

**NOTICE OF A REGULAR MEETING  
OF THE PLANNING COMMISSION OF THE TOWN OF CLARKDALE**

In accordance with Resolution #215 of the Town of Clarkdale, and Section 38-431.02, Arizona Revised Statutes,

**NOTICE IS HEREBY GIVEN that the Planning Commission of the Town of Clarkdale will hold a REGULAR Meeting Tuesday, March 18, 2014 at 4:00 p.m., in the Men's Lounge of the Clark Memorial Clubhouse, 19 N. Ninth Street, Clarkdale, Arizona.**

*All members of the public are invited to attend.*

The undersigned hereby certifies that a copy of this notice was duly posted on the Town Hall bulletin board, located at 890 Main Street, Clarkdale, Arizona on the 10<sup>th</sup> day of March 2014 at 9:00 a.m.

Dated this 10<sup>th</sup> day of March 2014 by:

*Vicki McReynolds*

Vicki McReynolds  
Administrative Assistant II

ALL ITEMS ON THIS AGENDA ARE SCHEDULED FOR DISCUSSION AND POSSIBLE ACTION, UNLESS OTHERWISE NOTED.

**1. CALL TO ORDER:**

**2. ROLL CALL:**

**3. PUBLIC COMMENT:** The public is invited to provide comments at this time on items that are not on this agenda. Action taken as a result of public comment will be limited to directing staff to study the matter, or scheduling the matter for further consideration and decision on a later agenda, as required by the Arizona Open Meeting Law. Each speaker is asked to limit comments to **FIVE MINUTES**.

**4. MINUTES:** Consideration of the **Regular Meeting Minutes of February 18, 2014.**

**5. REPORTS:**

- a. Chairperson and Members Report
- b. Director's Report

**6. OLD BUSINESS:**

- a. **WORKSESSION:** Continuing discussion regarding a parking policy for the Central Business District.

**7. NEW BUSINESS:**

- a. **WORKSESSION:** Discussion/possible action regarding developing a priority list of projects for consideration by the Commission.

**8. FUTURE AGENDA ITEMS:**

**9. ADJOURNMENT:**

Reasonable accommodations may be requested by contacting Town Hall at (928)-634-9591, (TTY: 1-800-367-8939) at least 72 hours in advance of the meeting.

MINUTES OF A REGULAR MEETING OF THE PLANNING COMMISSION OF THE TOWN OF CLARKDALE HELD ON TUESDAY, FEBRUARY 18, 2014, IN THE MEN’S LOUNGE OF THE CLARK MEMORIAL CLUBHOUSE, 19 N. NINTH STREET, CLARKDALE, AZ.

A Regular Meeting of the Planning Commission of the Town of Clarkdale was held on Tuesday February 18, 2014, at 4:00 p.m., in the Men’s Lounge of the Clark Memorial Clubhouse, 19 N. Ninth Street, Clarkdale, AZ.

**Planning Commission:**

Chairperson	Jack Van Wye	Present
Vice Chairperson	Ida-Meri deBlanc	Present
Commissioners	Jorge Olguin	Present
	John Erickson	Present
	Vic Viarengo	Excused

**Staff:**

Community Development Director	Jodie Filardo
Senior Planner	Beth Escobar

**Others in Attendance: None**

1. **AGENDA ITEM: CALL TO ORDER:** Chair Van Wye called the meeting to order at 4:04 p.m.
2. **AGENDA ITEM: ROLL CALL:** Director Filardo called roll.
3. **AGENDA ITEM: PUBLIC COMMENT:** The public is invited to provide comments at this time on items that are not on this agenda. Action taken as a result of public comment will be limited to directing staff to study the matter, or scheduling the matter for further consideration and decision on a later agenda, as required by the Arizona Open Meeting Law. Each speaker is asked to limit his or her comments to FIVE MINUTES.

There was no public comment.

4. **AGENDA ITEM: MINUTES:** Consideration of the **Regular Meeting Minutes of January 21, 2014.** Chair Van Wye entertained a motion to accept the minutes. Vice Chair de Blanc motioned to approve the Regular Meeting Minutes of January 21, 2014. Commissioner Erickson seconded the motion. The motion passed unanimously.
5. **AGENDA ITEM: REPORTS:**
  - a. **Chairperson & Members Report:** Commissioner Erickson announced the Clarkdale Caboose Gift Shop will be opening on March 1, 2014. He stated he has been in the shop and they have a wide variety of gifts and will be displaying items from local artists. Vice Chair de Blanc reported she participated in the trail work at the Wastewater Treatment Plant. This will be a great trail for the Town and should draw people to the area.

**b. Director's Report:** Director Filardo provided the following updates in the Planning Commission packet:

1. **Crossroads at Mingus.** Community Development Department staff along with Public Works Supervisor Art Durazo met with representatives of PTM Enterprises to review the proposed design of the SR 89A/Mescal Spur Intersection. The plan is to apply for the required ADOT permit by the middle of March 2014. Also discussed was a process for tracking obligations and payments related to the restated development agreement. Staff will be working on developing a document to memorialize this process.
2. **Economic Development.** Local First Arizona Mixer. Last Friday night from 5 – 7 PM, we hosted a mixer with Local First Arizona with snacks from Su Casa, Nate's Cowboy Café, One Smart Cookie, and Safeway plus wine donated by Verde Canyon Railroad's private label. Live music featuring Clarkdale's own, "2 G's and a C Note" rounded out the evening. Community Development unveiled some new opportunities for licensed businesses in Clarkdale including Locally Clarkdale. In addition drawings of completed Scavenger Hunt cards were held to award tickets from Verde Canyon Railroad, a gift certificate from Su Casa, and a gift basket donated by National Bank of Arizona. About sixty folks attended representing businesses from Clarkdale and from around the Verde Valley.
3. **Verde Valley Agricultural Coalition (VVAgC).** Senior Planner Escobar attended a meeting sponsored by Verde Valley Regional Economic Organization and VVAgC. The meeting focused on identifying necessary steps to creating a food hub – a centralized system for the acquisition and dispersal of local produce in the Verde Valley.
4. **Conditional Use Permit application received.** Staff received a conditional use permit application for a wireless communication facility at 885 First South Street from Reg Destree, a representative for Verizon. The application is tentatively scheduled for the March 18<sup>th</sup> Planning Commission agenda. The Commission has already directed staff to schedule a site visit prior to this meeting.
5. **Sustainable Clarkdale.** On January 28, 2014, Town Council approved the awarding of the Verde River @ Clarkdale public participation project to Gunn communication, Inc. of Phoenix. Within two weeks of the execution of the contract, the project plan with timelines will be undertaken. This project will provide a scope of work and a prioritized list of amenities and facilities to be developed at TuziRAP and TAPCO RAP. With the approval of a contract with Gunn Communications for public engagement for the Verde River @ Clarkdale Master Plan, Theresa Gunn has already submitted a scope of work and a kick-off meeting with staff has been tentatively scheduled for February 12th.
6. **Permits Issued:** Since the last meeting, Community Development has issued the following permits:
  - One single family dwelling permit for the property at 1391 Old Jerome Highway. C&B Construction (Bill Bullock) is the builder.
  - 905 First North Street/ Accessory structure
  - 140 Black Hills Drive/ Accessory structure
  - 1321 Deborah Drive/ Re-roof

- 1341 Deborah Drive/Re-roof

**NEW BUSINESS**

- AGENDA ITEM: WORKSESSION:** Discussion regarding parking in the Central Business Area.

**Staff Report:**

**Background:**

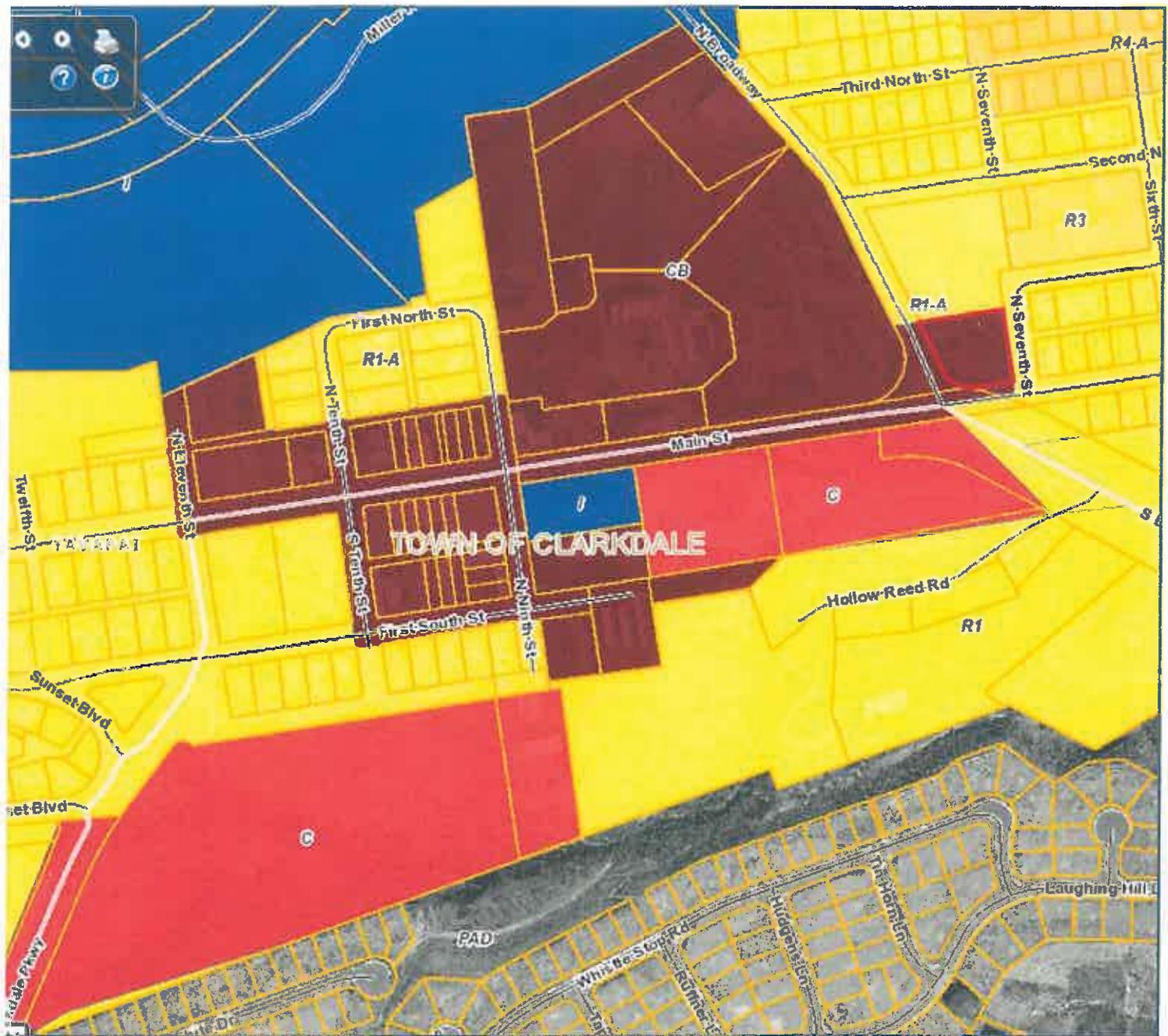
As part of the examination of the Town’s existing parking regulations, the Planning Commission directed staff to schedule a discussion item focusing on the parking situation in the Central Business area.

**Current Conditions:**

The Central Business District includes the properties along Main Street from Clarkdale Parkway/Eleventh Street to Broadway and from First North to First South Streets. This area was originally developed as the center of town. It held all of the necessary amenities to support the original Town site. In addition to the Central Business District zoning, there is Industrial (Copper Art Museum) and Commercial District zoning in this area. The majority of these properties are within the Arts & Entertainment District Boundary.

**Zoning in Downtown Clarkdale**

<b>Zoning</b>	<b>Acreage</b>	<b>Developed Acreage</b>	<b>Available for Development</b>
Central Business District	29.67	18.26	11.41
Commercial (Larry Green property on Main)	4.54		4.54
Commercial (Property on Clarkdale Pkwy)	12.13		12.13
Industrial (Copper Art Museum)	.83	.83	
Town Center	5.52	5.52	
<b>Total</b>	<b>52.02</b>		<b>28.08</b>



Approximately fifty-three percent of the property zoned Central Business and Commercial within the downtown area is undeveloped.

The undeveloped properties along Main Street, east of the Copper Art Museum, would be required to develop parking as part of site development. Per the development standards for the Arts & Entertainment district, the parking would be located behind the buildings.

The commercial property on Clarkdale Parkway is not within the Arts & Entertainment District, so placement of parking for this site would be determined during the site plan review process. This

approximately 12-acre site could be developed as a retail center. Since regulations for the Commercial District do not include a lot coverage maximum, the only factor controlling the site of the building is the required parking. Using the requirement for one parking space for each 200 square-feet of building space for a retail use, an approximately 278,000 square-foot building with 1,300 parking spaces could be developed on this property.

Public parking lots and parking garages are both permitted uses in the Central Business and Commercial Districts.

Existing parking in the downtown area:

<b>Location</b>	<b>Public</b>	<b>Private</b>
Town of Clarkdale parking lot	88	
Street parking	123	
Su Casa	15	
Old Tennis Court		20
Copper Art Museum		8
Post Office		33
St. Thomas		23
Laundromat Parking Area		15
<b>Total</b>	<b>226</b>	<b>99</b>
<b>Grand Total</b>		<b>325</b>

Points for Discussion:

- Current existing parking in the downtown area appears adequate most of the time. Parking availability becomes stressed during special events.
- On the south side of Main Street, there is approximately 16,000 square feet of existing buildings either unoccupied or underutilized. Section 4-12.A.1.h of the Zoning Code exempts both sides of Main Street between Clarkdale Parkway and Ninth Street from the off-street parking regulations. If these properties were to develop to their full potential parking problems might increase with no obligation of the property owner to provide additional parking.
- The adoption of the Arts & Entertainment District may encourage rezoning of some of the residential property in the downtown area to a commercial use. The impact on the public street parking would need to be considered during the zone change application.
- There is a direct relationship between walking distance and parking. Other than during special events, people prefer parking close to their destination. This would need to be taken into consideration if more public parking is developed.
- There is currently no covered parking available in the downtown area. This should be a consideration for any future parking developed by the Town. Covered parking serves as a good platform for the installation of solar panels.
- Parking for other than cars should be provided. This includes bicycles, smart cars and golf carts.
- Charging stations for electric carts should be incorporated into any new parking areas.

- There is a potential for development of a shuttle system from other areas, such as the Town of Jerome, Old Town Cottonwood, Tuzi RAP, to the downtown area. The Town could possibly develop a park-and-ride site at the Wastewater Treatment Plant.
- The possibility of new signage to identify public parking needs to be explored.
- Financing options for new public parking include economic development grants, formation of a special parking district and private investment.

**Next Steps:**

Staff would like to begin by having discussions with the business owners who have private parking areas, such as the Copper Art Museum, 10/12 Lounge, and the Laundromat/Storage units regarding shared parking arrangements. Some of these areas might need to be improved to qualify as public parking. For example, the surface of the parking lot for the 10/12 Lounge needs to be redone. The Laundromat/Storage area parking lot is not delineated. A financing method for these improvements would need to be identified.

**Recommendation:**

Staff is requesting the Commission provide feedback regarding the current parking regulations and direction on any future changes to be considered. Staff would like direction from the Commission regarding the concept of future development of more public parking.

Staff would also like feedback regarding development of a policy statement for future parking development in the downtown area. The Commission may want to consider adopting a parking overlay district with specific regulations for the downtown area.

**Commission Discussion:**

- Chair Van Wye asked about liability issues related to shared parking contracts. Staff stated this is something to consider.
- Commissioner Olguin identified the need to develop principles for an effective parking policy and to determine what we do want to happen and what we don't want to happen. Need to plan for now and 10 years into the future.
- Chair Van Wye stressed how critical it is for a community of our small size to pay attention to details.
- Chair Van Wye asked about parking garages and how they would meld with the architectural details of the historic district. Staff discussed how this would be determined through the Design Review process.
- There was discussion about the ownership of the property where the post office is located.
- Vice Chair de Blanc suggested parking availability be examined for everyday use and for big events. She stated parking needs may grow as events focused on the Verde River increase. We need to build on the Sustainability Values the Commission has already adopted.
- Commissioner Erickson volunteered to observe the parking situation during the car show in March and report back to the Commission.
- Chair Van Wye asked whether covered parking costs more. Staff stated usually it does. Chair Van Wye asked whether there are benefits to covered parking. Staff stated covered parking reduces sun damage to vehicles, reduces glare off of windshields, provides shade

so a car's air conditioning does not have to work so hard and can provide a structure for placement of solar arrays.

- Commissioner Olguin stated he prefers covered parking. Commissioner Erickson stated the same. Chair Van Wye stated we also need to encourage underground parking where feasible.
- The Commissioners discussed the benefit of the flexibility of a parking policy as opposed to adopting revisions to the parking ordinance. The Commission directed staff to develop a draft policy incorporating the elements of shared parking, covered parking, charging stations, new parking locations and encouragement of use of public transit. The Commission would also like some 'blue sky' plan to explore innovative ideas for developing, designing and funding new parking.

6. **AGENDA ITEM: FUTURE AGENDA ITEMS:** None

7. **AGENDA ITEM: ADJOURNMENT:** Chair Van Wye entertained a motion for adjournment. Commissioner Erickson motioned to adjourn the meeting. Commissioner Olguin seconded the motion. The motion passed unanimously. The meeting adjourned at 5:08 p.m.

**APPROVED BY:**

**SUBMITTED BY:**

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Jack Van Wye  
Chairperson

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Beth Escobar  
Senior Planner



# Director's Report

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**Agenda Item:** Department Update  
Community Development Department

**Staff Contact:** Jodie Filardo

**Meeting Date:** March 18, 2014

1. **Mountain Gate.** BC Land Group met with staff to discuss submitting a design review application for a temporary sales office proposed to be placed in the parking area off of Mountain Gate Drive and a subdivision sales sign package. This application is anticipated to be submitted in time to be placed on the April 2 Design Review Board agenda. In addition, the developer is hoping to have permits in for the first 12 homes by May, 2014.
2. **Economic Development.** A festive ribbon cutting for the Clarkdale Caboose Gift Shop occurred March 4<sup>th</sup> at 8:30 a.m. Thanks to the Commissioners who were able to attend. As part of the festivities, a short video was produced and loaded into our new YouTube account for Locally Clarkdale. Here's the link: [http://www.youtube.com/results?search\\_query=locally%20clarkdale&sm=3](http://www.youtube.com/results?search_query=locally%20clarkdale&sm=3) with 165 views as of March 11<sup>th</sup>. With the rise of social media and interest in the Town of Clarkdale, we continue to expand our presence. This is the third video on our Locally Clarkdale site; the others feature the Copper Art Museum and the Verde Canyon Railroad. The Clarkdale Caboose Gift Shop's film duration is 1:04. This is a prime example of how social media can be used to share and inform residents, vacationers and the world of our home town so please share and help spread the word that Clarkdale is the place to visit on your next vacation.
3. **Sedona Verde Valley Tourism Council Subcommittee.** On February 27<sup>th</sup>, a meeting of this committee was called to discuss a planned, Verde Valley-wide application to the Walton Family Foundation for marketing support. Members of this committee include Steve Ayers, convener and Economic Development Director, Camp Verde; Lana Tolleson, President and CEO, Cottonwood Chamber of Commerce; Casey Rooney, Economic Development Director, City of Cottonwood; Liz Gale, President, Jerome Chamber of Commerce; Jennifer Wesselhoff, President and CEO, Sedona Chamber of Commerce; and Jodie Filardo. The group is investigating the possibility for and cost of a regional visitors' survey to update the visitor profiles since the wine industry and other key attractions such as the Copper Art Museum and Out of Africa have been operational. Lana and Jennifer are leading the discussions with NAU's Arizona Hospitality Research and Resource Center. This study would result in municipality-specific profiles with all members participating in routine survey distribution and collection. Further, it is expected that each



# Director's Report

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community will need to contribute to the funding of this study. To accommodate tight budgets, NAU has offered to bill the group across two fiscal years. In addition, Steve Ayers is working with Chip Norton, head of the Friends of the Verde River Greenway to apply for WFF funding in support of an overall marketing program for the region. The intent is to tie the marketing into each of a comprehensive management plan spearheaded by the Verde Front and a sustainable tourism strategic plan to be developed with funded assistance from WFF and technical assistance from Solimar, a nationally recognized tourism research firm. Once the draft of the WFF application is available, it will be distributed to committee members for our review.

4. **Conditional Use Permit application withdrawn.** Upon further review of the conditional use permit submitted for wireless communications facilities at 885 First South Street from Reg Destree, a representative for Verizon, the application was withdrawn as the zoning for the parcel was incompatible with the desired use.
5. **Sustainable Clarkdale.** Sustainable Clarkdale. During the week of February 22<sup>nd</sup>, a National Park Service team of Superintendent Dorothy FireCloud and Landscape Architect Joe Winfield toured the Verde River @ Clarkdale sites with staff to explore possibilities of collaborating on trail and park development between the two organizations. Not only did the team tour Lower TAPCO and Tuzigoot River Access Points, but also they walked the new trail alongside the Verde River from to Benatz Trail to the area adjacent to the wastewater treatment plant. There appear to be an array of ways in which the two organizations may work together, the first of which is likely to be at the upcoming Verde River @ Clarkdale stakeholders meeting currently under development for the end of May. Regarding our Water Resource Management Program, our water experts meeting will be held on February 25<sup>th</sup> and 26<sup>th</sup> in the Men's Lounge. A group of experts from across Arizona were invited to explore Clarkdale's current water situation and to advise us of their various approaches to water management in their communities or in their experience.

Another major step forward occurred with the hosting of the Water Resource Management Program (WRMP) Water Experts meeting on Tuesday, February 25<sup>th</sup> followed by a debrief on February 26<sup>th</sup>. The meeting was facilitated by the University of Arizona's Water Research Resource Center and two of their experts: Kelly Mott-LaCroix and Candice Rupprecht. The Water Primer for the Town of Clarkdale was reviewed in the morning as was a series of scenarios run by Laurel Lacher, our consulting hydrogeologist. A summary of findings from this meeting will be created as input to the overall policy suggestions for the Town of Clarkdale and as input to the upcoming Small Town Meeting in June to further policy options development.



# Director's Report

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6. **Clarkdale Market.** On March 5<sup>th</sup>, the Clarkdale Market's sign package was approved at the Design Review Board. This business plans to open on March 17th in the location vacated by Miller's Market at 915 Main Street.
7. **Business-owners' meeting.** On February 18th, a group of business owners convened a meeting reportedly to discuss ways in which they can work together. The effort is being handled entirely by business owners, and we're so excited for this development. Ever since the shuttering of the Clarkdale Chamber and with the passage of our Sustainable Community & Economic Development Plan, we have hoped for the creation of some sort of business council, and this is an exciting development.
8. **Leveraging Your Localness.** Jodie attended a webinar hosted by Local First Arizona on new ideas for leveraging local businesses as presented by Kimber Lanning, Executive Director of Local First Arizona (LFA). LFA has 2,400 Arizona members now, with 41,000 *searches* (not just hits) each month on their site with 56,000 combined social media followers. Average retail sales for local businesses were up 6.7% vs. 4.1% for retail chains. Kimber also presented the \$10 Shift campaign relating to moving 10% of our spending to local businesses. For every \$100 spent in local businesses, \$73 recirculates and stays right here in Arizona vs. on \$43 remaining locally for \$100 spent at a national retail chain. As a reminder, the Town is a member of Local First Arizona and can offer ways to market licensed businesses' events through their tools – just ask.
9. **Film possibilities in Clarkdale.** Jodie conducted an exploratory meeting with Yavapai College inquiring after their plans for the future of the Sedona Film School as it might relate to creating another anchor tenant on Main Street in Clarkdale. The College is still in the research and investigation phase, however, we agreed to keep each other posted should there be any further developments toward the development of film possibilities. In addition, staff met with Jeff Wood, the Film Studies instructor at Mingus Union High School. Mr. Wood is interested in producing 20-second 'commercials' for some Clarkdale businesses. He is offering to do this for free in order to familiarize himself and his students with equipment.
10. **Paz & Cota Subdivision.** Staff has received a request from the owners of property in the Paz & Cota subdivision to abandon Fifth Street, a subdivision street adjacent to their property. This subdivision was platted in 1912 and the street system was dedicated through the plat to be public streets, but they have never been improved. Several side streets in the subdivision have already been abandoned by the Town. This request will be routed to the Public Works Department and Fire District for review. If there are no objections, the abandonment will be brought forward to Council for their consideration.



# Director's Report

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11. **Permits Issued:** Since the last meeting, Community Development has issued the following permits:
- Carport structure at 2161 Canyon Drive
  - Kitchen remodel at 123 Sunset Boulevard
  - Re-roof at 540 Everett
  - Replace deck and add patio cover at 1261 Lanny Avenue
  - An extensive remodel/ addition/ detached accessory structure at 75 Western Drive. This is the property Peter and Ida deBlanc purchased last year.
  - An addition to a detached garage at 2170 Liough Drive



# Staff Report

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**Agenda Item:**           **WORKSESSION: Discussion regarding parking regulations**

**Staff Contact:**         Beth Escobar

**Meeting Date:**         March 18, 2014

**Presented to:**         Planning Commission

**Background:**

At the February meeting, the Commission directed staff to develop a draft policy incorporating the elements of shared parking, covered parking, charging stations, new parking locations and encouragement of use of public transit. The Commission would also like to conduct some ‘blue sky’ planning to explore innovative ideas for developing, designing and funding new parking.

Staff has developed a draft parking policy for the review by the Commission.

In addition, staff has prepared a map of the Central Business area with some drawn in ‘blue sky’ elements to identify future parking development.

**Wayfinding Signage Project**

Staff has mentioned we are working on a Wayfinding Sign project to develop sign guidelines for the Town. Included with this staff report is some general information regarding wayfinding signs. The project will identify integrated themes and styles for directional signage and area identification. As this project develops, it will be important to include parking signage in the overall scheme.

**Recommendation/Commission Action:**

Staff is requesting comments on the draft parking policy and input on the ‘blue-sky’ plan for the Central Business District.

**Attachments:**

1. Draft Policy
2. Parking Diagram
3. Wayfinding Signs Info



# Town of Clarkdale

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## PARKING POLICY

Parking for new multi-family, commercial or industrial development shall be designed in accordance with the regulations set forth in Section 4-12 of the Town of Clarkdale Zoning Code.

In addition, the following sustainable practices are strongly encouraged:

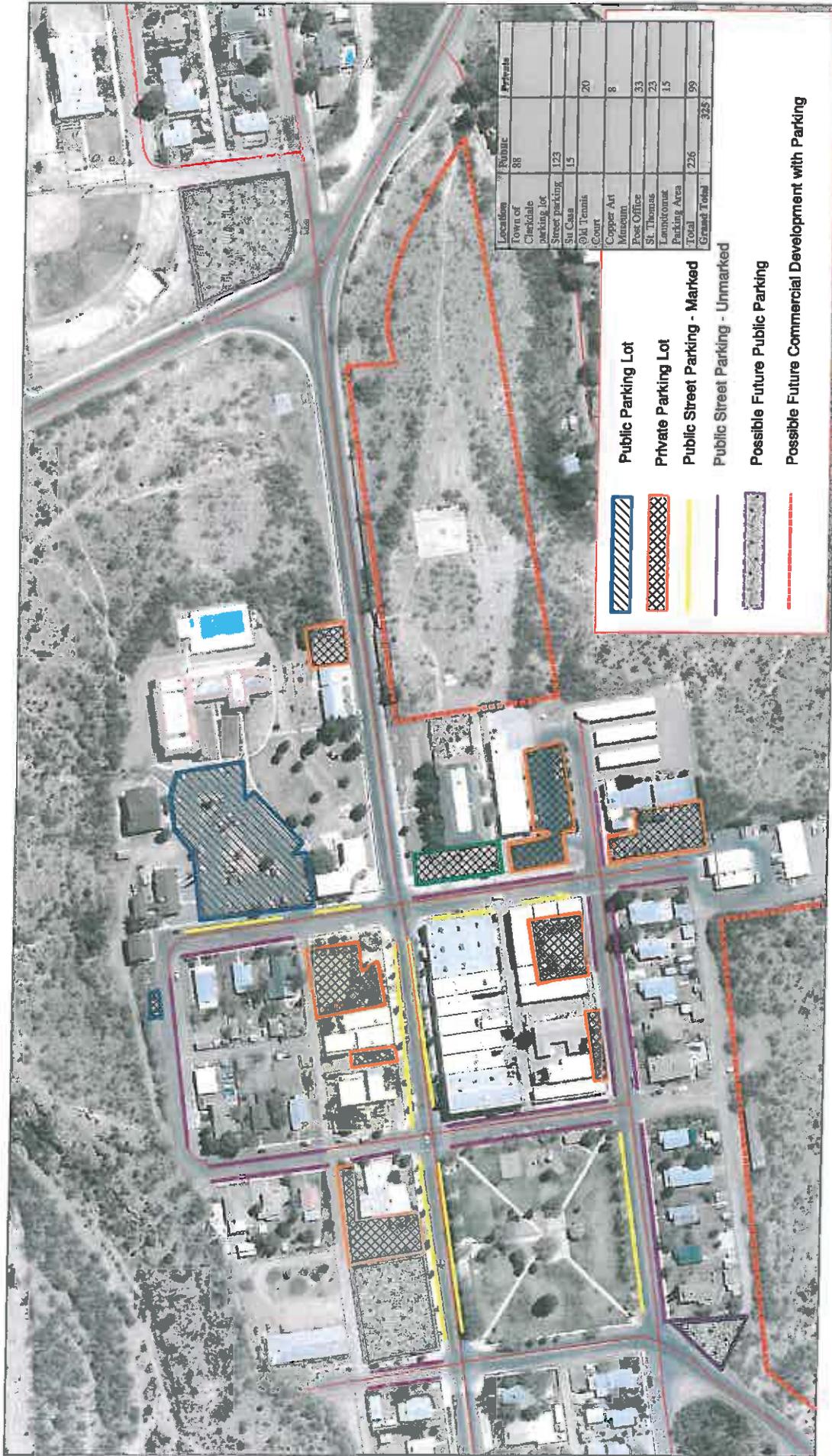
- A percentage of new parking shall be designated as shared parking allowing customers from adjacent businesses to park on-site. Easily identifiable pedestrian walkways from the parking area to the nearest public sidewalk(s) should be incorporated into the design.
- Bike racks should be included on site. Racks should be in a highly visible location and easy to find. Racks shall not block sidewalks or building entrances. Racks should be designed to complement the existing streetscape and following industry standards for best practices.
- Parking area should use covered parking to keep vehicles cool. Covered parking structures could be used for solar arrays.
- Charging stations for electric cars should be incorporated into the parking area.

Parking areas shall be landscaped per the requirements of Section 9-7 of the Town of Clarkdale Zoning Code. Landscaping shall consist of plants from the approved plant list. Trees should be planted to maximize shading of parking and walkway area.

In addition the following design elements are recommended:

- Use of surfaces other than asphalt. Alternative surfaces must control dust. Parking stalls, including ADA parking must be clearly delineated.
- Use of bioswales along the parking area perimeter to capture and filter rainwater runoff from the parking area.

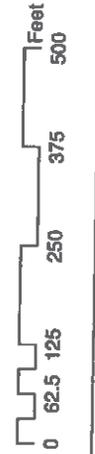
The Community Development Director may recommend a reduction of the number of required parking spaces per Section 4-12.A if the above elements are incorporated into the parking area design. In addition, parking space requirements may be reduced in exchange for a contribution to development of public parking or in support of public transit.



This map has been provided for informational purposes only and is not necessarily engineering accuracy. Every effort has been made to ensure this map is as accurate as possible. The Town of Clarkdale shall assume no liability for the information contained on this map.

### Central Business District Parking

Spring 2014



**The Town of Clarkdale**  
Community Development Department  
P.O. Box 308950 Mesa Street,  
Clarkdale, AZ 86324  
(928) 689-2550



# What Comprises a Wayfinding System

Successful systems utilize common design cues including color, typography, shape, logo, material and nomenclature.

## What Comprises a Wayfinding System?

Wayfinding systems mean different things to different people based on their experience. Wayfinding can be experienced on a highway, in a park or in a pedestrian mall. The key to successful wayfinding in urban areas is how these different experiences are linked.

## Peeling the Onion

A wayfinding system has many moving parts that fit together. To structure how all these elements work, it is important to look at the individual elements as a series of layers that a visitor encounters when experiencing an urban environment. This encounter begins at the vehicular edges of the region and continues into downtown. Finally, it culminates in pedestrian main streets and destinations. While all of these layers of experience do not need to be clearly linked through design, successful systems utilize common design cues including color, typography, shape, logo, material and nomenclature.



## Urban and Street Identity

These support signs, urban furniture and banners help support and identify unique urban districts and include:

**Street Signs:** Signs that designate city streets and can also identify unique districts.

**Regulatory Signs:** Signs that regulate street activity that can also identify unique urban districts.

**Street Furniture:** A range of street elements that can support urban identity including benches, trash receptacles, lights, landscape and parking meters.

**Public Art:** Public art and display that can also serve as urban landmarks.

**Civic Banner Programs:** Temporary banner and lighting programs that support identity as well as ongoing activities.

**Visitor Centers:** Kiosks and buildings that provide information on city and district activities.



## Media and Print Support

In addition to physical elements, web sites, mobile media, print maps and directories provide additional support for wayfinding. In most successful systems, graphics are closely integrated with physical design elements.



From top to bottom: Pike Place Public Market; City of Toronto Street Furniture, Kramer Design; Park City, Utah Olympic Park identity and Wayfinding, Infinite Scale.

Mercer County Park Wayfinding Application, Winfield & Co.

