

**CITY OF LA VISTA
MAYOR AND CITY COUNCIL REPORT
MAY 7, 2024 AGENDA**

Subject:	Type:	Submitted By:
WAYFINDING IMPLEMENTATION PLAN	◆ RESOLUTION ORDINANCE RECEIVE/FILE	CHRIS SOLBERG DEPUTY COMMUNITY DEVELOPMENT DIRECTOR

SYNOPSIS

A resolution has been prepared to accept the Wayfinding Implementation Plan.

FISCAL IMPACT

Upon completion of the plan, staff was directed to develop an implementation plan to provide a phased process of implementing the plan. This will allow the city to spread the costs, coordination with other projects, and take advantage of the fiscal opportunities of scale. The recommended phases are:

Phase 1 – Parks (21 Signs, 16 Have been installed) – FY23-25
Phase 2 – Directional (36 Signs) – FY24-25
Phase 3 – Destination Arrival & Building ID (12 Signs) – FY25-26
Phase 4 – Secondary/Tertiary Entry (10 Signs) – FY26-27
Phase 5 – Primary Gateway Signs (6 Signs) – FY27-28
Phase 6 – Bike/Pedestrian Signs and Future Artwork – FY28-29

RECOMMENDATION

Approval.

BACKGROUND

A Wayfinding Plan for the City of La Vista was prepared by Design Workshop and adopted by the City Council on April 19, 2022. The Plan provides basic designs for various directional, parks, and building signage throughout the city, as well as other wayfinding structures and artwork. The Plan also provides opportunities to implement the City's brand.

As a part of the brand development process, the need for La Vista not only to become a destination, but educating people about the boundaries between communities was identified. We heard that there is nothing distinctive about any community in the area. In fact, one of our greatest challenges was our undefined identity, and it has been clear over the years that most people do not know if they're in La Vista or where La Vista is in the context of the metro area.

This lack of differentiation is an opportunity for La Vista to make our entryways distinct from the surrounding community. One of the most significant ways to do this is through signage and other infrastructure.

Wayfinding is specifically listed in the "Shop 1.4" goal of the Comprehensive Plan: "Invest in high-quality streetscapes in these areas, including plazas, public art, pedestrian amenities, and wayfinding signage (the process of getting a visitor from point A to B)." It is also listed in "Shop 3.3": Install streetscape improvements along 84th Street, including landscaping, wayfinding, lookout areas or view corridors, and other amenities." This project is also referred to in "Move 3.1", "Fun 1.3", and "Fun 3.1".

RESOLUTION NO. _____

**A RESOLUTION OF THE MAYOR AND CITY COUNCIL OF THE CITY OF LA VISTA, NEBRASKA
ACCEPT WAYFINDING IMPLEMENTATION PLAN.**

WHEREAS, on November 17, 2020 the City Council authorized the selection of Design Workshop as the consultant to prepare a Wayfinding Framework Plan, a tool for the City to extend its brand, create meaningful experiences and establish a sense of place; and

WHEREAS, on April 19, 2022, the City Council accepted the final Wayfinding Framework Plan; and

WHEREAS, staff has prepared a proposed Wayfinding Implementation Plan, as presented at this meeting, to carry out the Wayfinding Framework Plan, including phasing, design and installation considerations and preliminary estimated costs of various stages; and

WHEREAS, the Mayor and City Council desire to adopt the Wayfinding Implementation Plan; and

NOW, THEREFORE, BE IT RESOLVED, that the Mayor and City Council of La Vista, Nebraska, do hereby accept Wayfinding Implementation Plan.

PASSED AND APPROVED THIS 7TH DAY OF MAY 2024.

CITY OF LA VISTA

Douglas Kindig, Mayor

ATTEST:

Pamela A. Buethe, MMC
City Clerk

Wayfinding Implementation Plan

An Update to La Vista's Wayfinding
Project

A Defined Purpose

The purpose of this Wayfinding Implementation Plan is to provide a logical, obtainable path forward toward implementing the original Wayfinding Framework Plan. The Wayfinding Framework Plan provides the schematic design and conceptual framework for creating a wayfinding project but an implementation plan provides the steps forward to successful project completion.

Even with the advent of online mapping applications, wayfinding signage still carries importance and continues to be a priority for many communities. Wayfinding provides people with trustworthy information and encourages exploration, discovery, and repeat visits. On top of the directional assistance, wayfinding signage is a way to express the community's brand.

Through the City's last comprehensive planning process, it was also determined that many people simply didn't know where La Vista was. Beyond placing signage at the main street intersections with the La Vista City Limits, signage throughout the community with a style and colors that are consistent with the City's brand lets visitors know that they are in La Vista, even if they've missed the entry signs.

Additionally, the principles of the Wayfinding Framework Plan include the key areas that need to be addressed in terms of location, design and life cycle of the wayfinding elements. These principles were defined through the original Wayfinding Framework Plan.

1 IDENTIFY & GUIDE Distinguish La Vista as a unique destination amongst its peers.	2 ADAPTABLE & PRACTICAL Remain practical by addressing long-term functionality and application.	3 ENHANCE & ENLIVEN Create memorable experiences through placemaking tactics.
<ul style="list-style-type: none"> •Set La Vista apart •Achieve consistency •Cultivate a sense of place •Address character areas: 72nd, 84th, 96th, Giles, Harrison, Southport, City Centre, City Campus, Central Park... 	<ul style="list-style-type: none"> •Expandability for future growth •Develop signage standards and guidelines •Be practical •Address rules and regulations in parks •Account for City facilities/parks •MUTCD compliant 	<ul style="list-style-type: none"> •Showcase creativity •Improve the pedestrian experience/ enhance public realm •Integrate public art/ creative expressions of brand •Present some creative risks/ be quirky + memorable •Include wit, play, and humor!

Implementing the Wayfinding Framework plan also meets a number of the objectives of the City's Comprehensive Plan. Namely, those objectives are:

<p>MOVE-1: Promote physical activity through universally accessible parks, recreation and trail facilities.</p>	<p>MOVE-3: Enhance the physical appearance and Character of the community, with special emphasis on commercial corridors and community gateways.</p>
<p>MOVE-1.4: Promote the development of detached sidewalks and pedestrian amenities, such as tree lawns and landscaping; benches; wayfinding signage; and beautification features such as artwork or murals to energize and activate the public realm.</p>	<p>MOVE-3.1: Create entry ways into La Vista that feature streetscapes to immediately distinguish the City as attractive and pedestrian-oriented with an array of landscaping, street furniture, banners, signage, and decorative lighting, that promotes walkability and reduced traffic congestion.</p>
<p>FUN-3: Promote the ecology of streams and open drainageway systems by evolving them into trail systems with educational/interpretational components.</p>	<p>SHOP-1: Establish the city as a regional destination.</p>
<p>FUN-3.1: Identify trails along drainage ways with Branding, art, and signage to reinforce the City's identity and educate residents about water quality and the protection of environmentally sensitive areas.</p>	<p>SHOP-1.4: Invest in high-quality streetscapes in these areas, including plazas, public art, pedestrian amenities, and wayfinding signage (the process of getting a visitor from point A to B).</p>

A Phased Approach

The Wayfinding Plan provides a vision and guide for investments in wayfinding that align with and enhance the city's existing and future network of roads, trails, and sidewalks. Implementing a comprehensive wayfinding system can be costly, thus, the Wayfinding Plan prescribes a phased approach to help plan and program for these investments to be made over time. This phased approach is not intended to prohibit the development of a wayfinding project if an opportunity arises; rather, it is intended to keep the implementation of the Wayfinding Plan on track, moving forward, and catalyzing the development of a cohesive networking of wayfinding signage and treatments throughout the entire city.

Considerations Regarding Implementation

Although this Wayfinding Implementation Plan depicts a path forward for the implementation of the different sign types in a phased approach, it is not intended to require that any given sign must only be constructed in its respective phases. An immediate need or unforeseen circumstance may require the implementation of specific signs earlier than the phases depicted in this plan. For instance, the opening of the Astro Event Center in La Vista City Centre has highlighted a need for the installation of vehicle/pedestrian signage in that specific area in advance of the time designated for the implementation of those sign types noted in this plan.

Additionally, there are multiple city-led construction projects slated to occur within (and outside of) the implementation timeframes discussed in this plan, and the wayfinding signage associated with the geographic areas impacted by those construction projects, regardless of which implementation phase is underway, will be included within the bid specifications for those projects, and will be installed as part of the project construction.

Overall, this Wayfinding Implementation Plan is considered a “living document”. The phasing and the scope of each phase is fluid based on the impact of factors including other city-led projects, private development, as well as issues with easements, design, costs, and constructability.

I. Phase 1 – Parks

With the completion of La Vista's Wayfinding Framework Plan, the Wayfinding Team looked for a low-cost / high-impact phase to make an immediate impact and kickstart the implementation phase of this project. The City's park signage, aging and in need of replacement, made for an ideal first phase. The City's Parks Superintendent worked with multiple sign companies and vendors to devise a design and construction that was simple and easy to maintain.

Wayfinding Signage Installed as Part of this Phase

Destination Arrival ID – Small Parks

As part of Phase I of the Wayfinding Signage Implementation Project, a total of 16 Destination Arrival ID signs were installed in the minor parks throughout the community. These signs are constructed out of steel and are wrapped utilizing a durable material that provides a color of blue that matches our brand. If damaged, for any reason, the wrap on these signs can be easily and quickly replaced at a relatively low cost.

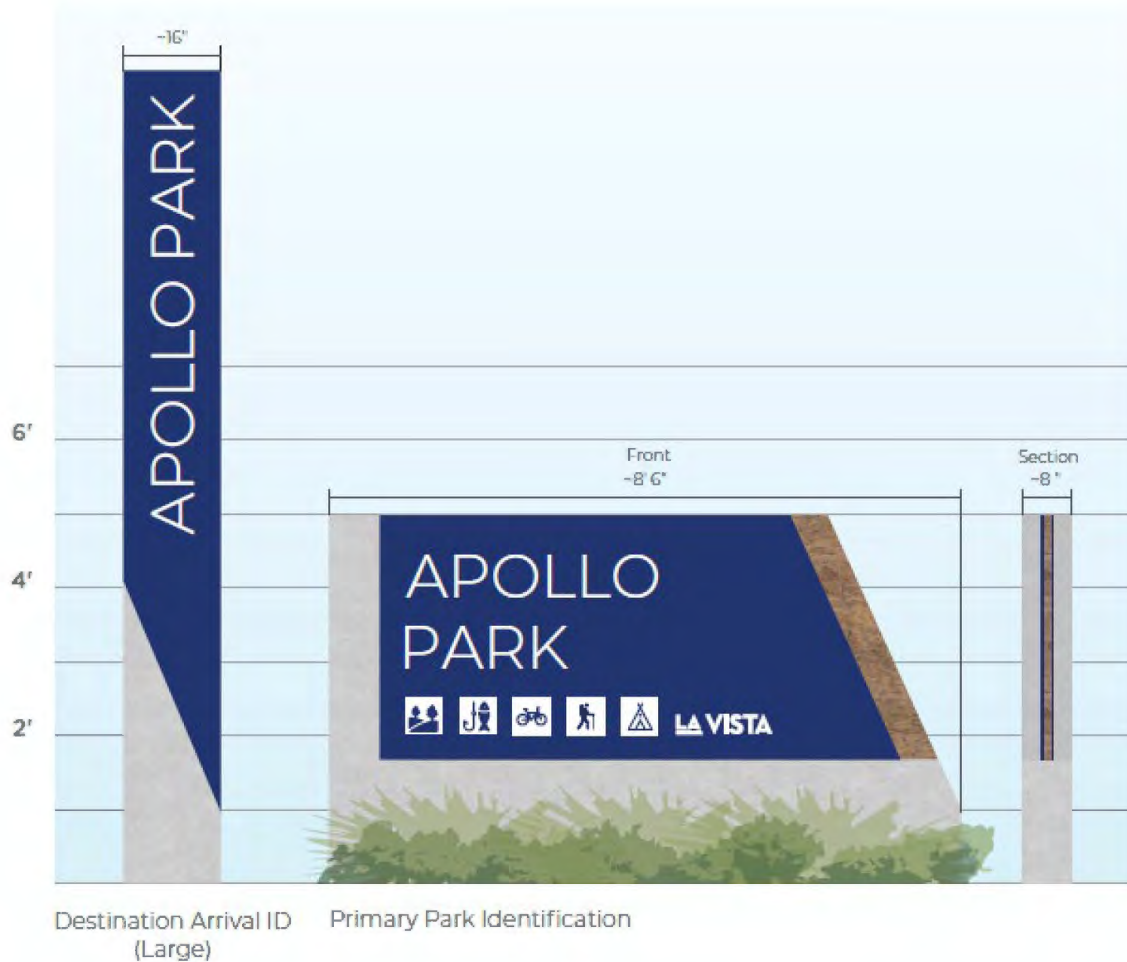
Primary Park Identification – Large Parks

Primary Park ID signs are large signs denoting the main entrances to the City's large parks. They provide a bold announcement that you are entering one of La Vista's main parks. The Primary Park ID signs will be installed in Central Park (2), Val Verde Park, City Park, and the La Vista Sports Complex.

Specific Considerations Impacting Implementation

All 16 of the Destination Arrival ID signs have been installed in the small parks throughout the community. Landscaping around these signs will be phased in as the optimum planting/growing conditions allow.

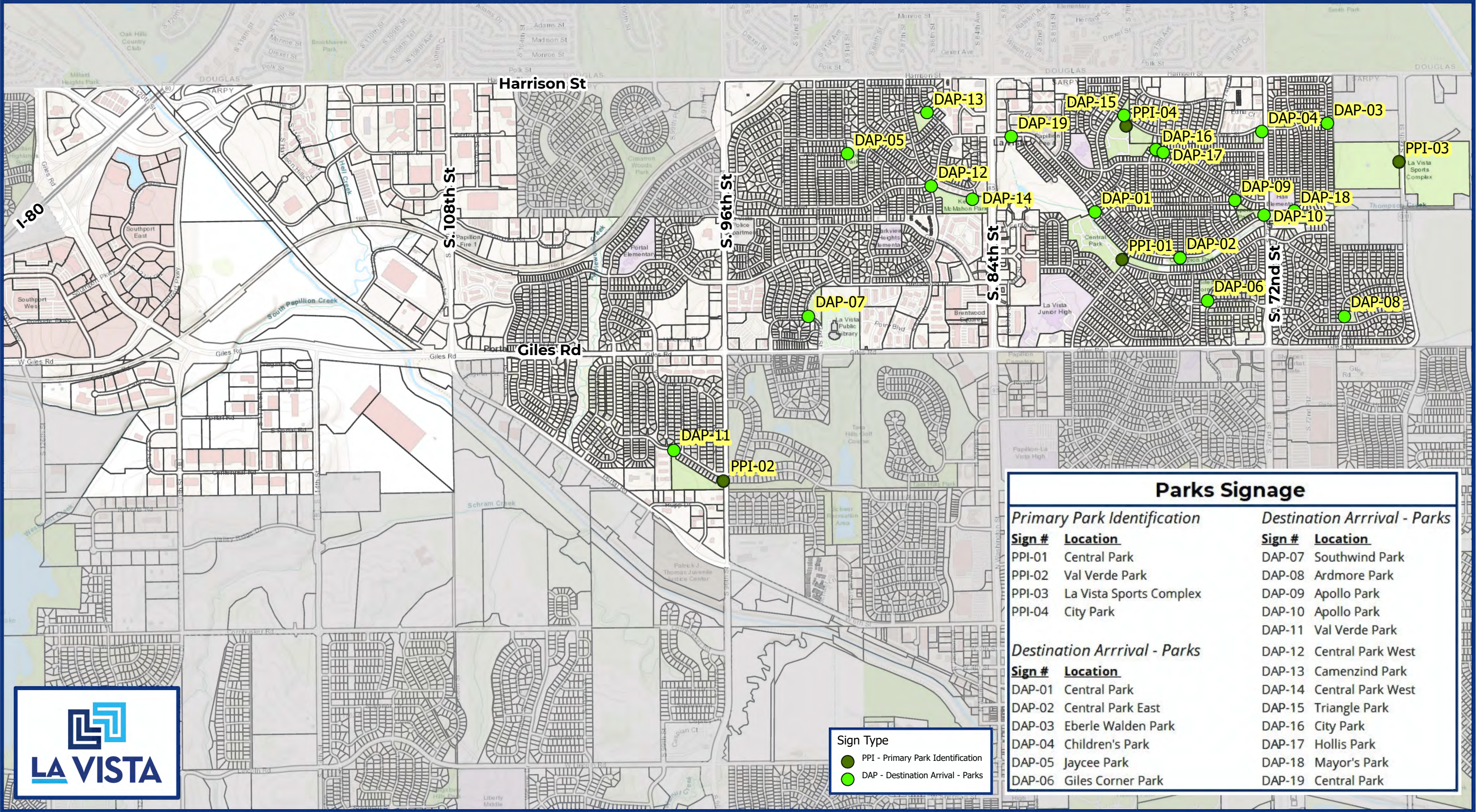
The final design of the five Primary Park ID signs has not been completed. Once the design and the materiality has been determined, a final cost estimate can be determined. The preliminary estimated cost is \$75,000 to construct and install five Primary Park ID signs.



Timeline for Implementation

With the completion of the Destination Arrival ID signs throughout the smaller parks in La Vista in FY 2023, the construction and installation of the Primary Park ID signs is expected commence within the next year.

Wayfinding Sign Placement: Parks Signage

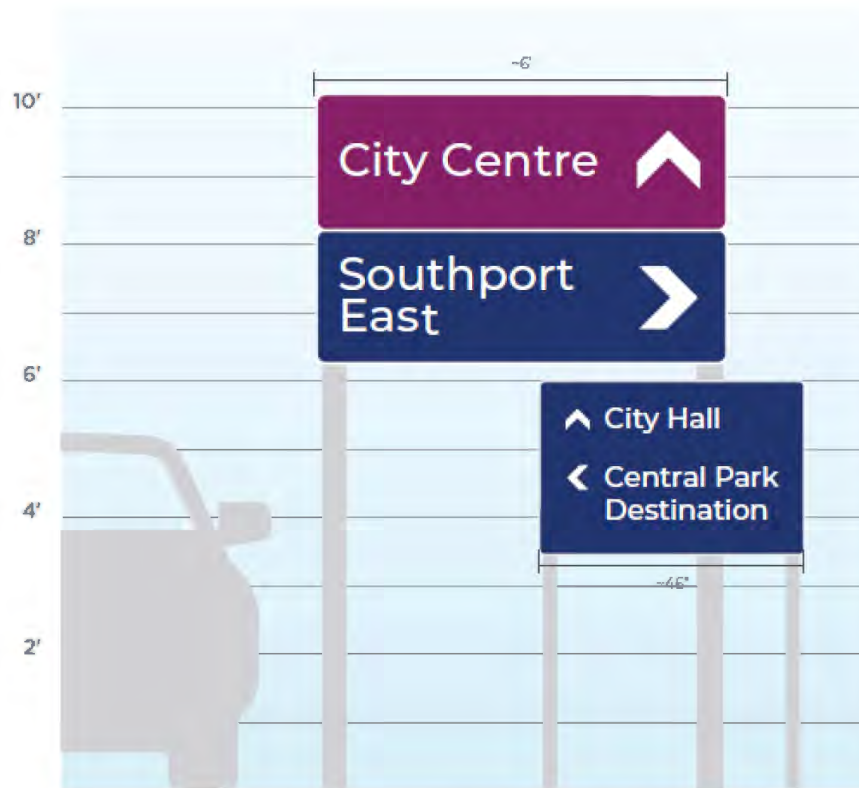


II. Phase 2 – Vehicle Directional Signage

With the opening of The Astro, the CHI Health Multi-Sport Complex, and the continued development of the community, the need for appropriate vehicle directional signage is necessary. It is important to prioritize wayfinding signage near these project areas to enhance the experience and likelihood of a favorable impression for first-time visitors.

Wayfinding Signage Installed as Part of this Phase

Vehicle directional signage is the most common type of wayfinding signage as it provides general directional assistance to selected destinations of interest. The size of the signage can vary based on the posted speed limit of adjacent roadways where the signage will be placed. Each sign will be unique due to the location of the sign in relation to the location of the destinations listed on the sign.



Vehicular Directional Signs
Type size based on speed of roadway

Specific Considerations Impacting Implementation

As each sign is unique, it creates challenges in relation to what facilities are listed on the sign at each location. The La Vista Wayfinding Framework does not provide locations for Vehicular Directional Signs. Consequently, the location of each Directional sign needs to be devised and a hierarchy of destinations on each sign configured.

Due to the more simplistic construction of this sign type, compared to other sign types identified in the wayfinding framework, this sign type will be one of the least expensive to install on a per-unit basis, potentially making it easier to install a number of them in a shorter timeframe.

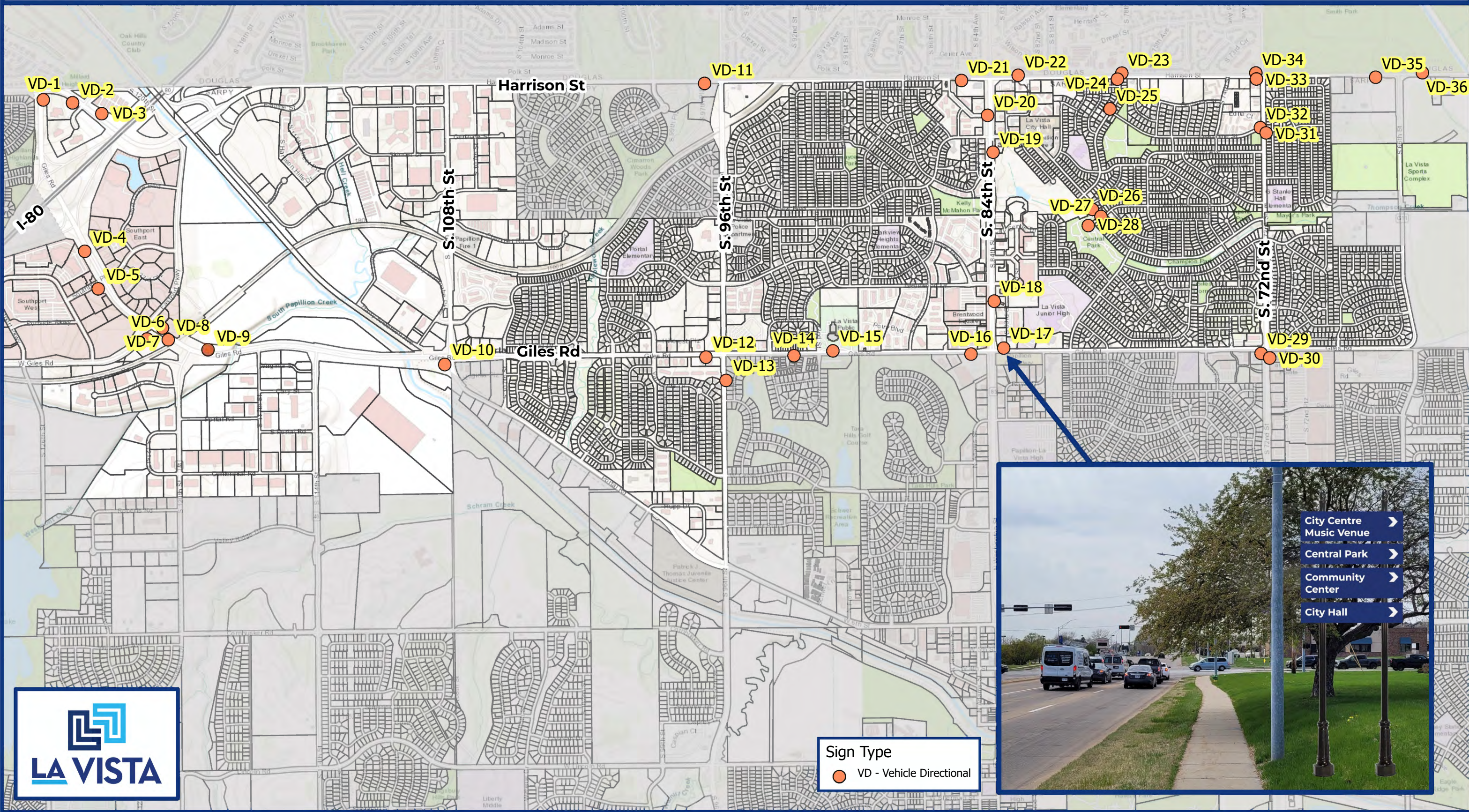
A standardized pole to mount the Vehicular Directional Signs will be selected to aid in accurate cost estimation, cost savings through economies of scale ordering, and efficiency in the rollout of this phase.

The final design of the 36 Vehicle Directional signs has not been completed. Once the design has been determined, a final cost estimate can be determined. The preliminary estimated cost is \$125,000 to construct and install 36 Vehicle Directional signs.

Timeline for Implementation

It is the intention of the Wayfinding Team for Phase 2 of the project to be funded in Fiscal Years 2024 and 2025 with construction and installation complete in early FY25.

Wayfinding Sign Placement: Vehicle Directional



III. Phase 3 –Destination Arrival & Building ID

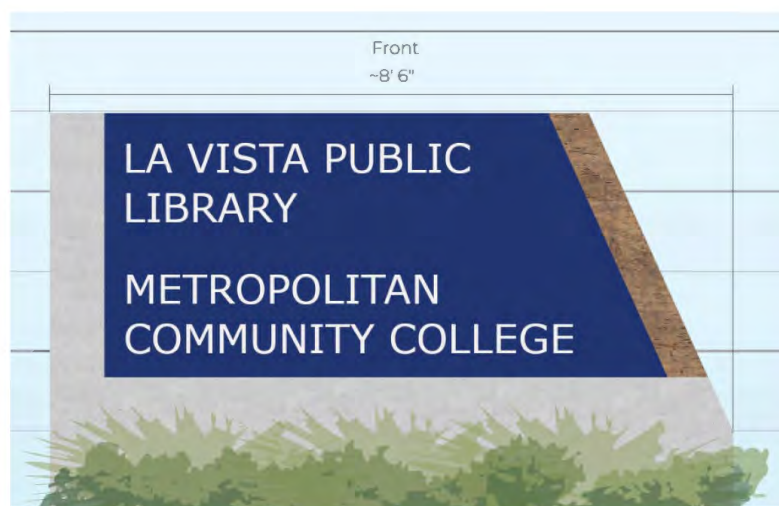
Wayfinding Signage Installed as Part of this Phase

The current destination and building signs that are in place throughout the city have been installed at the same time as the construction of each of the buildings. This has resulted in a variety of signs that do not have a common design and do not reflect the City's brand. Destination and building signs that match the community's brand provide a sense of place, knowing that you are in La Vista. The commonality of branded signage also highlights the public building and its availability to those seeking assistance.

Destination Arrival and Building Identification

Destination Arrival signs are the main monument signs in front of notable City facilities. These are sizeable monument signs, possibly constructed of aluminum and/or concrete.

Building Identification signs are related to Destination Arrival signs as they announce City facilities. However, Building ID signs are specific to one building, or a portion of one building. For instance, there is a Destination Arrival sign along Park View Boulevard for the City Hall campus, but within the campus there are building identification signs for City Hall, Community Center, Community Development, and the Annex.



Destination Arrival - Facilities



Building ID - Facilities

Specific Considerations Impacting Implementation

The final design of the Secondary and Tertiary Monument signs has not been completed. The method of construction and materials used need to be finalized.

Additionally, as depicted on Page 24 of the La Vista Wayfinding Framework document, this signage is intended to be internally lit. This creates a series of considerations that need to be addressed in the construction of the sign, as well as in the provision of electricity to light the sign.

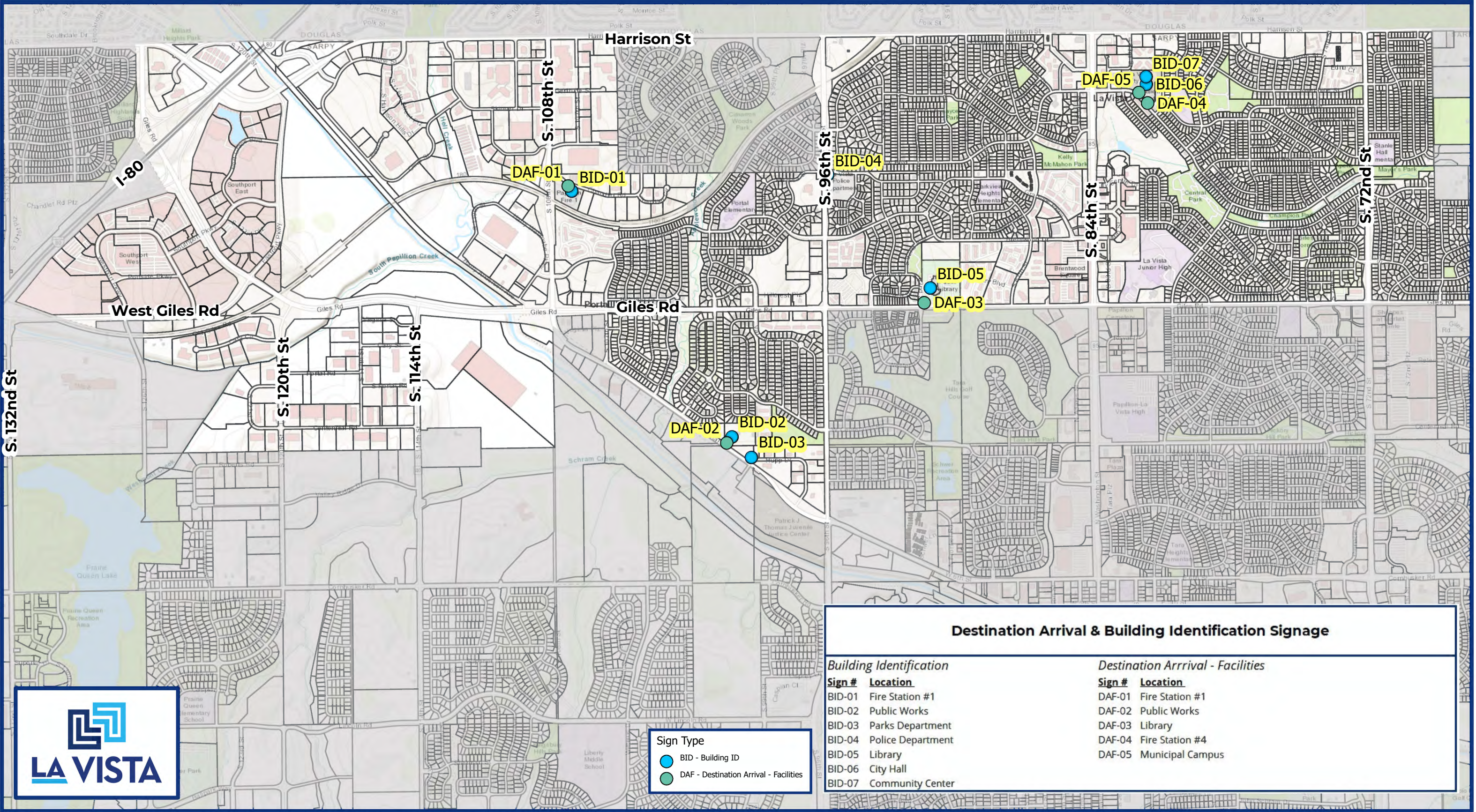
The final design for the Destination Arrival and the Building Identification signs has not been completed. There are a number of similar aspects that need to be worked out in the final design from materials to the provision of electricity for lighting.

The final design of the Phase 3 signs has not been completed. Once the design and the materiality has been determined, a final cost estimate can be determined. The preliminary estimated cost is \$200,000 to construct and install Phase 3 signs.

Timeline for Implementation

It is the intention of the Wayfinding Team for Phase 3 of the project to be funded in Fiscal Years 2025 and 2026 with construction and installation complete in 2026.

Wayfinding Sign Placement: Dest. Arrival & Building ID



IV. Phase 4 – Secondary Entry, Tertiary Entry

Wayfinding Signage Installed as Part of this Phase

The implementation of the first phase of the 84th Street Streetscape Project is estimated to begin in late 2025 or early 2026. With the demolition, grading, utility relocation, and other activities related to this first phase, the installation of the Primary Monument signs is not recommended until a majority of the work on this first phase of the streetscape project has been completed.

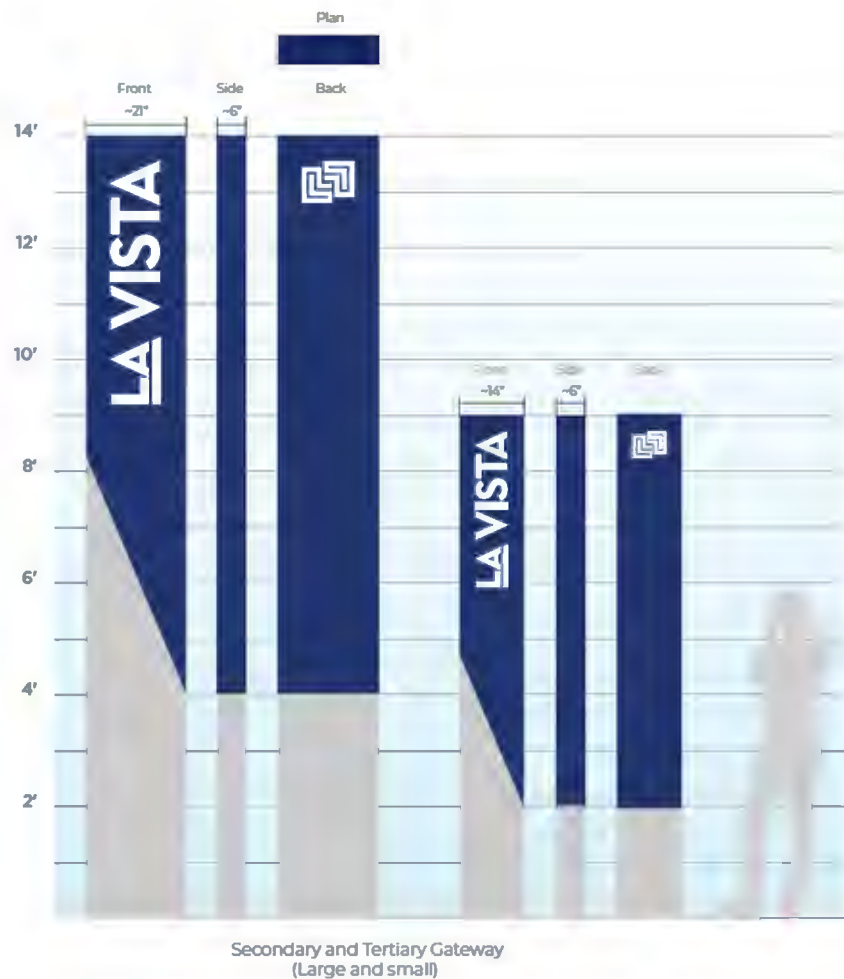
However, the installation of signage at other entrances throughout the community may proceed without conflict. The Secondary and Tertiary Monument sign locations identified in the wayfinding framework are all viable locations to note entry into the community and express La Vista's brand.

Secondary Monument

Secondary monuments are located at the points of visitor entry into La Vista other than 84th Street. These signs welcome visitors and convey the city's brand message on a smaller scale. They can be designed as a solitary sign or may include landscaping and lighting elements.

Tertiary Monument

Tertiary Entry signs are smaller in scale and are located at minor entry points or locations with less traffic where the larger, more expensive monument signs are not warranted. These will be at the city limits to call out when a visitor has entered the city. They can be designed as a solitary sign or may include landscaping and lighting elements.



Specific Considerations Impacting Implementation

The final design of the Secondary and Tertiary Monument signs has not been completed. The method of construction and materials used need to be finalized.

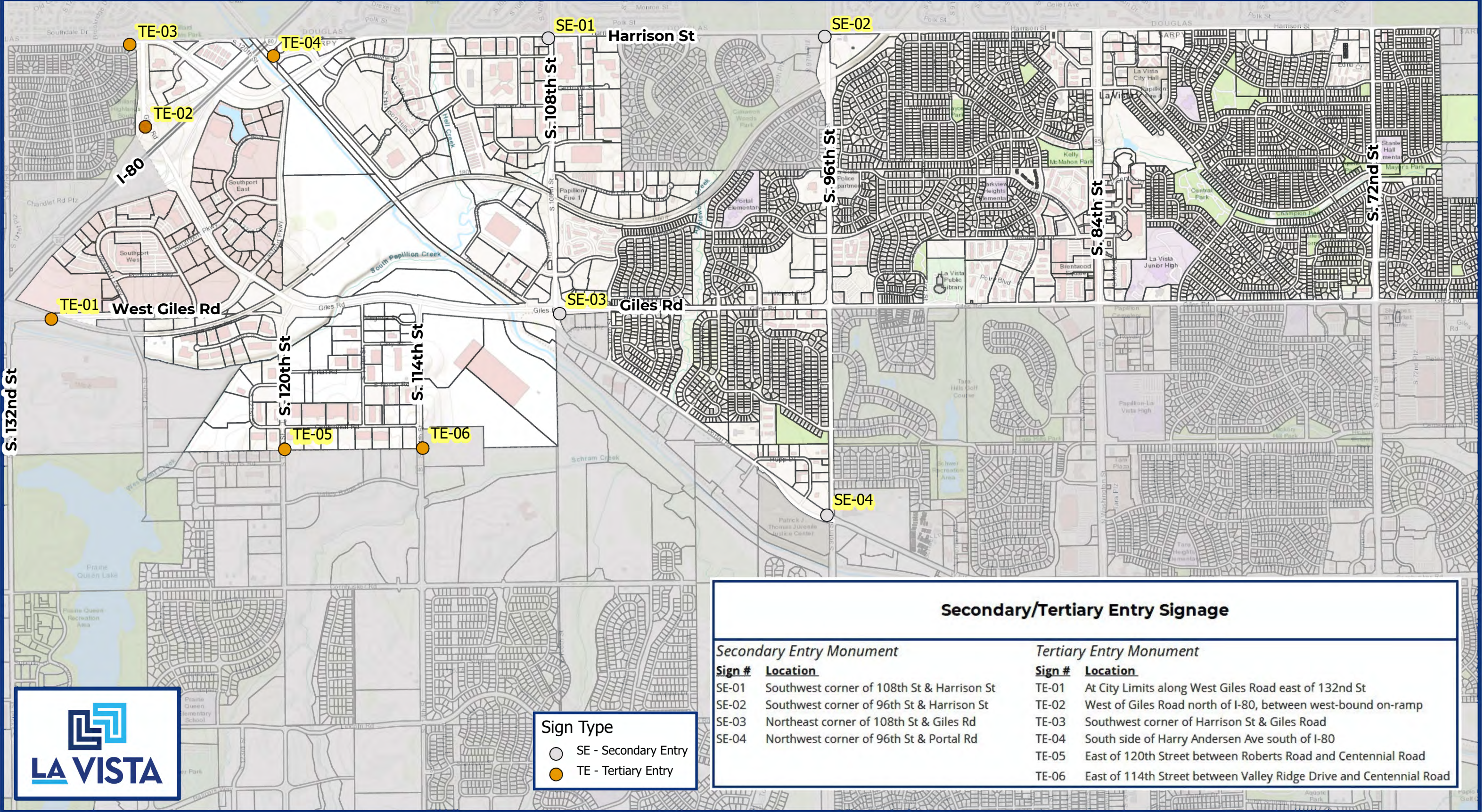
Additionally, as depicted on Page 24 of the La Vista Wayfinding Framework document, this signage is intended to be internally lit. This creates a series of considerations that need to be addressed in the construction of the sign, as well as in the provision of electricity to light the sign.

The final design of the Phase 4 signs has not been completed. Once the design and the materiality has been determined, a final cost estimate can be determined. The preliminary estimated cost is \$150,000 to construct and install Phase 4 signs.

Timeline for Implementation

It is the intention of the Wayfinding Team for Phase 4 of the project to be funded in Fiscal Years 2026 and 2027 with construction and installation complete in 2027.

Wayfinding Sign Placement: Secondary & Tertiary Entry



V. Phase 5 – Primary Gateway Signs

Primary Gateway Signs are the largest and most impactful of the wayfinding signs depicted in the La Vista Wayfinding Framework Plan. Due to their large size, expected cost, and considerations for installation, these signs warranted a phase of their own.

Wayfinding Signage Installed as Part of this Phase

Primary Gateway Signs will be six-foot-tall monument signs constructed from a mixture of concrete and steel. These signs are planned to be installed in four locations; 84th and Harrison, 84th and Giles, and two facing the interstate, one in each direction.



Specific Considerations Impacting Implementation

Although it would be desirable to have such impactful signage installed at the start of the implementation phase of the Wayfinding Signage Project, the initial phase of the 84th Street Streetscape Project needs to be completed first. With the demolition, grading, utility relocation and other activities related to this first phase, the installation of the Primary Gateway Signs is not recommended until a majority of the work on this phase has been completed, as installing the signs during this period would alter the scope of the federal aid project. The construction of Phase 1 of the Streetscape project is expected to begin in 2025, with completion expected in 2026. Hence, the construction and installation of the Primary Gateway Signs should be programmed for after the completion of Streetscape activities within the planned sign installation areas.

At least one of the proposed locations for the Primary Gateway Signs will require an easement agreement with the landowner to allow for the installation and maintenance of a sign in that location. Additionally, each sign will include lighting that requires the installation of an electrical supply to the sign.

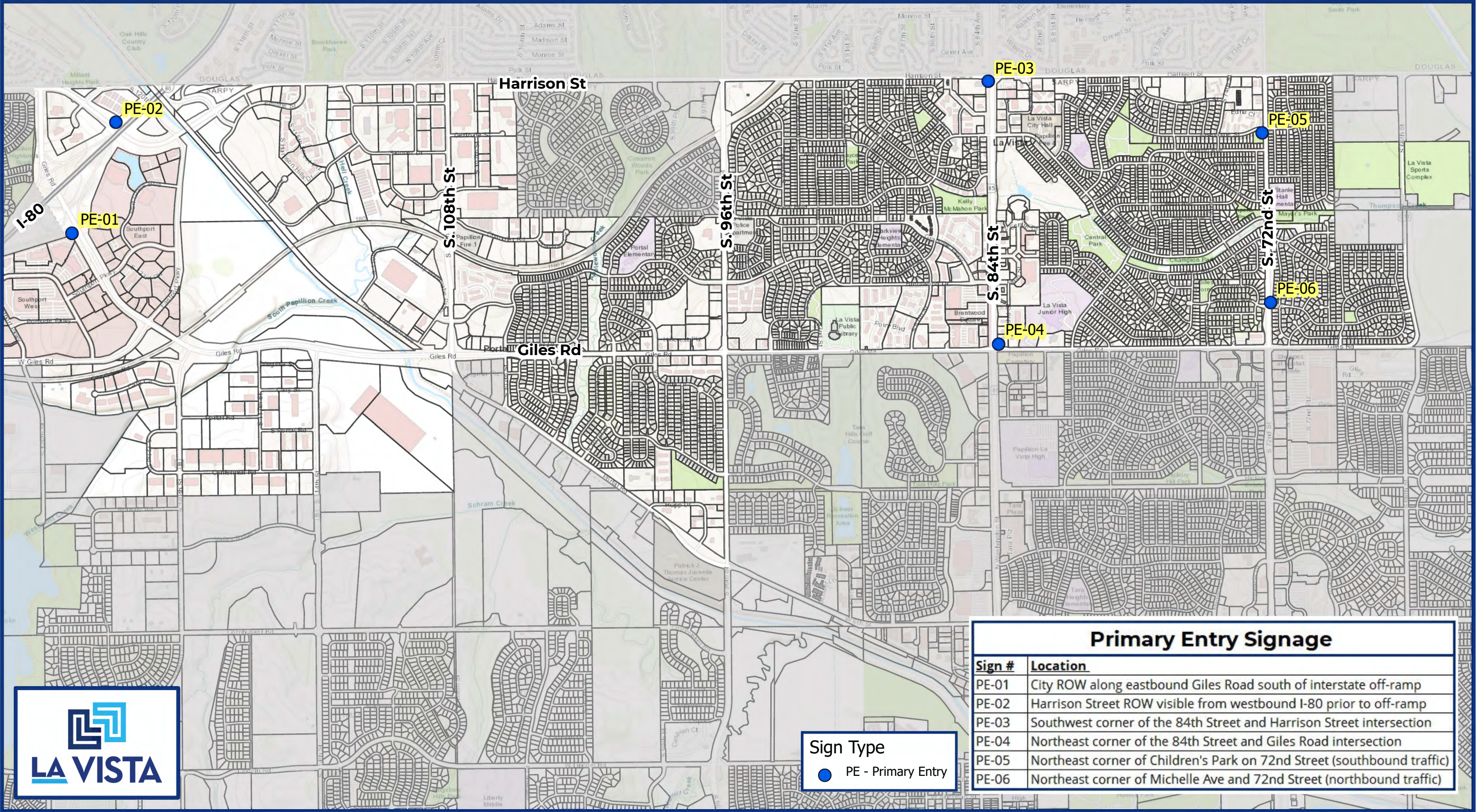
Finally, approvals will need to be achieved from the Nebraska Department of Transportation (NDOT) regarding signage along Interstate 80.

The final design of the six Primary Gateway signs has not been completed. Once the design and the materiality has been determined, a final cost estimate can be determined. The preliminary estimated cost is \$400,000 to construct and install six Primary Gateway signs.

Timeline for Implementation

As Phase 1 of the 84th Street Streetscape Project includes federal funding, it is not recommended to start activities within the project area until Phase 1 of the Streetscape project is done and closed out. Funding has been programmed for Fiscal Years 2027 and 2028 for the construction and installation of these signs. However, if there are unforeseen delays in the completion of the first phase of the 84th Street Streetscape Project, implementation of this phase of the Wayfinding Implementation Plan could be pushed farther out.

Wayfinding Sign Placement: Primary Entry



Sign Type
● PE - Primary Entry

Primary Entry Signage	
Sign #	Location
PE-01	City ROW along eastbound Giles Road south of interstate off-ramp
PE-02	Harrison Street ROW visible from westbound I-80 prior to off-ramp
PE-03	Southwest corner of the 84th Street and Harrison Street intersection
PE-04	Northeast corner of the 84th Street and Giles Road intersection
PE-05	Northeast corner of Children's Park on 72nd Street (southbound traffic)
PE-06	Northeast corner of Michelle Ave and 72nd Street (northbound traffic)

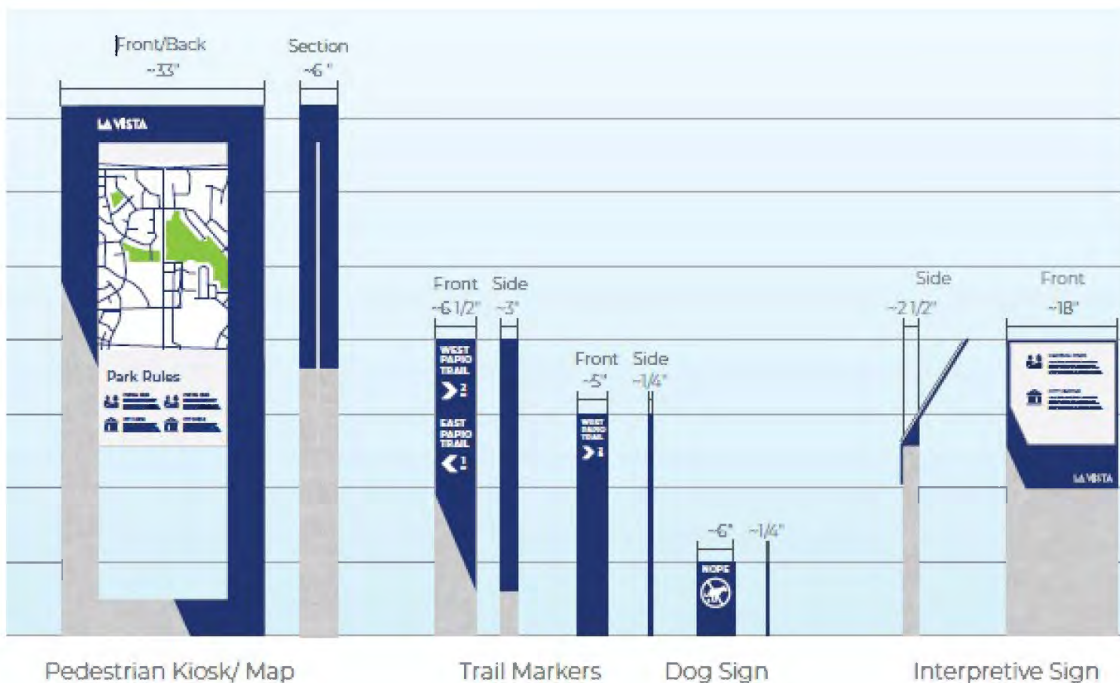
VI. Phase 6 – Bike / Pedestrian

City staff are currently working on the initial steps in the development of an Active Mobility Plan for the city. This plan will be developed throughout 2024 and is expected to suggest future bike and pedestrian facilities throughout the city. It is also expected that the plan will provide input on wayfinding related to bike and pedestrian movement throughout the community.

The La Vista Wayfinding Framework Plan does not provide specific locations for potential signage in relation to bicyclists and pedestrians. With the completion of the Active Mobility Plan the appropriate locations for these signs will be determined.

Wayfinding Signage Installed as Part of this Phase

A variety of informational and directional signage will be installed as part of Phase 6 of the Wayfinding Implementation Project. Pedestrian kiosks with maps, trail markers, and interpretive signs are all examples of the types of signage that can be installed during this phase. A full list will be determined upon completion of the Active Mobility Plan and review by the Wayfinding Team.



Specific Considerations Impacting Implementation

The Active Mobility Plan will identify existing facilities and locations where signage in this phase can be installed immediately. Signage for new bicycle and pedestrian facilities should be included in the scope of those construction projects that create the facilities, meaning much of the signage included in this phase will be installed on an ongoing or as-needed basis.

The final design of the various bike and pedestrian signs has not been completed. Once the design and the number of signs needed has been determined, a final cost estimate can be determined.

Timeline for Implementation

Initial funding for the implementation of signage for Phase 6 will take place in Fiscal Years 2027-2028. However, as more trails and pedestrian amenities are added throughout the future, the signage from this section of the Wayfinding Framework Plan shall be incorporated into the scope of each project moving forward.

VII. Implementation and Future Considerations

Overall Timeline for Implementation

Provided below is the overall timeline for implementation. Each phase is fluid and dependent on cost estimates, funding, and the impact of other projects.

	FY23	FY24	FY25	FY26	FY27	FY28	FY29
Phase 1 - Parks							
Phase 2 - Directional							
Phase 3 - Destination/Building ID							
Phase 4 - Secondary/Tertiary Entry							
Phase 5 - Primary Gateway Signs							
Phase 6 - Bike/Pedestrian							

Summary of Costs Per Phase

Phase 1 – Parks (21 Signs, 16 Have been installed)	\$75,000
Phase 2 – Directional (36 Signs)	\$125,000
Phase 3 – Destination Arrival & Building ID (12 Signs)	\$200,000
Phase 4 – Secondary/Tertiary Entry (10 Signs)	\$150,000
Phase 5 – Primary Gateway Signs (6 Signs)	\$400,000
Phase 6 – Bike/Pedestrian (TBD)	\$ TBD

* Cost estimates are preliminary

Recommendations for Implementation

An RFP will be developed for each phase to select a sign company to conduct the final design, construction and installation of each sign type. Each RFP will include information from the La Vista Wayfinding Framework Plan and this Wayfinding Implementation Plan to provide direction for the implementation of each specific phase.

Electrical/Lighting

Signs that call for lighting must have power provided at the installation site. Coordination of electrical service and hookup will be the responsibility of Public Works, in conjunction with the selected sign company and the Wayfinding Team.

Landscaping

Some of the signs in this Implementation Plan, particularly the gateway and destination arrival signage, will be enhanced by plantings surrounding the final installed sign. Design, installation, and maintenance of these planting beds is the responsibility of the Parks Department in coordination with the Wayfinding Team.

Signposts

The Wayfinding Framework Plan does not call for a specific signpost style as they can be subject to discontinuation and proprietary pricing. The Wayfinding Team will work with the sign company selected through the RFP process prior to sign fabrication and installation.

Maintenance

Long-term financial planning should take into consideration the ongoing operations and maintenance needs related to the implementation of the wayfinding project. As the overall project nears completion, additional funds may need to be budgeted for sign operations and maintenance.

These activities include:

- Repairing sign damage related to accidental vehicular impacts or maintenance of the right-of-way around the sign.
- Replacing maps or other information with updated information
- Repairing, painting, or replacing parts of signs due to vandalism
- Replacing signs at the end of their life cycle
- Monthly electrical usage for lighting

Using proper installation techniques and following best practices for locating signs will help reduce the amount of maintenance needed over the long run.

New Signs / New Destinations

As La Vista evolves over time, new developments, parks, and other points of interest may emerge as a result of planning efforts, new destinations may be established, existing destinations may grow in prominence, or circulations may change for vehicles or pedestrians. The wayfinding project is designed to be easily expanded with existing signs cost-effectively updated. Changes to or expansion of the program is the responsibility of the Wayfinding Team.

Future Considerations

During the Wayfinding Framework Plan formulation, the team started to explore how the La Vista brand could live in spaces as artful, playful, and even functional sculptures. The ideas and inspiration shown reflect the concept of La Vista being the view and framing the view. Citizens and visitors alike could interact and look for the sculptures as they explore the City.

SCULPTURAL EXPERIENCES, WITTY SIGNS, ART INSTALLATIONS, OR INTERACTIVE EXPERIENCES SPRINKLED THROUGHOUT THE CITY, COULD NOT ONLY SERVE AS DESTINATIONS BUT ALSO HIGHLIGHT AND CONNECT AREAS ACROSS THE CITY. — LA VISTA WAYFINDING FRAMEWORK PLAN

In support of this, the Wayfinding Team will look for effective ways to incorporate placemaking principles throughout all phases of the Wayfinding Implementation Project as opportunities arise.