



DOWNTOWN
GRAND RAPIDS INC.

Downtown Grand Rapids Inc.

Wayfinding (Re)Design

February 2021



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Partners

progressive | ae

Disability Advocates
of Kent County (DAKC)

WHAT YOU WILL SEE

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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 |

ENGAGEMENT

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

Guide motorists to visitor parking opportunities to ease vehicular flow and encourage walking towards destinations

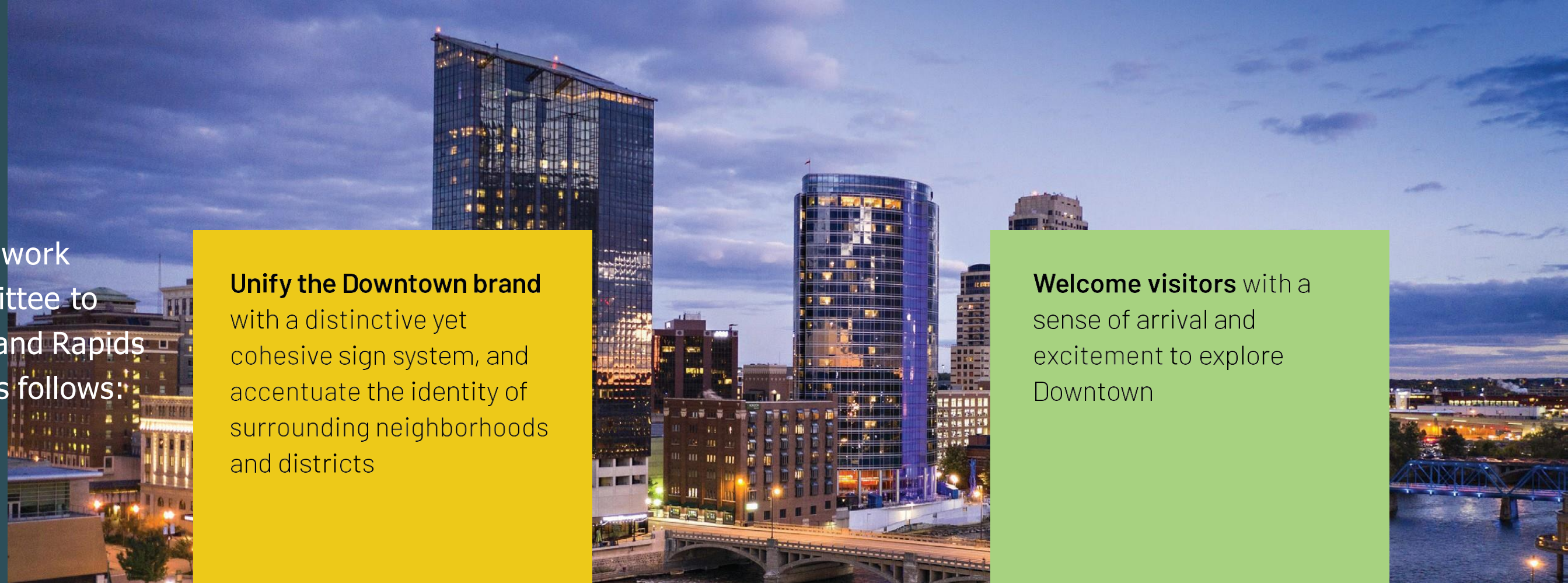
Encourage a locally-focused Downtown and surrounding Downtown visit experience by emphasizing local restaurants, businesses, and attractions

Communicate as a multi-layered, interconnected system that functions along key trail, transit, pedestrian, motorist, and parking touchpoints

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



SELECTED 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



A ARRIVAL

A1 GATEWAY

WHERE?

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

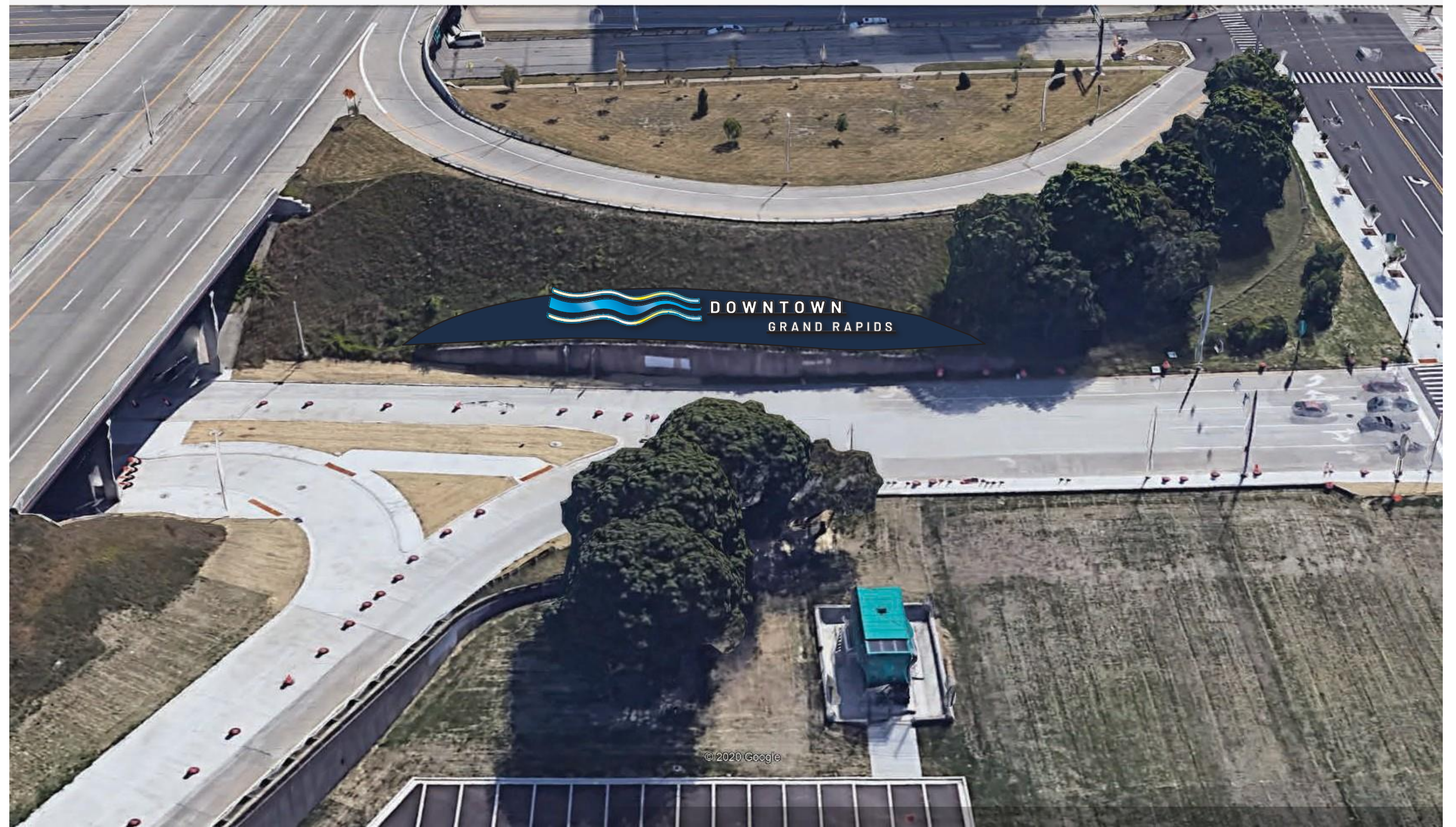
WHAT?

Downtown Grand Rapids
identification

Landscaping

Lighting

Architectural elements



A ARRIVAL

A.2 WELCOME SIGN

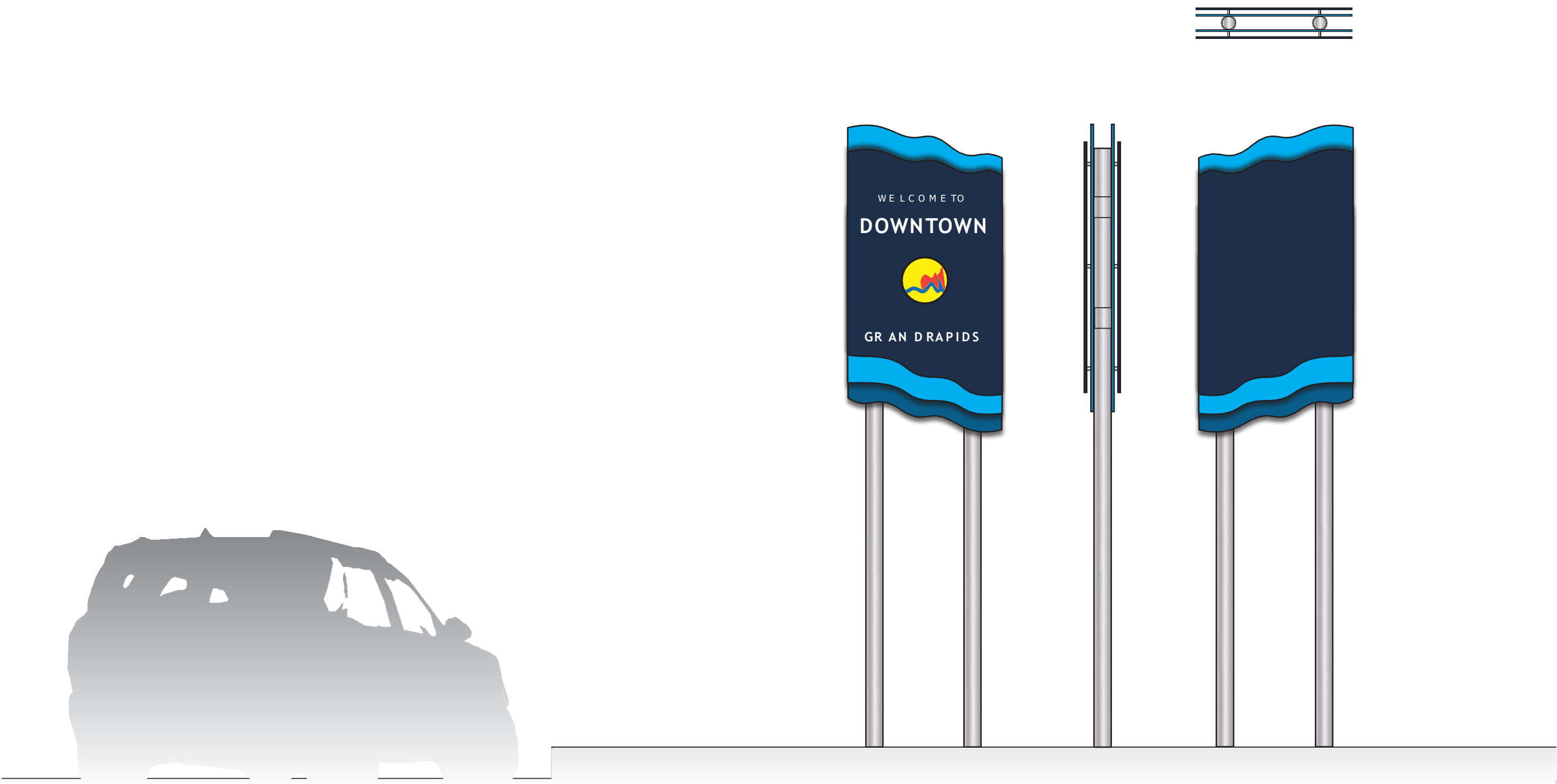
WHERE?

At key entrypoints along major roadways leading to the Downtown.

WHAT?

Downtown Grand Rapids identification

Post panel signage



B DIRECTIONAL

B.1 LARGE VEHICULAR DIRECTIONAL

WHERE?

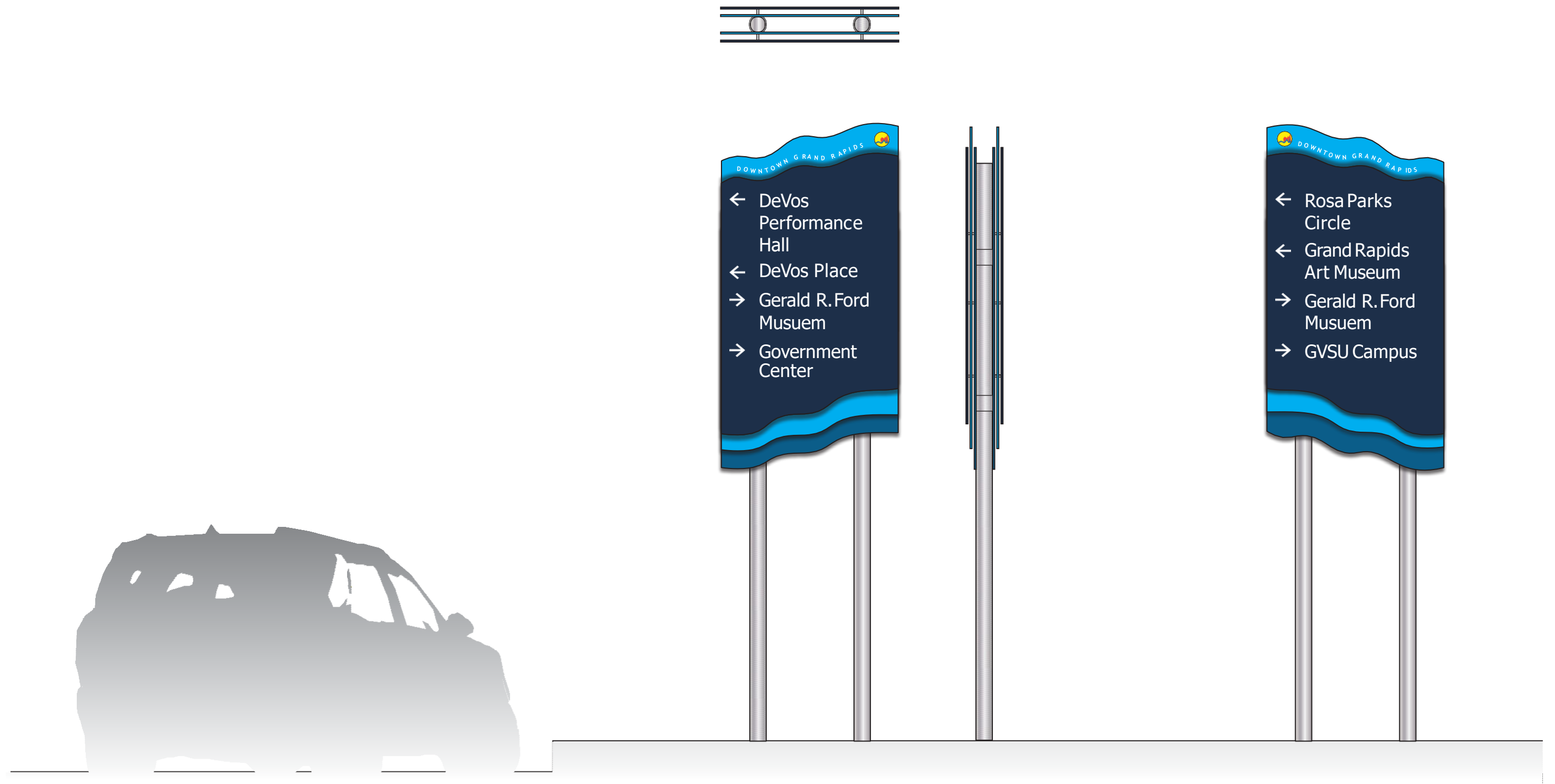
At key decision points within the
Downtown

WHAT?

Downtown Grand Rapids
identification

Direct to prioritized Downtown
destinations

Meet MDOT criteria for number of
messages per panel, character
height, and contrast



B.1 LARGE VEHICULAR DIRECTIONAL



B 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

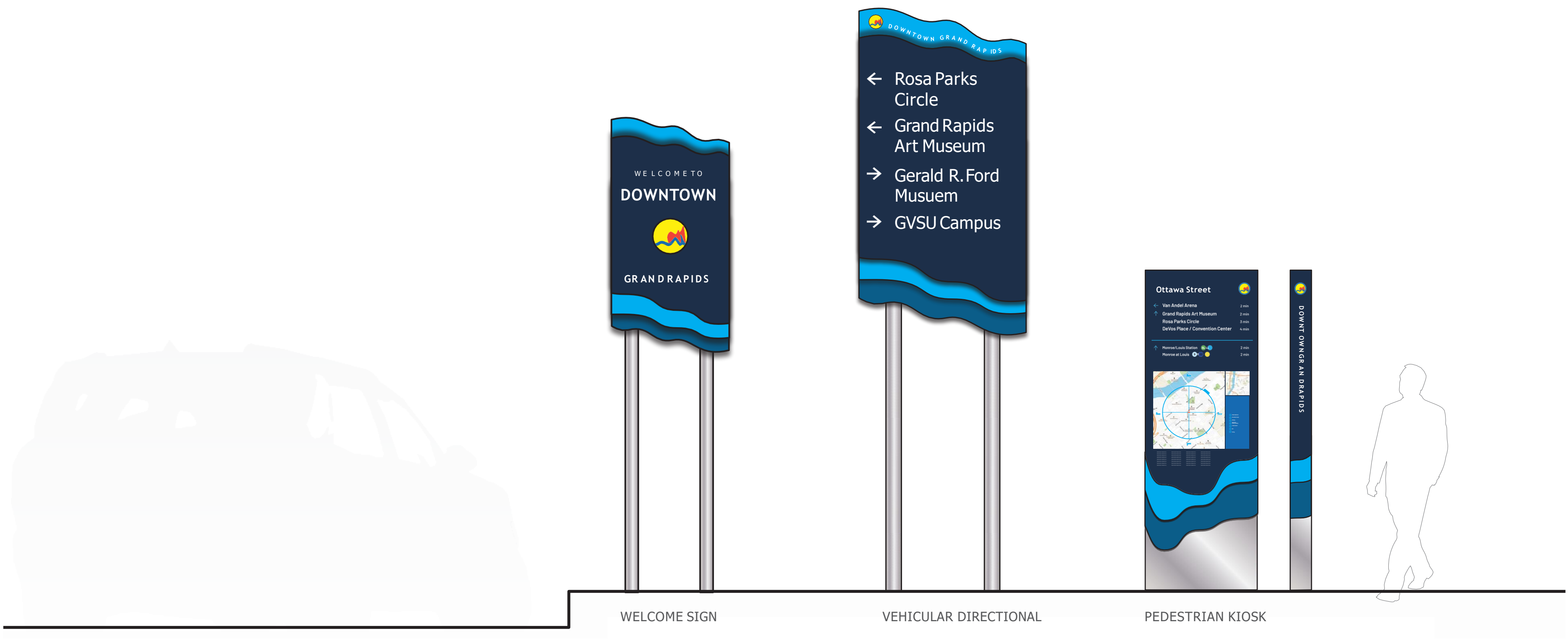
Street name



B.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.

ARRIVAL	A	DIRECTIONAL	B	PARKING	C
Large-Scale Downtown Gateway		4-Line Vehicular Directional		Parking Garage ID (Flag-Mounted)	
Secondary Downtown Gateway		3-Line Vehicular Directional		Parking Garage ID (Wall-Mounted)	
Welcome Sign		Pedestrian Directional		Parking Lot ID (Ground-Mounted)	
Neighborhood/District ID (Street Banners)		Secondary Pedestrian Directional		Parking Directional (Flag-Mounted)	
Neighborhood/District ID (Post-Panel Signs)		Pedestrian Kiosk		Bicycle Parking ID	
Street Name Signs				Electric Vehicle Parking ID	
TRANSIT	D	SKYWALK	E	TRAILS	F
Bus Shelter Route & Destination Maps		Skywalk Access ID (Wall-Mounted)		Grand River Corridor ID	
Bus Stop Sign Route & Destination Maps		Overhead Directional (Double-Sided)		Trail Head ID	
		Overhead Directional (One-Sided)		Trail Directional	
		Directional (Wall-Mounted)		Regulatory Signs	
		Directional (Flag-Mounted)		Informational Kiosk	
		Skywalk Directional Wall Graphics		Interpretive Signs	
		Informational Kiosk		Etiquette Signs	
				Mile Markers	

NEXT STEPS

DATE	TASK
FEB. 10	RLR to present selected sign family expression to the DDA/City Design Team
MAR. 15	50% Design Documents
APR. 1	100% Design Documents
APR. 15	50% Construction Drawings
APR. 26	100% Design Documents & Prioritization Schedule