



DOWNTOWN DAYTON

SIGNAGE & WAYFINDING



The Role of Signage & Wayfinding

- Good wayfinding transcends navigation to help establish a strong sense of place and reinforces brand
- Supports digital maps – individuals using smartphones for directions still use signage to reinforce destinations/parking locations
- Increase positive perception of the community with consistent, recognizable, and inviting sign family
- Help people understand how to “Downtown”
 - Speed up orientation process
 - Increase awareness and encourage exploration
 - Connect dots between current areas of activity
 - Encourage pedestrian/bike activity



Planning Process

Project identified as high priority by
 Greater Downtown Dayton Plan

Guide Studio's Process:

- Audited existing signage and downtown development plans
- Discovery sessions with Steering Committee / Key Stakeholders
- Development of a signage and wayfinding conceptual approach / guiding principles
- Determination of key destinations, journey maps and walking maps (master plan)
- Conceptual design of the vehicular and pedestrian signage



Steering Committee Participating Organizations:

- Downtown Dayton Partnership
- City of Dayton
- Montgomery County
- CityWide Development Corporation
- Five Rivers MetroParks
- Greater Dayton RTA
- MVRPC

Stakeholder Committee Participating Organizations:

- | | |
|--------------------------------|---------------------------------------|
| • Dayton Dragons | • Miami Conservancy District |
| • Victoria Theatre Association | • MVRPC |
| • Levitt Pavilion | • Dayton Metro Library |
| • K12 Gallery/TEJAS | • Montgomery County |
| • DVAC/the contemporary | • CityWide Development Corporation |
| • Dayton Art Institute | • Dayton Convention & Visitors Bureau |
| • University of Dayton | • ODBA |
| • Sinclair | • Dayton Convention Center |
| • CJ | • YMCA |
| • Fiver Rivers MetroParks | |
| • Greater Dayton RTA | |
| • LINK/Bike Miami Valley | |



Signage Principals

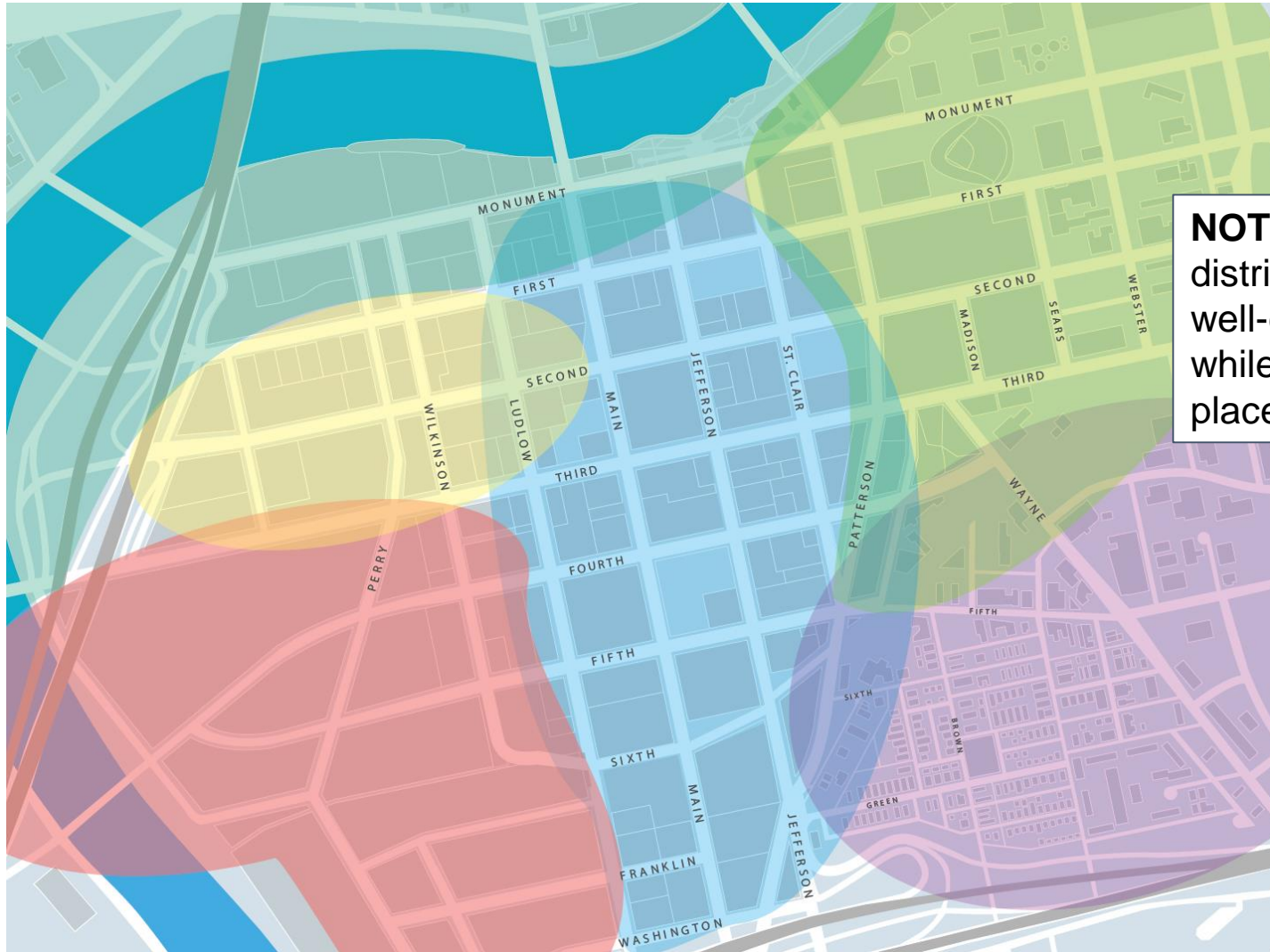
Vehicular Wayfinding

- **District, then Destination:** This sign program directs first to districts or areas, and then to destinations. This limits the amount of destinations that need to be listed on outer ring signage/helps promote entire areas of Downtown
- **Direct to Parking:** Once a vehicle reaches the entry point to the district, the objective of the program is to get visitors to the parking areas for major destinations
- **Experience Matters:** Paths have been chosen to provide the best user experience and to promote exploration. The path suggested may not be the quickest, but should provide the best experience
- **Content Criteria:** Public / Institutional (visitor-based) destinations are prioritized to be included in the messaging for this sign program. Private businesses are not allowed on community wayfinding signage

Pedestrian Wayfinding

- **Encourage Exploration:** Kiosk maps should show walking and cycling distances, making it clear that downtown is easy to explore on foot or on bike. Destinations should be listed and updated frequently. Kiosks may also be used to promote events/activities
- **Connect the Dots:** Utilize pedestrian directional signage to call attention to destinations and to increase comfort level and confidence as people move between areas of activity
- **Flexible Design:** Design should keep in mind that Downtown Dayton is growing and changing quickly. Signage should be accommodating to changes and growth over time

Proposed District Concept



NOTE: Some district names are well-established, while others are placeholders

Center City
Riverfront

Oregon District
Education District

Civic Center
Webster Station

Potential Gateway Locations



Center City

Oregon District

Civic Center

Riverfront

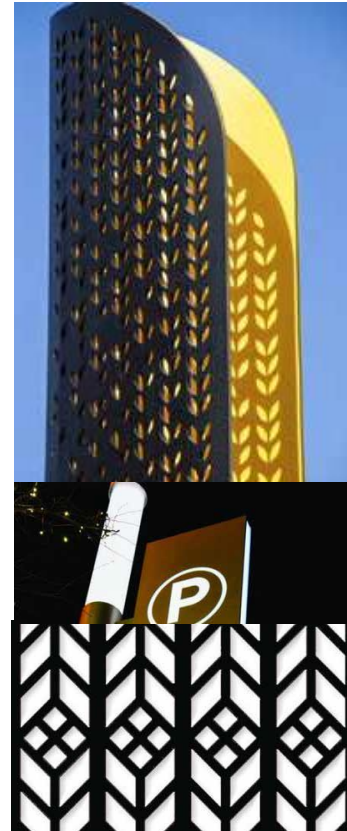
Education District

Webster Station

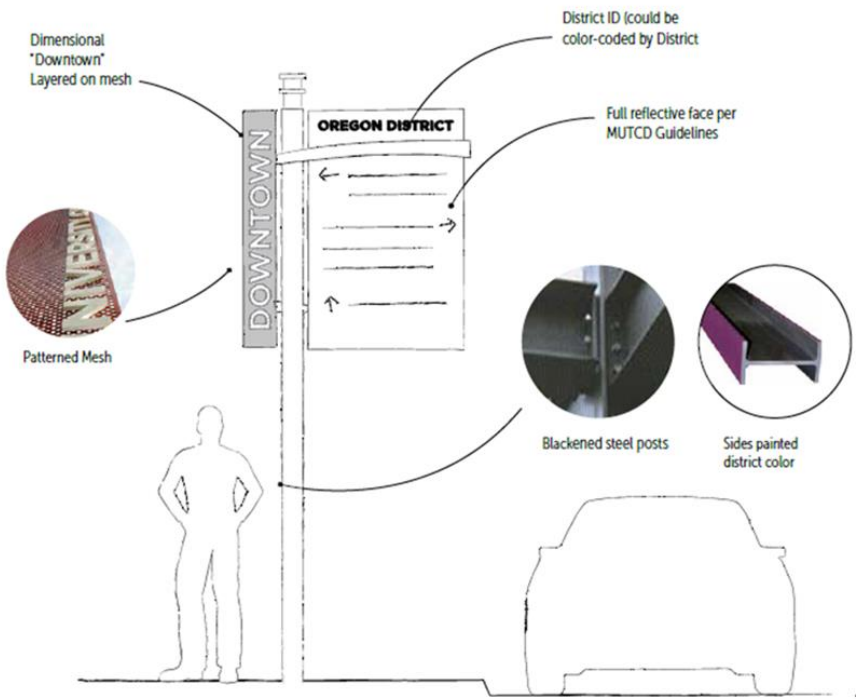
Design Inspiration

Modern Industrious

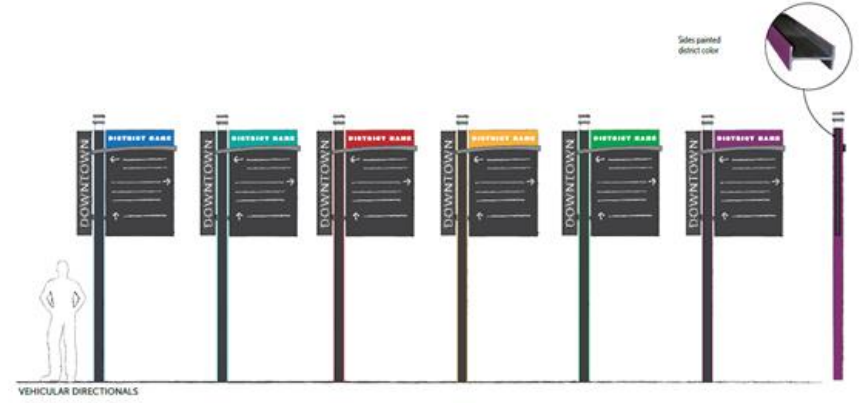
- This concept is rooted in the story of **Downtown Dayton's industrial past** and resilience, with a modern/playful twist
- Metal materials are strong and grounded, with **strategic pops of color** and **custom mesh patterns** help code signage in districts
- **Each gateway is unique.** The gateways are intended to create movement and pick up visual cues and stories from the gateway location
- **Lighting worked into gateways and directionals** help provide a welcoming feel while providing functional lighting for pedestrians & vehicles
- This concept feels **resilient, hardworking and modern**, with a twist



Conceptual Design



VEHICULAR DIRECTIONAL - OFFSET OPTION

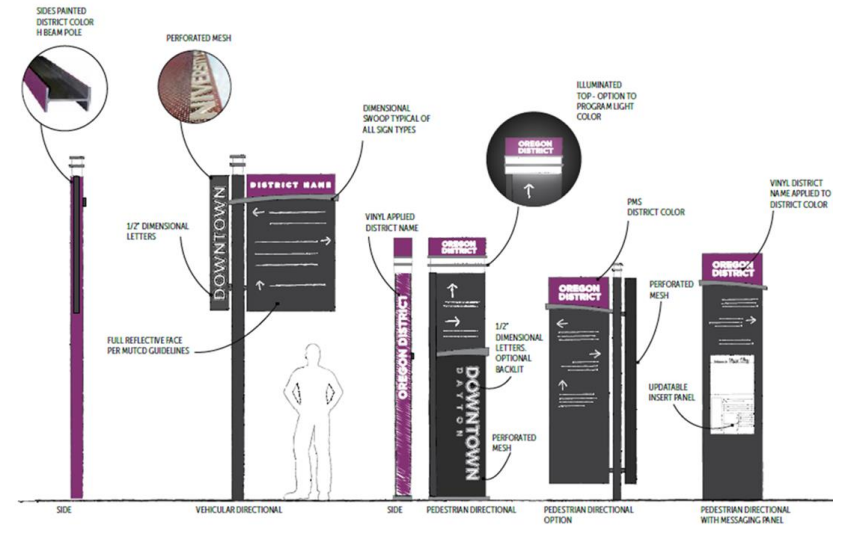
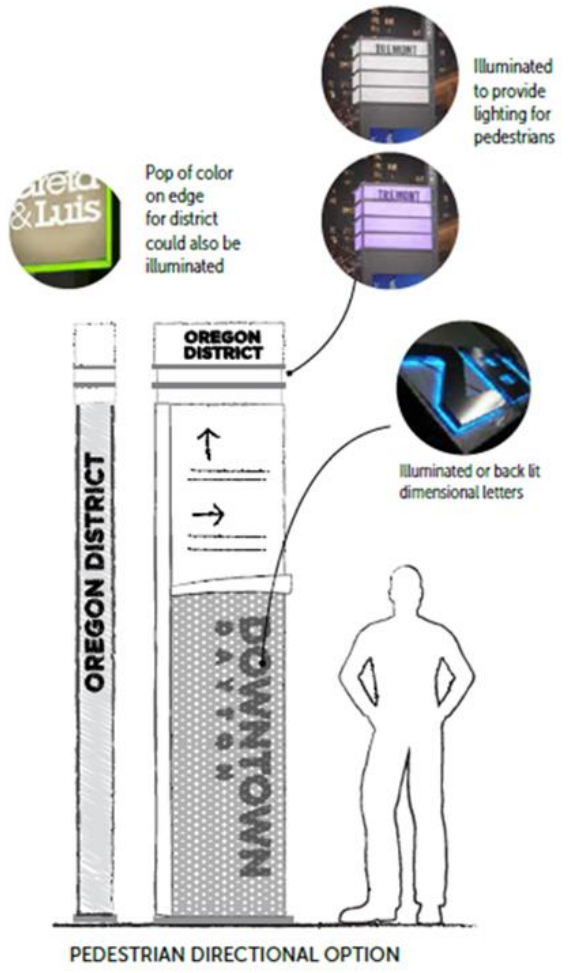


VEHICULAR DIRECTIONALS



VIEW LOOKING EAST ON LUDLOW STREET

Conceptual Design



Gateway Concepts

Bridges / Open Areas / Public Art

