Signage and Wayfinding

alta PLANNING + DESIGN

Wayfinding systems are a key component of creating a navigable environment that encourages walking and biking while also enhancing local community identities and economic investment.

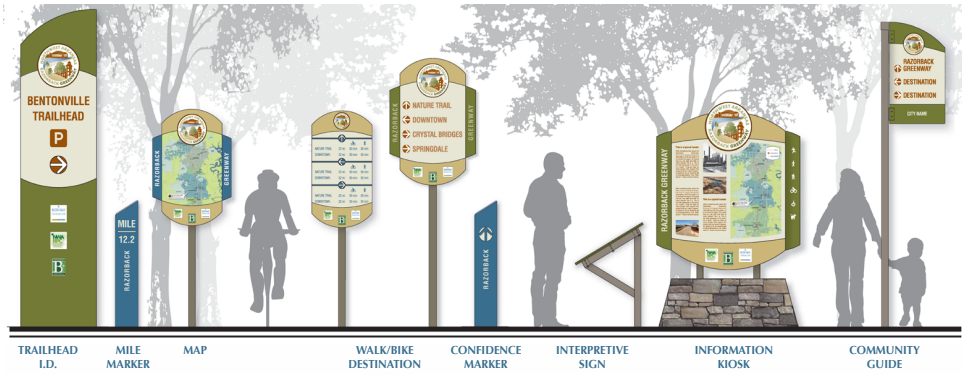
Walking and bicycling are the most basic forms of transportation. A comfortable walking and bicycling environment requires not only sidewalks, bike lanes, and safe roadway crossings, but also an easily navigable network. The ability to navigate is informed by landmarks, natural features, and other visual cues. Alta creates signage systems that respect the natural and built environments, provide meaningful and attractive wayfinding tools, and reflect local community identities and values.

In the design and placement of signs, Alta draws upon relevant research from recent studies in the fields of human factors, engineering, and cognitive science. These fields study the interaction of humans with the built environment and the decision making required in wayfinding. These findings inform the design and content of our signs for maximum navigational effectiveness.

Alta also develops a geographic information system (GIS) database to assess and analyze the need and placement of signs. This database can then be used in the future to inventory and maintain the signs.

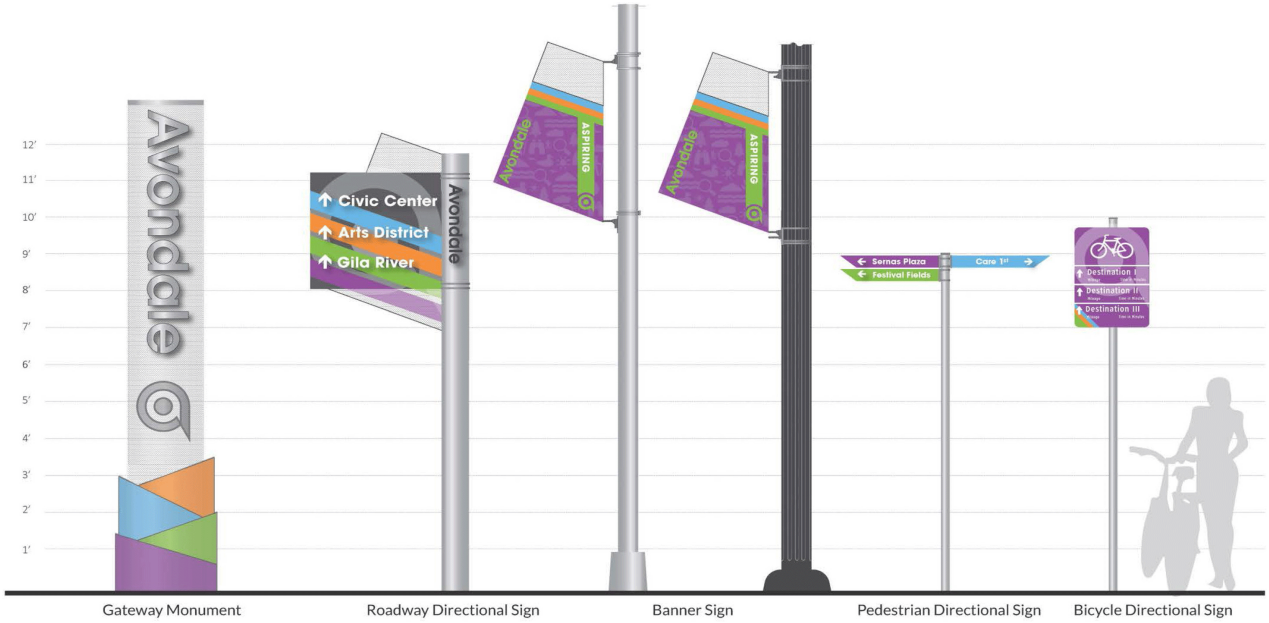
Most importantly, Alta works with local agencies, key stakeholders, and the public to develop comprehensive wayfinding signage systems that meet the needs of the community.

We developed and implemented a Pedestrian Wayfinding Plan for the City of Vancouver, Washington. The map-based pedestrian kiosks, directional signs, and sign blade waymarks were all color coded by district to encourage and improve pedestrian navigation and exploration in downtown Vancouver.



Alta developed a Wayfinding and Signage Master Plan for the Northwest Arkansas Razorback Greenway that includes standards for logos, color, typography, and details for installation and map creation. These elements create an identity that helps to navigate the regional system for recreation and transportation.

Signage and Wayfinding, *continued*



Our signage and wayfinding program for the City of Avondale will facilitate auto, bicycle, and pedestrian navigation while conveying the community's identity as a dynamic and forward-thinking community.

Alta led a trail feasibility and wayfinding plan for the five-mile "Park to Playa" corridor within Baldwin Hills, creating a seamless trail experience that connects urban residents with the natural coast.

Alta developed gateway identification signage and associated trail signage for the Village of Saranac Lake, New York, that reinforces the city as a regional destination for water- and outdoor-based recreation and related tourism activity.

As part of Alta's wayfinding signage program for the City of Rochester, New York, Alta led an installation to turn two priority streets into bicycle boulevards, complete with temporary signage.

Walking maps we developed for the City of El Monte, California's first walking route in Arceo Park, are part of the city's health and wellness initiative.