

National Mall and Memorial Parks

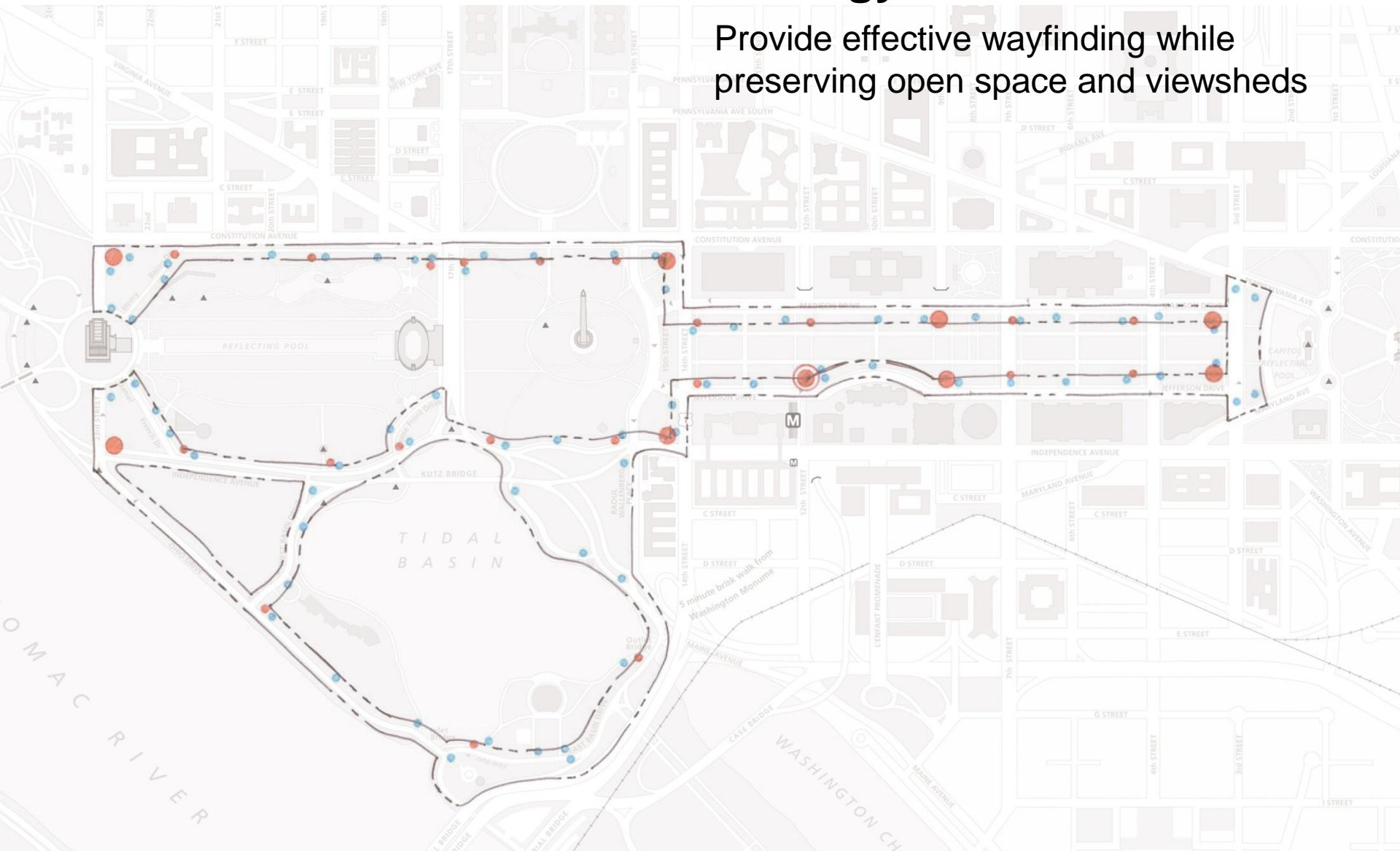
New Pedestrian Guide Signs

February 2009



NAMA Wayfinding Strategy

Provide effective wayfinding while preserving open space and viewsheds



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”

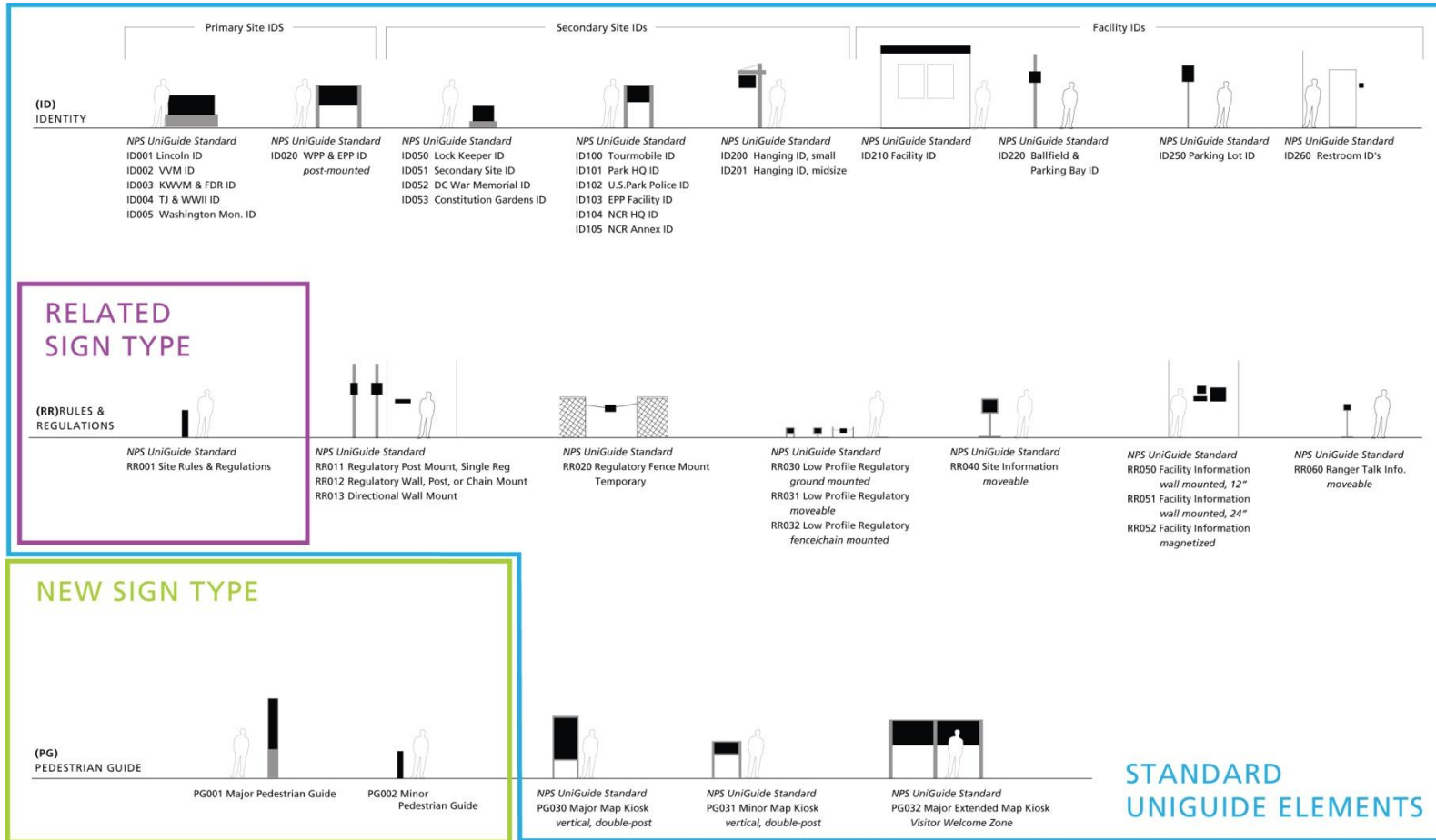
Pedestrian Guides

- Direct visitors
- Present multi-direction information

Identification Signs

- Identify specific monuments

NAMA Sign types



Pedestrian Guide Signs

- Part of a comprehensive signage & wayfinding project to improve visitor understanding and experience on the National Mall.
- All existing signage will be replaced with NPS service-wide standard signs.
- New pedestrian guides are based on NPS standards but customized to communicate more universally and efficiently.
- Major pedestrian guides use updated graphics to easily guide visitors to major sites. Pedestrian guide icons were developed in partnership with Smithsonian Institution.

1978 National Mall Icons



Classic, non-verbal
icons

- Cross cultural
- Quick reading
- Destination 'equality'



Korean War
Veterans
Memorial



World War II
Memorial



Lincoln
Memorial



Tidal Basin



Thomas
Jefferson
Memorial

New & Revised NAMA Pedestrian Guide Icons



Bookstore/
Exhibit



The
White House



American
Indian
Museum



Natural History
Museum



Air and Space
Museum



Refreshments



U.S. Capitol



Hirshhorn
Museum



Arthur M.
Sackler
Gallery



Restrooms

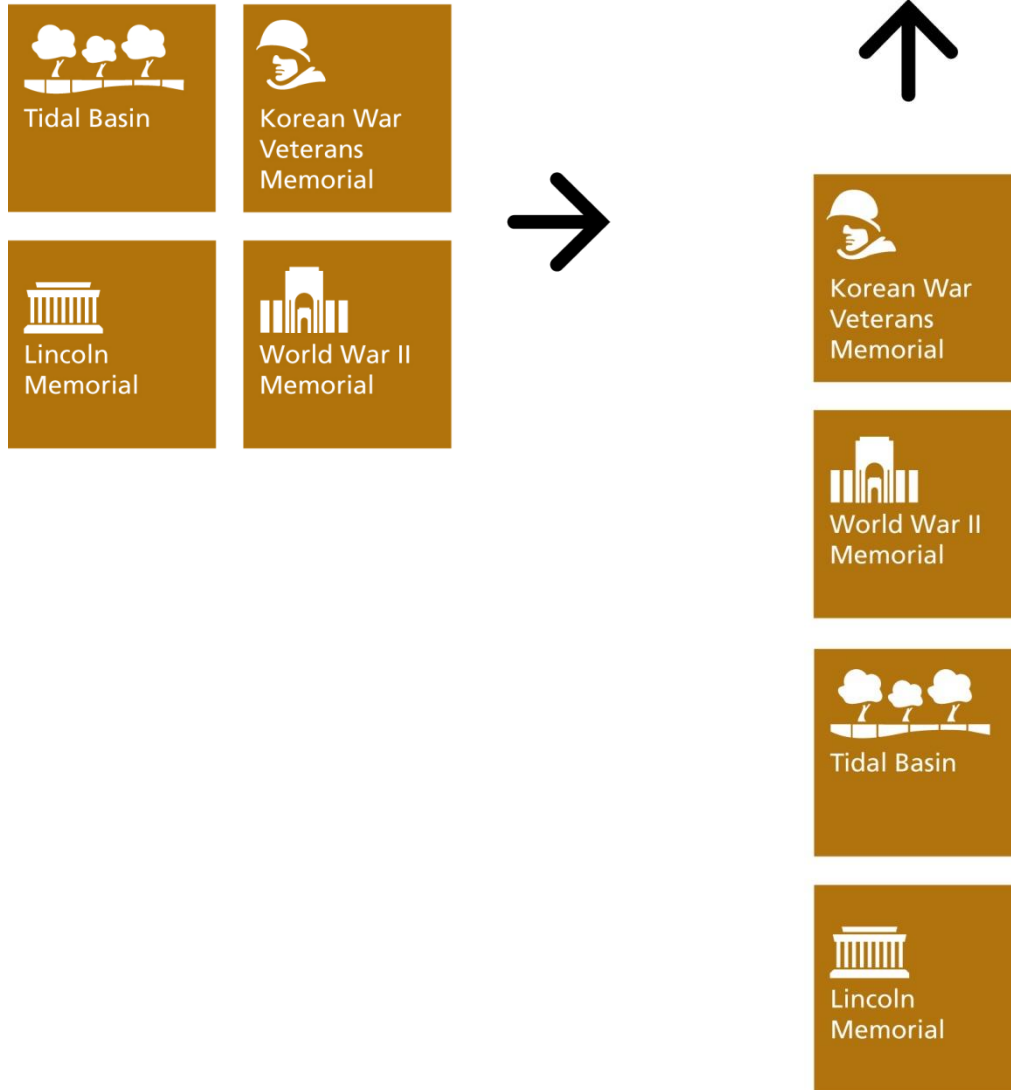


African Art
Museum



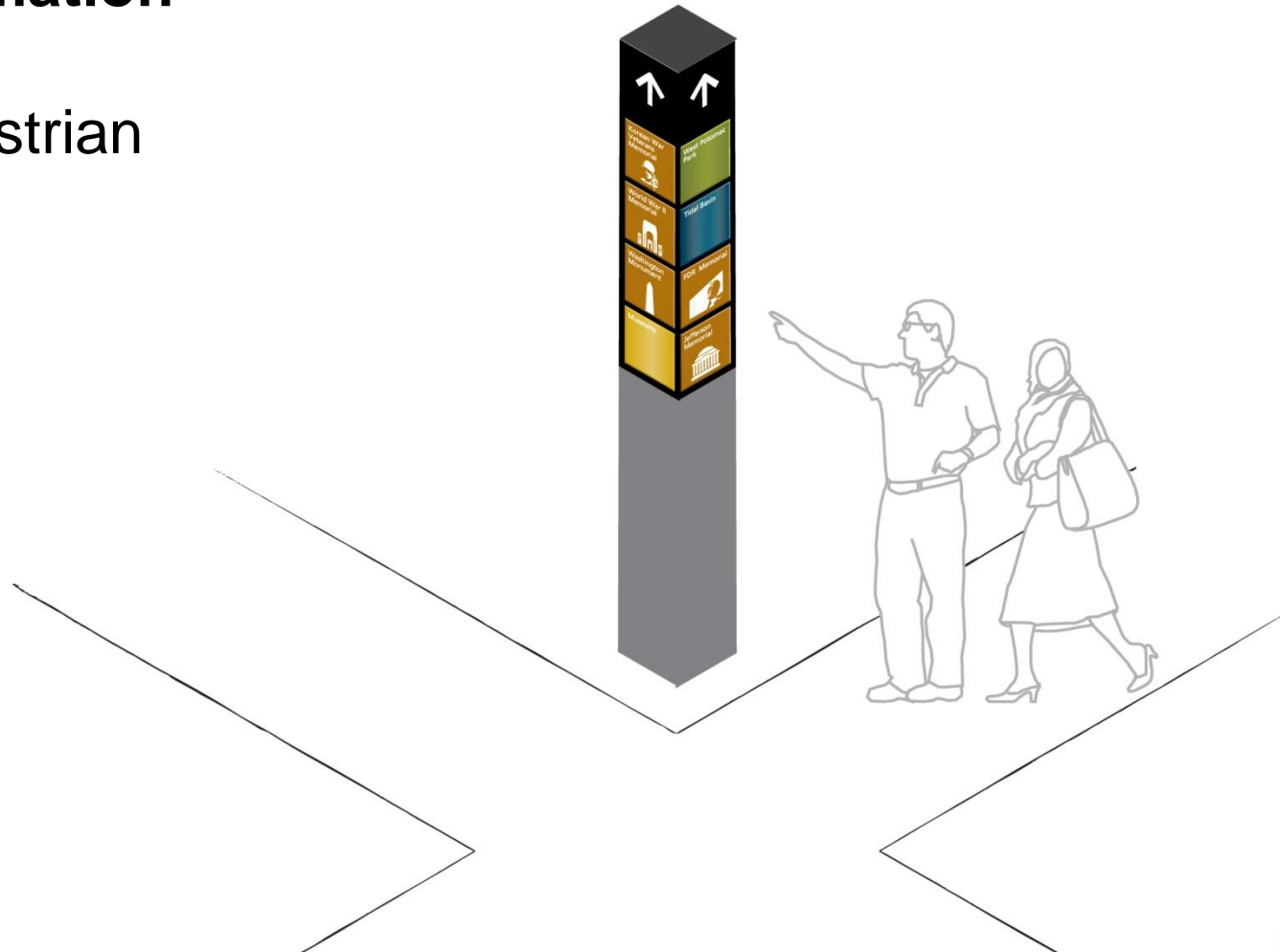
American
History
Museum

Pedestrian Guide Icons as Layout Elements



Efficient 'delivery' of complex information

Proposed Pedestrian Guide

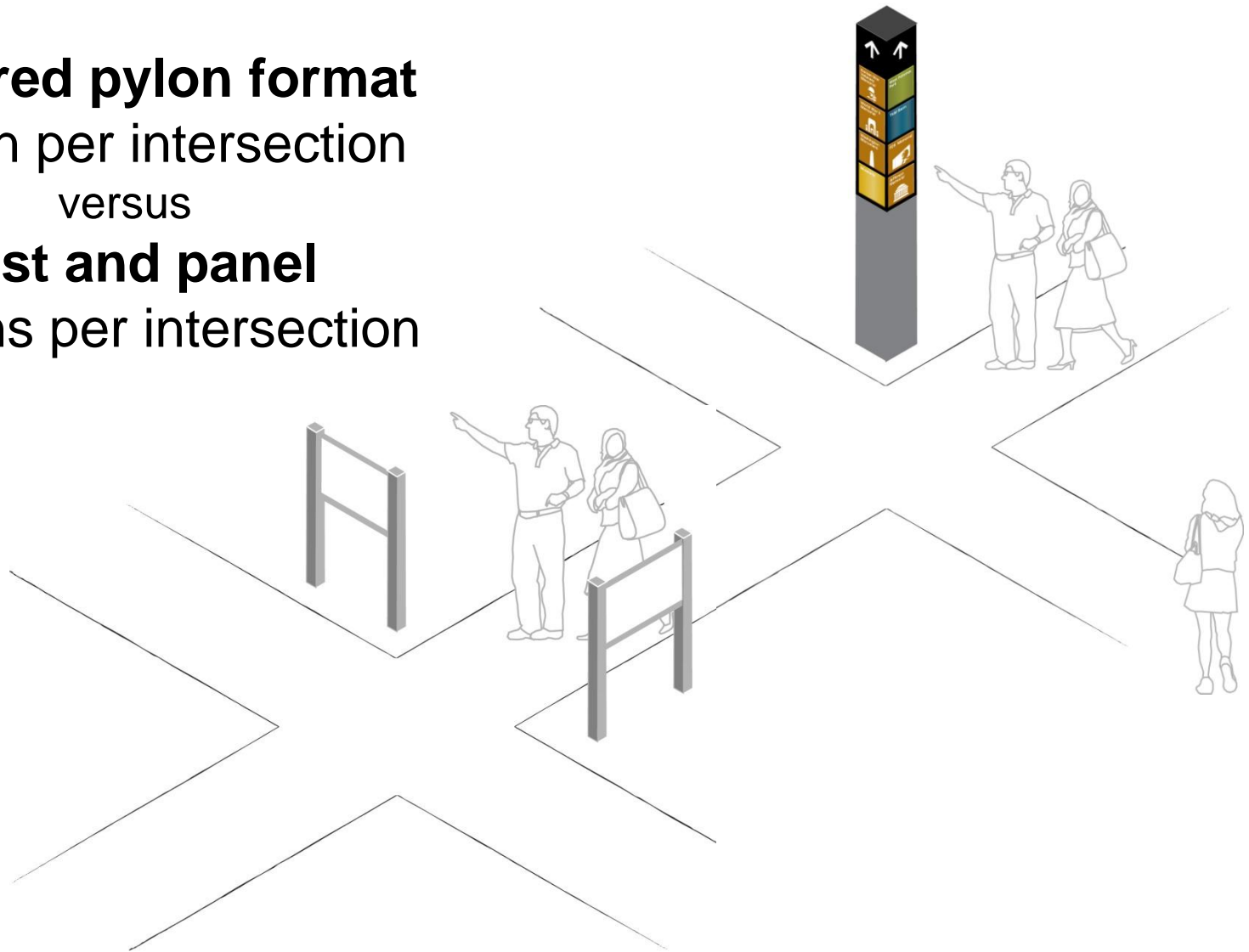


Preferred pylon format

- 1 sign per intersection
versus

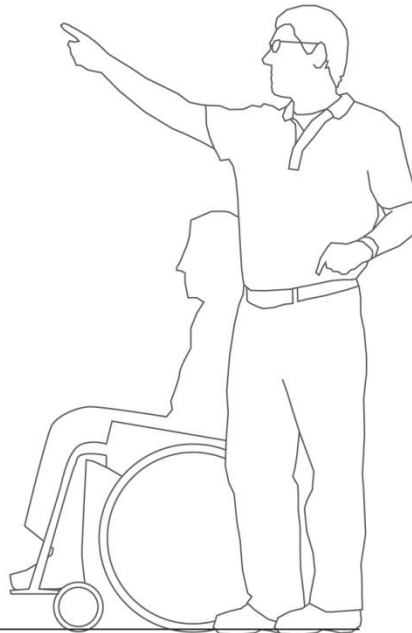
Post and panel

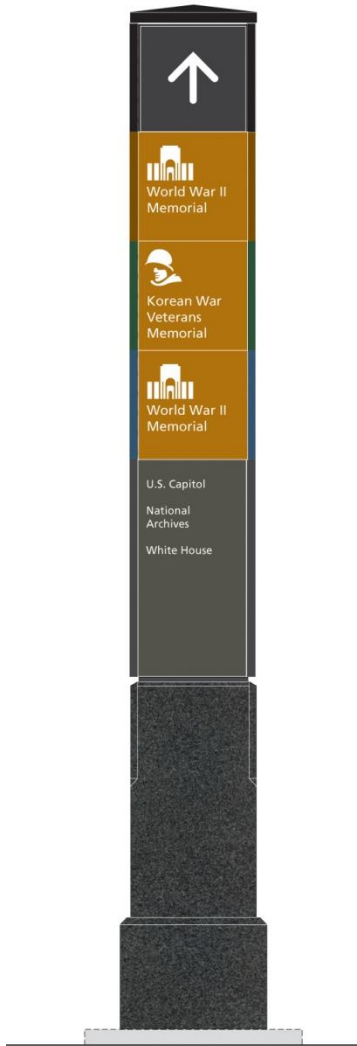
- 2 signs per intersection



Pedestrian Guides- 2 sizes

PG001- Major PG
PG002- Minor PG





Smaller 'footprint' than other options

Useful for non-English speakers

Provides information - four directions of travel

High message capacity

Easily found in the landscape for those needing it

Blends seamlessly with other landscape elements

Designed and located to result in fewest units possible

Looks 'like it has always been there'

Is extremely durable

Base and Panel Transition Detail



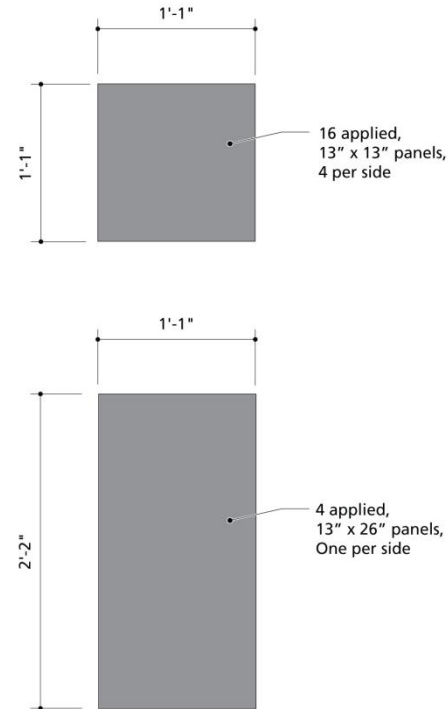
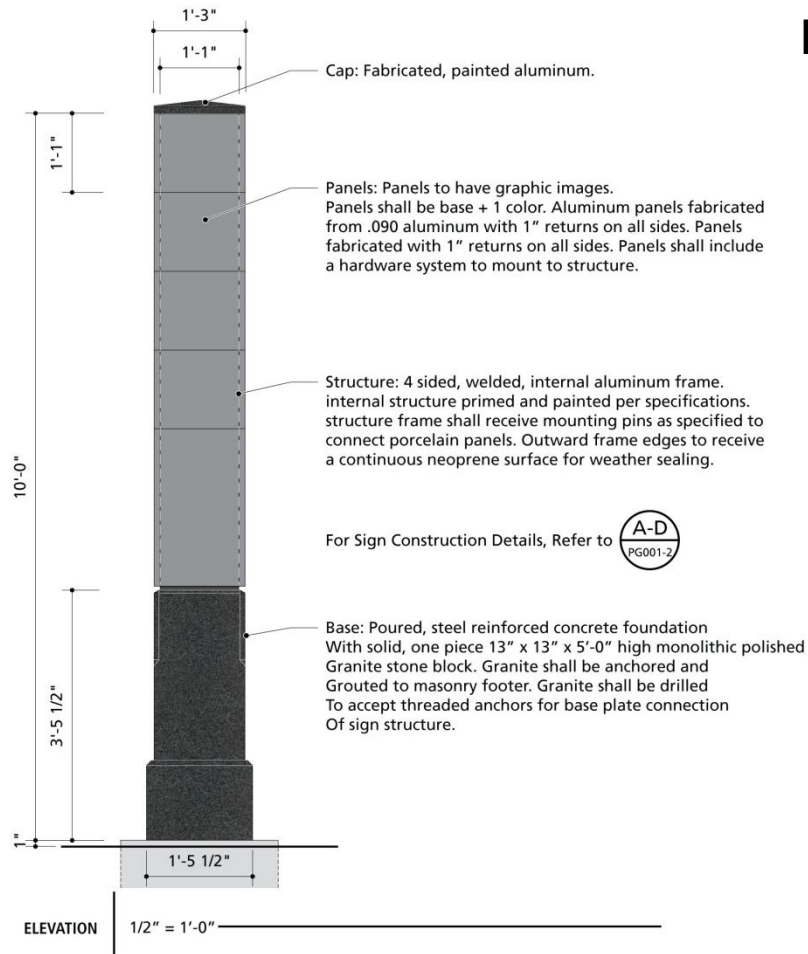
Alternate Base Detail

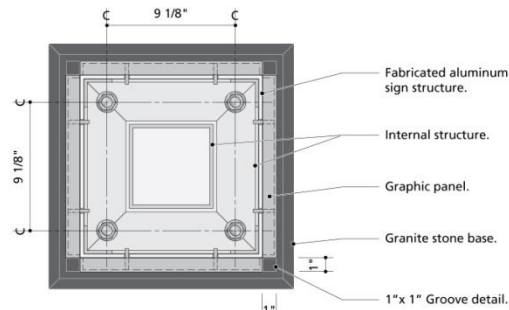
Mock-up Testing



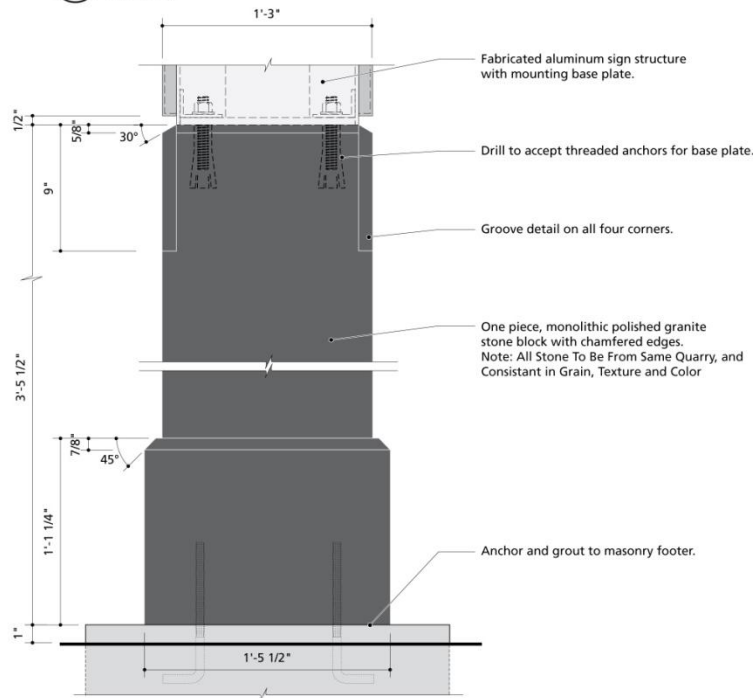
Construction Details PG001

Major Pedestrian Guide

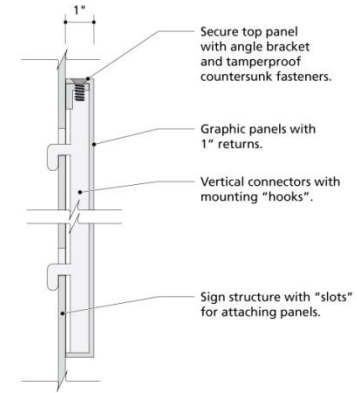




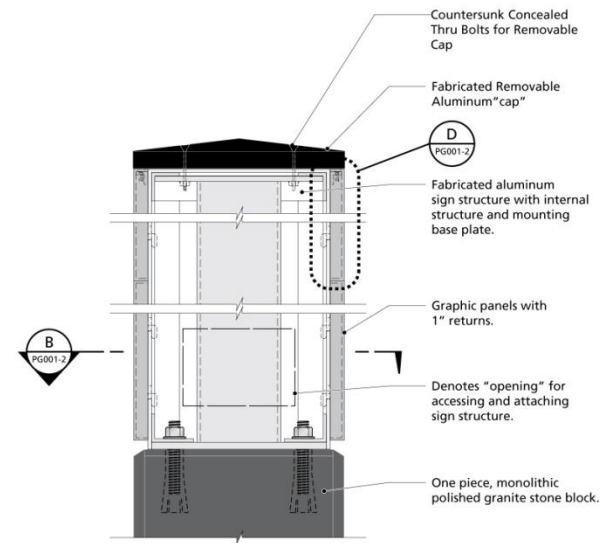
B CONSTRUCTION PLAN
PG001-2 1 1/2" = 1'-0"



A CONSTRUCTION ELEVATION
PG001-2 1 1/2" = 1'-0"



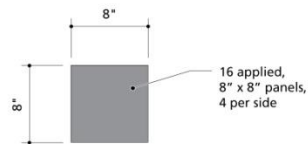
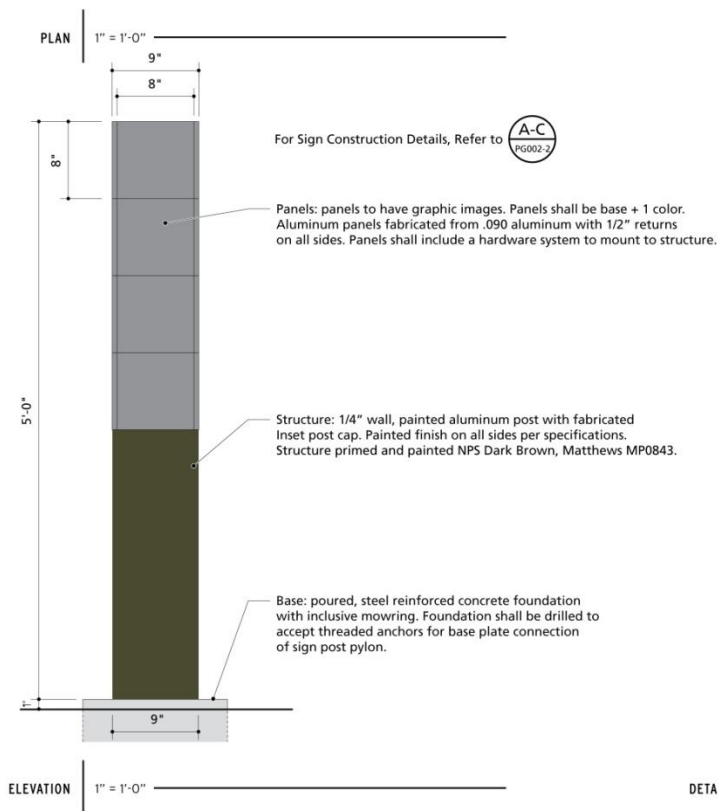
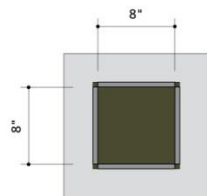
D CONSTRUCTION DETAIL
PG001-2 3" = 1'-0"



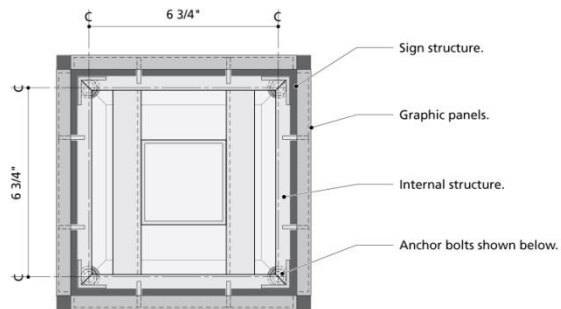
C CONSTRUCTION ELEVATION
PG001-2 1 1/2" = 1'-0"

Construction Details PG002

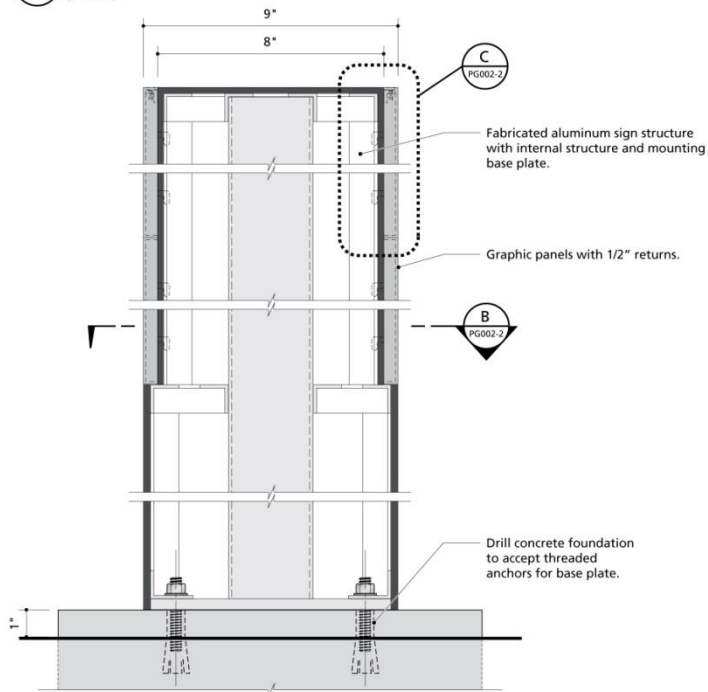
Minor Pedestrian Guide



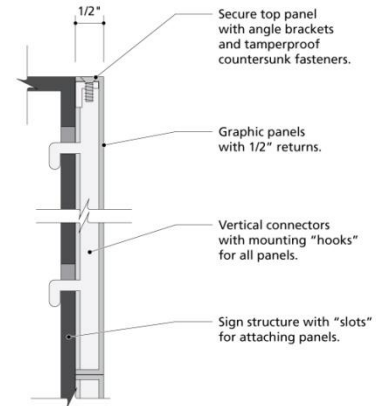
DETAIL | 1" = 1'-0"



B CONSTRUCTION PLAN
PG002-2 3" = 1'-0"



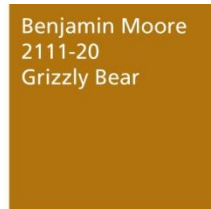
A CONSTRUCTION ELEVATION
PG002-2 3" = 1'-0"



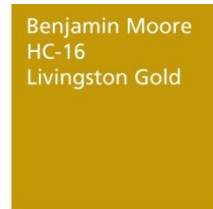
C CONSTRUCTION DETAIL
PG002-2 HALF SIZE



Colors and Materials



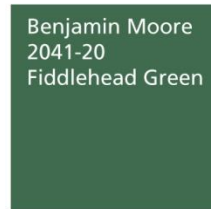
ALL NPS
DESTINATIONS



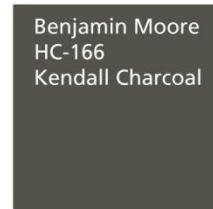
ON-SITE MUSEUMS



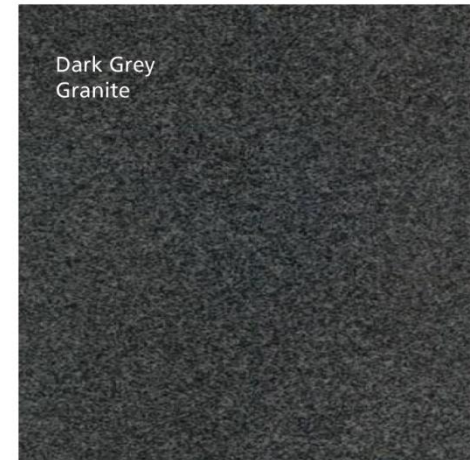
OFF-SITE
DESTINATIONS



NPS PARK
SERVICES



ARROWS
& DOUBLE-PANELS



BASES PG001 and
MAJOR IDS