

## What is a Wayfinding System?

A wayfinding system is a network of signage that orients and directs travelers of all modes to and from destinations. Wayfinding systems include informational, directional, and identification signs and maps that are simple, intuitive, and work together to help people of all ages and abilities find their way.

## Why do we need a Wayfinding?

The wayfinding project 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 has its basis in several local and regional long-range planning documents.

## What is a Wayfinding System Plan?

A Wayfinding System Plan provides a blueprint for implementing a concise and easy to follow system of signs for various modes of transportation. The plan is made up of an existing conditions report, proposed system plan detailing sign types and locations, construction documents, and a performance & material specifications document.

## What were the findings of the existing conditions report?

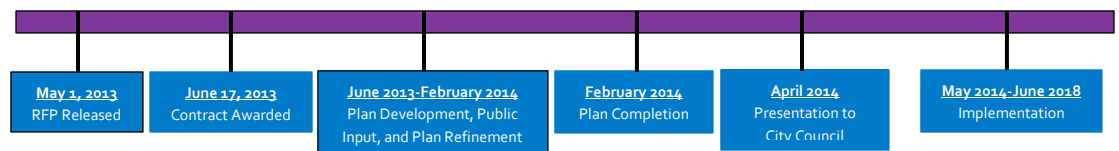
- Existing signs lack a consistent and appropriate design
- Existing signs are located in less than optimal locations
- There is a lack of signage

## Who provided input?

Three open houses were held at the Beaverton Library and City Hall to garner public input. A steering committee advised the project consisting of a cross-section of city staff, non-profit organizations, and governmental partners.

## What is the project timeline?

The Wayfinding System Plan was completed in February 2014 and presented to City Council on April 8<sup>th</sup>, 2014. The city will implement limited signage in June 2014 thanks to a Washington County Visitors Association (WCVA) Capital Grant. The project appears in Capital Improvement Plan (CIP). City staff will continue to look for other grants to fund this project. The project is expected to take four years to implement.



Advanced Vehicular Directional



Advanced Directional for Vehicles and Bicycles



Information Kiosk

## For More Information

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

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## 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 to guide visitors and residents alike to Downtown Beaverton. A map of proposed sign locations is located below.

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

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

- Entrance Identification
- Advanced Vehicular Directional
- Advanced Vehicular/Bicycle Directional
- Advanced Special Destination Directional
- Parking
- Pedestrian Kiosk
- Pedestrian Directional

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

Project	Phase 1	Phase 2	Phase 3	Phase 4	Phase 5
Systems Plan	X				
Entrance Identification		X	X		
Advanced Vehicular Directional		X		X	
Advanced Vehicular/Bicycle Directional			X		
Advanced Special Designation Directional				X	
Parking			X		
Pedestrian Kiosk		X	X	X	
Pedestrian Directional		X			X

Table One: Beaverton Wayfinding Project Phasing Plan



Parking Signage



Pedestrian Directional



Entrance Identification Signage

## Project Area Map

