

Duluth, Minnesota – Superior, Wisconsin

Wayfinding and Signage System Program Document

Final Draft / Third Submittal

December 11th, 2002



photography courtesy of visitduluth.com

Prepared by


corbin

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Traverse City, MI 49684
231 947.1236



221 West First Street
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Duluth-Superior
Metropolitan
Interstate Committee

Introduction

Wayfinding can be defined as the orderly structuring of information required to enable people to comfortably and successfully access an environment. Signage, when designed in an aesthetic appropriate to its surroundings, is an effective medium for communicating wayfinding information to specific audiences. Think of signage as both a practical necessity and a public relations tool.

This Program Document is based on information developed from meetings with the Duluth-Superior Wayfinding Advisory Group, the larger Duluth-Superior Stakeholder Group, site visits and analyses, discussions with representatives of the DOTs in both states, as well as data presented in various reference documents, including the 1999 Duluth-Superior Area Tourism Transportation Plan. As noted in that plan, the #1 highest priority recommendation was to *"develop and implement a wayfinding signage plan and program, which will create a comprehensive system to address the needs of motorists, pedestrians, and transit users. (It would) provide directions, highlight attractions, identify unique neighborhoods and add historical explanations in the Duluth-Superior area."*

This Program Document should be considered documentation of decisions that have already been made and agreed upon. It is a "roadmap" for our subsequent development, with the teams, of a final wayfinding and signage program for the Duluth-Superior area.

Duluth-Superior Wayfinding Advisory Group

Ron Chicka	ARDC
Aimee Curtis	Superior Parks & Recreation
Kyle Deming	City of Duluth, Planning Department
Dave Minor	Superior Chamber of Commerce
Mary Morgan	Superior Parks & Recreation
Terry Mattson	Duluth Convention & Visitors Bureau
Andy Peterson	Duluth Chamber of Commerce
Mike Polzin	Minnesota Power
Jason Serck	City of Superior
Kirk Skoog	ARDC
Heidi Timm-Bijold	City of Duluth
Gail Walkowiak	Duluth Convention & Visitors Bureau

Wayfinding Consultants

Corbin is the primary wayfinding consultant and is assisted by Arrowhead Regional Development Commission (ARDC) and the Metropolitan Interstate Committee (MIC).

Audiences

While the primary audience as defined are tourists coming to, or through, the Duluth-Superior area, there are several secondary audiences which should be acknowledged. We can define our audiences as follows:

- Tourists seeking out the area
- Tourists stopping in the area en route elsewhere
- Event/Convention Attendees
- Business Travelers
- New Students attending local colleges
- Local Residents

The number of visitors to the Duluth-Superior area annually averages more than three million. The majority of the tourist population is from Minnesota with an additional large visitor contingent from Milwaukee, Chicago and Canada. While tourism to the area is skewed to the summer and fall seasons, there are significant winter tourist activities that are well attended. An extensive pedestrian “skywalk” system in downtown Duluth overcomes weather as an obstacle to hosting conventions and events in the immediate downtown Duluth area during the winter months.

Purpose and Objectives

In addition to the originally stated intent of a wayfinding/signage system “providing directions, highlighting attractions, identifying unique neighborhoods and adding historical explanations”, the following define the purpose and objectives of this program:

- To identify Duluth-Superior as a destination from area highways and thoroughfares;
- To make Duluth, MN and Superior, WI more “user friendly” and enhance the public image through distinctive, helpful graphics;
- To provide the information people need to comfortably access the area’s attractions, parks, historic and meeting venues;
- To make visitors’ experiences more memorable;
- To establish appropriate visual and message cues that, working together, implement the wayfinding. Visual cues are the elements of color, form, graphics and composition. Message cues are place names, universal symbols and mapping/information;
- To help vehicles locate and identify parking near their destination;
- To help simplify traffic patterns by guiding drivers into, through and out of the area along the most convenient and desired routes;
- To make the defined area destinations more identifiable by their consistent presentation in the wayfinding system’s graphic messaging;
- To create both a cost-effective and visually appropriate family of sign types, which can support the defined wayfinding objectives;
- To develop a plan for the phased implementation of the program.

Analysis and Guiding Principles

Already present in the Duluth-Superior area are characteristics that will provide advantages in developing both the wayfinding scheme and the visual signage vocabulary. These include:

- **Lake Superior** as a natural orienting device. Almost always visible, it functions as a landmark for orientation and direction of movement relative to the area.
- **Dominant single-axis area orientation** and travel direction. The routes defined by I-35, Skyline Parkway, Superior St., London Rd./Hwy61, 3rd Street, Grand Ave. and the various downtown Duluth streets running parallel with the latter four all emphasize the northeast/southwest travel corridor. While the wayfinding experience within Superior, WI itself tends to break from this axis, the first-time visitor's encounter to the entire area will tend to orient them to Superior at one end of this NE/SW axis and Duluth at the other.
- Duluth has several named neighborhood areas known to local residents. In our analysis of the area we found that the overall size and complexity of the City of Duluth did not warrant the use of wayfinding to named neighborhood areas. We found this to be an extra level of information that was not needed for effective wayfinding for the first-time visitor. We understand that the named neighborhood areas are of importance to the City and they would like to recognize them. Please see the "Concept" section for our recommendation on how to address this desired outcome without complicating wayfinding in the cities.
- While signage messaging will support **wayfinding to key municipal public parking venues** (the large garage array along Michigan in Duluth for instance), the majority of wayfinding destinations already have their own parking (or adequate adjacent city parking).
- The Duluth-Superior **area is pedestrian-friendly**. While it is not realistic to walk between Duluth and Superior, a given public venue in each locale is typically situated such that, as a pedestrian in the venue's exterior environment in good weather, walking and access is generally easy and unimpeded. This presents a positive opportunity to introduce pedestrian wayfinding between nearby venues in a given location as well as historical information signage as part of that wayfinding.
- The Duluth and Superior wayfinding team representatives have elected not to pursue a pedestrian wayfinding system at this time. Given the funding that may be available, they have chosen to promote vehicular wayfinding as the first priority. With this in mind, primary wayfinding to named destinations, not parking venues, is recommended. This will help decrease the need for pedestrian wayfinding signage. The large blue parking "P" directional sign panels installed recently in downtown Duluth already provide an acceptable level of vehicular wayfinding to parking venues. (As a note, if vehicular wayfinding signage directs visitors to parking venues first, a pedestrian system must be in place to orient and direct visitors once they have exited the parking venue.)
- Access into the heart of either Duluth or Superior, from any of the four major approach arteries, is comparatively easy and direct.
- The Primary Pathways along which the wayfinding signage will occur have been identified and approved by the Wayfinding Advisory Group. These Pathways have been highlighted on the Area Map that is attached to this document.

- In Duluth, Route 53 and Piedmont are being redone to favor traffic between Miller Hill Mall and downtown. This is more for local residents than for first-time visitors. Lake Avenue is not a direct route from Mesaba to Canal Park. Lake Avenue jogs over to 7th Street and then connects to Mesaba.
- In Duluth, the favored route for first-time visitors traveling to downtown from the airport is to take 53 to 6th Avenue into downtown. When first-time visitors return to the airport, they are advised to take Lake Avenue to 53 toward the airport.
- In Duluth, the City is considering changing 1st Street to two-way traffic. The City is also looking at converting the numbered Avenues to two-way traffic. These considerations must be reviewed when actual locating and programming of signage occurs. For more information on future Duluth street renovations, refer to the SRF Report available at City Hall.
- In Duluth, the favored route for visitors traveling to UMD or St. Scholastica is to take 35/Superior Street to 21st Avenue to Woodland Avenue to College Avenue.
- In Duluth, 1st Street, 3rd Street, and 7th Streets have controlled intersections.
- In Duluth, the Downtown Streetscape Revitalization plan for the City of Duluth calls for a well-designed signage system intended to help with wayfinding. The Wayfinding and Signage System that has been developed by Corbin with the ARDC will satisfy this need. Many of the streetscape furnishings proposed in the Downtown Streetscape Revitalization plan prepared by Melander, Melander & Schilling/Damon Farber Associates work well with the character of the city. The signage elements depicted in the plan do not. These have not been adequately resolved. The truss-like structures might be inappropriately inviting to climb. The mounting height of the blade panel is too high for pedestrian use and the typography is not the proper size. Corbin's professional recommendation is that any pedestrian signage be of the same design character as shown in the integrated sign system proposed here.
- In Superior, the streetscape elements planned for North Tower Avenue will work well with the Wayfinding and Signage System proposed here. The design of the streetscape elements by LHB, and the proposed wayfinding signage developed by Corbin, would complement one another, each borrowing from the area's maritime heritage. However, the framing and structural design of the North Tower Avenue elements might be inappropriately inviting to climb.
- The Barker's Island Redevelopment Plan in Superior calls for signage to direct tourists and residents to the Island. The Wayfinding and Signage System that has been developed by Corbin, with the ARDC, can accommodate this need at present; however, depictions of such specific solutions are outside the scope of our current contract.

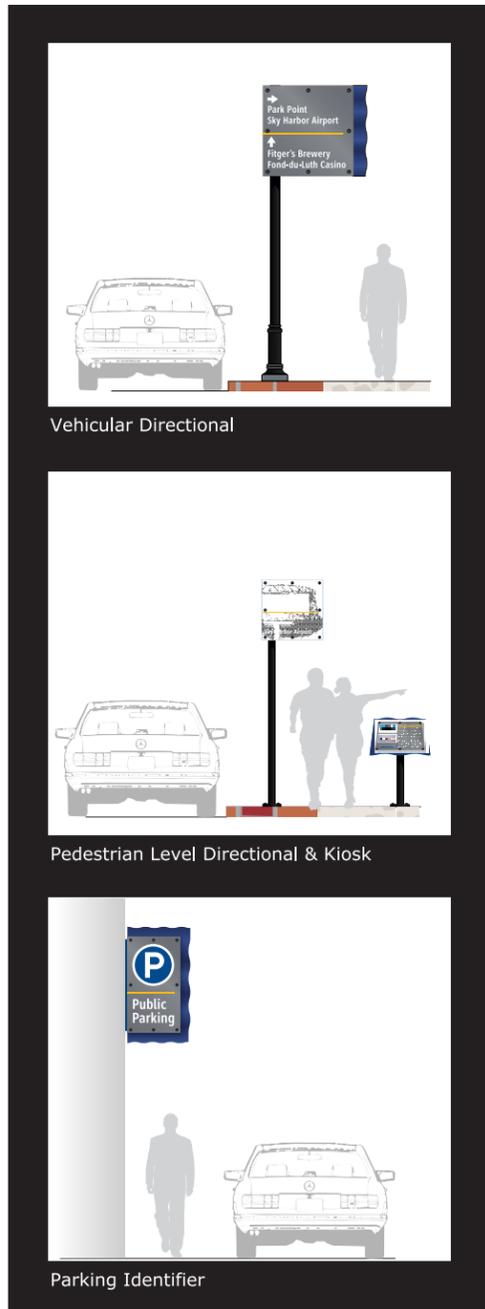
NEW WAYFINDING SYSTEM

Prepared by Corbin with the ARDC

(note: may not be at same scale as streetscape plan at right.)

PROPOSED DOWNTOWN DULUTH STREETScape REVITALIZATION PLAN

Prepared by Melander, Melander & Schilling - Architects; Damon Farber Associates - Landscape Architects



Master Signage Program	Notes	Color Palette	Release	Date	Notes	Phase Description
<p>Cities of Duluth-Superior Duluth, Minnesota Superior, Wisconsin</p>  <p>109 East Front 304 Traverse City, MI 49684 231 947.1236</p>	 <p>221 West First Street Duluth, MN 55802 218 529.7531</p>		1.0 2.0	09.16.02 10.30.02 12.11.02	Preliminary Concepts Design Presentation Final Draft	<p>Relationship to Duluth, MN Streetscape Plan Page 6</p>

NEW WAYFINDING SYSTEM

Prepared by Corbin with the ARDC

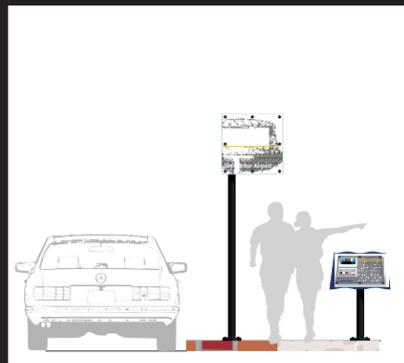
(note: may not be at same scale as streetscape plan at right.)

PROPOSED NORTH TOWER AVENUE REDEVELOPMENT PLAN

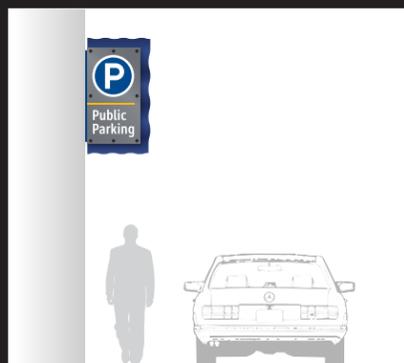
Prepared by LHB Engineers & Architects; Hoisington Koeigler Group Inc.; Ehlers and Associates Inc.



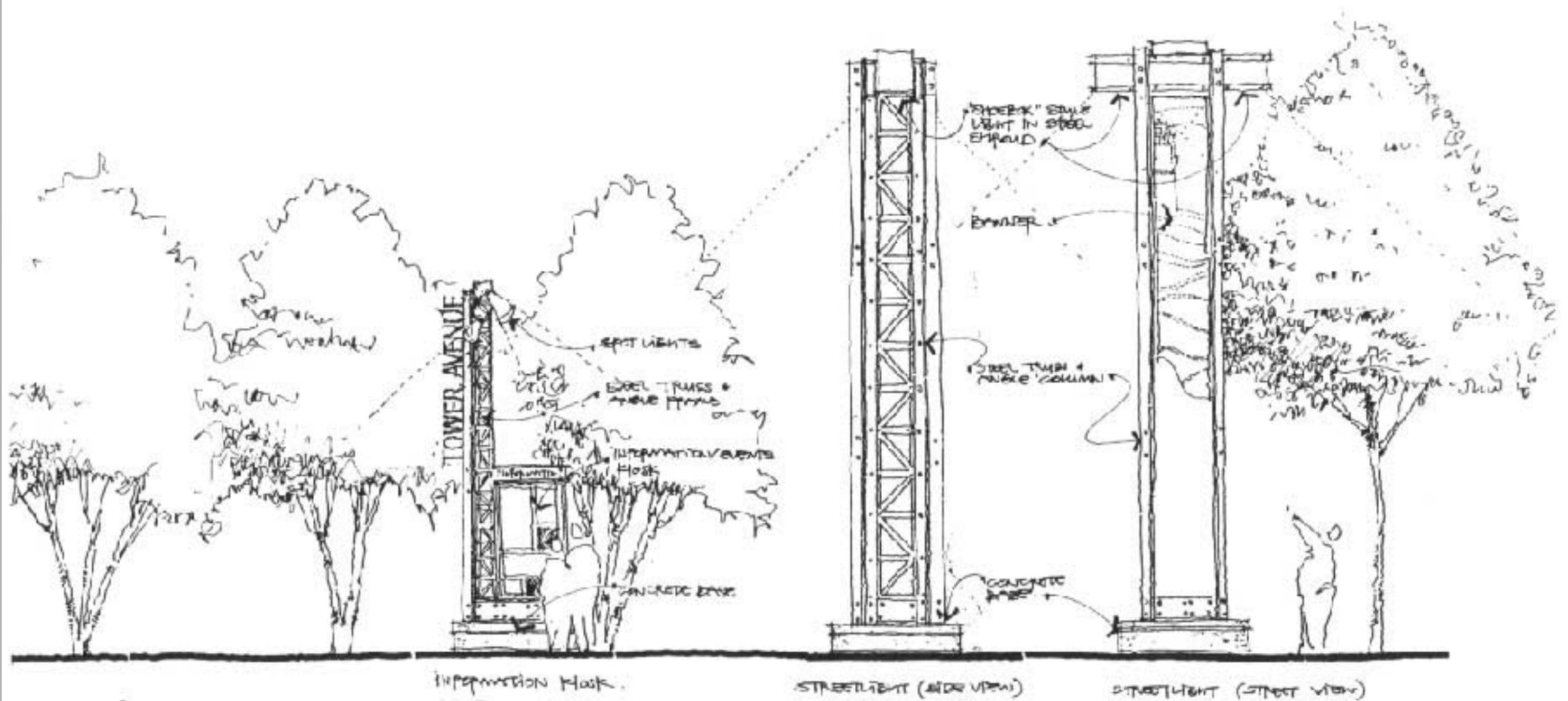
Vehicular Directional



Pedestrian Level Directional & Kiosk



Parking Identifier



Master Signage Program		Notes	Color Palette	Release	Date	Notes	Phase Description
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				2.0	10.30.02	Design Presentation	
					12.11.02	Final Draft	

Terminology to be Used and Destination Names

Successful wayfinding depends a great deal on simplifying the messages presented to the first-time visitor so they are not overwhelmed with excessive, contradictory and unnecessary information. Destination names must be consistent across the various media that present them. This includes not only signage but also brochures, maps, websites, information centers, local broadcasters, gas stations, taxi drivers, hotels and restaurants. Consistency among these various channels is most often managed by a single local agency such as a Convention and Visitors Bureau or a department within city government.

For destinations to appear as primary wayfinding messages on street signage (vehicular directional signs for instance), the state DOT guidelines require the examination of two criteria: a) annual number of visitors, b) public (not private) venue.

Working with the Wayfinding Advisory Group, Corbin has sought to establish a list of the destinations that will occur in the Wayfinding and Signage System as primary generators of visitor traffic into the Duluth-Superior area. The following page is a current finalized listing. Corbin has worked actively with the Wayfinding Advisory Group to arrive at a consensus of both the destinations to be included, as well as their name and possible "abbreviated-for-signage" name, as some names are too long in their normal form to fit the sign format.

**FINAL DRAFT
NAMED WAYFINDING DESTINATIONS**

APPROVED WAYFINDING NAMES	AREA	FORMAL NAMES (AND/OR COMMENTS)
Barker's Island	S	
Bayfront Festival Pk.	D	Bayfront Festival Park
Billings Park	S	
Bong Heritage Center	S	Richard I. Bong WWII Heritage Center
Canal Park	D	
Chester Bowl	D	
Conv/Visitors Bureau	D	Duluth Convention and Visitors Bureau
DECC Convention Ctr.	D	Duluth Entertainment Convention Center
Depot, The	D	
Downtown	D	
Downtown	S	
DTA Transit Center	D	
Duluth Int'l Airport	D	Duluth International Airport
Enger Tower	D	A park.
Fairgrounds	D	South St. Louis County Fairgrounds
Fairgrounds/Racetrack	S	Head of the Lakes Fairgrounds
Fairlawn Mansion	S	
Firehouse & Police Museum	S	Old Firehouse & Police Museum
Fitger's Complex	D	Fitger's Brewery Complex
Fond-du-Luth Casino	D	
Glensheen Mansion	D	
Great Lakes Aquarium	D	
Hawk Ridge	D	
Hospital	S	
Hwy 2	S+D	
I-35	D	
I-535	S+D	
Irvin Ore Boat Tours	D	William A. Irvin Ore Boat Museum
Lake Superior Zoo	D	Lake Superior Zoological Gardens
Lakewalk	D	
Leif Erikson Park	D	Lf. Erikson/Rose Grdn.
Lester Park	D	
Library	D	Duluth Public Library
Lk. Superior College	D	Lake Superior College
Loon'sfoot Landing	S	
LSC Pilot Program	D	Lake Superior Flight School
Marine Museum	D	Lake Superior Maritime Visitors Center
Mariner Mall	S	
Medical District	D	
Miller Hill Mall	D	
Munger Trail	D	
Municipal Airport	S	Richard I. Bong Municipal Airport
Municipal Forest	S	Superior Municipal Forest
Nemadji Golf Course	S	
OMNIMAX Theater	D	
Osaugie Trail	S	
Park Point	D	
Parking	D+S	Are there official names for these venues?
Public Library	S	Superior Public Library
Rose Garden	D	Lf. Erikson/Rose Grdn.
S.S. Meteor Ship Tours	S	S.S. Meteor Maritime Museum
Sky Harbor Airport	D	
Skyline Parkway	D	
Spirit Mountain	D	Spirit Mountain Recreation Area
St. Scholastica	D	
Superior Ice Arena	S	
Superior Skate Park	S	
Travel Information	D	Thompson Hill Information Center
UM Duluth	D	
UW Superior	S	
Veteran's Memorial	D	secondary destination
Visitors Center	S	Superior-Douglas County Visitors Center
Vista Fleet	S+D	Cruise ships.
Wade Stadium	D	No current tenant for stadium.
Wessman Arena	S	
Wisconsin Point	S	
WITC	S	

Concepts

It is important to remember that this system is designed primarily for the first-time visitor to the Duluth-Superior area. Thus, the system should be both visually strong, such that in appearance alone it might route someone through the area, as well as suggestive of aspects of the local history and environment in a manner that would resonate with a tourist or visitor and present an appropriate image.

- Limit vehicular signage to a number of major streets; streets that lead from freeway exits; streets that extend the entire length of both downtowns; streets that lead directly to primary destinations.
- Recognize three “classes” of public destinations:
 - Primary Destinations are destinations that generate the greatest amount of traffic. Examples of destinations in this class are Canal Park in Duluth and S.S. Meteor Maritime Museum in Superior.
 - Secondary Destinations are destinations that are of lesser importance to first-time visitors, although they are predominantly tourist destinations. Destinations typical of this class are Enger Tower and Loon’sfoot Landing. Directions to secondary destinations will be supported on selected vehicular signage, primarily within the immediate vicinity of the secondary destinations. Secondary destinations should also be supported on pedestrian signage as well as pedestrian orientation maps.
 - Local Destinations are destinations that are of greater interest to residents and repeat visitors. Destinations typical of this class are schools, libraries and municipal buildings. Local destinations should be depicted on pedestrian maps.
- Approximately 70% of the preliminary listing of destinations are Primary Destinations. The remainder are Secondary.
- Although the wayfinding program proposed by Corbin does not emphasize the neighborhood names as a primary wayfinding device, there are “pride-of-place,” historical and image enhancing opportunities in the instances where a neighborhood name appears on selected sign types occurring within historical or well-defined neighborhoods in Duluth and Superior. Since the Wayfinding Advisory Group has elected to primarily focus on a vehicular wayfinding plan, in limited instances a vehicular sign could be used to “announce” or welcome one to specific historic neighborhoods. (In historic neighborhoods there should also be a pedestrian sign type to present a graphic “historical” information panel about the neighborhood such as a pedestrian kiosk or pedestrian information sign.)
- Incorporate the materials, finishes and imagery reflecting aspects of the Duluth-Superior experience and heritage, into the sign type structure and/or graphic design.
- When stating “Duluth-Superior” as a graphic component of a sign (such as a Gateway Identification sign), substitute an ampersand (“&”) for the hyphen. Gateway Identification signage should welcome visitors to the “Twin Ports Area,” as Duluth & Superior are commonly known and recognized.

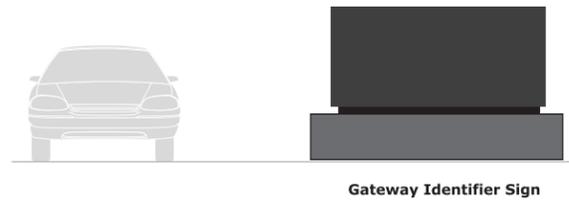
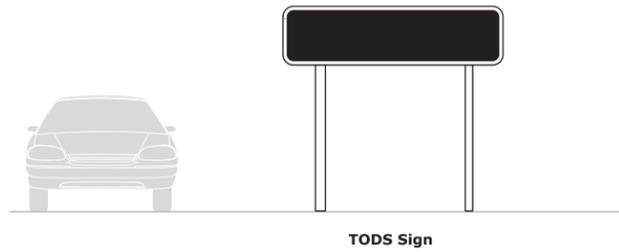
- Define a family or vocabulary of sign types as follows:

<u>Gateway Identifier</u>	Located on primary approaches, this welcomes and defines a point-of-entry into the area.
<u>Vehicular Directional</u>	Located along primary driving corridors, this sign gives directional information to drivers.
<u>Parking Identifier</u>	Located at the parking venue entry.
<u>Pedestrian Directional</u>	Located along walking corridors, this sign is usually 2-sided and gives directional information to pedestrians.
<u>Pedestrian Map/ Info Sign</u>	Located along walking corridors, this sign displays a well-designed and properly oriented map and/or a limited amount of area information or history.
<u>Banner</u>	To promote and reinforce the program at its outset.
<u>State DOT T.O.D.S*</u>	Located along the Interstate, where possible, this sign gives limited directional information to drivers.

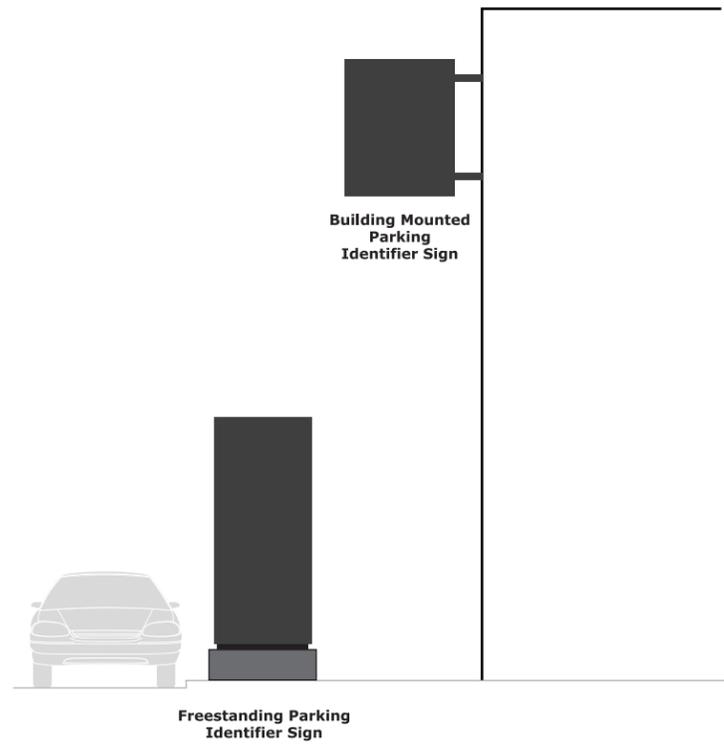
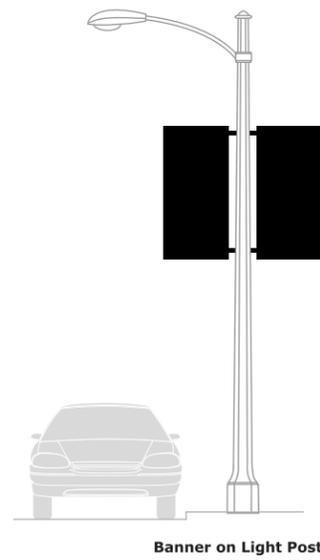
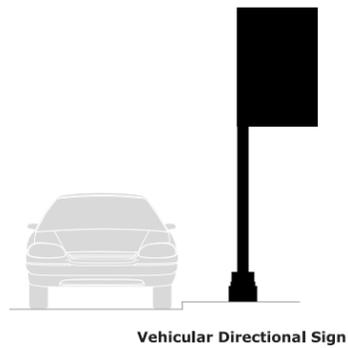
*Tourist Oriented Directional Sign

- The use of mileage indicators on vehicular directional signs was discussed with the Wayfinding Advisory Group. Corbin recommends using mileage indicators only when a given destination is 2 or more miles away. By using a mileage indicator, the need for additional “reinforcement” signs that advise visitors to continue straight ahead along the route, could be eliminated, thus reducing the amount of signage needed. (Note, if mileage indicators are used excessively, there will be less room for destination names and the entries would have to be abbreviated even further than currently recommended. This would compromise the effectiveness of the wayfinding system for first-time visitors.)
- The first priority for messaging on vehicular directional signs will be listing destinations. Public parking will only be called out on these signs if space is available and public parking is within the immediate vicinity of a sign.

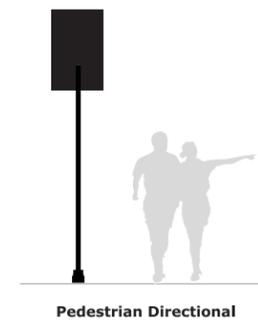
Signs along the State Highways



Signs along City Streets



Building Mounted Parking Identifier Sign



Release	Date	Notes	Phase Description
1.0	09.16.02	Preliminary Concepts	Design Concepts Signtype Vocabulary
2.0	10.30.02	Design Presentation	
	12.11.02	Final Draft	

Page 12

Minnesota and Wisconsin DOTs

As this program is being developed, Corbin, with the ARDC, has been in the process of completing meetings with representatives of the two state DOTs to assure compliance with guidelines that may have relevance to the sign type vocabulary needed to support the desired wayfinding objectives. Their review and commentary to the program is expected sometime after this December 2002 submittal. Note: MNDOT has expressed a concern with placing Miller Hill Mall, Fitger's Brewery, and Fun-du-Luth Casino on wayfinding signs, as they may be considered private venues.

"Look & Feel" Components

Corbin has developed the sign type vocabulary to work in the changing environments of the Duluth-Superior area and to present an inviting, area-enhancing, visually exciting system to the public. There are many historical, cultural and environmental visual elements that we have borrowed from while developing selected elements of the design. Page 14 presents many of these ideas in an array of initial design concepts.

Signage Design

Concept C was chosen by a consensus of The Wayfinding Advisory Group.

Concept C shows the orientation of Lake Superior as it relates to the visitor as they face the sign. The Group decided that Concept A was too abstract to communicate the orientation of Lake Superior. Both Duluth and Superior agreed that the same color palette should be used for both cities. This will allow the cities to be unified visually for visitors to the Twin Ports.

The Group agreed that a warm gray background for the sign was a good choice in that it reflects the environment and the several bridges that link the two cities. The gray sign faces will also tie in well with the current black street furniture in Duluth and the current gray street furniture in Superior. The yellow rule line to separate directional groupings on the sign face was preferred as opposed to no rule, or a white rule line. The yellow rule line brings warmth to the sign face as well as visual separation of the wayfinding information making it easier to understand which direction to go. The deep blue color selected for the wave panel was approved for its representation of Lake Superior.



Lake Superior Behind You (Superior, WI)



Lake Superior on Your Left (Superior, WI)



Lake Superior on Your Right (Duluth, MN)



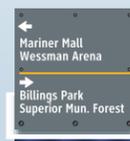
Lake Superior Behind You (Superior, WI)



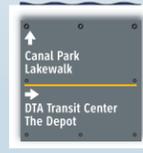
Lake Superior Ahead of You (Duluth, MN)



Lake Superior on Your Left (Superior, WI)



Lake Superior Behind You (Superior, WI)



Lake Superior Ahead of You (Duluth, MN)



Lake Superior on Your Left (Superior, WI)



Lake Superior Behind You (Superior, WI)



Lake Superior Ahead of You (Duluth, MN)



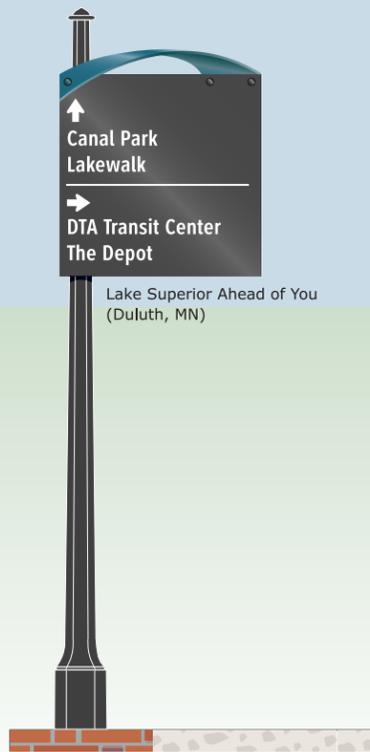
Lake Superior on Your Left (Superior, WI)



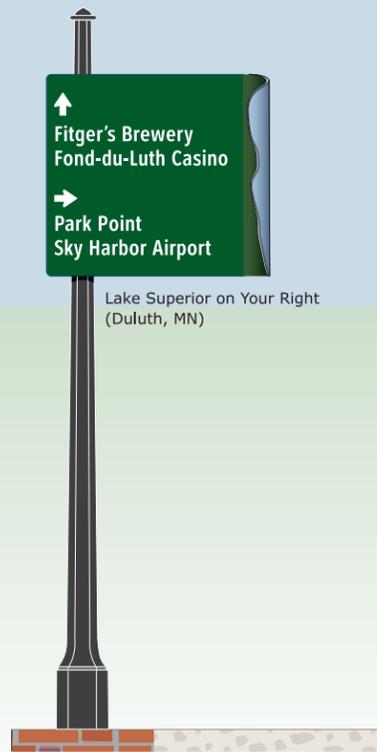
Superior Palette



Duluth Palette



A



B



C **SELECTED CONCEPT**



D



E

Master Signage Program

Cities of
Duluth-Superior
Duluth, Minnesota
Superior, Wisconsin

109 East Front 304
Traverse City, MI 49684
231 947.1236

221 West First Street
Duluth, MN 55802
218 529.7531

Notes

Color Palette

Release

Date

Notes

Phase Description

1.0
2.0

09.16.02
10.30.02
12.11.02

Preliminary Concepts
Design Presentation
Final Draft

Initial Concept
Array

Functionality Components

Concepts A-D all have the graphic unifying device of a “lake wave”. The unique relationship between Duluth & Superior and the lake is portrayed in the design of the vehicular directional sign. That is, as a person encounters one of these signs, the “lake wave” will appear on the side of the sign that corresponds to the location of Lake Superior. And given that knowing one’s orientation to the lake, from anywhere in the area, is helpful, this orienting device becomes a simple wayfinding device. However, while a helpful device, it is not crucial that the first-time visitor immediately understand it to find their way.

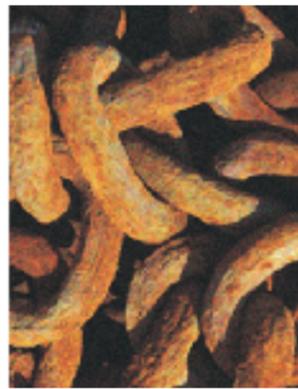
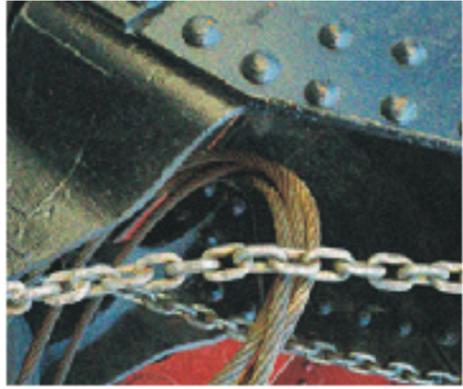
Considering the dominance of Lake Superior in the environment, without explanation, first-time visitors should be able to “get it” after encountering only a few signs. If the visitor does not understand the lake orientation information, the system will still function well in helping people find their destination. The lake orientation device is an added benefit that serves to help visitors get their “bearings” in each city. This will be especially helpful in Superior where the lake is not always visible.

The signage, as designed, is intended to accomplish two things equally well:

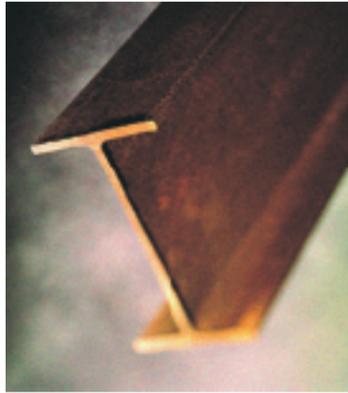
a) To provide wayfinding information for the first-time visitor; b) To provide an area-wide, economically implemented system to promote the unity of the two cities, create visual interest in the branding message, reflect aspects of the areas’ heritage and create visual excitement. Thus, the design of the signage enhances the tourist experience— an important objective for the Twin Ports Area.

Based on city wayfinding research from across the country, vehicular signage should be mounted with a minimum of nine feet of clearance from the base of the sign face to the sidewalk. Cap heights on vehicular signage should be a minimum of 3.75 inches along downtown streets where speed limits are 25-35 mph. The messaging typeface should be sans serif, which is easily readable by vehicular traffic. Corbin recommends the use of Clearview One, which was designed specifically for this use.

Formal engineering of signage components will be the responsibility of the awarded sign fabricator. Corbin, based on previous experience, has created design intent drawings for signage typical of this work, which can be further engineered by any competent engineering firm or a capable sign fabricator with an in-house engineering staff.



Chain



Steel/I-beams



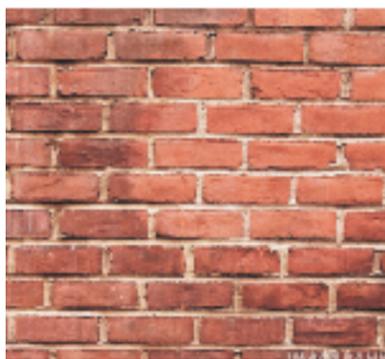
Heavy Timber (Truss)



Fastener details—Rivets, heavy bolted brackets



Cabling



Red Brick

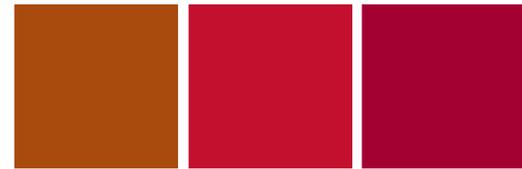


Rocks/Granite

Release	Date	Notes	Phase Description
1.0	09.16.02	Preliminary Concepts	Design Concepts Material Studies
2.0	10.30.02	Design Presentation	
	12.11.02	Final Draft	



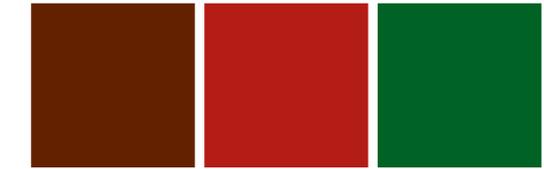
Ship Hull / Iron Oxide



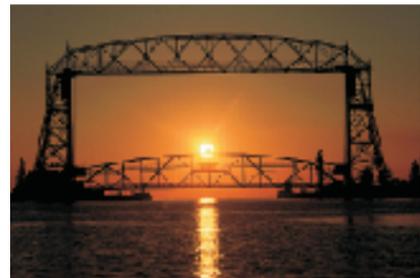
Pantone 174 Pantone 187 Pantone 1955



Timber/Terra



Pantone 490 Pantone 484 Pantone 357



Sunset/Agate



Pantone 165 Pantone 144 Pantone 130



Lake/Harbor/Maritime



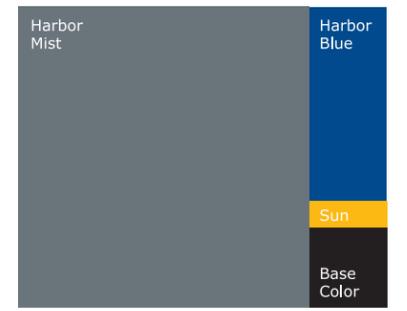
Pantone 288 Pantone 5405 Pantone 286 Cyan



Lift Bridge/Gull Wing Gray/Harbor Mist



Pantone 428 Pantone 429 Pantone 431



SELECTED PALETTE -
With relative weights



Release	Date	Notes	Phase Description
1.0	09.16.02	Preliminary Concepts	Design Concepts Color Combination Studies
2.0	10.30.02	Design Presentation	
	12.11.02	Final Draft	



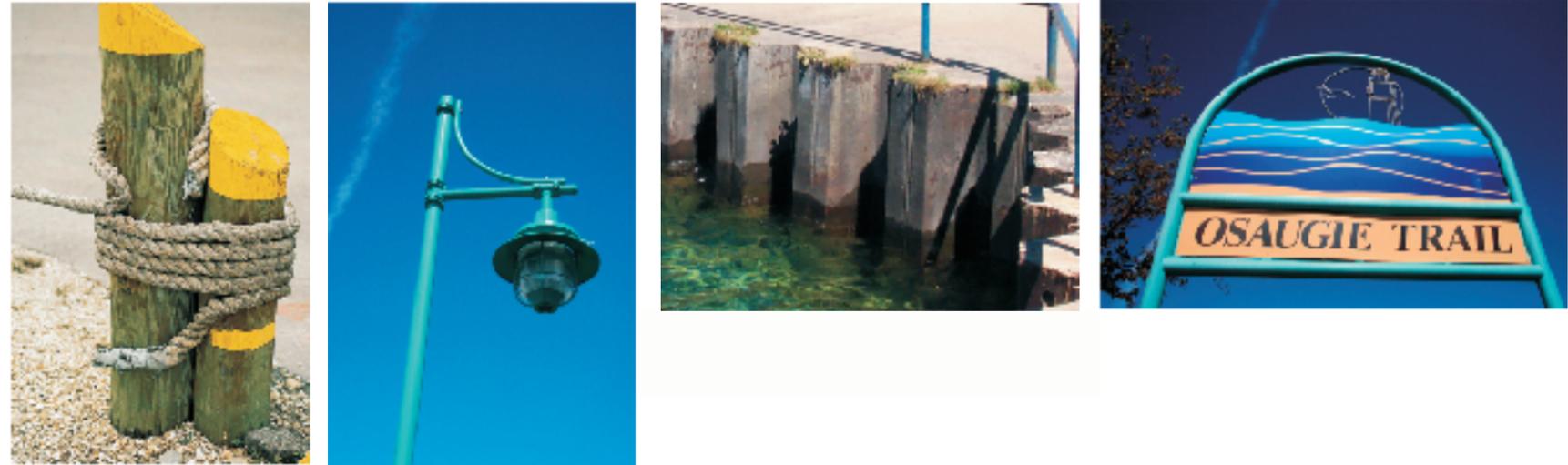
Ships/Hulls/Flying Bridges



Brick Facades



Sails



Nautical

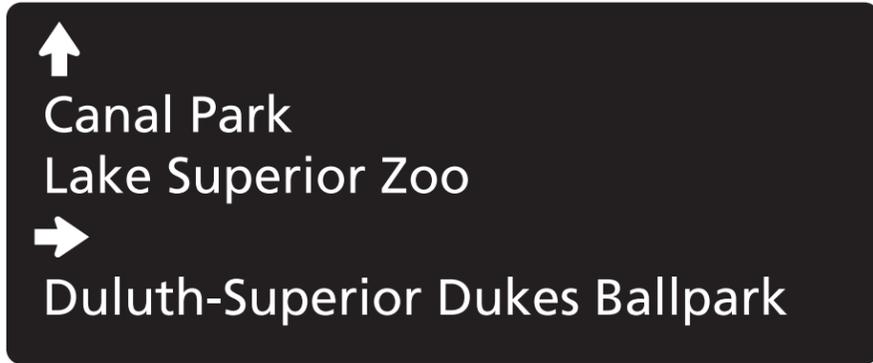


Grain Terminal/Industry



Trusses

Release	Date	Notes	Phase Description
1.0	09.16.02	Preliminary Concepts	Design Concepts Existing Context & Prevalent Forms
2.0	10.30.02	Design Presentation	
	12.11.02	Final Draft	



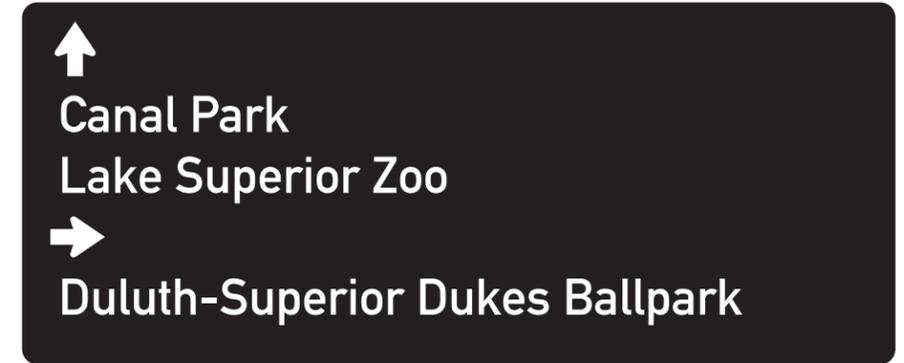
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

Frutiger Roman



Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

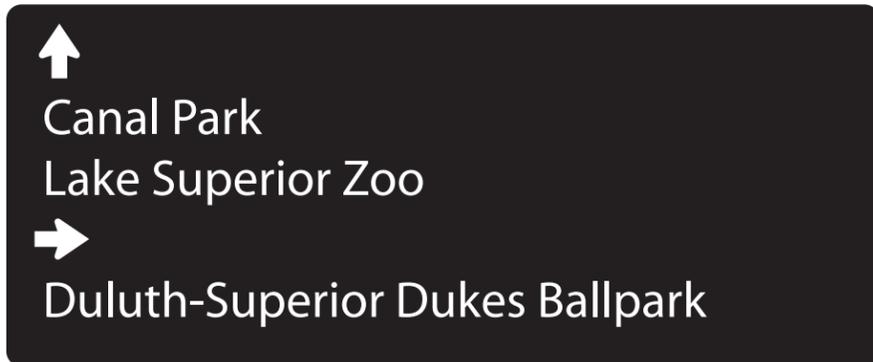
FF Fago Extended Medium



Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

Din Mittelschrift

SELECTED TYPEFACE



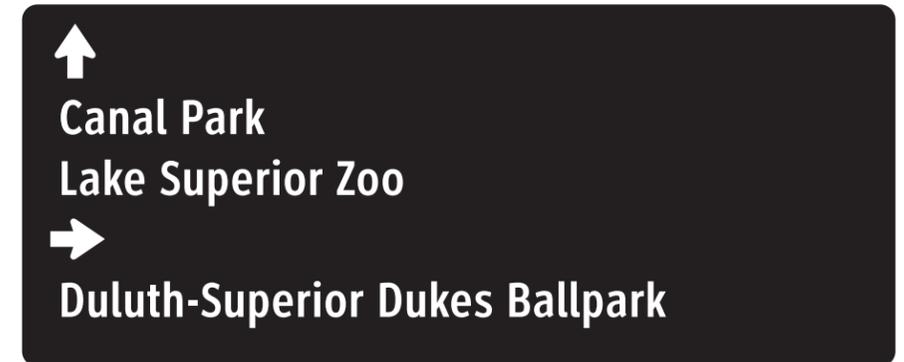
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

Myriad Roman



Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

Futura Medium



Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

Clearview One Medium Compressed - SELECTED TYPEFACE

WELCOME TO DULUTH & SUPERIOR

AA BB CC DD EE FF GG HH II JJ KK LL MM
 NN OO PP QQ RR SS TT UU VV WW XX YY ZZ
 0123456789

Copperplate Gothic Bold 33

Welcome to DULUTH & SUPERIOR

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
 Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
 0123456789

ITC Leawood Bold

SELECTED TYPEFACE

Welcome to DULUTH-SUPERIOR

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
 Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
 0123456789

ITC Quorum Bold - SELECTED TYPEFACE

Example Wordmark Application:



Welcome to DULUTH-SUPERIOR

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
 Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
 0123456789

Egyptienne 65 Bold

Master Signage Program			Release	Date	Notes	Phase Description
Cities of Duluth-Superior Duluth, Minnesota Superior, Wisconsin	 109 East Front 304 Traverse City, MI 49684 231 947.1236	 221 West First Street Duluth, MN 55802 218 529.7531	1.0 2.0	09.16.02 10.30.02 12.11.02	Preliminary Concepts Design Presentation Final Draft	Design Concepts Identity Type Page 21

Vehicular Pathways and Destination Locations

The following pages depict the agreed upon routes and primary/secondary destinations along which the vehicular and pedestrian wayfinding will predominantly occur.

Release	Date
1.0	09.16.02
2.0	10.30.02
	12.11.02

Symbol Palette

Notes

Preliminary destination map
 Revised destination map
 Revised map - Final draft

Master Signage Program

Cities of Duluth-Superior

Duluth, Minnesota
 Superior, Wisconsin

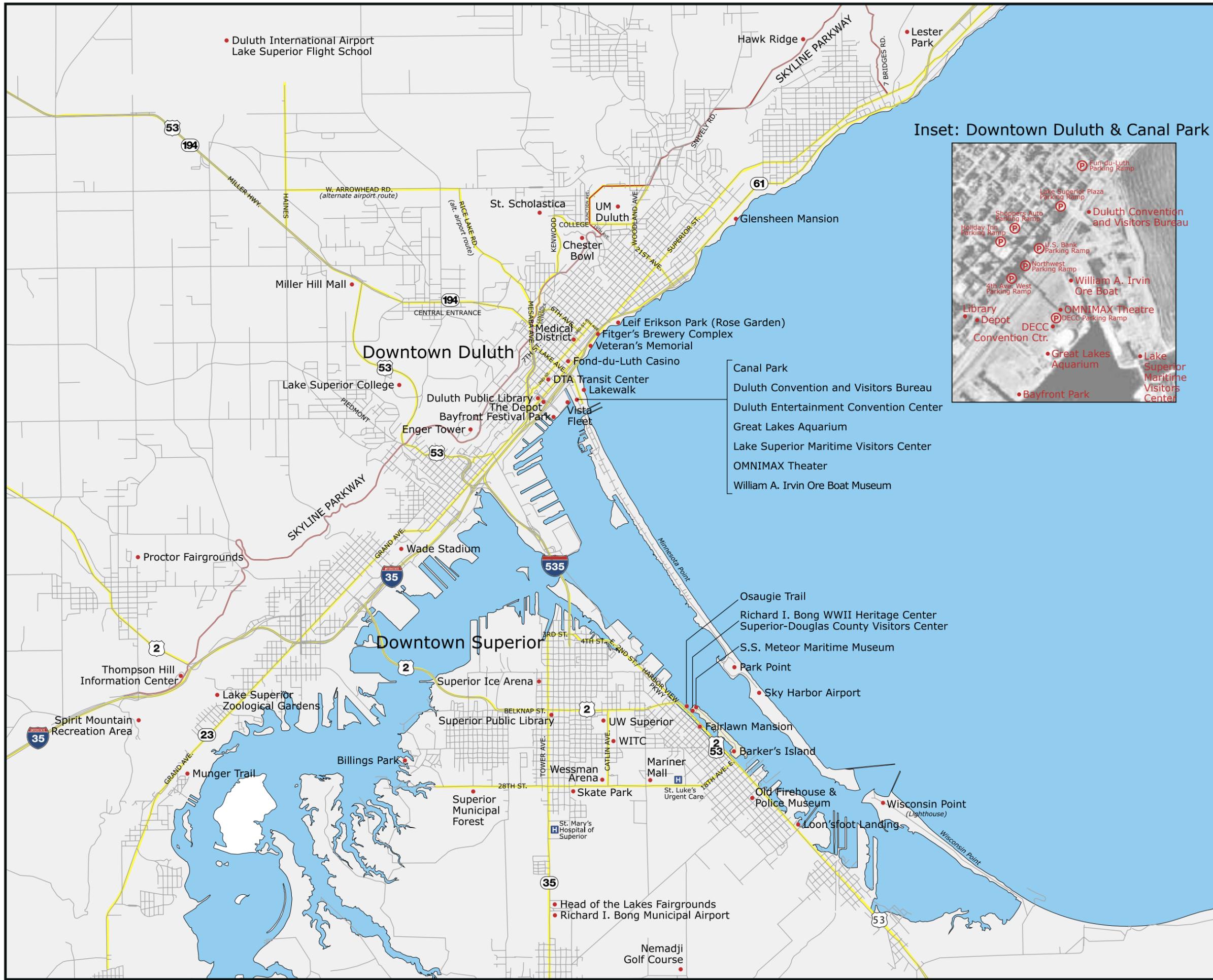


Duluth-Superior Metropolitan
 Interstate Committee



221 West First Street
 Duluth, MN 55802
 218 529.7531

corbin
 109 East Front 304
 Traverse City, MI 49684
 231 947.1236



Inset: Downtown Duluth & Canal Park



- Canal Park
- Duluth Convention and Visitors Bureau
- Duluth Entertainment Convention Center
- Great Lakes Aquarium
- Lake Superior Maritime Visitors Center
- OMNIMAX Theater
- William A. Irvin Ore Boat Museum

- Osaugie Trail
- Richard I. Bong WWII Heritage Center
- Superior-Douglas County Visitors Center
- S.S. Meteor Maritime Museum

- Head of the Lakes Fairgrounds
- Richard I. Bong Municipal Airport

Cost Estimates

The following estimates* are related to the costs of the vehicular directional sign type.

ITEM	UNIT COST	QTY	EXTENDED TOTAL	COMMENTS
Sign Face Assembly	\$1,600	60	\$96,000	Front sign panel, back wave panel, with connecting structure between panels.
Post & Cast Cover	\$1,300	60	\$78,000	Steel post with cast aluminum base.
Installation	\$700	60	\$42,000	Assumes single-phase installation.
TOTAL	\$3,600/unit		\$216,000/60 units	

*These preliminary estimated costs were provided by Nordquist Sign Company in Minneapolis, MN on 11-14-02. Permits if required are additional. Industry standard 1-year warranty excluding common maintenance. Sales tax and bonds if required are additional. Assumes normal installation through concrete sidewalk.

It is recommended that due to the custom nature of these sign designs, a reputable sign fabricator capable of quality custom architectural fabrication work be solicited during the official bidding process. These costs are representative of that industry's prices.

Cost Alternates

If cost is of concern, there are options the Cities might consider to lower the unit cost per sign and still keep the integrity of the system and it’s design.

Option 1: Each City would handle the purchasing of the posts from another source using City labor for ground installation of the posts as well as attaching the sign faces to the posts. (Please see the cost differences in the table below.)

ITEM	UNIT COST	QTY	EXTENDED TOTAL	COMMENTS
Direct Purchase Post	\$833	60	\$49,980	<i>3 1/2" fiberglass pole designed to hold a side-mounted sign up to 235 lbs. Rated up to 90 mph winds. Excludes installation costs.</i>
TOTAL (sign face assembly, alternate post, installation)	\$2,433/unit		\$145,980/60 units	<i>City labor costs for installation of posts and sign faces would be additional.</i>

*These preliminary estimated costs were provided by W.J. Whatley, Inc. in Commerce City, CO on 11-20-02. Permits if required are additional. Sales tax and bonds if required are additional. Shipping costs are additional. Four-year materials and craftsmanship warranty.

Option 2: The design of the sign face could be simplified to be a single panel with an edge wave cut. This would keep the lake orientation device, but eliminate the need for the back wave panel and the structure that holds the two sign panels together. (Please see the cost differences in the table below.) However the visual interest and uniqueness of a dimensioned wave panel would be lost with this option, but the lake orientation device would still be represented in a simplistic way.

ITEM	UNIT COST	QTY	EXTENDED TOTAL	COMMENTS
Alternate sign face design (Option 2)	\$1,000	60	\$60,000	<i>Single sign panel with wave cut edge painted blue.</i>
TOTAL (sign face assembly, alternate post, installation)	\$3,000/unit		\$180,000/60 units	

*Nordquist Sign Company in Minneapolis, MN provided these preliminary estimated costs on 11-14-02. Permits if required are additional. Industry standard 1-year warranty excluding common maintenance. Sales tax and bonds if required are additional. Assumes normal installation through concrete sidewalk.

Potential cost for entire Wayfinding & Signage System

The tables below show total system cost estimates for each city based on the unit cost estimates for the double panel waveform assembly shown above:

Duluth System:

SIGNTYPE	UNIT COST	TOTAL ESTIMATED UNITS FOR DULUTH	EXTENDED TOTAL
Vehicular Directional	\$3600/unit	40	\$144,000
Gateway Identifier	\$2,880/unit	3	\$8,640
Pedestrian Directional	\$2,700/unit	30	\$81,000
Pedestrian Map/Kiosk	\$2,160/unit	10	\$21,600
Parking Identifier	\$1,260/unit	5	\$6,300
			TOTAL SYSTEM COST \$261,540

Superior System:

SIGNTYPE	UNIT COST	TOTAL ESTIMATED UNITS	EXTENDED TOTAL
Vehicular Directional	\$3600/unit	35	\$126,000
Gateway Identifier	\$2,880/unit	2	\$5,760
Pedestrian Directional	\$2,700/unit	25	\$67,500
Pedestrian Map/Kiosk	\$2,160/unit	5	\$10,800
Parking Identifier	\$1,260/unit	2	\$2,520
			TOTAL SYSTEM COST \$212,580

*The fabrication/installation costs shown in the tables above are only estimates. Actual prices are subject to change.

Phasing/Next Steps

This submittal contains the desired analysis and items related to a successful wayfinding program for the Cities of Duluth and Superior.

It is necessary now to discuss how this plan can be implemented. The DOTs in both Wisconsin and Minnesota will be asked for their official feedback on the sign designs and to share any items of concern with this program.

Funding for the wayfinding and signage system will need to be secured. This can be done through a variety of ways: city government funding, a Transportation Enhancement Grant, or individual community groups funding the project. If community funding is desired, it would be recommended that the Chamber of Commerce in each city present the Wayfinding and Signage System program explaining its benefits to tourism and industry in order to gain support and buy-in. A percentage of funding responsibility could be determined based on the frequency of occurrence of individual venue names throughout the sign messaging. Other marketing plans in each city could also be developed to explain the program and further gain public support and funding.

Approximately 15% of the system's fabrication and installation cost should be set aside to cover annual, ongoing system maintenance, repair and augmentation.

A sequence of system implementation might be to start with the Gateway Identifiers in the first year; the Vehicular Directionals in the second year; and the Parking Identifiers and pedestrian-level signage in the third year.

Once the funding has been secured, Corbin's next phase in this process will be sign locating, sign messaging, and the development of the Fabrication and Installation Intent Package for bid.

Wayfinding Signage Design System

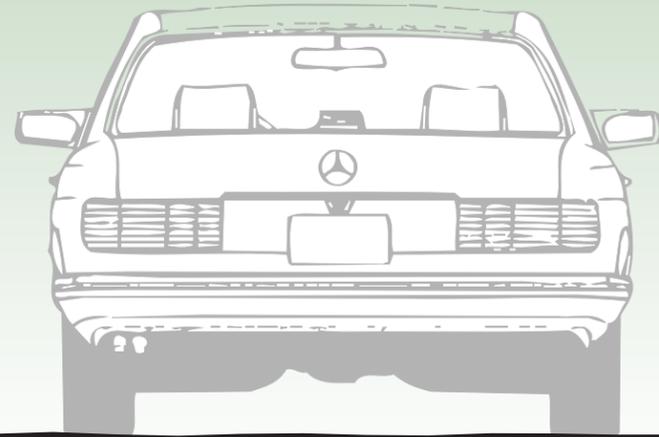
Selected Concept C

Table of Contents

Signtype	Page Number(s)
Gateway Identifiers Concepts A-E	29-33
Vehicular Directional	34
Parking Identifier	35
Pedestrian Directional	36
Pedestrian Map/Kiosk	37
T.O.D. Sign	38



Photorendering



Scale 1/2" = 1' (on a 11" X 17" Sheet)

Granite pillar w/flag mounted aluminum panel

Master Signage Program

Cities of
Duluth-Superior
Duluth, Minnesota
Superior, Wisconsin



109 East Front 304
Traverse City, MI 49684
231 947.1236



221 West First Street
Duluth, MN 55802
218 529.7531

Notes

SCALE: 1/2" = 1.0' (on a 11x17 sheet)

Color Palette



Release

1.0
2.0

Date

09.16.02
10.30.02
12.11.02

Notes

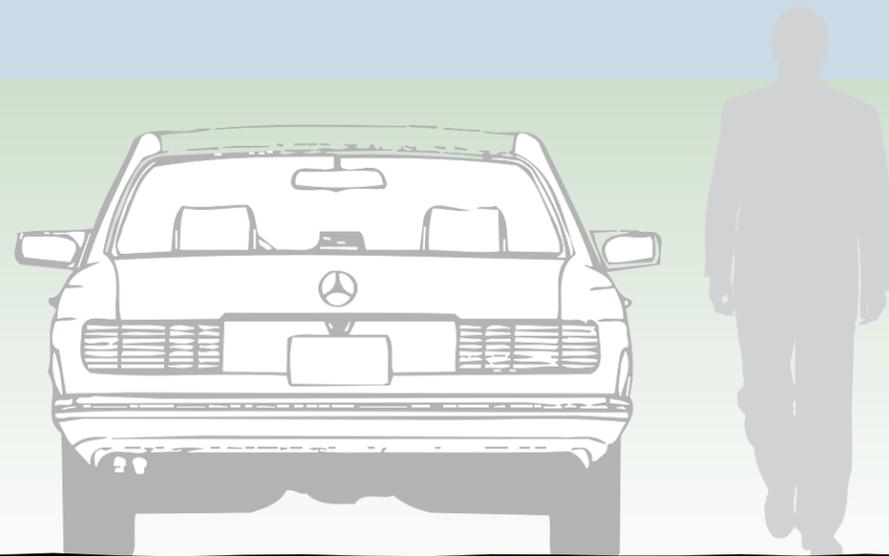
Preliminary Concepts
Design Presentation
Final Draft

Phase Description

Gateway Identifier
GI
Option A



Photorendering



Master Signage Program

Cities of
Duluth-Superior
Duluth, Minnesota
Superior, Wisconsin



109 East Front 304
Traverse City, MI 49684
231 947.1236



221 West First Street
Duluth, MN 55802
218 529.7531

Notes

SCALE: 1/2" = 1.0' (on a 11x17 sheet)

Color Palette



Release

1.0
2.0

Date

09.16.02
10.30.02
12.11.02

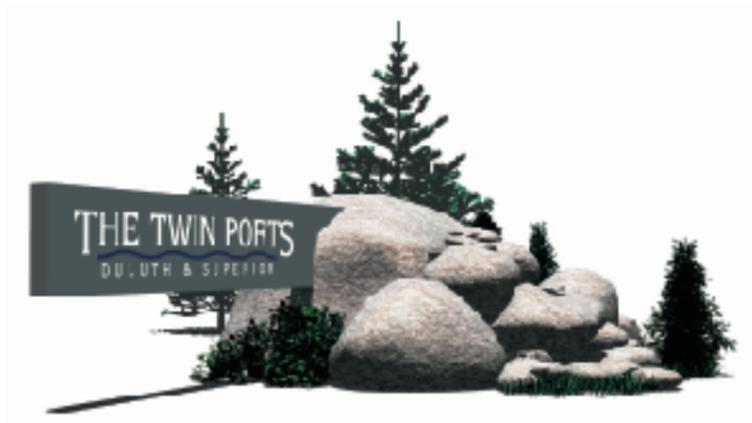
Notes

Preliminary Concepts
Design Presentation
Final Draft

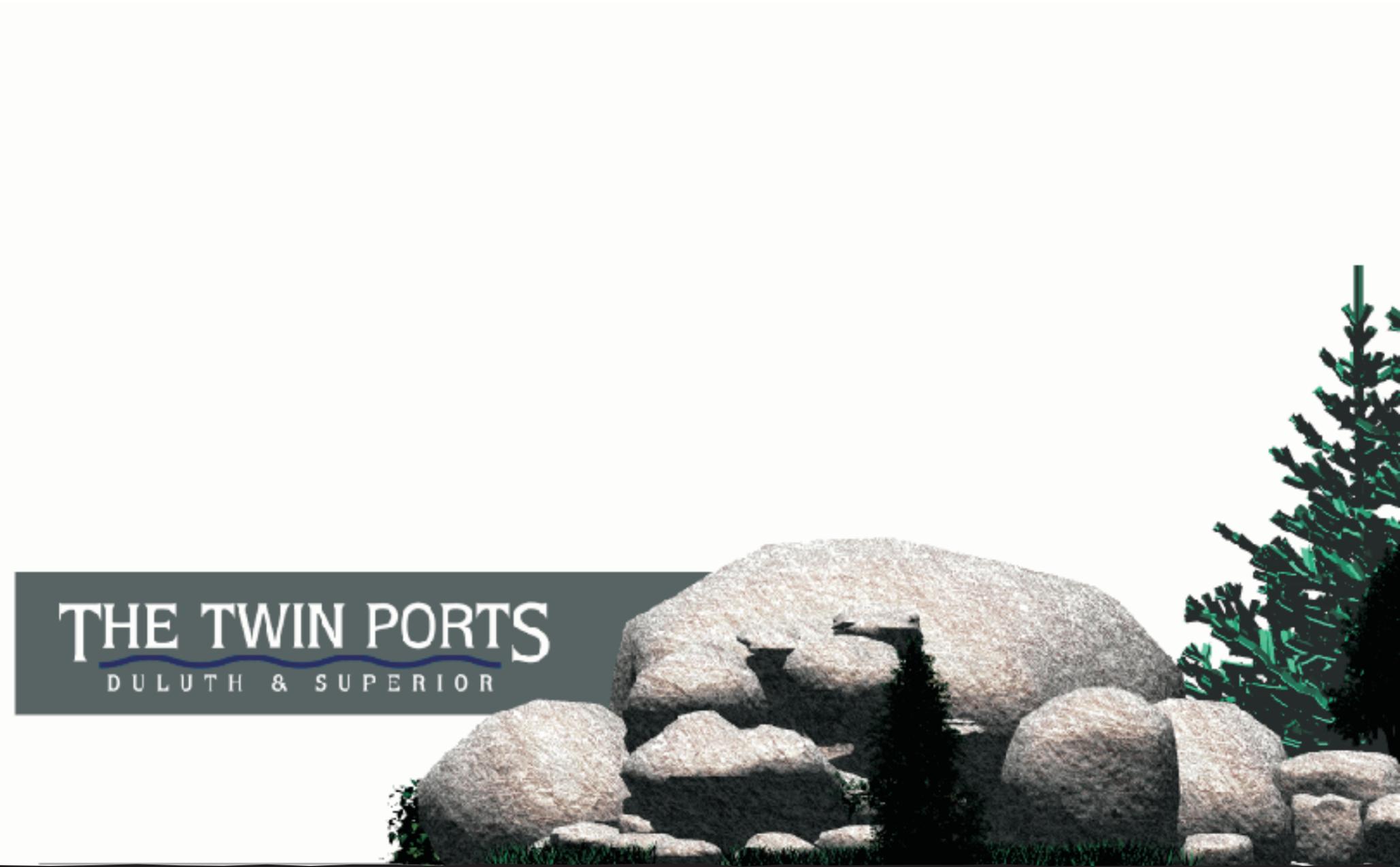
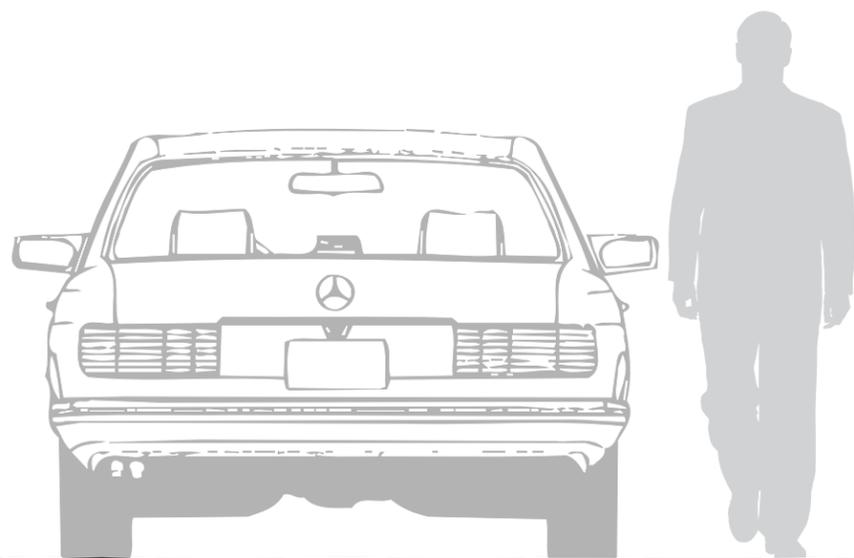
Phase Description

Gateway Identifier

GI
Option B



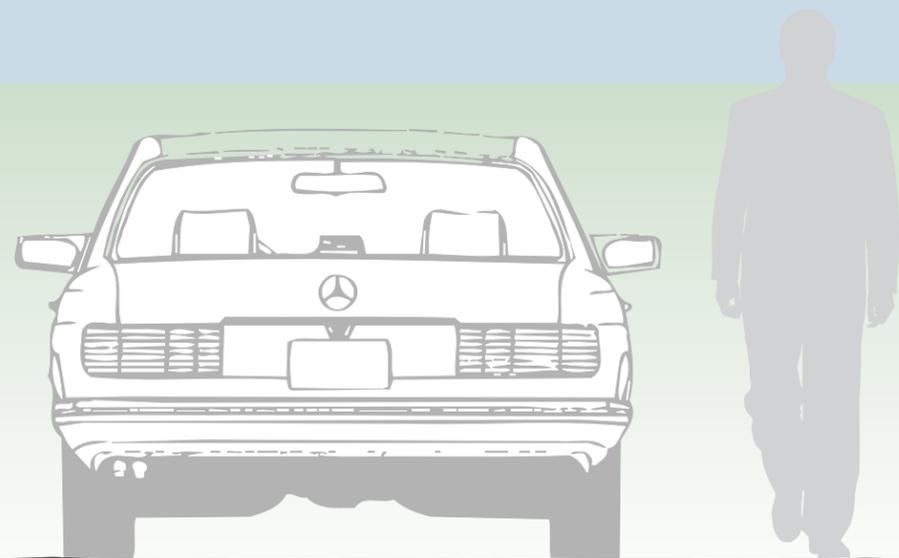
Alternate Angle



Master Signage Program		Notes	Color Palette	Release	Date	Notes	Phase Description
Cities of Duluth-Superior Duluth, Minnesota Superior, Wisconsin	 109 East Front 304 Traverse City, MI 49684 231 947.1236	SCALE: 1/2" = 1.0' (on a 11x17 sheet)	White Harbor Mist Pantone 431 Harbor Blue Pantone 288	1.0	09.16.02	Preliminary Concepts Design Presentation Final Draft	Gateway Identifier GI Option C Page 31
	 221 West First Street Duluth, MN 55802 218 529.7531			2.0	10.30.02 12.11.02		



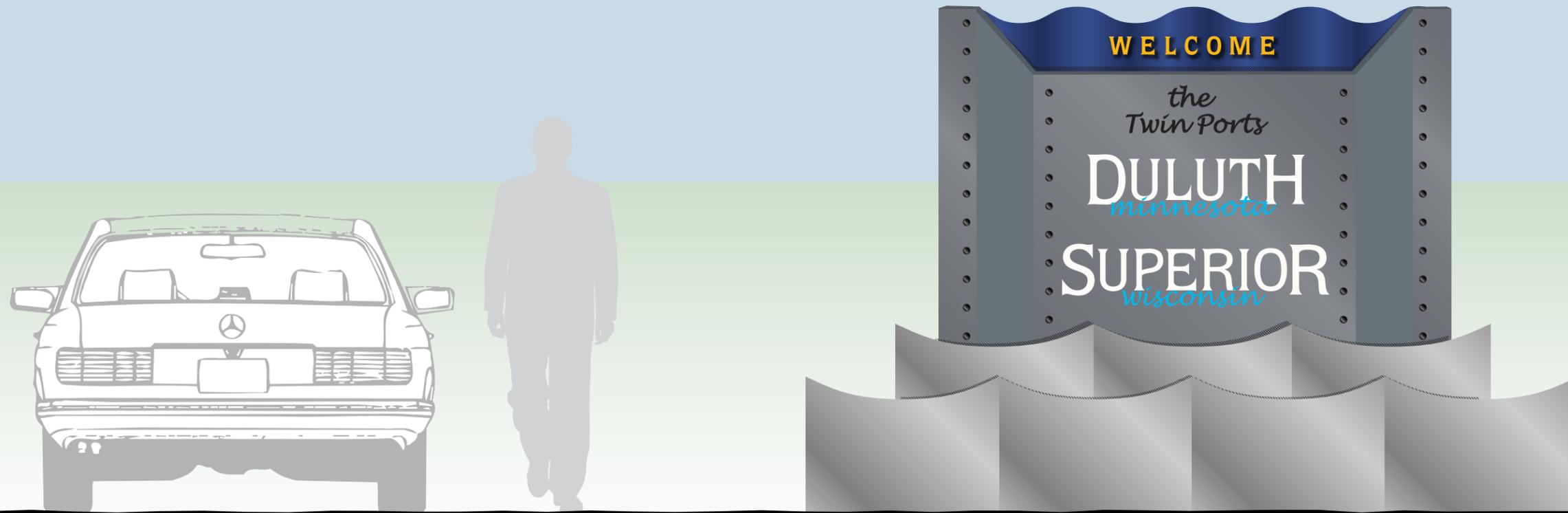
Photorendering



Master Signage Program			Notes	Color Palette	Release	Date	Notes	Phase Description								
Cities of Duluth-Superior Duluth, Minnesota Superior, Wisconsin	 109 East Front 304 Traverse City, MI 49684 231 947.1236	 221 West First Street Duluth, MN 55802 218 529.7531	SCALE: 1/2" = 1.0' (on a 11x17 sheet)	<table border="0"> <tr> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>White</td> <td>Harbor Mist Pantone 431</td> <td>Harbor Blue Pantone 288</td> <td>Sun Pantone 130</td> </tr> </table>					White	Harbor Mist Pantone 431	Harbor Blue Pantone 288	Sun Pantone 130	1.0 2.0	09.16.02 10.30.02 12.11.02	Preliminary Concepts Design Presentation Final Draft	Gateway Identifier GI Option D Page 32
																
White	Harbor Mist Pantone 431	Harbor Blue Pantone 288	Sun Pantone 130													



Photorendering



Master Signage Program

Cities of
Duluth-Superior
Duluth, Minnesota
Superior, Wisconsin



109 East Front 304
Traverse City, MI 49684
231 947.1236



221 West First Street
Duluth, MN 55802
218 529.7531

Notes

SCALE: 1/2" = 1.0' (on a 11x17 sheet)

Color Palette



Release

1.0
2.0
3.0

Date

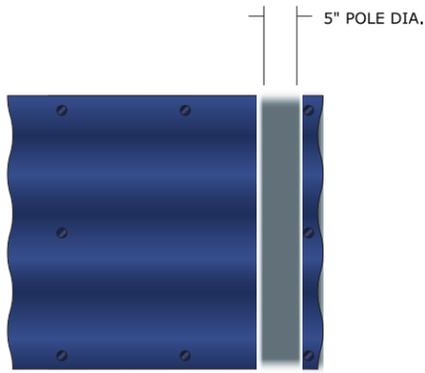
09.16.02
10.30.02
12.11.02

Notes

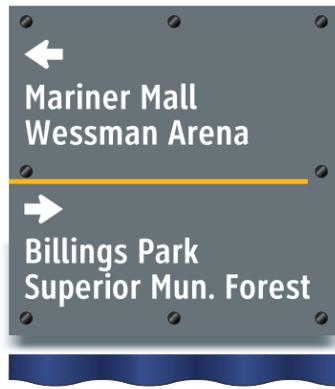
Preliminary Concepts
Design Presentation
Sign Array Design

Phase Description

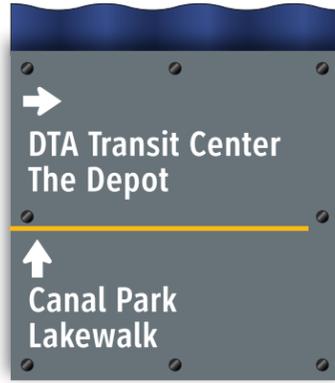
Gateway Identifier
GI
Option E



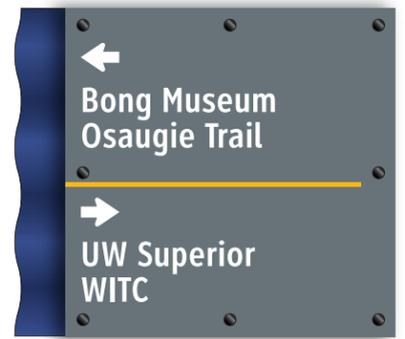
Back View



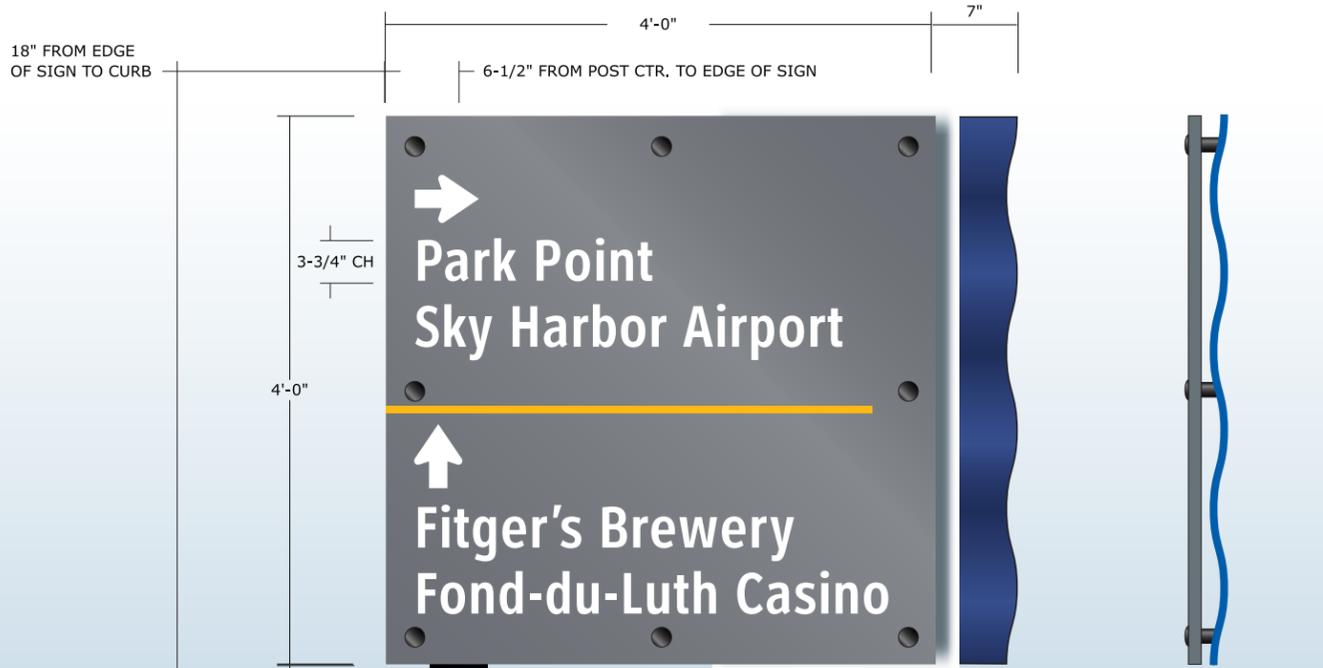
Lake Superior Behind You
(Superior, WI)



Lake Superior Ahead of You
(Duluth, MN)

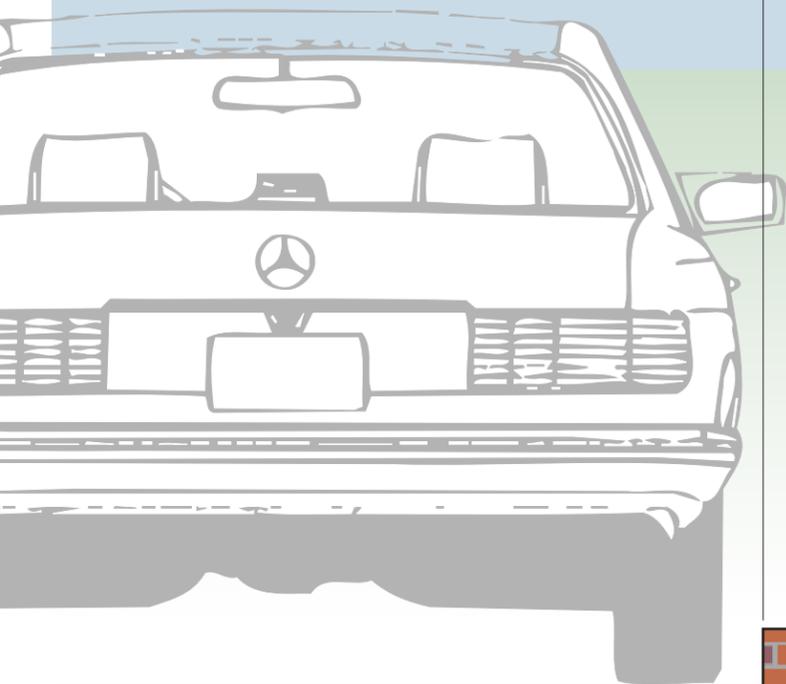


Lake Superior on Your Left
(Superior, WI)



Lake Superior on Your Right
(Duluth, MN)

Sign Panel Side View



DECORATIVE BASE COLLAR DETAIL
IN DOWNTOWN AREAS OR AREAS
OF PEDESTRIAN FOOT TRAFFIC ONLY.
DIRECT EMBEDDED POSTS ON
OUTSKIRTS OF TOWN.

Scale 3/4" = 1' (on a 11" X 17" Sheet)

Front view

Master Signage Program

Cities of
Duluth-Superior
Duluth, Minnesota
Superior, Wisconsin

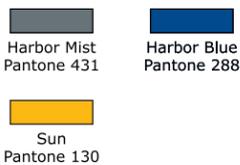


109 East Front 304
Traverse City, MI 49684
231 947.1236



221 West First Street
Duluth, MN 55802
218 529.7531

Color Palette



Release

1.0
2.0

Date

09.16.02
10.30.02
12.11.02

Notes

Preliminary Concepts
Design Presentation
Final Draft

Sign Type

**Vehicular
Directional**

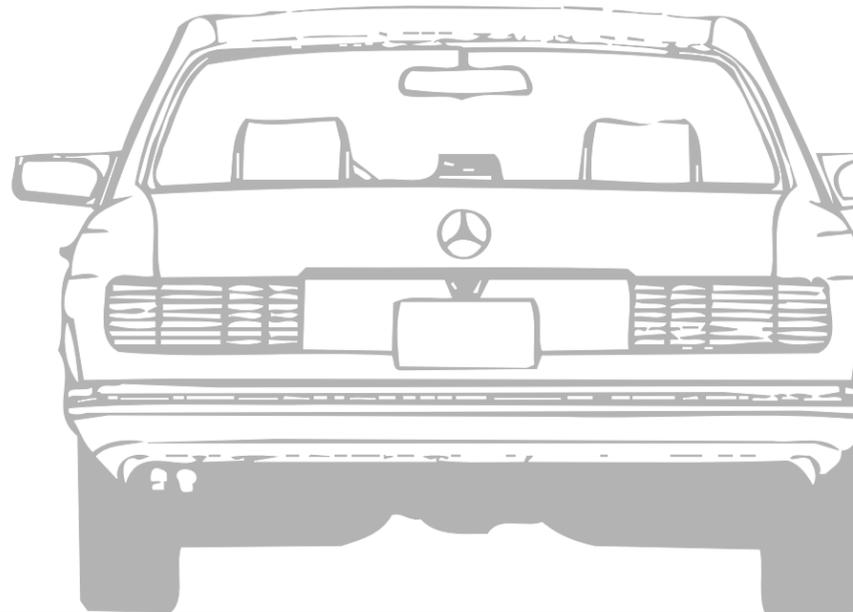
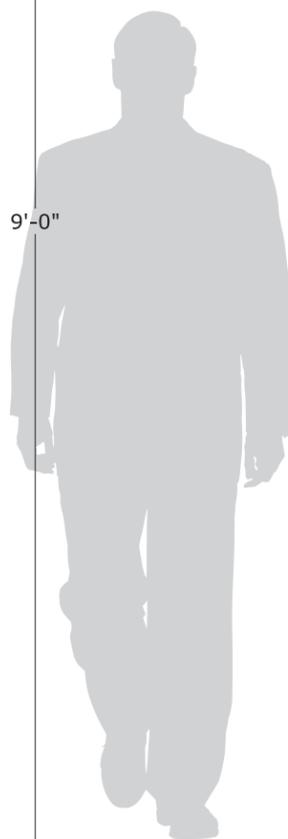
DV
Attachment as orienting device
Page 34



Front View



Side View



Scale: 3/4" = 1' (on an 11" X 17" sheet)

Master Signage Program

Cities of
Duluth-Superior
Duluth, Minnesota
Superior, Wisconsin



109 East Front 304
Traverse City, MI 49684
231 947.1236



221 West First Street
Duluth, MN 55802
218 529.7531

Color Palette

Harbor Mist
Pantone 431

Harbor Blue
Pantone 288

Sun
Pantone 130

Release

1.0
2.0

Date

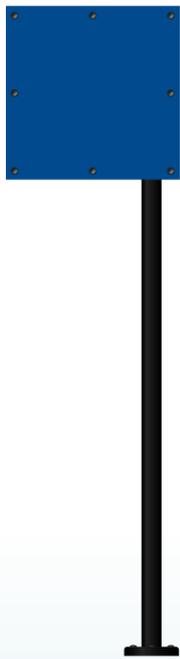
09.16.02
10.30.02
12.11.02

Notes

Preliminary Concepts
Design Presentation
Final Draft

Sign Type

Parking
Identifier
IP



Back view



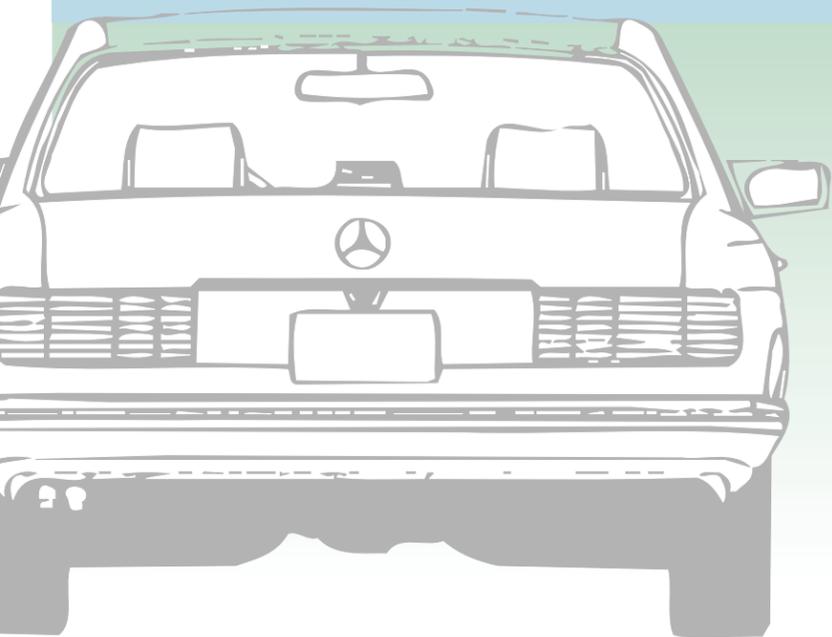
P-38 (Bong)
Screened Background Image
(Superior, WI)



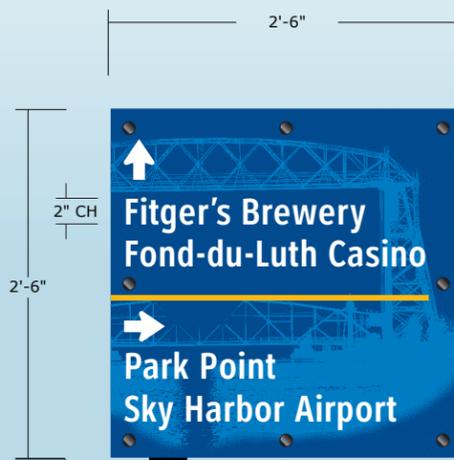
Ship Hull
Screened Background Image
(Duluth, MN)



Grain Silos
Screened Background Image
(Superior, WI)



Scale 3/4" = 1' (on a 11" X 17" Sheet)



Lift Bridge
Screened Background Image
(Duluth, MN)

Front View



Side View



Master Signage Program

Cities of
Duluth-Superior
Duluth, Minnesota
Superior, Wisconsin



109 East Front 304
Traverse City, MI 49684
231 947.1236



221 West First Street
Duluth, MN 55802
218 529.7531

Color Palette



Release Date

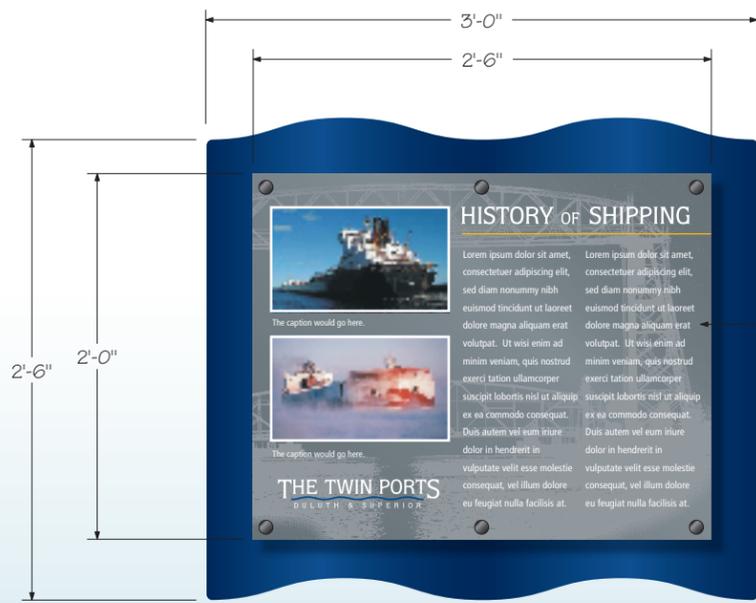
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2.0 <input type="checkbox"/>	10.30.02 <input type="checkbox"/>
<input type="checkbox"/>	12.11.02 <input type="checkbox"/>

Notes

Preliminary Concepts
Design Presentation
Final Draft

Sign Type

**Pedestrian
Directional
DP**
Screened background image as
visual interest device.
Page 36



Front View

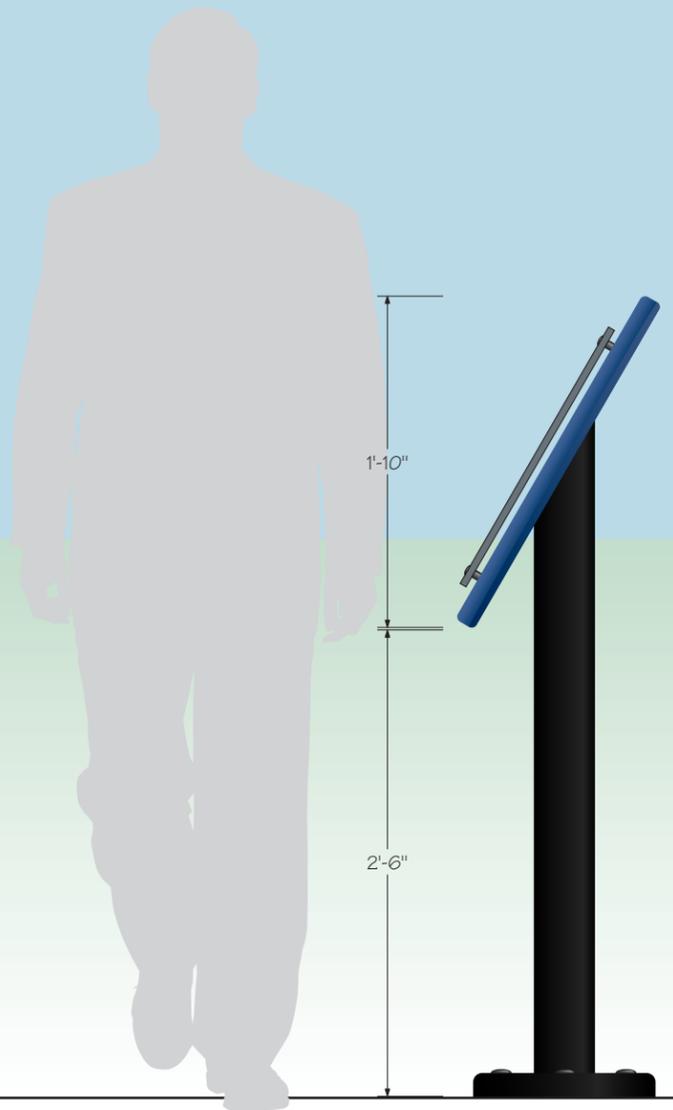
Removeable/interchangeable panel with pedestrian maps or historic information on points-of-interest. 4-color print embedded in fiberglass panel for scratch/vandal resistance. Face bolts attach panel to wave form base to allow for easy updating. Artwork to be supplied by designers.



Corner Detail: Radius corners on all 4 corners for pedestrian safety.



Elevation View



Side View

Scale 1"= 1' (on a 11" X 17" Sheet)

Master Signage Program

Cities of
Duluth-Superior
Duluth, Minnesota
Superior, Wisconsin

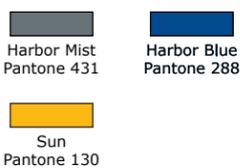


109 East Front 304
Traverse City, MI 49684
231 947.1236



221 West First Street
Duluth, MN 55802
218 529.7531

Color Palette



Release Date

1.0
2.0

09.16.02
10.30.02
12.11.02

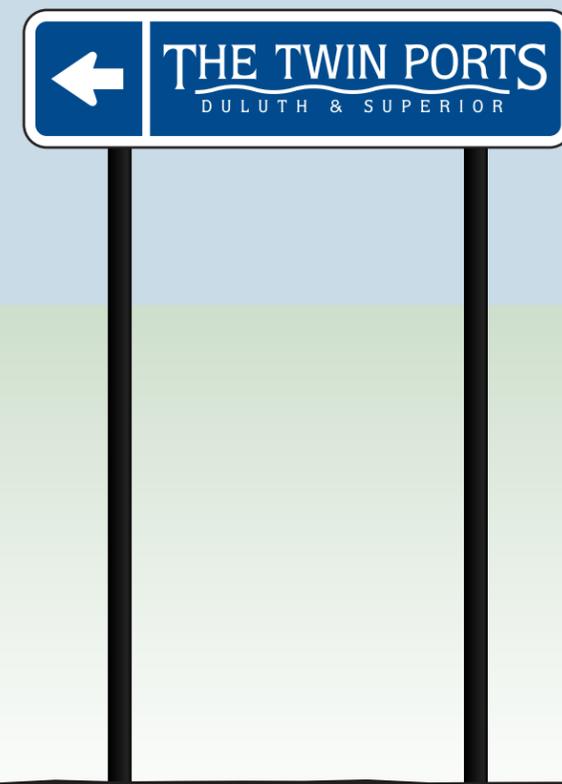
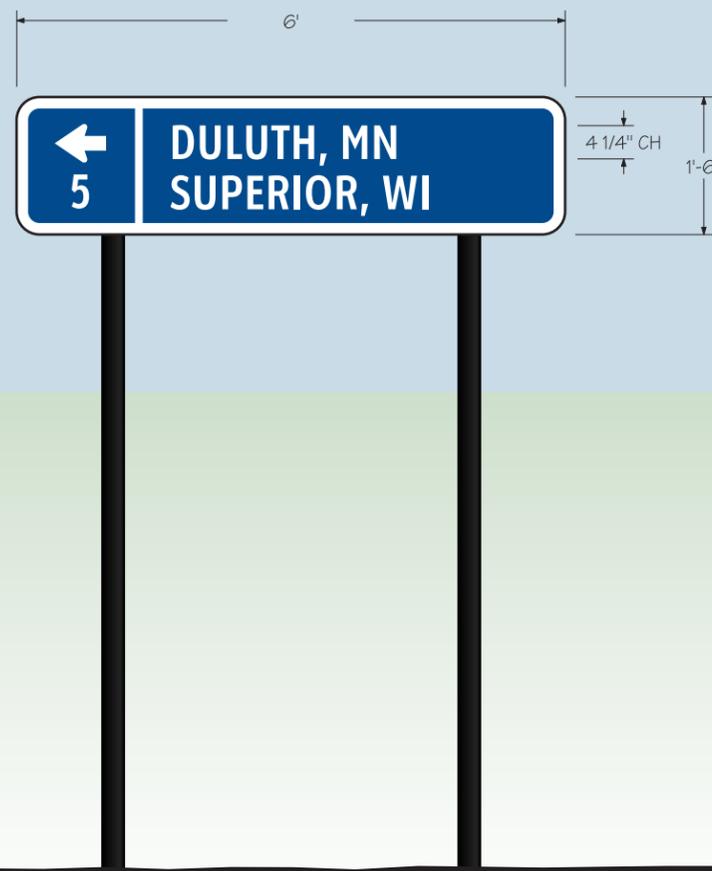
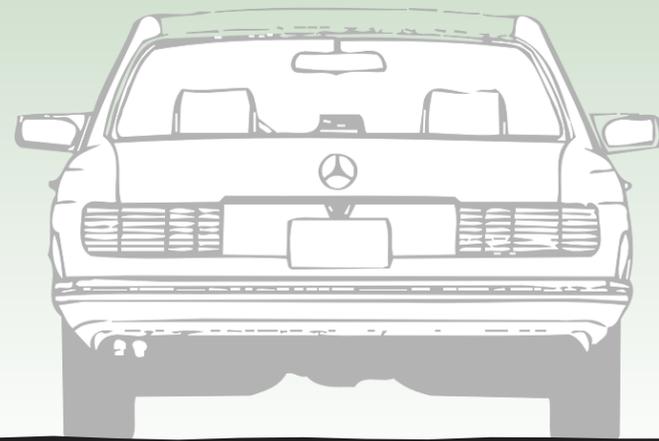
Notes

Preliminary Concepts
Design Presentation
Final Draft

Sign Type

Pedestrian
Map/Kiosk

KP
Page 37



Scale 1/2" = 1' (on a 11" X 17" Sheet)

TODS Sign with tourist destination name

TODS Sign with logo option

Master Signage Program

Cities of
Duluth-Superior
Duluth, Minnesota
Superior, Wisconsin



109 East Front 304
Traverse City, MI 49684
231 947.1236



221 West First Street
Duluth, MN 55802
218 529.7531

Notes

SCALE: 1/2" = 1.0' (on a 11x17 sheet)

Color Palette



Release

1.0
2.0

Date

09.16.02
10.30.02
12.11.02

Notes

Preliminary Concepts
Design Presentation
Final Draft

Phase Description

TODS
Tourist Oriented Directional Signs