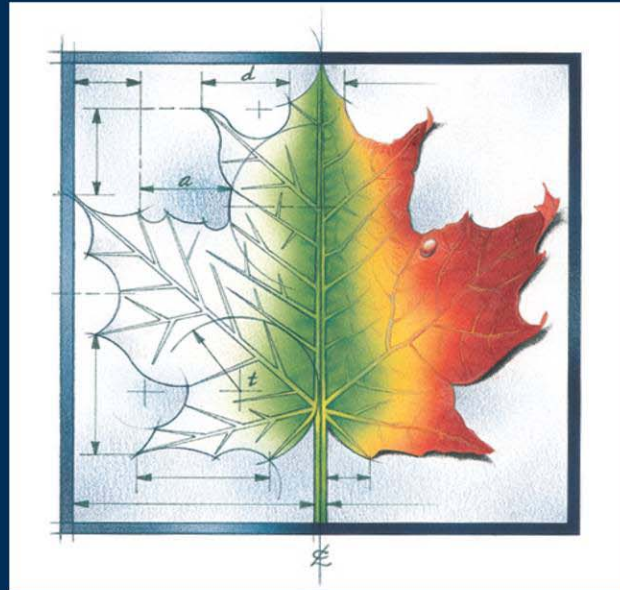


BOWMAN BOWMAN NOVICK INC.

ARCHITECTURE • LANDSCAPE ARCHITECTURE • URBAN PLANNING • INTERIORS

LEE'S SUMMIT DOWNTOWN
WAYFINDING MASTER PLAN
LEE'S SUMMIT, MISSOURI



AUGUST 15, 2008
DRAFT

INTEGRATING NATURE
AND ARCHITECTURE

KANSAS CITY, MISSOURI

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MANHATTAN, KANSAS



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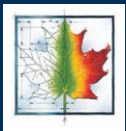
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ACKNOWLEDGEMENTS

The design process for the Downtown Way-finding Signage System Master Plan involved several interactive workshops with Board and Committee Members of Downtown Lee's Summit Main Street Inc. Their participation in evaluating and assessing various concepts and design criteria was instrumental in the development of the final recommendations for the Lee's Summit Downtown Way-Finding Signage Master Plan.

Scott Andersen
Matt Baird
Insert logo
Peggy Brown
J.R. Buckner
Bob Bushyhead
Marilyn Combellilck
Brad Culbertson
Ron Cox
Scott DeVouton
Beth Ehrett
Gary Fruits
Sarah Grogan



Billy Hammerly
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Sue Pfeiffer
Mary Pechar
Jeanine Rann
Drayton Riley
Paul Schwartz
Kathy Smith
Jeff Smith
Nick Swearingin
Gina Tominia
Steve Tominia



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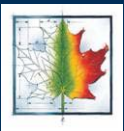
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In response to recommendations made in the Old Lee's Summit Development Master Plan, the Downtown Lee's Summit Main Street organization solicited proposals in March of 2007 from professional designers to create a master plan for a way-finding signage system for the Downtown Core. The firm of Bowman Bowman Novick Inc. was selected for the commission.

The project area referred to as the *Downtown Core* is bounded loosely by NE Maple Street on the north, SE 5th Street on the south, SW Jefferson Street on the west, and SE Grand Avenue on the east.



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LEE'S SUMMIT, MISSOURI DOWNTOWN WAYFINDING MASTER PLAN

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The Old Lee's Summit Development Master Plan, completed in February 2004 by EDAU, recommended Gateway Identification for the Downtown Core of Lee's Summit; to create a distinct image and serve to welcome individuals to the Downtown Core.

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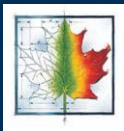
“A family of environmental graphics is a basic component to any great street, district and community. This family must include regional directional signage, localized directional signage, parking location information, maps, retail establishment information, etc.”

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Old Lee's Summit Development Master Plan

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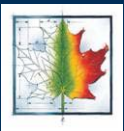
Following the recommendations of the Old Lee's Summit Development Master Plan, voters approved a \$12.5 million dollar Downtown Streetscape Project, that includes street trees, new sidewalks, brick pavers and ornamental lighting. This was the most significant downtown development since 1865.

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“Historic Downtown Lee’s Summit is the heart of Lee’s Summit; a commercially vibrant, family destination. It is an urban village with a mixture of uses, including specialty shops and restaurants, compatible residential development, and a City Hall that makes an important civic statement. It is, and will remain a place of experience – people walking, music playing, events happening....a public environment.

Images of Lee’s Summit Magazine, 2006
City of Lee’s Summit www.lee-summit.mo.us

Streetscape Improvements were completed in Spring of 2008



LEE'S SUMMIT, MISSOURI DOWNTOWN WAYFINDING MASTER PLAN

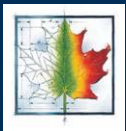
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PURPOSE

The Downtown Way-finding Signage System will guide people into and around the Downtown area through a family of sign types that identify and direct people to destinations and parking. The system is conceived as an extension of the Lee's Summit, Missouri Gateway Signage System and compliments the gateway materials and style in pedestrian-scale monuments and structures.

The Gateway System includes Perimeter and Inner Ring Gateways that introduce the design concept in a level of detail that can be discerned at high speeds (interstate highways and major arterial roadways). As visitors near the Downtown area, the Way-finding Signage System serves to mark the entryways to the Downtown Core. This system portrays more detail/ornament/and interpretive information to tell the story of Lee's Summit and orient visitors to the uniqueness of the central business district.



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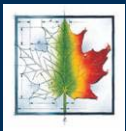
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GOAL OF THE DOWNTOWN WAYFINDING SIGNAGE SYSTEM

To develop a way-finding signage system that effectively guides visitors, both from a vehicular and pedestrian level, to and through the Lee's Summit Downtown Core by conveying user-friendly information about where we are, where we want to go, and how to get there. The system should expand and reinforce the Downtown identity, and contribute to the reinvigorating and enhancing of the Downtown Core and adjacent transitional areas.





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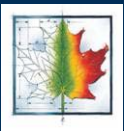
The way-finding signage system should:

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- Be comprehensive; it should address points of interest, activities and events, vehicular and pedestrian movement, parking opportunities, and access from points outside of the Downtown Core.
- Address the needs of persons with disabilities.
- Be considerate of its more dense urban setting particularly with respect to emergency access, diverse land uses, and service.
- Convey a “sense of place” and complement the Lee’s Summit Gateway system.
- Be flexible to accommodate future growth and change.
- Consider the integration of electronic signage and dynamic way-finding systems where appropriate and feasible (both stand-alone and networked systems)
- Minimize or eliminate to the extent possible *sign pollution* and related confusion.

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The Lee's Summit Downtown Way-finding Signage System is a family of sign types that include the following:

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- **Perimeter Markers** - identify the boundary of the Downtown / CBD.

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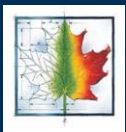
- **Vehicular Directional Signs** - describe efficient routes to the retail/commercial core of the downtown, and to all public facilities including public parking (garages, surface lots, and on-street parking).

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- **Identification Signs** - clearly mark all public service buildings, public parking facilities, shuttle stops, historic structures, and other relevant public destinations.

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- **Pedestrian Guide Signs** - provide a framework for guiding pedestrians to and through the downtown area. They will contain a map with a legend to identify all businesses, historic structures, and public facilities within the Downtown area.



- **Interactive Information Kiosks** - similar to the Pedestrian Guide Signs and will contain a computerized touch screen with a map and legend to identify all businesses, historic structures, and public facilities within the Downtown area. They could also display historic interpretive information, and promotional information for upcoming/ongoing events and venues.

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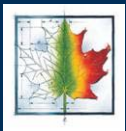
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The Way-finding Signage System Concept

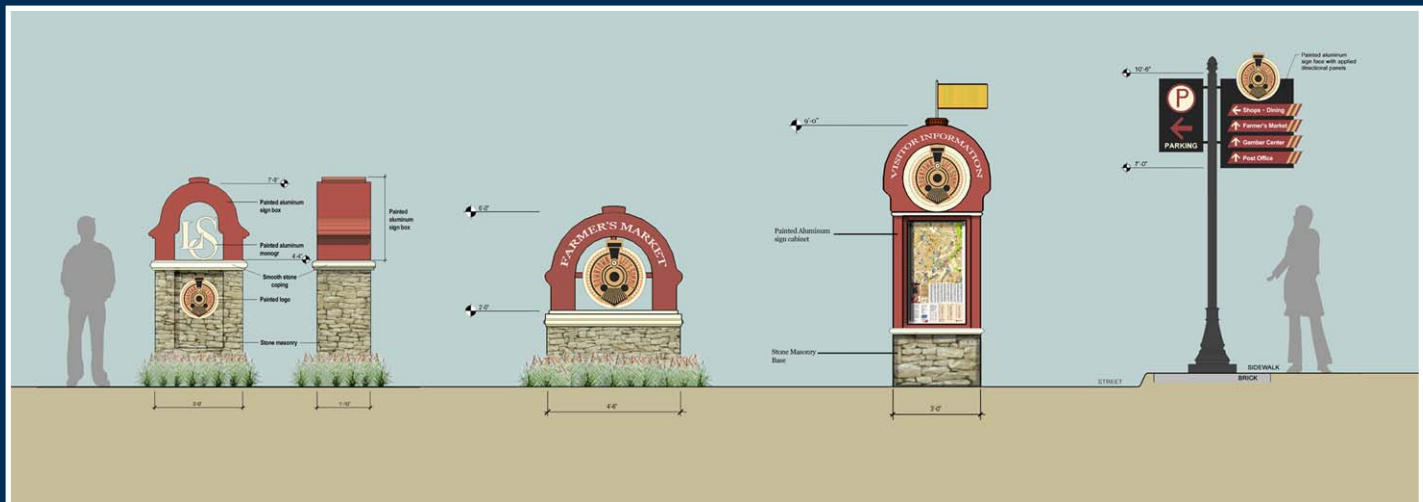
The design concept for the family of way-finding signage was inspired by both historical and present day context of the Downtown Core, and is intended to complement the proposed Perimeter and Inner Ring Gateways for the City as a cohesive signage system. The incorporation of a logo within the way-finding pieces conveys the significance of the Missouri Pacific Railroad within the Downtown Core and further enhances its *sense of place*. The color scheme of brick red, black, ivory, and straw was chosen to reinforce the natural hues of the surrounding buildings and streetscape as a timeless palette that would not conflict with the City's colorful seasonal banners.



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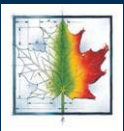
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Logo for Wayfinding signage



Note: colors may not be represented correctly on monitor.

Pantone Colors



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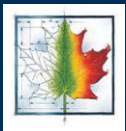
Perimeter Marker Signs are a monument style sign with native limestone masonry bases and sign cabinets fabricated of painted aluminum sheet over a structural aluminum frame.

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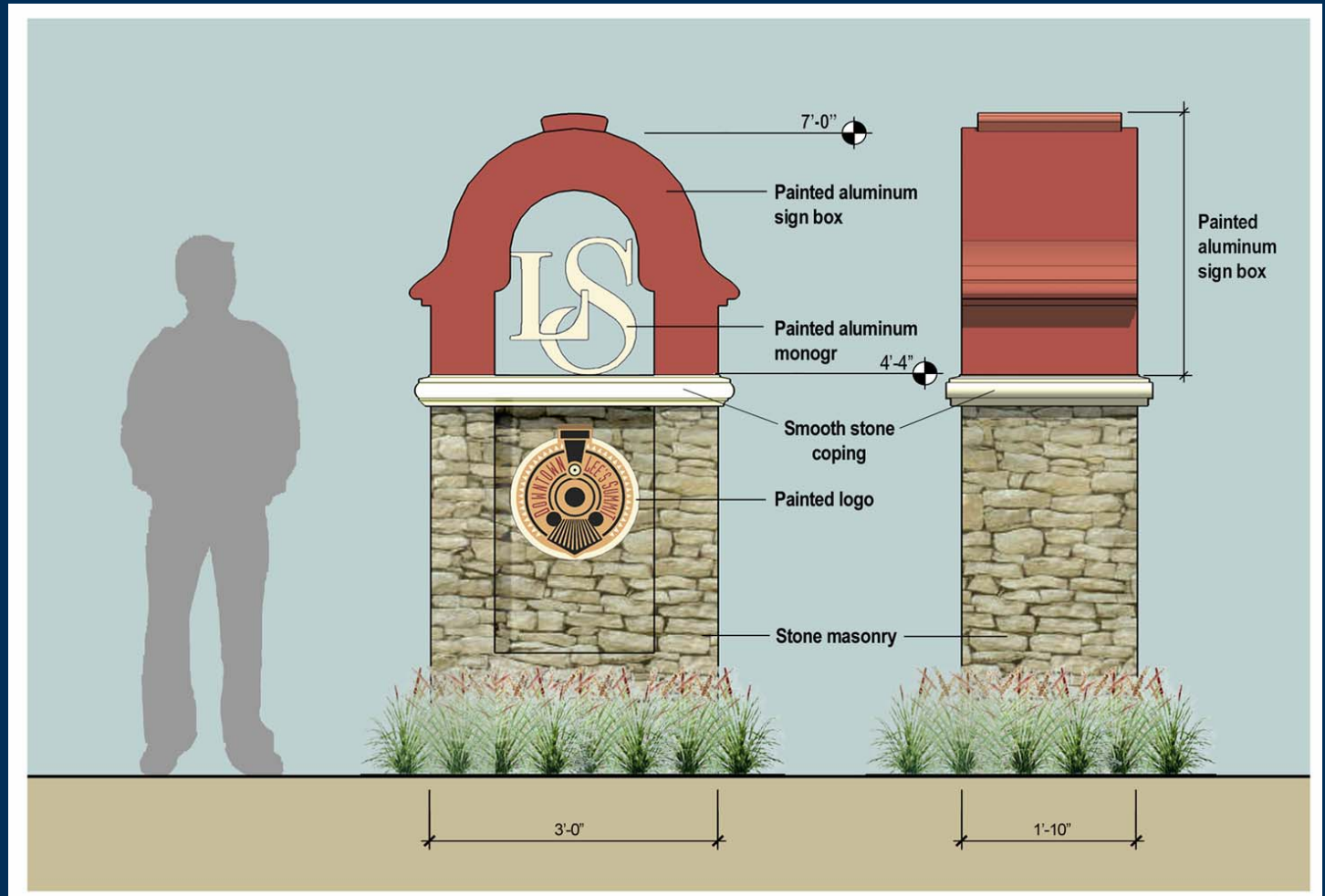
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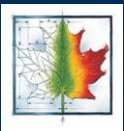
Perimeter Marker Signs incorporate the logo and the “LS” monogram of the Lee’s Summit Gateways with an arching top also reminiscent of the gateway design. The logo niche at the stone base could incorporate a low voltage uplight for nighttime illumination of the logo.

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5 locations have been chosen for the Perimeter Marker Signs:



- Northeast corner of Jefferson Street and Market Street
- Southeast corner of Jefferson Street and 3rd Street
- Northwest corner of Maple Street and Douglas Street
- Northeast corner of 2nd Street and Grand Avenue
- Northeast corner of 3rd Street and Grand Avenue

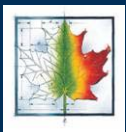
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Perimeter Marker – Southwest entry

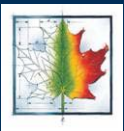
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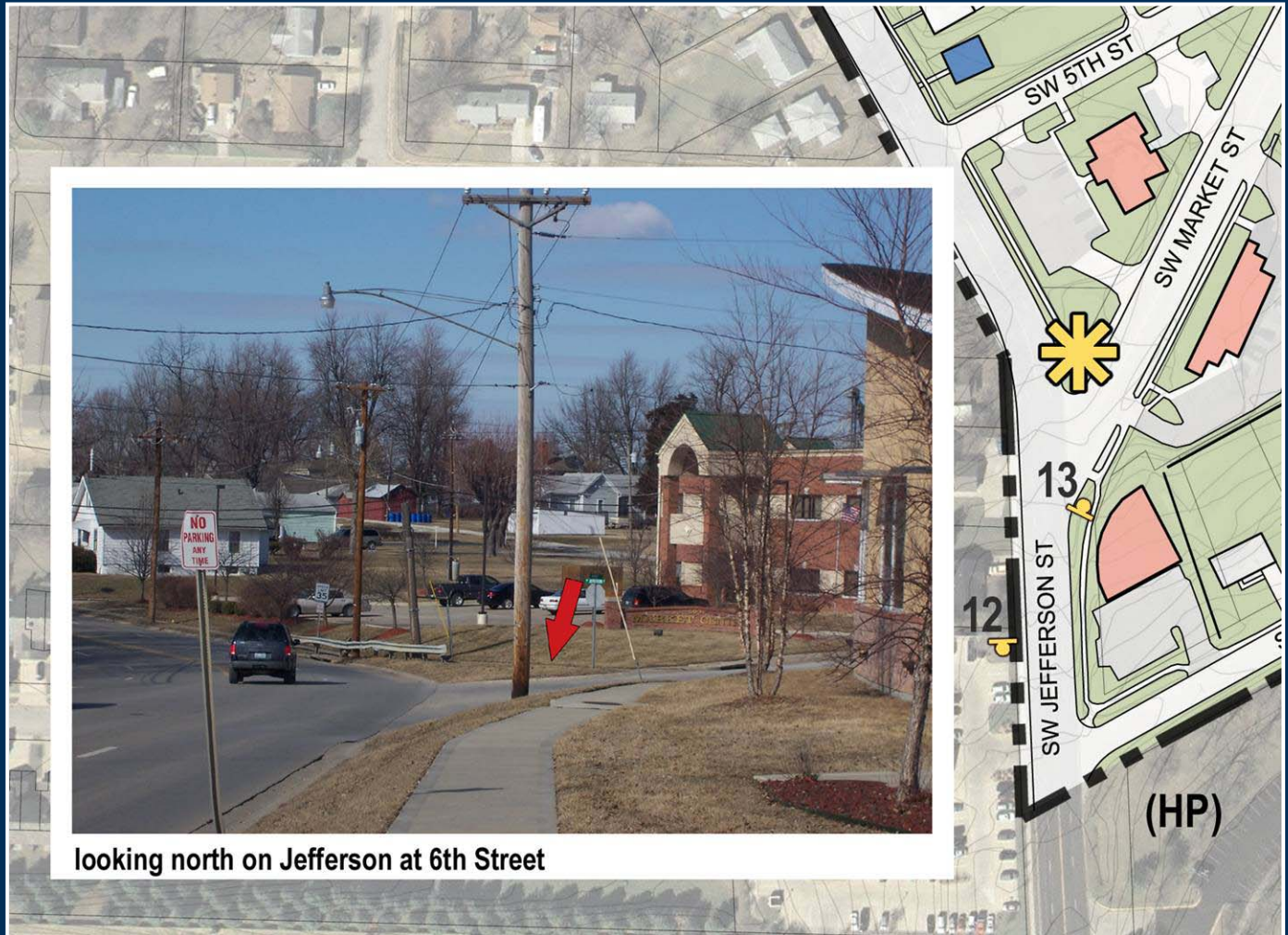
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looking north on Jefferson at 6th Street



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Perimeter Marker – West entry

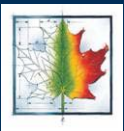
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Perimeter Marker – North entry

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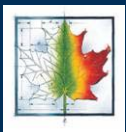
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looking south on Douglas at Maple Street



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Perimeter Marker – Northeast entry

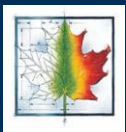
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Perimeter Marker - East entry

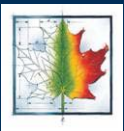
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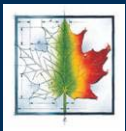
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Vehicular Directional Signs are proposed to be mounted on a painted cast aluminum pole with bases and finials to match those of the new street and pedestrian light standards within the Downtown Core. This design lessens the footprint of these signs making them adaptable for sidewalk installations throughout the Downtown. Each sign is composed of two sign faces suspended over the sidewalk; one that includes the logo and several directional panels for Downtown destinations, and a second smaller sign face to designate the route to public parking facilities. A clear height of 7 feet 6 inches is to be maintained below all sign faces within this category.





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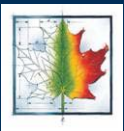
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Vehicular Directional Sign on 3rd Street at south end of Howard Station Park



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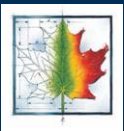
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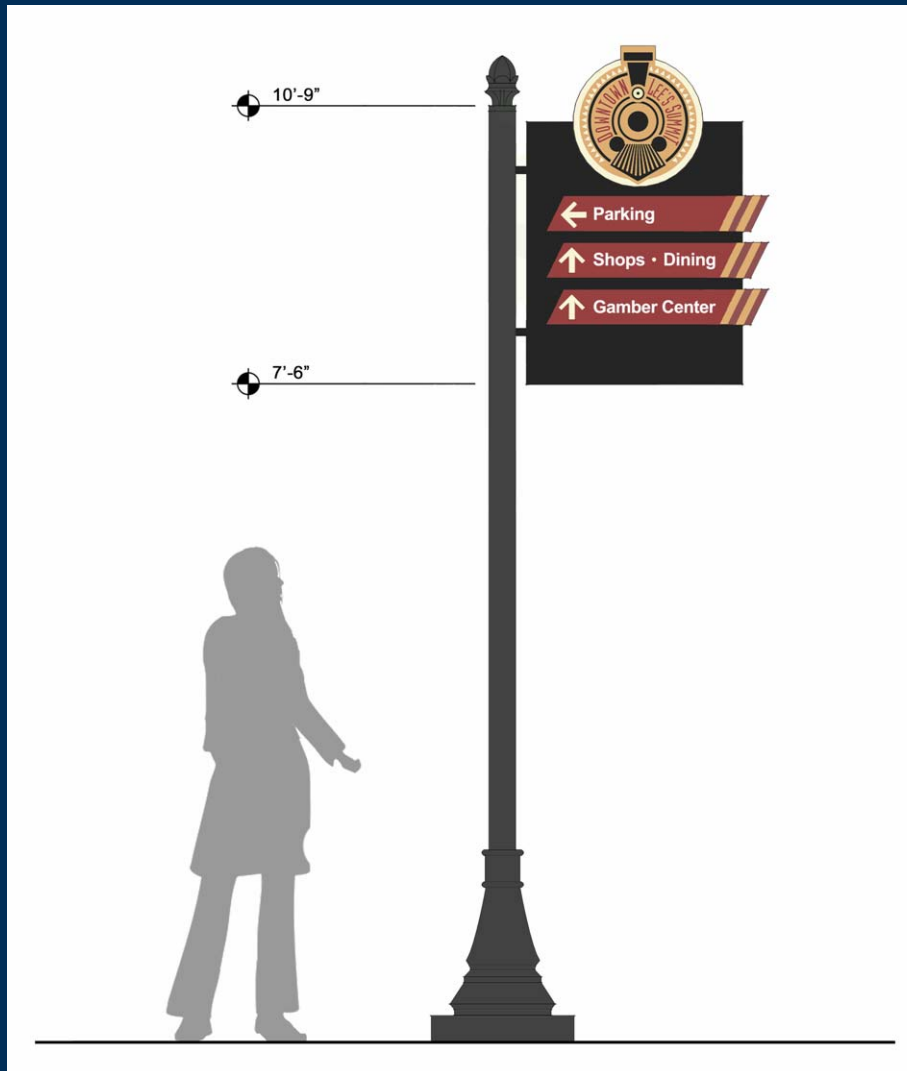
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Typical location at outer ring of downtown with
Parking directions combined on sign banner



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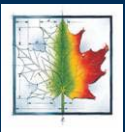
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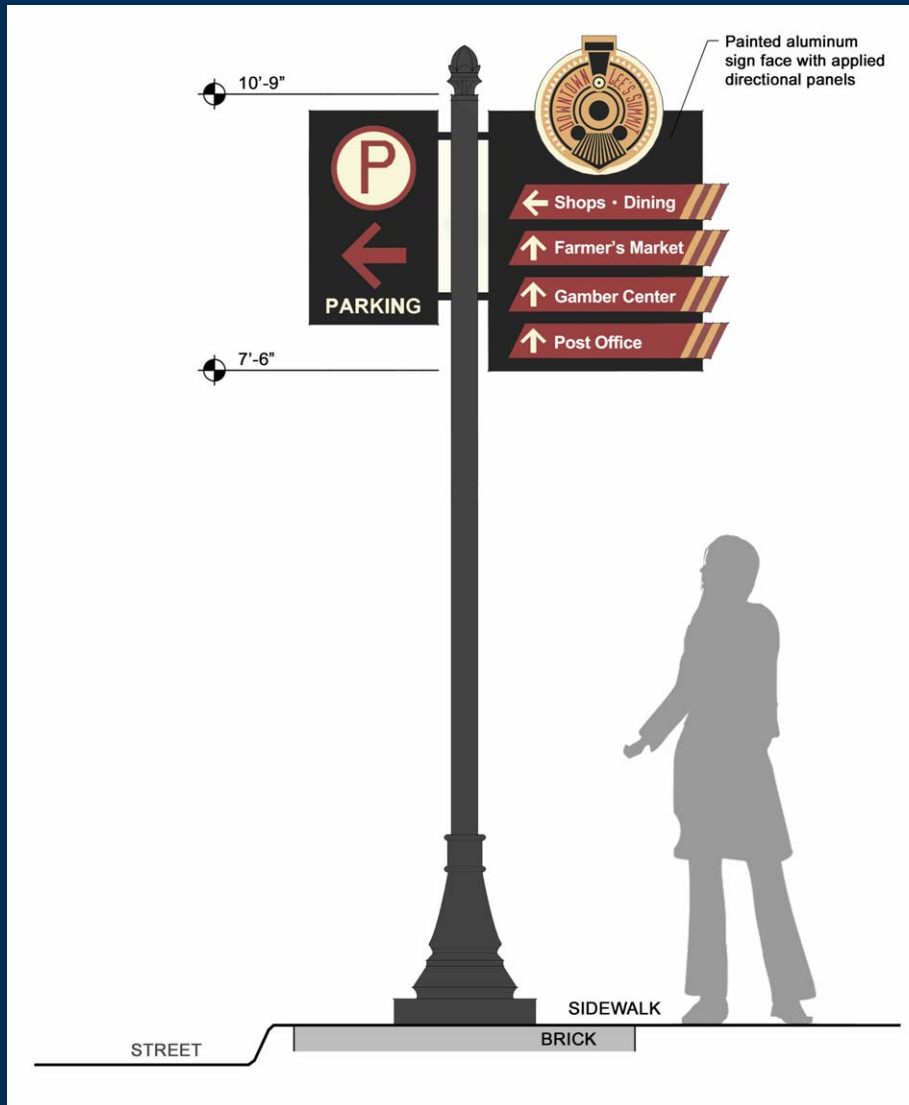
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Typical downtown location with Parking as separate sign



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Vehicular Directional Sign Locations:

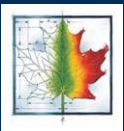
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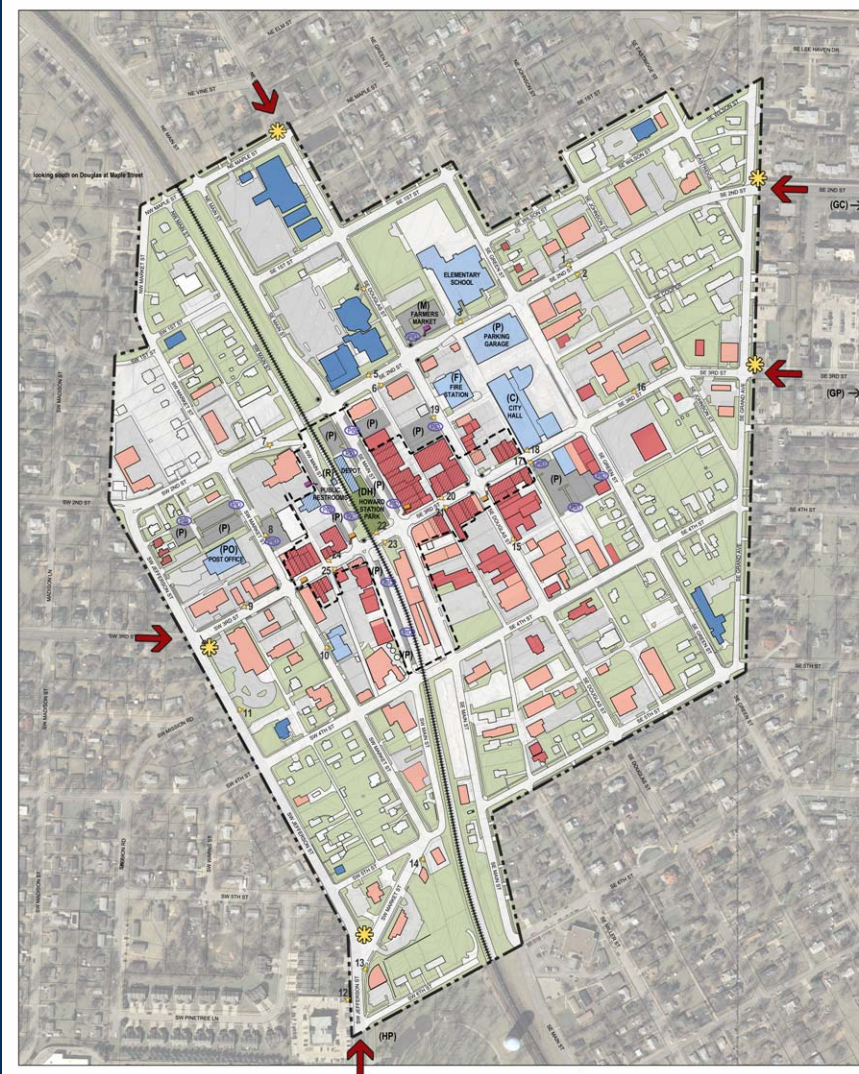
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#	Signs	# of sign banners	# of separate Parking signs
1	S, P, C	3	
2	GC	1	
3	S, P, F, M	4	
4	S, (P), F, M, GC	4	1
5	(P), I, DH, PO	3	1
6	(P), C, F, M	3	1
7	S, (P), R, DH	3	1
8	P, M	2	
9	HP	1	
10	S, (P), C, I, PO	4	1
11	S, P, DH, C	4	
12	HP	1	
13	S, P	2	
14	S, P	2	
15	(P), I, C, F, M	4	1
16	S, P, C	3	
17	(P), C, GC, GP	3	1
18	(P), I, DH, F, M	4	1
19	I, DH, C	3	
20	(P), I, DH	2	1
21	(P), C, F, M	3	1
22	(P), R, I, DH	3	1
23	(P), I, DH	2	1
24	(P), I, PO	2	1
25	(P), R, I, DH	3	1

TOTALS		69	14
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LEGEND	
S	Shops/ Dining
P	Parking
(P)	Parking (separate sign)
R	Restrooms
I	Information
DH	Depot/ Park
C	City Hall
F	Fire Station
PO	Post Office
M	Farmer's Market
GC	Gamber Center
GP	Grant Park
HP	Harris Park



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Vehicular Directional Sign locations – north end:

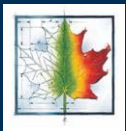
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Vehicular Directional Sign locations – south end:

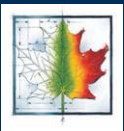
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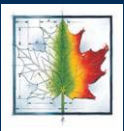
Identification Signs are proposed at public facilities that are not otherwise identified at the roadway, such as the Farmer's Market at Douglas and 2nd Street. The design concept includes a stone masonry base and smooth limestone cap with the logo suspended below a painted aluminum sign cabinet in the form of an arch. The lettering on the arch could be backlit for nighttime illumination.

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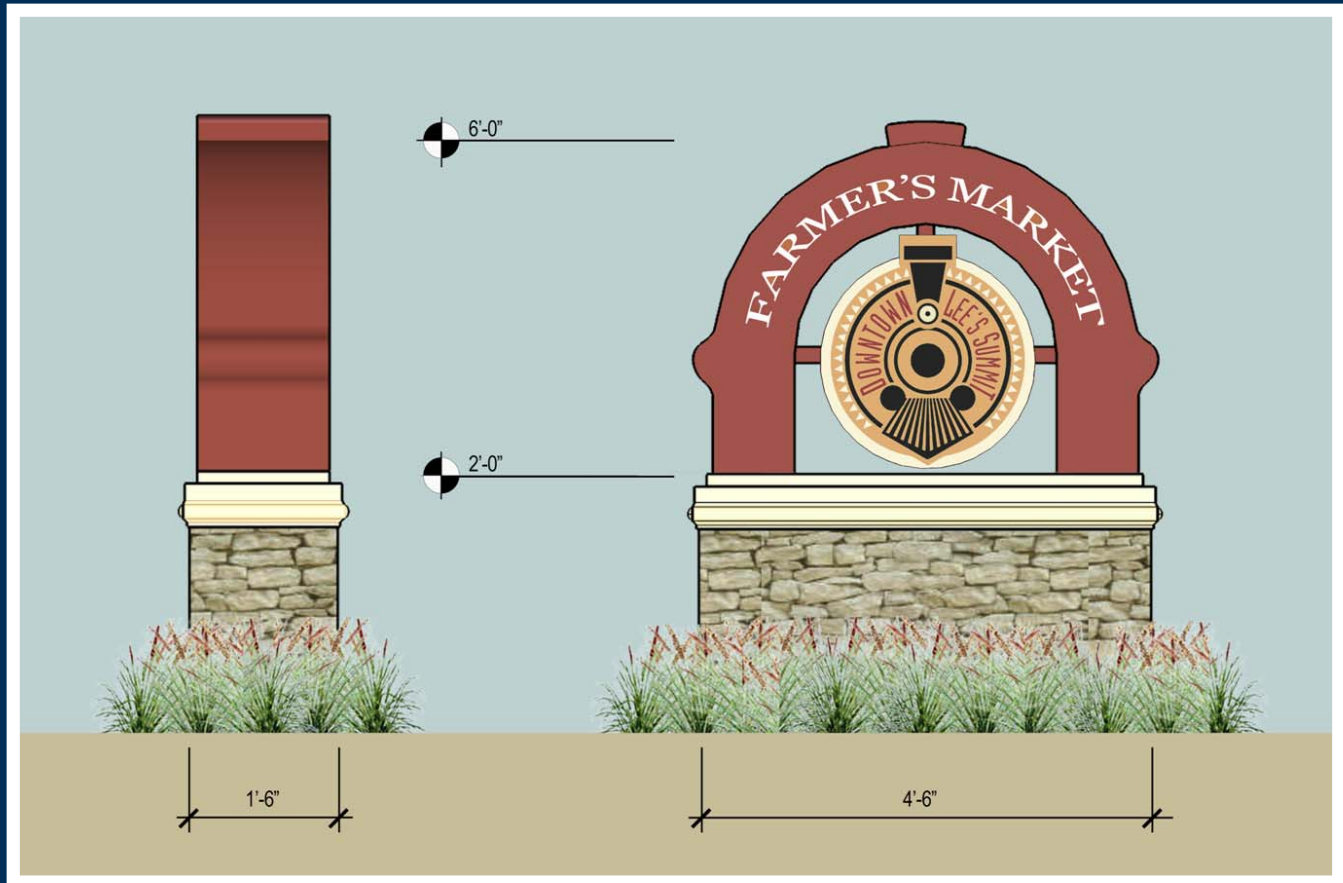
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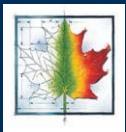
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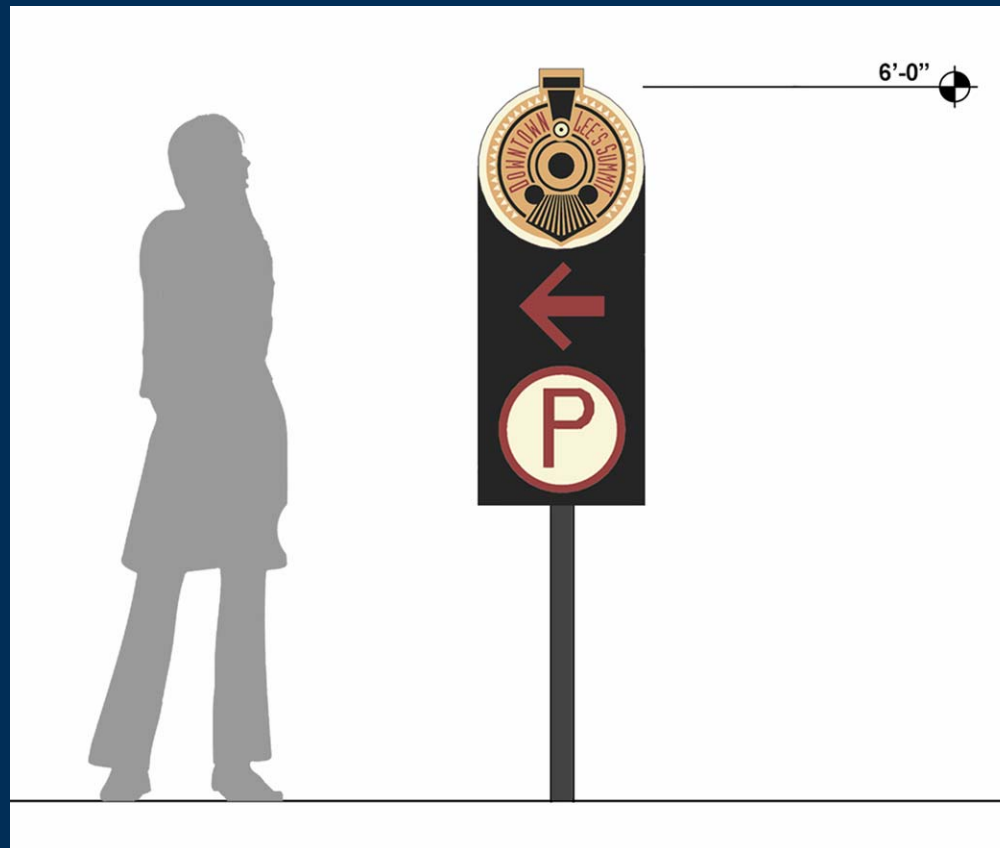


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Public Parking Identification Signs are intended to be an extension of the Vehicular Directional Signs by repeating the same parking symbol (P within a circle), and are mounted on black painted aluminum poles to complement the street and pedestrian light fixtures. These identifiers would be installed within the right-of-way at entrances to all public on-street and surface parking lots.



The Updated Downtown Parking Strategies report completed in July of 2007, identified 1850 public parking spaces within the Downtown Core.



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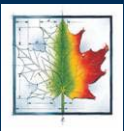
Pedestrian Guide Signs incorporate a stone masonry base with an arch-top painted aluminum sign cabinet and pendant finial. Since electrical service exists at each location, it is planned for these guide signs to be interior illuminated to enhance visibility of the Downtown Map and Business Directory on both sides of the sign.

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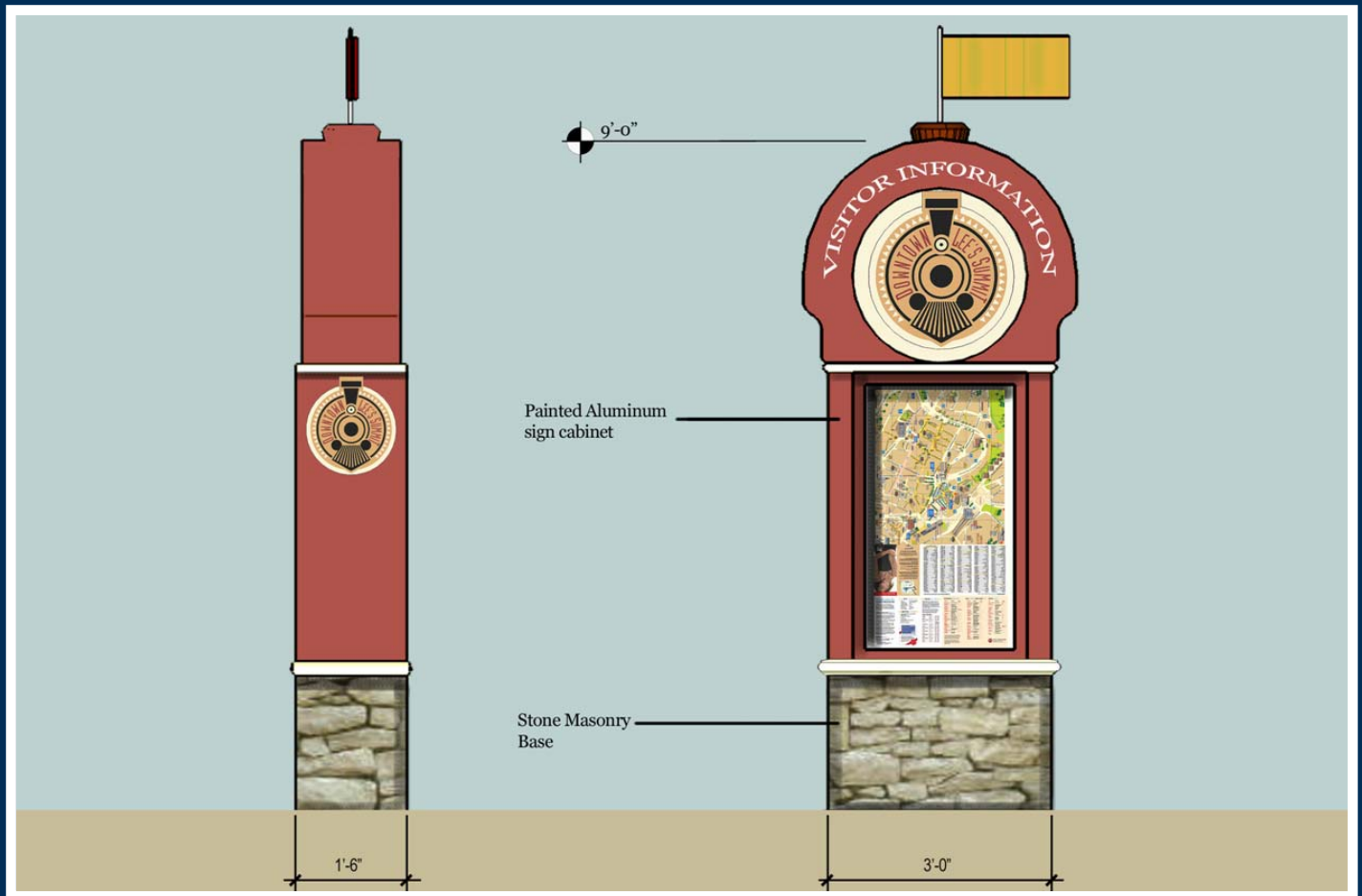
WAYFINDING
SYSTEM

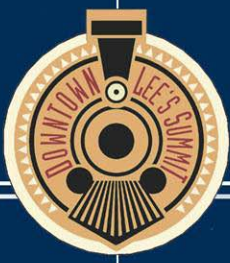


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There are four locations within the Downtown Core that have been established as locations for Pedestrian Guide Signs:

- southeast corner of Market Street and 3rd Street
- northwest corner of SW Main Street and 3rd street
- northeast corner of SE Main Street and 3rd Street
- southeast corner of Douglas Street and 3rd Street

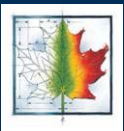
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Pedestrian Guide Sign at northwest corner of Main and 3rd Street



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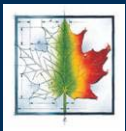
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Interactive Kiosk Sign

The seating area at the southwest corner of Howard Park is proposed for the location of an Interactive Kiosk Sign. The sign is composed of a consol and an overhead shade structure that reiterate the style and colors of the other way-finding signs and the street and pedestrian light fixtures. The consol features a remote programmable touch-screen monitor that allows users to access several levels of information including: maps and business directories, history, upcoming events, and special promotions. The program could include advertisements to serve as screen-savers, and provide the means to recoup the capital expense of the Kiosk and provide funds for its ongoing maintenance.





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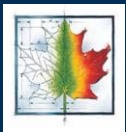
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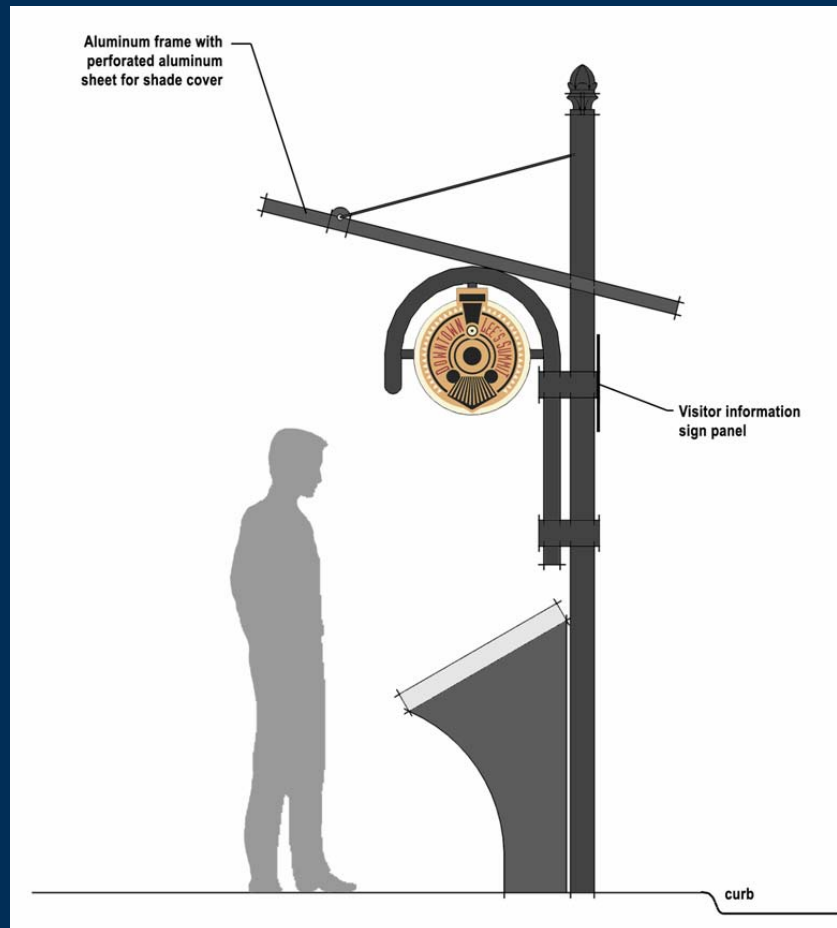


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A small shade structure is proposed at the Kiosk to enable users to better view the digital images. Its canopy of a rigid aluminum mesh panel is mounted to poles and brackets designed to emulate the street and pedestrian light fixtures. The logo would be mounted to both sides of the Kiosk, and a "Visitor Information" sign would be oriented toward the street.





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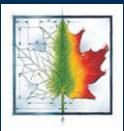
"History is not just about the past. It's also about the future, about how we want to be remembered and the values that we want to transmit. It's within our power to make deliberate decisions about what to remember and how to remember it within our public spaces."

GOALS &
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Delores Hayden, *The Power of Place: Urban Landscapes as Public History* (MIT Press, 1995)

WAYFINDING
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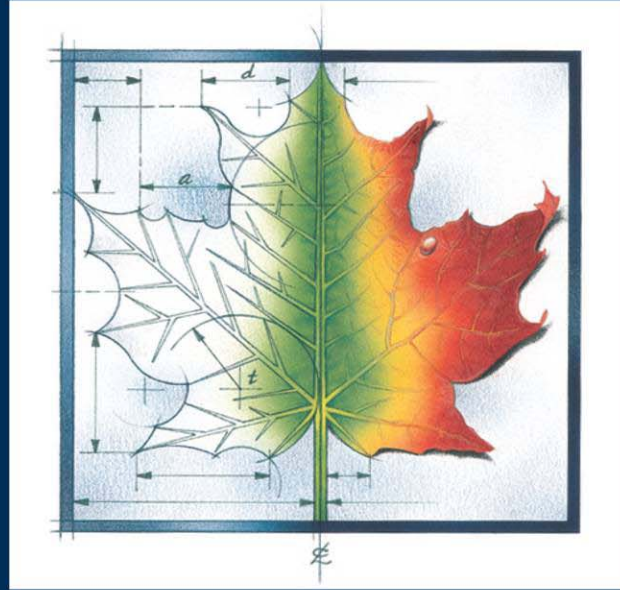
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