

Wayfinding & Local Identity

THE COMMUNITY'S TOP PRIORITIES

As part of the Flagstaff Vision and Action Plan planning process, the FDBA, City of Flagstaff, and the P.U.M.A. team undertook a significant community engagement effort during the COVID-19 pandemic. This section summarizes the main activities and outcomes of that process.

The list below is a compilation of the feedback from all community and stakeholder engagement efforts. Understanding community priorities can help the City of Flagstaff align their efforts and select actions that fit both the community-wide values and the City's capacity. These themes and priorities form the basis for the Downtown Vision and Action Plan and the subsequent opportunities described and illustrated in the following chapter. The common themes and highest rated priorities for improving Downtown Flagstaff are outlined below:



WELCOMING, INCLUSIVE, AND ACCESSIBLE TO ALL

- » Develop a public space improvement and activation strategy that engages locals and visitors and celebrates the creativity and culture of Flagstaff, including Native/Indigenous traditions.
- » Improve the cleanliness, safety, and the perception of safety in downtown



CONNECTIONS

- » Walkable – improve key streets for pedestrians and transit users
- » Enhance pedestrian and bicycle connections to NAU and surrounding neighborhoods
- » Improve pedestrian crossings of Route 66
- » Explore innovative ways to activate alleys and other underutilized spaces as well as existing open space.
- » Implement the Downtown Mile Project to improve multimodal safety and connections for people traveling in and around downtown.

GOAL D: Enhance the downtown experience by implementing gateway features, streetscape enhancements, signage and wayfinding, and public art to create a sense of arrival and direction

Public investment in the form of streetscape, gateways, wayfinding, and public art improvements are necessary to spur private investment. The public improvements are intended to create a more people friendly downtown environment as most people experience downtown on foot to get to their destination, no matter what mode is used to arrive downtown.

#	ACTION ITEM	TIMELINE	RESPONSIBILITY
1	Continue to enhance public art downtown. <ul style="list-style-type: none"> a. Utilize public art to create a sense of arrival at key gateway points, like the new bridge that will be part of the Downtown Mile project. b. Implement custom artistic wraps for electric boxes at signalized intersections. Refer to the Placemaking Catalysts diagram for locations. c. Adopt practices and processes that create public art that is reflective of the Flagstaff community and culture, and affords opportunities to local artists. 	Near	City (Beautification, Arts & Sciences), FDBA
2	Create a wayfinding master plan for downtown that identifies locations and messaging and enhances the Downtown Flagstaff brand. Refer to the Placemaking Catalysts diagram for preliminary locations.	Mid	FDBA
3	Work with ADOT to create landscaped medians and other vertical features at critical gateway locations to reduce vehicle speeds, improve traffic safety, beautify the corridor, and provide places for future signage and public art.	Mid	City (Public Works), ADOT
4	Work to enhance streetscapes by replacing sidewalks, repairing tree grates, and adding (and replace existing) pedestrian scale lighting that is dark sky compliant in key areas.	Mid	City (Public Works)

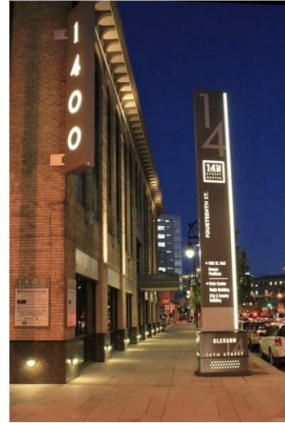
E - STREETSAPES, GATEWAYS, CONNECTIVITY, & WAYFINDING

Enhance the downtown experience by implementing gateway features and wayfinding signage to create a sense of arrival in downtown and provide direction for visitors. Wayfinding signage should also include directional signage for bicyclists and pedestrians using the FUTS regional trail network.

Work to enhance streetscapes downtown by replacing sidewalks, adding pedestrian-scale lighting (fully shielded Amber) in high use areas, and increasing the urban tree canopy. The city should continue to study the best solution for tree species and growth in an urban condition and create best practices streetscape standards for downtown.



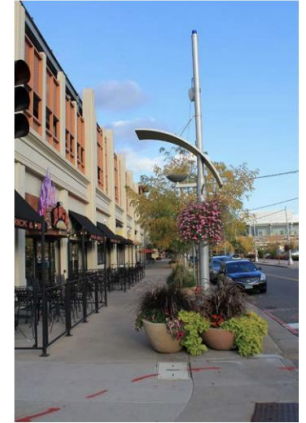
Improved crosswalks, wayfinding signage, and plantings enhance the downtown experience. Denver, CO



Gateway features and wayfinding signage can also be a forms of public art. Denver, CO



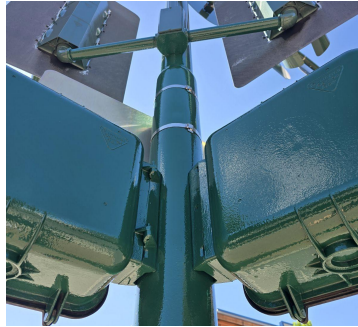
Enhance sidewalks and replace broken tree grates for a consistent streetscape. Boulder, CO



Additional planters and hanging flowers should be implemented throughout downtown. Lakewood, CO

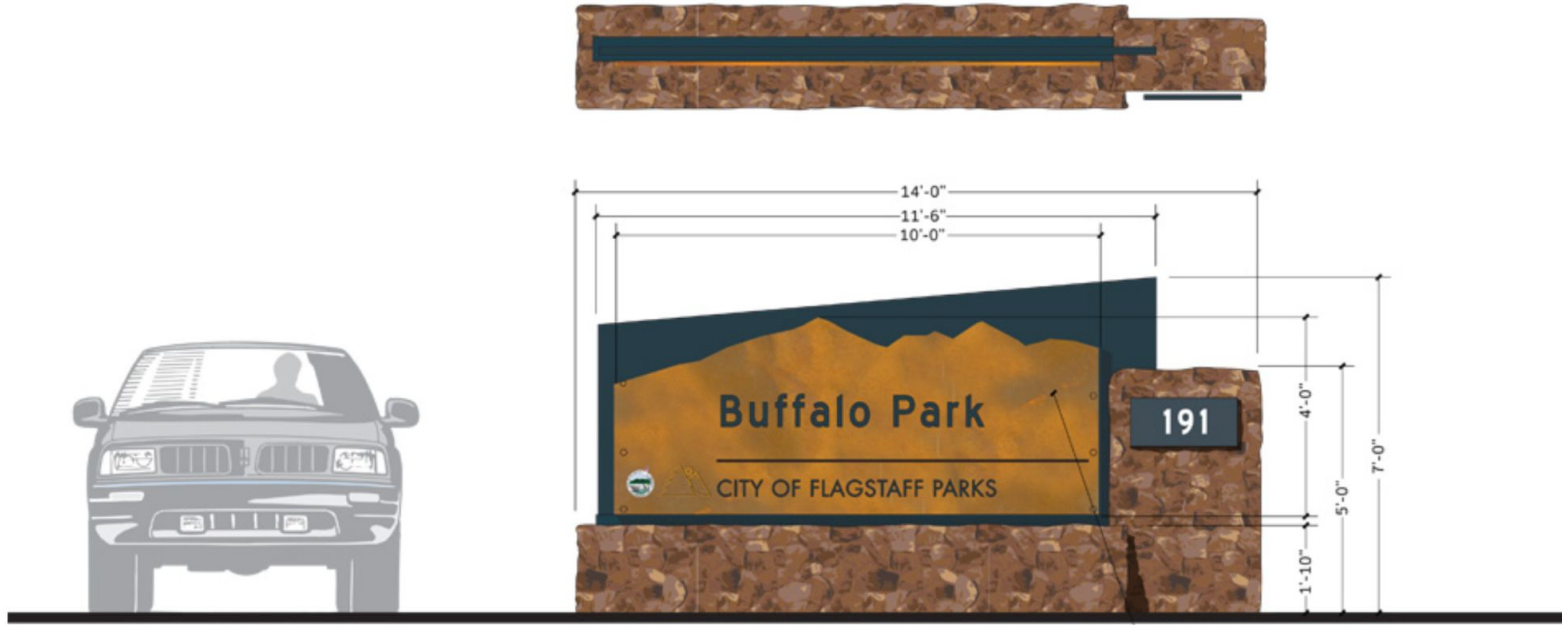


Cultural Preservation Through Wayfinding



Downtown Public Realm Material Palette

Flagstaff, Arizona (FUTS)



Routed corten steel finished panel to show through gun metal steel backer panel.

Flagstaff logo to be dimensional full color on top panel.

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Anchorage, Alaska

PROJECT BRAND

To measure the project's success and set the project brand, the Advisory Committee established Critical Success Factors for the signage. Working together, the committee defined success as an Indigenous Place Names project that:

- Is well branded;
- Draws people to learn;
- Is authentic;
- Recognizes and celebrates that the site is Dena'ina;
- Moves beyond signage; and
- Is built to last.

With this clear definition of success, Joel Isaak, a Dena'ina artist, worked with the project team to create two foundational phrases for the project.

DENA'INAQ EĒNENA CH'TIYUX

"You are walking on Dena'ina land"

The first phase is used to recognize and honor the importance that this is Dena'ina land.

YE'UH QA TS'DALTS'IYI

"Living with the outdoors"

The second phase expands on the first. To say this is Dena'ina is complex in that land represents more than a place; land represents a way of being. The phrase is meant to evoke the complexity of place and being on the land as it relates to seasonality, resources, travel, technology, life, and spirit.

INDIGENOUS PLACEMAKING

The Dena'ina fire bag was selected as the project's symbol. Fire bags were used by the Dena'ina people to store and transport fire-making materials such as tinder and embers. The fire bag represents living with the outdoors and sharing of fire and knowledge.

To further define the project brand, the team became inspired by dentalium bead patterns. Dentalium beaded designs are used both traditionally and in contemporary clothing, materials, and artwork. For this project, dentalium bead patterns are used to represent Dena'ina fine art. The final bag and beadwork designs were created with the artistic oversight of Melissa Shaginoff, an artist familiar with the Dena'ina culture and funded through the Alaska Native Heritage Center's NEA grant.



Dena'ina Fire Bag with Dentalium Beading, Image Source:
Catalogue No. E73048, Department of Anthropology, Smithsonian

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SIGNAGE DESIGN

Based on the Critical Success Factors and the project brand, the project team developed two types of signs for different implementation opportunities.

LEVEL 1 & 2 - DENA'INA PLACE NAME SIGN

The Dena'ina Place Name Sign is for places that have a Dena'ina name as shown in the Level 1 and Level 2 location maps that follow. The Place Name Signs are meant to celebrate and educate the residents and visitors of Anchorage about the significant Dena'ina Places that exist throughout the Anchorage area and beyond.

LEVEL 1 & 2 - DENA'INA PLACE NAME SIGN WITH PLAZA

The design team recommends that 2 to 4 of Dena'ina Place Name signs be installed with a plaza space surrounding the sign. These should be located in popular locations where a lot of visitors and locals are expected, for example Westchester Lagoon.

LEVEL 3 - INTERPRETIVE OR WAYFINDING SIGN

The Dena'ina Interpretive Sign is meant to highlight cultural, scientific, or historic information not necessarily associated with a place name. For example, a sign that describes flora and fauna of the area, or a sign that tells a modern story. These signs are considered Level 3 locations. These signs are not only meant to be used as single signs for interpretive content they can also be used in an organization's wayfinding system.

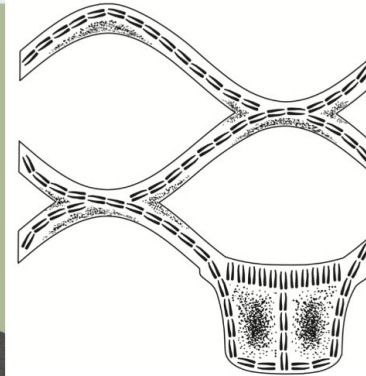
LEVEL 1 & 2 DENA'INA PLACE NAME SIGN



..... FIRE BAG SCULPTURE

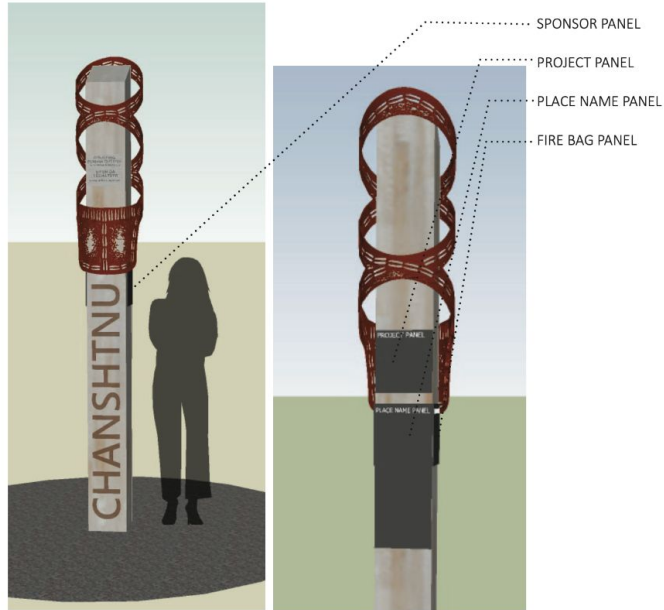
..... PROJECT PHRASES

..... PLACE NAME

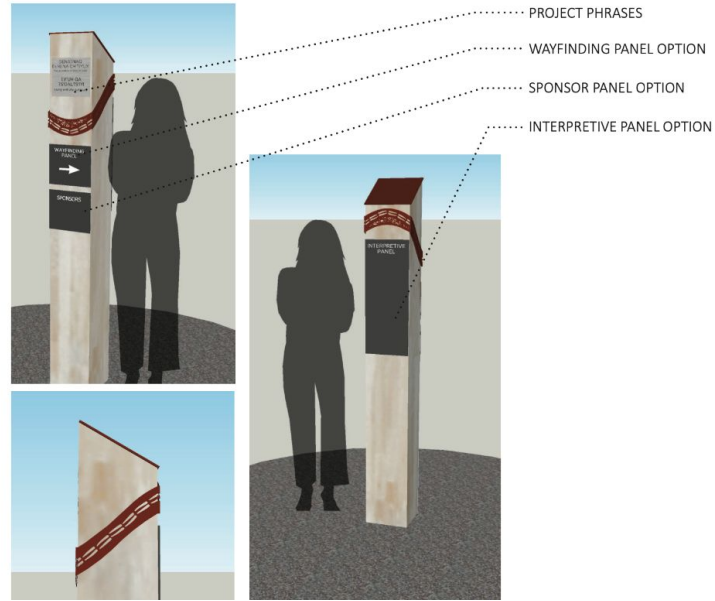


Fire bag sign design with dentalium
by Melissa Shaginoff

LEVEL 1 & 2 DENA'INA PLACE NAME SIGN



LEVEL 3 INTERPRETIVE OR WAYFINDING SIGN



INDIGENOUS PLACEMAKING

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Lafayette, Louisiana



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VOUS ÊTES SUR | YOU ARE ON:

Rue Vermilion

Vermilion Street

↑ Parc Sans Souci
⌚ 3 min | 🚶

Maison de Cour paroissiale
Lafayette Parish Courthouse
⌚ 4 min | 🚶

Centre des arts d'Acadiana
Acadiana Center for the Arts
⌚ 5 min | 🚶

Musée des enfants d'Acadiana
Children's Museum of Acadiana
⌚ 5 min | 🚶

Parc International
⌚ 5 min

Centre de transport Rosa-Parks
Rosa Parks Transportation Center
⌚ 6 min | 🚶 🚗 🚲



Preservation & Placemaking Through Wayfinding - Lafayette, LA

Thank You

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