Springfield Wayfinding Design

Winter 2013 • Communication Design

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Acknowledgements

The author would like to acknowledge the Springfield city officials. They were very supportive and helped make this wayfinding project possible. The Springfield city officials had many ideas and feedback on how they wanted Springfield portrayed in the wayfinding systems. Their critiques were very important to the student design process and helped push them to making their work even better than imagined. The two Springfield city officials that spent the most time with the students were Courtney Griesel and John Tamulonis. They were the first city officials the students had a chance to meet and they conducted the first consultation with the students. Courtney and John also came to the midpoint review bringing quite a few other city officials. All of the Springfield city officials who were able to make it to the final review made it much rewarding with their insightful opinions on the students’ wayfinding proposals. The author would like to thank all of the Springfield city officials that gave assistance and contributed to the project and helped to complete this report.

Springfield City Officials

• Courtney Griesel
• John Tamulonis
• David Reesor
• Brian Barnett
• Linda Pauly

SCI Directors and Staff

Nico Larco, SCI Co-Director and Associate Professor of Architecture
Marc Schlossberg, SCI Co-Director and Associate Professor of Planning, Public Policy, and Management
Bob Choquette, SCY Program Manager
About SCI

The Sustainable Cities Initiative (SCI) is a cross-disciplinary organization at the University of Oregon that promotes education, service, public outreach, and research on the design and development of sustainable cities. We are redefining higher education for the public good and catalyzing community change toward sustainability. Our work addresses sustainability at multiple scales and emerges from the conviction that creating the sustainable city cannot happen within any single discipline. SCI is grounded in cross-disciplinary engagement as the key strategy for improving community sustainability. Our work connects student energy, faculty experience, and community needs to produce innovative, tangible solutions for the creation of a sustainable society.

About SCYP

The Sustainable City Year Program (SCYP) is a year-long partnership between SCI and one city in Oregon, in which students and faculty in courses from across the university collaborate with the partner city on sustainability and livability projects. SCYP faculty and students work in collaboration with staff from the partner city through a variety of studio projects and service-learning courses to provide students with real-world projects to investigate. Students bring energy, enthusiasm, and innovative approaches to difficult, persistent problems. SCYP’s primary value derives from collaborations resulting in on-the-ground impact and expanded conversations for a community ready to transition to a more sustainable and livable future. SCY 2011-12 includes courses in Architecture; Arts and Administration; Business; Economics; Journalism; Landscape Architecture; Law; Oregon Leadership in Sustainability; and Planning, Public Policy, and Management.

About Springfield, Oregon

The City of Springfield has been a leader in sustainable practices for more than 30 years, tackling local issues ranging from waste and stormwater management to urban and suburban redevelopment. It is the first and only jurisdiction in Oregon to create two separate Urban Renewal Districts by voter approval. Constrained by dramatic hillsides and rivers to the north and south, Springfield has worked tirelessly to develop efficiently and respectfully within its natural boundary as well as the current urban growth boundary. Springfield is proud of its relationships and ability to work with property owners and developers on difficult developments, reaching agreements that are to the benefit of both the project and the affected property owners. These relationships with citizens are what continue to allow Springfield to turn policy and planning into reality.

Springfield recruited a strong, diverse set of partners to supplement city staff participation in SCYP. Partners include the Springfield Utility Board, Willamalane Park and Recreation District, Metro Wastewater Management Commission, United Way of Lane County, and Springfield School District 19.
Course Participants

Taylor Anderson, Digital Arts Undergraduate
Amanda Dednarz, Digital Art Undergraduate
Amanda Brunner, Digital Art Undergraduate
William Cornell, Pre-Business Major
Cole Crossen, Digital Art Undergraduate
Corey Delmaar-Mines, Digital Art Undergraduate
Taylor Gemmet, Digital Art Undergraduate
Evan Graff, Digital Art Undergraduate
Tatiana Havill, Digital Art Undergraduate
Sang Eui Hong, Digital Art Undergraduate
Emely Jensen, Material and Product Studies Undergraduate
Mckenzie Masten, Digital Art Undergraduate
Shannon Paine, Digital Art Undergraduate
Ryan Sagawa, Digital Art Undergraduate
Patience Stepp, Computer and Information Sciences Undergraduate
Yu Tian, Digital Art Undergraduate
Xiaoran Wu, Digital Art Undergraduate
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This report represents original student work and recommendations prepared by students in the University of Oregon’s Sustainable City Year Program. Under the Creative Commons Share Alike license, others may use text and images contained in this report but must credit the authors and license their new creations under identical terms.
Executive Summary

As a way to commemorate Springfield’s proud history and bright future, design students were assigned to create a new wayfinding signage design. The previous wayfinding design had many redundancies and inconsistencies, so to address this, design students created new and consistent wayfinding design systems. The new signage systems are meant to help citizens and tourists learn all Springfield has to offer. A new system can help re-brand the city to focus on all its wonderful aspects.

Each student focused their design around one of five themes: proud history and bright future, nature, modern, unique identity, or simplicity. These themes were inspired by what students believed the city of Springfield would need to propel them to a brighter future. Each one of these themes helps Springfield to create a modern interpretation of this city’s history, create an unforgettable look, and/or help emphasize the importance of the easy to read wayfinding system.

In the end, all the students came up with several poster mock-ups displaying their design concepts for a wayfinding system. To create their designs, the students had to carefully research successful wayfinding systems in other cities. They then had to create their own unique proposal for a wayfinding design system that included plans for how the signage system would be assembled, types of materials used, and readability of font. With careful research, each student created a wayfinding system that will not only help people find their way but also capture the beauty of the City of Springfield.
Introduction

Springfield recently created a new slogan for the city: “Proud History, Bright Future.” The slogan represents Springfield’s pride in their past accomplishments with a focus on a bright and prosperous future. The design students who undertook this project saw this opportunity as a chance to utilize the new slogan and re-brand the City of Springfield, creating a consistent signage system to help highlight the many positive attractions.

The wayfinding design proposals have been organized into five distinct themes: proud history and bright future, nature, modern, unique identity, and simplicity. Springfield’s current wayfinding system is inconsistent and doesn’t always direct locals and tourists to all of Springfield’s popular sites. For some locations, like Dorris Ranch, there are several arrival signs for the same location but the signs all look different. The challenge for the Digital Arts students’ on this project was to create a single wayfinding system that could replace existing signage so the city would have a cohesive signage system. The design students used the Wayfinding report developed by Community Planning Workshop as part of the Sustainable City Year program in 2012 as a basis to create mock-ups of possible wayfinding signage to use around Springfield. The signage is meant to help tourists and residents find their way around Springfield, discovering what Springfield has to offer. The Springfield City Council had several recommendations for what they wanted to see in a new wayfinding design. The students took their ideas in to consideration and tried to create designs expressing a range of visions for the future of Springfield.
Proud History, Bright Future

This design theme is centered around a modern twist on a classic Springfield landmark, the drift boat. The design focuses on the Springfield logo and the city’s symbolic drift boat, elements the City Council believe are proud parts of Springfield’s history. We followed the client’s wishes and used this piece of Springfield’s past to create a contemporary wayfinding design to encompass the way the City views itself in the future.

Amanda Brunner

Amanda Brunner’s design for Springfield incorporates the local Drift Boat sculpture, along with bubbles and pebbles found in Springfield’s surrounding rivers. There are five different colors representing each of Springfield’s five zones, each color signifying something unique about each place. Within each zone she chose to unite one district to a distinct color creating easy, clear navigation. The design incorporates the past but looks forward to a bright, modern future, to create a sense of unity within the City of Springfield.

Figure 1: Amanda Brunner wayfinding design proposal
Figure 2: Amanda Brunner wayfinding design proposal
Shannon Paine created a design that focused on the Chinook drift boat symbol of Springfield. With the study of blueprints she focused her design around the profile shape of the drift boat. The design helps make wayfinding in Springfield more cohesive and sophisticated, helping Springfield have a brighter future while still paying homage to the past by using the silhouette of the Chinook drift boat.
I created a design that focused on the Chinook driftboat symbol of Springfield. I studied the blueprints of the drift boats and I focused my design around the profile shape of the drift boat. I created a design that would help make wayfinding of Springfield have a more cohesive and sophisticated look.

The Vehicle Sign uses both of the drift boat’s front and back silhouettes and it is layered over bent metal that helps to mimic the boat being carried over the water. The border of the kiosk below the vehicle sign uses a design that is reminiscent of the Springfield Logo of hills and river, which helps to give the map of specific zones in Springfield and popular destinations. The floating in the drift boat silhouette and it is layered over bent metal that helps to mimic the boat being carried over the water.

West Springfield
Emerald Art Center
Springfield Museum
Wildish Theater
Springfield LTD Station
Downtown Visitor Center

East Springfield
Wildish Theater

North Springfield
Island Park

Kiosk (Enlarged)

Sample Colors for each Zone of Springfield

West Springfield
Popular Destinations
Hills and river in gold
Springfield Museum in green
Emerald Art Center in blue
Springfield LTD Station in red
Downtown Visitor Center in yellow

East Springfield
Popular Destinations
Wildish Theater in red

North Springfield
Popular Destinations
Island Park in green

Figure 4: Shannon Paine wayfinding design proposal
Taylor Anderson

Taylor Anderson generated designs incorporating the traditional, hometown feel mixed with a brighter more modern future. He wanted to keep signage simple yet innovative and easy to read. He chose a stainless steel material to look professional, sleek, and clean. Stainless steel is very appealing to the eye and does not readily corrode, rust, or stain with water as ordinary steel does. In Oregon precautionary materials are necessary because of the drastic changes in weather. When stainless steel signs are vandalized, there are solutions for easily removing paint or markers, leaving the sign looking like new, reducing the need to remake signs.

Figure 5: Taylor Anderson wayfinding design proposal
Signage for each district has a distinct design with a systematic color theme and label style. Pedestrian signs include the distance to each destination, helping people to realize their destination may not be as far as thought, and encouraging people to walk more.

These designs incorporate the traditional, hometown feel mixed with a brighter more modern future.

Proposed ideas
I have come up with these designs to incorporate the traditional, hometown feel mixed with a brighter more modern future. I wanted to keep it simple yet innovative and easy to read. I used a stainless steel design because it looks professional, sleek, clean, and it is very appealing to the eye and it does not readily corrode, rust, or stain with water as ordinary steel does. In Oregon you need to use precautionary materials because of the drastic changes in weather. In the meeting we had earlier in the term, Courtney said that vandalism and theft was a recurring issue pertaining to the signs. I also decided to label each district and have a distinct design for each. If somebody was colorblind, they could still maneuver around the city easily. I put the distance to the destination on the pedestrian signs because it helps people to realize that their destination wasn’t as far away as they thought, therefore it encourages people to walk more, which is every city’s dream.

Optional Innovation
On Kiosks, using QR (Quick Response) scans can help people look up websites or pictures of where they are going. Another way to attract people to the city locations (marketing tool for “Bright Future”). This code links smart phones users with a pre-curated “Google Maps Walk” or ride to help them navigate around town.

Figure 6: Taylor Anderson wayfinding design proposal
Brittany Dawson

Brittany Dawson’s design for Springfield consists of a clean simple design but with added details reflecting Springfield’s roots. The design is inorganically shaped to draw the eye, as well as having a pop of bold color. It incorporates the iconic drift boat image as a detail on the back of the signs in a new and modern way, while still also being represented fully on the signage, giving double meaning to the motto of Proud History Bright Future.

Figure 7: Brittany Dawson wayfinding design proposal
My design for Springfield consists of a clean simple design but with added details that stick to Springfield’s roots. My design is organically shaped to draw the eye, as well as having a pop of bold color. It incorporates the iconic drift boat image as a detail to the back of the signs in a new and modern way, while still also being represented fully on the signage. Giving double meaning to Proud History Bright Future.

**Figure 8: Brittany Dawson wayfinding design proposal**
Nature

This design theme focuses on the beautiful natural surrounding of Springfield and tries to bring those elements into the city. The students who chose this theme wanted to capture the natural beauty of Springfield and use it in the wayfinding system. Springfield is surrounded by rivers and lakes and beautifully low mountains, already immortalized in the city logo. The City’s blue and green colors are a repeated element thoughout these proposals.

Evan Graff

Evan Graff’s design plays heavily on the existing imagery around Springfield. Each sign features the hills and river from the Springfield City logo. The sign should be made of the same silver burnished metal as the existing drift boat sculptures. These features are designed to tie the existing city into the city’s new image.

The second design nudges the city of Springfield in a more modern direction, while still maintaining a classic design with smooth curves and clean lines. The poles maintain a distinctive silhouette that is both sleek and timeless, ensuring they stay in style for years to come.
These banners would replace the current "OPEN" banners in front of stores, tying the downtown area into the rest of the wayfinding theme. Since the banners are only out during open hours, there is no need for them to actually say "OPEN" on them. Each sign would boast the establishment's name on both sides of the sign.

Tying the sign detail in with existing Springfield imagery ensures some consistency throughout the city.

Figure 10: Evan Graff wayfinding design proposal with existing imagery
A Consistent City
A Wayfinding System for the City of Springfield

My aim with this design is to create a new brand for Springfield while utilizing motifs from current Springfield imagery and logos, as well as Springfield’s city colors of green and blue. To create consistency throughout the city, each sign features the same header image.

The banners below would replace the current "OPEN" banners in front of stores, adding a sense of continuity to the downtown area. Since the banners are only out during open hours, there is no need for them to actually say "OPEN" on them. Each sign would include the establishment’s name on the pedestrian side of the sign.

Most of the traffic passing through Springfield does just that: pass through. To entice people to spend time in Springfield these banners promote notable seasonal events throughout the city.

Figure 11: Evan Graff wayfinding design proposal with modern design
Ryan Sagawa
Ryan Sagawa’s two project themes display both a modern bright future and natural fluid movement.

**Fluid Movements**
- Heavily inspired by the Springfield logo and usage of trees and mountains
- Balance between modern and traditional styles
- Functional and modest but still has just enough character
- Highlighting the history and hinting at a brighter future
- Keyword: Uniforms

*Figure 12 Ryan Sagawa wayfinding design proposal for Fluid Movement*
Figure 13: Ryan Sagawa wayfinding design proposal for Fluid Movement

Figure 14: Ryan Sagawa wayfinding design proposal for Bright Future
Figure 15: Ryan Sagawa wayfinding design proposal for Bright Future
Taylor Gemmet

Taylor Gemmet’s wayfinding design for Springfield focused on making clear and concise signs that are also visually interesting. The design calls for sign posts painted with one of five different colors selected to represent each of Springfield’s five zones. To maintain sign consistency and unify Springfield signs across the city, the basic shape of all signs will be maintained with the five base colors. Natural elements of Springfield’s landscape were incorporated into the design as well. The tops of the signs have a design similar to the Springfield logo with hills and trees, and the base of the signs are cut into a wave shape and done in a brushed metal to go with some of the existing sculptures around Springfield.

Figure 16: Taylor Gemmet wayfinding design proposal
Historical/Cultural Points
Natural Areas and Parks
Commercial Districts

Recreation

Figure 17: Taylor Gemmet wayfinding design proposal
Modern

This design theme strives to create a modern urban aesthetic for the city of Springfield. The designs accomplish this by using bold colors and striking shapes. The wayfinding systems focus on the future of Springfield and create a trendy look to be enjoyed for many years to come.

Patience Stepp

Patience Stepp's proposal offers a clean, simple design revitalization of Springfield's current wayfinding system. Central to the design is one of the city's current design motifs: the landscape surrounding Springfield. This motif is consistent throughout the city, so it is also a repeated image in the wayfinding design, to further support consistency.


This proposal offers a clean, simple design revitalization of Springfield's current wayfinding system. Central to the design is one of the city's current design motifs: the landscape surrounding Springfield. This motif is consistent throughout the city, so it is a repeated image in the wayfinding design, to create consistency.

Differential Zone Colors

Here, the names of the zones are shown with district and zone lettering, in colors to be used in signage. In general, the "Dow" name will be used, but where applicable, the "District" name is used.

Figure 18: Patience Stepp wayfinding design proposal
Example

This photo composite offers a real-space visual example of the vehicular wayfinding designs offered in this proposal.

Front: Painted material
Back: zone map with highlighted locations, Upcoming event signs. Protected from weather and vandalism by removable plexiglass shield.

Sign pieces individually mounted to light poles. Sign design stays consistent throughout the city to avoid distraction of drivers; Zone designation is shown with a smaller sign mounted below the directional signage. When placed in one of Springfield’s districts, text indicates location. When not within district boundaries, instead, simple zone name is used.

Information Kiosk

DOWNTOWN
City Hall
Public Library
Washburn Historical District
Springfield LTD Station
Downtown Visitor’s Center

Proud History. Bright Future.

Pedestrian Signage
Bicycle Signage

This proposal offers a clean, simple design revitalization of Springfield’s current wayfinding system. Central to the design is one of the city’s current design motifs: the landscape surrounding Springfield. This motif is consistent throughout the whole of the city, so it is a repeated image in the wayfinding design, to create consistency.

Differential Zone colors

Here, the colors of the zones are shown with district and zone lettering, in colors to be used in signage. In general the “Zone” name will be used, but when applicable, the “District” name is used.

City Entrance Sign

Information Kiosk

Pedestrian Signage
Bicycle Signage

Figure 19: Patience Stepp wayfinding design proposal
Emely Jensen

In Emely Jensen’s wayfinding signage proposal for the City of Springfield, abstraction and modernity are the keys of the concept. Through simple shapes, vibrant colors and clear information, the proposal includes a very direct signage library, the kind that you do not need to look long to understand – something extremely important when accessing information quickly. Despite this strong feature of simplicity, the signs are not only a utility for the City of Springfield; they represent a way to bring more pride, unity, and art to residents and visitors. All signs contain artistic work, where the mountains, a symbol of the city, are represented organically and abstractly. Springfield is a city looking to the future, so the proposed signage has strong modernist content. The chosen scale is closer to pedestrians to provide a more intimate relationship between signage and the community.
In this wayfinding signage proposal for the city of Springfield, abstraction and modernity are the keys of the concept. Through simple shapes, vibrant colors and clear information, I propose a very direct signage library, the kind that you do not need to look long to understand - something extremely important when you need quick information. Despite this strong feature of simplicity, the signs are not only a utility for the city of Springfield. They represent a way to bring more pride, unity and art to its residents and visitors. Thinking about it, all signs contain an artistic work, where the mountains, a symbol of the city are represented organically and abstractionist. Springfield is a city looking to the future, so the present signage has a strong modernist content. Also, I chose to use a scale closer to the person to give a more intimate feeling in relation to signage and community.

**Concept**

**Colors & Districts**

- A
- B
- C
- D
- E

**Downtown District**

- A
- B
- C
- D
- E

**Gateway District**

- A
- B
- C
- D
- E

**Thurston District**

- A
- B
- C
- D
- E

**Mohawk District**

- A
- B
- C
- D
- E

**Riverfront District**

- A
- B
- C
- D
- E

**Pedestrian Signage**

**Vehicular Signage**

**Bicycle Scaled Signage**

**“Confirmation” Signage**

*Figure 21: Emely Jensen wayfinding design proposal*
Unique Identity

This design theme’s goal is to ensure Springfield’s ability to stand out from all other cities in Oregon. The students wanted to create a radical new look for Springfield, making this city worth remembering, and in an effort to make Springfield a place people will want to visit. This theme pushes the boundaries of what you would typically see in a wayfinding system and creates a big impression.

Xiaoran Wu

Xiaoran Wu’s design theme utilizes the The Simpsons television show as an attraction for the City of Springfield signage. Springfield has a proud history, but other towns in Oregon and other states have similar histories. People driving on Interstate 5 may stop for a break in this city, but becoming an attraction would entice them to make Springfield their destination. A Simpsons theme could make the city different from others. Many cities have already used the Simpsons as part of their city culture. As “the real Springfield,” the city could develop advertising around the theme and market Springfield as a Simpsons Town.

Figure 22: Xiaoran Wu wayfinding design proposal
WHY SIMPSONS?
What can make people drive 8 hours from California to Springfield (if they have no relatives here)? Of course, Simpsons! People who are driving on I-5 may get tired and want to have a break in this city, but we want them to come here on purpose.

Springfield has a rich history, but the problem is: many towns in Oregon and other states have similar histories. Simpsons could make the city different than others.

Many cities have already used Simpsons as part of their city culture. As the Really Springfield, we should develop free advertising and make a Simpsons Town.

Vehicular Signage has the Simpsons Family logo on the top. The right one (with patterns on the signs) is the unique one that locates on the city center.

Sign Shape
Different Shapes of the Vehicular Signages. Each zone or district has its own sign shapes.

Kiosk
Kiosk has the Simpsons Family logo on the top. It is not dependent on the zone or district (people need to identify kiosk immediately).

Pedestrian Sign has two directions, with 90 degree angle.

Bicycle Sign
The Top Logo for the Bicycle Sign is Simpsons Family on bike. The right one is for the City Center area.

Figure 23: Xiaoran Wu wayfinding design proposal
Tatianna Havill

Tatianna Havill’s goal was to minimize material costs and maximize use of attractive color and form. The design attempts to balance historical symbolism with an updated and modern style, unifying Springfield’s streetscape while highlighting its diversity and culture. The design creates a bold identity for Springfield, guiding residents and visitors in an exciting, effective way.

DESIGN CONCEPT

Color
Colors were chosen based on community design preferences in the Springfield Wayfinding Report. Below are updates from the survey and reasons for color chosen.

<table>
<thead>
<tr>
<th>COLOR</th>
<th>DESTINATION TYPE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brick Red</td>
<td>Historical/Cultural Points of Interest</td>
</tr>
<tr>
<td>Dusty Blue</td>
<td>Recreation</td>
</tr>
<tr>
<td>Pantone 7472 M</td>
<td>Natural Areas and Parks</td>
</tr>
<tr>
<td>Pantone 375 M</td>
<td>Commercial/Civic Services</td>
</tr>
</tbody>
</table>

Materials
Eucalyptus and long-lasting steel used for the pole and boat accent references the existing visual themes of the downtown fire station sculpture and difficult waterfront signs.

Destination Signs
Separately attached with metal bands, these signs can be updated and changed as needed, reducing material costs. The color accent will signify the type of destination.

Information Icons
Standard symbols used internationally to indicate hospitals, parking, hotels, etc., can be included as needed and personalized.

Accent Shape
The curved component and boat shape reference Springfield’s connection to river and waterways.

Typeface
Adobe Garamond Pro Bold

Tatianna Havill

Minimize material costs, maximize use of attractive color and form.
Balance historical symbolism with an updated and modern style.
Unify Springfield’s streetscape while highlighting its diversity and culture.
Create a bold identity for Springfield, so that signs guide residents and visitors in an exciting, effective way.

Figure 24: Tatianna Havill wayfinding design proposal
By Tatiana Havill Affatati

春季领域引导项目

以下是在《春季领域报告》中提到的关于颜色的改变。颜色被选择是因为社区设计偏好。

颜色目的地类型

<table>
<thead>
<tr>
<th>城市区</th>
<th>颜色主题</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gateway District/North Springfield</td>
<td>Brick red:传统，有活力</td>
</tr>
<tr>
<td>Downtown District/West Springfield</td>
<td>Downtown District:“质朴、户外、历史悠久、永恒”</td>
</tr>
<tr>
<td>Thurston District/East Springfield</td>
<td>Spring green:强调该地区的自然特征</td>
</tr>
<tr>
<td>Mohawk District/Mid-Springfield</td>
<td>Dusty purple:平静，专业感</td>
</tr>
</tbody>
</table>

历史/文化重点

- 鹰山公园
- 森林区
- 营业区/市政服务

这些颜色选择旨在为Springfield创造一个鲜明的身份，以便于引导居民和游客以一种令人兴奋、有效的方式。

统一Springfield的街道布局，同时彰显其多样性和文化。

平衡历史象征与现代更新的风格。

尽量减少材料成本，最大限度地利用吸引人的色彩和形状。

步行

- 市中心
- 河岸
- 惠勒剧院
- 岛屿公园
- Springfield LTD站

自行车

- 从西边进来，格伦伍德是Springfield的第一印象。
- 鹰山公园
- 惠勒剧院
- 岛屿公园
- Springfield LTD站

车辆

- 从北边驶来，高架桥是Springfield的主要入口。
- 惠勒剧院
- 岛屿公园
- Springfield LTD站

目的地标志

- 格伦伍德停车场
- 惠勒剧院
- 岛屿公园
- Springfield LTD站

设计提案

- 为Springfield创造一个鲜明的身份，以便于引导居民和游客以一种令人兴奋、有效的方式。
- 统一Springfield的街道布局，同时彰显其多样性和文化。
- 平衡历史象征与现代更新的风格。
- 尽量减少材料成本，最大限度地利用吸引人的色彩和形状。

图25: Tatiana Havill指示标志设计提案
Amanda Bednarz

Wayfinding is more than simply providing directions. It’s a chance to create and display an identity. Amanda Bednarz’s wayfinding plan aims to reflect Springfield’s unique history through a modern design. Priority is placed on creating a unified graphic language while at the same time distinguishing and branding each district. The system is also designed for maximum flexibility so the wayfinding system can grow and change along with the city. Where possible and practical, wayfinding signs also incorporate other street elements such as lamp posts, seating, and shelter.

Creating Place

Place and Identity Through Wayfinding

Wayfinding is more than simply providing directions. It’s a chance to create and display an identity. This wayfinding plan aims to reflect Springfield’s unique history through a modern design. Priority is placed on creating a unified graphic language while at the same time distinguishing and branding each district. The system is also designed for maximum flexibility so that the wayfinding system can grow and change along with the city. Where possible and practical, wayfinding signs also incorporate other street elements such as lamp posts, seating, and shelter.

Figure 26: Amanda Bednarz wayfinding design proposal
Wayfinding is more than simply providing directions. It’s a chance to create and display an identity. This wayfinding plan aims to reflect Springfield’s unique history through a modern design. Priority is placed on creating a unified graphic language while at the same time distinguishing and branding each district. The system is also designed for maximum flexibility so that the wayfinding system can grow and change along with the city. Where possible and practical, wayfinding signs also incorporate other street elements such as lamp posts, seating, and shelter.

Identity through Signage

Pedestrian Signage

Sign Tops

Generic Kiosk

Bike Sign

Directional Sign

Flexible Assembly

Attachment to Pole

Modular System

Dimensions

Back of Signs

Utilizing Existing Infrastructure

Vehicular Signage

Traffic Light Post

Street Light Post

Pedestrian Light Post

Figure 27: Amanda Bednarz wayfinding design proposal
Simplicity

These designs enhance the readability of a wayfinding system so tourists and residents will have no problem finding what they need. These students worked on creating clean and simple design that get the job done.

Cole Crossen

Cole Crossen’s design emphasizes motifs for each district as well as color and simplicity. Springfield should not look outdated, but it needs to also uphold the tradition of the city. By reinventing Springfield with a newer cleaner look, locals and tourist alike will be able to enjoy and navigate the city more easily. By using graphic icons for pedestrian signage, pedestrians will have an easier time finding their destination. Motifs for each district will make each area distinguishable and fun!

*Why replace all the signs in Springfield if you are going to have to do it again a few years later? All the signs will have strong iron frames that will last through the harsh winters. Iron is strong and stays much cleaner than wood or other materials.*

*Iron graphics could be changed from metal to decals or painted if costs or theft could be cut down.*

![Design emphasis on motifs for each district as well as color and simplicity. Springfield should not look outdated but also uphold the tradition of the city. By reinventing Springfield with a newer cleaner look, locals and tourist alike will be able to enjoy and navigate the city more easily. By using graphic icons for pedestrian signage, pedestrians will have a leisure time recognizing locations. Motifs for each districts will make each area distinguishable and fun!](image)

Figure 28: Cole Crossen wayfinding design proposal
Design emphasis on motifs for each district as well as color and simplicity. Springfield should not look outdated but also uphold the tradition of the city. By reinventing Springfield with a newer cleaner look locals and tourist alike will be able to enjoy and navigate the city easier. By using graphic icons for pedestrian signage, pedestrians will have a leisure time recognizing locations. Motifs for each districts will make each area distinguishable and fun!

Why replace all the signs in Springfield if you are going to have to do it again a few years later? All the signs will have strong iron frames that will last through the harsh winters. Iron is strong and stays much cleaner then wood or other materials.

*Iron graphics could be changed from Metal to decals or painted if costs or theif could be cut down.

Figure 29: Cole Crossen wayfinding design proposal
Mckenzie Masten

Drawing on personal experience of feeling lost in new cities, Mckenzie Masten realized she prefers very simplistic signage designs. Her final design proposal illustrates signs that accent the city without becoming more flashy or eye catching than the place being visited. Signs should be there when needed, but the rest of the time blend very nicely into the city.

As a person who has been lost many times in her life, I was able to realize as I was developing this project, that my preference lies with very simplistic designs. I want the sign to accent the city, not be more ashy and eye catching than the place I am actually visiting. I want signs that are there when I need them, but the rest of the time blend very nicely into the city.

That being said, I really like the swirls (or bubbles) and movement of a few of the current signs in the wayfinding report, so I wanted to play off that idea.

Figure 30: Mckenzie Masten wayfinding design proposal
As a person who has been lost many times in her life, I was able to realize as I was developing this project, that my preference lies with very simplistic designs. I want the sign to accent the city, not be more flashy and eye catching than the place I am actually visiting. I want signs that are there when I need them, but the rest of the time blend very nicely into the city.

To give the districts a more distinct feel I added district colors, to the signs. I tried for colors that were different that the business type colors, but accented them nicely at the same time.

During the last presentation, the subject of materials was brought up. Since it looks like the cheapest way to achieve these signs would be to do a cut out type process out of some type of aluminum, I have modified the designs to eliminate a lot of the pointy edges; also because of the safety concerns. I have tried to make sure that any curves in the design curve inwards and that the text along the sign all connects also.

Figure 31: McKenzie Masten wayfinding design proposal
Yu Tian

Yu Tian’s design emphasizes these key words: simple, united, identify, economic, and “green.” All the signs are made in a modern shape inspired by the City of Springfield logo to show the city’s identity, culture, and customs. Each sign has a base structure, and the signs themselves would be attached to the base. The base structure would be made of cast steel and the signs could be made of cheaper, environmentally-friendly materials that can be set up, maintained, protected, changed and recycled more efficiently.

Figure 32: Yu Tian wayfinding design proposal
My designs emphasis on these key words: Simple, United, identify, economic, and "green". All the signages are made in the modernized shape, which is inspired by the logo of city of Springfield, to show its identity, culture and customs. Each signage has a base structure, and signs themselves would be attached to the base. All the base structure would be made of cast steel and the signs could be made of cheaper and environmental-friendly materials, in order to setup, maintain, protect, change and recycle more efficiently.

Figure 33: Yu Tian wayfinding design proposal
Corey Delmaar-Mines

Corey Delmaar-Mines’s design emphasizes affordability as well as readability. Springfield’s zones are designated by color, and placed on various signs.

Figure 34: Corey Delmaar-Mines wayfinding design proposal
Figure 35: Corey Delmaar-Mines wayfinding design proposal
Cornell William

When it comes to signage in Springfield, the three key things the city needs most is consistency, simplicity, and readability. While initial design goals attempted to create a new image and logo for the signs, Cornell Williams ultimately chose a simple arched design form. The simplicity is effective for architectural purposes and for readability. A sign that is too complex can take away from the overall purpose of wayfinding. Color-coded signs for districts and places of interest will help onlookers recognize their location. The colorful signs throughout Springfield will provide consistency. The font color will contrast with the sign color, adding to legibility for viewers.

When it comes to signage in Springfield, the three key things I think the city needs most is consistency, simplicity, and readability. I initially sought out to create an image and logo for the signs but ended up going with an arched design. I think the simplicity is necessary in this case for not only architectural purposes but also for readability. I think a sign that is too complex can take away from the overall purpose of wayfinding. Another thing I thought was necessary was to create color codes for both districts and places of interest. This helps onlookers associate where they are located based on the color of the sign. The color code gives the signs throughout Springfield more consistency and also contrasts with the font on the signs; giving viewers a more readable sign.
When it comes to signage in Springfield, the three key things I think the city needs most is consistency, simplicity, and readability. I initially sought out to create an image and logo for the signs but ended up going with an arched design. I think the simplicity is necessary in this case for not only architectural purposes but also for readability. I think a sign that is too complex can take away from the overall purpose of wayfinding. Another thing I thought was necessary was to create color codes for both districts and places of interest. This helps onlookers associate where they are located based on the color of the sign. The color code gives the signs throughout Springfield more consistency and also contrasts with the font on the signs; giving viewers a more readable sign.

The kiosk design could also be used for mapping at bus stops. Maps would be large and color coded for readability. In this case, the district in which the stop is located would be highlighted by its color; while the surrounding areas would remain a greyish tone. Again, this will give the viewer a clear, less confusing idea of where they are currently located. The multicolored kiosks wouldn’t necessarily be used for bus stops but more for general areas.

These signs are designed to give bicyclists an idea of where they are in relation to the city of Springfield. Being that there would be plenty of other signage within the city, I thought these signs would be appropriate in areas like the example shown below.

Figure 37: Cornell William wayfinding design proposal
Sang Eui Hong
The main goal for Sang Eui Hong’s design is to be simple and use the existing logos of Springfield.

Figure 38: Sang Eui Hong wayfinding design proposal
Figure 39: Sang Eui Hong's wayfinding design proposal

The main goal for my design is to be simple and use of existing logos of Springfield.
Conclusion

In the end the wayfinding designs were organized into five distinct themes: proud history and bright future, nature, modern, unique identity, and simplicity. These themes sprouted from the students’ decision about what they believe Springfield should emphasize in its public image. Each of these themes either helps to reflect Springfield’s positive image, creates a memorable city, or focuses on an easy-to-read way to navigate around Springfield by car, bicycle, or on foot. Out of these themes the students created several possibilities that Springfield could incorporate for their city’s wayfinding system.
References
Bethany Steiner, Erik Steiner, Jennifer Self, Jason Lugo, Emily Meharg, and William Sercombe. 2012 “Citywide Wayfinding Report: Springfield Oregon”.

Sustainable Cities Initiative