

STAFF REPORT

Transportation Plan Amendments

December 1, 2020 Town Council Meeting



The purpose of the Town of Apex Wayfinding Signage Program is to provide consistent and attractive information to enhance the pedestrian, cyclist, transit rider, and driver experience as they discover and navigate to key destinations in Town. The purpose of this Unfinished Business item is to provide updates on the Wayfinding Signage Program and gather guidance and input from Town Council on the sign design, kiosk display type, and gateway options. Requests for guidance and input from Town Council are marked below with a black arrow.

Sign Design

At the August 18, 2020 Apex Town Council meeting, Town Council requested additional public input on the proposed Wayfinding sign design. The Wayfinding sign designs were released for a 30-day public input period. The public input strategy and results are summarized below.

Public Input Strategy

The following approach was used to collect feedback on the proposed Wayfinding sign design.

How?

- Published a web page on the Town website that introduced the Wayfinding Signage Program, included images of the proposed sign design, and tied the proposed sign design to the results of the recently-completed Branding Study. Requested that individuals provide comments on the sign design via email.
- Provided an opportunity for written comments by posting the sign designs and an informational flyer with a comments section at four Town facilities: Apex Town Hall, Apex Community Center, The Depot, and Halle Cultural Arts Center.

Who?

- Distributed an email about the opportunity for public engagement to those on the email distribution list for Long Range Planning efforts.
- Posted the opportunity to provide public comment on Facebook and Instagram.
- Distributed flyers with space for public comment at key locations in Town to provide an in-person opportunity for public input.

When?

- Following a Town-wide update on the results of the Branding Study.
- Information was posted and the email was distributed on Tuesday, September 15th. The public comment period ended on Friday, October 16th.
- This timeline for public input was consistent with the approach used to gather input on the mural on the Public Works building with the addition of comment boxes at key Town facilities.

Public Input Results

25 individuals submitted comments on the Wayfinding sign design. All of the comments were submitted through email. 84% of respondents expressed support for the Wayfinding sign design. Some who expressed support also raised questions and provided additional comments. The following comments were submitted.

| Comment | Frequency |
|--|-----------|
| Provide double-sided directional signs where possible. | 3 |

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| Comment | Frequency |
|---|-----------|
| Make the bottom of all the signs the same (flat). | 2 |
| Concerned about sign pollution. | 2 |
| Prefer the Vehicular Directional (High Speed) sign. | 2 |
| Suggestion to not use the new Town logo. | 1 |
| Dislike the teal background. Suggestion to use a gray or medium brown. | 1 |
| Consider a more "formal" welcome to Apex at the corner of Lake Pine Drive and US 64. | 1 |
| Ensure that there are no sign obstructions. | 1 |
| Provide a more unique design. | 1 |
| Make the arrows bigger on the Vehicular Directional signs. | 1 |
| Suggestion to use "Downtown Apex" rather than "Historic Downtown Apex" on the downtown signs. | 1 |
| Mark destinations on the map located on the Pedestrian Directional signs. | 1 |
| Prefer the trailblazer sign. | 1 |
| This project is a waste of money. | 1 |

➔ **Request for Town Council Guidance**

Planning and Community Development Department staff are requesting guidance from Town Council on the following item related to Wayfinding sign design:

- *QUESTION: Would you recommend using a scalloped edge or flat edge on the bottom of the Downtown Low-Speed Vehicular Directional signs?*
- *NOTE - The scalloped edge was incorporated into the design of downtown low-speed vehicular directional sign to represent the awnings along Salem Street in downtown.*





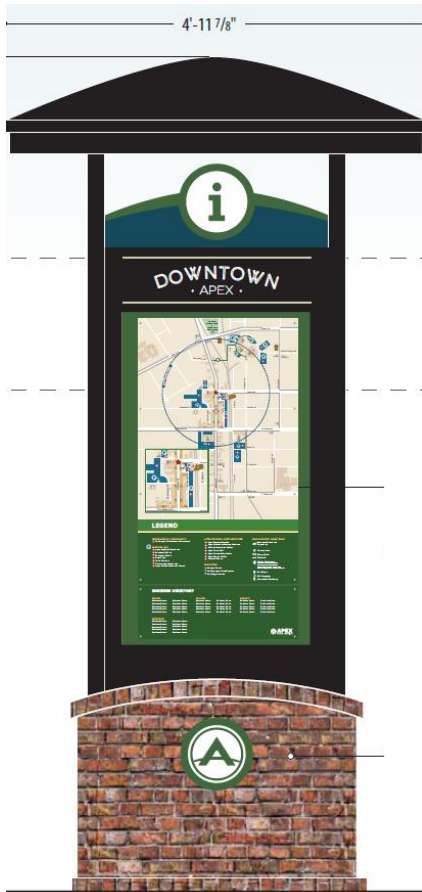
Kiosk Display Type

A total of 10 kiosks are recommended in the preliminary Wayfinding Signage Program. Kiosks are proposed to include an Orientation Map of downtown and provide space to advertise events, Town initiatives, and other key information. Information can be shared through a digital or static display. The proposed kiosk has been designed with a depth to hold a digital screen. The cost to fabricate and install a static kiosk is approximately \$8,000. The cost to fabricate and install a digital kiosk is approximately \$50,000. The preliminary Wayfinding Signage Program recommends a digital kiosk at The Depot and static kiosks at the other proposed locations. More information can be shared through a digital kiosk and the information can be updated more frequently. A digital kiosk would likely require more physical and content maintenance than a static kiosk. It is anticipated that the Orientation Map will be updated annually as it will include an inventory of downtown businesses.

➔ Request for Town Council Guidance

Planning and Community Development Department staff are requesting guidance from Town Council on the following item related to kiosk display type:

- *QUESTION: Would you recommend installing a digital or static kiosk at The Depot?*



Gateway Options

Four gateway signage options were presented to the Wayfinding Staff Advisory Committee and Stakeholder Groups on November 20, 2020. These included Options 1A, 1B, 2, and 3. Each of the gateway options includes

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concepts for primary, secondary, and tertiary gateway signage. Options 1A and 1B have been combined based on the feedback received during the meeting to create Option 1 shown below. Options 2 and 3 have been updated to reflect the feedback received during the meeting. Meeting participants highly favored Option 1 shown below. An online survey to collect input on the updated gateway concepts was distributed to the Wayfinding Staff Advisory Committee and Stakeholder Groups on November 23, 2020. The survey will close on December 1, 2020. The gateway concepts will be updated based on the comments received. Updated versions of the gateway options will be available for a 30-day public comment period.

➔ Request for Town Council Input

Planning and Community Development Department staff are requesting input from Town Council on the following item related to the gateway options:

- **QUESTION & REQUEST:**
 - *Please prioritize the gateway concepts according to how well they represent the Town of Apex.*
 - *Please share any additional comments on the gateway options.*



SCALE: 3/4" = 1'-0"

GATE.1

GATE.2a

GATE.2b

GATE.2c

GATE.3



