



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 a final update on the Wayfinding Signage Program and to request Town Council review of the updated Wayfinding sign design package.

At the December 1, 2020 Town Council meeting, Town Council provided guidance to use the scallop sign design for low-speed vehicular directional signs in downtown and to start with all static (i.e., no digital) kiosks. Town Council also indicated a preference for Gateway Option 1. Staff shared that an opportunity to provide public input on the gateway designs would begin soon.

This staff report includes a summary of public input received on gateway design options, the recommended gateway design, and a recommended Wayfinding sign design package. Staff will present these materials and request any input from the Town Council in order to finalize the Wayfinding sign design package.

Gateway Updates

Three gateway design options were released for public input from December 8, 2020 through January 8, 2021. The timeline for public input was consistent with the approach used to gather input on the Wayfinding sign designs. An exhibit of the three gateway options presented to the public is attached. Public input was collected through an online survey and an opportunity for written comments was made available at a kiosk outside of Town Hall. Information about the public input survey was made available on the Town website and Facebook. An email advertising the opportunity for public input was sent to those on the email distribution list for Long Range Planning efforts.

Members of the community were asked to prioritize the gateway options according to how well they represent the Town of Apex and provide written comments on each gateway option. 409 individuals participated in the online survey. 327 comments were submitted through the online survey.

Online survey gateway preference results:

1. Option 1 (Average rank 1.33)
2. Option 3 (Average rank 1.94)
3. Option 2 (Average rank 2.35)

Many of the comments on Option 1 noted that the design was simple, legible, neat, clean, classic, traditional, or cohesive. Survey respondents also noted that they like the use of brick or the brick columns and like the overall design and materials. Some survey respondents like how 'Apex' stands out clearly while others noted that the 'A' or 'Apex' is too big or that having the 'A' directly beside / aligned with 'Apex' may be read as 'A-Apex'. Some survey respondents noted that they do not like the new logo or that the logo should be downplayed.

In response to the public input received, staff recommend moving forward with Gateway Option 1. The Circle 'A' symbol has been shifted down on the brick column for consistency with the new logo standard and in response to the comments submitted.



Additional Design Updates

An updated Wayfinding sign design package is attached as an exhibit. This package includes a design for each of the sign types in the proposed Wayfinding Signage Program. This package was shared with the Wayfinding Staff Advisory Committee and Stakeholder Groups for comments. The attached package reflects final comments received from these groups as well as public input on the gateways. Updates since the last sign design update to Town Council are listed below.

- The scallop design has been incorporated into the Downtown Low Speed Vehicular Directional signs (page 3).
- A historic district marker has been added to Downtown Gateways (page 1).
- The Bike sign designs have been refined to include the new Town logo with the Bike Apex logo gears (page 3).
- The option to incorporate digital parking occupancy has been added to the Parking signs (page 4).
- A design for a potential gateway feature on the Creekside Landing Drive Bridge over US 64 has been developed (page 2).

Next Steps

- Finalize the Wayfinding sign design package based on Town Council feedback.
- Update sign location plan based on field review.
- Submit sign location and design package to NCDOT for review.
Develop Design Intent Drawings and Technical Specifications.
Develop final cost estimates and phasing plan.
- Complete the Wayfinding Signage Program by the end of the fiscal year.