UPTOWN

SCHEMATIC DESIGN — FINAL REPORT

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DRAFT

PREPARED FOR:
OHIO, KENTUCKY, INDIANA
REGIONAL COUNCIL OF GOVERNMENTS

JULY 21, 2005
CINCINNATI, OHIO

uptown transportation study

UPTOWN NEIGHBORHOODS

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SECTION 1 – INTRODUCTION

Comprised of several mature neighborhoods which developed during the "streetcar" era of the early twentieth century, the study area, known as "Uptown", is home to many of Cincinnati's most important institutions, including the University of Cincinnati, several of Cincinnati's flagship hospitals and the nationally renowned Cincinnati Zoo and Botanical Garden. Overlooking downtown Cincinnati, this dense urban district now contains an array of commercial, residential and recreational land uses.

In October 2004, recognizing the need for efficent traffic control and ample parking in one of Cincinnati's most vital districts, the Ohio, Kentucky and Indiana Council of Regional Governments (OKI) initiated the Uptown Transportation Study. The multi-disciplinary team of consultants was to provide an analysis of the current situation and to recommend a traffic and parking plan that would ensure Uptown's continued vitality.

One of the goals of this Study was to improve the wayfinding sign system in and around Uptown.

A Sign Audit was the first step toward addressing that specific goal. The following discussion, in Sections 3 & 4, articulates wayfinding problems which we found in the study area and provides preliminary recommendations for solving them. The recommendations, Section 5, provide an integrated approach with the traffic, parking, and transit initatives being suggested by the Transportation Team. Note the "Time Frame" column indicates how quickly the action could be implemented.

Additionally, Section 5 provides preliminary route maps, which show primary "vehicular" routes into Uptown from the expressways. These inform sign location and messaging plans to be completed in future phases of this program.

Section 7 contains schematic designs showing an integrated "family" of sign types including basic dimensions, materials, graphic layouts and typical locations. The sign type families have been designed for an array of users: motorists, bicyclists, and pedestrians.

Section 8 provides a cost analysis of the system, as well as suggestions for how a phased implementation plan could be executed.

SECTION 2 – METHODOLOGY OF THE AUDIT

The study area is comprised of the neighborhoods of Avondale, Clifton, Corryville, Mt. Auburn and CUF: Clifton Hts., Fairview Hts., and University Hts.

We interviewed key operations personnel at many of Uptown's institutions, as well as officials of the City of Cincinnati. Notes regarding these interviews are available upon request.

Throughout late 2004, we photographed signage (or lack thereof) on major streets and at major intersections throughout the study area and on sections of interstates, which supply the study area.

In addition to photographing, we developed data about each image, which included:

- File name
- Location number
- Street
- Nearest intersection
- Neighborhood
- Sign Type
- Mount Type
- Graphics Condition
- Structural Condition
- Paint Condition

These photographs and this data have been assembled into a database organized by street and intersection, and can be found in the appendix section of this report.

File Name:	181-Taft_Reading.JPG
Street:	William Howard Taft Rd
Nearest Intersection:	Taft & Reading
Neighborhood:	Avondale
Date Shot:	11/29/04
Sign Type:	
Mount Type:	
Material:	
Graphics Faded:	
Structural Damage:	
Paint Rusted:	

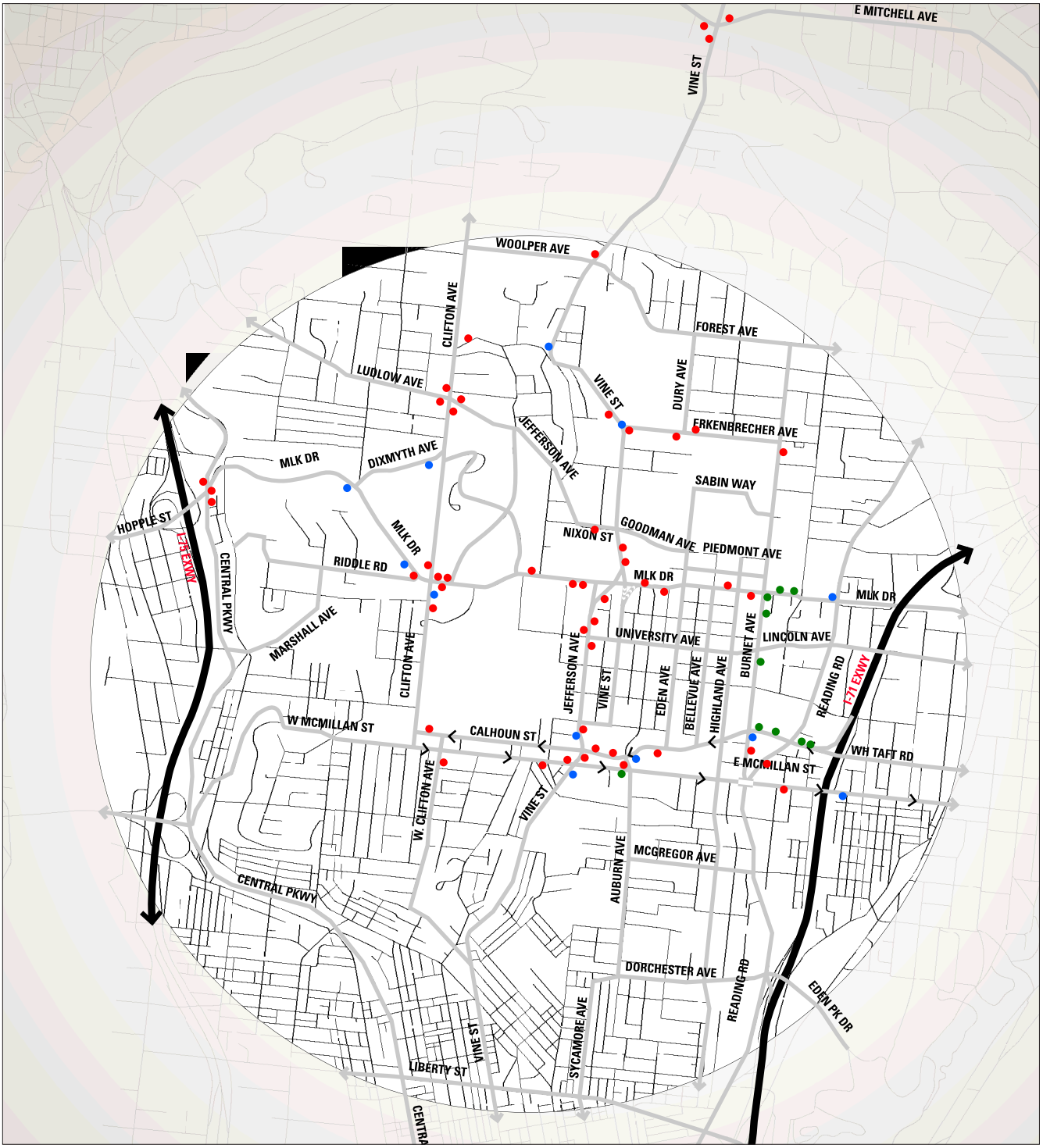
Example of audit database entry

SECTION 3 – SURVEY OF CURRENT CONDITIONS

1.0	**Interstate Signage**
1.1	Hospital sign on I-71 and I-75 is potentially confusing. Sign message "Hospital" implies there is only one hospital at Exit 3 on I-71 and Exit 3 on I-75. (See. p.13)
1.2	I-74 has no signage that instructs which way motorists should take on I-75 to Hospitals, UC and Zoo.
1.3	Interstate blazes to guide motorists back to the expressways, are not consistently located to inform motorists. Routing on secondary streets, back to Interstate, is not always the most convenient. (See map on p.4)
1.4	Reading Rd corridor (into Uptown) needs clearer directions, especially just after Liberty going north, as it is easy to inadvertently get onto I-71.
2.0	**City Street Signage**
2.1	Existing wayfinding signs are deteriorated and illegible.
2.2	Refurbished wayfinding signs along Taft and Burnet are illegible, due to type size being too small, and contrast too light.
2.3	Parking lots and garages can be difficult to find.
2.4	Emergency hospital blazes are sometimes deteriorated or missing. (See map on p.6)
2.5	Though intended for bicyclists only, destinations listed on bike route signs inadvertently offer confusing and incorrect routing information to motorists.
2.6	Miscellaneous signs are placed haphazardly, creating visual clutter and possibly failing to communicate their messages.
2.7	"Sign creep", the accumulation of numerous generations of signage, has created a haphazard environment where signs cancel each other's effectiveness.
2.8	Visitors do not currently recognize they have entered Uptown as a "district."
2.9	Retail districts in Uptown are not signed or "celebrated."
3.0	**Street Infrastructure**
3.1	Existing traffic poles, sometimes used for wayfinding blazes, are deteriorated and need painting. Some sign panels are completely faded. Poles are strapped with many generations of old hardware that adds to visual clutter.
3.2	Old Uptown wayfinding signs have been obscured by mature trees.
3.3	Old wayfinding sign panels are in a general state of disrepair.
4.0	**Bike/Pedestrian Routes**
4.1	The few striped bike lanes in Uptown are rarely swept, making them hazardous for bikes.
4.2	There is very little, if any, secure bike parking in Uptown.

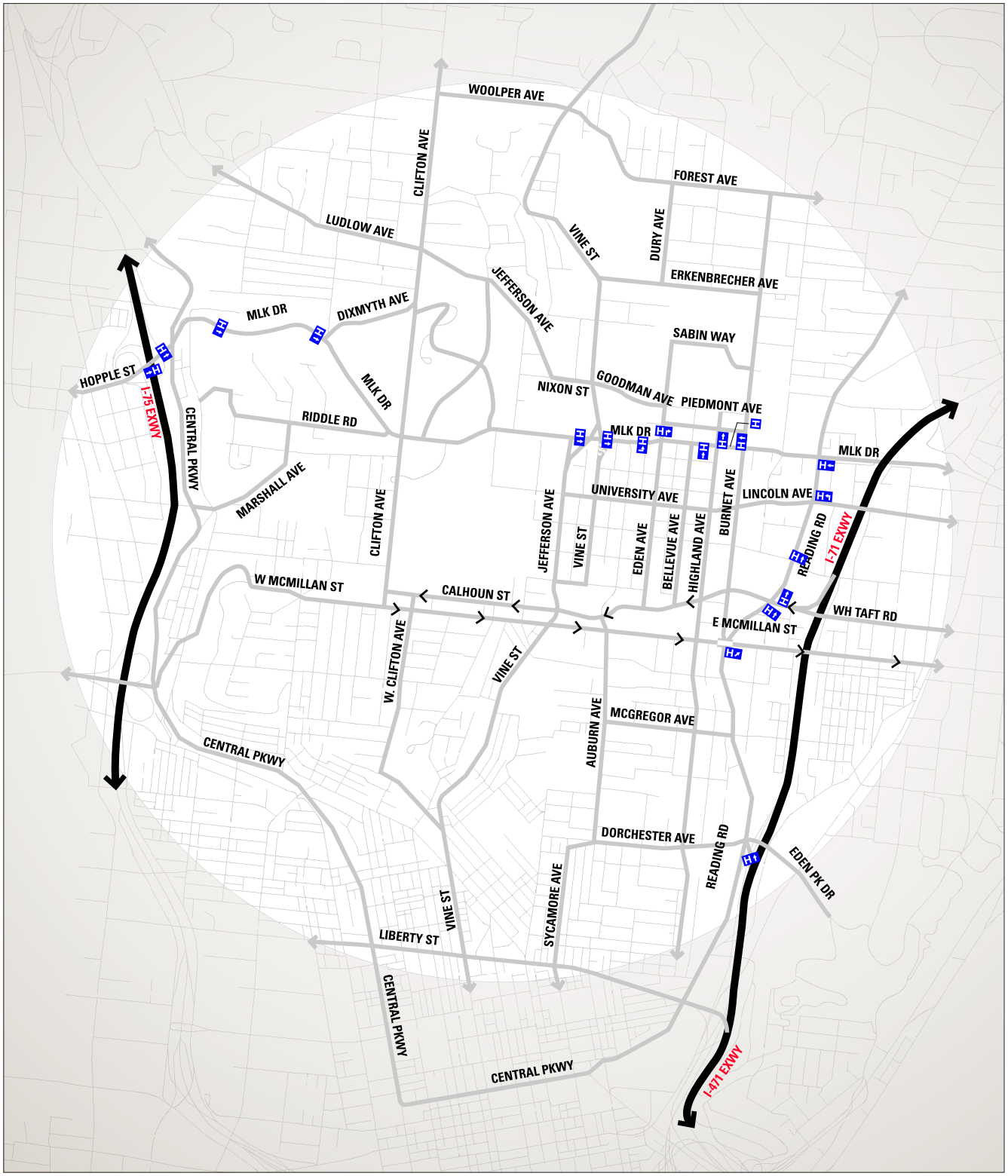
4.3	The current bike route map of Uptown and surrounding region is outdated.
4.4	Bike route signs are inconsistently located, confusing and/or in disrepair.
4.5	No bike path is designated with signage through the UC campus.
4.6	There are almost no bike path markings on pavement, which would help cyclists understand routes and make motorists more aware of cyclists. In all of Uptown the only striped bike route is on Goodman, on UC's East Uptown campus.
4.7	Many key intersections within Uptown are very wide and and not necessarily pedestrian-friendly.
4.8	The new bicycle path through the EPA campus is not signed.
4.9	Pedestrians and bicyclists do not have a map to reference while en route.
4.10	There are no designated taxi stands in Uptown.
5.0	**Neighborhood and District Identity**
5.1	Anecdotal research reveals that the concept of "Uptown" is not yet understood by the local population and visitors.
5.2	Uptown does not yet have its own identity.
5.3	Uptown neighborhood signs are illegible and deteriorated.
5.4	Retail districts do not have any identification.
5.5	Pedestrians are not aware of the locations of key destinations, including walkable paths in Uptown.
6.0	**Shuttle/Metro Transit**
6.1	Metro bus stop signs identifying routes are deteriorated and sometimes missing completely.
6.2	There are no metro bus schedules or maps posted anywhere in Uptown.
6.3	There is no information posted about the UC shuttles off-campus, even though they are open to the public.
6.4	Shuttle buses are not yet visually unified under an Uptown brand.

EXISTING UPTOWN DIRECTIONAL SIGNAGE

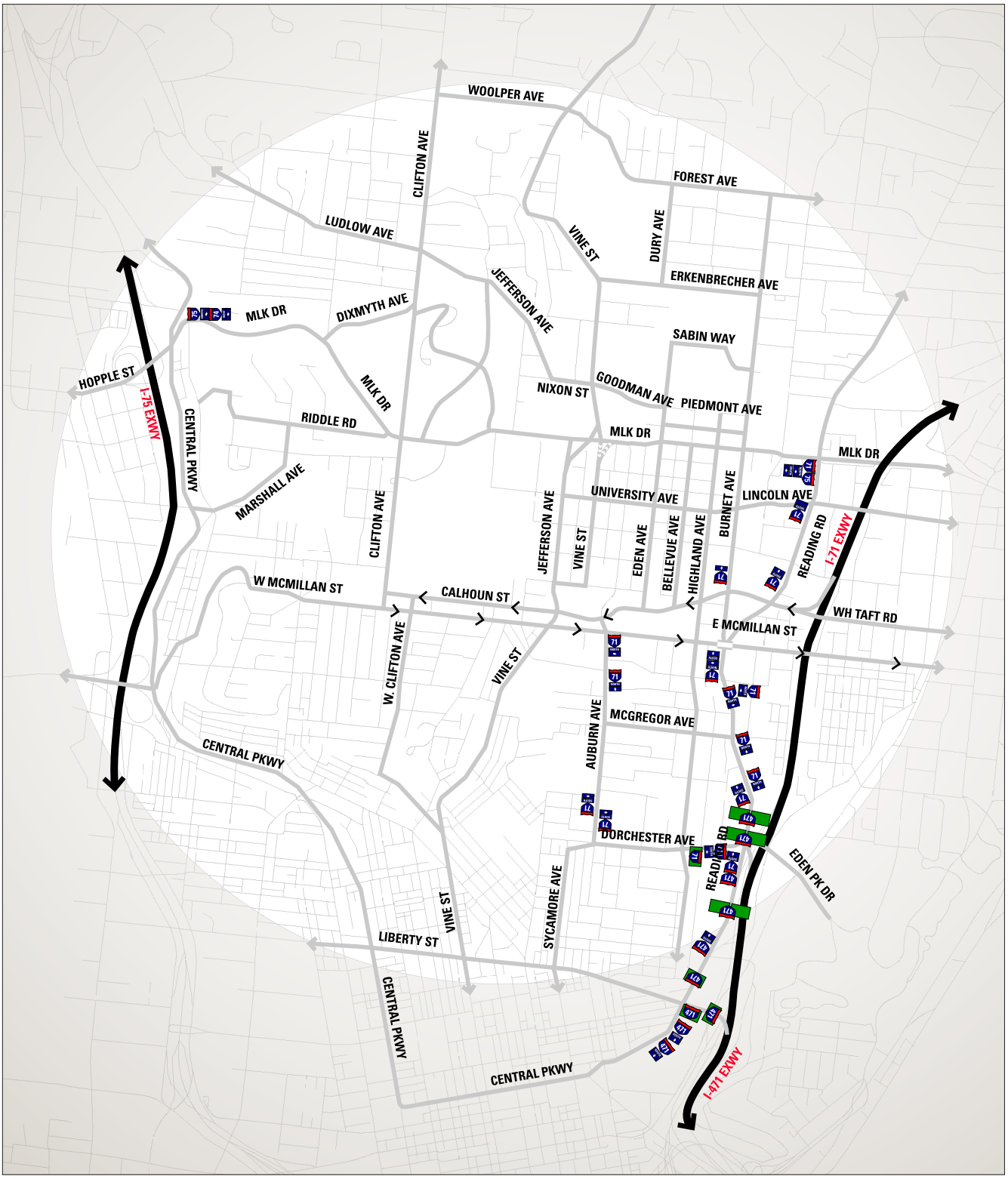


- **SIGN PRESENT**
- **SIGN POLE ONLY**
- **REFURBISHED SIGN**

EXISTING HOSPITAL BLAZE SIGNS



EXISTING INTERSTATE BLAZE SIGNS



SECTION 4 – ANALYSIS OF WAYFINDING PROBLEMS IN UPTOWN

History of the Existing Uptown Sign System

Installed in the early 80s, Uptown's original sign system was designed to work simultaneously for vehicles and pedestrians. According to the original location plans, 84 Uptown signs were originally installed.

In 1997, recognizing that the system was in need of repair, the City hired a consultant to inventory the signs and report on their possible repair. This consultant provided a sign inventory and described the difficulties the City would encounter, if repair was attempted. The consultant reported that the only salvageable component of the signage were the sign foundations.

No further actions were taken by the City.

In 2004, several signs along Taft and Burnet were reworked to provide directions to Cincinnati Children's Hospital for traffic exiting I-71 at Taft Road.

The Current State of the Uptown Sign System

Though seriously deteriorated, many of Uptown's original signs stand, today. Many sign messages are faded and no longer legible. Some sign structures are leaning and covered with rust and, therefore, not able to be effectively retrofitted. Tree limbs have grown to cover many signs and, in some cases, sign locations are no longer relevant.

(Most signs installed in an outdoor environment will not survive more than 10 to 15 years. Even the most durable exterior-grade paints and vinyl graphics carry a warrantee against fading for only 5 to 10 years.) In this regard, the original Uptown sign system has performed well.

From our review of the original construction drawings, we can see that sign fabrication has varied from the details articulated by the sign designers. Perhaps, due to "value-engineering", details have been changed, which may have reduced the short-term cost of fabrication, but may have compromised the long-term servicability of the system.

In regard to the retrofitted signs installed in 2004, though they attempted to conform to the original design, their messages are not highly legible. The proportions of the existing signs are small, and therefore legibility, for a passenger in a vehicle traveling at approximately 35 mph, is limited. The cap height of the letters is only 3 inches, which is not sufficient for moving traffic.

Uptown requires a new flexible sign system that can adapt to changing needs.

Branding Uptown
First coined in the early 80s by City planners, the name "Uptown" first appeared on the wayfinding sign system which was installed in 1982.

Though signs have borne the name "Uptown" for many years, very little equity, if any, has been built in this name.

Anecdotal research shows that most local residents don't identify with the notion of "Uptown". Additionally, visitors have little, if any, recognition of "Uptown", as a distinct geographic entity.

A new Uptown branding effort should be reflected in the new sign system.

Branding research currently being conducted by the Uptown Consortium will help inform every aspect of the design of the new sign system which will occur in the next phase of this project.

The following paragraphs describe other deficiencies in the current Uptown wayfinding system.

Interstate Signage
Uptown is bounded on the west by I-75 and the east by I-71. Both interstates serve primarily as north-south transportation corridors with several partial-access interchanges serving Uptown. Additionally, I-74 which terminates at I-75 and Central Parkway at the western edge of Uptown, provides a transportation corridor to Western Hamilton County. Terminating at I-71 south of Uptown, I-471 provides the primary access to Uptown from Campbell County and Eastern Hamilton County.

Currently, there is no directional signage on either I-74 or I-471 for Uptown or specific Uptown destinations. Advance information should be provided to motorists so they can plan their route. For example, the Zoo would prefer that motorists coming in from the West, on I-74, take I-75 north to the Mitchell exit. This information must be posted on I-74 with enough advance notice to allow drivers to position themselves in the correct lane.

There is some directional signage on Interstates 75 and 71 but some adjustments to the existing signage could improve current conditions. There is no directional signage for northbound I-75 between the Ohio River and the Hopple Street Interchange or for northbound I-71 between the Ohio River and the Montgomery Rd./Duck Creek Interchange.

ODOT has initiated a series of preliminary engineering projects for the reconstruction of I-75 from the Ohio River to I-275. Construction is anticipated to begin over the next 5 to 10 years. This presents a timely opportunity to plan and design an enhanced directional signage system for I-75 that provides an enhanced level of driver information for Uptown and its respective destinations.

As part of the Uptown Transportation Masterplan, managed by the Ohio-Kentucky-Indiana Regional Council of Governments, the feasibility of improved interstate access to I-71 from Uptown is to be evaluated. Implementation of any major access changes to I-71 would likely be 8 to 10 years in the future. Consequently, revisions to directional signage on I-71 will be based on the current interchange configurations. As feasible alternatives are developed as part of this project, signage revisions and opportunities will be also be developed.

The current interstate signage system directing motorists to the respective interstates from Uptown is in need of revision and improvement to reflect current and planned land use and vehicular travel patterns. Our audit shows that many signs are missing and some routing is illogical and/or inconvenient.

All interstate signage will need to be developed in accordance with ODOT/FHWA standards and guidelines.

City Street Signage

For the past several years, the City of Cincinnati has been developing a multi-phased wayfinding sign system for the central business district and will implement Phase II of this program in early 2005, which will expand it north to Central Parkway.

The phased expansion of this signage system presents a unique opportunity for Uptown to be mentioned at several key junctures, directing traffic up Reading, Vine Street and Central Parkway.

In late 2005, the City will implement Phase III of this program, which will extend the system as far north as Liberty.

The Uptown Transportation Planning Team will coordinate with the City to make sure Uptown destinations are integrated into this program.

In addition to installing these new signs, an effort should be made to eliminate deteriorated signs, which clutter Uptown streets.

Street Infrastructure
The upgrading of street furniture, traffic fixtures, and wayfinding sign standards would help create an Uptown vocabulary that unifies Uptown's neighborhoods and reflects its new branding position.

Currently, many traffic and light poles are in need of paint. Many of these poles are cluttered with old hardware and faded signs, giving the streetscape a haphazard, deteriorated appearance. Some poles are leaning or have been damaged by cars.

Several key intersections offer "gateway" possibilities, which would help define Uptown as a district, by creating a sense of arrival.

As new developments are built, their accompanying streetscapes should conform to already established design guidelines. That does not neccessarily mean that there should be only one light pole and park bench style for all of Uptown. Rather, different retail districts and developments could have different standards, which would relate to the design guidelines.

To ensure their authority and clarity, wayfinding signs should remain consistent throughout Uptown. The new wayfinding sign system should be one of Uptown's consistent design elements.

Shuttle/Metro Transit
The Uptown Transportation Team is studying options for a unified shuttle service, which would serve Uptown's institutions, as well as, the public. Signage should be developed that would make shuttle stops more obvious to the community and shuttle routes should be posted to allow users to plan their trips.

Bike/Pedestrian Routes
Though Uptown's streets are endowed with sidewalks, and distances between destinations are relatively short, neither pedestrians nor bicyclists are encouraged by current conditions within Uptown. The confusion caused by broken connections and concerns about street crime discourage foot traffic.

Large assemblages of land, also referred to as "superblocks", which incorporate Uptown's various campuses, pose wayfinding challenges to motorists and pedestrians alike.

Though public safety recommendations are beyond the scope of this Study, these issues are related and must be addressed in a coordinated way.

One of the goals of the Uptown Consortium's proposed Ambassador Program is to create a more positive presence on the street, and therefore to encourage more foot-traffic. As the Ambassador Program evolves, coordination with the Study Team may be beneficial to overall planning efforts.

Architects and planners at the University of Cincinnati have transformed the west campus to a more pedestrian-oriented environment. Landscaped walkways thread through the west campus and help establish "pedestrian nodes" for the bounding streets of Jefferson, Calhoun, Clifton and MLK. The Transportation Study Team should exploit these nodes when planning routes.

As part of a security upgrade, the EPA site has recently been redesigned. Landscape architects have intentionally created a pedestrian/bike path through the EPA's campus which links with the north edge of the UC West campus along MLK. Further coordination with the EPA should be pursued to make this linkage more clearly identified for cyclists and pedestrians.

Other development plans, both residential and institutional, are evolving in Uptown, as well. As these plans mature, coordination with this multi-modal transportation plan will be essential.

Information about Uptown shuttle routes, bike routes and walking routes should be made available at key hubs throughout Uptown, to help bikers and walkers plan their routes. An Uptown District map could be posted throughout the area at key locations, while a print version could be downloaded off the internet or handed out on campus and at neighborhood retail establishments.

Bike Route signs

Bike route signs in Uptown are inconsistently located. We've received anecdotal evidence that bike route signs are confusing some motorists who were driving to the Zoo.

There are few striped bike trails in Uptown. Further consideration needs to be given to bike routes, before the sign system for bikes can be improved.

Neighborhood Identity

Though not part of the scope of this study, neighborhood identity signage is a related issue. Neighborhood identity signs will continue to be an important "landmarking" tool for people trying to find their way around Uptown.

In the next phase of this project, further consideration will be given to improving neighborhood signage.

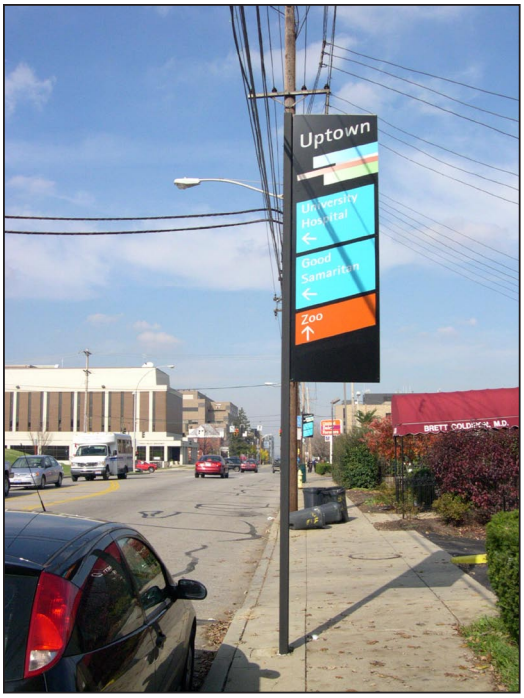
The following photos key to the specific issues, by number, outlined in Section 3: Survey of Current Conditions.

1.1 Hospital sign on I-71 and I-75 is potentially confusing. Sign message "Hospital" implies there is only one hospital at Exit 3 on I-71 and Exit 3 on I-75.

1.4 Reading Rd corridor (into Uptown) needs clearer directions, especially just after Liberty going north, as it is easy to inadvertently get onto I-71.

2.1 Existing wayfinding signs are deteriorated and illegible.

2.2 Refurbished wayfinding signs along Taft and Burnet are illegible, due to type size being too small, and contrast too light.



2.5 Though intended for bicyclists only, destinations listed on bike route signs inadvertently offer confusing and incorrect routing information to motorists.

2.6 Miscellaneous signs are placed haphazardly, creating visual clutter and possibly failing to communicate their messages.

3.1 Existing traffic poles, sometimes used for wayfinding blazes, are deteriorated and need painting.

3.1 Some sign panels are completely faded. Poles are strapped with many generations of old hardware that adds to visual clutter.

3.2 Old Uptown wayfinding signs have been obscured by mature trees.

3.3 Wayfinding sign panels are missing and remaining poles are leaning.

4.4 Bike route signs are inconsistently located, confusing and/or in disrepair.

4.7 Many key intersections within Uptown are barren and not pedestrian-friendly.

5.3 Uptown neighborhood signs are illegible and deteriorated.

5.4 Retail districts do not have any identification.

6.1 Metro bus stop signs identifying routes are deteriorated and sometimes missing completely.

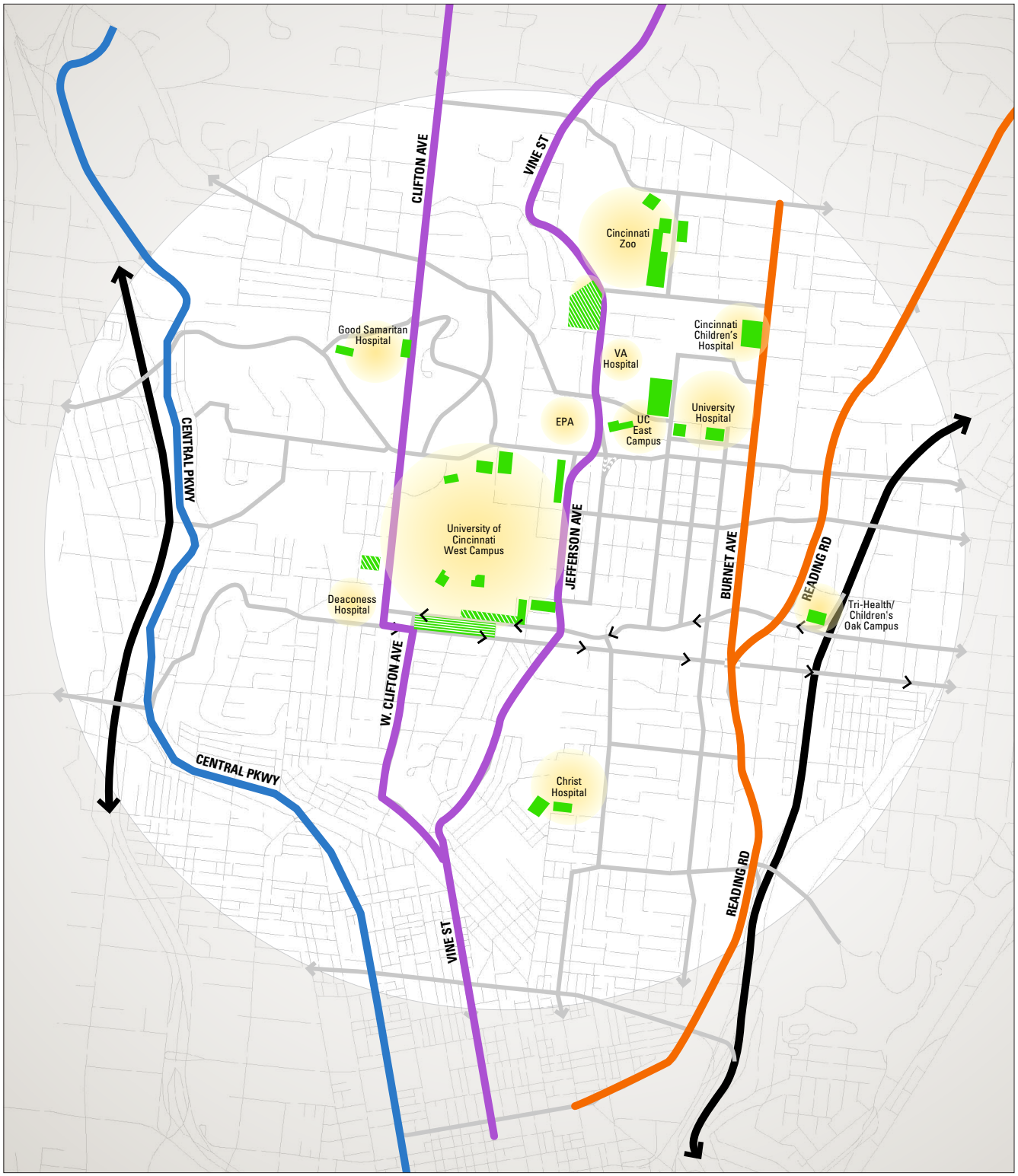
SECTION 5 – RECOMMENDATIONS

Issue	Time Frame	Recommendations
1.0		**Interstate Signage**
1.1	1 yr	Change "Hospital" to "Hospitals" on both I-71 and I-75.
1.2	1 yr	I-74—Introduce Uptown Destinations: "Hospitals", "University", and "Zoo" on I-74. Direct to I-75 South for "Hospitals" and "University." Direct to I-75 North for "Zoo."
1.3	1 yr	Re-arrange and place additional interstate signage to guide motorists back to the expressways.
1.4	1 yr	Place wayfinding signage on Reading (south of Liberty) to help motorists queue into the left-most two lanes for Uptown. Consider adding more identification for Uptown.
2.0		**City Street Signage**
2.1	1 yr	Develop an updated, comprehensive sign system that relates to the CBD signage, but with a distinct Uptown brand.
2.2	1 yr	Replace refurbished signs with new sign system.
2.3	1–5 yr	Develop large standardized "P" emblem to help motorists identify garages and lots that are part of the Uptown parking system. Consider electronic messaging for parking info. Electronic Variable Message Signs (VMS) could be used to convey real-time parking information during peak times and event-related traffic.
2.4	1 yr	Replace aged "H" signs with current standard, making certain no gaps exist in the path to University Hospital, the only Trauma 1 hospital in Uptown, and Children's Hospital.
2.5	1 yr	Proper placement of Uptown wayfinding signs, combined with a distinct visual language, will lessen confusion between vehicle and bicycle paths. Bicycle path signage should not display destinations which can be read by motorists. Bicycle/pedestrian "trail" maps should be displayed throughout Uptown in locations readily accessible to cyclists and pedestrians.
2.6	1 yr	Develop integrated system of sign types including wayfinding directionals, blazes, identifiers for parking and shuttle. "Modular" wayfinding system will provide maximum flexibility.
2.7	1 yr	Develop inventory of signs that should be removed due to irrelevant or redundant messages, improper location, illegibility, etc.
2.8	1–5 yr	Coordinate with ODOT and city to put Uptown Gateway lettering on existing and future trusses at Reading, Hopple, and any new overpass or interchange that may be built in the future.
2.9	2 yr	Develop banner or flag system that can be used to highlight retail districts and special zones.
3.0		**Street Infrastructure**
3.1	2 yr	Paint poles and remove unnecessary hardware and illegible signage.

3.2	2 yr	Assess trees and landscape, prune and remove dead limbs. Rethink sign locations, if possible, to preserve trees.
3.3	1 yr	Replace wayfinding signs with new system. Reuse foundations as appropriate.
4.0		**Bike/Pedestrian Routes**
4.1	NA	Streets designated as bike routes (striped or non-striped) should be swept frequently to maintain as safe for use by bicyclists.
4.2	2 yr	Build secure bike parking at shuttle stops, parking garages, and institutional destinations. Locations for bike parking must be well marked by signage.
4.3	1 yr	Publish an updated map that links current Uptown bike routes with existing regional bike routes. Post maps throughout Uptown as signs. Post on appropriate web sites as well.
4.4	1 yr	Make sure pole mounted signs are consistent enough to communicate routes (there are gaps in the markings that make it difficult to follow the trail).
4.5	2 yr	Develop a bike path through/or on perimeter of UC campus that allows for safer passage.
4.6	1 yr	Use pavement markings to help riders position themselves on the street and notify cars of designated bike routes.
4.7	1 yr	Repaint faded crosswalk markings on pavement. Consider landscape improvements to make intersections easier for pedestrians to cross.
4.8	1 yr	New landscaping at EPA provides for a bike path. Coordinate with EPA to sign the path.
4.9	1 yr	Develop a simple map of Uptown that can be mounted on poles throughout Uptown to serve pedestrians and bicyclists.
4.10	1 yr	Develop reliable taxi stands. Identify stand with Uptown-branded signs. Place near retail and hospitatlity destinations.
5.0		**Neighborhood Identity**
5.1	1 yr	Conduct research to build an "Uptown" brand statement. Start naming "Uptown District" on City wayfinding signs. Develop a cohesive branding program.
5.2	1 yr	Create visual mark and logotype which expresses Uptown brand for print, web and signage applications.
5.3	3 yr	Help the Uptown neighborhoods develop legible signs identifying their neighborhood and its "kinship" to the Uptown District.
5.4	3 yr	Develop stronger identities for retail districts.
5.5	2 yr	Develop Uptown Info Kiosks in retail districts that include maps to key attractions and maps of bus and bike routes.

6.0		**Shuttle/Metro Transit**
6.1	1 yr	Metro signs should be added and replaced where necessary.
6.2	1 yr	Provide compact map signs at shuttle stops so people can see routes and destinations.
6.3	1 yr	Identify shuttle stops with Uptown-branded sign.
6.4	1 yr	Standardize graphics on shuttle buses so they become more universally recognized. Display route with changeable device so buses can be interchanged, if necessary.
7.0		**General**
7.1	3 yr	Develop an Uptown Authority that will, at minumum, oversee maintenance of sign system.
7.2	2 yr	Establish guidelines and standards for posting signs in Uptown.
7.3	2 yr	Ensure that city workers and Uptown institutions' maintenance workers are well-trained and managed with regard to standards.
7.4	1 yr	Coordinate with City Transportation and Engineering Dept. to integrate Uptown destinations into the CBD sign system.

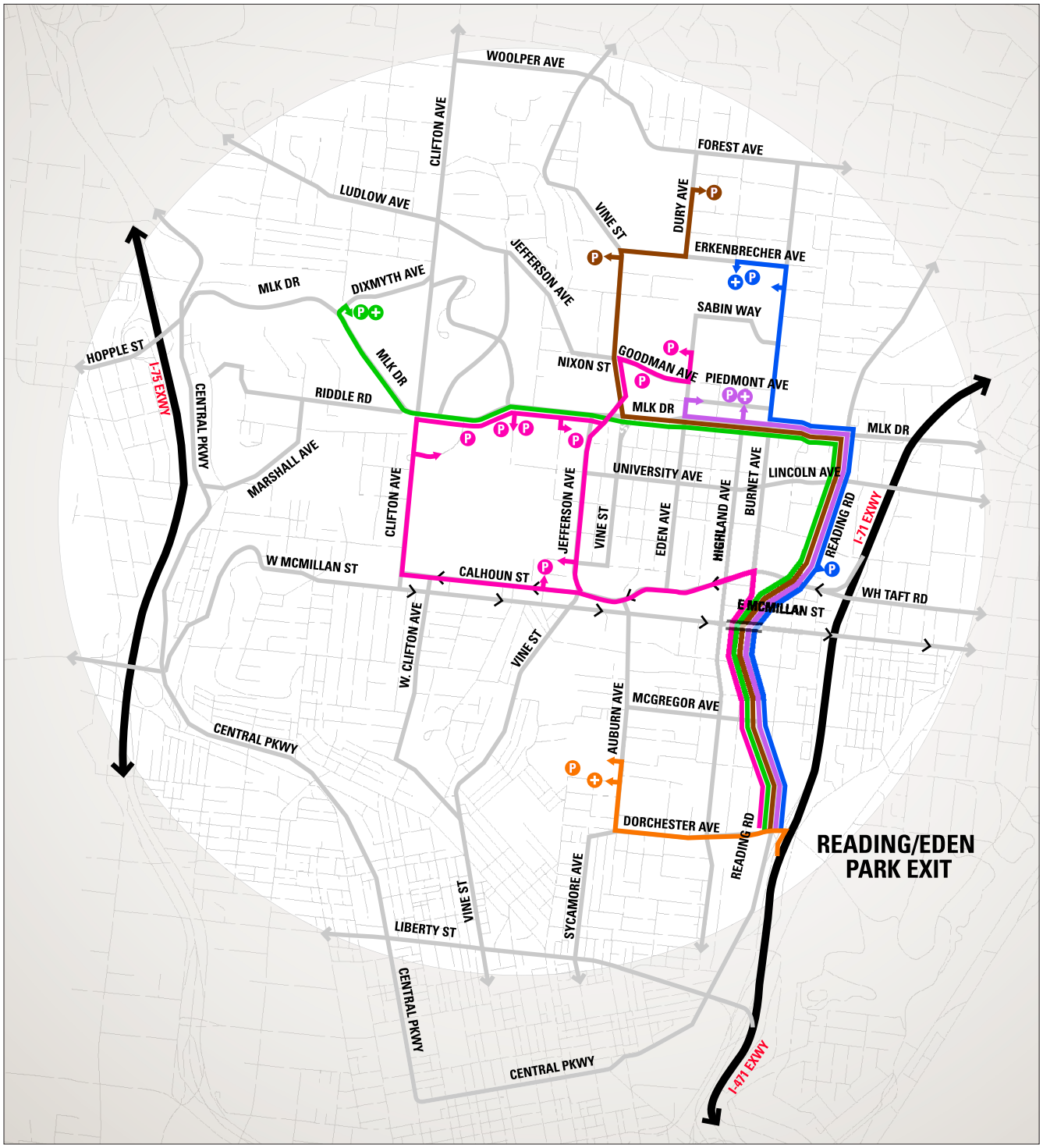
NORTH/SOUTH TRAVEL CORRIDORS



PARKING GARAGES & LOTS

PARKING GARAGES & LOTS UNDER CONSTRUCTION

PATHS FROM I-71 (NORTHBOUND)



- CHRIST HOSPITAL
- GOOD SAMARITAN HOSPITAL
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- ZOO
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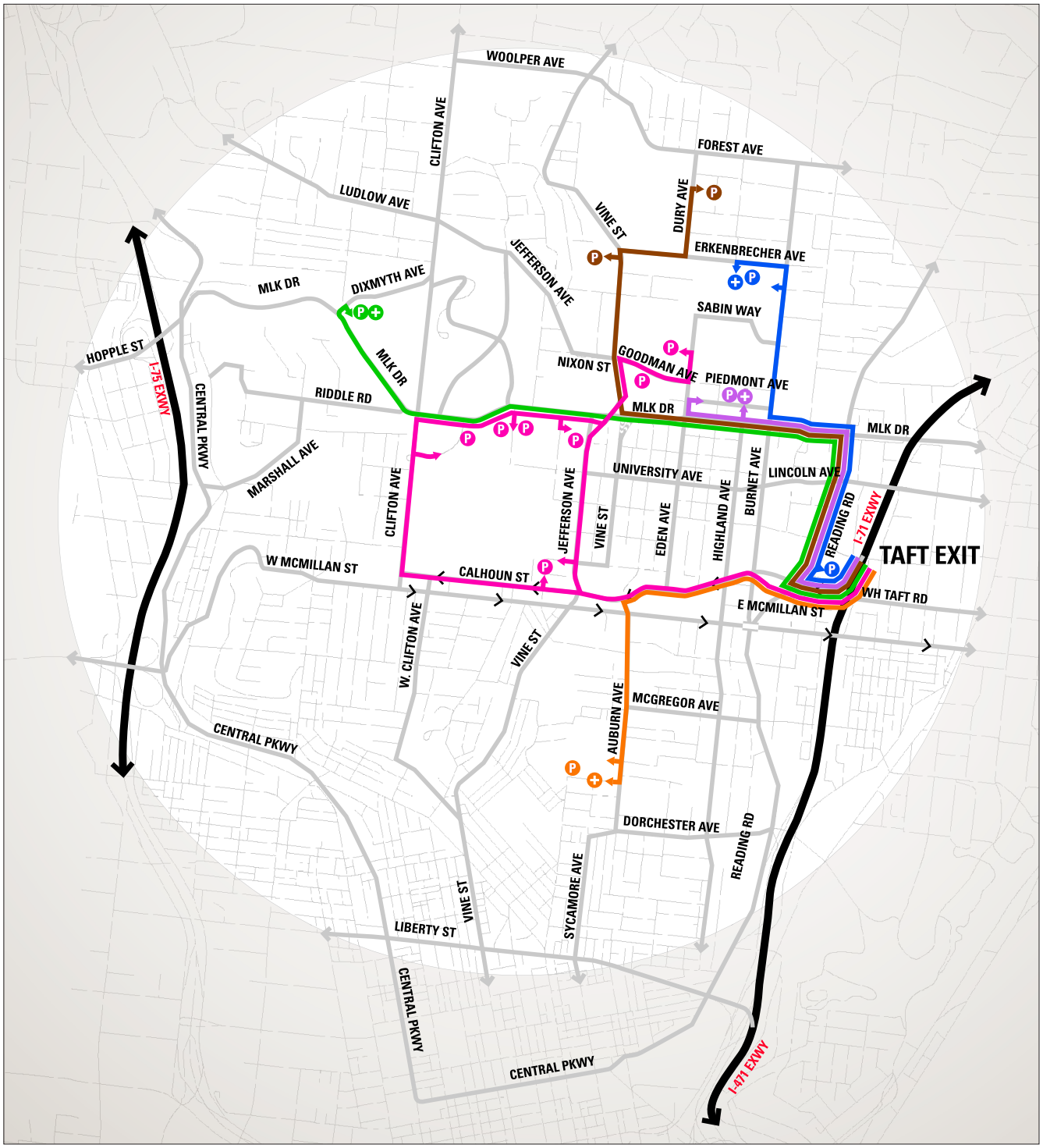
PATHS FROM I-71 (SOUTHBOUND)



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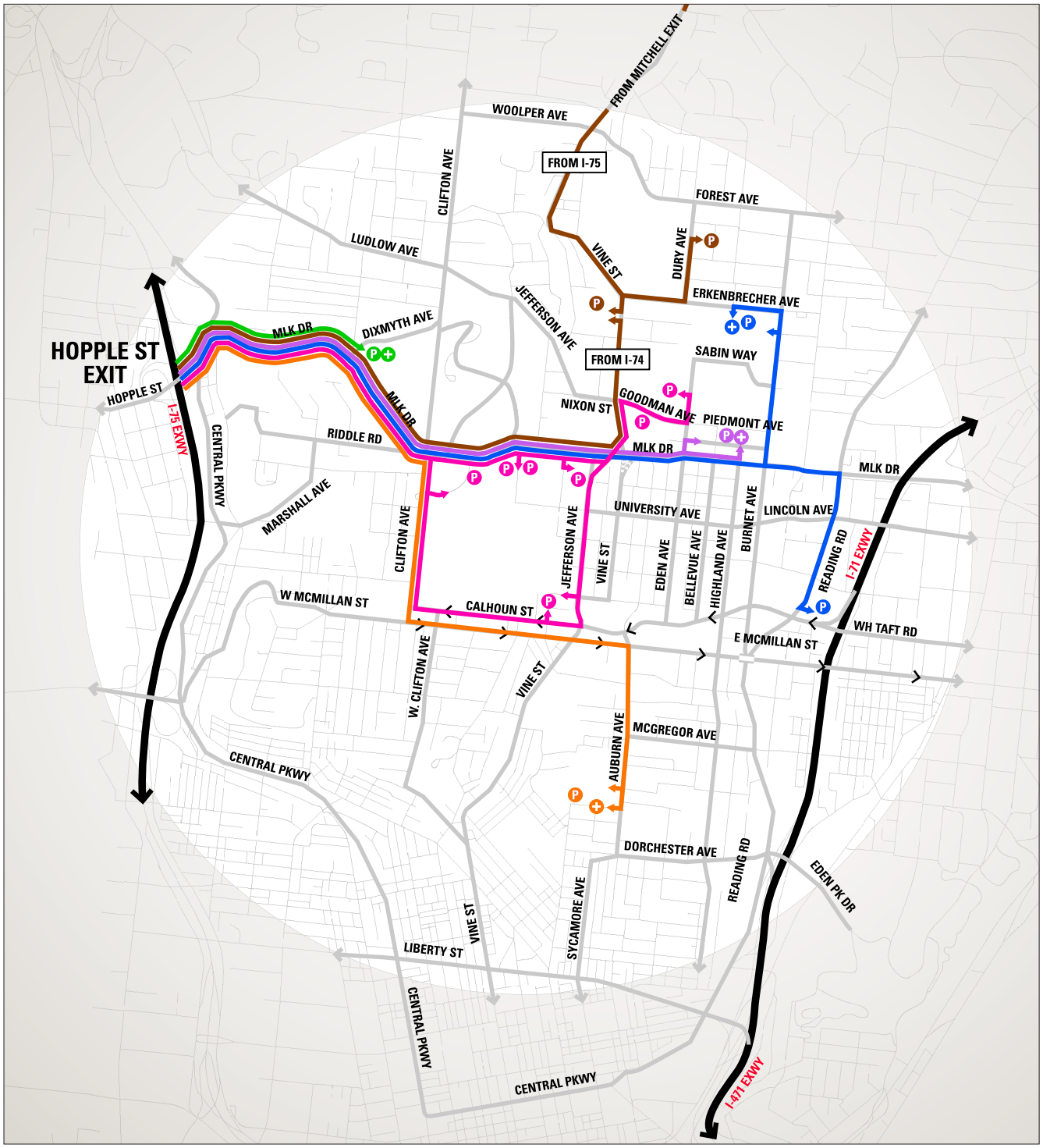
PATHS FROM I-74/75 (NORTH & SOUTHBOUND)



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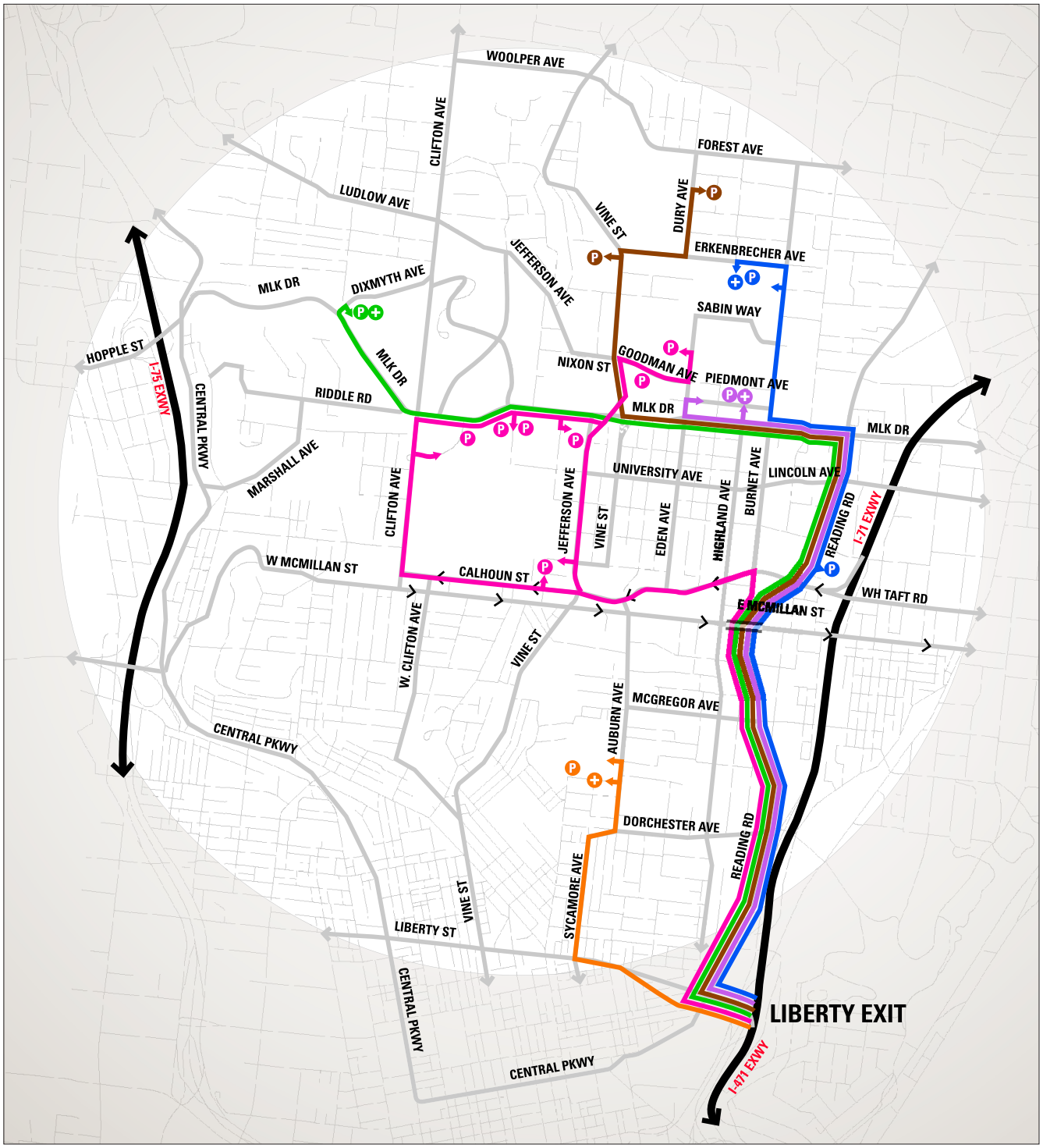
PATHS FROM I-471 (NORTHBOUND)



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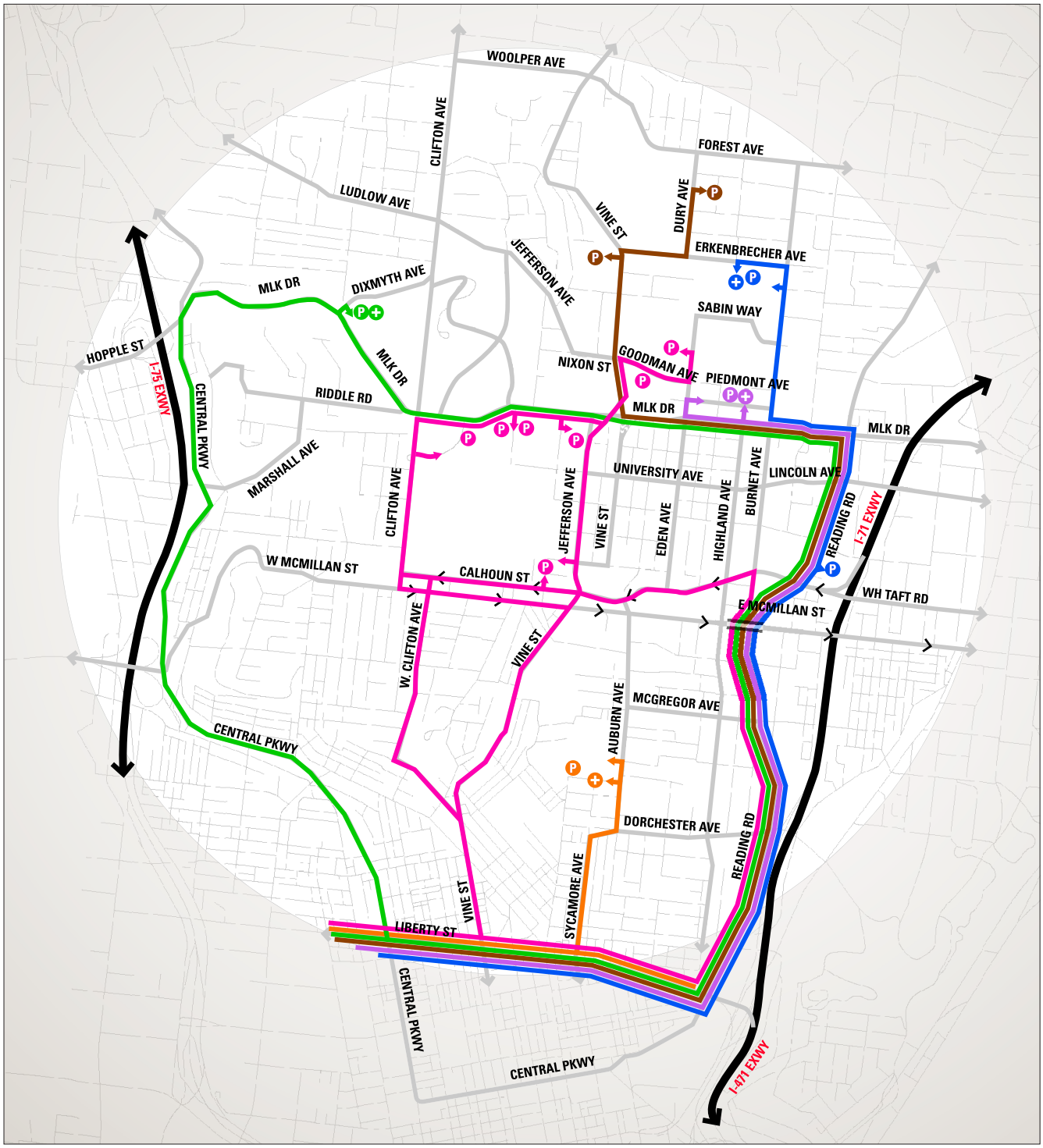
PATHS FROM DOWNTOWN



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SECTION 7 – SCHEMATIC DESIGN FOR UPTOWN SIGN SYSTEM

Uptown Wayfinding Sign Types

The range of wayfinding sign types described in this report were developed to a schematic level. The integrated system of components described in this system, provide an integrated approach for a variety of users in Uptown including: motorists, transit riders, bicyclists and pedestrians.

There are numerous benefits to an integrated "systems" approach. By making each sign component relate visually, it reinforces the effectiveness of all the other components, making the information easier for users to recognize in the environment.

The system's "modularity" ensures flexibility because the components are somewhat interchangeable. The commonality among the components with regard to materials, processes and hardware also makes the system easier to build and maintain.

A visually integrated sign system can also reinforce the personality or "branding" for the Uptown district. Though all the branding elements are not yet incorporated, the look of these signs are already imparting a certain personality.

The sign system splits into two basic groups: vehicular and bike/pedestrian. These two groups are subject to very different factors. The vehicular signs are designed for traffic that may be moving as fast as 45mph along a six-lane boulevard, while the bike/ped signage is geared for slower moving traffic and up-close viewing.

The bike/ped signage is purposely designed to not be visible by motorists, as bike/ped routes are not always the same as they would be for cars. Bike/ped wayfinding signs provide the minutes (by walking) to each listed destination. This is very helpful for pedestrians trying to plan their route.

Though the sign types developed in this schematic plan are comprehensive for wayfinding, the system can be expanded to include district gateway signs, as well as neighborhood and retail district identification signs.

Pedestrian/Bike		**Vehicular**		
Directional	**Identificational**	**Directional**	**Identificational**	**Regulatory**
Uptown Route Maps	**Metro Stop ID**	**Interstate Exit**	**Gateway**	**Traffic and Parking Regulation**
Route Blaze	**Shuttle Stop ID**	**Vehicular Directional**	**Destination ID**	
	Taxi Stand ID		**Parking ID**	
	Secure Bike Parking ID	**Route Blaze**		

Message Hierarchies

A list of primary destinations has been developed for the vehicular wayfinding signs. To provide additional clarity for motorists, some destinations may include secondary information. For example, the University of Cincinnati has two major campuses in Uptown, which need to be distinguished from one another. The same is true of Cincinnati Children's Hospital. This hierarchy of information can be seen on the sign layout.

Vehicular

Primary		Secondary	Tertiary
Univ. of Cincinnati	**University Hospital**	**Hebrew Union College**	**Ludlow Village**
Univ. of Cincinnati WEST CAMPUS	**Christ Hospital**	**Shriners Hospital**	**Short Vine**
Univ. of Cincinnati MED CENTER	**Good Samaritan Hospital**	**Burnet Woods**	**Calhoun Market**
Cincinnati Children's Hospital	**Downtown**	**Deaconess Hospital**	
Cincinnati Children's OAK CAMPUS	**Cincinnati Zoo**	**Cincinnati State**	
	Uptown Hospitals	**Veterans Hospital**	

The bike/ped wayfinding signs provide a longer list of destinations, at the tertiary level. These include retail and cultural destinations. Though there is some redundancy with the vehicular signs, the level of specificity is greater. Based on the Travel Management Plan, motorists may be encouraged to "cross over" to become cyclists, pedestrians and transit riders. For example, vehicular signs would guide motorists into key Uptown parking garages, then bike/ped wayfinding signs would guide them to specific locations.

Pedestrian

Primary		Secondary
UC West Campus	Hebrew Union	Mt. Storm Park
UC Med Center	Cincinnati Zoo	Fairview Park
University Hosp.	Kingsgate Center	Belvue Park
Christ Hosp.	Downtown	Ludlow Village
Children's Hosp.	Burnet Woods	Calhoun Market
Shriners Hosp.	MacDonald House	Short Vine
Good Sam. Hosp.	Vernon Manor	
Veterans Hosp.		

To be effective, the messages must be as brief as possible. We are also recommending a very limited use of abbreviation. Some abbreviation is necessary to save space. For example, by abbreviating "University" to "Univ.", sign panels can be more narrowly proportioned, reducing wind loads and saving cost.

Writing the final message schedule for Uptown will require a coordinated effort among the many institutions and stakeholders within Uptown. Depending on how the funding is to be provided, it could affect which destinations are to be directed to. (See Section 8 on funding.)

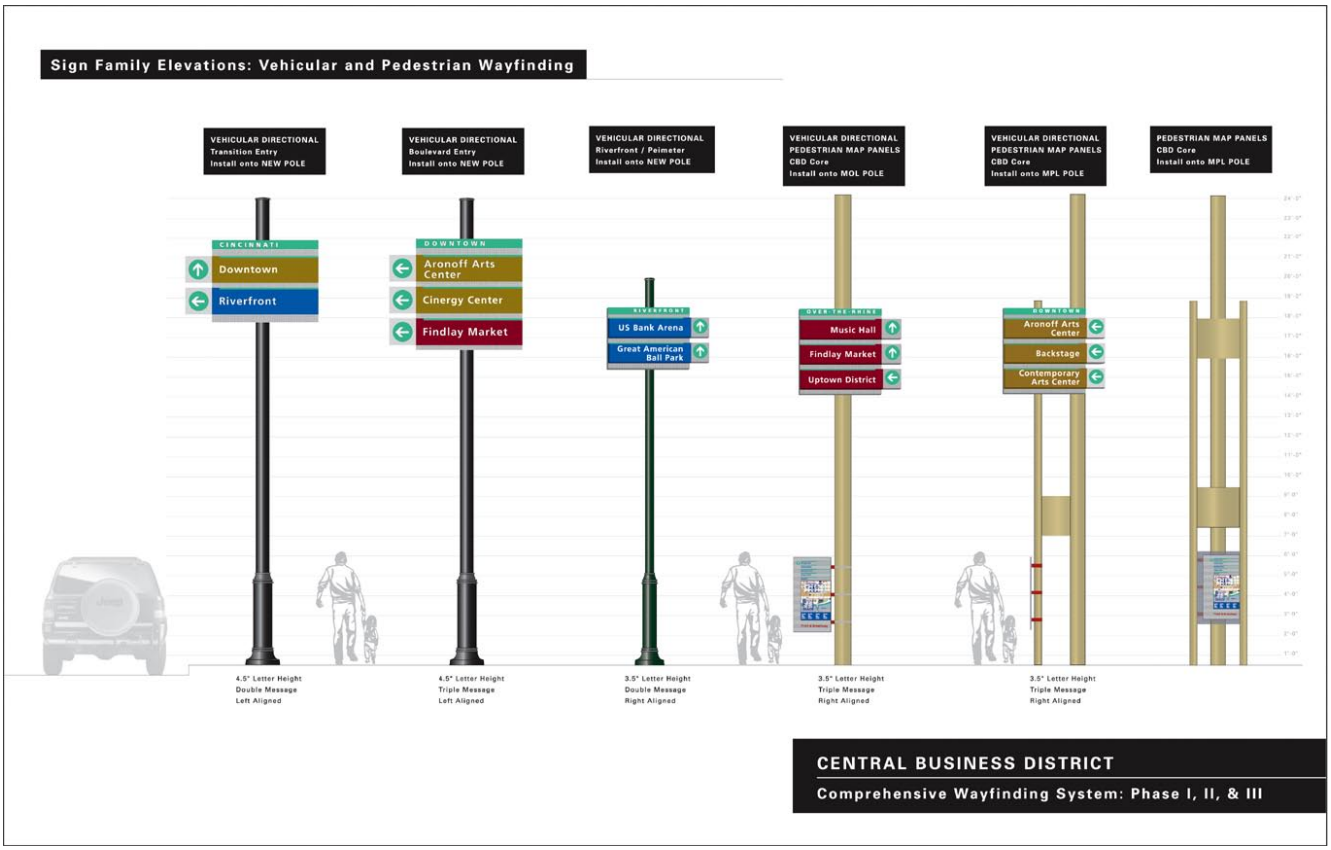
Even minor abbreviations can allow for major reductions in sign panel size

Context With Downtown Sign System

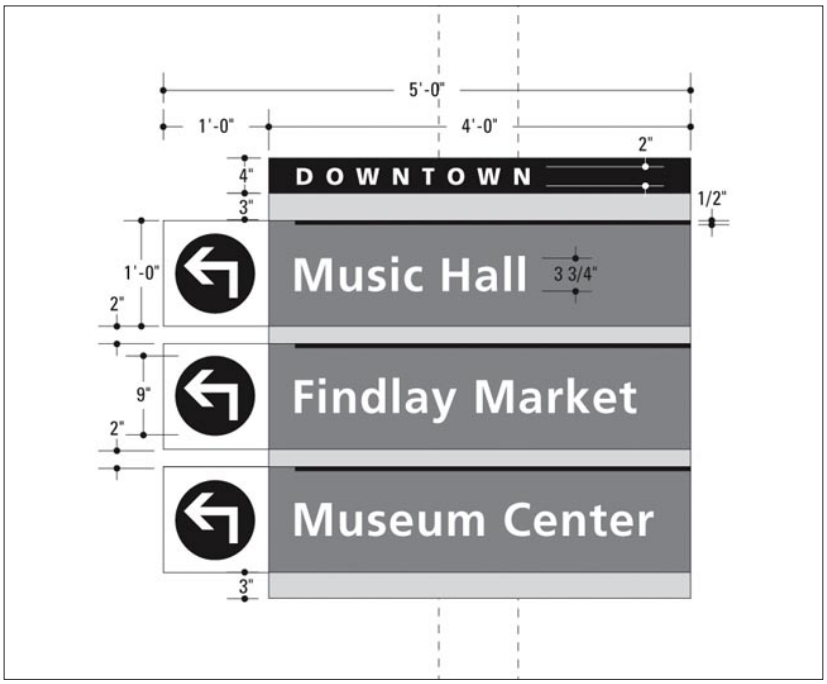
The City of Cincinnati has developed a wayfinding sign system for the Central Business District (CBD), which has helped to inform the design of the Uptown sign system.

One of the goals of the OKI-sponsored study for Uptown has been to reinforce the "Uptown-Downtown Connection". With that in mind, the Uptown Transportation Study Team has made a recommendation to the City to incorporate "Uptown" as a destination along certain routes in the CBD.

For example, the City is in the process of signing routes in Over-the-Rhine, which abuts the southern edge of Uptown. The Transportation Study Team has recommended "Uptown" be included as a destination along (east/west) streets like Central Parkway, and Liberty, as well as (north/south) streets like Vine St. and Reading Rd.




DOWNTOWN
Music Hall
Findlay Market
Museum Center


5'-0"
1'-0"
4'-0"
2"
4"
DOWNTOWN
3"
1/2"
1'-0"
Music Hall
3 3/4"
2"
9"
Findlay Market
2"
Museum Center
3"

Legibility Factors

The sign system has been designed for maximum legibility. Many factors contribute to achieving the best legibility possible, including: type size and font style, color and contrast, distinctive shape and sign placement.

The Study Team explored many type fonts and ultimately selected Officina Sans Bold for its readability and economic use of space. This font family offers several different weights and also provides a serif version.

The color palette helps codify the sign types. For example, the vehicular signs are a deep red and terra cotta, while the bike/ped signs are terra cotta and green. The transit signs employ terra cotta and dark blue. Along with being the most legible colors for environmental graphics, many of these colors share a link to existing color palettes for related sign systems: such as the City of Cincinnati CBD, the Cincinnati Park District and the Metro.

The distinctive shape of the signs helps users spot them in the environment. The unique shapes which all relate in a "modular" way, also helps each sign type link to the other once again helping the user identify them quickly.

The placement of the signs is critical to their success, especially with regard to vehicular signs. The vehicular signs must be placed to anticipate the motorists' need for information, keeping in mind that their speed may be anywhere from 25 to 45 mph. The signs have been designed to conform to the City's guidelines for placement near the curb.

In the final design phase of this signage plan, each location will have to be vetted for its "sight lines" as well as underground conditions. Existing wayfinding sign foundations should be reused whenever possible.

LETTER SIZE	MAX. IMPACT DISTANCE	MAX. READABLE DISTANCE
3"	30"	100"
4"	40"	150"
5"	50"	175"

	beige	white	grey	black	brown	pink	purple	green	orange	blue	yellow	red
red	78	84	32	38	7	57	28	24	62	13	82	0
yellow	14	16	73	89	80	58	75	76	52	79	0	
blue	75	82	21	47	7	50	17	12	56	0		
orange	44	60	44	76	59	12	47	50	0			
green	72	80	11	53	18	43	6	0				
purple	70	79	5	56	22	40	0					
pink	51	65	37	73	53	0						
brown	77	84	26	43	0							
black	89	91	58	0								
grey	69	78	0									
white	28	0										
beige	0											

do not use

acceptable

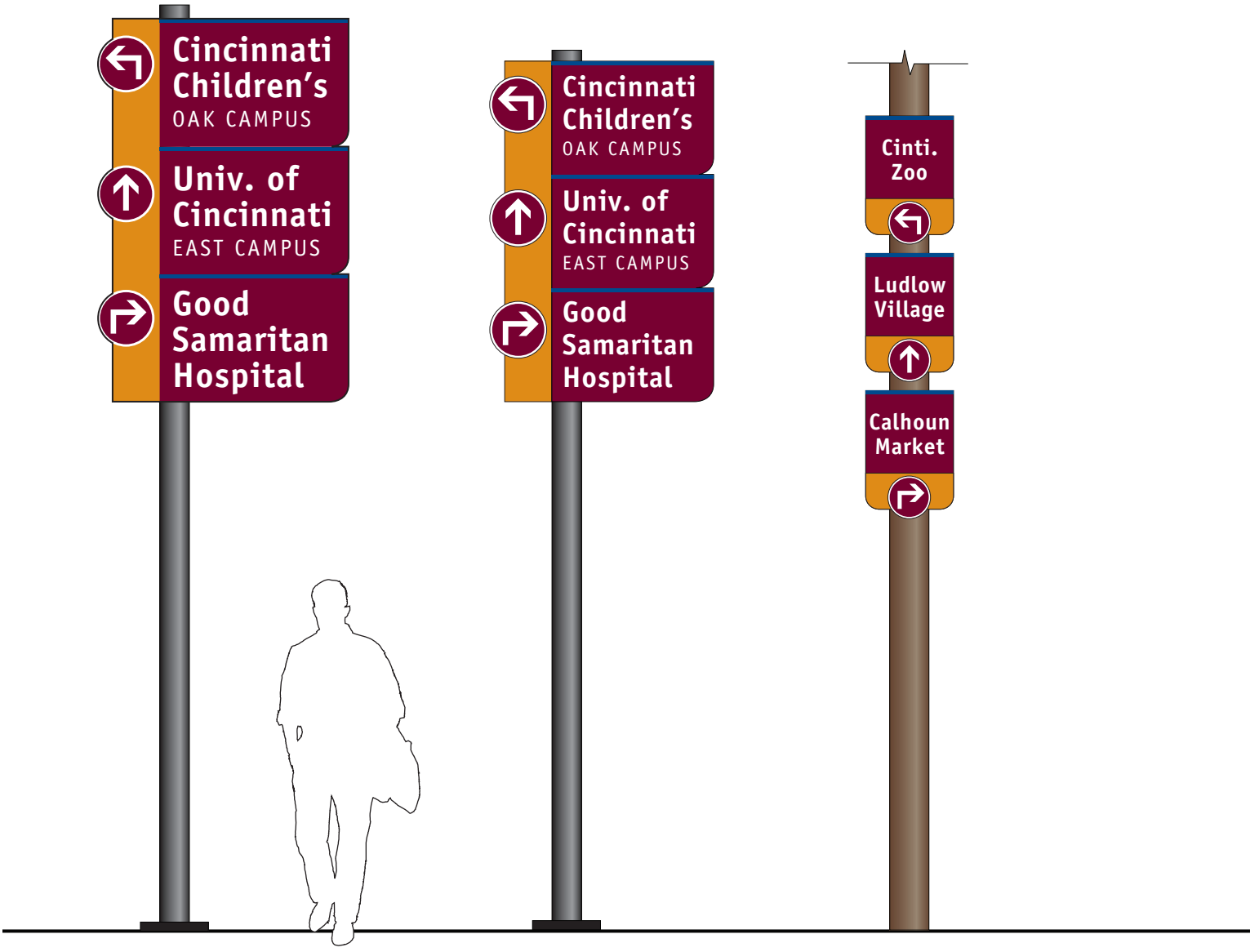
Type Family

Officina Sans Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890&

Officina Sans Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890&

Officina Serif Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890&

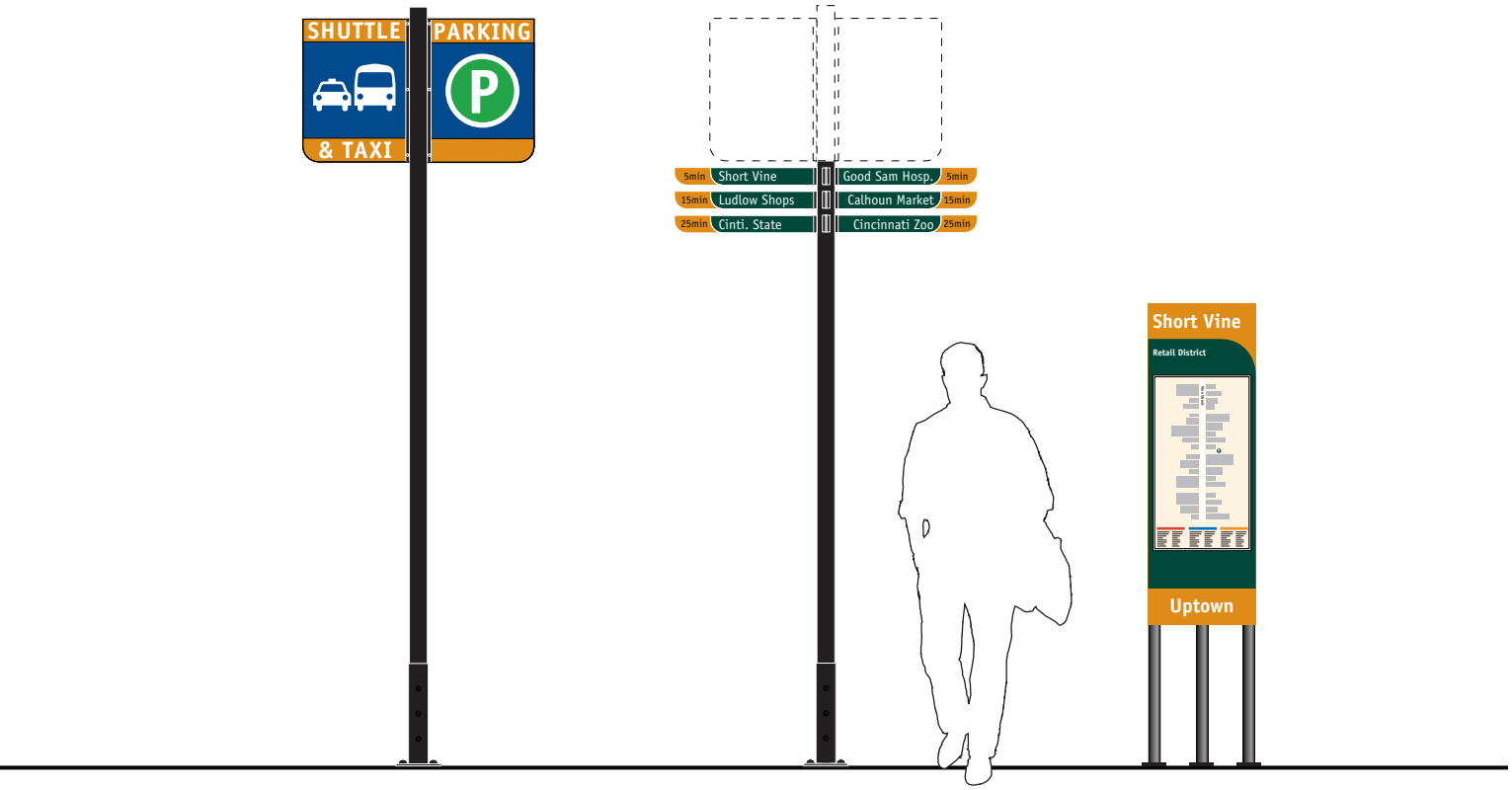
Officina Serif Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890&



Sign Type 1A
5" type

Sign Type 1B
4" type

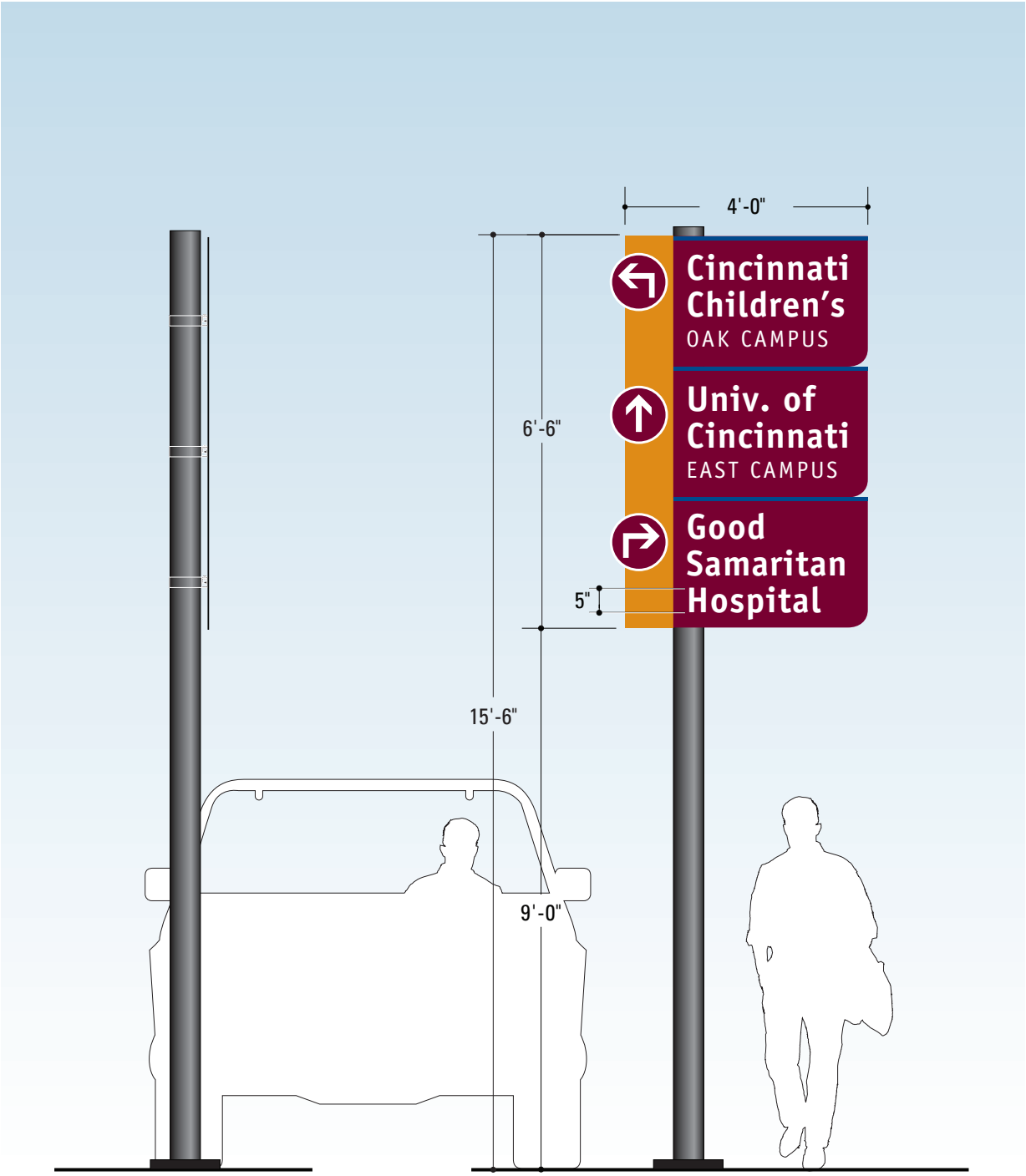
Sign Type 1C
3" type



Sign Type 2A
3" type

Sign Type 2B
1 1/2" type

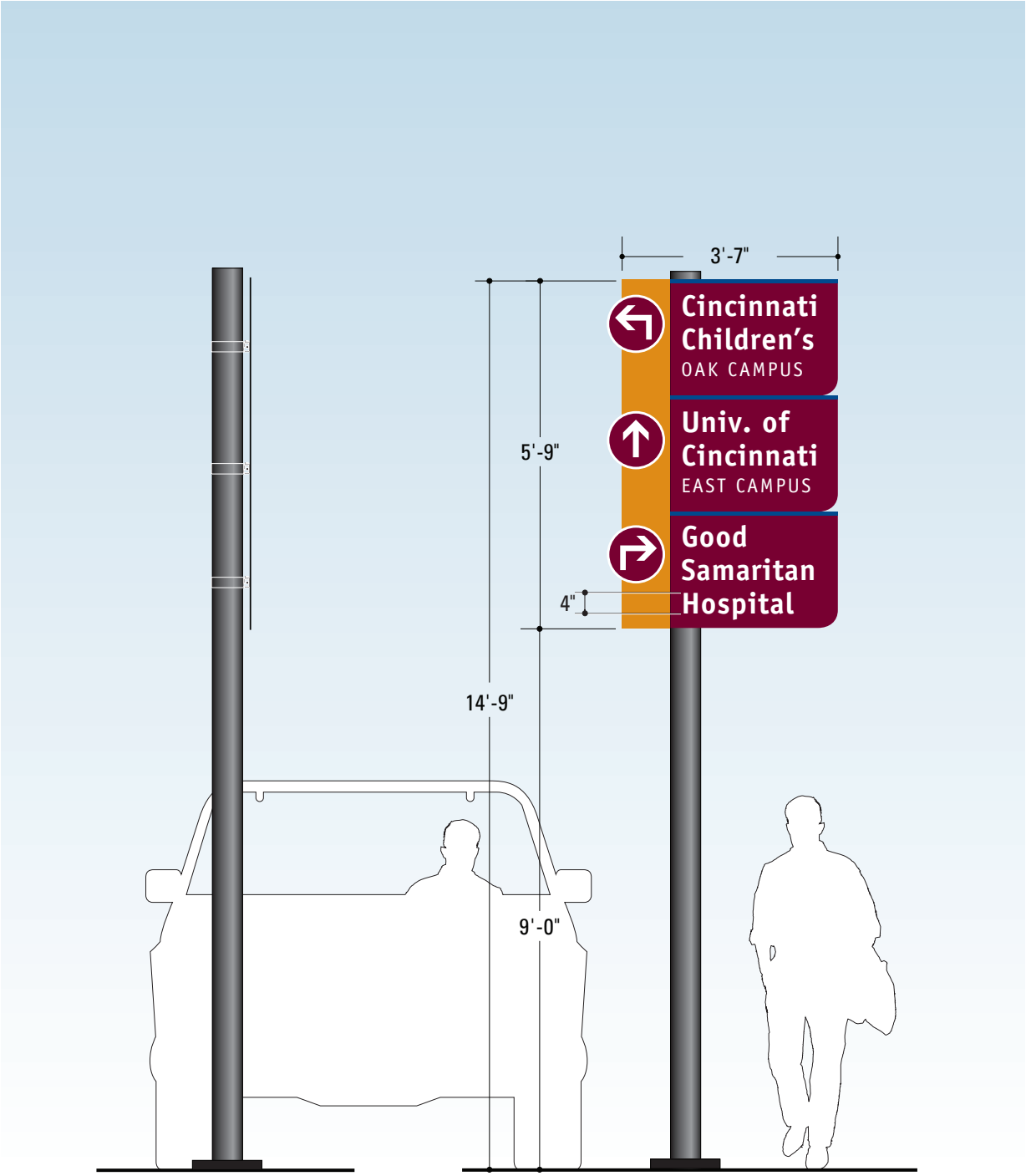
Sign Type 3A
2 1/2" header type



2 Sign Type 1A - Side Elevation
Scale: 3/8" = 1'-0"

1 Sign Type 1A - Vehicular Directional
Scale: 3/8" = 1'-0"

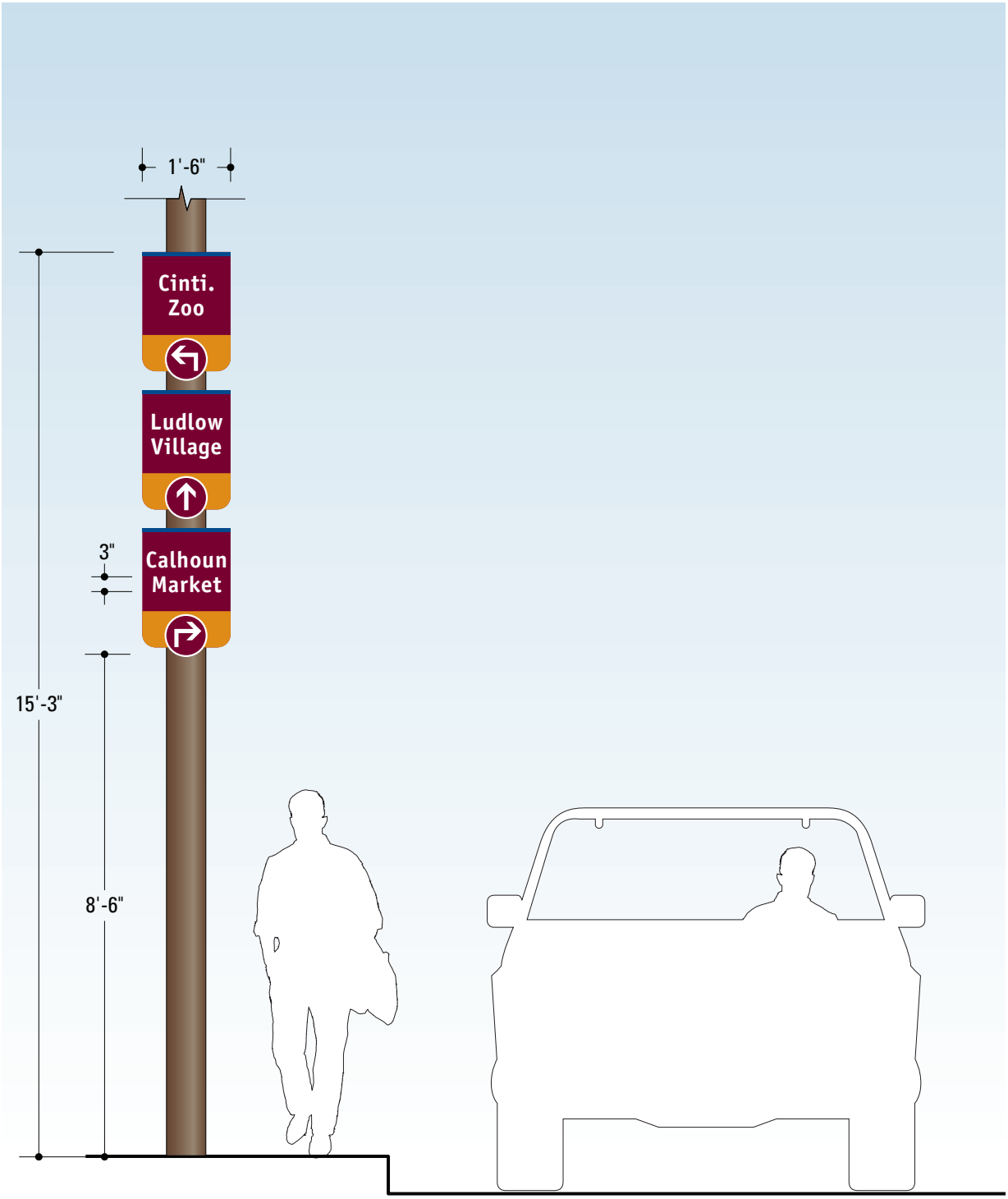
5" high lettering (ie MLK, Jefferson)



2 Sign Type 1B - Side Elevation
Scale: 3/8" = 1'-0"

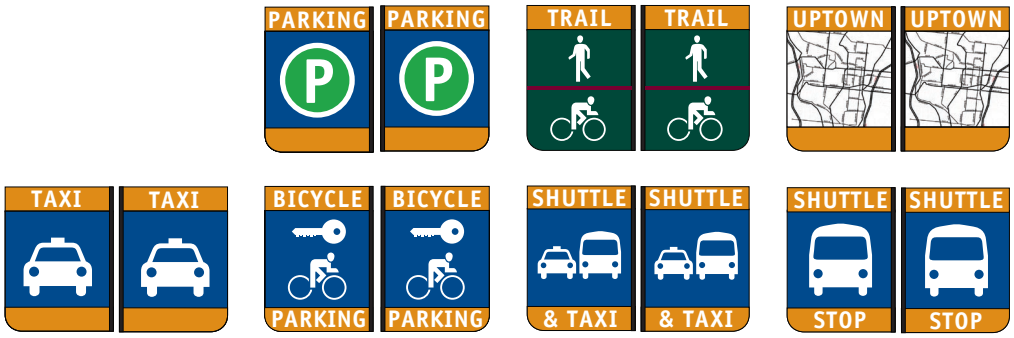
1 Sign Type 1B - Vehicular Directional
Scale: 3/8" = 1'-0"

4" high lettering (ie Vine, Ludlow)

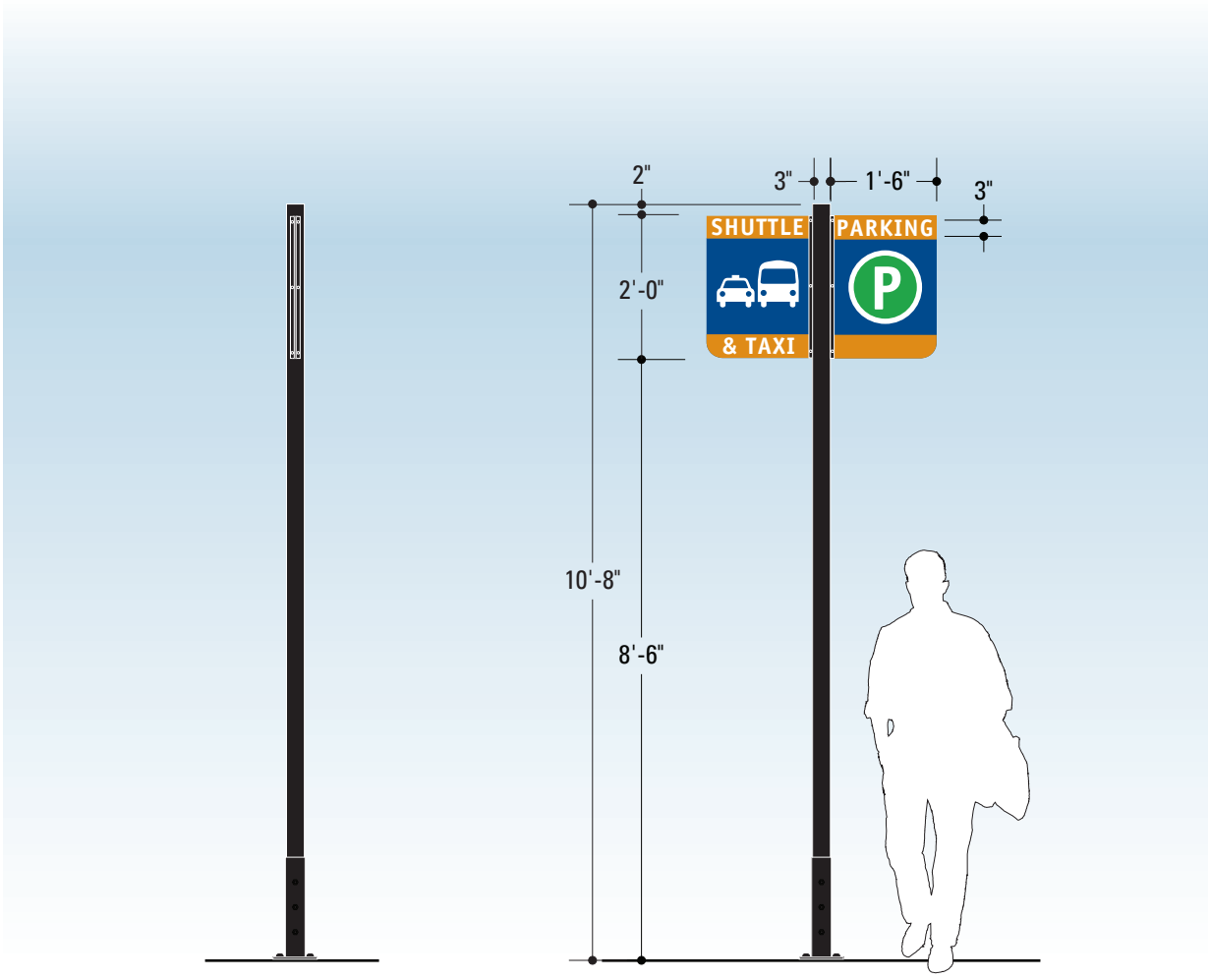


1 Sign Type 1C - Location Diagram
Scale: 3/8" = 1'- 0"

3" high lettering



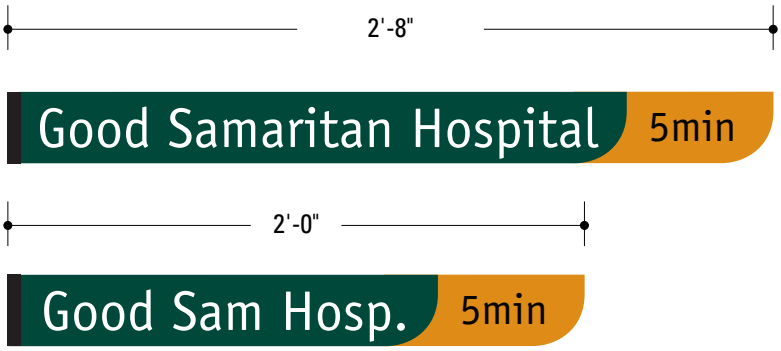
3 Sign Type 2A - Alternative Graphics - Sides A & B
Scale: 3/8" = 1'-0"



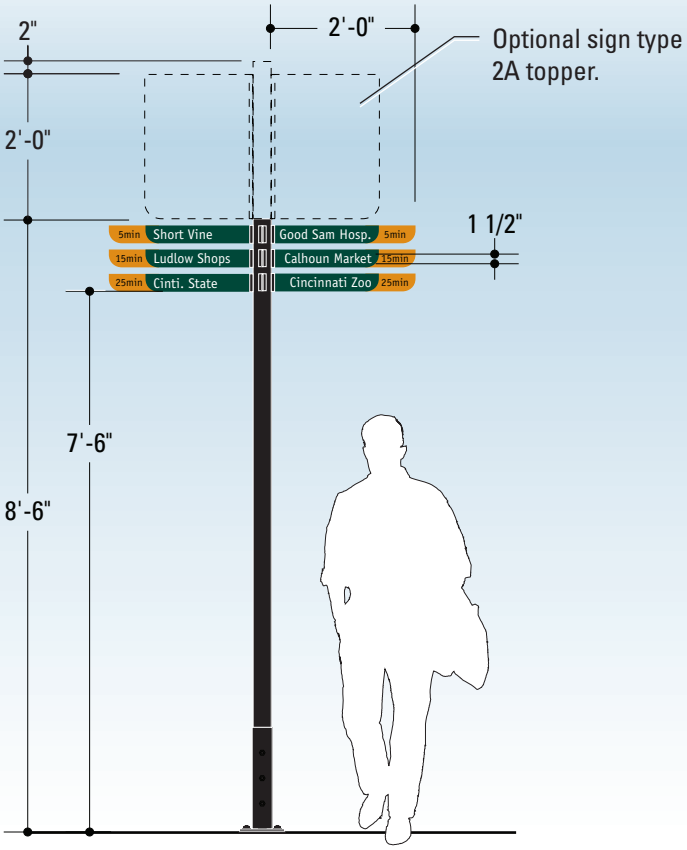
2 Sign Type 2A - Side Elevation
Scale: 3/8" = 1'-0"

1 Sign Type 2A - Service Marker
Scale: 3/8" = 1'-0"

3" high lettering



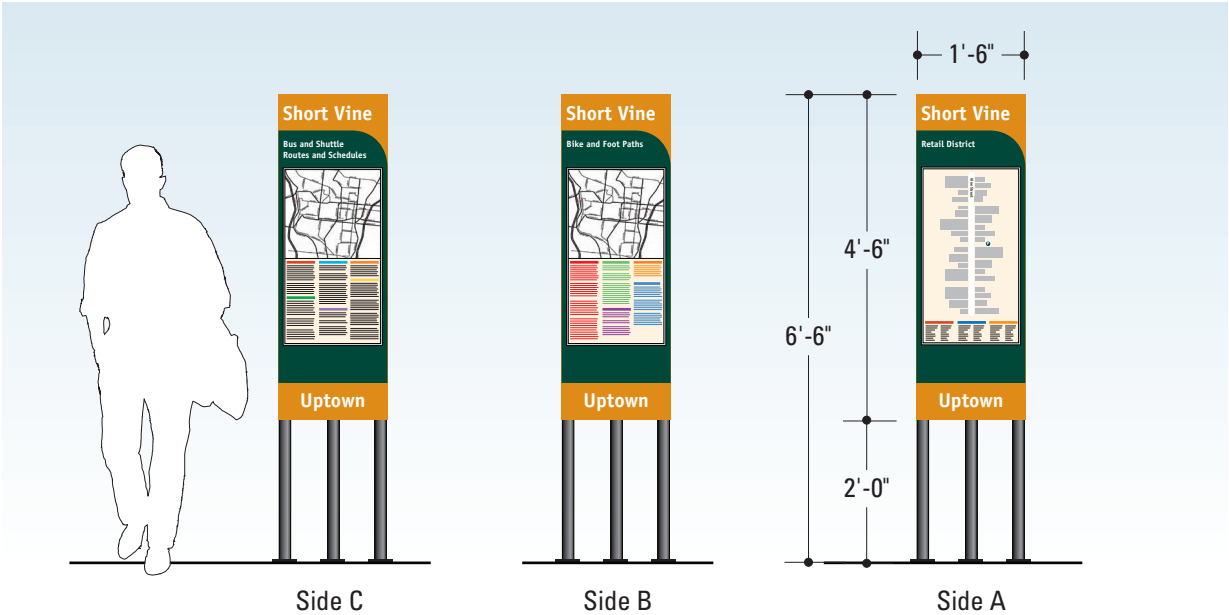
2 Sign Type 2B - Abbreviation Comparison
Scale: 1 1/2" = 1'-0"



1 Sign Type 2B - Pedestrian Directional - Front & Side Elev.
Scale: 3/8" = 1'-0"

1 1/2" high lettering

4 Simplified Uptown Map
Scale: NTS



3 Side Elevation
Scale: 3/8" = 1'-0"

2 Side Elevation
Scale: 3/8" = 1'-0"

1 Sign Type 3A - Front Elevation
Scale: 3/8" = 1'-0"

Typical Existing Sign Placements

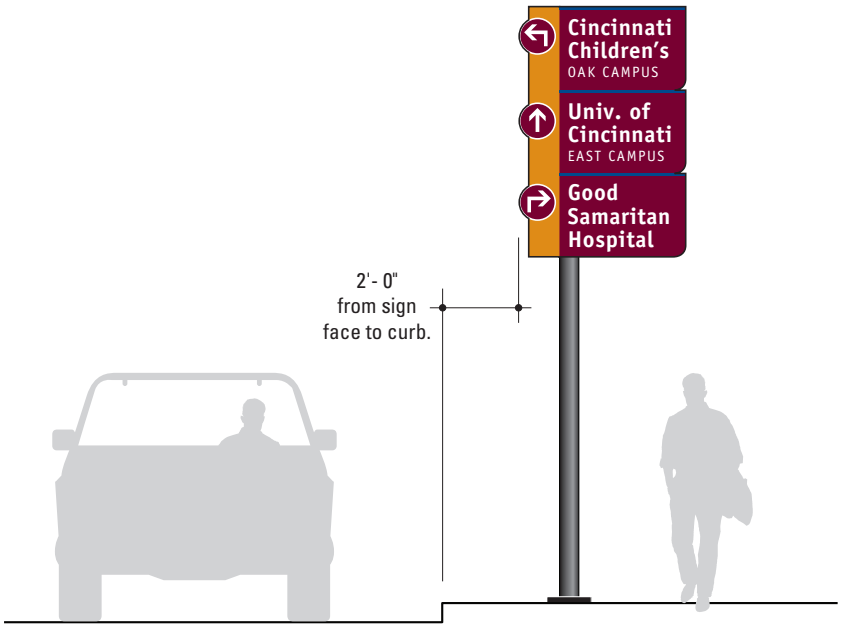
In order to determine the manner in which wayfinding signs would be installed, key arteries were examined for existing and potential sign placement locations. Spot checks were made along Reading, MLK, and Ludlow.

While each street's curbsides vary along their length, various "types" of arrangements were noted. At each unique arrangement, measurements were taken of the grassy area and sidewalk, as well as the sign's distance from the curb. Obstacles that would impede sign placement, such as low-hanging utility wires, were also noted.

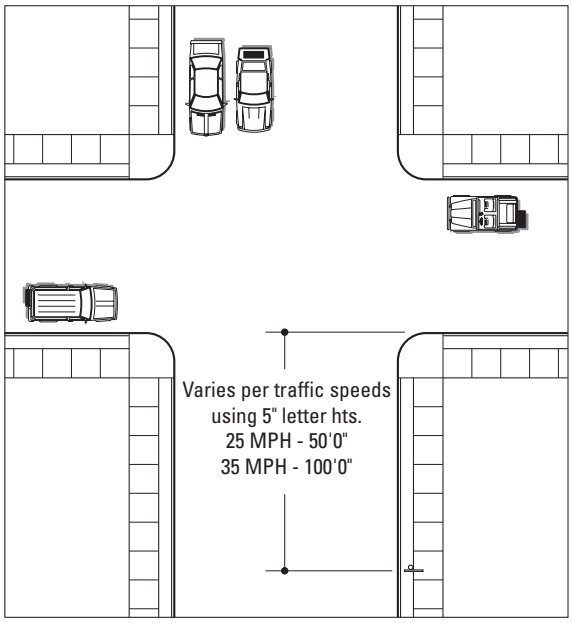
Other considerations for sign placement will include researching underground infrastructure. Whenever existing sign foundation locations can be re-used it will probably be advisable.

In each case, the sign is approximately 2'-0" from the curb, regardless of whether it is placed in grass or concrete sidewalk area.

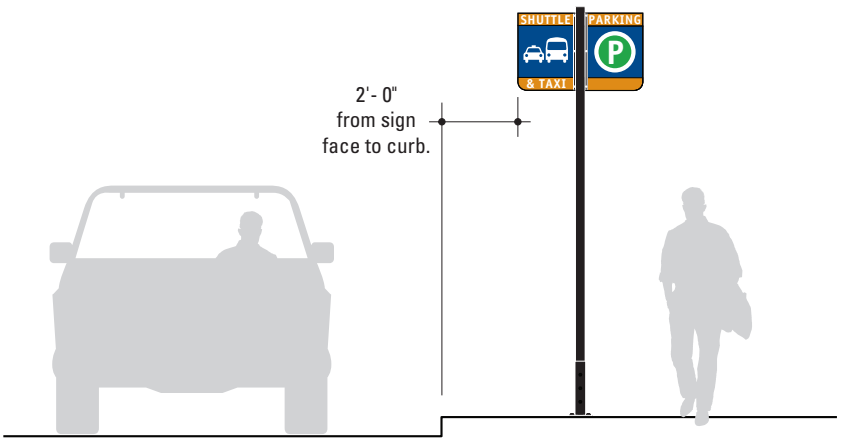
Along a 25mph thoroughfare, we recommend 50ft of distance prior to the intersection. Along a 35mph, we recommend 100ft.



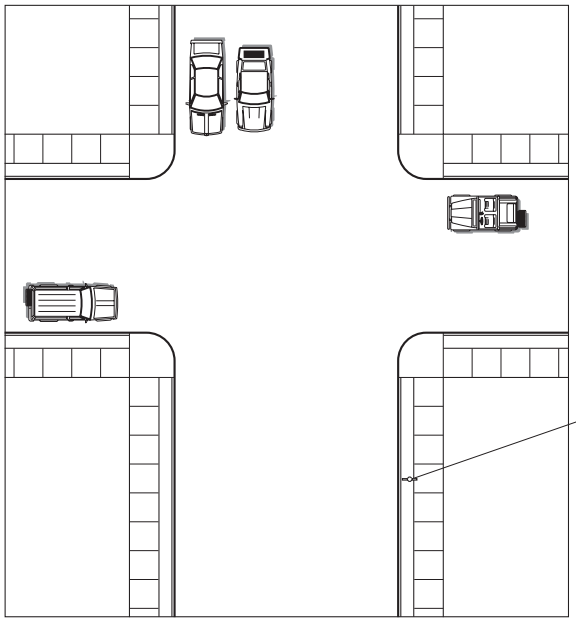
1 Sign Type 1A & 1B - Vehicular Directional - Location Elevation
Scale: 1/4" = 1'- 0"



2 Sign Type 1A & 1B - Vehicular Directional - Location Plan View
Scale: Not to Scale

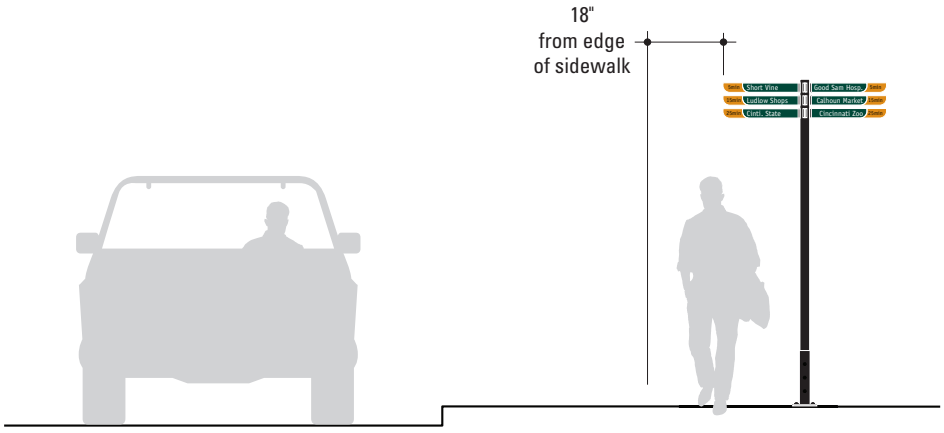


1 Sign Type 2A - Service Marker - Location Elevation
Scale: 1/4" = 1'- 0"

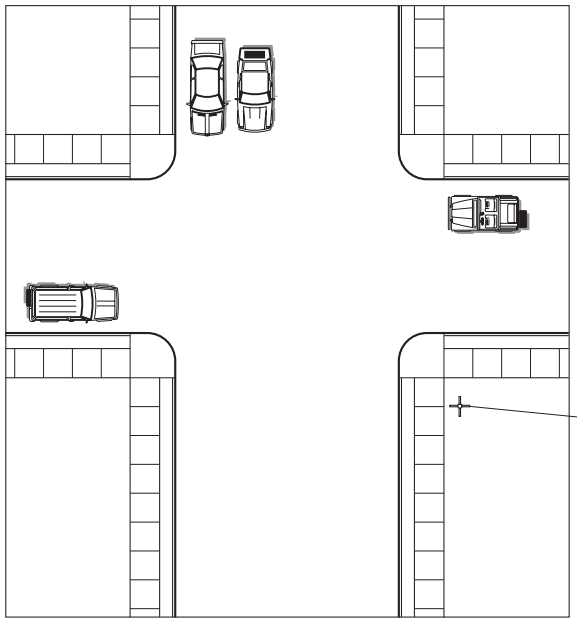


2A Signs are primarily for pedestrian viewing but also serve vehicular needs. It will need to be placed accordingly to the appropiate service, i.e. Taxi Stand, Parking, etc.

2 Sign Type 2A - Service Marker - Location Plan View
Scale: Not to Scale



1 Sign Type 2B - Pedestrian Directional - Location Elevation
Scale: 1/4" = 1'- 0"



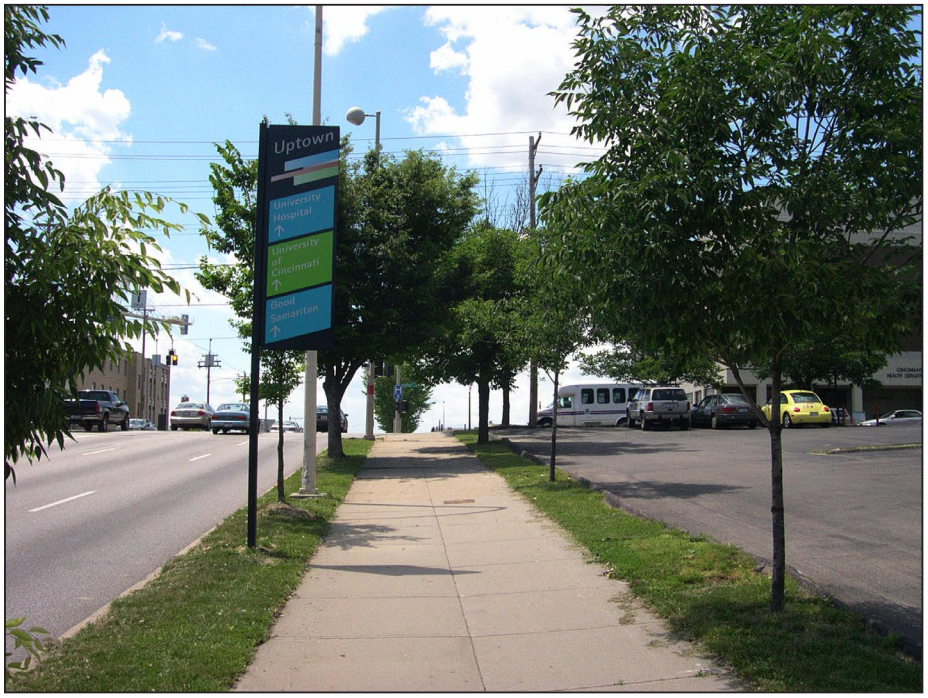
2 Sign Type 2B - Pedestrian Directional - Location Plan View
Scale: Not to Scale

3.1 Facing East on Ludlow near Clifton. Sign very close to utility lines, but mounted at 7'-9" above grade. Sign foundation in sidewalk area.

3.2 Facing East on Ludlow near Burnet Woods Brookline entrance. Potential sign location for pedestrian signage.

3.3 Facing East on Nixon. Sign panel extends slightly over sidewalk.

3.4 Facing West on MLK near Burnet. Sign is placed far enough from the intersection to give motorists decision time.



3.5 Facing East on MLK near Burnet. Sign is placed far enough from the intersection to give motorists decision time.

3.6 Facing West on MLK near Bellevue. Heavy tree canopy obscures sign.

3.7 Facing west on MLK near EPA.
Using 5" lettering.

3.8 Facing North on Reading at beginning of Burnet.
Potential sign location.

3.9 Facing North on Reading near MLK. Potential sign location for bus stop and shuttle stop.

Materials and Processes

The materials specified for these signs are durable and readily available. Though there is some custom cutting with regard to the sign shape, the process is very easily executed by any number of fabricators with a "CNC" router, which is standard equipment in most sign shops.

All the graphics are achieved through the use of color vinyl, which is specifically designed for durability, reflectivity and a guaranteed lifespan of at least 8 years before the first hint of fading may occur.

The vinyl colors we have selected are readily available and do not require any special order or silkscreening.

We recommend that the poles be made of steel, however the sign panels could be steel or aluminum. Steel poles and panels will require pre-drilled holes and careful priming or galvanizing to prevent rust. The connecting hardware should be stainless steel to prevent rust.

SECTION 8 – CONCLUSION

The OKI Transportation Study Team has been working collaboratively with the City of Cincinnati's Transportation and Engineering Department and the Uptown Consortium to develop a wayfinding sign system for Uptown, as well as its integration with the Central Business District wayfinding system which is being implemented on Uptown's perimeter.

The team has completed a thorough audit of the existing signs in Uptown and formulated a series of recommendations.

Though the Uptown sign system was very innovative for its time and survived many years beyond its expected lifespan, it can no longer serve the needs of Uptown.

Accordingly, the Transportation Team has developed a schematic plan for a new Uptown sign system. This plan includes design guidelines for a comprehensive family of signs and preliminary designs for the look of the new signs, as well as guidelines for typical messages and locations. A rough budget and phasing plan has also been developed.

Like any plan, it will have to be adjusted and modified as it is implemented. Eventually, Uptown may need a governing body to help coordinate and update the wayfinding sign system.

The vision for Uptown is a grand, yet achievable, one. Continued cooperation and coordination among all stakeholders will be the key to successful implementation of a new sign system for Uptown.

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