

CITY OF MONTPELIER, VT.

WAYFINDING MASTER PLAN ANALYSIS AND RECOMMENDATIONS

NOVEMBER 01, 2016

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PROJECT GOALS AND OBJECTIVES



- **CREATE A COMPREHENSIVE WAYFINDING MASTER PLAN** — POSITIVE USER EXPERIENCE FOR ALL
- **ESTABLISH MONTPELIER AS A LANDMARK DESTINATION IN NEW ENGLAND** — PROMOTE LOCAL CULTURAL DESTINATIONS & BUSINESSES
- **MAXIMIZE AWARENESS IN THE COMMUNITY** — REINFORCE SENSE OF PLACE AND VISUAL IDENTITY OF MONTPELIER
- **DEVELOP A SYSTEM HIERARCHY FOR FUTURE EXPANSION** — FLEXIBLE, SCALABLE, AND MAINTAINABLE

WAYFINDING ANALYSIS – EXISTING CONDITIONS

GATEWAYS 1, 2, 3, 6

1



2



3



6



GATEWAYS 4 & 5

4



5



EXISTING D.O.T. DIRECTIONAL SIGNAGE



INFORMATION



DOWNTOWN STREETSCAPES



DOWNTOWN STREETSCAPES



PARKING

Downtown Montpelier VT Parking Allocated Real Estate

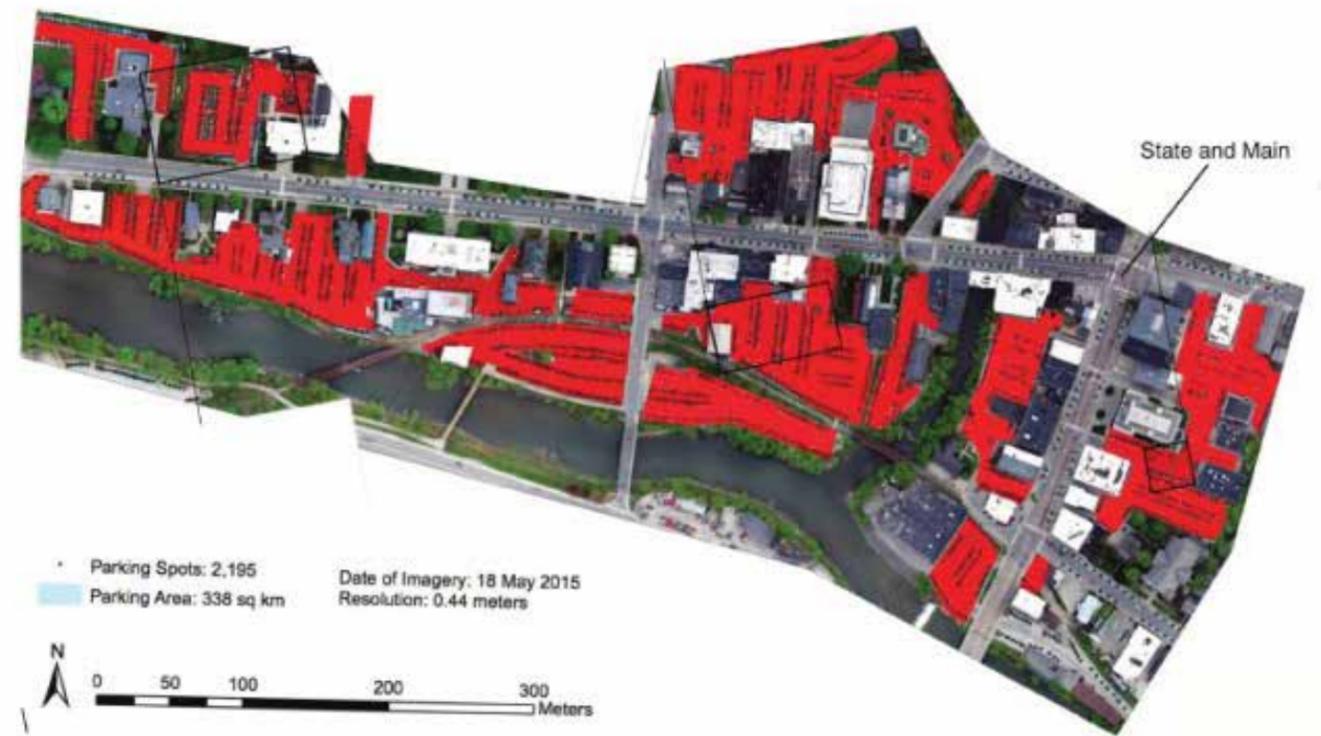
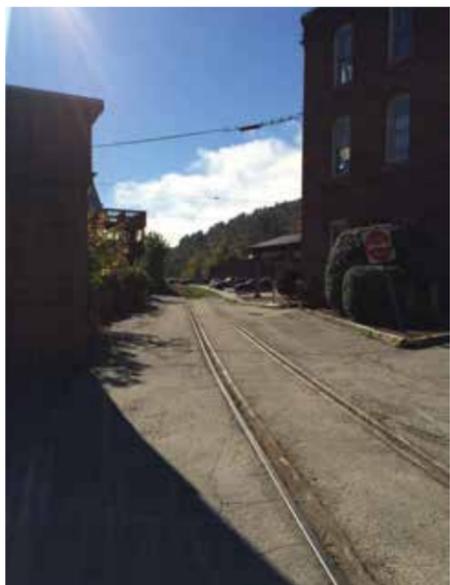
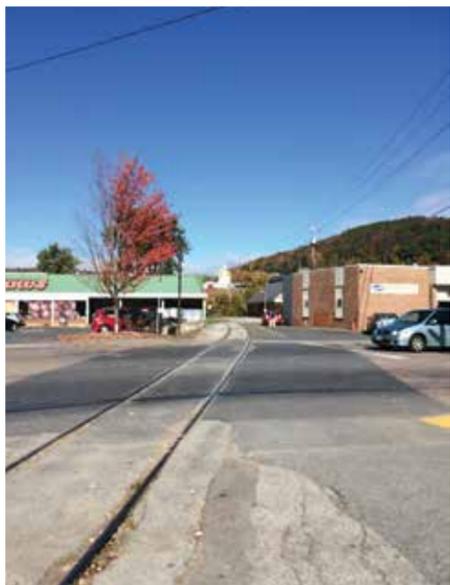


Image courtesy Jon Budreski Airshark
Graphic adjustments Dan Jones



BICYCLING



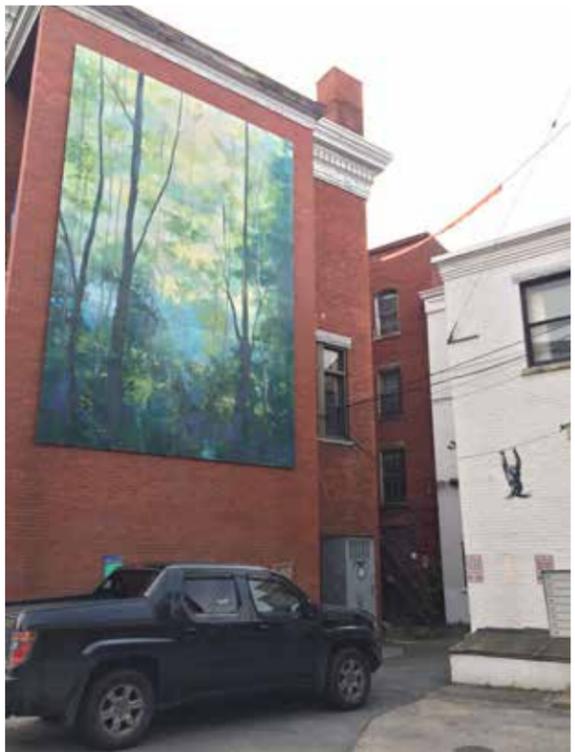
PUBLIC SPACES



PUBLIC SPACES



PUBLIC ART



WAYFINDING ANALYSIS — SUMMARY AND OPPORTUNITIES

EXISTING SIGNAGE AND INFORMATION

- D.O.T. SIGNS DO NOT PROVIDE AMPLE WAYFINDING OR SUPPORT GREATER MONTPELIER
- PARKING SIGNS ARE INCONSISTENT AND DIFFICULT TO READ WHERE LOCATED (ALSO FADED)
- LACK OF PEDESTRIAN WAYFINDING DOWNTOWN (I.E. AT PARKING LOTS)
- EXISTING INFORMATION BOOTH IS DATED AND UNDER USED
- MONTPELIER “DISCOVERY MAP” IS CURRENTLY THE ONLY VISITOR MAP AND TOO COMMERCIAL
- THERE IS VERY LITTLE SIGNAGE TO REPLACE THUS PROVIDING A CLEAN SLATE FOR WAYFINDING (OPPORTUNITY)

STREETSCAPES

- DOWNTOWN ENVIRONMENT FEELS DYNAMIC, ARTISTIC, FORWARD THINKING, AND LOCAL
- MONTPELIER HAS VERY CLEAN STREETS AND SIDEWALKS WITH MINIMAL CLUTTER
- DIVERSE ARCHITECTURE AND BUILDING STYLES (NEW AND OLD)
- STREET PLANTINGS AND TREES ARE PREVALENT AND INVITING
- ACTIVE STREETS: GOOD DENSITY/ PROPORTION OF STOREFRONT, RESTAURANTS, AND PEDESTRIAN TRAFFIC
- PUBLIC ART AND INSTALLATIONS PROVIDE GREAT “DISCOVER MOMENTS” (IE. LANGDON STREET, POCKET PARKS, ETC.)

WAYFINDING ANALYSIS — SUMMARY AND OPPORTUNITIES (CONTINUED)

PARKING

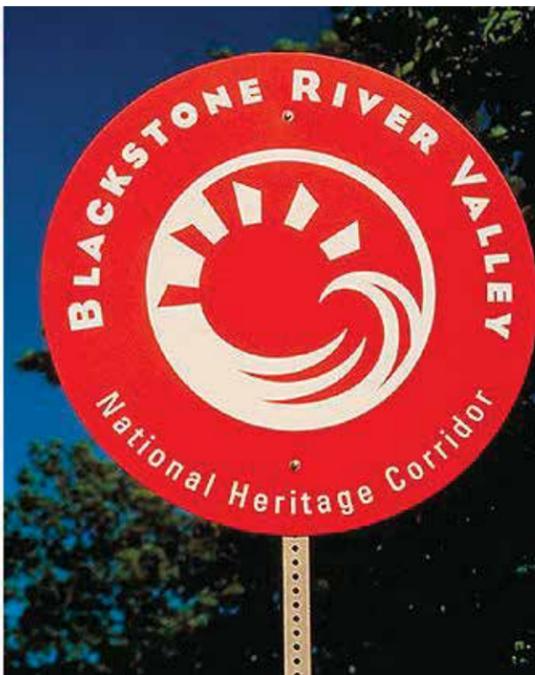
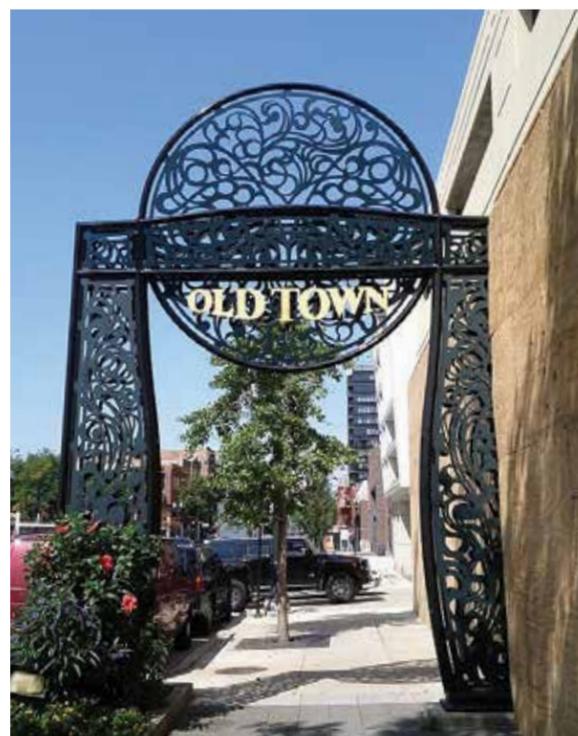
- MUNICIPAL PARKING ALTHOUGH PLENTIFUL, IS SOMEWHAT HIDDEN AND DIFFICULT TO FIND
- STANDARD PARKING SIGNS ARE INCONSISTENT AND UNNOTICEABLE AT SOME LOCATIONS
- CONFUSION BETWEEN NON PERMIT AND PERMIT PARKING AREAS
- ELECTRIC VEHICLE CHARGING SHOULD BE MORE IDENTIFIED
- LACK OF PEDESTRIAN INFORMATION AND WAYFINDING TO AND FROM PARKING
- PARKING ACCESSIBILITY AND MESSAGING SHOULD BE ON DIRECTIONAL SIGNS (I.E. "DOWNTOWN" W/ PARKING SYMBOL)

SENSE OF ARRIVAL AND PLACE

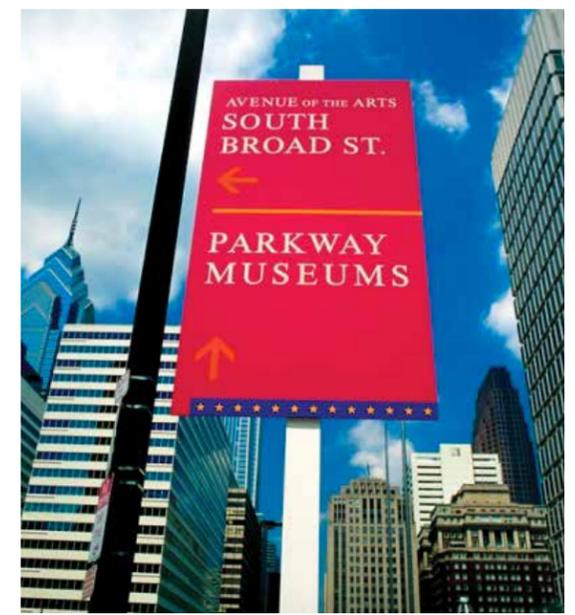
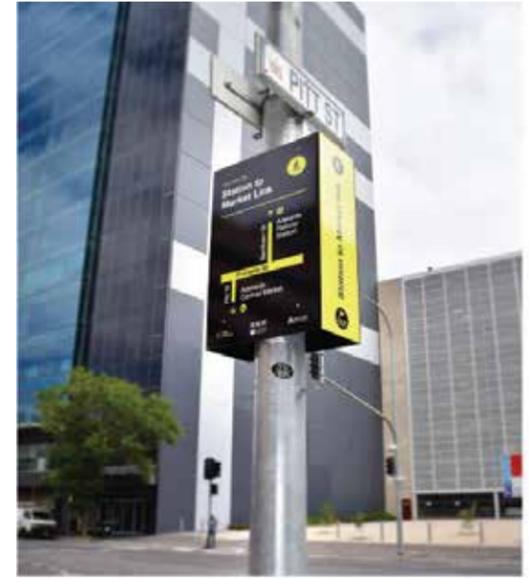
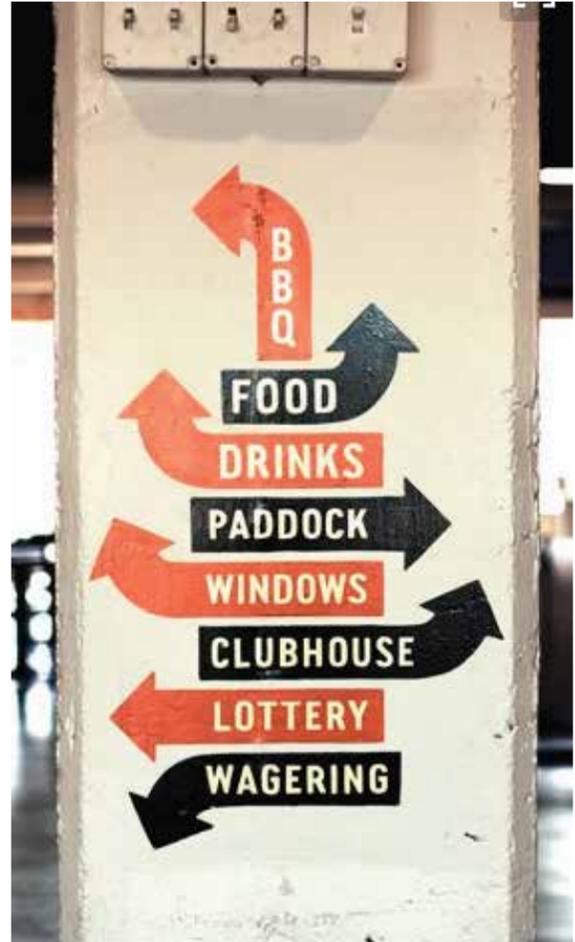
- LACK OF CLEAR ENTRY POINTS INTO MONTPELIER ("I HAVE ARRIVED")
- BRIDGES ACT AS GATEWAYS INTO DOWNTOWN (BUT IS CONFUSING WHICH BRIDGE TO CROSS)
- NEED FOR SIGNAGE THAT REFLECTS A UNIQUE SENSE OF PLACE FOR MONTPELIER
- FEW INTERPRETIVE AND INFORMATION SIGNS (HISTORY MARKERS, STORYTELLING, ETC.)

WAYFINDING PRECEDENTS

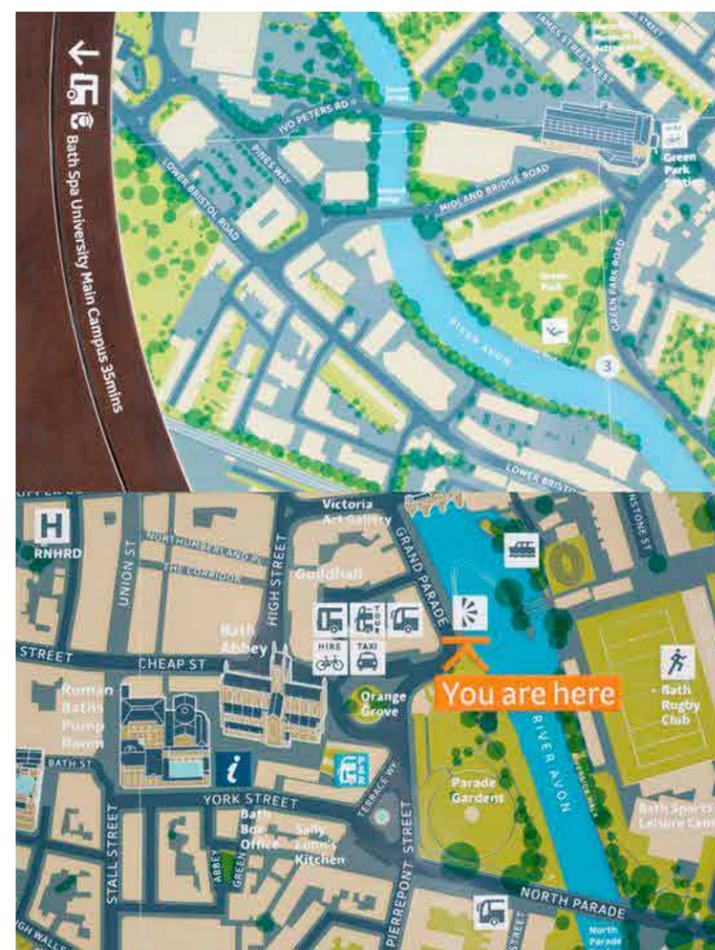
IDENTIFICATION



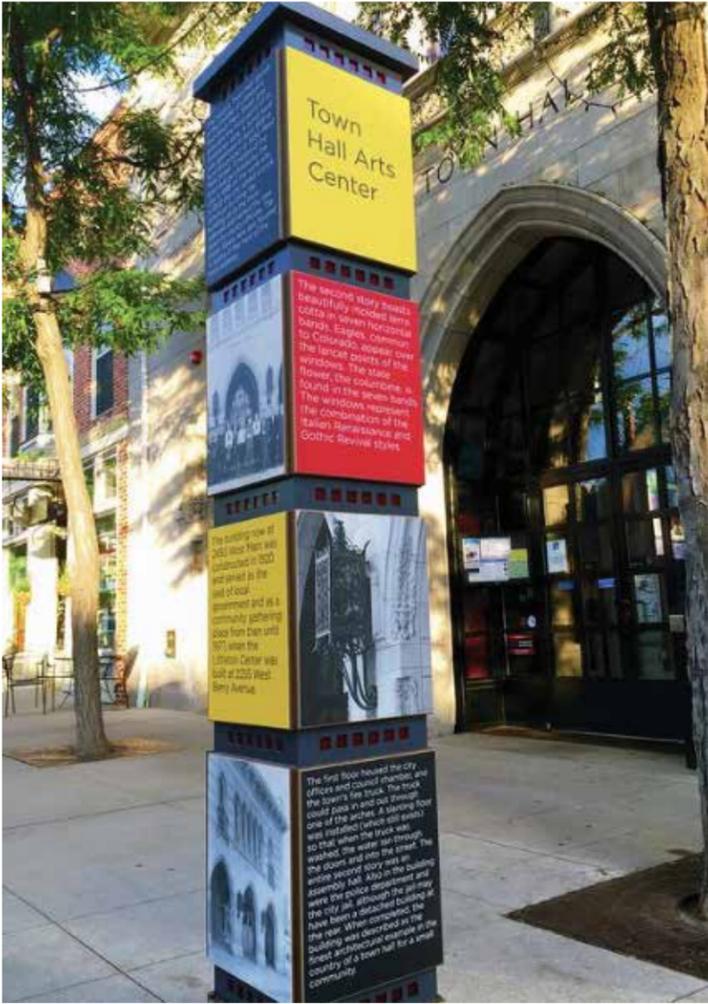
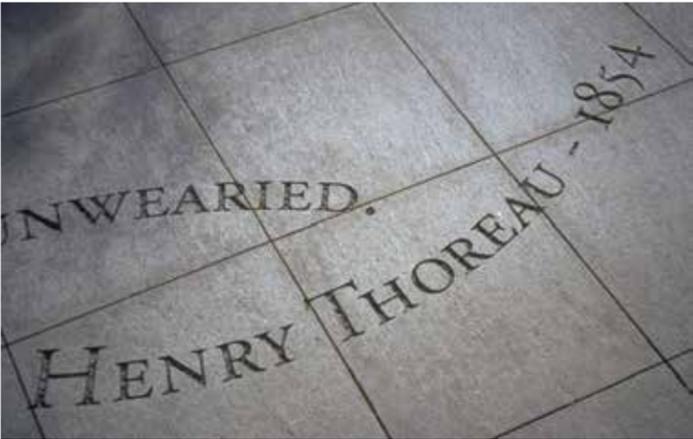
WAYFINDING



INFORMATION



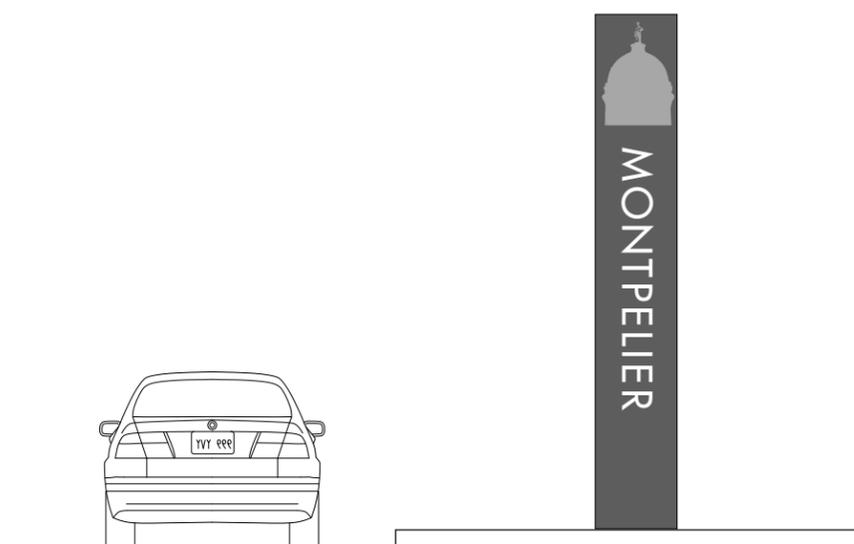
INTERPRETATION



WAYFINDING RECOMMENDATIONS

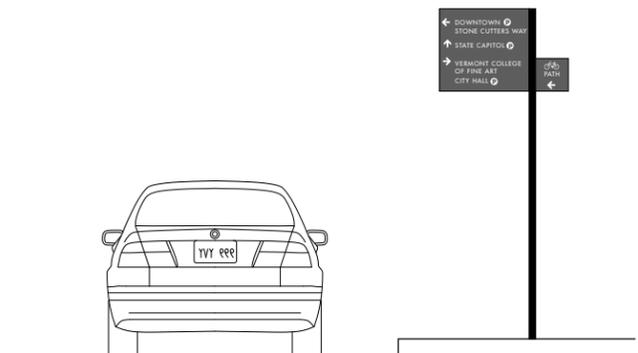
SIGN TYPE FAMILY — TYPICAL DIAGRAMS

IDENTIFICATION

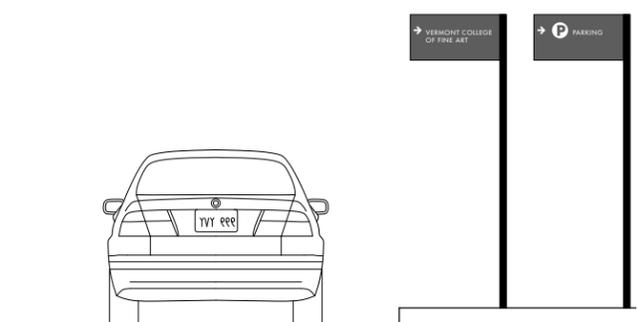


1 - 6 GATEWAY ID/LANDMARK

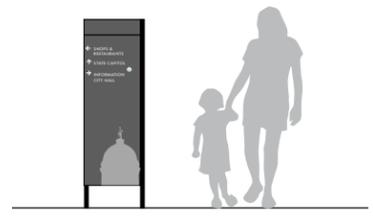
DIRECTION



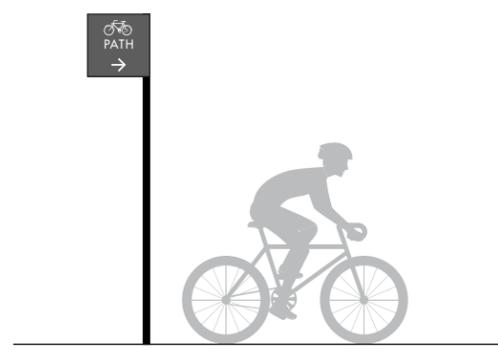
▶ VEHICLE DIRECTION



▶ TRAILBLAZERS

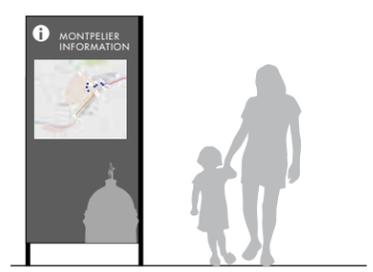


P PEDESTRIAN DIRECTION



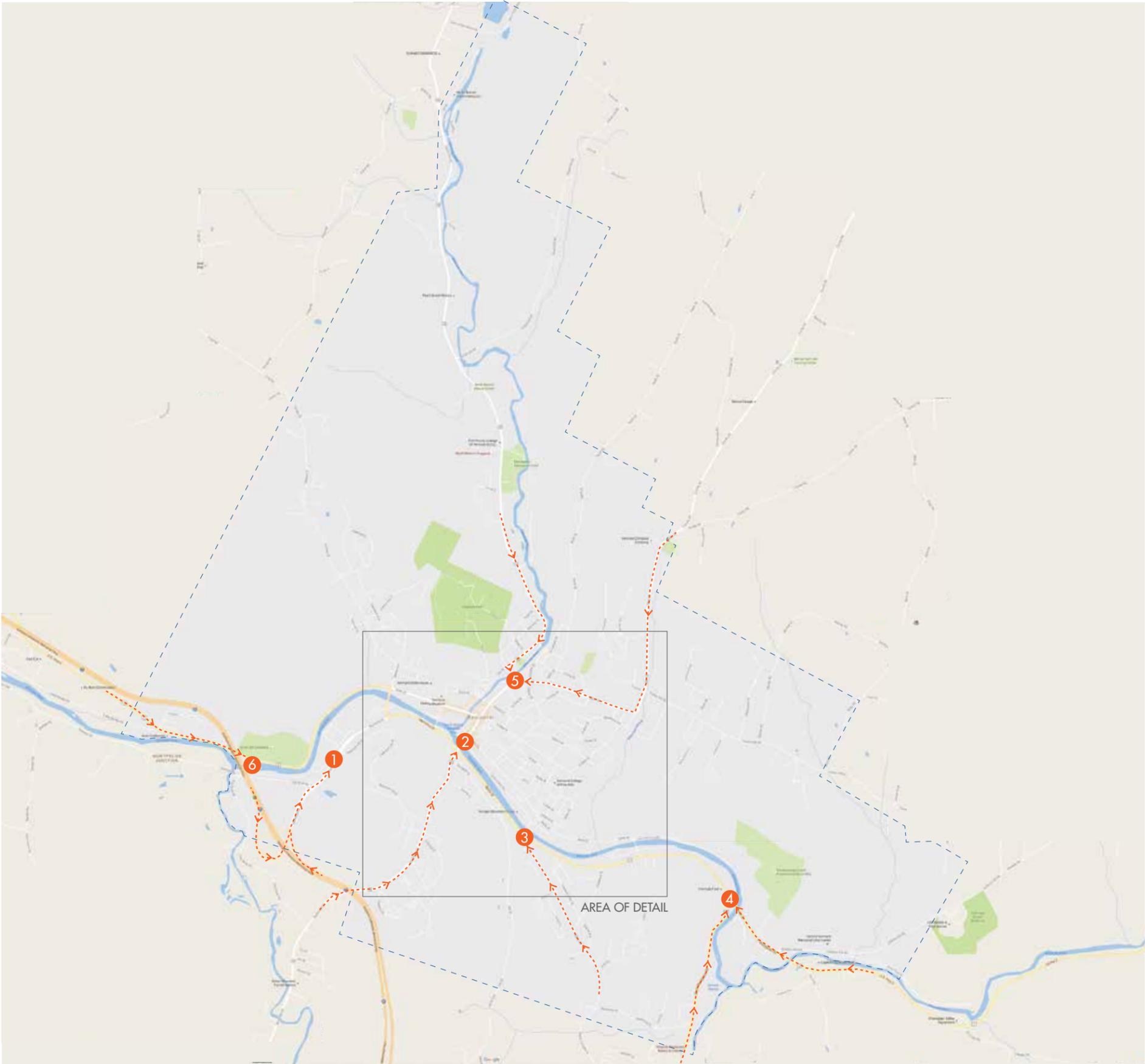
B BICYCLE DIRECTION

INFORMATION



i INFORMATION KIOSK/MAP

SIGN LOCATION PLAN — POINTS OF ENTRY/GATEWAYS



PROPOSED GATEWAYS:

- 1 MEMORIAL DRIVE (EXIT 8)
- 2 MEMORIAL DR. / MAIN ST. (AT BRIDGE)
- 3 BERLIN / RIVER
- 4 ROTARY @ RT. 2 / RT. 302
- 5 ROTARY @ MAIN / SPRING RD.
- 6 RT. 2 (EAST OF OVERPASS, ACROSS FROM GREEN MT. CEMETARY)

SIGN LOCATION PLAN — DISTRICTS



DISTRICTS WITHIN DOWNTOWN MONTPELIER:

CAPITAL COMPLEX

- State House
- Supreme Court
- Federal Building / Post Office
- DMV
- Washington County Courthouse
- Information Booth

HISTORIC DOWNTOWN

- City Hall
- Fire Department
- Police Department
- Lost Nation Theater
- Capital City Farmer's Market (Winter)

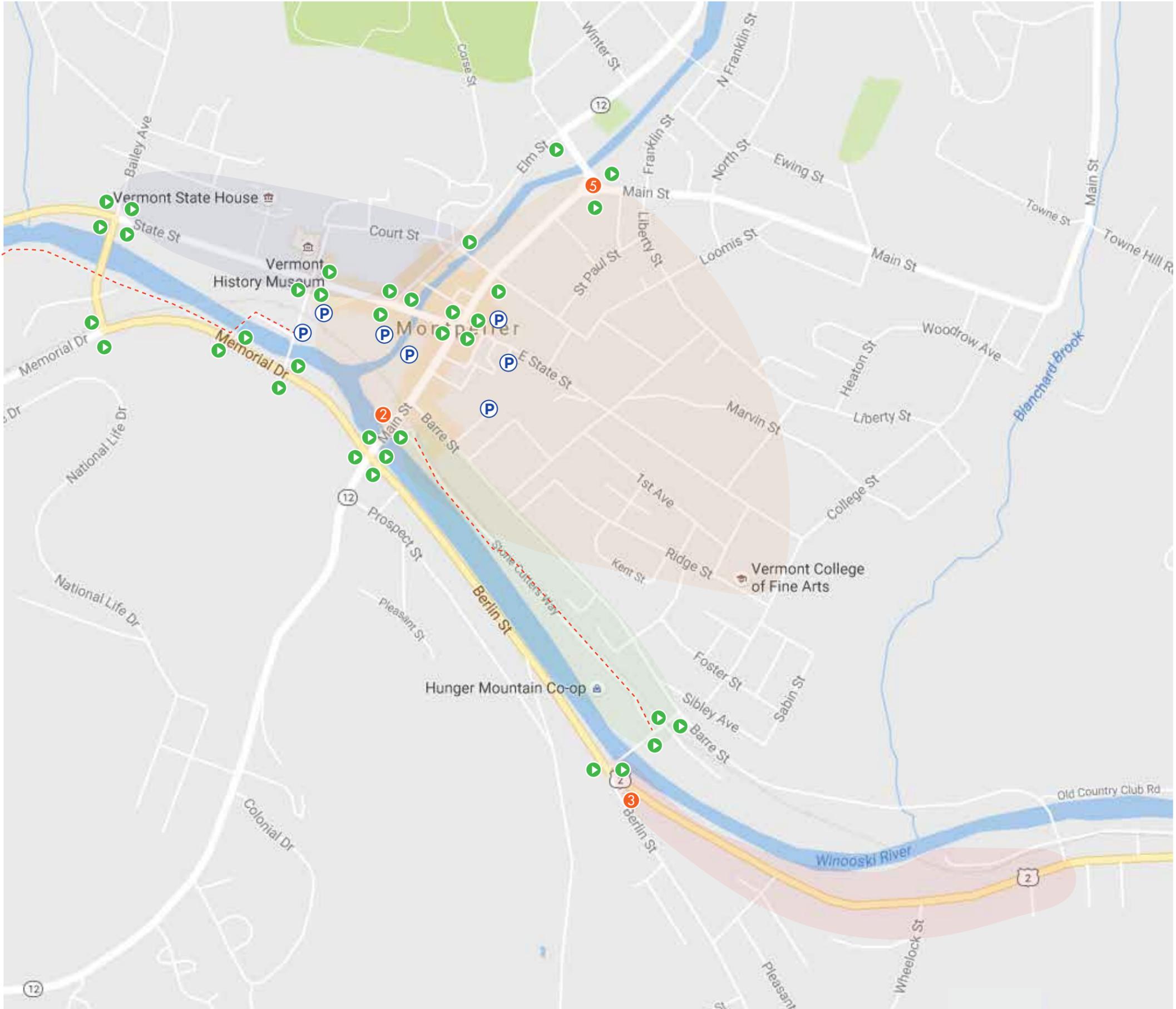
STONE CUTTERS WAY

- Hunger Mountain Co-op
- Sarducci's Restaurant & Bar
- Angelino's Pizza & Restaurant
- Guy's Farm & Yard
- Fisher Auto Parts

RIVER STREET

- Sherwin Williams Paint
- Vermont Tire & Service
- Slopestyle Ski & Ride
- Keene Medical Products
- House of Tang Restaurant

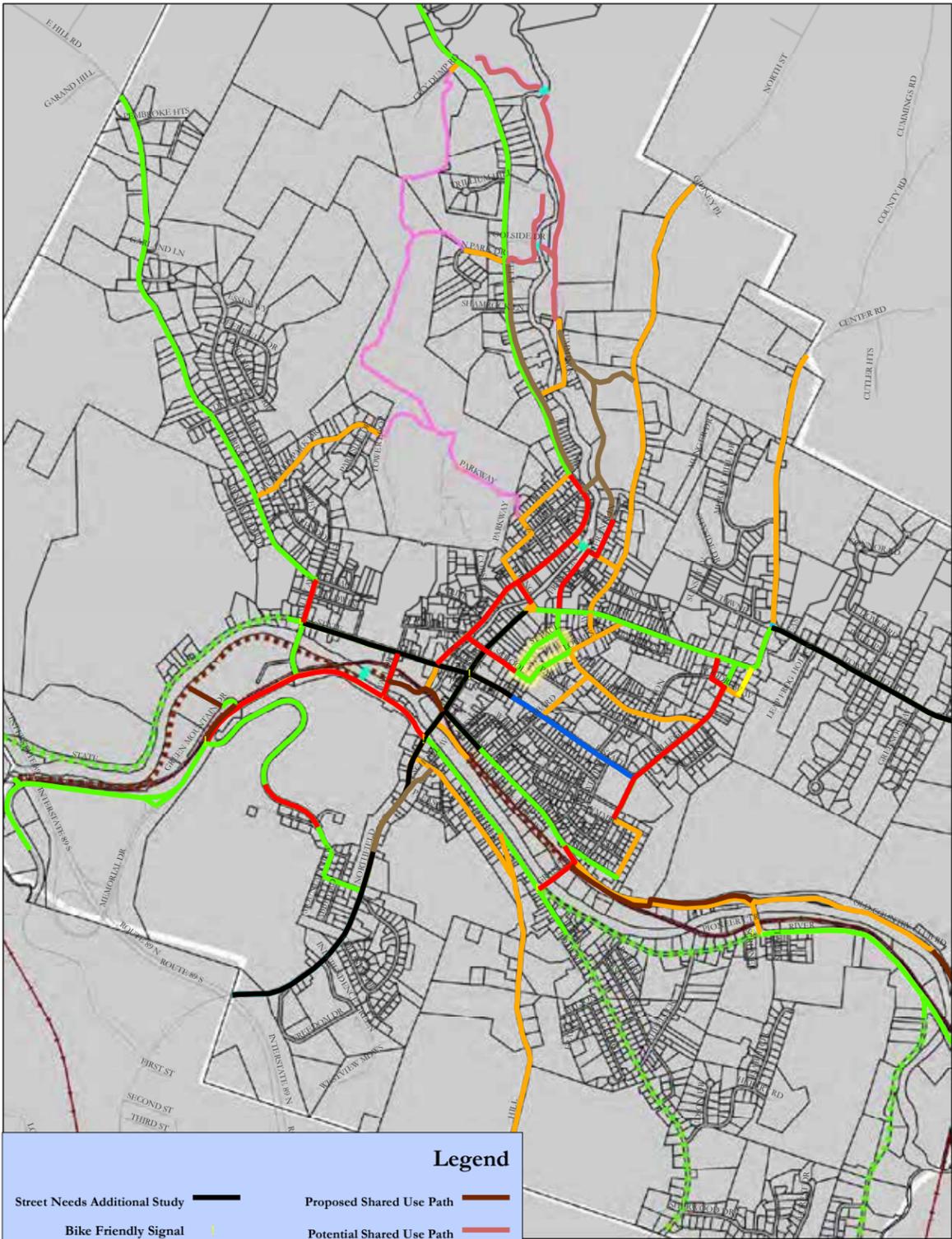
SIGN LOCATION PLAN — VEHICLE WAYFINDING



VEHICULAR WAYFINDING

- GATEWAYS 1 - 6
- VEHICLE DIRECTIONAL
- BIKE PATH
- PARKING

LONG TERM BICYCLE NETWORK



Legend

Street Needs Additional Study	—	Proposed Shared Use Path	—
Bike Friendly Signal	—	Potential Shared Use Path	—
One Way Street	—	Shared Use Path Scoping Study	—
Existing Wide Shoulder	—	Proposed Shared Lane	—
Existing Shared Use Path	—	Proposed Shared Lane w/ Sharrows	—
Bike/Ped Bridge	—	Proposed Contra Flow Lane	—
Existing Bicycle Lane	—	Proposed Bike Lane	—
Railroad	—	Proposed Shared/Bike Lane	—
Parcel Lines	—	Proposed Bicycle Trails	—
City Boundary	—		

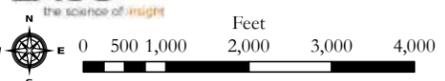
Montpelier in Motion

City of Montpelier, Vermont

BROADBEACH
Planning & Design

RSG
the science of insight

Long-Term Bicycle Network



VERMONT STATUTE TITLE 10 — CHAPTER 21: TOURIST INFORMATION SERVICES

ARTICLE 494

“A municipality may provide alternative signs of a guidance or informational nature and creative design to assist persons in reaching destinations that are transportation centers, geographic districts, historic monuments and significant or unique educational, recreational or cultural landmarks, including farmers markets that are members of the Vermont farmers market association selling Vermont agricultural products, provided that such destinations are not private, for-profit enterprises.”

SIGN MESSAGE HIERARCHY — CHANGEABLE AND NON CHANGEABLE SIGNS

DIRECTIONAL SIGNS (NON CHANGEABLE)

- **DISTRICTS**
- **PUBLIC SPACES & GOVERNMENT**
- **NON PROFIT INSTITUTIONS & CULTURE**
- **SHOPS & RESTAURANTS** (GENERAL CATEGORY ONLY)
- **MUNICIPAL PARKING** 

INFORMATION KIOSKS AND MAPS (CHANGEABLE)

- **DISTRICTS**
- **PUBLIC SPACES & GOVERNMENT**
- **NON PROFIT INSTITUTIONS & CULTURE**
- **PRIVATE BUSINESSES**
- **SHOPS & RESTAURANTS**
- **MUNICIPAL PARKING** 

ALL THE ABOVE INCLUDED ON MAPS AND
CHANGEABLE DIRECTORIES – ONLINE AND ON KIOSKS

SIGN MESSAGE HIERARCHY — DIRECTIONAL SIGNS (NON CHANGEABLE)

I. DISTRICTS

(CAPITOL COMPLEX, DOWNTOWN, STONE CUTTERS WAY, RIVER STREET)

II. PUBLIC SPACES & GOVERNMENT

(PUBLIC PARKS, CITY AND STATE GOVERNMENT BUILDINGS, STATE HOUSE, ETC.)

III. NON PROFIT INSTITUTIONS & CULTURE

(EDUCATION, MUSEUMS, NON PROFIT GALLERIES AND THEATERS)

IV. SHOPS & RESTAURANTS

(GENERAL CATEGORY WITH GRAPHIC SYMBOLS)



SIGN MESSAGE HIERARCHY — EXAMPLE DIRECTIONAL SIGNS

→ DOWNTOWN **P**
RESTAURANTS
& SHOPPING  

↑ VERMONT HISTORICAL
SOCIETY MUSEUM

← CAPITAL REGIONS
VISITOR CENTER
STATE CAPITOL **P**

↑ STATE CAPITOL **P**
VERMONT HISTORICAL
SOCIETY MUSEUM

← STONE CUTTERS WAY
CITY HALL **P**

→ VERMONT COLLEGE
OF FINE ART