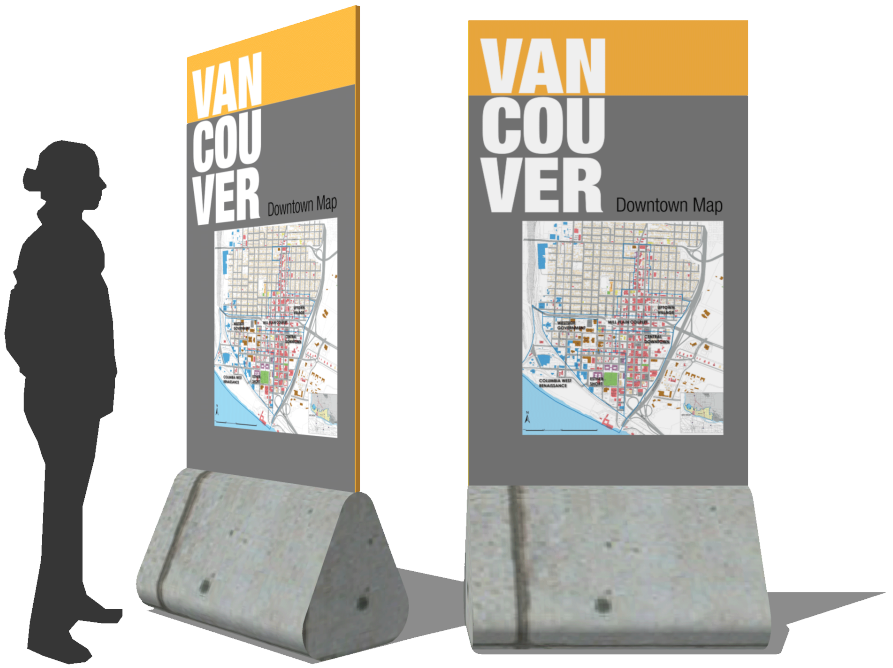




Service Area

WAYFINDING + BRANDING



GUIDING PEOPLE IN THE RIGHT DIRECTIONS

At Alta, we use our unique expertise in active transportation planning and design to create wayfinding and signage systems that enhance a community's vibrancy and character.

Alta has designed over 80 signage and wayfinding systems, specifically aimed at the needs of pedestrians, bicyclists, low speed electric vehicles, and vehicles. Because active transportation is our core specialty, we understand the importance of creating wayfinding systems that address the needs of all users, whether traveling by foot, bicycle, vehicle, or transit.



WHY ALTA?

Our work in wayfinding includes brand development, creative concept design, placement planning, design intent drawings, construction drawings, bid preparation and assistance, and construction support.

Thoughtful Design: We take a comprehensive approach to wayfinding, considering needs of future mobility options, architectural elements, materials, and the landscape to create an intuitive experience. Wayfinding elements can create a deeper connection to place, cultivate a sense of pride by reflecting community values and identity, and support local economic development by encouraging residents and visitors to use services.

Innovative Tools: Alta has developed tools to facilitate the design and route planning phases of wayfinding projects. We develop interactive online tools that enable the public and stakeholders to provide feedback on their own time. Our proprietary *BikeRight* and *WalkRight* models automate wayfinding route prioritization, which can efficiently determine routes.

Partnerships: We have found the best way to create a truly successful system is to work closely with local agencies, key stakeholders, and the public to develop comprehensive wayfinding signage systems that equitably meet the needs of the community.

New Mobility: Alta considers the needs both of current and future mobility options. We incorporate technologies such as app-based wayfinding to assist visually and cognitively impaired community members. Our wayfinding work feeds into mobility hub design, seeing that transitions are more seamless. We provide options like kiosks that assist with mobility management, and are exploring options for entertainment and productivity during wait times.

Key Qualifications:

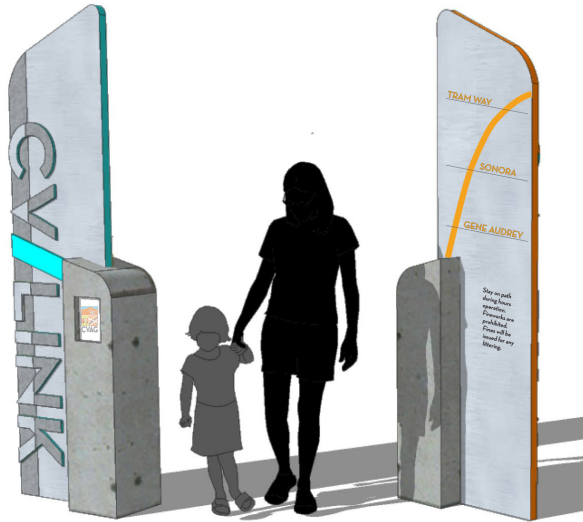
Integrates unique regional culture and identity in designs

Uses engaging public input processes to guide design options

Experience working with communities of all sizes, from rural to urban and everything in between

Fluency with AASHTO, MUTCD, NACTO, TAC, and ADA standards and guidelines

In design and placement of signs, Alta draws upon relevant research from studies in the fields of human factors, engineering, and cognitive science. These fields study the interaction of humans with the built environment and the decision making required in wayfinding. These findings inform the design and content of our signs for maximum navigational effectiveness.



Iconic Wayfinding Program for Signature Desert Pathway

Client:

**Coachella Valley
Association of
Governments (CVAG)**

Dates:

2013-2018

Key Services Provided:

Creative concept design

Placement planning

Design intent drawings

Construction drawings

Bid preparation

Construction support

The Coachella Valley's CV Link presents a bold new approach to mobility. Alta developed the CV Link master plan for a nearly 80-mile portion of the multimodal pathway connecting the nine cities of the Eastern Riverside County region followed by design, engineering, and construction documents for 50 miles of the pathway. For most of the alignment, the path is completely separated from the arterial, collector, and local street system.

The design focuses on a theme of contrast while emphasizing the valley as a national leader in innovative technologies. Wayfinding is intuitive via bold cues of color indicating one's orientation depending on the direction one is facing. Light tubes capture the attention of passing motorists, while motion activated digitally projected art enlivens blank concrete walls and dark underpasses. The innovative and efficient use of energy is a strong theme, showcased with the use of solar power, motion sensing lighting, wind activated art elements, air quality monitoring stations, and pathway counters that convert trips to miles, calories, and GHG's saved.

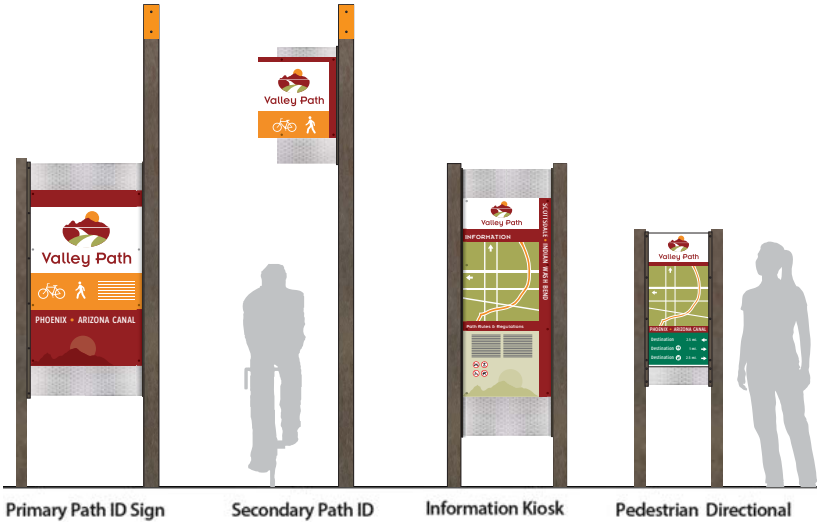


The built pathway system accommodates low speed electric vehicles in addition to bicyclists and pedestrians.



“The [Alta] team’s expertise in the field of active transportation and urban trail development is unmatched. Their creative design is both implementable and fiscally sound....They have gone above and beyond to work through challenging obstacles including negotiating a consensus from a variety of stakeholders.”

—Tom Kirk, CVAG Executive Director



The Alta team created a brand name for the pathway system, with the intention of attracting visitors, providing more connections for residents, and showcasing the quality of life the MAG region values to potential employers.

Wayfinding for Multi-Jurisdictional Pathway

Client:
Maricopa Association of Governments

Dates:
2014

Alta Services:
Creative concept design

Placement planning

Design intent drawings

The off-street pathway network in the Maricopa Association of Governments (MAG) region near Phoenix provides a quality non-motorized transportation experience that connects people to destinations via bicycling and walking.

Alta staff, along with teaming partner MERJE, worked with MAG to establish a cohesive set of wayfinding information to unify the system of nearly 900 miles of off-street pathways while providing navigational information for cyclists and pedestrians. The project included bringing to consensus 33 incorporated cities and towns, three Native American communities, two counties, the Arizona Department of Transportation, and the Citizens Transportation Oversight Committee, on a consistent wayfinding system. The Wayfinding Guide addresses sign types and designs, placement, and destination criteria.



“You all have done FANTASTIC work to put together a great document over the last year and a half....I can’t imagine a better team to have developed this guide with!”

—Alex Oreschak, Transportation Planner II, MAG

Wayfinding for All Modes of Travel

Client:
Currituck County, NC

Dates:
2013

Alta Services
Creative concept design

Placement planning

Design intent drawings

Construction drawings

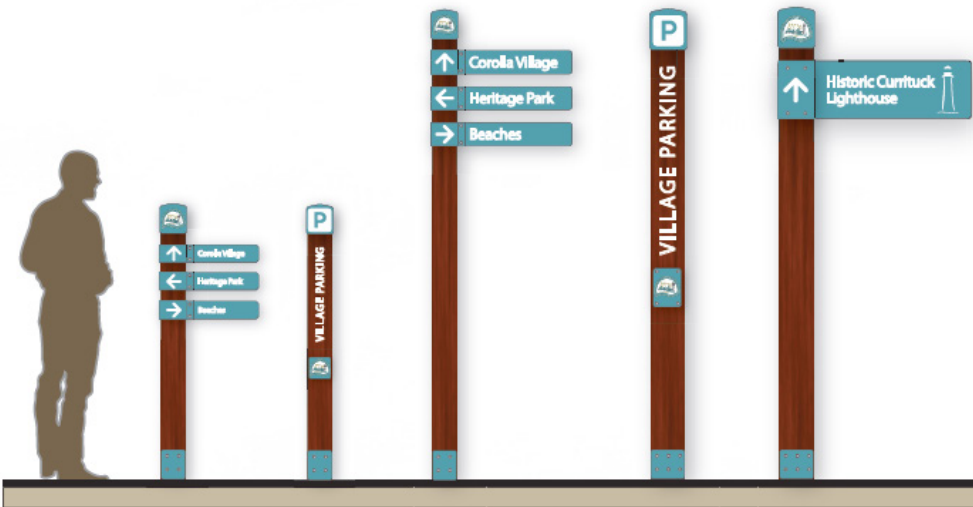
Bid preparation

Construction support

Alta completed a Circulation and Wayfinding Plan for the Village to improve safety and circulation for all modes of transportation, highlight the culture and heritage of Corolla, protect and preserve the coastal environment, and enhance the sense of place. The team improved safety and user comfort through a system of boardwalks, greenways, raised crosswalks, public beach access, and pedestrian plazas. Circulation for people riding bikes was improved by the addition of side paths and on-road bike facilities through the historic village area as well as bike parking facilities. Vehicular circulation was modified to one-way through the Village to create separation of modes.

“This is the best plan we’ve ever seen; the most complete draft plan; the best writing of a plan we’ve ever read. Even the County Manager said he read every word of it and you can tell it really was tailored to Corolla. It was worth every dollar.”

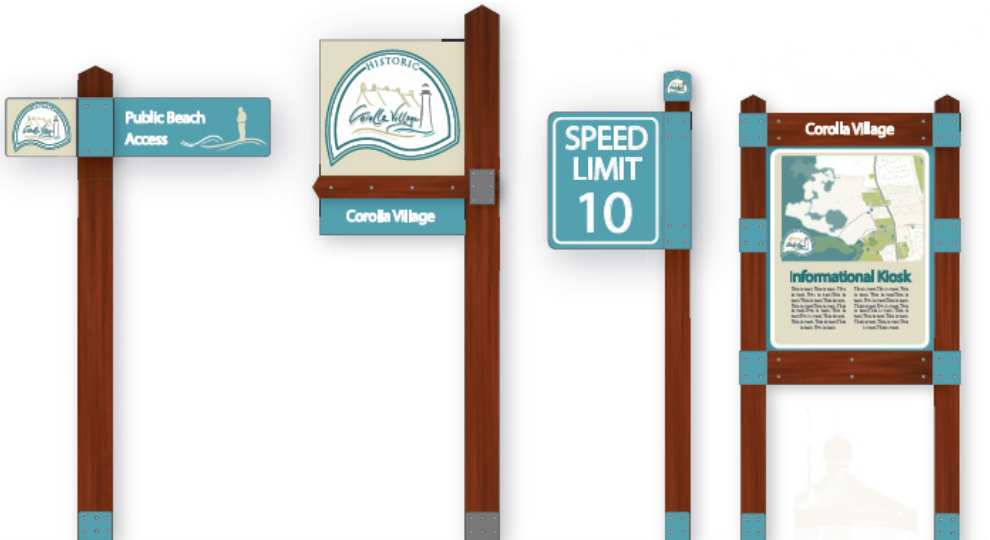
—Ben Wood, Currituck County, on the Corolla Village Circulation and Wayfinding Plan



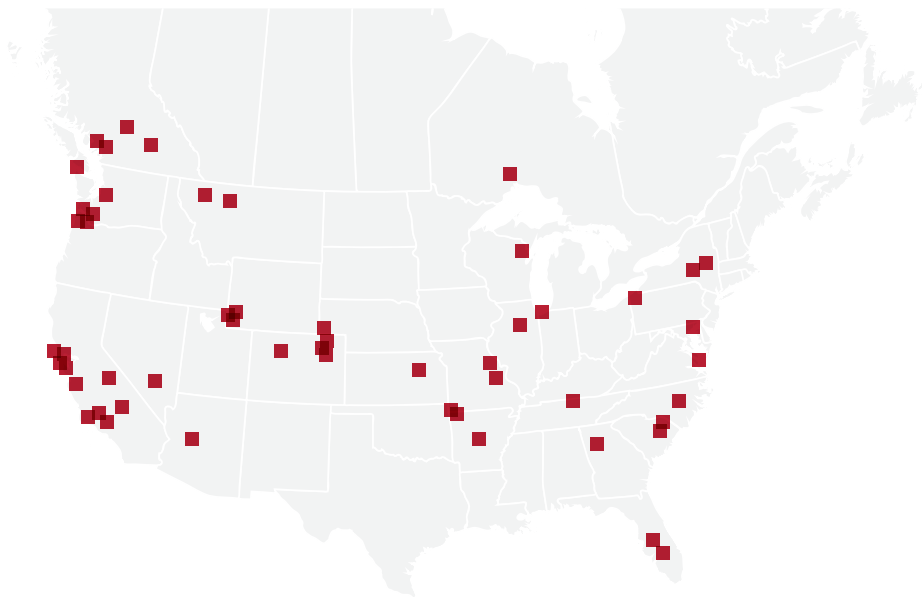


(Left) After thorough documentation of existing signage, Alta prepared a demolition plan and new placement plan that provides guidance for installing consistent signage that directs visitors to key destinations.

(Below) Through stakeholder meetings and two rounds of public involvement, Alta learned the story of Corolla, its people, and the unique maritime history of the barrier island. Using this rich sense of place, Alta created a logo and signage package for Historic Corolla.



ALTA'S WAYFINDING WORK SPANS NORTH AMERICA



Sample of Communities We Have Worked With

Aria Wellness Loop Wayfinding, Denver, CO

Avondale Wayfinding System Plan and Design, AZ

Bellingham Bicycle Wayfinding System, WA

Capital Regional District Prototype Cycle Wayfinding Guidelines, Victoria, BC

Clackamas Regional Center Wayfinding System Plan and Implementation, OR

Coquitlam Wayfinding Strategy, BC
Corolla Wayfinding Phases 1 and 2, Currituck, NC

Cupertino Bicycle Wayfinding Signage Program, CA

East Central Wisconsin Regional Planning Commission Wayfinding Signage Plan, WI

El Monte Pedestrian Signage, CA
Fort Collins Wayfinding System Plan, CO

Fresno Bicycle Wayfinding and Signage Plan, CA

Glenwood Springs Trail Wayfinding Plan, CO

Goldsboro Wayfinding Master Plan, NC

Greater Helena Area Active Living Wayfinding Plan, MT

Hammond Wayfinding Plan, IN

Jefferson County Wayfinding Master Plan, Lakewood, CO

Jordan River Trail Wayfinding Plan, UT

Kelowna Wayfinding Signage Guidance, BC

Kelowna Rails with Trails Wayfinding Signage, BC

Lamorinda Trail Signage, City of Lafayette, CA

Las Vegas Wayfinding Guidelines, NV

Maricopa Association of Governments Off-Street Bicycle Network Wayfinding Guidelines, AZ

Marin Bike Signage, CA

Merritt Comprehensive Signage Strategy, BC

Metropolitan Branch Trail Wayfinding Placement Plan, Washington, DC

Milwaukie Bikeway Signage Plan, OR

Monterey County Bicycle and Pedestrian Wayfinding Signage Design and Map Update, CA

Peoria Bicycle Wayfinding Plan, IL

Northwestern Indiana Regional Planning Commission Unified Trail Wayfinding Guide, IN

Westminster Wayfinding Plan and Design, CO

Wichita Bicycle Wayfinding System Plan, KS

WAYFINDING PRINCIPLES

WHAT GUIDES ALTA'S PRACTITIONERS

Our work in wayfinding includes brand development, creative concept design, placement planning, design intent drawings, construction drawings, bid preparation and assistance, and construction support. The following pages highlight Alta's six core principles guiding the placement and design of a wayfinding system in order to create a clear wayfinding experience and achieve a more navigable transportation network.



1 CONNECTING PLACES

Facilitate travel between destinations and provide guidance to new destinations. Wayfinding should provide seamless connections to and from destinations.



2 PROMOTE ACTIVE TRAVEL

Encourage increased rates of active transportation by helping people to realize they can walk, bike, or roll to the places they want to go.



3 MAINTAIN MOTION

Be legible and visible for people moving so that they can interpret wayfinding elements without stopping.



4 KEEP IT SIMPLE

Present information simply, using clear fonts and simple designs, so that it can be understood quickly.



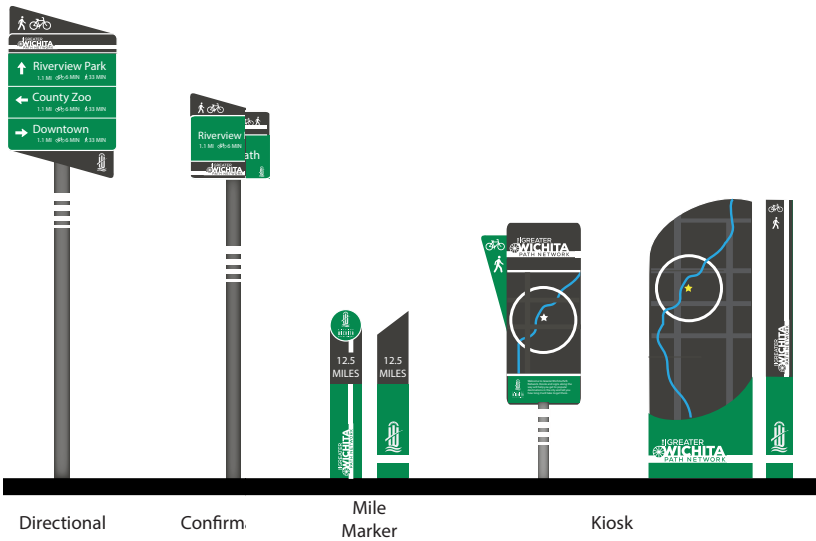
5 BE PREDICTABLE

Standardize the placement and design of signs so that patterns are established and wayfinding elements become predictable.



6 BE INCLUSIVE

Signage should be accessible and designed to be comprehensible by a wide range of users, including people of all ages, ability levels, and languages.

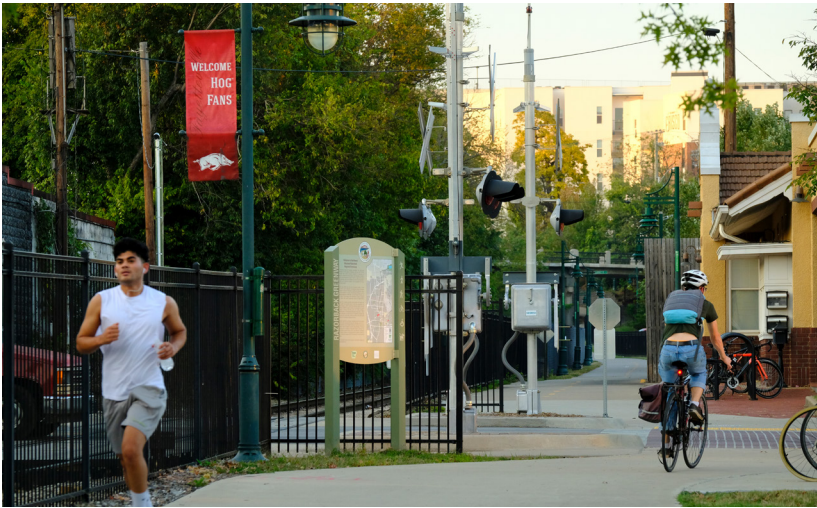


Wayfinding Principle #2: Promote Active Travel

The presence of wayfinding signs should communicate that walking and bicycling to many destinations is possible, helping to reduce physical barriers to using these modes for all types of trips. An effective wayfinding system makes active transportation facilities more visible and helps to increase use of both on-street and off-street facilities.

Alta assisted the City of Wichita with a wayfinding plan and signage design with the goal of enhancing and highlighting opportunities for cycling by providing a cohesive and legible navigation system. To encourage more bicycling, the Alta team focused on creating a clear and attractive system that is easy to navigate. The placement of wayfinding signs validated cycling as a transportation option and was meant to reduce fear amongst those potentially interested in cycling.

Sign designs for on-road bikeways and off-road paths for "Wichway" reflect the character and history of Wichita and the brilliant future that is facilitated by an active transportation system. Residents and visitors will be empowered by environmental cues that communicate "Whichway" to safely and comfortably travel throughout the City.



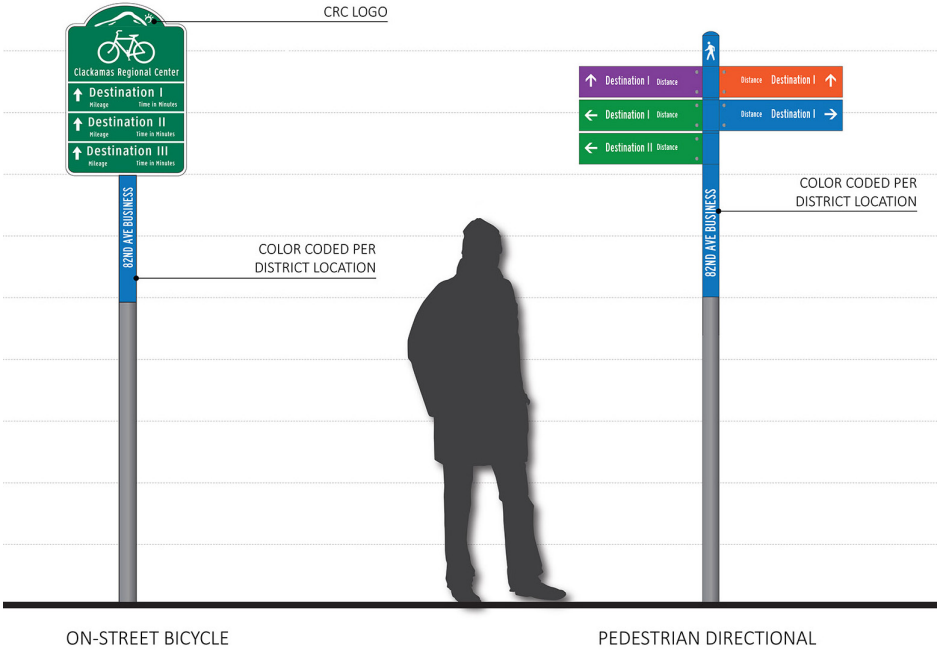
Wayfinding Principle #3: Maintain Motion

To help users maintain motion, wayfinding information needs to be presented so that it can be quickly read and easily comprehended.

Bicycling and walking require physical effort, and frequent stopping and starting to check directions may lead to frustration and discouragement. Consistent, clear, and visible wayfinding elements allow people walking and bicycling to navigate while maintaining their state of motion.

One of Alta's examples of incorporating fundamental and enhanced navigational elements was for the 36-mile stretch of the Razorback Regional Greenway. The sign family Alta created consists of information kiosks with regional maps, directional signage, walk/bike distance and mileage to destinations, local maps, community guides, mile markers, and interpretive signage. The purpose of the wayfinding and branding system is to aid in safety and navigation of the region while promoting healthy travel choices through off-trail directional signage and on-trail walk/bike timing. In addition, Alta completed a custom Fit and Finish Package and Donor Catalogue for the trail system's amenities, including seating, bicycle racks, planting, and other site furnishings.



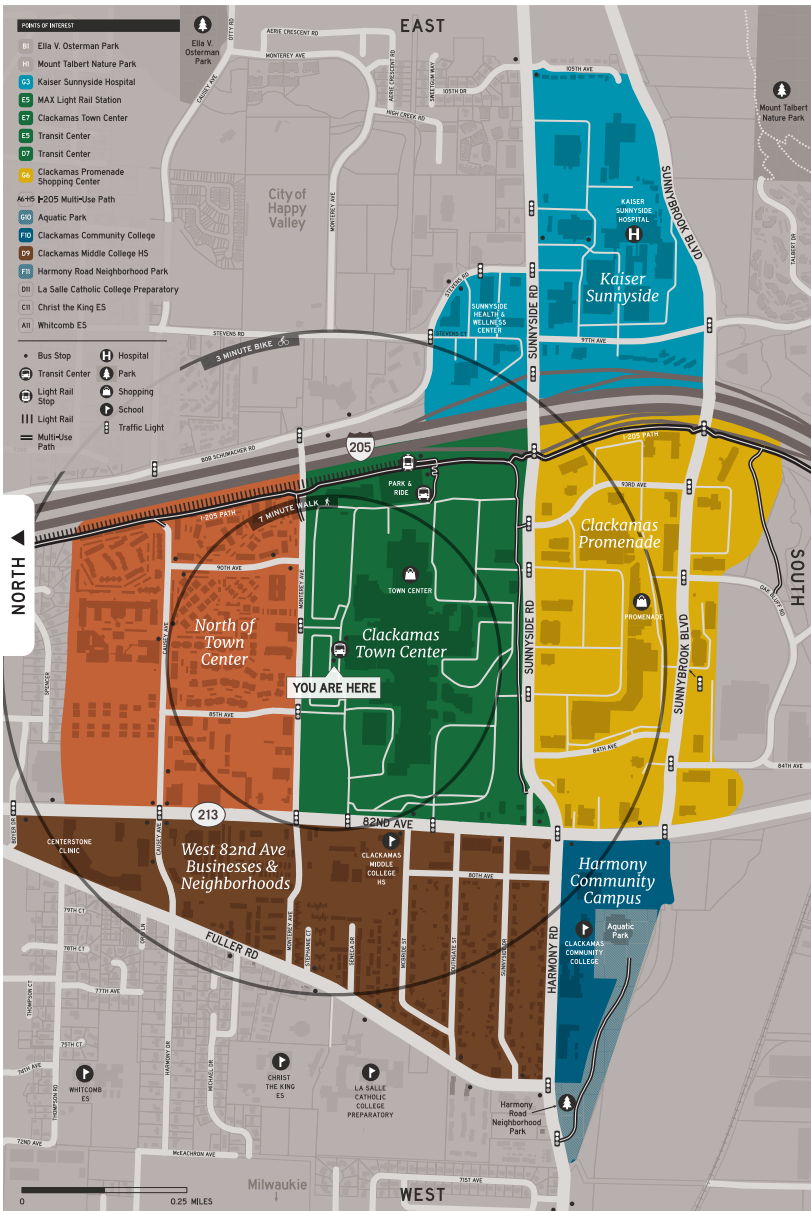


Wayfinding Principle #4: Keep it Simple

Wayfinding investments are typically well received by the public, given the general desire for simplified navigation. It also represents a low cost and effective means to expand the safety and traffic flow of the transportation system, especially for bicyclists and pedestrians, by designating low-stress routes to destinations.

For a wayfinding network to be effective, information needs to be presented clearly and logically. It is important to provide information in manageable amounts. Too much information can be difficult to understand; too little and decision-making becomes impossible. The placement of signs and the information provided at each placement are also critical. To be successful, wayfinding information must be provided in advance of where major changes occur and confirmed when the maneuver is complete.

Wayfinding elements clarify options for walking and biking to and around the Clackamas Regional Center in Oregon, while also helping to make connections to businesses and services. The system focuses on navigational improvements between significant area destinations and major points of entry, including area bikeways, a light rail station, and bus transit hubs.



Alta designed a coordinated network of wayfinding elements that will ease navigation to and within the Clackamas Regional Center while reinforcing a cohesive identity for the area.

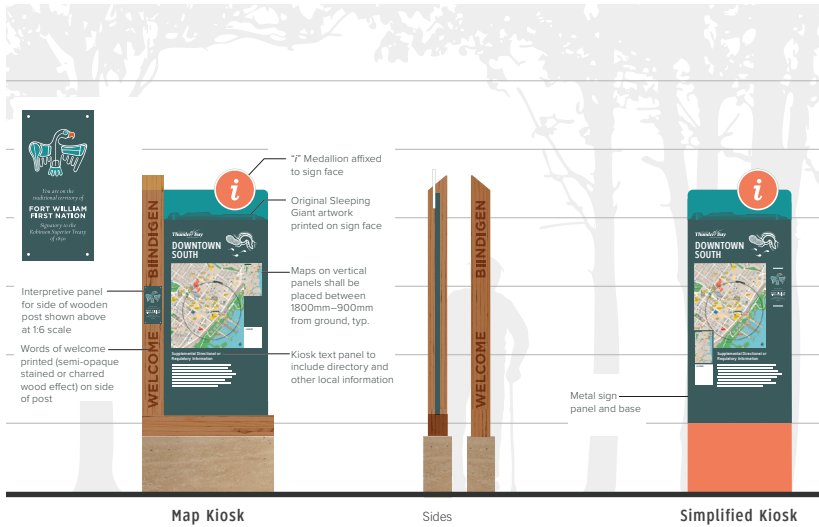


Wayfinding Principle #5: Be Predictable

Effective wayfinding systems are predictable. When information is predictable, patterns emerge, and users of the network will be able to rely on the system to provide information when they expect it. Predictability also helps users to understand new situations quickly, whether it be navigating a new intersection or travelling to a destination for the first time. Users come to trust a predictable wayfinding network, making new journeys easier to attempt and complete. Every time a new trip is completed, users' confidence in the wayfinding network will be sustained or increased. Predictability should relate to all aspects of wayfinding placement and design (i.e., sign materials, dimensions, colors, forms, and placement).

Alta supported Explore Washington Park by providing graphic design for 12 unique pictograms representing key park venues, a 10-panel map brochure, shuttle wrap, pole banner, and shuttle stop signage design. Alta led this project from concept to completion, including creative direction, design, production, and print and vendor management.



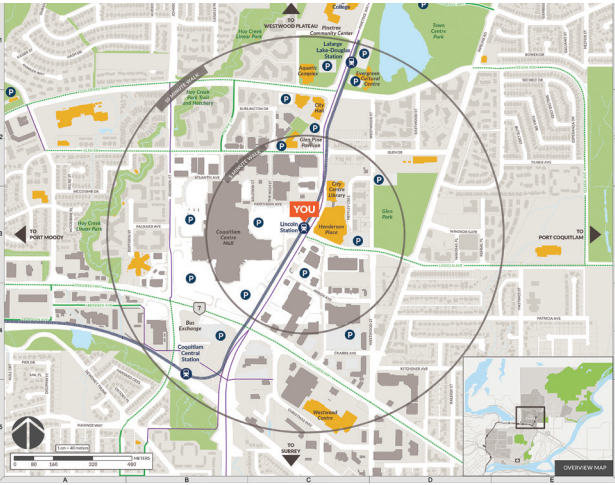


Wayfinding Principle #6: Be Inclusive

Wayfinding signage should be accessible and be designed to be comprehensible by a wide range of users, including people of all ages and ability levels. For the shared-use Shot Pouch Greenway corridor in Sumter County, South Carolina, Alta considered technical guidance from the Americans with Disabilities Act (ADA) to implement wayfinding signs and other elements that do not impede travel or create unsafe situations for pedestrians, bicyclists, and/or those with disabilities.

Special consideration is taken on Alta's wayfinding projects for those without high educational attainment, English language proficiency, or spatial reasoning skills. In areas with high rates of users with English as a second language, the wayfinding uses text and symbols that will be understood by non-English speakers. Designers minimize the use of bilingual text or separate-language signs, as including these elements can make signs cluttered and reduce overall legibility.

For the Thunder Bay Pedestrian and Cyclist Wayfinding Plan in Ontario, the Alta team developed a Wayfinding Plan to reflect the City's diverse cultural and ethnic community and to enhance the existing wayfinding systems. In particular, the plan is intended to support increased use of Thunder Bay Transit, improving access to and from the five major transfer points in the city.



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