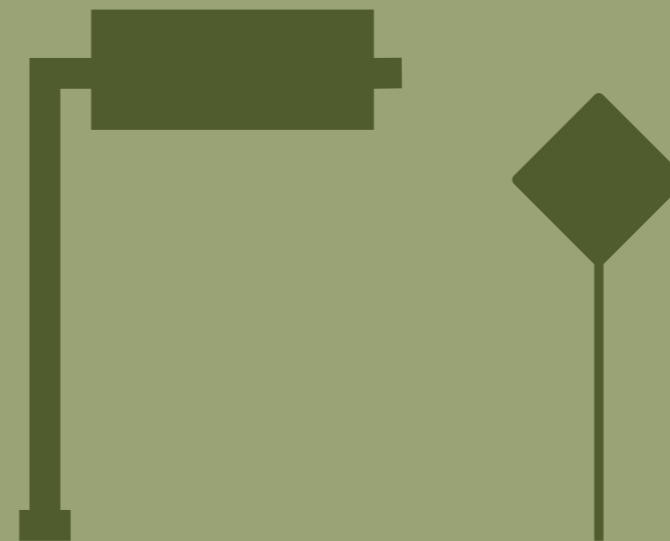
Finding one's way to destinations

Family of Elements for Wayfinding



BRANDING

Gateway signs or banners.



REGULATORY / MUTCD

Traffic warning and regulatory signs (speed limits) but also directional signs to regions, cities and towns.

WAYFINDING

“Finding your way has never been more important. Getting places on time, with minimum stress, is more valuable than ever. Easy accessibility to services whether on foot, by public transit or by automobile is not just a matter of courtesy or common sense. It is an economic necessity.”

Wayne Hunt, Designing & Planning Environmental Graphics

ABOUT LANDWORKS

www.landworksvt.com



LandWorks has successfully completed a wide range of branding, sign and wayfinding projects that have been implemented in New England, New York and elsewhere around the country.

Some project locations include:

Bethel, Maine

Saratoga Springs, New York

Park City, Utah

Burlington, Vermont

South Burlington, Vermont

Quechee Lakes, Vermont

Teton Village, Wyoming

Jackson Hole, Wyoming

LANDWORKS BACKGROUND

BETHEL, MAINE



Figure 1a
Highway Placement



Figure 1b
Village Placement

Figure 3a: Two Line Entry 48"



Figure 3b: One Line Entry 48"



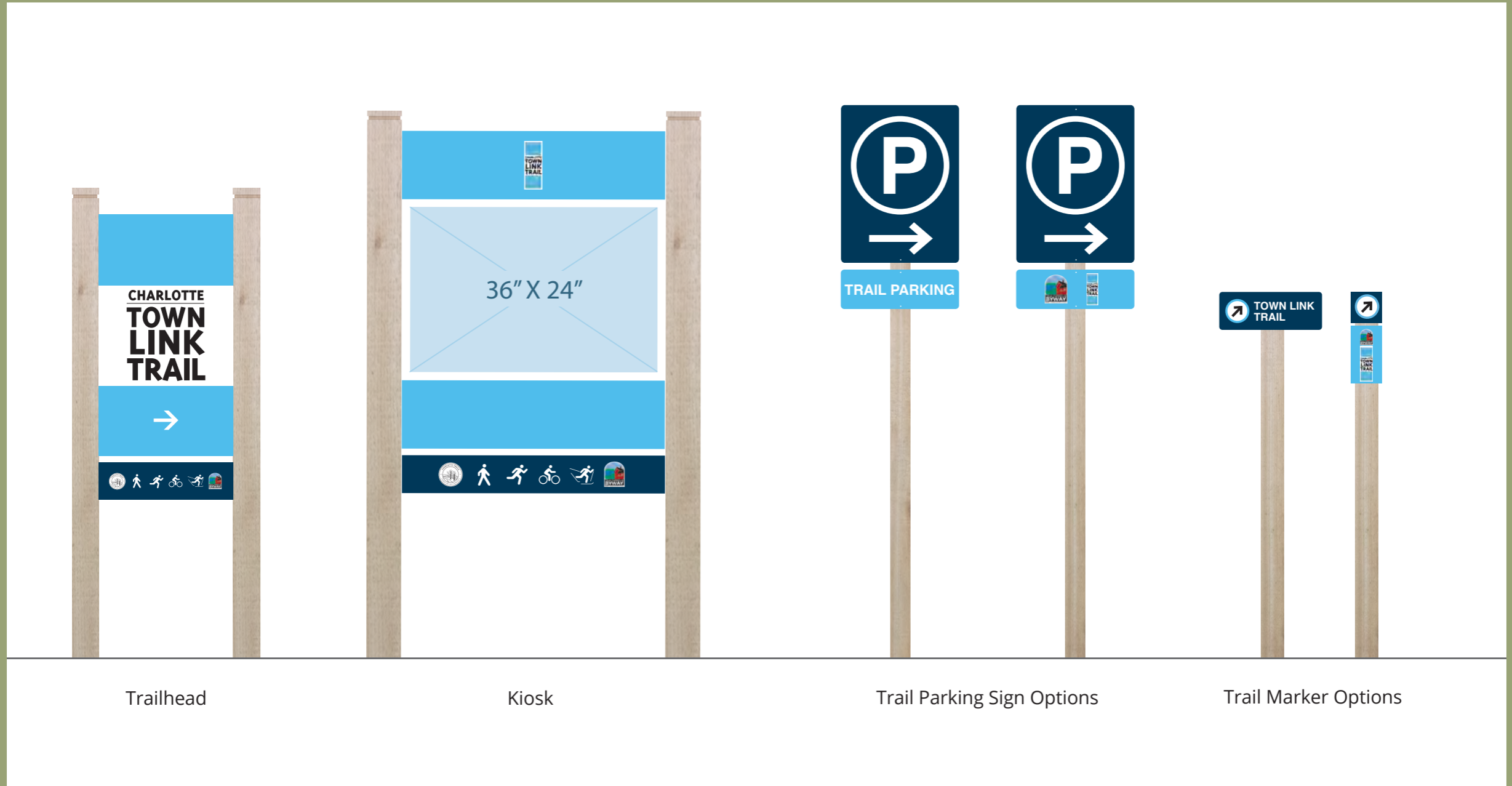
BETHEL, MAINE



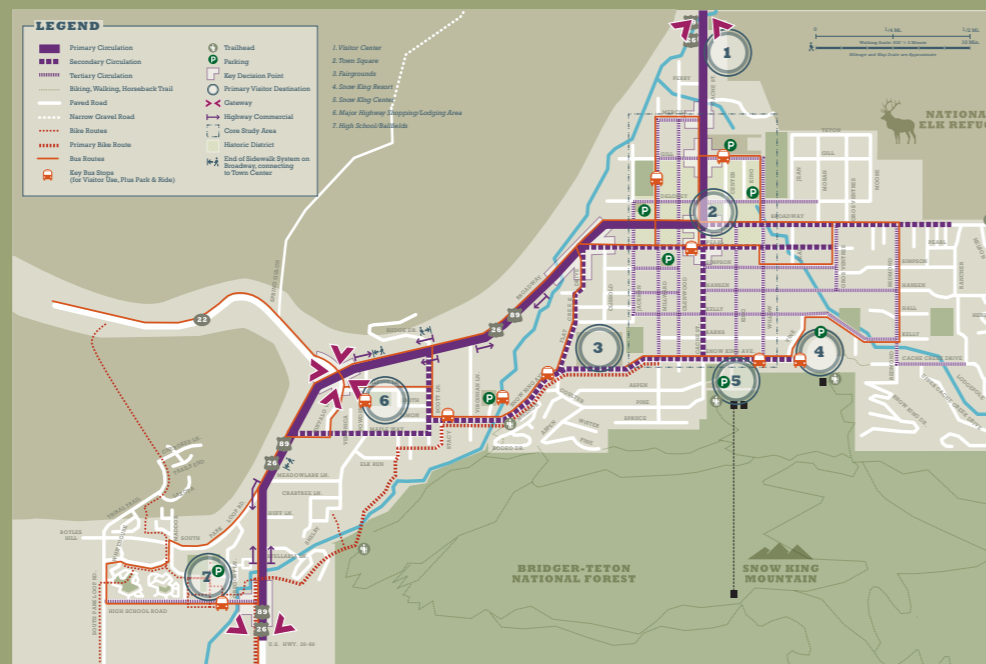
SARATOGA SPRINGS, NEW YORK



CHARLOTTE TRAILS SIGNAGE, VERMONT



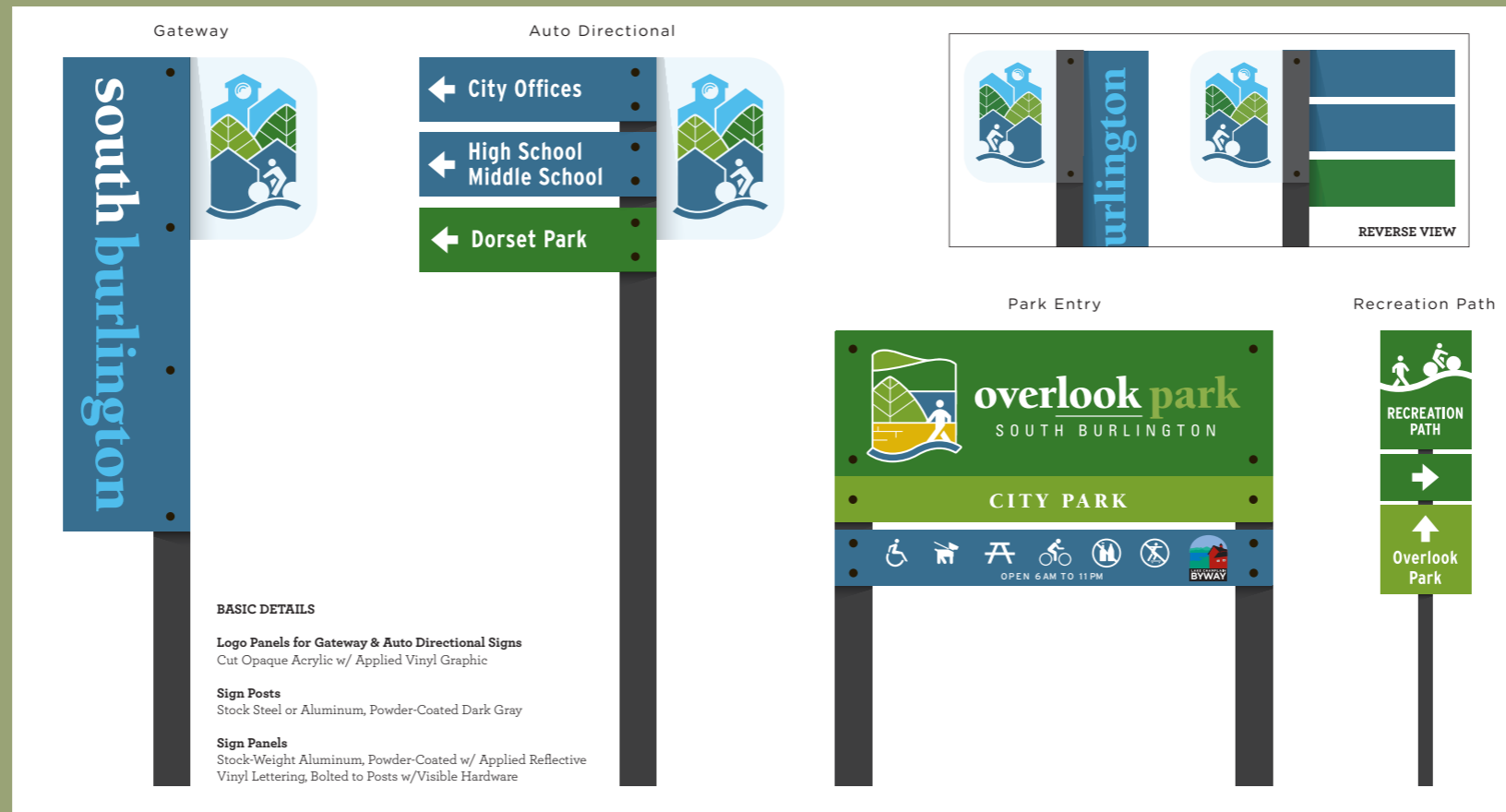
JACKSON, WYOMING



SARATOGA TECHNOLOGY & ENERGY PARK



SOUTH BURLINGTON, VERMONT



MAD RIVER BYWAY INTERPRETIVE SIGNS



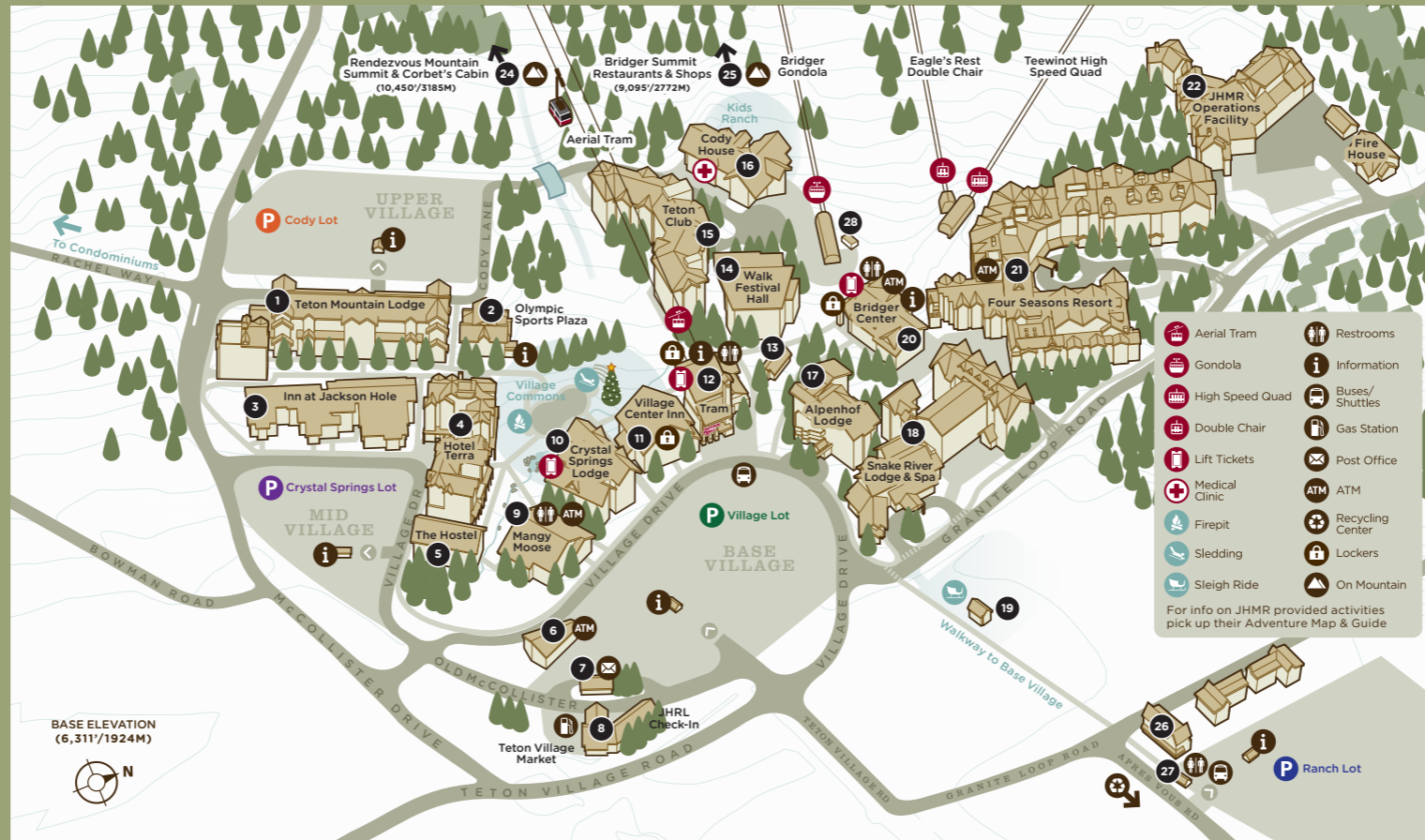
MIDDLEBURY RIVERFRONT INTERPRETIVE SIGNS



BURLINGTON, VERMONT



TETON VILLAGE, WYOMING



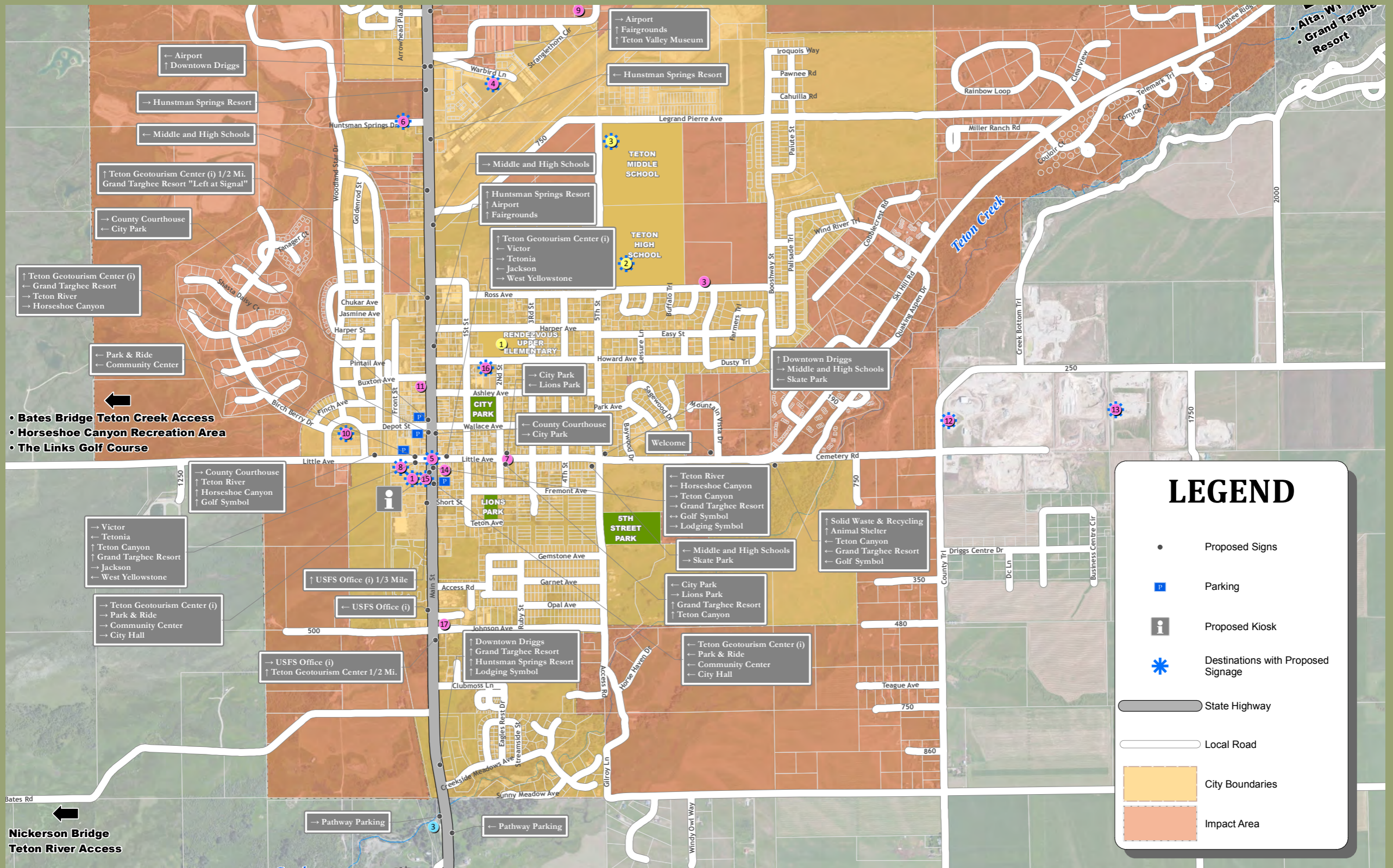
TETON VILLAGE, WYOMING



PROJECT BACKGROUND

- City has identified the need for wayfinding to serve the “growing resort and recreation community”
- Wayfinding Sign Plan has already been developed
- Destinations and preliminary sign locations have been determined
- Desire to sign pathways and bike routes
- Develop a template for a county-wide system

PROJECT BACKGROUND



PROJECT BACKGROUND

- “Heart of the Teton Valley” - County Seat
- One of the 10 best outdoor recreation destinations in the U.S)
(National Geographic Adventure magazine)
- Setting at the base of the western ramparts of the Tetons with a vibrant downtown
- Teton Geotourism Center, Hunstman’s Springs and Grand Targhee Resort
- Roots in ranching, the buffalo and the Old West

PROJECT BACKGROUND

EXISTING CONDITIONS

The image features a dark green background. At the bottom, there is a white silhouette of a mountain range with several peaks of varying heights. The text 'EXISTING CONDITIONS' is centered in the upper half of the image, written in a white, italicized, serif font. A thin white horizontal line is positioned directly beneath the text.





KEY QUESTIONS

The image features a dark green background. At the bottom, there is a white silhouette of a mountain range with several peaks of varying heights. The text 'KEY QUESTIONS' is centered in the upper half of the image, written in a white, italicized, serif font. A thin white horizontal line is positioned directly beneath the text.

Issues

- Identify any current needs, challenges or deficiencies related to “getting around Driggs” and the County and accessing information regarding key local and visitor destinations. Discuss kiosk design, location and content.
- Discuss and confirm proposed Wayfinding Sign Plan.
- What design elements should be considered for the Driggs Wayfinding Signs; and the County Wayfinding System?

KEY QUESTIONS

Opportunities

The April edition of the Orton Foundation newsletter *Community Matters* recently identified the power of community branding:

“A positive and unified image can enhance many aspects of a community from civic pride to economic recovery ... towns across the globe are using branding projects to better their communities and economies.”

Wayfinding and information systems are interconnected with community identity and sense of place.

KEY QUESTIONS

Opportunities

- What are the key visual and “placemaking components” of Driggs? *Each participant is asked to provide a one word or one phrase response.*
- What do you consider to be the town’s brand or brand identity? Is the “Heart of the Teton Valley” effective and should that guide our thinking? Community brands communicate what a region, city or town stands for and promises to provide a resident or visitor. (i.e. “be better here” “land of milk and honey”, etc.)

KEY QUESTIONS

Opportunities

- What imagery or elements should be considered for new wayfinding signs and elements? (is it simply a Teton silhouette or some variation - or something else that is distinctive?) What should be the look and feel for the signs?
- Discuss connectivity of signs, information and transportation/circulation systems. How can wayfinding and the various elements of wayfinding (not just signs) facilitate safe, enjoyable and efficient travel in and around Driggs?

KEY QUESTIONS

NEXT STEPS

- Synthesize findings from visit and input from the community
- Develop preliminary design concepts and recommendations
- Incorporate related components - kiosk, pathways, county sign options
- Review by City and selection of design option
- Prepare first draft of final designs
- Plan for 2nd site visit and the installation of a full scale mock-up

NEXT STEPS

GETTING IN TOUCH

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davidr@landworksvt.com | (802) 388-3011 work | (802) 238-1826 cell

Thank You



And the City of Driggs

With funding from Western Greater Yellowstone Consortium and
Driggs Urban Renewal Agency.