

# Request for Council Action

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| Originator<br>Planning           | Item<br><b>South Loop Pedestrian Wayfinding Project</b> |
| Agenda Section<br>Organizational | Date<br>3/14/2016                                       |

Description

## GENERAL INFORMATION

Applicant: City of Bloomington

Request: South Loop Pedestrian Wayfinding Project

## DEADLINE FOR AGENCY ACTION

The applicant has waived the agency action deadline for this application.

## BACKGROUND

The City of Bloomington hired Signia Design to design a system of wayfinding signs based on the preliminary pedestrian wayfinding concepts outlined in the *2013 South Loop Streetscape Master Plan*. A map of the wayfinding and branding system proposed in the *2013 Streetscape Plan* is enclosed. Note that only three of the sign types shown on the map are included in this proposal as described below.

The overall goals for the project include:

- Identify the specific destinations and amenities that should be included in the South Loop wayfinding system
- Identify and map locations of the proposed signs
- Develop a set of design guidelines that identify:
  1. Standard sign designs (materials, colors, size, etc.) for the following sign types:
    - Primary Pedestrian Information Kiosk
    - Pedestrian Directional
    - Secondary Pedestrian Directional
  2. A set of policies to guide implementing the wayfinding system

At this meeting staff, in conjunction with Signia Design, will present:

- Three preliminary sign design concepts
- Preliminary sign locations

Staff is seeking City Council direction and input regarding:

- Which signage design concept should be moved forward to detailed design. Only one concept can be advanced.
- Feedback regarding preliminary sign locations

Review of the final sign designs, including materials, colors, and sizes will occur at a future study session.

## **STAFF CONTACT**

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Requested Action

Provide input and direction on the preferred sign design concept and sign locations.

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Attachments:

2013 Streetscape Master Plan Proposed Wayfinding  
Intro Presentation  
Signia Presentation