



Cheyenne MPO

In association with the Cheyenne Area Convention and Visitors Bureau



CHEYENNE

Wayfinding Plan

January 2008

NOLTE
BEYOND ENGINEERING

 QUINBY CLUNE DESIGN

CHEYENNE

Wayfinding Plan

Introduction

The Cheyenne community regularly hosts visitors from across the state and nation. People come to Cheyenne because it is the state capital and a major center of government, commerce and recreation. Cheyenne sponsors a variety of special events and festivals annually including Frontier Days. Cheyenne is the gateway to Wyoming from the south and east because of its strategic location at the crossroads of two major interstate highways, I-25 and I-80. Travelers on these routes pass through Cheyenne and partake of the services offered here.

A wayfinding plan is more than a set of signage conventions. Wayfinding is a system that helps visitors successfully navigate in unfamiliar surroundings. The ability to find one's way is based on the users perception of the relationship between destinations and spaces. Signage can provide visual clues and reinforce the relationship between information of varying importance and detail. Signage can also direct travelers toward a district or destination and announce arrival.

In the Cheyenne area, wayfinding begins with a sense of arrival. Gateway signs are valuable tools to announce arrival to the community. Since visitors most often enter the Cheyenne area from the Interstate Highway system, directional guide signs along these corridors are important. The Cheyenne area features a series of districts which enrich the tapestry of the community by celebrating the diversity and heritage of the area. Signs which signal arrival to these individual districts help visitors recognize these distinctions. Directional guide signs placed within these districts help guide visitors to specific destinations. The downtown area, because of its urban character and density will benefit from a signage system tailored to this unique area within the community.

Currently signage within Cheyenne is not well coordinated. There is an abundance of signage that has been placed over time, but the individual signs do not relate to one another in a way that provides order and signals hierarchy among the messages displayed on the signs. The cacophony of current signage is confusing and many visitors may be ignoring the clutter of signage, unable to discern a system of navigation. As new signs are placed that do signal a hierarchy of information, some existing signs should be removed.

It is appropriate and desirable to aid wayfinding for area visitors. A well designed and implemented signage program can enhance both the visitors' overall impression of the quality of the community and the degree of satisfaction the visitor enjoys from their experience in Cheyenne. Visitors frustrated by confusing or absent wayfinding signs leave the community reluctant to return, and often share their impressions with other potential visitors.

CHEYENNE Wayfinding Plan

Purpose and Intent

The purpose and intent of this conceptual wayfinding plan is to establish a recognizable branding for signage in the greater Cheyenne area that is in keeping with the overall character, quality and authenticity of the community. Specifically the goals of the signage program are to:

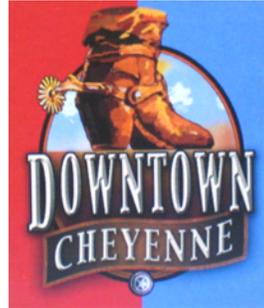
- Employ visually related elements to unify wayfinding signage within the Cheyenne community.
- Establish and utilize a hierarchy of sign types to enable visitors to readily discern the relative importance of information presented on wayfinding signs.
- Use high quality, local materials, when feasible.
- Include architectural references both to Cheyenne's historical heritage and modern technologies and lifestyles in the design of wayfinding signage.
- Utilize a professional graphic design firm to develop consistent logo and signage design alternatives and create a graphic standards document for application on signage.

Because the majority of signage occurs on State Highways and major streets, it is recommended that Manual of Uniform Traffic Control Devices (MUTCD) signage criteria be the basis for the signage. These criteria will regulate sign construction reflectivity, colors and type size and font.

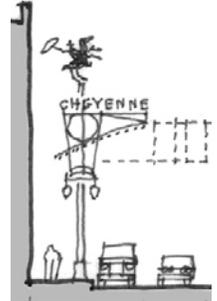
Sign support design should be custom and consistent in color and form along with complying with MUTCD break-away standards.



Convention and Visitors Bureau logotype



Downtown Development Authority logotype



City logotype



graphic images



conceptual design of logotype/branded sign

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Regional Gateway Signs

Regional gateway signs announce arrival into the greater Cheyenne area. They can create a landmark entry feature and enhance the sense of place for the community.

As new signs are added in locations recommended by Plan Cheyenne, the design of the existing signs could be enhanced by adding a contrasting background with dimensional brushed aluminum lettering. This change will improve visibility and provide an opportunity to incorporate a new logotype and branding image.



existing gateway sign



conceptual design for future gateway sign

Interstate Directional Guide Signs

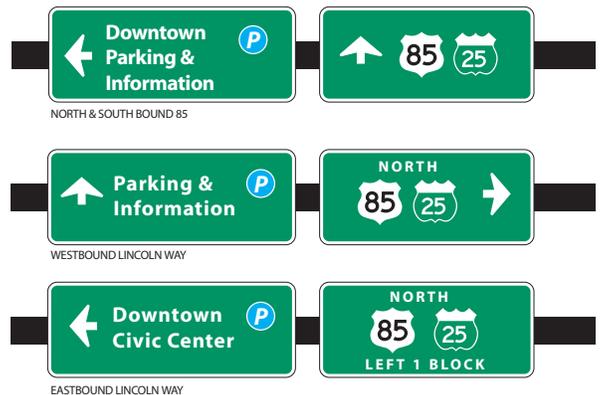
It is recommended that signage on I-25 the Lincolnway exit and I-80 at the Central Ave. exit include the message DOWNTOWN CHEYENNE.

Signage for the proposed WYDOT enhancement of the I-180 and Lincolnway intersection should include the Downtown messages along with directions to parking and information with international symbols.

All of these signs must meet MUTCD criteria.



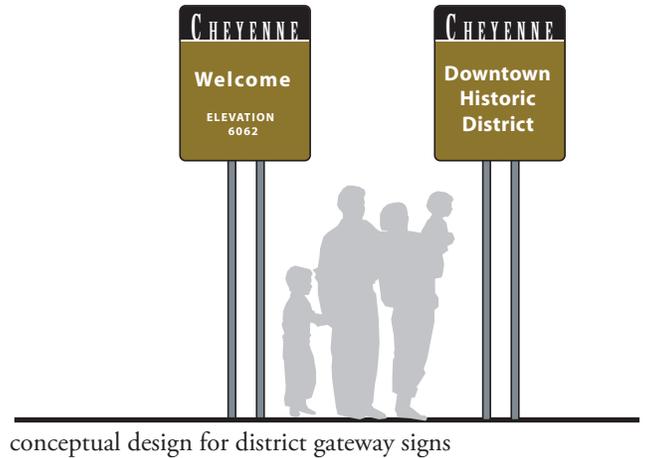
conceptual design for highway signage



Community & District Gateway Signs

Community gateway signs are placed at exits from the interstate highway system to welcome visitors into the community. They help to establish the first impression visitors have of Cheyenne.

District signs signal entry into a specific district or area of the community. They help visitors recognize and appreciate the rich tapestry of the community by differentiating between the various districts.



Directional Guide Signs

Signage on major roads shall meet MUTCD criteria. Only major public destinations, that meet WYDOT criteria, should be signed. Destinations within a park or special district should have signage that directs visitors to destinations within the park or district.

No more than 3 items of information should be on any one sign.

The primary districts and destinations that should be signed with directional guide signs include the following:

1. Downtown

- > Information Center/Visitors Center
- > Downtown Parking
- > Cheyenne Depot
- > County Courthouse
- > City Hall
- > Civic Center/Performing Arts Center

2. Capitol Complex

- > Wyoming State Capitol
- > Wyoming State Museum
- > State Offices Complex

3. Frontier Park/Lions Park –

- Attractions within these parks should be signed internal to the park boundaries and referenced accordingly in marketing materials, e.g. Cheyenne Botanic Gardens at Lions Park
- > Frontier Park
 - > Lions Park



Other Districts that may include internal signage programs:

- > Laramie County Community College
- > Cheyenne Regional Airport
- > FE Warren Air Force Base
- > Del Range Shopping Area
- > Veterans Administration Hospital
- > Wyoming Department of Transportation
- > Laramie County Shops
- > Institute for Business and Medical Careers

Other destinations to be included on directional guide signs:

- > Hospitals
- > Laramie County Library
- > Big Boy Steam Engine
- > Holliday Park
- > Golf Courses
- > YMCA

Directional Guide Signs - Downtown

Signage that meets MUTCD design criteria, along with incorporating Cheyenne branding at the sign top should be placed downtown. Signs should be simple in design using standard reflective background colors as designated in the MUTCD. i.e. green for guide information, brown for historic, recreation or cultural and blue for services.

Aluminum sign faces should be designed to be freestanding on break-a-way supports or be attached to existing light poles. (see examples below)



conceptual design for downtown guide signs

Information and Parking Signs

The Visitor Center, existing parking structure, and public parking lots should have clear identification signage. Currently this signage is missing or inadequate, causing visitors to overlook these important features. The architecture of the existing parking structure causes it to blend in with the streetscape so effectively that it can be overlooked. Prominent identification signage is needed to aid visitors in finding the facility. Similarly, it is not immediately apparent to visitors that the Visitor Center is located within the Cheyenne Depot. Improved identification signage is needed.



conceptual design for parking guide and identification signs



signage attached to existing street light



signage on custom pole



**D O W N T O W N
P U B L I C
P A R K I N G**



Kiosk/ Pedestrian Directional - Downtown

A special sign type should be designed and placed on key downtown corners. These signs will include a branding message/design element at the top along with street name signage for orientation and address information. Sign messages are guide information to destinations within walking distance and a map which illustrates the downtown district.

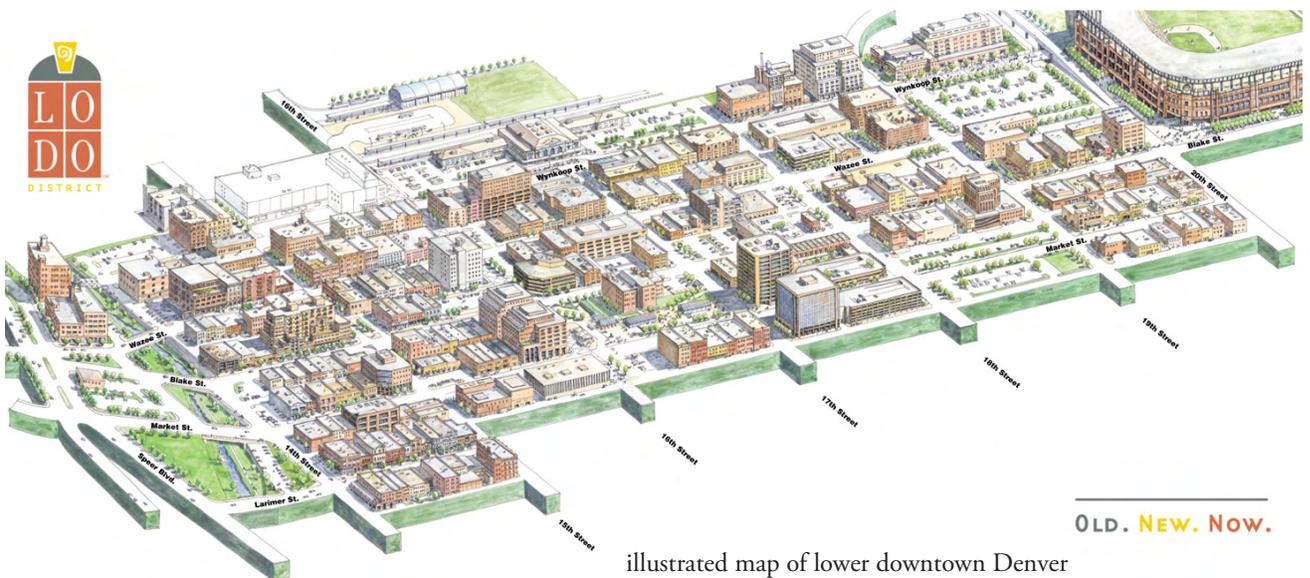
The signs must be designed to address wind loading requirements and ADA criteria. Color coding of the information could be included to further aid wayfinding efforts by visitors.



conceptual design for pedestrian kiosk

Illustrated Map

An illustrated map of the downtown could be used for printed publication, hand held wayfinder along with installation in kiosks. Three-dimensional images, such as the example shown below, are useful navigational tools for visitors.



illustrated map of lower downtown Denver

CHEYENNE Wayfinding Plan

Kiosk/ Pedestrian Directional

Examples from other communities are shown below:



Downtown Little Rock AK



Downtown Colorado Springs



Pearl Street Mall – Boulder CO



Downtown Philadelphia
Convention Center District

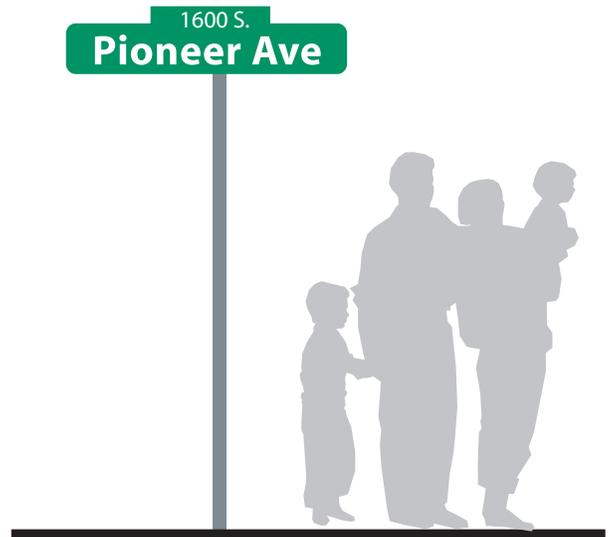


Downtown Denver
Convention Center

Identification Signs

Street name signs are as important to wayfinding as directional guide signs.

As older signs are replaced new larger reflective ones should be added. The addition of address numbers is also key in wayfinding by address.

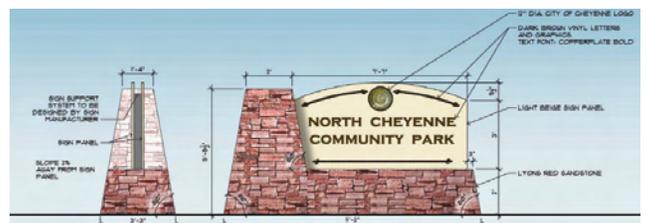
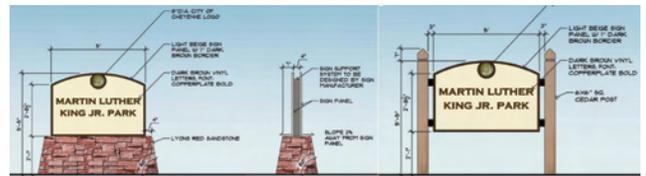


conceptual design for improved street name signs

New park signs are being implemented to the design standards as shown. These design standards must be incorporated within the Wayfinding Plan.



newly constructed park sign



family of park signage

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Wayfinding Plan

Interpretive Markers

The City's Heritage Marker project will provide useful information to area visitors. Efforts should be integrated with the wayfinding project. Civic Service club information could be included into this sign type.



freestanding interpretive exhibit on Pearl Street mall
Boulder CO



existing interpretive signage Cheyenne



freestanding history exhibits in Denver Parks



bronze plaques set into a downtown sidewalk

CHEYENNE

Wayfinding Plan

General Locations Diagram

The following diagram depicts the typical placement of the sign types described in this conceptual wayfinding plan. This diagram does not show the location of all signs that will be placed, rather it shows a typical location for each sign type. Many more signs will be erected than are shown in this sample diagram.

