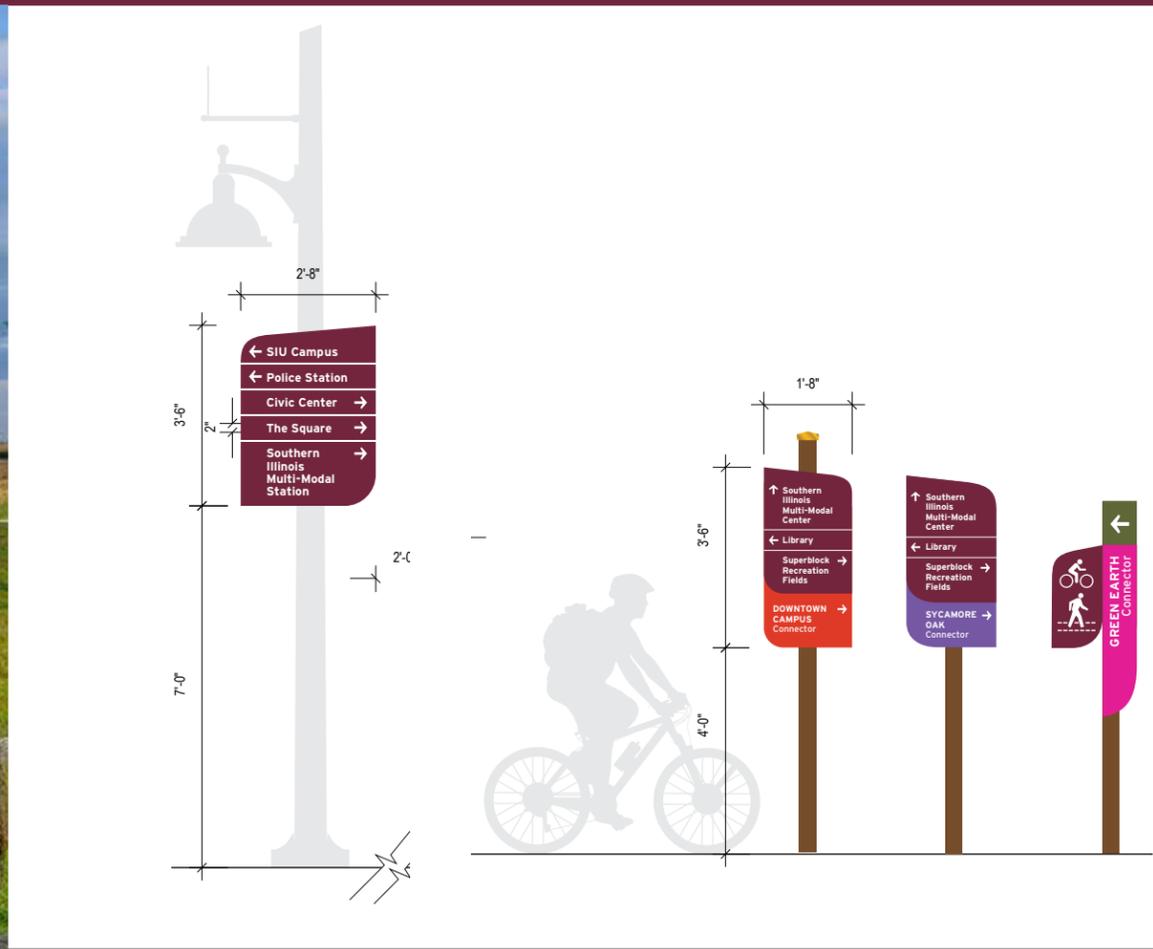
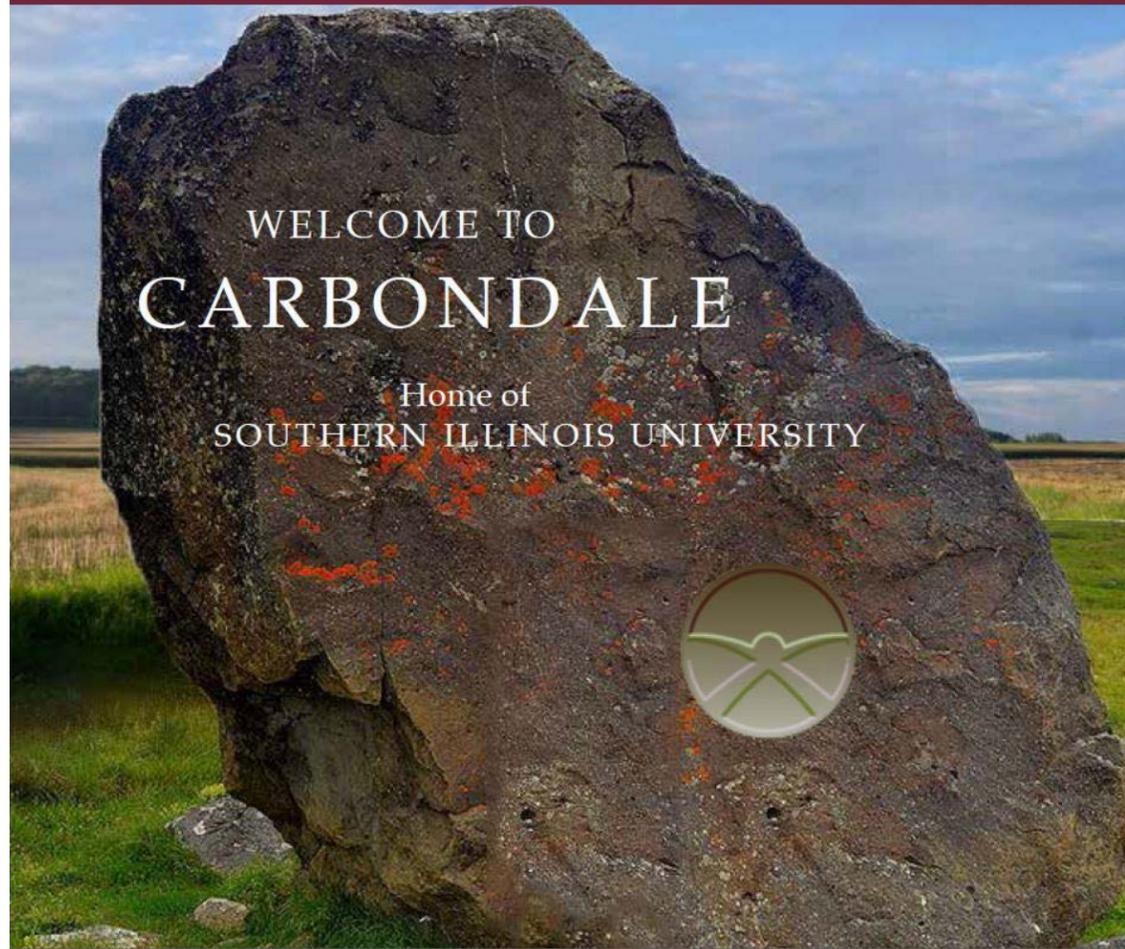


Carbondale Wayfinding Master Plan

JULY 2020



PLANNING TEAM



TEN8GROUP



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Master Plan Notes

1. It is important to note that this is a ***master plan***. The design of wayfinding elements for the master plan are conceptual and may change during final implementation and design. The intent of the master plan is to provide enough detail to provide consistency for future implementation.
2. Layout of wayfinding elements are approximate, at a level of detail appropriate for a master plan. This document recommends general sign locations based on certain decision points. This plan is a general guide. Specific sign locations must be determined in coordination with Illinois Department of Transportation (IDOT) and the City of Carbondale to ensure full adherence to IDOT and MUTCD (Manual on Uniform Traffic Control Devices) standards. Requirements for minimum offsets and clearances must meet current AASHTO, American with Disabilities Act (ADA), and IDOT standards. The location of wayfinding elements shall avoid conflicts with utilities, site distances, and existing signage.
3. Final design drawings / shop drawings of wayfinding elements shall be sealed by an engineer licensed in the state of Illinois. Final design drawings / shop drawings shall include all design and engineering of all structural, attachment, anchoring, and foundation features. Wayfinding elements shall withstand the required wind load per local, state or federal code. Breakaway posts shall be included where required.
4. Segments of bike-pedestrian corridors have existing gaps in existing bicycle and pedestrian facilities. Implementation of wayfinding elements should coincide with the implementation of bicycle and pedestrian improvements. Regulatory and safety signage will be required, as necessary, along bike-pedestrian corridors.
5. Message schedules shall be confirmed prior to implementation. The message schedule included as part of the master plan is only a guide. Destination names (or hierarchy/priority) may change prior to implementation. Message schedules shall be confirmed with appropriate stakeholders as phases of wayfinding are implemented.
6. Full-size mockups or representative samples of wayfinding elements for approval should be included as part of implementation phases.

Schedule and Overview

The schedule on this page shows the overall planning process. The second public open house scheduled in April 2020 was reformatted as a “virtual” open house because of social-distancing and COVID-19. The “virtual” open house included two live webinars that residents could attend live or watch recordings.

October - December, 2019

Discovery (Existing Conditions)

- Kickoff meeting.
- Inventory of existing signs and wayfinding elements.
- List of destinations.
- Review of existing plans and projects.
- Imagery.
- Review of IDOT and other applicable criteria for signs and wayfinding elements.
- Meeting with Carbondale stakeholders.
- Discovery Report.

■ Informational Open House #1

January - April, 2020

Preliminary Wayfinding Master Plan

- Conceptual design theme options for wayfinding elements.
- Estimated fabrication budgets.
- Meeting with Carbondale stakeholders.
- Review of recommendations.
- Draft Wayfinding Plan.
- Review of Plan by City, IDOT, and stakeholders.

■ Open House #2 (“Virtual” Open House via Webinars)

April - June, 2020

Final Wayfinding Master Plan

- Final schematic design of wayfinding elements.
- Finalize fabrication budgets.
- Meeting with Carbondale stakeholders.
- Priority and phasing recommendations.
- Final Wayfinding Plan.
- Review of Plan by City, IDOT, and stakeholders.

What is Wayfinding

Wayfinding refers to information systems that guide people through a physical environment and enhance their understanding and experience of the space. Wayfinding is particularly important in complex built environments such as urban centers, healthcare and educational campuses, and transportation facilities. As architectural environments become more complicated, people need visual cues such as maps, directions, and symbols to help guide them to their destinations. In these often high-stress environments, effective wayfinding systems contribute to a sense of well-being, safety, and security.

Why Wayfinding Signage is Still Important

With the rise of electronic wayfinding, there are starting to be some questions if traditional wayfinding signage is still needed. Why spend money on signs and graphics? However, there are still several good reasons for a community to invest in a wayfinding system.

1. Sense of Pride for Local Residents

A consistently branded wayfinding system shows residents that the community is making investments in its public realm. It gives residents a sense of pride in their community. However, wayfinding cannot be a standalone element. Wayfinding should complement other investments such as land use improvements, streetscape enhancements, and public infrastructure.

2. Confidence for Visitors

While visitors and tourists often will use electronic maps, a wayfinding system provides an additional layer of confidence. Just as importantly, a wayfinding system gives visitors confidence that they are welcome in the community.

3. Providing Information not Easily Replicated by Electronic Maps

A wayfinding system can provide information not easily replicated by electronic maps. Bicycling is a good example of this. Navigating via smartphone or smartwatch while on a bicycle is at best distracting. Wayfinding signage can direct bicyclists on key routes and provide helpful information such as when bicyclists and pedestrians share the same trail. Another example is downtown parking. Signage can help visitors to downtown locate public parking lots.



Investments in gateway elements and wayfinding instills community pride and provides confidence for visitors.

Existing City Plans

Comprehensive Plan

In 2010, the City of Carbondale adopted a Comprehensive Plan. Relevant goals and recommendations from the Comprehensive Plan that are relevant for the current Wayfinding Master Plan include:

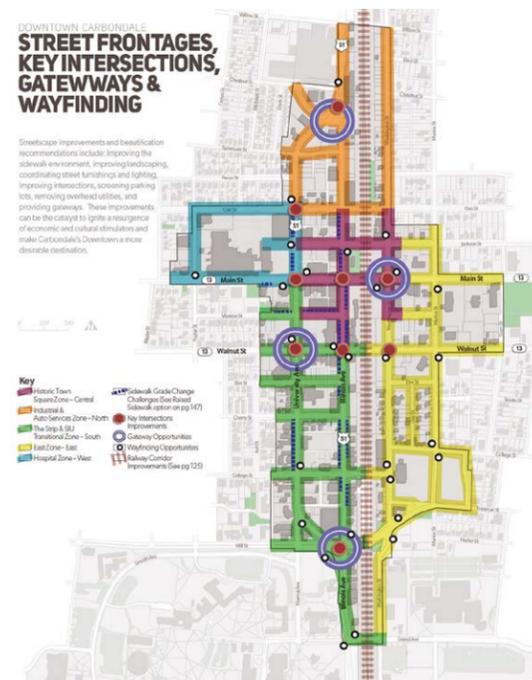
- Position Downtown as a unique local and regional destination. Specifically, “Design and install distinct monuments and gateway treatments at the primary entries to the Downtown district, along with unifying design elements like vegetated walls, decorative lighting, street and sidewalk patterns, and other unique design treatments.”
- Improve the pedestrian experience in Downtown with active storefront displays, informational and interactive kiosks,
- Brand Carbondale as the gateway to Shawnee National Forest (specifically “Shawnee Hills Wine Trail”)
- “Consider embellished gateway treatments with more significant monuments, landscaping, and lighting at the locations of greatest visibility, such as the community gateways along U.S. 51 and IL 13.”

Downtown Master Plan

In 2016, the City of Carbondale adopted a Downtown Master Plan. The Plan addressed a number of topics including transportation, land use, enhancements, and pedestrian/bicycle improvements.

Wayfinding recommendations included that “attractive gateways be installed at key locations to announce entry into Carbondale’s Downtown.” Recommended locations included: University Avenue and Illinois Avenue intersection (north), University Avenue and Illinois Avenue intersection (south), along Main Street east of Downtown, along Walnut Street west of Downtown, adjacent to SIU, Town Square, Amtrak Station, and railway corridor.

The plan recommended the downtown wayfinding program include: “high quality” wayfinding to direct motorists to and from Downtown; improve signage within Downtown to direct motorists to destinations and parking areas; place directional signage before intersections; signage to and from the Amtrak station; enhance the downtown experience with signs, maps, kiosks, and banners; and provide more information about Carbondale’s historical buildings, cultural features, community history, and memorials.



Bicycle Master Plan

In 2016, the City of Carbondale adopted its first Bicycle Master Plan. The Plan outlined a long-term guide for the development of future on-road and off-road bicycle facilities. The Plan also provided recommendations for bicycle policy, education, encouragement, and evaluation.

The Plan recommended that the City develop a bicycle network wayfinding plan that would supplement standard MUTCD signs with branded Carbondale signs. The style and information of the bicycle wayfinding system should complement downtown signage/wayfinding recommendations.

Since the plan was adopted in 2016, the City has made great progress in implementation, including a new downtown multi-use trail connection, miles of on-street bike lanes, and new bike fix-it stations.

The City has been recognized for its bicycling improvements with a Bronze level ‘Bicycle Friendly Community’ by the League of American Bicyclists. In 2017, the City was recognized by the Illinois Chapter of the American Planning Association with its ‘Sustainability Award’ for the Bicycle Master Plan.

Carbondale Graphic Standards

In 2017, the City of Carbondale adopted new graphic standards including a new City logo. The brand narrative for “All Ways Open” included:

Carbondale woos its community of diverse visitors, students and residents with an enviable blend of edge and ease. It's a cultural town, yet free of pretense, embracing the great outdoors as readily as urban sophistication. Here, you are enveloped by the rare mix of inspiration and acceptance, a life-altering elixir. A refreshing free thinker in a conservative region, this enclave invites you to express yourself openly, in all ways.

The brand narrative positions Carbondale as All Ways Welcoming, All Ways Thinking, All Ways Creative, All Ways Fun, and All Ways Accepting.

The new City logo has been incorporated in numerous applications from bike racks to parking signage.



CARBONDALE



Stakeholder Meeting: November 19

The Planning Team hosted a stakeholder meeting on November 19, 2019, at the Carbondale City Hall. Stakeholders in attendance included representatives from:

- Arbor District
- Carbondale Chamber
- Carbondale Tourism
- City of Carbondale
- Green Earth
- IDOT
- Memorial Hospital
- SIUC

The Planning Team facilitated a discussion and asked questions to help inform the planning process. Topics of discussion included: destinations, current wayfinding issues, opportunities, events, and what makes Carbondale unique.

Destinations

Some of the current destinations stakeholders mentioned included:

- Rec Center
- Superblock
- Touch of Nature
- Carbondale H.S.
- Future Amtrak (Multi-Modal Center)
- Confusion about Township and City Bldg
- Social Security Administration and Federal Bldg
- Memorial Hospital
- Dunn-Richmond Location
- Cedar Lake
- SIU
- Banterra's Center

Wayfinding Issues

The group discussed some of the current challenges with existing wayfinding in Carbondale, including:

Parking: Parking downtown was mentioned as often being a complaint downtown. Public parking versus private parking lots is often confusing for visitors.

Students: Often confusion, especially at the beginning of the semester.

New Downtown Trail: The new downtown trail is not being heavily used. There seems to be confusion about where it is.

What is Carbondale

The Planning Team asked what makes Carbondale “unique” or “what is Carbondale. Discussion included:

- Shawnee Forest
Carbondale is the “basecamp”
- Best Possible University Town
- Carbondale is a hub for:
Entertainment
Retail
University
Healthcare
Nature
- SIU (and Saluki)
- Outdoors



Community Open House No. 1: December 11, 2019

A community-wide informational open house was held on Wednesday, December 11, 2019, from 5:00 - 7:00pm at the Carbondale City Hall. The purpose of the open house was to provide residents an opportunity to review existing conditions and provide input on destinations, bicycle specific destinations, and what wayfinding should emphasize in Carbondale.

Opinions of attendees on what wayfinding should emphasize were fairly evenly split between the categories of public parking, parks and natural areas in the City, Shawnee National Forest, SIU, and Downtown. Additional specific comments included: bike shop district, community gardens, community resources (Women's Center, Recycling Center, Farmers' Market, Fuller Dome), defining "Downtown Streets", historic district, Giant City State Park, library, Marion Airport, museums, Southern Illinois Airport, the Square, the Strip, train depot/multi-modal center, walking/bike paths.

Attendee responses for destinations for local residents included:

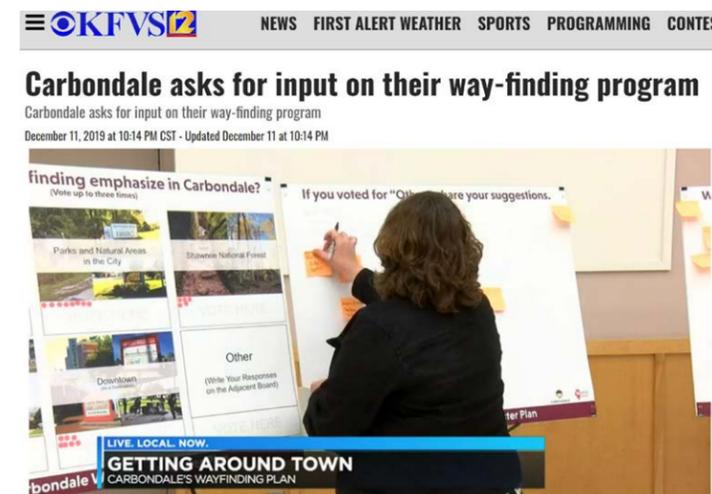
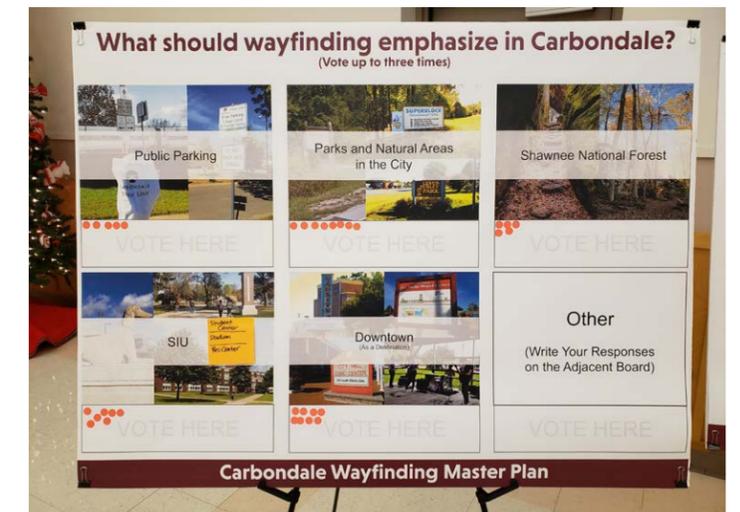
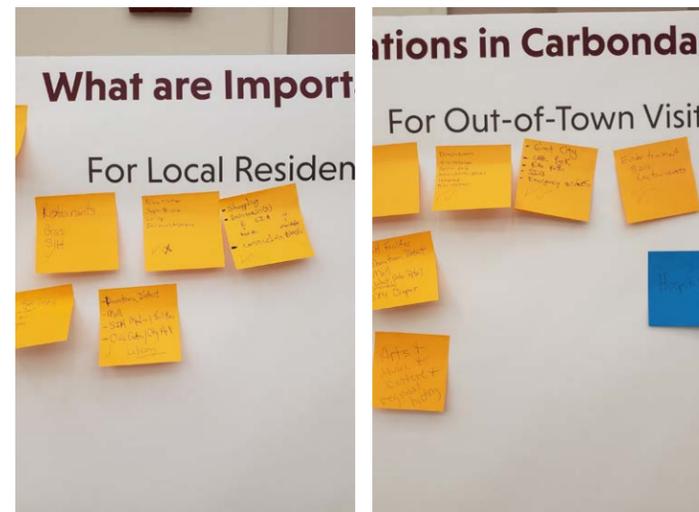
- Bike routes
- City services (water, electric, gas)
- Civic Center / City Hall
- Co-op
- Downtown (define) (++)
- Farmers' Market
- Library
- Mall
- Murdale commercial block
- Gas
- Restaurants
- Shopping
- SIH / Memorial Hospital (++)
- Superblock

(++) multiple responses

Attendee responses for destinations for out-of-town visitors included:

- Arts
- Bike routes (++)
- Downtown (++)
- Emergency services
- Entertainment, Bars, and Restaurants)
- Gas
- Giant City State Park
- Green Earth and City Parks (++)
- Mall
- Music and culture
- Regional history
- SIH / Memorial Hospital (++++)
- SIU (Arena, Campus, etc.) (+++)
- Splash park
- West side retail

(++) multiple responses



Right: KFSV Channel 12 News reported on the open house and aired a news story about the open house and the Wayfinding Master Plan.



Stakeholder Meeting: February 20

The planning team held a second meeting with stakeholders in Carbondale on February 20, 2020. The purpose of the meeting was to review the working progress of the wayfinding master plan. The meeting attendees reviewed the conceptual wayfinding elements. The three themes of wayfinding elements included:

- Explore
- Railroad
- Precision

Overall, feedback on the conceptual wayfinding elements was positive.

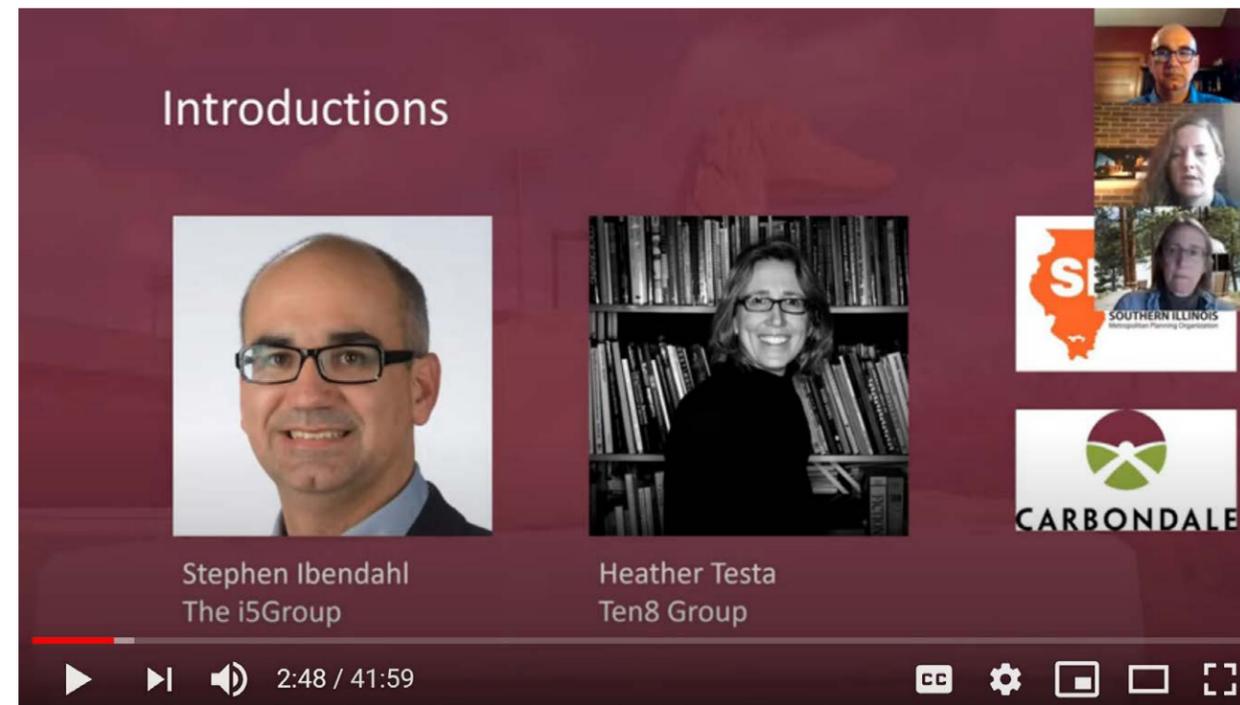


Community Open House No. 2 (“Virtual”) and Survey Results

The second public open house scheduled in April 2020 was reformatted as a “virtual” open house because of social-distancing and COVID-19. The “virtual” open house included two live webinars on April 14, 2020 at Noon and 7:00 pm by the planning team. The planning team presented an overview of the planning process, explained the three conceptual wayfinding themes, and answered questions from attendees. Residents had the option of watching one of the live webinars or a recording of the webinars.

The “virtual” open house kicked-off a community survey for feedback on the preliminary wayfinding master plan. The survey was open for comments until April 30, 2020. Over 115 respondents took the survey. Results of the survey are included.

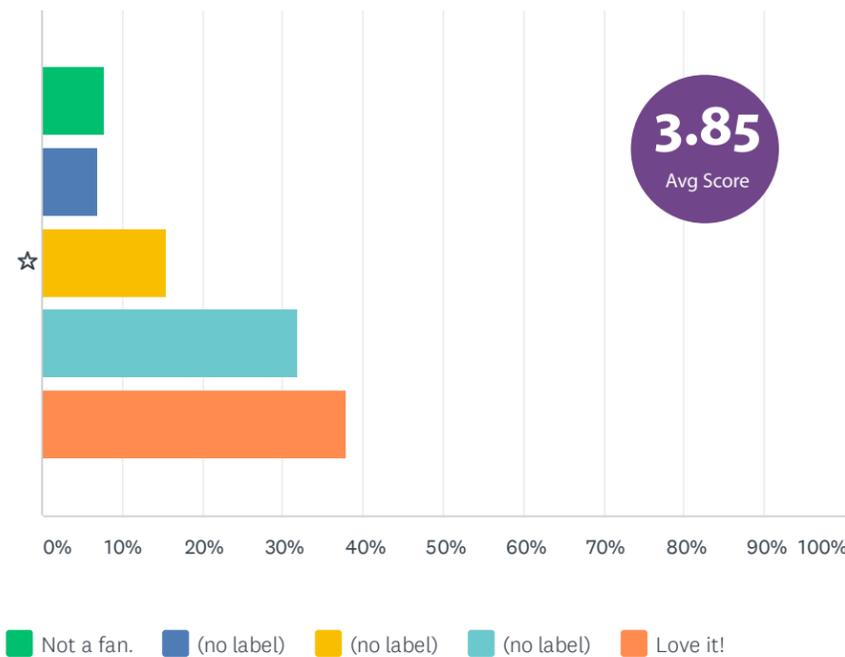
Based on feedback from the survey and stakeholders, there was a clear direction toward the “Explore” theme. The planning team used the comments from the survey to help refine the final set of wayfinding elements.



Left: Webinar on April 14, 2020 to review the preliminary wayfinding master plan.

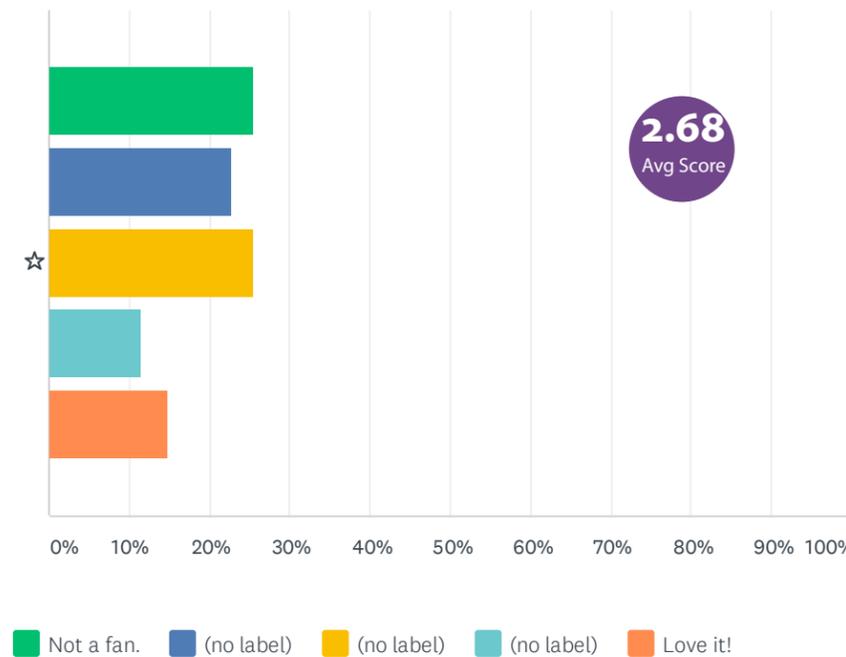
Q. How would you rate your opinion of the 'EXPLORE' theme on a scale of 1 (not a fan) to 5 stars (love it)?

Answered: 116 Skipped: 3



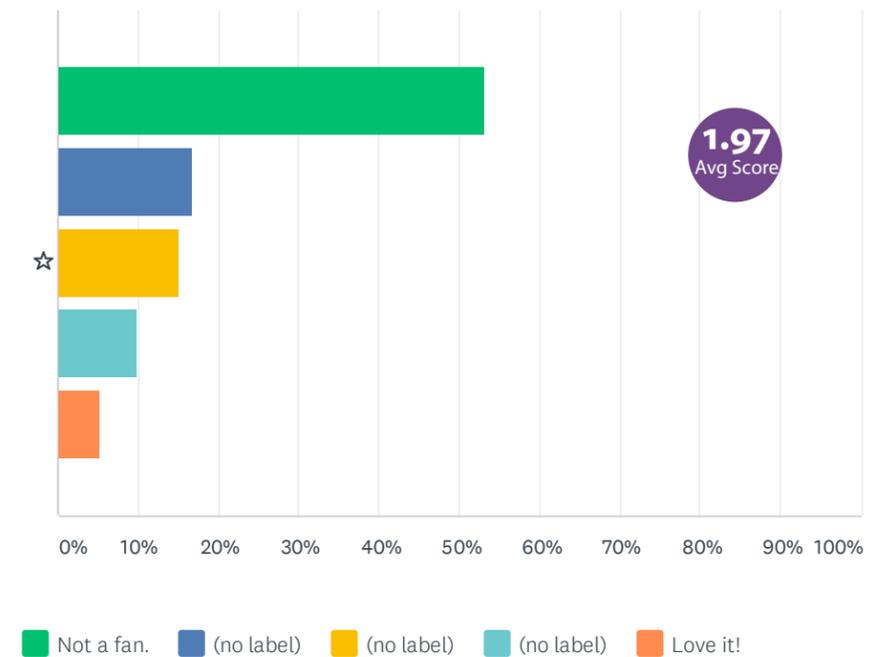
Q. How would you rate your opinion of the 'RAILROAD' theme on a scale of 1 (not a fan) to 5 stars (love it)?

Answered: 114 Skipped: 5



Q. How would you rate your opinion of the 'PRECISION' theme on a scale of 1 (not a fan) to 5 stars (love it)?

Answered: 113 Skipped: 6



Sample Comments:

"Showcases the beauty of Southern Illinois."

"Simplicity and very southern Illinois 'feeling.' "

"Timeless, organic-looking (relatively), captures the pull of the forest and hills."

"Bright and modern. Fits the natural look of town."

"Love the connection to the outdoors."

"Easy to read, looks nice. Not too modern or too rustic."

Sample Comments:

"We are known for the train station."

"Demonstrates history."

"We're not a railroad town anymore though, so seems off to go too hard in that direction."

"It's classic, very easy to read and understand."

"Conjures images of nostalgia which will appeal to many."

"Don't believe many people think of Carbondale as a railroad town anymore."

"It's classic, very easy to read and understand."

Sample Comments:

"Very modern and could tie into the university."

"The theme of unique innovation and industry is compelling. It would set Carbondale apart from other towns that use trains or outdoor rec as their hook."

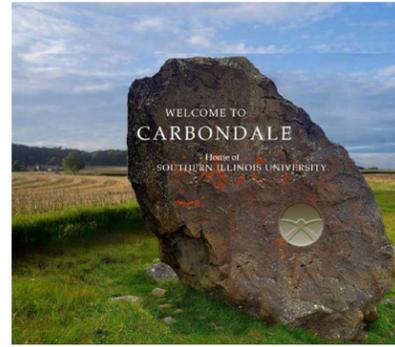
"It's unique and sets us apart from others and the traditional signage ideas. We have a unique claim in Bucky Fuller and this theme promotes it."

"Too modern and big city like. It just doesn't feel like Southern Illinois."

"I think it would become outdated faster than the other designs."

"A little too busy, flashy, bold."

Q10 Secondary City Entries - Choose Your Preferred Concept **RESULTS**



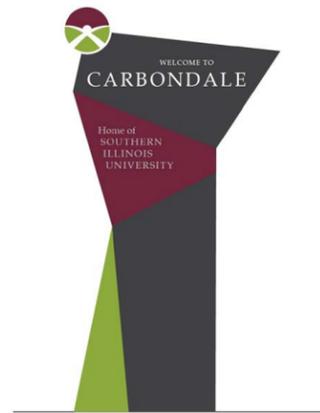
70.54%

"EXPLORE" Theme



16.96%

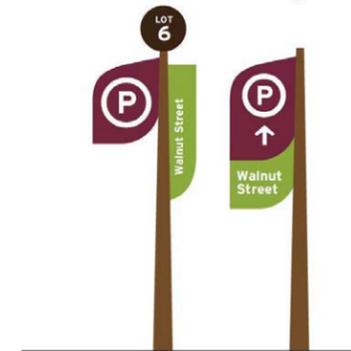
"RAILROAD" Theme



12.50%

"PRECISION" Theme

Q12 Parking - Choose Your Preferred Concept **RESULTS**



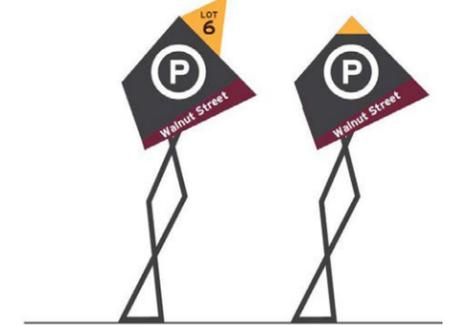
75.23%

"EXPLORE" Theme



19.27%

"RAILROAD" Theme



5.50%

"PRECISION" Theme

Q11 Vehicular Directional - Choose Your Preferred Concept **RESULTS**



57.66%

"EXPLORE" Theme



30.63%

"RAILROAD" Theme



11.71%

"PRECISION" Theme

Q13 Pedestrian Directional - Choose Your Preferred Concept **RESULTS**



58.04%

"EXPLORE" Theme



25.89%

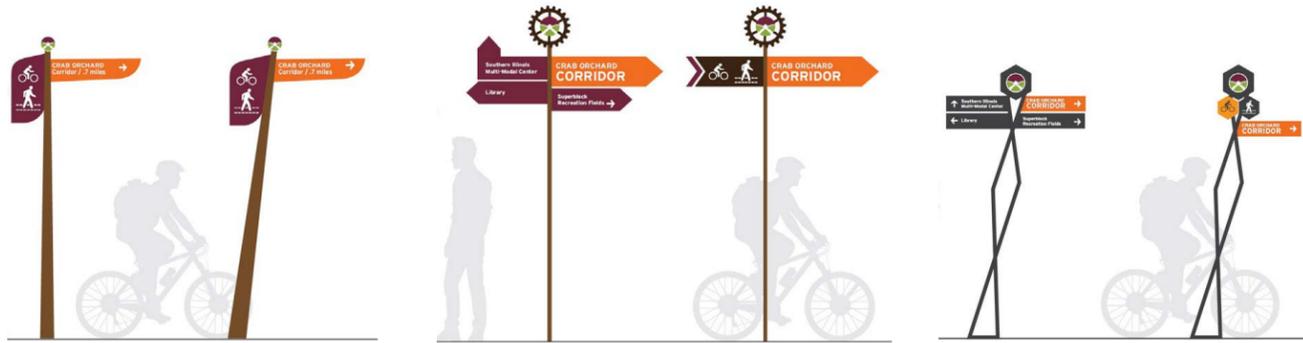
"RAILROAD" Theme



16.07%

"PRECISION" Theme

Q14 Bicycle-Pedestrian Corridors - Choose Your Preferred Concept **RESULTS**



51.79%

"EXPLORE" Theme

41.07%

"RAILROAD" Theme

7.14%

"PRECISION" Theme

Observations and Considerations

Goals

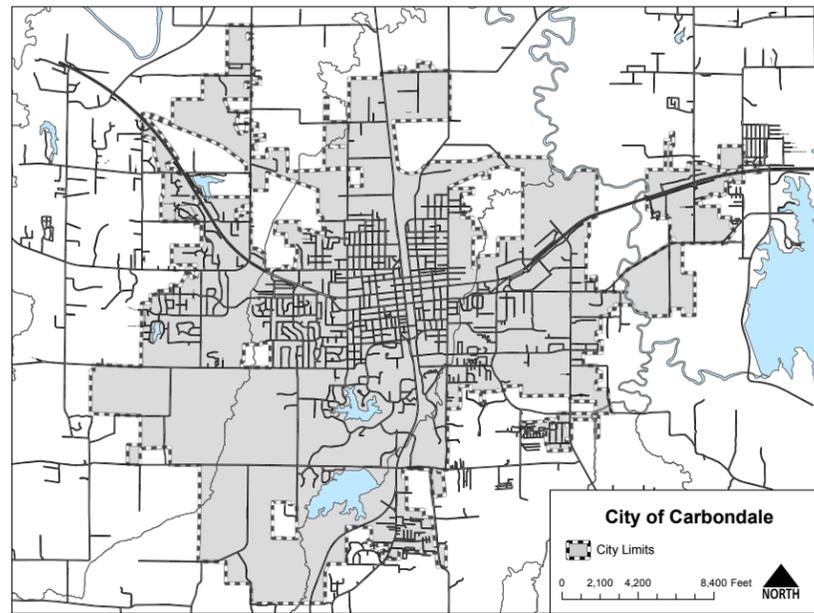
Signs (Observations)

- > Distinguish between destinations/create hierarchy: Downtown, Southern Illinois University, Hospital and medical centers, nearby cities and the shared amenities such as the Airport in Murphysboro, and Attractions and unique Carbondale assets including: cultural, historic, outdoor attractions: natural/parks, and recreation (Superblock)
- > Some destinations/Points of Interest are not likely to be found by an address location. Currently the Nature Preserves are not identified with an address
- > Direct to Downtown Parking Lots - identify lots clearly (name and/or number). Paid parking will be reinstated. Confusion exists at the extended parking at the Amtrak Lot and City Parking.
- > Name the bicycle trails, and highlight the available amenities. Clearly identify bike lanes, and connection points. Consider the user demographics to determine the type of signs/graphics along the bikeway and at the beginning and end of the bike lanes.
- > Distinguish/Differentiate Carbondale Downtown, The Strip, The Square (near the Pavilion) and the West Walnut Street Historic District (currently marked by signs)
- > Develop system for temporary downtown events, and celebrations
 - Highlight and direct to (new) multi-modal center (clarify airport/plane, bus, train, Saluki shuttle etc.)
 - Identify cardinal directions N, S, E, W, so as to aid with orientation
 - Clarify and include distances when appropriate (blocks and miles)
 - Distinguish between streets: U.S. Highways, State Highways, Carbondale roadways i.e. Main Street
 - Consistent use of overhead armatures / sign structures, and poles (custom and off the shelf) and existing light poles to create hierarchy
 - Pavement graphics for bikeways, crosswalks, Saluki paw prints, railroad crossing, turn lanes are all currently white
 - Consistent use of nomenclature i.e. Public Library and Carbondale Public Library
 - Consolidate information: fewer signs, more impact

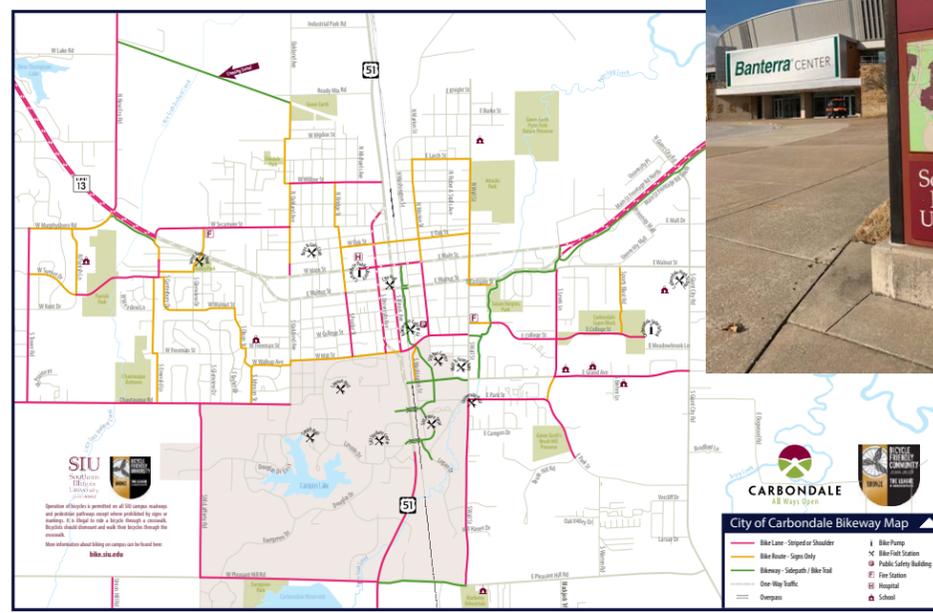
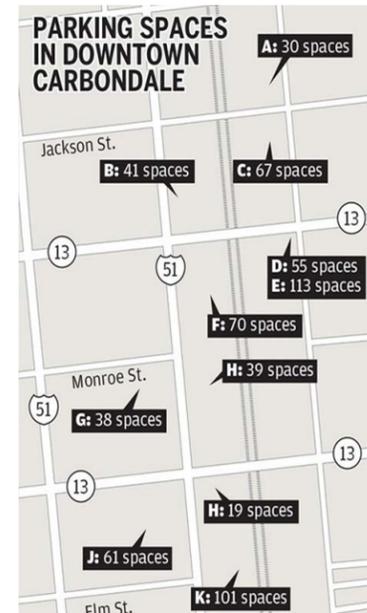
Considerations

- Create hierarchy using expanded color palette (SIU maroon / green should be used sparingly), sign shapes and typography standards
- Create consistency between UPPER and lowercase
- Choose a complimentary font for the Penumbra Sans family. Determine what fonts are used on the new Carbondale Gateway Main Entry sign and the Memorial Hospital, and Southern Illinois University Gateway signs
- Create consistency with arrow icons, glyphs, and symbols
- Create a unique “Carbondale” Wayfinding Graphics system
- Consider how graphics and signs can be used for welcoming new student to the City of Carbondale. Use symbols when possible for the international bilingual students.

Maps and Visitor Guides



The city of Carbondale is a city in Jackson County, in the state of Illinois, within the southern Illinois region. It is located at the junction of Illinois Route 13 and US Route 51, 96 miles southeast of St. Louis, Missouri, on the northern edge of the Shawnee National Forest. Carbondale is the home of the main campus of Southern Illinois University.



The city of Carbondale's website has many digital maps to download, some more utilitarian (snow routes) and some for visitors/tourist or curious residence (National Historic Places). The SIU campus map is also on the city website and posted in kiosks around the campus.



ONLY CARBONDALE

VISITOR'S GUIDE 2019

CARBONDALE BREW FEST

1 - Chick Fritz Distributing	8 - Revolution	15 - Two Brothers	22 - Hallstom	29 - Dry Ground Brewery Co.
2 - Brick River Cider	9 - Old Bakery	16 - Victory	23 - Big Muddy	30 - O'Fallon Brewery
3 - JT Walkers	10 - New Holland	17 - Sully	24 - Owl Creek	31 - Scratch
4 - Bells	11 - Ace	18 - Hopskeller	25 - Molly's Pint	32 - Southern Illinois Brewers
5 - Heavy Riff	12 - Stone	19 - Rolling Meadows	26 - Main Street Brewing	33 - Excel Brewing
6 - Effing Brew	13 - Left Hand	20 - Veronesi Distributing	27 - St. Nicolas Brewing Co.	34 - Breakthru Distributing
7 - Founders	14 - Great Lakes	21 - Missouri Brewing Co.	28 - The Hop Brewery	35 - Dogfish Head
				36, 37 - Wolf

Downtown Business Map

Arts & Entertainment

Food & Beverage

Services

Professional Services

Healthcare

Education

Government

Religious

Recreation

Transportation

Utilities

Other

Downtown Carbondale produces and distributes 10,000 printed maps, two to three times per year but are no longer posted on the website because they are obsolete almost as soon as they are printed. Most users are SIU students and family members.

A comprehensive Visitor Guide produced by Carbondale Tourism is downloadable, available in print, and features content about SIU, events, outdoor attractions, cultural attractions, shopping, flavors (dining establishments), pours (drinking/wineries) nightlife and lodging.

Often specific events create their own map – especially if parking or a specific route (parade) or destination (pavilion) is key to the event.

Carbondale is building on its bicycle centric reputation and has a Carbondale Bikes map/ and brochure.

Considerations

- An information kiosk (sign type) that contains a downtown map with various points of interest.
- Additionally, building on the Buckminster Fuller Dymaxion Map of the world idea of “all lands connected as one” could be a unique to Carbondale and single artistic orientation (graphic/sign type) wayfinding component.
- The city website could also have a downloadable visitor guide/map that builds about the Carbondale Tourism Visitors Guide.



Pavement Graphics and Asphalt Art/Murals



Many streets are one way! The pavement arrows and turn lane graphics along with ONE WAY directional signs enforce that message. (At the Open House several mentioned the ONE WAY is an issue especially at the beginning of the semester at SIU).

STREET DIRECTIONAL (along with ONE WAY SIGN) and TURN LANE plus dashed turn-lane marks.

CROSSWALKS

The crosswalks at the Square (city center) is an opportunity for asphalt art and a way of designating The Square.

BIKE LANE BIKE WAY GRAPHICS (SHARROWS)

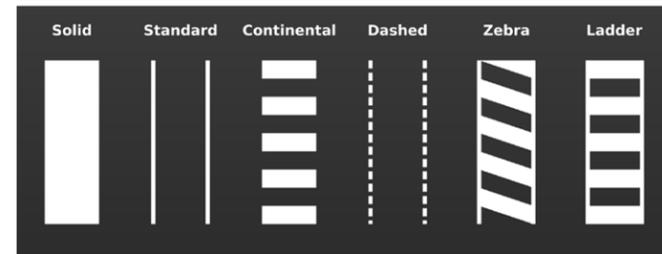
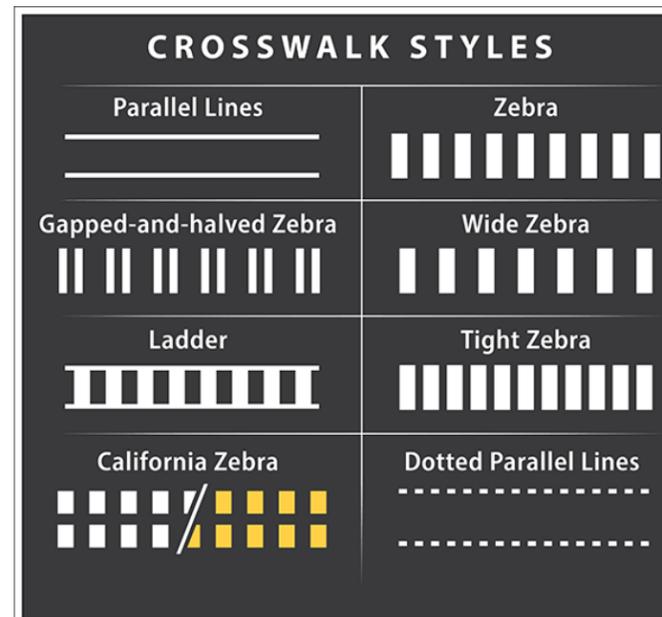
Carbondale is building on the bike centric culture. An adapted Sharrow Graphic could highlight connection points from the bike lane to the bikeway trails.

TRANSIT LANES

Once the multi-modal station is an integral part of the fabric of Downtown Carbondale, revisit the entire transit sign system as the current Amtrak parking is frequently mixed up with Public Parking.

RAILROAD CROSSING

The railroad plays a critical role in the City of Carbondale's development. Creating a cohesive system will allow users to navigate important decision points easier.



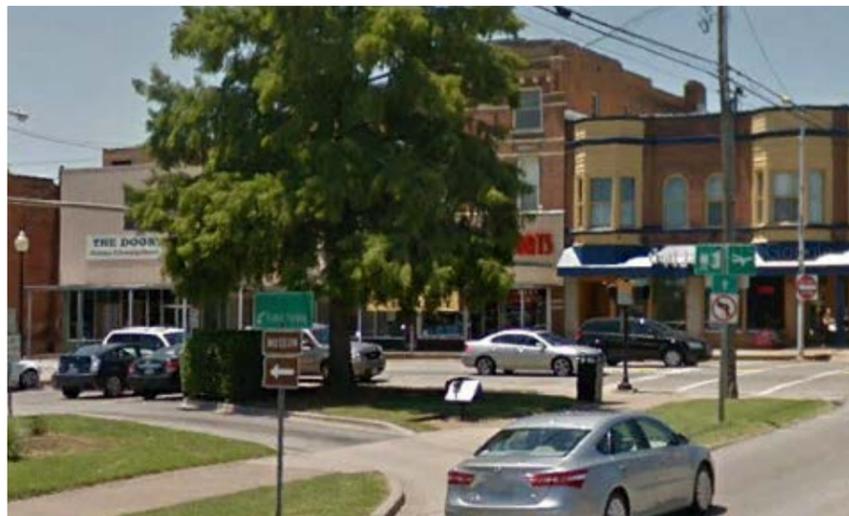
Considerations

- Trail names could be embossed or embossed and infilled. "Bike Block" where several bike shops are located could have an bike Asphalt Art.
- Create a unified transit marking system in downtown Carbondale to distinguish between Amtrak parking and public parking, etc
- Frame the RR crossings and pavement markings using the cross marks on the Carbondale logo to help tie in the branding better.
- Consider adding a shadow or another color to the Saluki paw prints to help differentiate from the more standard roadway markings. Or consider a SIU trailblazer sign.

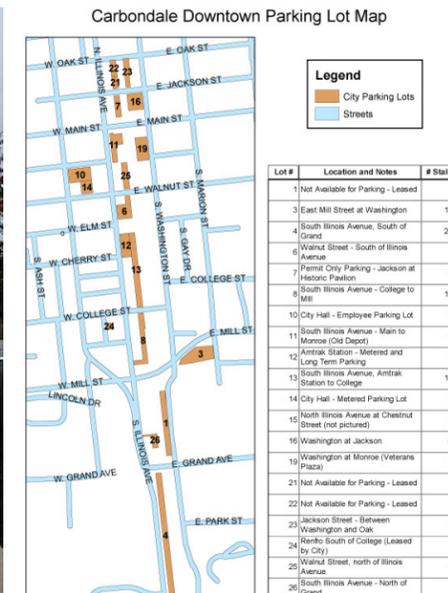
Parking



Several parking trailblazers exist. They either have a lot name (Town Square Parking) or a large P.



Directionals to Parking exist, as well.



The lots are numbered. An identity sign at lot entrance has the number and a parking map on the website.



Long term Amtrak Parking and City Parking are adjacent and frequently mixed up.



Bike racks along bike trails and several logomark bike racks exist.



Free parking was tested.

Considerations

- Creating a specific Carbondale trailblazer and identity sign at the lot entrance.
- Label Parking on the map with a graphic that is similar to the trailblazer sign.
- Consider ways of identifying bicycle parking in a similar way to vehicular parking.



Key Destinations

Districts / Areas

- (A) Southern Illinois University
- (B) Downtown
- (C) The Square
- (D) SIH / Memorial Hospital
- (E) West Walnut Street Historic District

Individual Locations

City

- 5 Carbondale Tourism
- 6 City Hall / Civic Center
- 9 Library
- 10 Police Station
- City Parks and Green Earth Open Space

SIU

- 2 Banterra Center
- 11 Saluki Stadium
- 14 SIU Research Park
- 16 Student Union
- 13 Student Recreation Center

Non-Profit / Civic

- 3 Boys & Girls Club
- 7 Eurma C Hayes Community Center
- 8 Fuller Dome Home
- 12 Senior Adult Services
- 17 Varsity Center
- 18 Women's Center

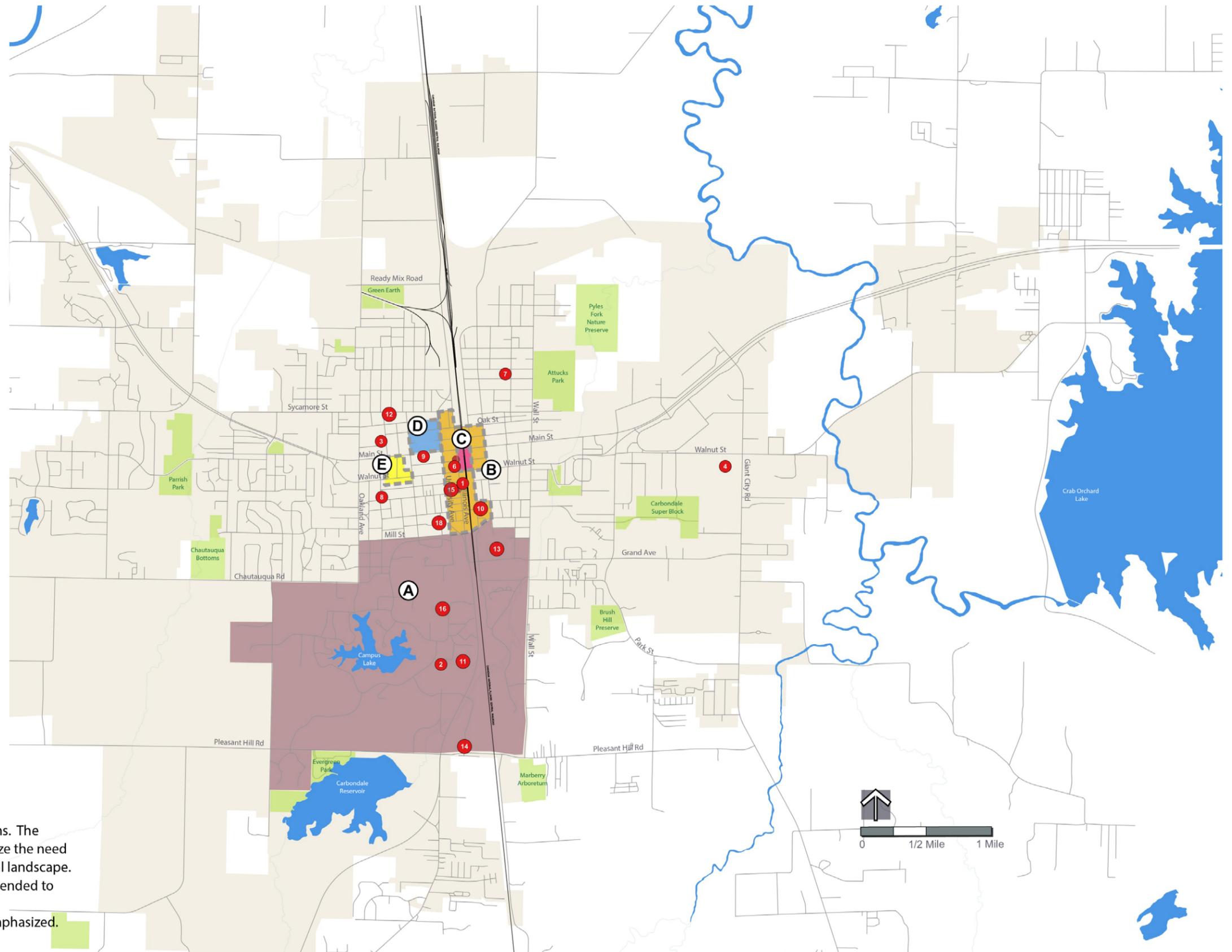
Schools

- 4 Carbondale High School

Federal / State

- 1 Amtrak (Future Multi-Modal Center)
- 15 Social Security Office

NOTE: The above list are existing destinations. The wayfinding master plan seeks to deemphasize the need for multiple signs that often clutter the visual landscape. Existing signage may not always be recommended to be replaced with new wayfinding elements. Frequently, wayfinding to parking will be emphasized.

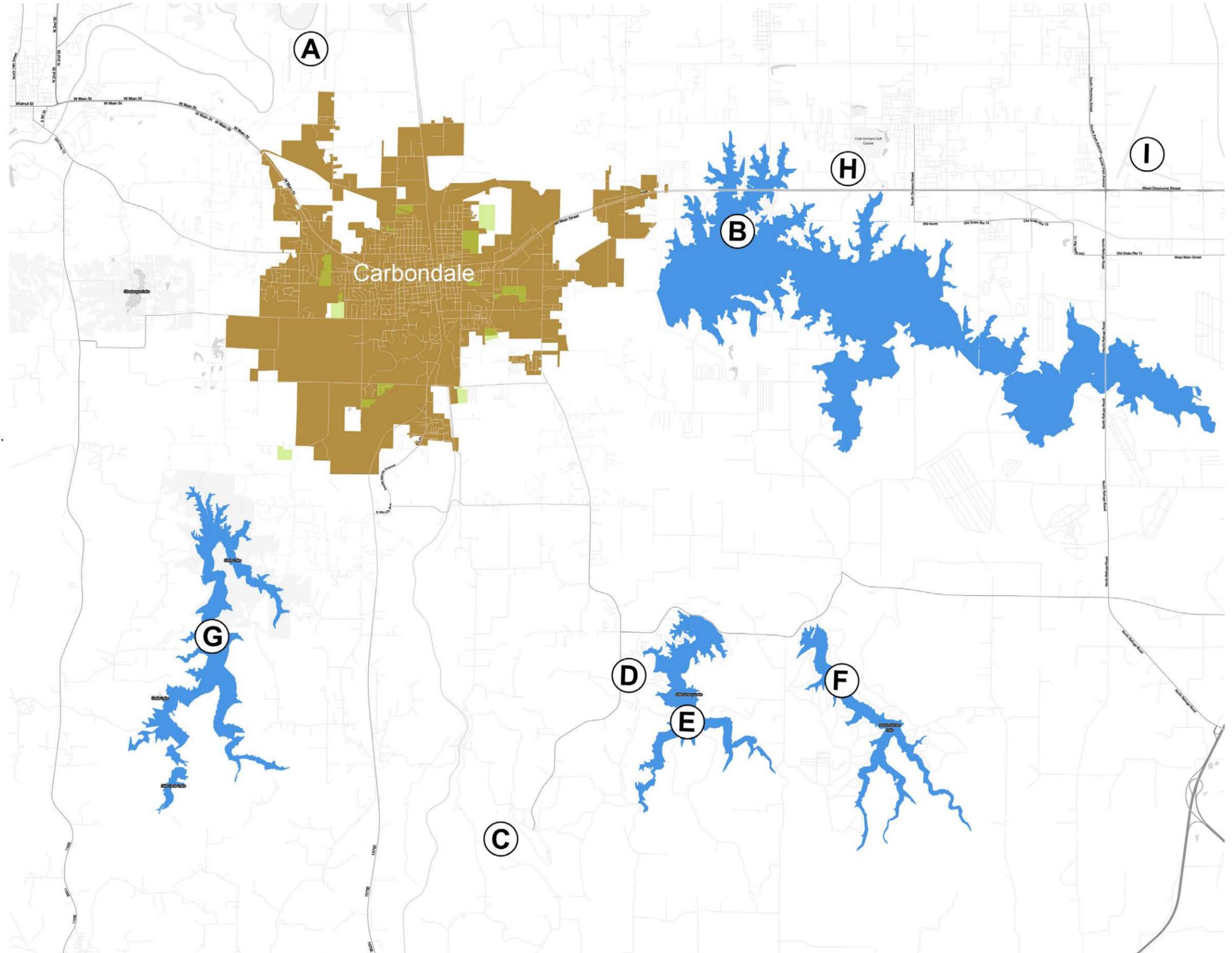


Existing Destinations - City

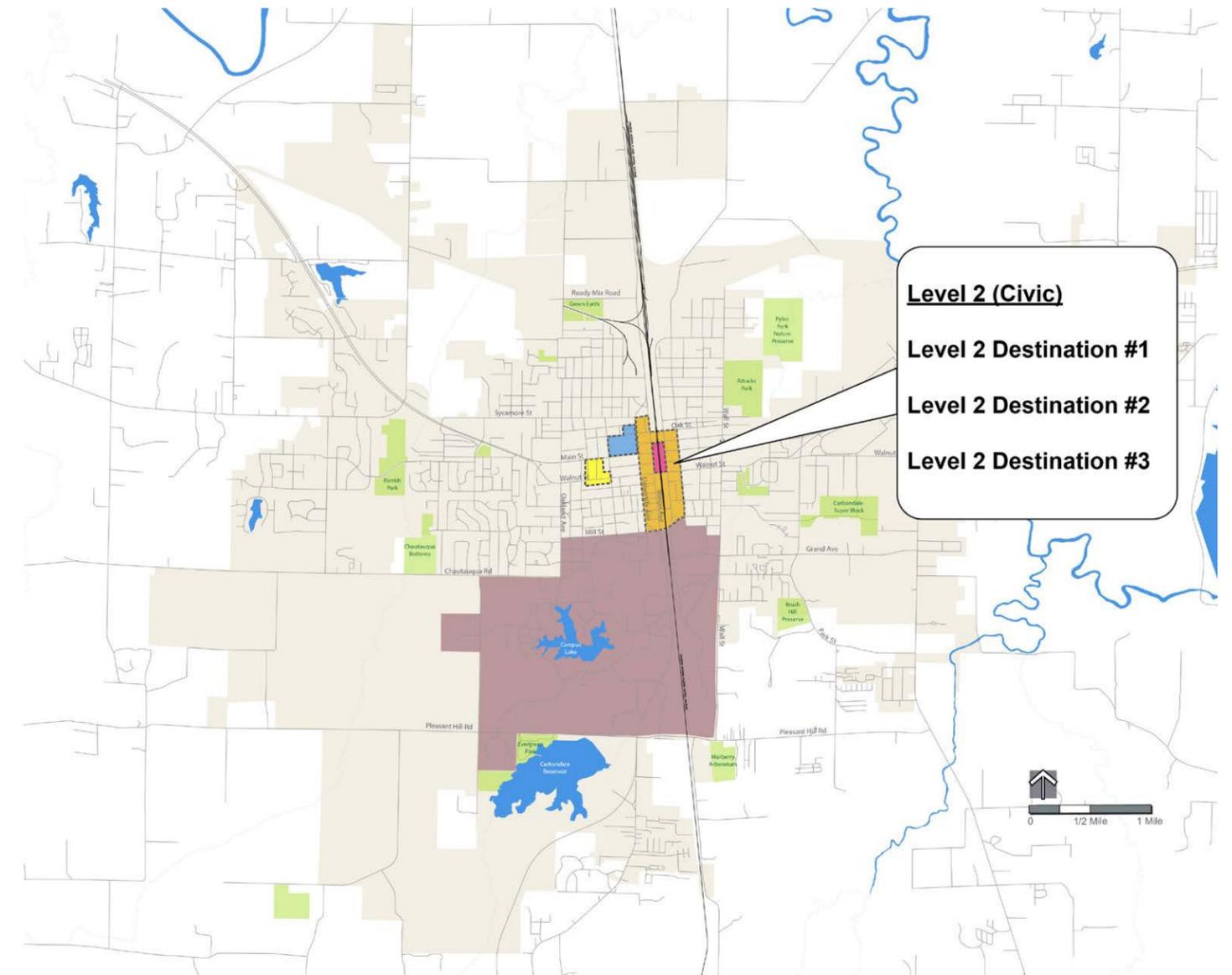
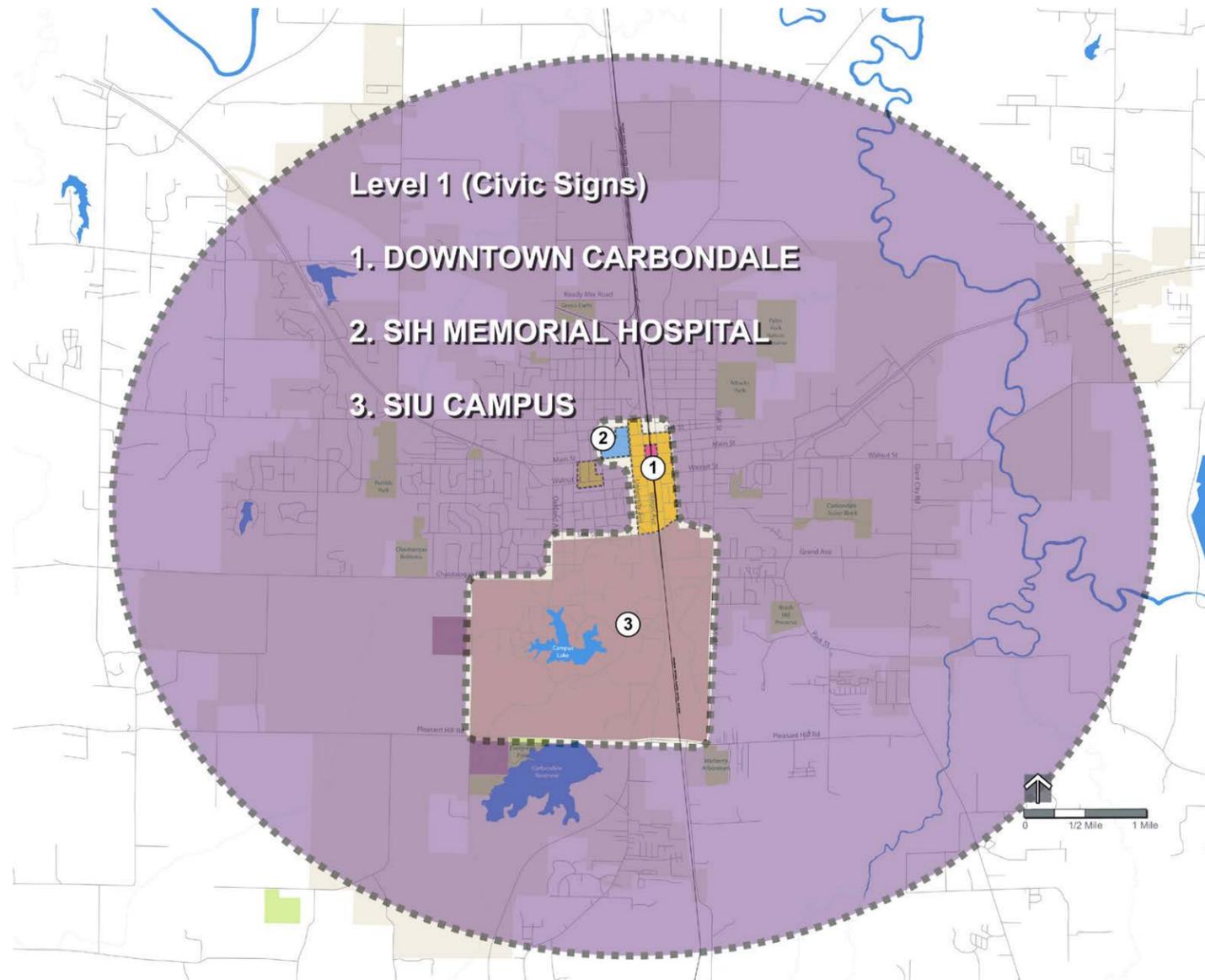
Key Destinations

- Ⓐ Southern Illinois Airport
- Ⓑ Crab Orchard Lake
- Ⓒ Giant City State Park
- Ⓓ Touch of Nature Environmental Center
- Ⓔ Little Grassy Lake
- Ⓕ Devils Kitchen Lake
- Ⓖ Cedar Lake
- Ⓗ John A. Logan College
- Ⓘ Veterans Airport of Southern Illinois

NOTE: The wayfinding master plan seeks to emphasize Carbondale as the gateway to Shawnee National Forest and the City's positioning as a leader in outdoor recreation.



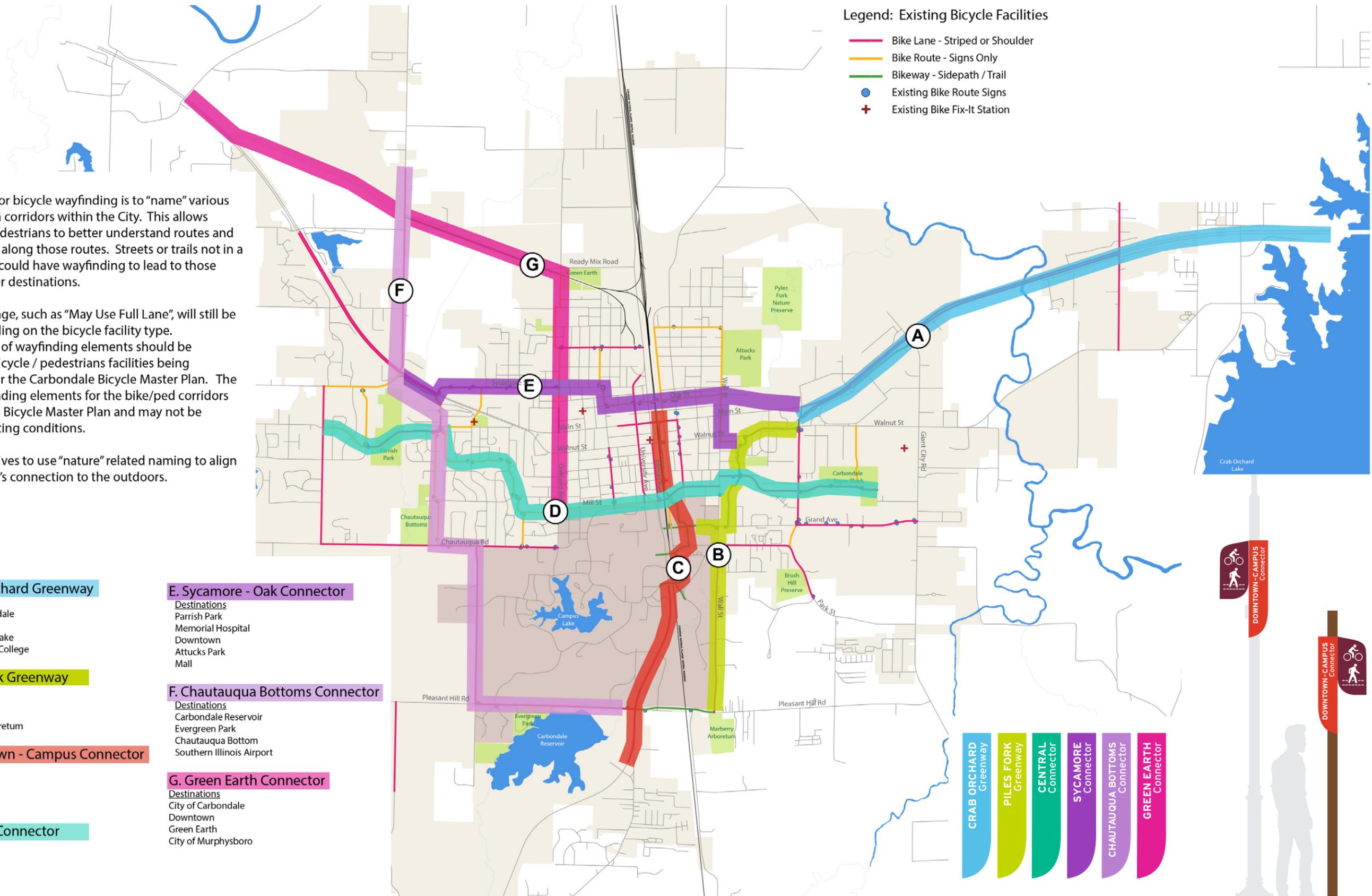
Existing Destinations - Regional



The Wayfinding Master Plan recommends three main “districts” within Carbondale. The districts are: Downtown Carbondale, SIH Memorial Hospital, and SIU Campus. Outside of these districts, vehicular wayfinding will direct toward these three districts. Have three main destination “districts” also works well with Illinois Department of Transportation’s standards for community wayfinding which generally limits three destination per sign.

Once inside each district, vehicular wayfinding will direct toward the next level of destinations such as the Southern Illinois Multi-Modal Center, Civic Center, etc.

Framework for Vehicular Wayfinding



The framework for bicycle wayfinding is to “name” various bike / pedestrian corridors within the City. This allows bicyclists and pedestrians to better understand routes and key destinations along those routes. Streets or trails not in a “name corridor” could have wayfinding to lead to those corridors or other destinations.

Regulatory signage, such as “May Use Full Lane”, will still be required depending on the bicycle facility type. Implementation of wayfinding elements should be dependent on bicycle / pedestrians facilities being implemented per the Carbondale Bicycle Master Plan. The proposed wayfinding elements for the bike/ped corridors are based on the Bicycle Master Plan and may not be reflective of existing conditions.

This example strives to use “nature” related naming to align with Carbondale’s connection to the outdoors.

Framework for Bicycle Wayfinding

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Wayfinding Themes

This section includes the conceptual options for wayfinding elements included with the preliminary wayfinding plan. Based on feedback from the City, stakeholders, and residents the wayfinding elements were refined for the final wayfinding master plan. Based on feedback, the “Explore” theme was chosen for refinement for the final plan.

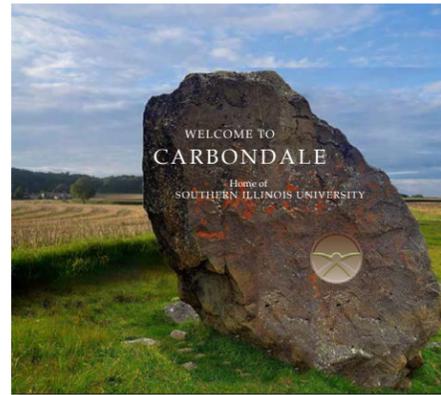
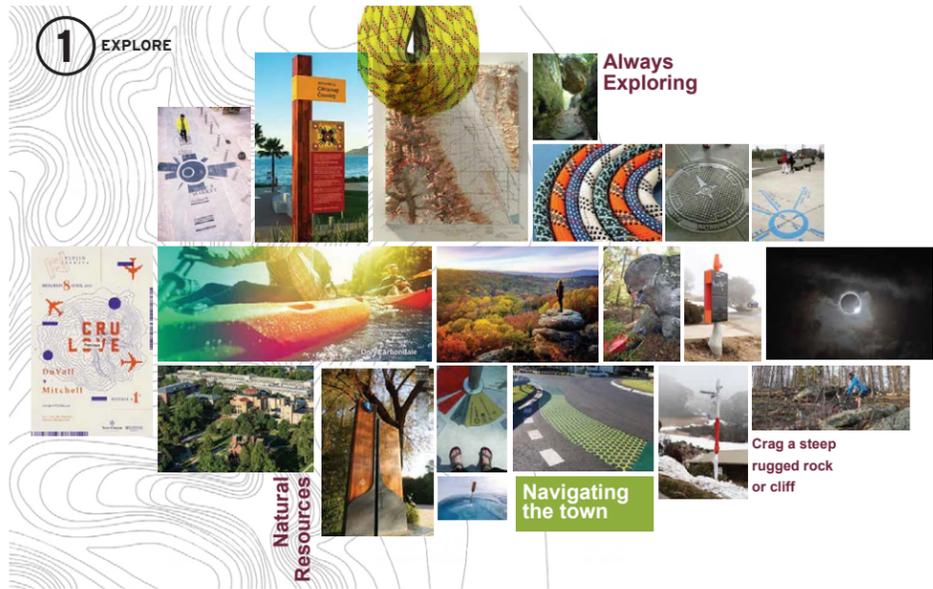
It is important to note that this is a master plan. The design of wayfinding elements for the master plan are conceptual and may change during final implementation and design. The intent of the master plan is to provide enough detail to provide consistency for future implementation.

Material suggestions are recommendations to reflect design intent. During implementation, it may be appropriate to have higher levels of materials and finishes for high profile locations (such as downtown) versus the potential for cost saving materials for lower profile locations (such as less traveled bike/pedestrian corridors).

The three themes include:

- Explore
- Railroad
- Precision

All three themes are included to show the history of the conceptual options that were included as part of the preliminary wayfinding plan. For the most part, the final wayfinding plan elements reflect the “Explore” theme.



ID.01.a Secondary Entries/Gateways



DIR.02.a Directional Level 1 Civic Destinations

DIR.02.b Directional Level 2 Civic Destinations

DIR.02.d Trailblazer Directionals confirmation for Civic Destinations on secondary streets

DIR.04 Directionals to Parks/Open Spaces

DIR.04a Trailblazer Directionals to Parks/Open Spaces

ID.11.a Identify Nature Preserves



ID.13 Parking Identity

DIR.06.a Trailblazer Directionals to specific Parking Lots

DIR.10 Directional for Pedestrian downtown (fingerpointing style)

DIR.10 Directional for Pedestrian downtown (fingerpointing style)

DIR.10 Directional for Pedestrian downtown (fingerpointing style)

ORI.03.a Orientation MAP - Small area - Panel



ENV.01 Environmental/Identity Confirmation Bikeway & Pedestrian Corridor Marker/Medallion mt. on existing features

ID.15 Identity Marker Bikeway & Pedestrian Corridor

ID.15 Identity Marker Bikeway & Pedestrian Corridor with ORI.05 Orientation Bike Map Panel

ORI.03 Orientation Downtown Map Panel

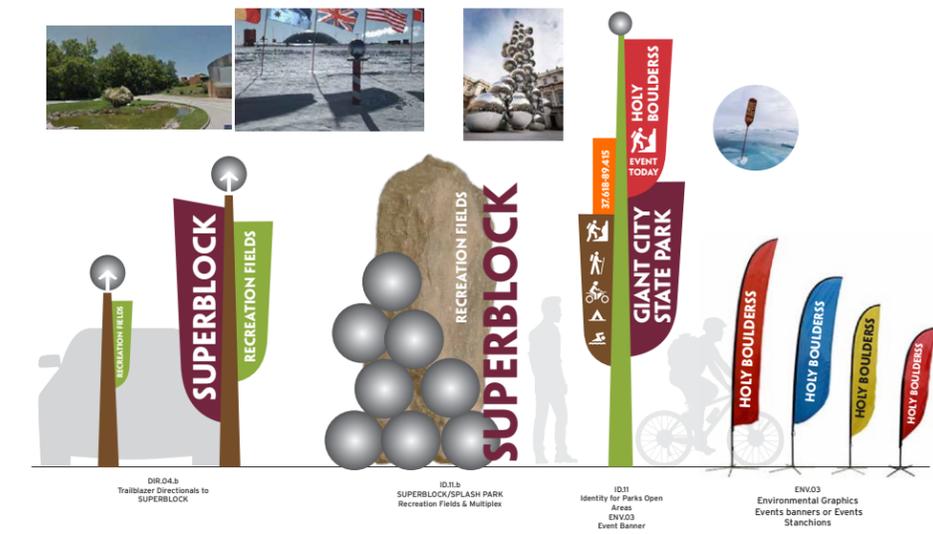
DIR.08 Directional near Bikeway/Pedestrian Corridor Entries

DIR.08 Directional near Bikeway/Pedestrian Corridor Entries

DIR.08 Directional to Bikeway & Pedestrian Corridor Entries (Slanted Crag Pole)



ORI.03 Orientation MAP and Events



DIR.04.b Trailblazer Directionals to SUPERBLOCK

ID.11.b SUPERBLOCK/SPLASH PARK Recreation Fields & Multiplex

ID.11 Identity for Parks Open Areas ENV.03 Event Banner

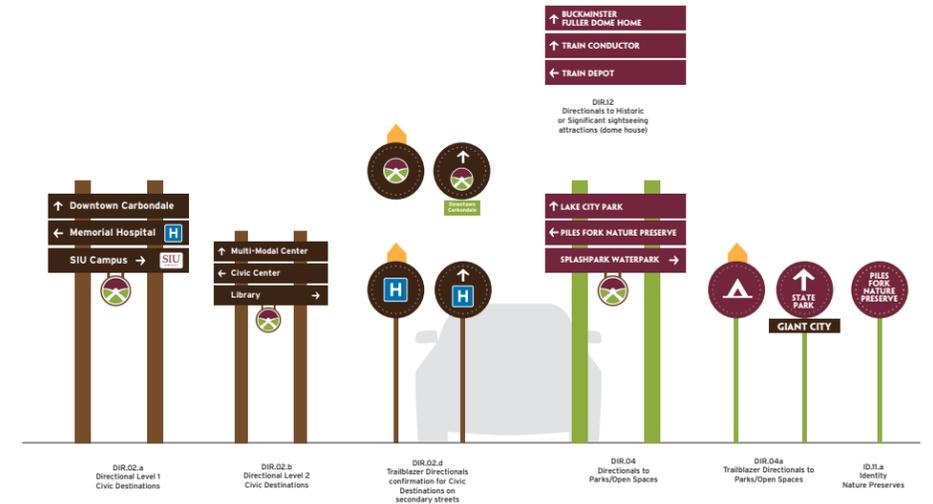
ENV.03 Environmental Graphics Events banners or Events Stanchions

"Explore"

2 RAILROAD



ID.01a Secondary Entries/Gateways



DIR.02.a Directional Level 1 Civic Destinations

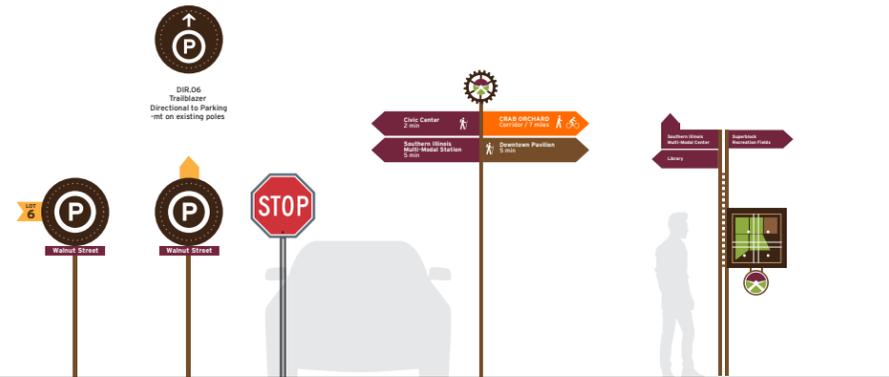
DIR.02.b Directional Level 2 Civic Destinations

DIR.02.d Trailblazer Directionals confirmation for Civic Destinations on secondary streets

DIR.04 Directionals to Parks/Open Spaces

DIR.04a Trailblazer Directionals to Parks/Open Spaces

ID.11a Identity Nature Preserves



ID.13 Parking Identity

DIR.06a Trailblazer Directionals to specific Parking Lots

DIR.10 Directional for Pedestrian downtown (fingerpointing style)

DIR.10 Directional for Pedestrian downtown (panel)

ORI.01a Orientation MAP - Small area - Panel



ENV.01 Environmental/Identity Confirmation Bikeway & Pedestrian Corridor Marker/Medallion mt. on existing fixtures

ID.15 Identity Marker Bikeway & Pedestrian Corridor

ID.15 Identity Marker Bikeway & Pedestrian Corridor with ORI.05 Orientation Bike Map Panel

ORI.03 Orientation Downtown Map Panel

DIR.08 Directional near BIKE way/Pedestrian Corridor Entries

DIR.08 Directional near Bikeway/Pedestrian Corridor Entries

DIR.08 Directional to Bikeway & Pedestrian Corridor Entries



ORI.03 Orientation MAP and Events

“Railroad”

3 PRECISION

Structure



Tactile



Industrial



ID.01.a Secondary Entries/Gateways



DIR.02.a Directional Level 1 Civic Destinations

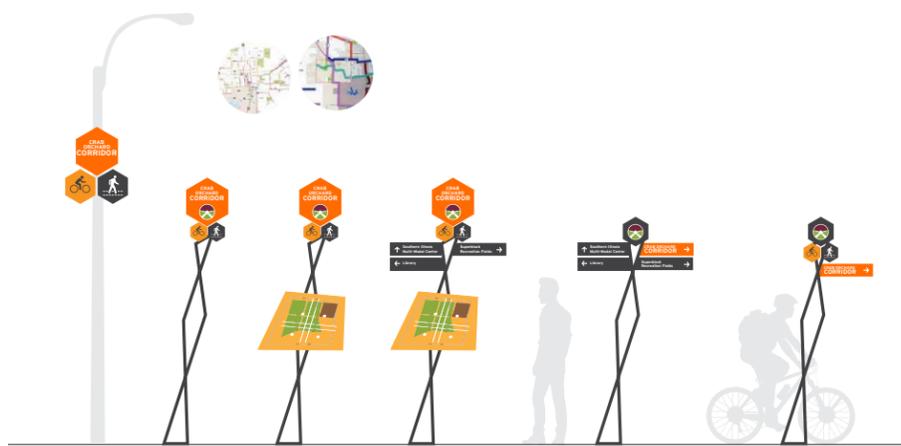
DIR.02.b Directional Level 2 Civic Destinations

DIR.02.d Trailblazer Directionals confirmation for Civic Destinations on secondary streets

DIR.04 Directionals to Parks/Open Spaces

DIR.04.a Trailblazer Directionals to Parks/Open Spaces

ID.01.a Identify Nature Preserves



ENV.01 Environmental/Identity Confirmation Bikeway & Pedestrian Corridor Marker/Medallion mt. on existing fixtures

ID.05 Identity Marker Bikeway & Pedestrian Corridor

ID.05 Identity Marker Bikeway & Pedestrian Corridor with ORI.05 Orientation Bike Map Panel

ORI.03 Orientation Downtown Map Panel

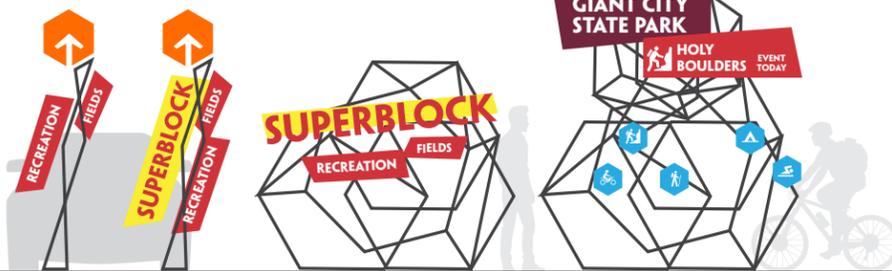
DIR.08 Directional near Bikeway/Pedestrian Corridor Entries

DIR.08 Directional to Bikeway/Pedestrian Corridor Entries

DIR.08 Directional to Bikeway/Pedestrian Corridor Entries



ORI.03 Orientation MAP and Events



DIR.04.b Trailblazer Directionals to SUPERBLOCK

ID.01.b SUPERBLOCK/SPLASH PARK Recreation Fields & Multiplex

ID.01 Identity for Parks Open Areas ENV.03 Event Banner

ENV.03 Environmental Graphics Events banners or Events Stanchions

“Precision”

Conceptual Design of Wayfinding Elements and Example Placement Photos

This section include the conceptual design of wayfinding elements. It is important to note that this is a master plan. The design of wayfinding elements for the master plan are conceptual and may change during final implementation and design. The intent of the master plan is to provide enough detail to provide consistency for future implementation. See Master Plan Notes at the beginning of this document for additional disclaimers.

The second part of this section includes example placement photos. A sampling of images of the conceptual wayfinding elements are shown in proposed locations. Please note that the photos are intended to provide an approximate representation of wayfinding elements and to show potential options. The scale and location of elements shown may vary from actual conditions.

Primary Typeface

Interstate Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Symbols, Glyphs & Arrows

Representing typical parks and recreation symbols



Project Colors

DOT Color City of Carbondale Branding Greenway & Corridor Color

Explore - Notes

ID.01.a Secondary Entry Gateway Markers

COLOR/FINISHES:
 Carbondale Logo to be or appear as cast bronze
 Actual boulders (natural rock fragments). When possible as the site permits the boulder shall also have a crag.
 Each ID.01.a to have a slightly different configuration depending on the site conditions/slope and the boulder itself.
 Letters to be semigloss white if the boulder is dark.
 Font to be Palatino, to match existing gateway sign.
 (This sign type only)

MATERIALS/FABRICATION:
 Carbondale Logo to cast bronze with a 3/8" depth, or cut crossroads into the boulder.
 The routed letters shall be pinned of the face of the boulder OR etched and infilled.
 The bronze logo medallion shall be inset. Instead of the medallion a crosscut in the boulder is an optional

MOUNTING / INSTALLATION:
 Installation to be coordinated as required for the most natural look

ILLUMINATION:
 External wash of light. Qty and setting of the lights to be determined in the field.

ARTWORK/COPY: Artwork provided/Palatino type to match existing Primary Gateway

DIR. Vehicular Directionals

COLOR/FINISHES:
 Color breaks as shown. Reflective as required.
 Graphic panel to be 209C with white type, DOT glyphs to be standard colors. SIU logo to be rendered as specified

MATERIALS/FABRICATION:
 Logo to be routed, layered and painted aluminum.
 Tapered aluminum legs to be painted.
 (VE Alt to be standard DOT)
 Routed and painted 1/4" panel with applied reflective graphics.

DIR. Vehicular Directionals - Continued

MOUNTING/INSTALLATION:
 Footings as required by wind loads and code.
 FHWA breakaway as required.

ILLUMINATION:
 N/A Reflective type/graphics
ARTWORK/COPY:
 Artwork provided
 Highway Gothic FHWA Series fonts

DIR.10 Pedestrian Directional DIR.08 Directional near Bikeway/Pedestrian

COLOR/FINISHES:
 Color breaks as shown. Reflective as required.
 Compass rose to be inset bronze in concrete
 Legs to be Pantone 703C.
 Graphic finger pointing signs to be Pantone 209C, 703, and Greenway/Corridor color respectively.
 Pantone 124C Orange/Gold for cap.

MATERIALS/FABRICATION:
 Standard dia. Pole)
 Routed and painted 1/4 " panel with applied reflective graphics

MOUNTING/INSTALLATION:
 Footings as required by wind loads and code. FHWA breakaway as required.

ILLUMINATION:
 N/A Reflective type/graphics
ARTWORK/COPY:
 Artwork provided
 Highway Gothic FHWA Series fonts



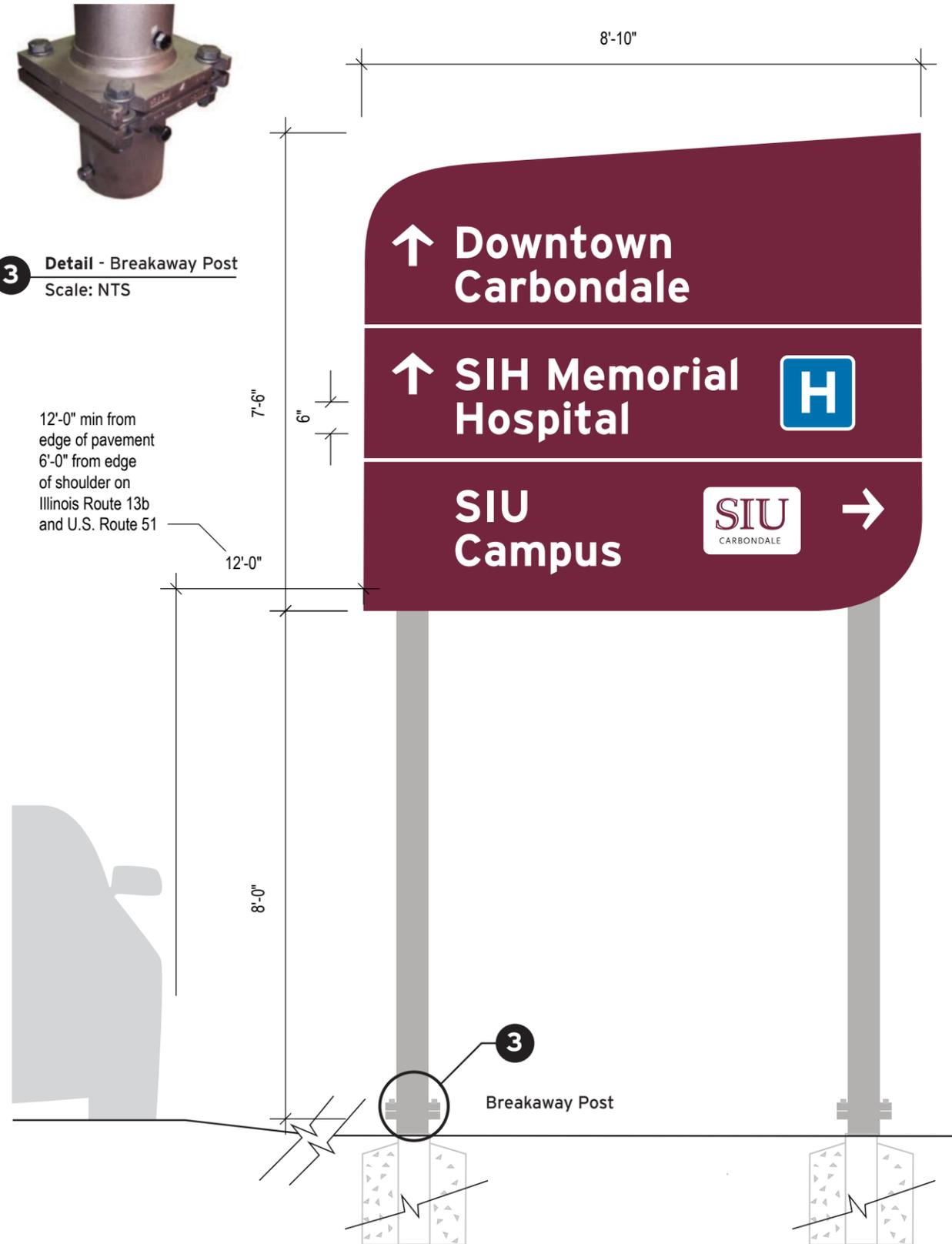


1 Front View, ID.01.a - Secondary Entries/Gateways
Scale: 1/2" = 1'-0"



3 Detail - Breakaway Post
Scale: NTS

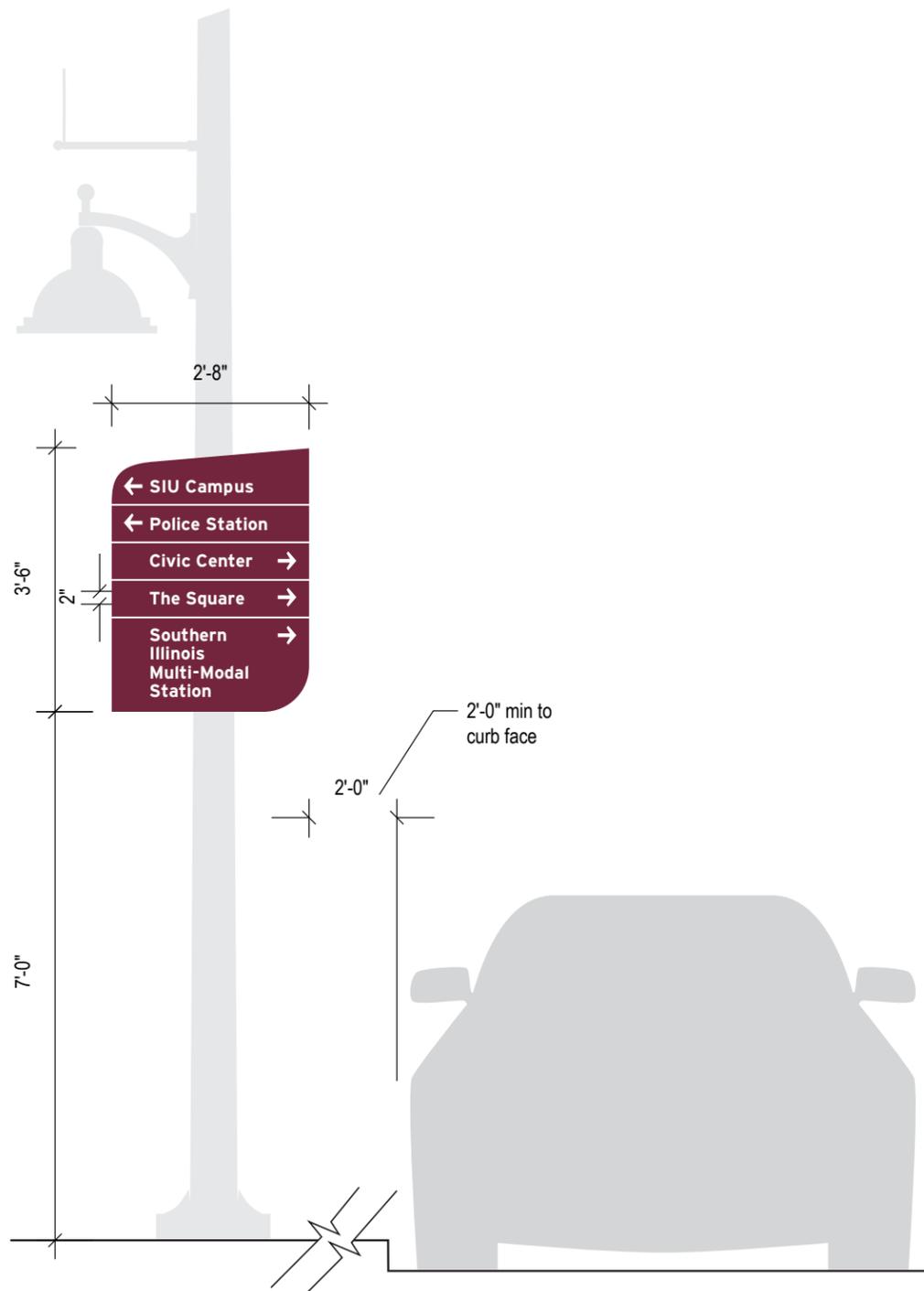
12'-0" min from edge of pavement
6'-0" from edge of shoulder on Illinois Route 13b and U.S. Route 51



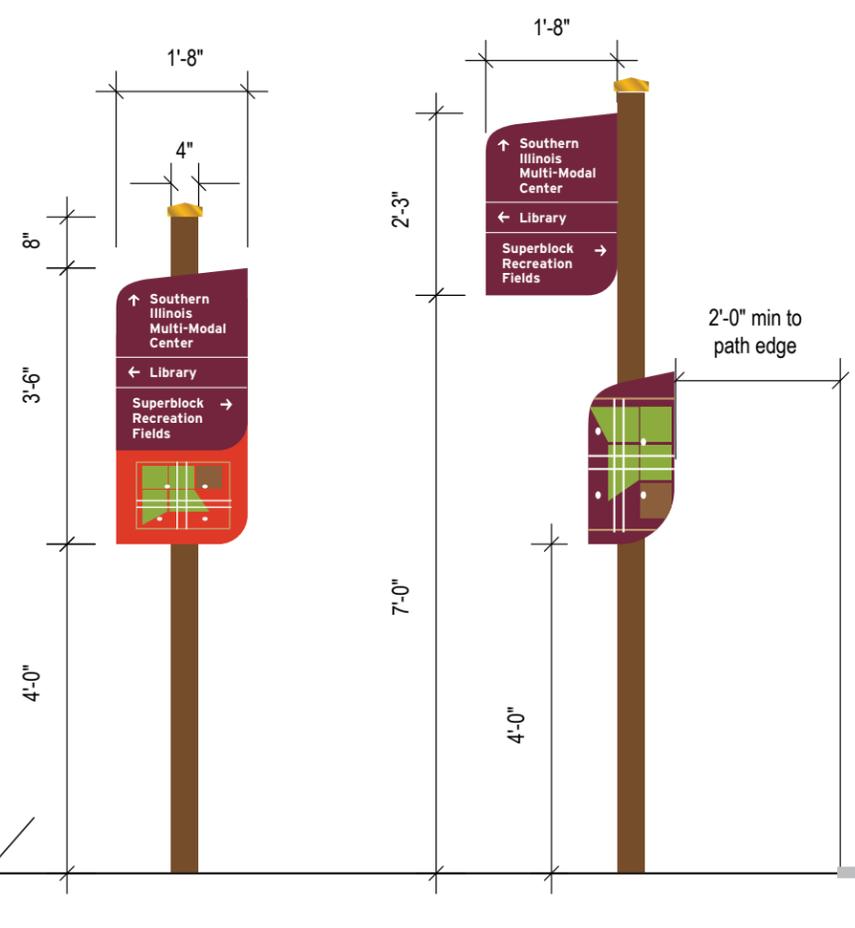
1 Front View, DIR.02.a - Directional Level 1, Civic Destinations
Scale: 1/2" = 1'-0"



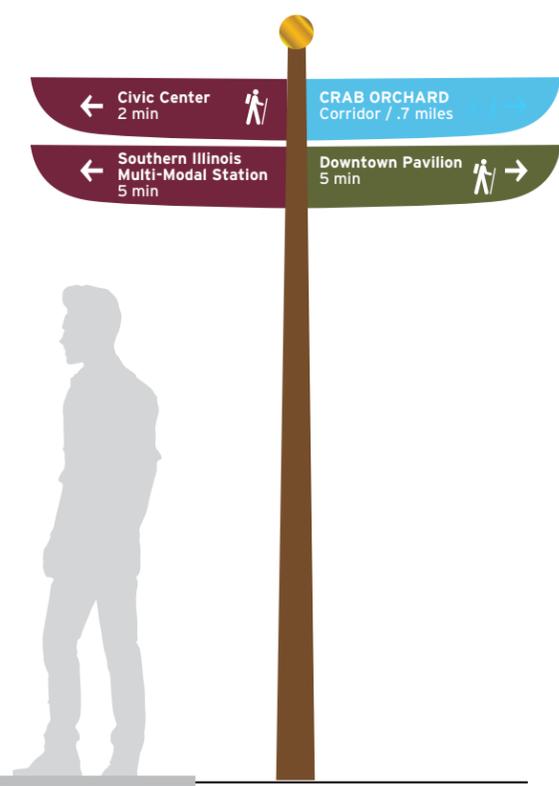
2 Front View, DIR.04 - Directional to Parks/Rec. Facilities
Scale: 1/2" = 1'-0"



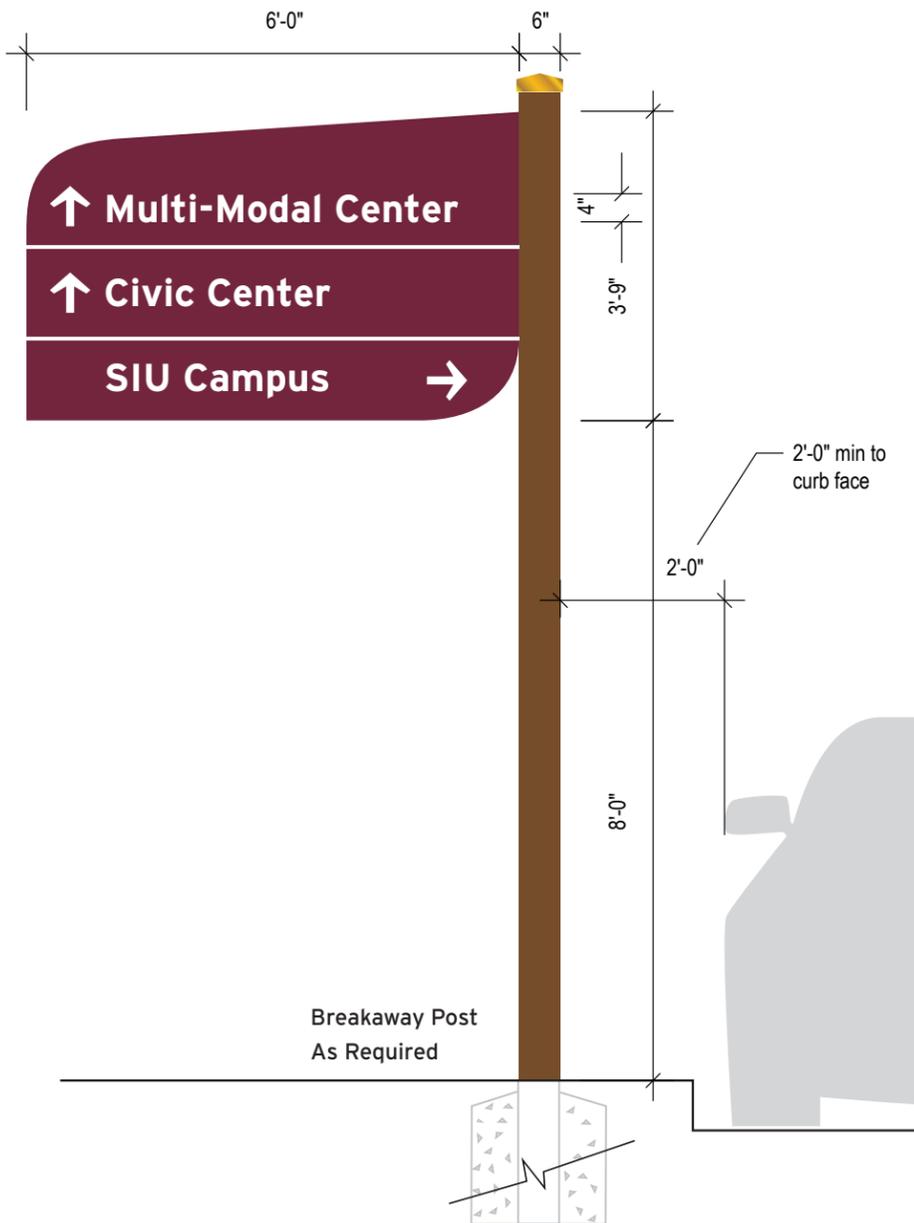
1 Front View, DIR.10 - Directional Pedestrian
Scale: 1/2" = 1'-0"



2 Front View, DIR.08 & ORI.03 - Directional Bikeway & Pedestrian
Scale: 1/2" = 1'-0"



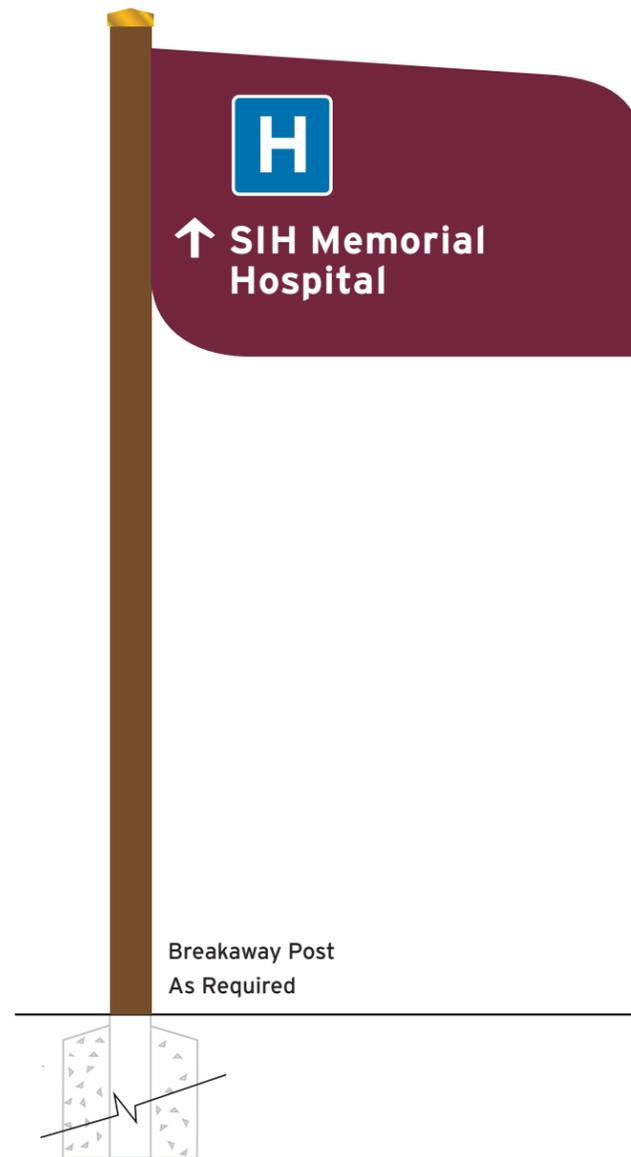
3 Front View, DIR.10 OPTION - Fingerpointing
Scale: 1/2" = 1'-0"



1 Front View, DIR.02.b - Directional Level 2, Civic Dest.
Scale: 1/2" = 1'-0"



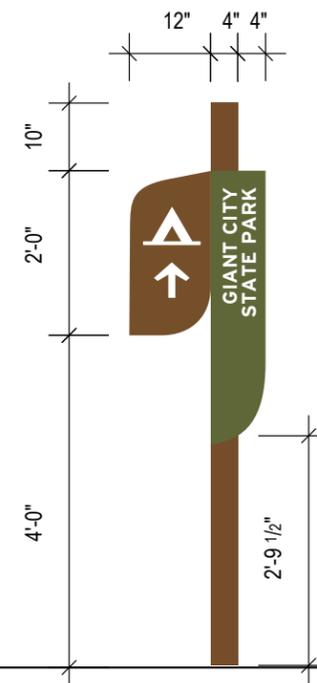
5 Front View, DIR.04.b - Directional
Scale: 1/2" = 1'-0"



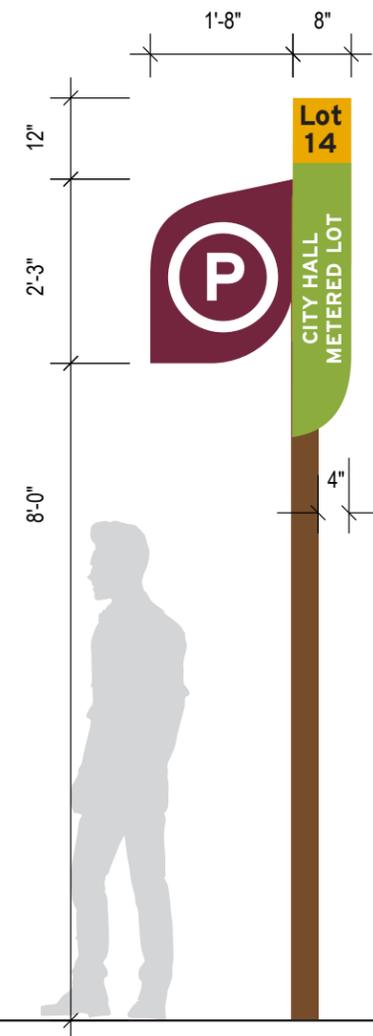
2 Front View, DIR.02.d - Trailblazer Directionals Civic Dest.
Scale: 1/2" = 1'-0"



6 Front View, DIR.06 - Directional
Scale: 1/2" = 1'-0"



3 Front View, DIR.04.d - Trailblazer
Scale: 1/2" = 1'-0"



4 Front View, DIR.06 & ID.13 - Trailblazer ID
Scale: 1/2" = 1'-0"



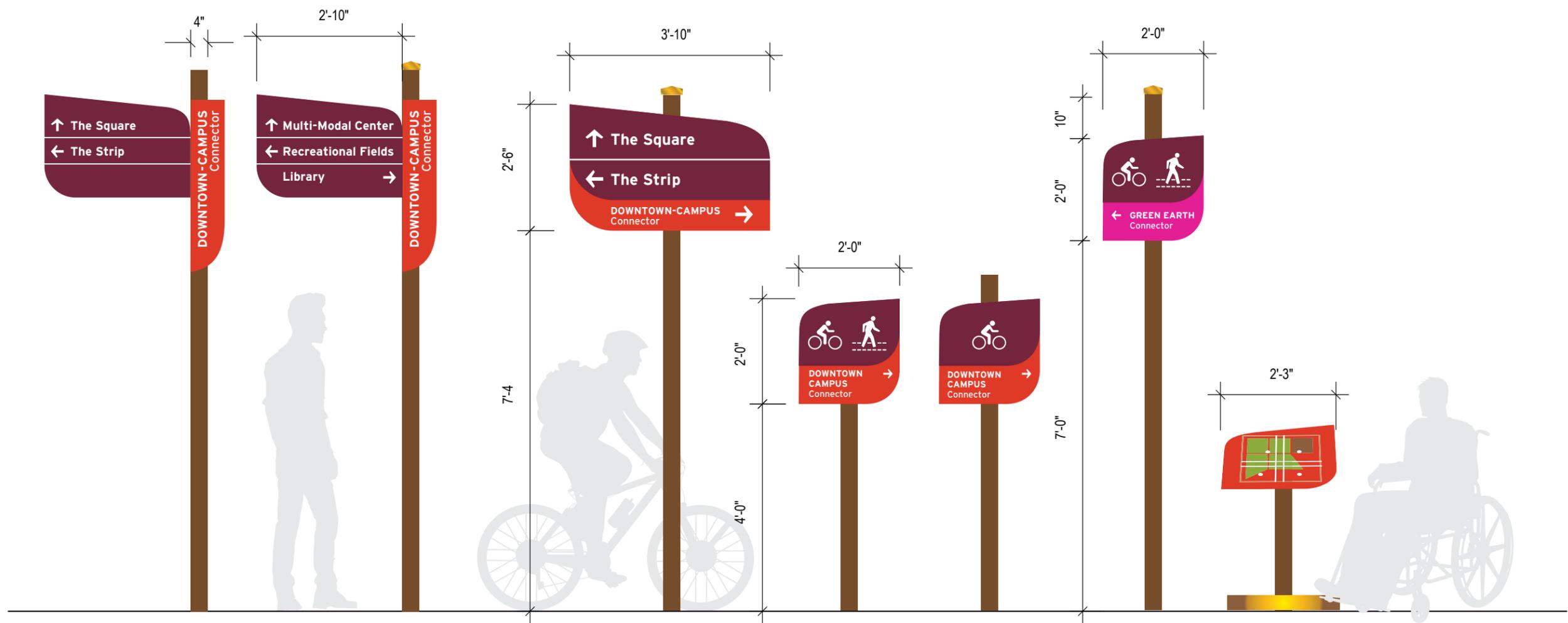
5 Message Options
Scale: 1/2" = 1'-0"

1 Front View, ENV.01 - Identity Marker
Scale: 1/2" = 1'-0"

2 Front View, ID.15 - Identity Marker Bikeway & Ped.
Scale: 1/2" = 1'-0"

3 Front View, ID.15.a - Mile Marker Bike/Ped.
Scale: 1/2" = 1'-0"

4 Front View, DIR.08
Scale: 1/2" = 1'-0"



1 Front View, ID.15 - Bikeway & Ped. Entries
Scale: 1/2" = 1'-0"

2 Front View, DIR.08 - Directional, Bikeway & Ped. Entries
Scale: 1/2" = 1'-0"

3 Front View, ORI.03 - Angled Orientation Map
Scale: 1/2" = 1'-0"

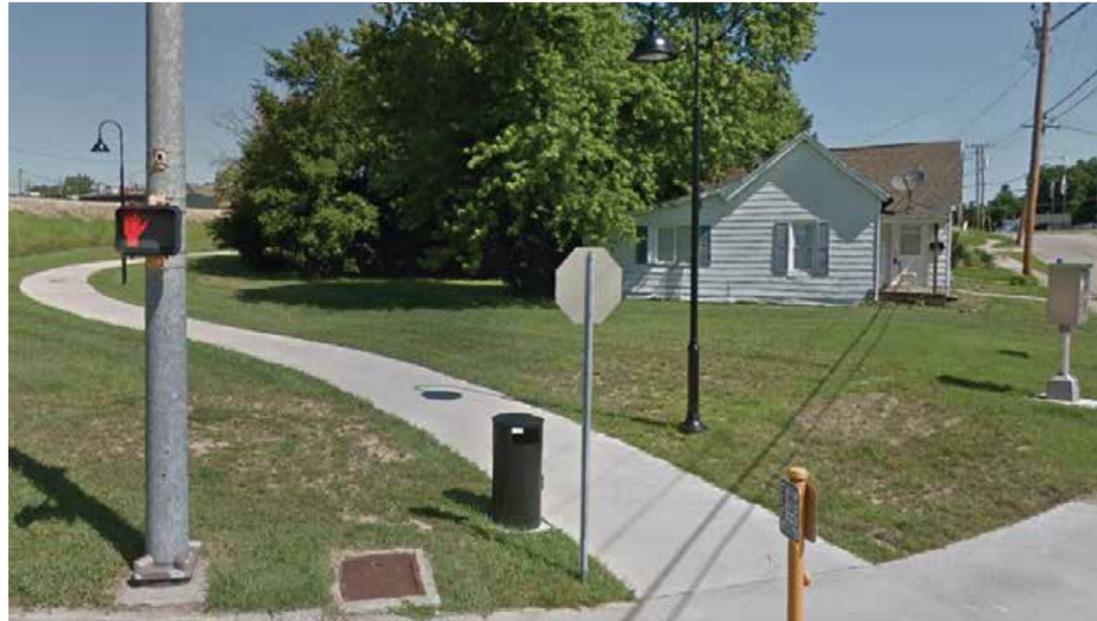


ENV.01
 ENVIRONMENTAL IDENTITY Confirmation Bikeway/Pedestrian Medallion (ornamental)
 #206

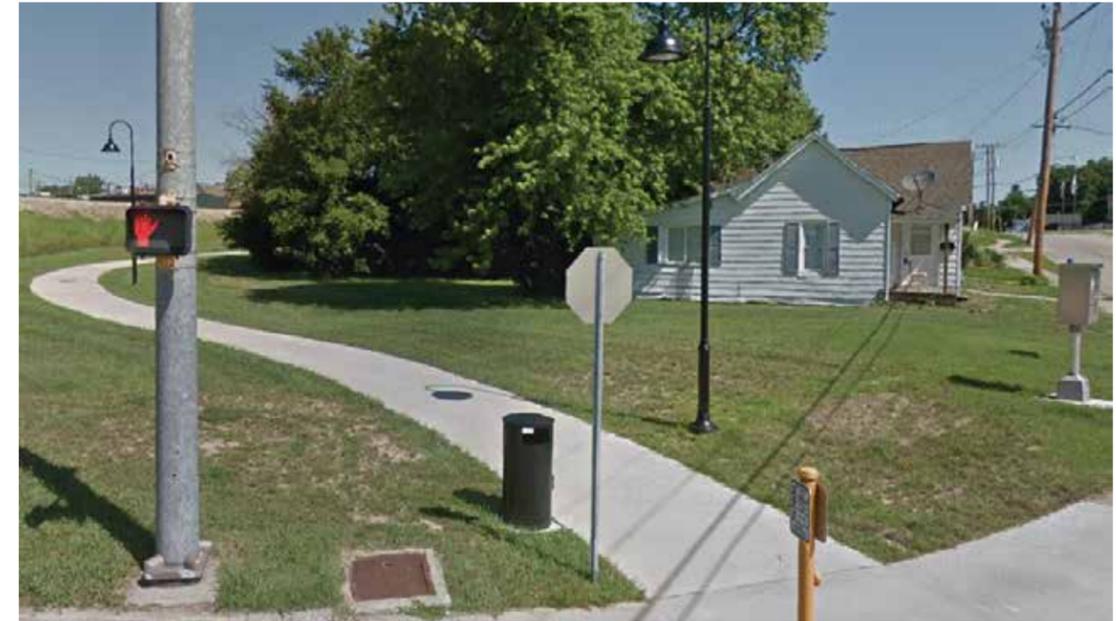


DIR.08
 DIRECTIONAL to Bikeway/Pedestrian Corridors/Greenways
 #249





#115 - DIR.08
 DIRECTIONAL to Bikeway/Pedestrian Corridors/Greenways
#138 - ORI.03b
 ORIENTATION Map - Bikeway/Pedestrian Map

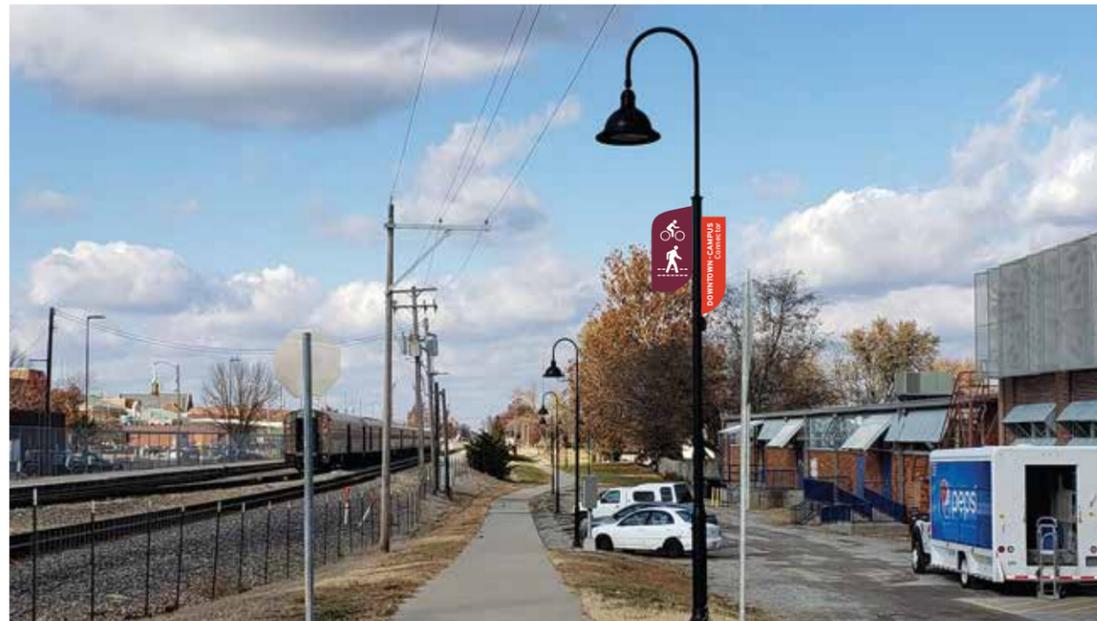


#115 - DIR.08 - OPTION
 DIRECTIONAL to Bikeway/Pedestrian Corridors/Greenways
#138 - ORI.03b - OPTION
 ORIENTATION Map - Bikeway/Pedestrian Map





ENV.01
ENVIRONMENTAL IDENTITY Confirmation Bikeway/Pedestrian Medallion (ornamental)
#107



DIR.08
DIRECTIONAL to Bikeway/Pedestrian Corridors/Greenways
#343





DIR.08
DIRECTIONAL to Bikeway/Pedestrian Corridors/Greenways
#256



ID.13 - ID Parking
#180





DIR.04a
DIRECTIONAL Vehicular to Parks Open Space etc

#130



DIR.06
DIRECTIONAL Vehicular to Parking Facilities (trailblazer)

#178





DIR.10
DIRECTIONAL Pedestrian Downtown

#232



DIR.02d
Trailblazer Directionals

#167





DIR.02.d
DIRECTIONAL Vehicular Trailblazers

#166



DIR.02.d
DIRECTIONAL Vehicular Trailblazers

#147





ENV.01
Environmental/Identity
#258



ID.15
DENTITY MARKER Bikeway/Pedestrian Corridors
#329



Location of Wayfinding Elements

This section include layout of wayfinding elements. It is important to note that this is a *master plan*. Layout of elements are subject to change and locations shown are general locations only. Prior to implementation, additional details will need to be verified including utility locations, lines of sight, available right-of-way, and existing signs.

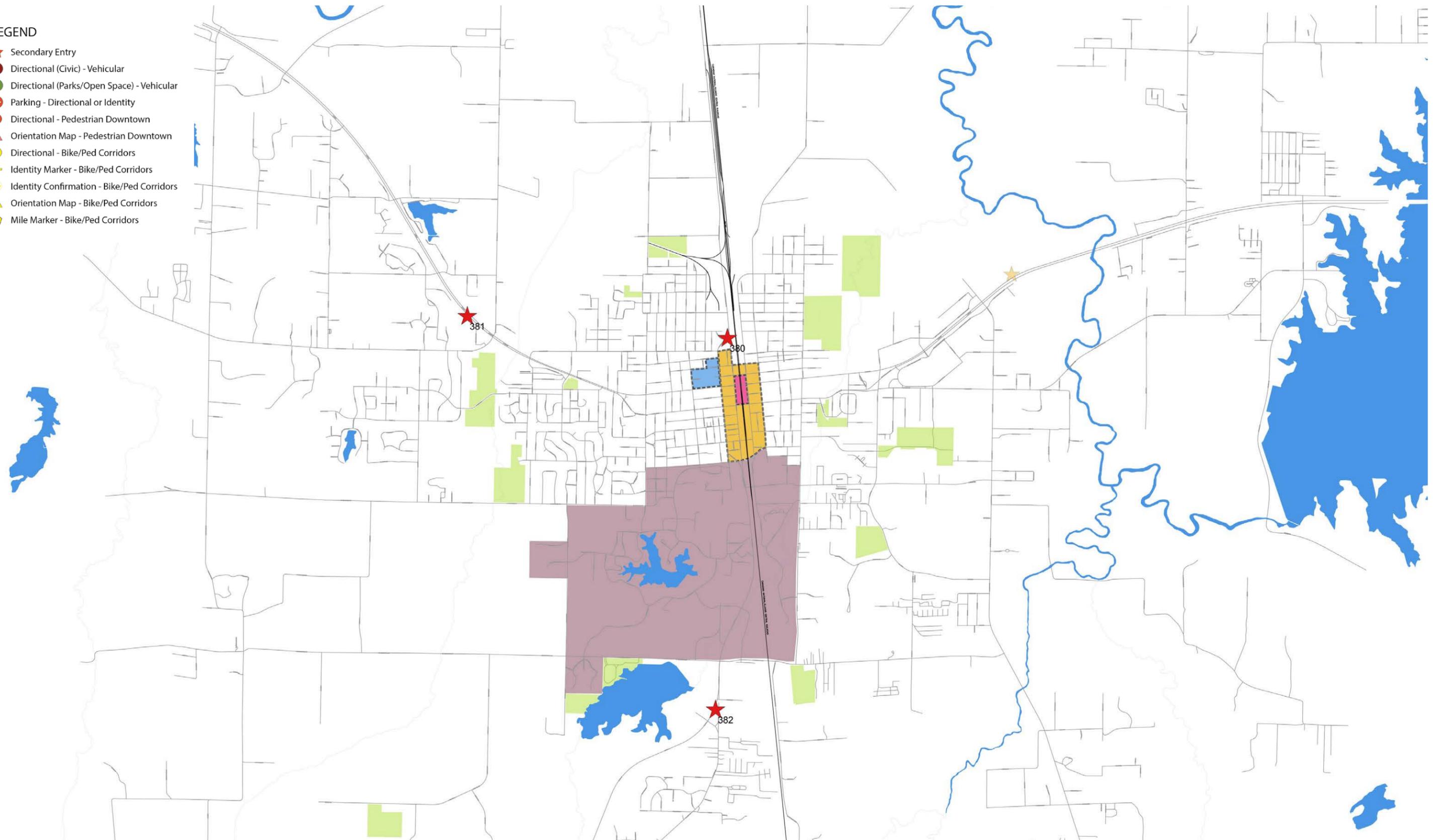
This section includes:

- Secondary Entries
- Vehicular Directional
- Parking
- Pedestrian
- Downtown: Vehicular, Parking, and Pedestrian
- Bicycle / Pedestrian Corridors

Secondary City Entries

LEGEND

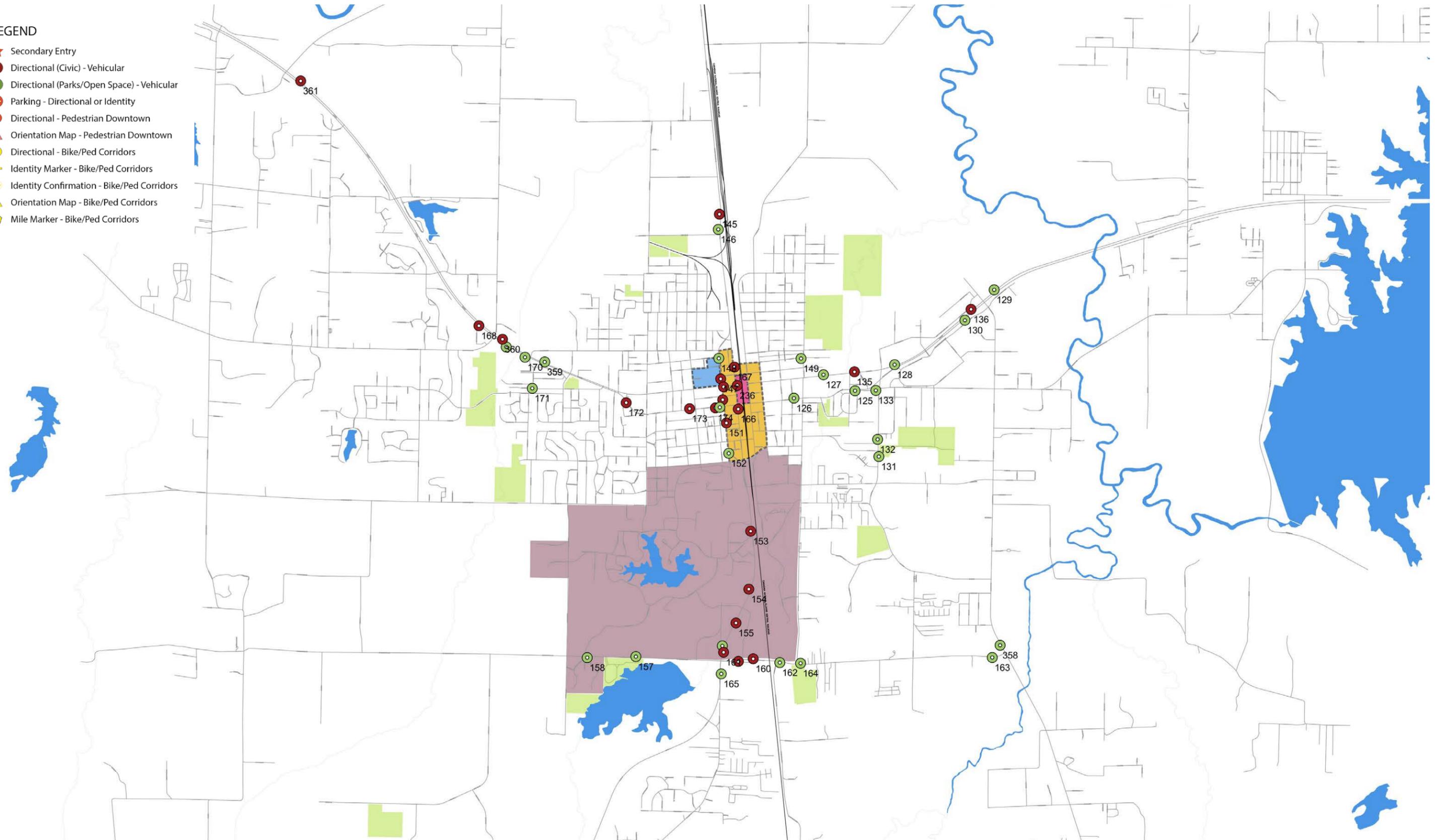
- ★ Secondary Entry
- Directional (Civic) - Vehicular
- Directional (Parks/Open Space) - Vehicular
- ◊ Parking - Directional or Identity
- Directional - Pedestrian Downtown
- ▲ Orientation Map - Pedestrian Downtown
- Directional - Bike/Ped Corridors
- ✚ Identity Marker - Bike/Ped Corridors
- ✚ Identity Confirmation - Bike/Ped Corridors
- ▲ Orientation Map - Bike/Ped Corridors
- ◆ Mile Marker - Bike/Ped Corridors



Vehicular Directional

LEGEND

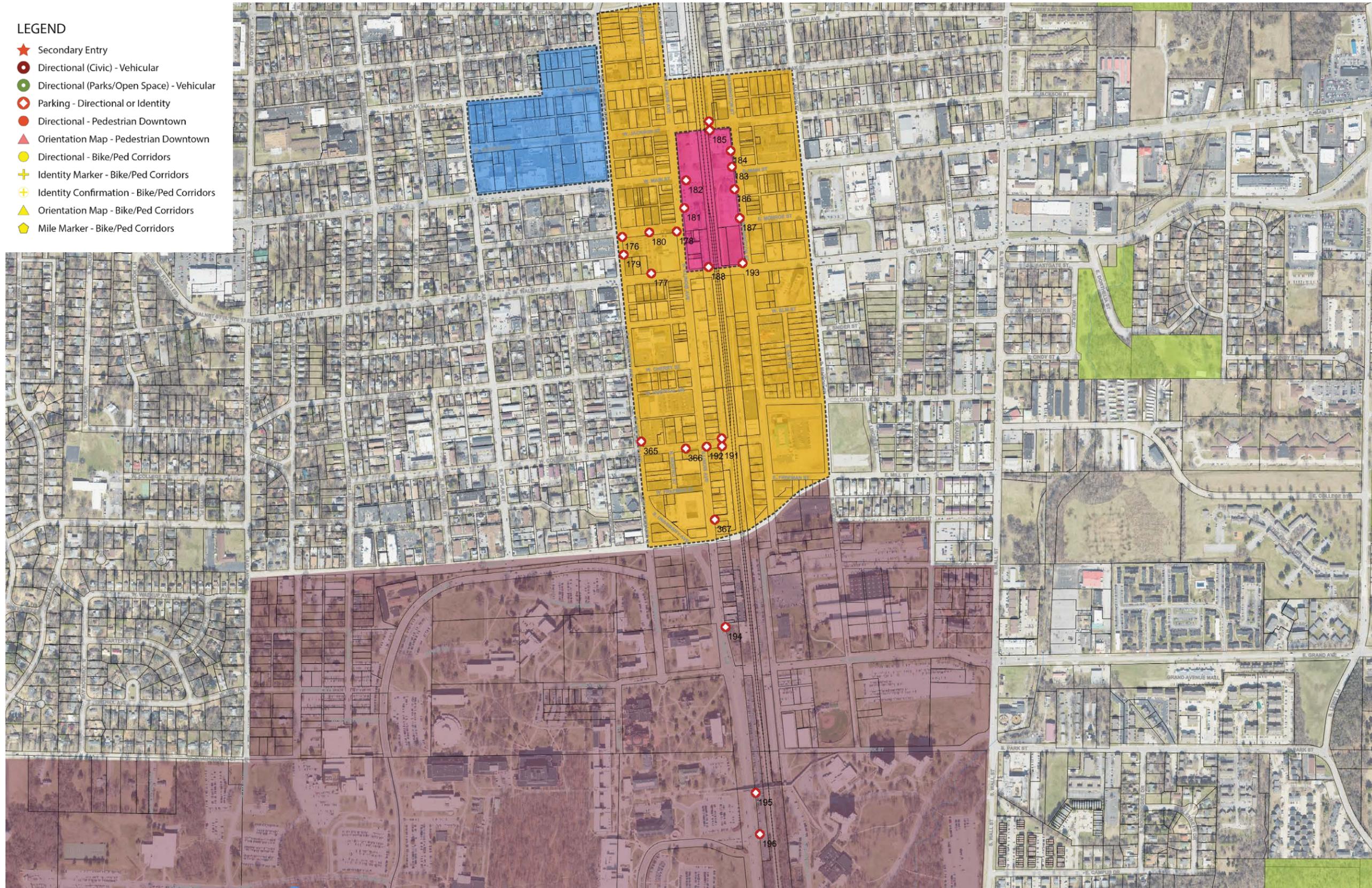
- ★ Secondary Entry
- Directional (Civic) - Vehicular
- Directional (Parks/Open Space) - Vehicular
- ◊ Parking - Directional or Identity
- Directional - Pedestrian Downtown
- ▲ Orientation Map - Pedestrian Downtown
- Directional - Bike/Ped Corridors
- ✚ Identity Marker - Bike/Ped Corridors
- ✚ Identity Confirmation - Bike/Ped Corridors
- ▲ Orientation Map - Bike/Ped Corridors
- ◆ Mile Marker - Bike/Ped Corridors



Parking

LEGEND

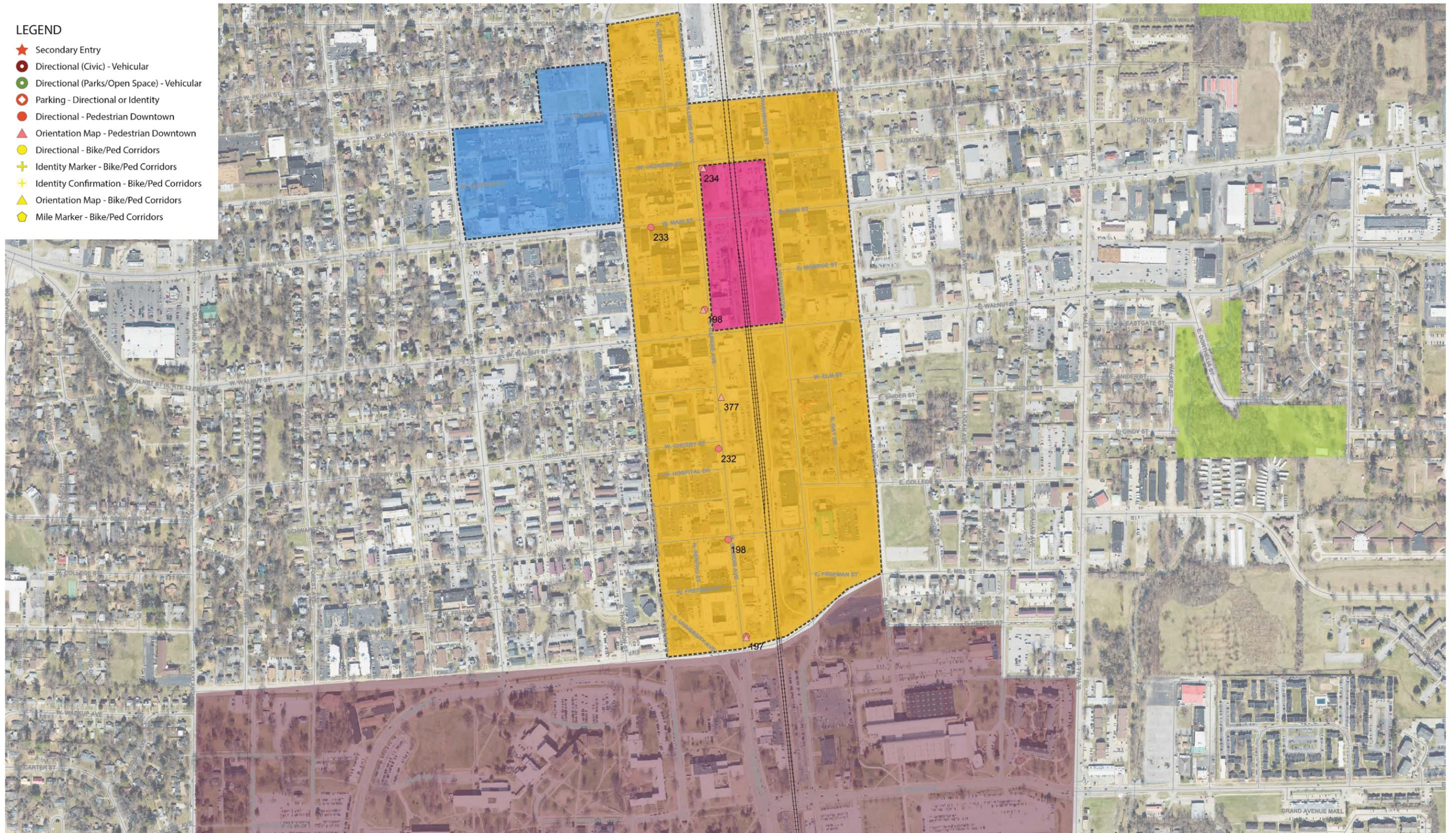
- ★ Secondary Entry
- Directional (Civic) - Vehicular
- Directional (Parks/Open Space) - Vehicular
- ◇ Parking - Directional or Identity
- Directional - Pedestrian Downtown
- ▲ Orientation Map - Pedestrian Downtown
- Directional - Bike/Ped Corridors
- ✚ Identity Marker - Bike/Ped Corridors
- ✚ Identity Confirmation - Bike/Ped Corridors
- ▲ Orientation Map - Bike/Ped Corridors
- Mile Marker - Bike/Ped Corridors



Pedestrian

LEGEND

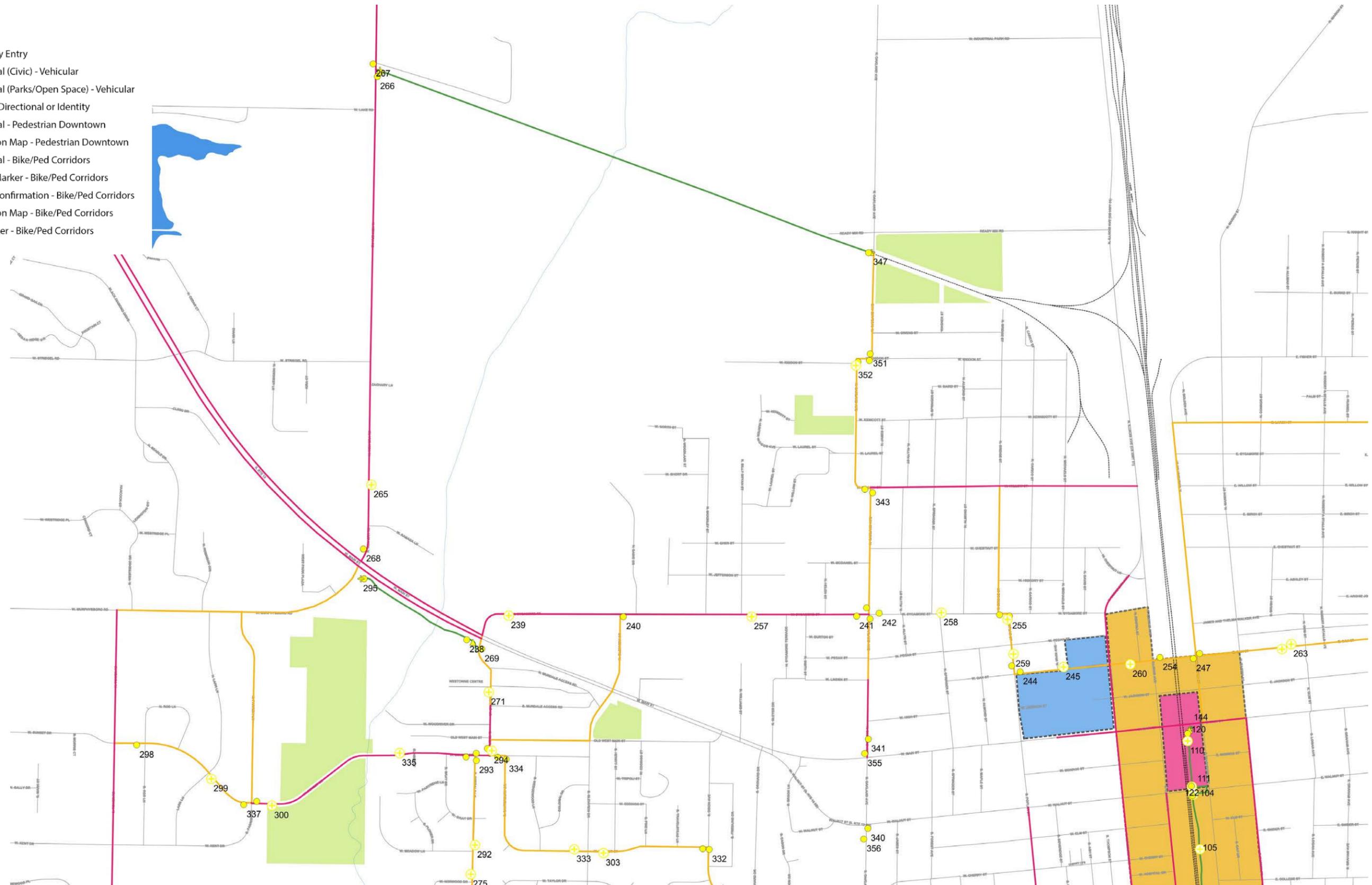
- ★ Secondary Entry
- Directional (Civic) - Vehicular
- Directional (Parks/Open Space) - Vehicular
- ◊ Parking - Directional or Identity
- Directional - Pedestrian Downtown
- ▲ Orientation Map - Pedestrian Downtown
- Directional - Bike/Ped Corridors
- ✚ Identity Marker - Bike/Ped Corridors
- ✚ Identity Confirmation - Bike/Ped Corridors
- ▲ Orientation Map - Bike/Ped Corridors
- ◆ Mile Marker - Bike/Ped Corridors



Bicycle / Pedestrian Corridors: NW Quadrant

LEGEND

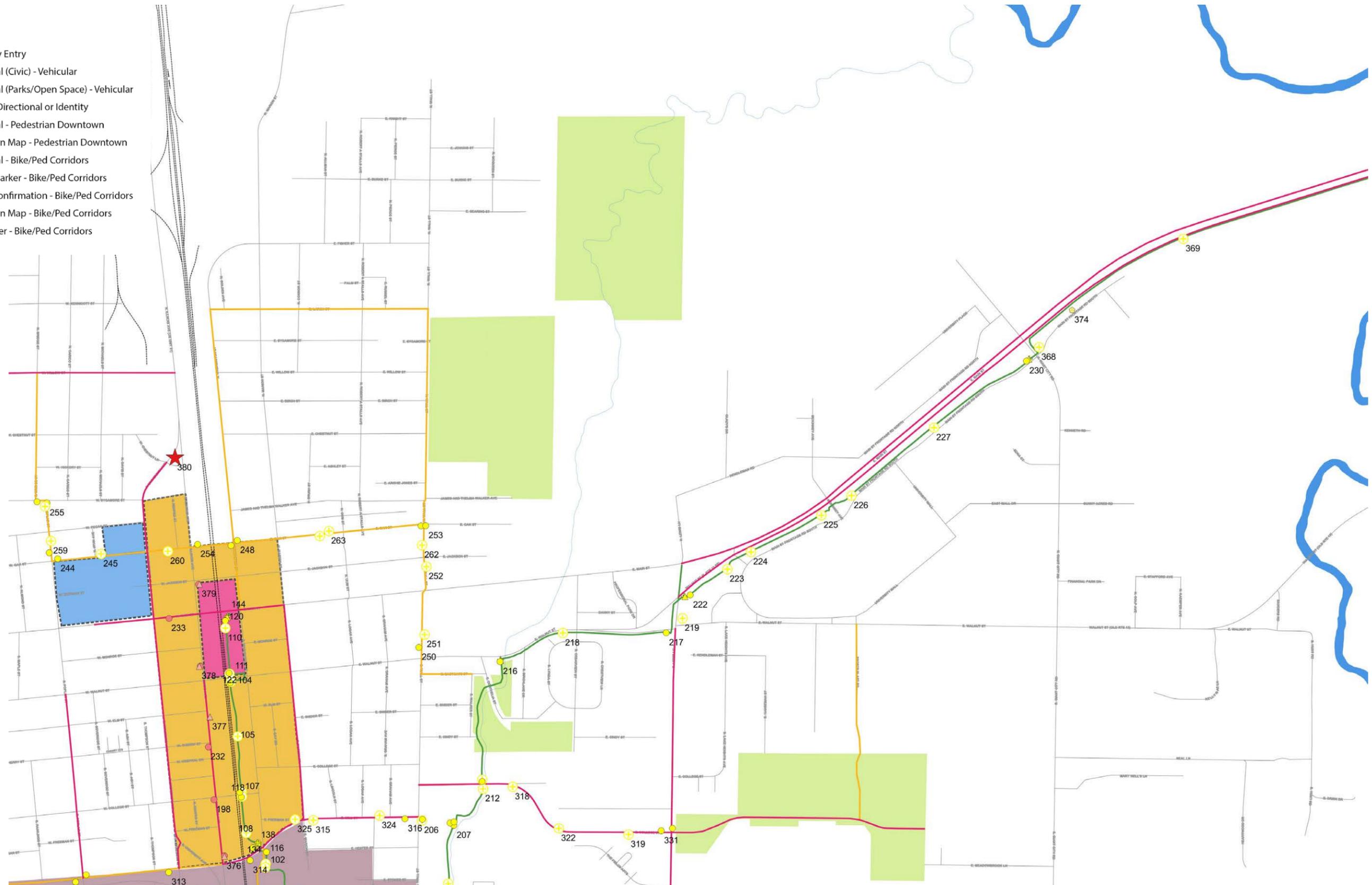
- ★ Secondary Entry
- Directional (Civic) - Vehicular
- Directional (Parks/Open Space) - Vehicular
- ◊ Parking - Directional or Identity
- Directional - Pedestrian Downtown
- ▲ Orientation Map - Pedestrian Downtown
- Directional - Bike/Ped Corridors
- ✚ Identity Marker - Bike/Ped Corridors
- ✚ Identity Confirmation - Bike/Ped Corridors
- ▲ Orientation Map - Bike/Ped Corridors
- Mile Marker - Bike/Ped Corridors



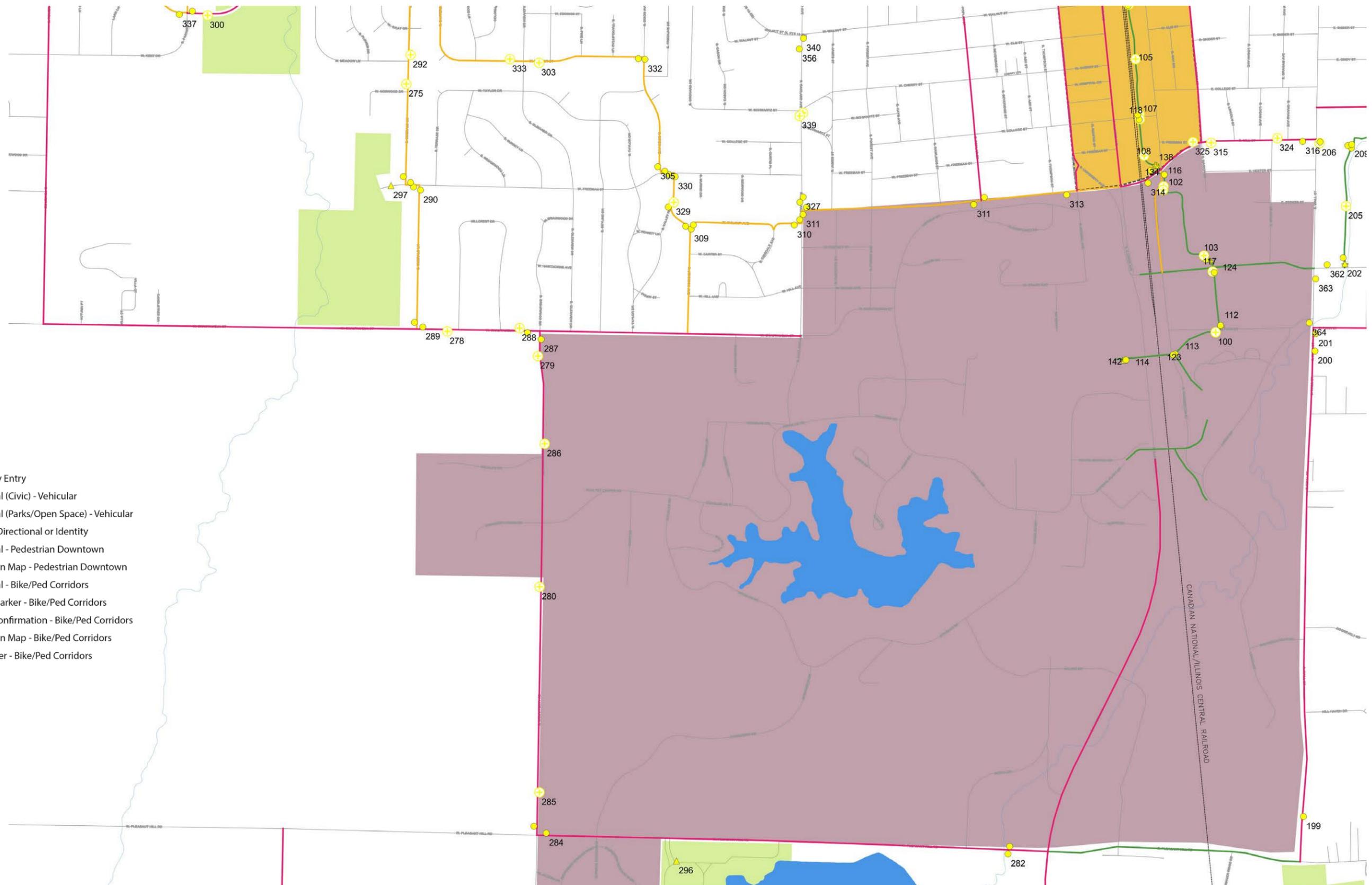
Bicycle / Pedestrian Corridors: NE Quadrant

LEGEND

- ★ Secondary Entry
- Directional (Civic) - Vehicular
- Directional (Parks/Open Space) - Vehicular
- ◊ Parking - Directional or Identity
- Directional - Pedestrian Downtown
- ▲ Orientation Map - Pedestrian Downtown
- Directional - Bike/Ped Corridors
- ✚ Identity Marker - Bike/Ped Corridors
- ⊕ Identity Confirmation - Bike/Ped Corridors
- ▲ Orientation Map - Bike/Ped Corridors
- ◆ Mile Marker - Bike/Ped Corridors



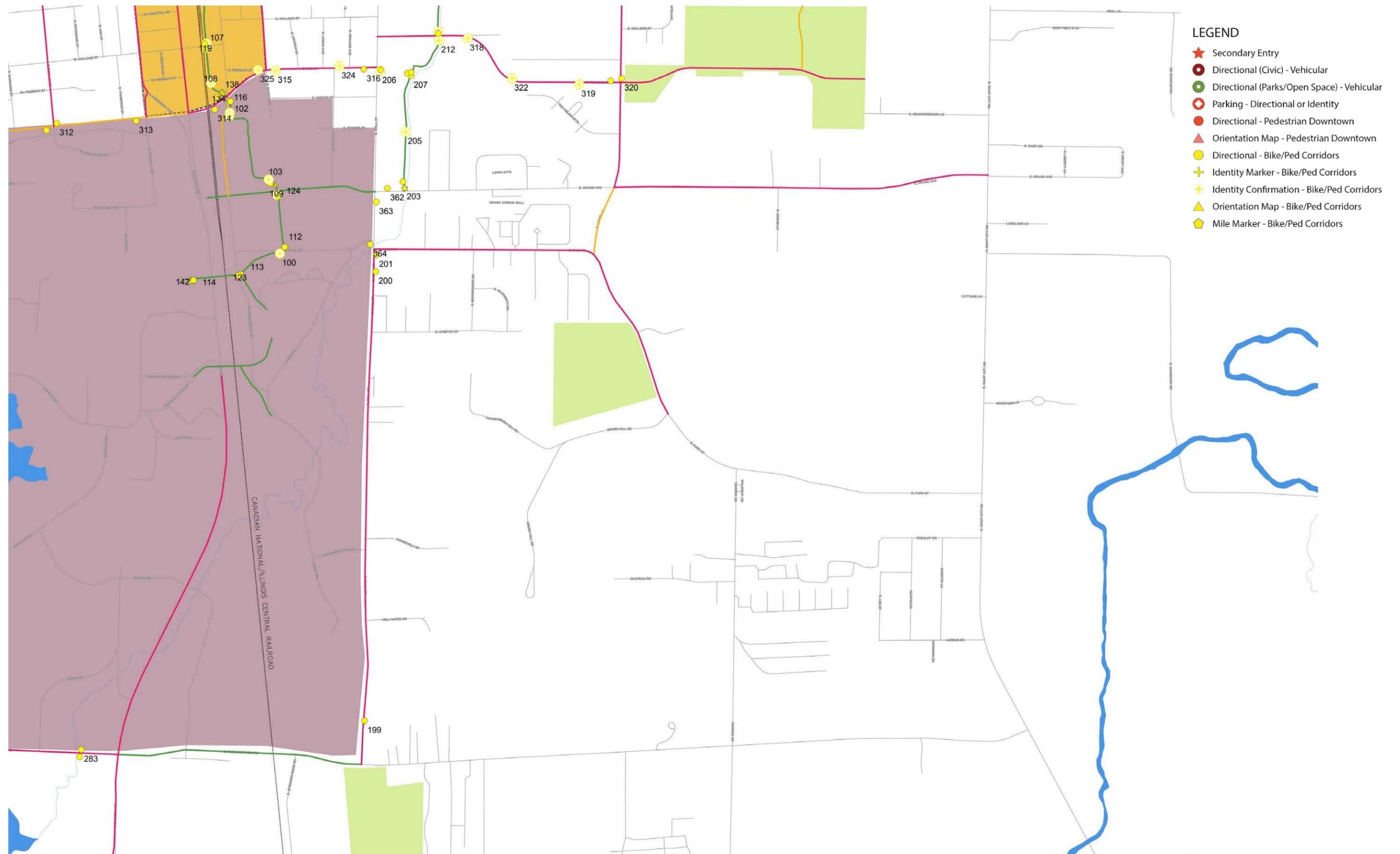
Bicycle / Pedestrian Corridors: SW Quadrant



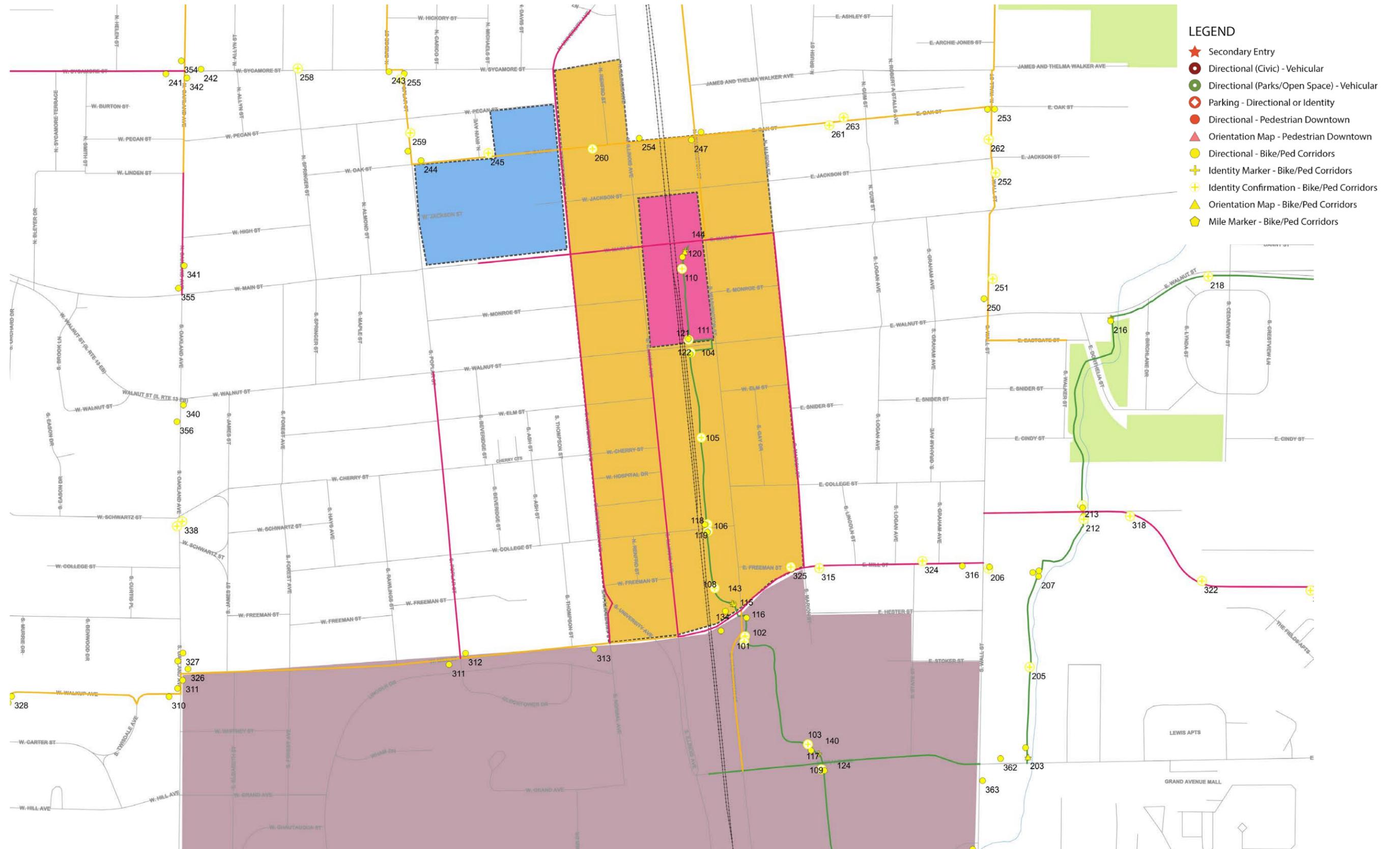
LEGEND

- ★ Secondary Entry
- Directional (Civic) - Vehicular
- Directional (Parks/Open Space) - Vehicular
- ◇ Parking - Directional or Identity
- Directional - Pedestrian Downtown
- ▲ Orientation Map - Pedestrian Downtown
- Directional - Bike/Ped Corridors
- ⊕ Identity Marker - Bike/Ped Corridors
- ⊕ Identity Confirmation - Bike/Ped Corridors
- ▲ Orientation Map - Bike/Ped Corridors
- Mile Marker - Bike/Ped Corridors

Bicycle / Pedestrian Corridors: SE Quadrant



Bicycle / Pedestrian Corridors: Downtown Detail



Phasing

The following is proposed phasing of wayfinding elements. The master plan GIS database includes the recommended phase for each element.

- Phase 1A: Vehicular Directional along Route 13 and Highway 51 outside of downtown.
- Phase 1B: Vehicular Directional outside of Route 13 and Highway 51 and outside of downtown.
- Phase 1C: Vehicular Directional within downtown.

Bikeway and Pedestrian Corridors:

- Phase 2A: Downtown-Campus Connector, Crab Orchard Greenway, northern section of Piles Fork Greenway, and eastern section of Central Connector.
 - Phase 2B: Chautauqua Bottoms Connector, Green Earth Connector, and western section of Central Connector.
 - Phase 2C: Sycamore-Oak Connector, southern section of Piles Fork Greenway
-
- Phase 3: Parking
-
- Phase 4: Downtown Pedestrian
-
- Phase 5: Secondary Entrances

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Downtown Carbondale

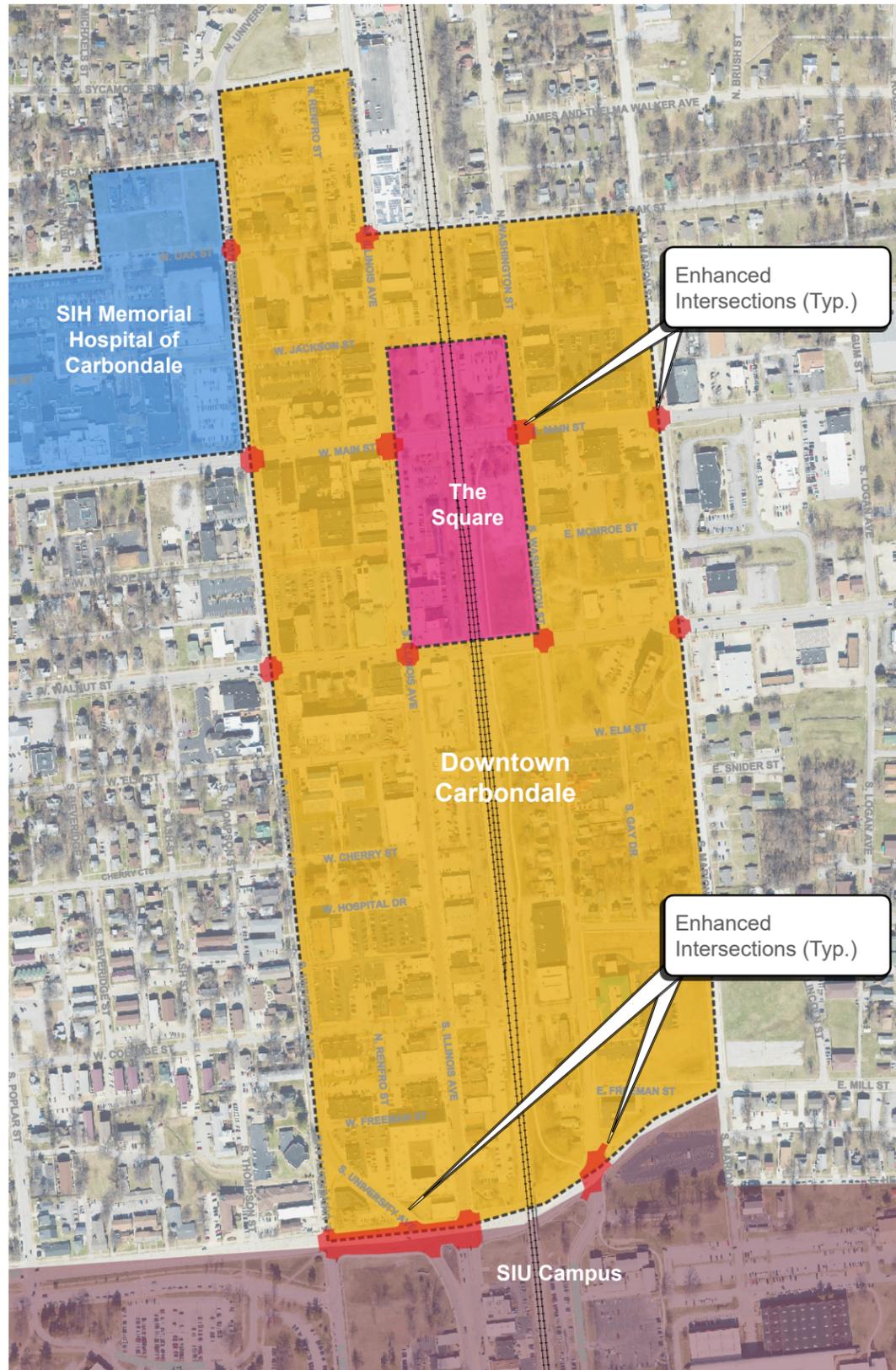
Downtown Carbondale has seen numerous improvements in recent years including the completion of the Downtown Master Plan and streetscape enhancements. Future improvements will include the new Southern Illinois Multi-Modal Center at the site of the existing Amtrak Station.

This section focuses on recommendations to further enhance downtown Carbondale as a unique district and destination within the City. Wayfinding downtown is more than just vehicular and pedestrian signage. Elements should work cohesively. The following recommendations build upon and compliment previous and planned improvements within downtown.

Recommendations:

1. Utilize enhanced intersection treatments to mark the entries to downtown and the core.
2. Create a consistent downtown orientation by enhancing the area around the Train Conductor statue and the Square.
3. Street Identification that is unique to downtown Carbondale.
4. Declutter and simplify existing directional signage. Focus on the last movement of parking.

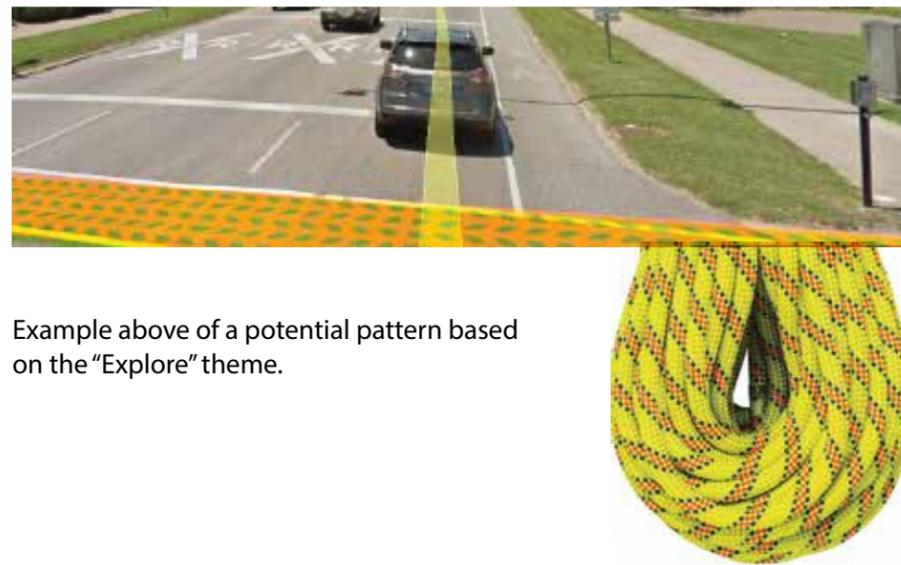
Downtown: Enhanced Intersections



Enhanced intersections in downtown Carbondale should have at minimum ladder style crosswalks at all four crossing points of the intersection as shown in the picture at the bottom of this page.

Ideally, enhanced intersections should include patterned crosswalks like the image to the right. The City should coordinate with IDOT acceptable patterns and materials based on current FHWA standards.

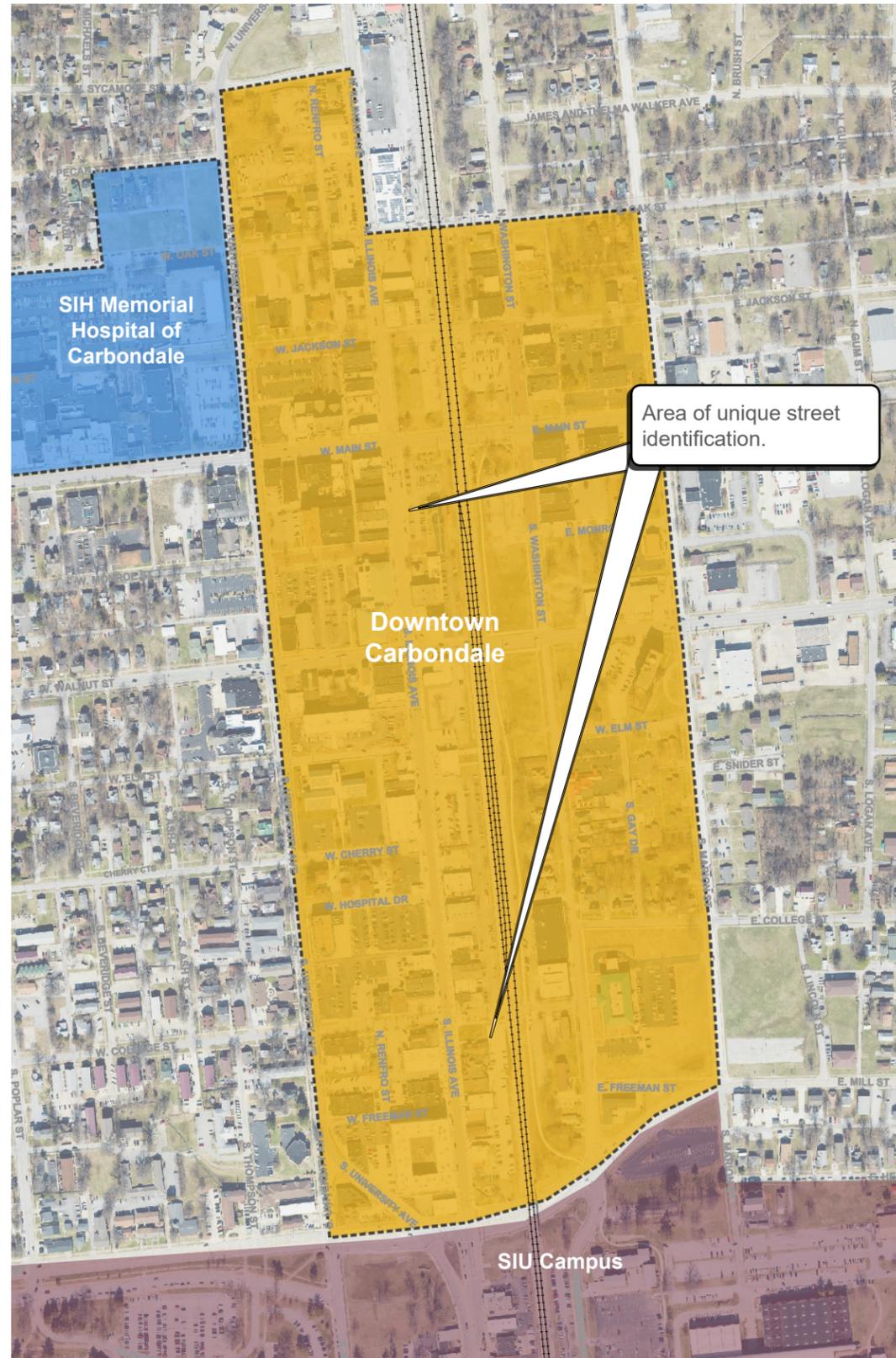
The example on the right is an inlaid preformed thermoplastic asphalt pavement marking system. A specific product example is DuraTherm Inlaid Surface System by Ennis-Flint (www.ennisflint.com).



Example above of a potential pattern based on the "Explore" theme.



Downtown: Street Identification



Downtown Carbondale should have unique street identification. Unique street identification will help define downtown as a cohesive district.

The Master Plan explored two options for unique street identification. One option is to have a unique color/style not only for downtown, but also within the SIH Memorial Hospital District and the Southern Illinois University District. However, the three districts are not large enough to logically have three distinct street identification.

The preferred option is to have a unique style for downtown Carbondale. This page shows various options based on the three conceptual wayfinding themes. This page includes precedent examples other unique street identification.

Implementation of unique street identification will need to be coordinated and approved by the Illinois Department of Transportation.



ID.19 Overhead Street Identity



Above: Precedent examples of street identification.

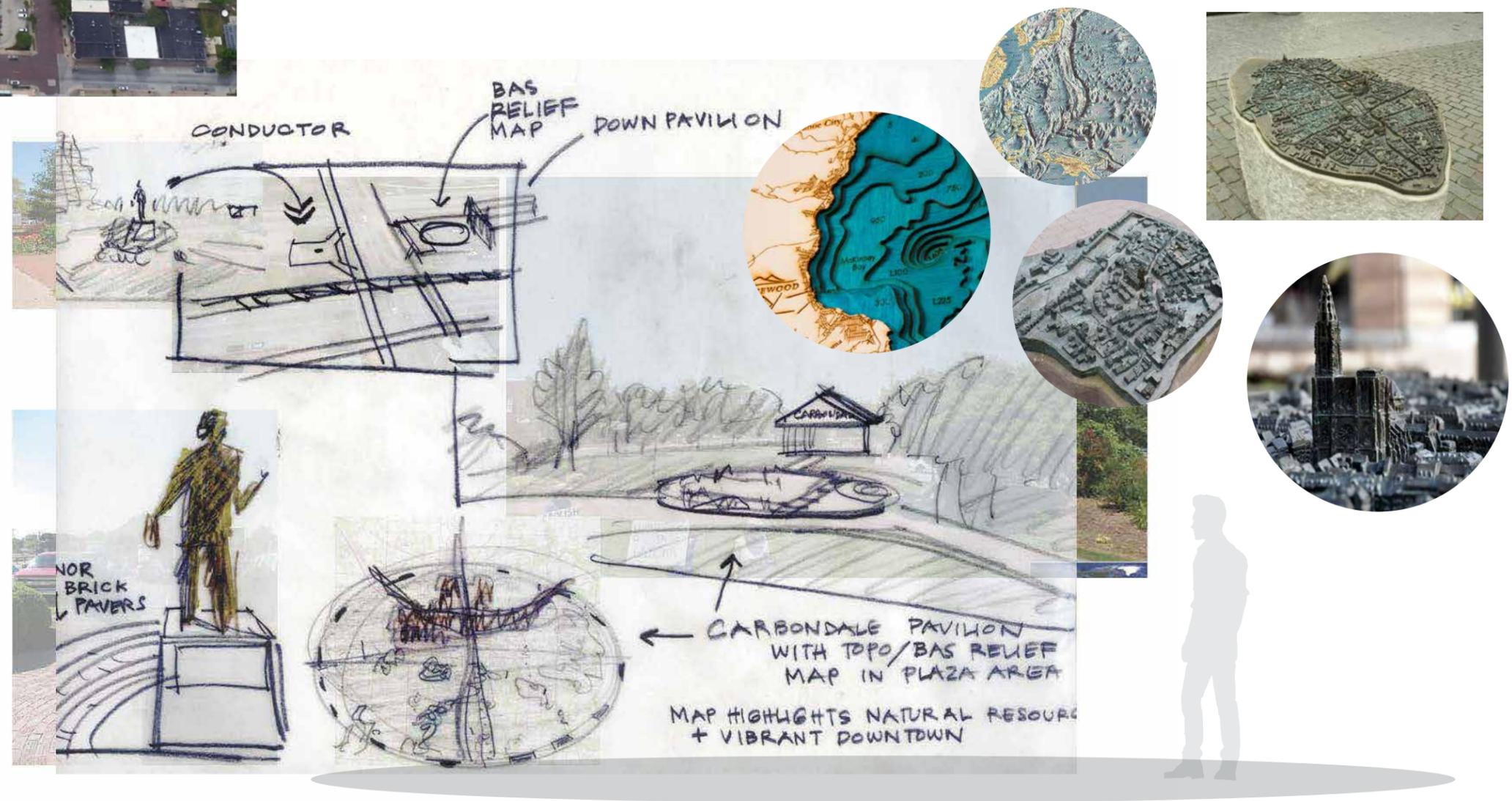
Downtown: Orientation



The existing train conductor statue and the pavilion area of the Square is an important location in the context of downtown Carbondale. The Old Train Depot and Civic Center are both in close proximity. This area is the heart of downtown. However, the bisection of this area with busy Route 13 keeps the area from being a cohesive whole.

The City should make this area the key orientation area for downtown area. One, a large regional topo relief map can be a center point for a refreshed pavilion plaza. The topo relief map should celebrate Carbondale as the gateway to Shawnee National Forest. Second, the train conductor should be physically elevated to create a visual landmark.

With these improvements, the train conductor and pavilion plaza can be the key orientation feature for downtown Carbondale. City, chamber, and tourism maps can use the train conductor and pavilion as a consistent reference point for downtown Carbondale.



ORI.01
Orientation Map in Town Square
Large bas relief map featuring
the areas unique topography

Existing Regulations

The two main corridors in Carbondale (Route 13 and Highway 51) are under the jurisdiction of the Illinois Department of Transportation (IDOT). Thus, IDOT and Manual of Uniform Traffic Control Devices (MUTCD) standards are applicable for future signage and wayfinding. The following are standards from the MUTCD and IDOT regarding community wayfinding.

Section 2D.50 Community Wayfinding Signs

Support:

01 Community wayfinding guide signs are part of a coordinated and continuous system of signs that direct tourists and other road users to key civic, cultural, visitor, and recreational attractions and other destinations within a city or a local urbanized or downtown area.

02 Community wayfinding guide signs are a type of destination guide sign for conventional roads with a common color and/or identification enhancement marker for destinations within an overall wayfinding guide sign plan for an area.

03 Figures 2D-18 through 2D-20 illustrate various examples of the design and application of community wayfinding guide signs.

Standard:

04 **The use of community wayfinding guide signs shall be limited to conventional roads. Community wayfinding guide signs shall not be installed on freeway or expressway mainlines or ramps. Direction to community wayfinding destinations from a freeway or expressway shall be limited to the use of a Supplemental Guide sign (see Section 2E.35) on the mainline and a Destination sign (see Section 2D.37) on the ramp to direct road users to the area or areas within which community wayfinding guide signs are used. The individual wayfinding destinations shall not be displayed on the Supplemental Guide and Destination signs except where the destinations are in accordance with the State or agency policy on Supplemental Guide signs.**

05 **Community wayfinding guide signs shall not be used to provide direction to primary destinations or highway routes or streets. Destination or other guide signs shall be used for this purpose as described elsewhere in this Chapter and shall have priority over any community wayfinding sign in placement, prominence, and conspicuity.**

06 **Because regulatory, warning, and other guide signs have a higher priority, community wayfinding guide signs shall not be installed where adequate spacing cannot be provided between the community wayfinding guide sign and other higher priority signs. Community wayfinding guide signs shall not be installed in a position where they would obscure the road users' view of other traffic control devices.**

07 **Community wayfinding guide signs shall not be mounted overhead.**

Guidance:

08 *If used, a community wayfinding guide sign system should be established on a local municipal or equivalent jurisdictional level or for an urbanized area of adjoining municipalities or equivalent that form an identifiable geographic entity that is conducive to a cohesive and continuous system of signs. Community wayfinding guide signs should not be used on a regional or statewide basis where infrequent or sparse placement does not contribute to a continuous or coordinated system of signing that is readily identifiable as such to the road user. In such cases, Destination or other guide signs detailed in this Chapter should be used to direct road users to an identifiable area in which the type of eligible destination described in Paragraph 1 is located.*

Figure 2D-18. Examples of Community Wayfinding Guide Signs



Guidance:

10 *Because pedestrian wayfinding signs typically use smaller legends that are inadequately sized for viewing by vehicular traffic and because they can provide direction to pedestrians that might conflict with that appropriate for vehicular traffic, wayfinding signs designed for and intended to provide direction to pedestrians or other users of a sidewalk or other roadside area should be located to minimize their conspicuity to vehicular traffic. Such signs should be located as far as practical from the street, such as at the far edge of the sidewalk. Where locating such signs farther from the roadway is not practical, the pedestrian wayfinding signs should have their conspicuity to vehicular traffic minimized by employing one or a combination of the following methods:*

- A. *Locating signs away from intersections where high-priority traffic control devices are present.*
- B. *Facing the pedestrian message toward the sidewalk and away from the street.*
- C. *Cantilevering the sign over the sidewalk if the pedestrian wayfinding sign is mounted at a height consistent with vehicular traffic signs, removing the pedestrian wayfinding signs from the line of sight in a sequence of vehicular signs.*

11 *To further minimize their conspicuity to vehicular traffic during nighttime conditions, pedestrian wayfinding signs should not be retroreflective.*

Support:

12 *Color coding is sometimes used on community wayfinding guide signs to help road users distinguish between multiple potentially confusing traffic generator destinations located in different neighborhoods or subareas within a community or area.*

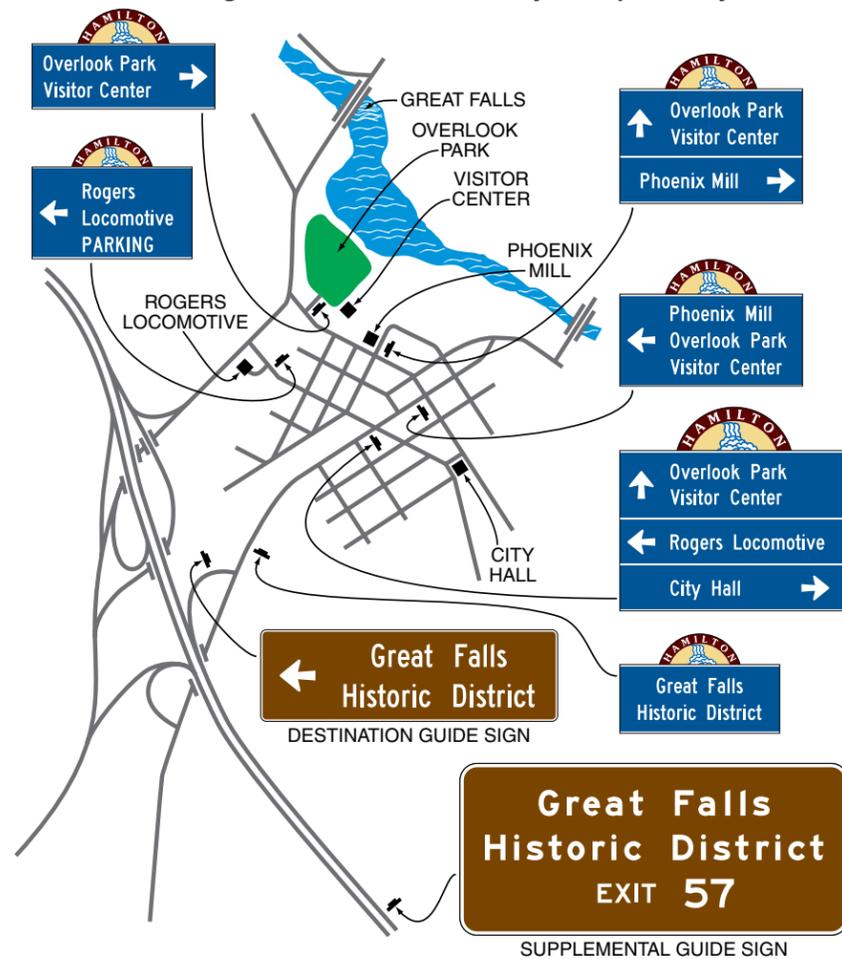
Option:

13 *At the boundaries of the geographical area within which community wayfinding guide signing is used, an informational guide sign (see Figures 2D-18 and 2D-20) may be posted to inform road users about the presence of wayfinding signing and to identify the meanings of the various color codes or pictographs that are being used.*

Standard:

14 **These informational guide signs shall have a white legend and border on a green background and shall have a design similar to that illustrated in Figures 2D-1 and 2D-18 and shall be consistent with the basic design principles for guide signs. These informational guide signs shall not be installed on freeway or expressway mainlines or ramps.**

Figure 2D-19. Example of a Community Wayfinding Guide Sign System Showing Direction from a Freeway or Expressway

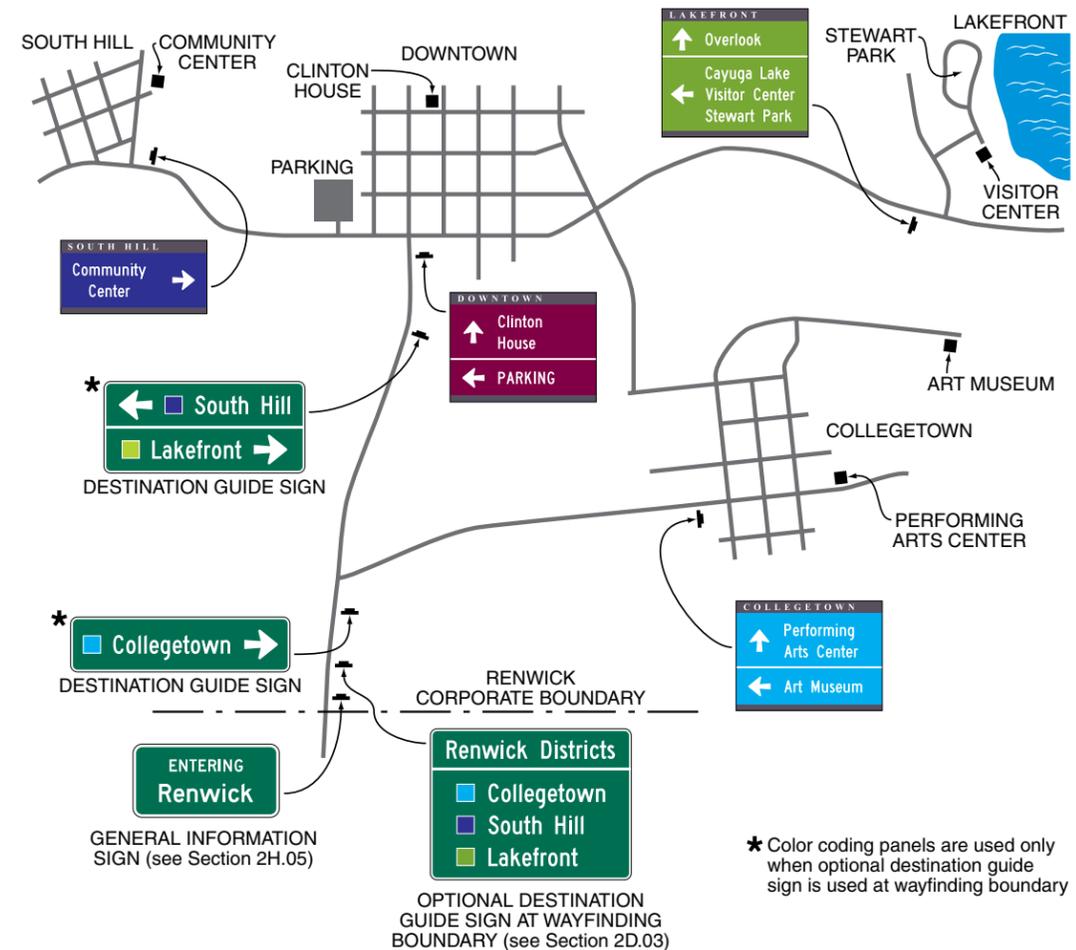


15 The color coding or a pictograph of the identification enhancement markers of the community wayfinding guide signing system shall be included on the informational guide sign posted at the boundary of the community wayfinding guide signing area. The color coding or pictographs shall apply to a specific, identifiable neighborhood or geographical subarea within the overall area covered by the community wayfinding guide signing. Color coding or pictographs shall not be used to distinguish between different types of destinations that are within the same designated neighborhood or subarea. The color coding shall be accomplished by the use of different colored square or rectangular panels on the face of the informational guide sign, each positioned to the left of the neighborhood or named geographic area to which the color-coding panel applies. The height of the colored square or rectangular panels shall not exceed two times the height of the upper-case letters of the principal legend on the sign.

Option:

16 The different colored square or rectangular panels may include either a black or a white (whichever provides the better contrast with the color of the panel) letter, numeral, or other appropriate designation to identify the destination.

Figure 2D-20. Example of a Color-Coded Community Wayfinding Guide Sign System



17 Except for the informational guide sign posted at the boundary of the wayfinding guide sign area, community wayfinding guide signs may use background colors other than green in order to provide a color identification for the wayfinding destinations by geographical area within the overall wayfinding guide signing system. Color-coded community wayfinding guide signs may be used with or without the boundary informational guide sign displaying corresponding color-coding panels described in Paragraphs 13 through 16. Except as provided in Paragraphs 18 and 19, in addition to the colors that are approved in this Manual for use on official traffic control signs (see Section 2A.10), other background colors may also be used for the color coding of community wayfinding guide signs.

Standard:

18 The standard colors of red, orange, yellow, purple, or the fluorescent versions thereof, fluorescent yellow-green, and fluorescent pink shall not be used as background colors for community wayfinding guide signs, in order to minimize possible confusion with critical, higher-priority regulatory and warning sign color meanings readily understood by road users.

19 The minimum luminance ratio of legend to background for community wayfinding guide signs shall be 3:1.

20 All messages, borders, legends, and backgrounds of community wayfinding guide signs and any identification enhancement markers shall be retroreflective (see Sections 2A.07 and 2A.08).

Guidance:

- 21 *Community wayfinding guide signs, exclusive of any identification enhancement marker used, should be rectangular in shape. Simplicity and uniformity in design, position, and application as described in Section 2A.06 are important and should be incorporated into the community wayfinding guide sign design and location plans for the area.*
- 22 *Community wayfinding guide signs should be limited to three destinations per sign (see Section 2D.07).*
- 23 *Abbreviations (see Section 1A.15) should be kept to a minimum, and should include only those that are commonly recognized and understood.*
- 24 *Horizontal lines of a color that contrasts with the sign background color should be used to separate groups of destinations by direction from each other.*

Support:

- 25 The basic requirement for all highway signs, including community wayfinding signs, is that they be legible to those for whom they are intended and that they be understandable in time to permit a proper response. Section 2A.06 contains additional information on the design of signs, including desirable attributes of effective designs.

Guidance:

- 26 *Word messages should be as brief as practical and the lettering should be large enough to provide the necessary legibility distance.*

Standard:

- 27 **The minimum specific ratio of letter height to legibility distance shall comply with the provisions of Section 2A.13. The size of lettering used for destination and directional legends on community wayfinding signs shall comply with the provisions of minimum letter heights as provided in Section 2D.06.**
- 28 **Interline and edge spacing shall comply with the provisions of Section 2D.06.**
- 29 **Except as provided in Paragraph 31, the lettering style used for destination and directional legends on community wayfinding guide signs shall comply with the provisions of Section 2D.05.**
- 30 **The lettering for destinations on community wayfinding guide signs shall be a combination of lower-case letters with initial upper-case letters (see Section 2D.05). All other word messages on community wayfinding guide signs shall be in all upper-case letters.**

Option:

- 31 A lettering style other than the Standard Alphabets provided in the “Standard Highway Signs and Markings” book may be used on community wayfinding guide signs if an engineering study determines that the legibility and recognition values for the chosen lettering style meet or exceed the values for the Standard Alphabets for the same legend height and stroke width.

Standard:

- 32 **Except for signs that are intended to be viewed only by pedestrians, bicyclists stopped out of the flow of traffic, or occupants of parked vehicles, Internet and e-mail addresses, including domain names and uniform resource locators (URL), shall not be displayed on any community wayfinding guide sign or sign assembly.**
- 33 **The arrow location and priority order of destinations shall follow the provisions described in Sections 2D.08 and 2D.37. Arrows shall be of the designs provided in Section 2D.08.**

Option:

- 34 Pictographs (see definition in Section 1A.13) may be used on community wayfinding guide signs.

Standard:

- 35 **If a pictograph is used, its height shall not exceed two times the height of the upper-case letters of the principal legend on the sign.**
- 36 **Except for pictographs, symbols that are not approved in this Manual for use on guide signs shall not be used on community wayfinding guide signs.**
- 37 **Business logos, commercial graphics, or other forms of advertising (see Section 1A.01) shall not be used on community wayfinding guide signs or sign assemblies.**

Option:

- 38 Other graphics that specifically identify the wayfinding system, including identification enhancement markers, may be used on the overall sign assembly and sign supports.

Support:

- 39 An enhancement marker consists of a shape, color, and/or pictograph that is used as a visual identifier for the community wayfinding guide signing system for an area. Figure 2D-18 shows examples of identification enhancement marker designs that can be used with community wayfinding guide signs.

Option:

- 40 An identification enhancement marker may be used in a community wayfinding guide sign assembly, or may be incorporated into the overall design of a community wayfinding guide sign, as a means of visually identifying the sign as part of an overall system of community wayfinding signs and destinations.

Standard:

- 41 **The sizes and shapes of identification enhancement markers shall be smaller than the community wayfinding guide signs themselves. Identification enhancement markers shall not be designed to have an appearance that could be mistaken by road users as being a traffic control device.**

Guidance:

- 42 *The area of the identification enhancement marker should not exceed 1/5 of the area of the community wayfinding guide sign with which it is mounted in the same sign assembly.*



Illinois Department of Transportation

Memorandum

To: All Operations Engineers
 From: Aaron A. Weatherholt
 Subject: Community Wayfinding Signs
 Date: January 4, 2011



DEPT OF TRANSPORTATION
 CARBONDALE / DISTRICT 9

Section 2D.50 of the 2009 MUTCD allows the use of community wayfinding signs to help direct tourists and other road users to key civic, cultural, visitor, and recreational attractions within an urbanized or downtown area. This memorandum provides additional requirements and guidance for the allowance of the installation of community wayfinding signs along state highways. All local agency requests to use these signs on state highways should be subject to the requirements of the MUTCD and the following:

- All destinations listed on the same community wayfinding sign shall use the same background color regardless of the category of destination. The following colors shall not be used as background colors on community wayfinding signs:
 - Red
 - Orange
 - Yellow
 - Purple
 - Yellow-Green
 - Pink
 - Fluorescent versions of these colors
- Informational guide signs may be posted at community boundaries which incorporate color coded "blocks" or pictographs to assist motorists and pedestrians in identifying different districts within a community as specified in Section 2D.50 and Figure 2D-20 of the MUTCD. The background color of community wayfinding signs shall match the appropriate colors as displayed on the information guide signs. The background color of informational guide signs shall be green and the color coded "blocks" or pictographs shall provide adequate contrast to the background.
- The legends and arrows of community wayfinding signs shall be white and shall meet the requirements of the MUTCD. The message shall have the appropriate letter size for the facility and speed as required by the MUTCD and shall be in appropriate upper case/lower case highway font lettering.

Memo

To All Operations Engineers

Subject: Community Wayfinding Signs

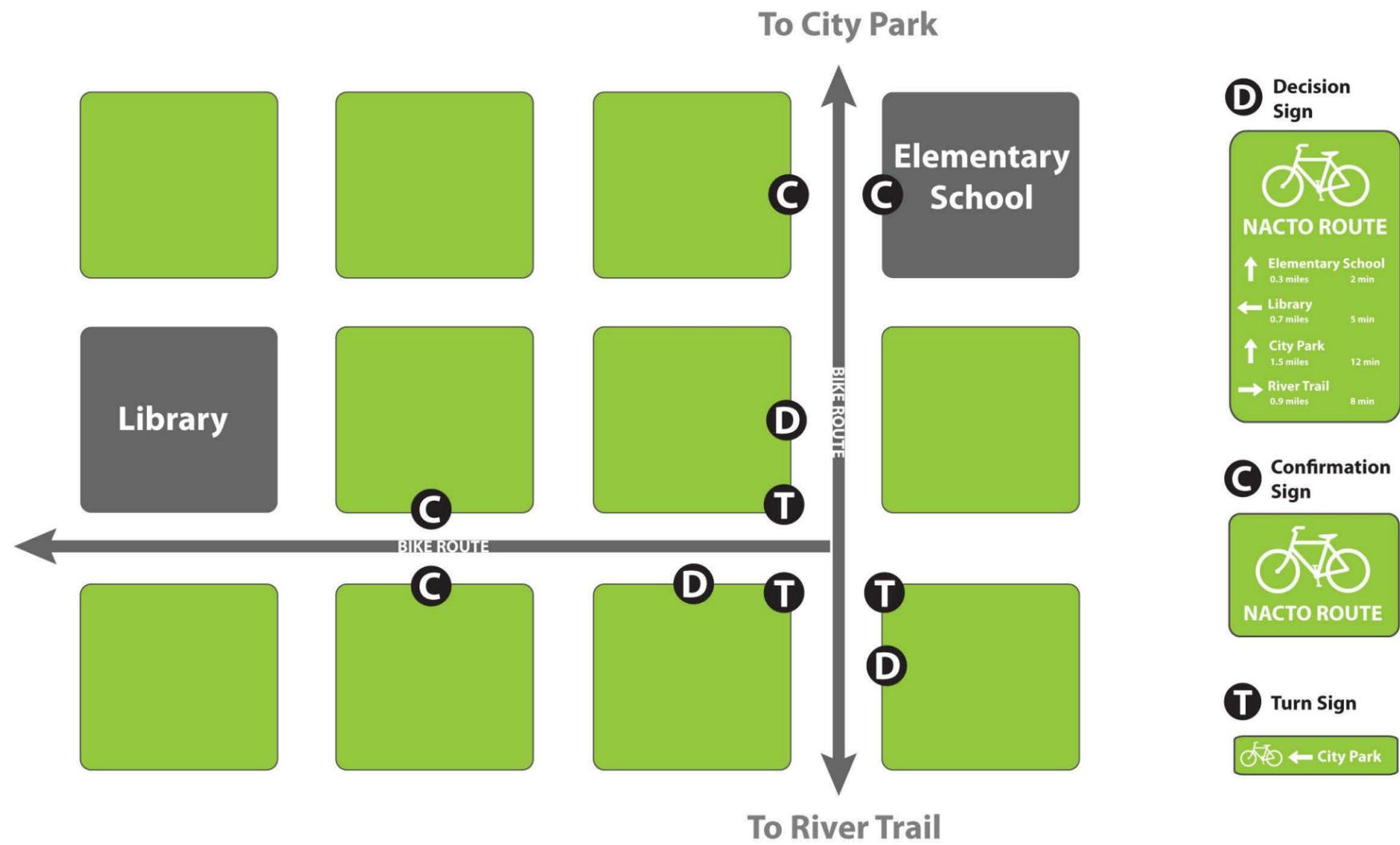
The 2009 MUTCD allows the use of community wayfinding signs to help direct tourists and other road users to key civic, cultural, visitor, and recreational attractions within an urbanized or downtown area. This memorandum provides additional requirements and guidance for the allowance of the installation of community wayfinding signs along state highways. All local agency requests to use these signs on state highways should be subject to the requirements of the MUTCD and the following:

- Each destination shall have the standard highway color background for the category of destination, such as green for general guide (i.e. courthouse, civic center); brown for recreational or cultural (i.e. museum, park, or historic district); or blue for service (i.e. visitor center). In all cases, the legends and arrows shall be white and shall meet the requirements of the MUTCD. The message shall have the appropriate letter size for the facility and speed as required by the MUTCD and shall be in appropriate upper case/lower case highway font lettering.
- All portions of wayfinding signs shall be retroreflective.
- Community wayfinding signs should be limited to three destinations per sign.
- Destinations may include local tourism attractions, civic facilities, schools, theaters, convention centers, etc. Destinations shall not include houses of worship or businesses not normally associated with tourism. There shall be no advertising included on the signs.
- The sign support system for wayfinding signs located within the roadway clear zone shall be crashworthy (breakaway, yielding, or shielded with a longitudinal barrier or crash cushion).
- The signs may incorporate a color coded "block" to assist motorists and pedestrians as specified in Section 2D.50 and Figure 2D-20 of the MUTCD. If color coded blocks are used, the colors should provide adequate contrast to the background.
- A civic emblem or symbol may be included above the message portion of the sign in a separate area.
- Wayfinding signs shall be located with adequate spacing from other signs, and shall not interfere with other traffic control devices or with sight distance.
- Wayfinding signs shall only be installed as ground mounted signs.
- The community must assume all costs involved in the fabrication, installation and maintenance of the signs.
- The community must assume full liability for any damage or injury caused by the signs.
- Community wayfinding signs shall be approved through the Special Town Name Sign Permit process.
- Community wayfinding signs shall not include destinations located off State Routes unless there is appropriate trailblazer signing installed on local routes to adequately direct traffic to the site.

If you have any questions please contact Kyle Armstrong at 217-782-7414.

Cc: Darrell Lewis

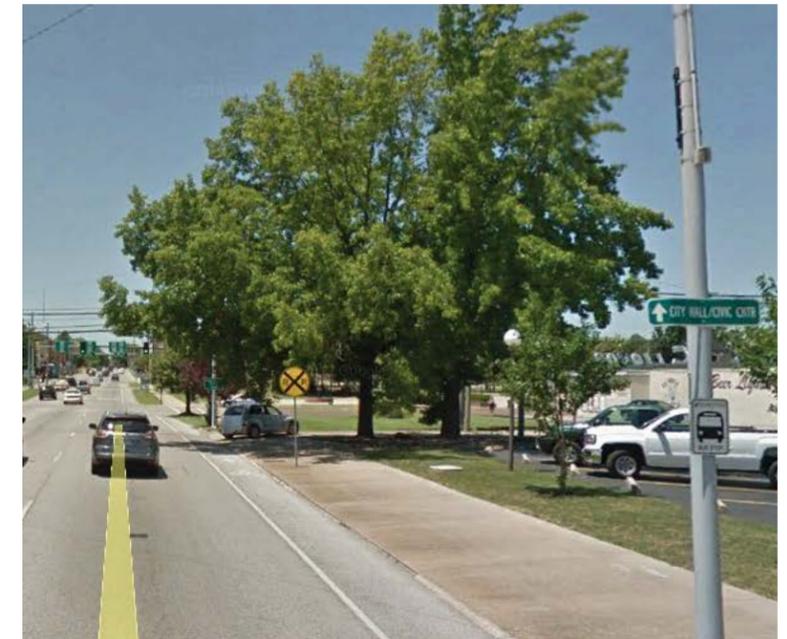
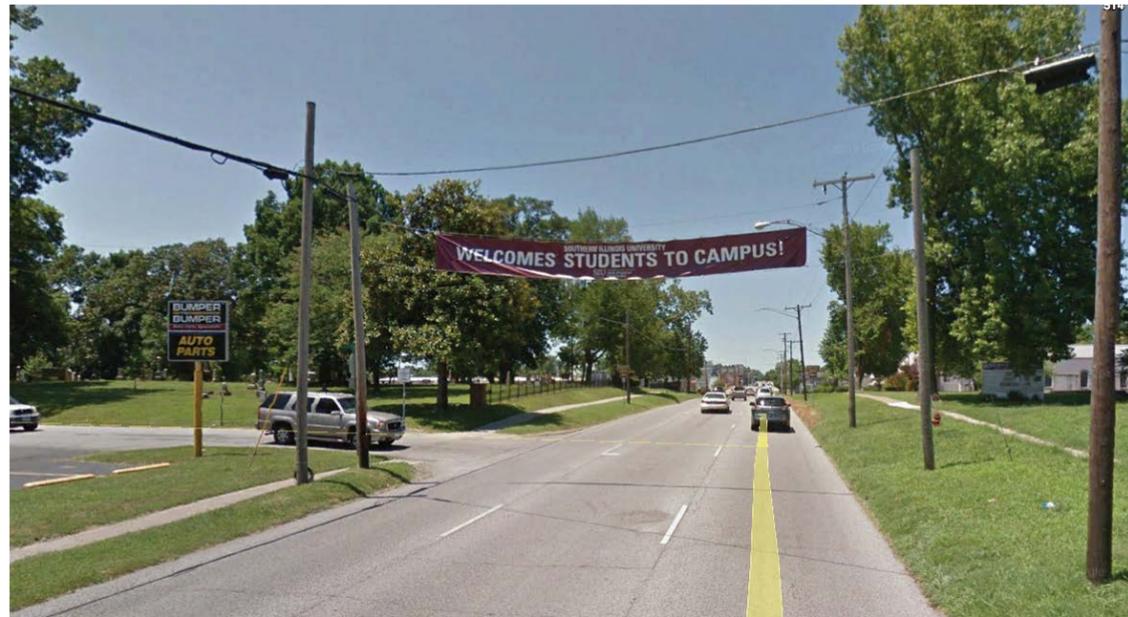
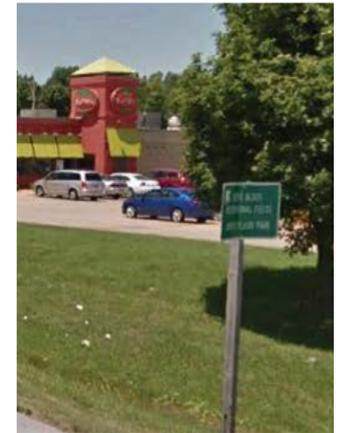
In addition to MUTCD standard, the National Association of City Transportation Officials (NACTO) provides additional guidance for urban bicycle facilities and wayfinding.



NACTO

Signing & Marking
Bike Route Wayfinding Signage System

Existing Conditions



Existing Conditions

IL 13 E Main Street traveling West



Location: **001**

Current Sign Nomenclature:

Police Station
←

TOWN SQUARE PARKING
→



Location: **002**

Current Sign Nomenclature:

VETERANS MEMORIAL PLAZA
WASHINGTON ST



Location: **003**

Current Sign Nomenclature:

(005 Pole)
JCT
51 (HWY Shield)

(Group Overhead Armature)			
SOUTH	WEST	WEST	NORTH
51 (HWY Shield)	ILLINOIS	ILLINOIS	51 (HWY Shield)
↑	13	13	→
	↑	↑	

(pole)
↑ City Hall/Civic Ctr
↑ Public Library
↑ WOMEN'S CENTER

Note:
Saluki Paw Prints
Bike Lane
Railroad Crossing pavement graphics and warning signs

Existing Conditions

IL 13 W Main Street traveling West



Location: **004**

Current Sign Nomenclature:

(pole and attached to light pole)

↑ SIU
↑ ANNA
DUQUOIN →

H
→

Note:
Saluki Paw Prints
Bike Lane
Crosswalk



Location: **005**

Current Sign Nomenclature:

(pole)
faded destinations above
↙ PUBLIC PARKING

MUSEUM (brown DOT sign)
←

Note:
Train Conductor Statue



Location: **006**

Current Sign Nomenclature:

(pole)
(Train Glyph)
(Airport Glyph)
↑
(No Left turn symbol)
←

(pole)
(Train Glyph)
(Airport Glyph)
↑
One
Way
→

Note:
Interpretive sign/program



Existing Conditions



Location:007

Current Sign Nomenclature:
(Group Overhead Armature)
SOUTH WEST
51 (HWY Shield) ILLINOIS
← ← 13
↑ ↑

←CITY HALL/CIVIC CENTER
←PUBLIC LIBRARY
←WOMEN'S CENTER

Note:
Saluki Paw Prints
Bike Lane

Location:008

Current Sign Nomenclature:
(pole)
←SIU
←ANNA

SPEED
LIMIT
30

Note:
Saluki Paw Prints
Bike Lane

Existing Conditions



Location:009

Current Sign Nomenclature:
(pole)
(Train Glyph)
←



Location:010

Current Sign Nomenclature:
(attached to existing pole)
←CITY HALL/CIVIC CENTER
←PUBLIC LIBRARY
←WOMEN'S CENTER

ILL ATTY GENERAL
REGIONAL OFFICE
←

Note:
Holiday decorations



Location:011

Current Sign Nomenclature:
(attached to overhead armature)
ILL RTE 13 w
(MAIN ST)

(attached to overhead armature)
US RTE 51s
(UNIVERSITY AVE)

MEMORIAL HOSPITAL OF CARBONDALE

Note:
Saluki Paw Prints turn the corner here
Several ONE WAY signs

Some of the overhead stanchions and
Signal armatures are black



Existing Conditions



Location:012

Current Sign Nomenclature:

H
→



Location:013

BOYS & GIRLS CLUB
OF CARBONDALE

SENIOR ADULT SERVICES
→



Location:014

↑City Hall/Civic Cnt

←Public Library

BOYS & GIRLS CLUB
OF CARBONDALE
←

Existing Conditions

IL 13 W Main Street traveling East



Location:015

Location:016

↑City Hall/Civic Cnt

Current Sign Nomenclature:
 (Grouped on pole - each side)
 NORTH SOUTH
 51 (HWY Shield) 51 (HWY Shield)
 ↑ →

EAST
 ILLINOIS
 13
 ↑

SIU →
 ANNA →
 (train glyph)
 →

Note:
 Saluki Paw Prints

Existing Conditions



Location:016

Current Sign Nomenclature:
 (Grouped on pole - each side)
 NORTH
 51 (HWY Shield)
 ←

(on each side of the road)
 DUQUOIN
 ←



Location:017

Current Sign Nomenclature:
 (Overhead)
 US RTE 51 N
 (ILLINOIS AVE)

(on each side of the road)
 P ARKING
 ←
 (no parking info below)

P ARKING
 →



Location:017

Current Sign Nomenclature:
 (Overhead armature)
 WEST
 ILLINOIS ← MURPHYSBORO
 13
 ←

NORTH
 51 (Shield)
 ↑ ↑

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Existing Inventory

This section includes an existing inventory and discussion of existing signs and wayfinding elements in the City. The inventory is based field observations, aerial maps, Google Streets, and existing plans. The inventory was not a holistic mapping of every individual sign and wayfinding element in the City. The intent of the inventory was to gather existing data suitable for the creation of a Wayfinding Master Plan. As the Master Plan is implemented, additional field information will be required to verify on-site conditions. Locations should be considered approximate for signs and wayfinding elements that are mapped.

The priority for the inventory was to document the major transportation corridors in the City, including Route 13 and Illinois 51. Priority for mapping of signs and wayfinding elements included directional signs, kiosks, gateway elements, and identification. Other signs and wayfinding elements including interpretive signs/plaques, regulatory signs (speed limit, etc.), and parking were observed, but necessarily mapped. Signs and wayfinding elements along the perimeter of SIU were mapped where appropriate. However, locations within SIU were not mapped.

Existing Sign Types



The signs on this page include standard Manual of Uniform Traffic Control Devices (MUTCD) signs.

From MUTCD: The color of roadway signs is an important indicator of the information they contain. The use of red on signs is limited to stop, yield, and prohibition signs. A white background indicates a regulatory sign; yellow conveys a general warning message; green shows permitted traffic movements or directional guidance; fluorescent yellow/green indicates pedestrian crossings and school zones; orange is used for warning and guidance in roadway work zones; coral is used for incident management signs; blue indicates road user services, tourist information, and evacuation routes; and brown is for guidance to sites of public recreation or cultural interest.

Sign shape can also alert roadway users to the type of information displayed on a sign. Traffic regulations are conveyed in signs that are rectangular with the longer direction vertical or square. Additional regulatory signs are octagons for stop and inverted triangles for yield. Diamond-shaped signs signify warnings. Rectangular signs with the longer direction horizontal provide guidance information. Pentagons indicate school zones. A circular sign warns of a railroad crossing.



Directional - Blue



Directional - Green



Directional - Brown

Existing Sign Types



Gateway

Gateways are major monuments that typically designate an entry into a city, neighborhood, or district. In Carbondale, the City of Carbondale, Memorial Hospital, and Southern Illinois University are the three major identities with gateways.



Parking

Parking signs designate location of parking and/or instructions regarding parking.



Directional - Specialty

Directional - Specialty signs are custom directional signs by businesses, institutions, or organizations.

Existing Sign Types



Park Entry

Park entry signs mark the entrance or location to parks and open space in Carbondale. Carbondale Park District has a unique sign style that is used fairly consistently between parks, except for the Superblock and Splash Park.



Temporary

Temporary signs include banners and other temporary signs used for events such as the Farmer's Market or downtown events.



Bicycle

Existing bicycle signs in Carbondale are limited to bike route signs. Bike route signs include "Begin Bike Route", "Bike Route Ends", and "Bike Route".



Identification

For the purposes of this inventory, Identification includes sign types that have limited duplication within the City such as neighborhood markers, building / neighborhood information, informational, and kiosks.



Transit

Existing bus stop signs for the Saluki Express include small brown and white signs.

Other Wayfinding



Pavement Markings

Existing pavement markings include Saluki paw prints, crosswalks, and bike lane markings.



Statues and Interpretive Plaques

Statues of the Saluki and train conductor pay tribute to Carbondale's history and culture. Statues help define plazas, open spaces, and neighborhood nodes. Interpretive plaques give provide important historical, cultural, and community information.

Other Wayfinding



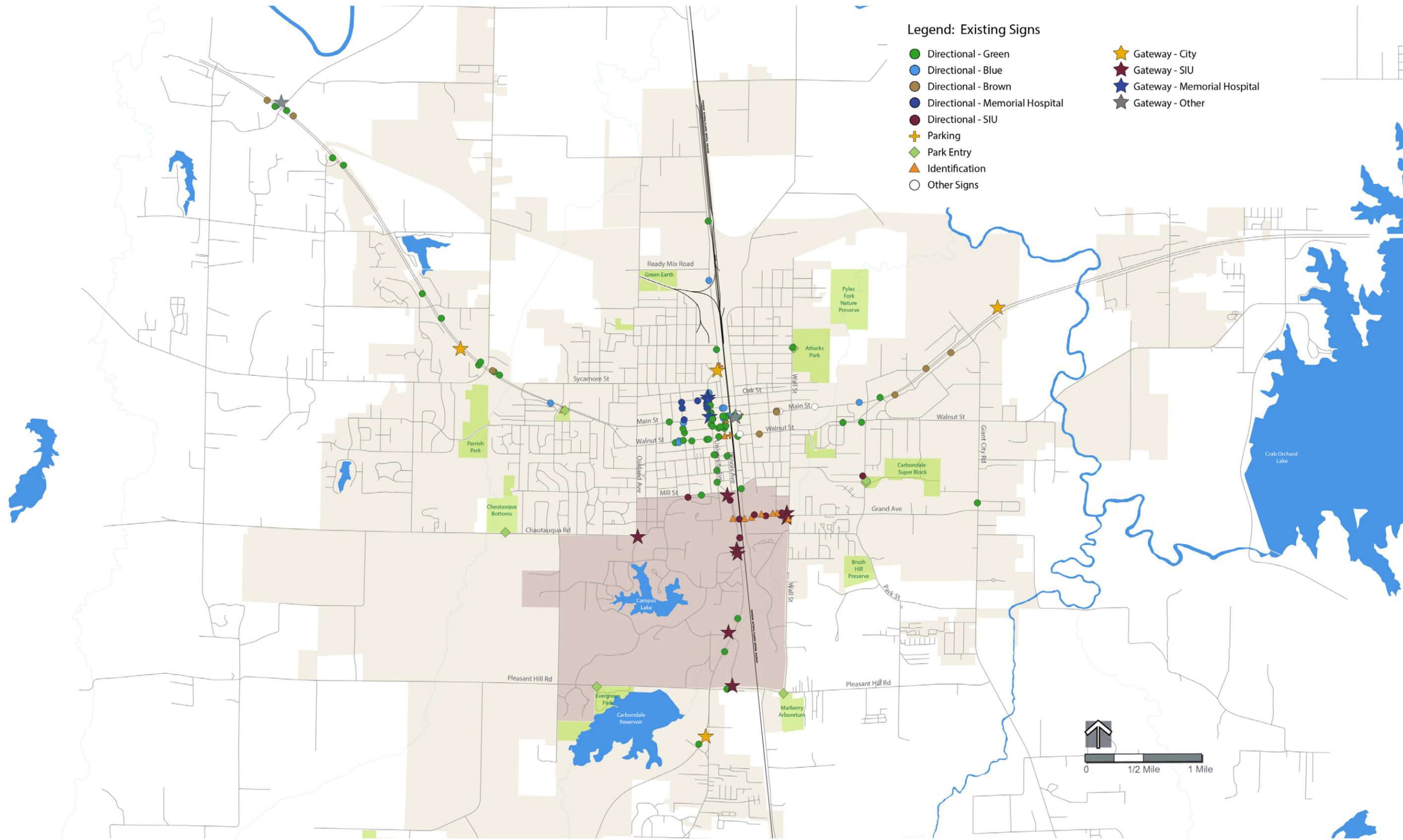
Architecture

Architecture plays an important role in wayfinding such as Pulliam Hall on the SIU campus with its distinctive tower that provides orientation for students. The brick monuments in the middle photo create a welcoming entrance onto campus. The photo on the right, although not from Carbondale, is an example of a path, lights, and thoughtful landscaping creating a welcoming invitation to travel through the space.



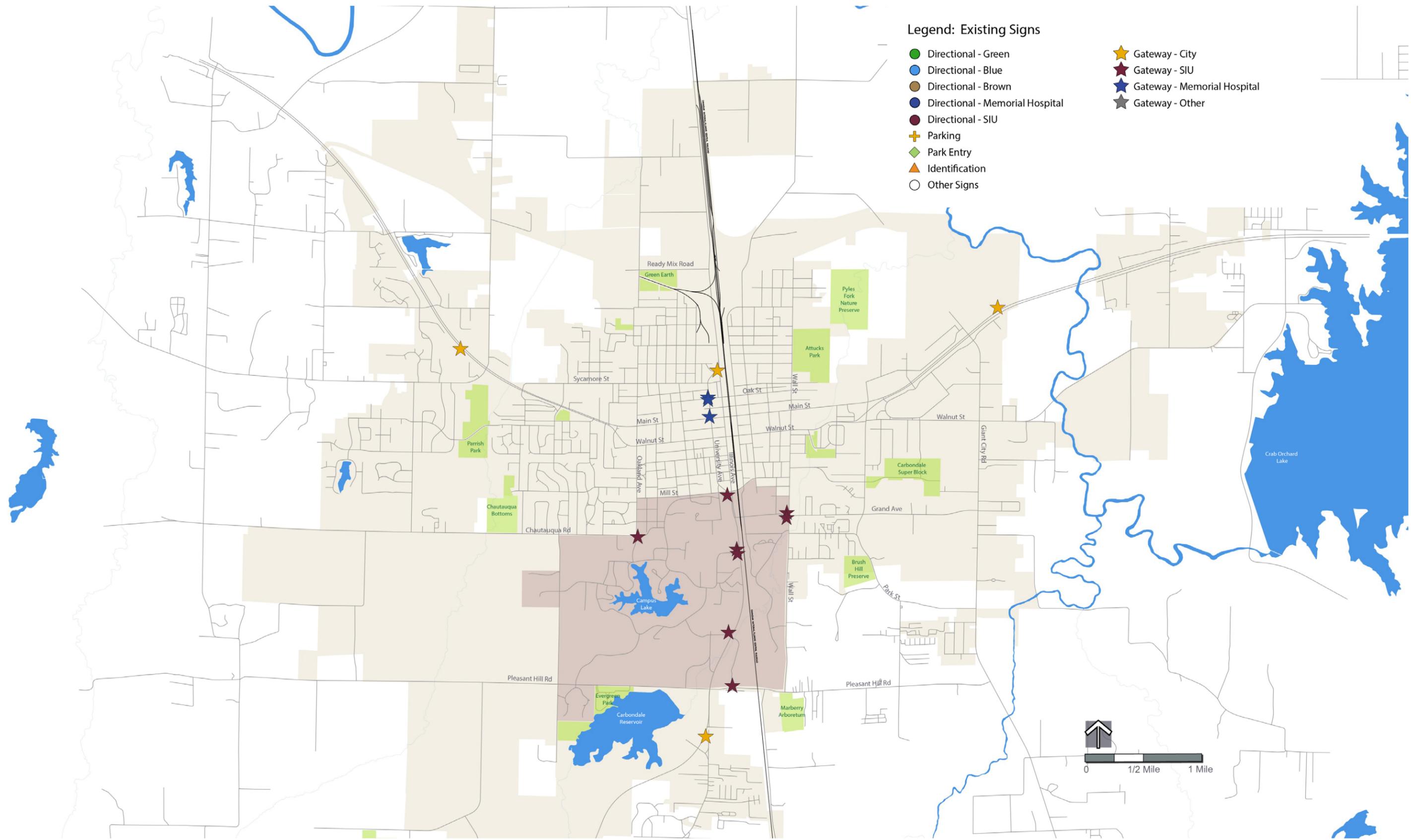
Special Events

Special events such as concerts, festivals, parades, and other activities have a combination of wayfinding elements. The holiday lights decorating the Pavilion and the Square signals the location as a destination. Temporary banners market and promote the Lights Fantastic Parade.



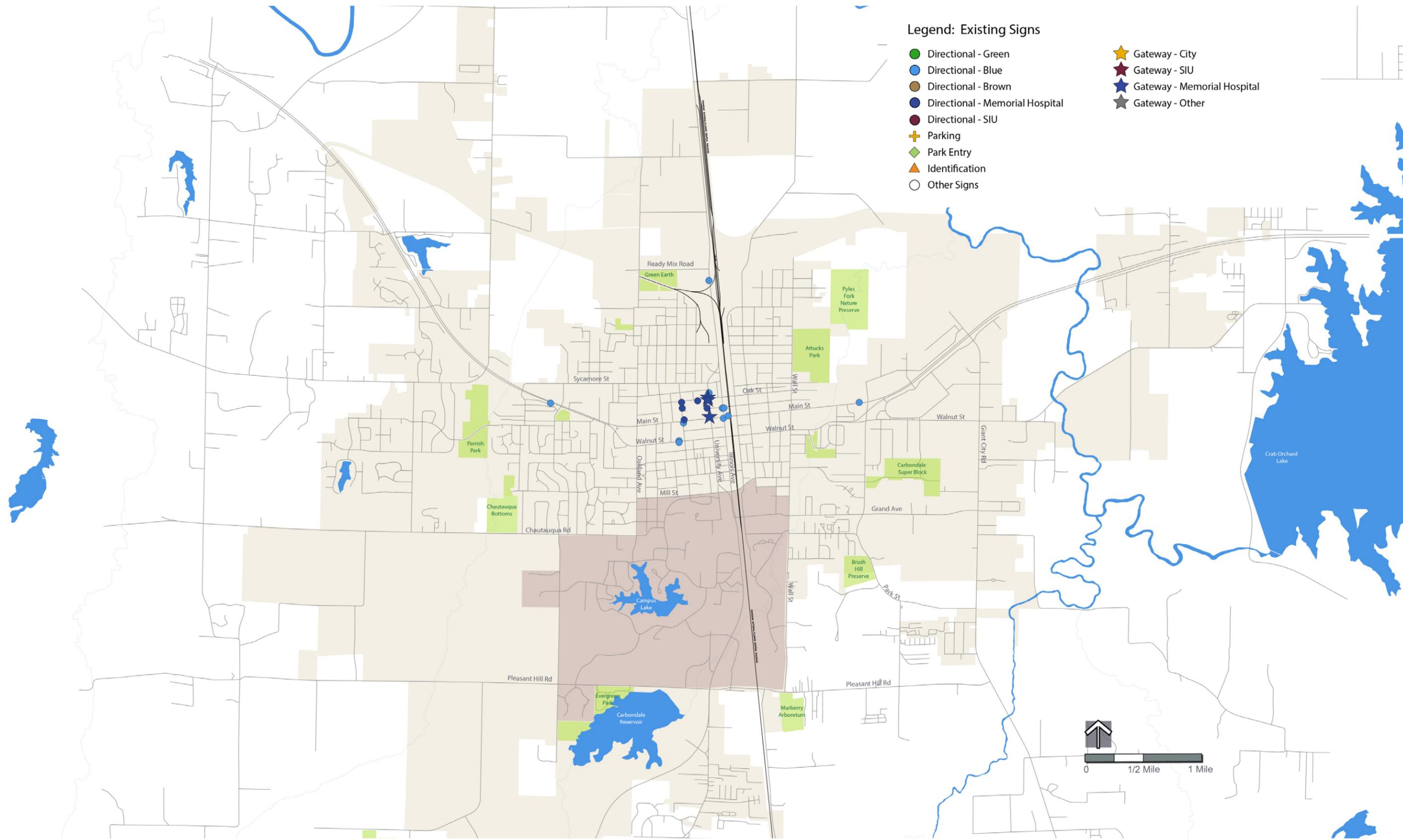
Existing Signs - All





Existing Gateways





Existing Hospital Wayfinding

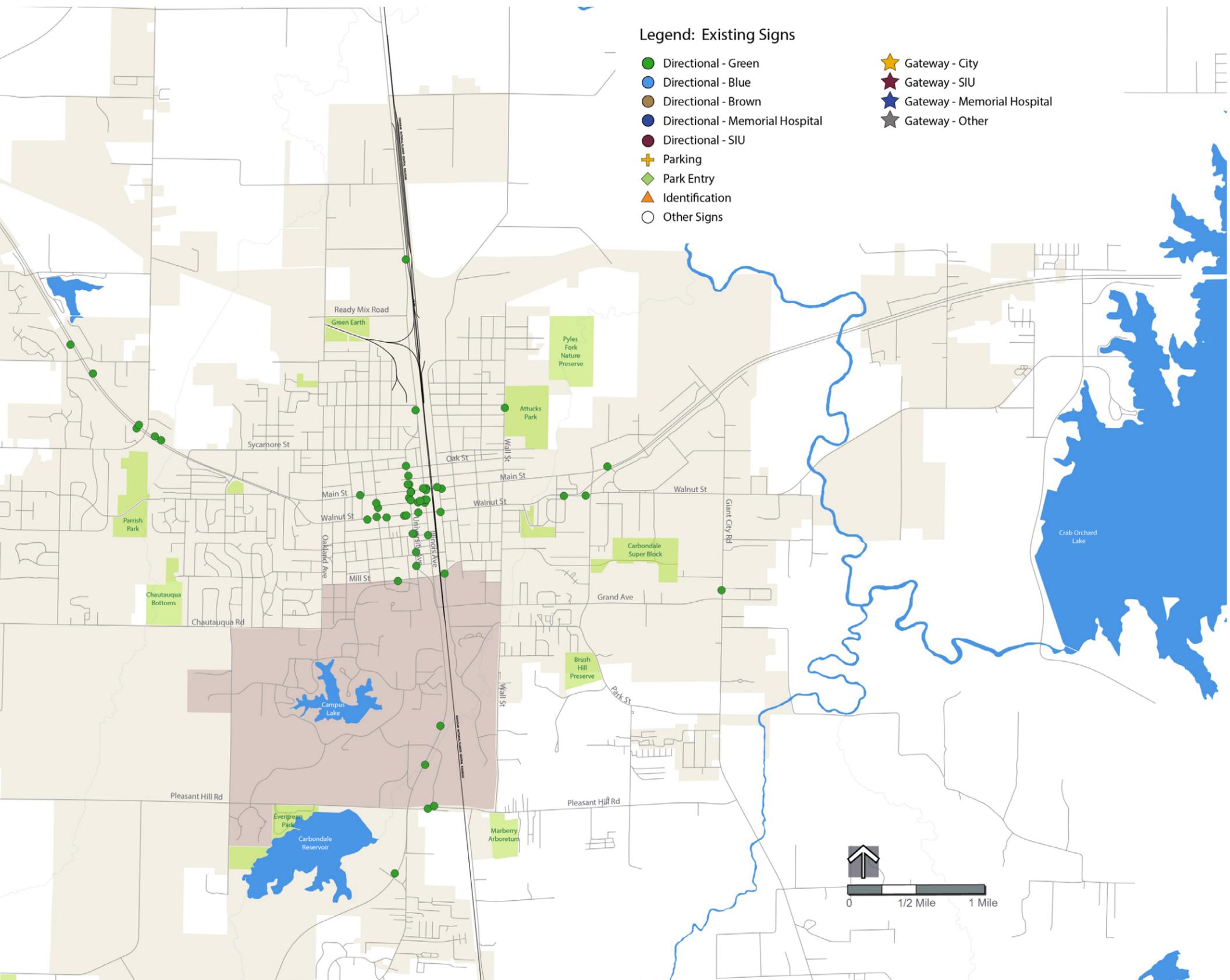


Most Frequent Sign Content

The most frequent sign content on green directional signs include:

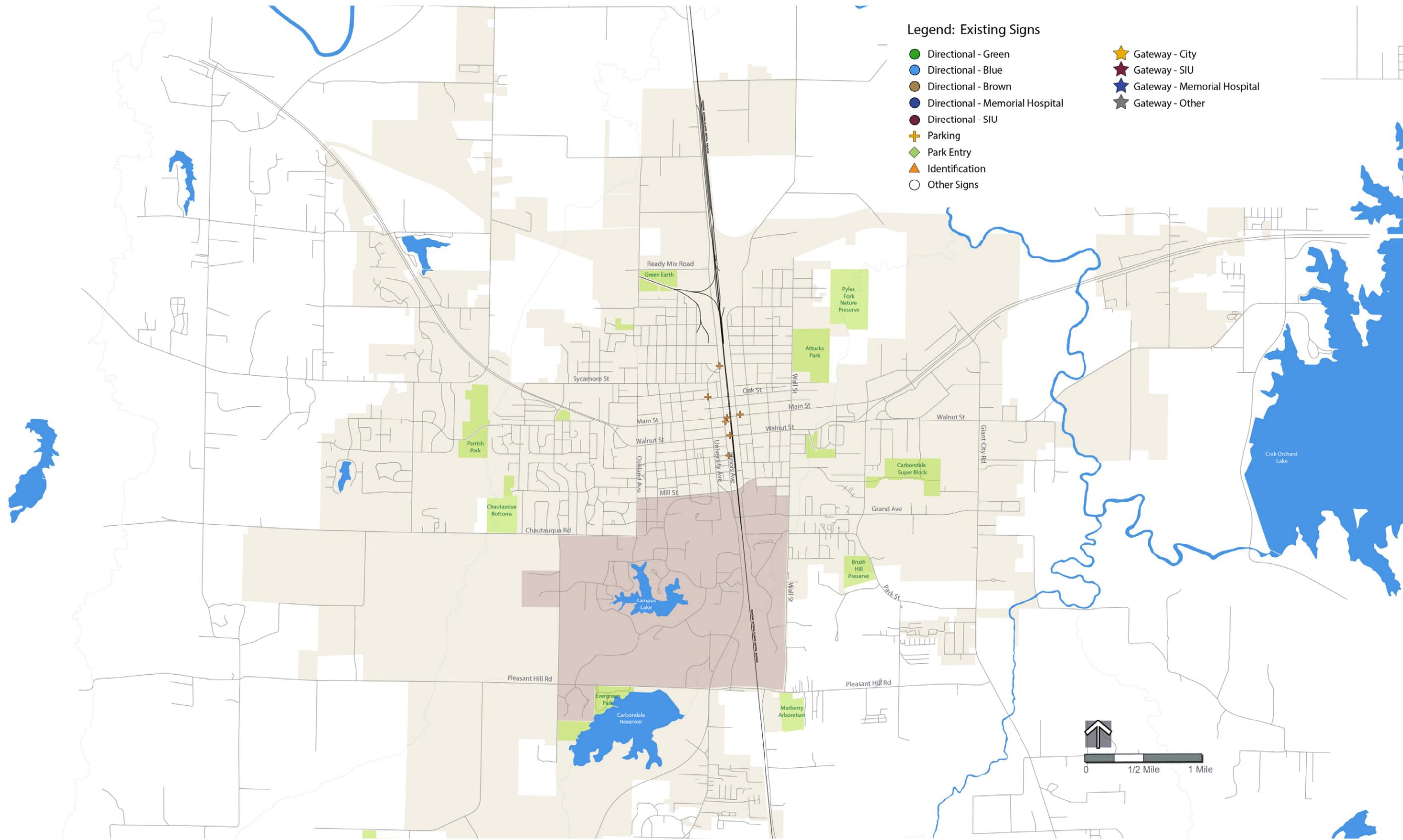
- City Hall / Civic Cntr (12 signs)
Includes spelling of "Center" vs "Cntr" and all caps vs first letter capitalization.
- Public Library (11)
- Amtrak (11)
Includes both the symbol for a train station and the spelling of "Amtrak".
- Womens Center (6 signs)

City Hall / Civic Cntr
Amtrak
Public Library
Womens Center



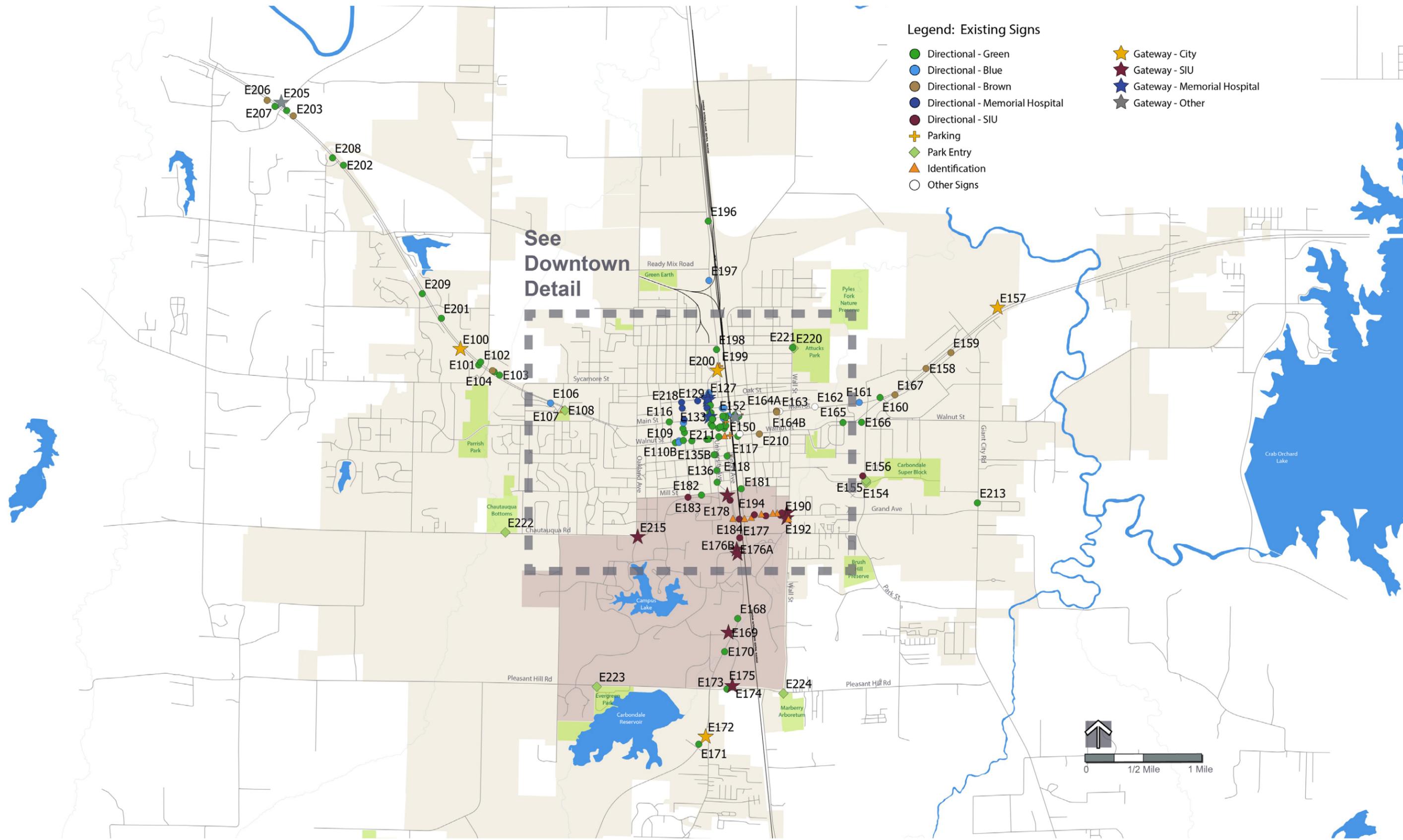
Existing Directional Signs (Green)



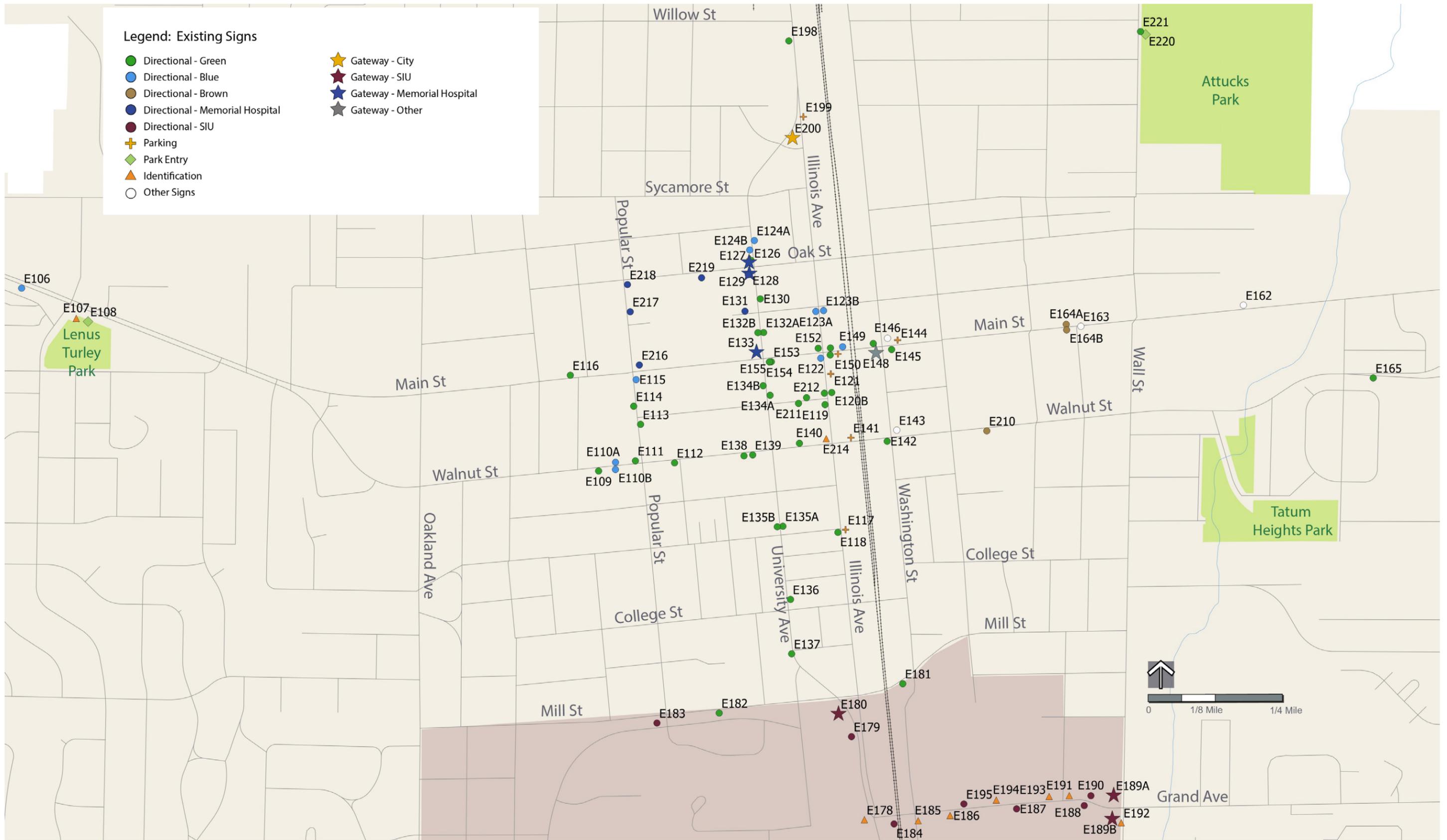


Existing Parking Signs





Existing Sign Inventory



Existing Sign Inventory - Downtown Detail





E101



E102



E103



E104



E105



E106



E107



E108



E109



E110



E111



E112



E113



E114



E115



E116



E117



E118



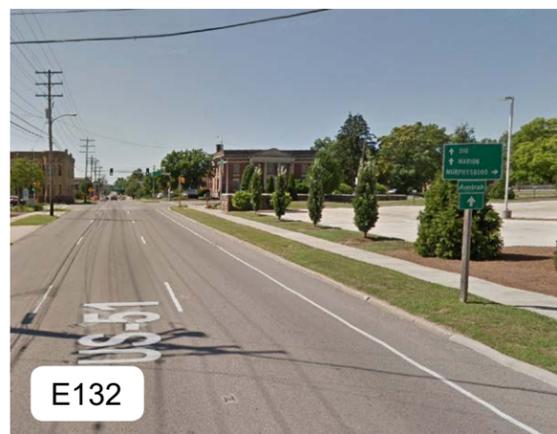
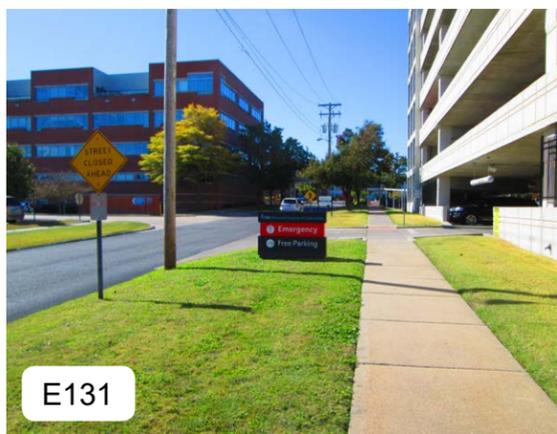
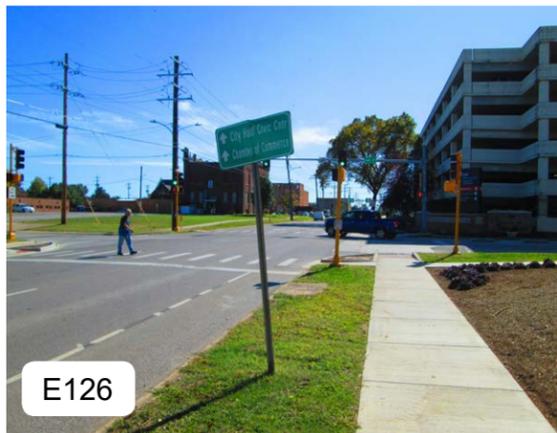
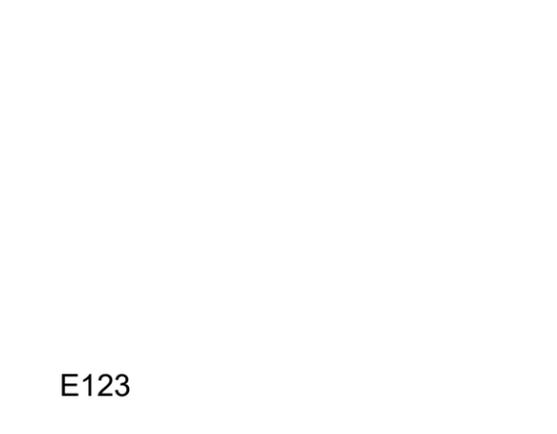
E119



E120A



E120B





E141



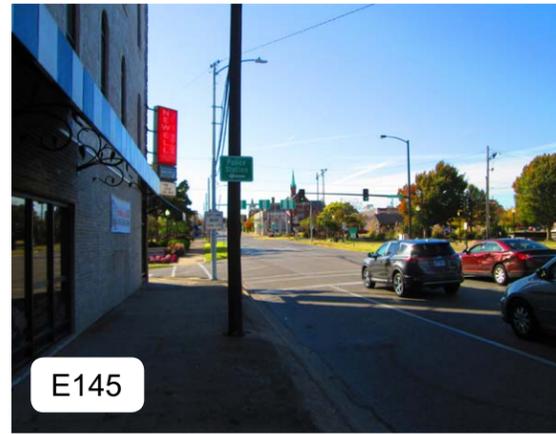
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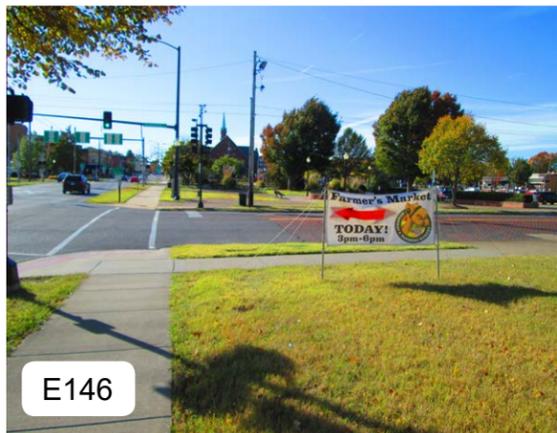
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E144



E145



E146



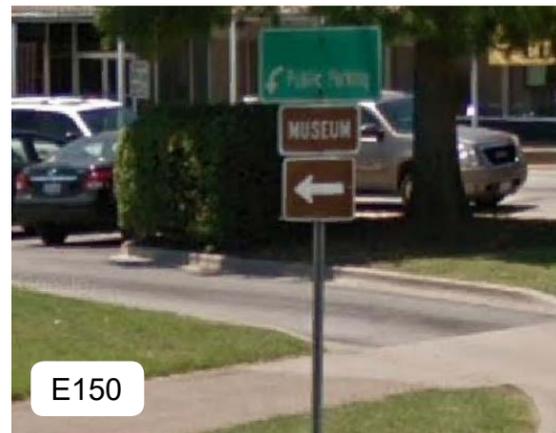
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E148



E149



E150



E151



E152



E153



E154



E155



E156



E157



E158



E159



E160



E161



E162



E163



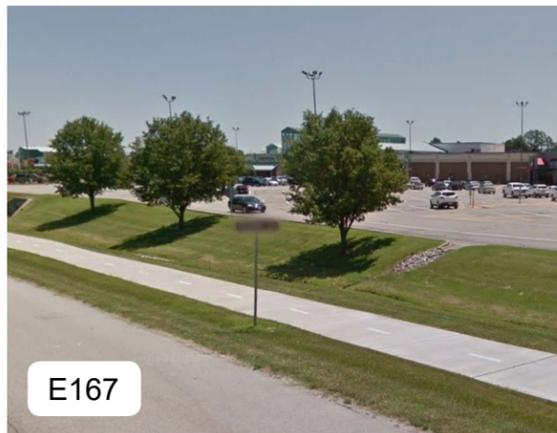
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E165



E166



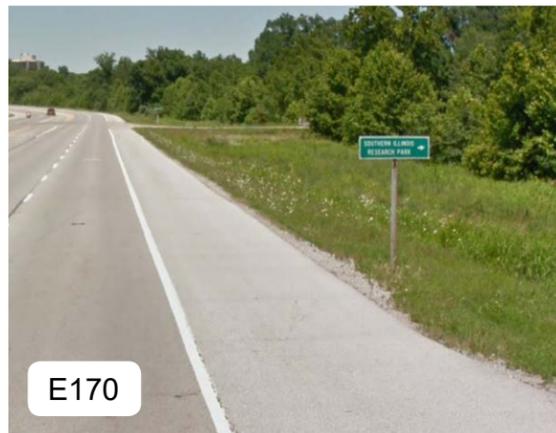
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E168



E169



E170



E171



E172



E173



E174



E175



E176



E177



E178



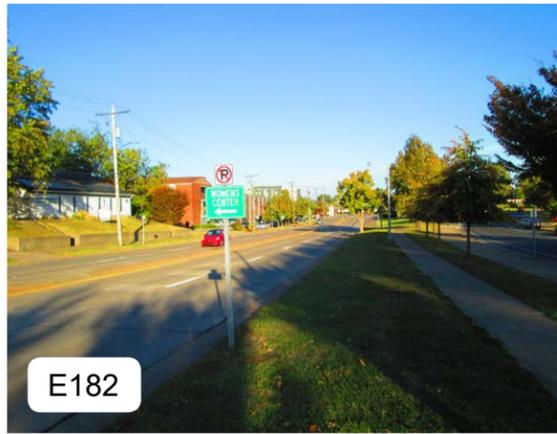
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E180



E181



E182



E183



E184



E185



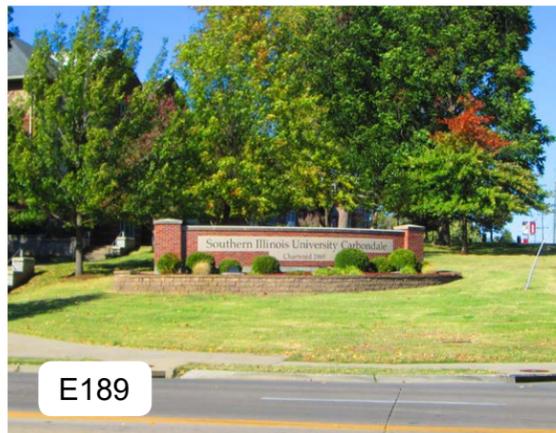
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E187



E188



E189



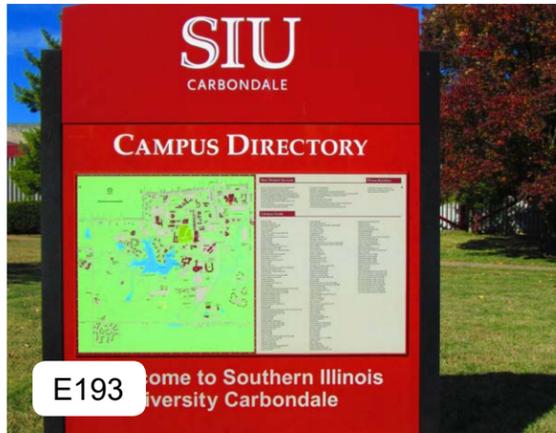
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E191



E192



E193



E194



E195



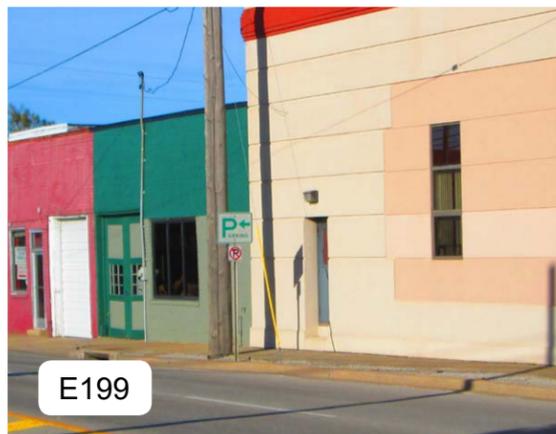
E196



E197



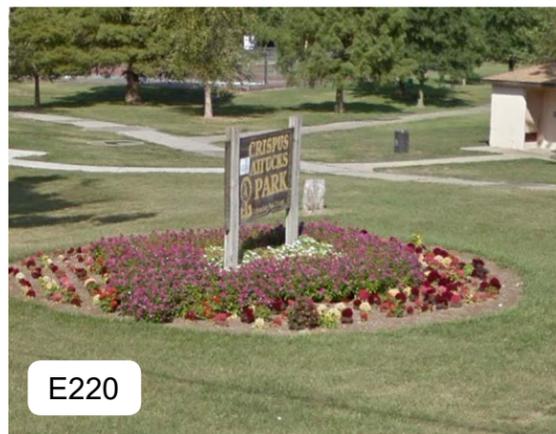
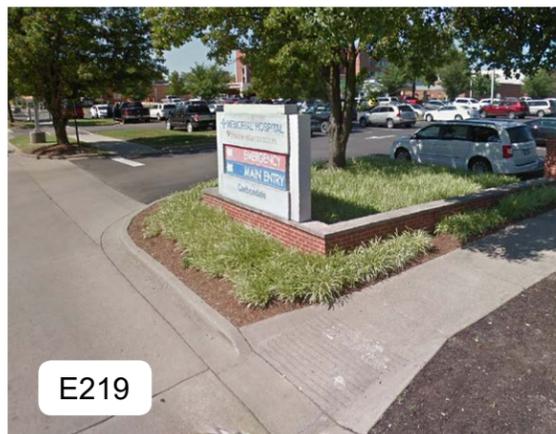
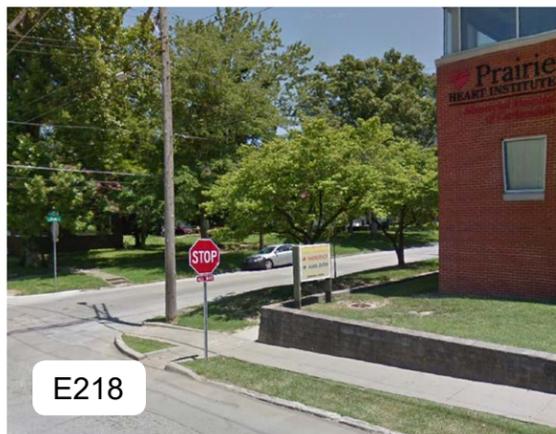
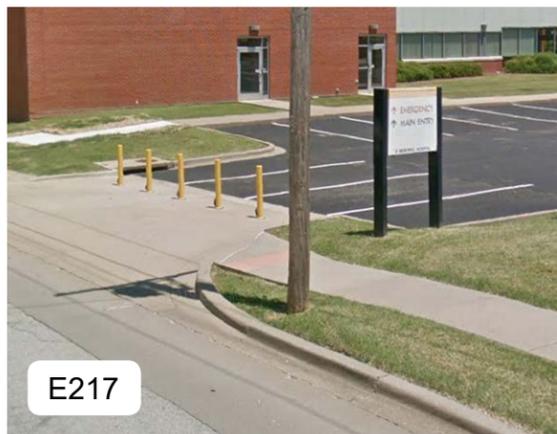
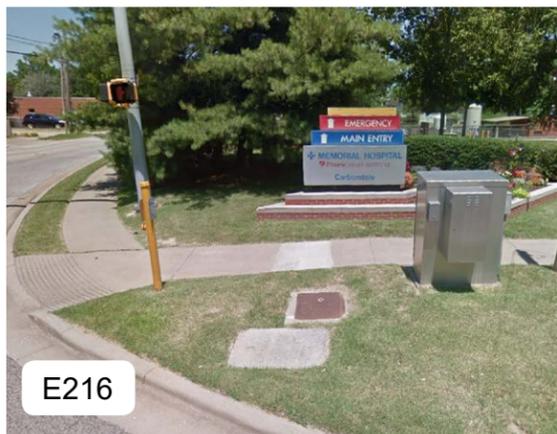
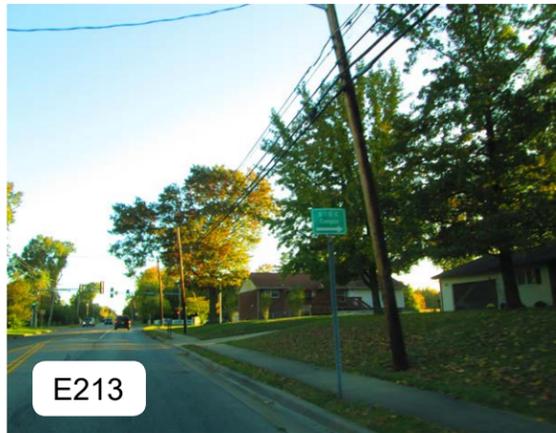
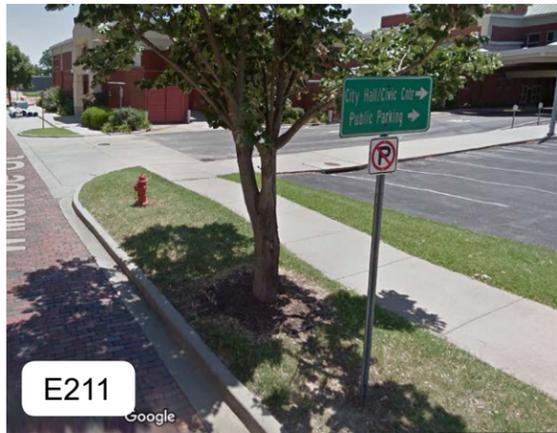
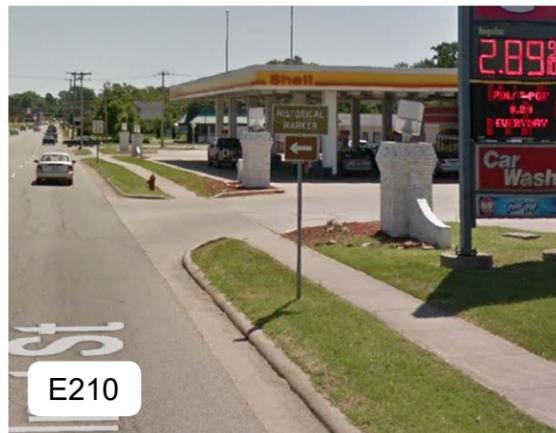
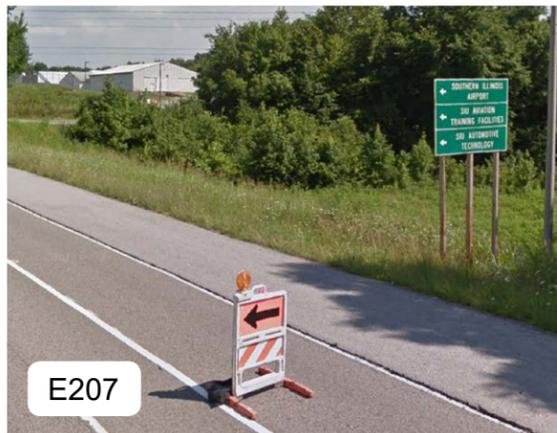
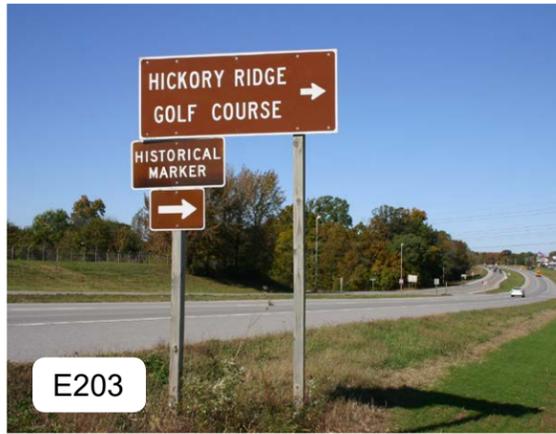
E198



E199



E200





E221



E222



E223



E224

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