



Sacramento Central City Wayfinding Signage Project
Fact Sheet
10/03/02

OVERVIEW

The Central City Wayfinding Project (Project) is intended to help visitors to the Central City of Sacramento conveniently find their way to major destinations. The system will have three components: a vehicular sign system, a pedestrian sign system, and pedestrian map signs. In addition the system will provide a graphically attractive unifying element to the Central Business District streetscape. The Project is a joint effort of the City's Downtown Development Group and the Downtown Sacramento Partnership and has incorporated an advisory committee of major stakeholders and public review and comment.

OBJECTIVES

- Enhance the Central City image as an accessible, attractive and active destination through distinctive, helpful graphics.
- Provide information to assist visitors, employees and residents to access major Sacramento attractions, important buildings, event and performance venues, and the regional transportation system.
- Simplify traffic patterns by directing vehicles down the most desirable routes to and from Central City gateways while protecting residential neighborhoods.
- Remove visitor's anxieties and make their experiences more memorable.
- Increase the number of people who visit and use Sacramento's Central City and encourage them to return.
- Reflect the Central City's geography and culture.

CONCEPTS

- Hire a highly qualified graphic design team experienced in developing wayfinding systems to assist with the project.
- Work with major stakeholders to ensure a system that is broadly supported.
- Five Super Destinations shall have priority on the vehicular signs: Downtown, Old Sacramento, State Capitol, Convention Center and Midtown.
- Utilize the pedestrian system to complement the vehicular system, minimizing duplication while maximizing the number of destinations that directional information is provided for.

Building on Our History – Creating the Place to Be.

- K Street Mall shall be utilized as a pedestrian collector and distribution spine for the rest of the Central Business District.
- Sign designs will utilize bright distinctive colors, a unifying icon and a traditional style graphic form befitting Sacramento's heritage and role as a capital city.
- Utilize a system that identifies three separate zones by different color schemes: Midtown, Downtown and Old Sacramento/Waterfront.
- On pedestrian signage identify the cross streets where the person is located at the bottom of the sign. On vehicular signs identify which zone the driver is in at the bottom of each sign.
- Place map signs at major activity centers and parking garages (Convention Center, Downtown Plaza, etc.)
- Utilize existing poles wherever possible to limit costs.
- Design a system that is easily expandable and updatable by documenting design and destination selection guidelines.
- State of California (Capital Area) and City of Sacramento could develop and fund expansions of the program to additional areas in the future.

PROJECT STATUS

- Public and advisory committee process on project area, sign functions, sign designs, destinations to be signed, and major routes has been completed (Phase I).
- City Council has selected a sign design, after considering input, with a symmetrical, traditional style form and contemporary highly visible colors. (see attachment)
- Draft vehicular and pedestrian sign location and message plans have been completed, reviewed by the project team and advisory committee, and are undergoing revision now.
- A cross referencing of the revised sign location and message plans and the existing pole database has begun to determine existing pole availability; a great determinant of project cost.

FUTURE PROCESS

- Coordinate with City Traffic Engineering and Right-of-Way Management, CalTrans, DGS and destination stakeholders.
- Conduct Phase II public and advisory committee outreach
- Recommend system to City Council and seek authorization to bid the project
- Pre-qualify and hire contractor for fabrication and installation
- Complete installation (Target: Spring, 2003)

ATTACHMENTS:

- Council Selected Design
- Destinations