Municipal Planning Commission
September 24, 2015

MKSK GPD GROUP STUDIO GRAPHIQUE

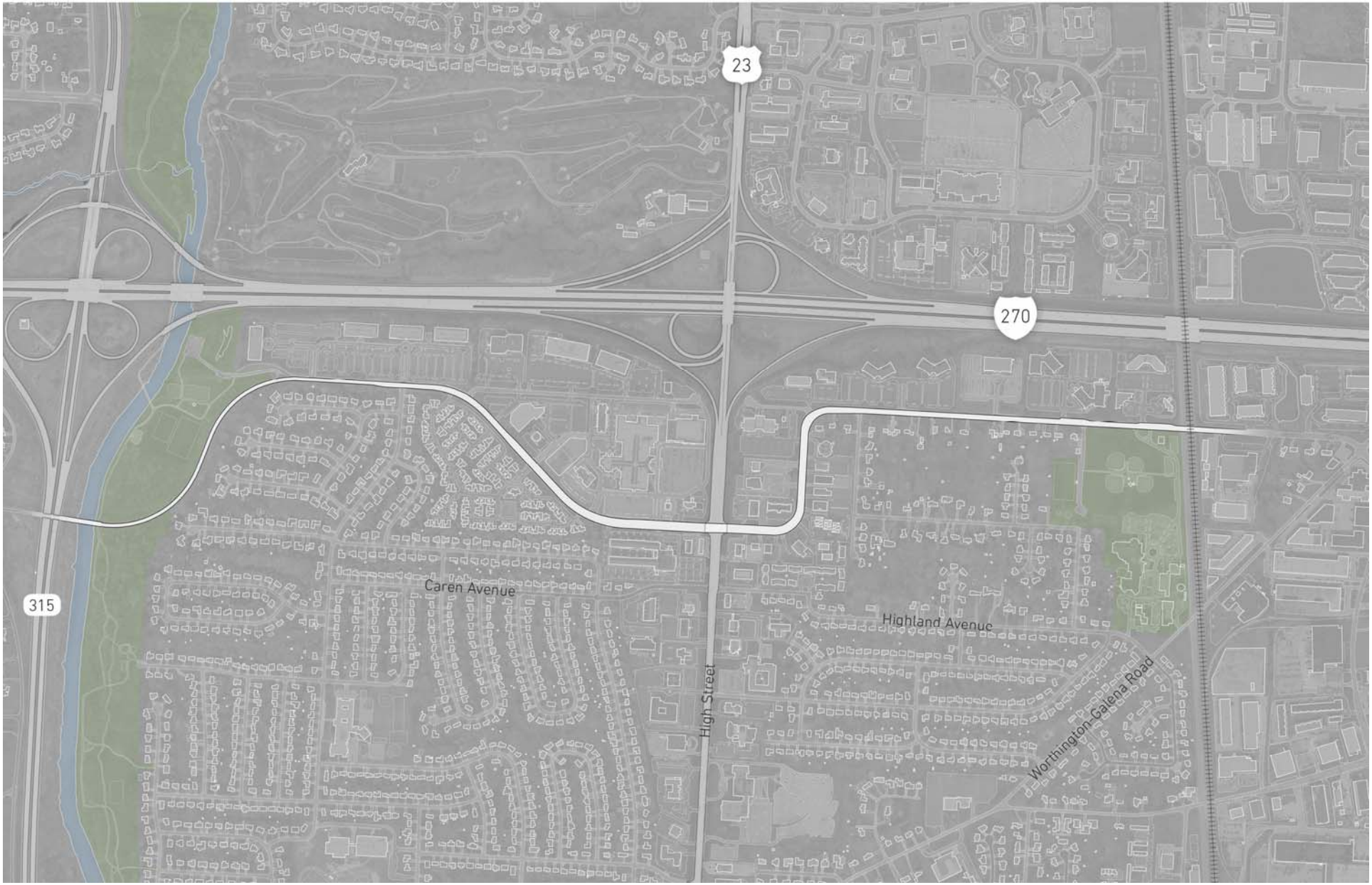
Study Purpose

Recommend Improvements for

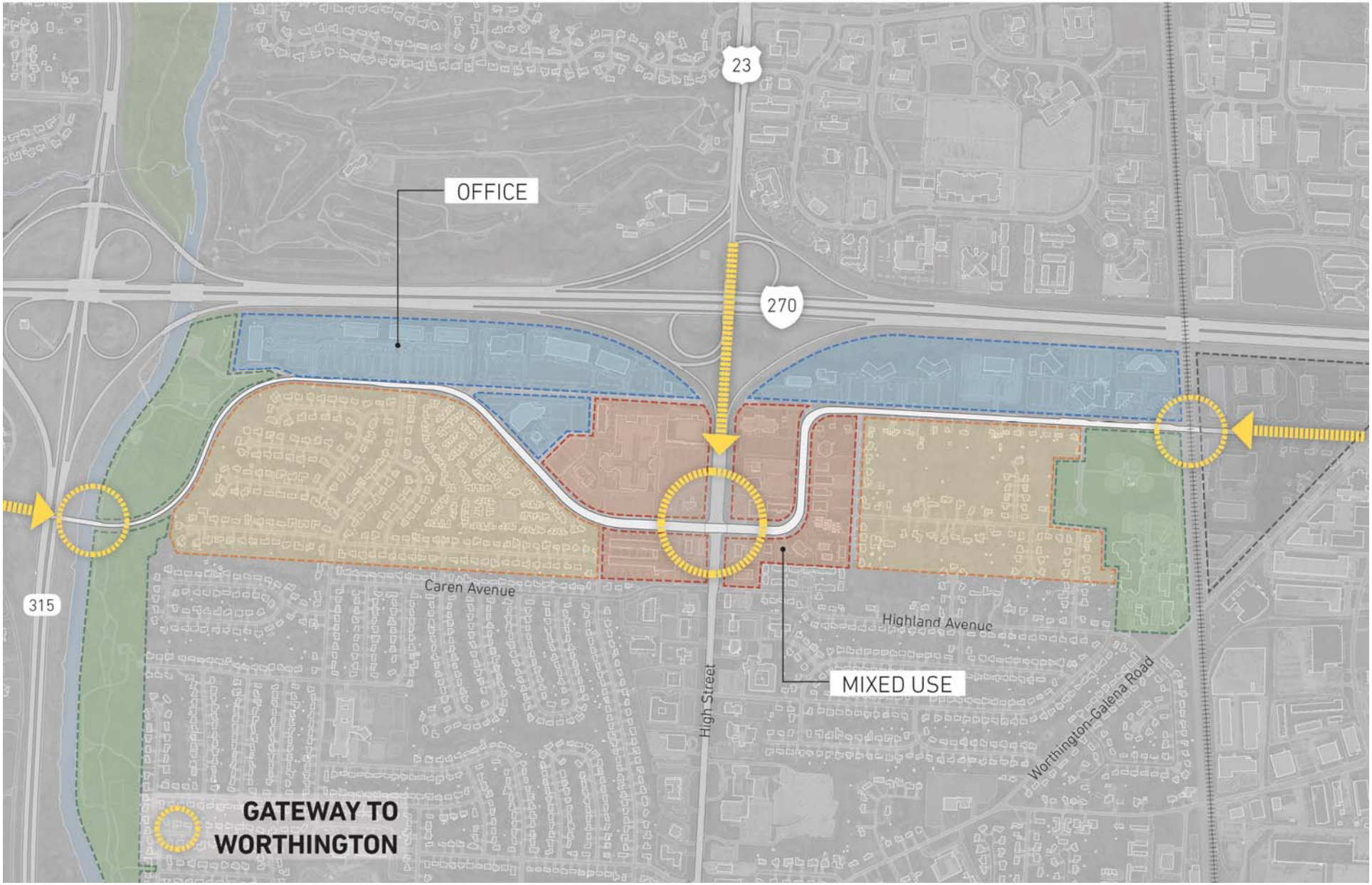
1. The Wilson Bridge Road Corridor
2. Wayfinding for Wilson Bridge Road
3. Wayfinding for City of Worthington

WILSON BRIDGE ROAD

Wilson Bridge Road Corridor



Importance of Wilson Bridge Road Corridor



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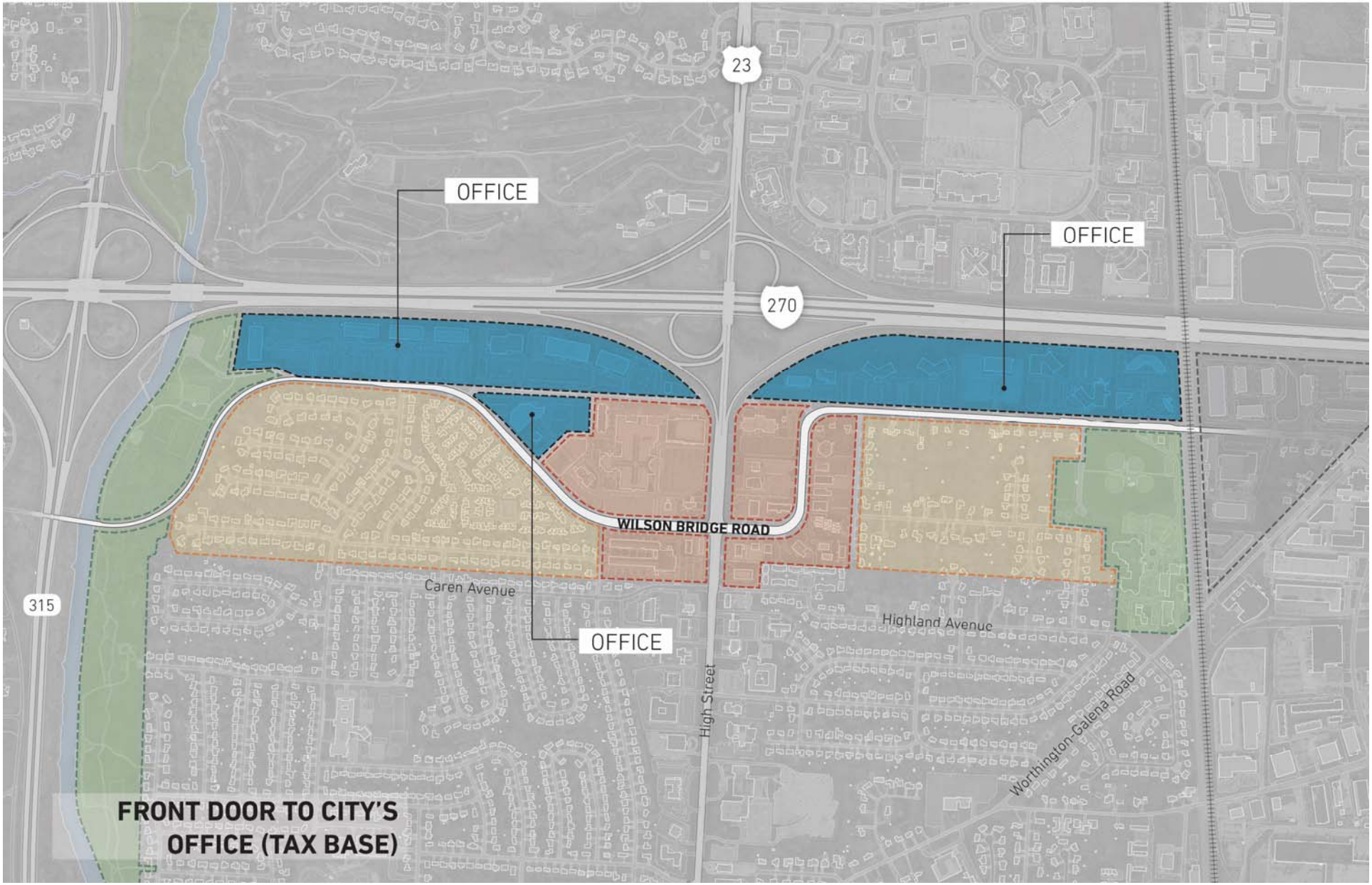

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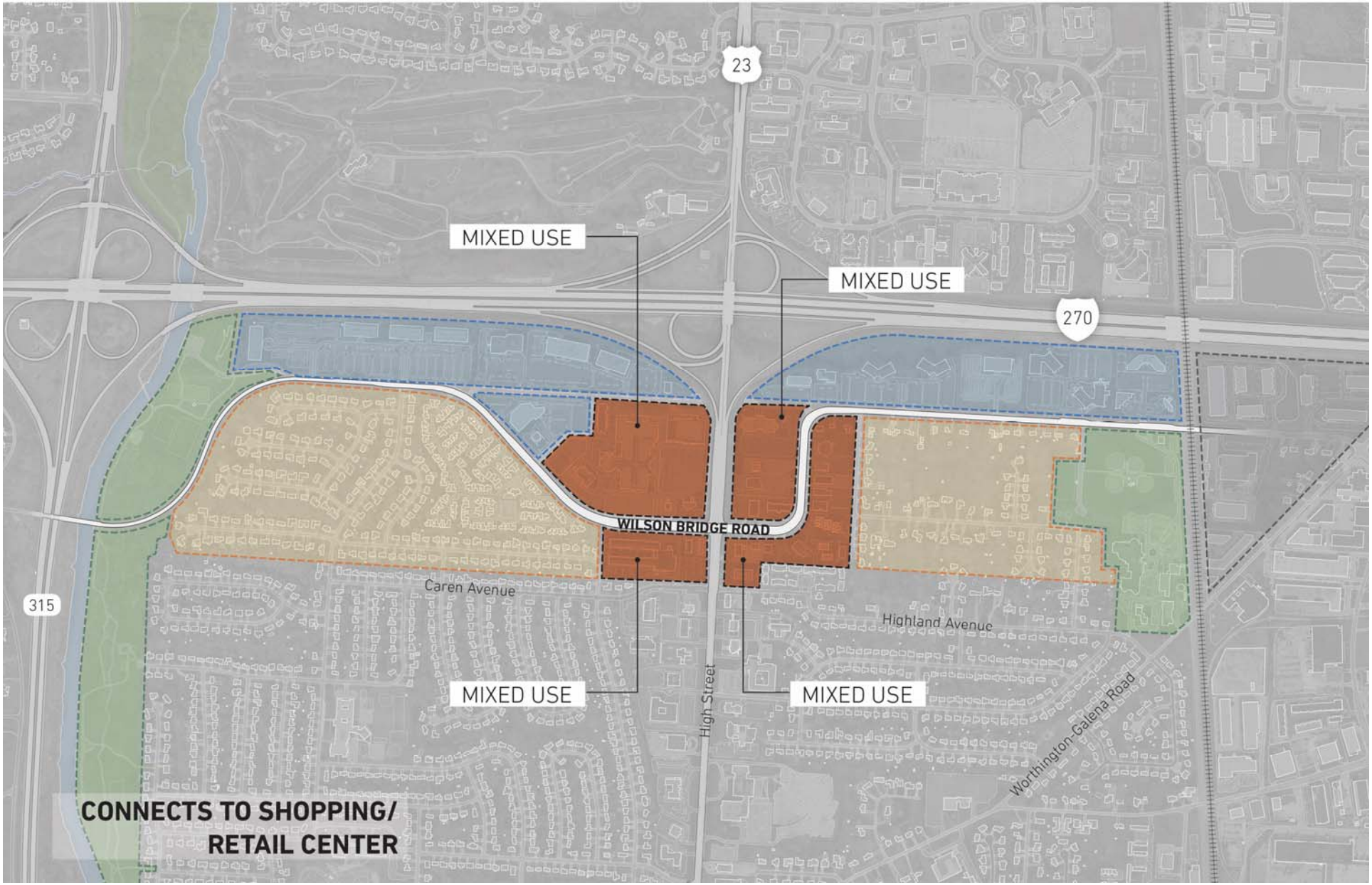
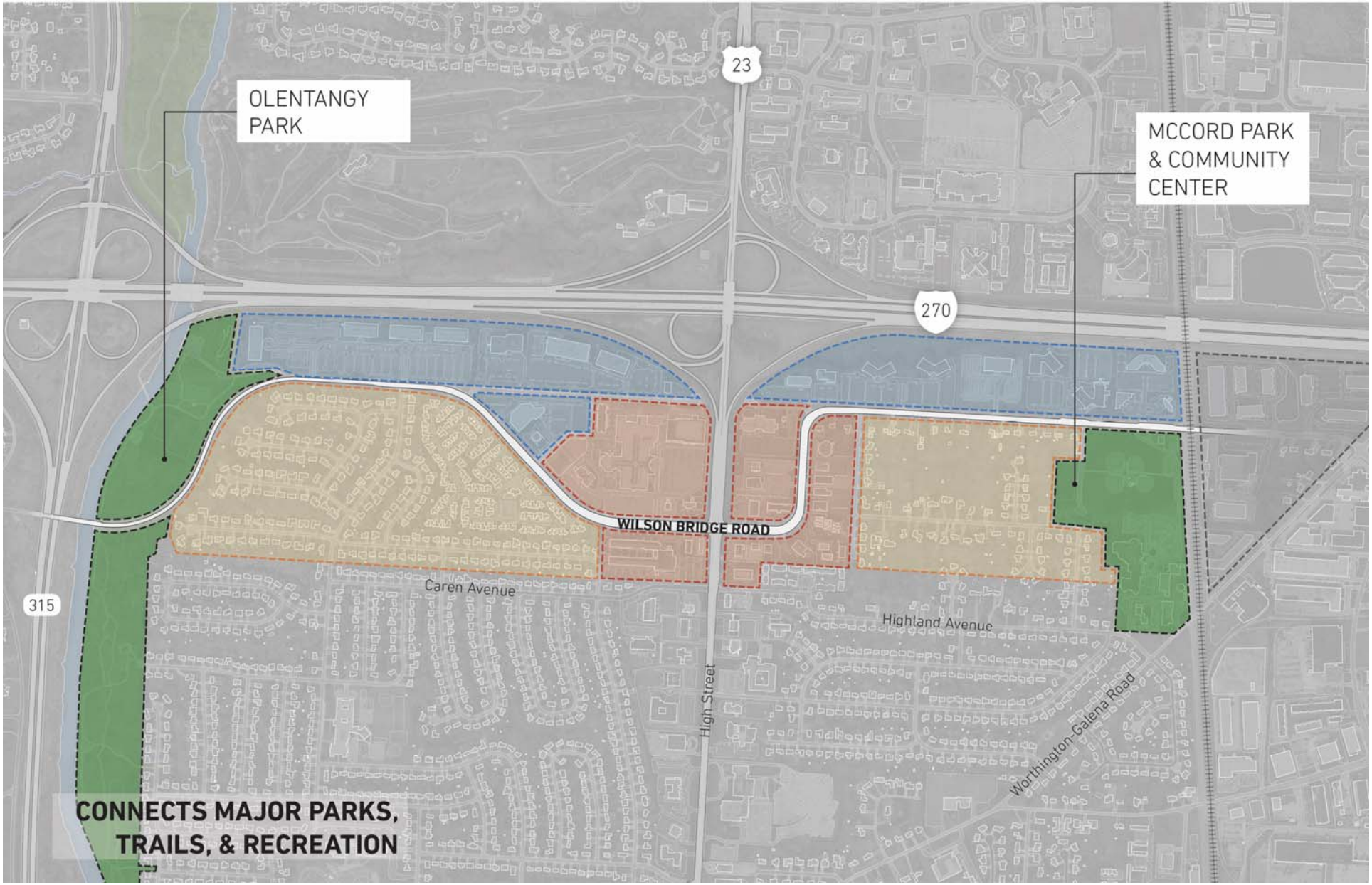
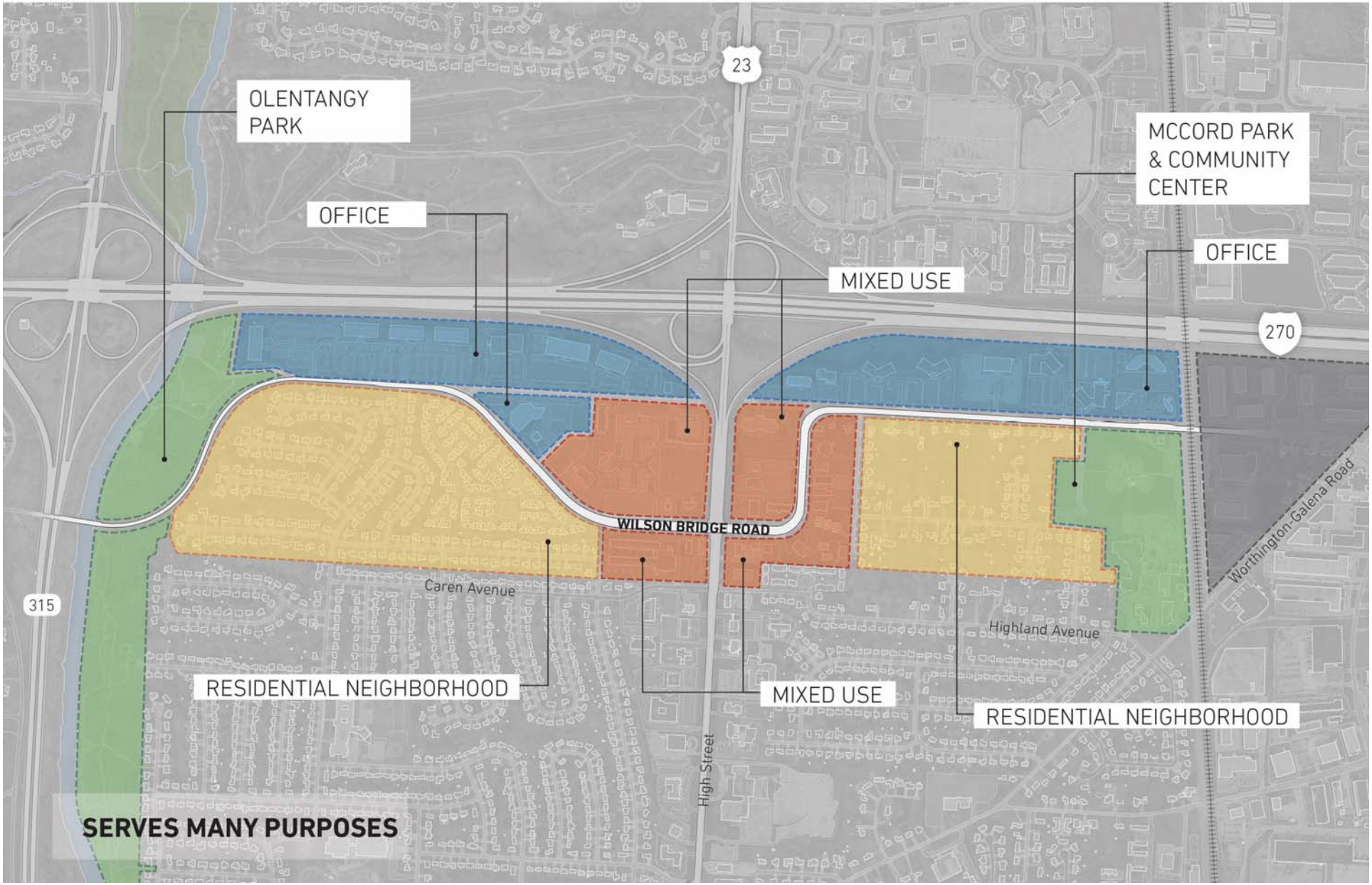


Importance of Wilson Bridge Road Corridor



Importance of Wilson Bridge Road Corridor



Performance Measures

Wilson Bridge Road Corridor should be:

1. *The **Gateway** into the City*
   Improve the appearance. What people experience forms their first impression of Worthington.

2. *A **Complete Street***
   Enhance connectivity and safety for all modes of travel – including walking and cycling.

3. ***Revitalizing** to the Surrounding Properties*
   A more attractive and complete corridor adds value and promotes investment and vitality - a critical objective of the city.

4. *A Reflection of **Worthington's Character** and Future*
   The corridor should reflect the City's character, charm, and bright future.

5. *Leveraging the **Interchange Improvements***
   Enhance and build upon the improvements at I-270 & US 23.

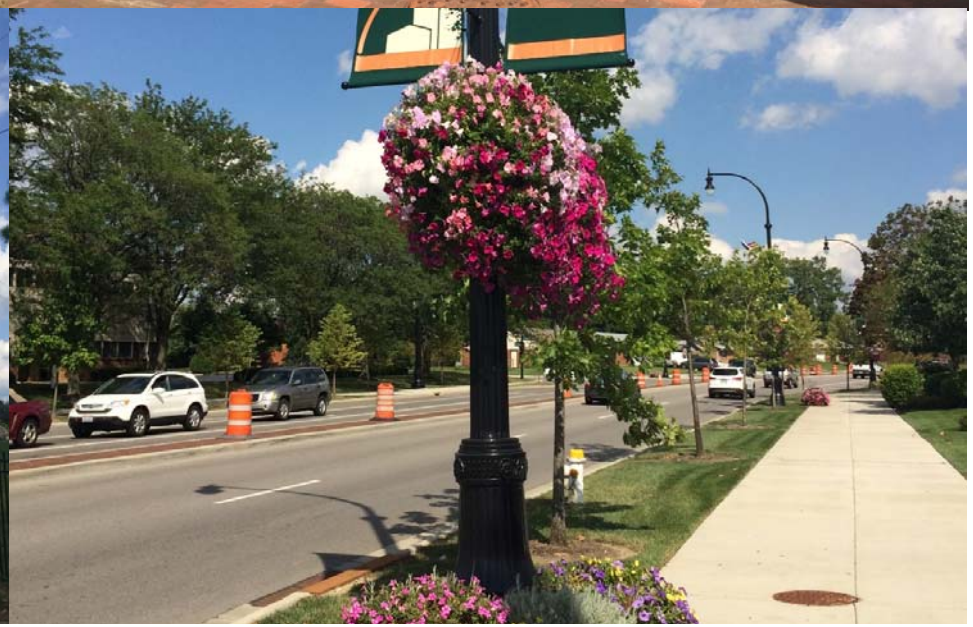
6. *Easy to **Navigate***
   Design and signs should make wayfinding intuitive.

7. *A Beautiful, **Great Street.***

The Corridor Today

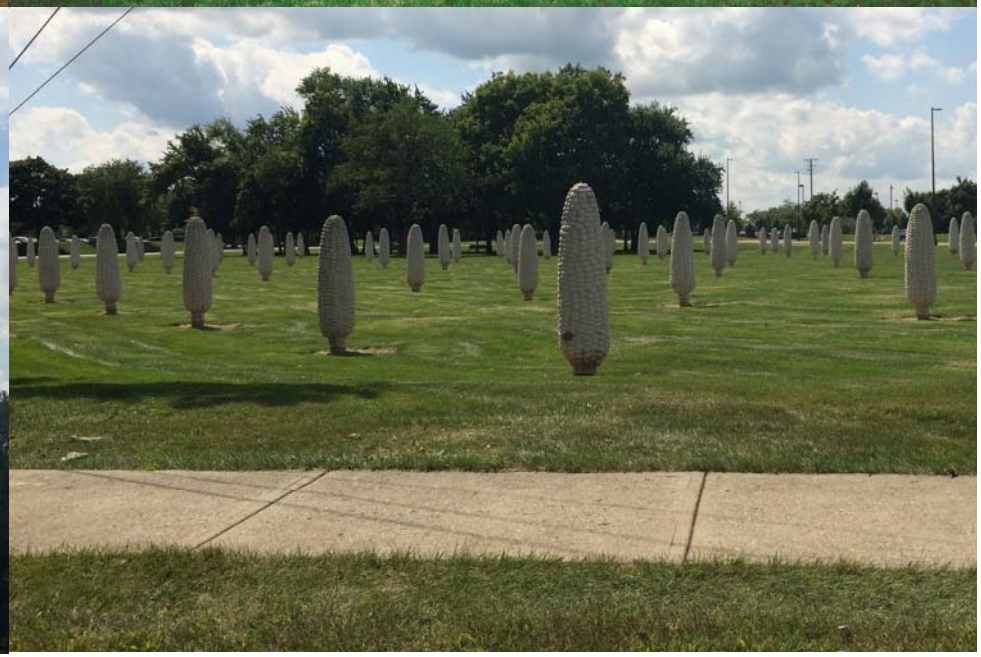
Central Ohio Corridors & Gateways

Westerville



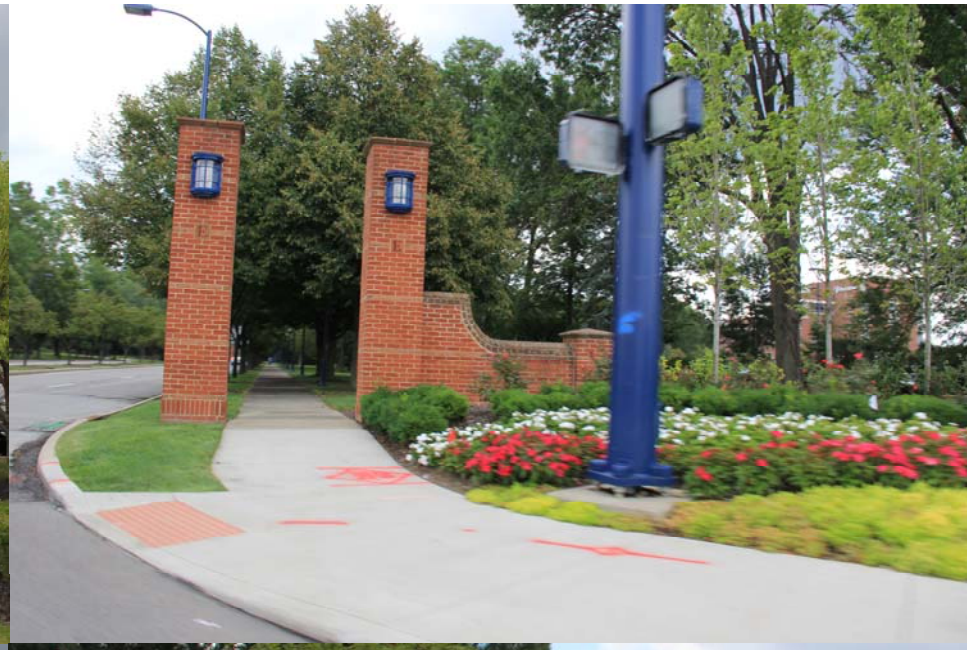
Central Ohio Corridors & Gateways

Dublin

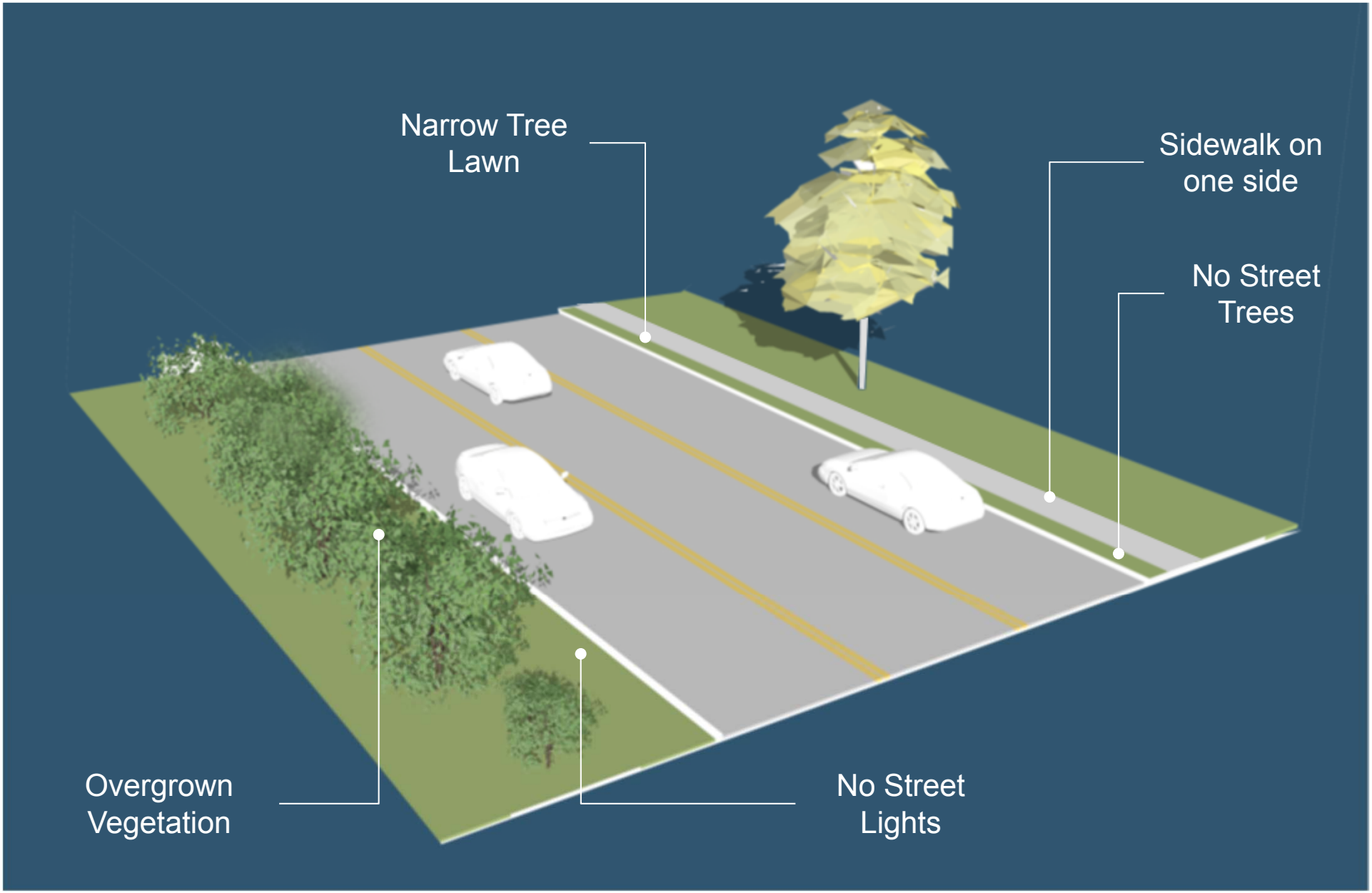


Central Ohio Corridors & Gateways

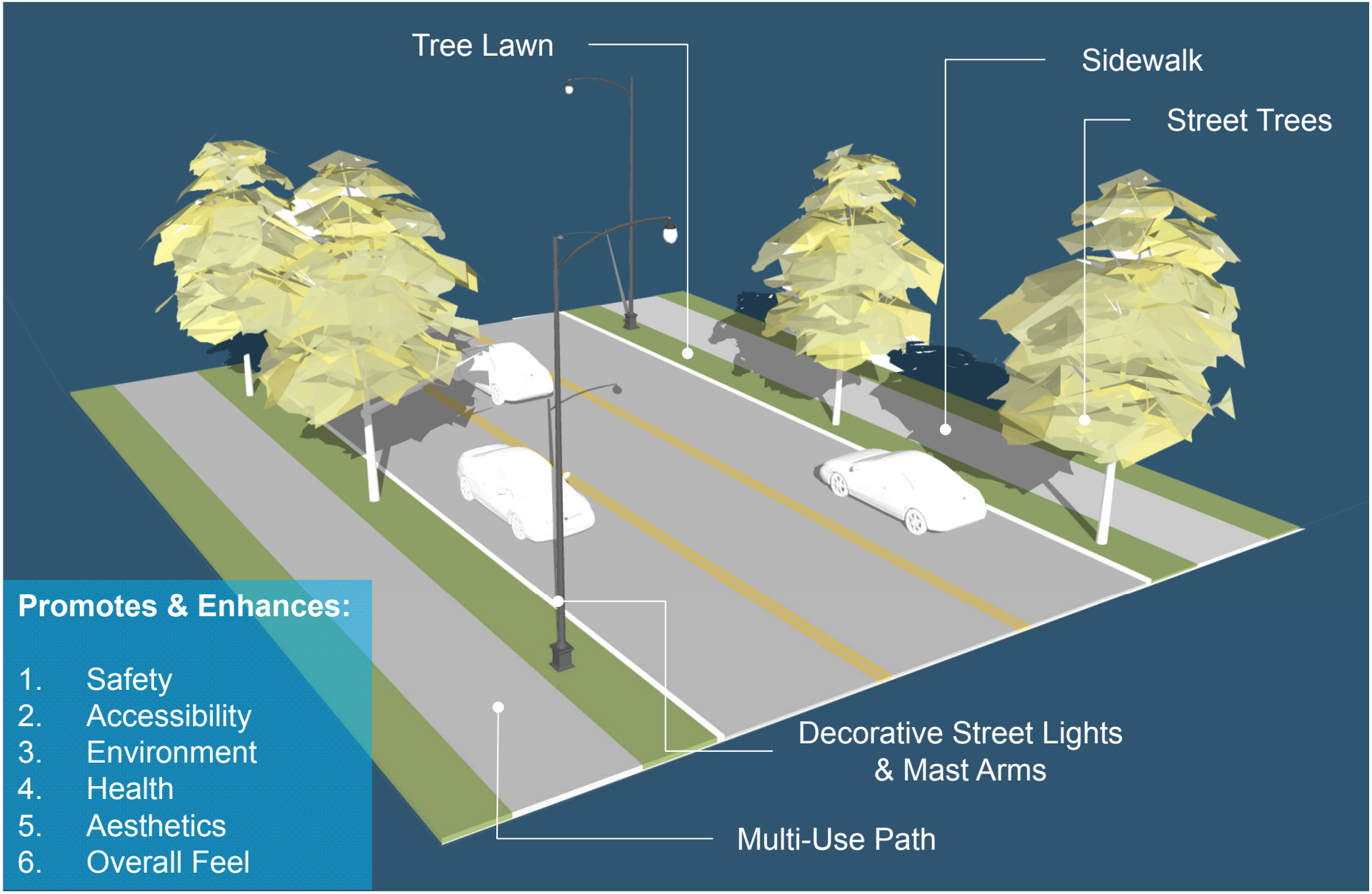
Easton



Current Streetscape Elements



Complete Streetscape Elements



Promotes & Enhances:

1. Safety
2. Accessibility
3. Environment
4. Health
5. Aesthetics
6. Overall Feel

Proposed Improvements – Example Focus Areas

FOCUS AREA 1
Olentangy Park

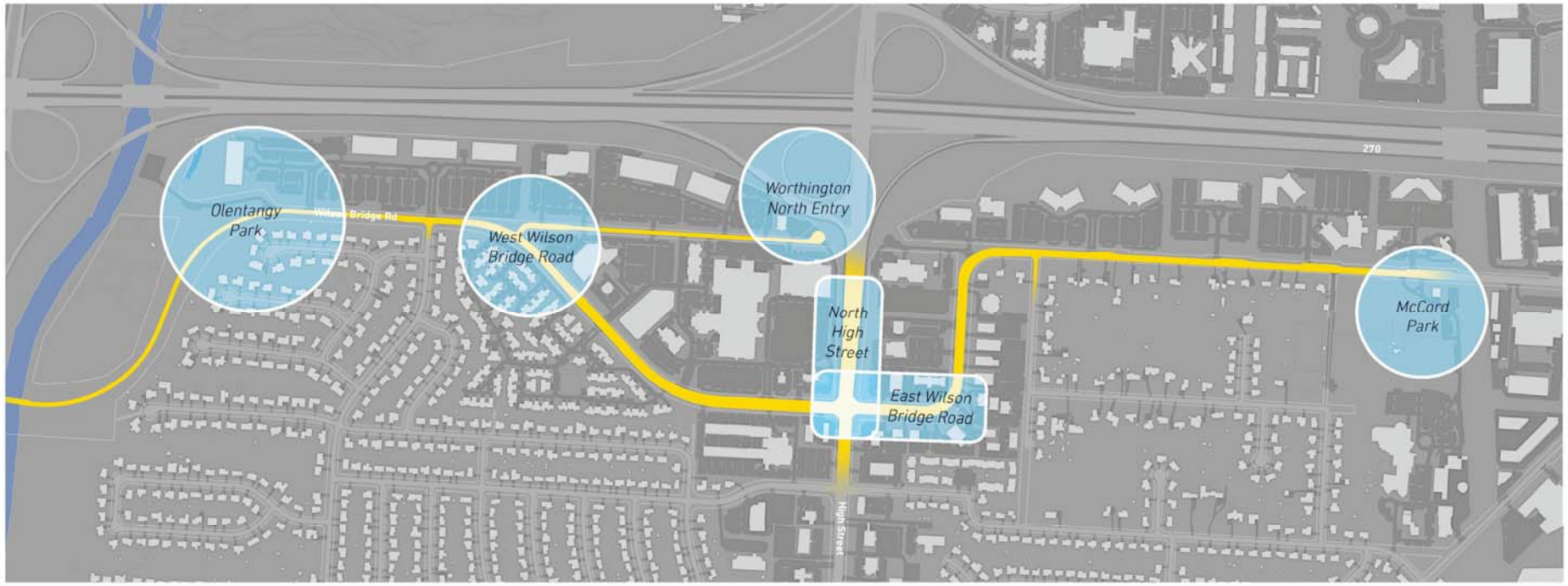
FOCUS AREA 2
West Wilson Bridge Road

FOCUS AREA 3
Worthington North Entry

FOCUS AREA 4
North High Street Corridor

FOCUS AREA 5
East Wilson Bridge Road

FOCUS AREA 6
McCord Park



Proposed Improvements

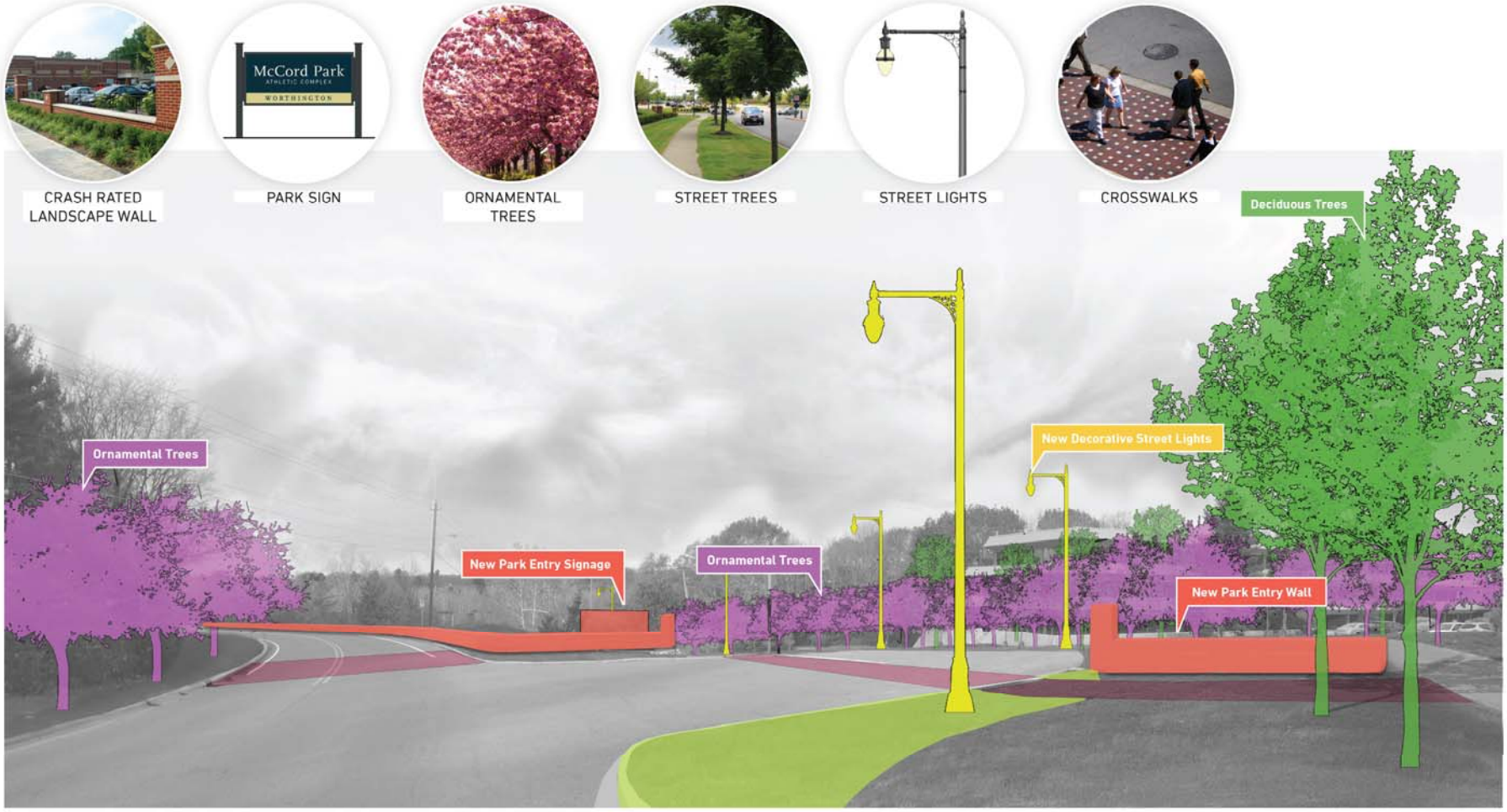
FOCUS AREA 1

Olentangy Park

Proposed Improvements

FOCUS AREA 1

Olentangy Park



Proposed Improvements

FOCUS AREA 2

West Wilson Bridge Road

Proposed Improvements

FOCUS AREA 2

West Wilson Bridge Road

Proposed Improvements

FOCUS AREA 3

Worthington North Entry

Proposed Improvements

FOCUS AREA 3

Worthington North Entry

Proposed Improvements

FOCUS AREA 4

North High Street Corridor

Proposed Improvements

FOCUS AREA 4

North High Street Corridor

Proposed Improvements

FOCUS AREA 5

East Wilson Bridge Road

Proposed Improvements

FOCUS AREA 5

East Wilson Bridge Road

Proposed Improvements

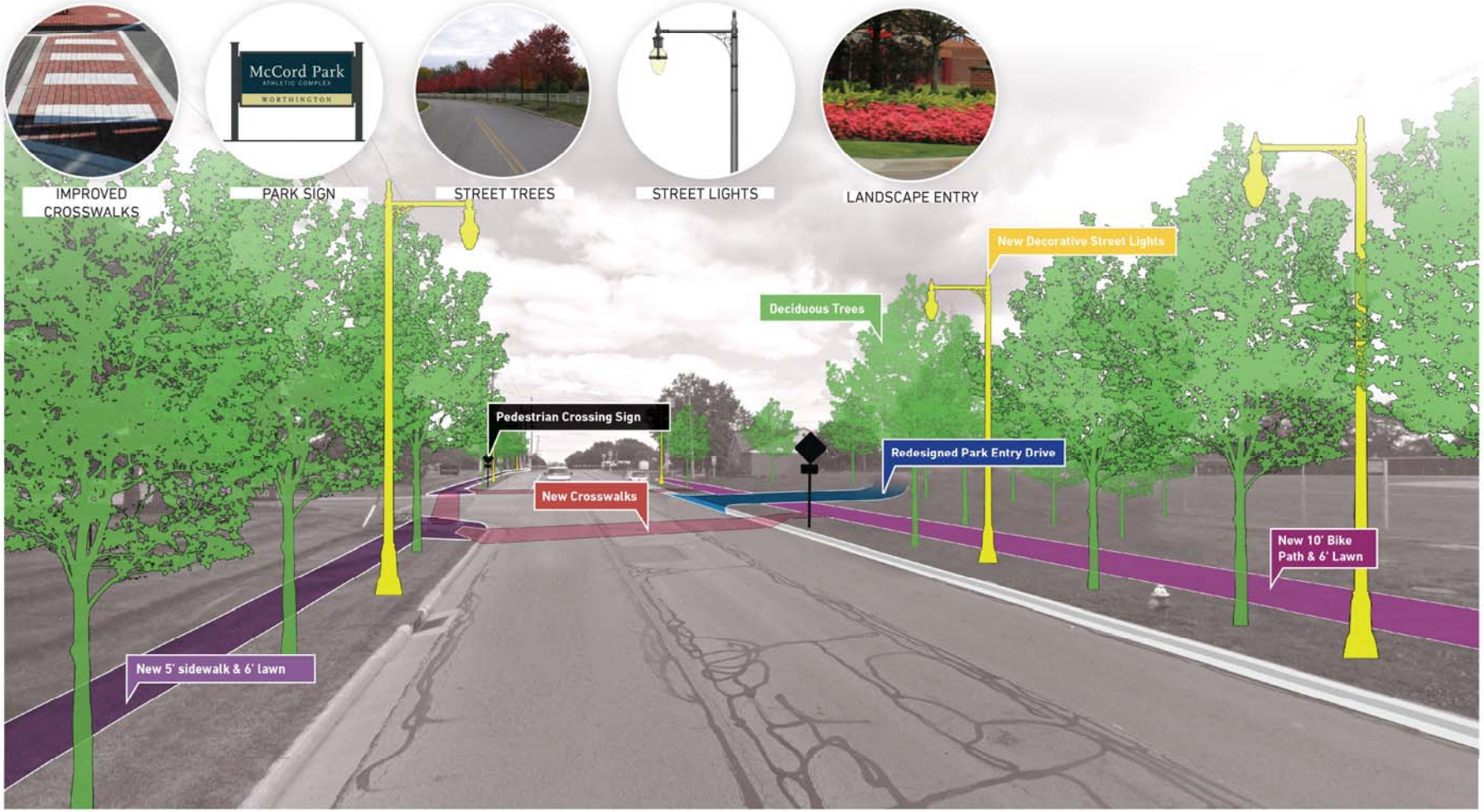
FOCUS AREA 6

McCord Park

Proposed Improvements

FOCUS AREA 6

McCord Park



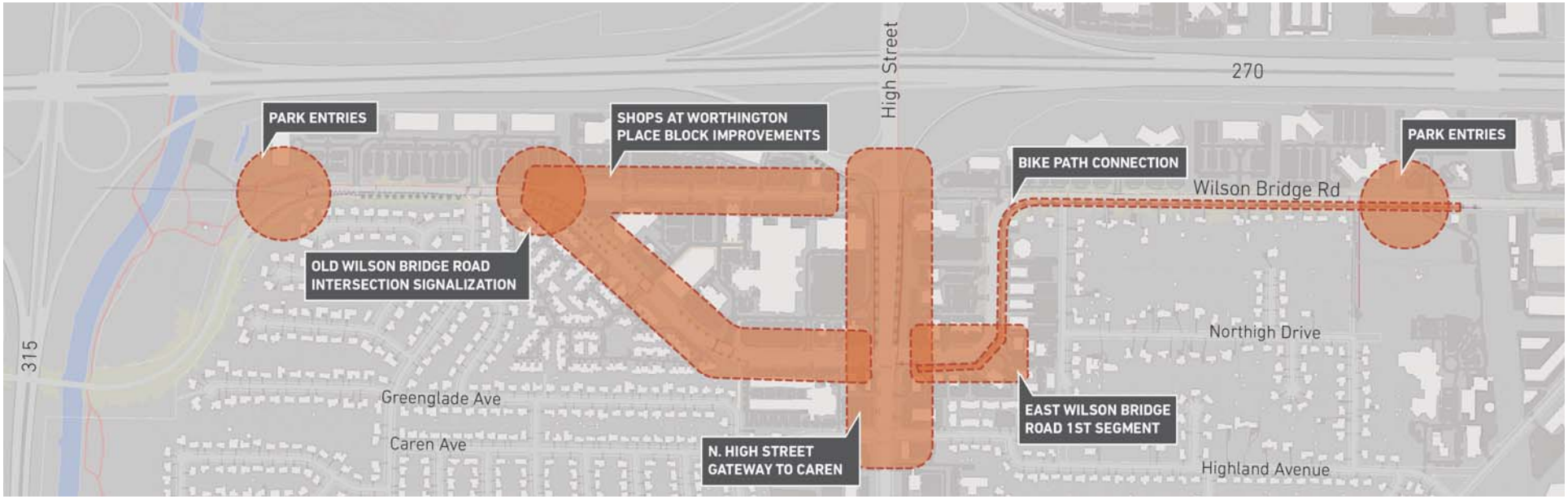
Corridor-wide Improvement Recommendations

TARGET IMPROVEMENTS
Significant Corridor Enhancements

FULL IMPROVEMENTS
Improvements to be made as able

Recommended Prioritization of Capital Improvements

- Old Wilson Bridge Road Intersection Signalization - $380k (OPW 629)
- N. High Street Gateway to Caren - $2.18M (City CIP & Worth. Place TIF)
- Multiuse Path connection from N. High to McCord Park – $1.93M (Grants + City Match)
- Park Entries - $330k (City CIP)
- Shops at Worthington Place Block Improvements - $1.87M+ (Worth. Place TIF)



WAYFINDING

Signage & Wayfinding Program

CITY OF WORTHINGTON SIGNAGE & WAYFINDING PROGRAM

Design Development [REVISED]
June 2015

STUDIO GRAPHIQUE ▪ *design with direction*

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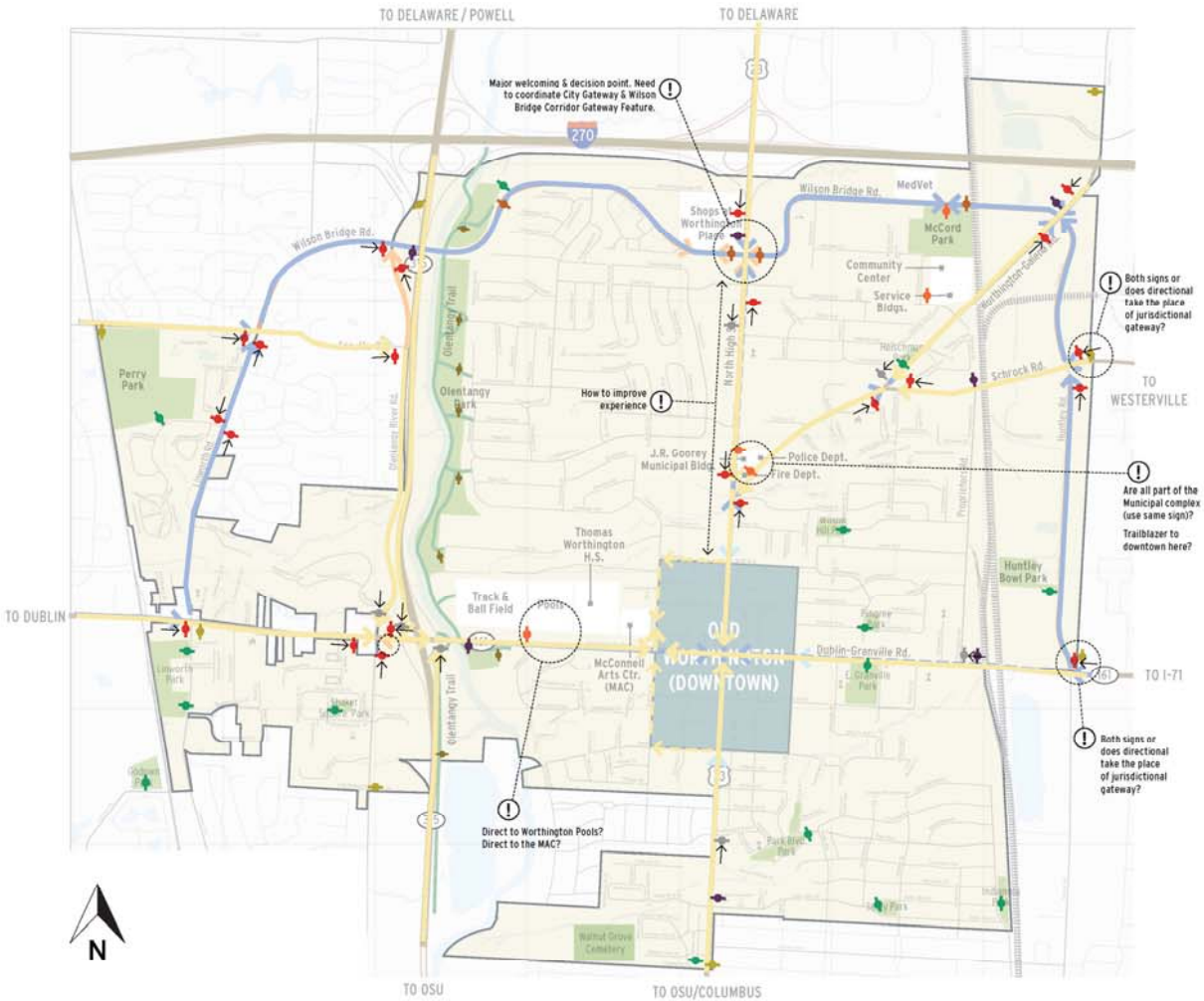
Signage & Wayfinding Program

PROGRAMMING // CITY SIGNAGE LOCATION PLAN // VEHICULAR



SITE SYMBOL LEGEND			QTY	BUDGET
	Jurisdictional Gateway		8	$2,000 (unit) $16,000 (total)
	Gateway (perceived)		7	$15,000 (unit) $105,000 (total)
	Vehicular Directional		22	$3,900 (unit) $85,800 (total)
	Trailblazer (to downtown)		6	$1,600 (unit) $9,600 (total)
	Identification › Facility › City Park		20	$4,000 (unit) $80,000 (total)
	Trail Identification		8	$3,500 (unit) $28,000 (total)
TOTAL			71	$324,400

Note: Wilson Bridge Corridor Gateways are shown to represent locations that should mark the entry or feel like the visitor is entering the Corridor. This could be signage, an entry treatment or feature, or a mix of both (to be worked out with MKSK).

Signage & Wayfinding Program

PROGRAMMING // DOWNTOWN SIGNAGE LOCATION PLAN // VEHICULAR

DOWNTOWN SYMBOL LEGEND			QTY	BUDGET
	Downtown Gateway		4	$4,000 (unit) $16,000 (total)
	Vehicular Directional		2	$3,900 (unit) $7,800 (total)
	Parking Directional		3	$1,500 (unit) $4,500 (total)
	Parking Lot Identification		3	$3,900 (unit) $11,700 (total)
	Identification › Facility › City Park		4	$4,000 (unit) $16,000 (total)
	Community Event Sign (Changeable)	Replaces existing signs (1 structure per corner)	4	TBD Not included in total below
	Street Sign Enhancement		TBD	$350 (unit) Not included in total below
TOTAL			20	$56,000

Signage & Wayfinding Program

Maps with walking distances/times to various destinations
(Similar at all 4 corners)

DOWNTOWN SYMBOL LEGEND			QTY	BUDGET
✚	Pedestrian Directional		3	$4,000 (unit) $12,000 (total)
●	Orientation Kiosk		7	$4,000 (unit) $28,000 (total)
TOTAL			10	$40,000

Signage & Wayfinding Program

SIGN DESIGN PALETTE

COLOR PALETTE - PAINT COLORS WILL BE SELECTED TO MATCH THE FOLLOWING PANTONE COLORS

PRIMARY COLORS

SECONDARY COLORS

PATTERN PALETTE - PRINTED LARGE FORMAT GRAPHICS

Herringbone pattern is used as graphic enhancements on sign tops and backs

BITTER REGULAR

Worthington

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmonpqrstuvwxyz
0123456789

ITC FRANKLIN GOTHIC CONDENSED

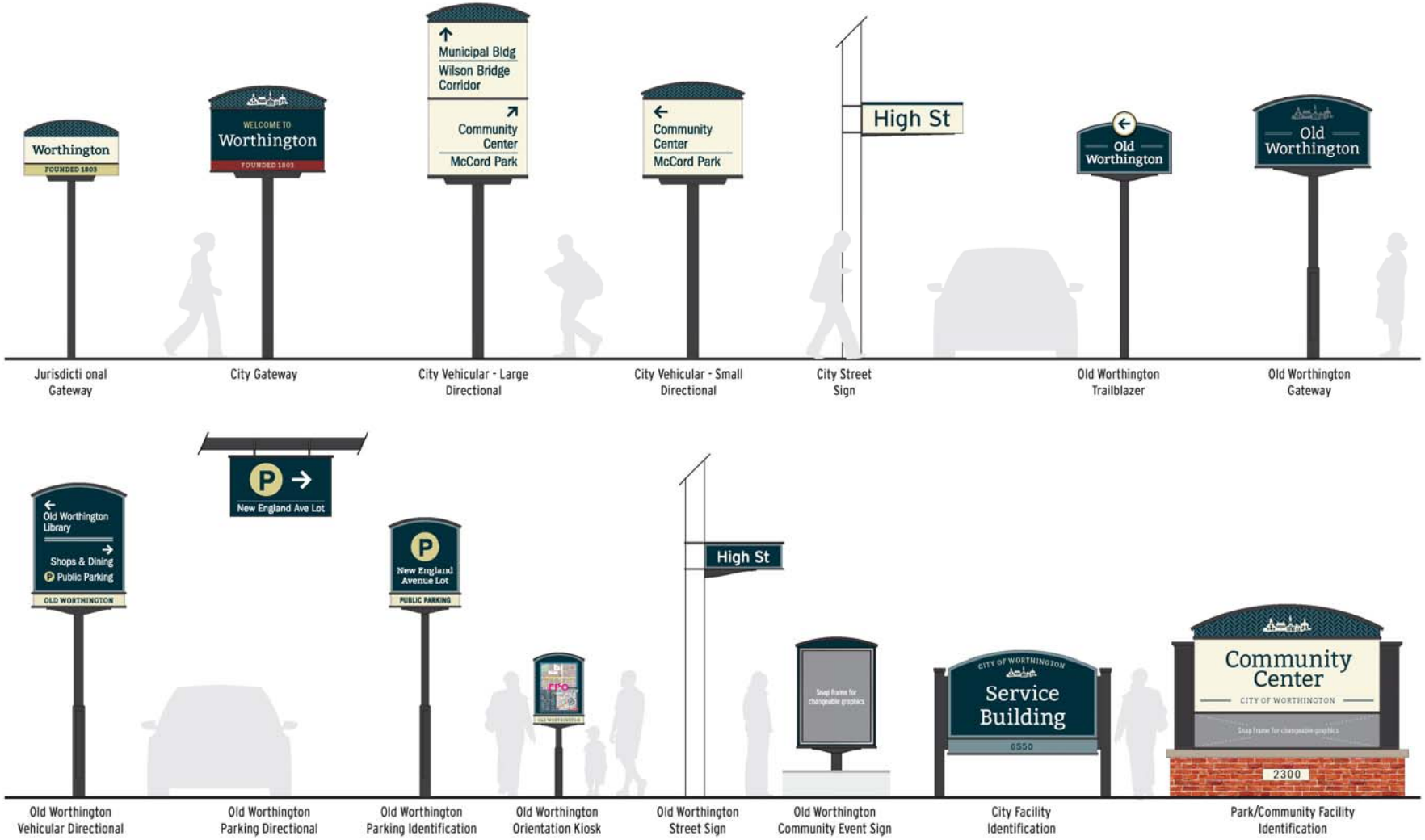
Community Center

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmonpqrstuvwxyz
0123456789

ARROWS

Signage & Wayfinding Program

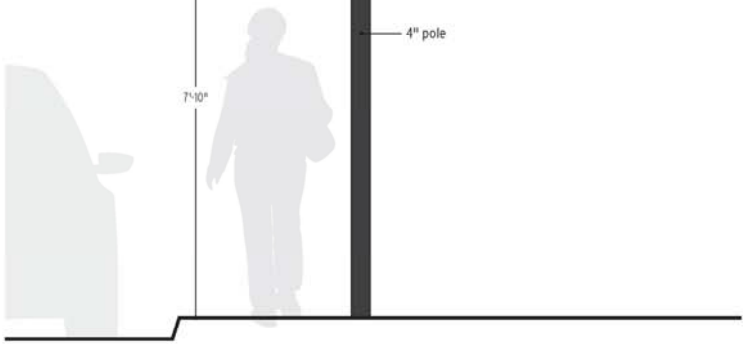
SIGN FAMILY



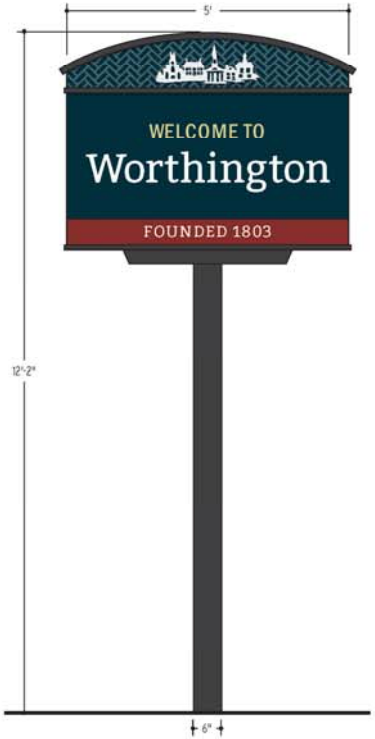
Signage & Wayfinding Program

VEHICULAR ORIENTED SIGNS - CITY-WIDE GATEWAYS

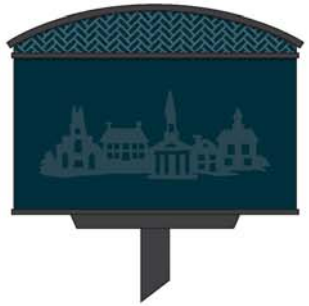
ALTERNATE COLOR SCHEME



JURISDICTIONAL GATEWAY
SIGN FRONT
Scale: 1/2" = 1'



PRIMARY GATEWAY
Scale: 1/2" = 1'

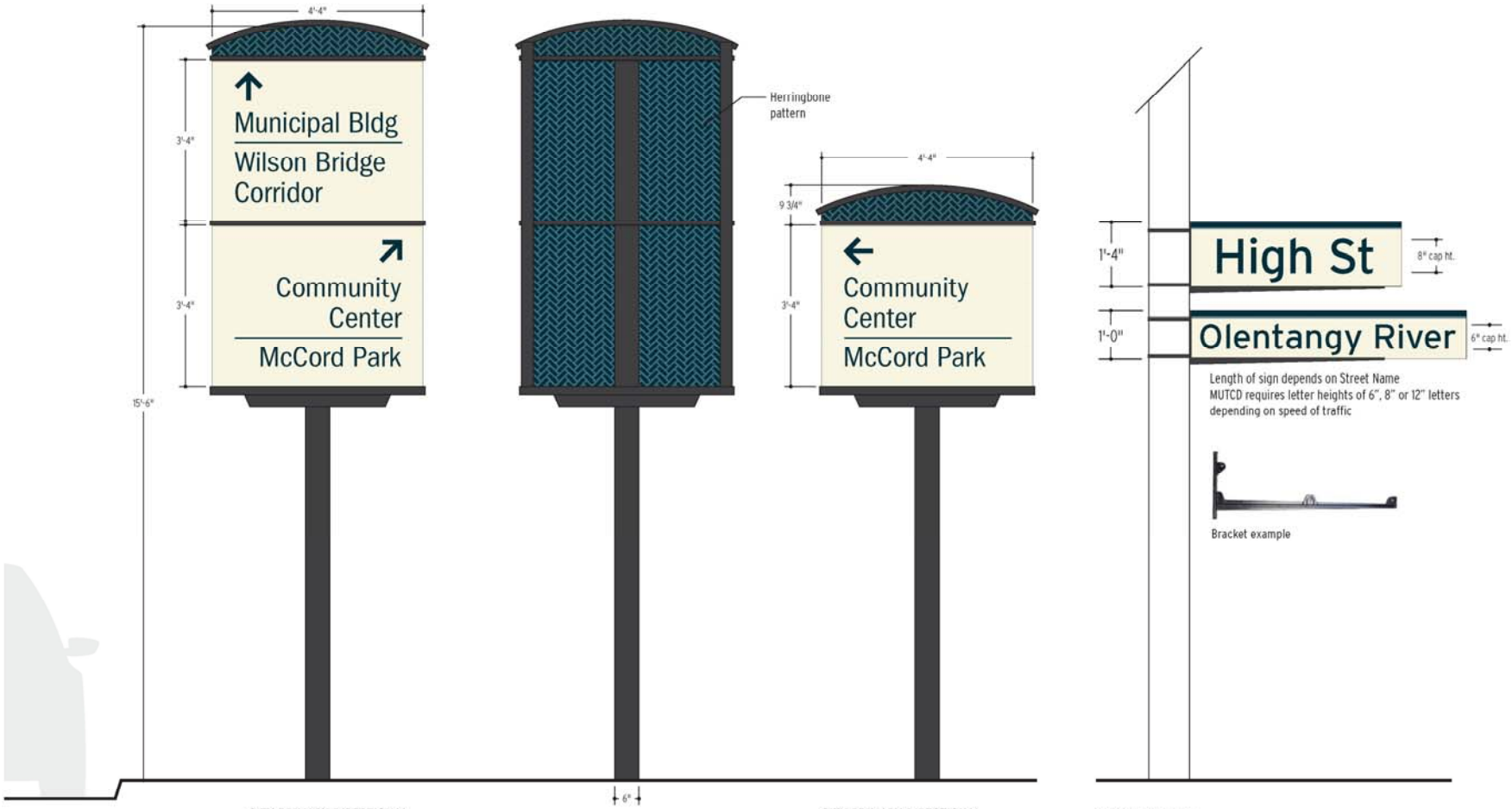


PRIMARY GATEWAY - SIGN BACK PANEL
Scale: 1/2" = 1'

RECOMMENDATION:
Final colors to be determined after actual paint and vinyl samples are reviewed and approved.

Signage & Wayfinding Program

VEHICULAR ORIENTED SIGNS - CITY-WIDE DIRECTIONALS



CITY PRIMARY DIRECTIONAL
MODULAR - 2 PANELS
Scale: 1/2" = 1'

CITY PRIMARY DIRECTIONAL
MODULAR - 1 PANEL
Scale: 1/2" = 1'

STREET NAME ID
Scale: 1/2" = 1'

Signage & Wayfinding Program

VEHICULAR ORIENTED SIGNS - OLD WORTHINGTON TRAILBLAZER/GATEWAY

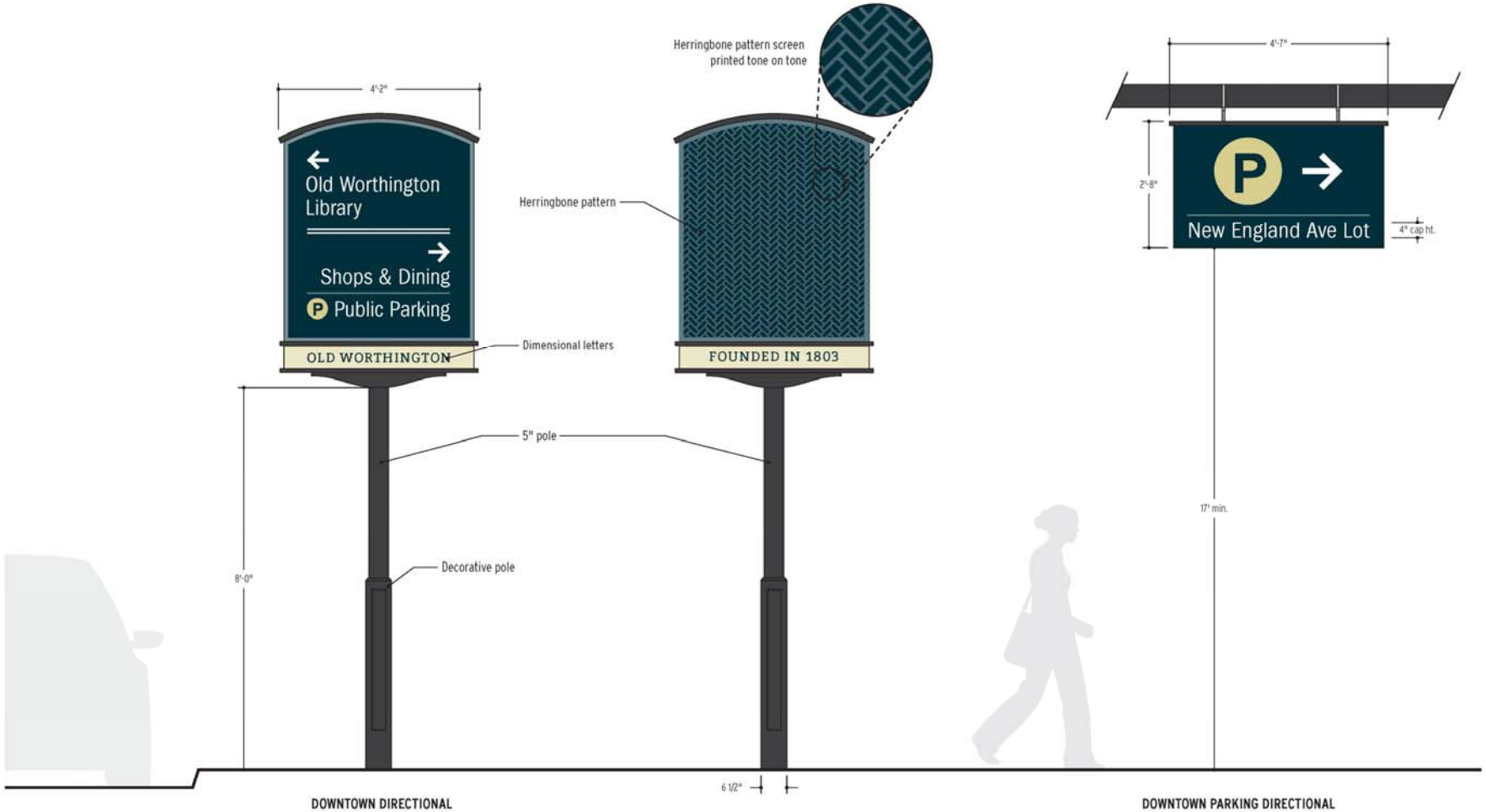
TRAILBLAZER
Scale: 1/2" = 1'

DOWNTOWN GATEWAY SIGN FRONT
Scale: 1/2" = 1'

DOWNTOWN GATEWAY BACK - OPTION 1
OPTIONAL SIGN BACK PANEL
Scale: 1/2" = 1'

Signage & Wayfinding Program

VEHICULAR ORIENTED SIGNS - OLD WORTHINGTON DIRECTIONALS



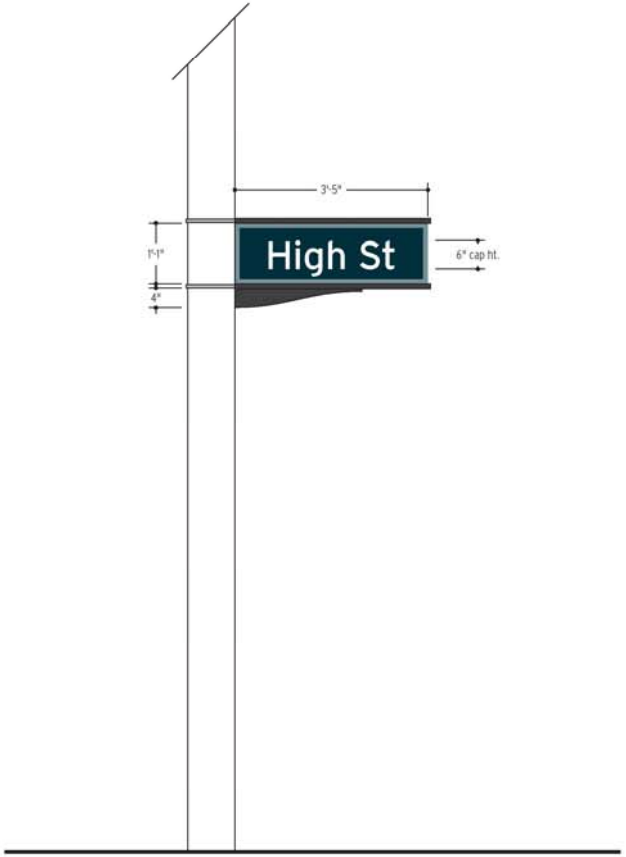
DOWNTOWN DIRECTIONAL
SIGN FRONT
Scale: 1/2" = 1'

DOWNTOWN PARKING DIRECTIONAL
MASTHEAD MOUNTED
Scale: 1/2" = 1'

Signage & Wayfinding Program

VEHICULAR ORIENTED SIGNS - OLD WORTHINGTON PARKING & STREET IDENTIFICATION

DOWNTOWN PARKING ID
SIGN FRONT/BACK
Scale: 1/2" = 1'

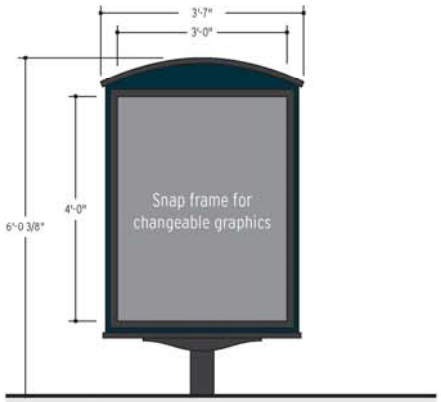


DOWNTOWN STREET NAME ID
Scale: 1/2" = 1'

Signage & Wayfinding Program

PEDESTRIAN ORIENTED - KIOSK, COMMUNITY EVENT SIGNS AND TRAIL IDENTIFICATION

EXAMPLES
NTS



COMMUNITY EVENT SIGN
Scale: 1/2" = 1'

REPLACE EXISTING SIGNS

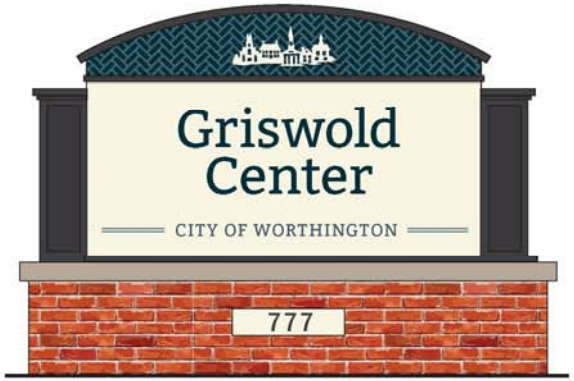
ORIENTATION KIOSK (MAP)
Scale: 1/2" = 1'

TRAIL ID - OPTION 1
Scale: 1/2" = 1'

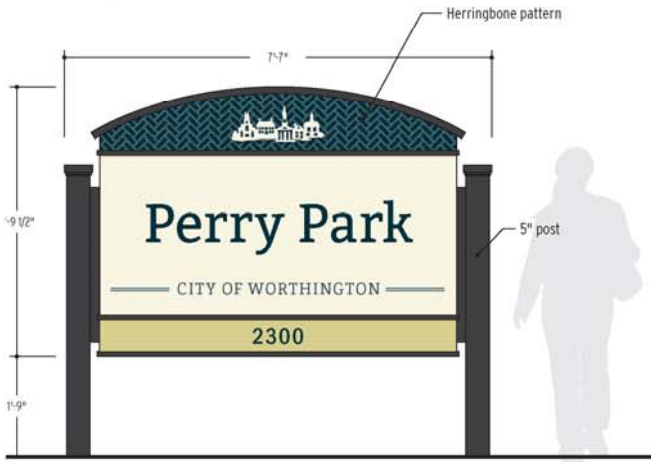
Signage & Wayfinding Program

CITY-WIDE COMMUNITY FACILITY IDENTIFICATION SIGNS

CITY FACILITY IDENTIFICATION
SIGN FRONT/BACK
Scale: 1/2" = 1'



CITY FACILITY IDENTIFICATION
SIGN FRONT/BACK
Scale: 1/2" = 1'

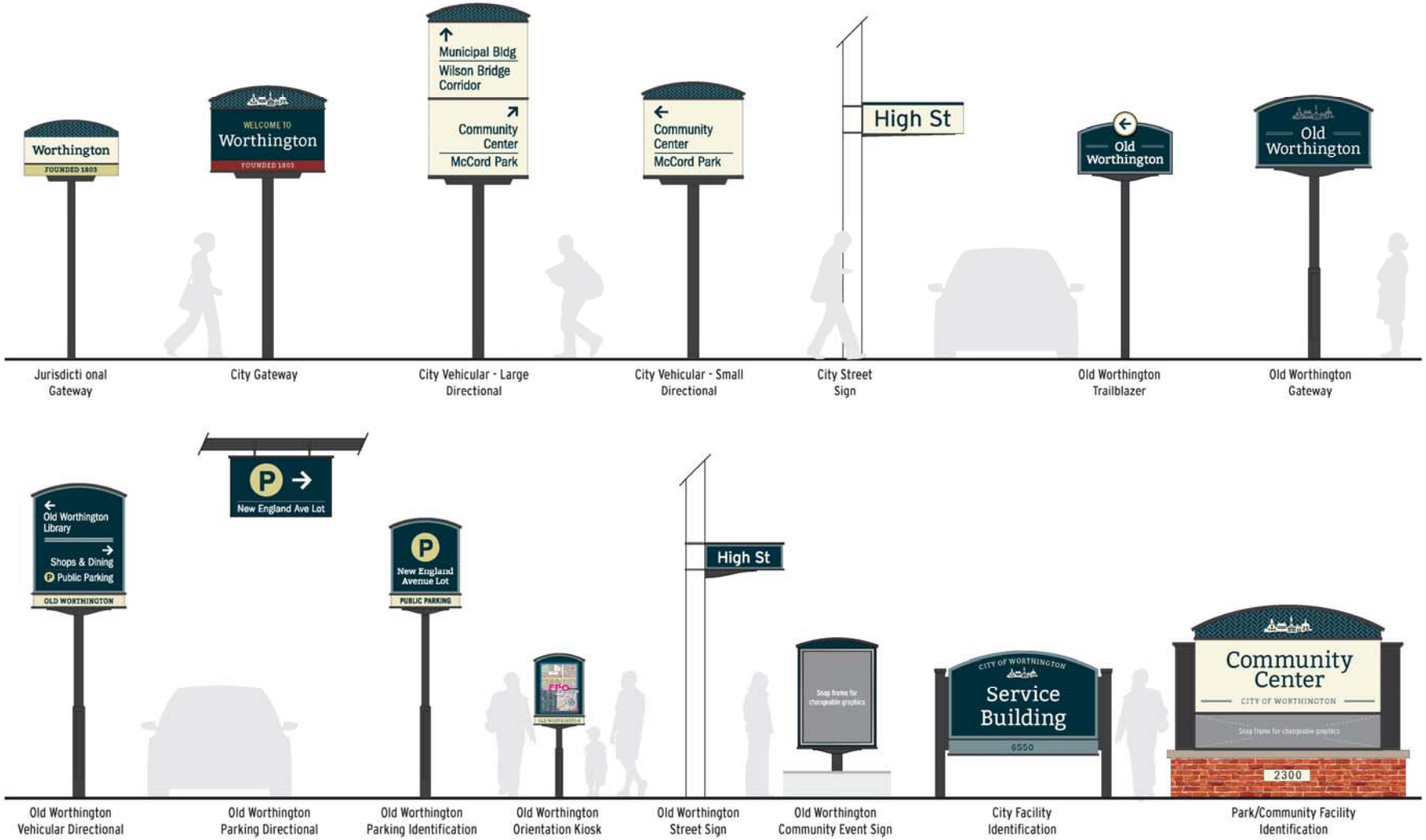


CITY PARK/RECREATION IDENTIFICATION
SIGN FRONT/BACK
Scale: 1/2" = 1'

CITY PARK/RECREATION IDENTIFICATION
SPECIALTY FACILITY ID
Scale: 1/2" = 1'

Signage & Wayfinding Program

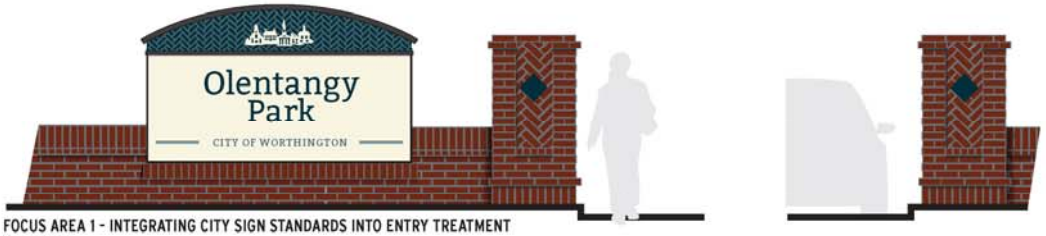
SIGN FAMILY



Signage & Wayfinding Program

WILSON BRIDGE CORRIDOR SIGN PROGRAM PALETTE

SIGN CRITERIA/STANDARDS ALONG THE CORRIDOR
Scale: NTS



FOCUS AREA 1 - INTEGRATING CITY SIGN STANDARDS INTO ENTRY TREATMENT
Scale: NTS

FOCUS AREA 3 - NEW GATEWAY SIGNAGE
Scale: NTS

FOCUS AREA 6 - USING CITY SIGN STANDARDS FOR RECREATION FACILITIES
Scale: NTS

FOCUS AREA 4 - BRICK PIER TREATMENT AND INTEGRATED MESSAGE PANEL
Scale: NTS

NEXT STEPS

Next Steps

1. City Council review & prioritization
2. Design Development and Construction Drawings of selected improvements