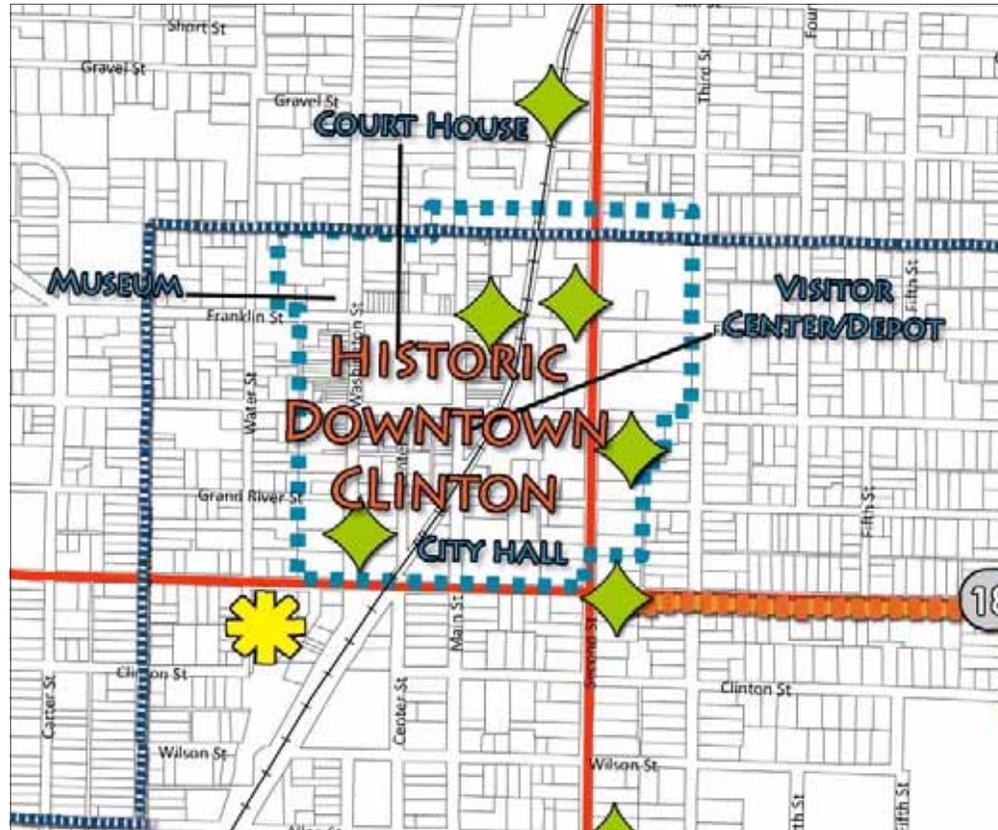


WAYFINDING PLAN

CLINTON, MISSOURI

SEPTEMBER 2009

DOWNTOWN
REVITALIZATION &
ECONOMIC
ASSISTANCE FOR
MISSOURI





DOWNTOWN
REVITALIZATION &
ECONOMIC
ASSISTANCE FOR
MISSOURI

DOWNTOWN REVITALIZATION AND ECONOMIC ASSISTANCE FOR
MISSOURI (DREAM) PROGRAM SPONSORS:



PLANNING CONSULTANT



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I. PRINCIPLES OF WAYFINDING

What is Wayfinding?

The term *wayfinding* refers to a mental process of understanding and navigating a given environment—literally “finding your way” between points A, B, and C. To make this mental process as easy as possible, communities can plan a coordinated system of signs, pathways, landmarks and other visual cues to help people understand where they are going.

In addition to directing traffic and conveying practical information, the best wayfinding systems accomplish larger, more subjective goals, such as

- Creating a unique visual identity,
- Establishing a sense of place, or
- Communicating or reinforcing messages about a place.

To put it simply, wayfinding directs travelers to a destination and creates a positive first impression about the destination. Wayfinding systems have been used for many years on college campuses, office parks and tourist districts. Cities and towns of all sizes are now using wayfinding to direct traffic to key destinations throughout the community and help shape their community brand.

Signage as a Component of Wayfinding

Wayfinding is a mental process, and it involves more than just a program of coordinated signage. The most effective wayfinding solutions have well-defined routes or pathways and clear visual cues (such as landmarks or prominent buildings). Of course, printed maps or GPS navigation are part of wayfinding, too.

This report focuses on the value of a coordinated signage program and recommends specific locations for sign types in Clinton. The aim of this wayfinding system is to direct traffic to Downtown Clinton and other prominent destinations and create a positive impression of the Clinton community. One of Downtown Clinton’s biggest challenges is a state highway routing that actually direct travelers around Downtown. A comprehensive wayfinding program can address this challenge.



Monument Gateway Signage, St. Louis University



Vehicular Directional Sign, Gwinnett Place
Duluth, Georgia

A comprehensive approach to wayfinding considers architecture, lines of sight, and lighting in addition to signage. Below are general principles of effective wayfinding that relate to each of these four components:

Signage:

- Uniform signage at important decision points is a critical element of wayfinding. Locations for signage should be chosen in terms of decision points (“Should I turn or go straight”?) and traffic volume.
- Replace purely functional signs lacking character (e.g. standard DOT signs) with attractive uniform signs.
- The size of signs (the sign panel and lettering) should be governed by average vehicle speed and distance from the roadway.
- Excessive signage diminishes the effectiveness of individual signs. Fewer, easy to read, appropriately placed signs are preferred.
- Avoid signs that are too small and are of varying sizes, colors, and types. Uniform design helps users find the next sign and verifies that they are “on the right track”.

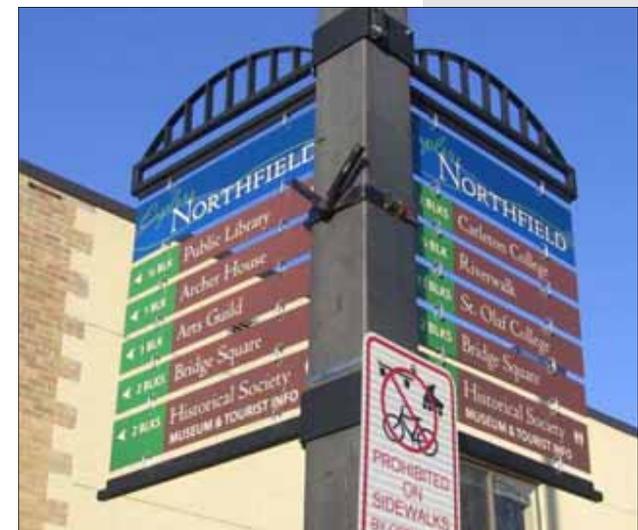
Architecture:

- Buildings, landscape features and other elements of a street can serve as visual cues to help people understand their location and the route to their destination. For instance, seeing buildings spaced closer together is a cue that one is entering a traditional downtown.
- Strong architecture serves as landmarks and orientation points. These points are often destinations as well as starting points. Other wayfinding components should exploit these characteristics.
- Buildings themselves have visual aids that draw our eyes to where we expect an entrance or a shop window to be located.

Clinton, Missouri



Downtown Directional Wayfinding Signage
Atlanta, Georgia



Wayfinding in Downtown
Northfield Minnesota

Clinton, Missouri

Sight Lines:

- The motorist will feel most comfortable in maintaining visual contact with his or her destination and will want to make as few direction changes as possible.
- Clean, clear lines down the streets at key intersections should be maintained. Avoid allowing buildings or private signage to encroach or block these lines.
- Repetitive landscaping, decorative light poles or street furnishings can draw the eye down streets, but care must be taken that these items do not obstruct views or navigational landmarks.

Lighting:

- A repetitive line of lighting can be a very effective navigation tool. Lighting can be used to encourage routes and pathways.
- Poor lighting causes missed information and leaves an unsafe impression.
- Warmly lit sidewalks and streets draw the customer onward. Warmly lit storefronts and entrances draw the eye and provide the customer with the information needed to get to the business.



Arts & Cultural Connectivity, Toronto, Canada



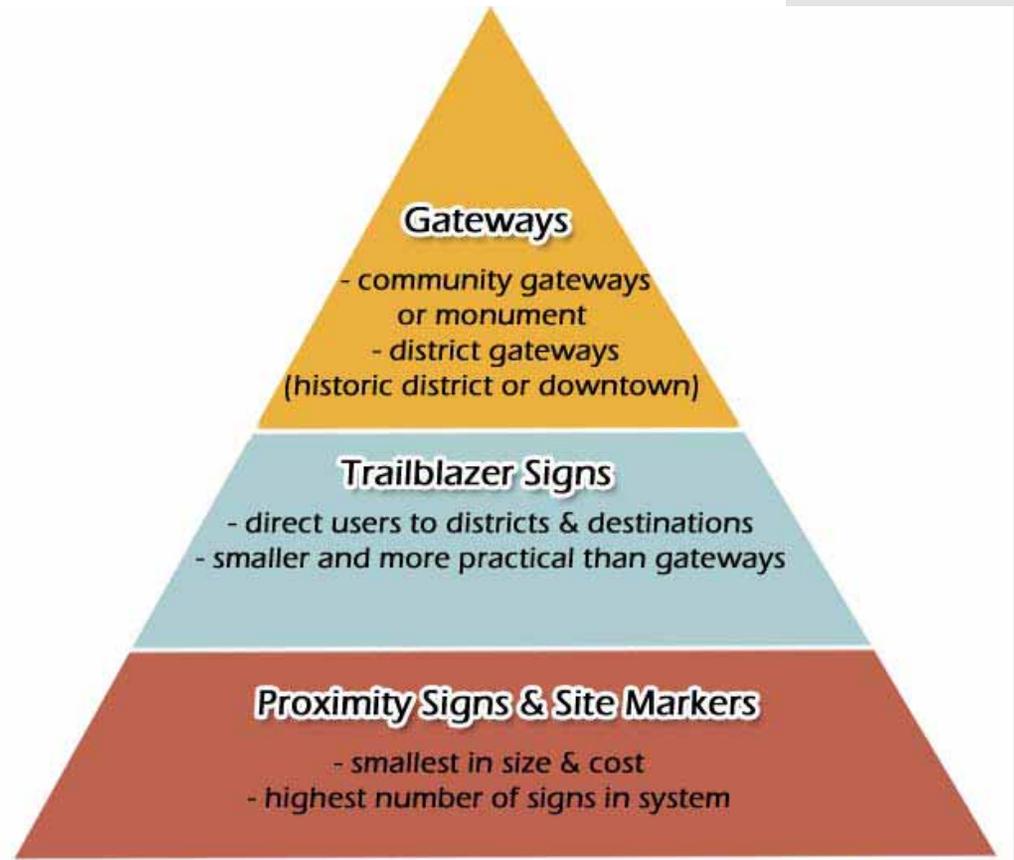
Decorative Lighting Establishes Streetscape Pattern
Boonville, Missouri

II. WAYFINDING COMPONENTS

A Hierarchy of Signs

In a wayfinding signage system, several types of signs are designed and placed at various locations around the community. Each sign type has a slightly different function and size but uses a common design theme. A typical wayfinding sign program can be described as a *hierarchy* because the sign types can be arranged as “levels” ranked by the number of signs needed.

The levels of sign types are pyramid-shaped, with the fewest number of signs occupying the top level, working downwards to sign types installed with the most frequency. The top-level signs would be the largest and most costly, and the more common smaller signs lower on the pyramid are less costly. All the signs use consistent fonts, logos, and color patterns to create a uniform theme.



Hierarchy of Wayfinding Signs

Clinton, Missouri

Each of the most common wayfinding sign types are explained and illustrated below.

Gateways:

Gateways can have an important practical purpose (announcing entry or drawing attention to a key route), and they help establish the all-important first impression. Gateways can be purely signage, but are often incorporated into a monument. In some cases, the monument (such as a fountain, column or archway) is the larger element, with a simple sign component included.

To the visitor, the community gateway will establish the design theme that is repeated in some fashion on signage throughout the system. Some wayfinding systems will also incorporate district gateways that establish entry points to a district (the historic downtown, for instance, or a distinct neighborhood).

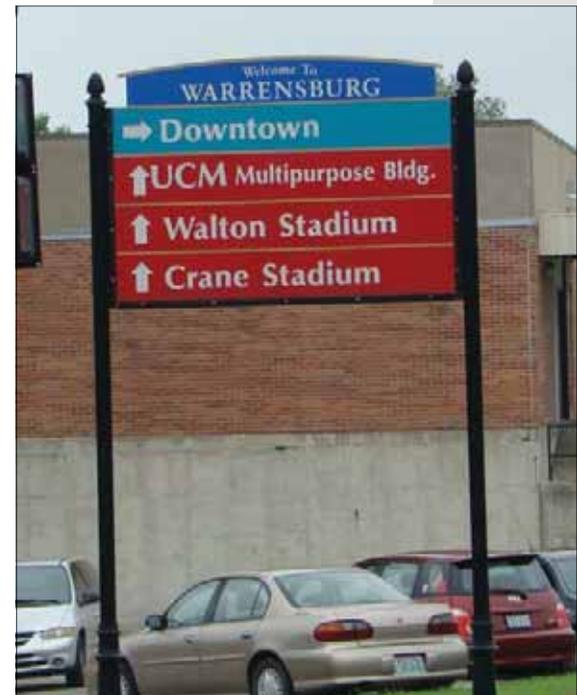


Gateway Monument designed for displaying banners, Belleville, Illinois

Trailblazers:

Trailblazer signs have a utilitarian function, pointing the way to key destinations or districts, but they also incorporate the community brand and the wayfinding system's consistent design theme. Trailblazer signs can point the way to districts (using simple labels such as "Historic Downtown", "College Campus", "Theater District", etc.) or to specific destinations (e.g. "City Park", "County Courthouse" or "High School").

Trailblazers should be located at or near key intersections that serve as a "decision points" for travelers—a point where the motorist must decide to turn or continue straight to follow the route toward the destination. These decision points will often be near intersections of heavily travelled streets and highways. Traffic counts should be part of the consideration in placement of trailblazer signs, each of which can be costly, depending on design and materials for the signs. The other obvious factor in placement of the signs is the location of the destinations and clearest routes from main highways.



Trailblazer Signage in Warrensburg, Missouri

Trailblazer signs vary in size, but since they tend to be at key intersections on streets of relatively higher traffic volume and faster vehicle speeds, the size of the sign and the text printed on it may need to be relatively large. A typical trailblazer sign would be in a range of 5 to 6 feet wide by 3 to 4 feet high, installed on two poles with the bottom of the sign elevated 5 to 6 feet above grade.

Once locations for trailblazers are chosen, the typical sign dimensions and text size should be determined by the speed of traffic and roadway width. Because of the varying size requirements, trailblazers of two different sizes might be needed—one for highways, one for local streets.

Proximity Signs:

As the most frequently used signs, proximity signs comprise the base of the wayfinding pyramid. Proximity signs are installed as the traveler gets closer to the destination or at the final turn to reach a destination. Proximity signs let users know they are “on the right track”. These signs can point the way to a single destination with a simple “straight-ahead” arrow showing that the traveler is approaching the destination. A proximity sign might also be a smaller version of trailblazers, pointing the way to multiple destinations.

Intended for slower traffic on local streets, proximity signs are smaller and installed on single poles or on existing light poles, if properly situated. Proximity signs can be effective with dimensions as small as 36 inches square and usually still need to be installed at a height of 5 to 6 feet above grade.

Clinton, Missouri



The bottom panel of this Trailblazer is for special event information (Webster Groves, Missouri).



Proximity Sign in Downtown Fulton, Missouri



Clinton, Missouri

Special Purpose Signs:

Depending on the needs for the area, a series of special purpose signs, designed to reflect the uniform style of the overall signage program can be an important part of the wayfinding system. For pedestrian oriented areas like a historic downtown, informational kiosks can be helpful to point out attractions and options for shopping, dining or public restrooms. The use of historical information markers, which can include historic photographs or community history, are attractive to both visitors and residents alike. Signs pointing the way to public parking are often necessary for a downtown district or other area of dense development. All such signs should be designed with the consistent color scheme and font type of the wayfinding system, which will make the signs stand out.

Portable or other temporary signage is often overlooked in wayfinding programs, but these can be among the most useful for special events such as community festivals, sports tournaments, conventions or other events that draw visitors to the community. Examples include portable “sandwich-board” signs that can be placed at key roadside locations or point the way to overflow parking.

Banners and Decorative Lighting:

Street lighting, whether on standard or decorative poles, plays a role in wayfinding, and a series of attractive decorative light poles can signal entry into historic areas or the downtown district. Banners that incorporate the consistent design of the wayfinding system can beautify an area and reinforce community brand.

Ideally, banners will be designed with color schemes and font types consistent with the wayfinding program. Banners of different sizes can be used so they are of a scale appropriate for the pole height and street width. The community can use seasonal banners to celebrate community festivals; these temporary banners can be unique yet still reflect the consistent wayfinding design theme.



Special Purpose Sign in
Downtown, Joplin, Missouri



Parking Signage
Boonville, Missouri



Existing Banners & Lighting in Downtown Clinton

Corridors and Destinations

Before designing attractive signage, an effective wayfinding program begins with identifying the primary destinations and understanding traffic patterns of visitors. Currently, Clinton has identified four downtown attractions (as well as the district as a whole) and approximately 10 destinations in other parts of town. By highlighting state highways, examining traffic counts, and mapping the targeted destinations, the community gets a feel for a typical motorists key “decision points”. The attached map labeled Destinations and Points of Entry (page 26) is the product of discussions between City staff, Chamber board members and the consultant to identify key destinations.

The selected destinations are listed at right as simplified names suitable for labeling on wayfinding signage. The precise labeling that will end up on signs may be a function of the space and text height. Also note that depending on the location and size of the sign, it may be possible to list a more detailed name. Destinations are grouped together below by type, which may be used as part of a color-code system.

The destination mapping process also identifies the community’s most important corridors. Clearly, the Highway 13/7/52 Bypass is of most importance, bringing the highest number of vehicles through Clinton. The routes that connect the 13/7/52 Bypass to Downtown Clinton, North 2nd Street and East Ohio Street, are of primary importance. These routes should therefore be priorities for installation of gateway signage and for continued expansion of streetscape improvements like decorative lighting and landscape enhancement. Signage and other improvements along key routes such as Calvird Drive and West Ohio will also be part of the wayfinding system.

Clinton, Missouri

Historic Downtown Clinton

- Visitors Center & Depot
- Courthouse
- Museum
- City Hall

Hospital

Katy Trail

- Recreation Complex (Ballfields)
- Community/Convention/
Aquatics Center
- Artesian Park
- Soccer Fields

- Clinton High School
- Middle/Elementary School

Color Coded System for Downtown Clinton Wayfinding Signs

Public versus Private Signage

Community wayfinding programs usually focus on designing signs intended for installation on public right-of-way, which typically includes a varying amount of land on either side of the roadway. As part of the street and highway system, installation of signs on public right-of-way require permission by the appropriate jurisdictional authority (state DOT, county highway department, or City Public Works Department). The appropriate jurisdiction should be identified for each desired sign. As the entity coordinating the wayfinding program, the locations under City jurisdiction usually present the least difficulties in permitting. County or state DOT approval may require submittal of formal applications. Establishing early communications with the appropriate review agency is important, as is keeping in mind the following considerations:

- A “clear zone” along the edge of pavement in which no signage may be installed will be required to accommodate errant vehicles. The width of the clear zone will depend on the traffic volume, average vehicle speed and layout of the particular roadside location.
- To further protect errant vehicles, the permitting agency may require that signs be installed with “break-away” brackets that would allow the sign pole to give way if a vehicle strikes the pole.
- Sign installation will need to meet specific wind load requirements.
- As part of the public right-of-way, the content of the sign will be restricted to giving direction to general districts or public destinations (as opposed to directing to private businesses or attractions).
- Maintain flexibility in working with a state DOT, and keep in mind that the primary goal of a transportation agency is to promote safe, efficient travel of motorists. Wayfinding does promote safe, efficient travel, but the aesthetic and branding goals of a wayfinding program will be subordinate to safety and consistency when it comes to permitting.



Driving north along the Rt. 13/7/52 Bypass at the entrance to Clinton from the south. Note “Historic Downtown Square” sign on private property in background.



Standard green on-street bike route signs are installed along Price Lane leading to the KATY Trail trailhead and City recreation complex.

A community may also use the private property adjacent to the street or highway for installation of gateways and other components of the wayfinding system. Private property is usually less preferable since it is farther away from the right-of-way, but depending on the width and design of the roadway and availability of adjacent right-of-way, it might be the only choice.

If permitting is problematic on right-of-way or if a particularly large sign is desired, then private property might be the best location. Just keep in mind that the farther away from the roadway, the less visible the sign. Elevating the sign or monument with a landscape berm, installing lighting to improved nighttime visibility and increasing the size of the sign can overcome this problem.

On private property, the wayfinding monument or signage has to compete with other privately owned signage. As with any other signs on private property, wayfinding signs are subject to city or county sign regulations, which are typically part of the zoning ordinance. Sign regulations will dictate maximum height, overall size, illumination and the number of signs per parcel. However, as signage with a unique public purpose, local ordinances often exempt signs installed or sanctioned by the local government.

Installing signage on private property requires that the City (or sponsoring organization) reach a formal agreement with the property owner to install the sign. This would typically be an easement or lease agreement that grants ongoing permission to install and maintain the sign.

Ongoing Signage Maintenance

When establishing a wayfinding program, the City and any co-sponsoring organization must consider that the signs will have a limited lifespan. Depending on the type of materials and construction, sign poles may need re-painting and sign faces will fade over time. The signs may be damaged by errant vehicles and need complete replacement. Expected lifespan should be part of the consideration in choosing signage design. Future budgets should allocate funds for sign maintenance.

Clinton, Missouri



Wayfinding Sign at Bus Stop
Washington D.C.



Installation of Wayfinding Sign
Greene County, Ohio

III. REVIEW OF EXISTING SIGNAGE IN CLINTON

As part of the process of preparing this report, PGAV reviewed existing welcome signage and directional signage to evaluate the ability of motorists to find their way from the Route 13/7/52 Bypass to Downtown Clinton and other destinations in the community. Various types of signs announce entry into Clinton and direct traffic to destinations such as the Katy Trail.

Some of the existing signs are attractive. Some are noticeable to motorists and placed appropriately to advise of upcoming turns. However, others are too small or distant from the roadway. Some are functional but unattractive or inconsistent with other signage. In general, existing signage can be characterized as uncoordinated and insufficient, since signs are altogether lacking for a number of key destinations.

Section V Existing Signage, Intersections and Corridors includes photos and comments on various key locations and existing signage in Clinton. Below is a summary of key points on existing signage and corridors.

- The biggest wayfinding challenge for Clinton is making travelers along the highway bypass aware that Downtown is just a mile or two off the highway and offers dining, shopping and cultural opportunities.
- Solutions to this challenge are constrained by the layout of the two key opportunities to turn off the highway and drive toward Downtown. Specifically, there is considerable private sign clutter that will compete with wayfinding signs, and the dimensions of existing right-of-way may make it difficult to install an appropriately sized sign or monument on public right-of-way.
- Existing signage indicating the direction toward Downtown is functional but undersized and lacking any unique image for Clinton. There are also four distinct sign styles, which dilute their effectiveness (for examples of each please refer to Section V).



"Historic Downtown Square" sign is attractive but too small and low to the ground for its distance from the roadway. The sign is not illuminated for nighttime visibility.



Existing Signage looking South at the southwest corner of 2nd Street & Jefferson Street.

- Katy Trail signage along the highway bypass is functional, but finding the Trailhead from other locations in town is more difficult.
- Other than the signs for Downtown and the Katy Trail, there is very little signage for any other attractions.
- The recent branding project through the Greater Clinton Area Chamber of Commerce presents a unique opportunity for Clinton to incorporate a new community brand into a comprehensive wayfinding system. Sample signage provided by the branding consultant and other exhibits included in this report serve as prototypes to help Clinton in designing the individual sign types for its wayfinding program. Section VIII: Arnett Muldrow Wayfinding Signage illustrates various sign prototypes.

Clinton, Missouri



Series of blue “Historic Downtown” signs guide KATY trail visitors toward Downtown Clinton. The visitor kiosk at the trailhead also includes a map pointing out Downtown attractions.



New Branding images for Clinton & Downtown. Arnett Muldrow Signs

IV. CLINTON'S PROPOSED WAYFINDING SYSTEM

The goals of Clinton's wayfinding program are

1. Make highway travelers aware of Downtown attractions and other destinations off the highway.
2. Help these travelers find these destinations.
3. Establish a positive impression of Clinton among visitors
4. Build community pride.

A uniform system of wayfinding for Clinton will build Clinton's brand as a strong community and draw more visitors off the highway to Downtown and other destinations. The components of the wayfinding program are explained in the narrative below and illustrated on the two map exhibits labeled Wayfinding Sign System (page 27) and Downtown Detail (page 28).

Gateways to Clinton and Downtown

Two locations for primary gateway signs (or monuments) are proposed for the system (denoted with the yellow X symbols in Section VI Wayfinding Map Exhibits, page 25). The two most critical intersections for the wayfinding system are where the Bypass intersects with Ohio Street ("East Junction") and where it intersects with 2nd Street ("North Junction"). Because of its proximity to major retailers and the highest traffic counts in the community, the East Junction and the East Ohio Street corridor is of the highest priority for improvement.

At right is an illustration of an sample design for a gateway monument sign. This sample sign is also included as one of the superimposed photo exhibits illustrating how such a sign would appear at an actual designated sign location in Clinton. The gateway example is attached and labeled as Section VI Wayfinding Photo Illustration.

An alternative or addition to a gateway sign south of the East Junction alongside the northbound lane of the Bypass would be a monument along Ohio Street just west of the Junction. The purpose of the monument would be to draw attention from the intersection west



Proposed Example of Gateway Monument Sign

toward Downtown Clinton. The monument would also mark the beginning of streetscape improvements (decorative street lighting, banner poles and landscape improvements, etc.), which is highlighted on Wayfinding Sign System in Section VI.

Trailblazer Signs

A secondary gateway location is also proposed on the west side of Second Street, just north of Green Street. This location would mark the entrance to Downtown Clinton from the north. A monument or sign at this location could be a scaled-down version of a larger community gateway monument at the two locations described above.

Trailblazer signs are recommended at seven locations, two of which would be on the Bypass, with the others located on 2nd Street, Ohio Street and near the Rt. 52 interchange with the Bypass. A sample wayfinding sign is shown on this page and in Section VII. The Arnett Muldrow design project also includes sample trailblazer signs, and their sample sign sheet is attached as in Section VIII of this report.

The two trailblazer sign locations on the Bypass may require larger dimensions than the other five, since vehicles speeds will be higher there and the signs would likely be farther away from traffic lanes. Generally, the proposed trailblazer signs in Clinton are anticipated to be between 5 and 6 feet wide by 3 to 4 feet high, installed on two poles with the bottom of the sign elevated 5 to 6 feet above grade.

The size of the trailblazer signs, along with the chosen panel and post materials, will be the key cost factors. Using aluminum signs fabricated locally rather than custom designed heavy-duty vinyl sign panels may provide significant cost savings.



Proposed Example of Trailblazer Sign

Proximity Signs

The proposed proximity signs are placed at locations closer to the destination. Depending on the location, they can list a single destination, assuring travelers that they are headed in the right direction. They can also point the location to two or more destinations with arrows.

A total of 13 proximity signs are proposed on the Wayfinding Plan. The majority of these would be on the key routes of Second Street, Calvird Drive, and Ohio Street, and several are proposed for the local streets of Franklin, Washington and Eighth Street.

Clinton’s proximity signs would have the same coordinated design as trailblazers but would be installed on single posts (preferably of a decorative style that match trailblazer sign posts). However, some of these signs, which could be as small as 3 feet by 2 feet, could be installed on existing light poles as a cost-saving measure.

Below is a summary of the proposed standard wayfinding signs.

CLINTON’S WAYFINDING SIGNS	
Gateway Monuments (Major)	2
Gateway Monuments (Minor)	2
Trailblazer Signs (Bypass)	1
Trailblazer Signs (Other Corridors)	5
Proximity Signs	13
Bicycle Route Signs	25-30
Kiosks	2



Proposed Example of Proximity Sign

Clinton, Missouri

Special Purpose Signs and Pedestrian Kiosks

Temporary sandwich board signs with the same design graphics as wayfinding signage will be useful for special events in Clinton, especially those attracting out-of-town visitors. These signs could be used Downtown to point Museum visitors or Car Cruise participants toward shopping and dining opportunities. In other parts of town, such as the Benson Center or High School, this type of sign could direct visitors toward overflow parking or point the direction toward key routes.

The two proposed kiosks on the Wayfinding Plan are pedestrian oriented and intended to inform visitors about various destinations. Both are proposed for locations on the Square. In addition to promoting Downtown retailers and restaurants, the kiosk could provide community-wide maps and give more detailed information about attractions outside downtown, such as parks, the convention center and the KATY trail. Kiosks can also be designed to provide historic information and other community background.



Example of Sandwich Board Wayfinding Sign
Liberty, Missouri



Special Purpose Sign (historic information)
Boonville, Missouri



Wayfinding Kiosk
Washington D.C.



Wayfinding Kiosk
Grand Rapids, Michigan

On-Street Bicycle Route Signage

Another component of the Wayfinding Plan is expansion of on-street bicycle routes. Currently, Price Lane/Green Street is marked with green “Bike Route” signs. Streets designated on the plan as “On-Street Bicycle Network” would be marked with signs indicating the distance to destinations like Downtown, Clinton High School and Artesian Park.

Rather than the standard green “Bike Route” sign, a custom sign of a design coordinated with wayfinding signage is recommended. The “Bike Clinton” logo recently developed as part of Clinton’s community branding effort should be incorporated into the bike route signs. The “Bike St. Louis” sign, shown at right, is an example of a well-designed bike route using custom graphics.

The proposed bike routes would be marked with signage at approximately every quarter-mile and would be considered “signed shared roadways” as defined by the American Association of State Highway and Transportation Officials (AASHTO). This category of route does not necessarily require striped bike lanes. AASHTO’s Guide for the Development of Bicycle Facilities* provides criteria for designation of signed shared roadways. While these guidelines provide recommendations for the width and layout of streets that should be designated as bike routes, the principle behind marking shared bike routes is summarized in this excerpt from the AASHTO Guide:

The [designated] route extends along local neighborhood streets and collectors that lead to an internal neighborhood destination such as a park, school or commercial district....Signing of shared roadways indicates to cyclists that there are particular advantages to using these routes compared to alternate routes. This means the responsible agencies have taken action to ensure these routes are suitable as shared routes and will be maintained.

After consideration of the suitability of the proposed route, the City’s marking of bike routes would be useful to both out-of-town visitors (e.g. KATY Trail users) and residents alike in finding destinations and promoting recreational bicycling. The route designated on the Plan provides a loop connecting the City’s key recreation facilities.



Various Examples of Bicycle Route Signage

* American Association of State Highway and Transportation Officials, 1999. Available online at http://www.sccrtc.org/bikes/AASHTO_1999_BikeBook.pdf

Wayfinding Implementation

After considering the information and recommendations provided in this Wayfinding Plan, the City and Greater Clinton Area chamber should establish a working committee to advance the wayfinding program. Key implementation steps for such a committee are described below:

1. Study the Wayfinding Plan and make any desired modifications to destinations and sign placement locations. Begin consultation with MoDOT officials regarding permitting.
2. Using designs and examples provided through the branding process, choose a desired design (materials, color scheme, sign panel layout, etc.) and estimated size for each sign type. Input from sign vendors on options and pricing would be helpful in these decisions.
3. With design information from above, develop a budget (including funding sources) and installation timeline for the program. The Table of Wayfinding Projects (page 19) provided in this report is to be regarded as a starting point since it does not consider specific design choices.
4. Using the recommendations in the Plan, evaluate and photograph each proposed location to determine any conflicting signage or installation problems.
5. Prepare a formal request for proposals/bids for fabrication and installation of signage. Consider the option of installation by City staff to reduce costs. Also consider whether existing signage should be removed as part of the installation process.
6. Obtain permits from MoDOT for signage on state highways.
7. Evaluate proposals and enter into contracts to purchase and install signs.

Because of the anticipated cost of the wayfinding projects, a phased approach is expected, and implementation of some projects (especially Ohio Street streetscape enhancements) could take years to complete. However, with community buy-in and funding support, much of the program is achievable within a shorter timeline.

TABLE OF WAYFINDING PROJECTS
CLINTON, MISSOURI

Project	Description	Location	Cost Range*	Notes
GW 1 GW 2	Major Gateway Monument Sign	East Junction, southeast quadrant North Junction, northeast quadrant	\$15,000 to 25,000	First opportunity to divert northbound traffic toward downtown.
GW 3	Minor Gateway Monument Sign	N. 2 nd Street (west side, north of Green Street)	\$ 8,000 to 15,000	Scaled down version of Major Gateway Monument
TB-H 1 TB-H 2	Trailblazer Sign for Highway Bypass	E. side of Bypass south of intersection w/ Calverd Dr. S. side of Bypass west of intersection with N. 2 nd St.	\$4,000 to 7,000	May require larger dimension than standard trailblazer signs installed elsewhere.
TB 3 TB 4 TB 5 TB 6 TB 7	Trailblazer Sign	N. side of E. Ohio, east of intersection with 8 th St. S. side of W. Ohio, between Water & Washington Street. W. side of N. 2 nd St., north of Sedalia Ave. Route 52, approaching ramp for Bypass Off-ramp from Bypass, approaching intersection with Price Ln.	\$3,500 to 6,500	Dual pole directional signs
PR 1 to PR 13	Proximity Signs	Various locations – see Plan on page 27.	\$500 to 1,500 each	Single pole installation.
BR	Bike Route Signs (25 – 30)	Various locations along route	\$250 to 300 each	Design custom “Bike Clinton” route signs with arrows to destination. Use in combination with existing Bike Route signs.
TR 1	Street Signs on Traffic Signals	East Junction (2) and North Junction (2)	MoDOT	Request MoDOT installation of signs that label corridors with local street names.
COR 1	Corridor Streetscape Enhancements	East Ohio St from East Junction to Downtown	Varies by design choices	Decorative street lights, banner poles, landscape enhancements & beautification.
KIOSK 1 KIOSK 2	Downtown Pedestrian Kiosk	Visitor Center/Depot North side of Square	Varies by design style and size.	Design can range from a single sign panel to roofed structure or multi-paneled structure. The Depot Lot would allow larger kiosk than on the north side of Square.

* Cost variation is a factor of size, materials and illumination.

V. EXISTING SIGNAGE, INTERSECTIONS & CORRIDORS

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Northbound view along Bypass, south of intersection with Route 7 (East Ohio Street).



Looking west on the Bypass, approaching the intersection with Rt. 13/North 2nd Street (the "North Junction"). The arrow for "Clinton" on the standard green MoDOT sign is the only indication that a left turn might take the motorist toward Downtown.



On the Bypass, looking east at the North Junction. Note standard brown "Historic Downtown Clinton" and Katy Trail signs. The standard blue "H" sign directs motorists to turn left for Golden Valley Memorial Hospital.



Closer view of intersection pictured above (the "East Junction"). The brown "Historic Downtown Clinton" sign is a standard MoDOT highway sign provided upon local request.



Another view of the north junction. Note the absence of a standard green street sign on the cross-arm of the traffic signal.



Looking southbound on Bypass north of intersection with Franklin Street. The east side of the Bypass between Franklin and Ohio is especially cluttered with private signage.

Clinton, Missouri



View of sign clutter north of the East Junction.



Looking south at the southwest quadrant of the East Junction. Once past the sign clutter pictured above, the view opens up, revealing a potential location for a gateway monument that would draw the eye of visitors down the East Ohio corridor toward Downtown Clinton.



Looking east down Ohio Street from intersection with Pawnee, approximately 500 feet east of the East Junction. Combined with a gateway monument at the intersection, a corridor enhancement project along East Ohio with decorative street lights and banner poles would draw attention toward Downtown.



Closer view of intersection at East Junction.



Looking west down Ohio Street (toward Downtown) from the East Junction.



Looking south down North 2nd Street, the other main corridor leading to Downtown. The freestanding white sign on the west side of 2nd street is for the Henry County Museum.



Looking south down 2nd Street, near the intersection with E. Sedalia Ave.



Looking west down Ohio Street, south of the Square. This is the only location where the white "Business District" sign is used.



Standard green on-street bike route signs are installed along Price Lane leading to the KATY Trail trailhead and City recreation complex.



Further south down 2nd Street, north of Lincoln Street. A proximity sign in this general location would confirm that visitors are approaching downtown attractions.



The historic Depot/Visitors Center at the southeast edge of the Square would be a natural location for an information kiosk that would direct pedestrians to retailers, restaurants and other attractions on the Square.

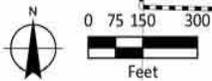
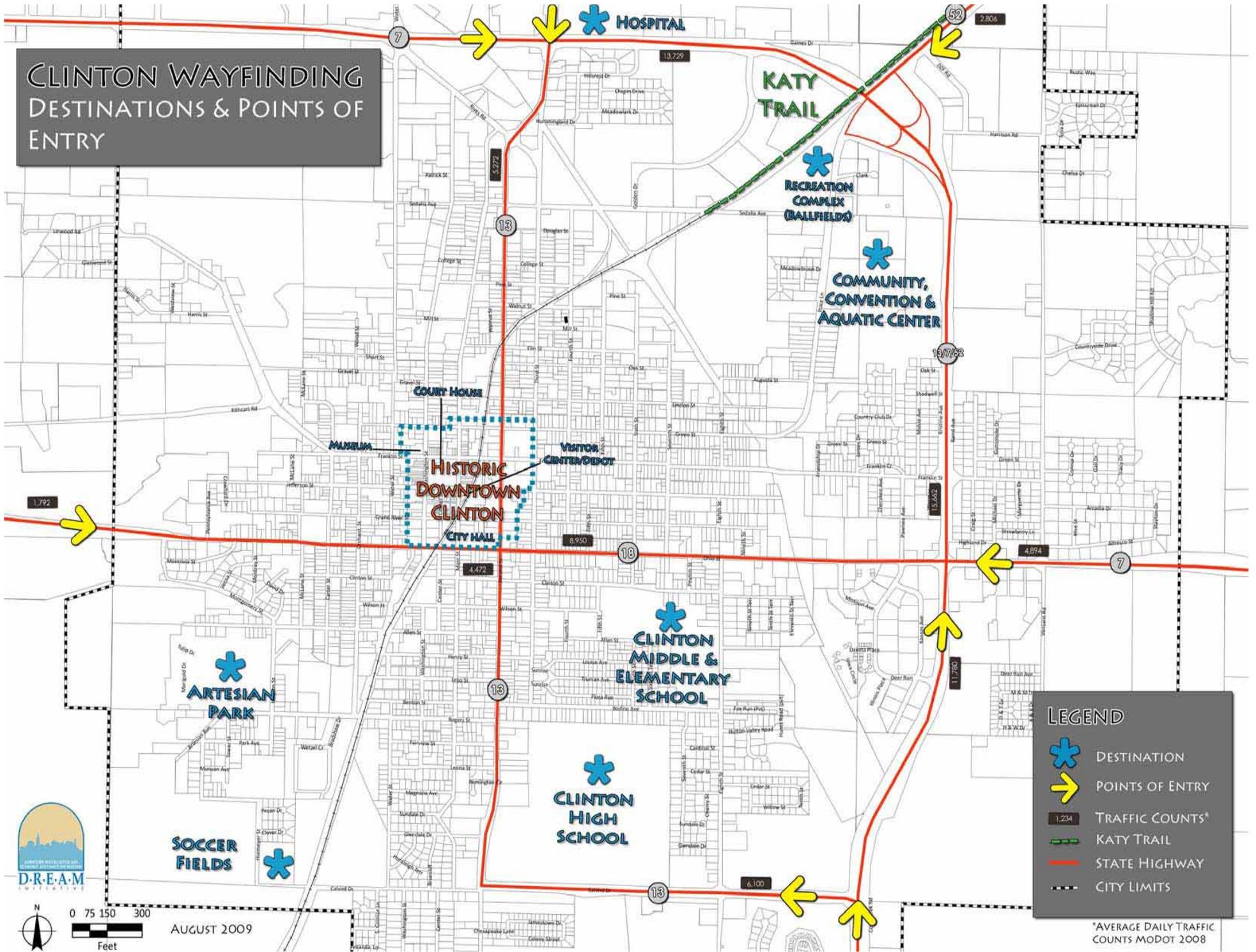


Existing Directional Signage in Clinton leading to Downtown.

VI. WAYFINDING MAP EXHIBITS

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CLINTON WAYFINDING DESTINATIONS & POINTS OF ENTRY



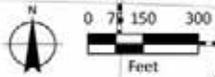
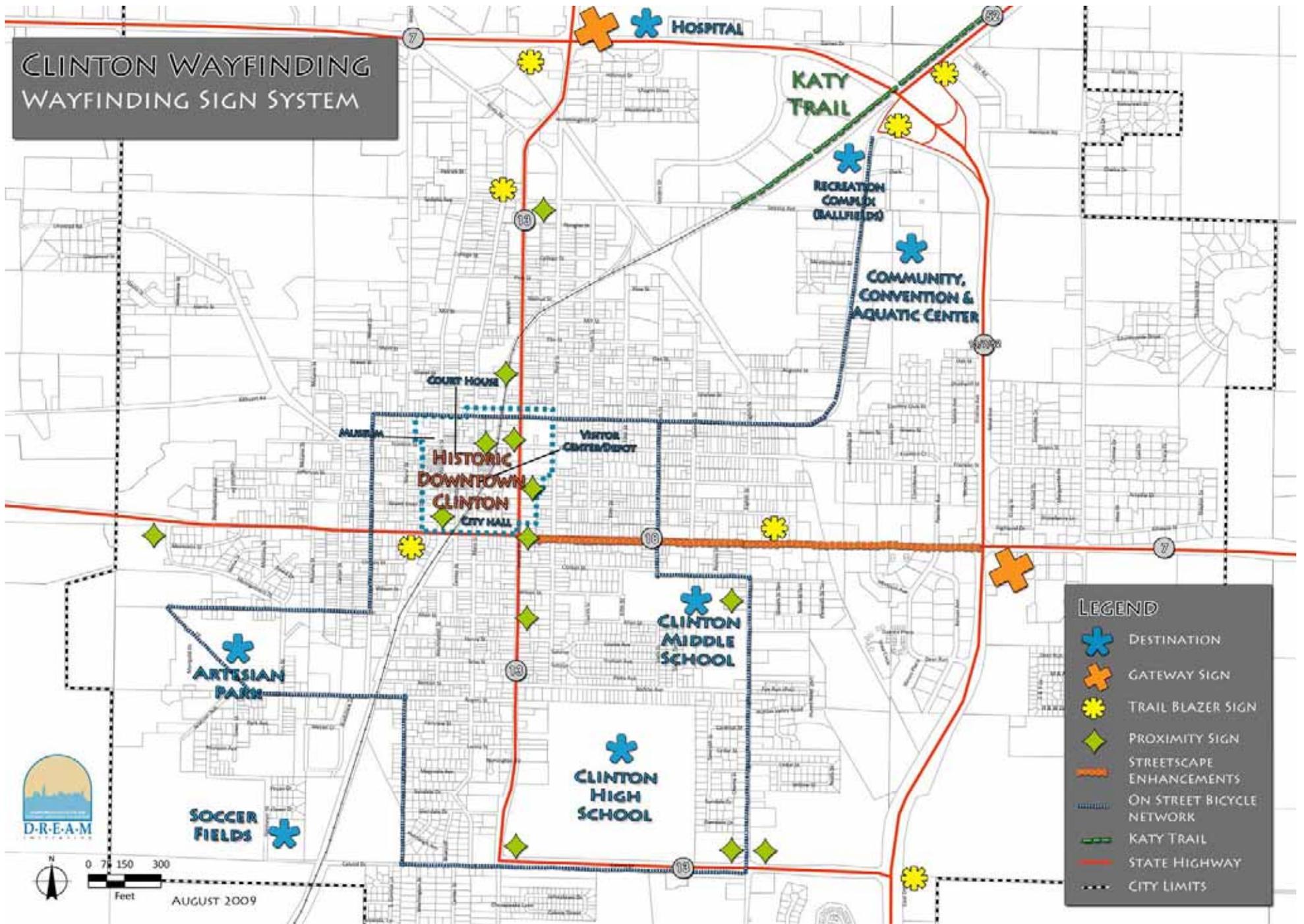
AUGUST 2009

LEGEND

-  DESTINATION
-  POINTS OF ENTRY
-  TRAFFIC COUNTS*
-  KATY TRAIL
-  STATE HIGHWAY
-  CITY LIMITS

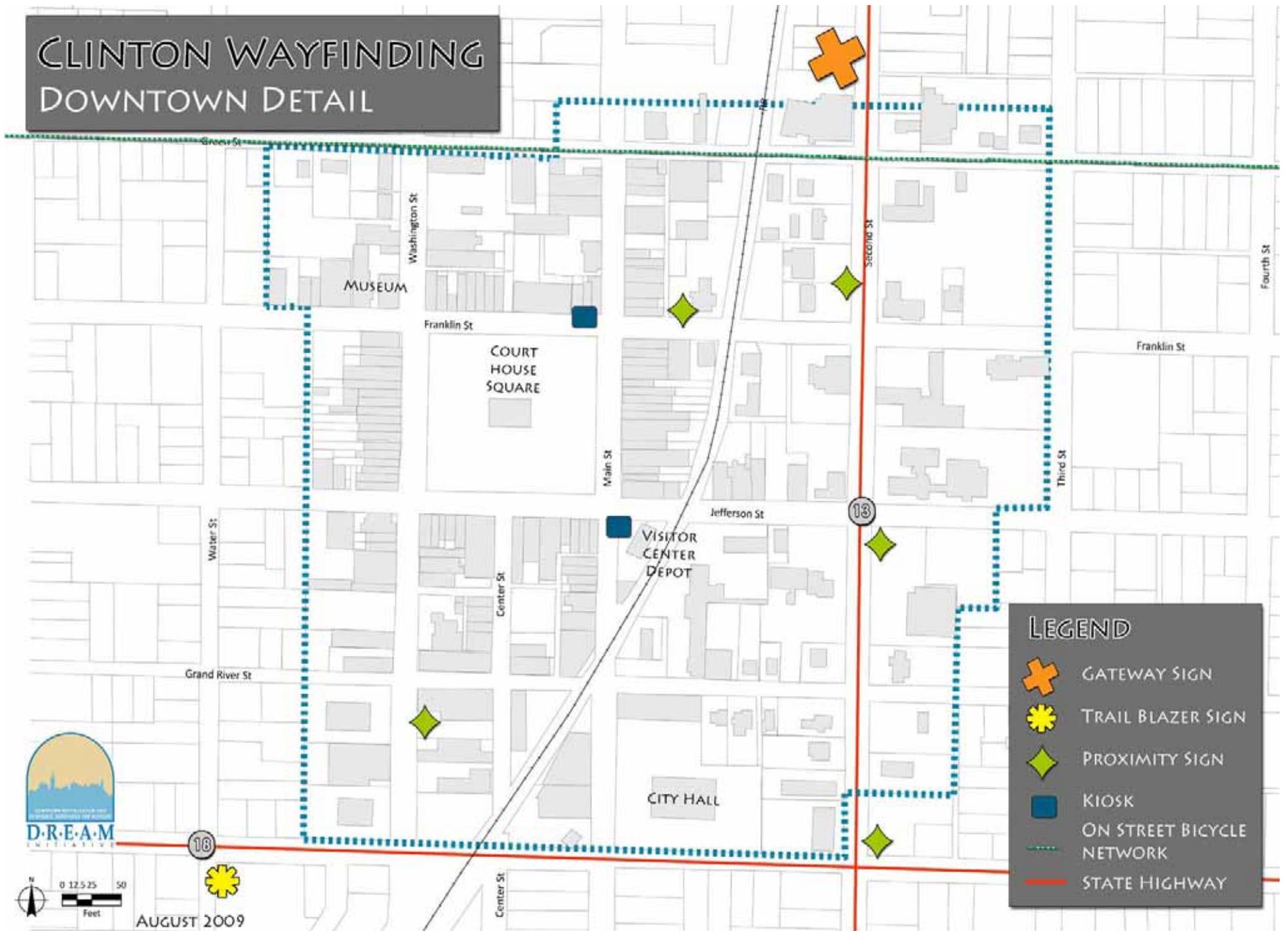
*AVERAGE DAILY TRAFFIC COUNTS MODOT 2008

CLINTON WAYFINDING WAYFINDING SIGN SYSTEM



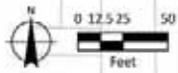
AUGUST 2009

CLINTON WAYFINDING DOWNTOWN DETAIL



LEGEND

-  GATEWAY SIGN
-  TRAIL BLAZER SIGN
-  PROXIMITY SIGN
-  KIOSK
-  ON STREET BICYCLE NETWORK
-  STATE HIGHWAY



AUGUST 2009

VII. WAYFINDING PHOTO ILLUSTRATIONS

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*Clinton Wayfinding Signage
Gateway Sign on Hwy 13*



*Clinton Wayfinding Signage
Trailblazer Sign- Ohio St.*



*Clinton Wayfinding Signage
Gateway Sign -Rt.7*



*Clinton Wayfinding Signage
Proximity Sign- 2nd Street*

VII. ARNETT MULDROW WAYFINDING SIGN PROTOTYPES

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