Downtown Grand Rapids Inc.

Wayfinding (Re)Design

February 2021
WHAT YOU WILL SEE

ENGAGEMENT 3
DESIGN GOALS 5
SELECTED SIGN FAMILY DESIGN 6
FULL SIGN FAMILY 14
NEXT STEPS 15
ENGAGEMENT: Wayfinding Committee

**Steering Committee**

Janet Korn – Experience GR
Eddie Tadlock – AHC/CAA
Scott Whisler – GVSU
Jim Vandokkumburg – GRCC
Shaun Biel – Spectrum Health/Monroe North TIFA
John Morrison – West Michigan Trails & Greenways Coalition
Rick Baker – Chamber of Commerce
Caleb Hollier – Gill Industries/Monroe North Biz Assoc.
Kayla Benda – Oh Hello Co.
Alysha Lach White – Heartside Business Owner
Daniel Drent – Downtown Resident/DNN
Myric Harris – Downtown Resident/DNN

**Staff Support**

Melvin Eledge Jr. – DGRI: Operations Manager
Mark Miller – DGRI: Director of Planning
Kristin Turkelson – City of GR: Planning
Kristin Bennett – City of GR: MobileGR
Rick DeVries – City of GR: Engineering
6.17.21: Wayfinding Committee Kickoff

8.12.21: Wayfinding Committee Content/Design Discussion

9.01.21: Wayfinding Committee; Content/Design Discussion
9.03.21: Meeting w/ Ron Yobb; Grand Rapids Historical & Indigenous People’s Perspective

12.01.21: Wayfinding Committee; Strategy Document Review
12.15.21: Wayfinding Committee; Design Family Review

1.08.21: DGRI Board/Alliance Design Review #1
1.13.21: DGRI & GRCC Wayfinding Coordination
1.14.21: DGRI Board/Alliance Design Review #2

2.04.21: Final Design Presented to the Wayfinding Committee
2.10.21: Presentation to the DDA
2.10.21: First Presentation to Design Team
INTRODUCTION

DESIGN GOALS

The design team facilitated a collaborative work session with the G.R.A.N.D. steering committee to establish design goals for the Downtown Grand Rapids wayfinding program. The design goals are as follows:

- **Unify the Downtown brand** with a distinctive yet cohesive sign system, and accentuate the identity of surrounding neighborhoods and districts.
- **Welcome visitors** with a sense of arrival and excitement to explore Downtown.
- **Communicate as a multi-layered, interconnected system** that functions along key trail, transit, pedestrian, motorist, and parking touchpoints.
- **Guide motorists to visitor parking opportunities** to ease vehicular flow and encourage walking towards destinations.
- **Encourage a locally-focused Downtown and surrounding Downtown visit experience** by emphasizing local restaurants, businesses, and attractions.
- **Aid visitors in finding their destination** by orienting, directing, and providing additional information to help decide their preferred route.
- **Promote Downtown Grand Rapids history** by delivering information in an exciting way.
- **Use commonly understood terminology** for destinations and districts.
SELECED CONCEPT

RIVER

RLR has prepared a sign family design illustrating the theme of “river” as a place branding framework for representing the diverse and exciting experiences that Downtown Grand Rapids has to offer.

WHY RIVER?

ORIGIN STORY
REFLECTION OF HERITAGE
LONGEVITY
FORWARD-THINKING
ART-INSPIRED
SUSTAINABILITY
INCLUSIVITY
ARRIVAL

A.1 GATEWAY

WHERE?
At key interstate and state road entrypoints to the DDA boundary.

WHAT?
Downtown Grand Rapids identification
Landscaping
Lighting
Architectural elements
ARRIVAL

A.2 WELCOME SIGN

WHERE?
At key entrypoints along major roadways leading to the Downtown.

WHAT?
Downtown Grand Rapids identification
Post panel signage
B.1 LARGE VEHICULAR DIRECTIONAL

WHERE?
At key decision points within the Downtown

WHAT?
Downtown Grand Rapids identification
Direct to prioritized Downtown destinations
Meet MDOT criteria for number of messages per panel, character height, and contrast
8.1 LARGE VEHICULAR DIRECTIONAL
B.2 PEDESTRIAN KIOSK (LARGE & SMALL)

WHERE?
At key pedestrian decision points within the Downtown

WHAT?
Downtown Grand Rapids identification

Direct to prioritized Downtown destinations

Map graphics using “heads-up” orientation

Direct to transit stations and stops

Street name
8.2 PEDESTRIAN KIOSK
SIGN FAMILY
**FULL SIGN FAMILY**

A number of sign types are needed to identify and direct the visitor to their final destination. This section outlines potential sign types to pursue in the new sign system.

<table>
<thead>
<tr>
<th>ARRIVAL</th>
<th>DIRECTIONAL</th>
<th>PARKING</th>
</tr>
</thead>
<tbody>
<tr>
<td>Large-Scale Downtown Gateway</td>
<td>4-Line Vehicular Directional</td>
<td>Parking Garage ID (Flag-Mounted)</td>
</tr>
<tr>
<td>Secondary Downtown Gateway</td>
<td>3-Line Vehicular Directional</td>
<td>Parking Garage ID (Wall-Mounted)</td>
</tr>
<tr>
<td>Welcome Sign</td>
<td>Pedestrian Directional</td>
<td>Parking Lot ID (Ground-Mounted)</td>
</tr>
<tr>
<td>Neighborhood/District ID (Street Banners)</td>
<td>Secondary Pedestrian Directional</td>
<td>Parking Directional (Flag-Mounted)</td>
</tr>
<tr>
<td>Neighborhood/District ID (Post-Panel Signs)</td>
<td>Pedestrian Kiosk</td>
<td>Bicycle Parking ID</td>
</tr>
<tr>
<td>Street Name Signs</td>
<td></td>
<td>Electric Vehicle Parking ID</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TRANSIT</th>
<th>SKYWALK</th>
<th>TRAILS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bus Shelter Route &amp; Destination Maps</td>
<td>Skywalk Access ID (Wall-Mounted)</td>
<td>Grand River Corridor ID</td>
</tr>
<tr>
<td>Bus Stop Sign Route &amp; Destination Maps</td>
<td>Overhead Directional (Double-Sided)</td>
<td>Trail Head ID</td>
</tr>
<tr>
<td></td>
<td>Overhead Directional (One-Sided)</td>
<td>Trail Directional</td>
</tr>
<tr>
<td></td>
<td>Directional (Wall-Mounted)</td>
<td>Regulatory Signs</td>
</tr>
<tr>
<td></td>
<td>Directional (Flag-Mounted)</td>
<td>Informational Kiosk</td>
</tr>
<tr>
<td></td>
<td>Skywalk Directional Wall Graphics</td>
<td>Interpretive Signs</td>
</tr>
<tr>
<td></td>
<td>Informational Kiosk</td>
<td>Etiquette Signs</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Mile Markers</td>
</tr>
</tbody>
</table>
**NEXT STEPS**

<table>
<thead>
<tr>
<th>DATE</th>
<th>TASK</th>
</tr>
</thead>
<tbody>
<tr>
<td>FEB. 10</td>
<td>RLR to present selected sign family expression to the DDA/City Design Team</td>
</tr>
<tr>
<td>MAR. 15</td>
<td>50% Design Documents</td>
</tr>
<tr>
<td>APR. 1</td>
<td>100% Design Documents</td>
</tr>
<tr>
<td>APR. 15</td>
<td>50% Construction Drawings</td>
</tr>
<tr>
<td>APR. 26</td>
<td>100% Design Documents &amp; Prioritization Schedule</td>
</tr>
</tbody>
</table>