



mesa·az Transportation Advisory Board Report

Date: March 17, 2015
To: Transportation Advisory Board
From: Jim Hash, Senior Planner (SA)
Subject: MAG Regional Pathway Wayfinding Project

Purpose

The purpose of this report is to provide information to the Transportation Advisory Board (TAB) regarding the Maricopa Association of Governments (MAG) Regional Pathway Wayfinding Project currently being developed, which will provide a countywide unifying appearance and feel to the pathway system providing users with information and tools needed to help navigate off-street non-motorized trips.

Background and Discussion

In 2014 the MAG Bicycle and Pedestrian Committee issued a call for qualifications in an effort to establish a regional branding and marketing toolbox, that could be used by MAG member agencies to provide wayfinding along shared use paths. Alta Planning was awarded the contract and began design of this regional branding and identification system that would be utilized throughout the region. The purpose of the regional branding effort is to bring a common nomenclature that will be uniform and well recognized by users throughout the region.

Summary

The City of Mesa as a member agency of MAG has been involved from the commencement of efforts to provide a normalized wayfinding system, that could be utilized throughout the region to provide identification and direction to users utilizing the shared use pathway system in Mesa as well as other MAG member agency cities. All MAG member agency representatives sitting on the MAG Bicycle and Pedestrian Committee have provided input and agreed on this final iteration. Alta Planning in coordination with the Bicycle and Pedestrian Committee is now

developing a set of branding and wayfinding components that can be implemented as municipalities see fit, to provide commonality to how users identify and navigate the pathway system regardless of where they may be in the region.

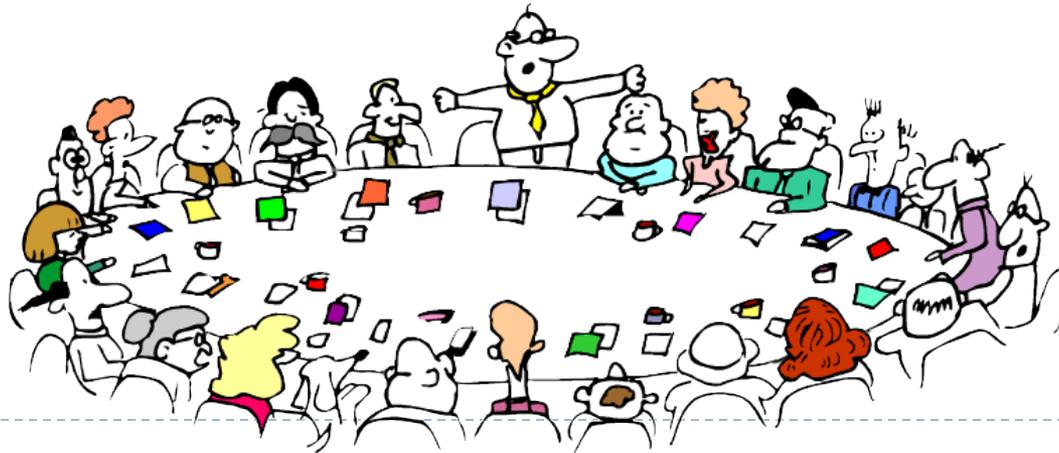


Off-Street Network Wayfinding Mesa Transportation Advisory Board

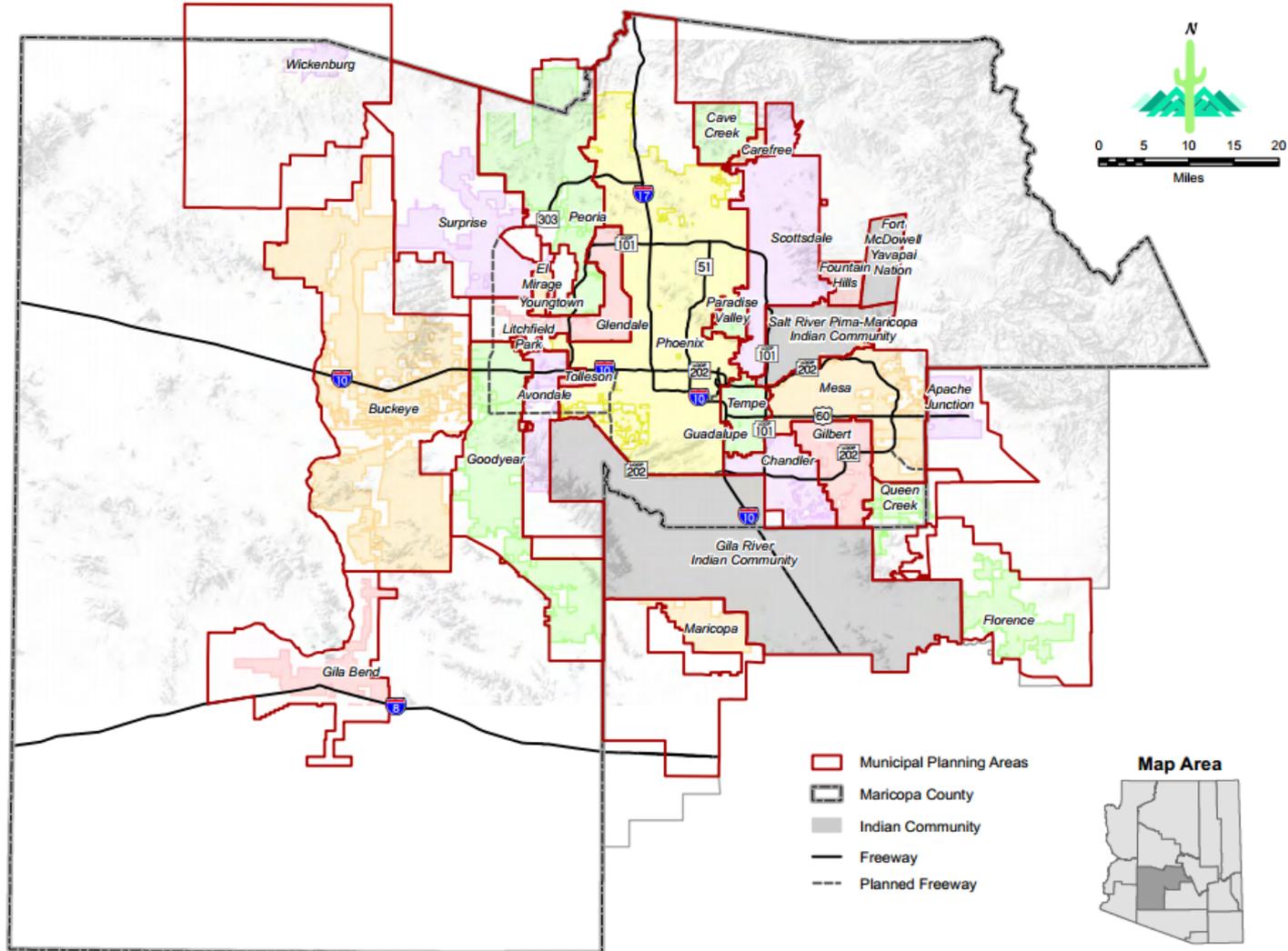
March 17, 2015

What is MAG?

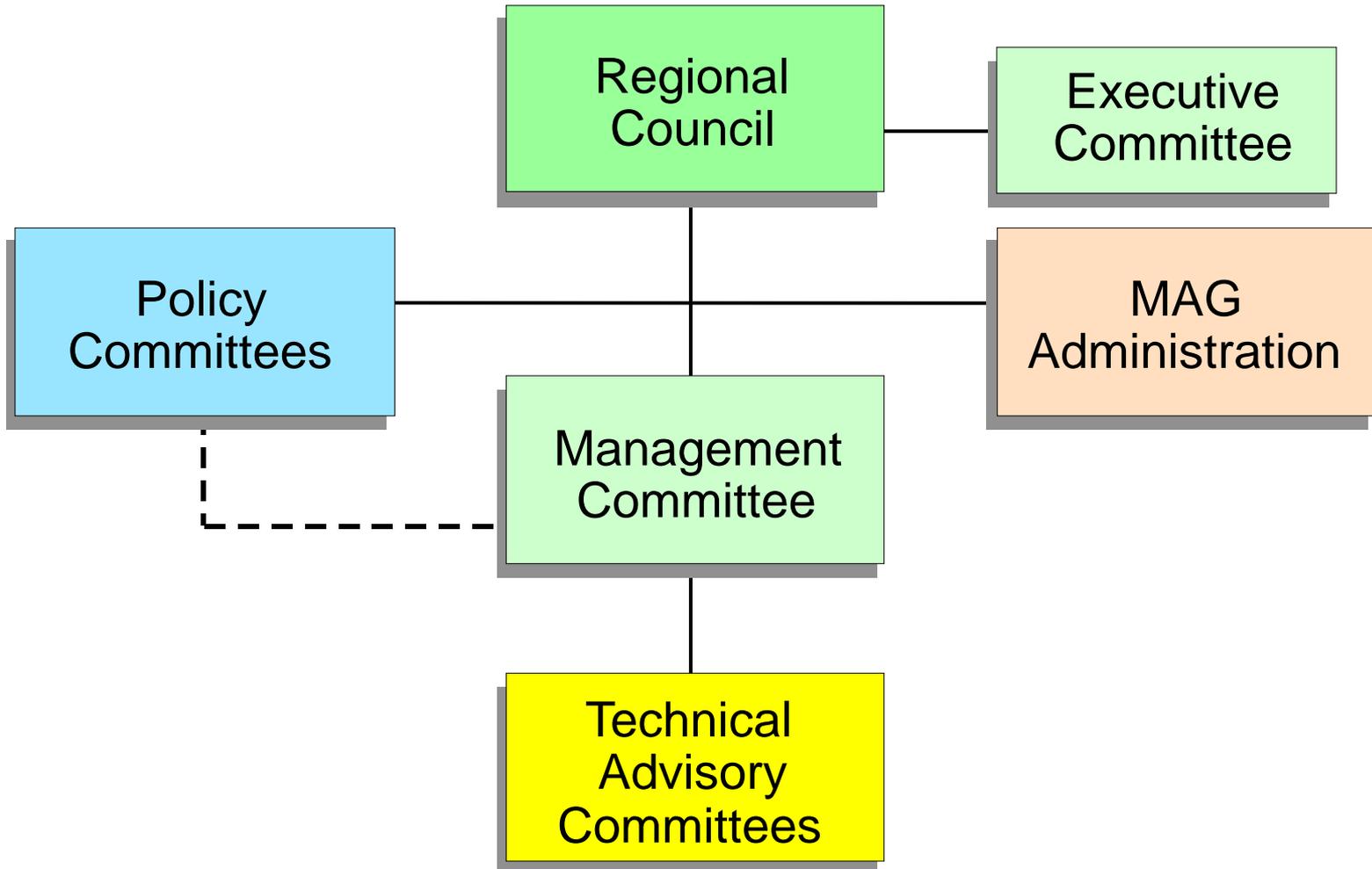
- ▶ Metropolitan Planning Organization
- ▶ Council of Governments
- ▶ Governed by:
 - ▶ Cities, Towns, and Maricopa County
 - ▶ Indian Communities
 - ▶ ADOT (Appointed by the Governor)
 - ▶ CTOC (Appointed by the Governor)



What is MAG?



MAG Policy Structure

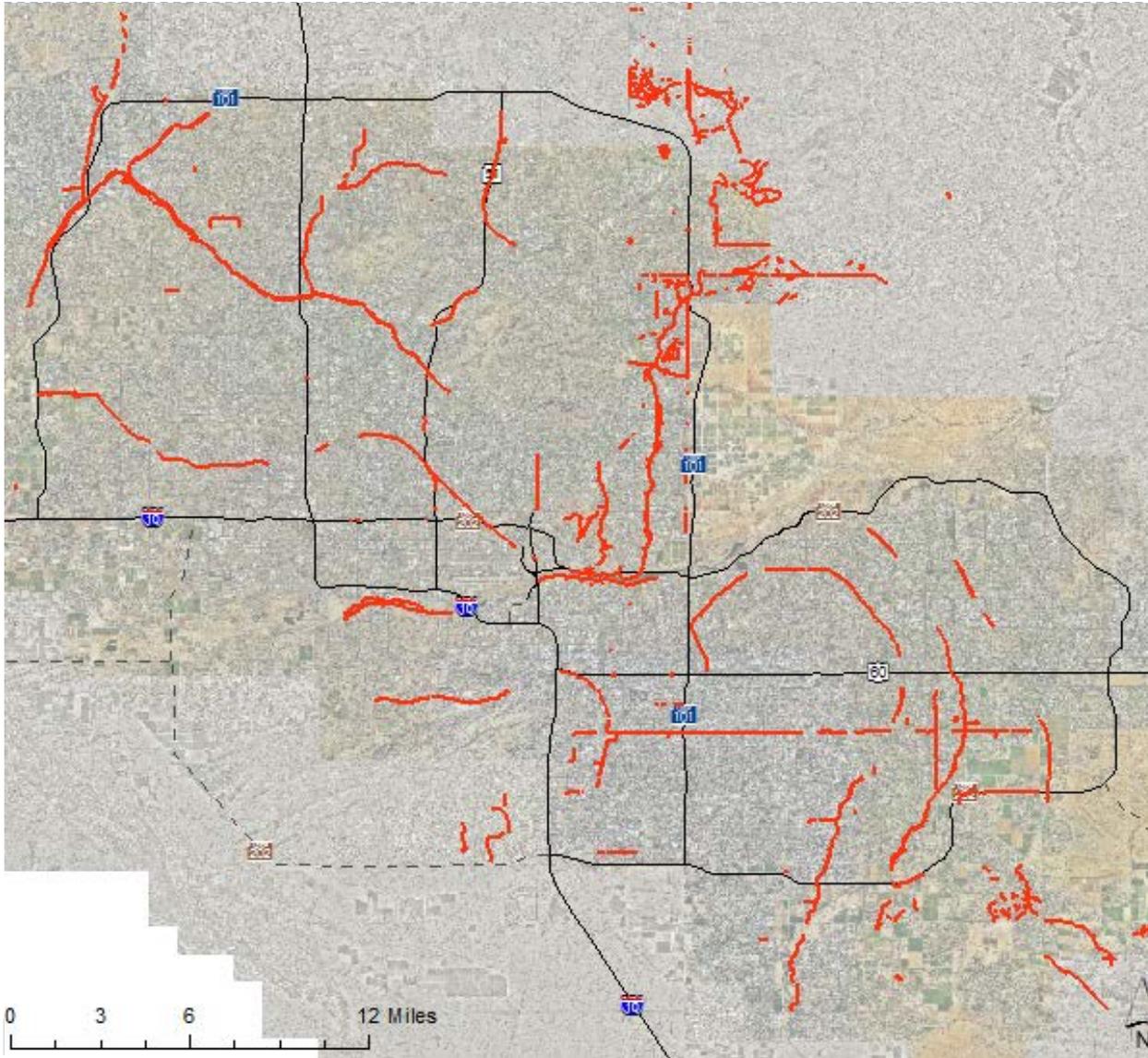


Why Study Wayfinding?

- ▶ 670 miles of off-street paths (paved and unpaved)
- ▶ Little signage, no unifying brand
- ▶ Not intuitive to navigate, particularly at unmarked intersections/crossings



Off-Street Connections

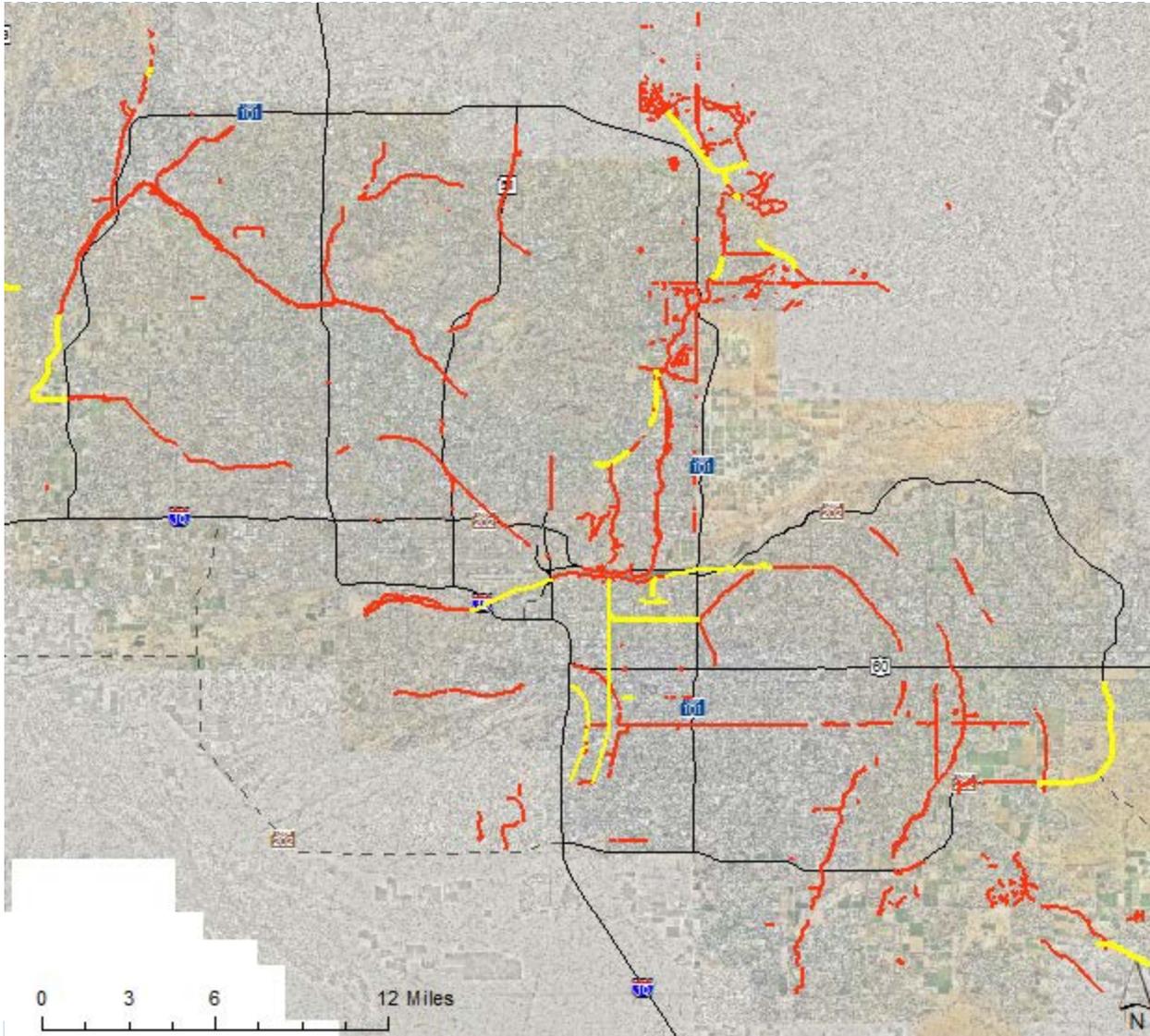


MAG Off-Street Bikeways

- Multi-Use Path - Paved
- Proposed Multi-Use Path - Paved



Off-Street Connections



MAG Off-Street Bikeways

- Multi-Use Path - Paved
- Proposed Multi-Use Path - Paved

The Project

- ▶ Study recommended by MAG Bicycle and Pedestrian Committee
- ▶ Funded through MAG work program
- ▶ Alta Planning + Design, MERJE, Gunn Communications selected to develop project



Study Outcomes - Brand

- ▶ Committee reviewed five brand concepts, recommended “Valley Path” brand with Camelback Mountain silhouette



Valley Path

Adventure Your Way



Valley Path

Adventure Your Way



Study Outcomes – Signage “Toolbox”

- ▶ Set of signs and components that can be customized to individual agency needs and preferences
- ▶ Incorporate both Valley Path brand and local identity
- ▶ Cost-effective, standard material, with optional enhancements



Base Package components (plus assorted standard mounting hardware)



Standard size Aluminum sign panels



Mill Finish Steel 2x2 or 3x3 post



Mill Finish Steel 6" x 4" I-Beam



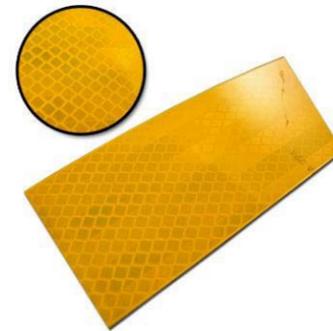
Mill Finish Steel Architectural angles



SS perforated screen slotted hole



Direct Embed Graphic panel



Reflective vinyl

Enhancements

<http://www.solarilluminations.com>



Solor powered light (product)
OR custom solar light design

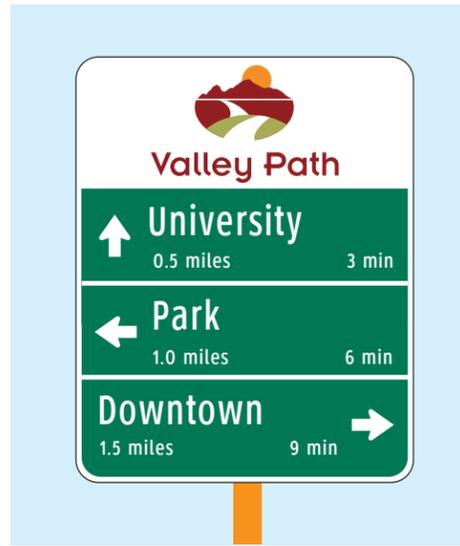


Freestanding
Solor powered light
(product)



Gabion Basket base

OPTION 4 - SIGNAGE COMPONENTS



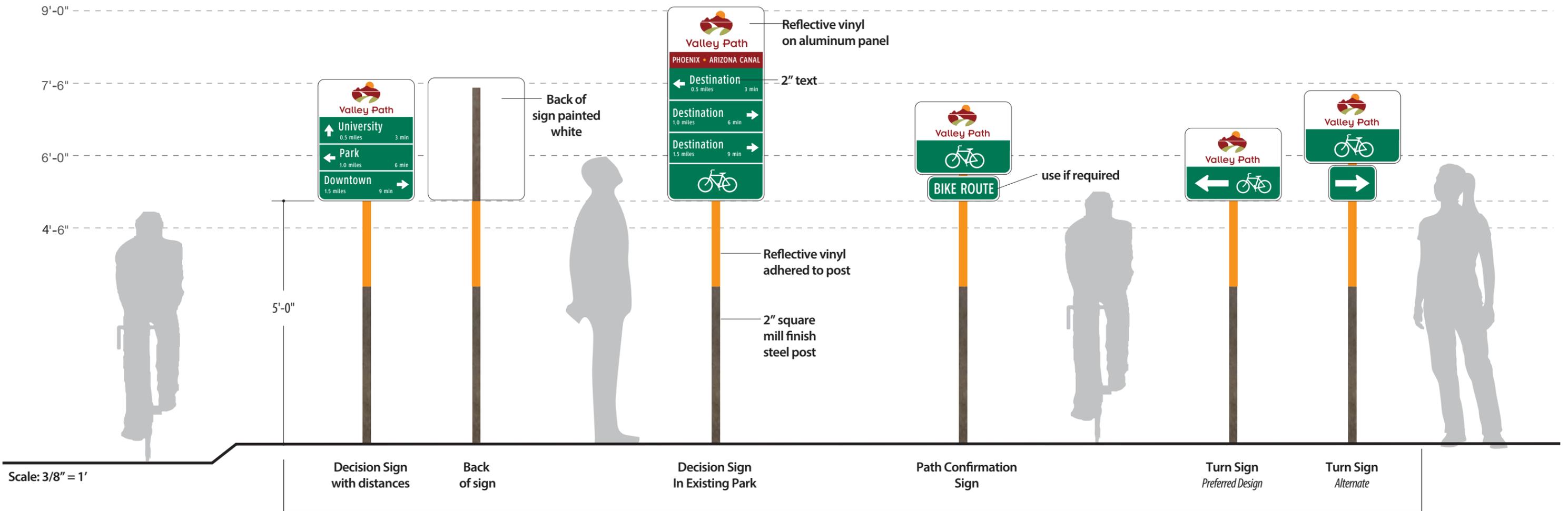
Sign Standard size: R2-4p

Sign Standard size: R2-4a

Sign Standard size: D-11
Sign Standard size: M7-1

Sign Standard size: D-11

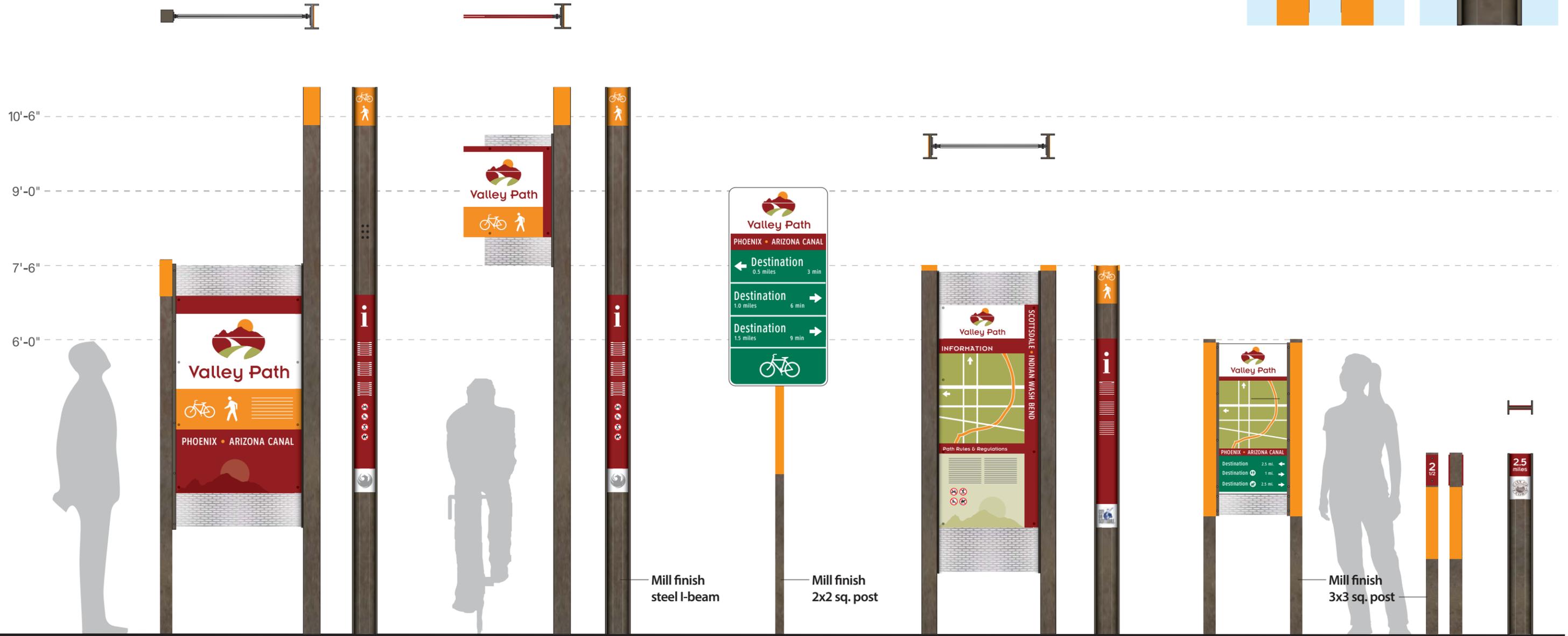
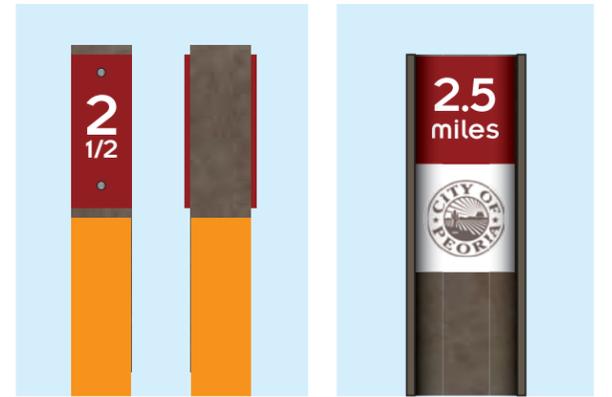
Sign Standard size: D-11
Sign Standard size: M6-1



Signs could be mounted to existing poles



Path Icons



Scale: 3/8" = 1'

Primary Path ID

side view

Secondary Path ID

Side view

MUTCD Decision Bike sign

Trail Kiosk

Side view

Pedestrian Directional

Mile Marker

Mile Marker OPTION

Mill finish steel I-beam

Mill finish 2x2 sq. post

Mill finish 3x3 sq. post

OPTION 4 - BASE SYSTEM



10'-6"

9'-0"

7'-6"

6'-0"



Primary Path ID



side view



Secondary Path ID



Side view

Mill finish steel I-beam

Scale: 3/8" = 1'



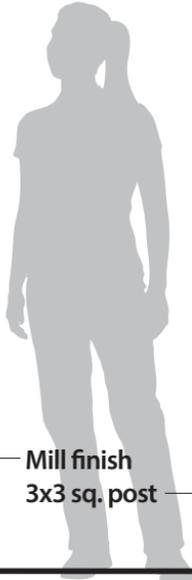
Trail Kiosk



Side view



Pedestrian Directional



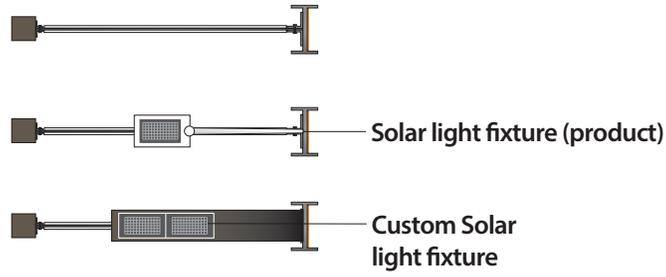
Mill finish
3x3 sq. post



Mile Marker



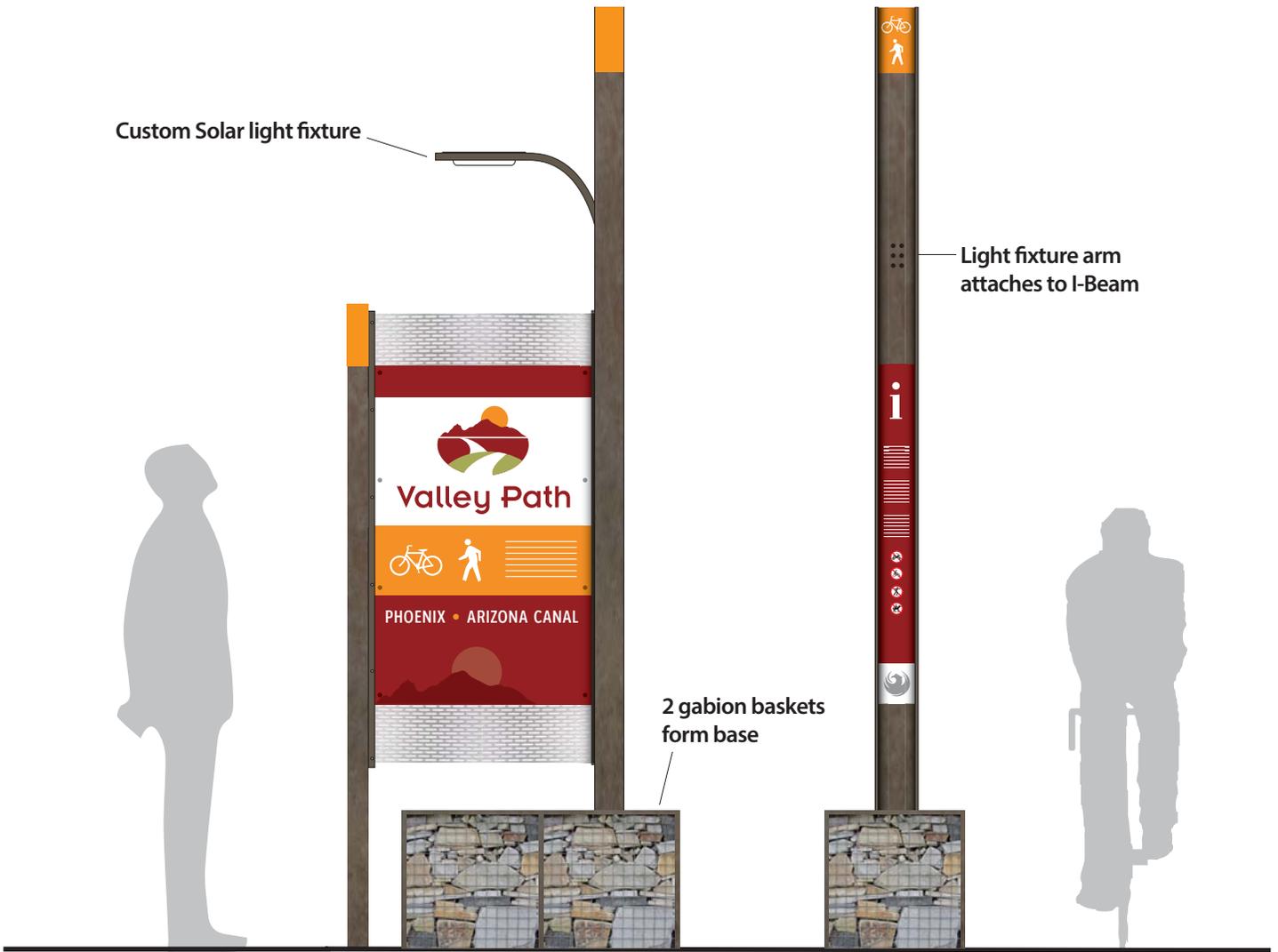
Mile Marker OPTION



Custom Solar light fixture

Light fixture arm attaches to I-Beam

2 gabion baskets form base



Scale: 3/8" = 1'

Primary Path ID - Enhanced

Side view

Primary Path ID - Enhanced

Signage Examples

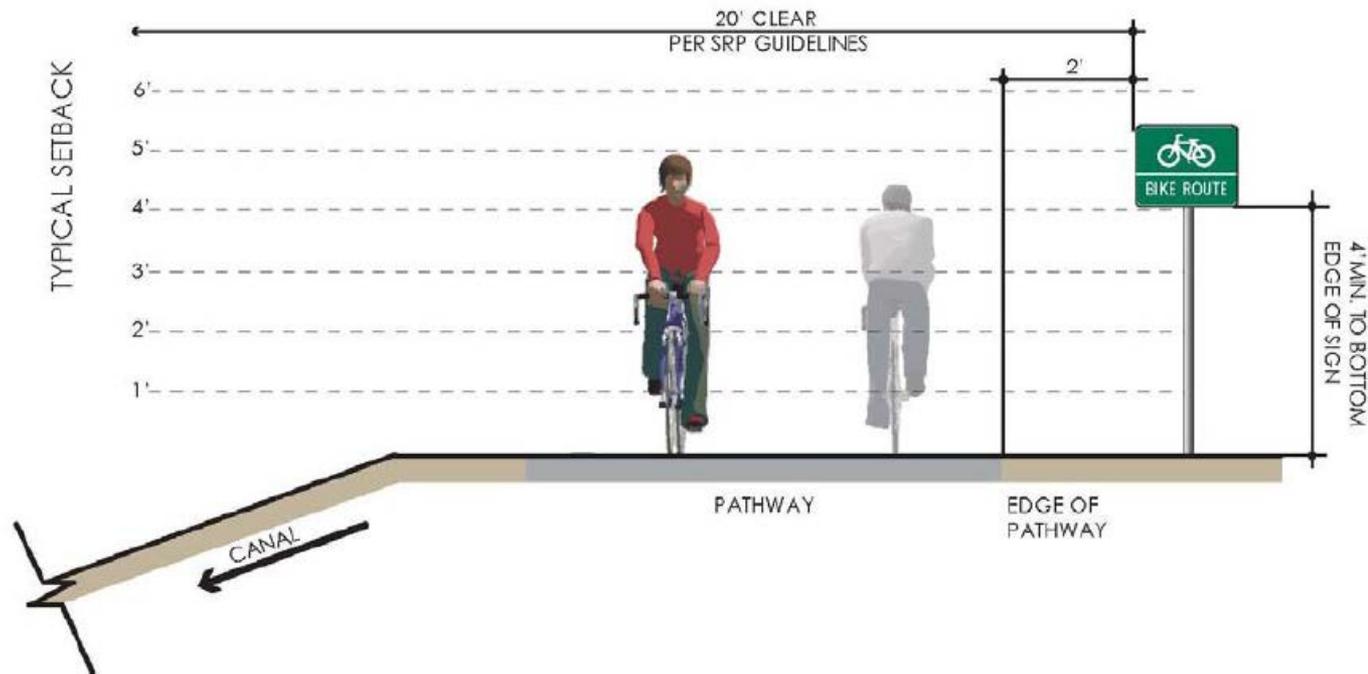


Non-Signage Opportunities

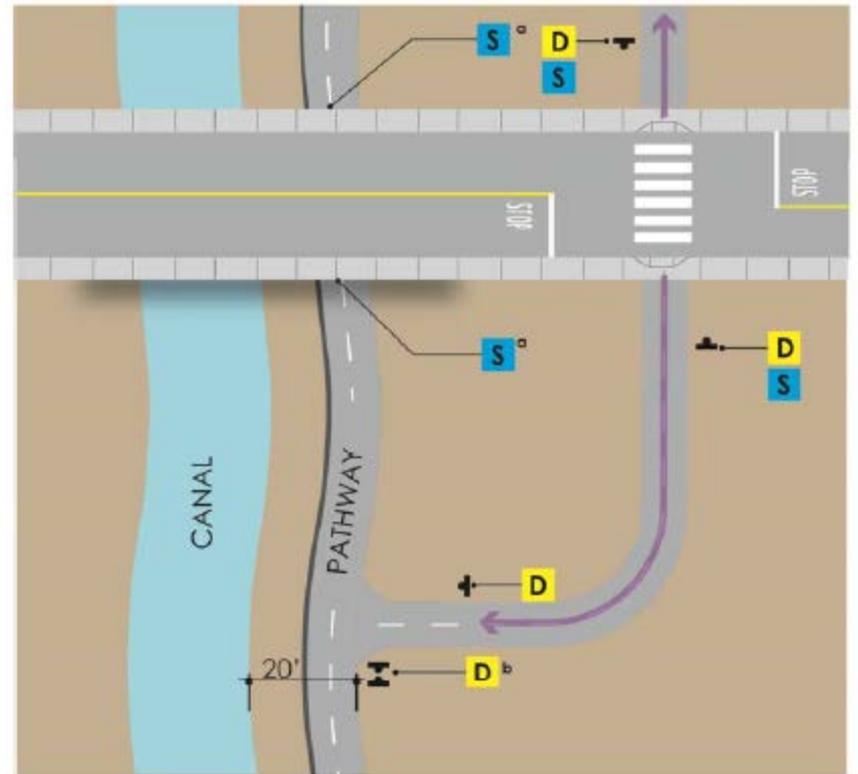
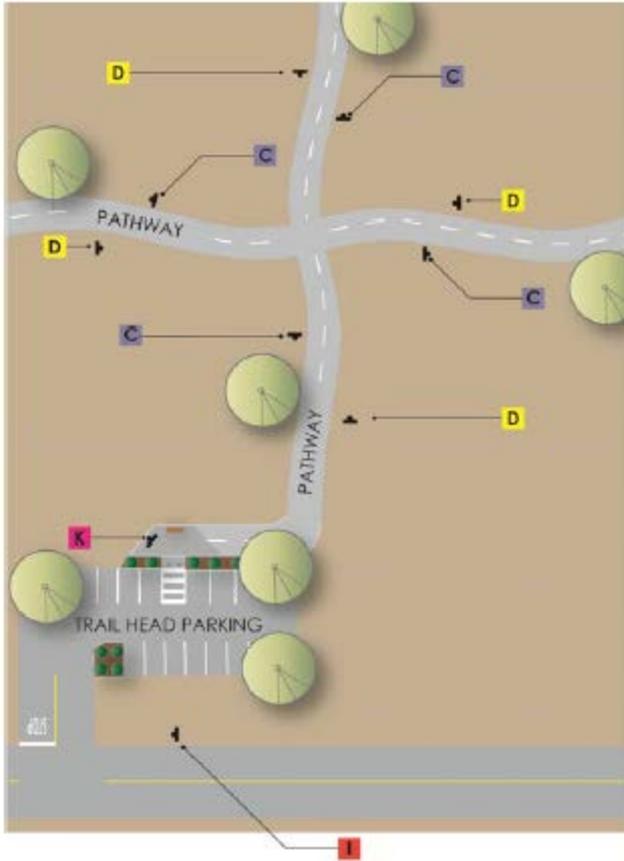


Study Outcomes - Placement

- ▶ Follow utility company guidelines along canals and power line corridors
- ▶ Example: SRP canal guidelines:

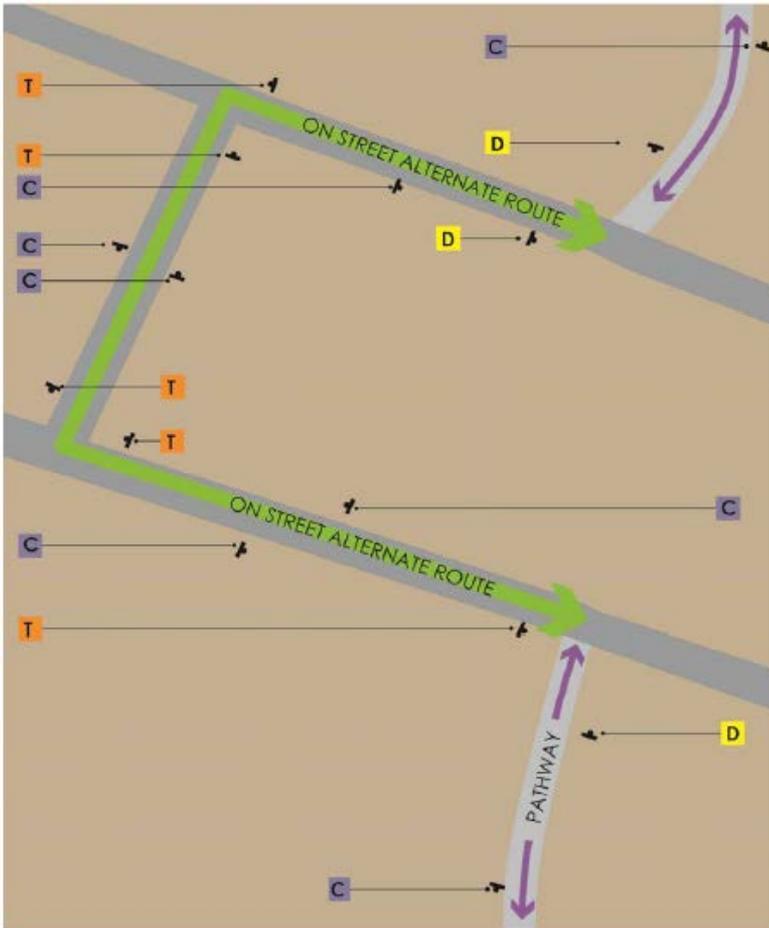


Placement

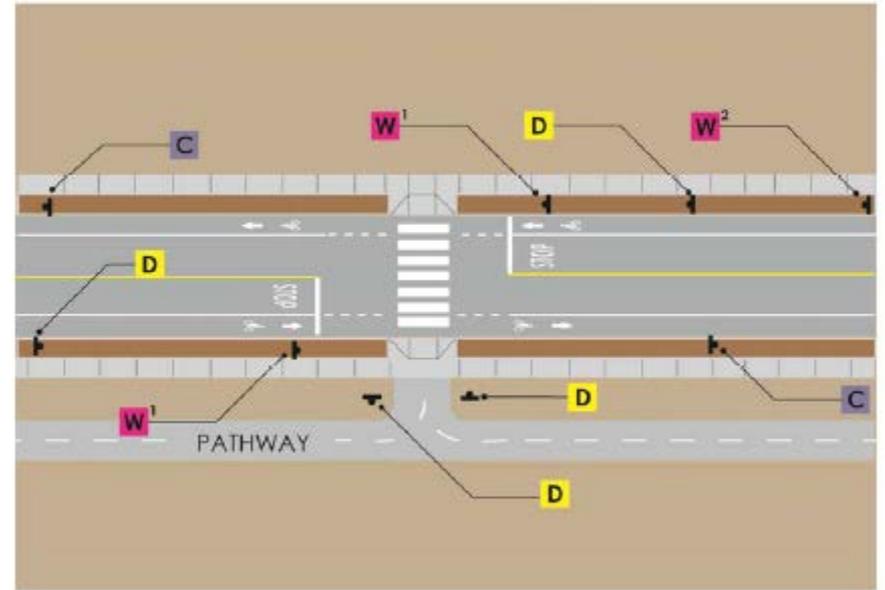


Placement

Gap in Path Network

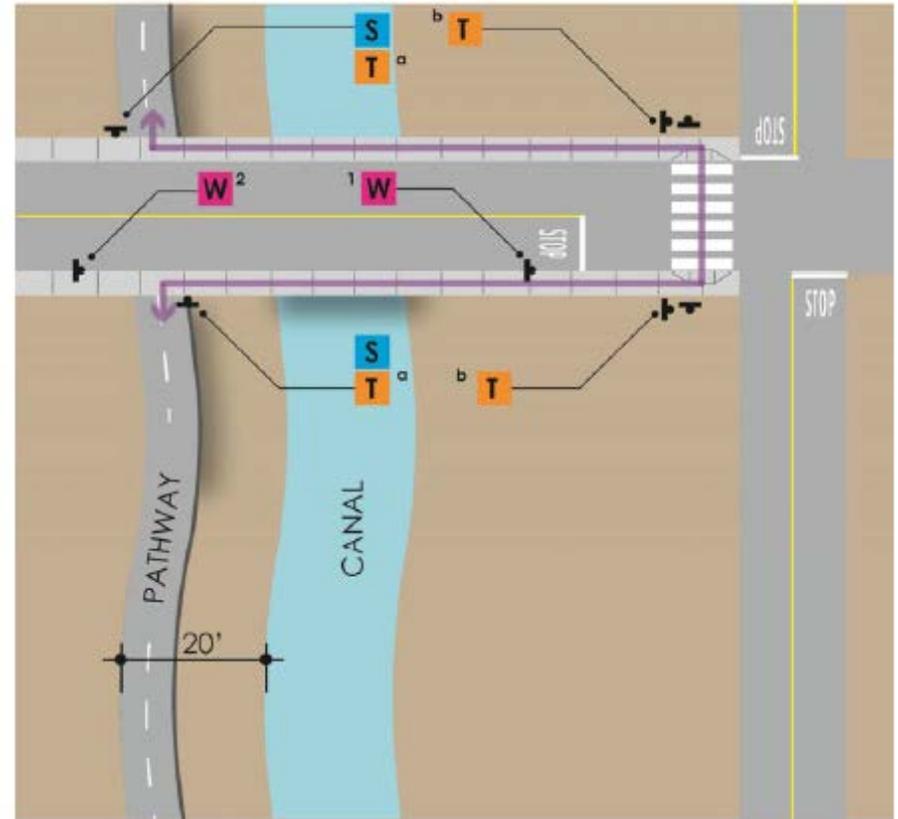
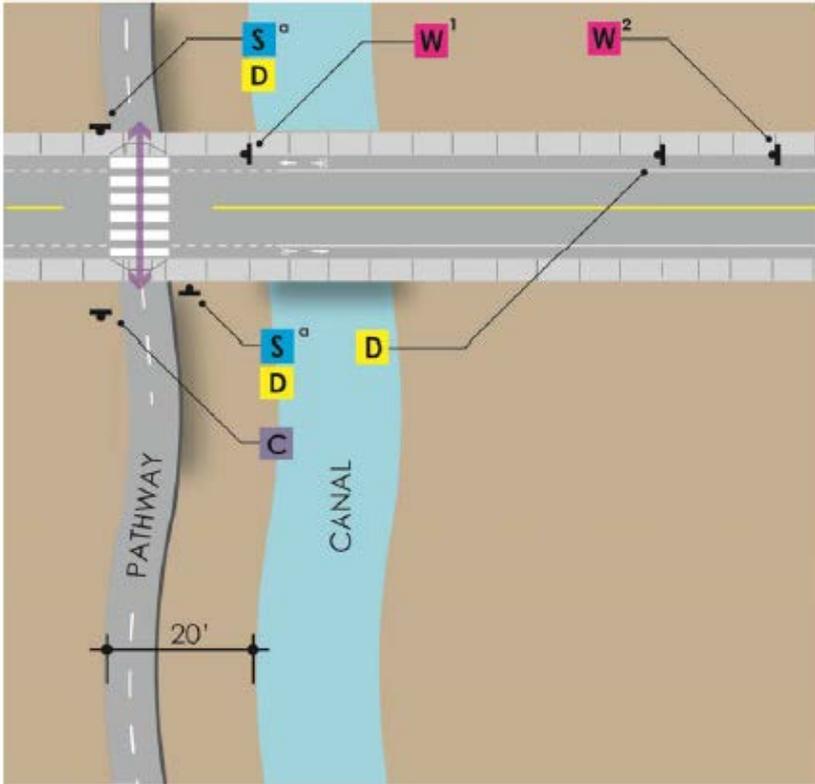


Off-street / On-street Transition



Placement

Path-Roadway Intersection



Regional Implementation

- ▶ Signage will be phased in across region over time
- ▶ Easiest to include signage with new projects
- ▶ Important to retrofit existing paths to include signage
- ▶ Attach to existing signpoles
- ▶ Marketing campaigns
- ▶ Inclusion in regional bikeways map
- ▶ Website/Online Map



Next Steps

- ▶ Finalize study in May
- ▶ Approval from Regional Council in June
- ▶ Implementation



Contact Information

Alex Oreschak

aoreschak@azmag.gov

(602) 452-5092

