Wayfinding Schematic Design Options

November 13, 2019
1. Research + Observations
2. Planning + Analysis
3. Strategic Recommendations
4. Schematic Design
5. Detailed Design
Design Considerations

Sign Examples

- Convention Center #1
  - Orange
  - PMS 7577C

- Retail and Hospitality #2
  - Yellow
  - PMS 116C

- Entertainment # 3
  - Red
  - PMS 193C

- SeaWorld # 4
  - Brand Blue
  - PMS 7694C

- Destination Parkway # 5
  - Light Green
  - PMS 368C

- Universal Boulevard # 6
  - Light Blue
  - PMS 299C

- Rosen & Shingle Creek # 7
  - Darker Green
  - PMS 7721C

- Universal # 8
  - Purple
  - PMS 259C
Schematic Design Phase
Recommended Sign Palette

Gateway Signs

Vehicular Signs

Pedestrian Signs

Banners
Overlapping all network of movement, destinations and parking locations to obtain a preliminary location plan.
Gateways Locations

- District Gateways
- Subdistrict Gateways

[Map showing locations of district and subdistrict gateways]
Gateway Designs

Option A

Option B

Option C

Gateway Wayfinding Master Plan / Schematic Design
Vehicular Locations

I-Drive Wayfinding Master Plan / Schematic Design
Pedestrian Locations

Pedestrian Sign

Pedestrian Kiosk

Pedestrian Directional
Pedestrian Sign Design

Option A

Option B

Option C
5’ Right-away between road and sidewalk

3’ to sidewalk - 12’ Median? Under construction

3’ to sidewalk - 20’ median

15’ right-away - 22’ median

9’ on right - 18’ on left side

6.5’ between sidewalk - 18’ median
Schematic Design Options
White Polycarbonate that light up changing colors to match subdistricts colors.

Internally lit Channel Letters

Boxed Aluminum

District Gateway Portrait (Front View)

District Gateway Portrait (Front View)
Boxed aluminum with painted background color and copy.

White Polycarbonate that light up changing colors to match subdistricts colors.
White Polycarbonate that light up changing colors to match subdistricts colors.

Aluminum panels with retroreflective vinyl (for all vehicular signs)

Boxed aluminum with painted background, copy, and graphics

District maps: Digitally printed high pressure laminate

Aluminum panels with painted background, copy, and arrows

Boxed aluminum with painted background

Subdistrict Gateway (Front View)

Large Vehicular Sign (FDOT Roads)

Small Vehicular Sign (City/County Roads)

Parking Directional

Pedestrian Kiosk

Pedestrian Directional (Front View)
welcome to I-DRIVE

District Gateway (Front View)

District Gateway (Side View)

Internally lit Channel Letters

Boxed Aluminum painted subdistrict colors

Perforated Aluminum
Subdistrict Gateways (Front View)

- Conventional Center
- Retail & Hospitality
- Entertainment
- Destination Parkway
- Universal Boulevard
- Rosen & Shingle Creek
- Universal

- Internally lit Channel Letters
- Boxed aluminum with painted background (subdistrict color)
- Perforated aluminum

Boxed aluminum with painted background (subdistrict color)

Perforated aluminum

Internally lit Channel Letters
- Drive Wayfinding Master Plan / Schematic Design

- Subdistrict Gateway (Front View)
- Large Vehicular Sign (FDOT Roads)
- Small Vehicular Sign (City/County Roads)
- Parking Directional
- Pedestrian Kiosk
- Pedestrian Directional (Front View)

**Materials:**
- Boxed aluminum with painted background (subdistrict color)
- Perforated aluminum
- Painted aluminum square poles
- Aluminum panels with retroreflective vinyl (for vehicular signs)
- Aluminum panels with painted background, copy, and graphics
  - District maps: Digitally printed high pressure laminate
  - Boxed aluminum with painted background, copy, and graphics

**Destinations:**
- Destination
- Parking

**Wayfinding Components:**
- Destination
- Parking
- Subdistrict Gateway
- Large Vehicular Sign
- Small Vehicular Sign
- Parking Directional
- Pedestrian Kiosk
- Pedestrian Directional

**Signage Details:**
- Boxed aluminum with painted background
- Perforated aluminum
- Painted aluminum square poles
- Aluminum panels with retroreflective vinyl
- Boxed aluminum with painted background, copy, and graphics
- Digitally printed high pressure laminate

**Wayfinding System:**
- I-Drive Wayfinding Master Plan / Schematic Design
- Subdistrict Gateway
- Large Vehicular Sign
- Small Vehicular Sign
- Parking Directional
- Pedestrian Kiosk
- Pedestrian Directional

**Wayfinding Elements:**
- Destination
- Parking
- Boxed aluminum with painted background
- Perforated aluminum
- Painted aluminum square poles
- Aluminum panels with retroreflective vinyl
- Boxed aluminum with painted background, copy, and graphics
- Digitally printed high pressure laminate
White Polycarbonate Letters lit up to change colors to match subdistricts colors.

Boxed aluminum with painted background and copy to reflect all subdistricts.
CONVENTION CENTER

Boxed aluminum with painted background and copy (background to match subdistrict color and copy)

CONVENTION CENTER

Aluminum panels with retroreflective vinyl (for all vehicular signs)

Round aluminum poles

Aluminum panels with painted background

Boxed aluminum with painted background, copy, and digital print graphics. District maps: Digitally printed high pressure laminate.

Subdistrict Gateway
(Front View)

Large Vehicular Sign
(Side View)

Small Vehicular Sign
(FDOT Roads)

Parking Directional

Pedestrian Kiosk

Pedestrian Directional
(Front View)