
WAYFINDING FRAMEWORK PLAN

MARCH 15, 2022



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INTRODUCTION

INTRODUCTION

PRINCIPLES & OBJECTIVES



INTRODUCTION

“With the current climate, communities see stronger wayfinding systems as a way to sustain economic viability.” Urban Wayfinding Planning and Implementation Manual

INTRODUCTION TO THE WAYFINDING FRAMEWORK PLAN:

The Wayfinding Framework is a City-wide plan to reimagine how La Vista defines portals, identifies destinations, and guides residents and visitors today and as the City evolves. It integrates the new visual branding of La Vista into the City itself, reflecting pride and enhancing the community identity.

Design Workshop worked with the City Wayfinding Committee throughout the process to strategize, define, and create the plan. The goals that drove this process were layered and driven by the City and the community. La Vista’s City Council participated in the process and reviewed and advanced the chosen design direction.

This Framework is a launch point for a consistent community identity. By establishing the palette, materials, signtypes, and criteria for future identity and wayfinding signage, the City can develop signs when new needs arise.

In addition, the Wayfinding Framework identifies placemaking and sculptural opportunities for the community. Placemaking is more than beautiful signage and thoughtful art; it is about people and how we relate to one another and this beautiful space we call home.

PRINCIPLES AND OBJECTIVES

CORE PRINCIPLES AND OBJECTIVES:

The principles of the plan include the key areas that need to be addressed in terms of location, design and life cycle of the wayfinding elements. These principles were defined during a strategic kickoff session with the City's Wayfinding Committee.

1 IDENTIFY & GUIDE

Distinguish La Vista as a unique destination amongst its peers.

- Set La Vista apart
- Achieve consistency
- Cultivate a sense of place
- Address character areas: 72nd, 84th, 96th, Giles, Harrison, Southport, City Centre, City Campus, Central Park...

2 ADAPTABLE & PRACTICAL

Remain practical by addressing long-term functionality and application.

- Expandability for future growth
- Develop signage standards and guidelines
- Be practical
- Address rules and regulations in parks
- Account for City facilities/parks
- MUTCD compliant

3 ENHANCE & ENLIVEN

Create memorable experiences through placemaking tactics.

- Showcase creativity
- Improve the pedestrian experience/ enhance public realm
- Integrate public art/ creative expressions of brand
- Present some creative risks/ be quirky + memorable
- Include wit, play, and humor!

PRINCIPLES AND OBJECTIVES

FROM THE LA VISTA COMPREHENSIVE PLAN:

A review of the 2019 City of La Vista Comprehensive Plan, *Look out La Vista*, provides additional support and guidance for a comprehensive wayfinding plan.

MOVE-1:

Promote physical activity through universally accessible parks, recreation and trail facilities.

MOVE-1.4:

Promote the development of detached sidewalks and pedestrian amenities, such as tree lawns and landscaping; benches; **wayfinding signage; and beautification features such as artwork or murals to energize and activate the public realm.**

MOVE-3:

Enhance the physical appearance and Character of the community, with special emphasis on commercial corridors and community gateways.

MOVE-3.1:

Create entry ways into La Vista that feature streetscapes to immediately distinguish the City as attractive and pedestrian-oriented with an array of landscaping, street furniture, **banners, signage**, and decorative lighting, that promotes walkability and reduced traffic congestion.

FUN-3:

Promote the ecology of streams and open drainageway systems by evolving them into trail systems with educational/interpretational components.

FUN-3.1:

Identify trails along drainage ways with **Branding, art, and signage to reinforce the City's identity and educate residents** about water quality and the protection of environmentally sensitive areas.

SHOP-1:

Establish the city as a regional destination.

SHOP-1.4:

Invest in high-quality streetscapes in these areas, including plazas, public art, pedestrian amenities, and **wayfinding signage (the process of getting a visitor from point A to B).**

WAYFINDING ANALYSIS

EXISTING SIGNAGE
DESTINATIONS
LA VISTA BRAND

EXISTING SIGNAGE

A review of existing signage in La Vista reveals that there is very little municipal signage and what does exist does not reflect the brand.

The signage that exists falls into two categories.

- Standard roadway signs for destinations
- Wooden identification signage, primarily at parks and often in some level of disrepair.

The standard roadways signs are generally not distinct and fail to direct motorists effectively. The few signs that were observed pointed to a need for signage to be consolidated and more prominent.

Removals

It is important to coordinate any new signage with the removal of any old signage as the intent is not to add signage on top of existing conditions, but to remove and replace existing signage to create a comprehensive wayfinding system.

Existing Signage Examples:

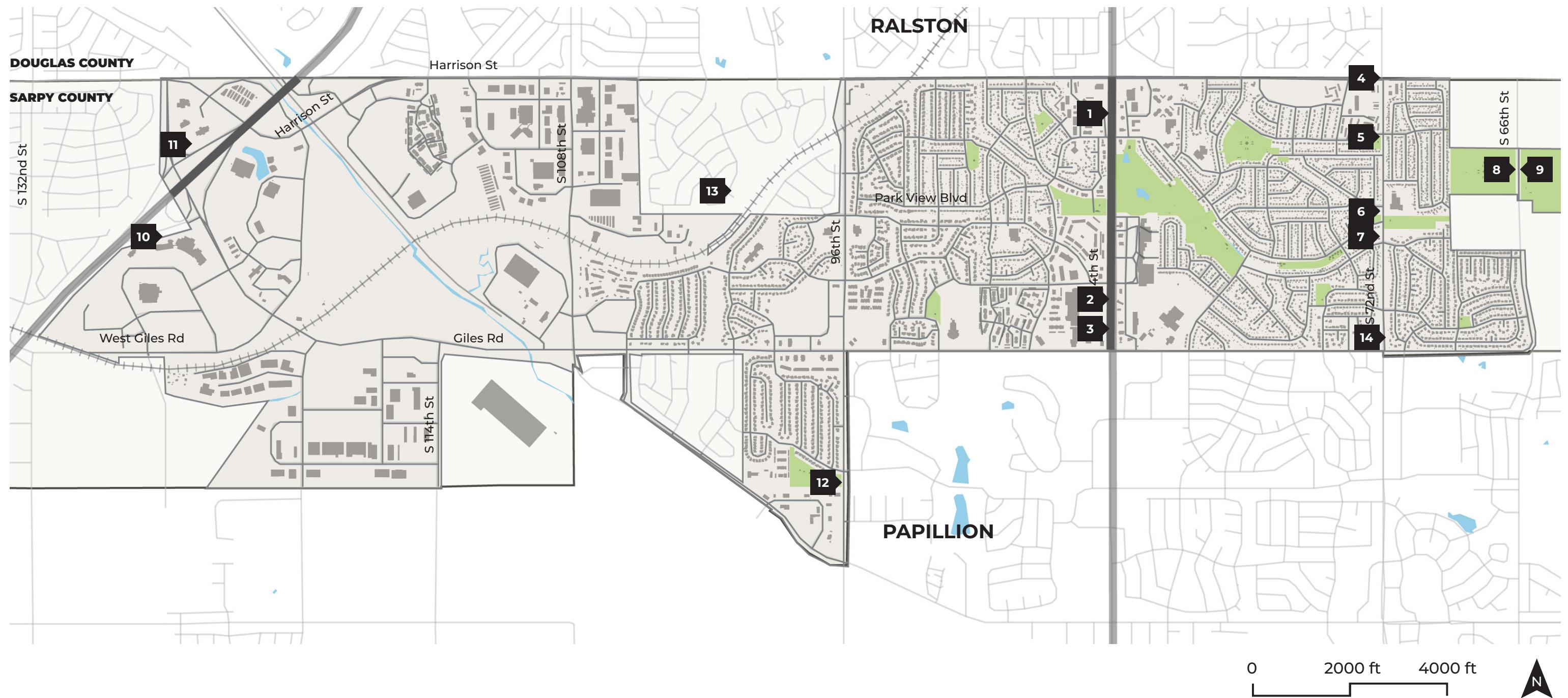


La Vista Brand:



EXISTING DIRECTIONAL SIGNAGE LOCATIONS

The below shows existing directional sign locations:



DESTINATIONS & RECOMMENDATIONS

Understanding the key destinations in La Vista helps to understand where people are traveling and the routes that may need to be considered.

In addition the destination map begins to express the destinations that may be included on a wayfinding sign. A full criteria for inclusion, which can be found later in this document, helps to identify the level of inclusion for different types of destinations.

An initial study of terminology for destinations and any abbreviations helps to clarify the naming and signage design process to ensure the destinations and signs are sized appropriately while allowing for proper recognition.

The following baseline dimensions were used for this study:

VEHICULAR SIGNAGE

Sign Panel Width: 3'-4" (40")

Character Height: 4" Test Typeface: Highway Gothic

Qty. Lines per Listing:

- Goal = 1
- Acceptable = 2

Qty. Characters per Listing:

- Goal = 20 or less
- Acceptable = 24 max.

PEDESTRIAN SIGNAGE

Sign Panel Width: 2'-0" (24")

Character Height: 1.5"

Test Typeface: Highway Gothic

Qty. Lines per Listing:

Goal = 1

NOT acceptable = 2

Qty. Characters per Listing:

Goal = 15 or less

Acceptable = 18 max.

The destination terminology and abbreviations shown here are PRELIMINARY and for discussion purposes only.

RECOMMENDATIONS:

1. Remove "La Vista" from listings. Example: "La Vista City Hall" becomes "City Hall"
2. Use only commonly recognized abbreviations. Use consistent terminology and abbreviations throughout the system. Examples: Avenue = Ave.
3. Potential name change prior to installation of signage program.

VEHICULAR DESIGN REQUIREMENTS

- Maximum of 3 listings per sign, with a maximum of 2 lines per destination listing.
- Color contrast should be at least 70 percent between typeface and background.
- Type size to be 4 inches for signs in urban conditions with speeds of 35 mph or less and 5-6 inches for signs on roadways over 35 mph.
- Highway Gothic typeface as approved by DOT and MUTCD compliant.
- Background and graphics to be CUSTOM Color - Printed High Intensity Prismatic Vinyl.
- Minimum of 150 feet between signs, with a goal of 300 ft between signs.

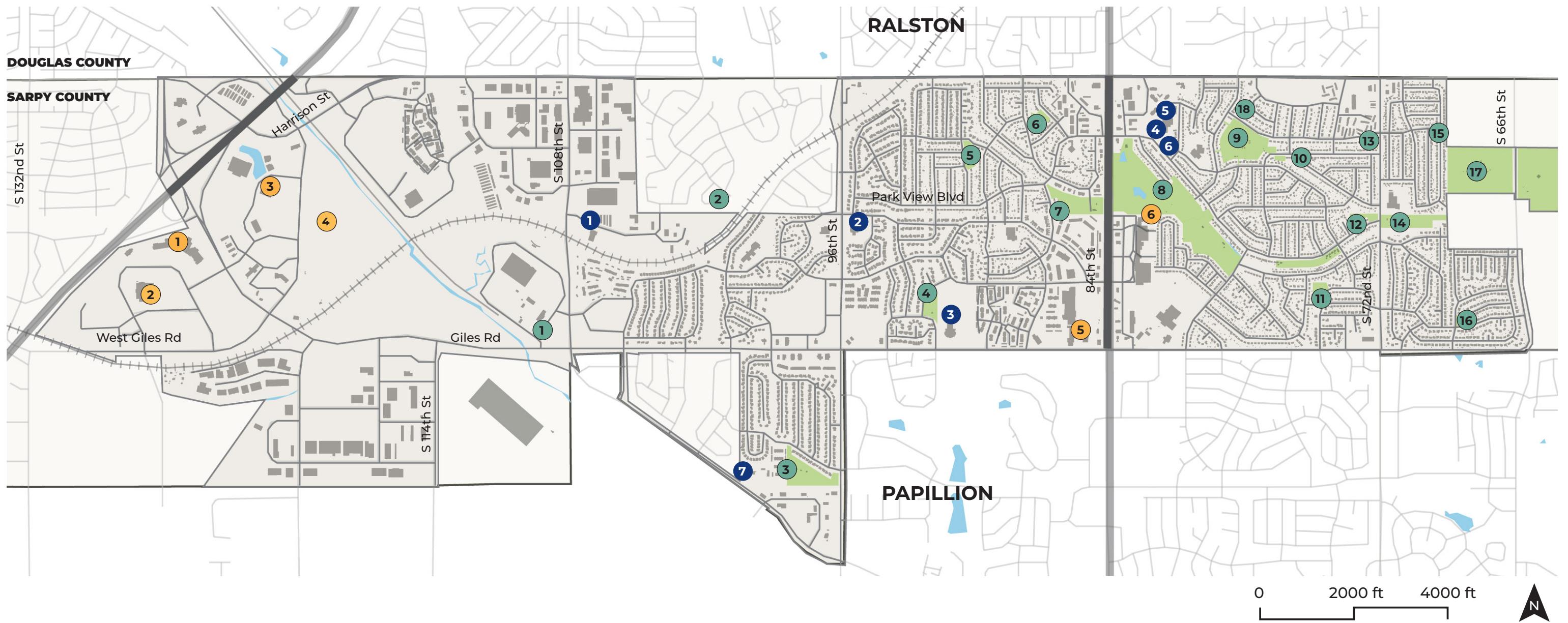
Vehicle Directional Destination Sizing



Pedestrian Directional Destination Sizing



DESTINATION MAP



CITY/REGIONAL

- 1 FIRE STATION 1
- 2 LA VISTA POLICE DEPARTMENT
- 3 LA VISTA LIBRARY/MCC CENTER
- 4 LA VISTA CITY HALL
- 5 LA VISTA COMMUNITY CENTER
- 6 FIRE STATION 4
- 7 LA VISTA PUBLIC WORKS

PARKS

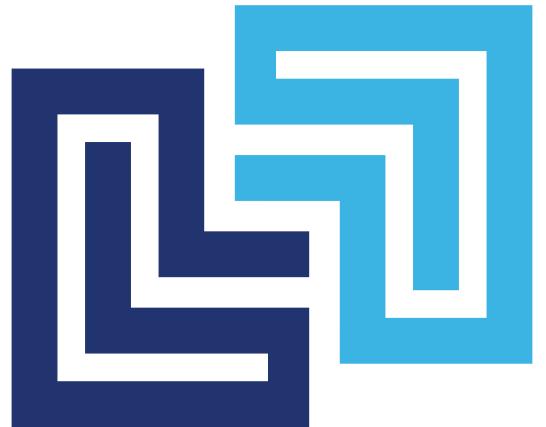
- 1 WEST PADIO GILES ROAD TRAILHEAD
- 2 CIMARRON PARK/SPLASH PARK
- 3 VAL VERDE PARK
- 4 SOUTHWIND PARK
- 5 JAYCEE PARK
- 6 CAMENZIND PARK
- 7 CENTRAL PARK WEST
- 8 CENTRAL PARK
- 9 CITY PARK
- 10 HOLLIS PARK
- 11 GILE CORNER PARK
- 12 APOLLO PARK
- 13 CHILDREN'S MEMORIAL PARK
- 14 MAYOR'S PARK
- 15 EBERLE-WALDEN PARK
- 16 ARDMORE PARK
- 17 LA VISTA SPORTS COMPLEX
- 18 TRIANGLE PARK

CULTURAL/COMMERCIAL

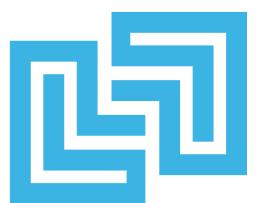
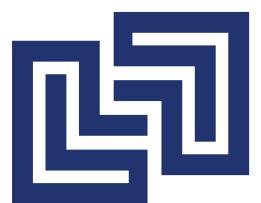
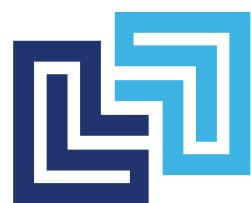
- 1 LA VISTA CONFERENCE CENTER
- 2 SOUTHPORT WEST
- 3 SOUTHPORT EAST
- 4 NEBRASKA MULTI-SPORT COMPLEX
- 5 CZECH AND SLOVAK EDUCATIONAL CENTER AND CULTURAL MUSEUM
- 6 CITY CENTRE

LA VISTA BRAND

LOGOMARKS



IMPROVE YOUR POINT OF VIEW.



La Vista's brand is a critical element of the wayfinding system and all instances of the system should prioritize the core brand concepts, marks, colors and typography.

The concepts of the brand reflected in the DNA statement and Strapline articulate the value both of "small gestures and big ideas". This idea applies directly to wayfinding as a comprehensive system that addresses the community as a whole as well as the small moments that make up our everyday movement through the city. This lends itself to big moves in the form of gateways and thoughtful details in the smallest of signage.

A portion of the brand guidelines are included here to give an overview of the assets and styles. A full review of the brand guidelines was completed prior to the development of the wayfinding concepts.

STRATEGIC DNA STATEMENT

For those who seek a relaxed vibe but still want to be in the middle of it all, La Vista, Nebraska's newest city in the fastest-growing region of the state, is a thoughtful community where small gestures and big ideas are both priorities so you can enjoy today with confidence in the future.

STRAPLINE

"Improve Your Point of View" plays on "vista" in a way that can be interpreted as either "a place from which to view something" or "a way of thinking" and serves as an invitation to find something better in La Vista. This line also supports messaging La Vista's great location in "the middle of it all." It offers abundant potential to personalize and customize the "view" for various audiences.

TYPOGRAPHY

Gotham Medium

Logo Tagline Font

1 2 3 4 5 6 7 8 9 0
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Montserrat Bold

Headline Font

1 2 3 4 5 6 7 8 9 0
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Montserrat Regular

Short Form Body Copy Font
(Print ads, small copy blocks, captions, etc.)

1 2 3 4 5 6 7 8 9 0
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Open Sans Regular

Long Form Body Copy Font
(Memos, letters, reports, etc.)

1 2 3 4 5 6 7 8 9 0
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

PRIMARY COLORS



Pantone 288c
C100 M90 Y23 K8
R18 G55 B125
#12377d



Pantone 7540c
C65 M58 Y57 K37
R77 G77 B77
#4d4d4d



Pantone 298c
C70 M14 Y0 K0
R41 G172 B226
#29ace2

SECONDARY COLORS



Pantone 3415c
C88 M31 Y77 K19
R10 G115 B84
#0A7354



Pantone 1365c
C1 M27 Y77 K0
R252 G191 B85
#fcfbf5



Pantone 192c
C1 M100 Y69 K0
R237 G16 B70
#ed1046



Pantone 2425c
C60 M100 Y29 K19
R113 G4 B97
#710461

LA VISTA SIGNAGE AND WAYFINDING

DESIGN CONCEPTS

CONCEPTUAL INSPIRATION AND POTENTIAL MATERIALS

Drawing in the vibrant blue of La Vista's brand and the strong angle from the logo itself, the selected design concept was developed with identity, durability, and sustainability at its core. Contrasting weight, sheen, and feel make this combination of grounded, natural texture and modern metal pleasing to the eye.

The solid base forms could be made from recycled concrete, an environmentally friendly and durable material that gives an industrial and modern feel to the signage.

Contrasting the concrete could be thin and colorful painted metal with engravings or prints applied to the surface. The use of clean, bold colors will work well with simple signage as well, employing vinyl and printed materials as needed.

Lighting could be minimal but impactful, using interior lighting when possible or shielded fixtures as needed.



Logo angles & forms



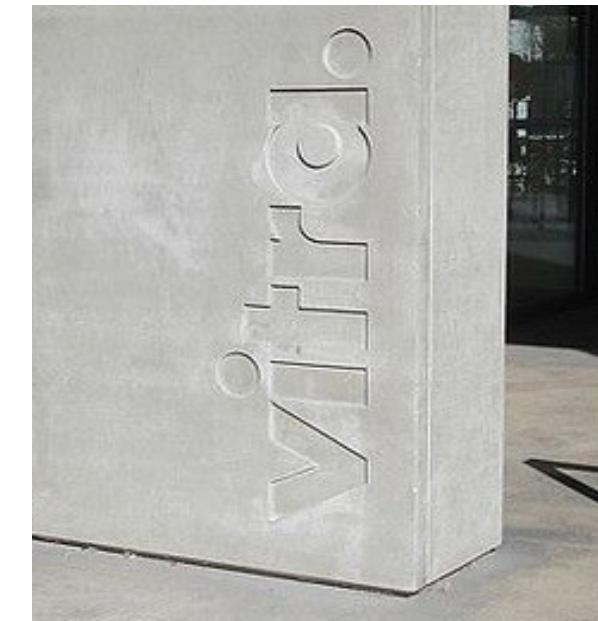
Layered color and lighting possible



Combination of materials



Contrast between color and concrete



Recycled concrete



Embossed and color concrete

CONCEPTUAL FEEDBACK

Multiple concepts were presented to the Wayfinding Committee as well as City Council. In the final round of feedback, the following comments were heard and taken into the final edits.

SIMPLICITY IS BEST.

I like the simple, large presentation.

I like the pillars. Long, tall, and lean. Stands out, something different. I also like the park signage. It is different from what is currently in place. Makes us look more modern.

(The)logo is not needed (on primary monument).

I like the overall look of what has been presented.

Think (the monument) signs need to be bigger.

I really like the lighting concepts presented at the Council meeting. I think being able to use materials that can stand up to the changing seasons is important.

I really like the lighting concepts presented at the Council meeting. I think being able to use materials that can stand up to the changing seasons is important.

Needs to be sustainable and relatively easy to maintain and vandal resistant.

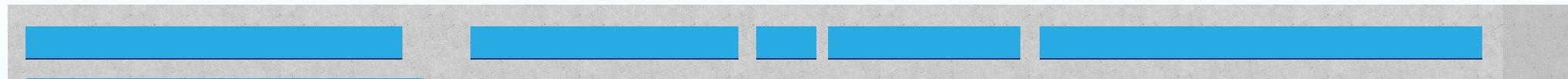
Easy to read, simple text but large.

CONCEPT RENDERING
PRIMARY MONUMENT

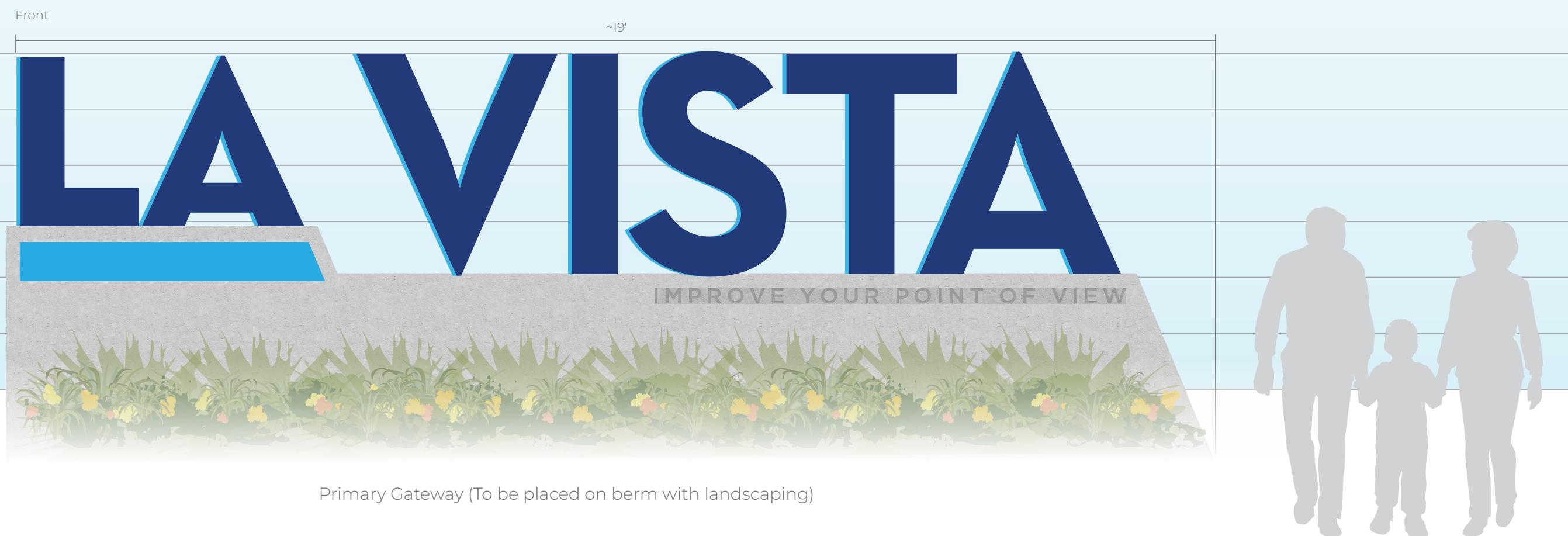
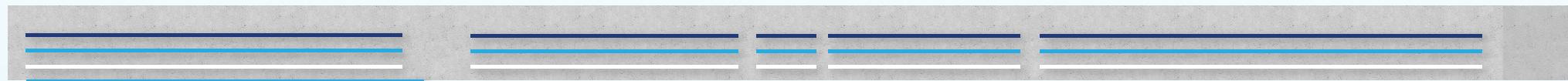


SELECTED CONCEPT ILLUSTRATIVES

Plan View Option 1 (Channel lettering with acrylic face with perforated dark La Vista blue vinyl on a white, backlit face. Returns to match light La Vista blue.)

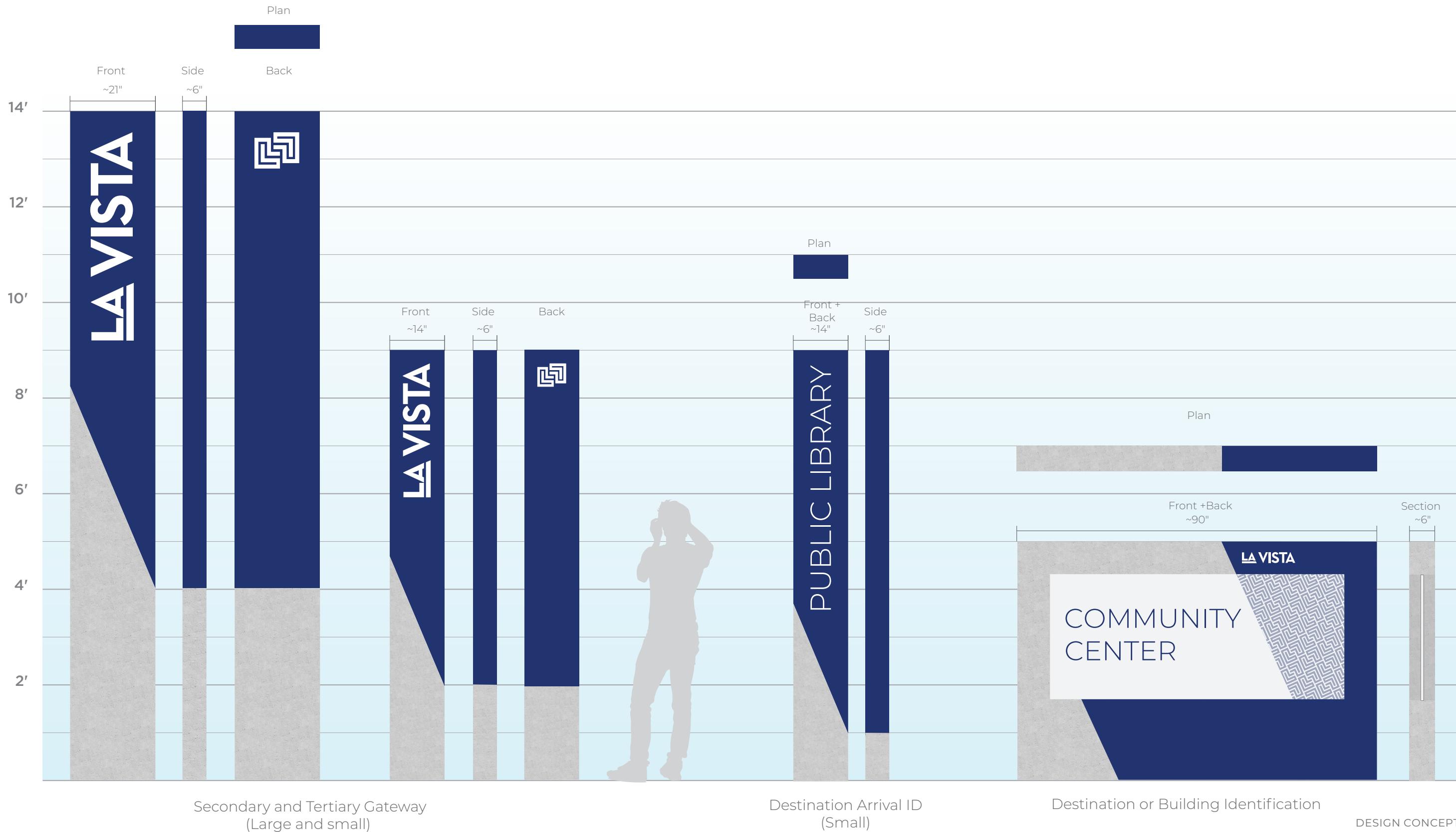


Plan View Option 2 (Painted metal layers with directional face lighting)



Primary Gateway (To be placed on berm with landscaping)

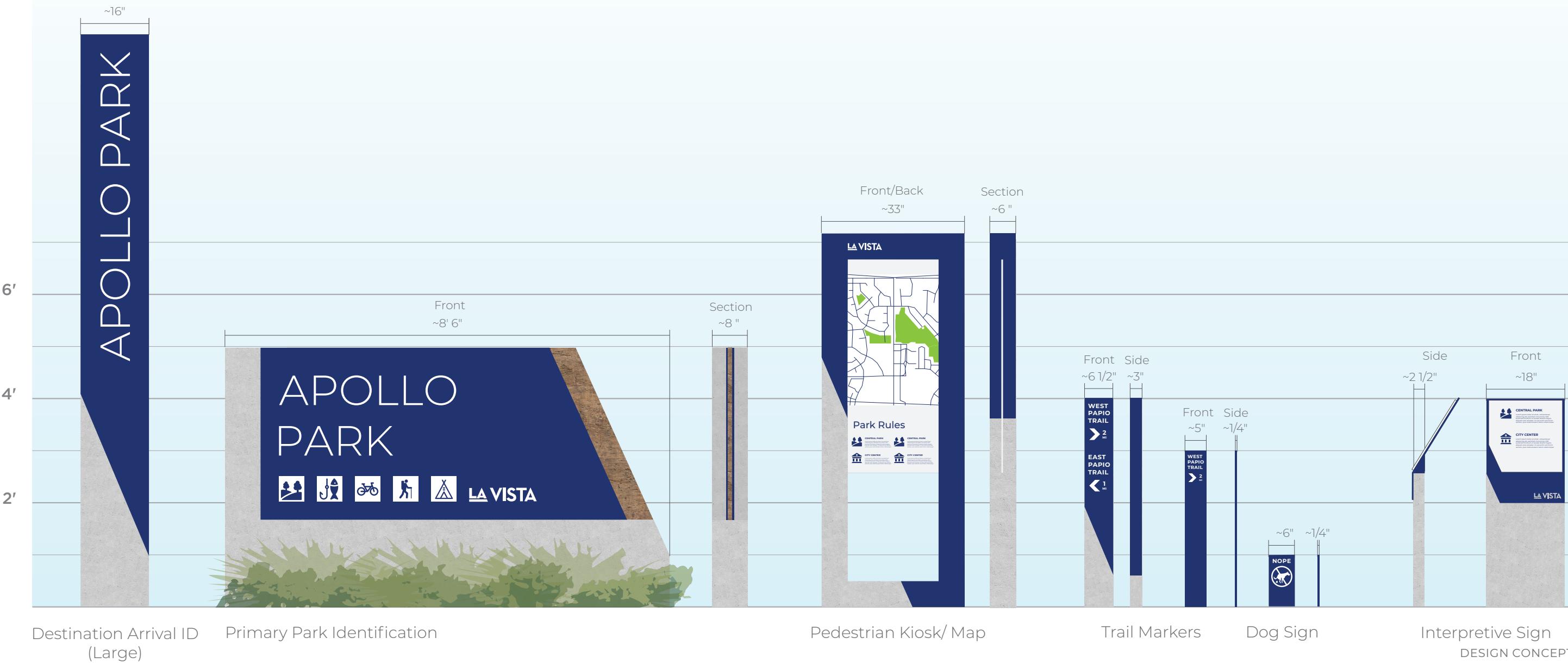
SELECTED CONCEPT ILLUSTRATIVES



CONCEPT RENDERING
SECONDARY/TERtiARY MONUMENT



SELECTED CONCEPT ILLUSTRATIVES



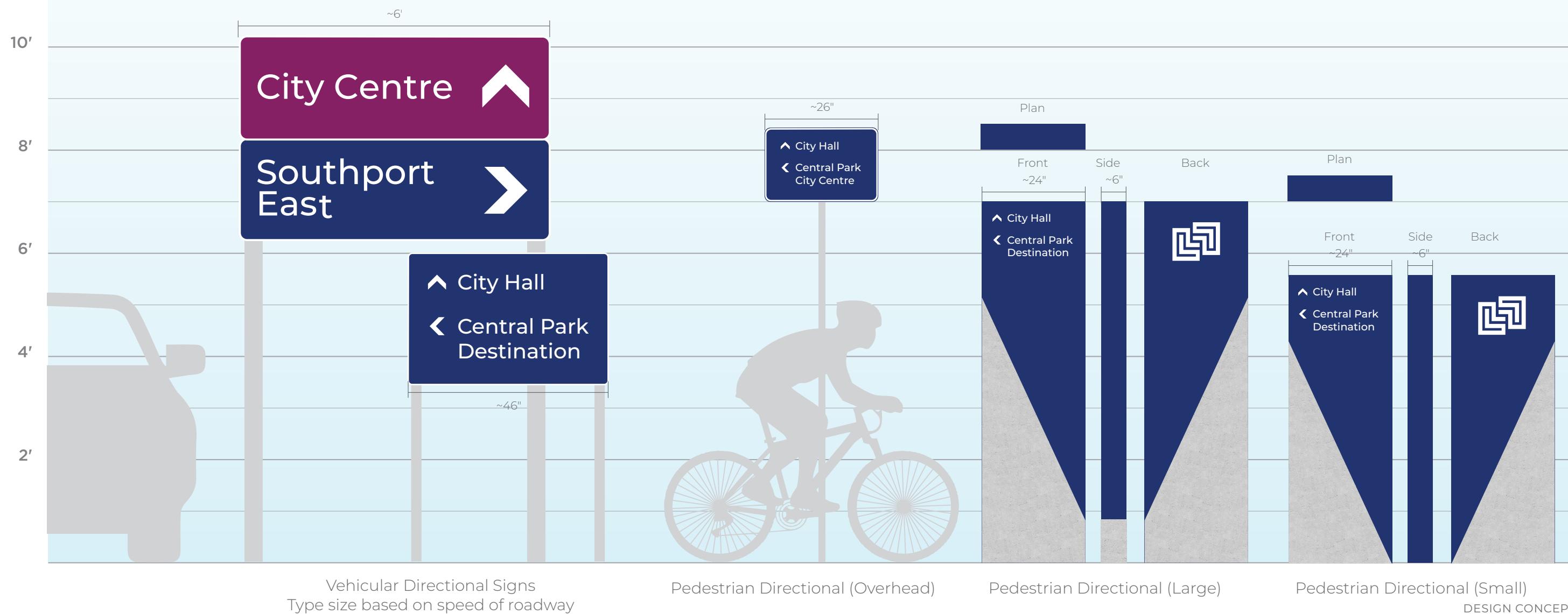
SELECTED CONCEPT ILLUSTRATIVES



Custom Street Sign

Parking Signs

SELECTED CONCEPT ILLUSTRATIVES

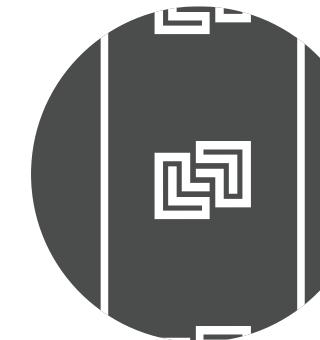
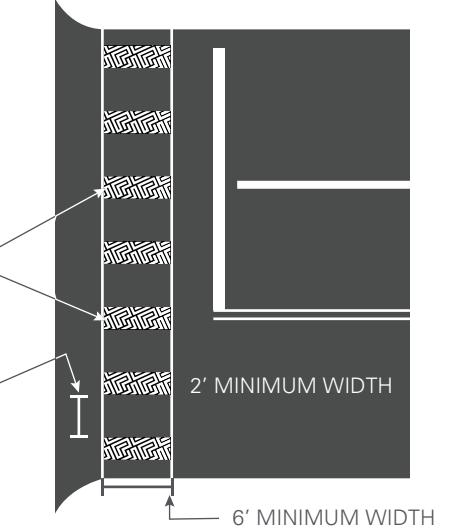


CROSSWALK PATTERNS ILLUSTRATIVES

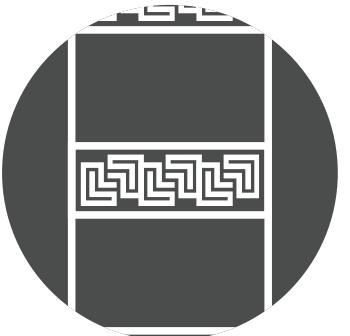
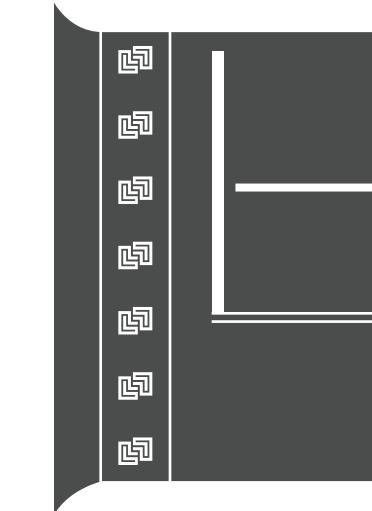


Option 1

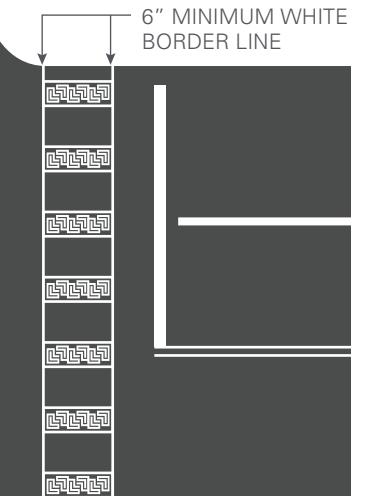
CENTER OVER LANE
LINES WHEN POSSIBLE



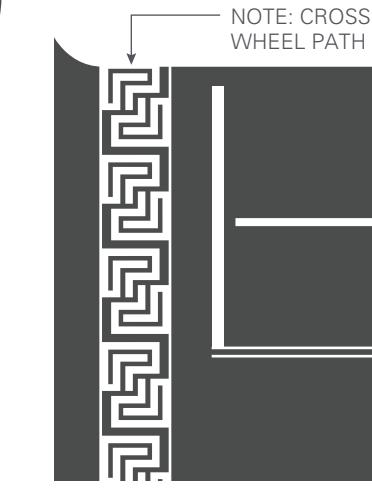
Option 2



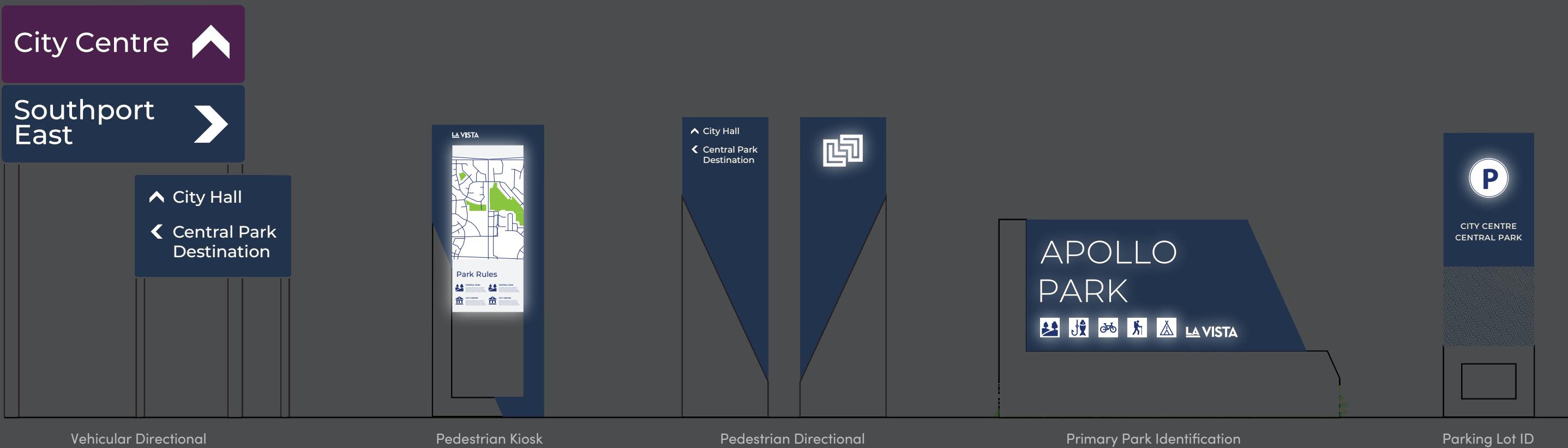
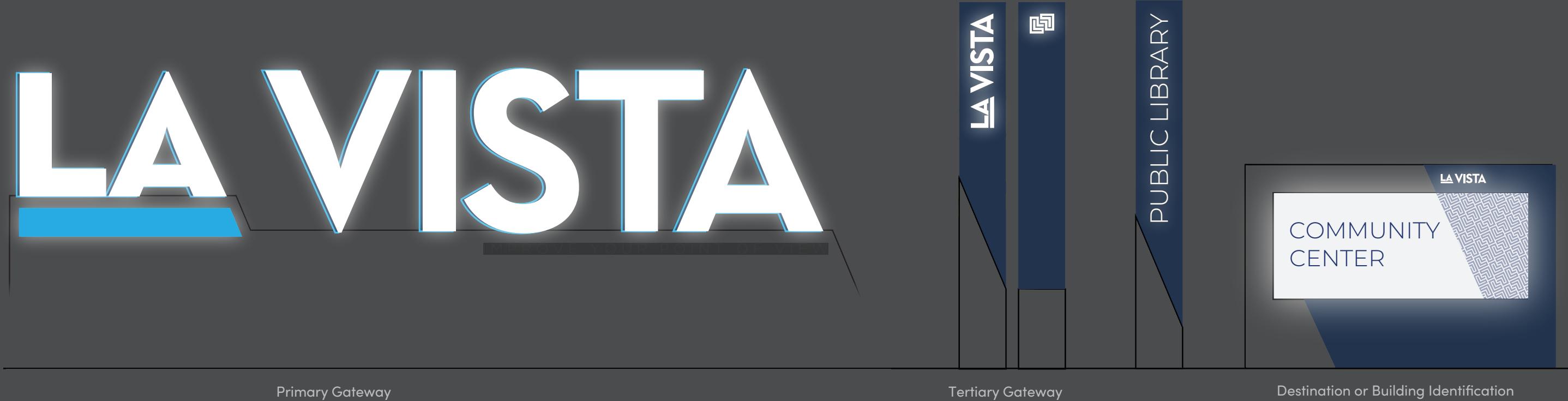
Option 3



Option 4



SELECTED CONCEPT LIGHTING STUDY



PLACEMAKING EXPERIENCES

CONCEPTS FOR INSPIRATION

PLACEMAKING OPPORTUNITIES



SCULPTURAL EXPERIENCES, WITTY SIGNS, ART INSTALLATIONS, OR INTERACTIVE EXPERIENCES SPRINKLED THROUGHOUT THE CITY, COULD NOT ONLY SERVE AS DESTINATIONS BUT ALSO HIGHLIGHT AND CONNECT AREAS ACROSS THE CITY.

As a part of the Wayfinding Framework, Design Workshop began exploring how the La Vista brand could live in space as artful, playful, and even functional sculptures. The ideas and inspiration shown reflect the idea of La Vista being the view and framing the view. Citizens and visitors alike could interact and look for the sculptures as they explore the City. This is just one idea of many that could enliven and enchant.

Like the wayfinding and monumentation signage, sculptures would be likely to be phased in

over time. To aid this conversation, we asked: "Where do you envision sculptures throughout La Vista?" and, "Share your ideas." We received input during the phases of design with the Wayfinding Committee, in-person during City Council meetings, and via an online survey to City Council.

The following page reflects the feedback collected. We have gone further to include additional inspiration imagery to give some ideas as to what is possible.

WE ASKED

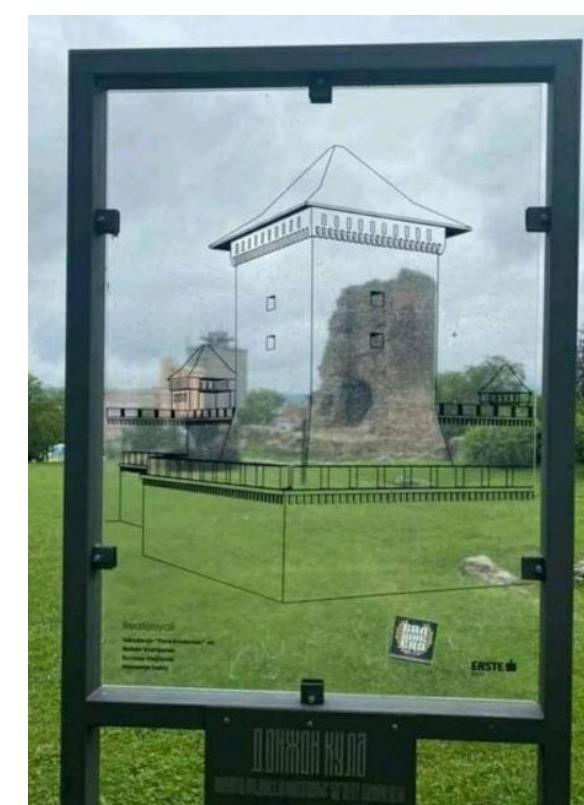
CITY COUNCIL: WHERE DO YOU ENVISION SCULPTURES OR EXPERIENCES THROUGHOUT LA VISTA?

Parks. Parks. Parks. (Several commentaries agreed this is the place to start.) "Moving into other areas as we progress."	Places people congregate. Seating areas The library
84th Streetscape (mentioned by multiple people).	Recreation Center Along trails
City Park (mentioned by multiple people).	Central Park Southport Development

SHARE YOUR IDEAS (ABOUT ART THROUGHOUT THE CITY)...

"Interactive sculptures. Colored lights to light it up differently, musical piece that would be interactive, could the sculptures be made into a child's playground?"	"What if the sculptures could change? Have a digital side or a face that gets replaced?"
"What if artists could get involved and customize the sculptures?"	You could also do a community sculpture project and have them at area businesses, etc. Mini versions could be featured at people's homes. Something like a community-wide holiday light to display in your yard or something like that.

PRECEDENT IMAGERY



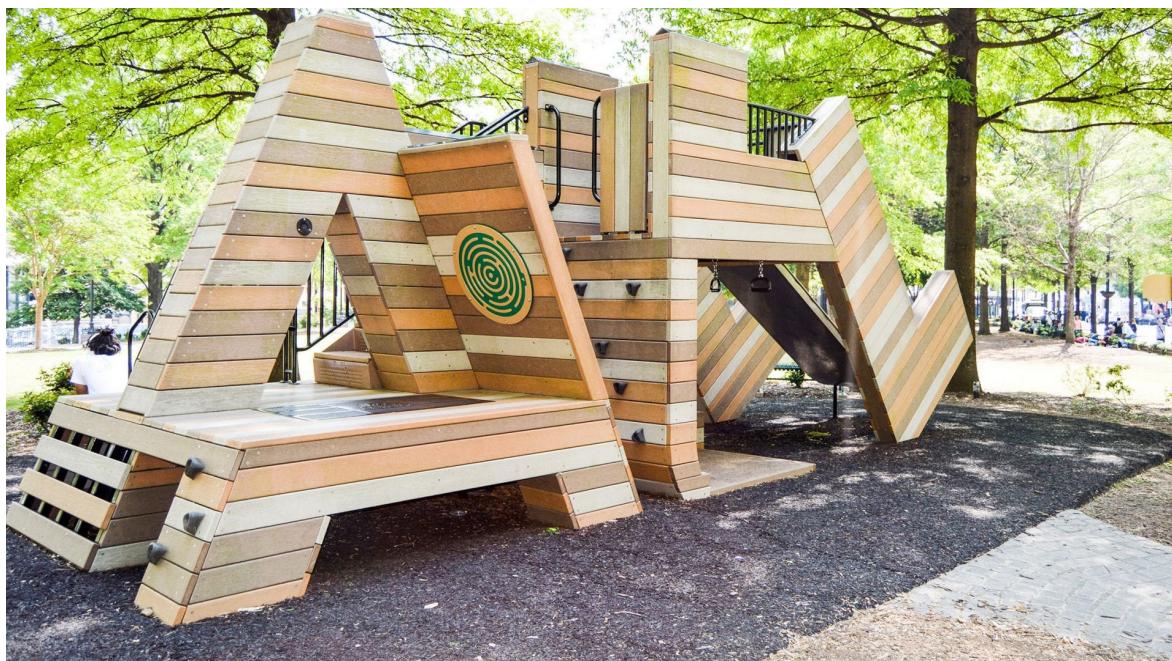
PRECEDENT IMAGERY



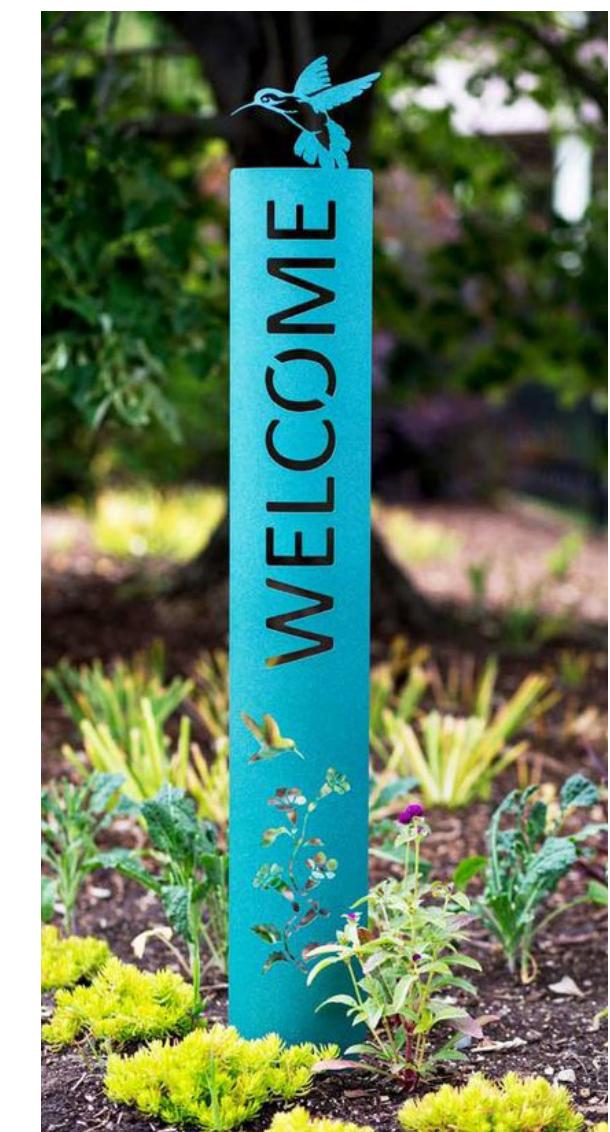
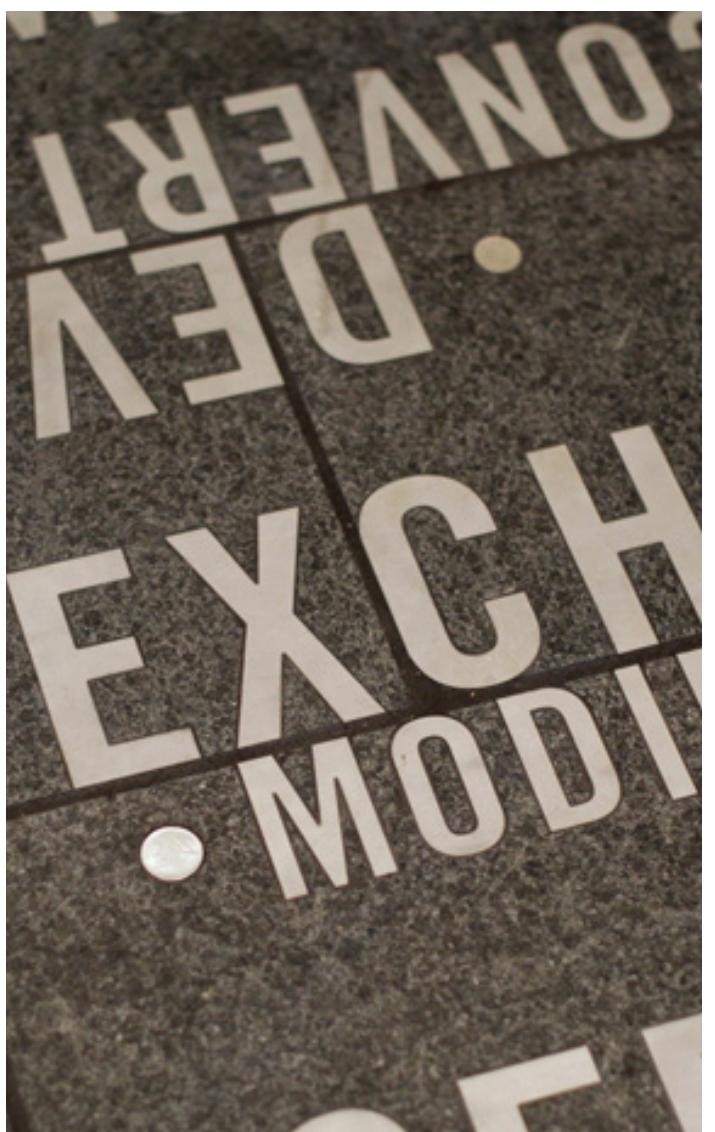
PRECEDENT IMAGERY



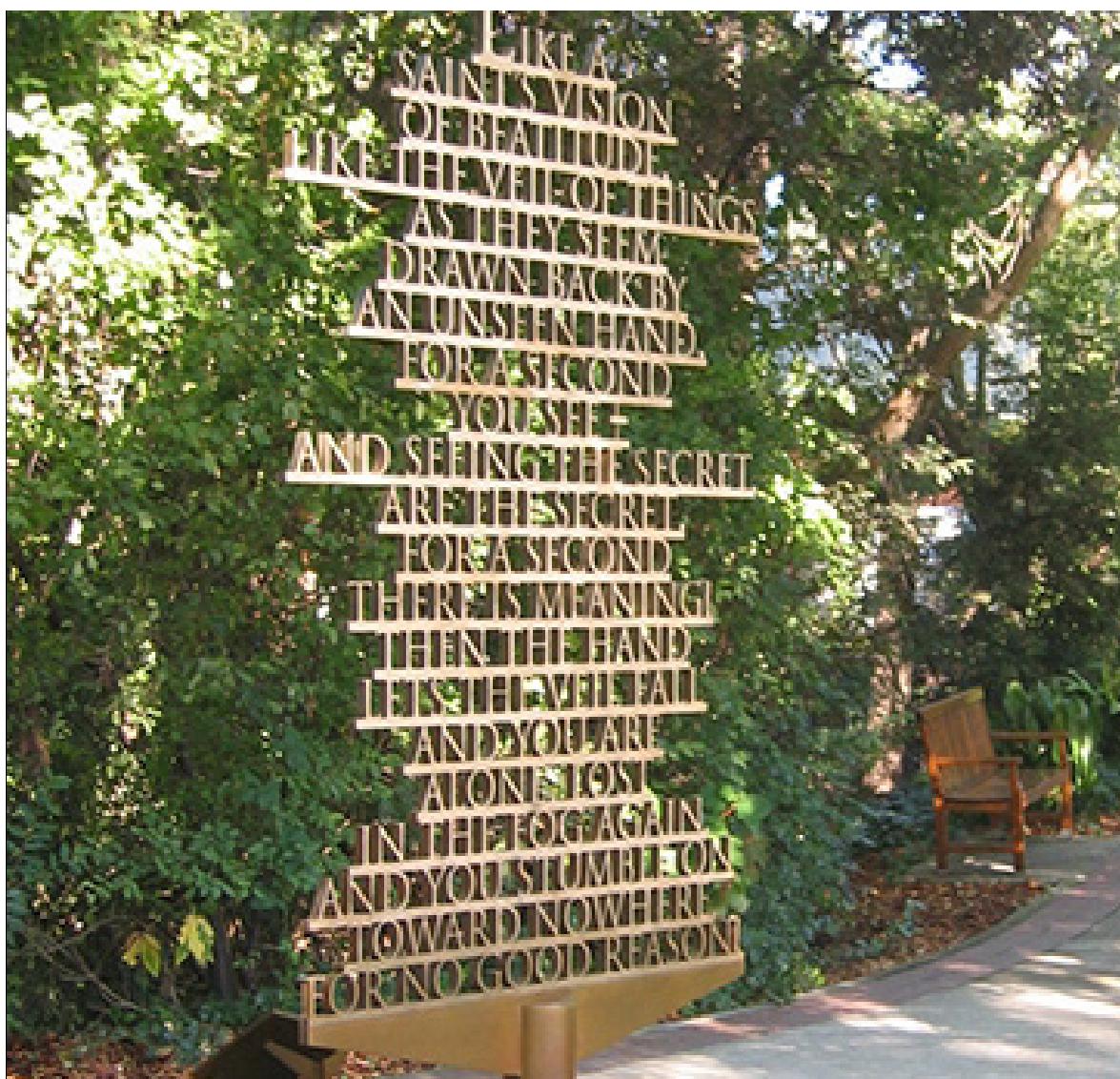
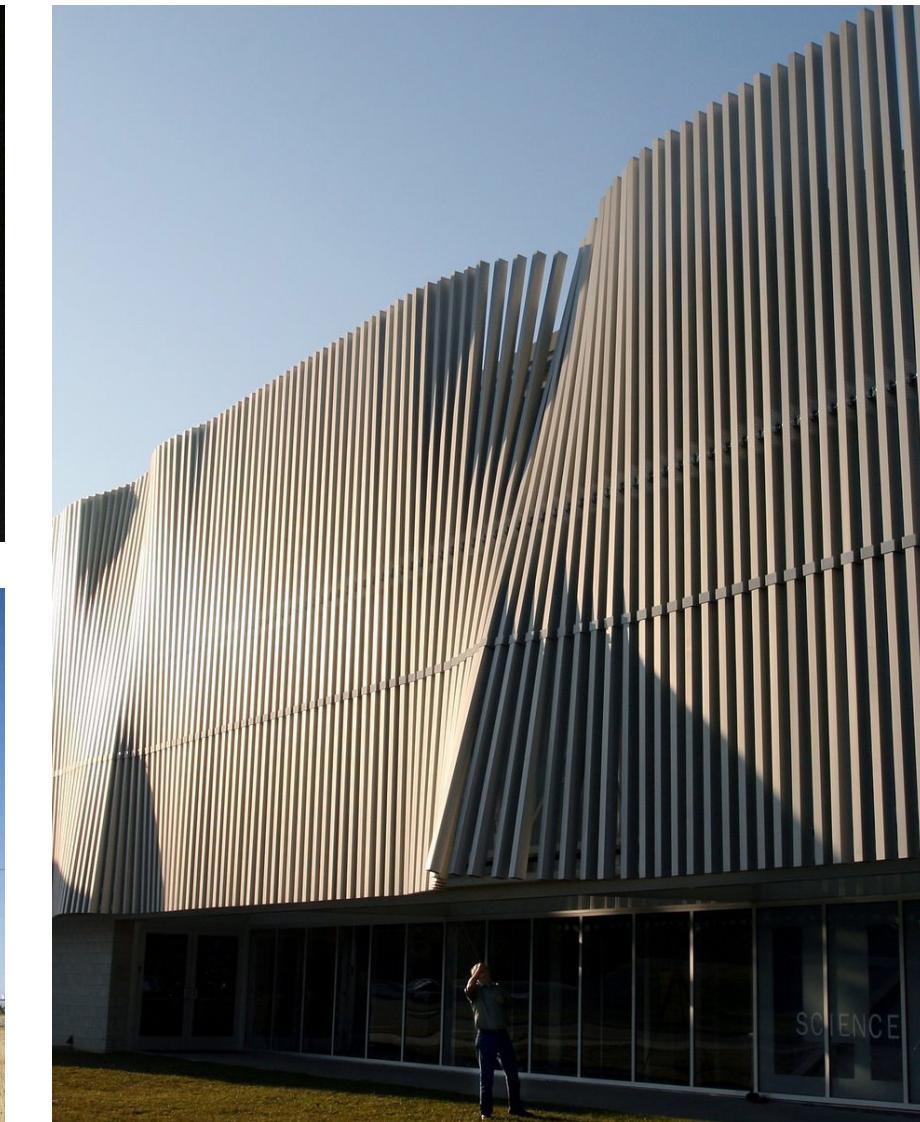
PRECEDENT IMAGERY



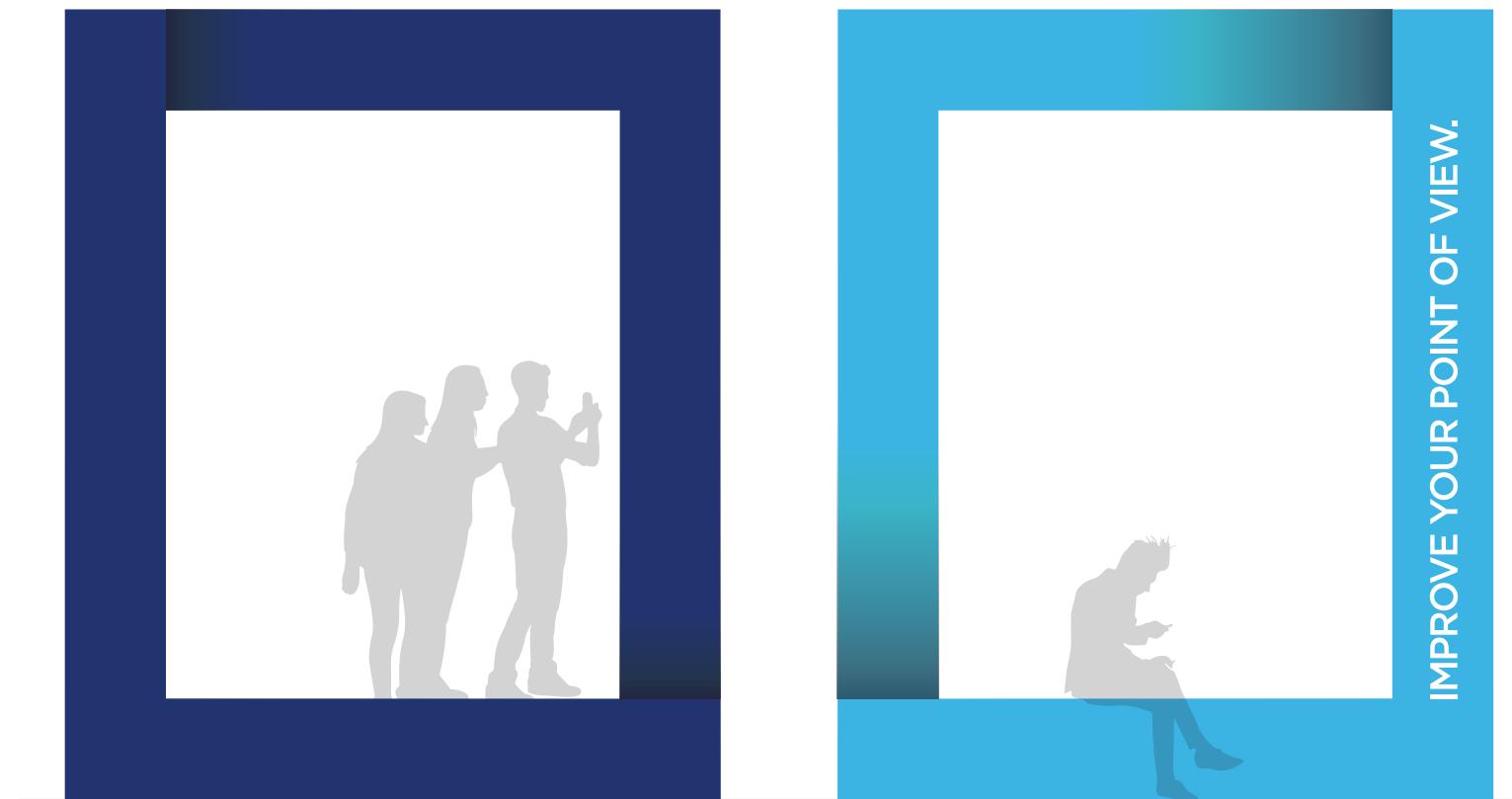
PRECEDENT IMAGERY



PRECEDENT IMAGERY



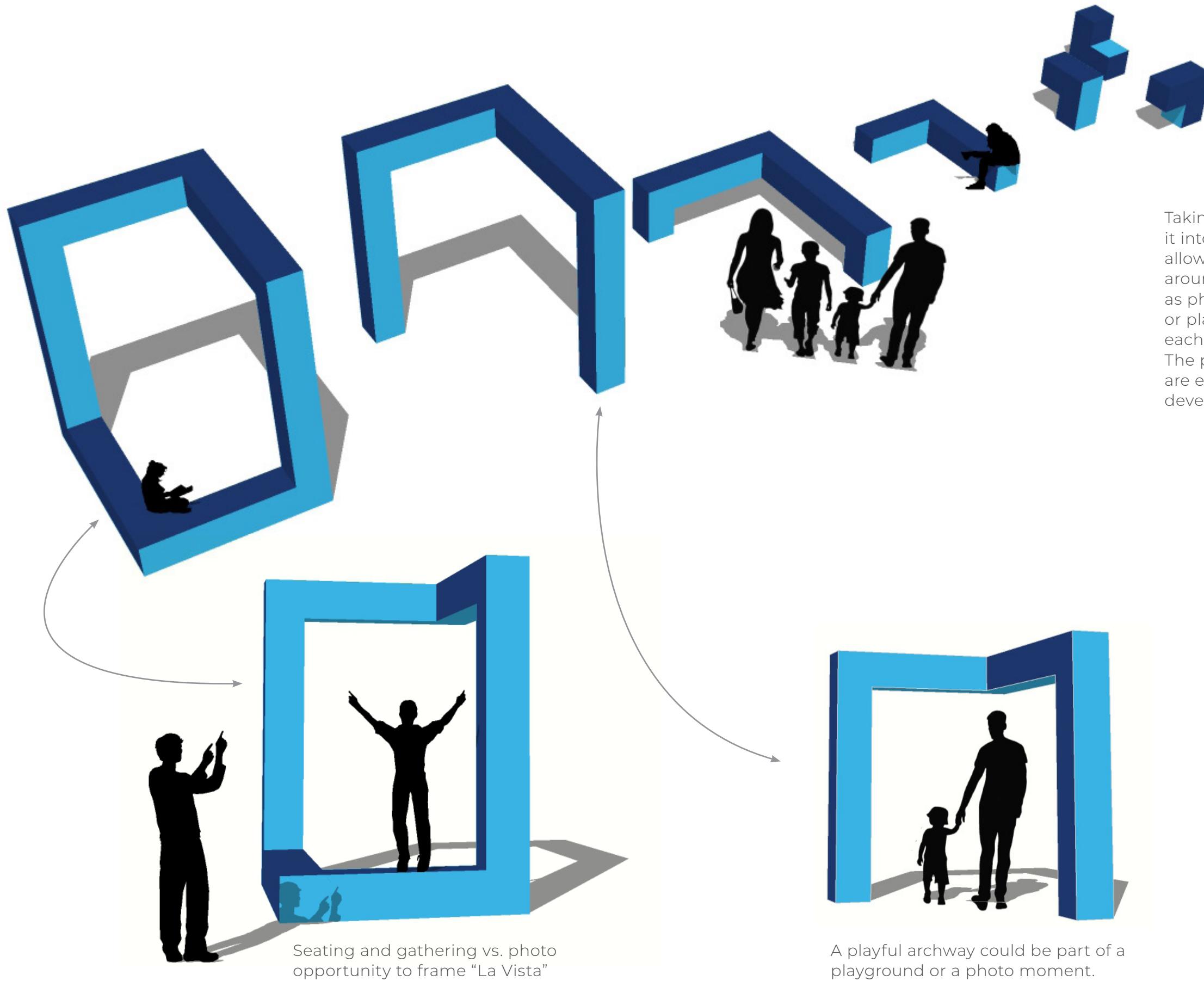
PLACEMAKING CONCEPTS



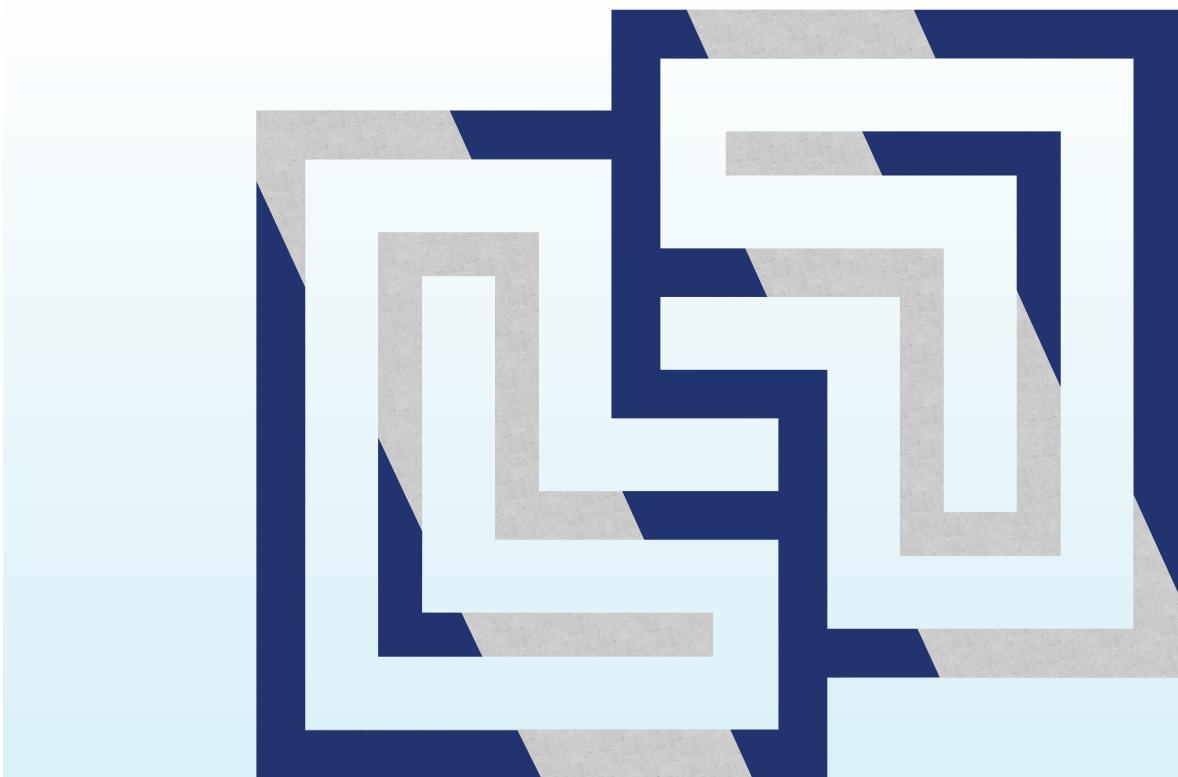
As part of our process, we looked at the La Vista logo in 3D form; transforming it into possible experiential forms.

One of the sculptural directions (above) that was discussed was a multi-directional logo that could be scaled up or down, for deterring or encouraging climbing/ play. These could be lit, animated, or treated with custom artwork by locals. Another idea that arose was to make it part of a water feature.

PLACEMAKING CONCEPTS



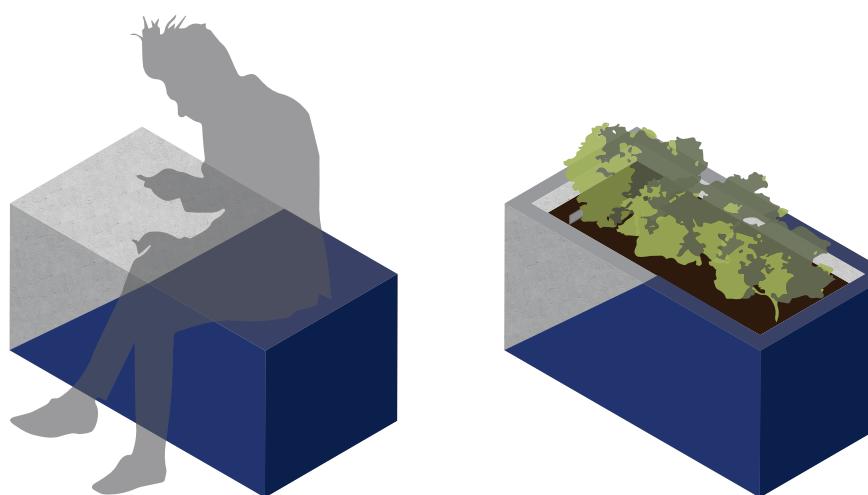
PLACEMAKING CONCEPTS



Sculptural Concept

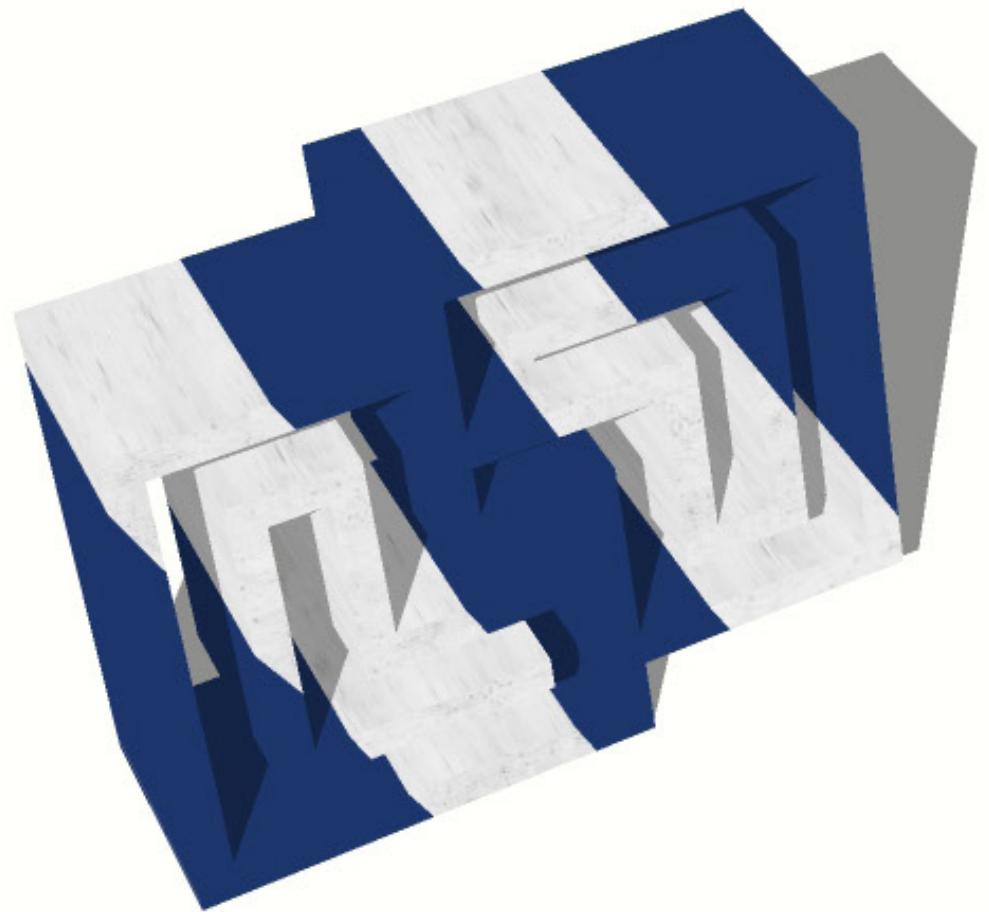


Sculptural Concept



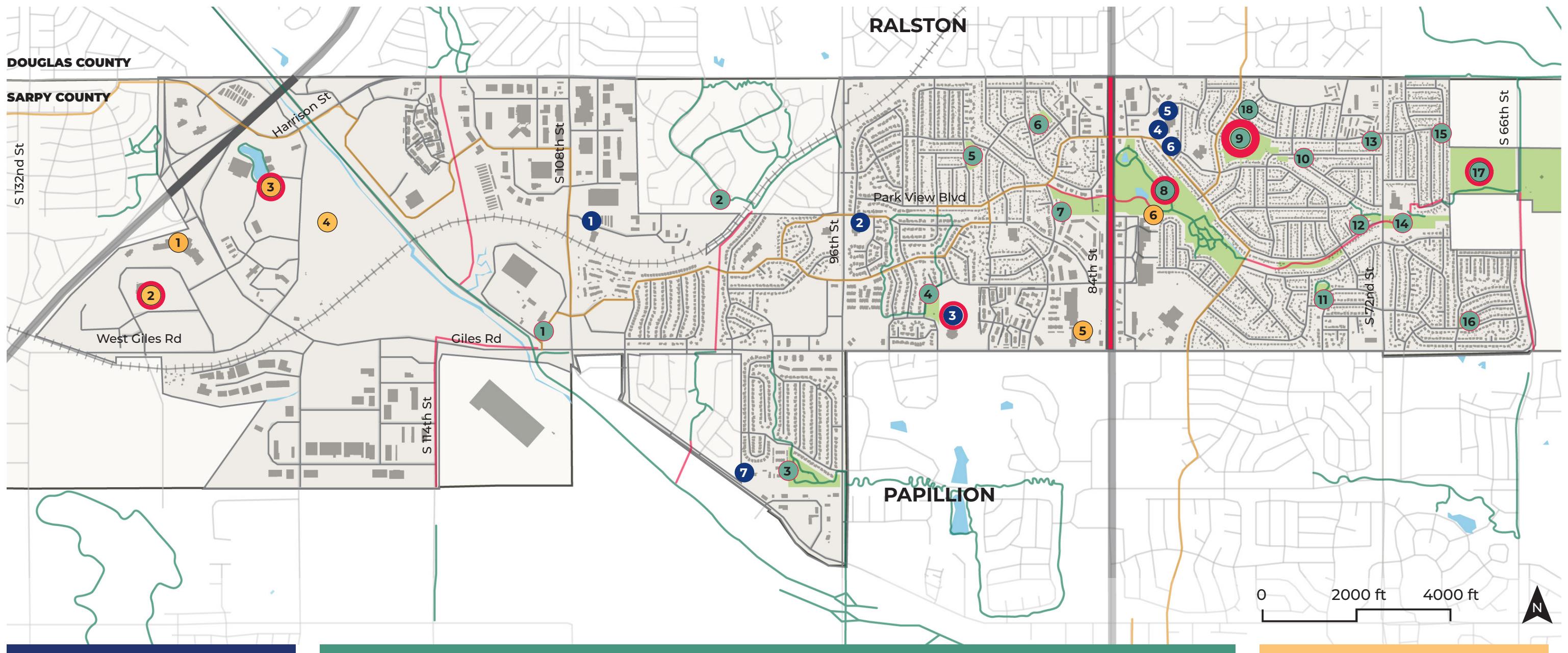
The different treatments of blocks can create a variety of functions, from furnishings, to play equipment, to planters.

PLACEMAKING CONCEPTS



Materials could shift along with use and scale.

POTENTIAL LOCATIONS FOR SCULPTURAL OR PLACEMAKING ELEMENTS



CITY/REGIONAL

- 1 FIRE STATION 1
- 2 LA VISTA POLICE DEPARTMENT
- 3 LA VISTA LIBRARY/MCC CENTER
- 4 LA VISTA CITY HALL
- 5 LA VISTA COMMUNITY CENTER
- 6 FIRE STATION 4
- 7 LA VISTA PUBLIC WORKS

PARKS

- 1 WEST PAPIO GILES ROAD TRAILHEAD
- 2 CIMARRON PARK/SPLASH PARK
- 3 VAL VERDE PARK
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- 5 JAYCEE PARK
- 6 CAMENZIND PARK
- 7 CENTRAL PARK WEST
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- 9 CITY PARK
- 10 HOLLIS PARK
- 11 GILE CORNER PARK
- 12 APOLLO PARK
- 13 CHILDREN'S MEMORIAL PARK
- 14 MAYOR'S PARK
- 15 EBERLE-WALDEN PARK

- 16 ARDMORE PARK
- 17 LA VISTA SPORTS COMPLEX
- 18 TRIANGLE PARK

○ POSSIBLE SCULPTURAL LOCATIONS

- 1 LA VISTA CONFERENCE CENTER
- 2 SOUTHPORT WEST
- 3 SOUTHPORT EAST
- 4 NEBRASKA MULTI-SPORT COMPLEX
- 5 CZECH AND SLOVAK EDUCATIONAL CENTER AND CULTURAL MUSEUM
- 6 CITY CENTRE

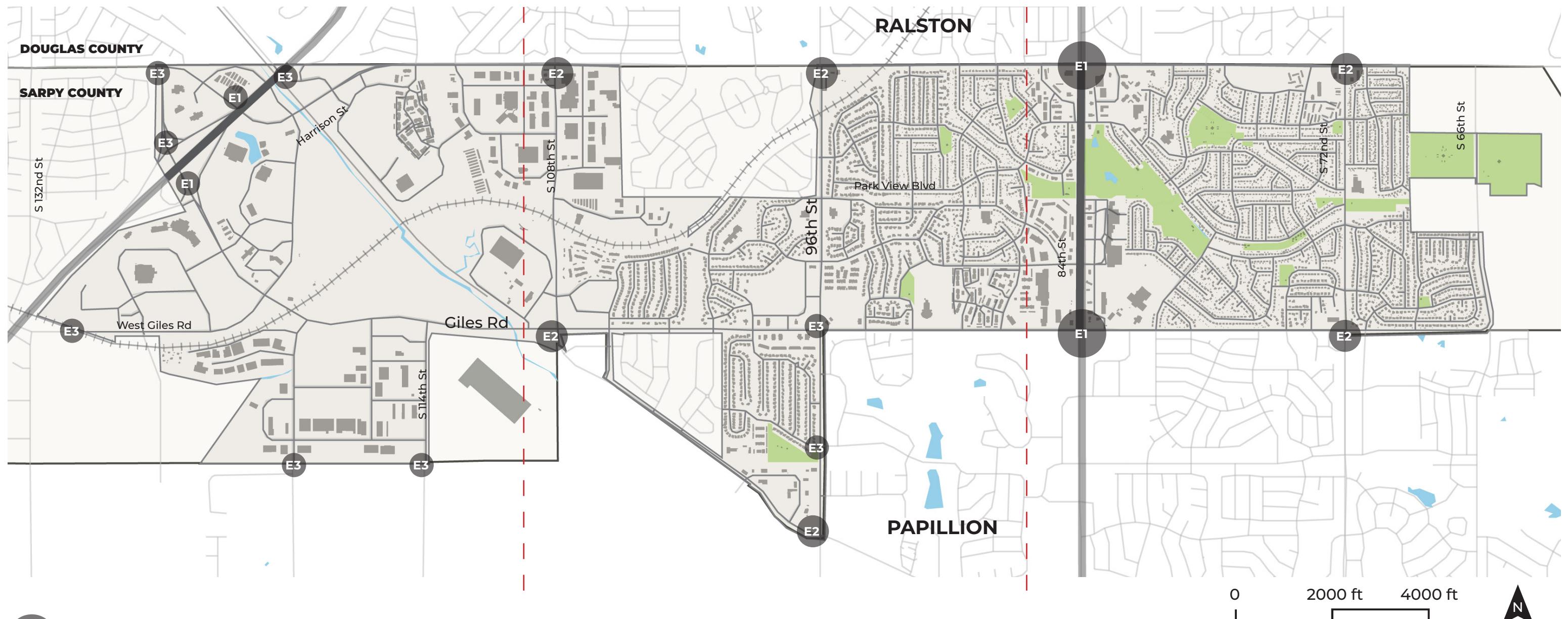
STRATEGIES

LOCATION PLANS

CRITERIA FOR INCLUSION

MANAGEMENT AND MAINTENANCE

ENTRY/KEY POINTS MAP (ALL LOCATIONS ARE APPROXIMATE)



E1 PRIMARY MONUMENT

E2 SECONDARY MONUMENT

E3 TERTIARY MONUMENT

ENTRY SIGNAGE

Entry Signs for this project will vary in scale and complexity based on their location, environment and purpose. Gateways can make a statement and welcome a visitor or they can simply mark the city limit.

Entry Signs provide a landmark and can include more than just signage; lighting, landscaping, architectural elements, and public art can also be incorporated. Three scales of entry signs have been identified.

PRIMARY MONUMENT

Primary monuments are located at the main entries into the revitalized 84th street corridor. It is key for these entries to have landscaping, lighting, and creative design while conveying the city's brand message.

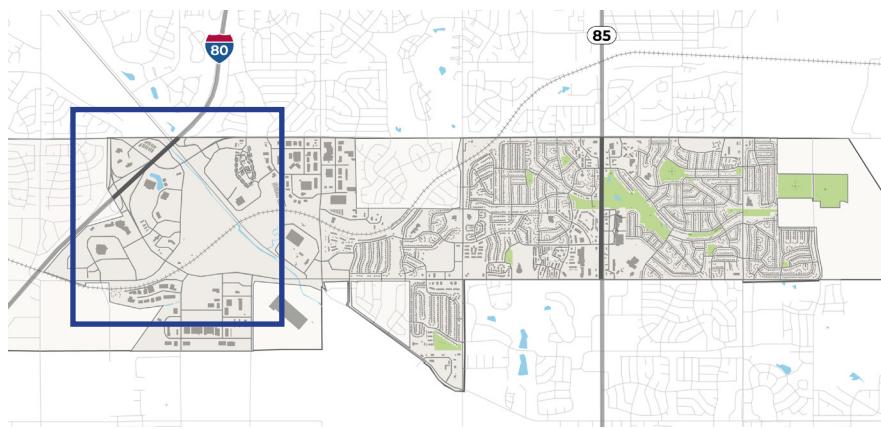
SECONDARY MONUMENT

Secondary monuments are located at the other points of visitor entry into La Vista. These signs welcome visitors and convey the city's brand message at a smaller scale. They can be designed as a solitary sign or may include landscaping and lighting elements.

TERTIARY MONUMENT

Tertiary Entry signs are smaller in scale and are located at minor entry points or locations that make sense, spatially, to be more minimal. These will be at the city limits to call out when a visitor has entered the city limits. They can be designed as a solitary sign or may include landscaping and lighting elements.

ENTRY/KEY POINTS MAP (1/3)



- E1** PRIMARY MONUMENT
- E2** SECONDARY MONUMENT
- E3** TERTIARY MONUMENT

W I-80 & Giles Rd



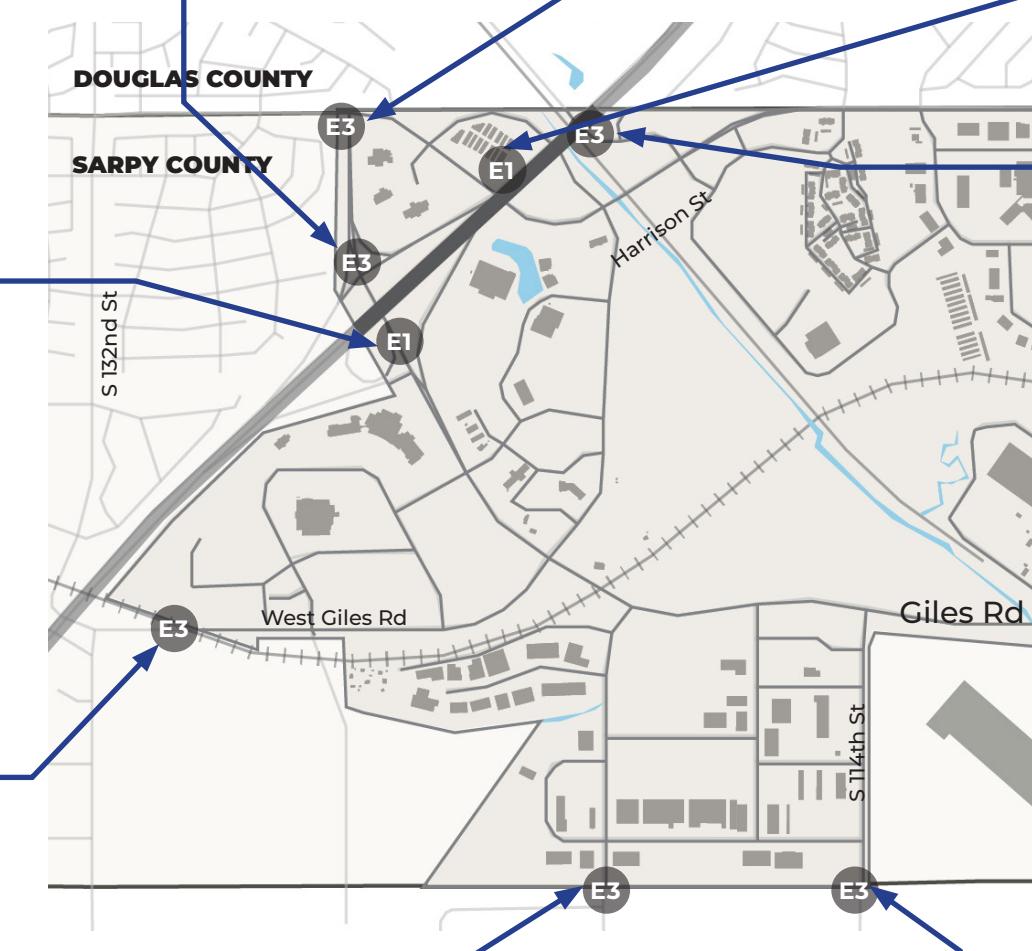
Giles Rd & Harrison St



Pre-arrival at I-80 Harrison underpass



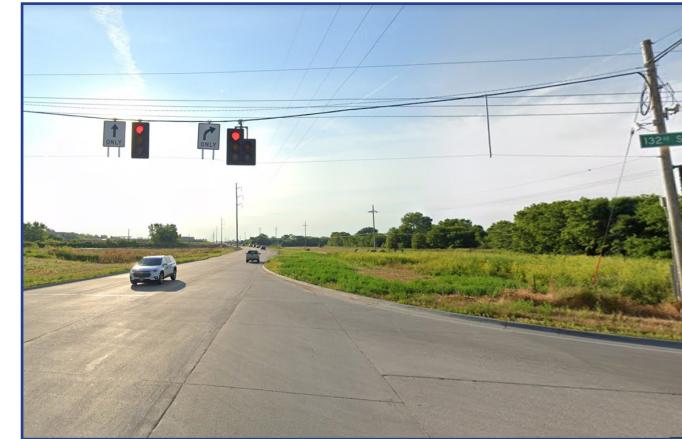
E I-80 & Giles Rd



Harry Andersen Ave & W I-80



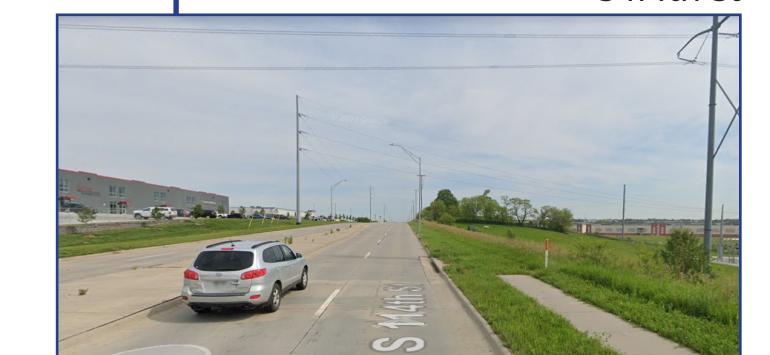
Giles Rd & 132nd St



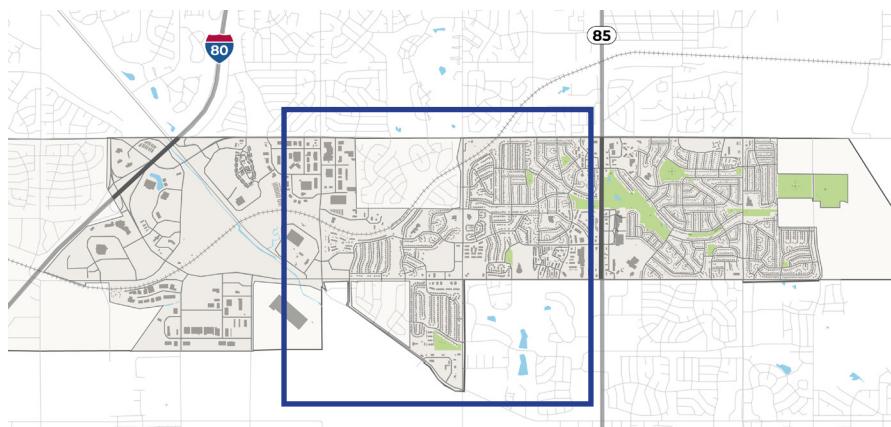
S 120th St



S 114th St



ENTRY/KEY POINTS MAP (2/3)



- E1** PRIMARY MONUMENT
- E2** SECONDARY MONUMENT
- E3** TERTIARY MONUMENT

S 108th St & Harrison St



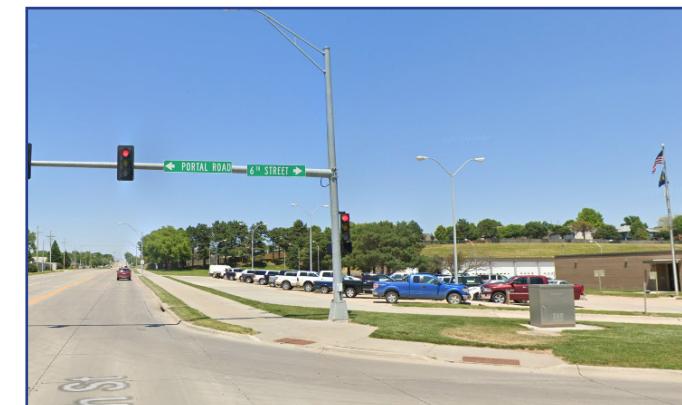
S 96th St & Harrison St



S 108th St & Giles Rd



S 96th St & Portal Rd



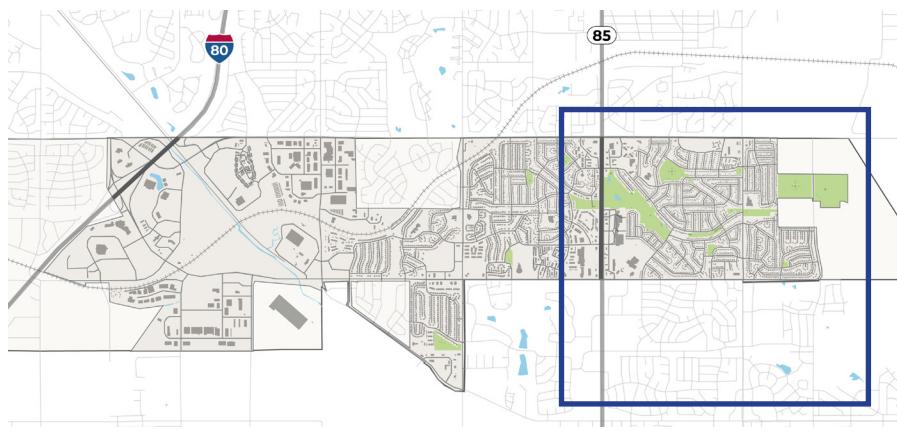
S 96th St & Giles Rd



S 96th St & Centennial



ENTRY/KEY POINTS MAP (3/3)



- E1** PRIMARY MONUMENT
- E2** SECONDARY MONUMENT
- E3** TERTIARY MONUMENT

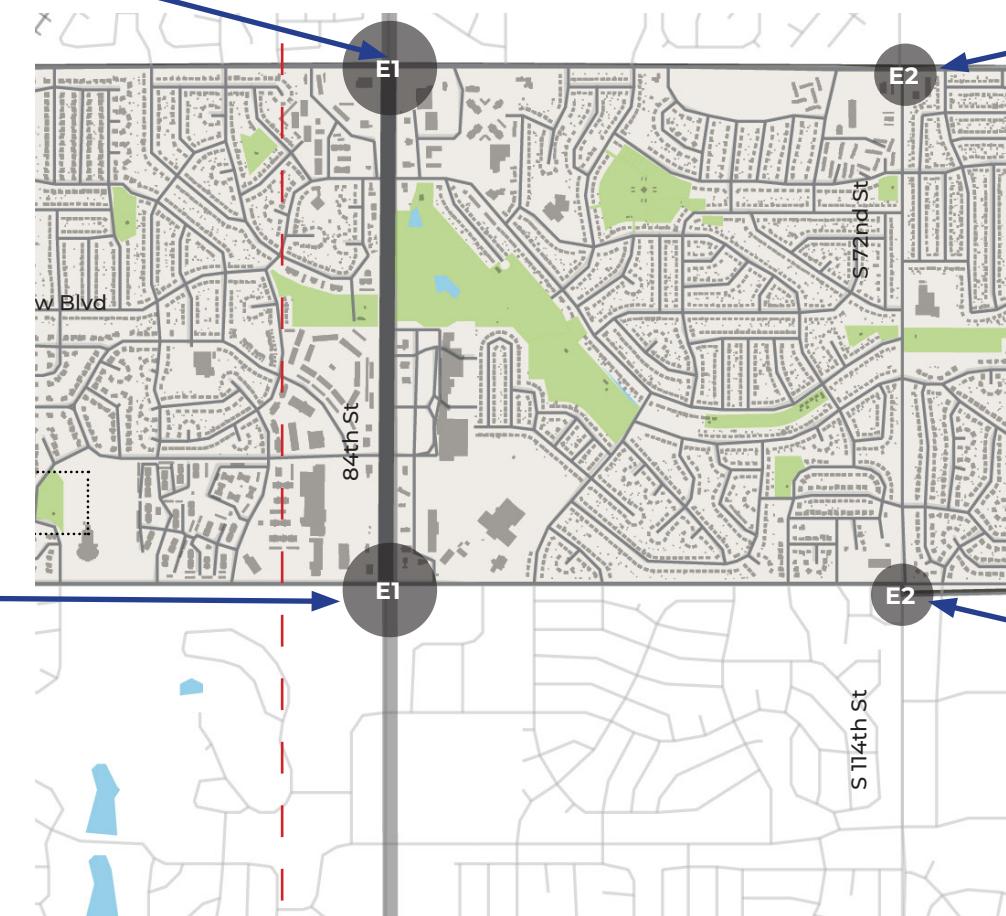
S 84th St & Harrison St



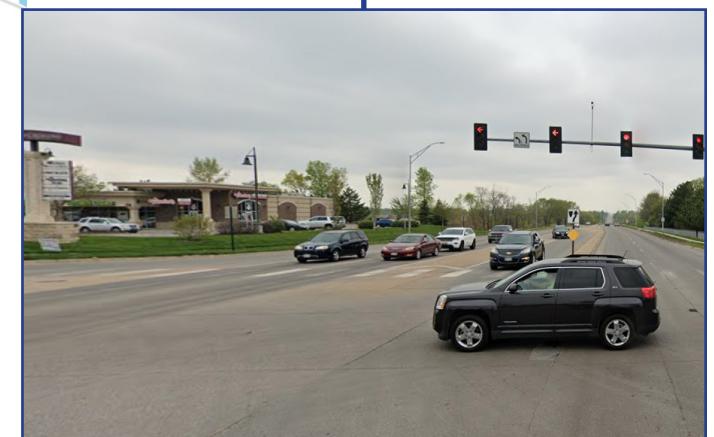
S 72th St & Harrison St



S 84th St & Giles Rd

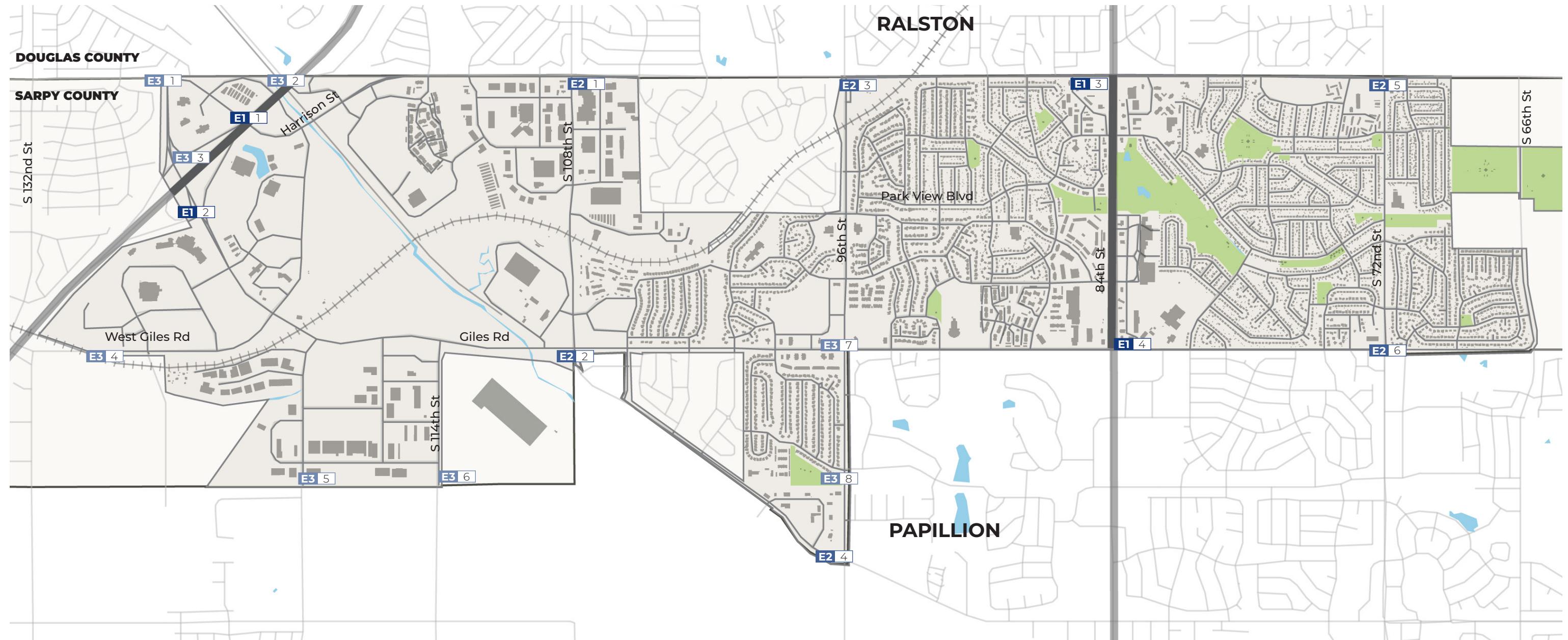


S 72nd St & Giles Rd



PRELIMINARY LOCATION PLANS

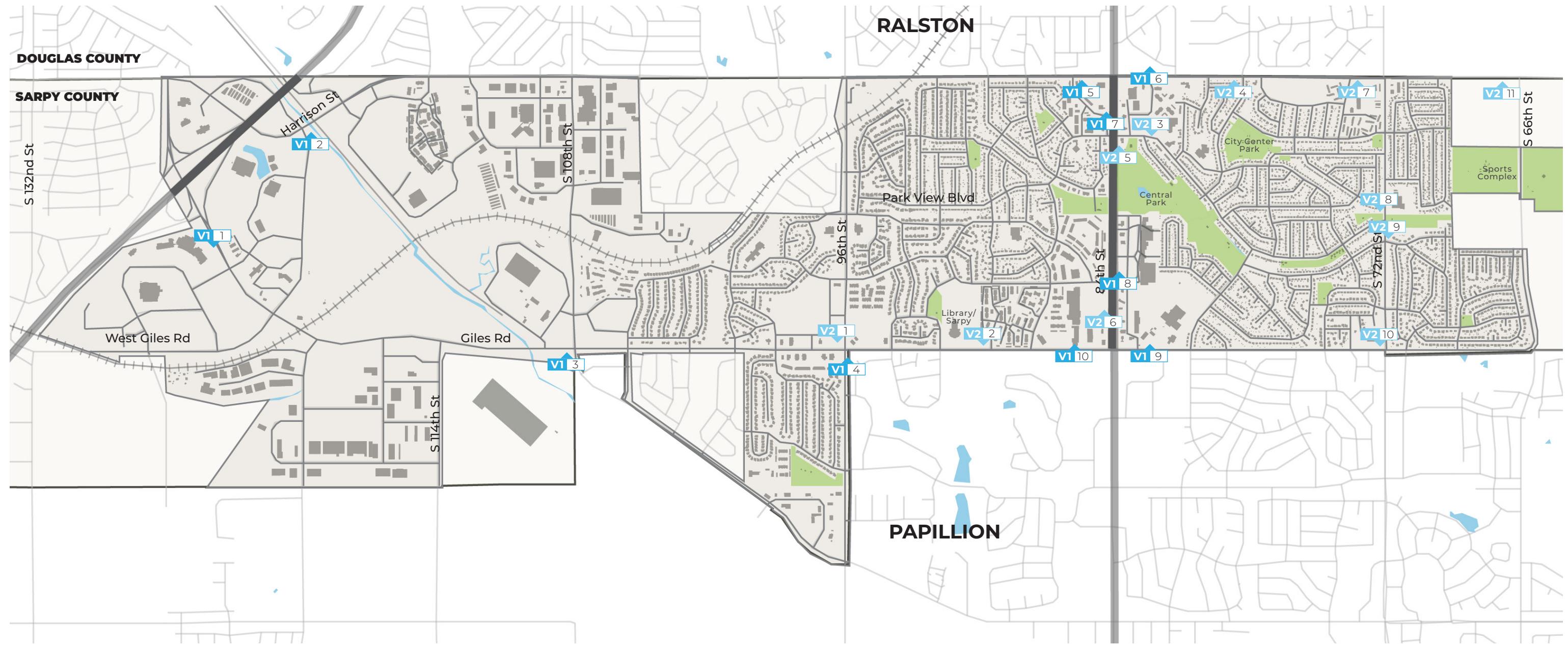
ENTRY SIGNAGE



- E1** PRIMARY MONUMENT QTY 4
- E2** SECONDARY MONUMENT QTY 6
- E3** TERTIARY MONUMENT QTY 8



VEHICULAR DIRECTIONAL



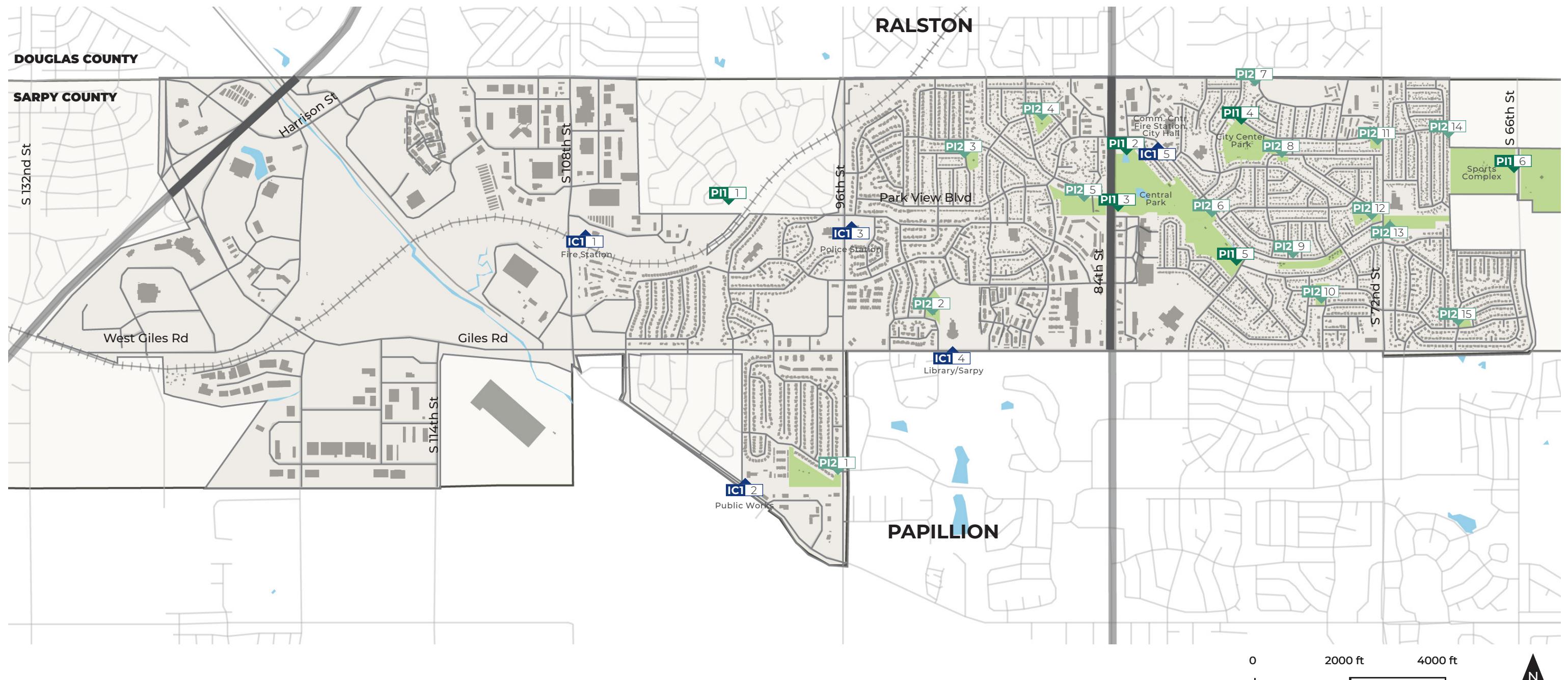
V1 PRIMARY ENTRY
QTY 10

V2 SECONDARY ENTRY
QTY 11

0 2000 ft 4000 ft



IDENTIFICATION SIGNAGE

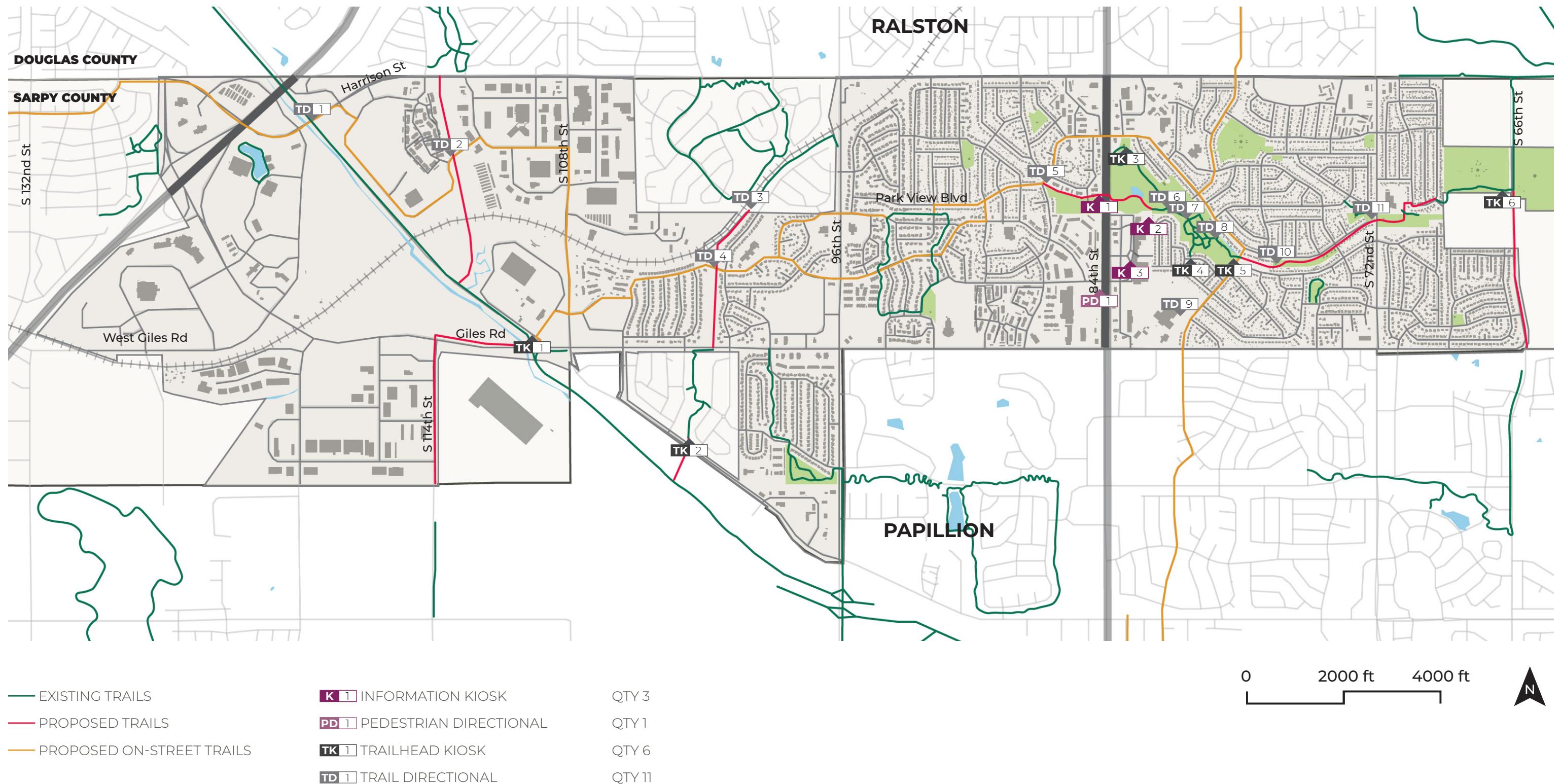


IC1 1 CITY IDENTIFICATION QTY 5

PI1 1 PARK IDENTIFICATION PRIMARY QTY 6

PI2 1 PARK IDENTIFICATION SECONDARY QTY 15

PEDESTRIAN SIGNAGE



CRITERIA FOR INCLUSION

The Wayfinding System Program includes a variety of destinations. The following Criteria Ranking System provides guidelines in determining which type of destinations qualify to appear in wayfinding messaging. This list may include destinations not currently found in La Vista. If the City decides to direct visitors to these locations in the future, these Criteria will apply.

COMMUNITY DESTINATIONS

Business Districts: An area within the City which is officially designated as a business district by government officials.

Courthouses/Government Buildings: A public building, structure, or complex used by a federal, county, state or municipal government for the purposes of convening official legal activities and that is open to the public.

Shopping Centers – Neighborhood: A group of 15 or more shops, retail stores, or restaurants usually concentrated within a neighborhood, often at a corner, that functions as the node or nucleus of the neighborhood(s) surrounding its location.

Shopping Districts: A group of 30 or more shops, retail stores, or restaurants usually grouped along a street or within a neighborhood typically spanning two or more contiguous blocks.

CULTURAL/INSTITUTIONAL

Sports Facilities: Includes stadia, auditoriums and civic or convention centers.

Colleges or Universities: An educational institution that is nationally accredited, grants degrees at the Associates, Bachelor, Professional, Masters, and/or Doctoral levels, and that has a physical campus of at least 5 acres. (Campus signage is the responsibility of the destination.)

Hospitals: An institution providing health, medical or surgical care to persons, primary inpatients. The facility must have 24-hour emergency care with a doctor on duty at all times. (Campus signage is the responsibility of the destination.)

Institutions: A center operated by a Municipal, County, State, or Federal government unit that is open to the public.

Libraries: A public library operated either by the City or by a non-profit organization. Private media outlets (e.g. book stores, Best Buy, etc.) do not qualify under this definition.

Museums: A facility in which works of artistic, historical, or scientific value are cared for and exhibited to the general public. (Campus signage is the responsibility of the destination.)

Theatres, Performing Arts, and Concert Halls: Any not-for-profit facility used for the public's enjoyment of the performing arts that has a minimum occupancy capacity of 200 people and associated parking.

CRITERIA FOR INCLUSION

HISTORICAL/ ARCHITECTURAL

Historic Sites: A structure or place of historical, archaeological or architectural significance listed on or eligible for listing on the National Register of Historic Places maintained by the U.S. Department of Interior or otherwise designated by the City. The site must be accessible to the general public and provide a place where visitors can obtain information about the historic site. Historic Sites may include the following types, provided they meet the above criteria: houses, commercial buildings, farms, farmsteads and barns, religious sites, places of worship, cemeteries and monuments, bridges, railroad stations.

Historic Districts: A district or zone listed on or eligible for listing on the National Register of Historic Places maintained by the U.S. Department of Interior or otherwise designated by the State or the City. Historic districts may provide the general public with a single, central location such as a self-service kiosk or welcome center, where visitors can obtain information concerning the historic district.

Historic Districts may include, but not be limited to, the following: historic residential streets, shopping streets and districts, courthouses and public buildings, landmarks, buildings of architectural, design, or artistic merit.

RECREATIONAL

Hiking and Biking Trails/Routes: Areas designated for recreational hiking, biking, walking, etc. which are publicly accessible, and owned and maintained by either the Local, County, State or non-profit organizations. Signs will only be installed at locations that direct the motorist to an established trailhead with parking facilities.

Parks: An area so designated and under the jurisdiction of the City, County or State government with facilities open to the general public and with enough amenities that its appeal is broader than a particular neighborhood or singular district.

Sports Facilities: Regional (multi-jurisdictional) facilities such as minor league and little league baseball fields, youth athletic fields, BMX courses, skateboard parks, etc. Recreational fields associated with K-12 schools are not considered a part of this system.

VISITOR SERVICES

Visitor Information Center: A facility where the primary purpose of its operation is to provide information and tourist supportive services. Adequate parking must be provided to support such a center.

TRANSPORTATION

Parking Lots, Garages & Decks: A parking facility for public parking. These include City-owned lots. Fees may or may not be charged for parking.

Transit Stations: A transit station serving at least one daily running line with a dedicated lot for public parking.

MATERIALS, SUSTAINABILITY, AND MANAGEMENT

After approval of a sign design, the City of La Vista will confirm sign routes, final sign locations, and an ongoing maintenance and management plan. With the approval of these standards, the City can proceed with full installation of signs.

MATERIALS SELECTION

Each product will have a lifespan, benefits, and maintenance needs and should be looked at in relation to its surroundings. Design, weather, wear from traffic, available equipment, and staffing will inform the final selections.

Design development is the phase where these elements begin to be defined in detail. Selections are further refined in design intent. In the bid process, the design team will work with fabricators to ensure any alternatives are suitable. And, in the construction observation phase, the design team should ensure signs are executed as designed.

SUSTAINABILITY

Wayfinding can impact the natural and built environment positively. By highlighting alternative transportation methods and making them more accessible and user-friendly, wayfinding has the ability to promote multi-modal transportation for pedestrians and bicyclists.

A wayfinding system can also be designed to be more sustainable and environmentally friendly through the material, technologies, and construction methods used to adopt it. Recycled material, renewable energies, and local production are just some of the many ideas that ensure a more sustainable wayfinding system.

Materials that are durable and long-lasting extend the lifecycle and add to the sustainability of the signage program.

MANAGEMENT

It is recommended that La Vista establish a committee to oversee the funding, maintenance and phasing, implementation of the wayfinding program. A project manager should also be assigned the responsibility of the day to day management of the system.

MAINTENANCE

MAINTENANCE

Average annual maintenance budget is 10% - 15% of the total project construction cost. Generally 10% - 15% of the total phasing cost should be established for annual maintenance of the system.

Initial "attic stock" of parts should be included in the base bid of each phase of the project.

By purchasing materials and parts in a large quantity the City will reduce its overall costs. Attic stock can include poles (painted), sign panels (painted/no lettering), brackets finished and painted, and other parts.

SIGN LIFESPAN	0-5 years	5-10 years	10-15+ years
Design	<p>Design: Evaluate effectiveness across the entire system.</p> <p>Planning: In-house or fabricator maintenance based on circulation/destination updates.</p>	<p>Design: Evaluate effectiveness across the entire system.</p> <p>Planning: Review city-wide developments and analyze major changes and necessary system adjustments. Estimated updates include 2-3 additional signs.</p>	If the system has not been analyzed since implementation, a major updating is likely to be needed. Outside consultants will be required to review and inventory the system, as well as make suggested changes based on new circulation, destinations, etc.
Vandalism	<p>Annual cleaning/repair. Stickers and graffiti are most common.</p> <p>Cleaning solvents and Goo-Gone are typical products utilized.</p>	<p>Parts replacements and full sign replacement as needed.</p> <p>Cleaning solvents and Goo-Gone are typical products utilized.</p>	<p>Parts replacements / full sign replacement as needed.</p> <p>Cleaning solvents and Goo-Gone are typical products utilized.</p>
Cleaning Schedule	Annual Cleaning	Annual Cleaning	Annual Cleaning
Management/ Administration	<p>Weekly coordination transitions to quarterly coordination between City and fabricator during year 1 and 2.</p> <p>Day-to-day monitoring of the system, based on the City's observations, safety issues and citizen reports.</p>	<p>Annual coordination between City and fabricator. Day-to-day monitoring of the system, based on the City's observations, safety issues and citizen reports.</p>	<p>Annual coordination between City and fabricator. Day-to-day monitoring of the system, based on the City's observations, safety issues and citizen reports.</p>

NEXT STEPS

PROCESS

PROCESS: HOW WE GOT HERE

THE WAYFINDING FRAMEWORK PLAN HAS FOLLOWED A PROCESS WHICH WAS DIVIDED INTO THREE PHASES:



NEXT STEPS: RECOMMENDATIONS BEYOND THE FRAMEWORK PLAN

THIS DOCUMENT IS THE FRAMEWORK PLAN, A CONCEPTUAL-LEVEL STUDY TO ESTABLISH THE STRATEGY AND AESTHETIC DIRECTION FOR LA VISTA'S CITY SIGNAGE SYSTEM.



NEXT STEPS: RECOMMENDATIONS BEYOND THE FRAMEWORK PLAN

SCHEMATIC DESIGN (SD)

When the time comes to begin executing a new sign, the project team will start here. Much of the Wayfinding Framework will directly lead into Schematic Design. In some cases (such as a monument sign), designs may move from the Framework directly into Design Development. New sign types or those which are content-rich (such as a trail map or directional sign) may need to go through a full schematic process.

This phase typically demonstrates general material, structural, and graphic characteristics of the signage system in elevation view.

DESIGN DEVELOPMENT (DD)

Refining the chosen designs and going into greater detail of all aspects of the structural and graphic components of the signage program. Details considered in this task may include:

- Graphic & hardware design
- Sign & messaging sizing
- Illumination requirements
- Specifications for materials, fabrication, or installation
- Material/color/finish samples
- Preliminary sign locations & messages
- Budgetary cost estimates
- Confirmation signage complies with local, state, and federal codes and regulations, and ADA guidelines

DESIGN INTENT (DI)

Developing a document that will include all the necessary information to obtain accurate bids for the fabrication and installation of the signage.

Update the sign location plan and message schedule per feedback.

Create a phasing and implementation plan and identify management roles and resources needed to maintain the signage program over time.

BID ASSISTANCE (BA)

Advising the City in their search for suitable fabricators. Activities or services in this phase may include:

- Pre-qualify contractors/vendors
- Creating bid documents
- Conduct a pre-bid meeting
- RFI responses
- Assist with bid review
- Assist with contract award recommendations

CONSTRUCTION OBSERVATION (CO)

Observing, reviewing and advising the chosen fabricator's progress for technical conformance and fidelity in executing the signage programs' design intent. Activities or services in this phase may include:

- Reviewing shop drawings, samples, and/or prototypes
- Shop visits
- Verification of sign locations
- Site visits
- RFI responses
- Punch list inspections



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