

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.

Figure 1. Responses from all sources

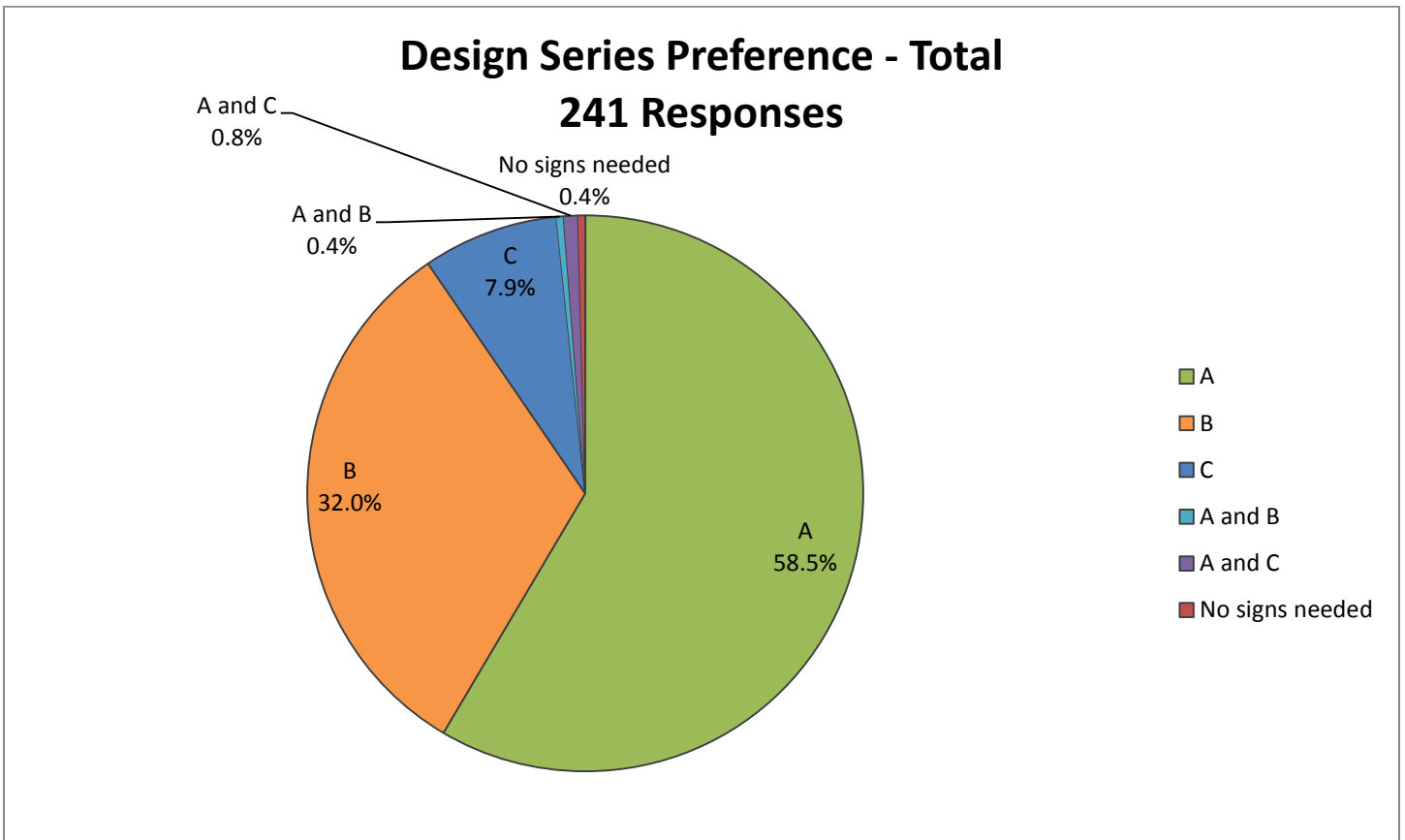


Figure 2. Responses from City Hall

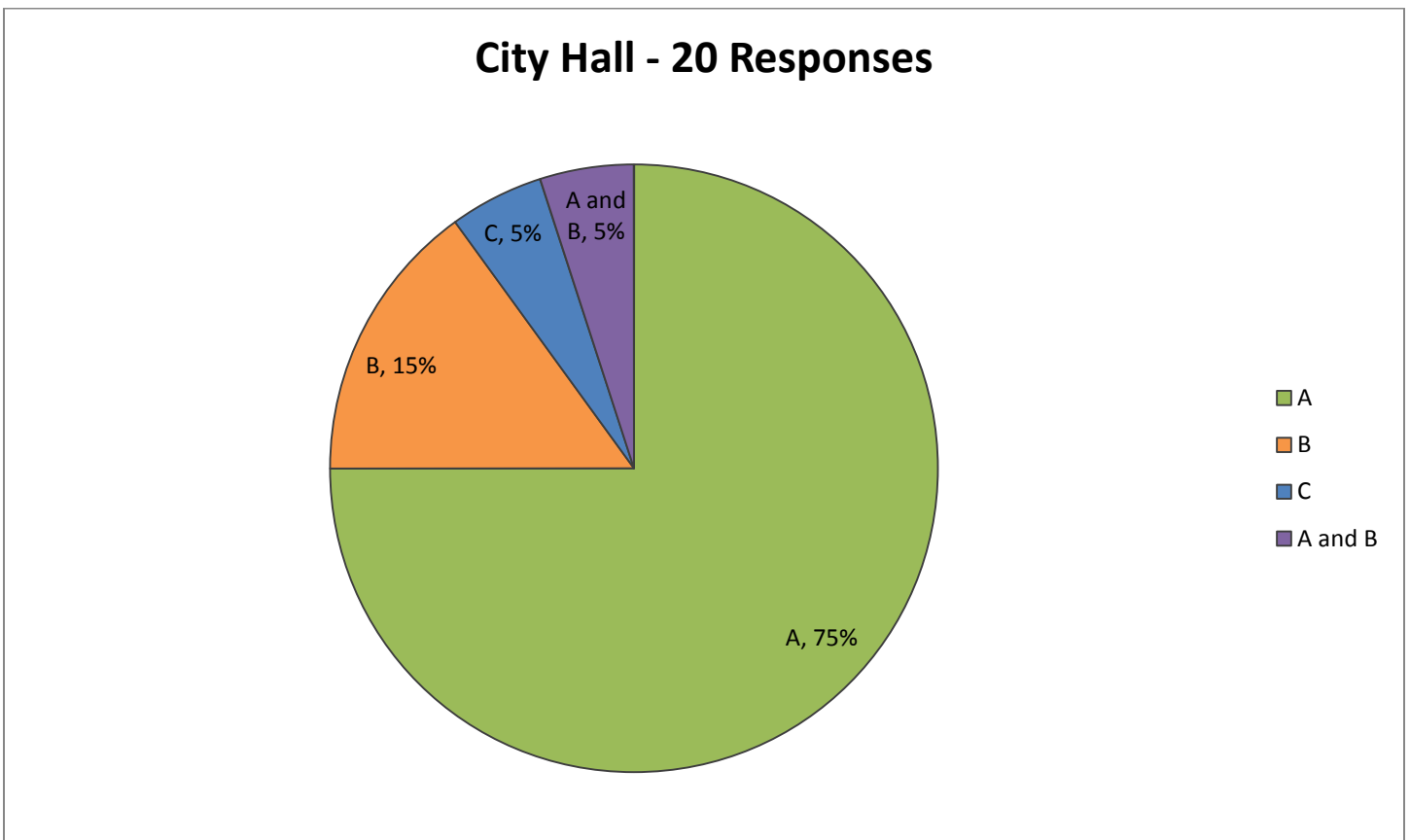


Figure 3. Responses from Sunday Farmers Market

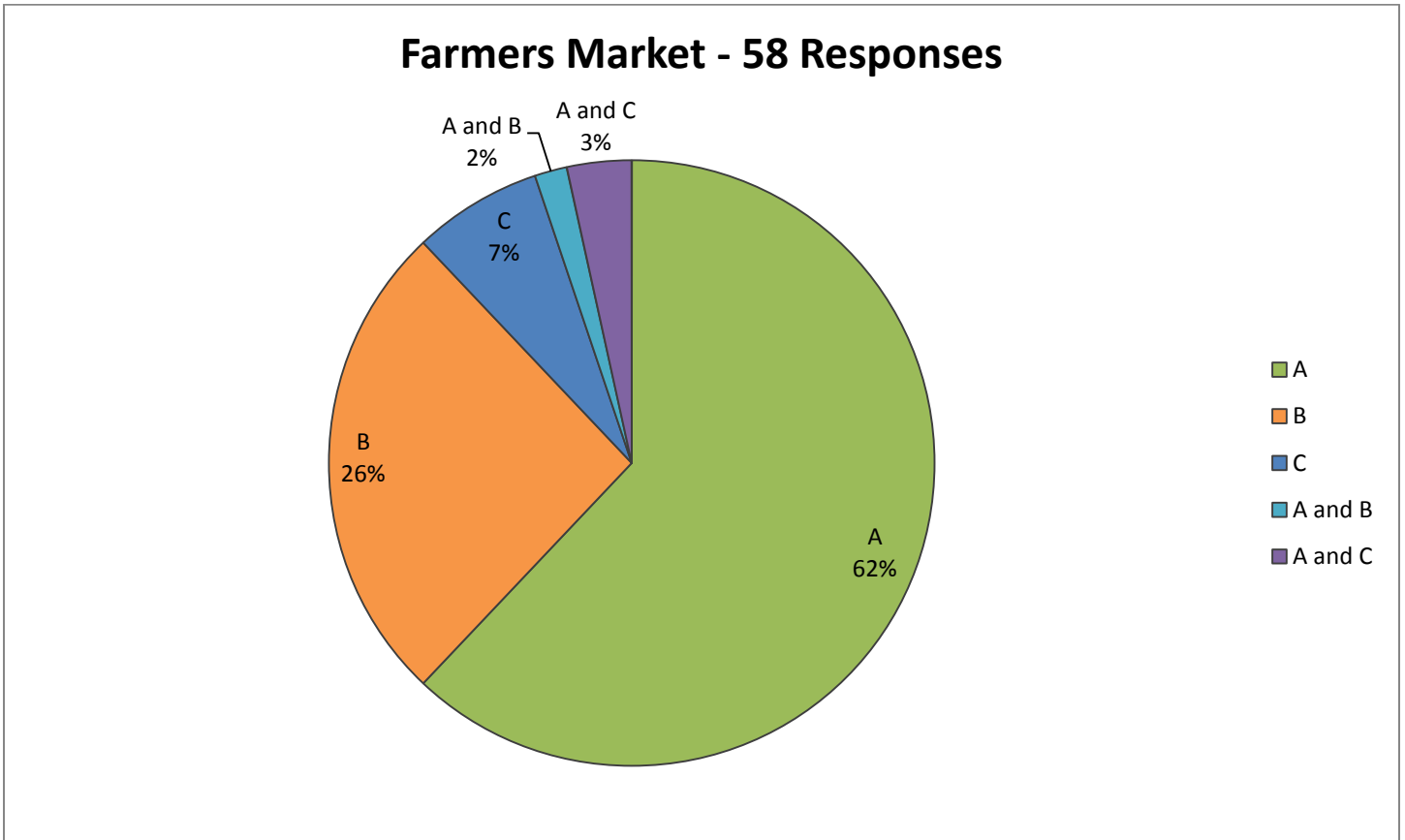


Figure 4. Responses from Online Survey

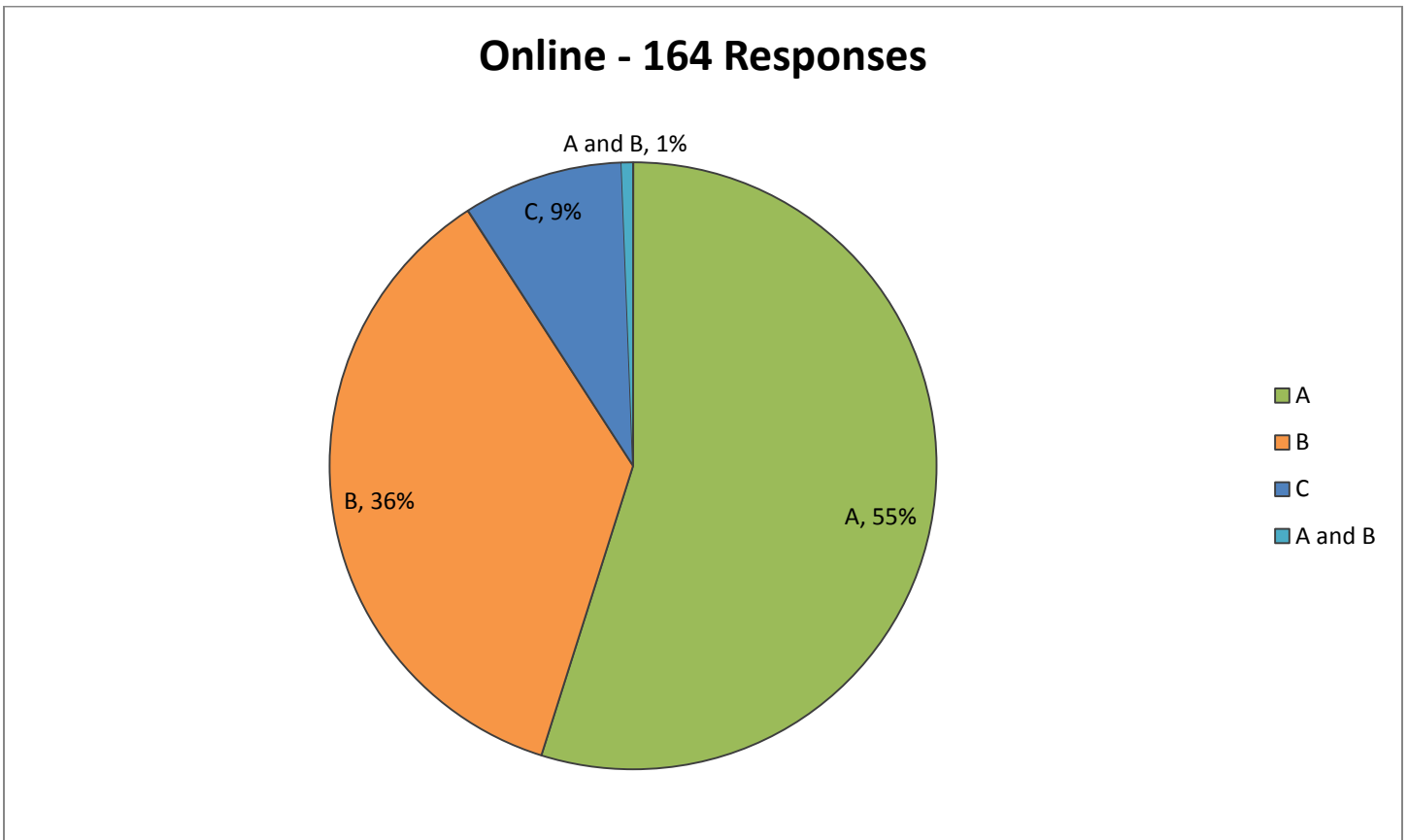


Figure 5. Design Comments by preferred concept and source - Total: 73

Preferred Design Concept	Comments	Source
A	The only thing I would change is the curved arch on the top --> eliminate or make straight	City Hall
A	Simple and clean is the way to go. No wood or funny colors. Too much visual clutter in some places already.	City Hall
A	Nice, modern look. Love the Arch!	City Hall
A	Love the _____ concepts!	City Hall
A	I like series A best but not as fond of the arch at the top nor the dogwood symbol. Prefer clean lines and simple design	City Hall
A	I like A because it is clean and easy to read	City Hall
A	Use of arch in A, In B Nice wood but too blocky - square	Farmers Market
A	Slat system with corten steel	Farmers Market
A	Simply & clear!	Farmers Market
A	Simplicity, easy to read - classy	Farmers Market
A	More maps	Farmers Market
A	May be useful to incorporate the logos (Example B) into this signage	Farmers Market
A	love the incorporation of the dogwood	Farmers Market
A	Love clean line design	Farmers Market
A	I like the simplicity, I think recycled wood is great and the gateway sign would be great.	Farmers Market
A	I like the simplicity & dogwood symbol	Farmers Market
A	I like the clean lines & colors. Also like the consistent use of the dogwood flower	Farmers Market
A	I like the arch - mirrors action of river - waves, river bend	Farmers Market
A	I also like the designs in B to make each one a little unique	Farmers Market
A	Dogwood design for Milw. Dogwood and the green is brighter and happier	Farmers Market
A	Clearly the best!	Farmers Market
A	But with poles, colorstrips, and kiosk of C	Farmers Market
A	Sign design B is my second choice.	online survey
A	I love all three but the first one look like the one that will keep the longest, in my opinion.	online survey
A	<p>I like the clean look and consistency of Design A, although thinking about the long term in terms of color choices and the Milwaukee logo, how would those get updated if/when the time came?</p> <p>I like the natural elements of Design B although the different artistic elements may detract from consistency when folks are looking for the next sign, etc.</p> <p>Overall, super cool designs and excited to see these up.</p>	online survey

A	<p>I also like the sign design B (a close second) as it hearkens to the city's history, but I would want the sign plates to better match the naturalized components in the post designs. The modern blue mixed in with that doesn't work for me, and I don't like the 'i' bubble on the wayfinders.</p> <p>I like design A best for its uniformity in design elements and the dogwood symbols.</p> <p>Also, as a Trimet user for 12+ years, might I recommend permanent sidewalk arrows pointing pedestrians from the bus transit mall to/from the MAX station? It's the most common question I receive while in downtown Milwaukie--I think in addition to signage, a cute way to have directionals underfoot would be helpful.</p>	online survey
A	<p>Design A is sleek, clean, and easy to read. The colors are modern, yet timeless. Design B looks like the Old West, more suited for a ghost town or western attraction like Tombstone or Old Tucson. There is too much going on, they are not cohesive with the varying artwork at the top of the posts. Design C is not appealing at all. It looks like a mall directional.</p>	online survey
A	<p>The simplicity of A is appealing, but the multi-sided kiosk is more helpful to users. Recycled materials should be used whenever possible.</p>	online survey
A	<p>Since the primary purpose of the wayfinding signs is to help people find their way, design A seems to be the clearest and cleanest. I also like design B because it incorporates wood and varied artwork, but the signs themselves seem rather chunky and overpowering.</p>	online survey
A	<p>more places to sit down for the Elderly/disabled</p>	online survey
A	<p>Love the new orange line and water front upgrade.</p>	online survey
A	<p>Keep it simple and not too busy so it blends in well with current signage.</p>	online survey
A	<p>I prefer A because I think that the directional information stands out better making it easier to read the information it conveys. The arch indicates that the sign conveys directional information so that if you are looking for other informational signs you can look for the arch. The darkness of the navy with the contrasting white letters makes the information easier for me to read. The lime green also allows the signage to stand out more as well.</p>	online survey
A	<p>I like the timelessness of option a I am afraid the others are too busy. I also like the Dogwood flower addition on a</p>	online survey
A	<p>I like the simplicity and consistency of option a</p>	online survey
A	<p>I like the minimalist approach with small artwork and clean lines.</p>	online survey
A	<p>I like the dogwood design.</p>	online survey

A	I like the design and consistency of design A. It's easy to read and draws your attention. When you're driving, your main focus is on the road, so if you were following these signs, you would be looking for a consistent color to jump out at you, or consistent look that is easily identifiable. I feel the green color would also stand out from any building behind it. Design B will have too many inconsistencies to be found/easily read while driving and possibly blend too much with surroundings. And I'm sorry, design C is just ugly. I also think there's not enough contrast to read them easily.	online survey
A	I like the clean, modern feel of design A.	online survey
A	I have lived in Milwaukie since 1978. Own a home. Love it here!	online survey
A	I especially like the trash can in "A". It's so important to have trash cans available, people will litter less. I like the simple design of "A", for me, it's easier to read.	online survey
A	I don't really think we need this sort of thing, but as long as you are asking I'm voting....and likely I'm paying through one tax or another so I might as well have some say in the wasted tax dollars you are going to spend.	online survey
A	I also like B. Definitely not C	online survey
A	Design A is the only one that has some Asymmetry, some natural curves and does not look like someone just stuck a piece of wood in the ground!	online survey
A	Design A is by far the best. No contest. Must have the dogwood logo.	online survey
A	As long as people buy coffee, we'll need to provide trash cans.	online survey
A	Are designs B and C supposed to be jokes? They look like cartoon signs. Design A is the only design that is even remotely acceptable. I would be embarrassed to show someone around downtown if design B or C were chosen.	online survey
A and C	parts of each, A: Like the curved rod, really like the 3 sided kiosk, like the trim and colors on C. Also like the wood trim from B	Farmers Market
A and C	I like the post style in A and C, but not the arched post top in A. Black, green, dogwood logo all good. Kiosk in C good.	Farmers Market
B	The wayfinding kiosks pictures may be confusing with the arrow overhead as the locations are the other way. Also, the size may be off in the pictures but the signs are hard to read on the kiosks.	City Hall
B	Yes recycled materials & clear graphics	Farmers Market
B	Love the combination of salvaged wood & corten steel. Think it best captures the Milwaukie vibe.	Farmers Market
B	I like the timelessness of B with the practical elements (like a bench and trash cans) of A	Farmers Market
B	Everything is just a great idea, good job	Farmers Market
B	B - less utilitarian and ugly	Farmers Market

B	Signs are the very least of the problems for downtown Milwaukie. If there is nothing there or no new development to draw people in then what is the point of installing signs. Tear down the old and build mid rise mixed use development in the entire area. It worked pretty damn well in the pearl.	online survey
B	Design B incorporating natural wood and artistic elements will bring a unique and appealing aesthetic to our area.	online survey
B	Would like to have been able to enlarge the individual designs, but the description of each design was appreciated.	online survey
B	Thank your for requesting my opinion. I hope you are presenting this to the public also.	online survey
B	it appears that once again it's all about downtown. Will any wayfinding be used on the east side of 224?	online survey
B	I'm a big fan of Design B, but as an architect, I've seen too many projects using cor-ten which aren't maintained properly and stain the surrounding concrete. Would love the combination of reclaimed wood and metal, but would encourage selection of a different metal material such as galvanized, coated aluminum or zinc (dependent upon budget).	online survey
B	I would like to see the dogwood motif kept, but as far as the signs themselves, I like these materials best.	online survey
B	I think design B has a good feel to it	online survey
B	I prefer the warmer materials in choices B and C. Choice A feels a little to slick and clinical -- I work at OHSU and it would feel right at home in that setting, but I think the goal is to have a more welcoming and homey downtown to encourage folks to stay awhile, so some shopping, grab a drink. Thank you for trying to improve the downtown area -- looking forward to the day when it's full and bustling enough that one can spend a whole day enjoying it!	online survey
B	I like design B but with dogwood logo from design A.	online survey
B	I also like Design A as well.	online survey
B	Design B is contemporary and timeless. It is a better representation of the Downtown Milwaukie environment than the other two. It is environmentally concious through the use of recycled wood, which also ties to the area's natural resources. The metal reflects the city's industrial history and eludes to the railroad and light rail lines. The other two designs don't feel like they belong.	online survey
B	Design A seems a bit generic. Design B references Milwaukie's history and the wooded feel of many neighborhoods. Design C feels like the Pearl or Central Eastside industrial chic.	online survey
B	design A is a very close second. I do not like design C at all.	online survey
C	Series C!	online survey
C	Please make sure the directions are correct and stay up to date. Some of the green signs that went up a few years back don't make sense in terms of where the arrows are pointed.	online survey

C	I would enjoy as a resident walking thru downtown with Design C for the pop of color. But ultimately, the cost and labor factor are very important in making a decision.	online survey
	I would vote for none of the above. Milwaukie is a very small downtown and does not have a lot of businesses compared to other cities of like size. I feel that this is a big waste of money and these funds could be better used elsewhere.	online survey