

## What is a Wayfinding Systems Plan?

A Wayfinding Systems Plan will outline the best location and types of signage needed for visitors and residents alike to easily navigate their way through Downtown Beaverton. The Wayfinding Systems Plan will comprise the following elements:

- Identification of existing conditions, opportunities, constraints, goals, and objectives
- Identification of sign locations and sign types
- Sign design including typography, colors, and graphic rules
- A bid package including construction documents, specifications, and installation details
- Cost estimates and a program implementation plan

## Why do we need a Wayfinding Systems Plan?

The Wayfinding Systems Plan was initiated because there is a distinct absence of pedestrian wayfinding cues, information, or signage in Downtown Beaverton. The Downtown hosts more than 5,000 businesses of all types and is a walkable neighborhood, but pedestrians are unaware of distances, direct routes, and destinations. This is detrimental to the region because Downtown Beaverton serves as the employment center to the Portland metropolitan region. The need for a Wayfinding Systems Plan has its basis in several local and regional long-range planning documents.

## Who will provide project input?

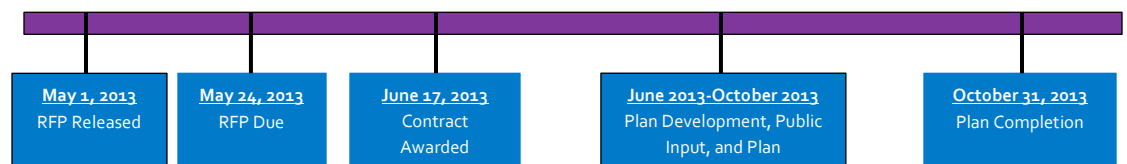
A project steering committee will be formed consisting of city, regional, and state agencies as well as several community groups including representatives from the Downtown Beaverton Association, Micro-Enterprise Services of Oregon, the Center for Intercultural Organizing, and others. However, anyone could attend the wayfinding design open house.

## What tasks does the Wayfinding Systems Plan entail?

The Wayfinding Systems Plan project entails six key tasks. They are:

- Kick-Off Meeting and Organization
- Inventory and Mapping of Downtown
- Community Workshop
- Design Refinement
- Public Presentation of Concepts and Open House
- Outbriefing and Refinement

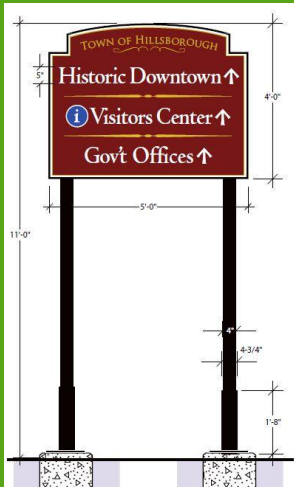
## What is the project timeline?



## For More Information

[www.BeavertonOregon.gov/wayfinding](http://www.BeavertonOregon.gov/wayfinding)

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Example of Vehicular Signage



Example of Key Amenities Signage



Example of Information Kiosk

## What is the Project Area?

The Beaverton Wayfinding Systems Plan will primarily concentrate on what is commonly thought of as Downtown Beaverton. A map of the project area is located below. The plan will also suggest strategic locations to construct signage across the city to guide visitors and residents alike to Downtown Beaverton.

## What types of signage are expected to result from the wayfinding plan?

The types of signage expected to encompass the wayfinding plan include:

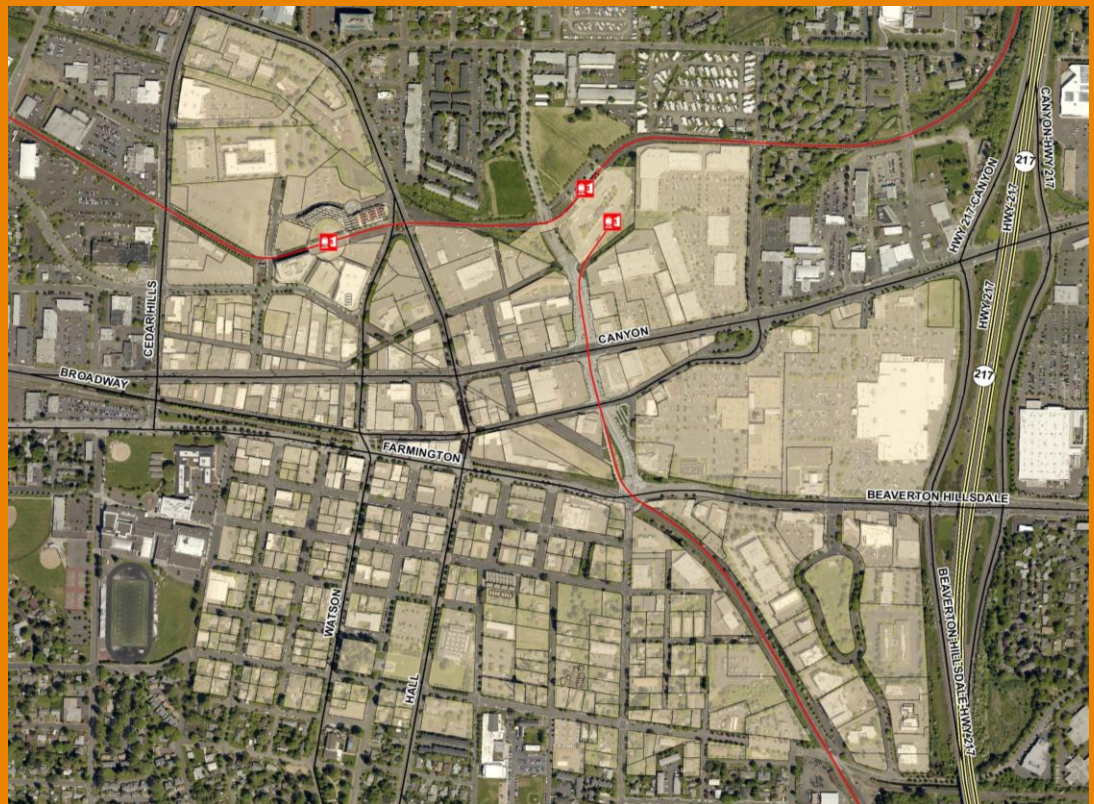
- Information Kiosks
- Vehicular Signage
- Bicycle Signage
- Key Amenities Signage
- Pedestrian Signage
- Community Gateways

The Beaverton Wayfinding Project is divided into five phases beyond the creation of the Wayfinding Systems Plan. The phasing schedule of the project can be observed in Table One.

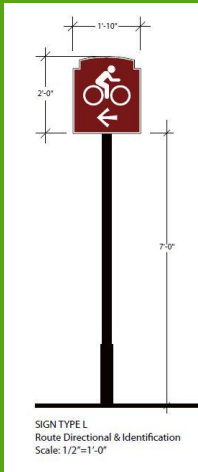
Project	Year 1	Year 2	Year 3
Systems Plan	X		
Information Kiosks	X		
Vehicular/Bicycle Signage	X		
Key Amenities Signage	X		
Pedestrian Signage		X	
Community Gateways			X

Table One: Beaverton Wayfinding Project Phasing Plan

## Project Area



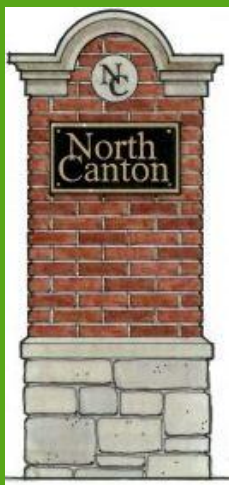
Map One: Downtown Beaverton, Oregon



Example of Bicycle Signage



Example of Pedestrian Signage



Example of Community Gateway Signage