PROJECT PROGRAM DOCUMENT FOR WAYFINDING

CAPE GIRARDEAU, MISSOURI



GLATTING JACKSON **KERCHER** ANGLIN



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CITY OF CAPE GIRARDEAU

The City of Cape Girardeau is named after Jean Baptiste de Girardot, who established a temporary trading post in the area around 1733; he was a French soldier stationed in Illinois, 1704-1720. As early as 1765, a bend in the Mississippi River about 120 miles south of St. Louis had been referred to as Cape Girardot or Girardeau. The settlement dates from 1793 when the Spanish government, which had secured Louisiana in 1762, granted Louis Lorimier, a French-Canadian, the right to establish a trading post, which gave him extensive trading privileges and a large tract of land surrounding his post. Lorimier was made commandant of the district and prospered from the returns on his land sales and trade with indigenous peoples. The town of Cape Girardeau was incorporated in 1808, prior to Missouri statehood, and was reincorporated as a city in 1843. The advent of the steamboat in 1835 led the city to become the largest port on the Mississippi River between St. Louis and Memphis.

The Civil War Battle of Cape Girardeau took place April 26, 1863. The Union and Confederate armies collided in a fierce, four-hour artillery barrage on this day in which 23 Union and 30 Confederate soldiers were killed. Reflecting on this poignant event and other aspects that contribute to the area's rich history, numerous murals create a beautiful backdrop to some of the city's most charming areas. The largest, and most dramatic of these, is the Mississippi River Tales Mural, located on the city's downtown floodwall. Covering nearly 18,000 square feet, this mural spans the length of the downtown shopping district and features 24 panels that tell the tales of Cape Girardeau and the mighty Mississippi River. Behind the floodwall lies the Riverfront Park of Cape Girardeau Missouri, where riverboats dock and visitors can view the serene Mississippi River.

The waterway has always played an integral part in the establishment and growth of Cape Girardeau. The river port has welcomed skiffs, canoes, keelboats, and steamboats; modern day passenger paddle wheelers and barges are frequent sights along the river today. In 1880, the Cape Girardeau and Iron Mountain Railway Companies were formed to connect Cape Girardeau to St. Louis. While the river and rail are integral to Cape Girardeau developing into a regional destination, most travel today arrives via ground transportation. A new four-lane cable-stay bridge crossing the Mississippi River at Cape Girardeau was opened in 2003. Its official name is "The Bill Emerson Memorial Bridge" which replaced the "Old Bridge" that was built in 1928 and was only 20 feet wide.

Geographically Cape Girardeau is well situated as a successful destination for weekend visitors, sports venues, business travelers and students. Only a two hour drive from St. Louis and and a three hour drive to Memphis, Cape Girardeau serves as an easy retreat for residents of these larger cities to see the sights of an historic, charming and scenic community. Residents of more local areas view Cape Girardeau as the big city within southeast Missouri. Easy access to healthcare, shopping, dining, entertainment and university resources make the City an important local destination.



Historic Downtown Clock



Riverfront Park - Mural



Bill Emerson Memorial Bridge


R. Illinois
R. Missouri
St Louis
R. Mississippi

WHAT IS WAYFINDING?

Wayfinding is the art of using visual information such as signage, maps, landmarks or icons to help navigate pedestrians and vehicles through an unfamiliar and complex environment. These environmental clues direct users to a destination and allow them to experience the site without confusion, creating a positive feeling and a sense of comfort and security. Unfamiliar environments make special demands on the user. Even the simplest settings can involve a jumble of information that must be sorted through and processed before it can become meaningful. In order to create these meaningful environments, five major components for the wayfinding system must be understood. These components are:

1. Paths - A user's first experience centers on these channels of movement, primarily in their cars, but also on foot or by bike.

2. Edges - Either a visible seam, a barrier, or even a pathway, edges create places by making divisions between different parts of the project as well as its outer perimeter.

3. Districts - Places with an identifi able character visible both as one approaches and once one has entered inside them.

4. Nodes - Nodes are points of connection, convergence and intersection where the essence of place will concentrate. They are important decision making points.

5. Landmarks - As physical objects of notable visibility, landmarks create bold first impressions and are increasingly relied upon for orientation and wayfinding success.

Source: Kevin Lynch, The Image of the City



Path



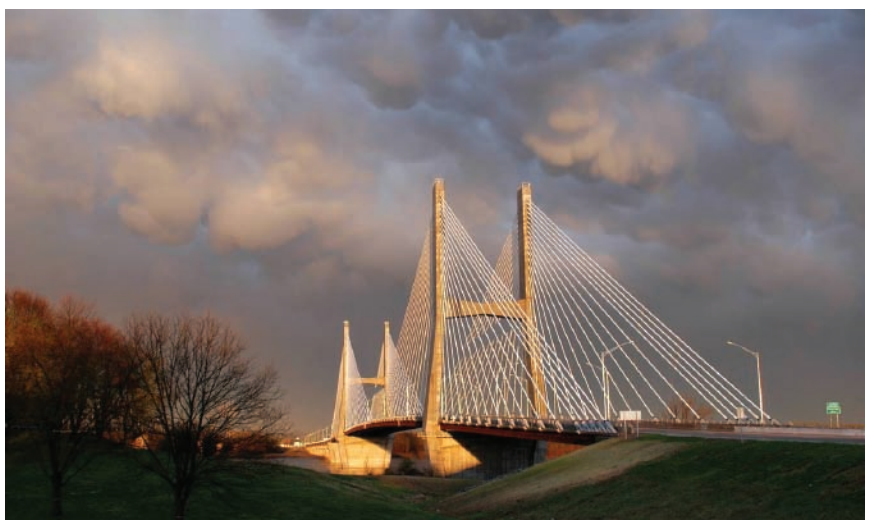
Edge



District



Node



Landmark


ACADEMIC HALL



Southeast Missouri State University



Red House Interpretive Center



Nature Center



U.S. Courthouse

WAYFINDING OBSERVATIONS

Users: Who and Why?

The city of Cape Girardeau (Cape) has a population of approximately 40,000 residents. It is the largest city along the Mississippi River between Memphis and the St. Louis Area. Cape Girardeau is a regional center for events, shopping, business, health care and entertainment venues. Cape is well known for its small downtown charm and historic appeal; the growing riverfront city also attracts many visitors seeking a heritage tourism destination.

Adding to the appeal of the Downtown area is Southeast Missouri State University. The University was founded in 1873 and has over 11,000 students. Southeast offers 200 areas of study with numerous academic accreditations and is the only university in Missouri to have a separate campus dedicated to art, dance, music and theatre.

The City offers many attractions which bring visitors to Cape Girardeau daily. For the wayfinding system to be successful we must understand which destinations these visitors might be looking for. The target audience of the proposed wayfinding system includes:

Residents visiting healthcare, restaurants and entertainment destinations

Residents conducting business meetings at office buildings

Citizens conducting business at municipal government facilities and courthouses

Business owners considering locating their offices in Cape Girardeau

Heritage and environmental tourists visiting local attractions

Events patrons visiting sporting, cultural and entertainment venues

Prospective students, families and guests visiting the University

Common Needs Are Shared By Multiple Users

Visitors require ease of access to their destination by use of clear communication. These needs include vehicular direction as they enter the city, affirmation that they are heading in the correct direction, and clear direction to the actual destination and appropriate parking. Once they have reached a parking facility, the visitors will need direction on a pedestrian level. Effective pedestrian wayfinding not only helps visitors find their destination but also promotes walkability, reduces vehicular traffic demands on streets and increases the patronage of shops and restaurants.

Events patrons have particular needs; a high volume of traffic often present during these events creates confusion for visitors who are already uncertain about where they should go or where they can park. Clear identification of public parking is essential. Additionally, clear identification of event parking as patrons approach an event will reassure the visitor that they are on the right path.

Residents and business owners make decisions of where they settle based on several factors, including the quality of the experience, perception of safety and availability of nearby amenities for themselves, clients and visitors. Making people aware of local cultural and historical institutions, waterfront amenities, and other area attractions adds to the value of the overall city experience.

SCHUCHERT'S SILVER CORNET BAND 1901

CAPE GIRARDEAU'S

Heritage of Music

WAYFINDING OBSERVATIONS

Existing Sign System

While Cape Girardeau has a strong sense of place and uniqueness, many of the character places and top destinations are difficult to find. Some of these places are located off the main routes from the highways and visitors may be unaware that an interesting destination is just a few blocks away. Therefore it is important that a clear wayfinding system be in place.

The city of Cape Girardeau has several sign types that direct to different places. These include MODOT green guide signs and the city's own blue and brown wayfinding directional signs. Each of these sign systems list regional top destinations. While these signs may provide some assistance it is important to have consistency in design, color and graphics. The varied design, scale, typefaces and graphics of the signs make for less impact and recognition for visitors looking for consistent direction giving. The existing sign system also lacks character that differentiates Cape Girardeau from other places.

Approaching the City, there is a lack of gateway signage signaling entry into Cape Girardeau, as well as a lack of direction indicating the presence of a historic downtown. These are key opportunities that are being lost. Once within the downtown core, directional signage is neither consistent nor located in appropriate areas to give a visitor enough information to effectively find their way to destinations. There is also no hierarchy established or layering of information on existing signs to support a complete journey from route to destination.

These issues are currently challenging the economic success of Cape Girardeau as it is affected by the current sign system. There is a lack of appropriate signage to make the existing wayfinding system comfortable for the visitor. The locations of existing signs are often hard to see, especially with the variety of colors and designs currently in place. Additionally, with no sense of arrival to the city or its unique districts people may be unaware of the special places hidden within Cape Girardeau.















Parking Identification Sign



On-Street Parking



Downtown Parking Lot

WAYFINDING OBSERVATIONS

Parking Assessment

Public parking in Cape Girardeau is abundant. On-street parking spaces are accessible and convenient to shops, restaurants, and government buildings, and there are several large public lots available as well. Public parking is also available along the waterfront. The primary challenge with the current parking system is a lack of parking identification, rather than any lack of adequate spaces. While certain public lots are marked or directed to from within the downtown core, there are additional surface lots and on-street spaces that are either not marked, or the marking is unclear as to how many hours a visitor can park, etc. Consistency is also a problem; there is not a clear symbol or sign used throughout the downtown to indicate where parking exists, making the spaces that are available less effective. As the downtown continues to attract new residents and visitors, creation of a simple and consistent parking identification brand will be essential. The ease of finding parking is especially important to create a "park once" environment where visitors and residents are encouraged to leave their vehicles and walk to multiple locations.

1925

ORIGINAL

CAPE GIRARDE

Signage and Destinations

Signage will play a major role in improving the wayfinding within the City. Gateway entries, vehicular directional, pedestrian directional and parking identification are all integral to create a complete wayfinding system that will provide ease of access throughout the City.

The terminology for each destination should be simple, user-friendly, and memorable. Each message should be consistent in its display from sign to sign and contain no more than twenty characters. This enables each destination to have equal emphasis, proper legibility and proportions.

Due to the number of destinations in the City, it is best to organize the city into district areas and the destinations into tiers; this allows us to layer information as a visitor enters the city through a series of decision points. Any attempt to guide to all of the destinations would be impossible due to the size limitations of available sign space and the limitations for a driver or pedestrian to comprehend a sign. Because of these limitations, three levels of signs are proposed: gateway features, vehicular directional and pedestrian directional. The destinations with the highest volume of visitor traffic will be displayed on the vehicular directional signs. A few of these top destinations will have signs outside of their general neighborhood due to the public significance of the place. Pedestrian directional signs may include destinations which are on the vehicular directional's, as well as many smaller, lower attendance destinations.

Criteria List for Destinations

In order for a destination to be included on vehicular directional signs in the City wayfinding system, they should meet the following criteria and each destination must be approved by the City Council:

- Be a public/non-profit facility
- Be a public safety facility (hospital, police, etc.)
- Be located within the boundaries of the City
- Be a government building (city, county, or state)
- Be a college or university with over 1,000 students on campus
- Be one of the destinations as listed

List of Top Destinations	**Suggested Abbreviations**
Discovery Playhouse Children's Museum	Children's Museum
Federal Courthouse	Courthouse
Library	Library
Nature Center	Nature Center
Old St. Vincent Church	Historic Church
Osage Community Center	Osage Center
Parking	Parking
Riverwalk Trail	Riverwalk
River Overlook	Overlook
Red House Interpretive Center	Interp Cntr
SEMO - River Campus	River Campus
Show Me Center	Show Me Cntr
Southeast Missouri Hospital	Hospital
Southeast Missouri University	University
Sports Complex	Sports Complex
St. Francis Medical Center	Hospital
Visitors Center	Visitors Cntr

Super Destinations

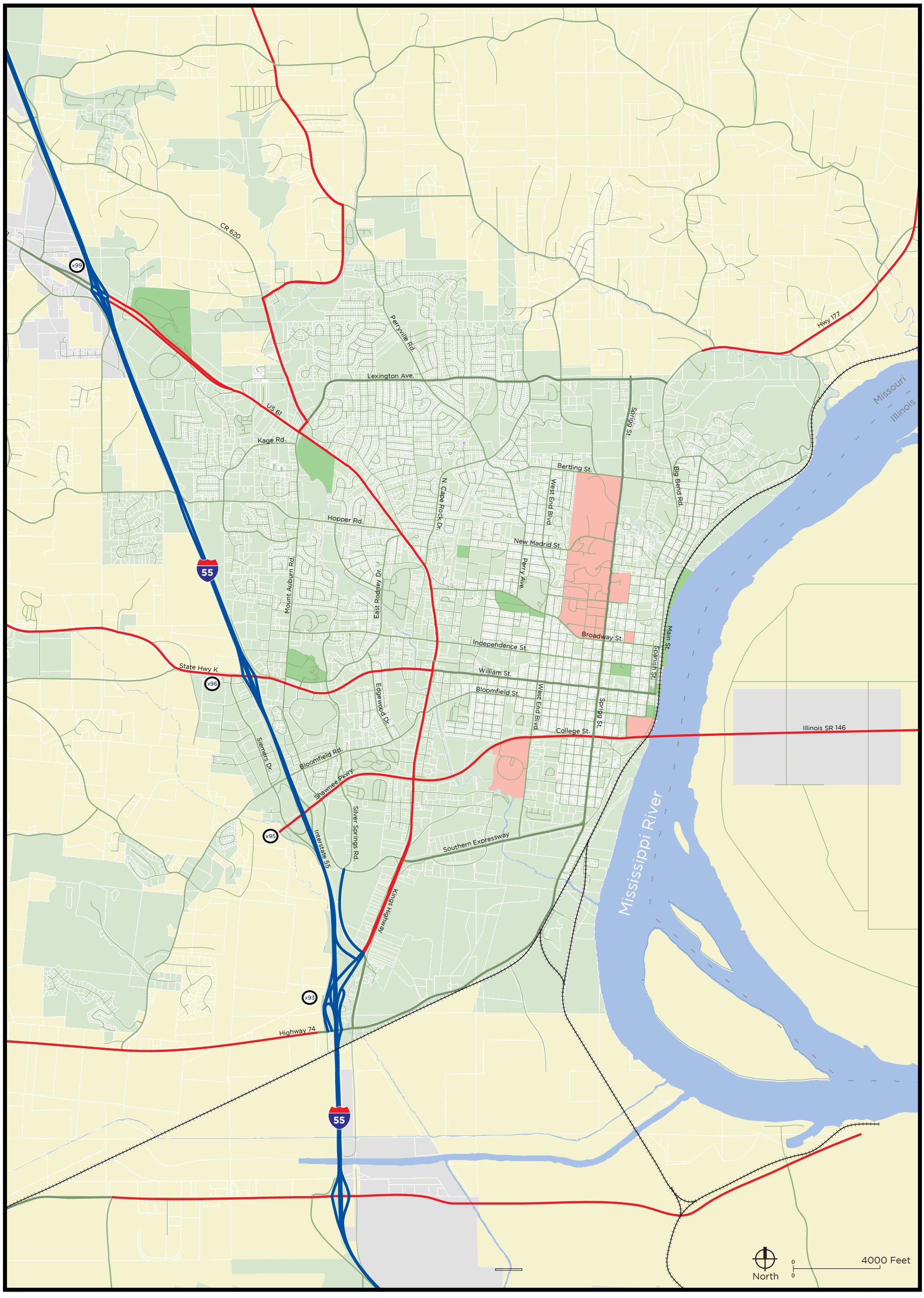
A "Super Destination" is a major attractor facility that is directed to as a priority from each major access point (node) into the city. All other vehicular wayfinding destinations are directed to locally. The sign system is flexible enough to contain five "Super Destinations", which should be evaluated during the wayfinding process to determine if a new destination needs to be added or if others need to be removed.

Super Destinations

SEMO - River Campus
Show Me Center
Southeast Missouri University
Sports Complex
Visitors Center



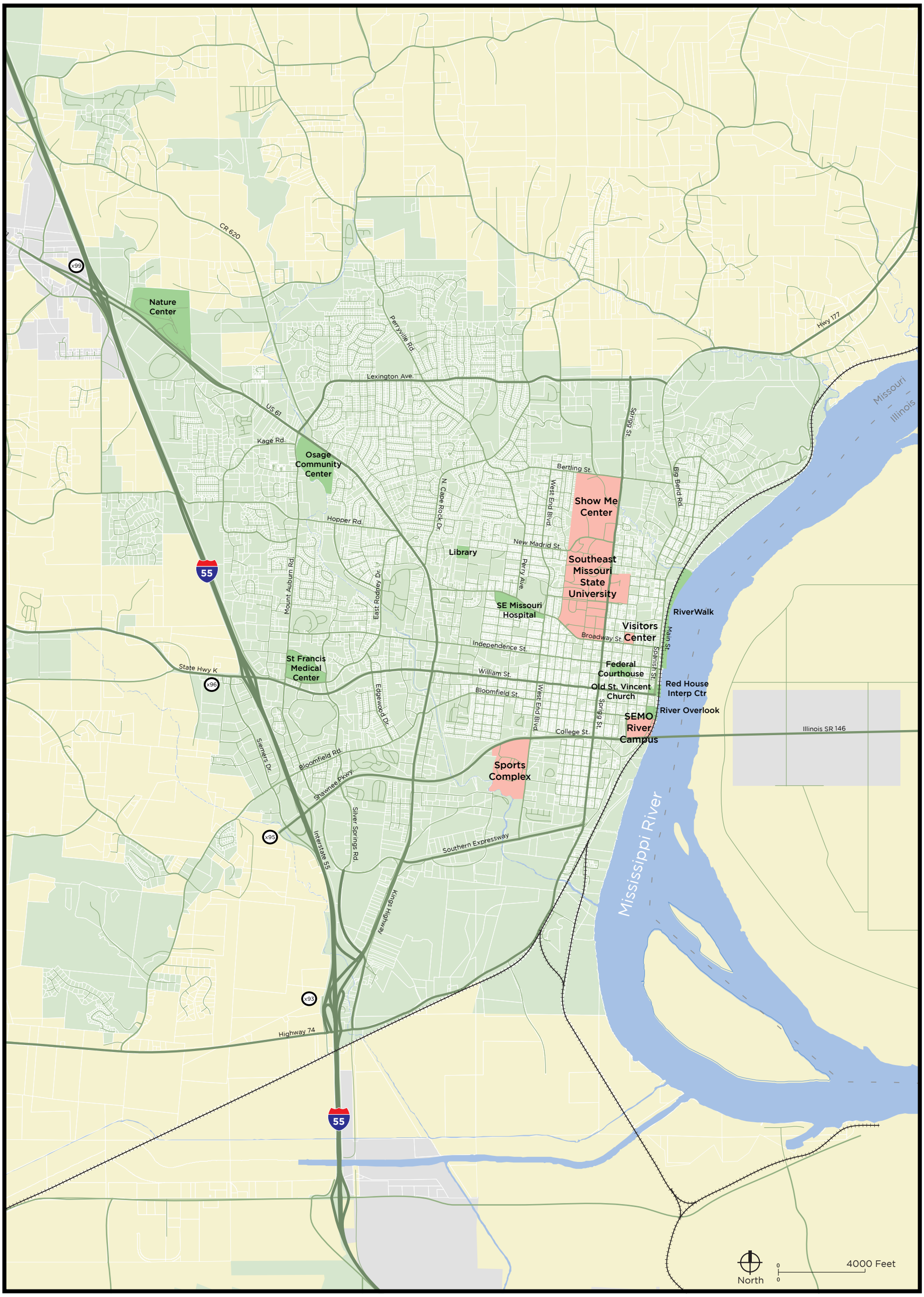

Cape
Girardot
R. Ohio
New
Madrid



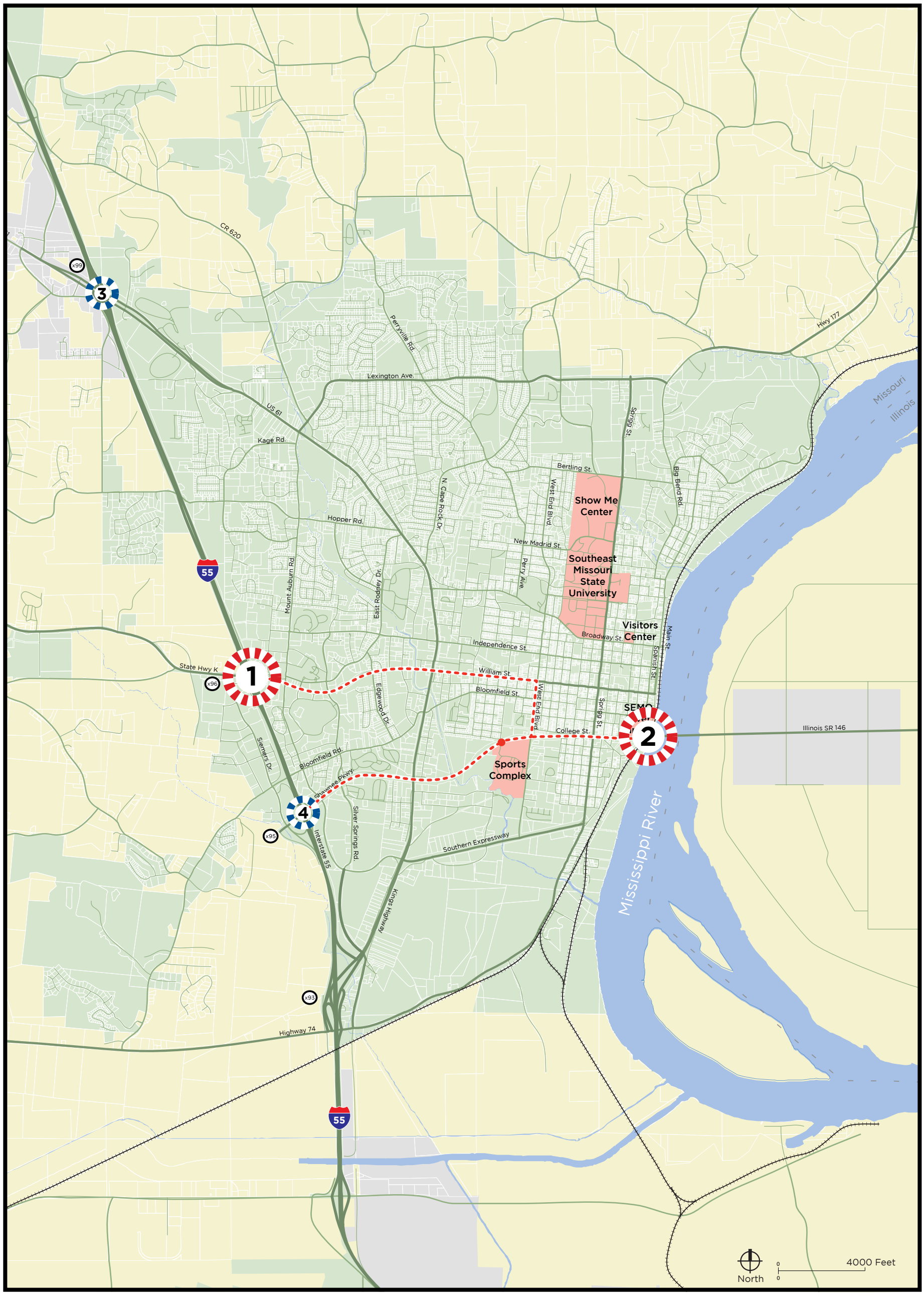
Wayfinding System City of Cape Girardeau, MO GJ # 22097.0	Drawn By: JMM [X] SP [ ] ETW [ ]	Contact: Environmental Graphics/Wayfinding Glatting Jackson 407-843-6552 120 N Orange Avenue Orlando, Florida 32801	Legend: City of Cape Girardeau Other Municipalities Railroads State Highways Interstate Highways City/County Roads	GLATTING JACKSON KERCHER ANGLIN	**Road Types**



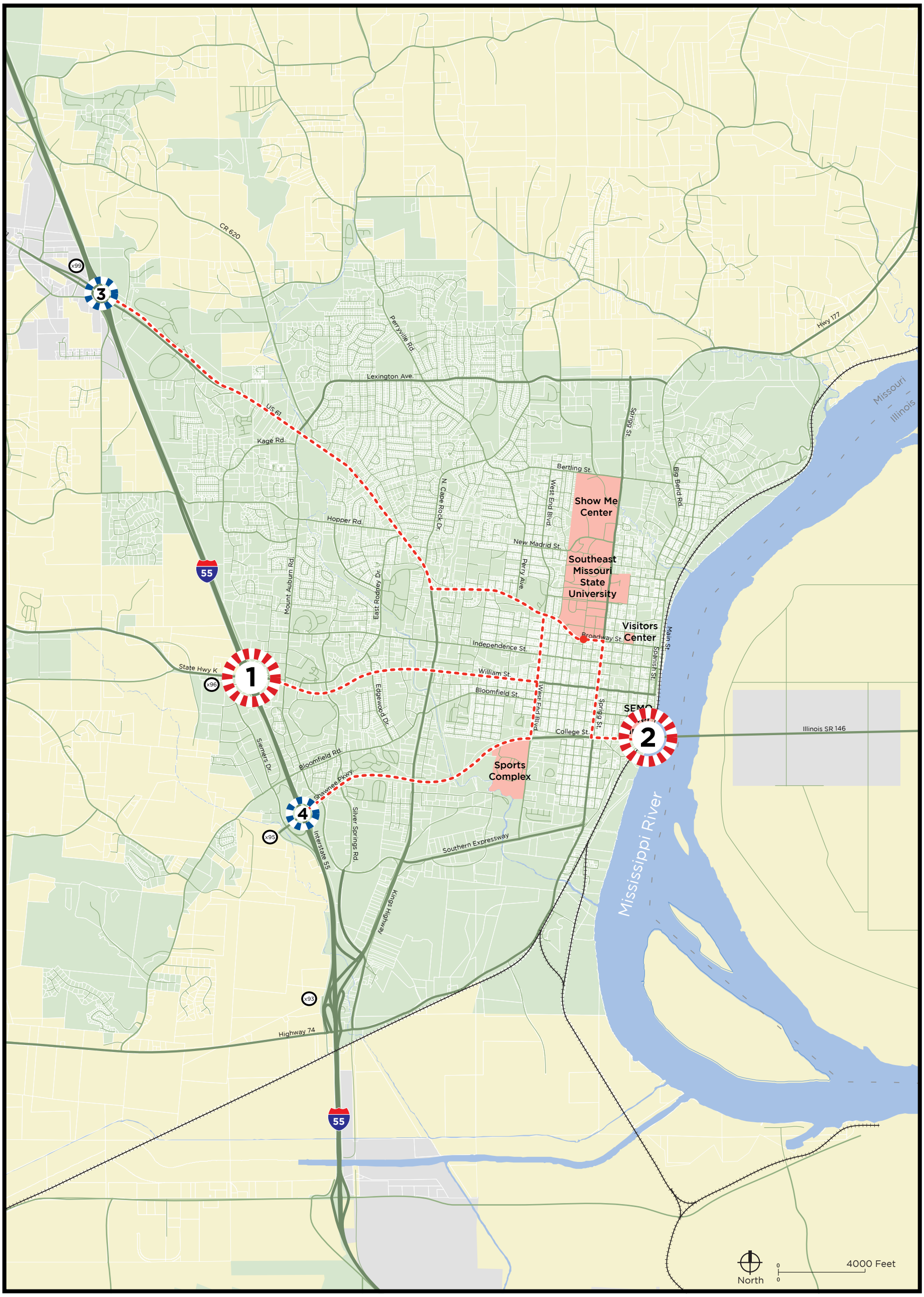
Wayfinding System City of Cape Girardeau, MO GJ # 22097.0	Drawn By: JMM [X] SP [ ] ETW [ ]	Contact: Environmental Graphics/Wayfinding Glatting Jackson 407-843-6552 120 N Orange Avenue Orlando, Florida 32801	Legend: City of Cape Girardeau Other Municipalities Railroads Primary Nodes Secondary Nodes Roads	GLATTING JACKSON KERCHER ANGLIN	**Key Entry Nodes**



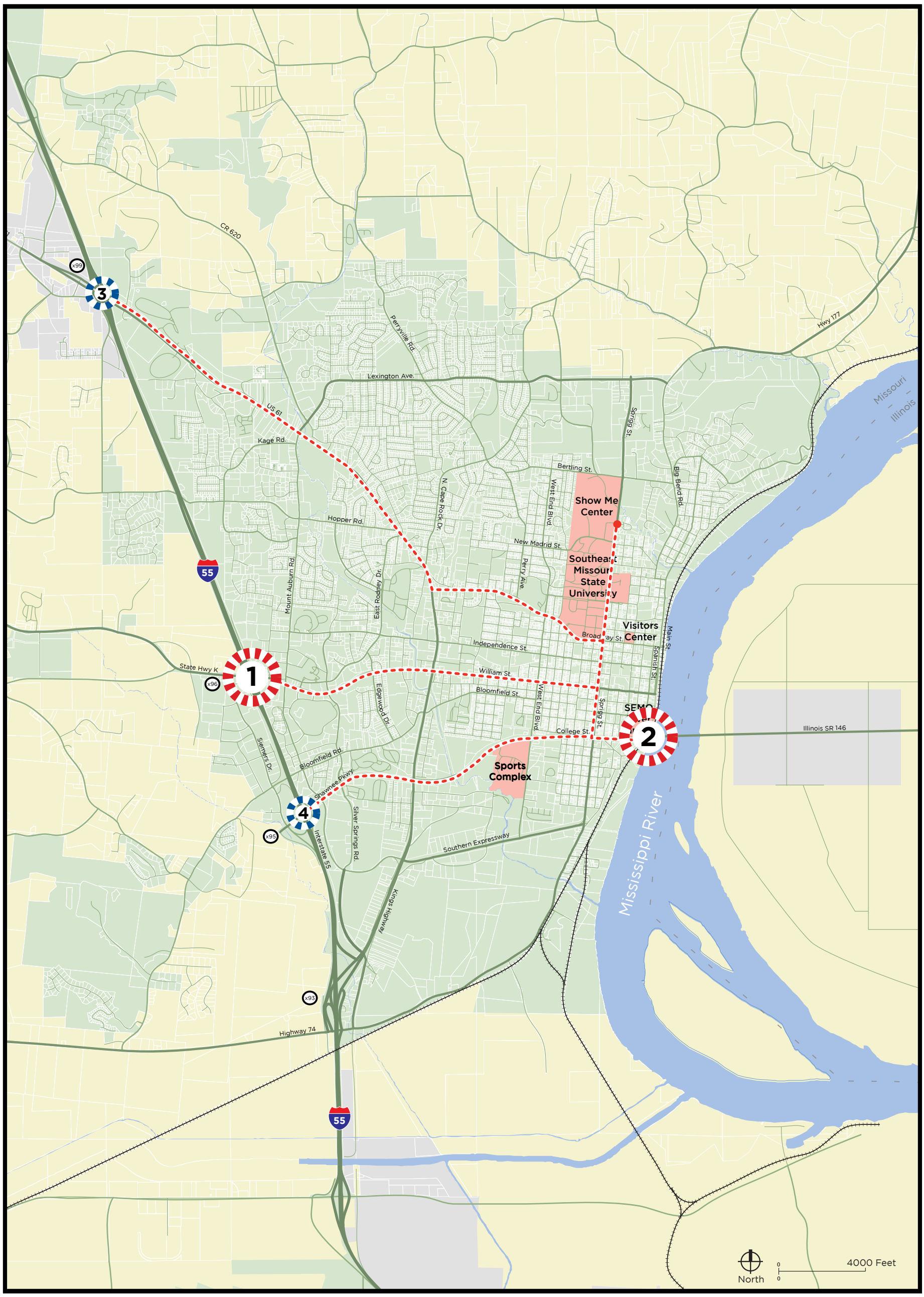
Wayfinding System City of Cape Girardeau, MO GJ # 22097.0	Drawn By: JMM [X] SP [ ] ETW [ ]	Contact: Environmental Graphics/Wayfinding Glatting Jackson 407-843-6552 120 N Orange Avenue Orlando, Florida 32801	Legend: City of Cape Girardeau Other Municipalities Railroads Super Destinations Top Destinations Roads	GLATTING JACKSON KERCHER ANGLIN	**Top Destinations Map**



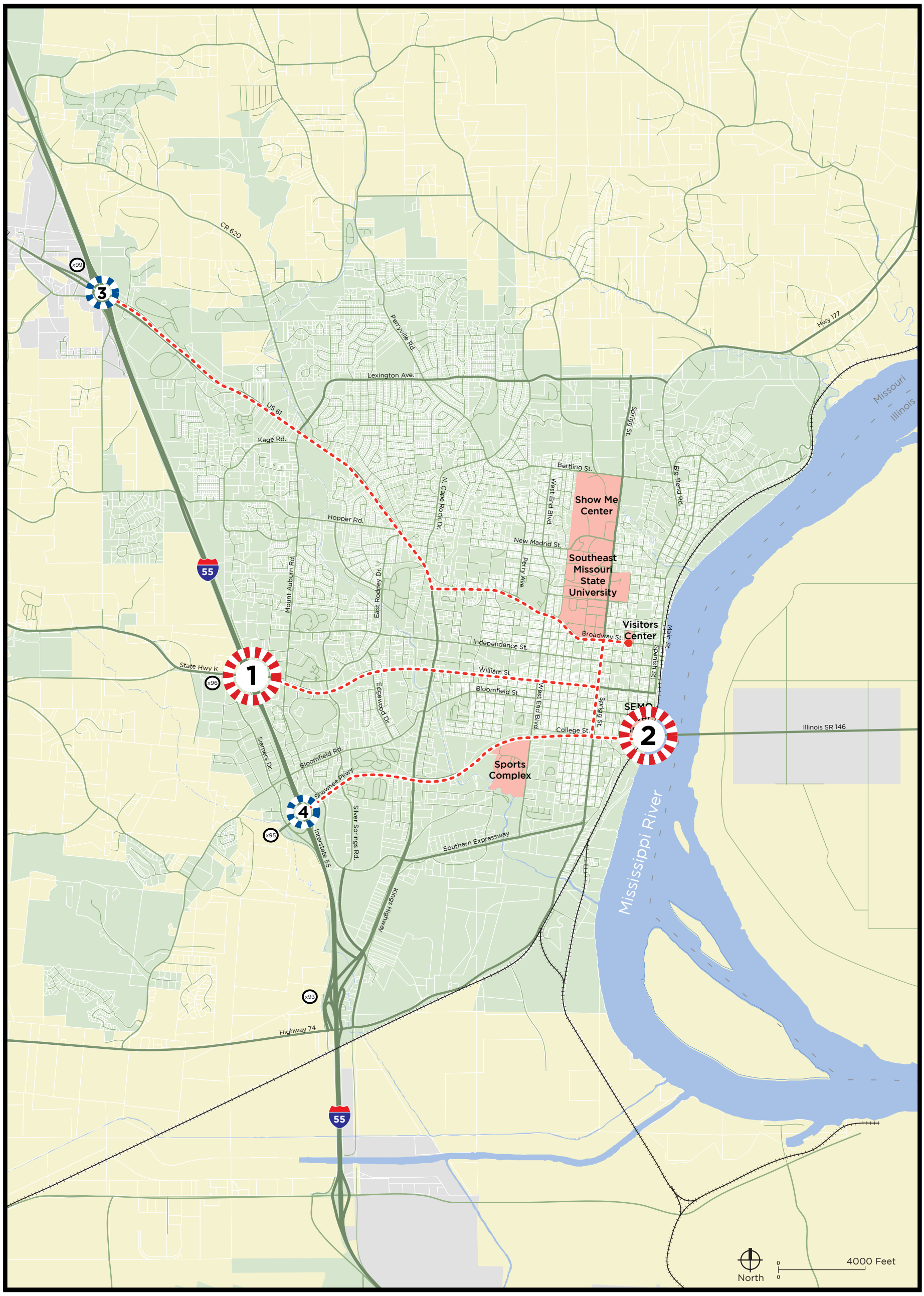
Wayfinding System City of Cape Girardeau, MO GJ # 22097.0	Drawn By: JMM [X] SP [ ] ETW [ ]	Contact: Environmental Graphics/Wayfinding Glatting Jackson 407-843-6552 120 N Orange Avenue Orlando, Florida 32801	Legend: City of Cape Girardeau Other Municipalities Railroads Super Destinations Signed Route Roads	GLATTING JACKSON KERCHER ANGLIN	**Sports Complex Routing Plan Map**



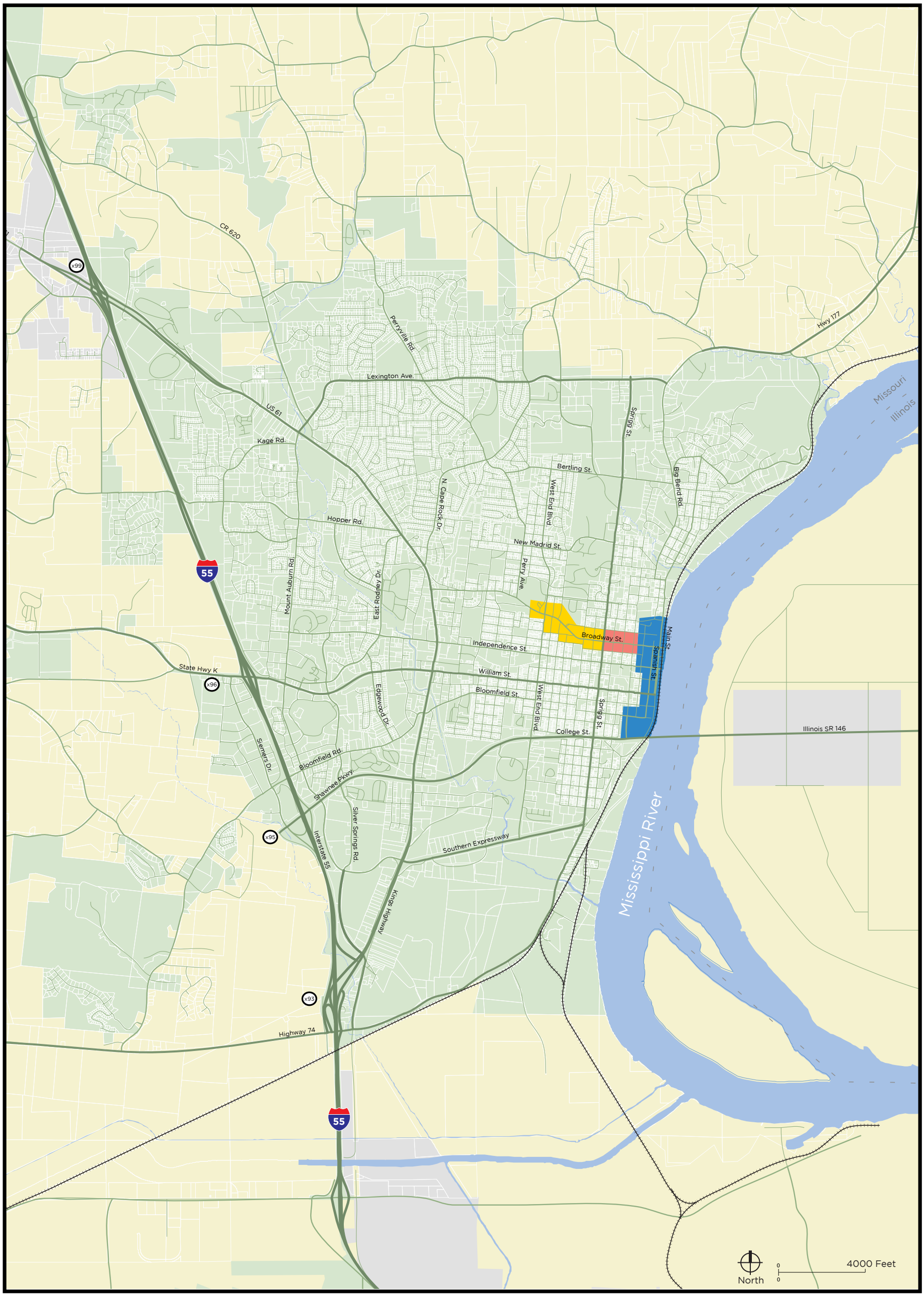
Wayfinding System City of Cape Girardeau, MO GJ # 22097.0	Drawn By: JMM [X] SP [ ] ETW [ ]	Contact: Environmental Graphics/Wayfinding Glatting Jackson 407-843-6552 120 N Orange Avenue Orlando, Florida 32801	Legend: City of Cape Girardeau Other Municipalities Railroads Super Destinations Signed Route Roads	GLATTING JACKSON KERCHER ANGLIN	**Southeast Missouri Univ. Routing Plan Map**



Wayfinding System City of Cape Girardeau, MO GJ # 22097.0	Drawn By: JMM [X] SP [ ] ETW [ ]	Contact: Environmental Graphics/Wayfinding Glatting Jackson 407-843-6552 120 N Orange Avenue Orlando, Florida 32801	Legend: City of Cape Girardeau Other Municipalities Railroads Super Destinations Signed Route Roads	GLATTING JACKSON KERCHER ANGLIN	**Show Me Center Routing Plan Map**



Wayfinding System City of Cape Girardeau, MO GJ # 22097.0	Drawn By: JMM [X] SP [ ] ETW [ ]	Contact: Environmental Graphics/Wayfinding Glatting Jackson 407-843-6552 120 N Orange Avenue Orlando, Florida 32801	Legend: City of Cape Girardeau Other Municipalities Railroads Super Destinations Signed Route Roads	GLATTING JACKSON KERCHER ANGLIN	**Visitors Center Routing Plan Map**



Wayfinding System
City of Cape Girardeau, MO
GJ # 22097.0

Drawn By:
JMM [X]
SP [ ]
ETW [ ]

Contact:
Environmental Graphics/Wayfinding
Glatting Jackson
407-843-6552
120 N Orange Avenue
Orlando, Florida 32801

Legend:
- City of Cape Girardeau
- Other Municipalities
- Railroads
- University Business Dist.
- Broadway Business Dist.
- Riverfront Dist.

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District Map



Vehicular Directional - Philadelphia, Pennsylvania



Vehicular Directional - Kalamazoo, Michigan



Pedestrian Directional - Norcross, Georgia

Sign Design

Signage should present a reliable message. For this reason, a consistent palette of colors should be used throughout the sign system. Using the same colors increases legibility of the wayfinding system, enabling faster recognition and expectations of the signs as a driver approaches. Since the sign system needs to compete with the urban environment and landscape, the color choices for signs must be strong but not overwhelming to the streetscape environment. The following guidelines should be followed to have a legible and functional wayfinding system.

Finish and Contrast

The format we recommend adheres to the Federal Americans with Disabilities Act (ADA) minimum requirements regarding presentation of information on signs used to provide direction or identify spaces. Letter characters and backgrounds for both identification and directional signs must have a non-glare finish. Characters and symbols will have at least 70% contrast with their background. Light characters on a dark background read more easily, especially at night. High intensity reflective vinyl shall be used for all vehicular sign messaging.

Cap Height

Given the prevailing traffic speeds in the area, vehicular sign messages should have a minimum 4.5-inch cap height for roads 35 mph or less and 6.0-inch cap height for roads greater than 35 mph. The font shall be one of those as approved for use by the state and federal highway administration for clarity and legibility at travelling speeds.

Number of Sign Messages

Given the proposed letter height for the speeds encountered, we propose a maximum of four one-line messages per vehicular guide sign.

Organization of Messaging

The destinations shall be ordered to be consistent with the MODOT policies on directional guide signs. This message order is destinations ahead listed first, left turning listed second and right turning listed last. The organization within this group should be closest destination first.

Sign Clearance

The Manual for Uniform Traffic Control Devices (MUTCD) sets specific minimum height for vehicular directional signs as 84" from the ground to the bottom of the sign panel. In addition to these requirements we recommend 24" clearance from side of curb to edge of sign to prevent clipping from traffic. Specific attention should be given to obstructions such as signs, trees, utilities and light poles when locating a sign.

Sign Types:

Gateway Features
Vehicular Directional
Parking
Pedestrian Directional
Building Identification
Kiosk Map
Placemaking Banners


Train
a child
in the way
he should go
and when
he is old
he will not
turn from it


18


Cape
Girardot
New
Madrid






DELTA QUEEN


CAPE GIRARDEAU
Storytelling
FESTIVAL


Delicious! Refreshing!
DRINK
Coca-Cola
RELIEVES FATIGUE
5¢
SOLD EVERYWHERE

COMPARABLES – PEDESTRIAN DIRECTIONAL





































COMPARABLES – PEDESTRIAN KIOSK





















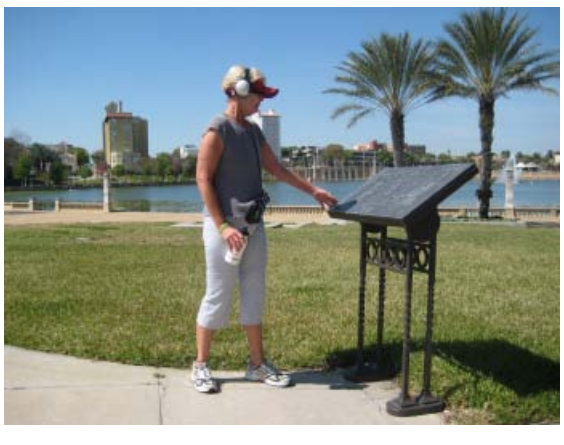














COMPARABLES – VEHICULAR DIRECTIONAL











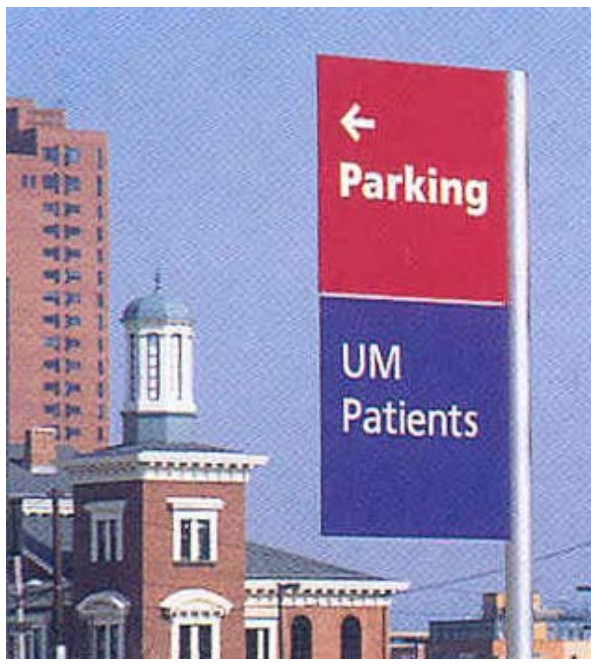




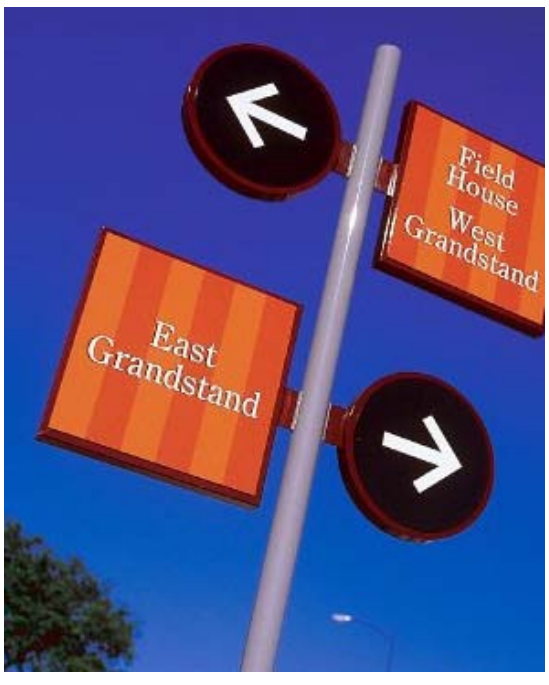




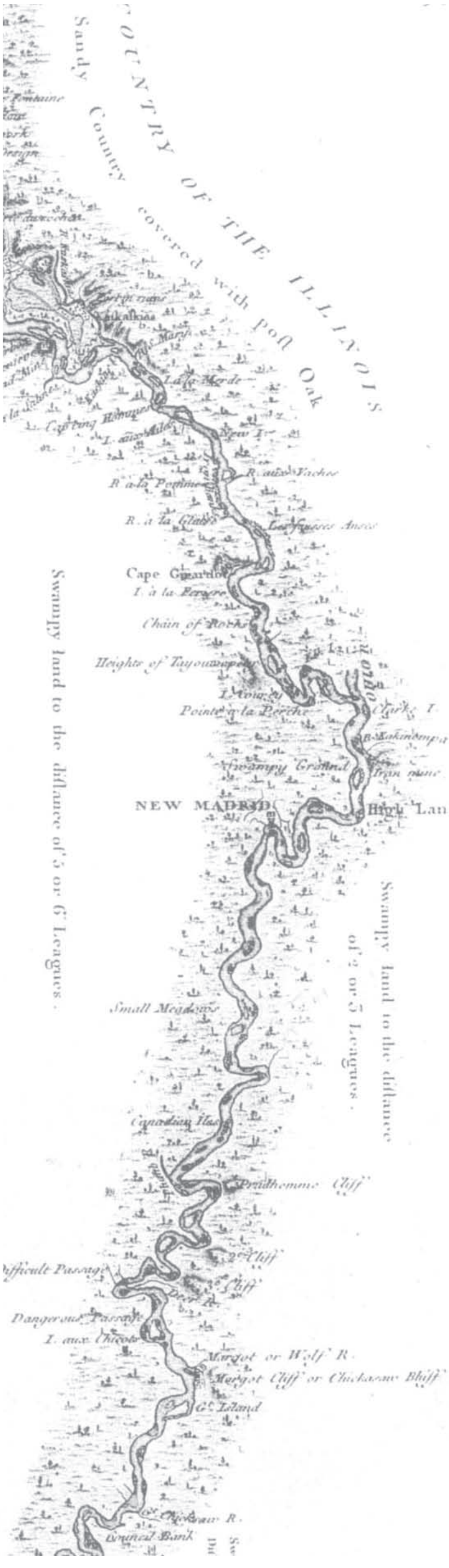












NEXT STEPS

1. Schematic Design Charrette

• Schematic design documents for a palette of wayfinding signs, including dimensions, materials, finishes, comparable images and illustrations (freehand or electronic). The following sign types will be included as part of the sign palette:

Gateway signs

Vehicular directional signs

Parking signs

Pedestrian directional signs

Building identification

Placemaking

Pedestrian map – digital artwork for pedestrian maps that will be scaled appropriately to enhance walkability within the project area.

• Preliminary statement of probable costs

(based on cursory review from up to 2 signage fabricators)

2. Design Intent Documents

Preparation of design intent documents, which will incorporate Client review comments from the Schematic Design review, and contain detail information for each sign type. The documents will be suitable to obtain contractor pricing by sign fabricators who are qualified to not only prepare construction drawings (including all engineering design and calculations), but also fabricate and install each sign type reflected in the design intent documents.

3. Sign Master Plan

Preparation of a document of the selected sign types that will contain design intent documentation such as dimensions, materials, colors, and graphics for each sign type. Additionally, the plan will contain the Master Sign Schedule, which will identify each sign location as well as the message for each sign.

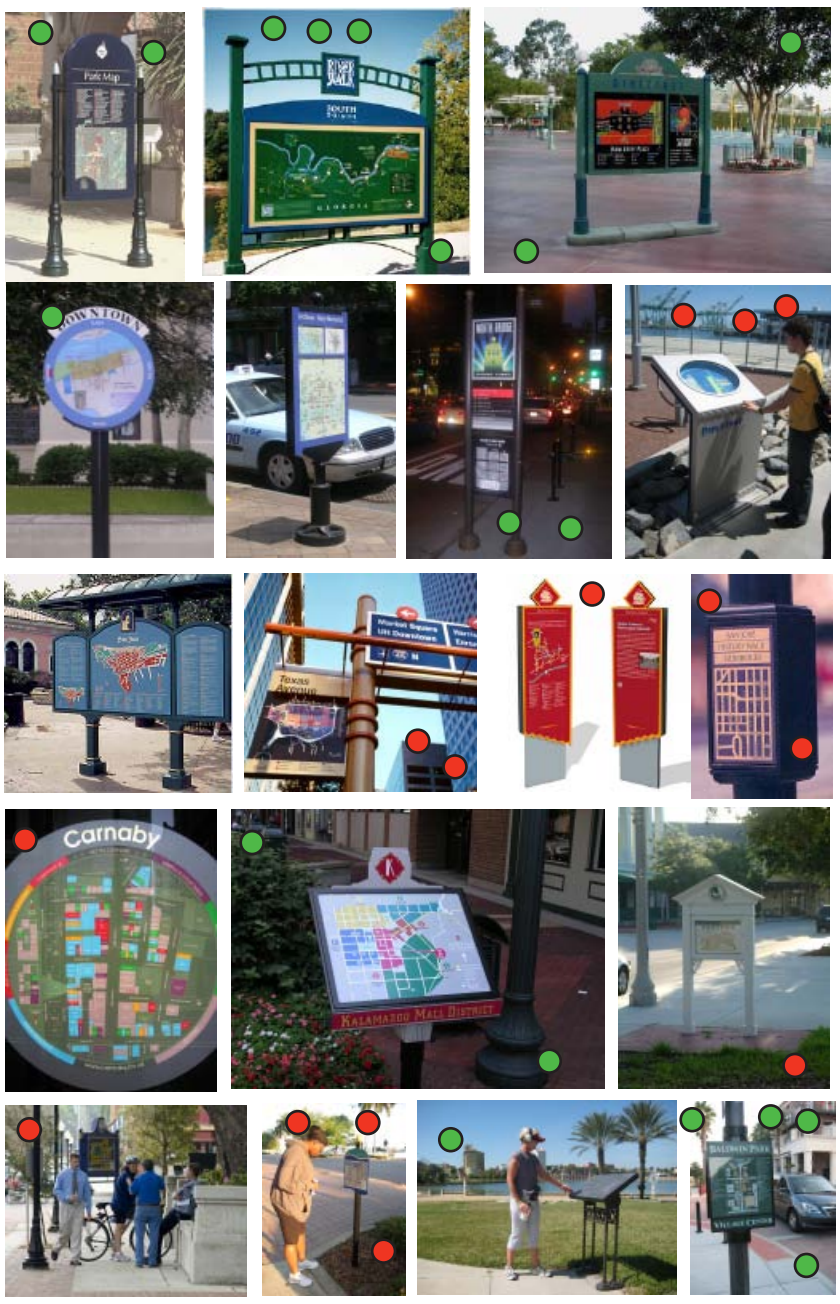
4. Agency Coordination

Preparation of the necessary documents for MODOT State approval and permitting of the Sign Master Plan and sign design in accordance with requirements.

5. Sign Master Plan Application

Preparation of the necessary documents for the City to submit for approval the Sign Master Plan in accordance with local zoning ordinances.

COMPARABLES – PEDESTRIAN KIOSK



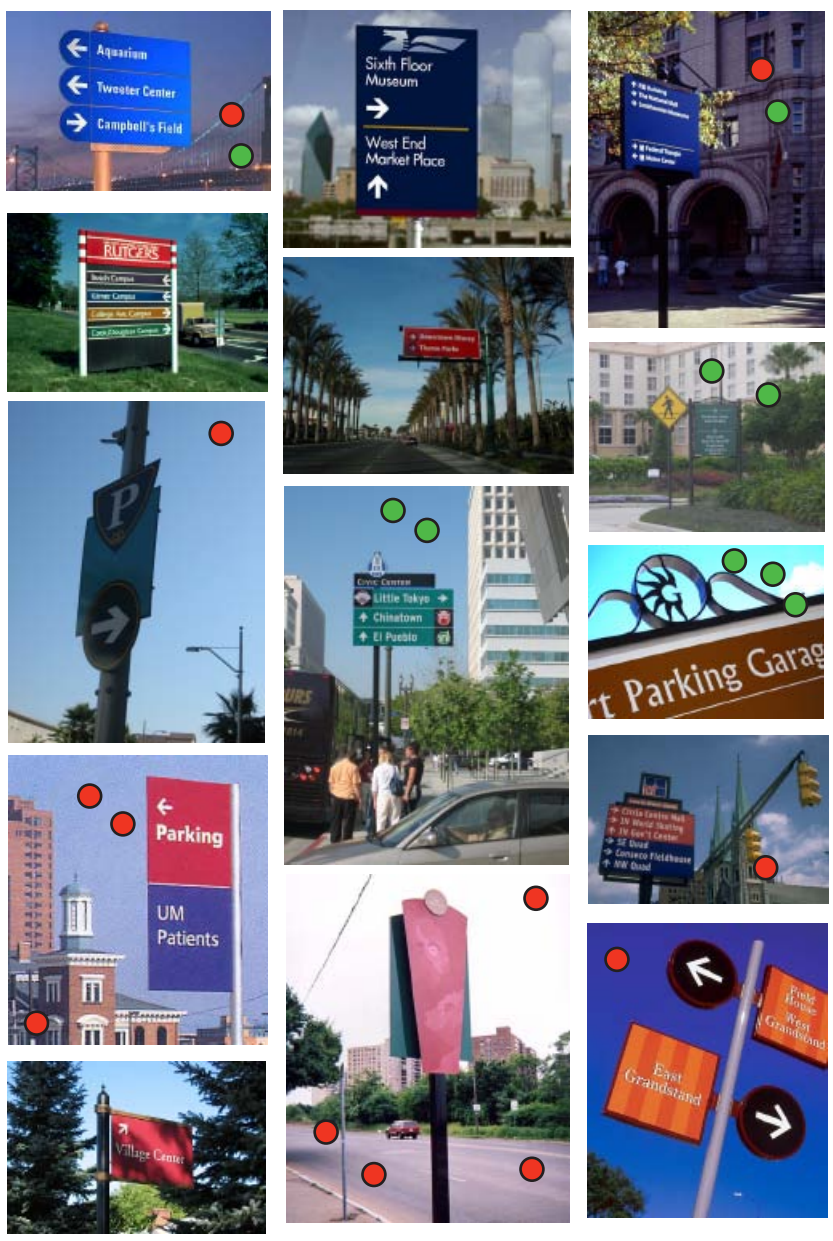
Likes:

- Provide direction along corridors for pedestrians
- Encourage people to walk beyond 1 block
- Sign at height easy to view map
- Structures with elegant design with character
- Simple and historic colors like green and black
- Wrought iron is an appropriate material/style
- Design shall be clean and not flashy

Dislikes:

- Any sign which would require a lot of maintenance
- Materials prone to vandalism
- Bright or modern designs

COMPARABLES – VEHICULAR DIRECTIONAL



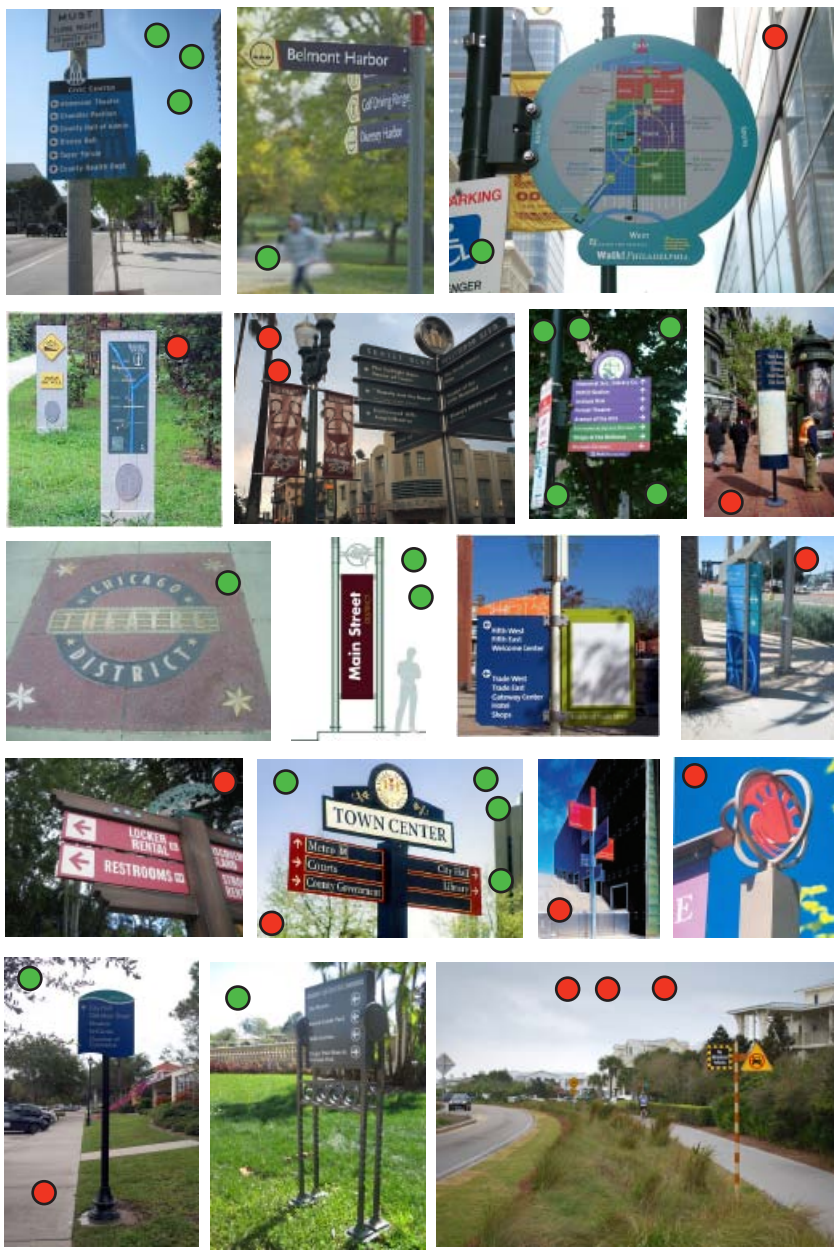
Likes:

- Modular sign faces for flexibility
- Structures with elegant design with character
- Simple and historic colors like green and black
- Wrought iron is an appropriate material/style
- Design shall be clean and not flashy

Dislikes:

- Any sign which would require a lot of maintenance
- Materials prone to vandalism
- Bright or modern designs

COMPARABLES – PEDESTRIAN DIRECTIONAL



GLATTING JACKSON KERCHER ANGLIN

Design & Inspiration

Likes:

- Provide direction along corridors for pedestrians
- Encourage people to walk beyond 1 block
- Opportunities for lesser destinations to be on sign
- Ground graphics for districts
- Attaching signs to existing poles where possible

Dislikes:

- Any sign which would require a lot of maintenance
- Materials prone to vandalism
- Bright or modern designs
- Ground mounted pylons
- Clutter