

MPO TECHNICAL REPORT AND STUDIES APPLICATION

Jurisdiction/agency: City of Diamondhead	Date: 5/18/2021
Study/report name: Diamondhead Wayfinding, Navigation, and Implementation Plan	
Study area: All area that makes up the City of Diamondhead (city limits)	
Project contact person: Michael Reso	

Is this project included in Mississippi Gulf Coast Long Range Transportation Plan? YES NO

DESCRIBE STUDY PURPOSE: Define the transportation issue to be solved.

The project is to create a Citywide Wayfinding Masterplan in the City of Diamondhead. It is called the Diamondhead Wayfinding, Navigation and Implementation Plan, and it is multi-faceted approach to:

- Establish a consistent, attractive signage branding for Diamondhead
- Create a cohesive and functional palette of wayfinding tools
- Orchestrating the movement of visitors and residents through prescribed routes of travel
- Implementing all of the above in a prioritized, strategic manner

This project has come from a year-long comprehensive plan update, Envision Diamondhead 2040. The City hired Orion Planning and Design to lead this project and this same urban planning firm will work on this wayfinding project.

See attached proposal from Orion Planning and Design.

PROJECT COST:

Federal Share	\$58,800 Fed
Local Share	\$14,700 Local (City of Diamondhead)
Total	\$73,500 Total Project Cost

SUBMIT TO: Kenneth Yarrow, GRPC, 1635 Popp's Ferry Road, Suite G, Biloxi, MS 39532.
Email: kyarrow@grpc.com



A PROPOSAL FOR A
CITYWIDE WAYFINDING MASTERPLAN
CITY OF DIAMONDHEAD, MS



ORION
PLANNING + DESIGN

Hernando, MS
Huntsville, AL
Missoula, MT
St. Simons Island, GA

MAY 8, 2021

SUBMITTED BY:



Oliver Seabolt
Partner



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IF FINDING YOUR WAY
WAS OBVIOUS.....
THEN WHO NEEDS
DIRECTIONS!?



Mr. Mike Reso
City of Diamondhead
5000 Diamondhead Circle
Diamondhead, MS 39525



May 9, 2021

RE: Proposal for Project 16 of the Envision Diamondhead 2040 Implementation Projects:
Diamondhead Wayfinding, Navigation, and Implementation Plan

Dear Mike,

Thank you for the opportunity to provide the aforementioned planning and design services for the City of Diamondhead. We remain grateful for the opportunity to continue to work for you and to assist with creating and implementing the design vision as outlined in the Envision Diamondhead 2040 Comprehensive Plan. We have provided an individual scope and fees according to the individual project keyed to the Envision Diamondhead 2040 Comprehensive Plan Potential Projects exhibit and accompanying Project Matrix.

We had originally discussed the need for a standard branding approach to signage throughout the City of Diamondhead and a need to help visitors to easily get from place to place which led the proposal of Project #16 the Wayfinding Master Plan. However, we are calling it the ***Diamondhead Wayfinding, Navigation, and Implementation Plan*** because what we're proposing is more than just a wayfinding plan. It's a multi-faceted approach to:

- › Establish a consistent, attractive signage branding for Diamondhead
- › Create a cohesive and functional palette of wayfinding tools
- › Orchestrating the movement of visitors and residents through prescribed routes of travel
- › Implementing all of the above in a prioritized, strategic manner

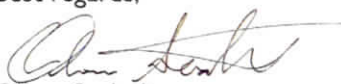
We have itemized the proposed scope in pages that follow but have included some additional options that could be added into the scope for nominal fees or could be completed in a later phase.

Services and fee structure have been determined with the following assumptions:

- › Individual project site surveys and base information will be provided by the client in an Autocad .DWG file unless otherwise agreed upon between Orion and the city.
- › Design services are provided at \$165/hr unless otherwise specified.
- › This is an estimate only and is subject to increase or decrease based upon actual efforts and a change in the scope of services as determined by the client.
- › Multiple conceptual design ideas will be provided for preference but these fees do not include iterations beyond the original concepts presented or substantial changes in direction once started.


We welcome any questions that you may have regarding these so please don't hesitate to contact us if we need to adjust specific items.

Best regards,


Oliver Seabolt
Partner

What is wayfinding?

Wayfinding encompasses all of the ways in which people orient themselves in physical space and navigate from place to place.

An aerial photograph of a residential neighborhood. The image shows a network of paved roads, some of which are winding. There are green lawns, trees, and some buildings scattered throughout the area. The overall scene is a typical suburban or rural residential development.



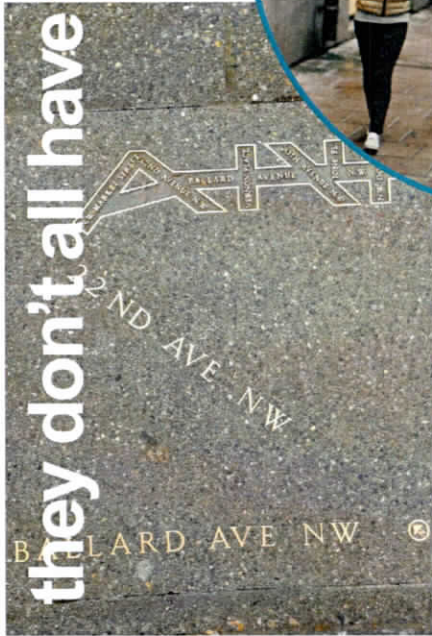
Wayfinding can be whimsical ttyet direct;

it is not always just a sign;

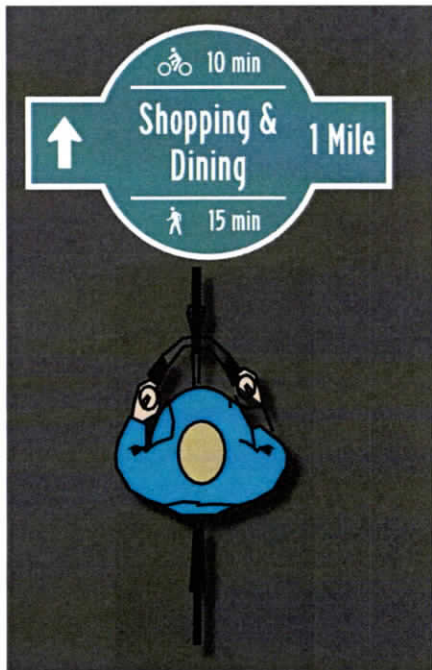


it can be informative and educational;

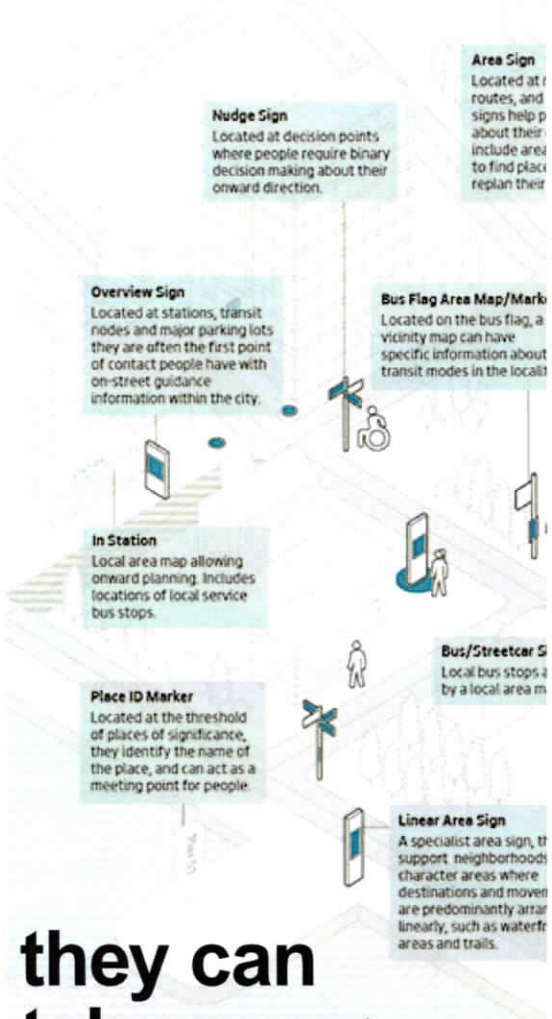
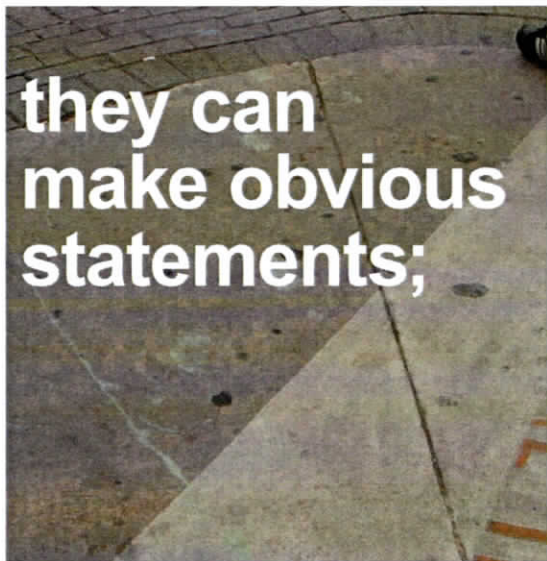
they don't all have to be vertical;

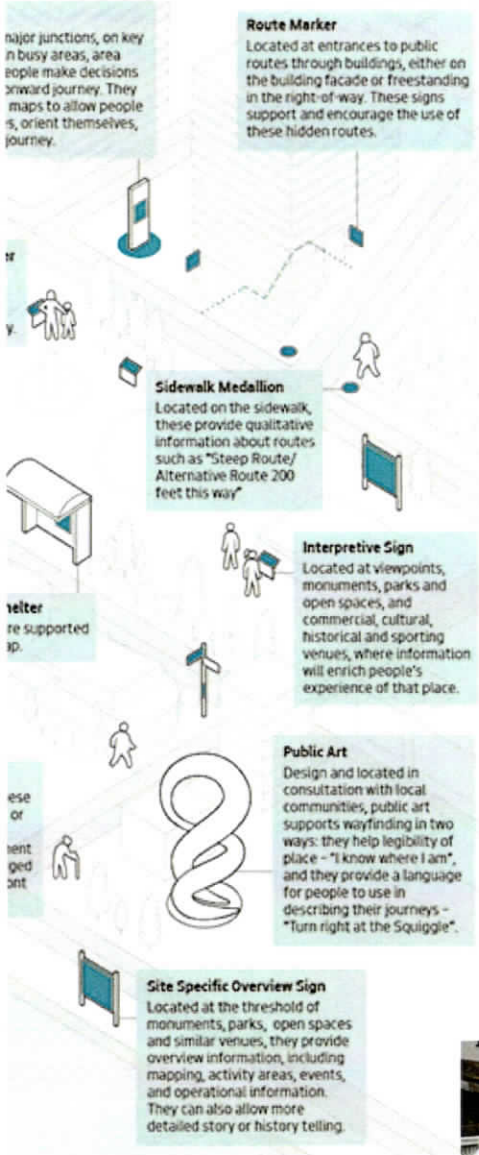


they can be simple yet informative;

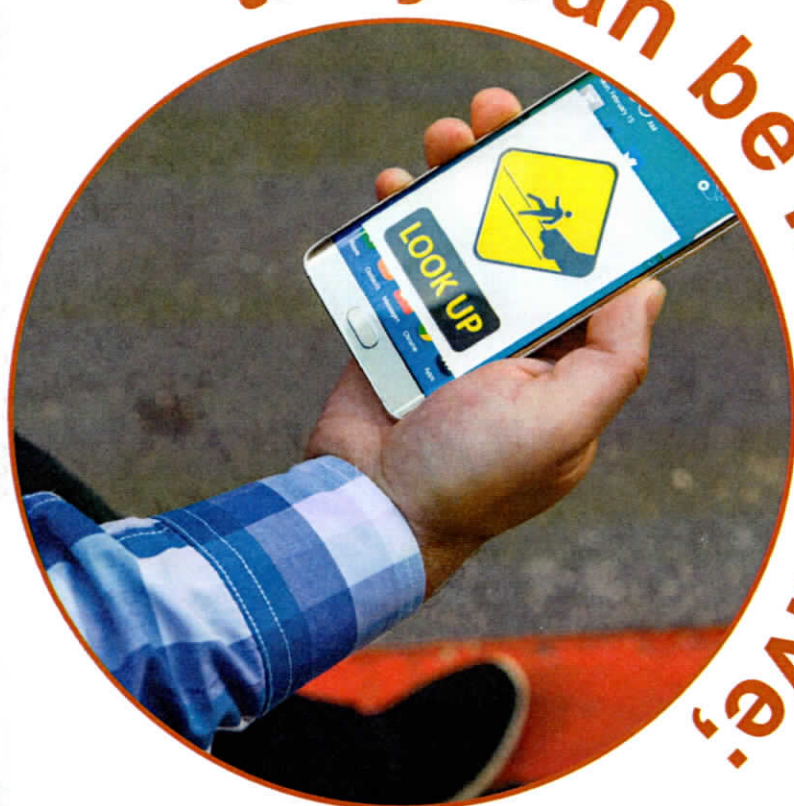


they can take many forms;



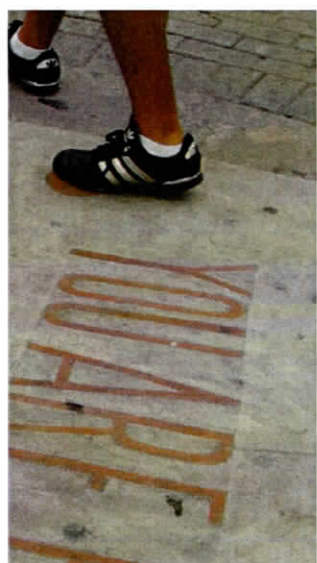


they can be interactive,




they can even be...

RIDICULOUS!



What is navigation?

An aerial photograph of a large parking lot and building complex, likely a school or university campus. A blue location pin icon is overlaid on the left side of the image, pointing to a specific location. The text is overlaid on the image in a white, bold, sans-serif font.

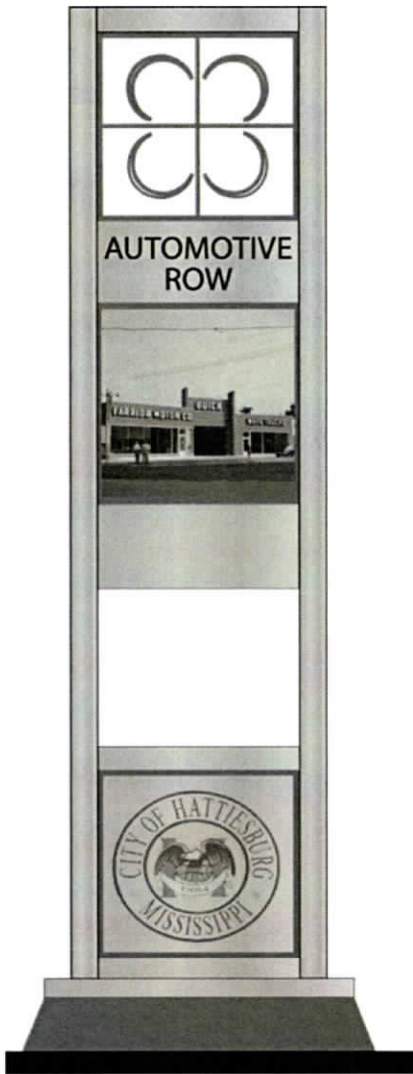
*The act or process of
planning out a route
or directing the travels
of a boat, car, person
etc...from one place to
another.*

Five main types of wayfinding signs:

1. IDENTIFICATION SIGNS
2. DIRECTIONAL SIGNS
3. ORIENTATION SIGNS
4. REGULATORY SIGNS
5. INFORMATIONAL SIGNS

IDENTIFICATION SIGNS

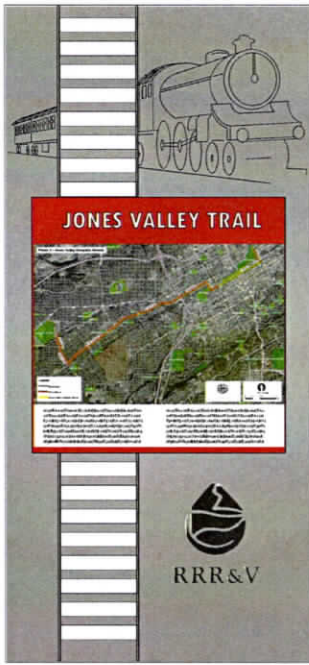
Identification signs are the backbone of the whole system, and the first impression. They are the visual markers that display the name and function of a space or place. Examples of this type of wayfinding sign would be a tall restaurant sign by the side of a highway, or a large building sign over the main entrance to an entertainment complex. They are functional, and mark the transition from one place to another, but can be used more subtly as well, to convey the personality and character of a place. Good examples of signs that convey a sense of personality would be those found at a theme park or zoo—bright, colorful, and with a sense of whimsy.



DIRECTIONAL SIGNS

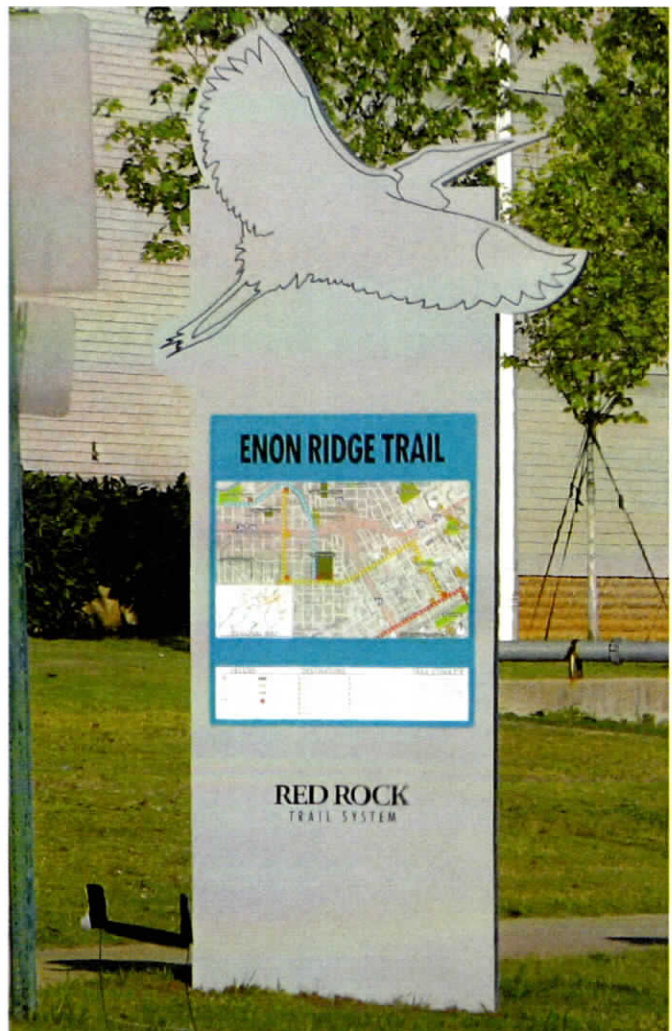
Directional signs provide cues that visitors need in order to navigate a space once they are there. (Road signs are a specific type of directional sign.) While the design of directional signs should harmonize with the environment they are in, they also need to stand out enough to be easily recognizable. An example of directional signs would be the signs you look for as you enter a large hospital complex—signs that guide a visitor to a laboratory, a specialty care center housed in another building, or a specific patient room within a unit.





ORIENTATION SIGNS

Orientation signs allow visitors to have a sense of where they are in relation to the entire space or place, such as directories and site maps. These signs are large, free-standing or wall-mounted units, and are often strategically located to stand out from their surroundings. Good examples of orientation signs would be large, free-standing directories typically found periodically throughout the common areas of a shopping mall or wall-mounted directories listing doctor's practices in a medical building—these signs should be well-designed in order to complement the rest of the signs in the wayfinding system, but need to hold to their own design standards so that all orientation signs look similar and can be identified by the visitors as such.



REGULATORY SIGNS

Regulatory signs provide rules and permissions on what can and can't be done in a space, place, or how to, and how not to use a space. These wayfinding signs might pertain to legal codes or space-specific rules. Good examples of these signs would be signs designating smoking areas or 'no smoking' signs, 'no swimming' signs at a fountain in a public park, or signs limiting access to 'employees only' beyond a certain point. These signs, while part of the wayfinding system, don't necessarily need to coordinate with the rest of the signs, and many are often ordered as stock or semi-stock signage.





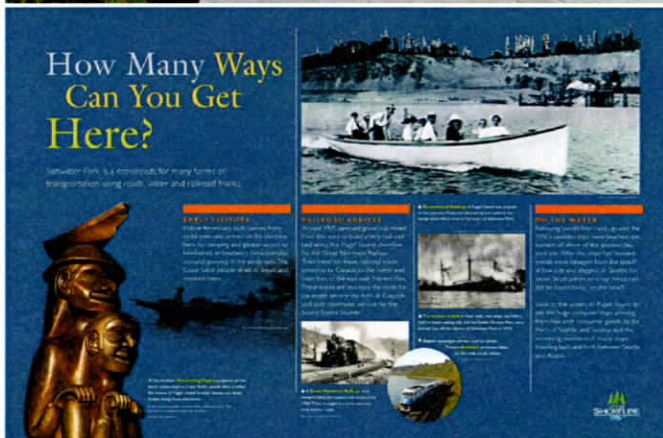
INFORMATIONAL SIGNS

These signs are often a kind of an identification sign but are used to tell a story; provide an educational history; or other information about a place, process, or other useful information. They are also called 'interpretive signs' in many cases.

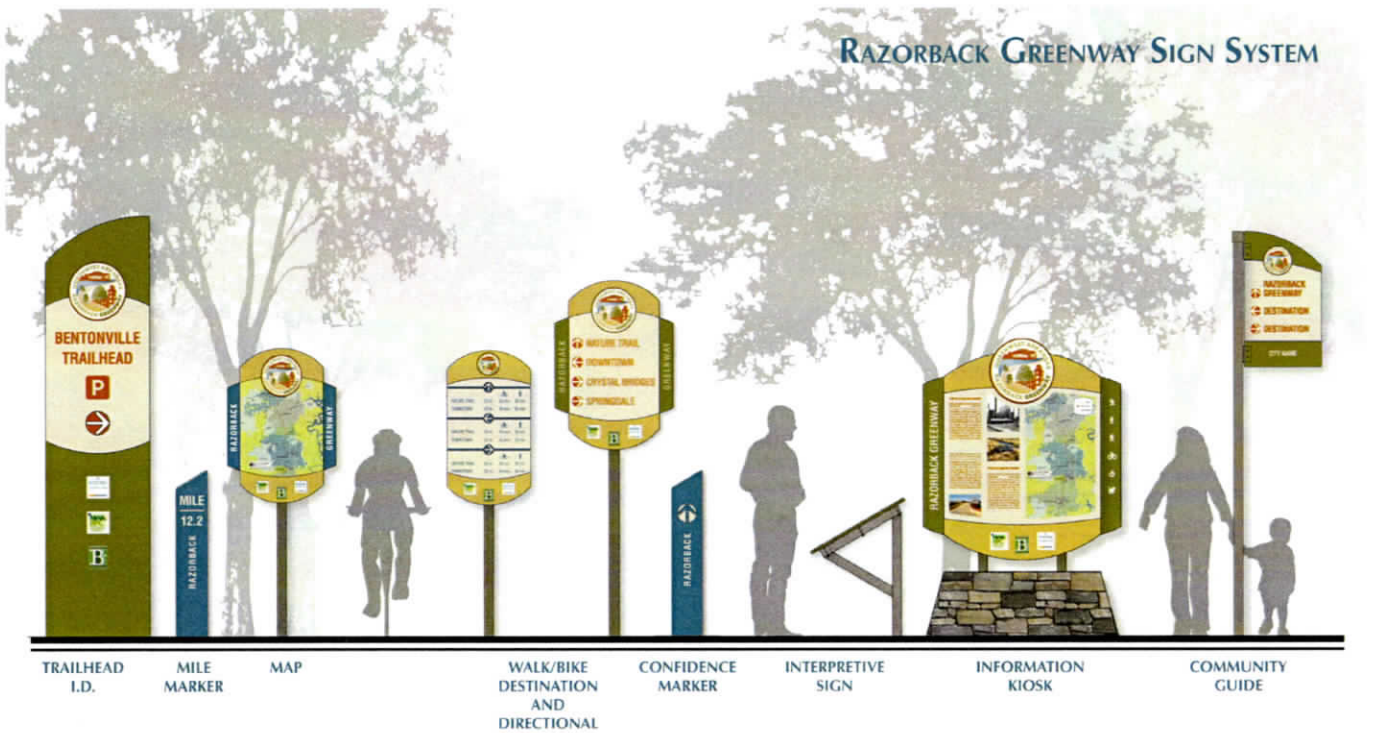
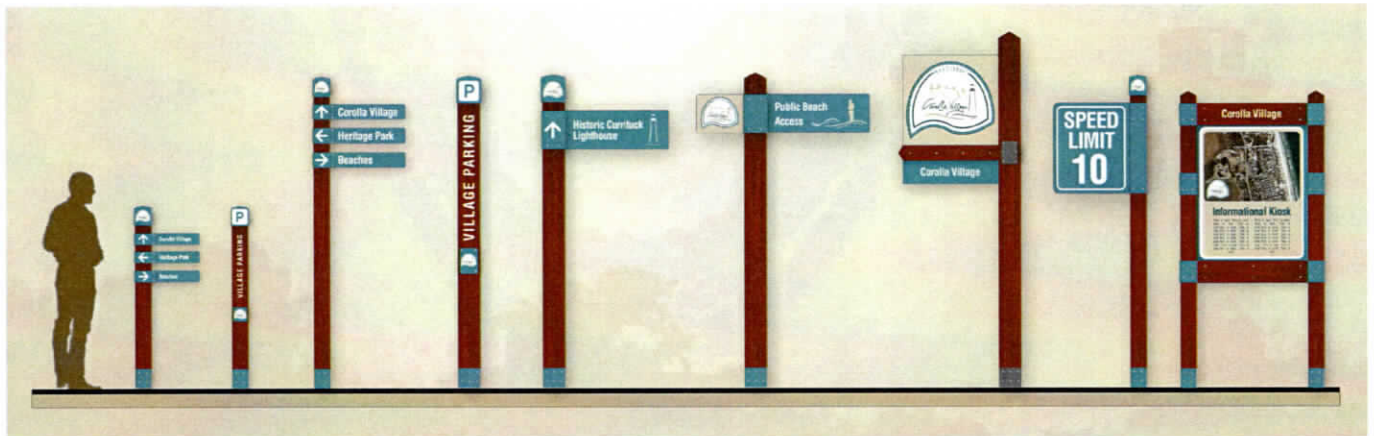
SIGNAGE FAMILIES

Together, all the major sign type can be referred to wayfinding signage families. Some examples of the various wayfinding signage types that would make up a family could be:

- › Gateway or Entrance Signage / Monuments
- › Directional Signage (including directional arrows, walking, biking, or driving distances)
- › Destination Markers or Signs
- › Informational Maps/Kiosks
- › Pavement Markings
- › Interpretive Signage
- › Confirmation Markers
- › Regulatory Signage
- › Light-post Banners or other Overhead Signage
- › District Signage
- › Trail Signage



Examples of wayfinding signage families



Monuments and even simple icons are a type of 'Identification' wayfinding tools



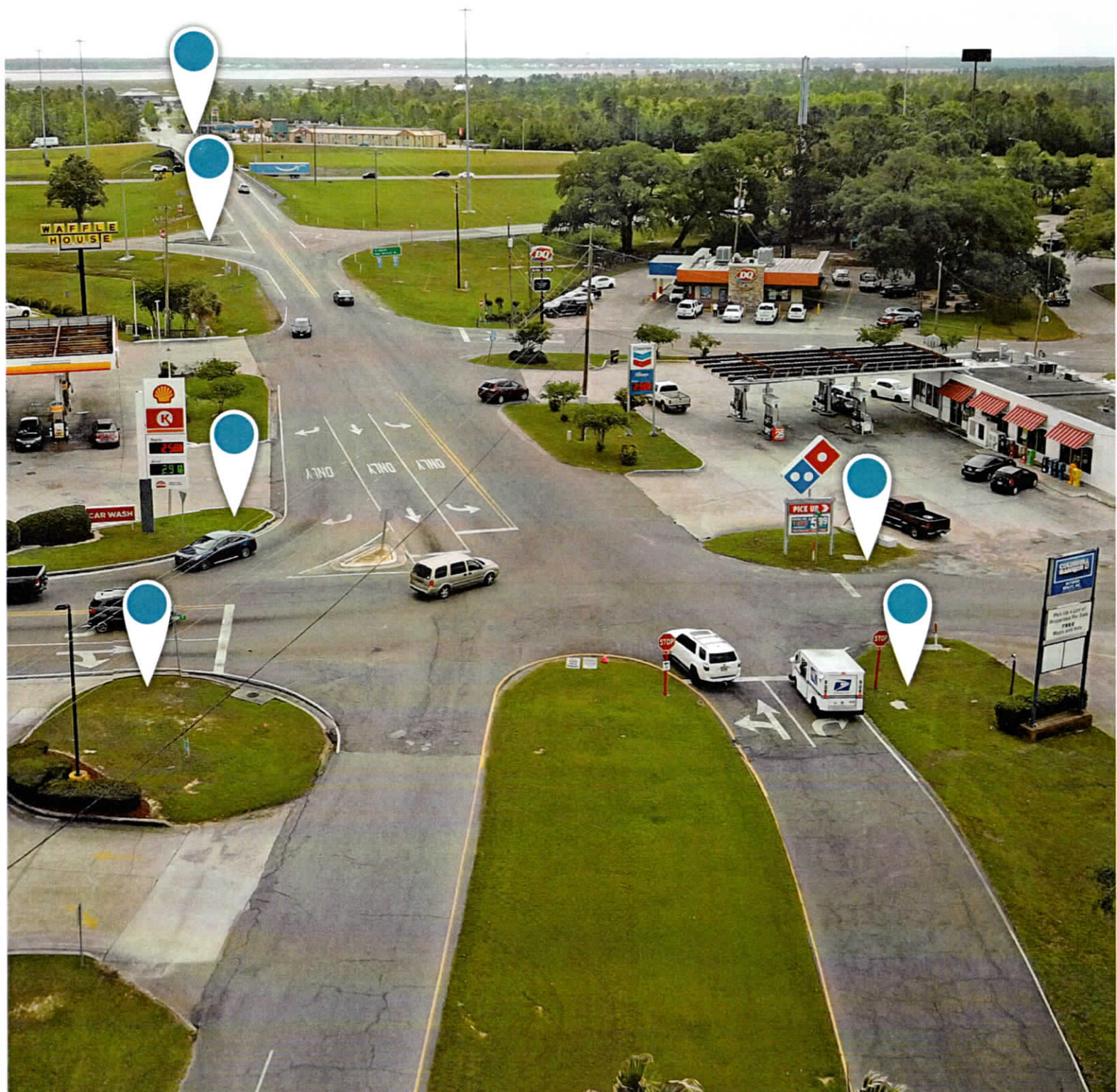
Project Understanding

Orion Planning + Design understands that the City of Diamondhead seeks to craft and implement a functional and integrated wayfinding system which markets Diamondhead and communicates that the City is unique, active, friendly and organized through helping visitors more easily find their way to intended and discovered destinations. The system will need to address the various modes of travel within Diamondhead that includes pedestrians, bicyclists, low-speed electric vehicles, and automobiles; people of all ages; and both visitors and residents and how they navigate to key destinations throughout the area.

PRELIMINARY GOALS FOR THE WAYFINDING PLAN ARE LIKELY TO INCLUDE:

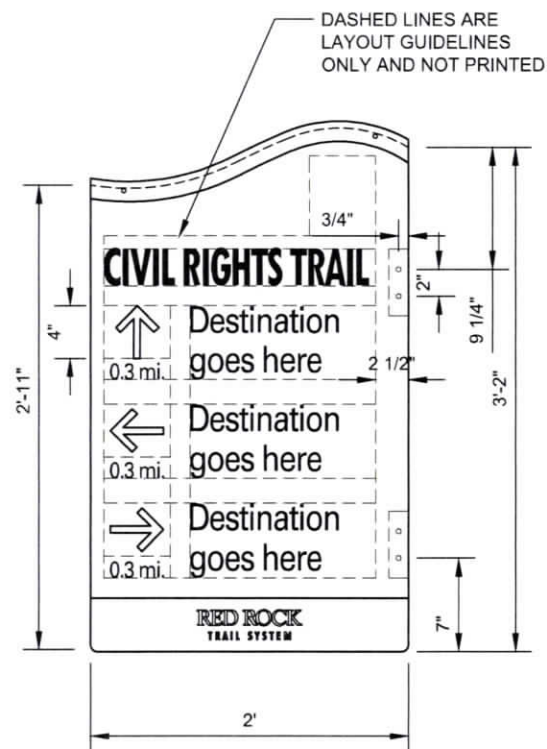
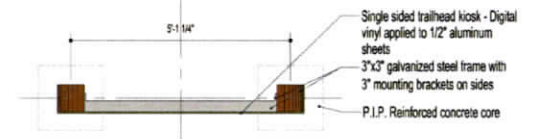
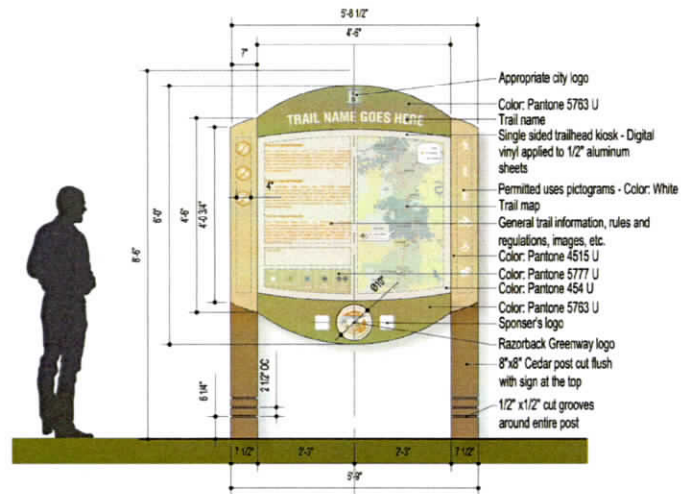
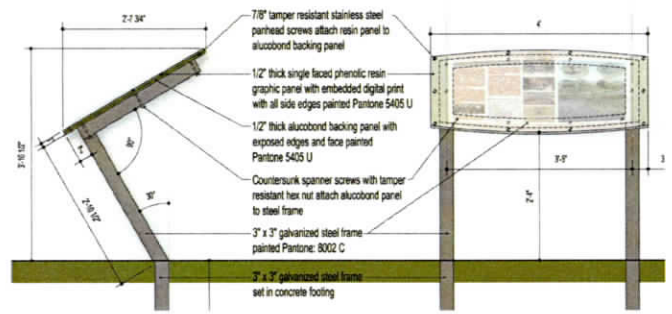
- › Help visitors navigate to their destinations as easily as possible.
- › Increase the functionality of wayfinding in and around Diamondhead.
- › Develop wayfinding solutions that assist in identifying neighborhoods, business districts, key regions, and destinations.
- › Create a wayfinding scheme that reinforces the community's brand and commitment to tourism, ecological living, creativity and innovation.
- › Develop an organized information hierarchy that can be strategically applied to the future wayfinding sign types.
- › Coordinate and build consensus with the stakeholders, approving agencies and community.
- › Develop detailed sign specifications and a strategic implementation plan that will provide a roadmap for the city's wayfinding for years to come.

Prime locations for wayfinding signage



Some key components of the final Wayfinding, Navigation, and Implementation Plan:

- › Existing conditions summary
- › Logo placement standards
- › Color palette
- › Font standards
- › Icon / Pictogram standards
- › Final signage family with types and dimension details for each
- › Signage locations by type and priority level
- › Design schedule
- › Material specifications
- › Sign schedule (by phase if desired)
- › Estimated cost for individual signs and plan-wide implementation
- › Recommended Phasing Strategy



Proposed work plan and fee

TASK	FEE
<p><u>1. PROJECT INITIATION</u></p> <ul style="list-style-type: none"> › Preliminary research, base information, and project coordination › Online Visioning Workshop: Orion & City brainstorming session to develop overall project goals, needs, and wants. In addition, we will develop initial inclusionary criteria for various uses to be included in the wayfinding program › Development of professional project website which can be used for project updates, central hub of information for the community; options for surveys and comments directly on the website; progress drawings and meeting summaries can be posted on the website; › Create a visual preference survey for online engagement › Project kickoff meeting with city staff and City Council via Zoom or other online meeting in order to introduce the project, the process, and the final deliverables 	<p><u>\$8,000</u></p>
<p><u>2. INVENTORY, ANALYSIS, AND ENGAGEMENT (TRIP #1 - 4 DAYS) 3 ORION MEMBERS</u></p> <ul style="list-style-type: none"> › Review existing signage and wayfinding network throughout the city › Conduct (2) public evening workshops for and public engagement covering the following: <ul style="list-style-type: none"> » Branding exercise » Key Destinations for inclusion in the wayfinding program » Bike, Pedestrian, Golf Cart, and Motor Vehicle routes throughout the city and between Key Destinations » Prioritizing Sign Types › (3) daytime open houses (drop-in format from 11-2pm) for stakeholders and general public to provide input or observe the process › Stakeholder meetings as needed › Provide online participation via surveys 	<p><u>\$18,000</u></p>
<p><u>3. INITIAL CONCEPTS</u></p> <ul style="list-style-type: none"> › Develop up to 4 conceptual wayfinding strategies / concepts › Summarize public input from Trip 1 › Utilize public input to develop draft destinations and routes to be included in the wayfinding system along with draft signtype placement › Post wayfinding strategies / concepts sign types to project website for public to choose their favorite option (not meant for general design critique but for the public to choose their preferred approach) › Present 4 concepts, draft destinations, signtype placement, and routes to city staff and/or City Council via Zoom or other online video application 	<p><u>\$12,000</u></p>
<p><u>4. CONCEPT AND PLAN DEVELOPMENT</u></p> <ul style="list-style-type: none"> › Revise / Finalize selected wayfinding family / strategy and resubmit for final approval › Development of technical specifications and drawings for all sign types › Finalize all wayfinding locations, signtype placements, and routes › Develop a prioritized implementation schedule › Develop 'message' schedule for signs › Draft master plan book › Get bids from up to 3 vendors for cost estimates for the production of the signs › Provide city with cost estimates 	<p><u>\$18,820</u></p>

TASK	FEE
<u>5. DRAFT MASTER PLAN (TRIP 2 - 1.5 DAYS)...2 ORION MEMBERS</u>	
<ul style="list-style-type: none"> › Conduct (1) daytime public drop-in session to review copies of the draft master plan › City to post draft to their website › Public comment period opens (only for destinations and routes) sign types finalized prior to master plan (changes to signs at this stage would result in additional fees) 	<u>\$4,200</u>
<u>6. FINAL MASTER PLAN (TRIP 3 - 1.5 DAYS) 1 ORION MEMBER</u>	
<ul style="list-style-type: none"> › Revise plans if instructed by city based on draft comments › Finalize master plan document › Present final Wayfinding Master plan to City Council › Provide high-resolution digital copy of the final Master plan to city along with GIS data of proposed sign types and placement locations 	<u>\$1,980</u>
<u>TOTAL PROJECT LABOR FEES</u>	<u>\$63,000</u>
+	
<u>TOTAL REIMBURSABLES</u>	<u>\$10,500</u>
<u>TOTAL PROJECT COSTS</u>	<u>\$73,500</u>

Additional options for consideration. (not included in above fee proposal)

- › Orion can inventory all existing signs within the city and document in GIS layers if the city would find it useful to have a digital inventory of all their existing signage infrastructure for insurance, maintenance, or other reasons (cost to be TBD)
- › Additional outreach components
 - » Add one more trip for 2 team members to come and conduct presentation and input workshop on the 4 wayfinding family concepts, their pro's and con's, and the proposed key destinations and phasing strategies (approximately \$8,000 in labor including expenses)
 - » Setup a booth at a community social or cultural event to promote the project and get in person input from some that might not be willing otherwise (cost to be TBD)

If you'd like to discuss any of these options, please let us know and we'll be glad to talk about the benefits of them with you.

