



MULVANE DOWNTOWN PEDESTRIAN WAYFINDING PLAN

2019



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Prepared by:





PURPOSE

The Mulvane Downtown Pedestrian Wayfinding Plan (MDPWP) provides a guide for pedestrian wayfinding in Downtown Mulvane. The MDPWP is a concept Plan that sets the framework for the wayfinding system. It identifies destinations, pedestrian corridors, general sign placement locations, and conceptual sign designs.

Wayfinding is a cohesive system of information to aid navigation to, and discovery of, major destinations. Wayfinding systems for pedestrians are similar to those for motor vehicles but are designed to be used by pedestrians.

A wayfinding system should:

- Have consistent design and communication
- Present the user with concise information
- Provide clear direction to destinations
- Provide confirmation that the user is on the correct route
- Provide confirmation of arrival at a destination

In addition, the MDPWP is intended to:

- Enhance the Mulvane Downtown brand
- Differentiate Mulvane Downtown from the rest of the community while contributing to its unique character
- Promote Mulvane Downtown destinations
- Allow for future expansion of the pedestrian wayfinding system beyond Mulvane Downtown
- Minimize sign clutter

This Plan was developed with the guidance of the Mulvane Downtown Resource & Support Action Team as well as input from key stakeholders. A stakeholder meeting was held in September 2018 to obtain input on pedestrian routes, destinations, naming conventions, and preferences in signage types and designs. Routes, destinations, sign placement, and signage design were reviewed and selected by the Action Team.



DESTINATIONS

The wayfinding system is intended to get pedestrians to their destinations. These destinations are primarily for visitors since most local residents already know how to get to these destinations.

Current Destinations

There are currently eight destinations within Mulvane Downtown. The destinations are listed below and illustrated on **MAP 1**:

- Cobb Family Historical Park
- Historic Main Street
- Mulvane Chamber of Commerce
- Mulvane City Hall
- Mulvane Historical Museum
- Mulvane Public Library
- Old Main Street Park
- Pix Community Center



Destination Selection Criteria

There is the potential for additional destinations in Mulvane Downtown in the future. There is also the potential for expansion of the wayfinding system to include area outside of Mulvane Downtown. Below are the criteria that should be considered when identifying future destinations.

- Visitor-oriented
- Public or non-profit owned
- Open to public use
- Generate a high amount of pedestrian travel
- Reasonably expected to be in operation for years to come
- Civic, cultural, or recreational use/activities
- Formally established locations or areas (or easily identifiable)

Possible destinations include:

- Public park
- Community garden
- Civic building
- Post office
- Public library
- Recreation or community center
- Sports field or complex
- Named pathway / route
- Visitor center
- Chamber of commerce
- Historic site
- Museum
- Performing arts
- Zoo
- Botanical garden
- School (primary, secondary, & post-secondary)
- Areas (districts, neighborhoods, subareas, corridors)



CORRIDORS & SIGN LOCATIONS

The pedestrian corridors link the primary entry points into Mulvane Downtown for pedestrians. They connect the entry points to destinations and connect between destinations. Wayfinding signs are placed along these routes to direct pedestrians to destinations.

Corridors

Using the existing sidewalk network, primary and secondary corridors are illustrated on **MAP 1**. Primary corridors include the sidewalks along N 2nd Ave, Main St, and S 1st St.

Primary corridors will carry the most pedestrian traffic. Secondary corridors will carry less pedestrian traffic but are integral to pedestrian circulation within Mulvane Downtown.

If sidewalks are added to Mulvane Downtown or new destinations are developed, new pedestrian corridors may emerge. In these instances, corridors should be reassessed, as it may impact the need for additional wayfinding sign locations.

Sign Locations

Signs should be located where pedestrians arrive in Mulvane Downtown, at major destinations, at gathering spaces, at intersections of pedestrian routes, and at parking areas that are utilized for accessing Mulvane Downtown.

Much of the focus is to place signs at decision points. These are points where pedestrian routes intersect, causing the user to make a decision to continue forward or to turn. Also, if the route to a destination is long, it may be desirable to provide the user with confirmation that they are on the correct route.

Signs are not necessary or desirable at every street corner. Strategic sign placement can be effective while minimizing the cost for installation and maintenance of signs as well as reducing sign clutter.

Pedestrian wayfinding signage text is often too small for motorists to read. This can potentially cause safety issues for motorists. Pedestrian wayfinding signage should be placed in an area or oriented to where it is not visible to motorists or where it is least conspicuous to motorists while still being visible and useful for pedestrians. However, consideration must be given to the usefulness for pedestrians. Signs should be placed where the average person would expect to find them. Pedestrian wayfinding sign placement should follow the applicable guidance provided in the Manual on Uniform Traffic Control Devices (MUTCD).



SIGN DESIGN

Sign design includes the poles, mounting and other hardware, sign shape and size, fonts, symbols, and colors. Key factors in developing a sign design is to have consistent design theme, be simple and intuitive, including branding, and be context sensitive.

Brand

The Mulvane Downtown Pedestrian Wayfinding Plan (MDPWP) utilizes the existing Mulvane Downtown brand including the logo and color palette, as illustrated in **FIGURE 1**. The logo and color palette is integrated into the recommended sign design concepts.

Sign Types

There are a variety of sign types that can comprise the wayfinding system. The MDPWP recommends three sign types, as illustrated in **FIGURE 2**.

Trailblazer Sign

The trailblazer signs identify the direction to different destinations and provides confirmation of the correct route. These are typically placed at decision points, at intersections of pedestrian corridors, and occasionally along the corridors if route confirmation is needed.

Destination ID Sign

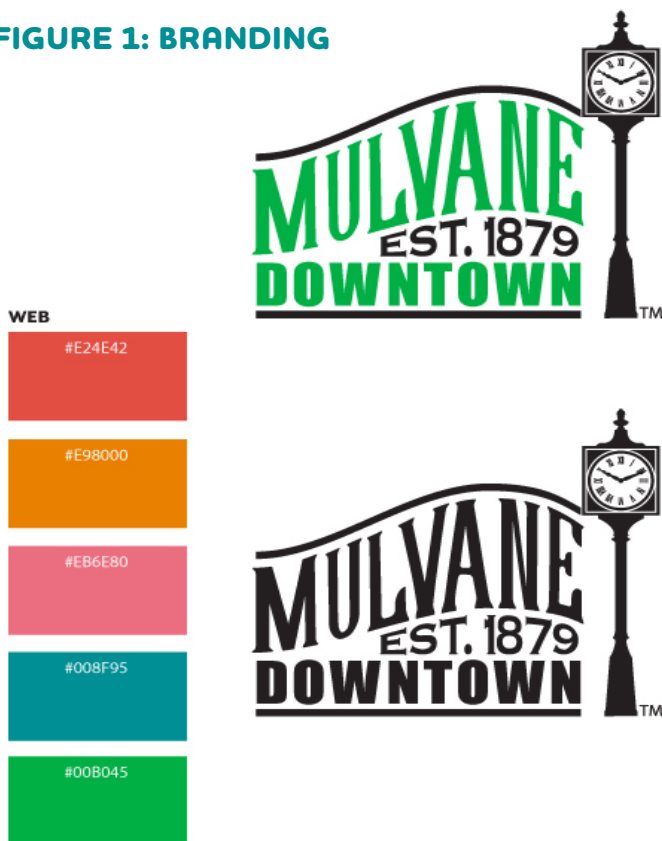
The destination signs provide confirmation that the pedestrian has arrived at the desired destination. As such, they are placed at each destination.

Kiosk Sign

The kiosk signs include a map that shows streets, pedestrian routes, destinations, and other elements of the physical environment that may help aid in navigation. The map also identifies the pedestrian's current location. Often, there is a radius or multiple radii that shows a certain distance for a walk, such as a five or ten minute walk. This allows the user to understand the amount of time required to get to a destination.

Kiosk signs are typically placed at high-traffic locations or gathering spaces where there is enough room to stand and spend time looking at the map without blocking other pedestrian traffic.

FIGURE 1: BRANDING

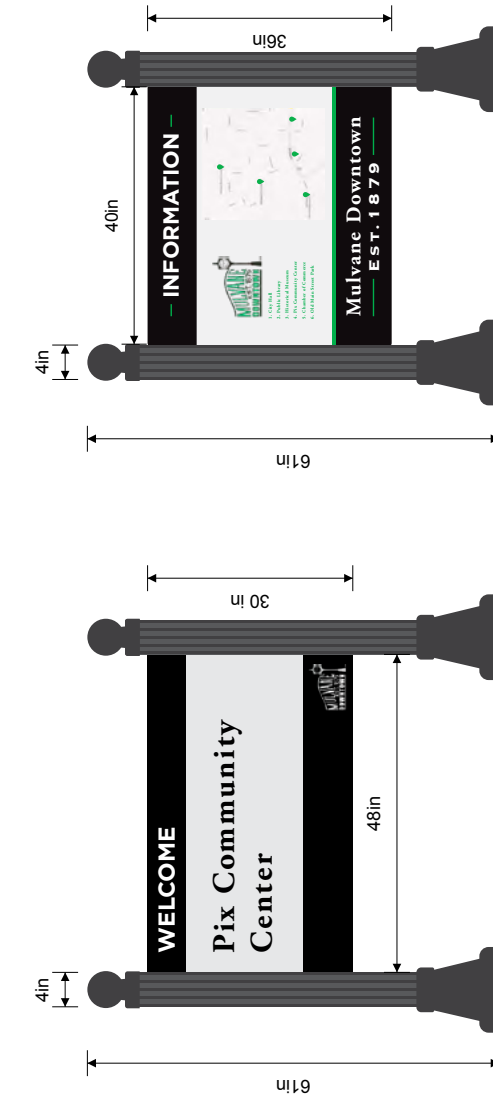
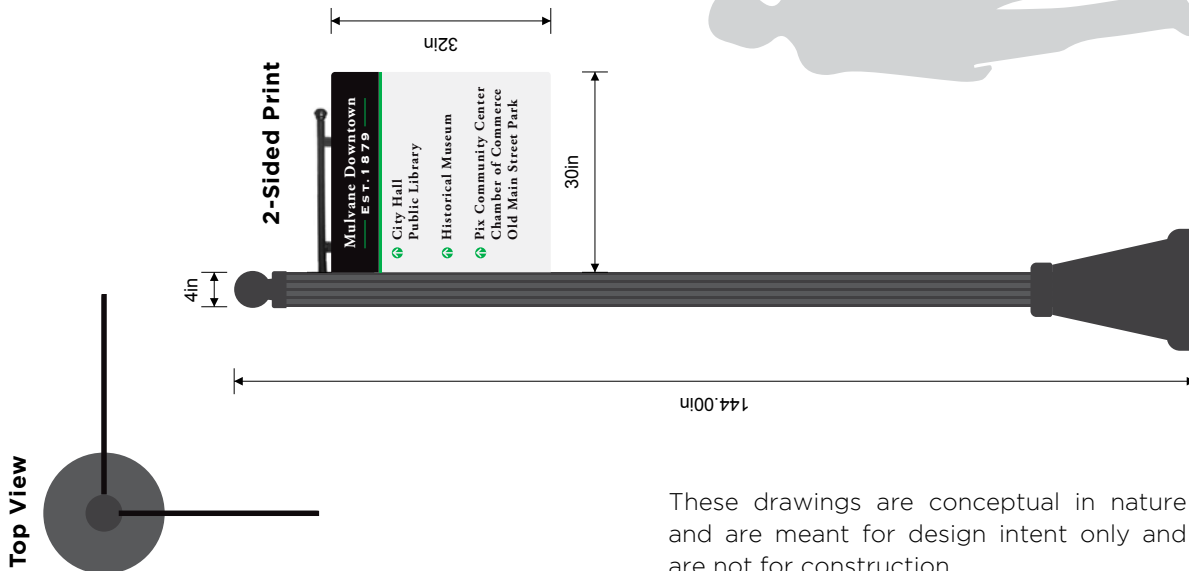


Mulvane Downtown logo - Concept 3_V4-WEB
 February 24, 2017
 Susan Brownlee
 316.259.4062



FIGURE 2: SIGN COLLECTION

- Flag-Mounted 2-sided trailblazer w/Fluted Post
- 2-Post Single Panel Destination ID
- 2-Post Single Panel kiosk/Location



Pedestrian Trailblazer

Typefaces Used: Adobe Garamond Pro Bold/
Copperplate Bold
ID Character height: 1.4 In. / 100 pt.
Lines Per Listing: 1-2 (1 preferred)
Characters Per Line: Up to 20

Destination ID

Typefaces Used: Gotham Bold/
Adobe Garamond Pro Bold
ID Character height: 3 In. / 216 pt.
Lines Per Listing: 1-2
Characters Per Line: 24

Kiosk/Location

Typefaces Used: Gotham Bold/
Copperplate Bold
Adobe Garamond Pro Bold

These drawings are conceptual in nature and are meant for design intent only and are not for construction.



NAMING CONVENTION

It is desirable to utilize the shortest term to identify a destination. This includes removing unnecessary words such as "Mulvane" from "Mulvane Chamber of Commerce." The table below identifies the proper name and the preferred name to be included on a sign.










PROPER NAME	NAME ON SIGN
COBB FAMILY HISTORICAL PARK	COBB HISTORICAL PARK
HISTORIC MAIN STREET	HISTORIC MAIN STREET
MULVANE CHAMBER OF COMMERCE	CHAMBER OF COMMERCE
MULVANE CITY HALL	CITY HALL
MULVANE HISTORICAL MUSEUM	HISTORICAL MUSEUM
MULVANE PUBLIC LIBRARY	LIBRARY
OLD MAIN STREET PARK	OLD MAIN STREET PARK
PIX COMMUNITY CENTER	PIX COMMUNITY CENTER

The use of abbreviations should be kept to a minimum. However, there will be times that it will be required or advantageous to use them. Abbreviations may be utilized when there insufficient space available for the full message. Once example is abbreviate "street" such as "Historic Main St."

PROPER NAME	ABBREVIATION
AVENUE	AVE
BOULEVARD	BLVD
BRIDGE	BR
CENTER	CTR
CIRCLE	CIR
COUNTY	CO
COURT	CT
CROSSING	XING
DRIVE	DR
EAST	E
INFORMATION	INFO
JUNCTION	JCT
KANSAS	KS
MILE	MI
MINUTE	MIN
NORTH	N
PARKWAY	PKWY
PEDESTRIAN	PED
PLACE	PL
RAILROAD	RR
ROAD	RD
SOUTH	S
STREET	ST
TERRACE	TER
TRAIL	TR
WEST	W



MAP 1: CORRIDORS & SIGN LOCATIONS

-  Mulvane Downtown Boundary
-  Downtown Destination
-  Existing Sidewalk
-  Primary Pedestrian Corridor
-  Secondary Pedestrian Corridor
-  Primary Downtown Entry Point
-  Destination Sign
-  Kiosk Sign
-  Trailblazer Sign



W Bridge St

0 250 500 1,000 Feet



INSTALLATION TABLE

Location. Sign. Side.	Sign Face Direction	Arrow Direction	Destination	Location. Sign. Side.	Sign Face Direction	Arrow Direction	Destination	Location. Sign. Side.	Sign Face Direction	Arrow Direction	Destination	
3.A.1	N	Up	City Hall	7.A.1	N	Right	Pix Community Center	16.A.1	N	Right	Cobb Historical Park	
			Historic Main Street				Chamber of Commerce				Historical Museum	
			Pix Community Center				Historic Main Street				Left	Pix Community Center
			Chamber of Commerce				Cobb Historical Park				Chamber of Commerce	
			Old Main Street Park				Historical Museum				Old Main Street Park	
City Hall	Library	City Hall										
3.A.2	S	Up	Library	7.A.2	S	Left	Pix Community Center	16.A.2	S	Right	Pix Community Center	
			Library				Chamber of Commerce				Chamber of Commerce	
3.B.1	E	Right	Library	7.B.1	E	Up	Historic Main Street	16.B.1	E	Up	Cobb Historical Park	
		Left	City Hall				Chamber of Commerce				Historical Museum	
			Historic Main Street				Cobb Historical Park				City Hall	
			Pix Community Center				Historical Museum				Library	
			Chamber of Commerce				City Hall				Left	Cobb Historical Park
Old Main Street Park	Library	Historical Museum										
3.B.2	W	Right	City Hall	7.B.2	W	BLANK	17.A.1	N	Right	Cobb Historical Park		
			Historic Main Street			Cobb Historical Park				Historical Museum		
			Pix Community Center			Historic Main Street				Left	Pix Community Center	
			Chamber of Commerce			Cobb Historical Park				Chamber of Commerce		
			Old Main Street Park			Historical Museum				Old Main Street Park		
City Hall	Library	City Hall										
6.A.1	N	Up	Pix Community Center	14.A.1	N	Right	Cobb Historical Park	17.A.2	S	Right	Pix Community Center	
			Chamber of Commerce			Historical Museum	Chamber of Commerce					
6.A.2	S	Up	City Hall	14.A.2	S	Up	City Hall	17.B.1	E	Up	Cobb Historical Park	
			Library			Library	Historical Museum					
6.B.1	E	Up	Cobb Historical Park	14.B.1	E	Up	Cobb Historical Park	17.B.2	W	Up	Pix Community Center	
			Historical Museum				Historical Museum				Chamber of Commerce	
			Right				City Hall				City Hall	Old Main Street Park
							Library				Library	City Hall
							Pix Community Center				Library	Library
Chamber of Commerce	City Hall	City Hall										
Old Main Street Park	Library	Library										
6.B.2	W	Right	Pix Community Center	14.B.2	W	Up	Pix Community Center	17.B.1	E	Up	Cobb Historical Park	
			Chamber of Commerce				Chamber of Commerce				Historical Museum	
6.B.2	W	Right	Chamber of Commerce	14.B.2	W	Up	Old Main Street Park	17.B.2	W	Up	Pix Community Center	
			Old Main Street Park				City Hall				Chamber of Commerce	
6.B.2	W	Right	City Hall	14.B.2	W	Up	Library	17.B.2	W	Up	City Hall	
			Library				Library				Library	

Location, sign, side, and face direction described in the table are illustrated on **MAP 1**.





IMPLEMENTATION

All of the destinations have existing signage that identifies the destination. Although they do not fit the specific signage designs recommended in this Plan, they are still useful. As such, it is desirable to focus on the installation of the trailblazer and kiosk signs before the destination signs.

The costs provided in this section are planning-level estimates and not guaranteed. The estimates include the posts, hardware, and signs. They do not include delivery or installation.

Phase 1

It is desirable to first focus on final design and installation of the trailblazer signs. All of these signs should be installed together to create a useful system of routing. Without all of the trailblazer signs, routing may not be seamless. It is also recommended that the City install the destination ID signs for Historic Main Street (signs 15 and 19 on **MAP 1**) since there is currently no signage for this destination.

As illustrated, the trailblazer signs will cost roughly \$2,500 each and the destination ID signs will cost roughly \$2,000 each. Procuring all of the six trailblazer signs and two destination ID signs will cost roughly \$19,000.

Phase 2

The second phase is to complete final design and installation of the kiosk signs. This will require the design of individual maps for each kiosk, as the map will vary based upon the location of the sign.

As illustrated, the kiosk signs will cost roughly \$2,000 each. Procuring all of the five kiosk signs will cost roughly \$10,000.

These can be installed along with Phase 1 if desired. Individual kiosk signs can be installed without having all of the kiosk signs installed. However, the trailblazer signs should be installed prior to the installation of kiosk signs.

Phase 3

The third phase is to install the destination ID signs. The Plan recommends ten destination ID signs. However, a few of these destinations currently have destination ID signs or signage on the building. These signs can be installed individually if so desired. Existing destination signs can be replaced with new signs as desired.

As illustrated, the destination ID signs will cost roughly \$2,000 each.

There is a desire to keep the existing Old Main Street Park destination ID sign (sign 9 on **MAP 1**) at the northwest corner of the park. However, there is a desire to add Mulvane Downtown design elements to existing stone destination sign.



OTHER CONSIDERATIONS

Expansion

The City should consider future city-wide expansion of the pedestrian wayfinding system. There are walkable destinations just beyond the boundary of Mulvane Downtown and throughout the community, such as Ralph Bell Park. A community-wide pedestrian wayfinding system will enhance walkability and the pedestrian environment. Different districts and neighborhoods within Mulvane could include different branding elements or design themes.

Additional Branding

Other physical design elements located in Mulvane Downtown can reinforce the area brand as well as communicate that you are within Mulvane Downtown. Consideration should be given to the following, all incorporating Mulvane Downtown branding:

- Installing pole banners specific to Mulvane Downtown
- Installing pavement markings
- Developing stickers or decals to be placed throughout Mulvane Downtown such as on window fronts
- Incorporating design elements into streetscaping

Gateways

Consideration should be given to providing Mulvane Downtown gateways. This idea garnered much support from stakeholders during the development of this Plan. If desired, gateways should be located on the primary corridors at entry points into Mulvane Downtown.

Future Wayfinding Options

This Plan focuses on static wayfinding signs. There are other elements of a wayfinding system that can enhance its usability. These include:

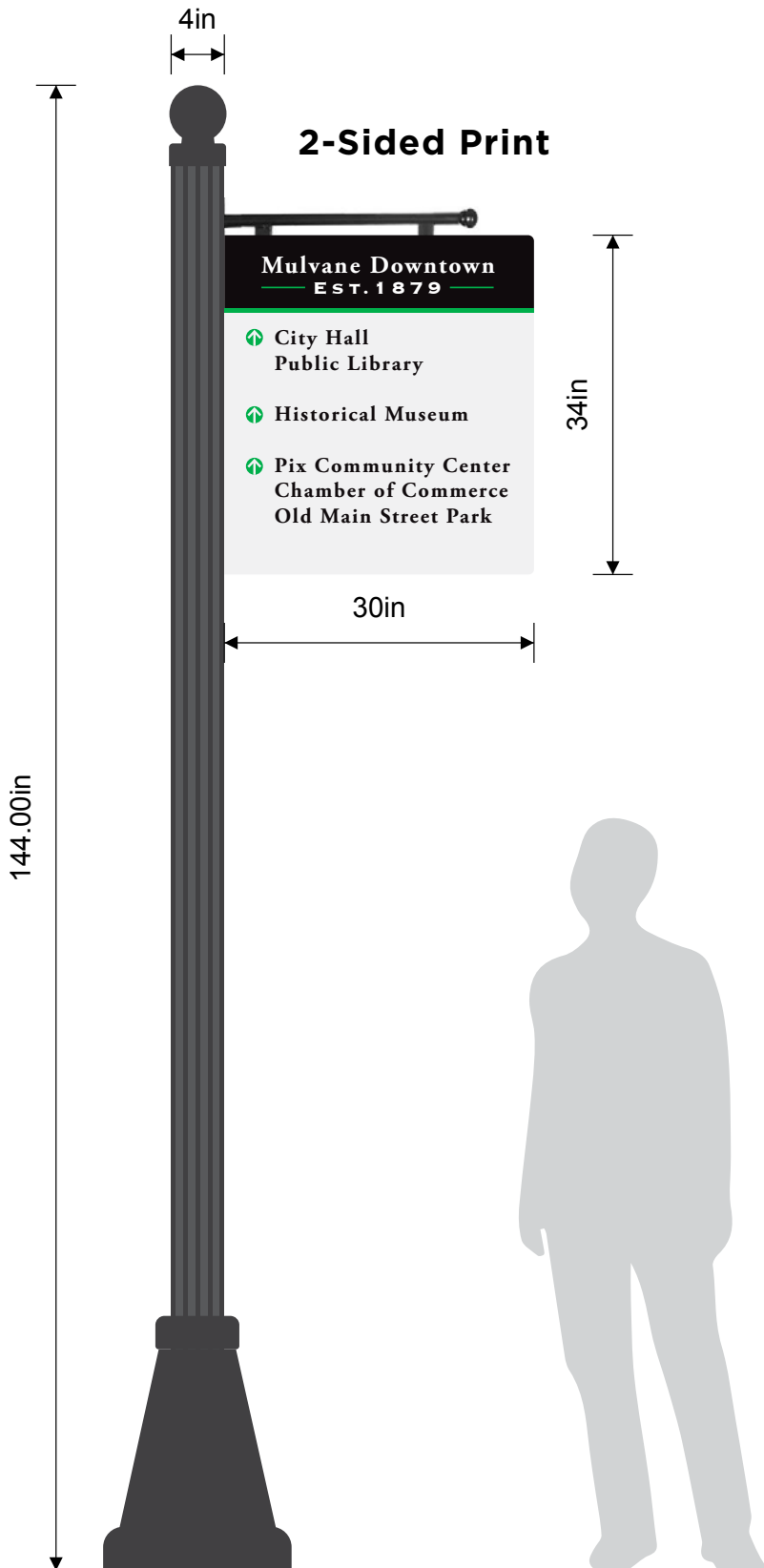
- Printed maps and brochures
- Marketing materials and merchandise
- Website
- Mobile application
- Integration of designs into other physical elements such as site furnishings, buildings, and public art
- Pavement markings

The City should consider these other elements as the pedestrian wayfinding system evolves.

APPENDIX

Pedestrian Trailblazer Design Overview

Pedestrian trailblazer signage will be constructed from .080" aluminum material. with printed vinyl overlay.



Pedestrian Trailblazer Sign Components

POLE:

4" x 14" CHANNEL POLE AND SURFACE MOUNT
EXTRUDED ALUMINUM ALLOY 6005-T5
WALL THICKNESS .125"

FINIAL:

BALL FINIAL FOR 4" OD ROUND POLE
HEIGHT: 7.25"
WIDTH: 5"
CAST ALUMINUM ALLOY #356

BRACKETS:

STREET SIGN HOLDER
LENGTH: 26"
BACKPLATE LENGTH: 4 1/8"
CAST ALUMINUM ALLOY #356

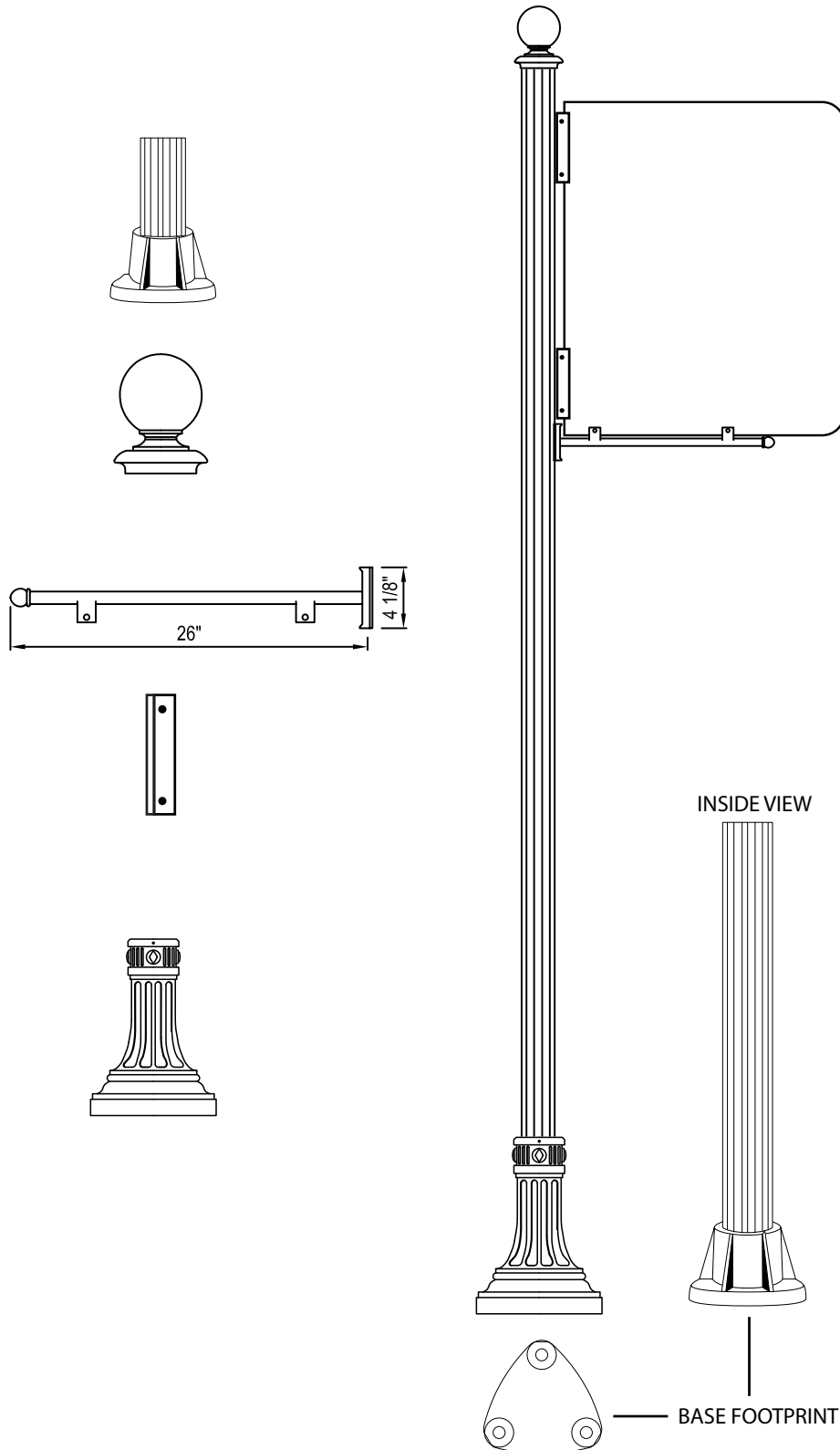
CHANNEL CLAMP - 6" LENGTH BRACKET
MADE TO SLIDE THROUGH CHANNEL IN POLE

SIGNS:

CUSTOM .080 - 30" x 34"

BASE:

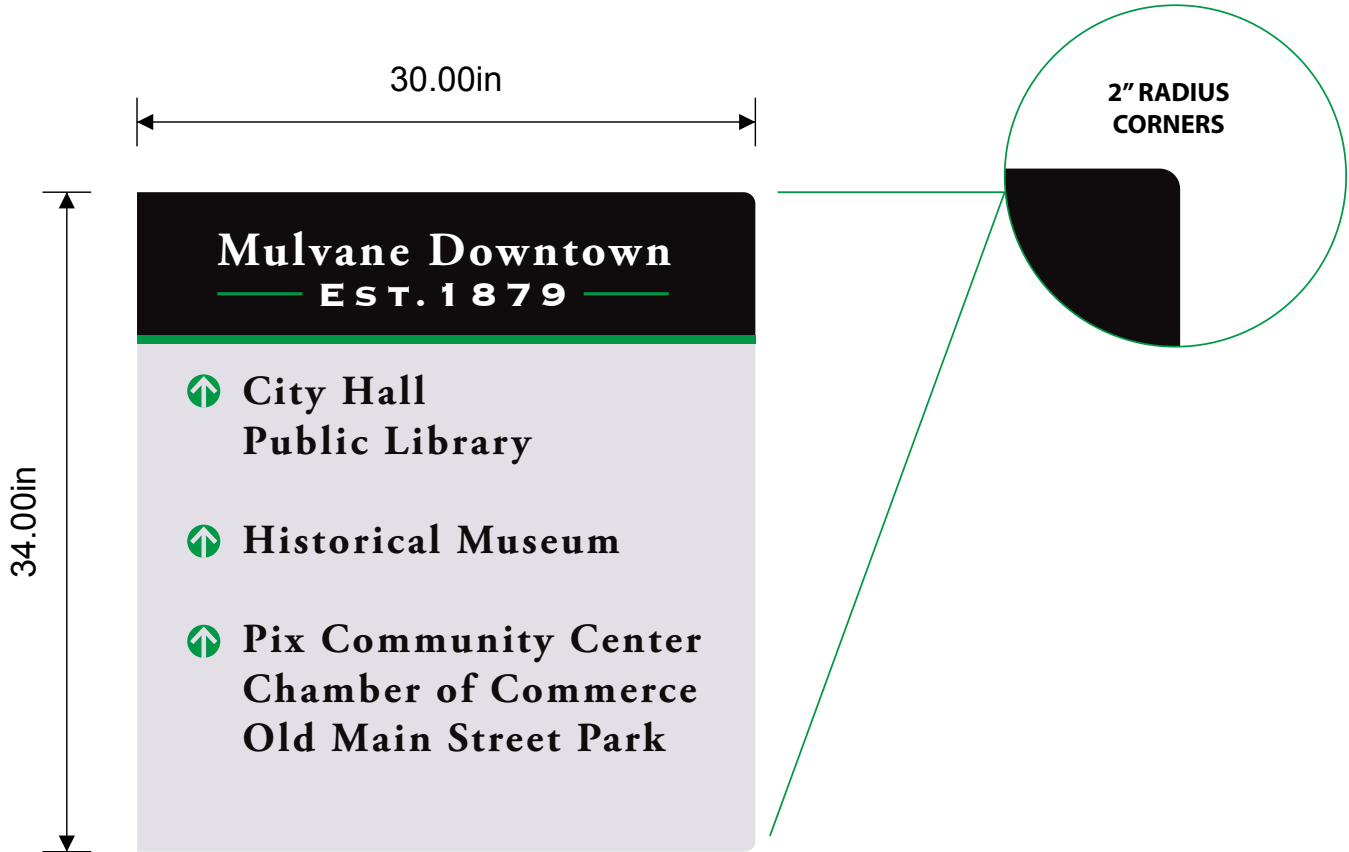
TWO-PIECE BASE FOR 4" OD POST
HEIGHT: 18"
WIDTH: 13"
CAST ALUMINUM ALLOY #356



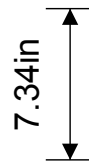
TRIANGULAR BASE PATTERN
REQUIRING THREE(3) 3/4"
GALVANIZED ANCHOR BOLT & NUT

Pedestrian Trailblazer Signage Size

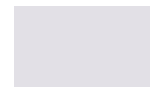
Pedestrian trailblazer signage will be constructed from .080" aluminum material, with printed vinyl overlay.



Header Text



PMS 347



PMS 663



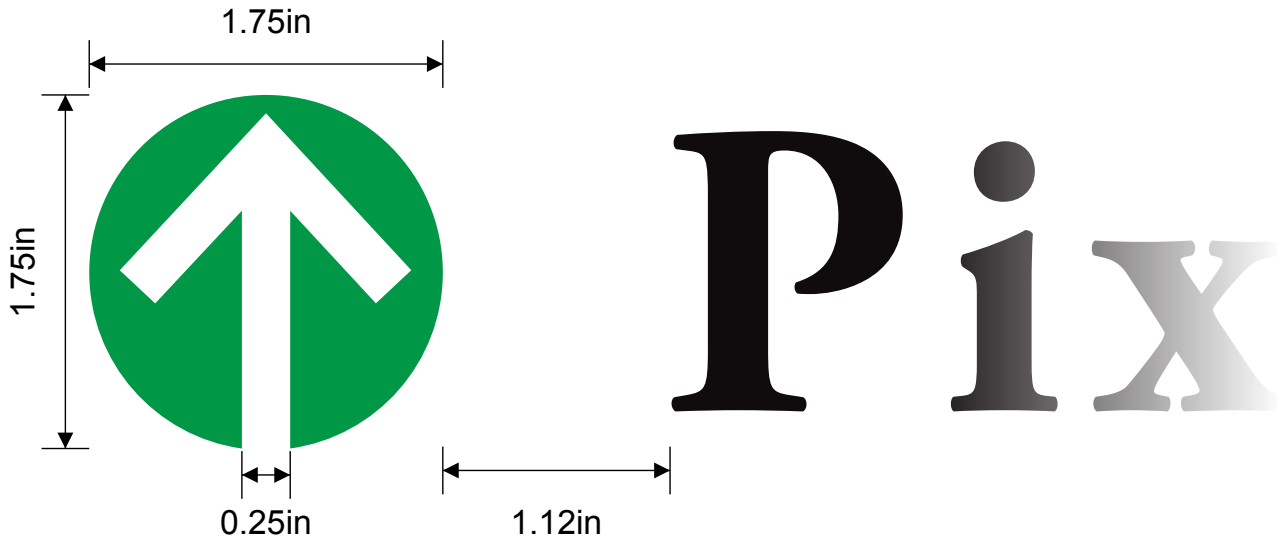
PMS Black 6

Mulvane Downtown
Adobe Garamond Pro Bold
Size: 170 Point (1.6 in.)
Tracking: 80

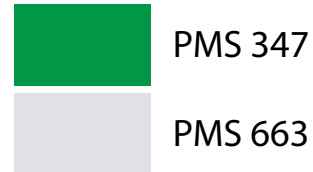
Est. 1879
Copperplate Bold
Size: 150 Point (1.1 in.)
Tracking: 200

Pedestrian Trailblazer Directional Arrows

Directional Arrows should be reversed out of a PMS 347 green circle sized to 1.75 inches and vertically centered on the destination text. Arrows can be spun in increments of 45° to show the direction of the destination



Common usage for directional arrows



Arrow Colors

Pedestrian Trailblazer Destination Text

Adobe Garamond Pro Bold
Size: 150 Point (1.4 in.)
Leading: 180 point (1.11 in.)
Tracking: 80

1.40in
Histo

1.11in
Pix C

SPACE BETWEEN 2 DESTINATIONS
IN THE SAME DIRECTION GROUP

3.60in
Cham

SPACE BETWEEN 2 DESTINATIONS IN
THE DIFFERENT DIRECTION GROUPS