



Springfield Wayfinding Design

Winter 2013 • Communication Design

Report authored by
Shannon Paine • Digital Art

Design development guidance by
Ying Tan • Professor • Art



Acknowledgements

The author would like to acknowledge the Springfield city officials. They were very supportive and helped make this wayfinding project possible. The Springfield city officials had many ideas and feedback on how they wanted Springfield portrayed in the wayfinding systems. Their critiques were very important to the student design process and helped push them to making their work even better than imagined. The two Springfield city officials that spent the most time with the students were Courtney Griesel and John Tamulonis. They were the first city officials the students had a chance to meet and they conducted the first consultation with the students. Courtney and John also came to the midpoint review bringing quite a few other city officials. All of the Springfield city officials who were able to make it to the final review made it much rewarding with their insightful opinions on the students' wayfinding proposals. The author would like to thank all of the Springfield city officials that gave assistance and contributed to the project and helped to complete this report.

Springfield City Officials

- Courtney Griesel
- John Tamulonis
- David Reesor
- Brian Barnett
- Linda Pauly

SCI Directors and Staff

Nico Larco, SCI Co-Director and Associate Professor of Architecture

Marc Schlossberg, SCI Co-Director and Associate Professor of Planning, Public Policy, and Management

Bob Choquette, SCY Program Manager

About SCI

The Sustainable Cities Initiative (SCI) is a cross-disciplinary organization at the University of Oregon that promotes education, service, public outreach, and research on the design and development of sustainable cities. We are redefining higher education for the public good and catalyzing community change toward sustainability. Our work addresses sustainability at multiple scales and emerges from the conviction that creating the sustainable city cannot happen within any single discipline. SCI is grounded in cross-disciplinary engagement as the key strategy for improving community sustainability. Our work connects student energy, faculty experience, and community needs to produce innovative, tangible solutions for the creation of a sustainable society.

About SCYP

The Sustainable City Year Program (SCYP) is a year-long partnership between SCI and one city in Oregon, in which students and faculty in courses from across the university collaborate with the partner city on sustainability and livability projects. SCYP faculty and students work in collaboration with staff from the partner city through a variety of studio projects and service-learning courses to provide students with real-world projects to investigate. Students bring energy, enthusiasm, and innovative approaches to difficult, persistent problems. SCYP's primary value derives from collaborations resulting in on-the-ground impact and expanded conversations for a community ready to transition to a more sustainable and livable future. SCY 2011-12 includes courses in Architecture; Arts and Administration; Business; Economics; Journalism; Landscape Architecture; Law; Oregon Leadership in Sustainability; and Planning, Public Policy, and Management.

About Springfield, Oregon

The City of Springfield has been a leader in sustainable practices for more than 30 years, tackling local issues ranging from waste and stormwater management to urban and suburban redevelopment. It is the first and only jurisdiction in Oregon to create two separate Urban Renewal Districts by voter approval. Constrained by dramatic hillsides and rivers to the north and south, Springfield has worked tirelessly to develop efficiently and respectfully within its natural boundary as well as the current urban growth boundary. Springfield is proud of its relationships and ability to work with property owners and developers on difficult developments, reaching agreements that are to the benefit of both the project and the affected property owners. These relationships with citizens are what continue to allow Springfield to turn policy and planning into reality. Springfield recruited a strong, diverse set of partners to supplement city staff participation in SCYP. Partners include the Springfield Utility Board, Willamalane Park and Recreation District, Metro Wastewater Management Commission, United Way of Lane County, and Springfield School District 19.

Course Participants

Taylor Anderson, Digital Arts Undergraduate

Amanda Dednarz, Digital Art Undergraduate

Amanda Brunner, Digital Art Undergraduate

William Cornell, Pre-Business Major

Cole Crossen, Digital Art Undergraduate

Corey Delmaar-Mines, Digital Art Undergraduate

Taylor Gemmet, Digital Art Undergraduate

Evan Graff, Digital Art Undergraduate

Tatiana Havill, Digital Art Undergraduate

Sang Eui Hong, Digital Art Undergraduate

Emely Jensen, Material and Product Studies Undergraduate

Mckenzie Masten, Digital Art Undergraduate

Shannon Paine, Digital Art Undergraduate

Ryan Sagawa, Digital Art Undergraduate

Patience Stepp, Computer and Information Sciences Undergraduate

Yu Tian, Digital Art Undergraduate

Xiaoran Wu, Digital Art Undergraduate

Table of Contents

Executive Summary	6
Introduction	7
Proud History, Bright Future	8
Amanda Brunner	
Shannon Paine	
Taylor Anderson	
Brittany Dawson	
Nature	16
Evan Graff	
Ryan Sagawa	
Taylor Gemmet	
Modern	24
Patience Stepp	
Emely Jensen	
Unique Identity	28
Xiaoran Wu	
Tatianna Havill	
Amanda Bednarz	
Simplicity	34
Cole Crossen	
Mckenzie Masten	
Yu Tian	
Corey Delmaar-Mines	
Cornell William	
Sang Eui Hong	
Conclusion	46
References	47

This report represents original student work and recommendations prepared by students in the University of Oregon’s Sustainable City Year Program. Under the Creative Commons Share Alike license, others may use text and images contained in this report but must credit the authors and license their new creations under identical terms.

Executive Summary

As a way to commemorate Springfield's proud history and bright future, design students were assigned to create a new wayfinding signage design. The previous wayfinding design had many redundancies and inconsistencies, so to address this, design students created new and consistent wayfinding design systems. The new signage systems are meant to help citizens and tourists learn all Springfield has to offer. A new system can help re-brand the city to focus on all its wonderful aspects.

Each student focused their design around one of five themes: proud history and bright future, nature, modern, unique identity, or simplicity. These themes were inspired by what students believed the city of Springfield would need to propel them to a brighter future. Each one of these themes helps Springfield to create a modern interpretation of this city's history, create an unforgettable look, and/or help emphasize the importance of the easy to read wayfinding system.

In the end, all the students came up with several poster mock-ups displaying their design concepts for a wayfinding system. To create their designs, the students had to carefully research successful wayfinding systems in other cities. They then had to create their own unique proposal for a wayfinding design system that included plans for how the signage system would be assembled, types of materials used, and readability of font. With careful research, each student created a wayfinding system that will not only help people find their way but also capture the beauty of the City of Springfield.

Introduction

Springfield recently created a new slogan for the city: “Proud History, Bright Future.” The slogan represents Springfield’s pride in their past accomplishments with a focus on a bright and prosperous future. The design students who undertook this project saw this opportunity as a chance to utilize the new slogan and re-brand the City of Springfield, creating a consistent signage system to help highlight the many positive attractions.

The wayfinding design proposals have been organized into five distinct themes: proud history and bright future, nature, modern, unique identity, and simplicity. Springfield’s current wayfinding system is inconsistent and doesn’t always direct locals and tourists to all of Springfield’s popular sites. For some locations, like Dorris Ranch, there are several arrival signs for the same location but the signs all look different. The challenge for the Digital Arts students’ on this project was to create a single wayfinding system that could replace existing signage so the city would have a cohesive signage system. The design students used the Wayfinding report developed by Community Planning Workshop as part of the Sustainable City Year program in 2012 as a basis to create mock-ups of possible wayfinding signage to use around Springfield. The signage is meant to help tourists and residents find their way around Springfield, discovering what Springfield has to offer. The Springfield City Council had several recommendations for what they wanted to see in a new wayfinding design. The students took their ideas in to consideration and tried to create designs expressing a range of visions for the future of Springfield.

Proud History, Bright Future

This design theme is centered around a modern twist on a classic Springfield landmark, the drift boat. The design focuses on the Springfield logo and the city's symbolic drift boat, elements the City Council believe are proud parts of Springfield's history. We followed the client's wishes and used this piece of Springfield's past to create a contemporary wayfinding design to encompass the way the City views itself in the future.

Amanda Brunner

Amanda Brunner's design for Springfield incorporates the local Drift Boat sculpture, along with bubbles and pebbles found in Springfield's surrounding rivers. There are five different colors representing each of Springfield's five zones, each color signifying something unique about each place. Within each zone she chose to unite one district to a distinct color creating easy, clear navigation. The design incorporates the past but looks forward to a bright, modern future, to create a sense of unity within the City of Springfield.

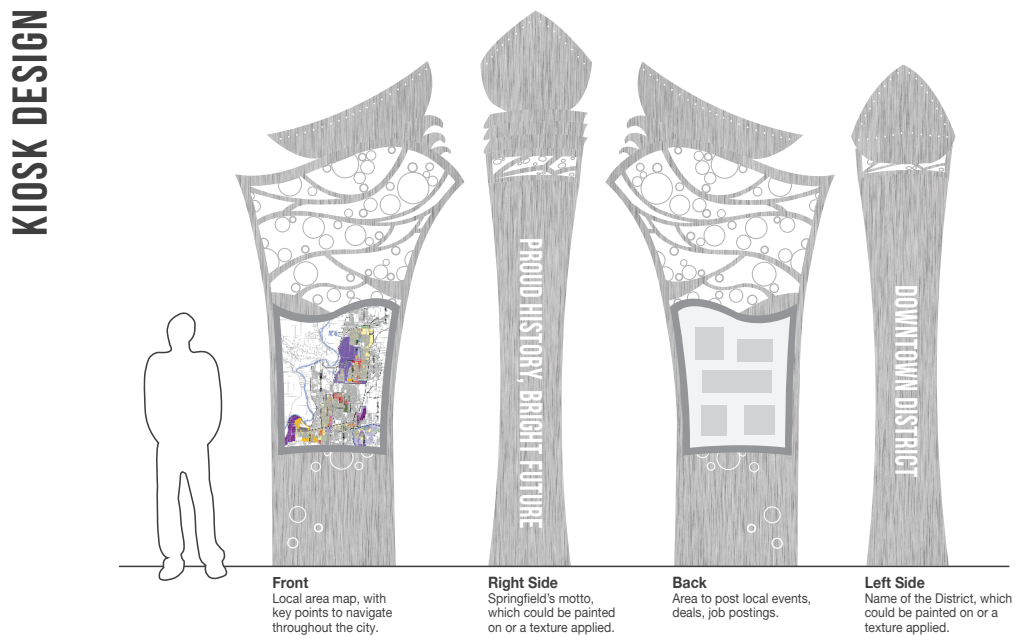
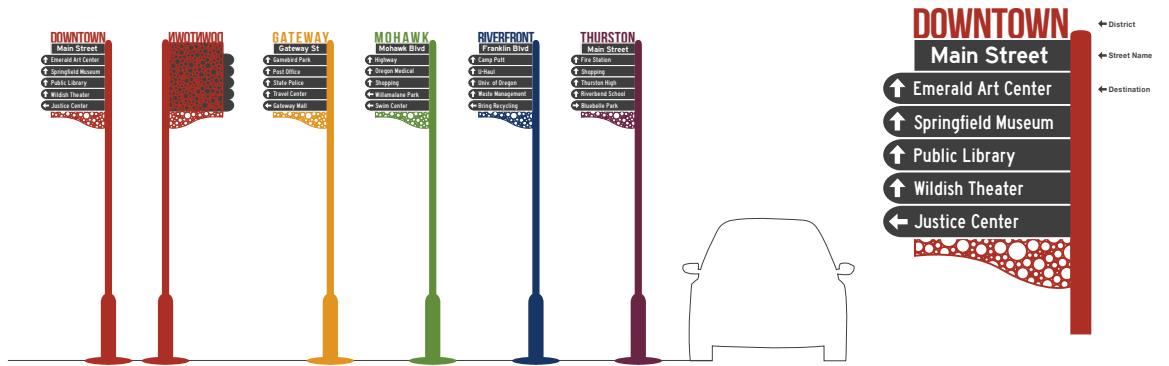


Figure 1: Amanda Brunner wayfinding design proposal

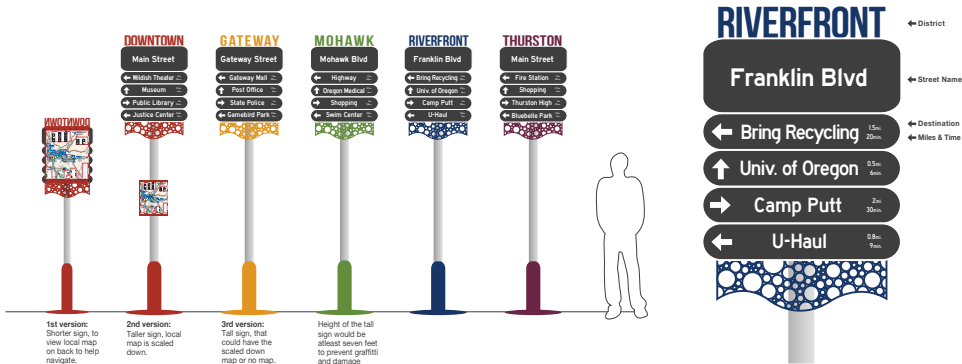
VEHICULAR DESIGN



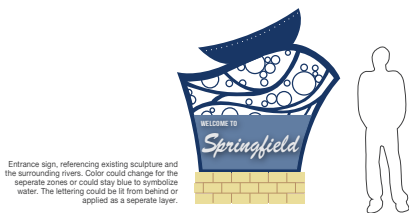
BICYCLE DESIGN



PEDESTRIAN DESIGN



WELCOME DESIGN



SIGNAGE IN SPACE



Examples of signage in the environment. Bicycle sign on left, entrance sign in the center and a tall sign on the right.

Figure 2: Amanda Brunner wayfinding design proposal

Shannon Paine

Shannon Paine created a design that focused on the Chinook drift boat symbol of Springfield. With the study of blueprints she focused her design around the profile shape of the drift boat. The design helps make wayfinding in Springfield more cohesive and sophisticated, helping Springfield have a brighter future while still paying homage to the past by using the silhouette of the Chinook drift boat.

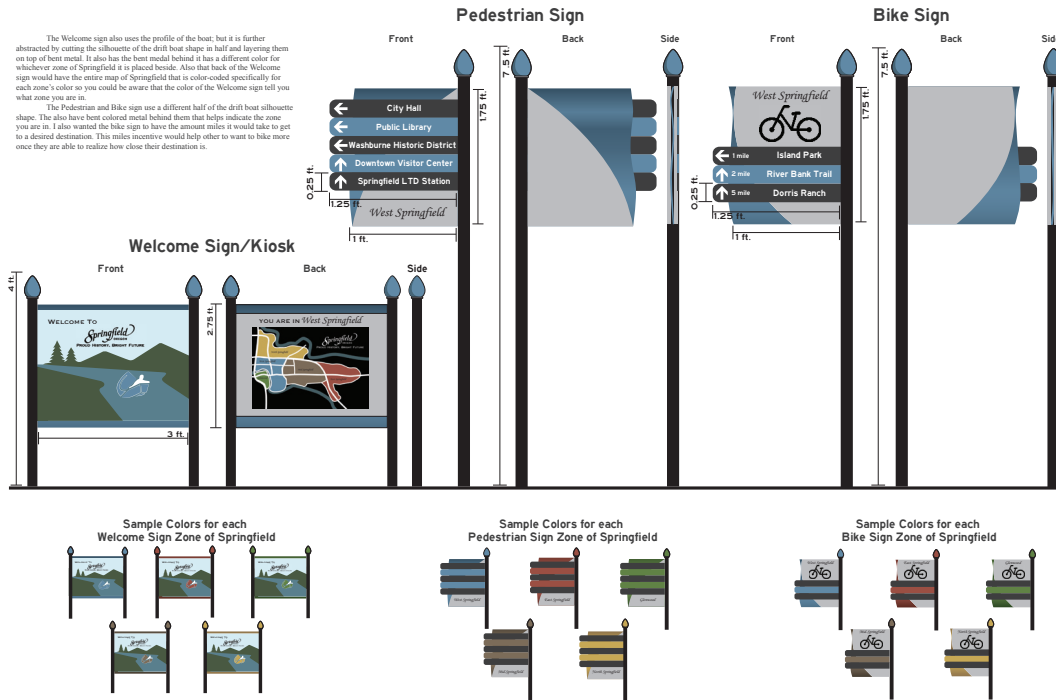
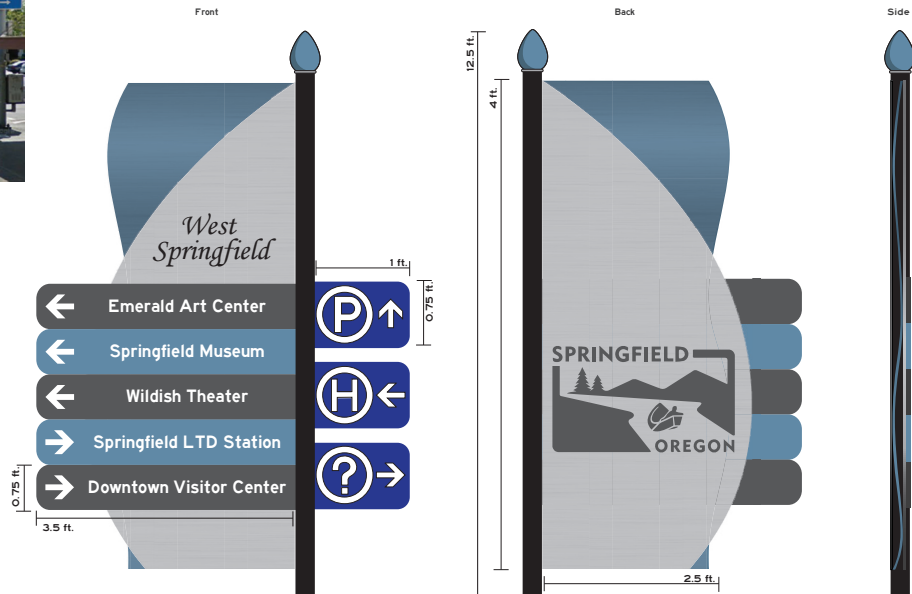


Figure 3: Shannon Paine wayfinding design proposal



Vehicle Sign/Kiosk

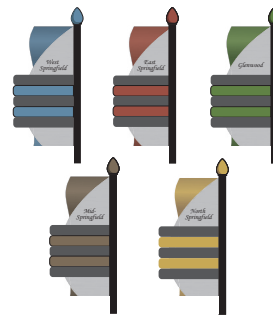


The Vehicle Sign use half of the drift boat silhouette and it is layered over bent metal that helps to mimic the boat being carried over the water. The border of the kiosk below the vehicle sign uses a design that is reminiscent of the Springfield Logo of hills and river, which helps tie in the map of a specific zone in Springfield and popular destinations that belong to that district.

Kiosk (Enlarged)



Sample Colors for each Vehicle Sign Zone of Springfield



I chose the colors of each district to help reflect their character that was described in the way finding report. West Springfield received a blue color because I felt it was a more historic and timeless color. East Springfield received red because of their close connection to Thurston high school which school's color is red. Glenwood received green because a river surrounds them. Mid-Springfield has brown because it is a color that pairs well with business and shopping. North Springfield receives cream because this zone is the most modern.

Figure 4: Shannon Paine wayfinding design proposal

Taylor Anderson

Taylor Anderson generated designs incorporating the traditional, hometown feel mixed with a brighter more modern future. He wanted to keep signage simple yet innovative and easy to read. He chose a stainless steel material to look professional, sleek, and clean. Stainless steel is very appealing to the eye and does not readily corrode, rust, or stain with water as ordinary steel does. In Oregon precautionary materials are necessary because of the drastic changes in weather. When stainless steel signs are vandalized, there are solutions for easily removing paint or markers, leaving the sign looking like new, reducing the need to remake signs.

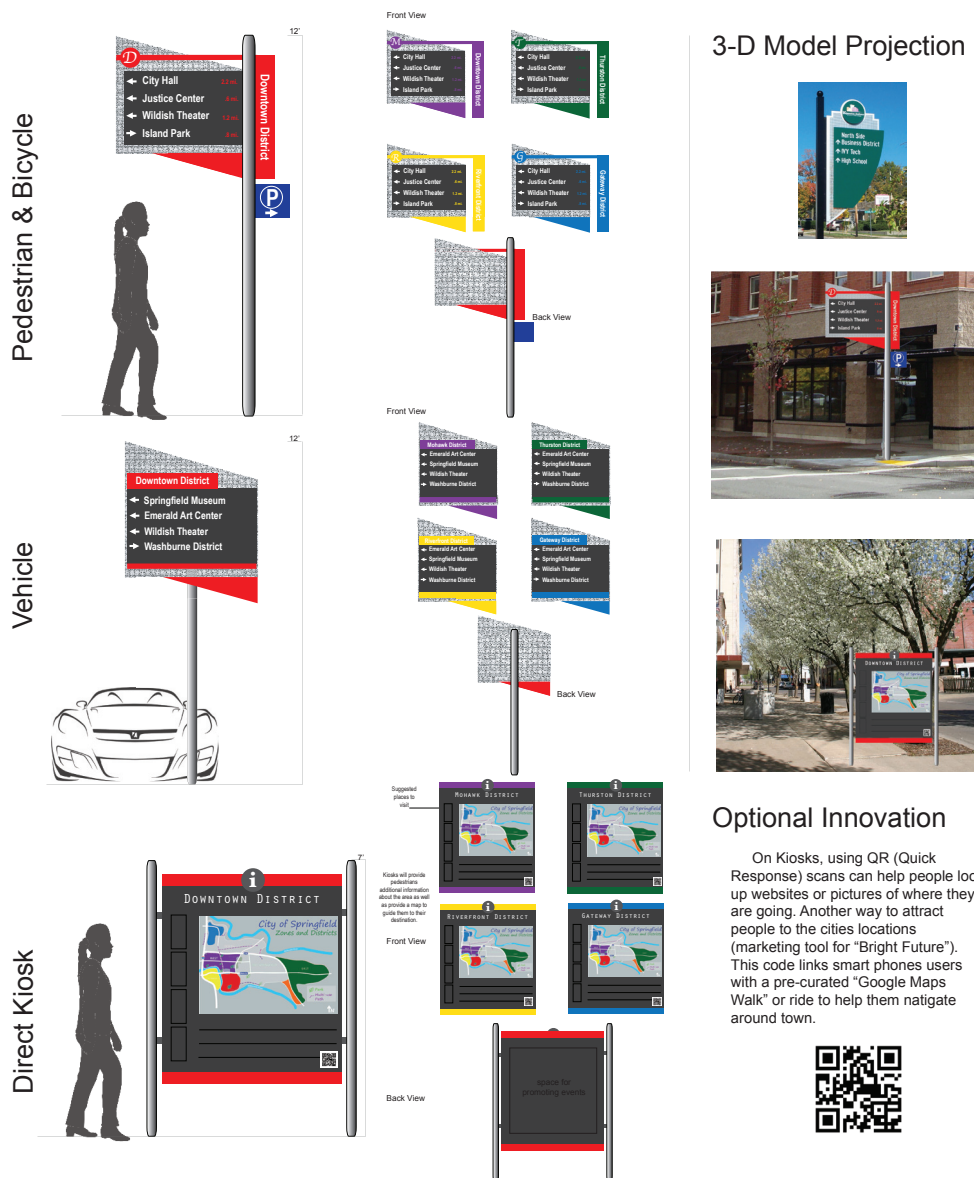
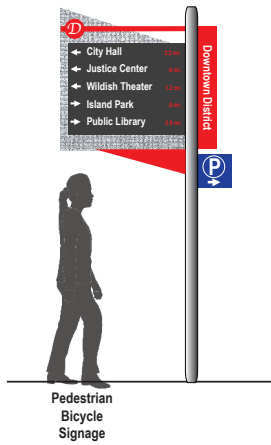


Figure 5: Taylor Anderson wayfinding design proposal

Signage for each district has a distinct design with a systematic color theme and label style. Pedestrian signs include the distance to each destination, helping people to realize their destination may not be as far as thought, and encouraging people to walk more.

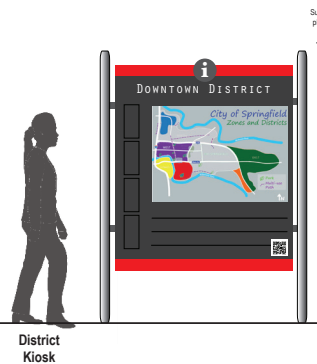
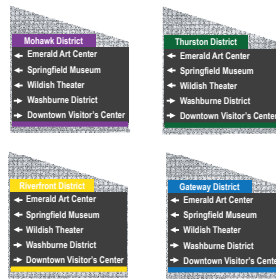
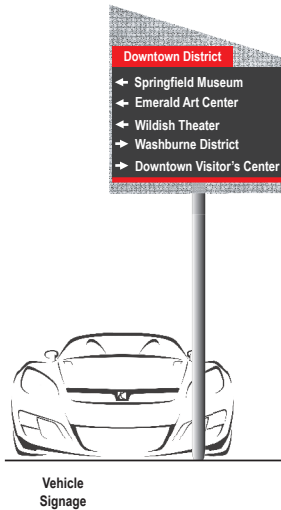
These designs incorporate the traditional, hometown feel mixed with a brighter more modern future.



Proposed Ideas

I have come up with these designs to incorporate the traditional, hometown feel mixed with a brighter more modern future. I wanted to keep it simple yet innovative and easy to read. I used a **stainless steel design** because it looks professional, sleek, clean, and it is very appealing to the eye and it does not readily corrode, rust, or stain with water as ordinary steel does. In Oregon you need to use precautionary materials because of the drastic changes in weather. In the meeting we had earlier in the term, Courtney said that vandalism and theft was a recurring issue pertaining to the signs

(graffiti and cast iron). After researching sign materials, stainless steel was the best solution. For vandalism, there are solutions that easily take off paint or markers and it looks just like new which will cut down the costs to remake the signs. I also decided to **label each district** and have a distinct design for each. If somebody was colorblind, they could still maneuver around the city easily. I put the **distance to the destination** on the pedestrian signs because it helps people to realize that their destination wasn't as far away as they thought, therefore it encourages people to walk more, which is every city's dream.



Optional Innovation

On Kiosks, using QR (Quick Response) scans can help people look up websites or pictures of where they are going. Another way to attract people to the cities locations (marketing tool for "Bright Future"). This code links smart phones users with a pre-curated "Google Maps Walk" or ride to help them navigate around town.



Kiosks will provide pedestrians additional information about the area as well as provide a map to guide them to their destination.

Figure 6: Taylor Anderson wayfinding design proposal

Brittany Dawson

Brittany Dawson's design for Springfield consists of a clean simple design but with added details reflecting Springfield's roots. The design is inorganically shaped to draw the eye, as well as having a pop of bold color. It incorporates the iconic drift boat image as a detail on the back of the signs in a new and modern way, while still also being represented fully on the signage, giving double meaning to the motto of Proud History Bright Future.

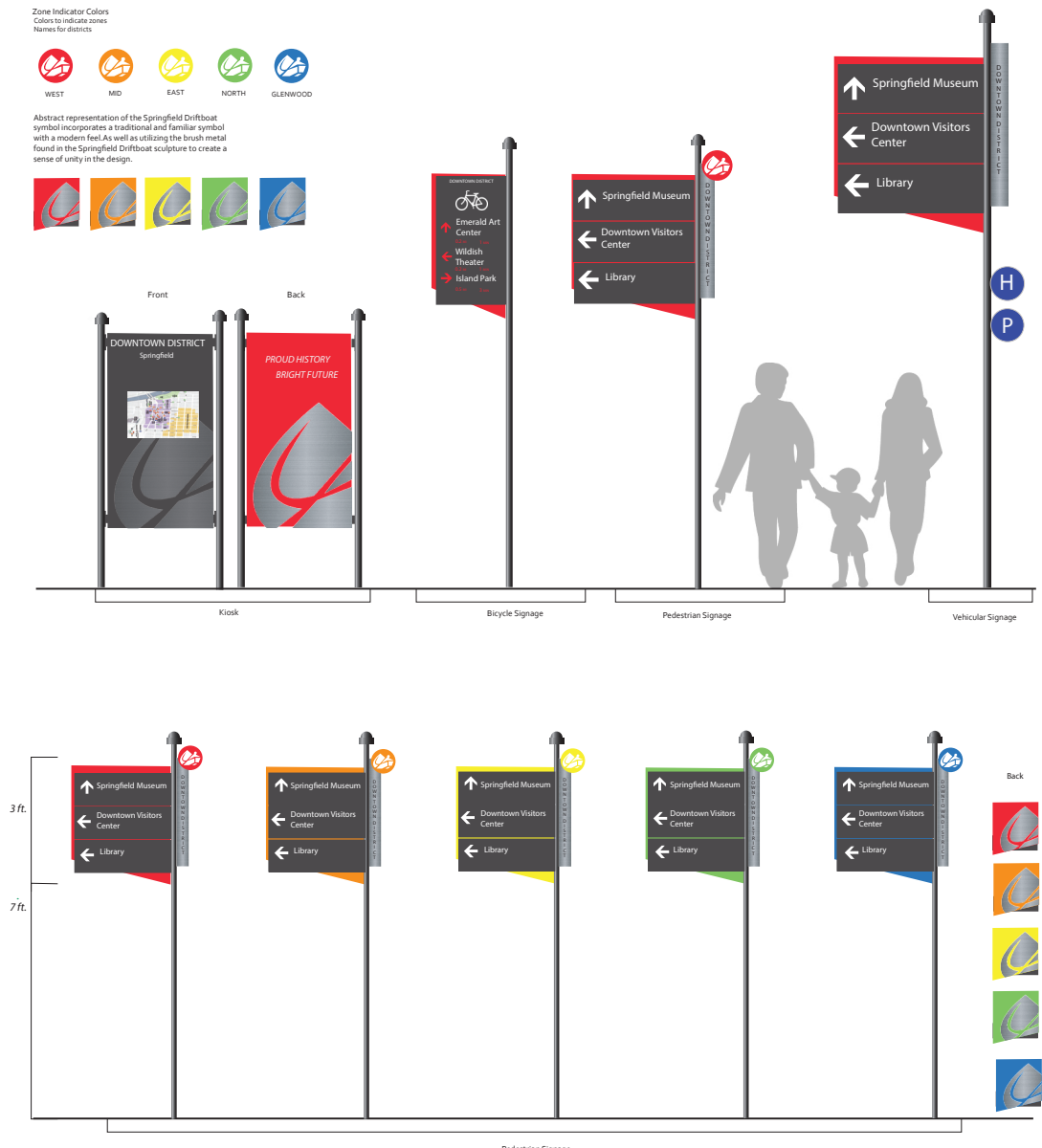


Figure 7: Brittany Dawson wayfinding design proposal



Figure 8: Brittany Dawson wayfinding design proposal

Nature

This design theme focuses on the beautiful natural surrounding of Springfield and tries to bring those elements into the city. The students who chose this theme wanted to capture the natural beauty of Springfield and use it in the wayfinding system. Springfield is surrounded by rivers and lakes and beautifully low mountains, already immortalized in the city logo. The City's blue and green colors are a repeated element though out these proposals.

Evan Graff

Evan Graff's design plays heavily on the existing imagery around Springfield. Each sign features the hills and river from the Springfield City logo. The sign should be made of the same silver burnished metal as the existing drift boat sculptures. These features are designed to tie the existing city into the city's new image.

The second design nudges the city of Springfield in a more modern direction, while still maintaining a classic design with smooth curves and clean lines. The poles maintain a distinctive silhouette that is both sleek and timeless, ensuring they stay in style for years to come.

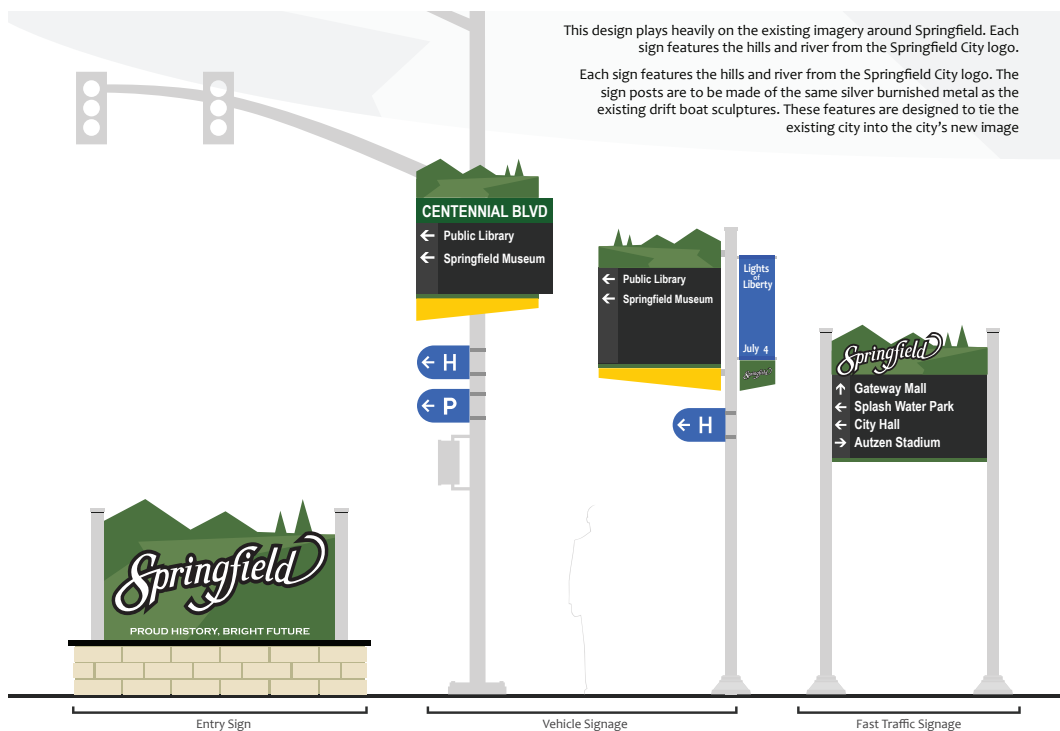


Figure 9: Evan Graff wayfinding design proposal with existing imagery

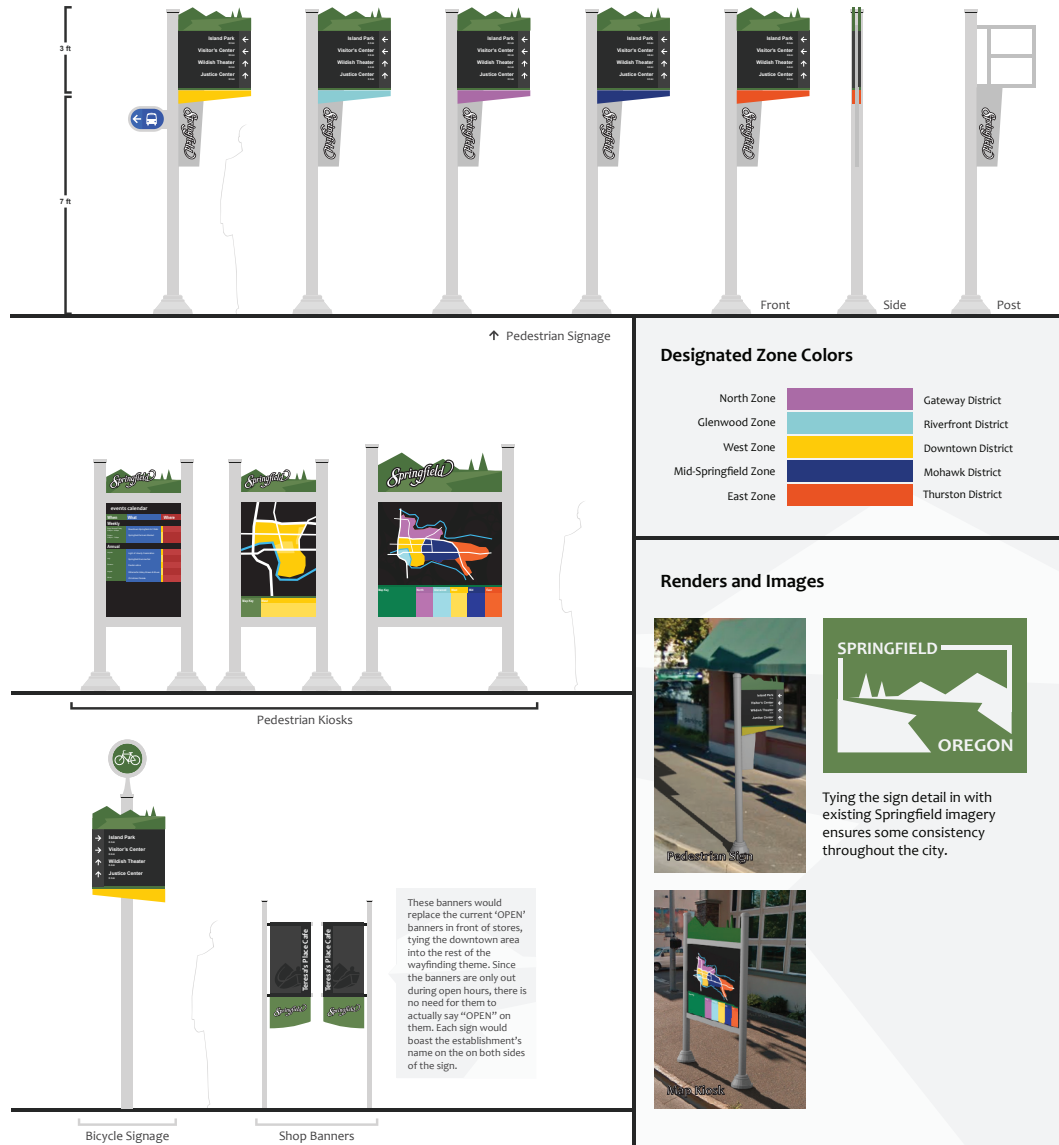
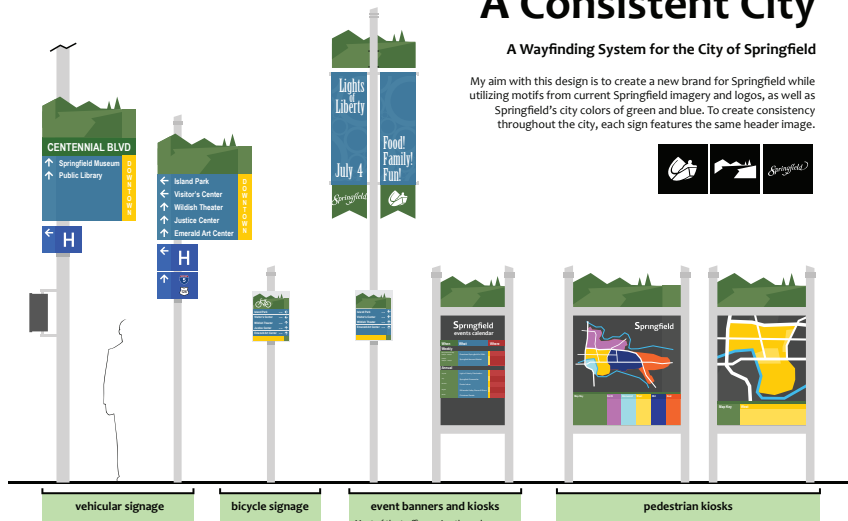


Figure 10: Evan Graff wayfinding design proposal with existing imagery

A Consistent City

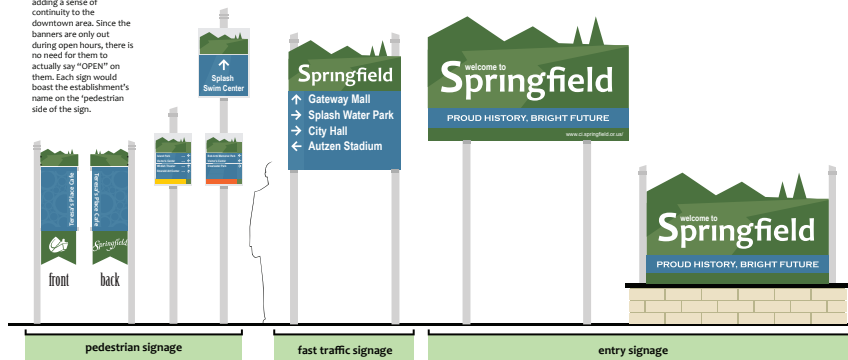
A Wayfinding System for the City of Springfield

My aim with this design is to create a new brand for Springfield while utilizing motifs from current Springfield imagery and logos, as well as Springfield's city colors of green and blue. To create consistency throughout the city, each sign features the same header image.



The banners below would replace the current "OPEN" banners in front of stores, adding a sense of continuity to the downtown area. Since the banners are only out during open hours, there is no need for them to actually say "OPEN" on them. Each sign would boast the establishment's name on the pedestrian side of the sign.

Most of the traffic passing through Springfield does just that: pass through. To entice people to spend time in Springfield these banners promote notable seasonal events throughout the city.



- North Zone Gateway District
- Glenwood Zone Riverfront District
- West Zone Downtown District
- Mid-Springfield Zone Mohawk District
- East Zone Thurston District

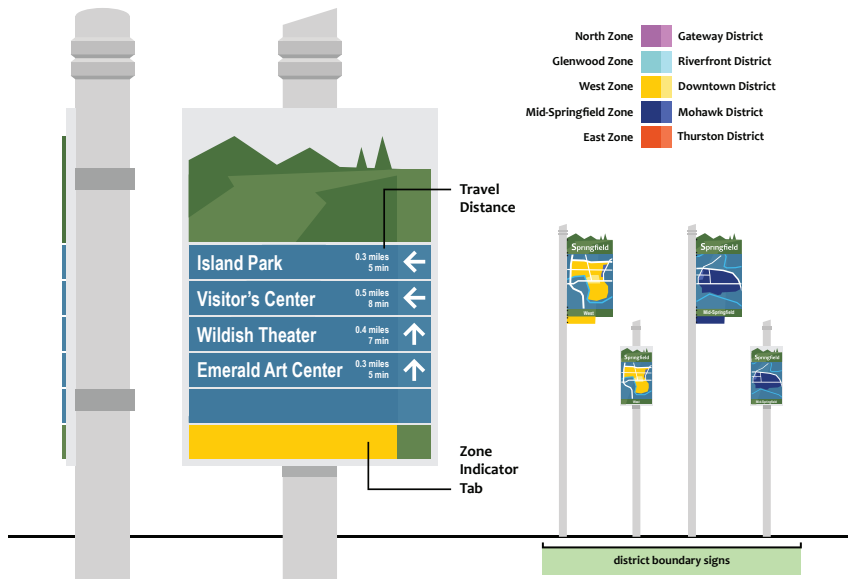


Figure 11: Evan Graff wayfinding design proposal with modern design

Ryan Sagawa

Ryan Sagawa's two project themes display both a modern bright future and natural fluid movement.



Fluid Movements

- Heavily inspired by the Springfield logo and usage of trees and mountains
- Balance between modern and traditional styles
- Functional and modest but still has just enough character
- Highlighting the history, and hinting at a brighter future
- Keyword: Uniform

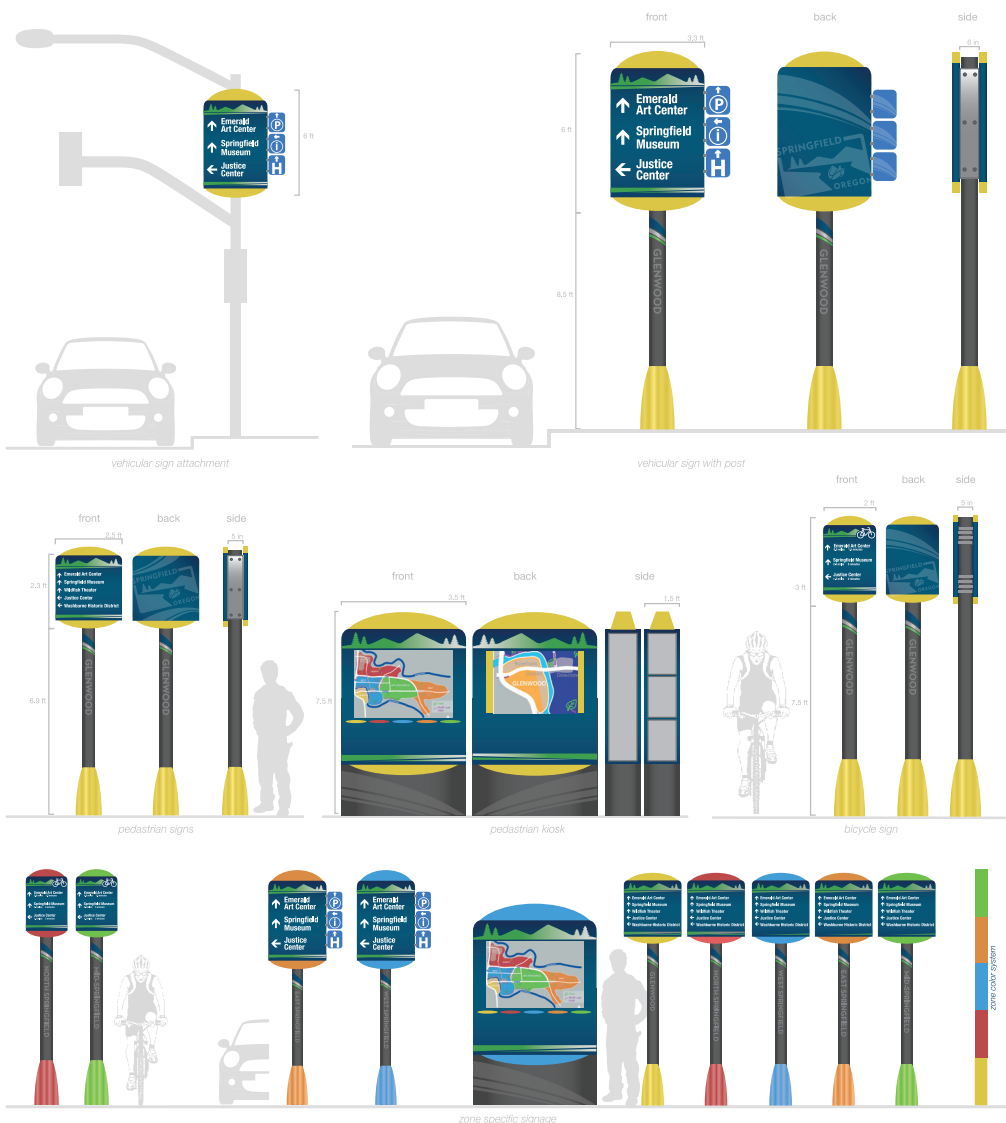
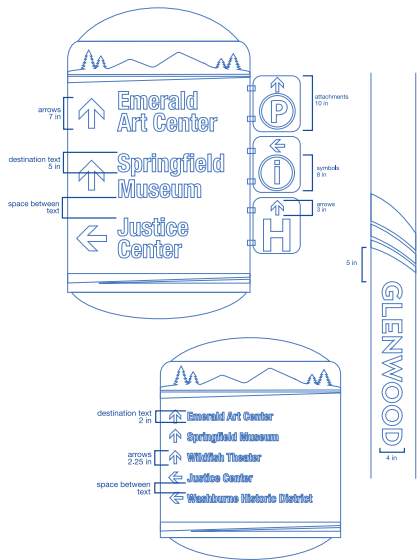


Figure 12 Ryan Sagawa wayfinding design proposal for Fluid Movement



Base color palette for all signs. I was inspired by the city's colors but decided to add some gradient to the base colors to give them some character and modernization. In respect to the more historical districts the colors are not overly bright, but still have that fresh, new feel to it.

↑ Emerald Art Center
 Helvetica Neue Condensed Bold
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890 , # / - : ' < > ? !

This is the type font and arrow design for all wayfinding signs. Helvetica Neue Condensed Bold is a font that is very easy to read, a complete font family, and due to the narrowness it gives a modern feel. The arrows are proven to be the best functional arrows for readability.



Figure 13: Ryan Sagawa wayfinding design proposal for Fluid Movement

SPRINGFIELD WAYFINDING PROJECT

PROPOSED BY RYAN SAGAWA

BOOST Towards The Future

- Heavily inspired by the Springfield logo and usage of trees and mountains
- Adding more spunk and brightness to this already lively community
- Balance of basic shapes and modern geometric trends
- Highlighting on the "Bright Future"...literally, but still being functional
- Keyword: Excitement

front

back

side

vehicular sign attachment

vehicular sign with post

Figure 14: Ryan Sagawa wayfinding design proposal for Bright Future

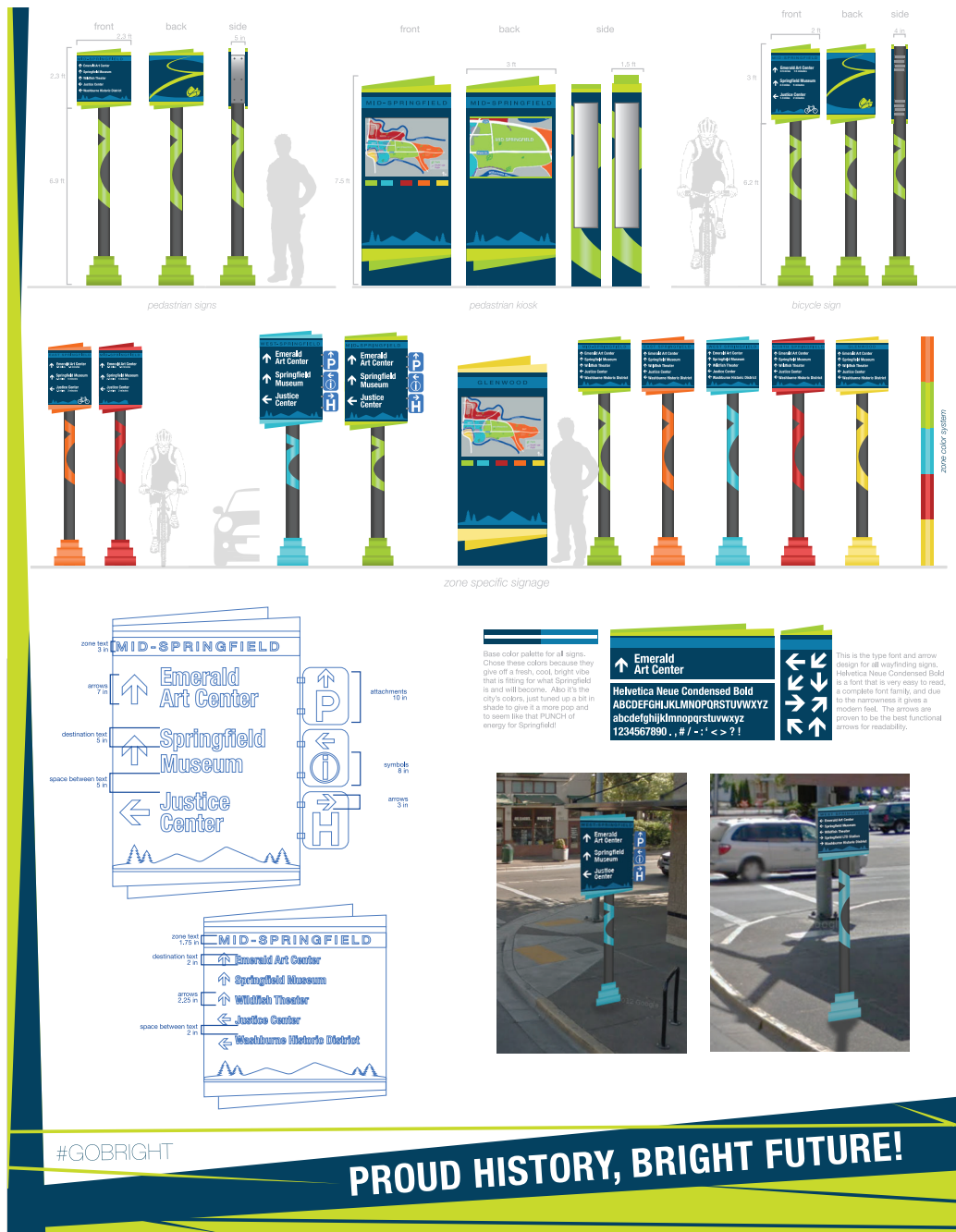


Figure 15: Ryan Sagawa wayfinding design proposal for Bright Future

Taylor Gemmet

Taylor Gemmet's wayfinding design for Springfield focused on making clear and concise signs that are also visually interesting. The design calls for sign posts painted with one of five different colors selected to represent each of Springfield's five zones. To maintain sign consistency and unify Springfield signs across the city, the basic shape of all signs will be maintained with the five base colors. Natural elements of Springfield's landscape were incorporated into the design as well. The tops of the signs have a design similar to the Springfield logo with hills and trees, and the base of the signs are cut into a wave shape and done in a brushed metal to go with some of the existing sculptures around Springfield.

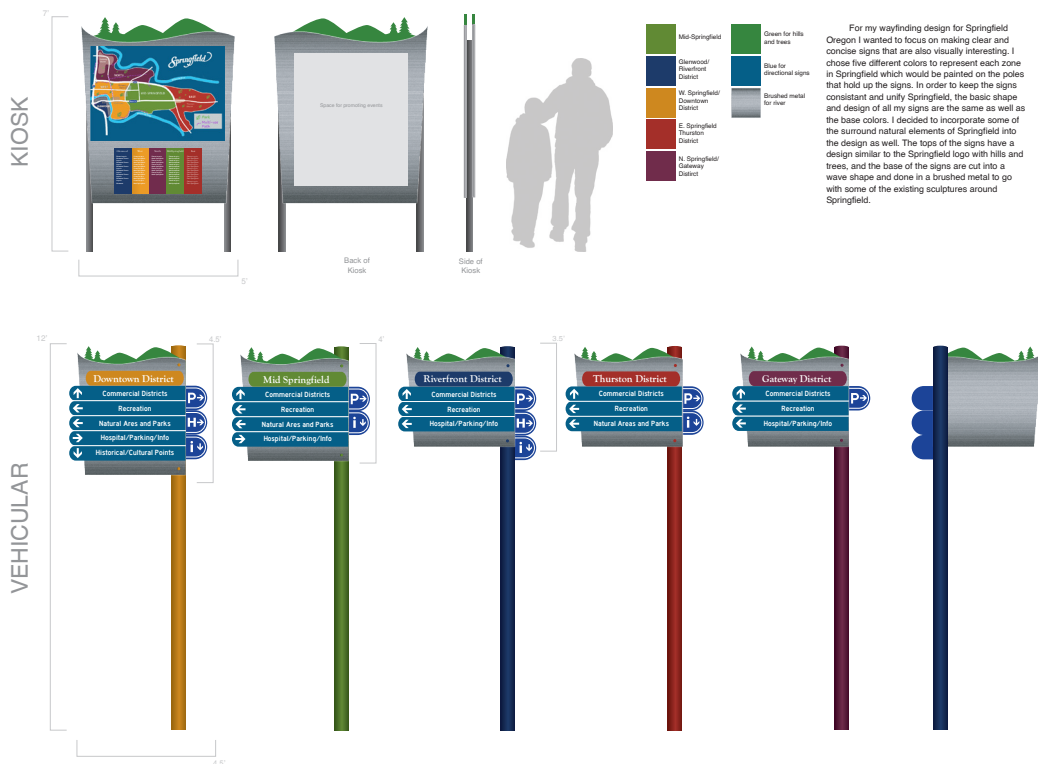


Figure 16: Taylor Gemmet wayfinding design proposal



Figure 17: Taylor Gemmet wayfinding design proposal

Modern

This design theme strives to create a modern urban aesthetic for the city of Springfield. The designs accomplish this by using bold colors and striking shapes. The wayfinding systems focus on the future of Springfield and create a trendy look to be enjoyed for many years to come.

Patience Stepp

Patience Stepp’s proposal offers a clean, simple design revitalization of Springfield’s current wayfinding system. Central to the design is one of the city’s current design motifs: the landscape surrounding Springfield. This motif is consistent throughout the city, so it is also a repeated image in the wayfinding design, to further support consistency.



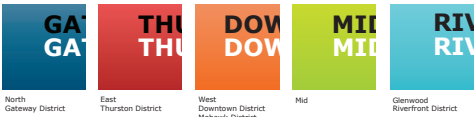
Vehicular Signage

Clean Lines. Simple Design. Modern Signage.

This proposal offers a clean, simple design revitalization of Springfield’s current wayfinding system. Central to the design is one of the city’s current design motifs: the landscape surrounding Springfield. This motif is consistent throughout the whole of the city, so it is a repeated image in the wayfinding design, to create consistency.

Differential Zone colors

Here, the colors of the zones are shown with district and zone lettering, in colors to be used in signage. In general the "Zone" name will be used, but when applicable, the "District" name is used.



Example

This photo composite offers a real-space visual example of the vehicular wayfinding designs offered in this proposal.



Sign pieces individually mounted on tall poles. Sign design stays consistent throughout city to avoid distraction of drivers. Zone designation is shown with a smaller sign mounted below the directional signage. When placed in one of Springfield’s districts, text indicates location. When not within district boundaries, instead, simple zone name is used.

Figure 18: Patience Stepp wayfinding design proposal



City Entrance Sign

Information Kiosk



Pedestrian Signage

Bicycle Signage

Figure 19: Patience Stepp wayfinding design proposal

Emely Jensen

In Emely Jensen’s wayfinding signage proposal for the City of Springfield, abstraction and modernity are the keys of the concept. Through simple shapes, vibrant colors and clear information, the proposal includes a very direct signage library, the kind that you do not need to look long at to understand – something extremely important when accessing information quickly. Despite this strong feature of simplicity, the signs are not only a utility for the City of Springfield; they represent a way to bring more pride, unity, and art to residents and visitors. All signs contain artistic work, where the mountains, a symbol of the city, are represented organically and abstractly. Springfield is a city looking to the future, so the proposed signage has strong modernist content. The chosen scale is closer to pedestrians to provide a more intimate relationship between signage and the community.

In this wayfinding signage proposal for the city of Springfield, abstraction and modernity are the keys of the concept. Through simple shapes, vibrant colors and clear information, I propose a very direct signage library, the kind that you do not need to look long to understand - something extremely important when you need quick information. Despite this strong feature of simplicity, the signs are not only a utility for the city of Springfield. They represent a way to bring more pride, unity and art to its residents and visitors. Thinking about it, all signs contain an artistic work, where the mountains, a symbol of the city are represented organically and abstractionist. Springfield is a city looking to the future, so the present signage has a strong modernist content. Also, I chose to use a scale closer to the person to give a more intimate feeling in relation to signage and community.



Colors & Districts



Welcome Signage



Pedestrian Kiosk

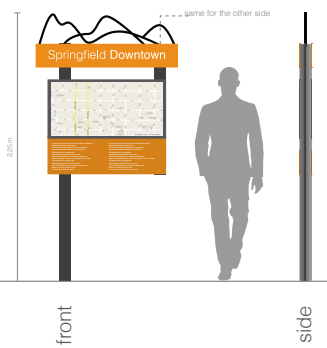
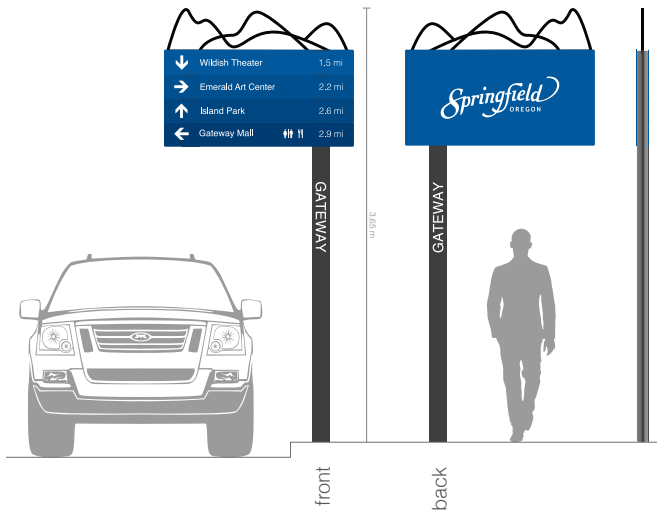


Figure 20: Emely Jensen wayfinding design proposal

Vehicular Signage



Pedestrian Signage



Bicycle Scaled Signage



“Confirmation” Signage

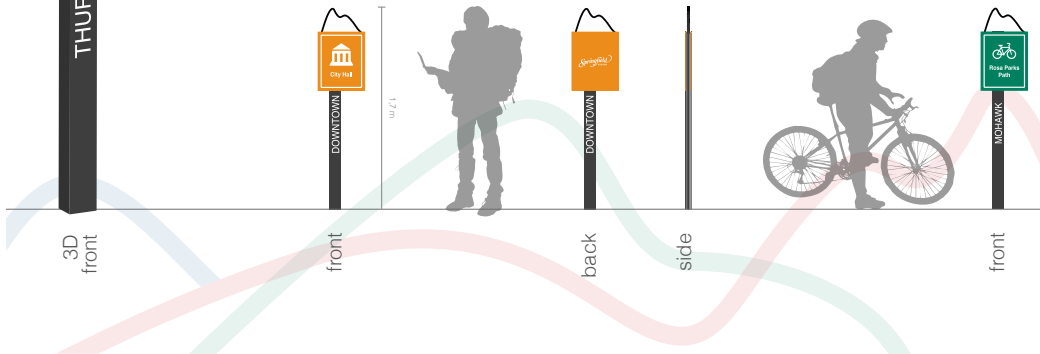


Figure 21: Emely Jensen wayfinding design proposal

Unique Identity

This design theme's goal is to ensure Springfield's ability to stand out from all other cities in Oregon. The students wanted to create a radical new look for Springfield, making this city worth remembering, and in an effort to make Springfield a place people will want to visit. This theme pushes the boundaries of what you would typically see in a wayfinding system and creates a big impression.

Xiaoran Wu

Xiaoran Wu's design theme utilizes the The Simpsons television show as an attraction for the City of Springfield signage. Springfield has a proud history, but other towns in Oregon and other states have similar histories. People driving on Interstate 5 may stop for a break in this city, but becoming an attraction would entice them to make Springfield their destination. A Simpsons theme could make the city different from others. Many cities have already used the Simpsons as part of their city culture. As "the real Springfield," the city could develop advertising around the theme and market Springfield as a Simpsons Town.

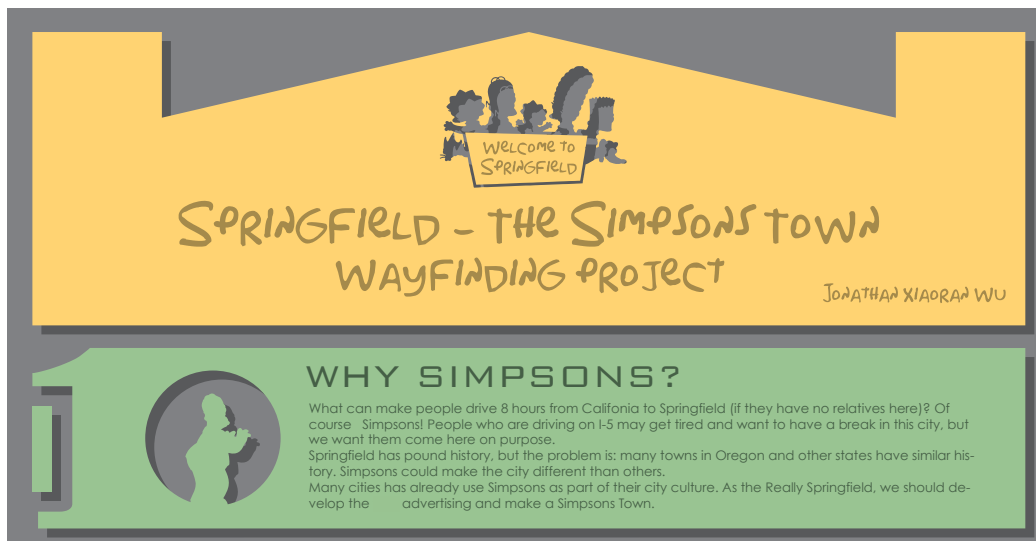


Figure 22: Xiaoran Wu wayfinding design proposal

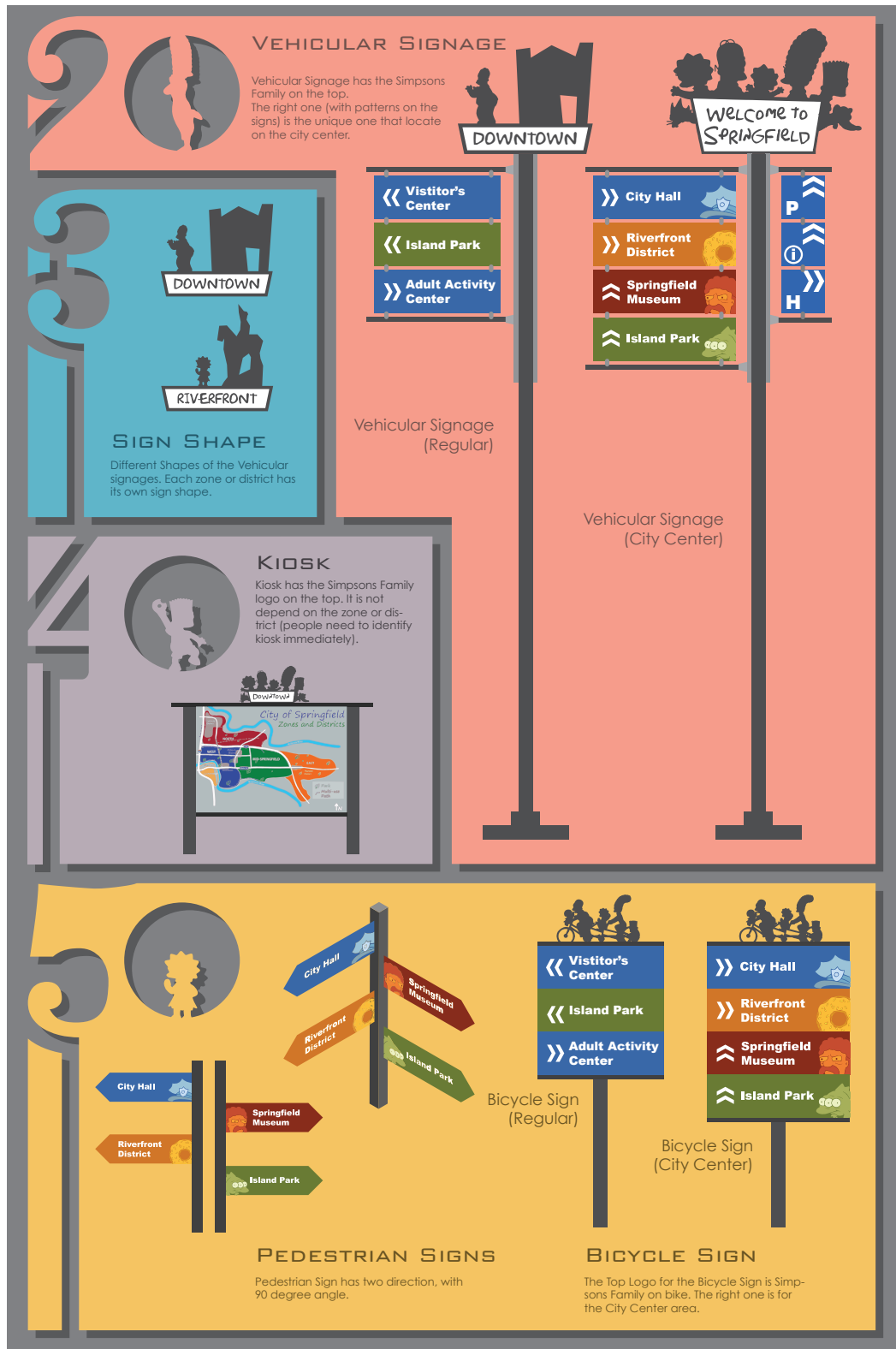


Figure 23: Xiaoran Wu wayfinding design proposal

Tatianna Havill

Tatianna Havill’s goal was to minimize material costs and maximize use of attractive color and form. The design attempts to balance historical symbolism with an updated and modern style, unifying Springfield’s streetscape while highlighting its diversity and culture. The design creates a bold identity for Springfield, guiding residents and visitors in an exciting, effective way.

DESIGN CONCEPT

Color

Colors were chosen based on community design preferences in the Springfield Wayfinding Report. Below are quotes from the survey and reasons for color choice.

MOHAWK DISTRICT/MID-SPRINGFIELD Pantone 372 M Mohawk District: "Retail, business, shopping." Betsy graphs is calm and portrays professional sophistication.
GATEWAY DISTRICT/NORTH SPRINGFIELD Pantone 7422 M Gateway District: "Modern, shopping, retail, employment." Paul is fresh and metropolitan, portraying commerce.
THURSTON DISTRICT/EAST SPRINGFIELD Pantone 375 M Thurston District: "Mountains, outdoors, shopping, residential." Spring green highlights the district's natural features.
RIVERFRONT DISTRICT/GLENWOOD Pantone 304 M When dining from the west, Glenwood is the first impression of Springfield. Some yellow is welcoming and attractive.
DOWNTOWN DISTRICT/WEST SPRINGFIELD Pantone 1788 M Downtown District: "Public, outdoor, historic, timeless." Brick red is traditional, yet has energy and vitality.

COLORS FOR DESTINATION TYPES

Natural Areas and Parks	
Recreation	
Historical/Cultural Points of Interest	
Commercial/Civic Services	

Materials

Durable and long-lasting steel used for the pole and boat accent reference the existing visual themes of the downtown Emx station sculpture and driftboat welcome sign.

Destination Signs

Separately attached with metal bands, these signs can be updated and changed as needed, reducing material costs. The color accent will signify the type of destination. The best combination for legibility, white lettering on a dark background, make it easy to see where to go next.

Information Icons

Standard symbols used internationally to indicate hospitals, parking, kiosks, etc. can be included as needed underneath destination signs. Industry standard arrows on all signs provide top notch legibility.

Typeface

Adobe Garamond Pro Bold
This serif font is easily readable, yet more sophisticated than a sans serif font. Using this font around Springfield will emphasize that the destinations are part of its rich history and culture.

Accent Shape

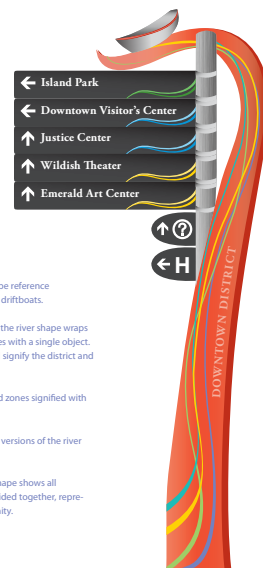
The curved component and boat shape reference Springfield's connection to rivers and driftboats.

In order to minimize use of materials, the river shape wraps around the pole, decorating both sides with a single object. The river shape and color on boat will signify the district and zone it is located in.

Titles will be included for districts, and zones signified with color only.

Included below are more economical versions of the river shape, for lower priority signage.

The colorful pattern along the river shape shows all district/zone colors of Springfield braided together, representing a unified yet diverse community.



DESIGN GOALS

- Minimize material costs, maximize use of attractive color and form.
- Balance historical symbolism with an updated and modern style.
- Unify Springfield’s streetscape while highlighting it’s diversity and culture.
- Create a bold identity for Springfield, so that signs guide residents and visitors in an exciting, effective way.

Figure 24: Tatianna Havill wayfinding design proposal

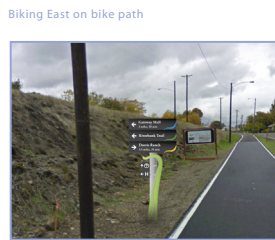
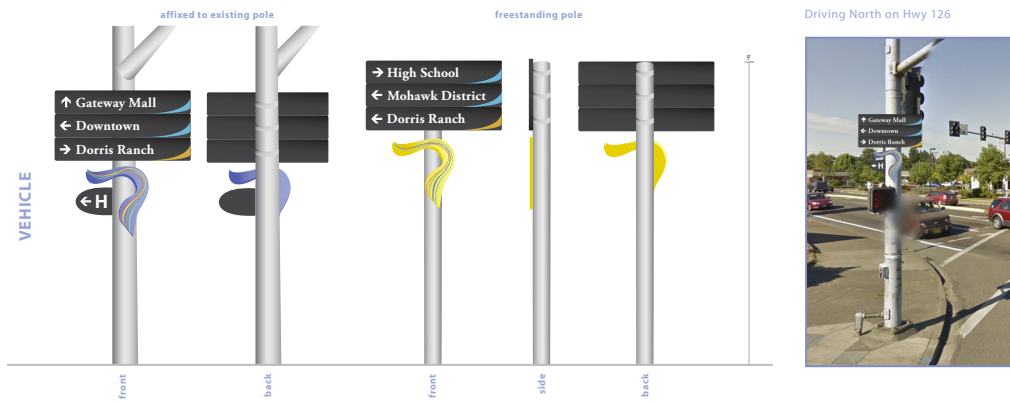
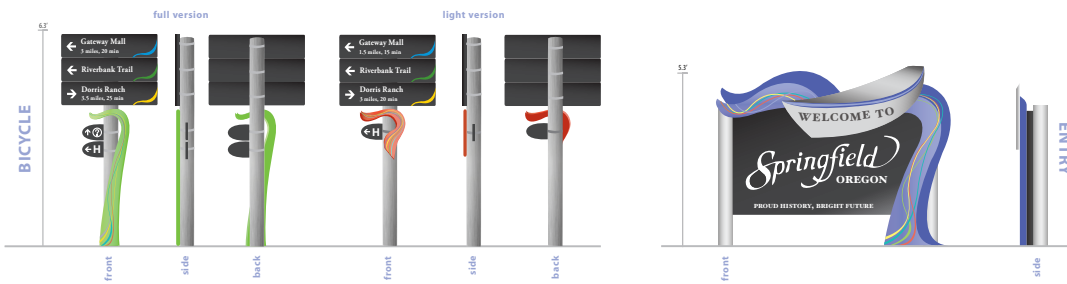
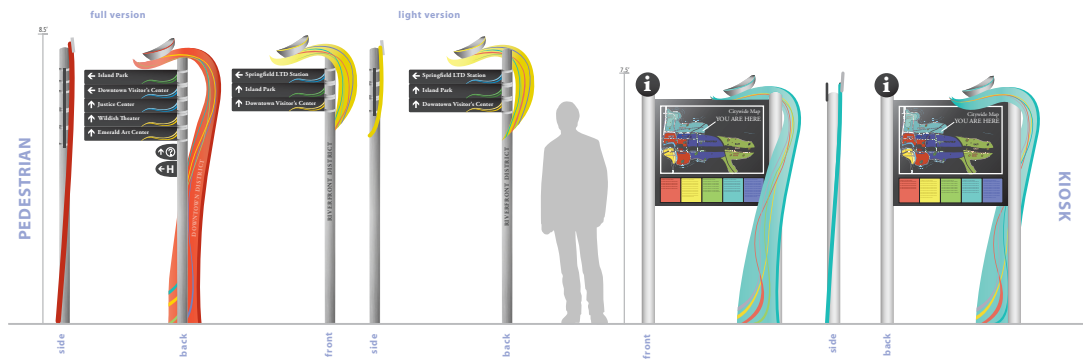


Figure 25: Tatianna Havill wayfinding design proposal

Amanda Bednarz

Wayfinding is more than simply providing directions. It's a chance to create and display an identity. Amanda Bednarz's wayfinding plan aims to reflect Springfield's unique history through a modern design. Priority is placed on creating a unified graphic language while at the same time distinguishing and branding each district. The system is also designed for maximum flexibility so the wayfinding system can grow and change along with the city. Where possible and practical, wayfinding signs also incorporate other street elements such as lamp posts, seating, and shelter.

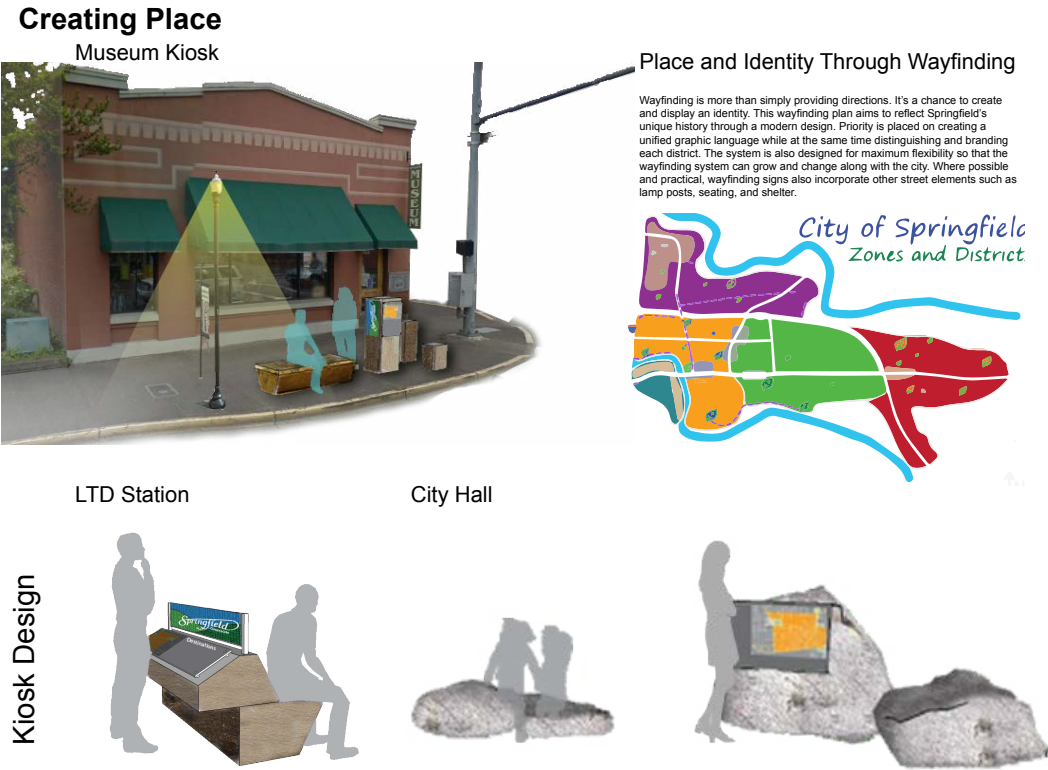
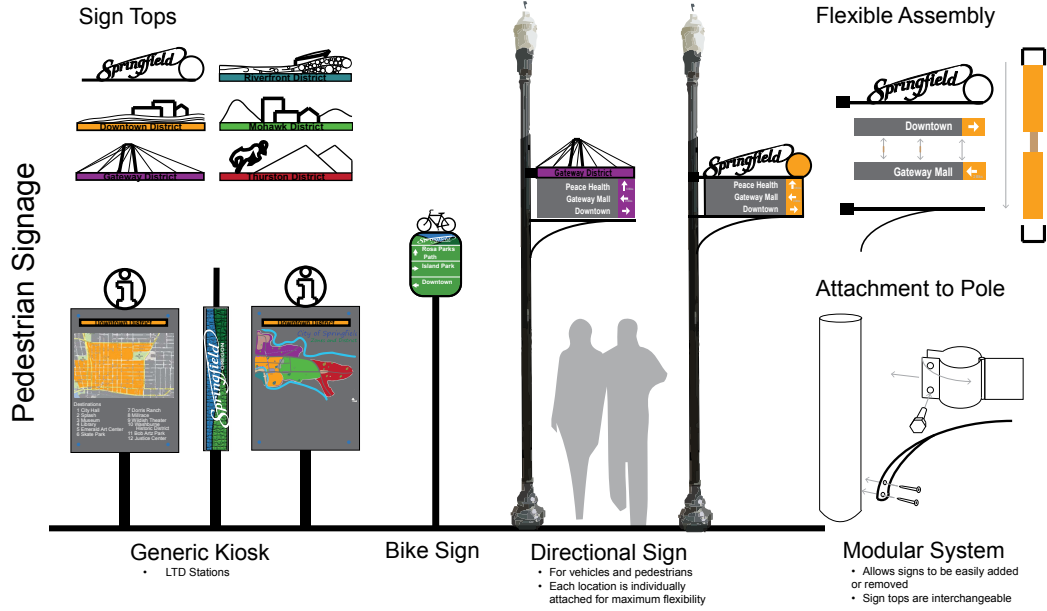


Figure 26: Amanda Bednarz wayfinding design proposal

Identity through Signage



Utilizing Existing Infrastructure

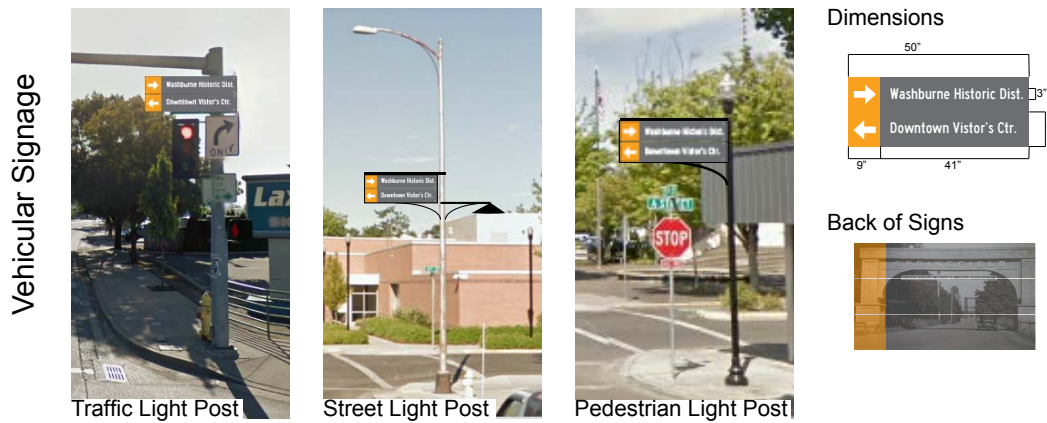


Figure 27: Amanda Bednarz wayfinding design proposal

Simplicity

These designs enhance the readability of a wayfinding system so tourists and residents will have no problem finding what they need. These students worked on creating clean and simple design that get the job done.

Cole Crossen

Cole Crossen’s design emphasizes motifs for each district as well as color and simplicity. Springfield should not look outdated, but it needs to also uphold the tradition of the city. By reinventing Springfield with a newer cleaner look, locals and tourist alike will be able to enjoy and navigate the city more easily. By using graphic icons for pedestrian signage, pedestrians will have an easier time finding their destination. Motifs for each district will make each area distinguishable and fun!

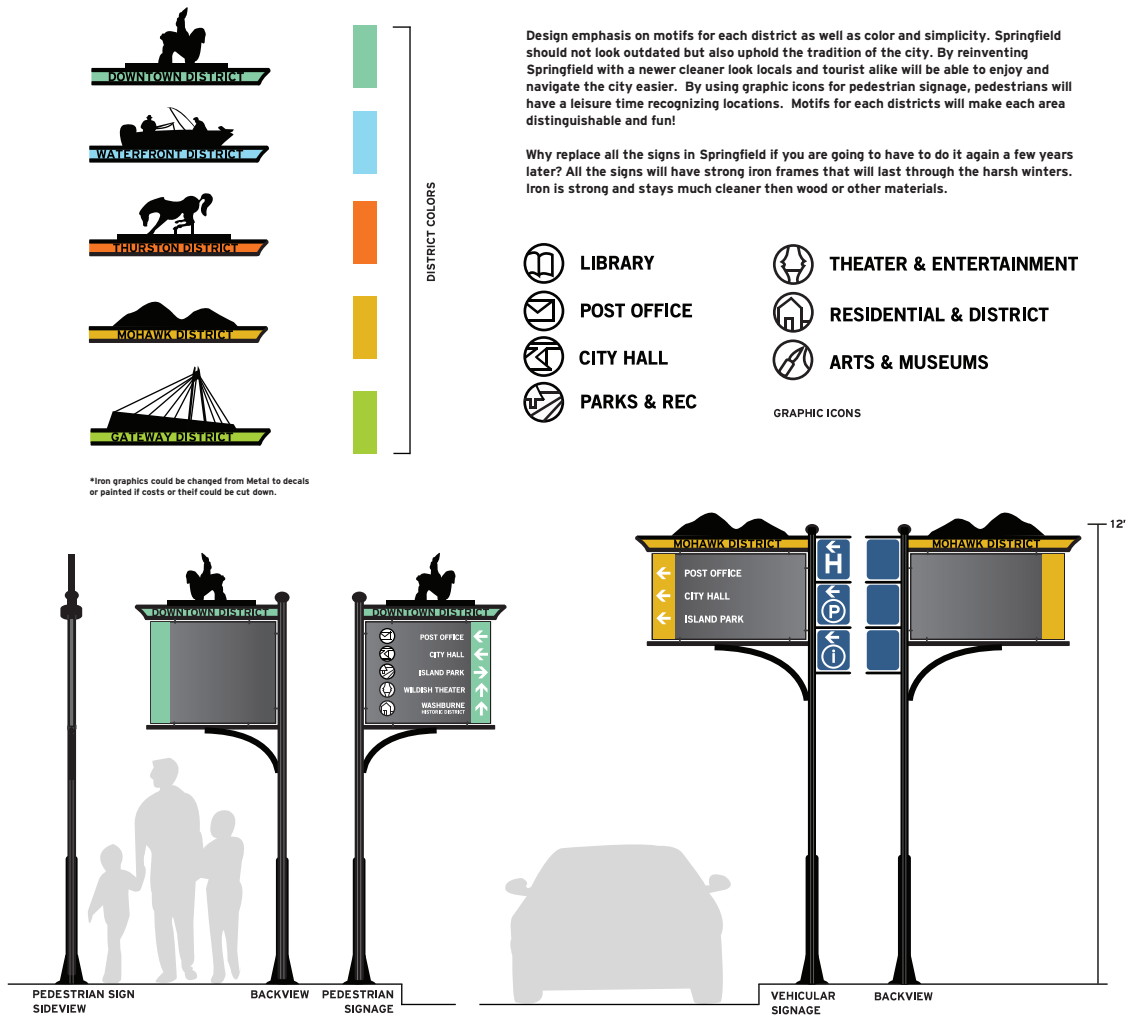
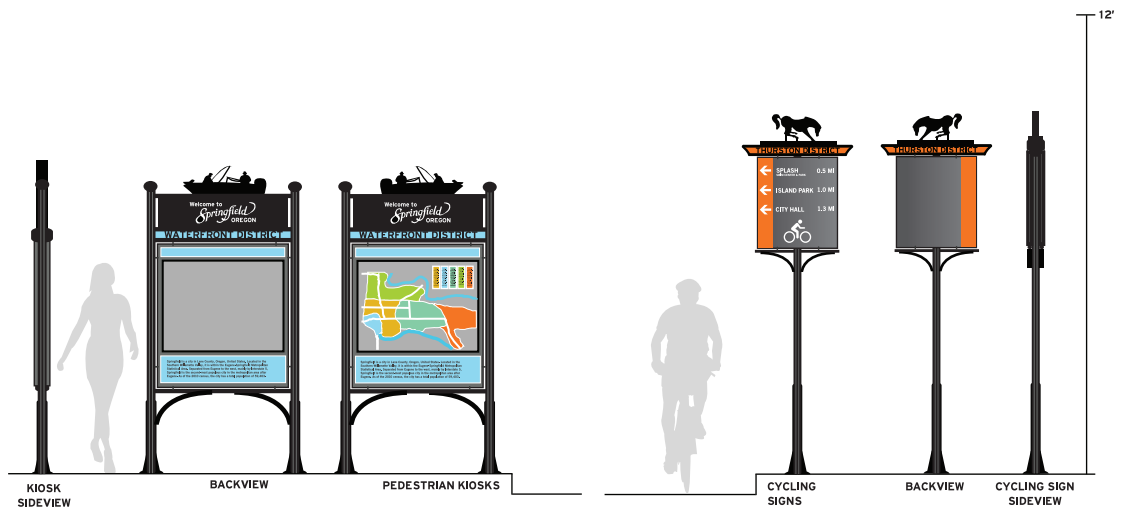


Figure 28: Cole Crossen wayfinding design proposal



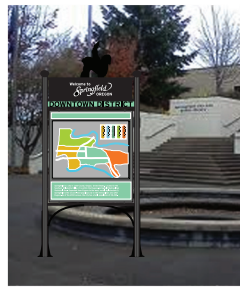
SIGNAGE IN REAL LIFE ENVIRONMENT



VEHICULAR SIGN ON CONTINENTAL BLVD.



BIKE SIGN ON BIKE PATH











KIOSK IN FRONT OF CITY HALL



Figure 29: Cole Crossen wayfinding design proposal

Mckenzie Masten

Drawing on personal experience of feeling lost in new cities, Mckenzie Masten realized she prefers very simplistic signage designs. Her final design proposal illustrates signs that accent the city without becoming more flashy or eye catching than the place being visited. Signs should be there when needed, but the rest of the time blend very nicely into the city.

	Commercial Districts and Civil Services		Thurston
	Natural Areas and Parks		Gateway
	Recreation		Riverfront
	Historic and Cultural		Downtown

As a person who has been lost many times in her life, I was able to realize as I was developing this project, that my preference lies with very simplistic designs. I want the sign to accent the city, not be more flashy and eye catching than the place I am actually visiting. I want signs that are there when I need them, but the rest of the time blend very nicely into the city.

That being said, I really like the swirls (or bubbles) and movement of a few of the current signs in the wayfinding report, so I wanted to play off that idea.



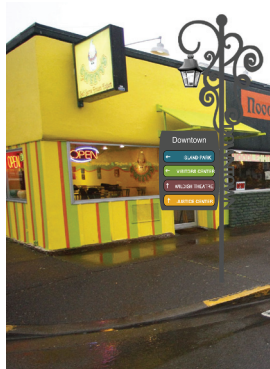
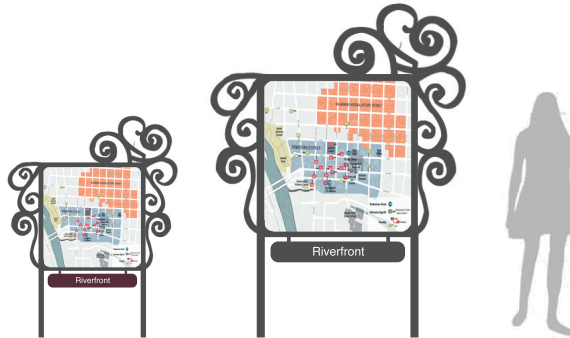
Figure 30: Mckenzie Masten wayfinding design proposal



For the back of the signs, since they are a single piece, the same directions could just be put on the back side also. I chose to use colors to represent the different destination types, that didnt require to much thinking, like green for parks. I changed the kiosk design to less of a lamp and more of a free standing map. I wanted the design to resemble the curves and asymmetrical aspects of the directional signs, but still be unique.

When we toured Springfield, I really liked that some of the stores had these cute, hanging "open" signs and I also wanted to play on that somewhat cutesy and historic downtown feel. I added the lamps as part of this. I also personally like a lot of street lamps, for safety reason, so you can never have to many.

To give the districts a more distinct feel I added district colors, to the signs. I tried for colors that were different that the business type colors, but accented them nicely at the same time.



During the last presentation, the subject of materials was brought up. Since it looks like the cheapest way to achieve these signs would be to do a cut out type process out of some type of aluminum, I have modified the designs to eliminate a lot of the pointy edges; also because of the safety concerns. I have tried to make sure that any curves in the design curve inwards and that the text along the sign all connects also.

Figure 31: Mckenzie Masten wayfinding design proposal

Yu Tian

Yu Tian's design emphasizes these key words: simple, united, identify, economic, and "green." All the signs are made in a modern shape inspired by the City of Springfield logo to show the city's identity, culture, and customs. Each sign has a base structure, and the signs themselves would be attached to the base. The base structure would be made of cast steel and the signs could be made of cheaper, environmentally-friendly materials that can be set up, maintained, protected, changed and recycled more efficiently.

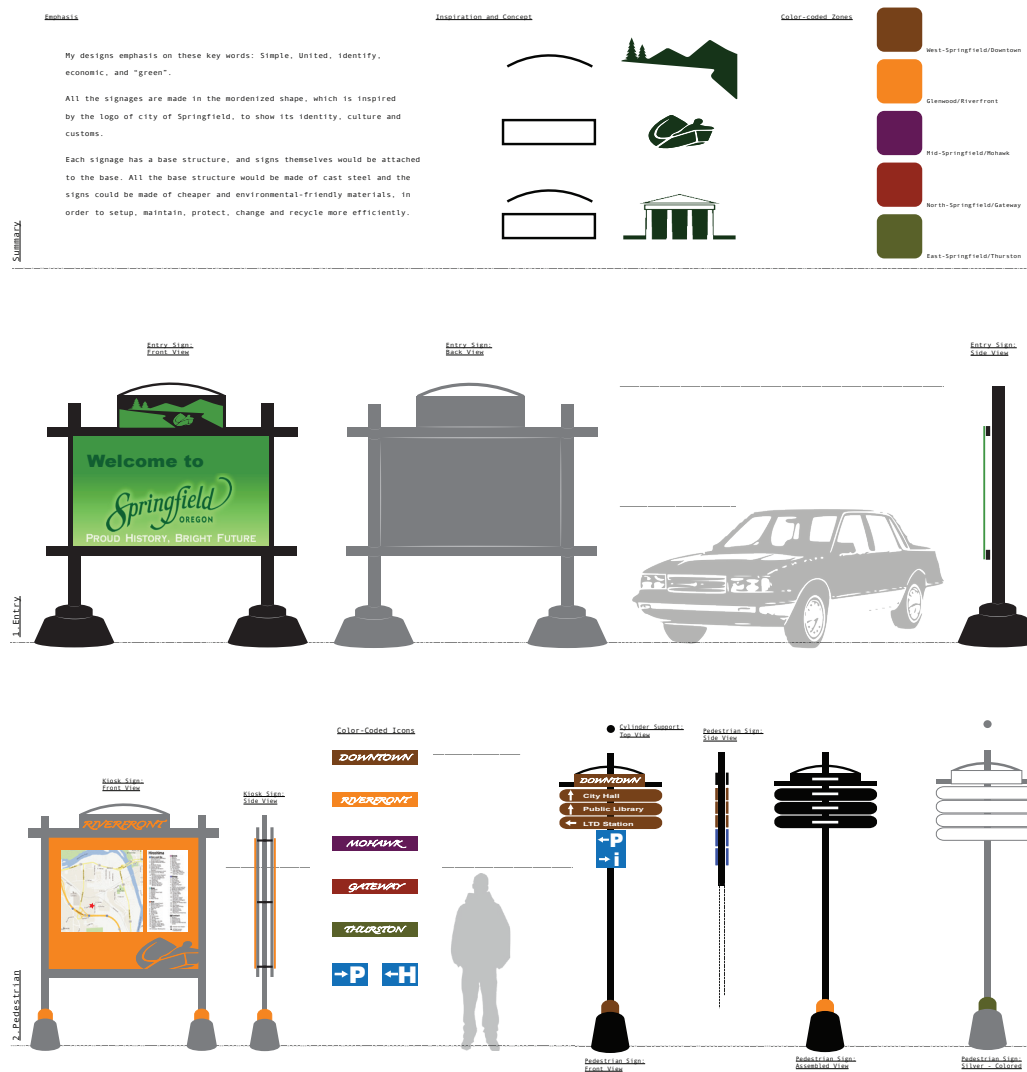


Figure 32: Yu Tian wayfinding design proposal

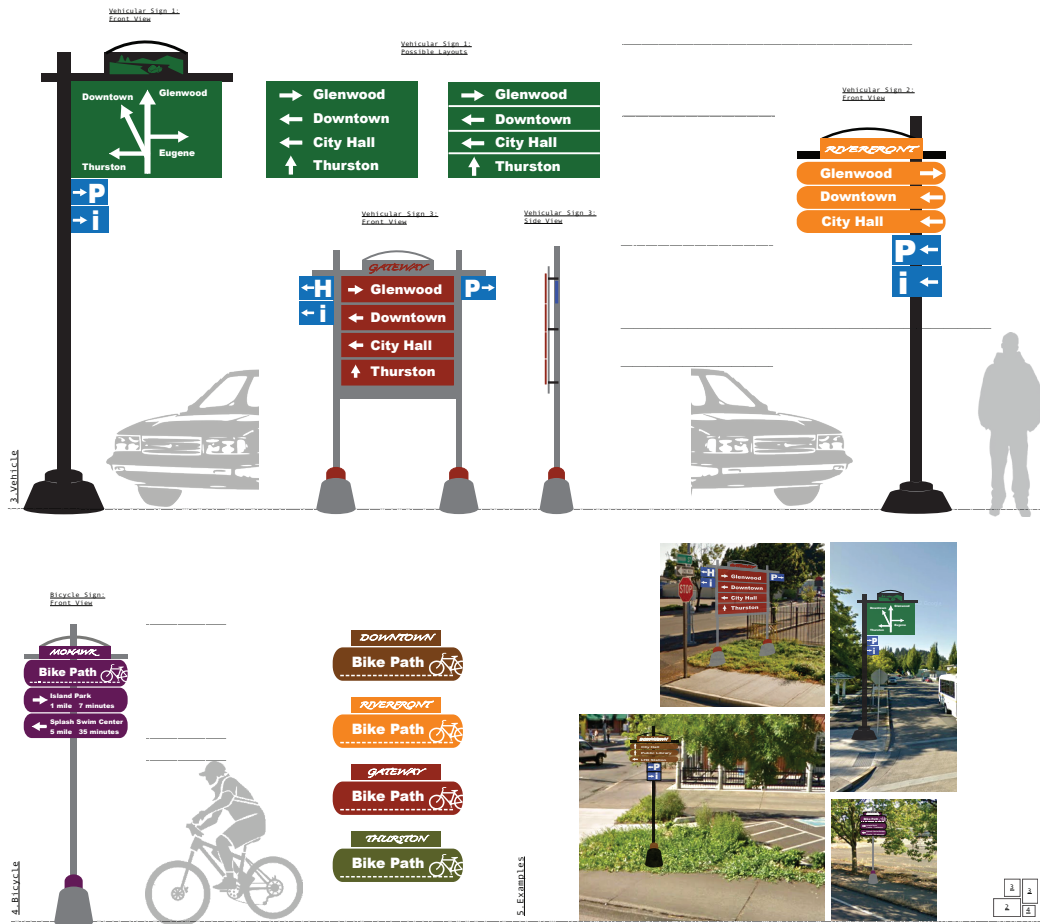


Figure 33: Yu Tian wayfinding design proposal

Corey Delmaar-Mines

Corey Delmaar-Mines's design emphasizes affordability as well as readability. Springfield's zones are designated by color, and placed on various signs.

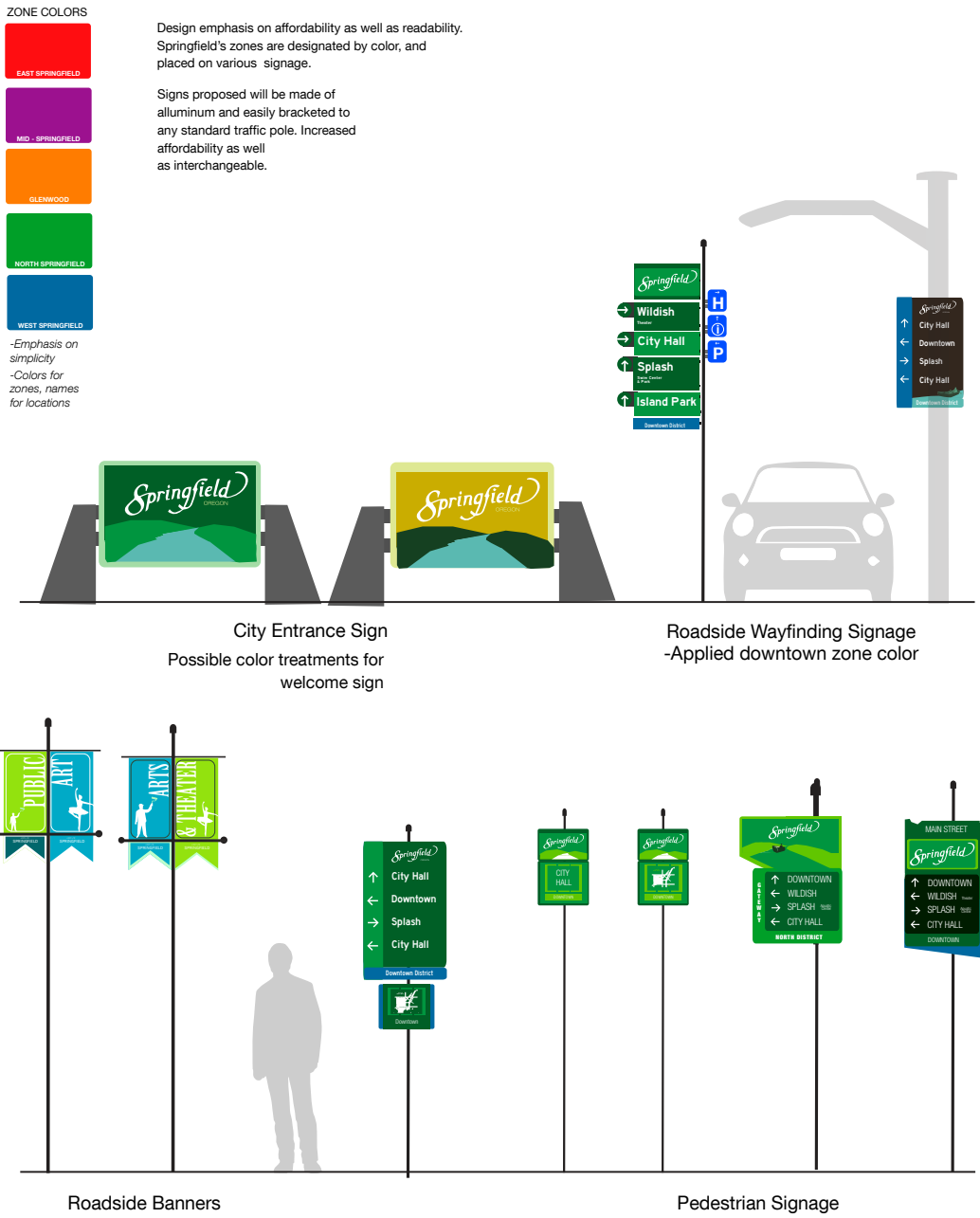


Figure 34: Corey Delmaar-Mines wayfinding design proposal

Bicycle
Wayfinding
Signage by zone

Backs of Signs.
Bracketed on, easily
replaceable / affordable



Sign in natural context

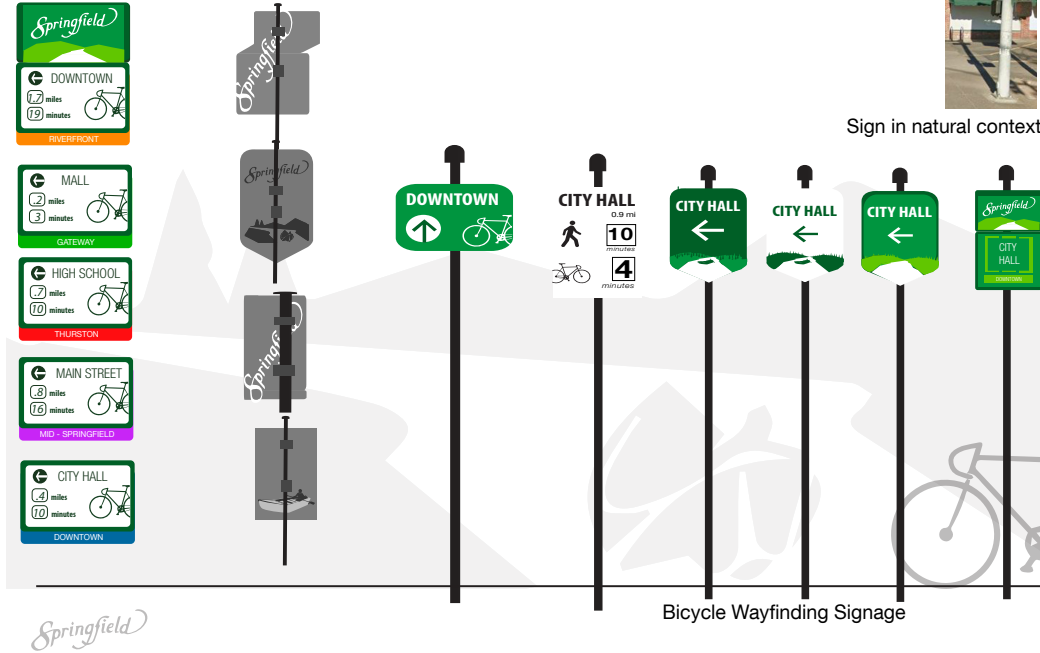


Figure 35: Corey Delmaar-Mines wayfinding design proposal

Cornell William

When it comes to signage in Springfield, the three key things the city needs most is consistency, simplicity, and readability. While initial design goals attempted to create a new image and logo for the signs, Cornell Williams ultimately chose a simple arched design form. The simplicity is effective for architectural purposes and for readability. A sign that is too complex can take away from the overall purpose of wayfinding. Color coded signs for districts and places of interest will help onlookers recognize their location. The colorful signs throughout Springfield will provide consistency. The font color will contrast with the sign color, adding to legibility for viewers.

When it comes to signage in Springfield, the three key things I think the city needs most is consistency, simplicity, and readability. I initially sought out to create an image and logo for the signs but ended up going with an arched design. I think the simplicity is necessary in this case for not only architectural purposes but also for readability. I think a sign that is too complex can take away from the overall purpose of wayfinding. Another thing I thought was necessary was to create color codes for both districts and places of interest. This helps onlookers associate where they are located based on the color of the sign. The color code gives the signs throughout Springfield more consistency and also contrasts with the font on the signs; giving viewers a more readable sign.

DESTINATIONS

- COMMERCIAL DISTRICTS AND CIVIC SERVICES
- HISTORIC AND CULTURAL POINTS OF INTEREST
- NATURAL AREAS AND PARKS
- RECREATION
- HOSPITAL/PARKING/ INFO ICONS

DISTRICTS

- GLENWOOD/ RIVERFRONT DISTRICT
- EAST SPRINGFIELD/ THURSTON DISTRICT
- MID SPRINGFIELD
- WEST SPRINGFIELD/ DOWNTOWN DISTRICT
- NORTH SPRINGFIELD/ GATEWAY DISTRICT

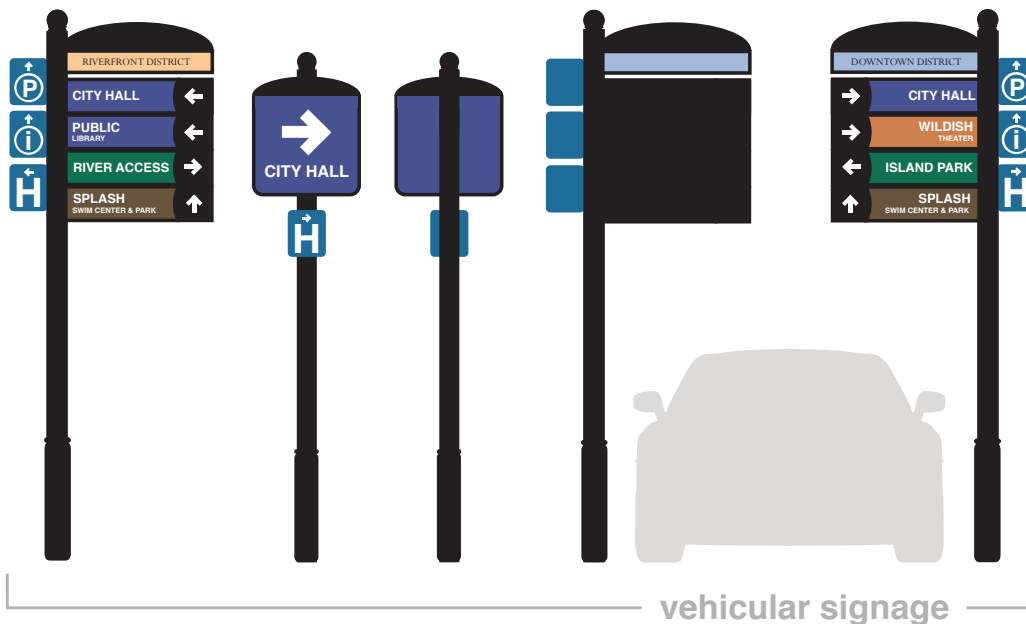
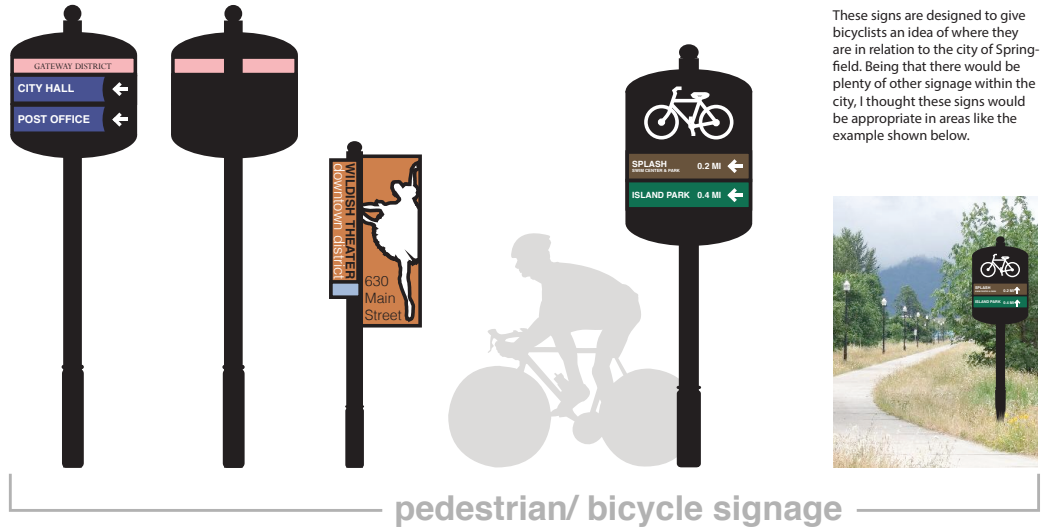


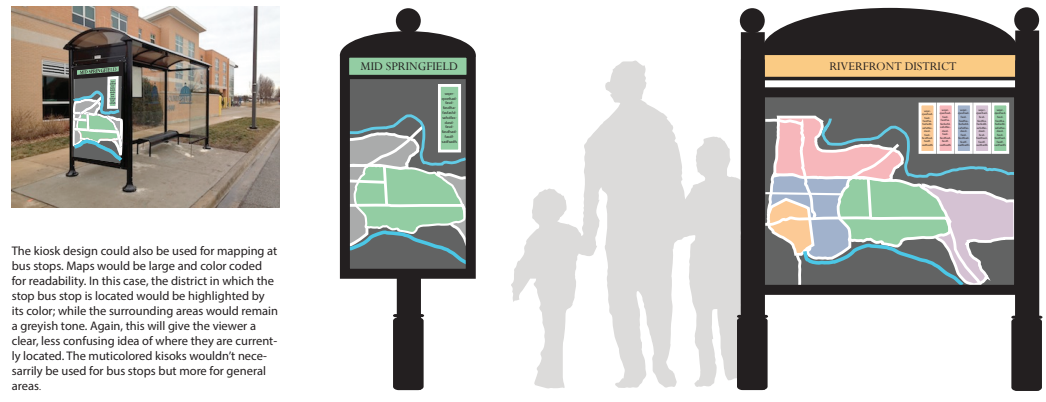
Figure 36: Cornell William wayfinding design proposal



These signs are designed to give bicyclists an idea of where they are in relation to the city of Springfield. Being that there would be plenty of other signage within the city, I thought these signs would be appropriate in areas like the example shown below.

pedestrian/ bicycle signage

pedestrian kiosks



The kiosk design could also be used for mapping at bus stops. Maps would be large and color coded for readability. In this case, the district in which the stop bus stop is located would be highlighted by its color; while the surrounding areas would remain a greyish tone. Again, this will give the viewer a clear, less confusing idea of where they are currently located. The multicolored kiosks wouldn't necessarily be used for bus stops but more for general areas.

Figure 37: Cornell William wayfinding design proposal

Sang Eui Hong

The main goal for Sang Eui Hong's design is to be simple and use the existing logos of Springfield.

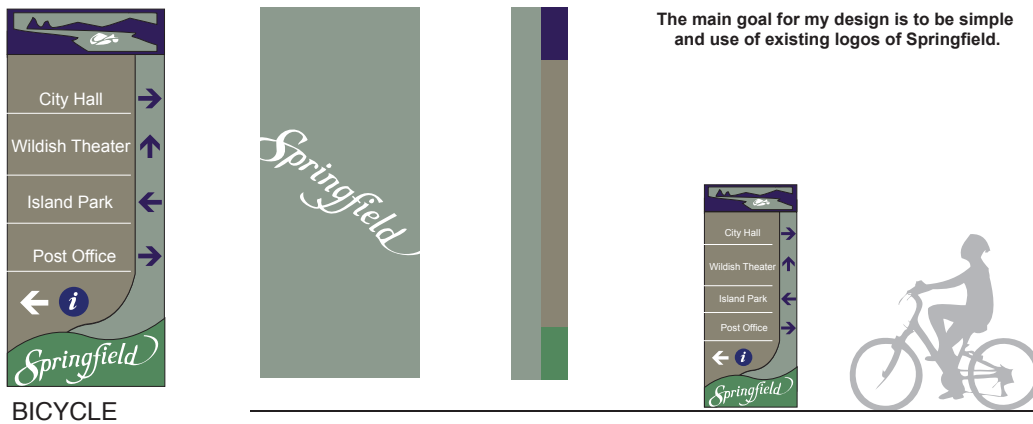


Figure 38: Sang Eui Hong wayfinding design proposal

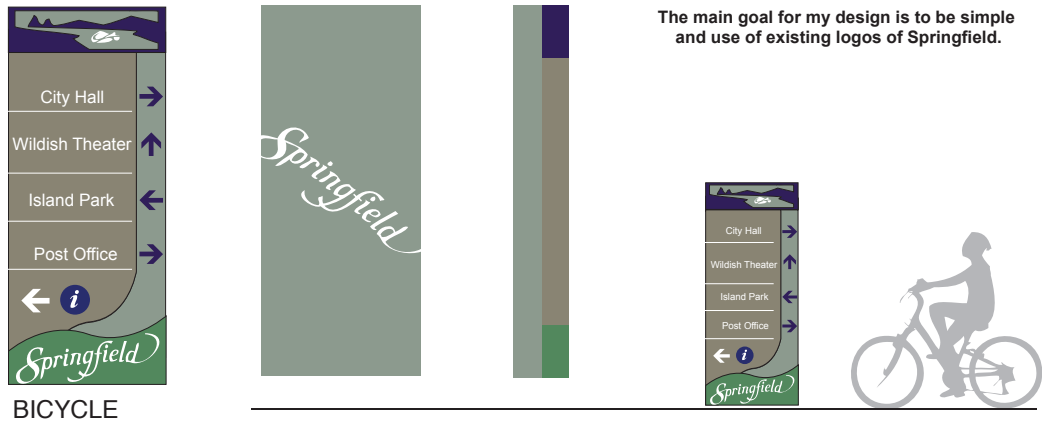


Figure 39: Sang Eui Hong's wayfinding design proposal

Conclusion

In the end the wayfinding designs were organized into five distinct themes: proud history and bright future, nature, modern, unique identity, and simplicity. These themes sprouted from the students' decision about what they believe Springfield should emphasize in its public image. Each of these themes either helps to reflect Springfield's positive image, creates a memorable city, or focuses on an easy-to-read way to navigate around Springfield by car, bicycle, or on foot. Out of these themes the students created several possibilities that Springfield could incorporate for their city's wayfinding system.

References

Bethany Steiner, Erik Steiner, Jennifer Self, Jason Lugo, Emily Meharg, and William Sercombe. 2012 "Citywide Wayfinding Report: Springfield Oregon".