

FRONT STREET STREETSCAPE

DESIGN DEVELOPMENT
UPDATE
& MARTIN PLAZA ALTERNATIVE
REVIEW
JUNE 26, 2017

PREPARED BY



Primera

DESIGNWORKSHOP

DESIGN DEVELOPMENT | REVISIONS

REVISIONS APPLIED AFTER 4/24/2017 COUNCIL PRESENTATION

1. Lane Widths increased from 10.5' to 11' through out the project limits
 - 11' lane width requirement for PACE Bus Route 711
2. Parking angle's revised from 60° to 50° to increase roadway width between Hale Street and Main Street to increase the roadway sections
3. Reduced the sidewalk width on south side of Front Street to increase roadway width between Hale Street and Main Street to increase the roadway sections
4. Worked with Holstein's Garage and increased their driveway access to allow larger vehicles and adjusted the tree layout to leave their 2nd driveway access open.
5. Incorporated in signal modernization at Front St./West St. & Front St./Main St.

DESIGN DEVELOPMENT | WEST STREET TO WHEATON AVENUE



West to Wheaton Plan

1. Increased Lane Widths to 11' from 10.5' throughout the project limits
2. Increased the width of Holstein's Garage Front Street Access Driveway
 - Allow for large vehicles to exit onto Front Street without impacting parked vehicles
3. Revised tree layout to allow access to second driveway at Holstein's Garage
4. Signal Modernization at Front Street and West Street

DESIGN DEVELOPMENT | WHEATON AVENUE TO HALE STREET



Wheaton to Hale Plan

1. Increased Lane Widths to 11' from 10.5' throughout the project limits

DESIGN DEVELOPMENT | HALE STREET TO MAIN STREET



Hale to Main Plan

1. Increased Lane Widths to 11' from 10.5' throughout the project limits
 - Required lane width for PACE Bus Route 711 to convey transit vehicles (Between West and Main Streets only)
2. Parking angle's revised from 60° to 50° and reduced the south sidewalk width to increase roadway throughout for the 11' lane width on roadway at the west end increased to 20' thru from the previous 13' thru
3. Signal Modernization at Front Street and Main Street
4. Martin Plaza Design (to be discussed in a few minutes)

DESIGN DEVELOPMENT | MAIN STREET TO CROSS STREET

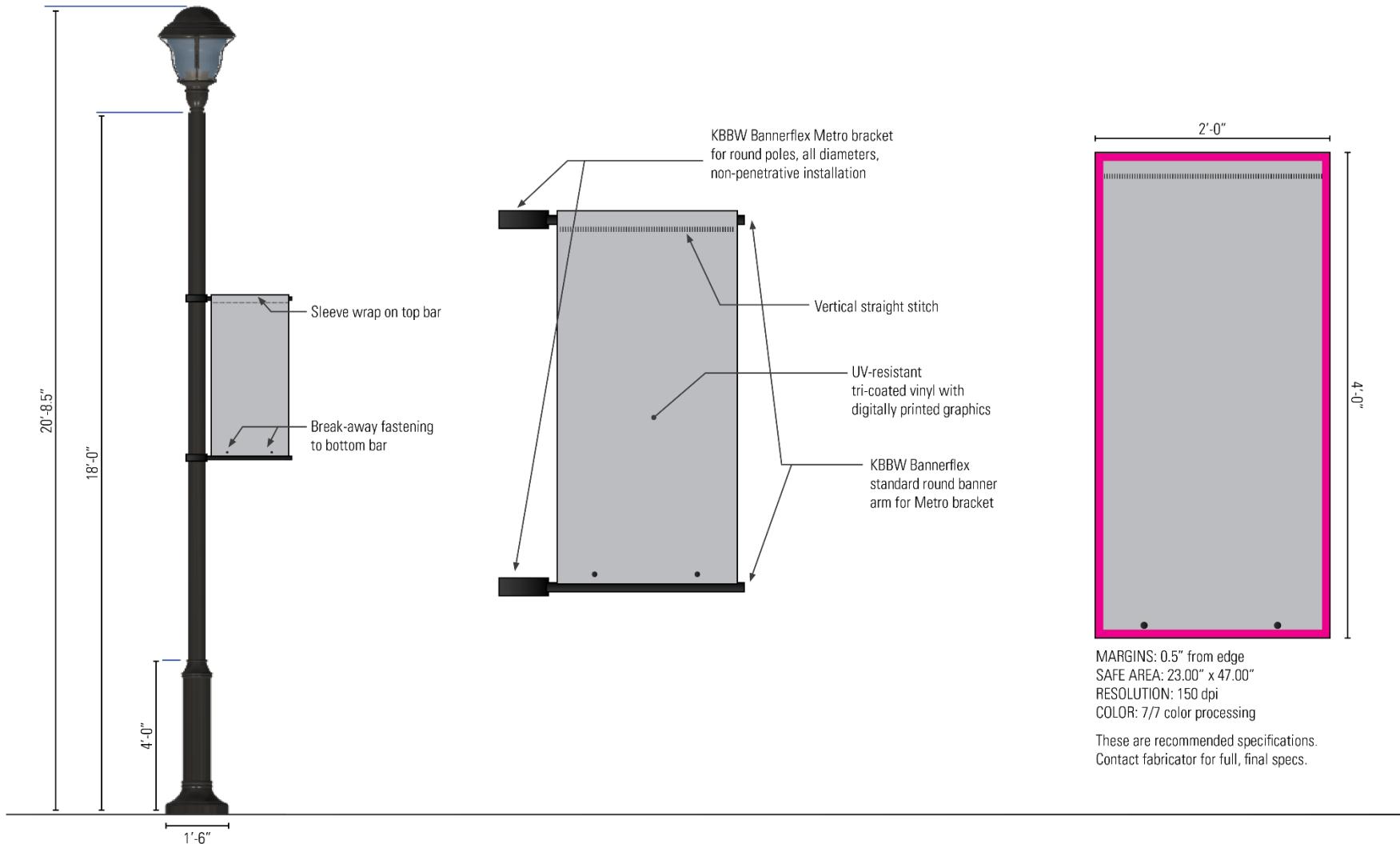


Main to Cross Plan

1. Increased Lane Widths to 11' from 10.5' throughout the project limits
2. Signal Modernization at Front Street and Main Street

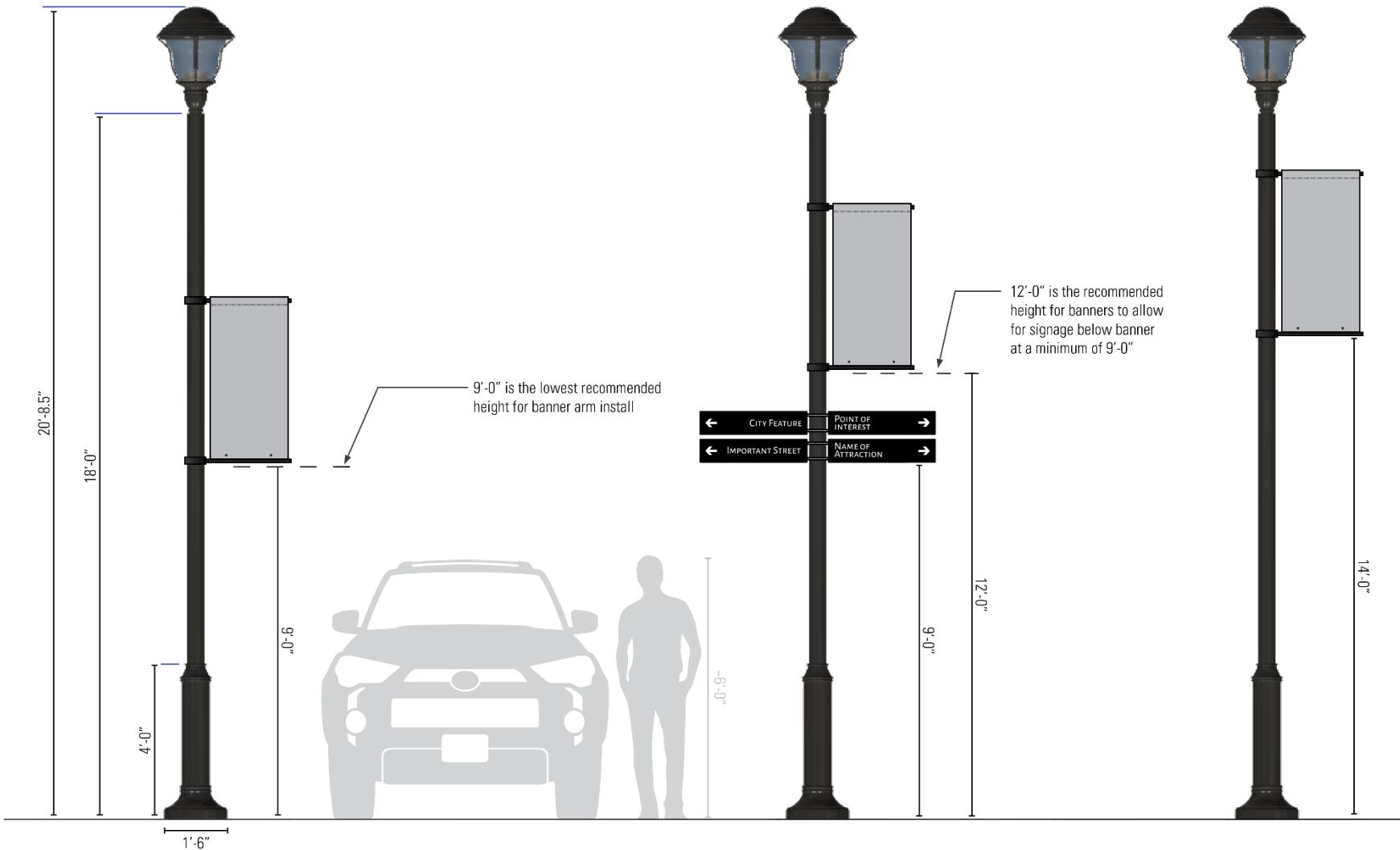
DESIGN DEVELOPMENT | WAYFINDING AND SIGNAGE

BANNER HARDWARE & INSTALLATION



DESIGN DEVELOPMENT | WAYFINDING AND SIGNAGE

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DESIGN DEVELOPMENT | WAYFINDING AND SIGNAGE

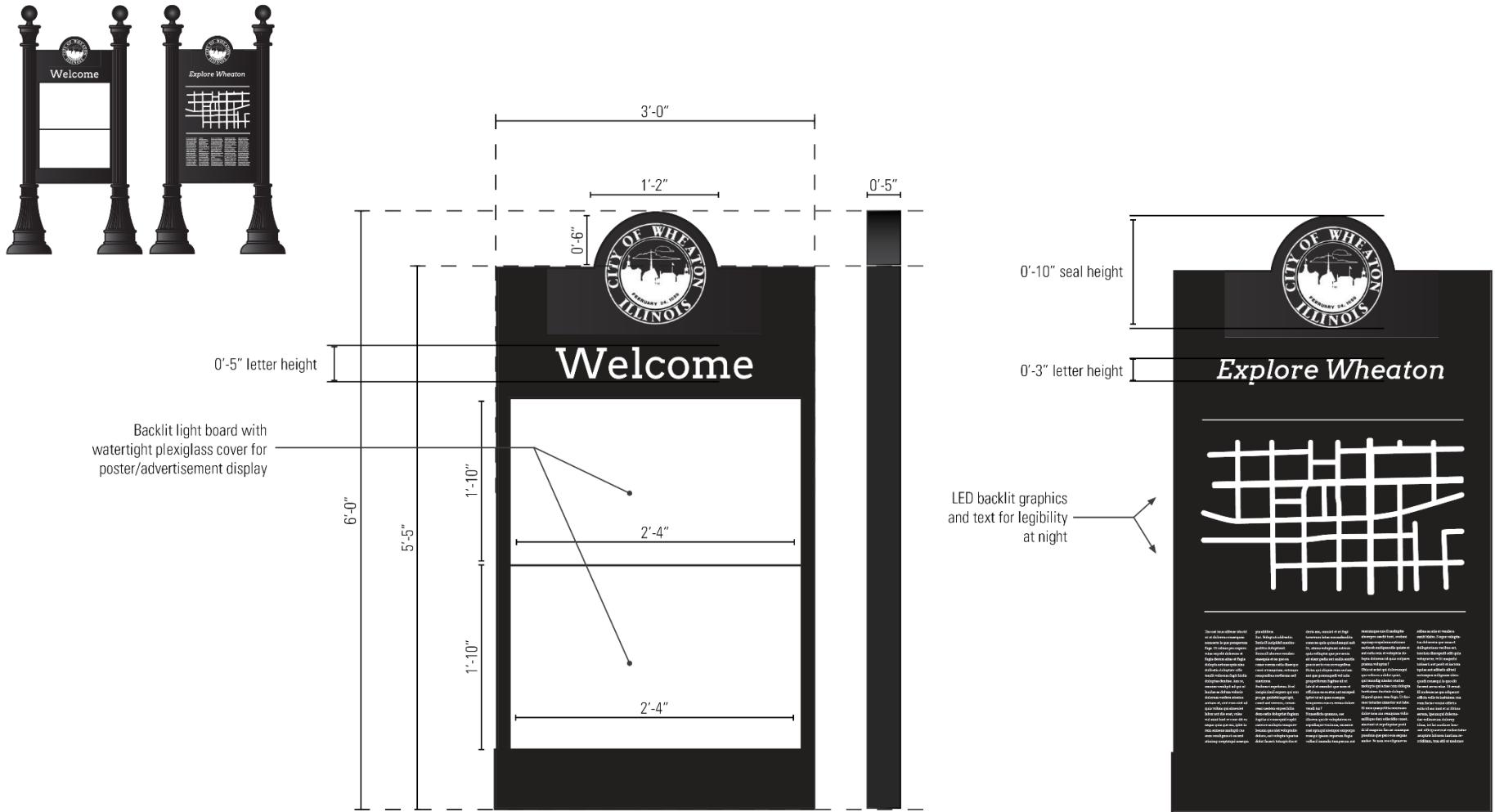
SIGNAGE CONCEPT A: UPDATING SIGNAGE WHILE MAINTAINING AESTHETIC



This concept proposes a redesign of Wheaton signage while staying true to the aesthetic style of current wayfinding, with a focus on how all signage elements work together to create a cohesive, comprehensive system. The signage system relies on the Arvo family of typographic styles to create unity throughout each signage piece. Regulatory signage, such as stop, speed limit, do-not-enter, no-left-turn, highway/interstate, etc. are treated with a backplate to maximize visibility for both humans and artificial intelligence systems.

DESIGN DEVELOPMENT | WAYFINDING AND SIGNAGE

SIGNAGE CONCEPT A: KIOSK PRELIMINARY DETAILING



DESIGN DEVELOPMENT | WAYFINDING AND SIGNAGE

SIGNAGE CONCEPT A: SIGN BOARD PRELIMINARY DETAILING

Surface applied, digitally printed vinyl graphics with UV surface laminate on .080" pre-finished aluminum panel.
Mounting location to be determined.



DESIGN DEVELOPMENT | WAYFINDING AND SIGNAGE

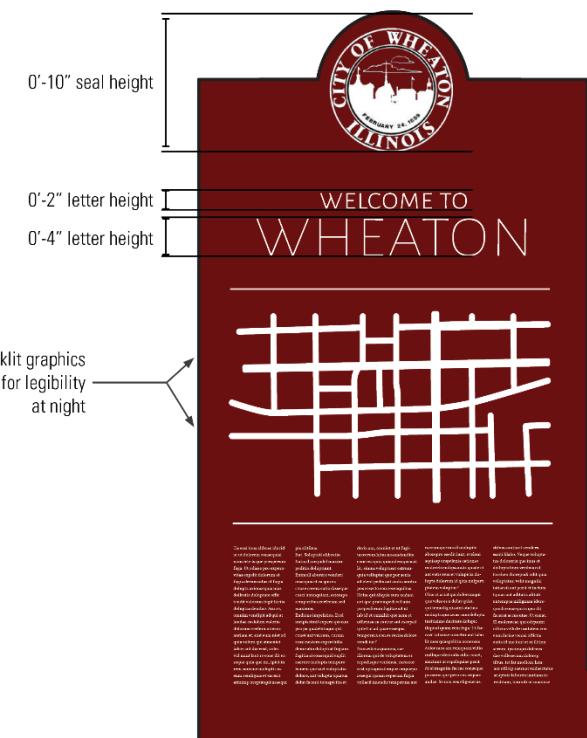
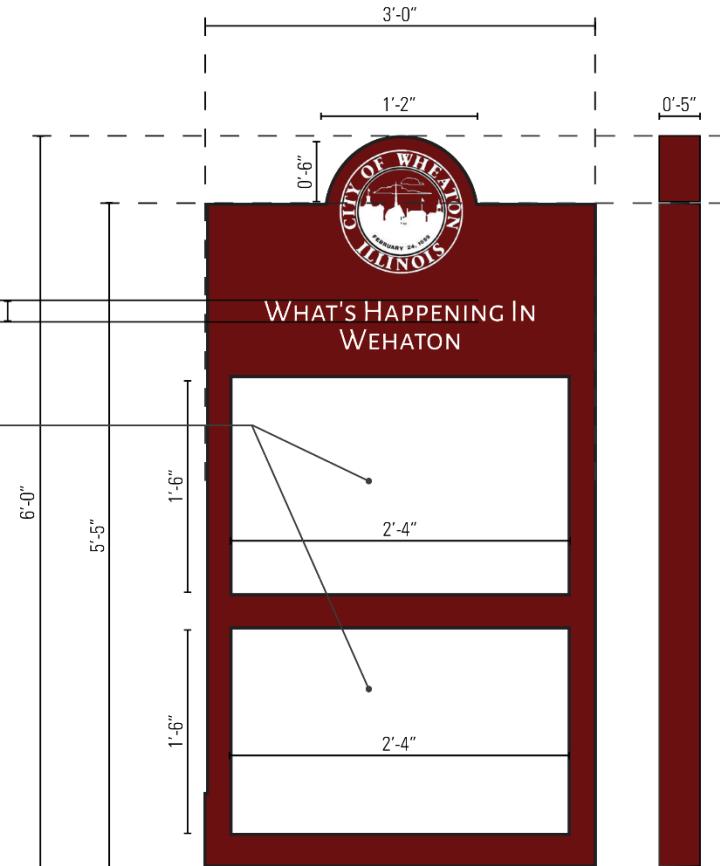
CONCEPT B: INTEGRATING SIGNS WITH STREET LIGHTS



Concept B integrates signage and lighting together, by using light-poles as sign-posts and integrating lighting on important signage posts. Lighting signs such as kiosks, cross-street signage, and directional wayfinding is an easy way to increase visibility and awareness, especially at night. Signs that are not topped with a light fixture use similar poles to keep the aesthetic of all elements the same throughout the streetscape. This is the only signage family that uses a sans-serif typeface, offset by the design of the light fixtures and poles. Regulatory signs are treated with a backplate to maximize visibility for both humans and artificial intelligence systems.

DESIGN DEVELOPMENT | WAYFINDING AND SIGNAGE

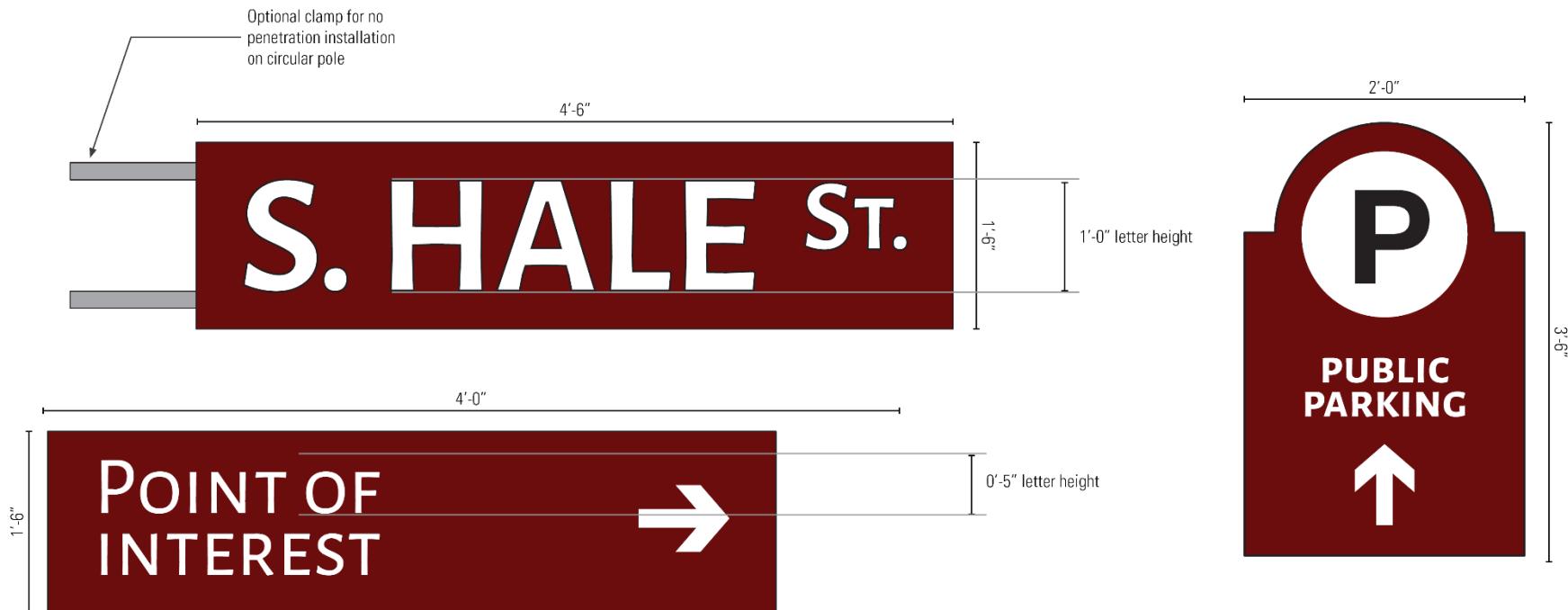
CONCEPT B: KIOSK PRELIMINARY DETAILING



DESIGN DEVELOPMENT | WAYFINDING AND SIGNAGE

CONCEPT B: INTEGRATING SIGNS WITH STREET LIGHTS

Surface applied, digitally printed vinyl graphics with UV surface laminate on .080" pre-finished aluminum panel.
Mounting location to be determined.



DESIGN DEVELOPMENT | WAYFINDING AND SIGNAGE

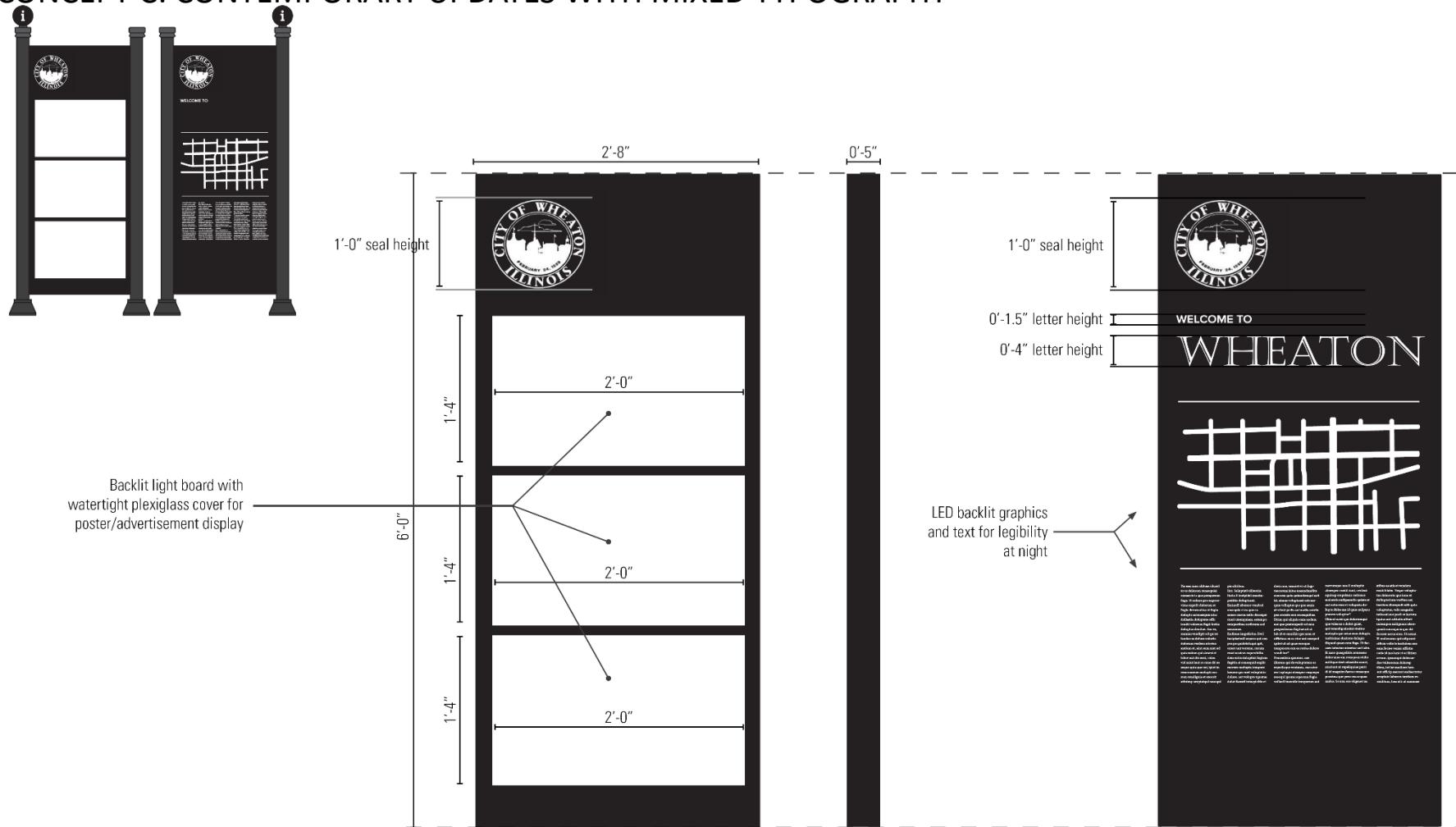
CONCEPT C: CONTEMPORARY UPDATES WITH MIXED TYPOGRAPHY



Concept C is easily the most “modern” or contemporary of all the options presented, using black, square poles and little ornamentation in design. The modern aesthetic is offset by the top-level-hierarchy typeface, Castellar. It is the only signage family in this series to use a mix of sans-serif and serif typefaces, creating a nice contrast in design and typography. Pedestrian signage is black, while vehicular signage is white (or uses a white back plate), to maximize visibility. White signs could also use a reflective treatment for visibility in inclement weather. Regulatory signs are treated with a white backplate to maximize visibility for both humans and artificial intelligence systems.

DESIGN DEVELOPMENT | WAYFINDING AND SIGNAGE

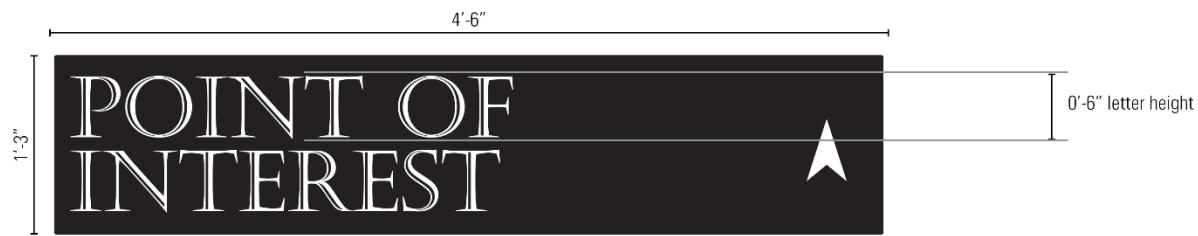
CONCEPT C: CONTEMPORARY UPDATES WITH MIXED TYPOGRAPHY



DESIGN DEVELOPMENT | WAYFINDING AND SIGNAGE

CONCEPT C: CONTEMPORARY UPDATES WITH MIXED TYPOGRAPHY

Surface applied, digitally printed vinyl graphics with UV surface laminate on .080" pre-finished aluminum panel.
Mounting location to be determined.



DESIGN DEVELOPMENT | WAYFINDING AND SIGNAGE

WHEATON PARKING GARAGE INFORMATIONAL SIGNAGE

Having a digital readout of the number of available spaces in the Wheaton Parking Garage will allow visitors to Front Street to make an informed decision about whether or not they wish to utilize the garage.

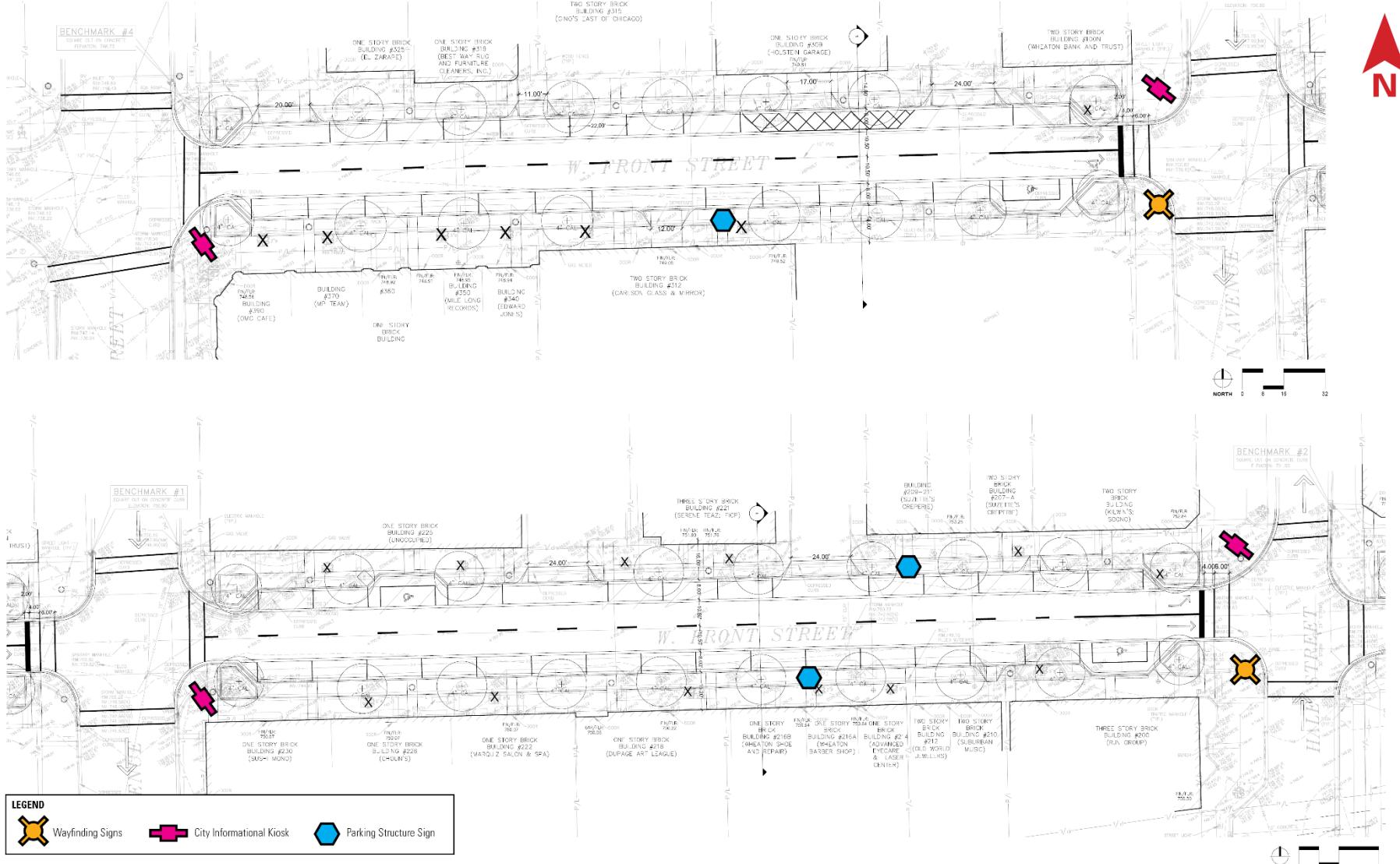


FEASABILITY

- Requires additional hardware
- Disruption to service during installation
- Full-system implementation
- Entry/exit-only implementation
- Underground vs. above ground

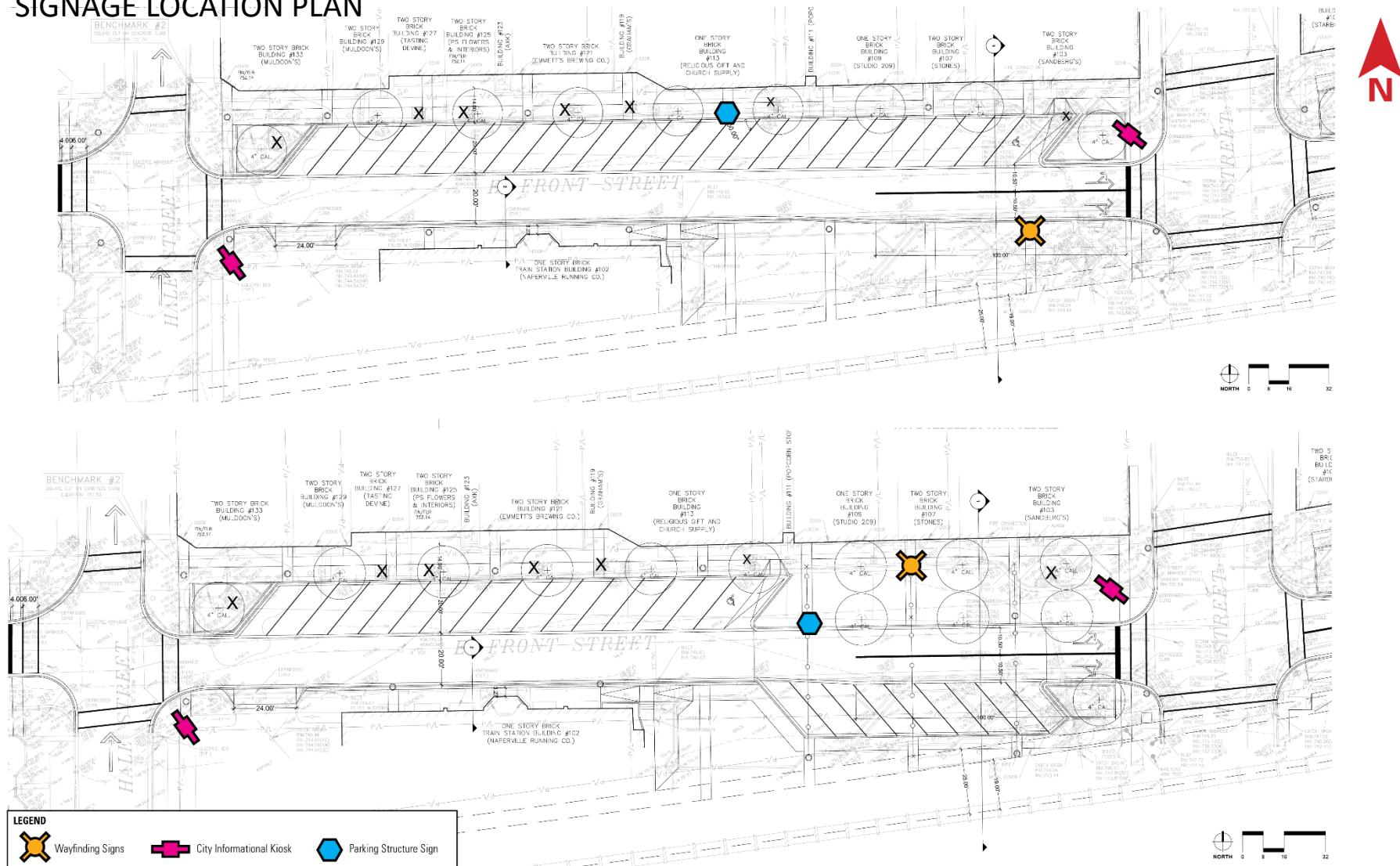
DESIGN DEVELOPMENT | WAYFINDING AND SIGNAGE

SIGNAGE LOCATION PLAN



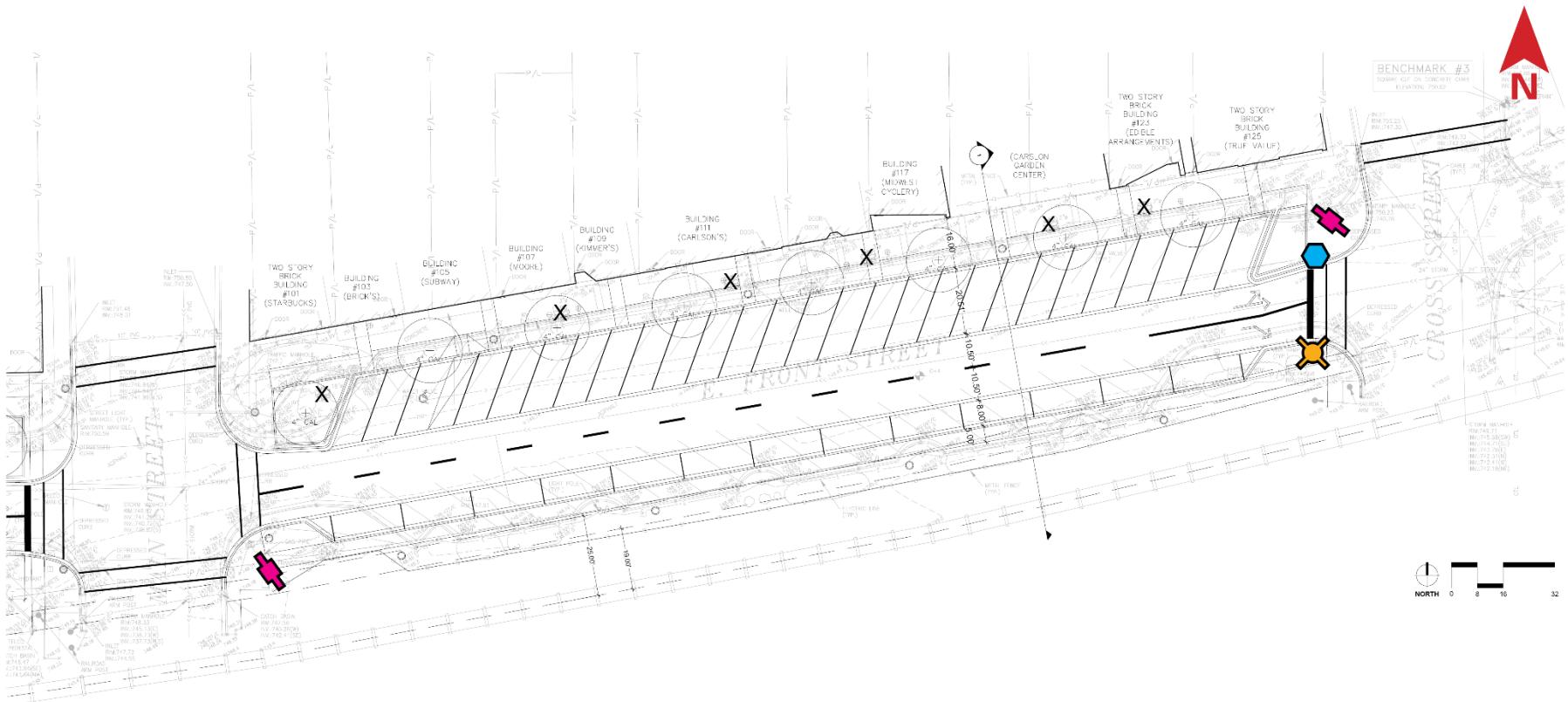
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SIGNAGE LOCATION PLAN

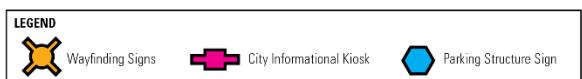


DESIGN DEVELOPMENT | WAYFINDING AND SIGNAGE

SIGNAGE LOCATION PLAN

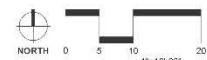
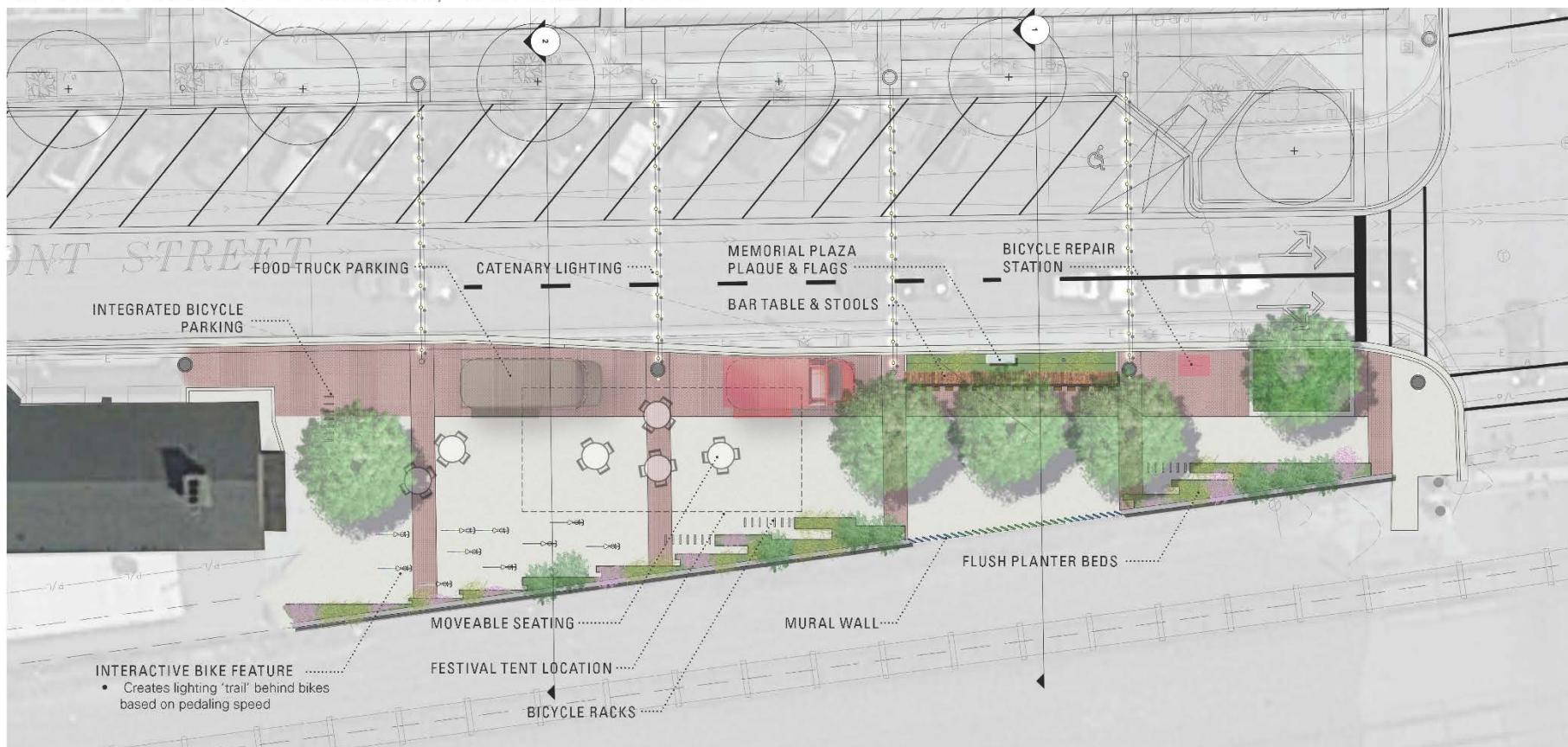


MAIN STREET TO CROSS STREET



SCHEMATIC DESIGN | Martin Plaza

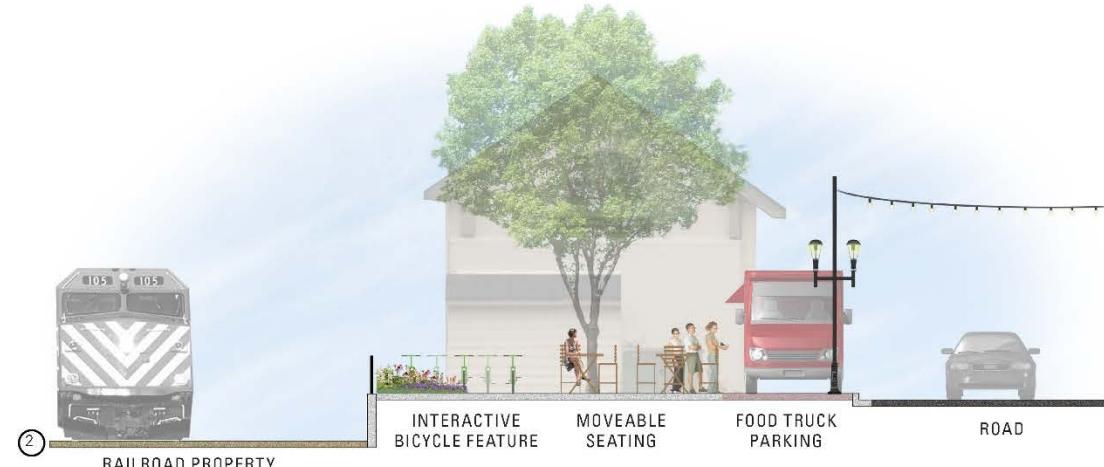
OPTION ONE: MOVEMENT/ CONNECTIONS



SCHEMATIC DESIGN | Martin Plaza

OPTION ONE: MOVEMENT/ CONNECTIONS

- Connect the north and south by attracting bike riders from the prairie path by providing temporary and long term parking and repair station.
- An interactive art installation to celebrate bicycle culture.
- Celebrate the dining experience with an outdoor bar that is reflective in character of the historic railroad dining cars.
- A mural wall would celebrate “movement”
- A pavement incorporated plaque for the memorial to Mayor Martin adjacent to the flag installations.



SCHEMATIC DESIGN | Martin Plaza

OPTION ONE: MOVEMENT/ CONNECTIONS



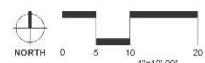
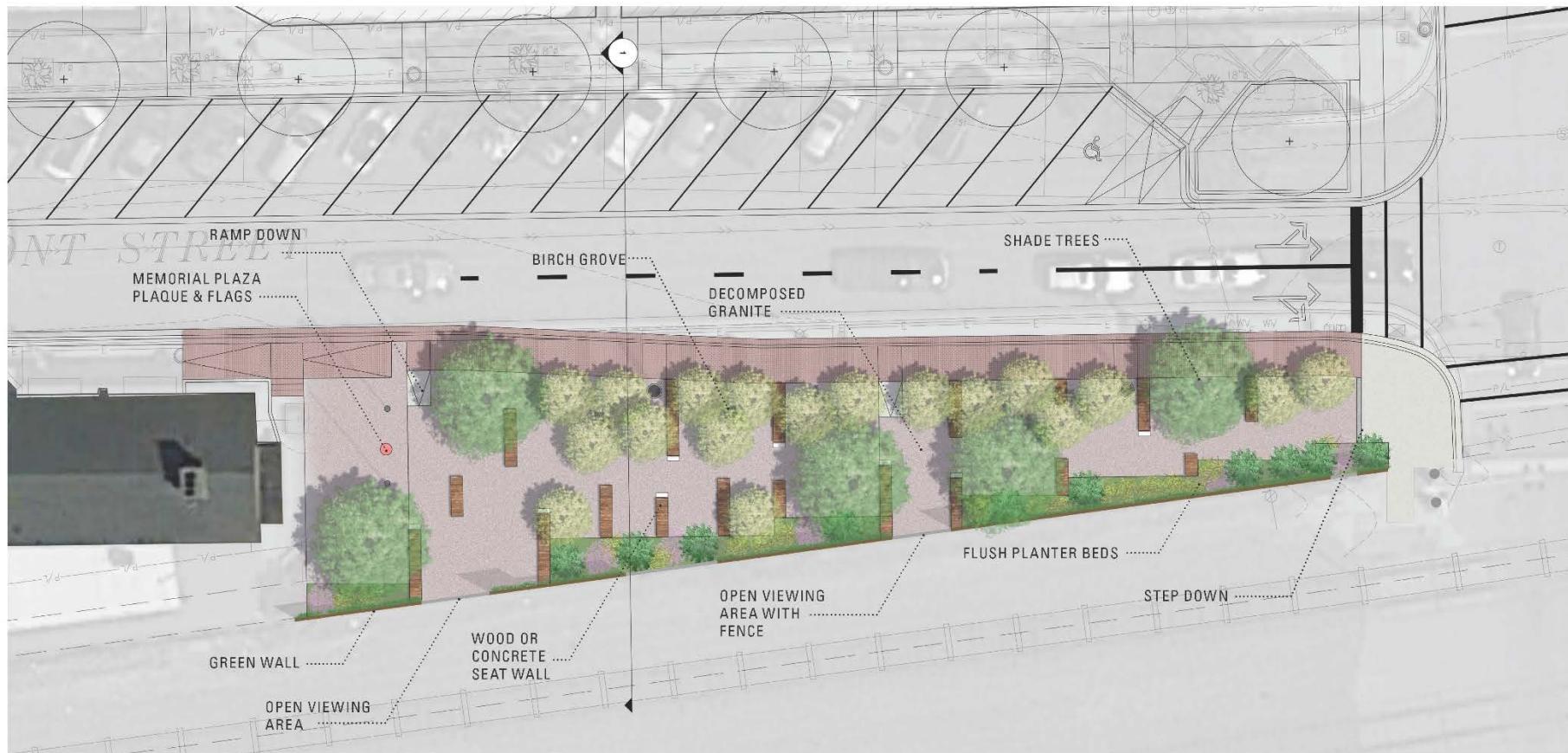
SCHEMATIC DESIGN | Martin Plaza

OPTION ONE: MOVEMENT/ CONNECTIONS



SCHEMATIC DESIGN | Martin Plaza

OPTION TWO: QUIET/ ROOM



SCHEMATIC DESIGN | Martin Plaza

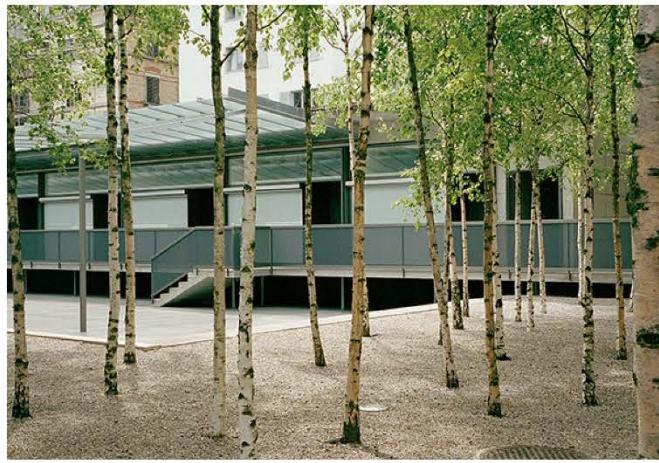
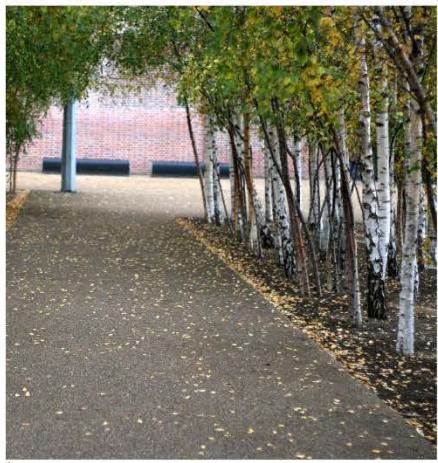
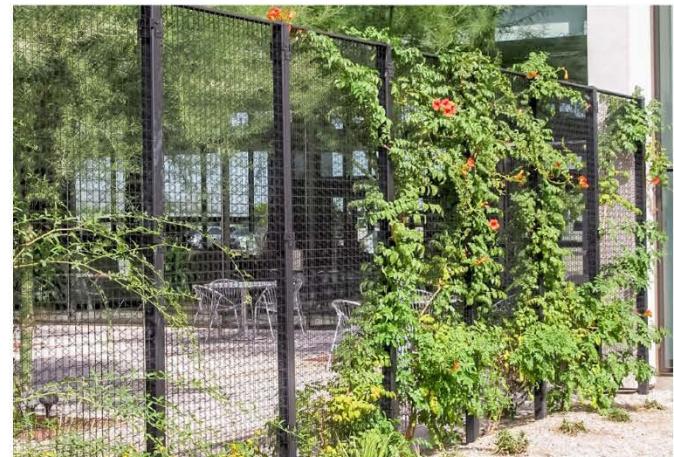
OPTION TWO: QUIET/ ROOM

- A public space for serenity and escape from heavy surrounding traffic activity.
- An enclosed space is created by stepping down off of Front Street through a grove of birch trees and a green trellis wall.
- The linear wood seat walls are reminiscent of the visual forms that comprise the railroad.
- The granite plaques would incorporate a timeline of events throughout the life of Wheaton.
- Openings through the trellis create windows for watching the train.



SCHEMATIC DESIGN | Martin Plaza

OPTION TWO: QUIET/ ROOM



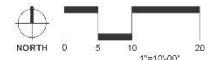
SCHEMATIC DESIGN | Martin Plaza

OPTION TWO: QUIET/ ROOM



SCHEMATIC DESIGN | Martin Plaza

OPTION THREE: REMINISCENT OF THE OLD TRAIN STATION



SCHEMATIC DESIGN | Martin Plaza

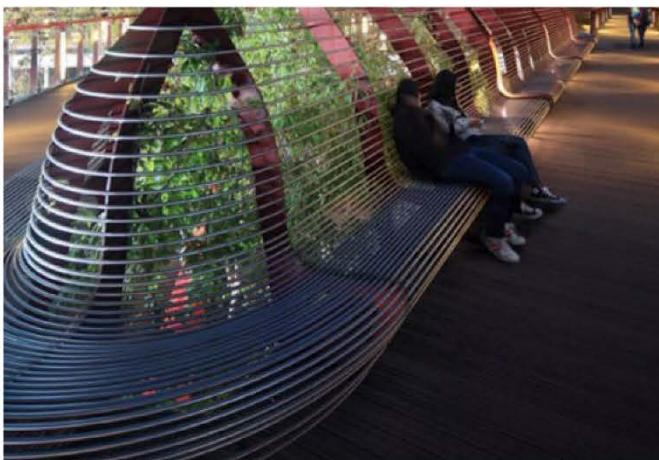
OPTION THREE: REMINISCENT OF THE OLD TRAIN STATION

- Recognizes the history of a waiting area for the old train station.
- The column design and spacing is reminiscent of the wood columns that supported the original structure . Catenary lights complete the “structure” overhead.
- a series of depot benches - reflective of train station depot seating.
- viewing areas to the train with fixed seat walls along side significant planting beds.
- Memorial elements related to Mayor Martin would be incorporated at the entry to the plaza.



SCHEMATIC DESIGN | Martin Plaza

OPTION THREE: REMINISCENT OF THE OLD TRAIN STATION



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SCHEMATIC DESIGN | Martin Plaza

OPTION THREE: REMINISCENT OF THE OLD TRAIN STATION

