

Wayfinding and Signage in Mammoth: The Essential Steps to Success

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What is Wayfinding?

Direction for people
in **motion**

What is Wayfinding?

**The orderly presentation
of information to help people
understand their location
and find their destination**

What is Wayfinding?

A means for visitors and residents to **engage and connect** with your community

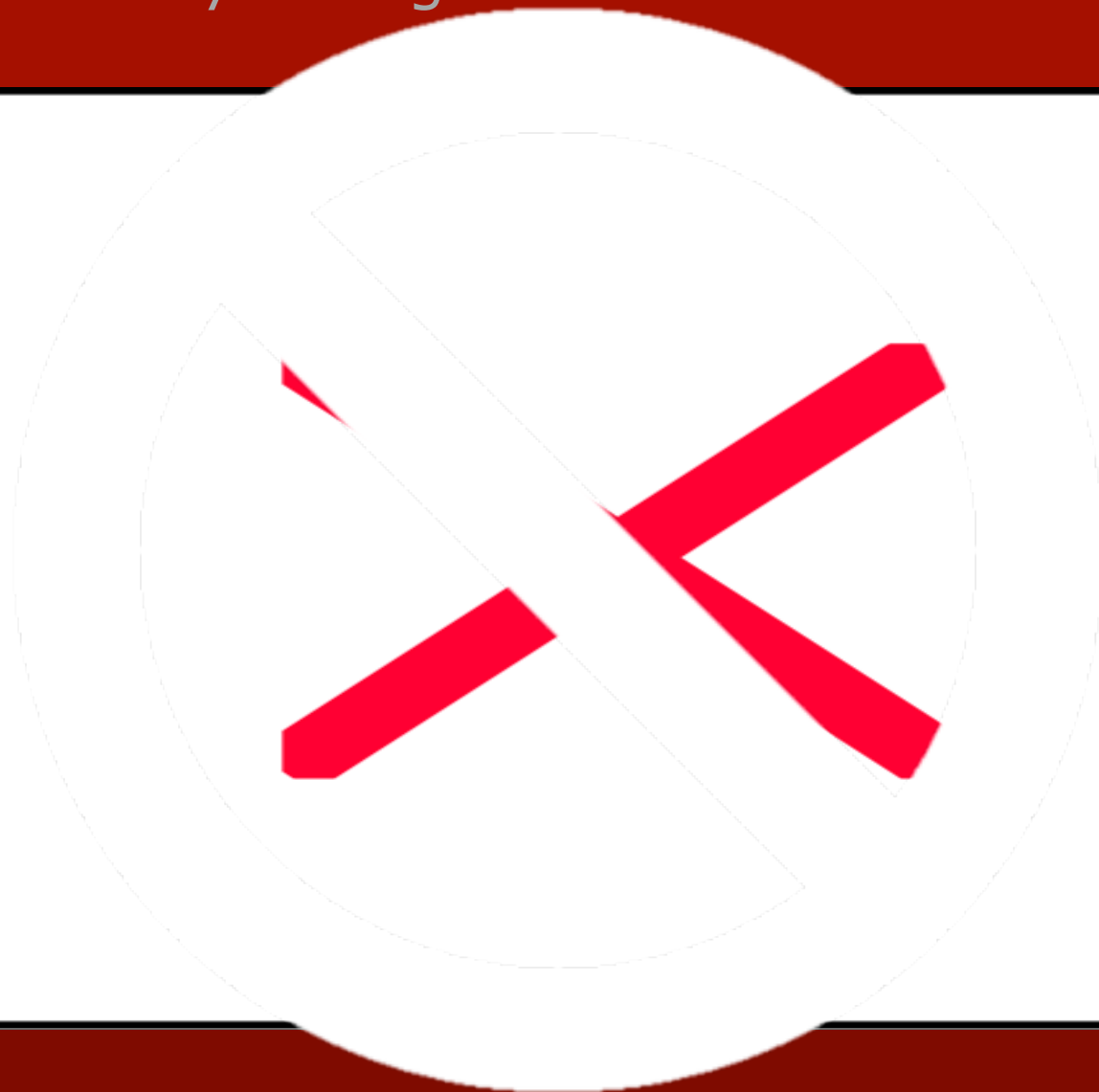
What is Wayfinding?



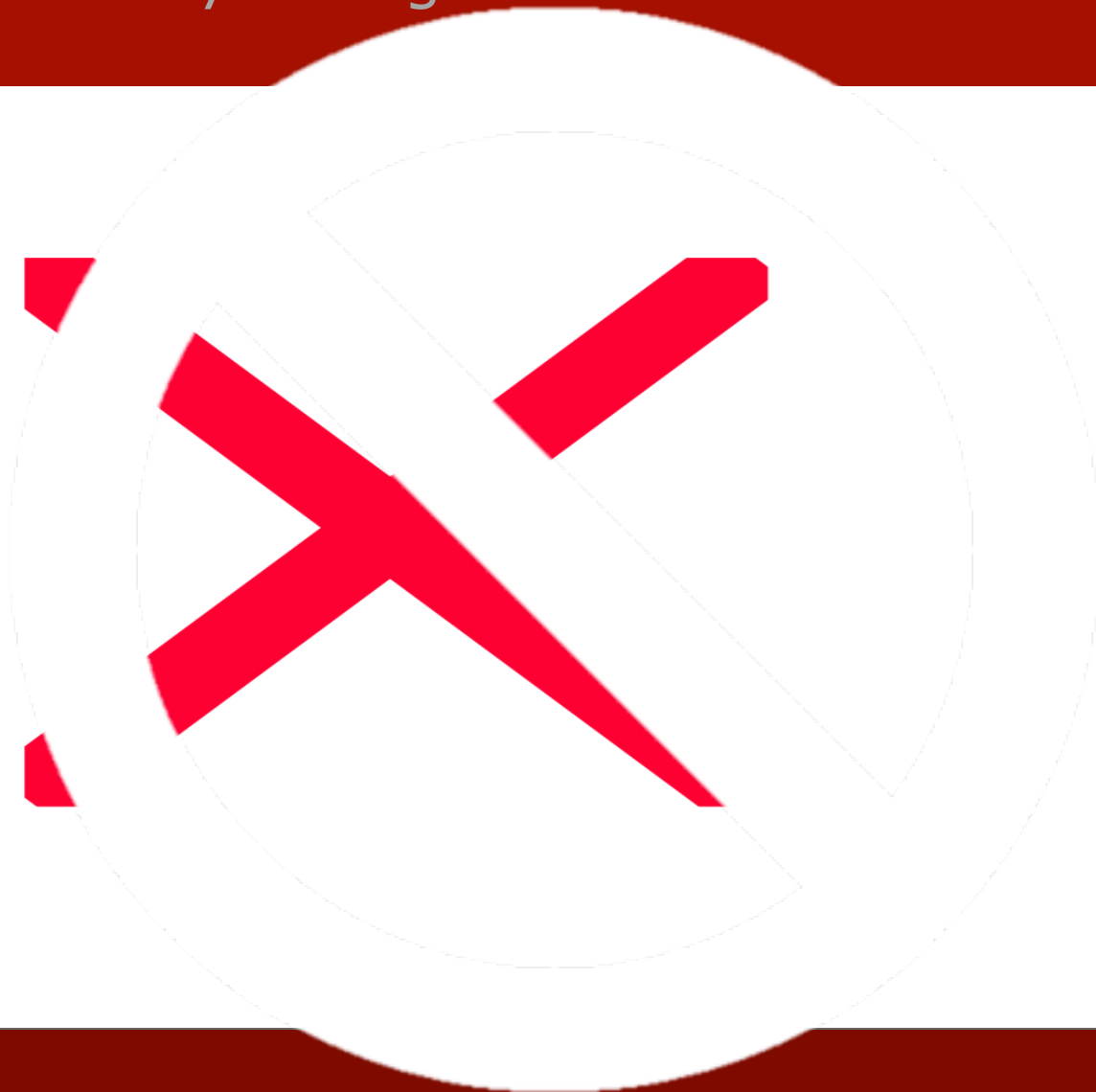
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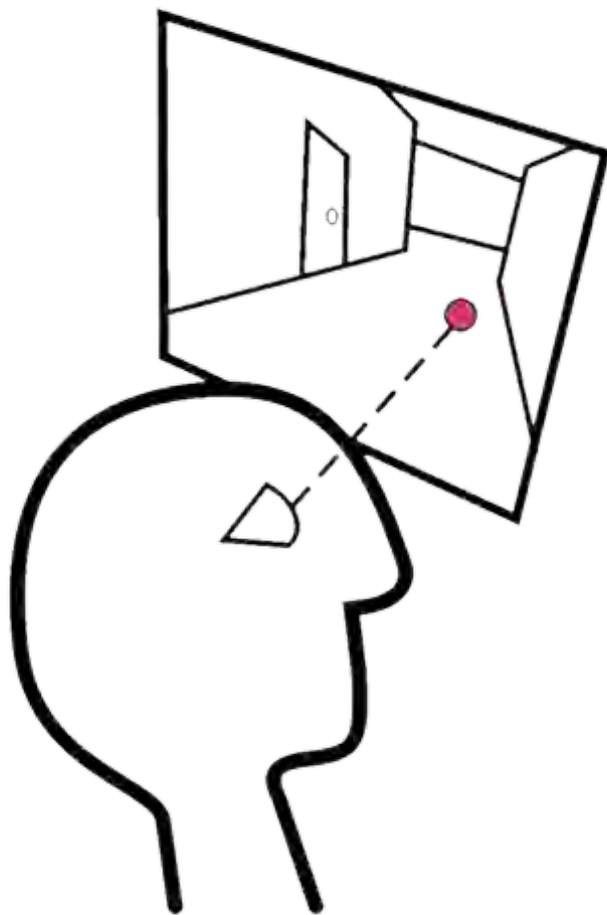
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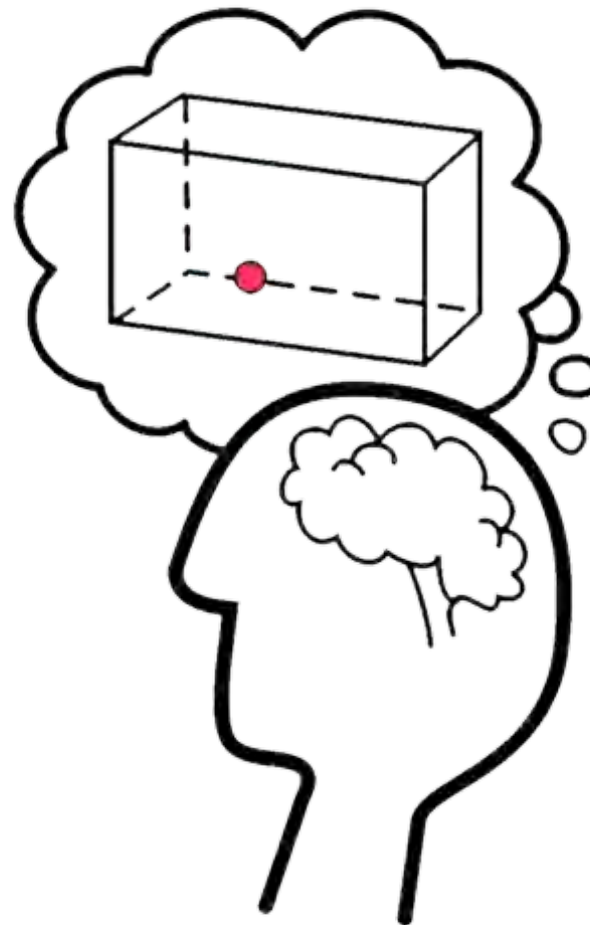
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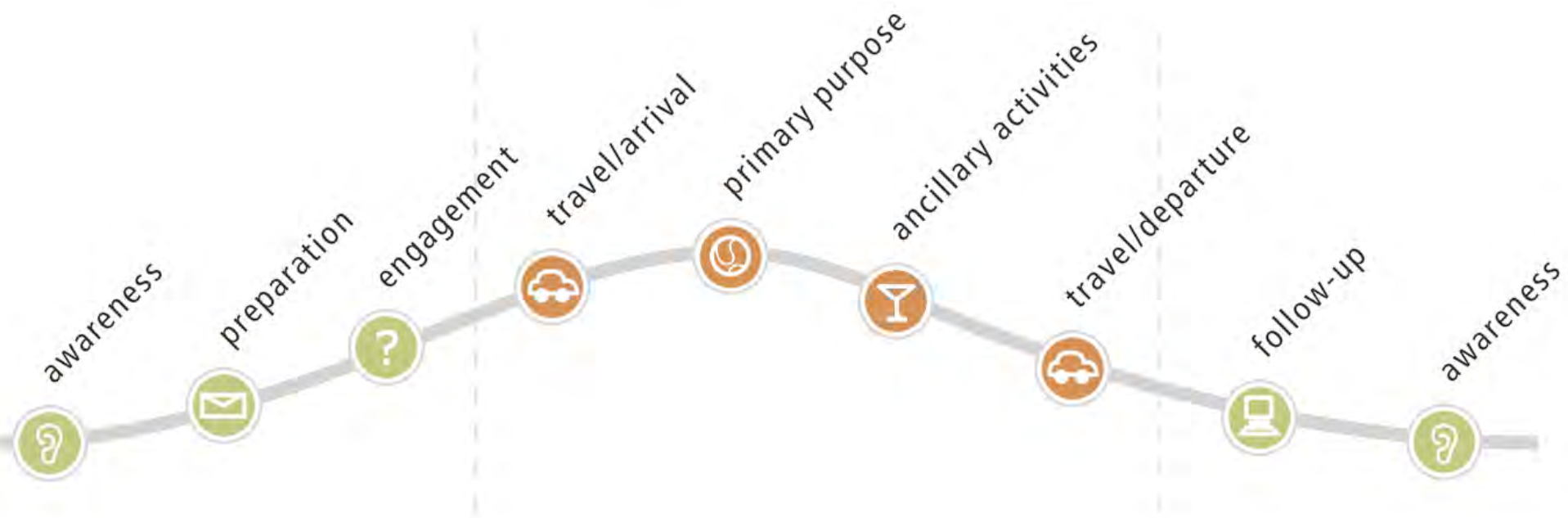


Egocentric



Exocentric

What is Wayfinding?



The Journey Map

Historical Wayfinding:

- Inuksuks



Historical Wayfinding:

- Indian Trail Trees



Observation:

Wayfinding is design
for **activity**, as much as
for **environment**.

Observation:

15% of the destinations
frequently account for
85% of the traffic.

Observation:

The **shortest distance**
between two points
may **not be a straight line!**

Observation:

People prefer confirmation
every **125 feet** walking, and
every **600 feet** driving in an
environment.

Conclusion:

People seek places where
they feel **competent**
and **confident**.

Conclusion:

Environments need
coherence and **legibility**.

Conclusion:

People remember the
**novel, creative and
unique** elements
of an environment.

What are the benefits of a wayfinding program?

- A more open and inviting community
 - A greater feeling of security among visitors
 - Better attendance at area destinations
 - Less need for assisting or redirecting lost visitors, saving staff time and resources
 - Synergies between destinations
 - More return visitors
 - Positive perceptions and generous word-of-mouth referrals

What are the benefits of a wayfinding program?

- Clearer lines of delineation between different jurisdictions, where needed

What are the benefits of a wayfinding program?

- Strengthening of the overall brand

What are your peers doing?

- Banff



What are your peers doing?

- Park City



What are your peers doing?

- Sun Valley



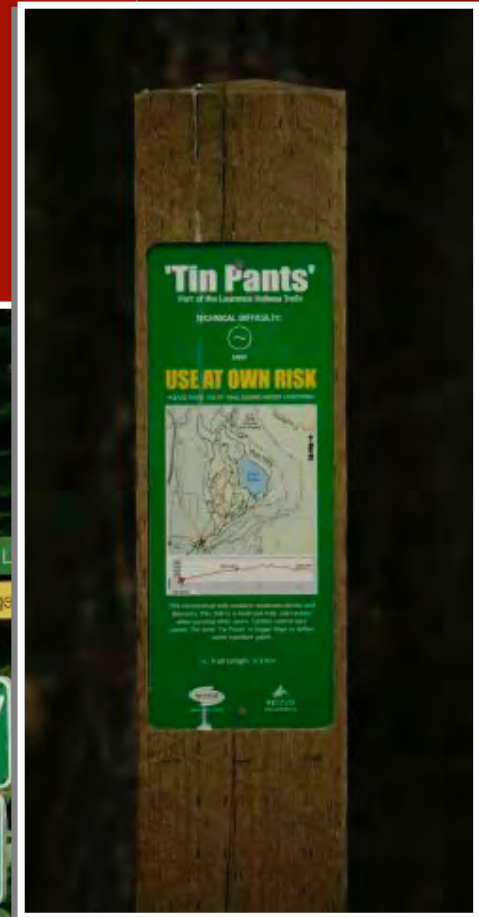
What are your peers doing?

- Tamarack



What are your peers doing?

- Whistler



What are others doing?

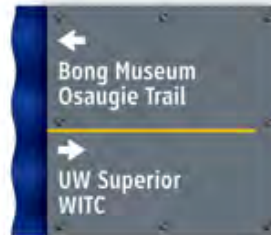
- Duluth, MN / Superior, WI



Lake Superior Behind You
(Superior, WI)



Lake Superior Ahead of You
(Duluth, MN)



Lake Superior on Your Left
(Superior, WI)



Back View

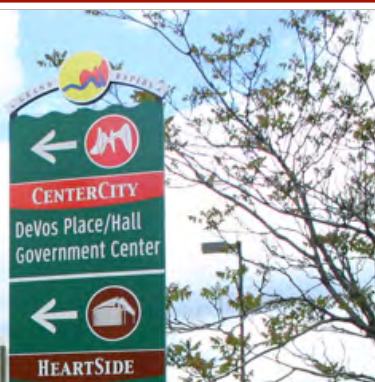
What are others doing?

- Frankenmuth, MI



What are others doing?

- Grand Rapids, MI



What are others doing?

- Mecklenburg County, NC

Mecklenburg County Greenway System

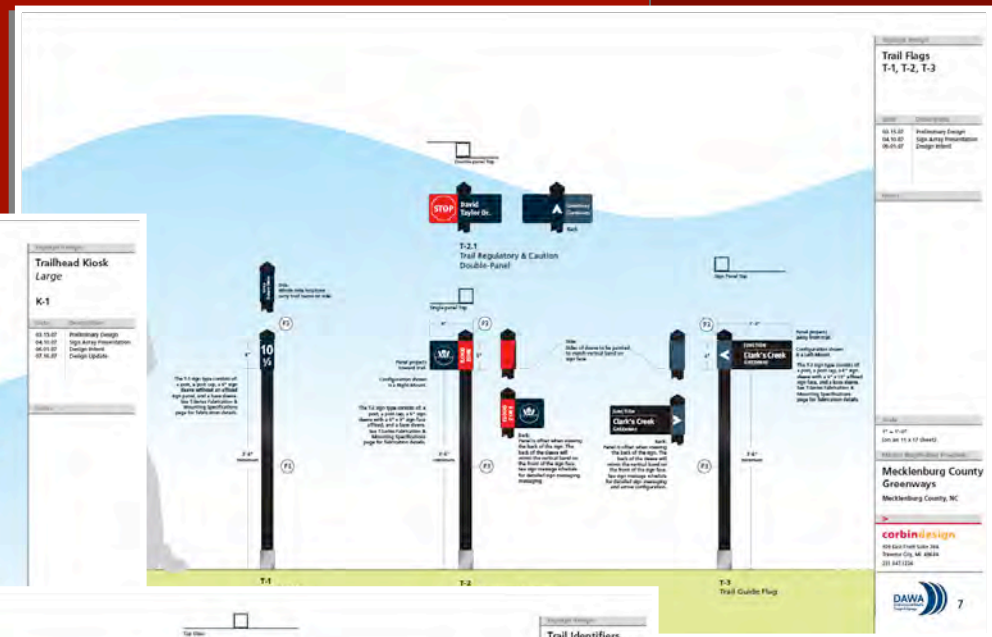
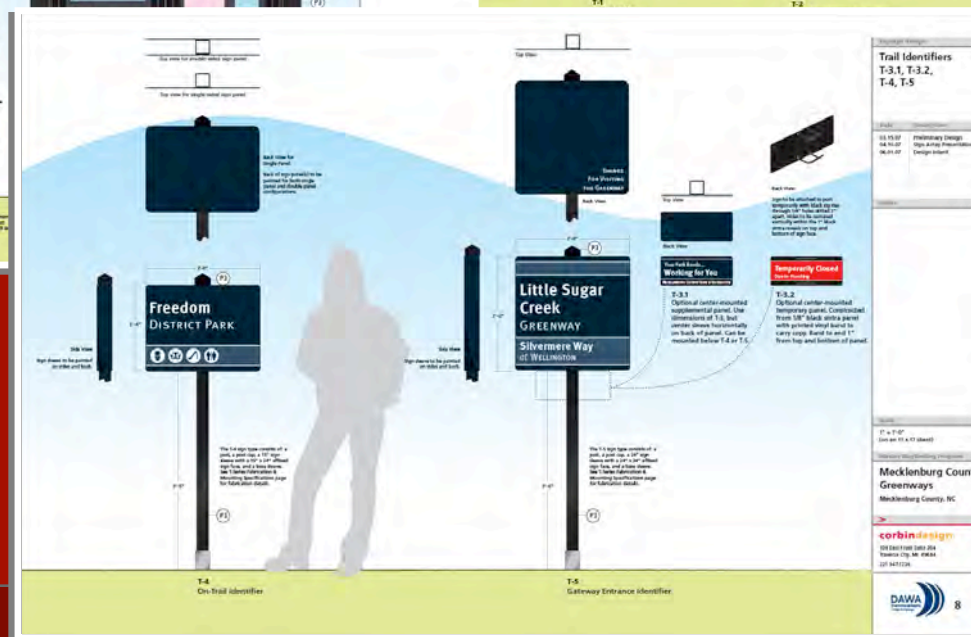
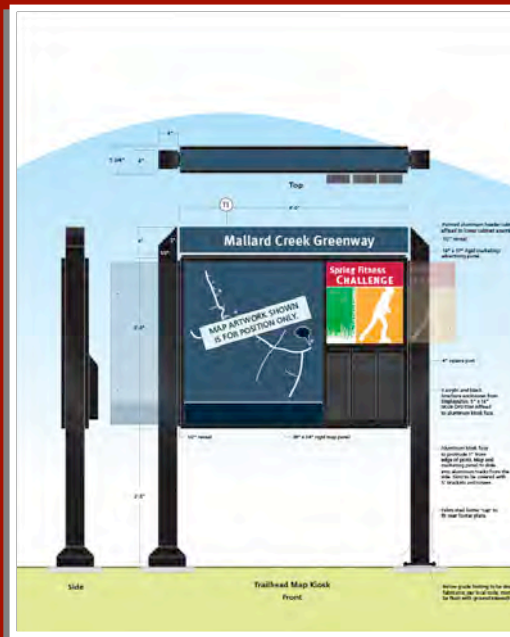
GREENWAY INFORMATION MAP

The information map below details all aspects of the **greenway** user experience and information that should be provided at each point. This chart was created with the Stakeholders during Corbin Design's kick-off visit.

[illegible]

What are others doing?

- Mecklenburg County, NC



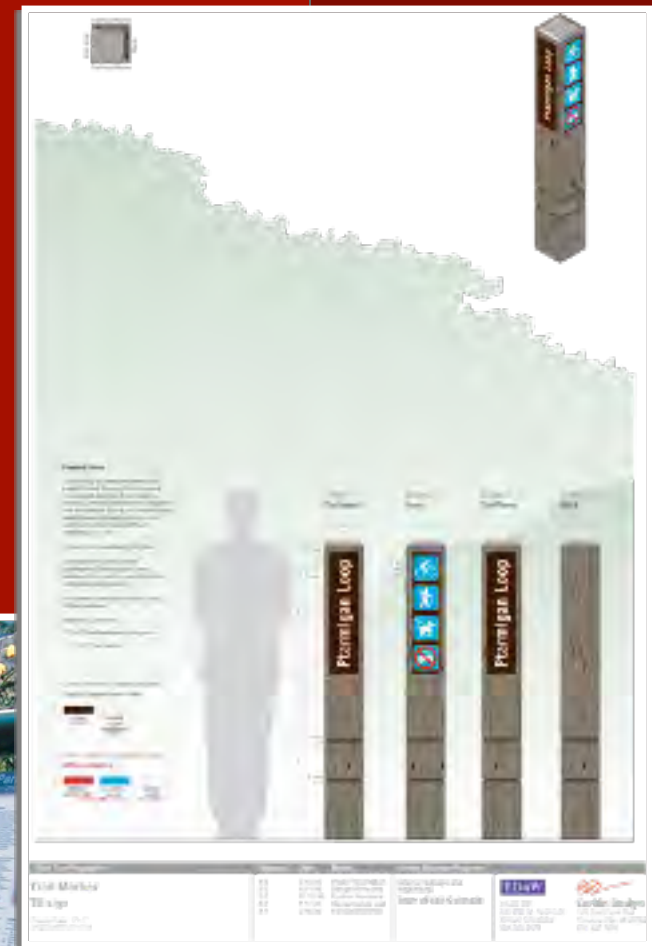
What are others doing?

- Shanty Creek, Bellaire, MI



What are others doing?

- Vail, CO

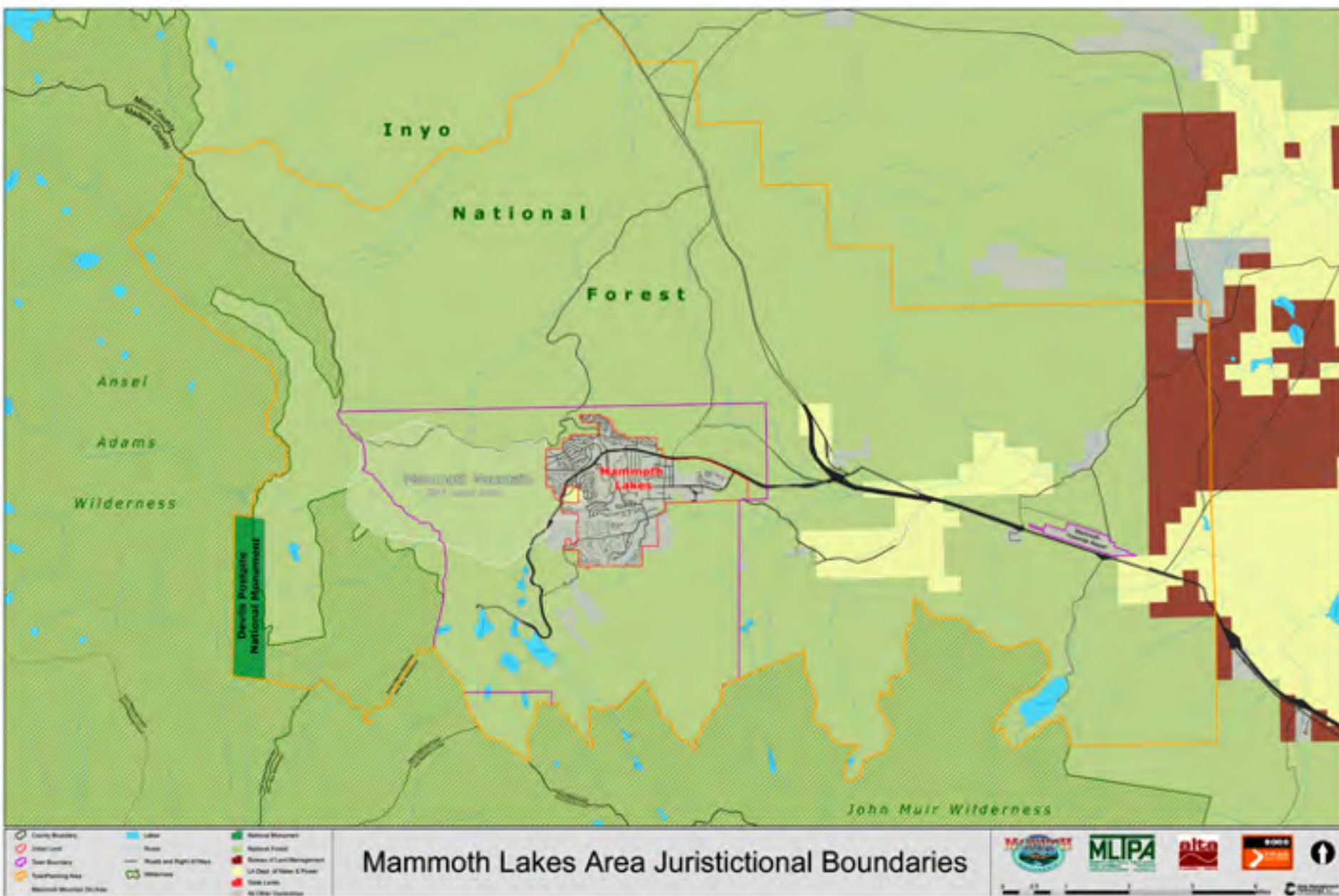


What are the essential steps to a successful wayfinding program?











- Establish Stakeholder Groups
 - Core Team
 - multi-disciplinary
 - reviews actual deliverables during design process
 - has approval authority
 - Large Stakeholder Group
 - represents a broader view of the community
 - communicates to many constituencies
 - helps build consensus for the program

What are the essential steps to a successful wayfinding program?

- Ensure User Participation
 - Accurate information is key to program's success:
 - Geographic Information System (GIS), maps, data
 - Anecdotal evidence of wayfinding challenges from the Town, U.S. Forest Service and resort staff
 - Interviews with and surveys of visitors
 - Encourage cooperation among various groups involved to avoid jurisdictional issues:
 - Public agencies
 - Mammoth Mountain Ski Area and other resorts
 - MLTPA and other non-profits





- | | | |
|--|--|---|
|  County Boundary |  MLTPA Access Points |  Parcels |
|  Urban Limit |  Natural Surface Trails |  Streets |
|  Town Boundary |  Existing Bike Path / MUP | |
|  Town Planning Area |  Near-Term Planned Bike Paths | |

Mammoth Lakes Area Trails and Access Points Public Comment Map





What are the essential steps to a successful wayfinding program?

- Design for the First-Time Visitor
 - Welcome the visitor, clearly define trail network(s), and provide directions to high-level destinations
 - Provide for those who need to find themselves
 - Allow for those who want to “get lost”

What are the essential steps to a successful wayfinding program?

- Structure Information
 - People need to know:
 - Their starting point
 - Their final destination relative to that point
 - Their location along a route, in which jurisdiction (Town? U.S. Forest Service? Private resort?), and which jurisdiction lies ahead
 - Landmarks along the way
 - How to return to their original location

What are the essential steps to a successful wayfinding program?

- Structure Information
 - Give people the information they need when they need it
 - Keep the information consistent (use the same terminology and destination names throughout)
 - This includes printed maps handed out to visitors, and information made available over the Web
 - A wayfinding system must be apparent when you need it and transparent when you don't

What are the essential steps to a successful wayfinding program?

- Hire a wayfinding consultant
- Get started!

