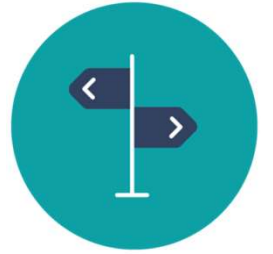


Pittsburgh Pedestrian Wayfinding Project Presentation

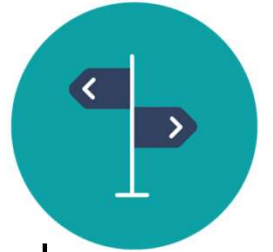
**Presented by the Pittsburgh Downtown Partnership
Development Activities Meeting
April 25, 2022**

Goals for Today's DAM Meeting



- Provide brief background & overview on the Pittsburgh Pedestrian Wayfinding Project in preparation of presenting at the May Art Commission & June HRC hearings
- Share timeline and next steps on the project

What's the Pittsburgh Pedestrian Wayfinding System and why is it a current priority?



- The Pittsburgh Pedestrian Wayfinding Project will establish a first-of-its-kind pedestrian wayfinding system to support Pittsburgh's unique geography, transportation infrastructure, and the flourishing communities of Oakland, Downtown, North Side, and the North Shore
- Pittsburgh Pedestrian Wayfinding System intended to prioritize pedestrians, be grounded in national and international best practices, establish a pedestrian wayfinding standard that can be replicated in other neighborhoods, and respond to the needs of a wide range of user groups
- A pedestrian wayfinding system can help to:
 - Reduce confusion
 - Help people feel more comfortable walking within and between neighborhoods to easily locate destinations and key landmarks
 - Seamlessly locate mobility destinations, such as light rail stations and major ped/bike trails

Background Context

- Project officially launched in September 2013
- Established the Wayfinding Advisory Committee (WAC) which represents a range of neighborhood stakeholders including:
 - City of Pittsburgh*
 - Southwestern Pennsylvania Commission
 - Pittsburgh Downtown Partnership (PDP)
 - Oakland Business Improvement District (OBID)
 - Oakland Transportation Management Association (OTMA)
 - Walk Ride Northside/Northside Cultural Collaborative
 - Northside Chamber of Commerce
 - University of Pittsburgh
 - UPMC
- WAC raised over \$700k for design and community engagement
- Awarded federal TAP grant of \$1.4M for fabrication and construction in 2017
 - As of May 2021, fully funded on TIP
- Presented project design to Art Commission in September 2018 and received conceptual and final approval , but still need final approval on the locations



Project Area

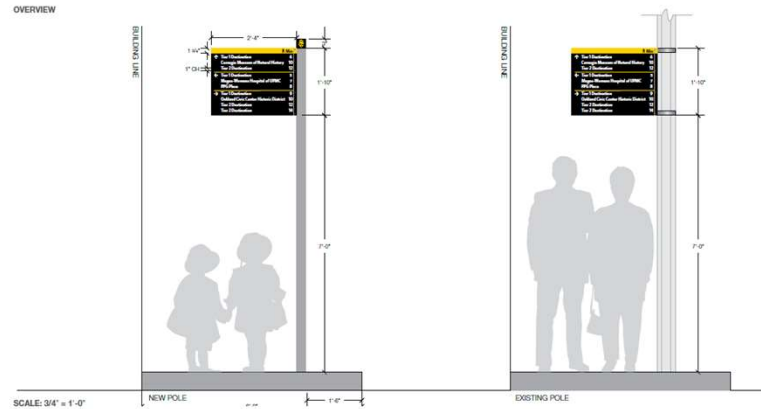


Pedestrian Wayfinding Asset Types



- Three asset types:
 - Directionals (B-1)
 - Trailblazer Directionals (B-2)
 - Kiosks (C-1)

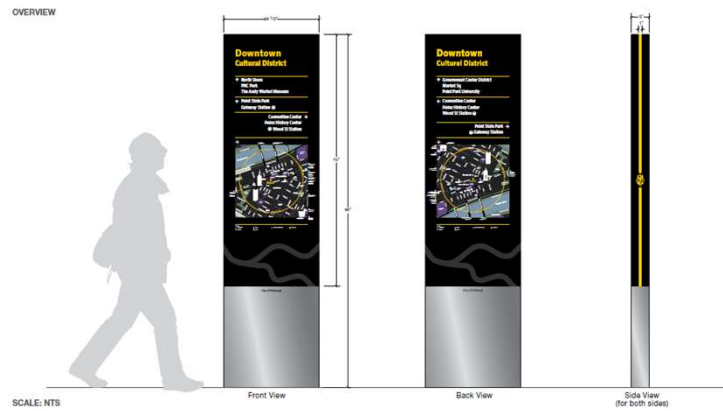
Sign Type Details: B-1 • B1 - Directional



DESIGN INTENT PACKAGE - MAY 2020

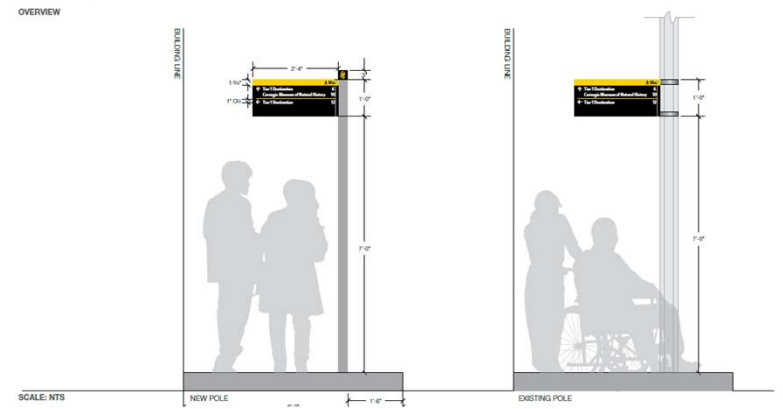
CITY OF PITTSBURGH - PEDESTRIAN WAYFINDING SYSTEM - PAGE 52

Sign Type Details: C-1 • C1 - Kiosk



CITY OF PITTSBURGH - PEDESTRIAN WAYFINDING SYSTEM - PAGE 59

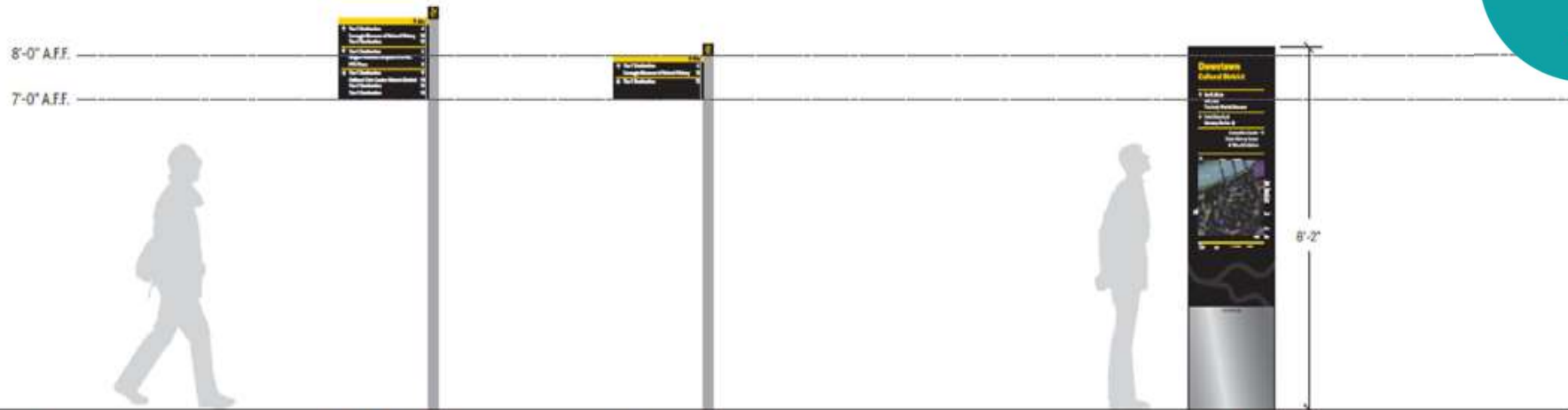
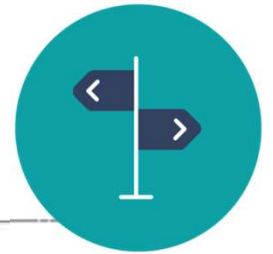
Sign Type Details: B-2 • B2 - Directional



CITY OF PITTSBURGH - PEDESTRIAN WAYFINDING SYSTEM - PAGE 64

DESIGN INTENT PACKAGE - MAY 2020

Sign Designs

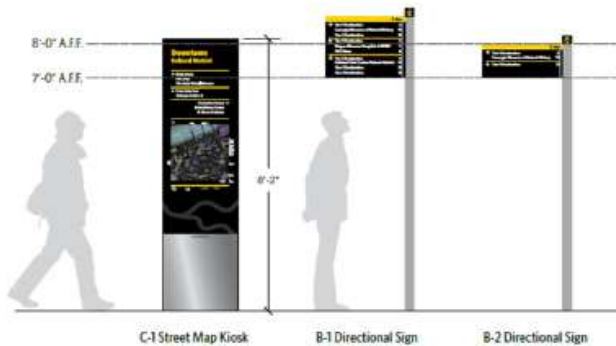


Sign Type Option	B1 Directional Sign	B2 Directional Sign	C1 Street Map Kiosk
Dimension	2'-2"W x 1'-10" H	2'-2"W x 1'-0" H	2'-2 1/2"W x 8'-2" H
Mounting	New Pole / Existing pole mounted 7'-0" a.f.f. to the bottom. Side	New Pole / Existing pole mounted 7'-0" a.f.f. to the bottom. Side	Freestanding
Cap Height	1"	1"	1"
Destinations per side	10	5	10
Max. Character per row	38	38	38

Project Overview

DESIGN INTENT PACKAGE

The following package lays out the design intent for the pedestrian wayfinding program. It describes materials and fabrication in outcome specifications, allowing input from engineers and fabricators as to how to best execute the design intent.



SIGN COUNT OVERVIEW

Sign Type	Qty.	New Pole	Existing Pole	Notes
Downtown				
B-1	46	18	28	
B-2	4	0	4	
C-1	19	Ground Mounted		
North Shore / North Side				
B-1	14	12	2	2 soil mounted
B-2	24	18	6	1 soil mounted
C-1	17	Ground Mounted		3 possibly soil mounted
Oakland				
B-1	19	17	2	
B-2	3	3	0	
C-1	16	Ground Mounted		1 soil mounted; 1 TBD
DRAFT TOTALS - 05/2020				
B-1	79	47	32	
B-2	31	21	10	
C-1	52	Ground Mounted		

COLORS



TYPOGRAPHY

Whitney Narrow - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Whitney Narrow - Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Whitney Narrow - Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 123456789



Kiosk

- Dye sublimation graphic on a powder coated composite panel
- Stainless steel galvanized panel base
- Galvanized steel frame on a foundation that sits below the frost line

Directional Signs & Poles

- Dye sublimation graphic on a powder coated aluminum plate
- Powder coated round galvanized steel signpost
- Bored concrete foundation that sits below the frost line

Project Overview

SIGN ICONS



Pittsburgh City Seal



Walk Icon



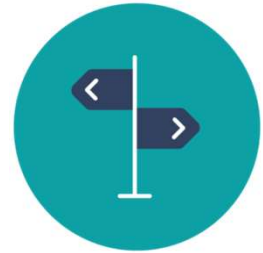
3 Rivers Graphic

ARROWS



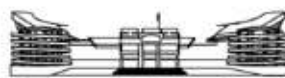
PREFERRED ARROW ORDERING

Direction	Order
↑ Tier 1 Destination	6
↗ Carnegie Museum of Natural History	10
↘ Tier 2 Destination	12
← Tier 1 Destination	5
↖ Magee-Womens Hospital of UPMC	7
↖ PPG Place	8
→ Tier 1 Destination	9
↗ Oakland Civic Center Historic District	10
↘ Tier 2 Destination	12
↘ Tier 2 Destination	14



MAP PICTOGRAMS

Downtown	North Shore / North Side	Oakland
City County Building	Heinz Stadium	Cathedral of Learning
Fifth Avenue Place	PNC Park	Carnegie Museum
One PPG Place	Children's Museum	Soldiers & Sailors
US Steel Tower	Allegheny General Hospital	Phipps Conservatory and Botanical Gardens



NOTE
All pictograms, listed above, will be submitted with final graphics submittal.

When arrows are employed to direct users to multiple destinations on one sign, the messaging should follow the preferred ordering of destinations. The order, top aligned, is as follows:

1. Destinations straight ahead
2. Destinations to the left
3. Destinations to the right

If two destinations occur in the same direction, the destinations are listed together employing only one arrow.

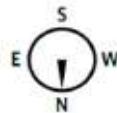
MAP ICONS



Trail



Light Rail Station



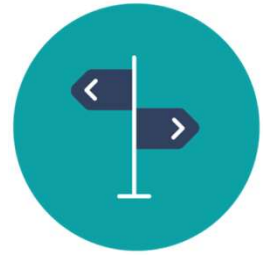
Compass



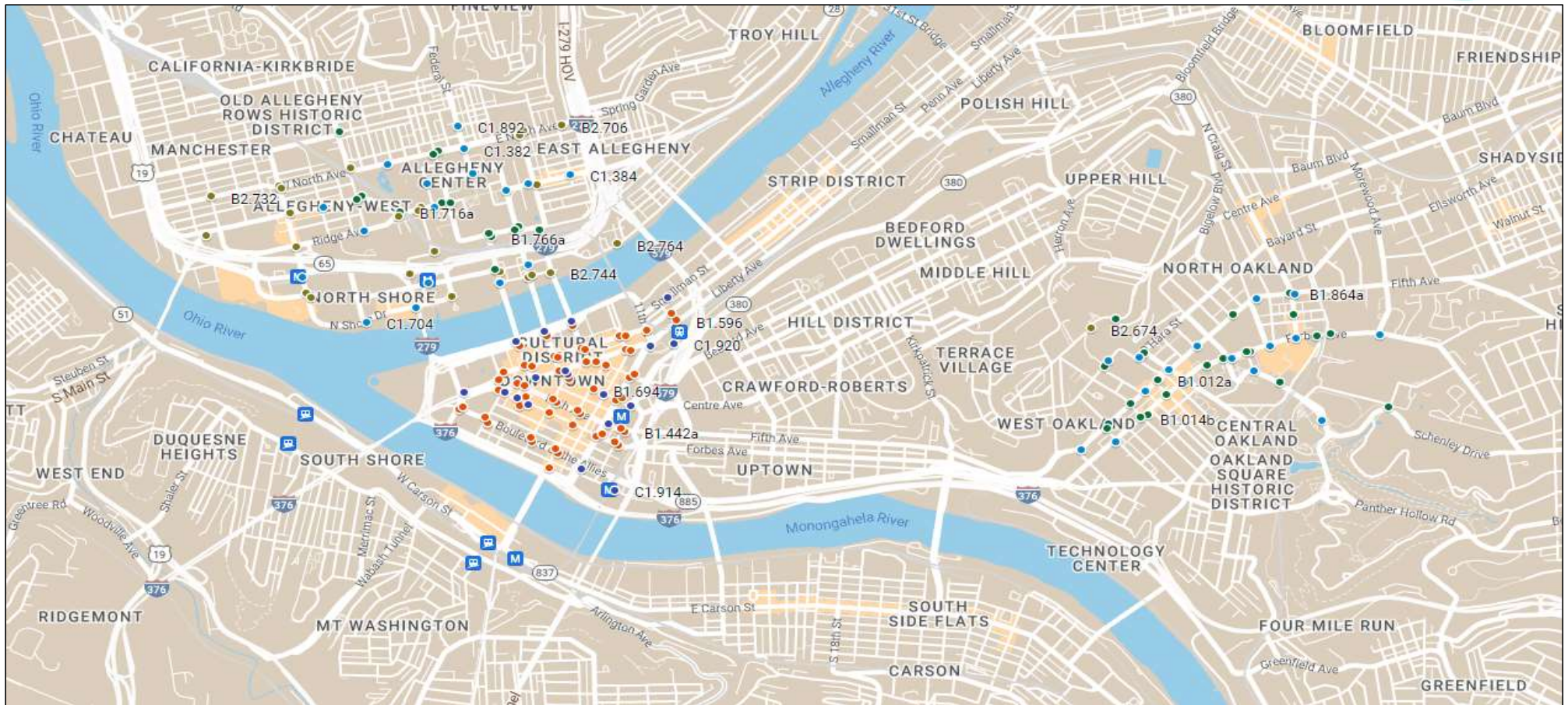
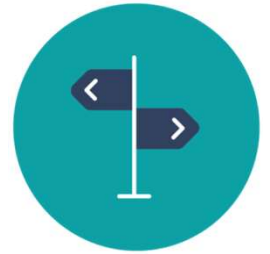
Bus Directional



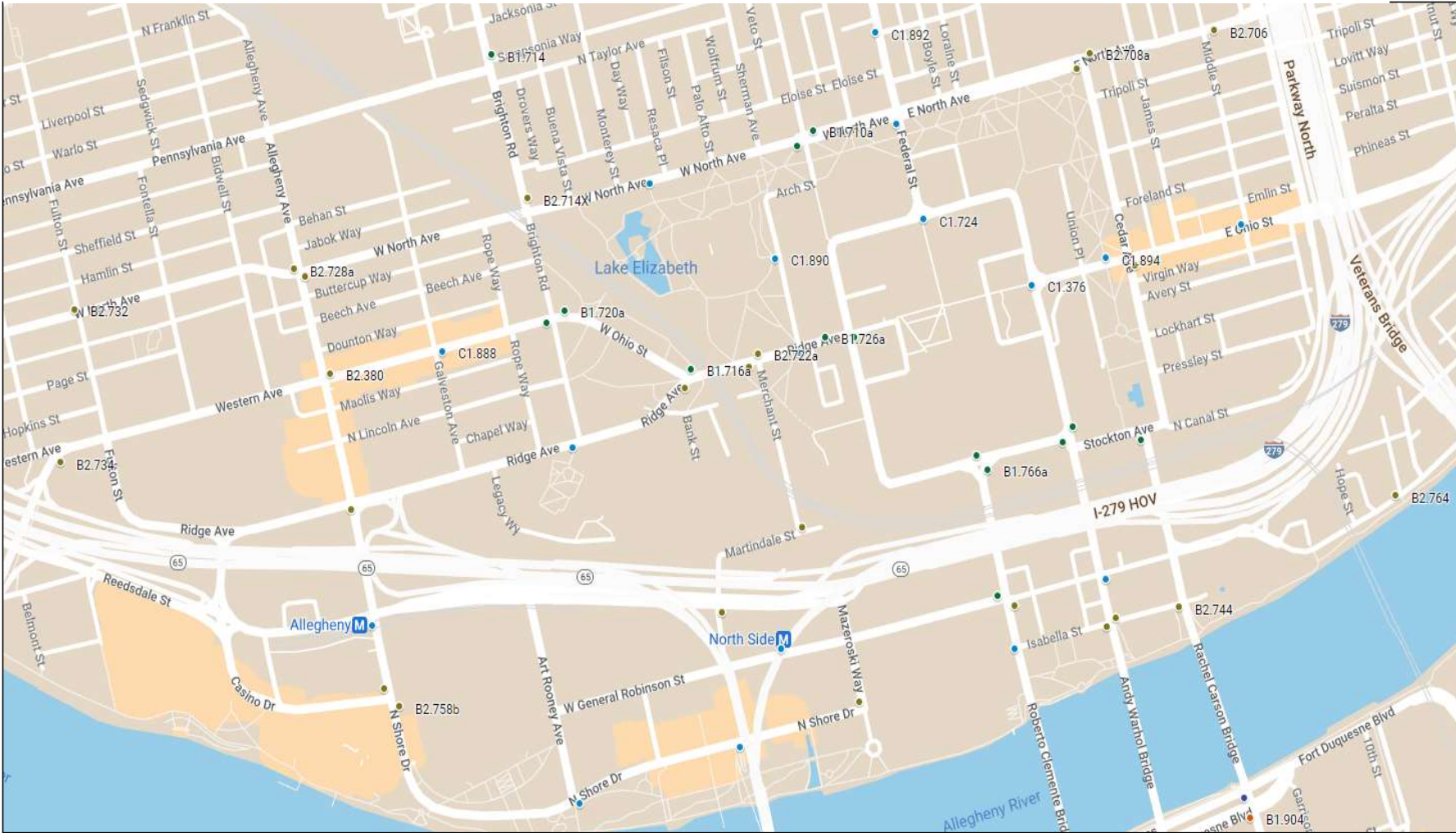
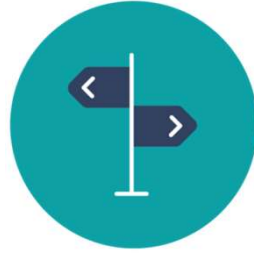
Rail Directional



Map showing the proposed locations for all directional signs (B1, B2) and kiosks (C1) for the Pittsburgh Pedestrian Wayfinding System. [Link](#) to view interactive system map and site pictures via Google Map. The version reflected was originally delivered in May 2020.



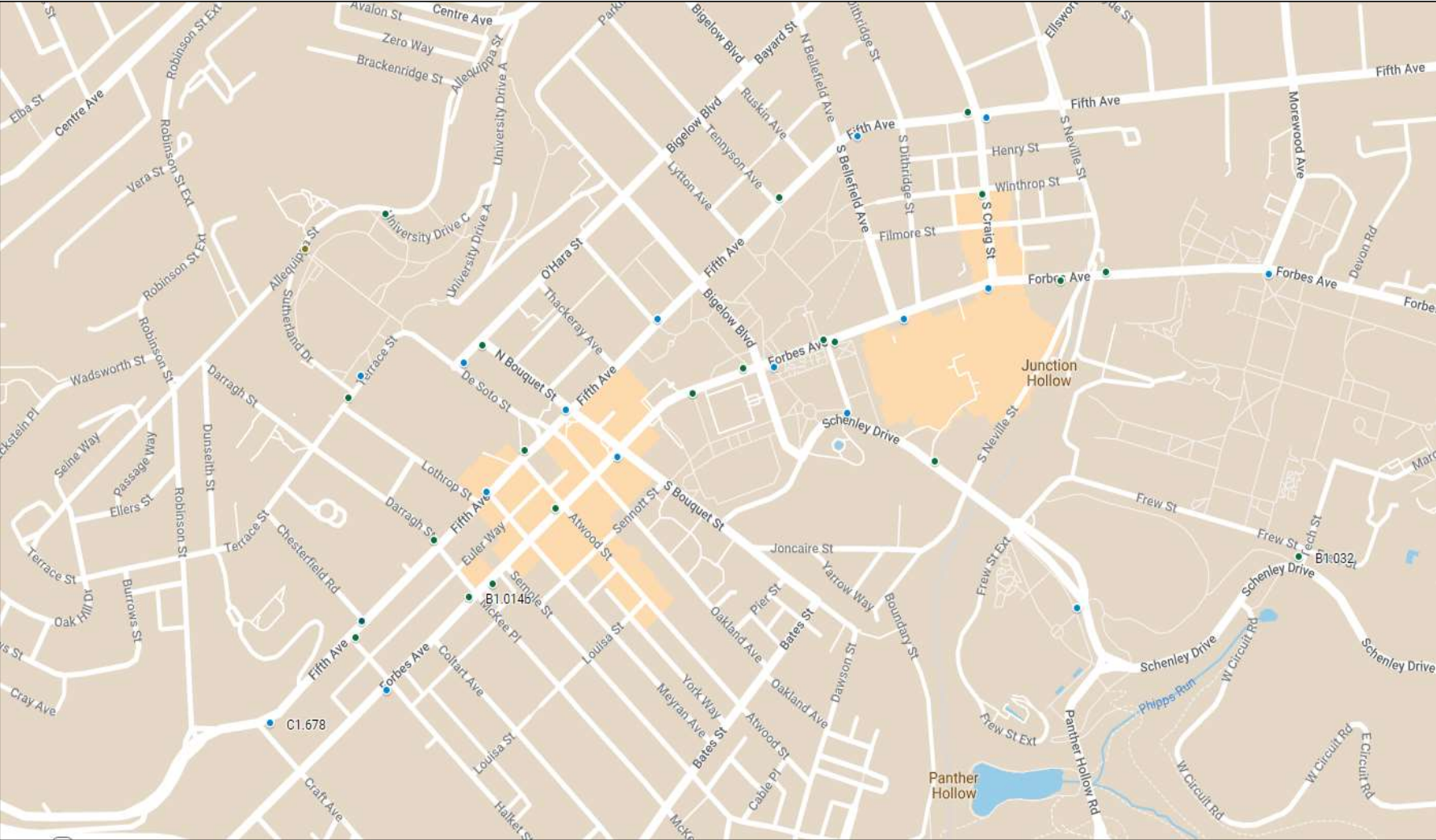
Proposed locations in North Shore/North Side

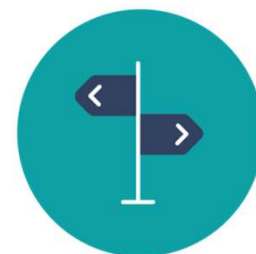


Proposed locations in the Central Business District



Proposed locations in Oakland





Timeline & Next Steps

- WSP submit 50% PS&E package to PennDOT by December 31, 2021 (completed)
- Review/finalize location and messaging plans (in-progress)
- WSP submit full PS&E package to PennDOT by August 2022
- Advertise project to bid by fall 2022
- Open bids by late fall 2022
- Begin fabrication and construction stages in spring 2023

Current Status

- Sign types
- Designs
- Proposed locations & quantities
- Messaging schedule
- Materials
- Cost estimate
- Fabrication & installation funding

In-Progress

- Fabrication/installation detailed specs
- Final sign locations & quantities
- Kiosk maps



Thank you!

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Pittsburgh Downtown Partnership
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