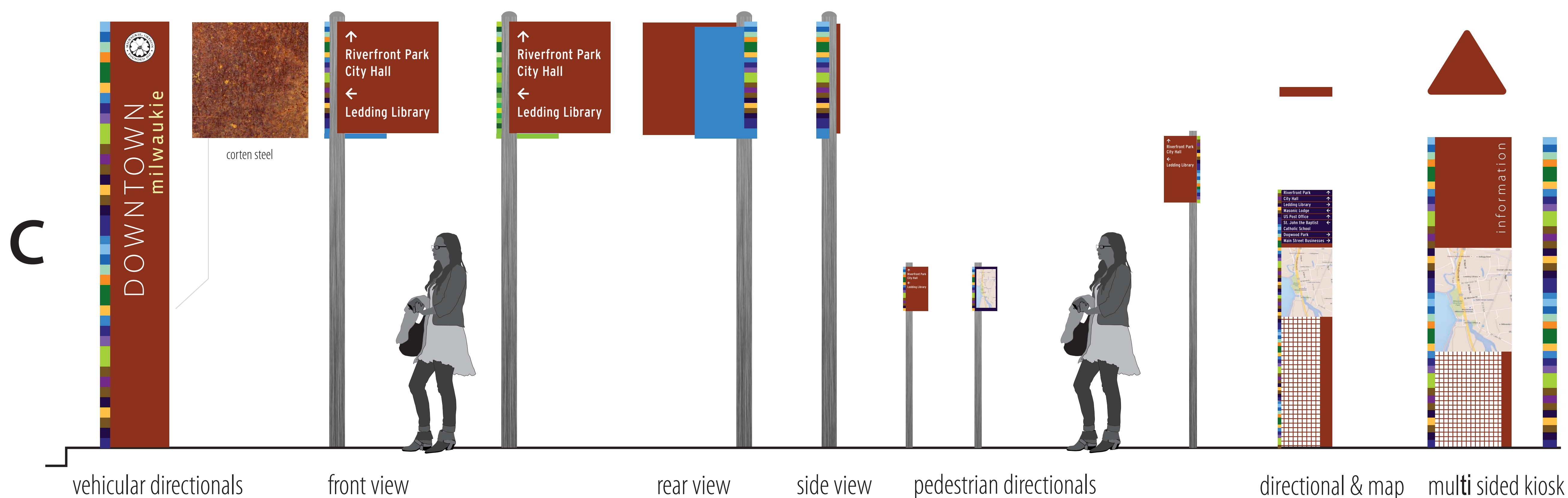


preliminary wayfinding concept



The City of Milwaukee is soliciting comments on the design of a downtown wayfinding system. Please look over the following design concepts and answer a few questions that will help determine the look and feel of the sign family.

Note: These designs are conceptual and will evolve over the course of this project. The final designs will consider public feedback, cost, and logistical issues in addition to complying with all federal, state, and local traffic regulations.

What is Wayfinding?

Put simply, wayfinding is a process that is designed to solve three interrelated questions: Where am I? Where am I going? How do I get from here to there?

Wayfinding systems are both functional and aesthetic. While the functional portion of the systems is constrained by regulations that create design parameters, there is plenty of room for creating unique expressions of place. We welcome comments on the aesthetics of the design.

Design Options

Series A: The design of this series uses clean lines and simple forms to provide wayfinding information. The arch and dogwood flower are featured prominently in this family. Inspiration for the design came from a few of the mid-century buildings that exist (or existed) in the Downtown. As many of the signs will be located along busy intersections with existing street features (such as benches and garbage cans), this design features the possibility to incorporate these components.

Series B: This family incorporates wood accent pieces into the pole design in order to provide a warmer, more natural feel. The wood also pays homage to Milwaukee's early history as a mill town. A space for artistic elements (metal cutouts, vinyl graphics, or other media) is provided at the top of the poles. These can be repeated in certain areas to give a block, a street, or other grouping a consistent feel—or they can all be unique. Large icons allow users to quickly orient themselves and navigate to Downtown and Waterfront destinations.

Series C: This fun and modern design celebrates Downtown's architectural, demographic, and historical diversity with bursts of colors set against weathering steel. The weathering steel (or painted aluminum designed to resemble it) provides a neutral pallet as well as evokes many of the historic brick structures and rail line that are in Downtown. This series uses bold gateways to alert users they arrived in Downtown. The color strips and backers can be coordinated to identify zones or types of features. This series also uses large, centrally located kiosks as opposed to smaller dispersed maps.