



Heritage Wayfinding Manual

Economic Development Department • Heritage Tourism Division

AGENDA

Introductions & Project Background

Melissa Alvarado

Heritage Tourism Division Manager
CoA Economic Development Department

District Overview

Matthew Schmidt

Redevelopment Project Manager
CoA Economic Development Department

Downtown Wayfinding (Status)

Glen Swantak

MERJE / Design Principal

Heritage Wayfinding Guidelines

John Bosio

MERJE / Principal

Lauren Harrison

MERJE / Senior Designer

Open Discussion

Next Steps

PROJECT BACKGROUND

HERITAGE PRESERVATION GRANT PROGRAM

The Heritage Preservation Grant promotes tourism through the preservation, restoration of eligible historic buildings, sites and districts or through planning, educational or marketing projects that enhance understanding or new perspective on well-documented places or events rooted in heritage or history.

www.austintexas.gov/heritage-grants

Historic Preservation Fund

Per Tax Code 351, for historic and preservation projects, the project must be at, or in the immediate vicinity of, convention center facilities or visitor information centers; or located in areas likely to be frequented by tourists and convention delegates.

COUNCIL DIRECTION: DISTRICTS & WAYFINDING

Council direction related to Districts & Wayfinding

2007

African American Cultural Heritage District (AACHD) formally recognized

2011

Develop the **5th Street Mexican American Heritage Corridor (MAHC)** in partnership with Mexic-Arte Museum to connect/enhance downtown's network of public parks and streets and celebrate the distinct history, culture and identity

2013

Downtown Wayfinding Plan developed by MERJE identified wayfinding as a priority for the Corridor

2013

Red River Cultural District (RRCD) formally recognized

DISTRICTS & WAYFINDING

Council direction related to Districts & Wayfinding

2018

Council approves funding for Heritage Wayfinding planning and design services for districts

2018 - 2019

Council approves wayfinding funding for all three districts;
AACHD, RRCD and MAHC

2021

Council approves contract for **Heritage Wayfinding Manual** planning and design services for districts (MERJE, Cortez Consulting, Acacia Heritage and Limbacher & Godfrey)

HERITAGE WAYFINDING MANUAL GOAL

Develop a manual inclusive of sign types and historic interpretive elements within districts to enhance the visitor's connectedness to place, history, culture and experience, including underrepresented sites that reflect Austin's diverse communities.

Key Points:

- Initiative **does not** include fabrication or installation
- First step to creating a design guide
- Serves as the foundational work for the districts that were previously allocated funding for wayfinding by the City Council
- Lays the foundation for future eligible districts

HERITAGE WAYFINDING MANUAL VISION

Consider Quality of Life aspects tied to the heritage and history of a district

Designs: Develop consistent wayfinding designs and templates for use in districts

Education: Create a continuity and link between historic, heritage, cultural districts and our parks network

Branding: Promote Austin's diversity through wayfinding strategies that allow for unique district branding

HERITAGE WAYFINDING MANUAL VISION

Storytelling: Strengthen, preserve and celebrate history and storytelling opportunities

District Heritage Tourism: Highlight key district amenities and characteristics, including underrepresented sites that reflect the significance of Austin's diverse communities – our untold stories

Visitor Experience: Help create a more positive visitor experience through wayfinding for better navigation, education, and awareness

DISTRICT OVERVIEW

DISTRICT OVERVIEW

Defining Districts

A District is a contiguous area which may include a diversity of community, cultural, historical, heritage, economic, environmental, or residential assets.

A District is anchored by an entity and rooted to inclusivity.

** Working definition*

Common District Types

Arts	Eco District	Historic	Merchant
Business	Entertainment	Innovation	Parks
Cultural	Heritage	International	Parking
Technology	Theater	Waterfront	

Austin's District Policy Framework (2023)

DISTRICT OVERVIEW



Community Organizing



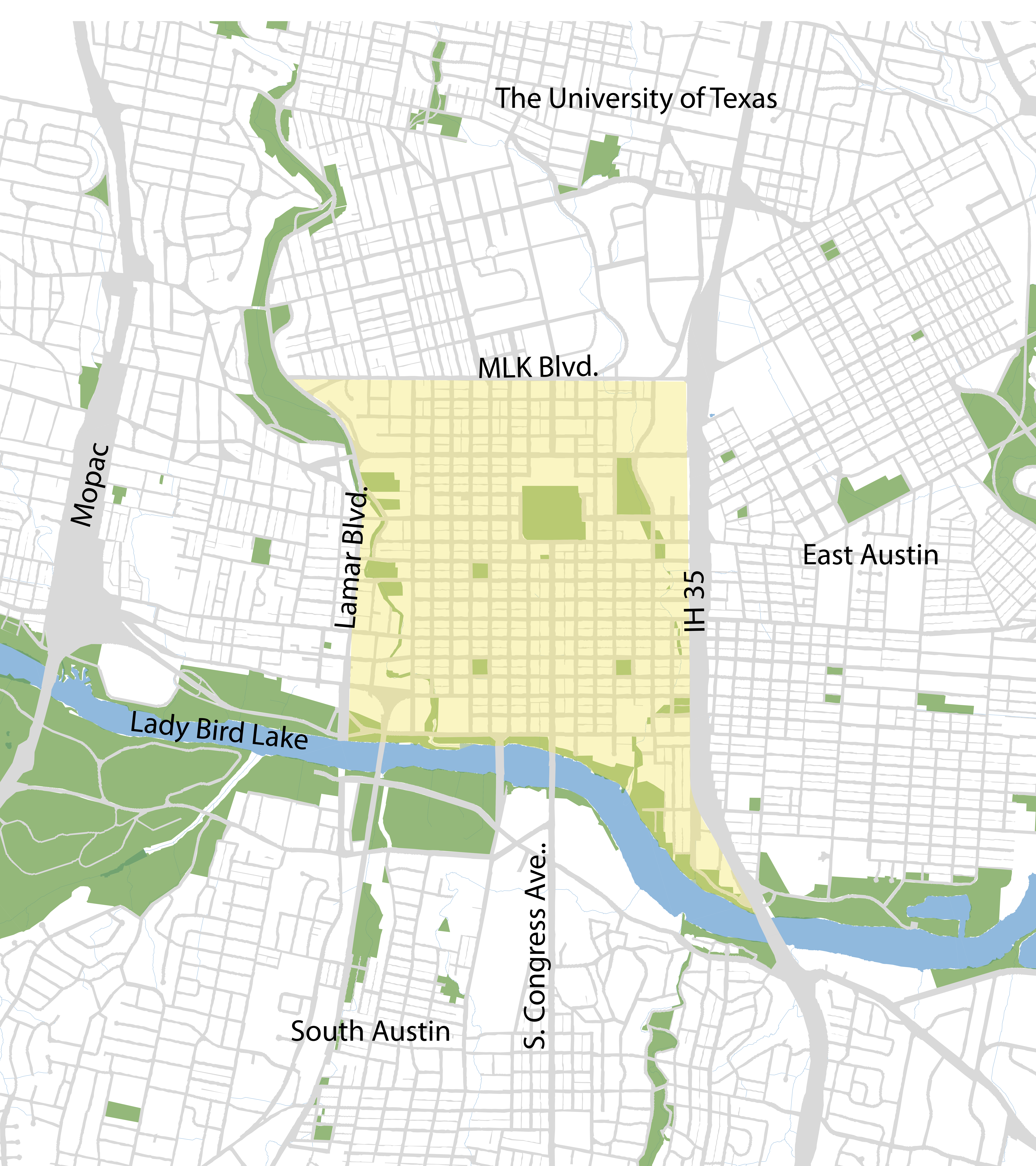
Enhancing Place



Economic Growth



DOWNTOWN WAYFINDING PROGRAM



The University of Texas

MLK Blvd.

Mopac

Lamar Blvd.

Lady Bird Lake

South Austin

S. Congress Ave.

IH 35

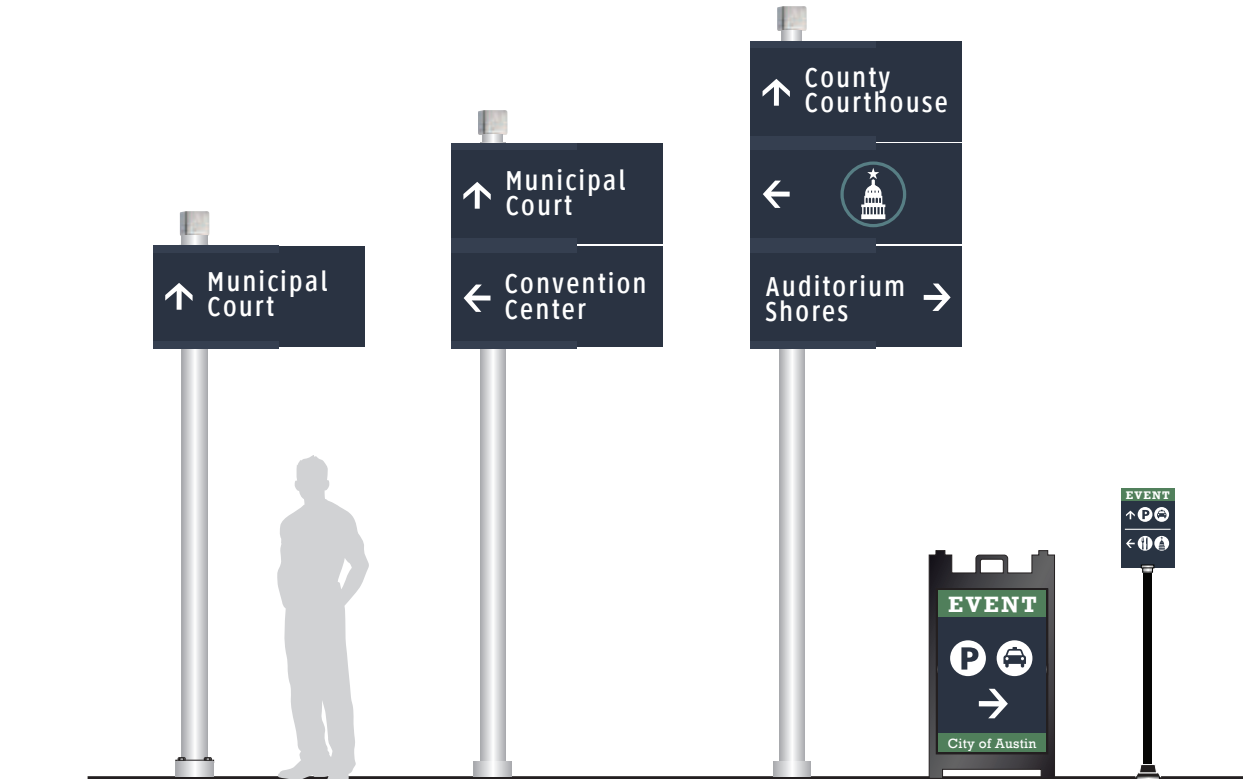
East Austin

DOWNTOWN WAYFINDING 'HJ G? J 9E

- Vehicular & Parking Signage
- Pedestrian Signs and Kiosks
- Downtown Orientation Map
- District Identification
- Trail Signage & Sidewalk Compass

Total Signs: 236

Prototypes:	4 signs (installed January 2022)
Phase 1 Pilot:	April / May (17 signs + 4 new prototypes)
Phase 2 Roll-Out:	Late 2022 / Early 2023



VDIR.1
Vehicular
Directional

NEW POST
 1 message

VDIR.2
Vehicular
Directional

NEW POST
 2 messages

VDIR.3
Vehicular
Directional

NEW POST
 3 messages

TEMP.1
Temporary
Directional

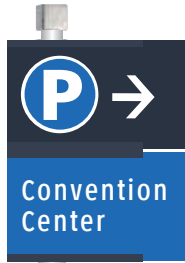
Freestanding

TEMP.2
Temporary
Directional

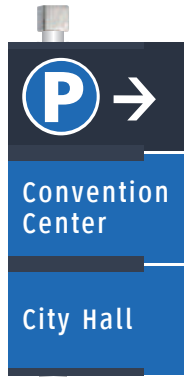
Magnetic
 Pole Base



PARK.1
Parking
Directional



PARK.2
Parking
Directional

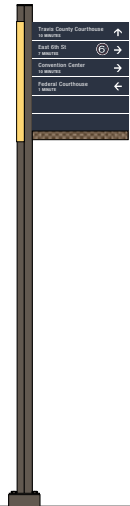
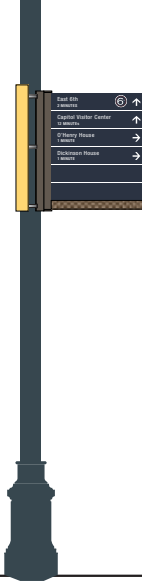
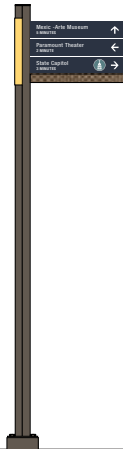
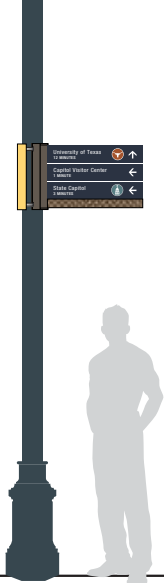


PARK.3
Parking
Directional



PARK.4
Parking
Trailblazer





PDIR.3
Pedestrian Directional
 Utility Pole Attachment
 3 messages

PDIR.3A
Pedestrian Directional
 NEW POST
 3 messages

PDIR.6
Pedestrian Directional
 Utility Pole
 6 messages

PDIR.6A
Pedestrian Directional
 NEW POST
 6 messages

PMAP.1
Pedestrian Map
 Single-Sided
 Utility Pole
 Attachment

PMAP.2
Pedestrian Map
 Double-Sided
 2 Posts

E.500

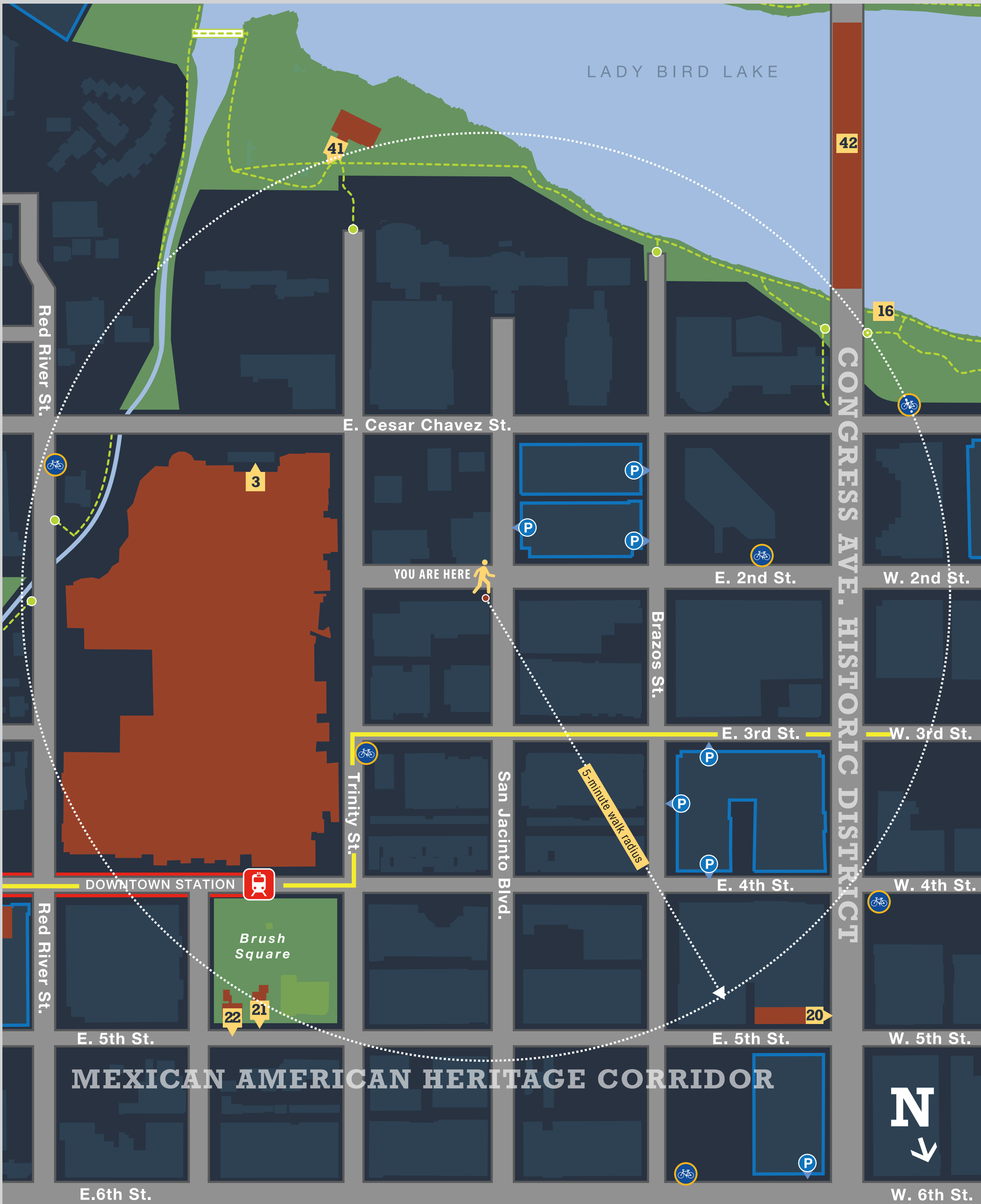
E.400

E.300

E.200

E.100

W.100



MEXICAN AMERICAN HERITAGE CORRIDOR

DESTINATIONS

- 3** AUSTIN CONVENTION CENTER: 500 E Cesar Chavez St.
- 16** ANN AND ROY BUTLER HIKE-AND-BIKE TRAIL: Lady Bird Lake
- 20** MEXIC-ARTE MUSEUM: 419 Congress Ave.
- 21** O. HENRY MUSEUM: 409 E 5th St.
- 22** JOSEPH AND SUSANNA DICKINSON HOUSE HANNING MUSEUM: 411 E 5th St.
- 41** WALLER CREEK BOATHOUSE: 74 Trinity St.
- 42** ANN RICHARDS BRIDGE

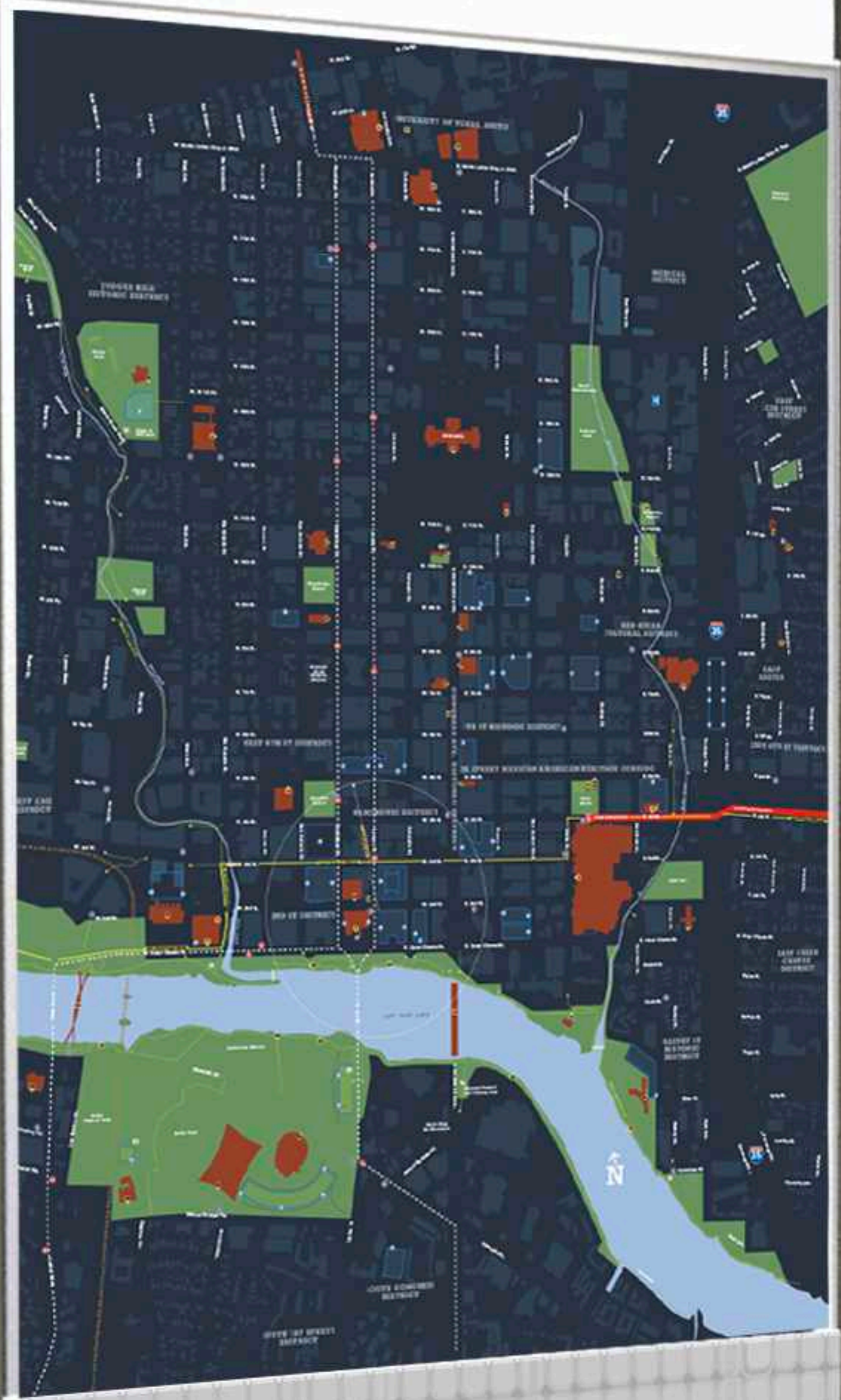
- Destination Building
- Trail
- Public Parking
- Trail Access Point
- Parking Garage Entry
- Public Restrooms
- MetroRail Station/Route
- Visitor Information
- MetroRapid Stop/Route
- MetroBike Stations
- Lance Armstrong Bikeway
- AMTRAK Station

All Capital Metro bus routes serve Republic Square





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Convention Center →

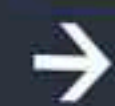
Red River St. →

→



Moody Theater
2 Minutes

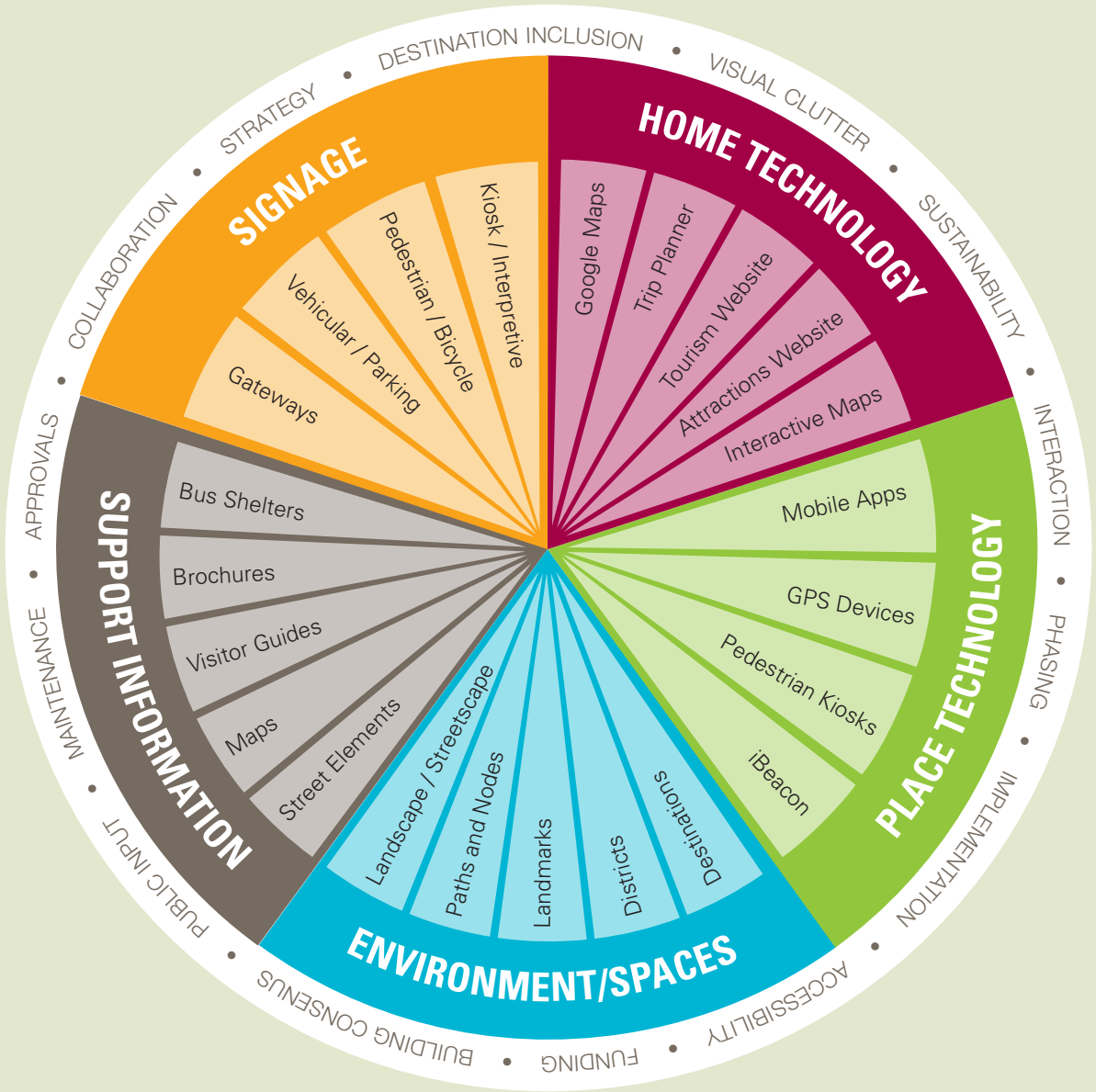
Warehouse District
5 Minutes



Convention Center
8 MINUTES



HERITAGE WAYFINDING GUIDELINES



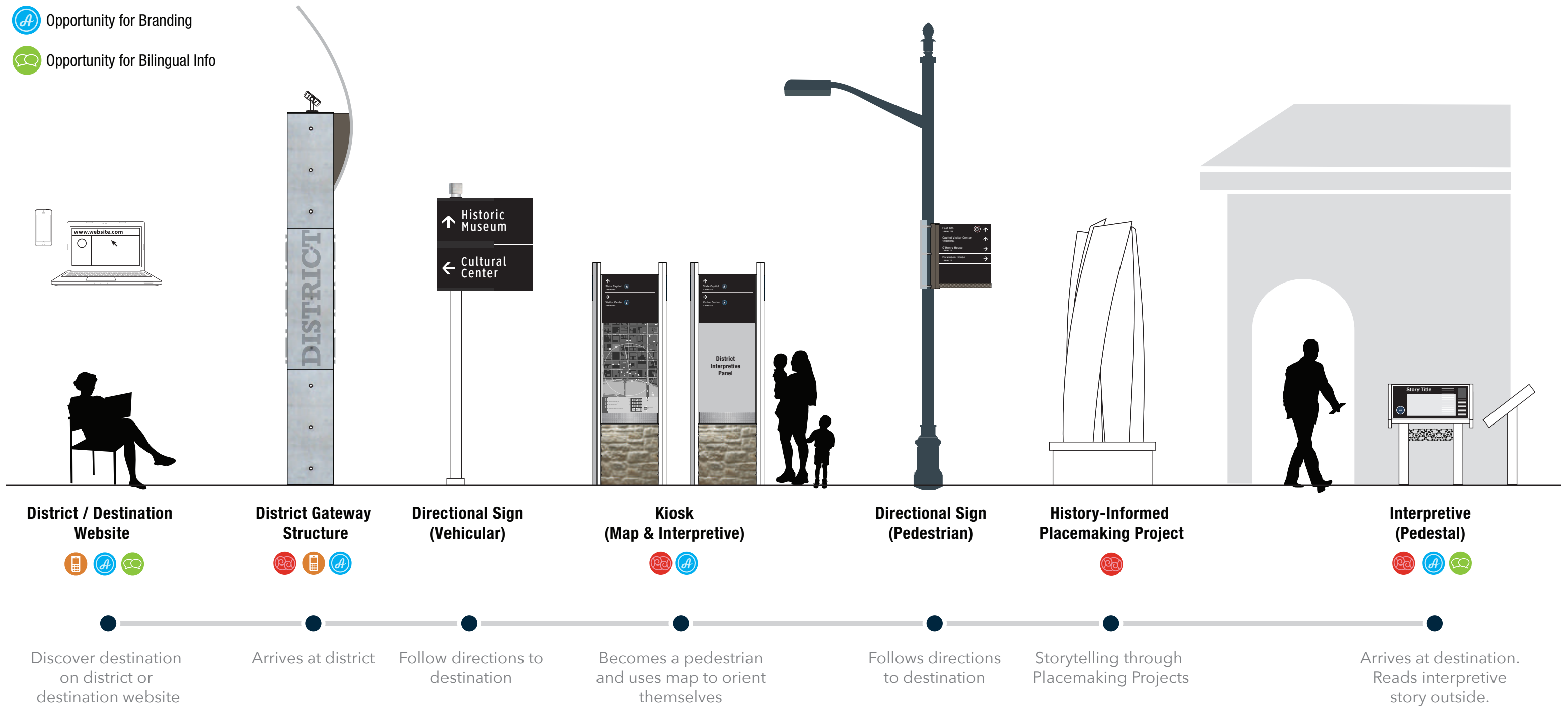
EXAMPLE JOURNEY #1: VISITING A DESTINATION

PLAN

JOURNEY

DISCOVER

-  Opportunity for Technology
-  Opportunity for Local Art
-  Opportunity for Branding
-  Opportunity for Bilingual Info



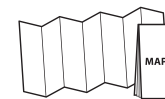
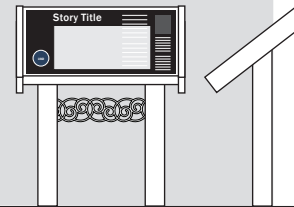
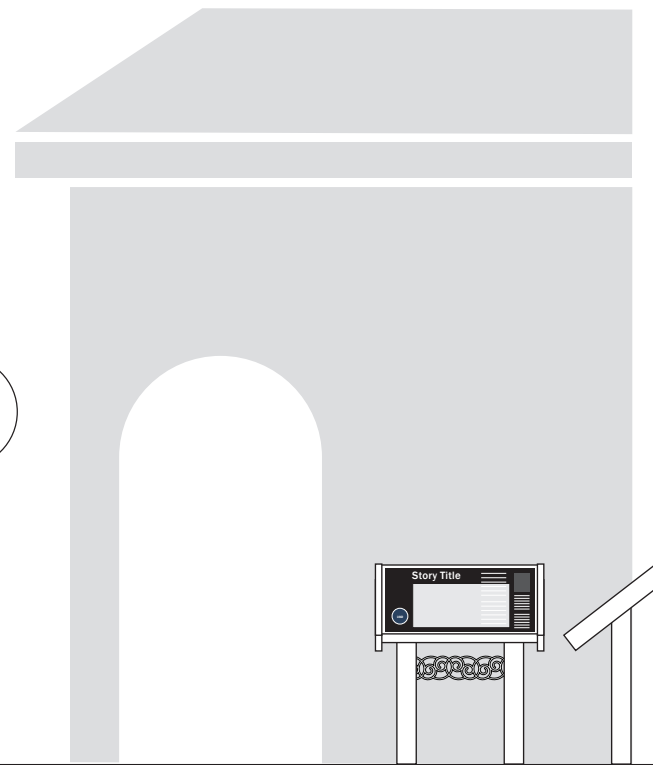
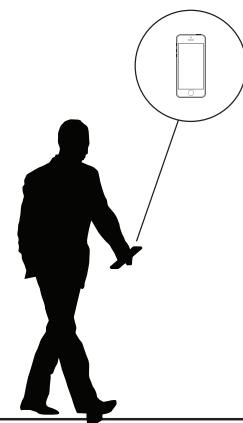
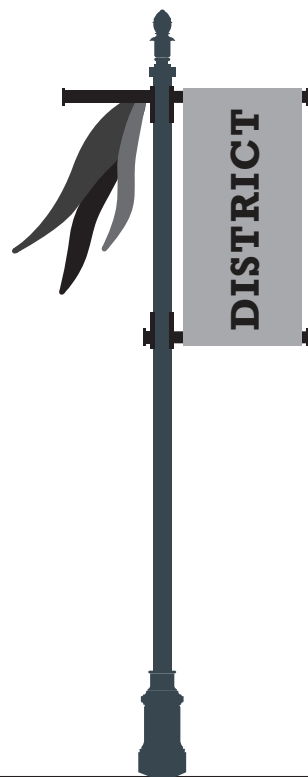
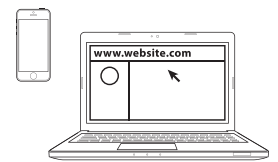
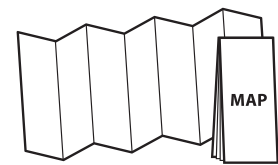
EXAMPLE JOURNEY #2: WALKING TOUR

PLAN

JOURNEY

DISCOVER

-  Opportunity for Technology
-  Opportunity for Local Art
-  Opportunity for Branding
-  Opportunity for Bilingual Info



District / Destination Website



District Banner



Sidewalk Plaque



Mobile App



Interpretive (Pedestal)



Printed Brochure



Interpretive Project



Interpretive



Discover destination on district or destination website

Arrives at district

Uses sidewalk compass for orientation

Follow directions to destination

Arrives at destination. Reads interpretive story nearby.

Picks up brochure

Discovers stories about the area along the way

Arrives at second destination and reads interpretive story

HERITAGE WAYFINDING GUIDELINES

HERITAGE RESOURCE CATEGORIES

DISTRICTS

ATTRACTIONS

PUBLIC SPACES / LANDMARKS

ICONIC BUSINESS

POINTS OF INTERESTS

AUSTIN HISTORY

WAYFINDING TOOLS & INTERPRETIVE PLANNING

FESTIVAL / EVENTS

MARKETING / PUBLICATIONS

ARCHITECTURE / SITE IMPROVEMENTS

PLACEMAKING ELEMENTS

INTERPRETIVE PLANNING / SIGNAGE

WAYFINDING & IDENTIFICATION

INTERPRETIVE MEDIA

ACCESSIBILITY PROJECTS

Best Practices • Design Principles • Design Templates • Graphic Standards

RESOURCE CONTENT (SOURCES / PROCESS)

ESTIMATED COSTS, BUDGETS & MAINTENANCE

ESTABLISH DISTRICT

IMPLEMENTATION

INTERPRETIVE SIGNAGE



CITY DOCK

Beyond the Bridge

★

THE NEIGHBORHOOD OF EASTPORT

1870

A New Village across Spa Creek

The first bridge over Spa Creek, shown here c.1885, was built in 1870.

The maritime industry and the history of Annapolis are closely intertwined. This connection extends beyond downtown to historic Eastport, the neighborhood located across the Spa Creek Bridge. Eastport was developed after the Civil War as Horn Point and renamed Eastport in 1888; it was not annexed as part of Annapolis until 1951. Today, Eastport is known for its working boatyards, restaurant row, and the Annapolis Maritime Museum, located at the end of Second Street on Back Creek.

1907

The Second Eastport Bridge

The Eastport Bridge Today

The current span opened in 1947.

Annapolis Historic District

Eastport

ANNEPOLIS MARITIME MUSEUM

- Interpretive Sign Panels (Individual or Group)
- Kiosk (static or digital): Interpretive Panel

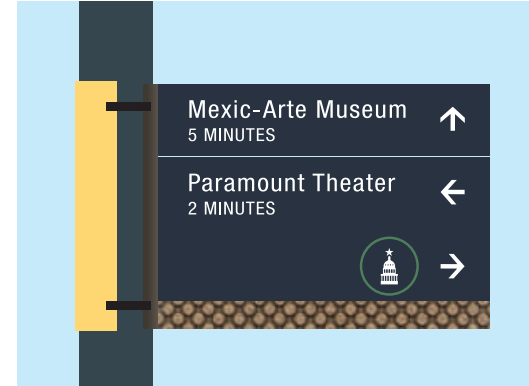
BRANDING



- Logo
- Website
- Printed Brochures
- Signage
- Tourism Marketing
- Flyers
- Maps



WAYFINDING & IDENTIFICATION SIGNAGE



- District Entry Gateway Structure
- District Entry Sign
- Directional Sign (Vehicular)
- Directional Sign (Pedestrian)
- Historic Site Identification Sign
- District Banners (Identity)
- Street Name Sign (Honorary)
- Restoration of a Landmark Sign

PRINTED BROCHURE: Walking Tour / Historical Info

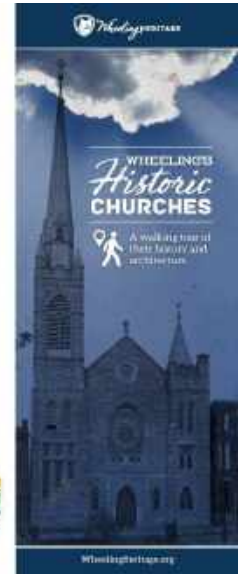


A HISTORY OF CHURCHES IN WHEELING PARALLELS A HISTORY OF THE CITY ITSELF

For those who lived in 17th century America, the church was the center of the community. It was the place where people gathered to worship, to learn, and to socialize. The church was the heart of the community, and it played a central role in the lives of its members. The church was the place where people came to find comfort, to find hope, and to find a sense of purpose. The church was the place where people came to find a sense of belonging, and it was the place where people came to find a sense of community.

The first of churches in Wheeling was the First Baptist Church, which was founded in 1787. It was the first of many churches that would be built in the city, and it played a central role in the lives of its members. The church was the place where people came to find comfort, to find hope, and to find a sense of purpose. The church was the place where people came to find a sense of belonging, and it was the place where people came to find a sense of community.

Other churches in Wheeling include the First Methodist Church, the First Presbyterian Church, and the First Episcopal Church. Each of these churches played a central role in the lives of its members, and they were the place where people came to find comfort, to find hope, and to find a sense of purpose. The church was the place where people came to find a sense of belonging, and it was the place where people came to find a sense of community.



NEW JERSEY HISTORICAL SOCIETY
The New Jersey Historical Society is a nonprofit organization dedicated to preserving and promoting the state's history, culture, and heritage. It was founded in 1915 and is the oldest cultural institution in the state.

NEWARK MUSEUM
The Newark Museum is a nonprofit organization dedicated to preserving and promoting the city's history, culture, and heritage. It was founded in 1909 and is the oldest museum in the city.

NEWARK PENN. TRINITY
The Newark Penn. Trinity is a historic building that was built in 1810. It is one of the oldest buildings in the city and is listed on the National Register of Historic Places.

ST. BENEDICT'S REEF
St. Benedict's Reef is a historic building that was built in 1810. It is one of the oldest buildings in the city and is listed on the National Register of Historic Places.

WASHINGTON PARK
Washington Park is a historic building that was built in 1810. It is one of the oldest buildings in the city and is listed on the National Register of Historic Places.

NEWARK CITY HALL
Newark City Hall is a historic building that was built in 1810. It is one of the oldest buildings in the city and is listed on the National Register of Historic Places.

NEWARK PUBLIC LIBRARY
The Newark Public Library is a historic building that was built in 1810. It is one of the oldest buildings in the city and is listed on the National Register of Historic Places.

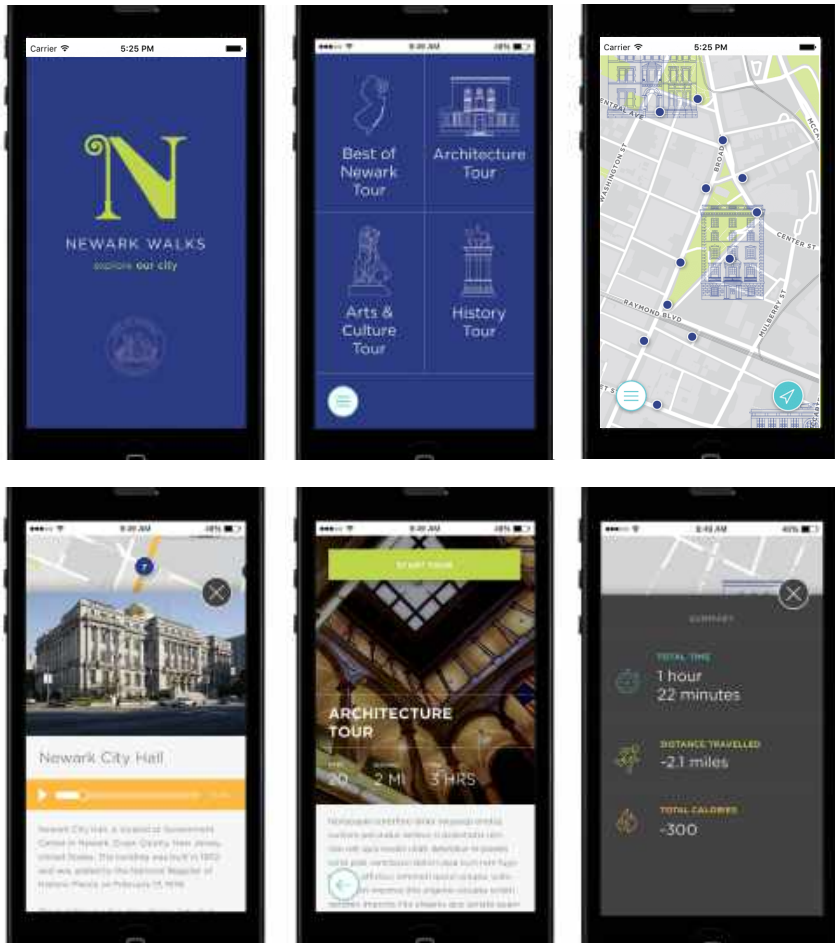
ST. JAMES A.M.E. CHURCH
St. James A.M.E. Church is a historic building that was built in 1810. It is one of the oldest buildings in the city and is listed on the National Register of Historic Places.

NEWARK WALKS
A walking tour of Newark's historic sites.

- Printed Brochures
- Maps
- Illustrations
- Translations
- Content Development
- Rack Cards
- Itineraries

merJe

DIGITAL TOUR: Walking Tour / Historical Info



Mobile Application by Winfield & Co.



- Mobile App
- Website
- Maps
- Interpretive

INTERPRETIVE ELEMENTS



- Outdoor Exhibit
- Landmark Artifact
- Outdoor Plaque / Historic Marker
- Sidewalk Medallion

INTERPRETIVE MEDIA



- Video / Film
- Audio (i.e. Podcast)
- Mobile App: Interactive Game or Activity
- Augmented Reality
- Online / Virtual Exhibit
- Website: Heritage & Cultural
- Drive-Through Exhibit
- Digital Landmark

OUTDOOR EXHIBIT : Heritage Subject Matter



- Interpretive Outdoor Sculpture
- Street Furniture: Benches
- Mural (Historic Subject Matter)
- Mural on Historic Buildings
- Activation of Key Sites

HERITAGE TOURISM FESTIVAL / EVENT / CONFERENCE



Festival, Event or Conference that highlights, educates or celebrates diverse cultural heritage related to Austin's complete history while encouraging heritage tourism

HERITAGE WAYFINDING MANUAL GOAL

Develop a manual inclusive of sign types and historic interpretive elements within districts to enhance the visitor's connectedness to place, history, culture and experience, including underrepresented sites that reflect Austin's diverse communities.

Key Points:

- Initiative **does not** include fabrication or installation
- First step to creating a design guide
- Serves as the foundational work for the districts that were previously allocated funding for wayfinding by the City Council
- Lays the foundation for future eligible districts

What opportunities may improve a visitor's experience within a district?

EXAMPLES

Tell Our Story: History & Storytelling • Outdoor Exhibits
Preservation of Historic Structures
Promote Multi-Generational Activities • Festivals & Events

What issues / obstacles currently impact wayfinding for tourists within a district?

EXAMPLES

Lack of District Identity • Tourism Marketing Resources
Signs for Parking and Accessibility • Lighting
Connections Between Destinations

What type of wayfinding tools should be considered for the districts?

EXAMPLES

Interpretive Signs • Digital Tools • Walking Tour • Tourism Marketing Materials
Printed Materials • Branding • Directional Signage • Banners
Bilingual Information • Local Art • History-Informed Placemaking

What types of unknown stories (historic or cultural) need to be told within your district?

EXAMPLES

Architecture • Civil Rights • Cultural Influence • Eras
Histories of Black, Indigenous, Hispanic / Latino, Pacific Islander and People of Color
Historical Event • History of Music & Genre • Movements • Natural Resource

OPEN DISCUSSION

merJe

NEXT STEPS

merJe

NEXT STEPS

Online Survey

March 30th – April 18th

Stakeholder Meetings #2
Schematic Design

June 2022

Stakeholder Meetings #3
Design Development

August 2022

Final Design

September 2022

Heritage Wayfinding Guidelines

November 2022

THANK YOU

www.austintexas.gov/departments/heritage-wayfinding