JOINT TRANSPORTATION & PARKING/
ECONOMIC DEVELOPMENT COMMITTEE MEETING
Wednesday, March 26, 2014 - 7:00pm
Lorraine H. Morton Civic Center, Room 2200

AGENDA

1. CALL TO ORDER / DECLARATION OF QUORUM

2. ITEMS FOR CONSIDERATION
   A. Wayfinding and Signage Program

4. ITEMS FOR DISCUSSION

5. COMMUNICATIONS

6. ADJOURNMENT

Order of Agenda Items is subject to change. Information about the Economic Development Committee is available at http://www.cityofevanston.org/economicdev special-council-committees/economic-development-committee/index.php. Questions can be directed to Johanna Nyden at 847.448.8014. The City of Evanston is committed to making all public meetings accessible to persons with disabilities. Any citizen needing mobility or communications access assistance should contact the Community and Economic Development Department 48 hours in advance of the scheduled meeting so that accommodations can be made at 847-448-8683 (Voice) or 847-448-8064 (TY).
To: Transportation/Parking Committee and Economic Development Committee  

From: Rickey Voss, Revenue/Parking Manager  
Jonathan Williams-Kinsel, ICMA Fellow  

Subject: City of Evanston Wayfinding and Signage Program Presentation  

Date: March 19, 2014  

Discussion  

In 1998, the City of Evanston implemented its first directional signage system through a series of signs placed along arterial routes that guided drivers to the City’s major destinations and business districts. The scope of this work however did not address uniformity, pedestrian navigation from transit stations nor has it been able to accommodate the growing destinations and parking locations that have been created over the past 16 years.

In 2010, the City of Evanston Transportation/Parking Committee and Economic Development Committee began to explore ways to help promote parking at municipal owned structures and provide better directional wayfinding for visitors to Evanston. It was the desire of both committees to reduce the overall sign clutter on the City streets while providing a clear and concise branded directional system available to drivers, pedestrians or bikers who are seeking to reach their destination.

Through a competitive bid process in 2012, the City awarded Urban Works the contract to analyze, develop and design a comprehensive city signage program. Over the past 18 months, Urbanworks has conducted an analysis, inventoried the City’s signage and solicited input through a public engagement process that included citizens, businesses and elected officials. The presentation will provide recommendations on sign concepts and design.

Upon the Joint Committee’s selection and approval, UrbanWorks will develop a final concept and design manual.

Attachments:  
Presentation Agenda  
Wayfinding & Signage Program Schematic Design
Signage Program P15640
March Economic Development Committee Meeting

DRAFT

Location:
Evanston Civic Center
2100 Ridge Avenue

AGENDA

I. Introduction
II. Project Process – Scope, Existing Inventory, & Interviews
III. Sign Family Concepts
   A. Option 1
   B. Option 2
   C. Option 3
IV. Parking Management Concepts
V. Questions and Open Discussion
DESIGN CRITERIA

Design inspiration may consider Evanston’s vibrant and active downtown, natural environment and/or local architecture.

The overall image of the system should reflect the local character, culture and environment of Evanston.

A menu of signs shall be developed to illustrate how the concepts may be expanded beyond the current limited scope of work.

The design shall take into account the harsh Northern climate conditions, urban environment, and sustainable materials.

The signs shall meet industry standards, for legibility, and engineering requirements.

EVALUATION

Which of the designs best captures the design criteria listed?

Are there physical or graphic elements from the different options that you view as favorable?

Which design communicates the Evanston experience at the most appropriate level?

Which design best supports Evanston as an active and vibrant environment?

Which design best reflects Evanston community as whole?

Within this document 3 design options are presented for your review and comment. The illustrations below represent only limited reference to each option.
MODERN  Artistic  colorful

Inspire
DOWNTOWN ARCHITECTURE

6 of 16
Historic Ornamental Architecture
PARKING COMMUNICATION STRATEGY

- Design a "PARK EVANSTON" brochure that can be printed or downloaded from the internet or onto a smart phone.
- Utilize Electronic Guidance System with real-time parking vacancy information.
- Traditional static signage shall supplement the electronic sign program.
- Create a "PARK EVANSTON" logo and color palette that creates a recognizable identity across a variety of communication tools.

Benefits of Electronic Parking:
- 3-5% increase in visits
- 56% reduction in vehicle carbon emissions
- 8% increase of utilization during peak times
- 1-3% decrease in operating costs

Digital Communication
- Website - Mobile - Real-time Data
- City Server
- Parking Guidance System Server

Static Communication
- Static Parking Signs
- Directional + Parking Lot ID
- Lot Identification - Directional Signs
- Map
- City Street
- Spaces Available

Marketing Material
- Brochures - Marketing Collateral
- Parking Website
- Mobile
- Real-time Data

Electronic Parking Sign
- Dynamic + Variable Message Display
- Use Electronic Guidance System with real-time parking vacancy information.