Wayfinding Plan
City of Wayzata

Prepared By:
1 Mission Statement

This Wayfinding Plan has been commissioned by the City of Wayzata and developed by stakeholder representatives to develop an organized and clear methodology to assist the City of Wayzata implement a comprehensive wayfinding plan. It communicates to the visitor and resident alike, the mission and vision of the City. Wayfinding objectives include but are not limited to:

- Enhance the arrival and wayfinding experience in and around the City.

- Provide information to assist both visitors and residents to easily access the City’s important points of Civic, Natural, Cultural and Economic elements.

- Enhance the City’s image as an accessible, attractive, and active destination through distinctive, helpful graphics.

- Simplify traffic patterns by directing people and vehicles down the most desirable routes.

- Remove visitors’ anxieties and make their experiences more memorable.

- Reflect the City’s history and culture in wayfinding design.

The signage will share a common palette of colors, fonts, materials, and graphics using cues from the surrounding architecture and landscape.

While the designs and materials of the signage will be selected in part for their durability and relative ease of installation and maintenance, no material is perfect, and all require some maintenance and attention.

2 Stakeholders

a: Working Group
- Mike Kelly, City of Wayzata
- Robyn Cook, City of Wayzata
- Peggy Douglass, Greater Wayzata Area Chamber of Commerce
- Barry Petit, Former Mayor
- Damon Farber, Damon Farber Associates
- Scott Ferguson, Damon Farber Associates

b: Overall Constituency
- City of Wayzata:
  - Planning Commission
  - City Council
  - Engineering Department
  - Public Works Department
- Housing and Redevelopment Authority
- Greater Wayzata Area Chamber of Commerce

3 Destinations

a: Civic

b: Cultural

c: Natural

d: Economic
Sign type:
a: Layout
b: Color

Wayfinding Signage Plan
Wayzata, Minnesota

Design Layout
Design (continued)

c: Typeface
Arial Condensed 80%

abcdedfghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

d: Symbols and Logos
Parking
Boat Launch
Beach
Marina
Mail
Depot
Bicycle

e: Destination Messages
City Hall, Library
Police, Fire
License Center
Post Office
West Middle School
Roadmaster Cottage
Lake Minnetonka
Depot
Broadway Docks
Public Parking
Mill Street Parking
Lake Street Public Parking
Beach
Klapprich Park
Post Office Park
Shaver Park
Wayzata Nature Center
The Big Woods Preserve
Bocce Tennis Courts
Downtown Wayzata
Fabrication and Installation:

Installation Considerations:
Existing condition surveys should be performed to ensure signage placement and construction activities do not conflict with underground and above-ground utilities and do not encroach on private property unless permission and construction activity easements are documented.

Blade signs shall not be less that 7" clear above finished grade or pavement.

Signage shall be at least 12" from street curbs to prevent damage due to vehicular maneuvering.