

**NORWALK PARKING AUTHORITY
PARKING WAYFINDING REPORT**

prepared by
US DAILY DIGITAL
June 30, 2010

PROJECT GOALS

- Help visitors find public parking facilities
- Unify signage within NPA system
- Create a cohesive framework for NPA signage
- Reduce clutter, congestion and confusion
- Scale signs appropriately to traffic and pedestrians
- Use a “less is more” philosophy



SIGN TYPES AND LOCATIONS

This wayfinding plan is focused on the first-time visitor and establishes a simple, straightforward path. A well-focused path will be established to help reduce options, choices and conflicting information and will reinforce published directions. These tactics will result in a pleasant experience for the first-time visitor and:

- Help them find a place to park
- Inform them of what the area has to offer
- Enhance the experience of its many amenities

NORWALK PARKING STANDARDS

Setting up a hierarchy of information is critical to the success of a signage plan. It is simply not feasible to provide direction to all destinations on all signs. In addition, the biggest problem with readability regarding signs is too much information. People are much more apt to read a single word than a long list.

By matching provided directions and critical decision points we can keep signs to a minimum, first directing visitors to the main parking lots/garages and then toward auxiliary destinations.

Parking destinations will be applied by proximity, and grouped by direction (all of the destinations that require a right-hand turn).

Creation of a strong identity is critical to the success of this project. Too many descriptors and layers of information will only dilute the concept. Parking is a critical component to this area and one that has been identified by past visitors as a problem. Most people will make the assumption that there is parking near primary destinations yet there is little primary destination signage. Unique parking signs are also a valuable tool in establishing the identity of the area.



The parking identification signs will incorporate the familiar blue background-P symbol incorporated in the NPA logo, to indicate public parking for visitors.

All street signage should direct visitors to the nearest lot or garage via a right turn if available. There should be two signs one at least 20 feet in advance of the turn and one located on the right at the turn. Some areas will require further analysis for traffic conditions and sight lines and require a traffic engineer.

Pages 7 & 8 indicate traffic patterns and recommended zones where parking wayfinding signs should be placed. In addition, lot entrances should indicate rates and contact information. A recommended sign system is on page 5.

PEDESTRIAN SIGNAGE

Pedestrian level wayfinding signage and kiosks will provide the parking visitor with the most detailed information about the area. Maps and lists of destinations organized by each side will educate visitors what the area has to offer, informing visitors about other destinations, and helping them plan their next trip.

Pedestrian wayfinding signs should be added throughout the area, especially near public parking ramps and lots to help orient visitors once they have left their vehicle. These signs should also be used along walking paths where traffic directional signs are not visible.

PRIVATE PARKING SIGNS

Private parking lot entrance markers are the financial responsibility of the individual lot owner. We recommend that the City of Norwalk implement an approval process of these signs because they represent the end of the wayfinding path for drivers. Finding a place to park and being confident that they are parking in the right place, have been identified by visitors as primary concerns.

We recommend that the City of Norwalk develop a set of particular requirements for commercial pay lot signs. Size, height, illumination and other specifications color scheme, incorporation of the blue P parking symbol should be considered.



Color Palette

 **Dark Blue:**
Pantone 2746 C

 **Pantone 638 C**

 **Black:**
Pantone Black C

Font Standards

This system contains type styles, selected for legibility and support of the Norwalk Parking Authority brand. Therefore, it is important to maintain these type styles throughout the system. No substitutions for these fonts are allowed. Specific layouts and type styles are shown for the individual sign types in sections following.

Frutiger can be purchased from Adobe.com.

It is the responsibility of the Fabricator to purchase these fonts for use with this Master Plan.

Typography Standards

Type viewed from a distance is more legible if the letters are evenly spaced. The samples at left show correct and incorrect letterspacing and wordspacing for maximum readability.

Typical layouts for each individual sign type are shown in sections following.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

FRUTIGER 55 ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

FRUTIGER 75 BLACK

PUBLIC PARKING

spacing too tight

PUBLIC PARKING

correct spacing

PUBLIC PARKING

spacing too open

PUBLIC PARKING

spacing too tight

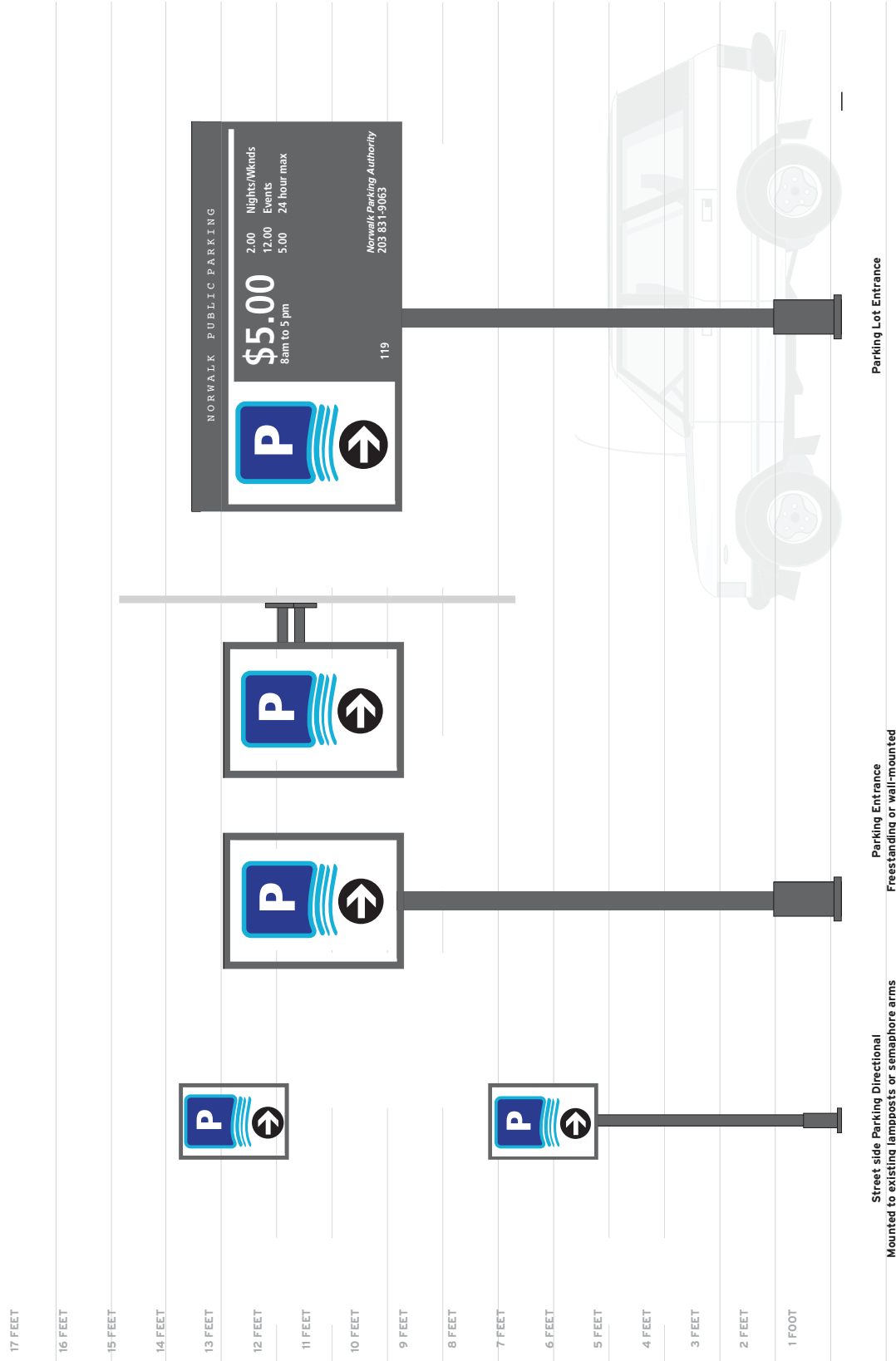
PUBLIC PARKING

correct spacing

PUBLIC PARKING

spacing too open

SIGN TYPES OPTIONS FOR PARKING SIGNS



SIGN TYPES
OPTIONS FOR GARAGE NAME



WAYFINDING TRAFFIC PATTERNS



WAYFINDING PARKING SIGNZONE S

