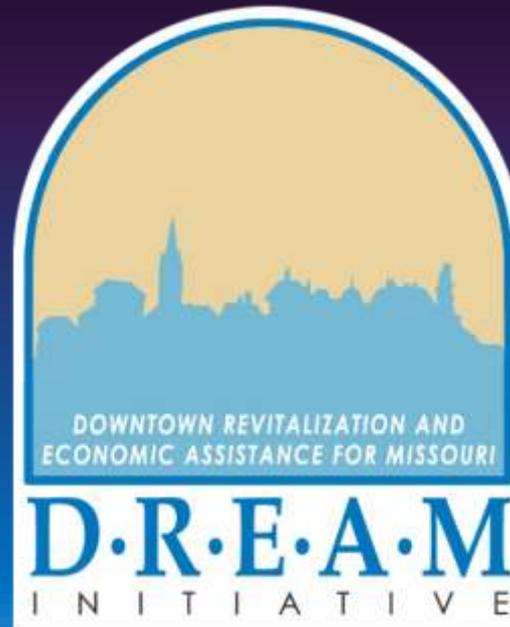


# The Downtown Visitor Experience

A DREAM Initiative Seminar



11/12/13

# Welcome!

- PGAV Team
- State Partners
- [www.modream.org](http://www.modream.org)
  
- Review of Agenda
- Lunch
  
- Restrooms, etc.

# Visitors

(Missouri Division of Tourism)

For every \$1 Missouri Tourism spends, \$58 in visitor spending is generated. There are an estimated 36 million tourists that visit Missouri annually. This is an \$11 billion industry in 17 SIC codes (agreed upon):

- Eating Places Only
- Eating and Drinking Places
- Drinking Places Only
- Hotels, Motels, and Tourist Courts
- Rooming and Boarding Houses
- Camps and Trailering Parks
- Trailering Parks and Campsites
- Organization Hotels and Lodging Houses
- Producers, Orchestras, Entertainers
- Commercial Sports
- Misc. Amusement and Recreation
- Boat and Canoe Rentals
- Public Golf Courses and Swimming Pools
- Amusement Parks
- Tourist Attraction
- Amusement Not Elsewhere Classified
- Botanical and Zoological Gardens

Spending on restaurants, bars, and lodging (Businesses typically found in a DREAM Downtown) is almost \$10 billion

# Visitors

(Missouri Division of Tourism)

The average visitor to Missouri:

- Per trip, Missouri visitors spend about \$318
- Average trip is 2.7 nights with an average party of 3 people
- Average visitor is 47 with income of about \$50,000 - \$59,000
- 43% have bachelors degree or higher
- 85% arrive in automobiles
- [www.visitmo.com](http://www.visitmo.com)
  - Tended to be: women 65% / without children 61%
  - Top info: local attractions, historical sites, State parks, events

# Arriving in Downtown Wayfinding

Evaluation of Existing Signage and Suggestions for Improvements



## Goal of Wayfinding

- Move people / vehicles to a certain location
- Provide information
- Create a first impression of a place or community



# Implementation Process

- System Planning
  - Determine Destinations, Major Travel Ways
  - Analyze Existing Signage and Potential for Sign Consolidation
  - Determine Funding (Construction and Future Maintenance)
  - Strategic Placement
- Signage Design
  - Theme, Logos, Unifying Elements
  - Sizing and Content Per Strategic Location
  - Designed for the Intended Viewer
- Permitting
  - Obtain the Appropriate Permits Required per Jurisdiction
- Bidding and Fabrication
  - Be Sure Sign Fabricator Has Appropriate Experience, Can Provide Engineer Sealed Shop Drawings
- Installation and On-Going Maintenance

# Cluttered / Outdated Signage



# Sign Proliferation Well Intentioned but Confusing





**What Can the Traveler Actually Read?**

# Monett Wayfinding Plan

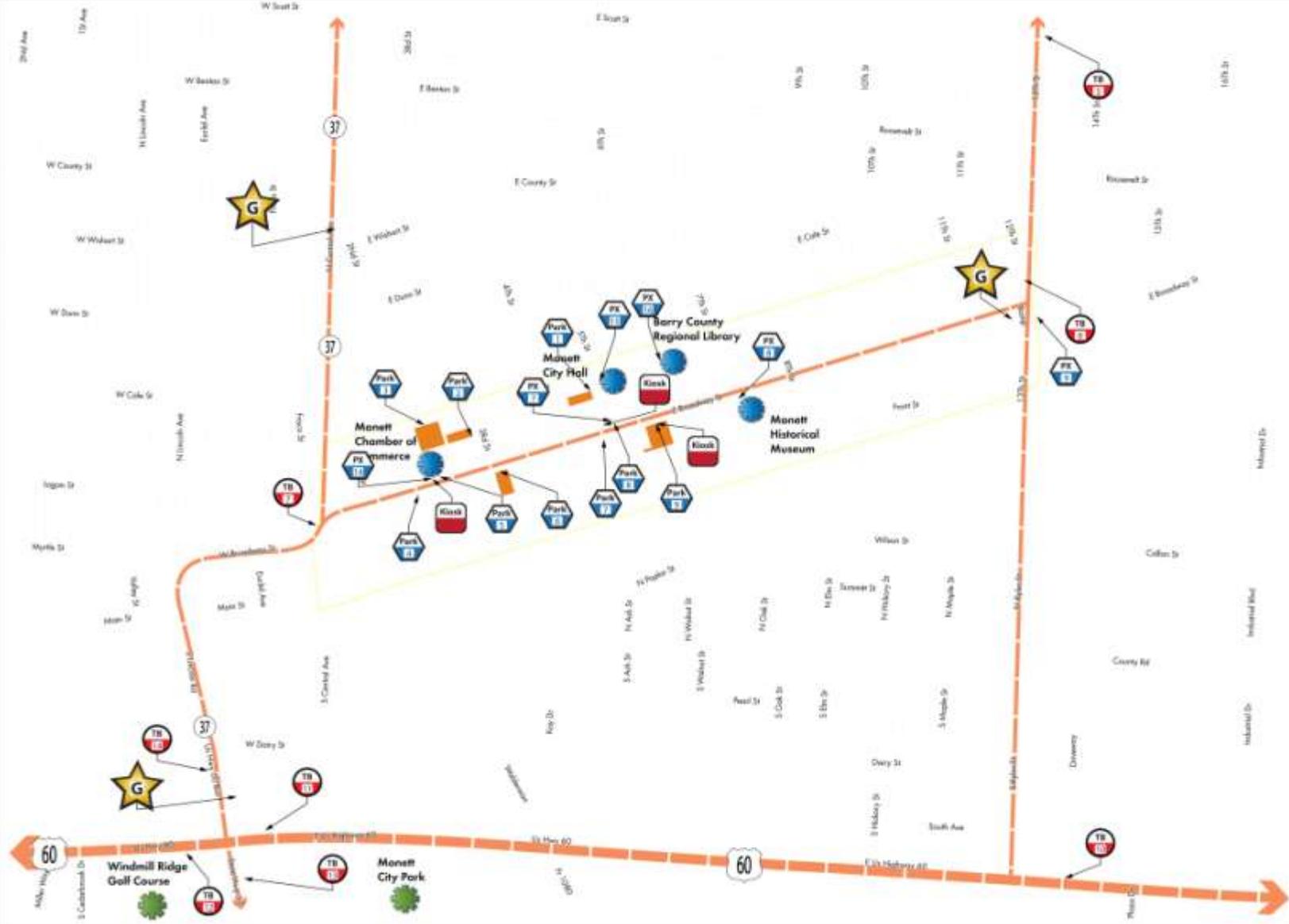
## Downtown Sign Placement Plan

### Legend

-  Major Destination
-  Recreation Destination
-  Gateway Sign
-  Proximity / Destination Signs
-  Trailblazing Directional Sign
-  Parking Sign
-  Pedestrian/Kiosk Sign
-  Major Traffic Route
-  Parcel
-  DREAM Downtown Boundary
-  Monett City Limits

Scale: 0 100 200 Feet

**PCAV PLANNERS**



**Determine Strategic Location of Signs**

# Sign Hierarchy



## Gateways

- community gateways or monument
- district gateways (historic district or downtown)

## Trailblazer Signs

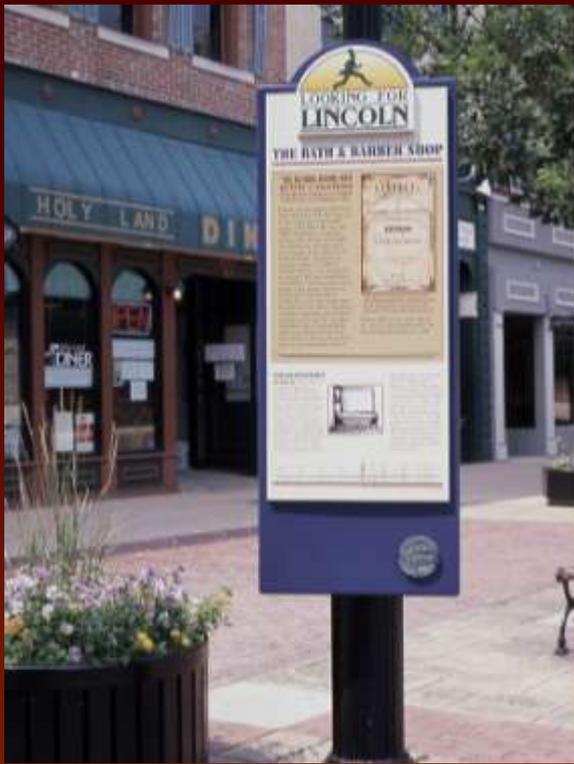
- direct users to districts & destinations
- smaller and more practical than gateways

## Proximity Signs & Site Markers

- smallest in size & cost
- highest number of signs in system

# Design For the Intended Viewer/User

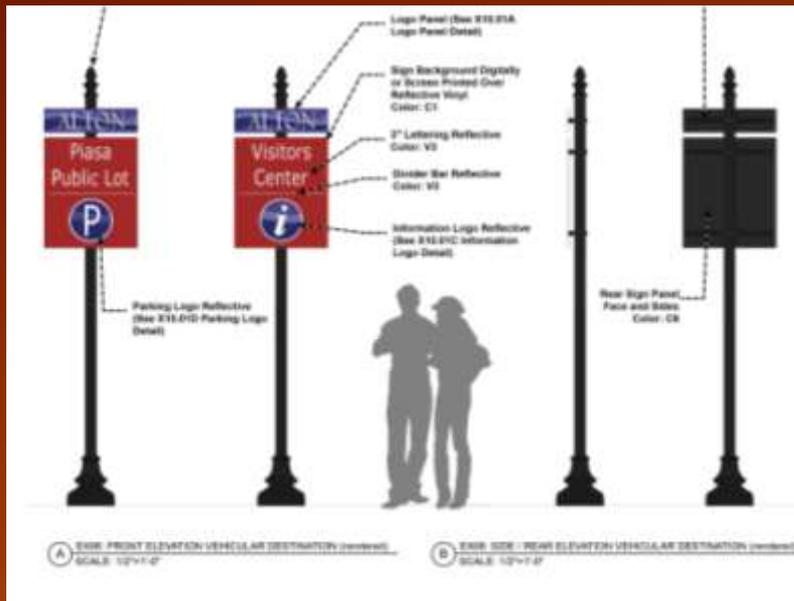
- Pedestrian vs. Vehicular Viewers
- Travel Speeds Will Influence Sign Design
  - Sign Sizing
  - Lettering Size and Style
  - Colors
  - Materials
  - Placement
  - Footings
- ADA Compliance





# Regulations

- Is the sign being placed on ROW? Whose jurisdiction is the ROW?
  - Signs placed in State and County ROW are subject to strict regulations and permitting
  - Regulations typically governed by FHWA (MUTCD manual)
  - Permitting is required for placement in State owned ROW



# Keep it Simple



# Arriving in Downtown Parking

Suggestions for Public Parking

# Rethinking A Lot

## The Design and Culture of Parking

Eran Ben-Joseph

[www.rethinkingalot.net](http://www.rethinkingalot.net)



# Impact as a Land-Use



- Estimated 500 million spaces in United States
- Some U.S. Cities have over a third of their land area as parking
- Estimated over 4 million miles of roads
- Estimated 250 million passenger vehicles; about 150 million cars looking for parking

# Human reactions



- Rarely thought of unless needed
- Parking regulations tend to deal with minimum number:
  - (4 per 1,000 s.f. of gross area)
  - (8'-10') x (18'-20')
  - Typically built for peak demand
- Few incentives / Few design standards or competitions
- Design standards that do exist tend to focus on hiding the lot





# Issues

- Costs
  - Opportunity
  - Environmental
  - Maintenance
- Safety
  - Every space represents at least 1 pedestrian
  - Children
- We want to use it for more
  - Gathering Plazas
  - Found Public Space
  - Markets and Festivals
- Landscaping
- Attitudes

# Improvements?



- Part of the “Arrival Sequence”
  - Distances to destinations
- Design
  - Innovate
  - Smaller with the ability to expand
  - For other uses
  - Green methods
  - Pedestrian walkways and plazas
- Review Requirements
  - Consider relaxing Downtown requirements to avoid encouraging removal of buildings



# Improvements?

- Landscaping

- Define, but not hide (integrate it)
- Improves aesthetic and lot feels safer
- Too much or inappropriate species and make lot feel more dangerous
- Art

- Lighting

- Glaring is not the same as well-lit
- Lighting does not overcome poor lot design or maintenance

- Wayfinding

- For pedestrians too!











**Questions?**

**Thank You!**