

National Mall and Memorial Parks

Wayfinding Project Context and Overview

February 2009



Wayfinding Defined



Wayfinding:
Self-guiding by visitors



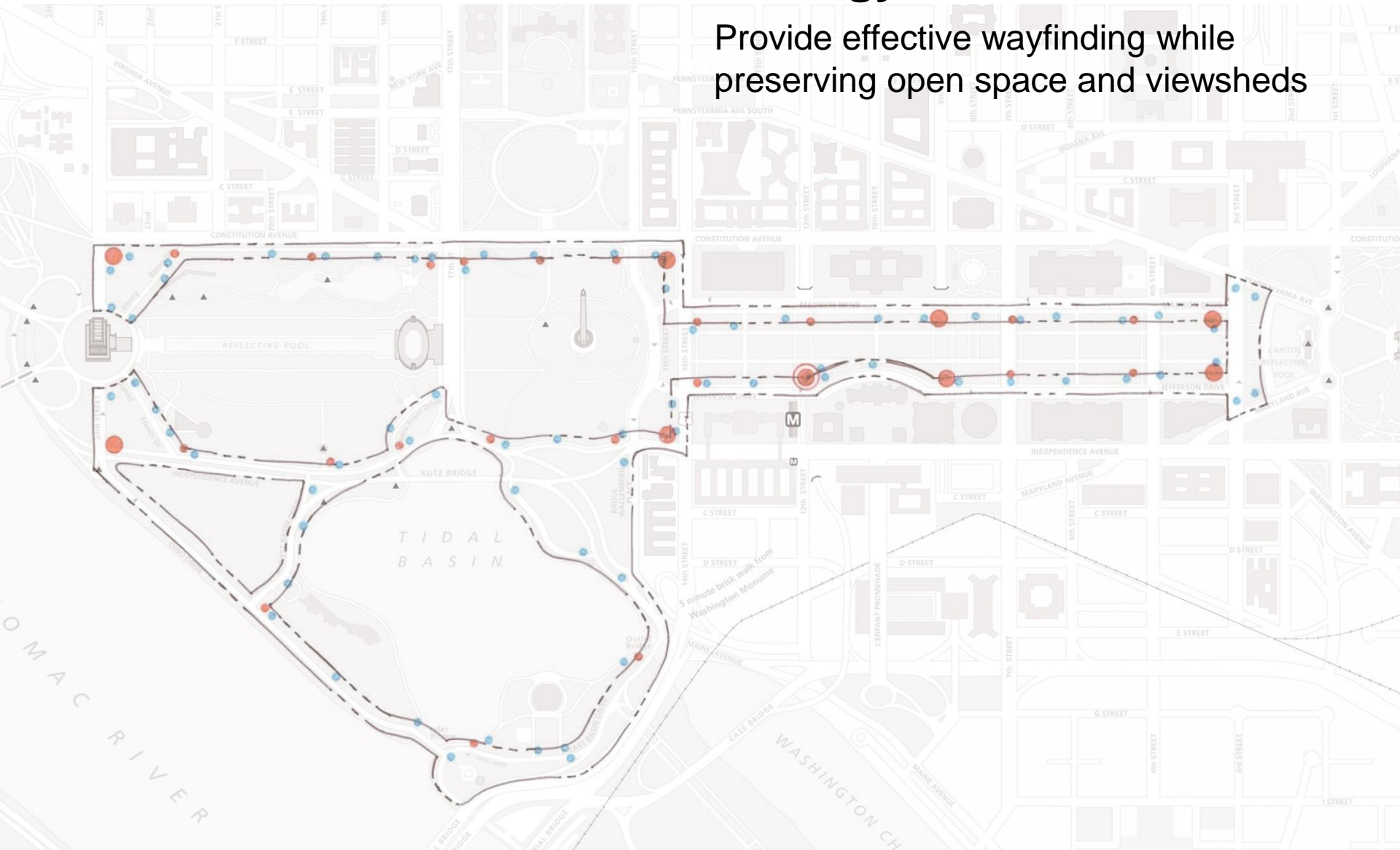
Wayfinding Program:
Coordinated system of related
elements



Signage is “Voice of the Mall”

NAMA Wayfinding Strategy

Provide effective wayfinding while preserving open space and viewsheds



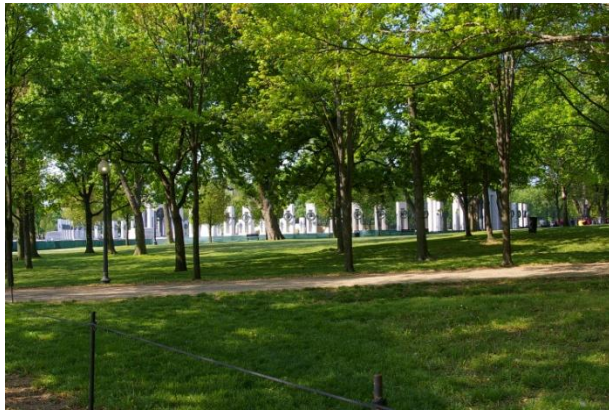


Existing Conditions

Excessive, mismatched signage degrades our dignified memorials and monuments

- Signage at monuments and memorials is inconsistent.
- Unchecked regulatory signage creates undignified, cluttered environment.
- Individual signs solving specific problems have been added over time, contributing to sign clutter.





Existing Conditions

Based upon size and visitation, the Mall is actually undersigned

- Mature trees block sightlines along paths.
- Very few directional signs.
- Directions on existing signs not followed up.
- Finding one's way to specific museums and monuments is difficult.



Survey of Existing Signs



Existing Signs:	424
Identification	81
Pedestrian Guides*:	102
Rules and Regulations:	206
Misc. Site Signage	35

*Includes existing Mall Directories with maps and pedestrian directional signs.

The National Mall Plan



Adequate pedestrian wayfinding on the National Mall is a deferred maintenance need. In an effort to address this critical need and improve the visitor experience, the wayfinding project was developed.

All alternatives of the National Mall Plan call for improved signage & wayfinding. This project does not change alternatives proposed in the National Mall Plan.

NAMA Wayfinding Strategy

Network of unified elements for effective visitor information.
Placed at site perimeter and key pedestrian intersections to aid visitors.

Map Kiosks

- Greet and orient visitors
- Signal start of “good behavior”

Pedestrian Guides

- Direct visitors
- Present multi-direction information

Identification Signs

- Identify specific monuments

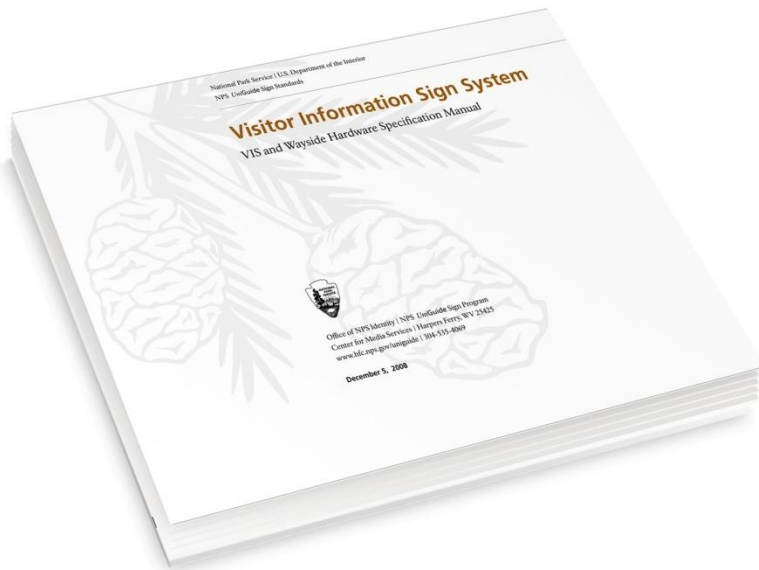
NAMA Wayfinding Strategy

- Uses fewest signs; fewest words
- Neutral, non-distracting colors
- High-quality, durable architectural materials
- Understated typography
- Elegant forms

NPS UniGuide

The NPS UniGuide defines sign standards for all National Park sites

- Identity signs
- Motorist Guidance Signs
- Visitor Information Signs



Double Post and Panel



Monolithic Base

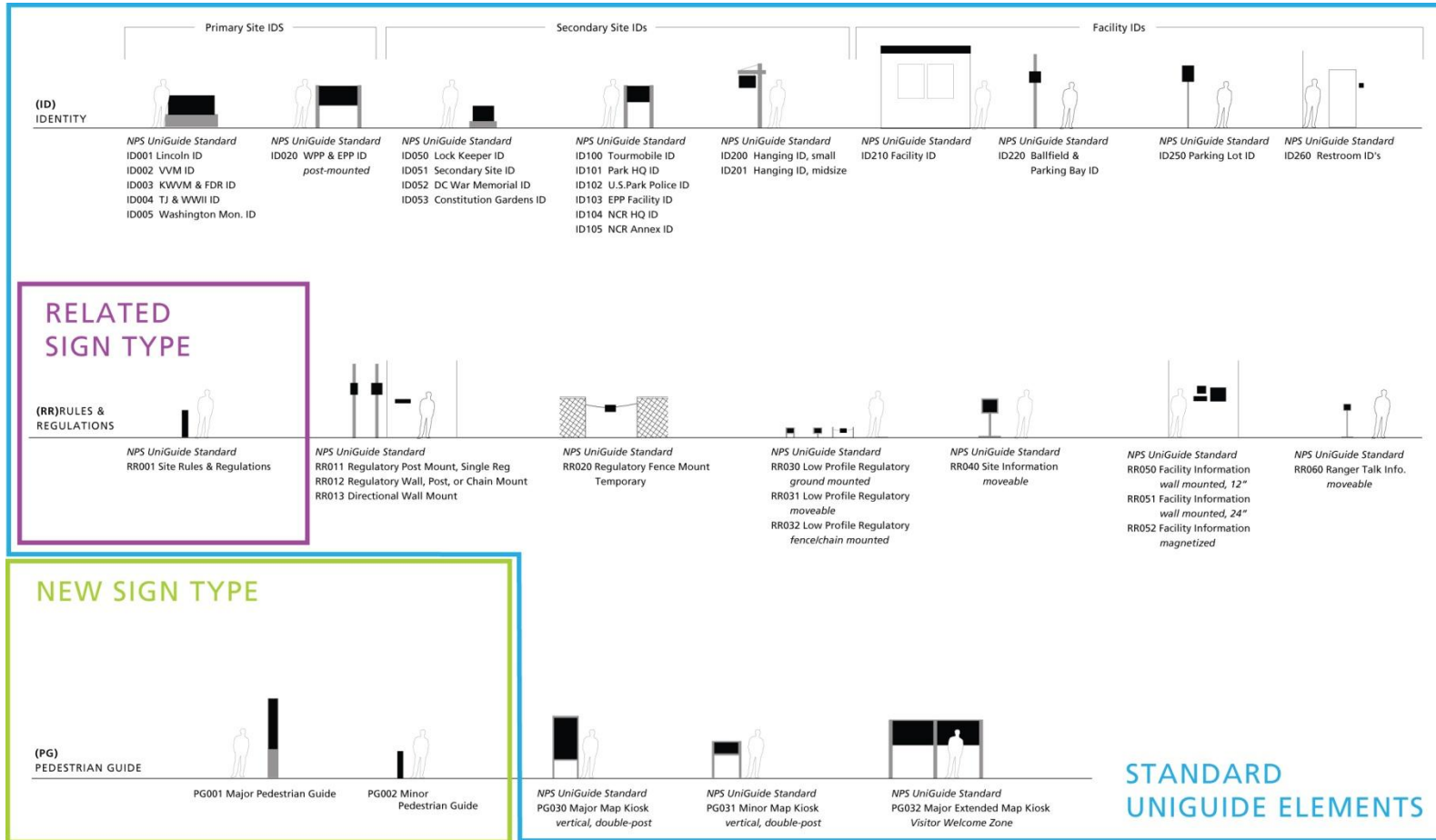


Hanging Timber Mount

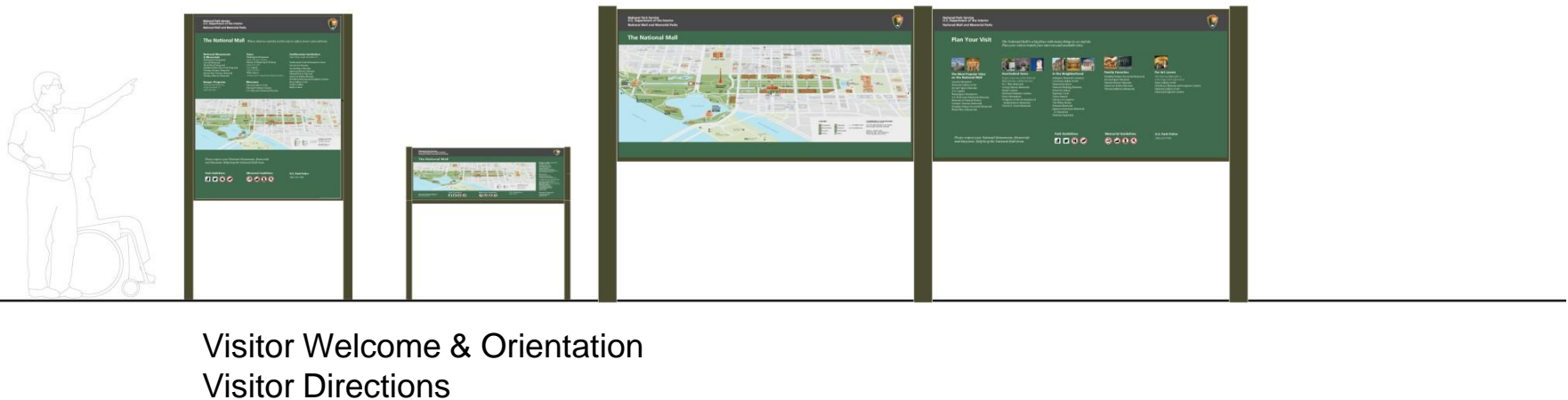


Low Profile

NAMA Sign types



Major NAMA Sign Types

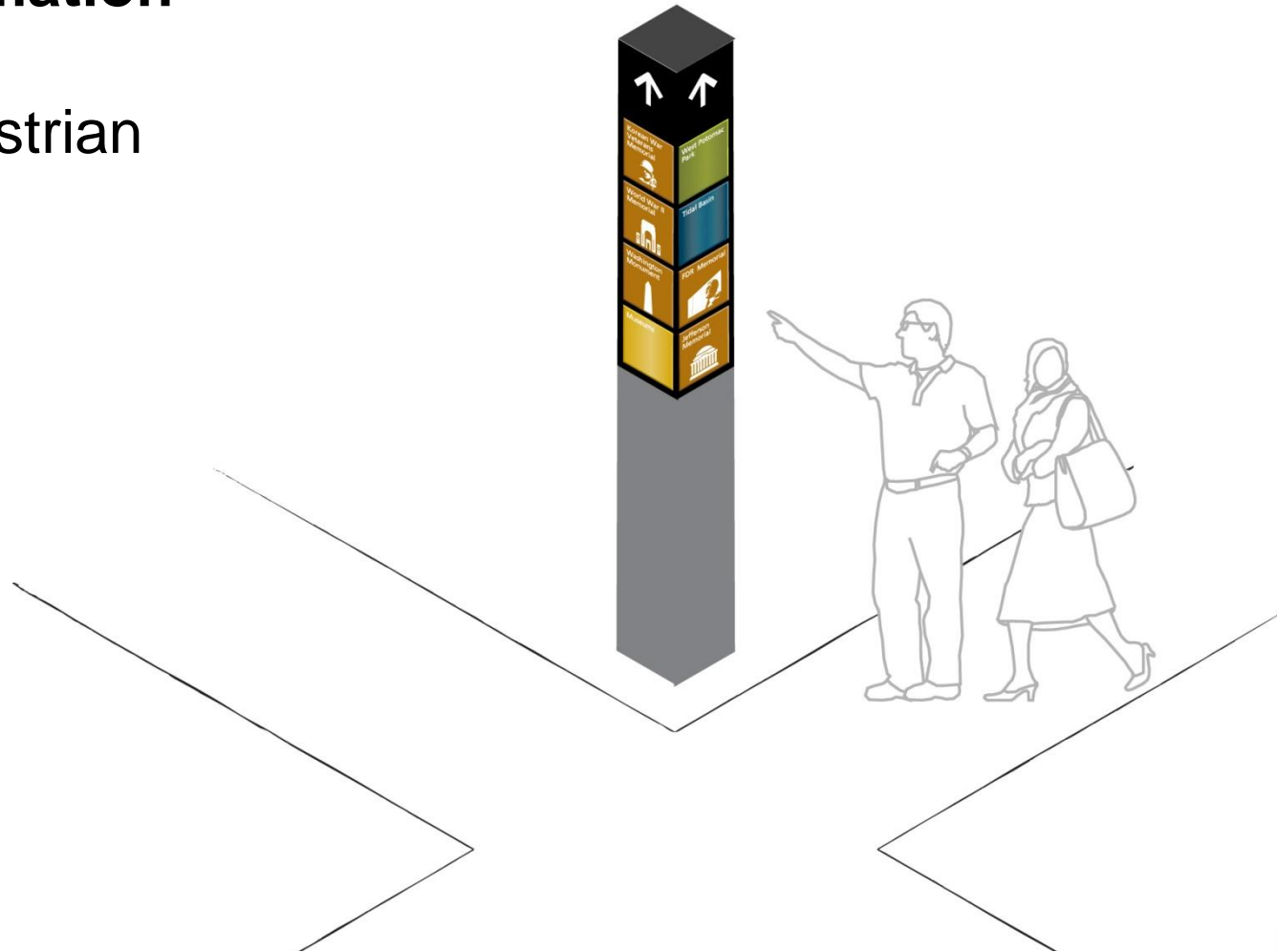




- Effective map directories are key to complex outdoor attractions.
- Interface between the visitor and a place
- Critical to understanding, and ultimately accessing the site.

Efficient 'delivery' of complex information

Proposed Pedestrian Guide

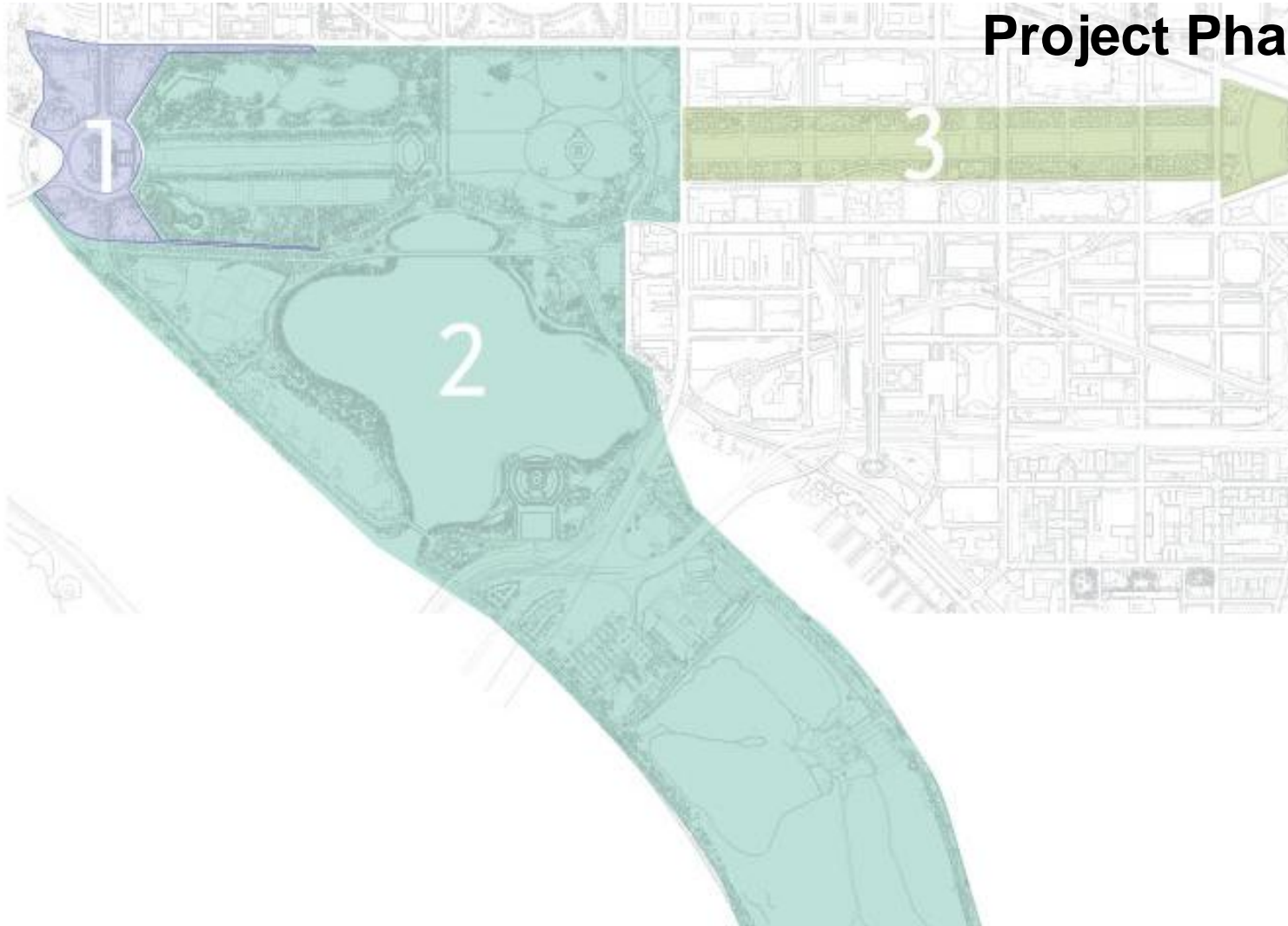


Pedestrian Guides- 2 sizes

PG001- Major PG
PG002- Minor PG



Project Phasing





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Proposed Signs:	550
Identification	110
Pedestrian Guides**:	148
Rules and Regulations:	292

*Includes existing Mall Directories with maps and pedestrian directional signs.

**Includes upright and low profile map kiosks, 42 major pedestrian guides (PG001), and 57 minor pedestrian guides (PG002).

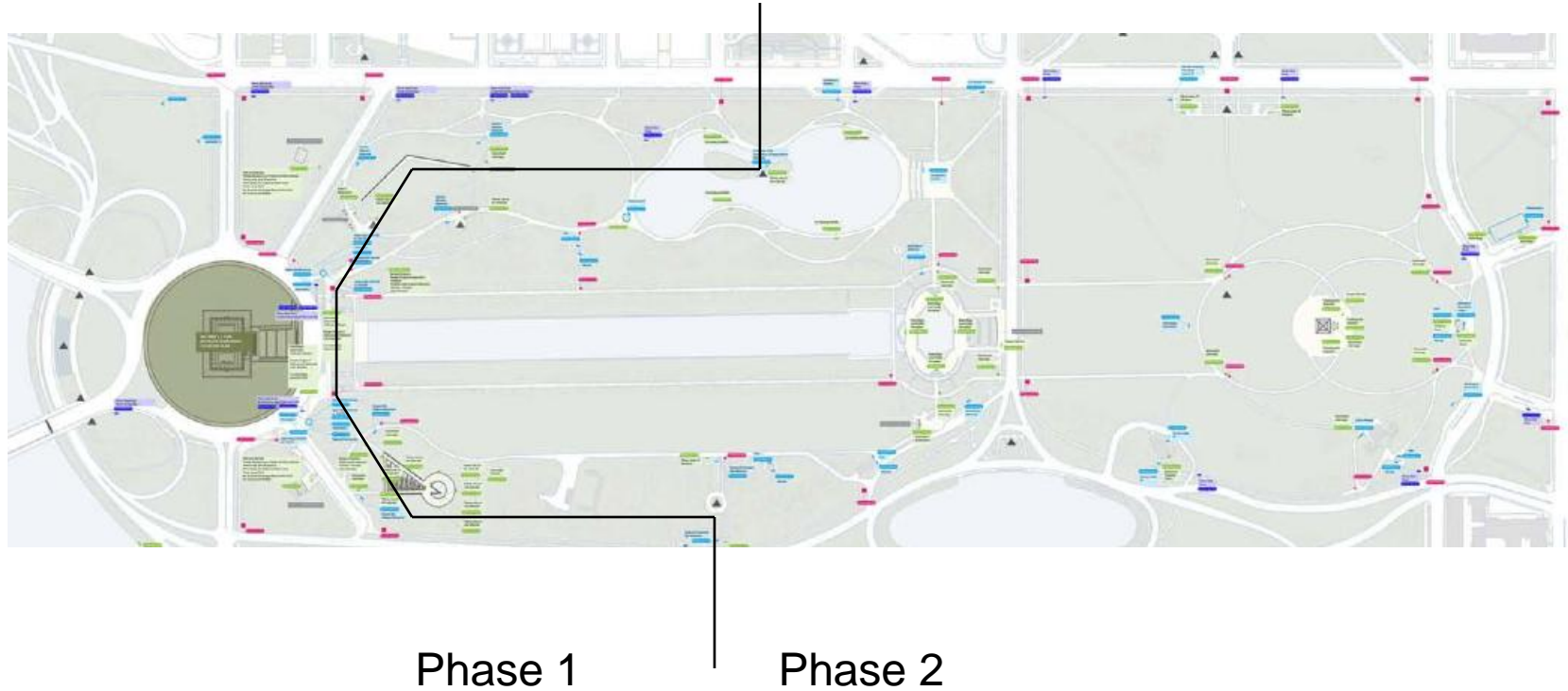
Existing Conditions

Phase 1



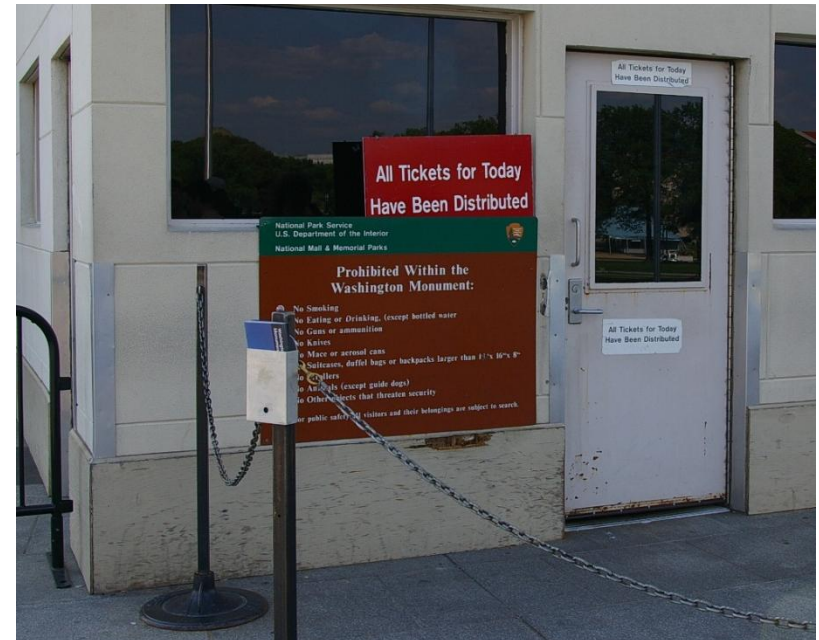
- Pedestrian Guides
- Map Kiosks
- Identity Signs
- Rules and Regulations

Phase 1 and 2 Proposed Locations



Existing Conditions

Phase 2






Phase 2 Proposed Locations

- Pedestrian Guides
- Map Kiosks
- Identity Signs
- Rules and Regulations





Phase 2 Proposed Locations





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-  Map Kiosks
-  Identity Signs
-  Rules and Regulations



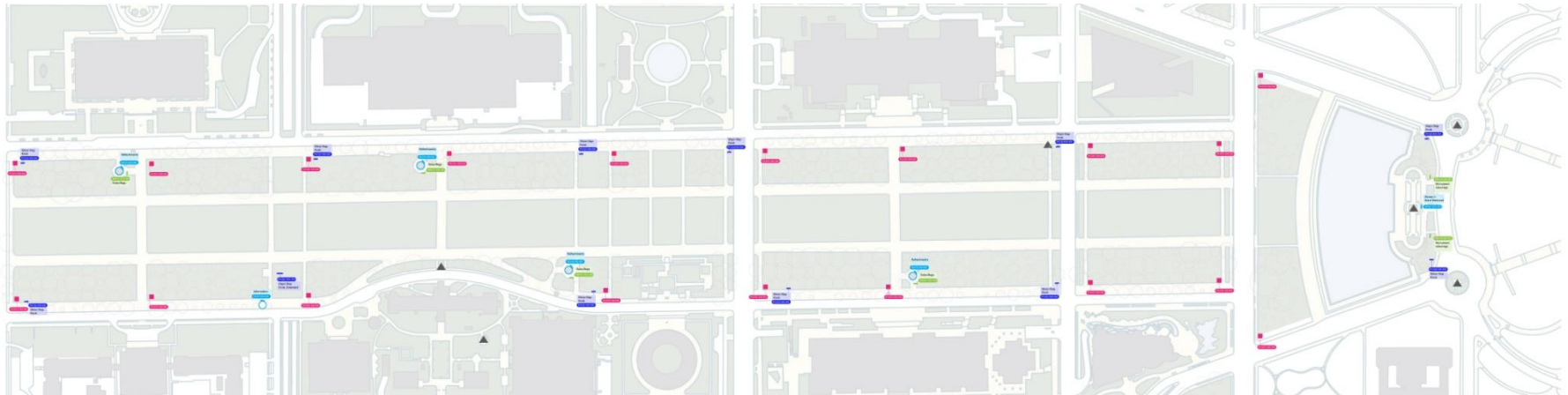
Existing Conditions

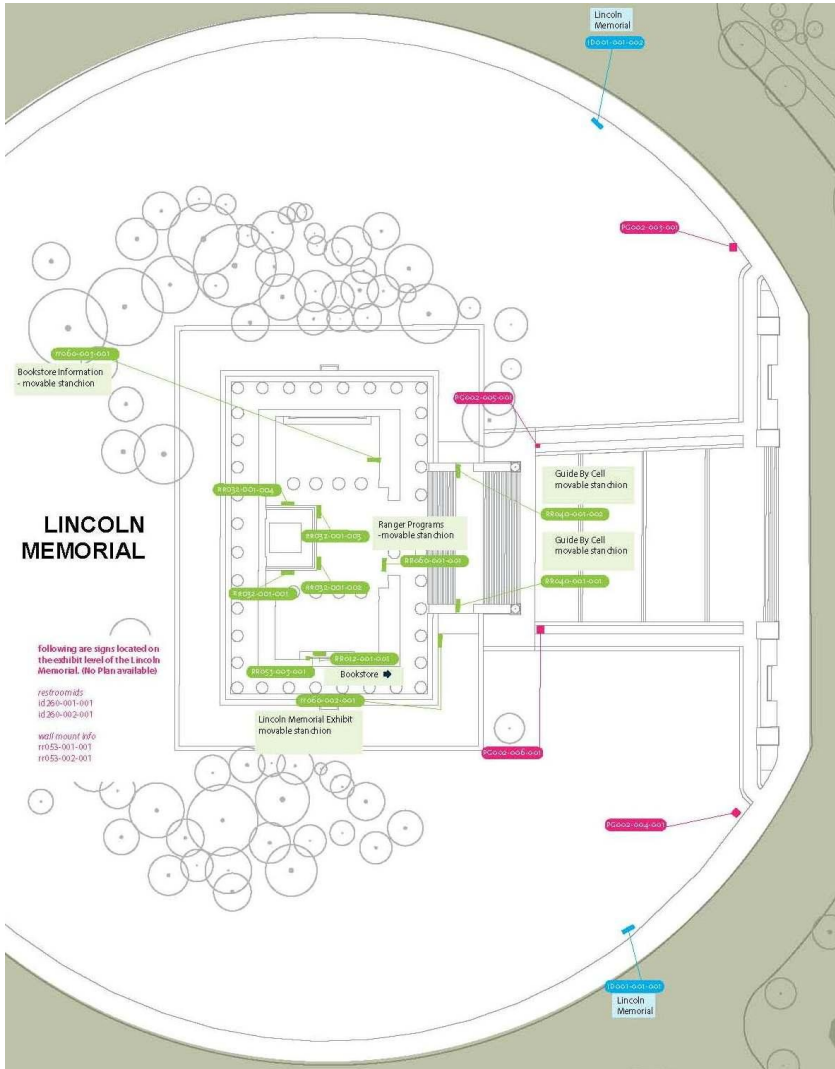
Phase 3



-  Pedestrian Guides
-  Map Kiosks
-  Identity Signs
-  Rules and Regulations

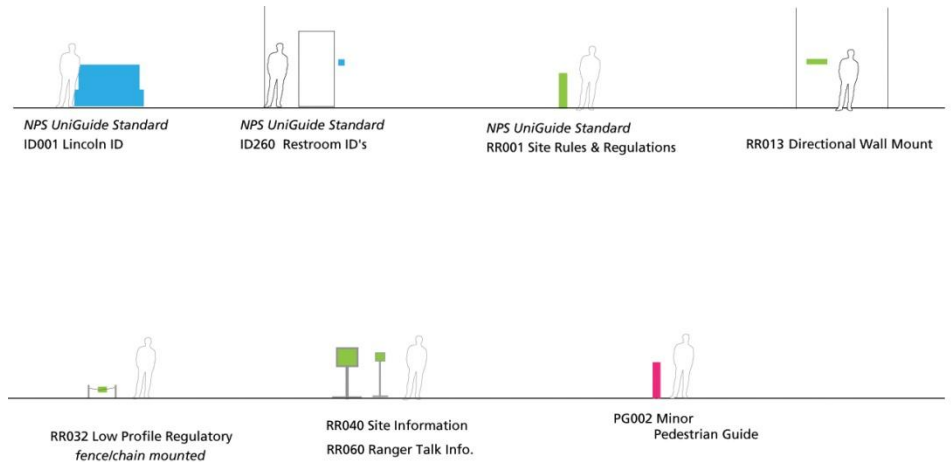
Phase 3 Proposed Locations





Representative Sample - Phase I Lincoln Memorial Area

The following show an application of wayfinding principles to the Lincoln Memorial area (Phase 1). These principles will be applied in Phases 2 and 3 for a comprehensive wayfinding project for the National Mall.



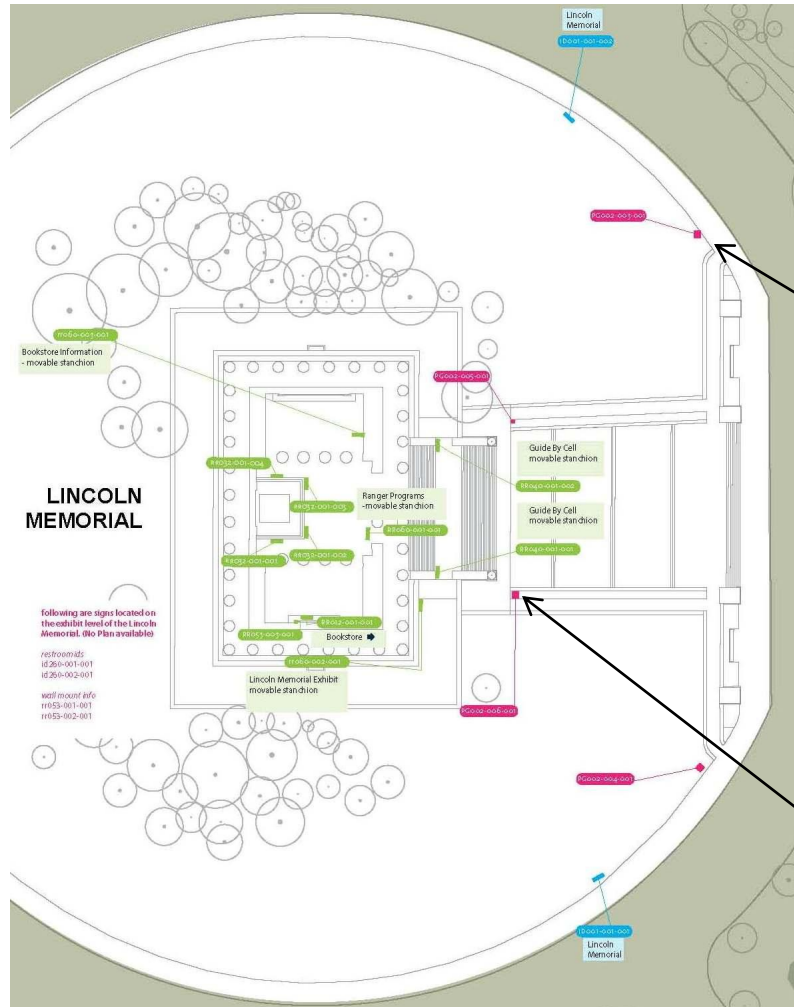
Existing Conditions Lincoln Memorial



Proposed Replacements – Standard UniGuide Signs



Minor PG and Regulatory Sign



Existing Conditions



Proposed Signs



Phase I Major & Minor Pedestrian Guide Locations



