

Research

CONTENTS

Graphic Standards Review

Site Review

Case Studies

The following section summarizes graphic standards for existing signage and identity programs that pass through or reside within the Minneapolis Riverfront District.

This plan recognizes the need to support, protect and include the equity of these significant assets, while planning for a district identity and sign system. The intent is to integrate these graphics into a framework that helps unify the diverse assets within the District. A primary goal of this project is to define the District as a large area containing many assets and destinations.

MINNEAPOLIS
PARK & RECREATION
BOARD



MINNEAPOLIS PARK AND RECREATION BOARD

The Minneapolis park system consists of more than 170 park properties, including local and regional parks, playgrounds, totlots, triangles, golf courses, gardens, picnic areas, biking and walking paths, nature sanctuaries and a 55-mile parkway system. Together, these properties total nearly 6,400 acres of land and water. The park system overlaps the Minneapolis Riverfront District at West River Parkway/James I. Rice Parkway, Historic Main Street, First Bridge Park, Mill Ruins Park, the B.F. Nelson site, Boom Island, Nicollet Island and Father Hennepin Bluffs Park.



GRAPHIC STANDARDS REVIEW



GRAND ROUNDS SCENIC BYWAY

The Grand Rounds Scenic Byway encompasses parkways, trails, and parks along the Mississippi River, Minnehaha Creek, the Chain of Lakes, and Theodore Wirth, Victory Memorial, Webber, Stinson and Ridgeway Parkways. Its entire length is approximately fifty miles. It overlaps the Riverfront District along West River Parkway and Historic Main Street.

Color palette



Typography

Gill Sans

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gill Sans Italic

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gill Sans Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ





GREAT RIVER ROAD

The Great River Road is the nation's oldest and longest scenic byway, extending 3,000 miles along a network of roads following the Mississippi River from Canada to the Gulf of Mexico. The National

and Alternate routes overlap the Riverfront District on both sides of the river, following along West River Parkway, Marshall Street and Main Street.



MISSISSIPPI RIVER TRAIL

The Mississippi River Trail is a 10-state cycling route in the process of development. It will travel over 2,000 continuous miles between the headwaters of the Mississippi at Lake Itasca, Minnesota and the Gulf of Mexico. The Trail winds its way through Minnesota, Wisconsin, Iowa, Illinois, Missouri, Kentucky, Arkansas, Tennessee, Mississippi and Louisiana. Cycling route signs featuring the "MRT" logo identify the route along those segments of the trail that are complete. Route markers will eventually serve as the unifying identity along the entire route.



MILL QUARTER

The Mill Quarter is a subdistrict of the Minneapolis Riverfront District. It is located in the southeast quadrant of the District. Destinations include Mill City Museum, the Guthrie Theater and Mill Ruins Park.



Color palette



Typography

TRAJAN
 ABCDEFGHIJKLMNOPQRSTUVWXYZ

Granjon
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ

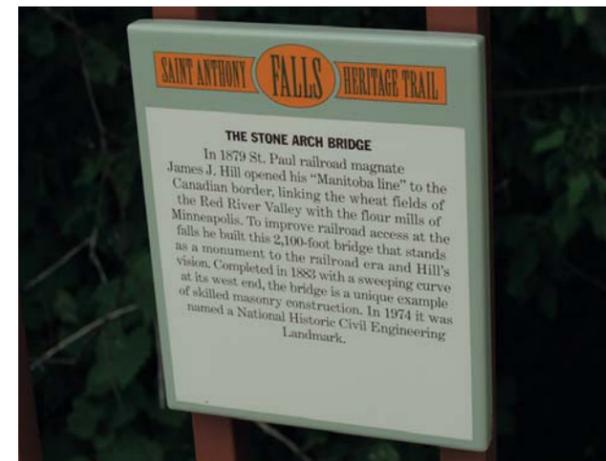
Formata
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ

GRAPHIC STANDARDS REVIEW

ST. ANTHONY FALLS HERITAGE TRAIL



The St. Anthony Falls Heritage Trail makes a 1.8 mile loop around the Minneapolis central riverfront and is marked by kiosks, signs and waymarkers. It provides a year-round, self-guided tour of the St. Anthony Falls area.



Color palette



Typography

Franklin Gothic Demi
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ

Century Expanded
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ



GRAPHIC STANDARDS REVIEW



MINNEAPOLIS PARKING STANDARDS

The city has an ordinance that applies to parking lots. These guidelines include size of the sign, height, color and font and type size.

In addition, the city uses a specific type of sign to indicate public parking in ramps. The format uses the standard Department of Transportation (DOT) parking symbol (circle P) on a square blue field. It also contains the text “Public Parking.”



Interstate Regular
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890

Helvetica Roman
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890



OLD ST. ANTHONY

The Old St. Anthony Association was established to promote businesses in the area from 2nd Avenue NE to 2nd Avenue SE and 2nd Street NE. The Old St. Anthony area uses a unique neighborhood designation sign within the Riverfront District.



MINNEAPOLIS RIVERFRONT DISTRICT LOGO

The Mississippi Mile sign was used as a riverfront identity from the late 1980s to 2003. The original Mississippi Mile logo is to be reused as the Minneapolis Riverfront District logo.

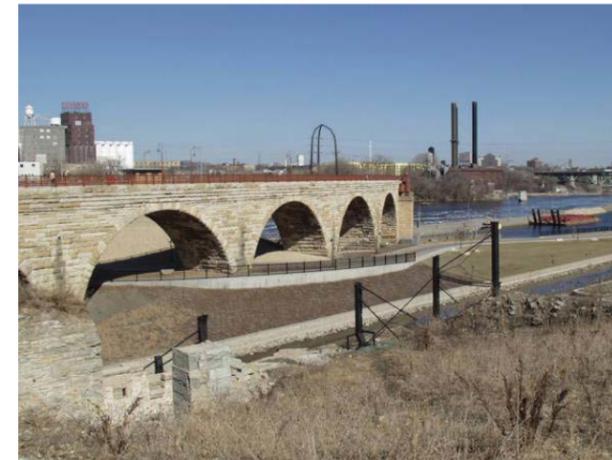
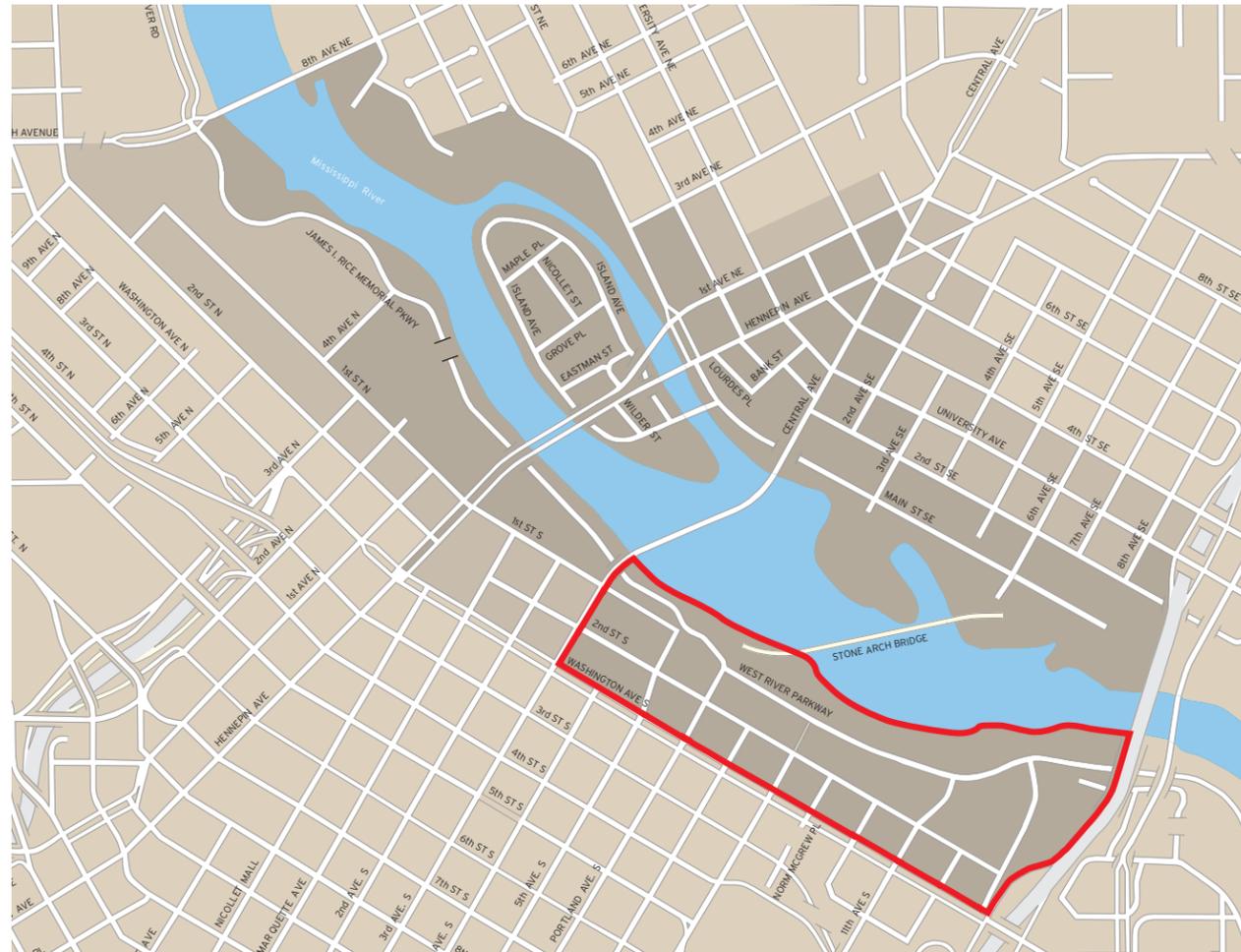
SITE REVIEW

Larsen Design conducted a number of site reviews to gain a better understanding of the area, its amenities, its size, its traffic patterns, and its visual appearance.

The wayfinding plan was developed after these reviews, examining visibility around intersections, driving the streets and trying to navigate different pathways, reviewing different approaches and points of view.

The design of the signs was developed after a thorough understanding of the history and diversity of the area and its destinations, comparing them with other destinations in the Twin Cities and around the country.

SITE REVIEW MILL QUARTER



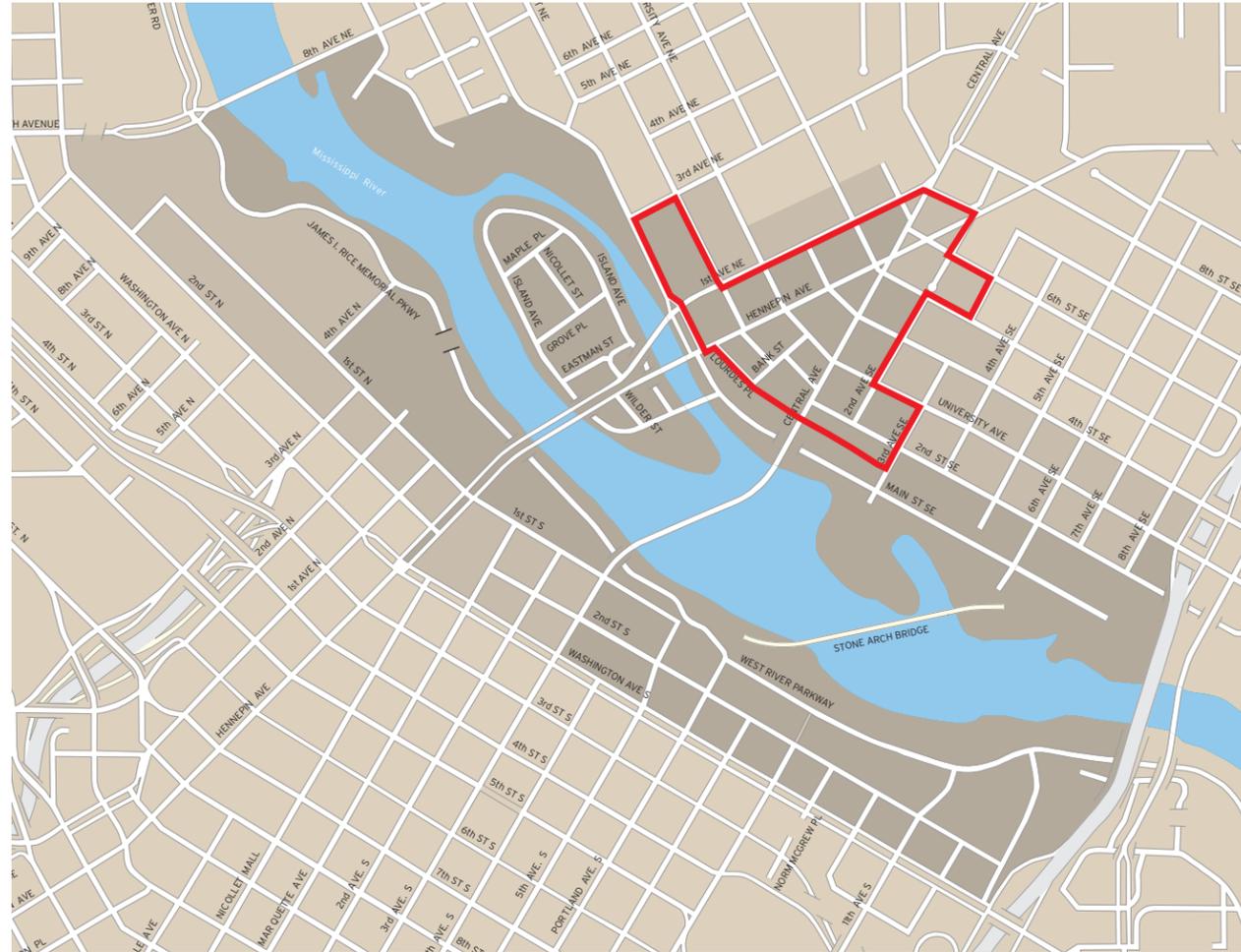
SITE REVIEW
MILL QUARTER



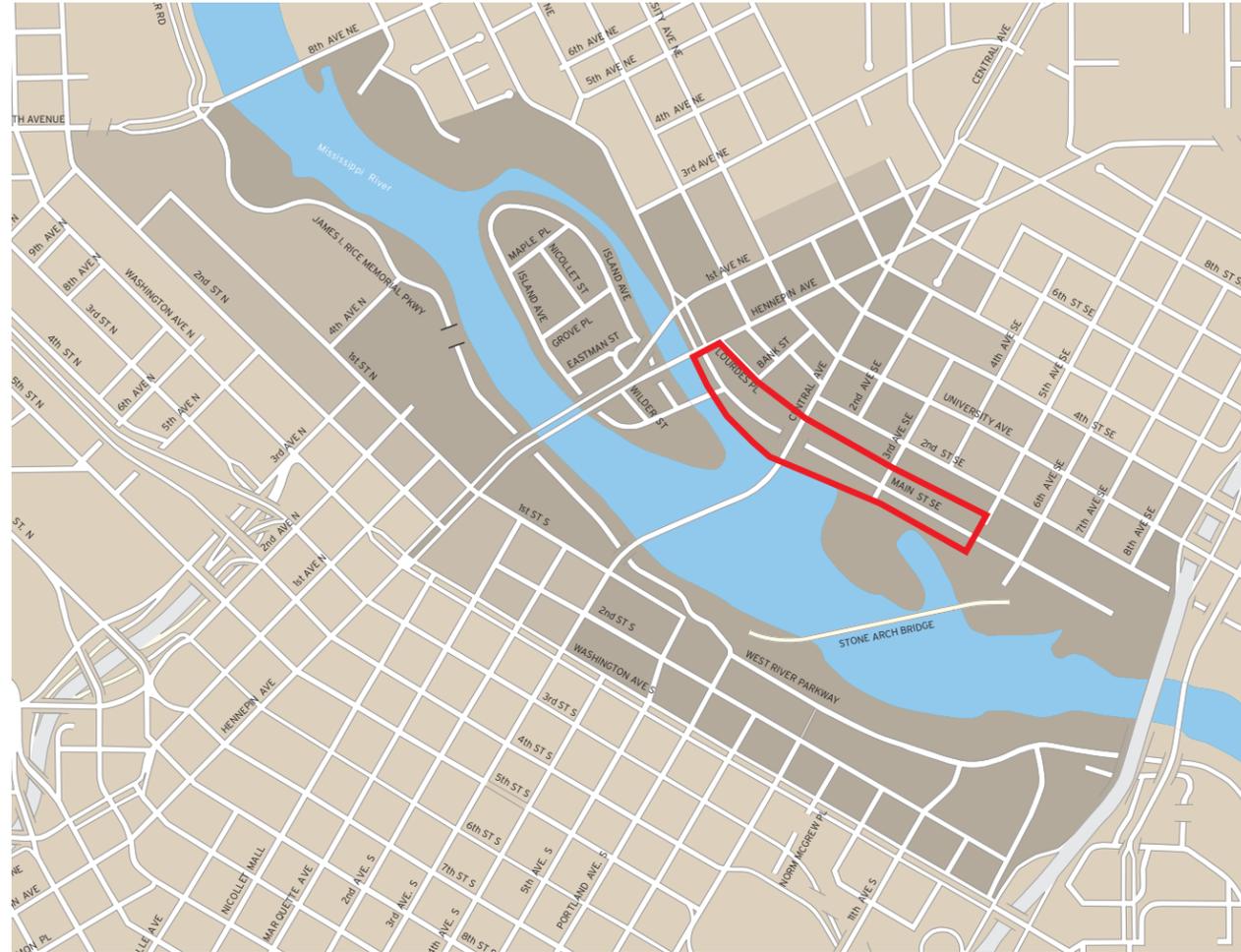
**SITE REVIEW
RECREATIONAL**



SITE REVIEW
OLD ST. ANTHONY



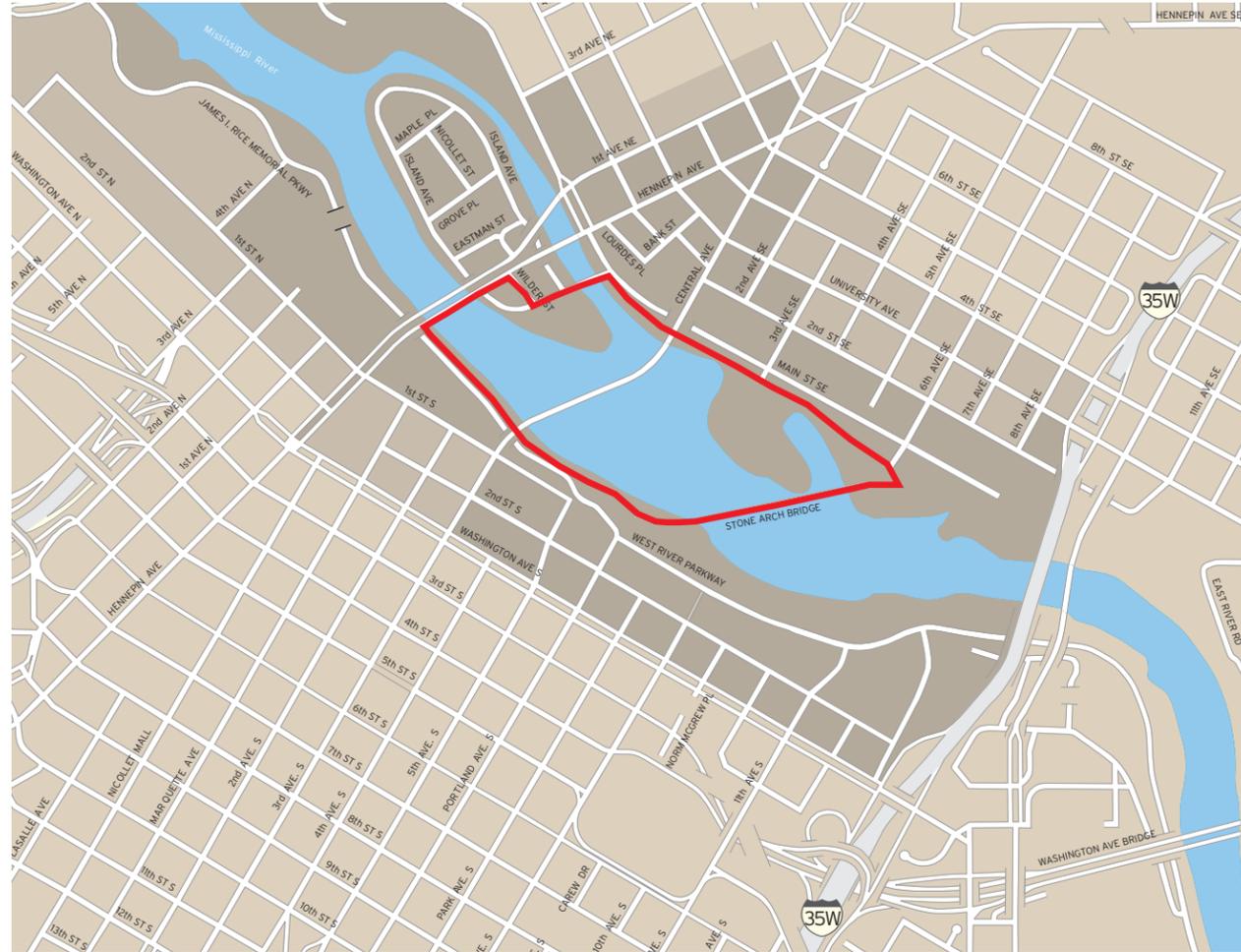
SITE REVIEW
ST. ANTHONY MAIN / RIVERPLACE



SITE REVIEW
ST. ANTHONY MAIN / RIVERPLACE



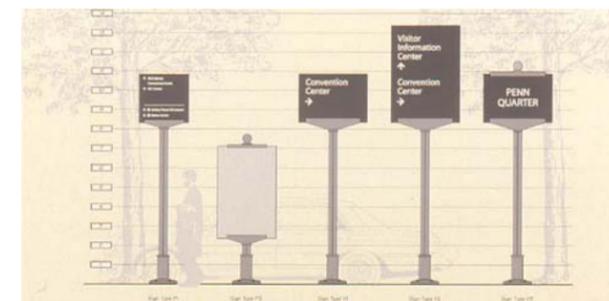
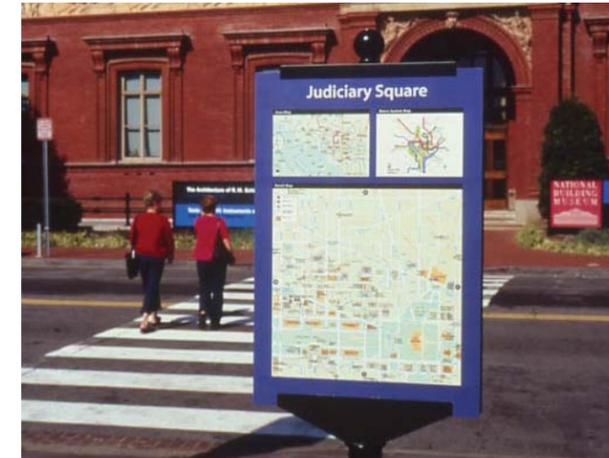
SITE REVIEW
ST. ANTHONY FALLS HERITAGE TRAIL



CASE STUDIES

Before creating the Minneapolis Riverfront District Signage and Wayfinding Master Plan and designing a unique sign system, Larsen Design reviewed numerous other city-based signage projects, both within the Twin Cities and outside of the area.

CASE STUDIES
WASHINGTON D.C.



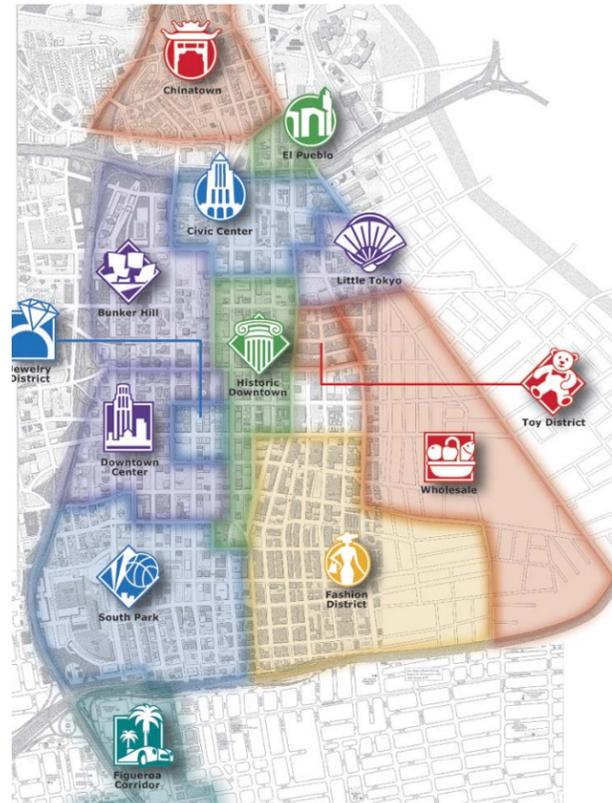
This traffic and pedestrian wayfinding system was designed for the Capitol Mall area to guide visitors to the many historic, cultural and governmental sites. The signs help define the area and direct visitors. Their design reflects the prevalent architectural style. A bold single blue color stands out for visibility and unites all signs. Requirements were to keep signs to a minimum and keep the scale small to avoid detracting from the sites and the area's beauty.

In addition to typical wayfinding and sign design criteria, the design team for the Capitol Area Mall project also needed to comply with Secret Service requests that signs could not be used as weapons or be large enough to hide behind.

Summary

- Wayfinding plan for historic/government district
- Freestanding signs with unique shape to stand out
- Traffic and pedestrian wayfinding signs
- Gateway signs identify districts

CASE STUDIES DOWNTOWN LOS ANGELES

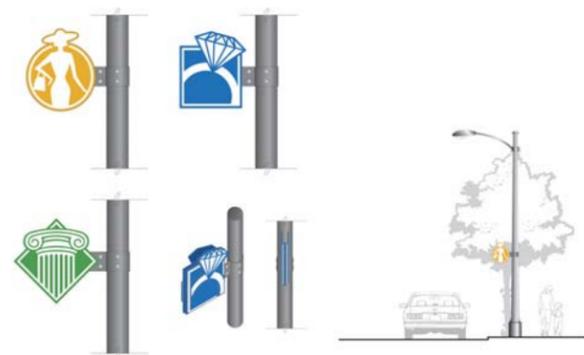


This plan was created to identify the various primary districts in downtown Los Angeles. An icon was created for each district and matched to a specific color to distinguish each area. The system was primarily focused on vehicle traffic and concluded with matching parking signs that again were coded with color and icons.

The design team ran into dispute with the California DOT in regard to sign design. The state DOT did not want to vary at all from the national Manual of Uniform Traffic Control Devices (MUTCD). Typography, color of directional signs, and arrow style was forced to comply. The District identification signs had to be physically separate from the directional signs. The result was a sign system that was not distinctive from everyday traffic signs.

Summary

- Wayfinding and district identification
- Icons and color establish various districts
- Forced by DOT to use green color, arrows and font



CASE STUDIES QUAD CITIES



The cities of Bettendorf and Davenport, Iowa and Moline, East Moline and Rock Island, Illinois were blending together in the eyes of visitors. While the cities felt that promoting themselves as the Quad Cities was beneficial, they believed that dividing the metropolis into unique districts would help with wayfinding and identity of each municipality. An icon, based on the layout of the area, was established and each city provided a color. The curved shape of the top or bottom of the signs was taken from the river element within the icon. Traffic, parking and pedestrian signs all used this basic sign system for navigation.

Summary

- Color-coded system matches quad icon
- Unique shape
- Public parking signs match area



CASE STUDIES SAULT ST. MARIE, MICHIGAN



Sault St. Marie, Michigan is home to the Soo Locks on the St. Mary's River between Lake Superior and Lake Huron. Large freighters traverse the locks every day and the area has become a popular tourist attraction of the Upper Peninsula of Michigan. The city implemented this sign system to let visitors know when they were within the lock district, and which lots were open to public parking and within walking district of the park. To reflect the industrial shipping industry, the signs and other public items such as bus shelters and lampposts were designed with a heavy steel structure and rivets.

Summary

- Riverfront district along the locks
- Pedestrian and traffic wayfinding signs
- Matching public parking signs
- Other physical elements match system

CASE STUDIES
50TH AND FRANCE, EDINA

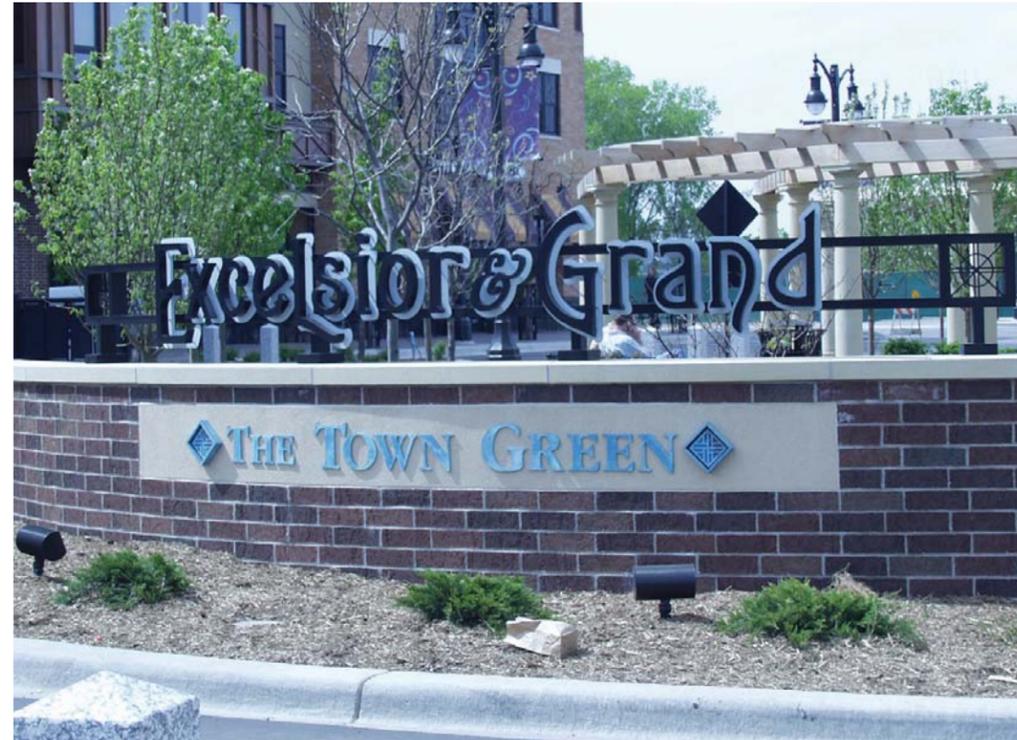


The retail area of 50th Street and France Avenue incorporated gateway signs at each of the four entry points for the shopping area. The signs have helped this area quickly establish a unique identity in the western metro area. Because the area is small, no other traffic wayfinding signs are used, (although the addition of unique parking identification signs would probably help). A few pedestrian kiosks and directional signs are used and the signs match the lampposts used in the area.

Summary

- Gateway identification signs
- Matching pedestrian signs and directories
- Matching lamppost and banner system
- Small area, easy to tell when you're in the District

CASE STUDIES
EXCELSIOR AND GRAND, ST. LOUIS PARK



A new residential and retail area currently still in development is the Excelsior and Grand area of St. Louis Park. Developers, shops and the city are confident that the signs and markers will help to quickly build name recognition and, ultimately, financial success. Since most of the District destinations are retail, each storefront sign becomes a destination. In addition to district identification and parking ramp signs, the area has incorporated architectural “markers” and banners to help define the area.

Summary

- Central identification sign
- Gateway markers with a strong architectural style
- Complementary banner system



CASE STUDIES
DOWNTOWN ST. PAUL



The City of St. Paul recently commissioned and implemented the design of a sign system to help with wayfinding. The strategy incorporated city parks as a reference point. It is expected that individual businesses will use the closest park as an aid when describing directions. The ornamental signs reflect the prevalent civic style of St. Paul as a framework to hold three simple directional panels.

As another tool to aid visitors, the city also implemented various parking directional signs.

Summary

- Frame around wayfinding signs distinguishes them from other signs
- Frame is prominent and eye catching
- Interesting street markers in sidewalks

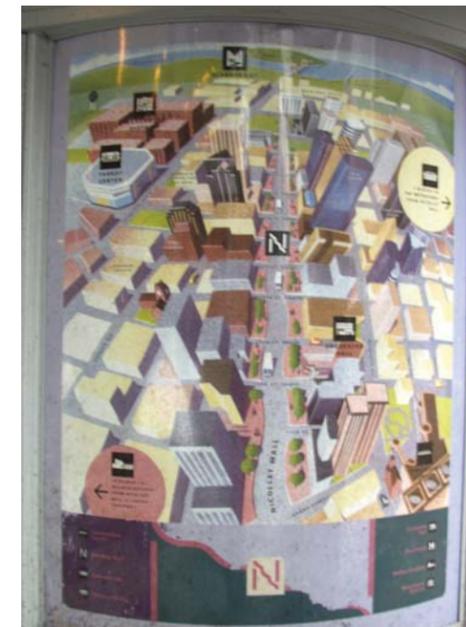
CASE STUDIES CITY OF MINNEAPOLIS

MINNEAPOLIS

The City of Minneapolis has a number of identification and wayfinding plans, each providing a distinct and desirable destination for visitors and residents. Each of these plans has the same primary goal: establish the area's identity within the city.

Summary

- Variety of identification and wayfinding systems
- Each one is unique



NICOLLET MALL

The retail district of Nicollet Mall in downtown Minneapolis created a unique signage and landscape plan a number of years ago with the intent of distinguishing itself from other shopping destinations.

Nicollet Mall is a pedestrian destination and uses directional signs and kiosks that are scaled properly. Traffic that crosses the Mall see unique street signs and banners.

Summary

- Unique street sign design
- System for seasonal banners
- Informational kiosks
- Well suited for pedestrians

CASE STUDIES CITY OF MINNEAPOLIS

LYNLAKE NEIGHBORHOOD

The area near the intersection of Lyndale Avenue and Lake Street has established an identity through signs, banners and metal ornaments attached to lampposts and semaphores. They have helped create an identity for the area and define its boundaries.

Summary

- Simple identification markers and banners
- Gateway signs on semaphores



DOWNTOWN MINNEAPOLIS

The Downtown Council established a wayfinding sign system to help visitors find important destinations on the southwest side of the Mississippi River, the heart of downtown. These small blade signs, complete with a color code and icon for each destination, are used throughout the downtown area. This system included the Riverfront as one of its key destinations and will be used in the wayfinding strategy.

Summary

- Primarily a pedestrian and vehicle wayfinding system
- Included with the Riverfront wayfinding strategy

