



To: Members of Dublin City Council
From: Dana L. McDaniel, City Manager
Date: April 3, 2015
Initiated By: Terry Foegler, Director of Strategic Initiatives and Special Projects
Steve Langworthy, Director of Land Use & Long-Range Planning
Jennifer M. Rauch, AICP, Senior Planner
Re: City-wide Dublin Wayfinding System

Summary

This memo is to provide background and progress information regarding the planning and implementation efforts associated with the city-wide comprehensive Dublin Wayfinding System. An overview and update will be presented and discussed in the upcoming Council work session on the evening of April 6, 2015.

Project Background

Together with key City of Dublin staff, an integrated consultant team, and numerous external Dublin stakeholders, Kolar Design, Inc. has served as lead consultant in assessing Dublin's existing conditions and then crafting a recommended city-wide wayfinding strategy with the primary goal of creating a best-in-class visitor experience. In addition, this strategic approach will provide the framework for future city planning and further distinguish Dublin as a regional destination in the minds of its stakeholders, the community it serves, and the region as a whole.

Recommendations include the design and implementation of a comprehensive wayfinding system to be designed as a modular, cost effective, and maintainable program of signs. The system will welcome and guide visitors from "highway to hallway" with an integrated multimodal system of signs to include gateways, directional signage (vehicular, pedestrian, bike), integrated mapping system, future transit, and parking connectivity. Aesthetically, the system design builds on the Dublin brand, the unique architectural and streetscape character of historic Dublin, and the future Bridge Street District (BSD) streetscape standards.

Project Status

Kolar Design, Inc. has recently completed and submitted a Recommendations Report to city staff as part of the Conceptual Master Plan Phase to include the wayfinding system strategy and future policy development and criteria.

The consultant's current scope includes the programming and design of a city-wide vehicular directional system and, more recently, the development of new City signage and wayfinding standards for inclusion in the Riverside Drive and 161/Roundabout roadway projects. In addition, the consultant has been asked to provide recommendations on a variety of regulatory sign types as part of the Bridge Street District signage standards, which would be consistent with the District's new streetscape standards approved by City Council. The consultant has also been engaged by Crawford and Hoying to help ensure that the Bridge Park signage and wayfinding systems are consistent with the emerging citywide approaches.

Next Steps

The goal for the outcomes of this work session with Council is to seek feedback and endorsement of Kolar Design's proposed Wayfinding System strategy and recommendations, current design development and implementation plan for the directional wayfinding signage, and regulatory system recommendations as part of the BSD roadway projects.