FRONT STREET
STREETSCAPE

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

PREPARED BY
Primera DESIGNWORKSHOP
1. Lane Widths increased from 10.5’ to 11’ throughout 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.
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
Wheaton to Hale Plan

1. Increased Lane Widths to 11’ from 10.5’ throughout the project limits
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)
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
BANNER HARDWARE & INSTALLATION

KBBW Bannerflex Metro bracket for round poles, all diameters, non-penetrative installation

Sleeve wrap on top bar

Break-away fastening to bottom bar

Vertical straight stitch

UV-resistant tri-coated vinyl with digitally printed graphics

KBBW Bannerflex standard round banner arm for Metro bracket

MARGINS: 0.5” from edge
SAFE AREA: 23.00” x 47.00”
RESOLUTION: 150 dpi
COLOR: 777 color processing

These are recommended specifications. Contact fabricator for full, final specs.
BANNER HARDWARE & INSTALLATION

9'-0" is the lowest recommended height for banner arm install

12'-0" is the recommended height for banners to allow for signage below banner at a minimum of 9'-0"

City Feature
Point of Interest
Important Street
Way of Attractions
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.
SIGNAGE CONCEPT A: KIOSK PRELIMINARY DETAILING

- Backlit light board with waterlight plexiglass cover for poster/advertisement display
- LED backlit graphics and text for legibility at night

Dimensions:
- 3'-0" Width
- 1'-2" Height
- 0'-5" Letter height
- 0'-10" Seal height
- 0'-3" Letter height

Welcome
Explore Wheaton
Surface applied, digitally printed vinyl graphics with UV surface laminate on .080” pre-finished aluminum panel.
Mounting location to be determined.
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.
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.
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.
CONCEPT C: CONTEMPORARY UPDATES WITH MIXED TYPOGRAPHY

DESIGN DEVELOPMENT | WAYFINDING AND SIGNAGE

Backlit light board with watertight plexiglass cover for poster/advertisement display

LED backlit graphics and text for legibility at night
Surface applied, digitally printed vinyl graphics with UV surface laminate on .080” pre-finished aluminum panel. Mounting location to be determined.
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
SIGNAGE LOCATION PLAN

LEGEND
- Wayfinding Signs
- City Informational Sign
- Parking Structure Sign
SIGNAGE LOCATION PLAN

LEGEND
- Wayfinding Signs
- City Informational Kiosk
- Parking Structure Sign
SIGNAGE LOCATION PLAN

MAIN STREET TO CROSS STREET

LEGEND
Wayfinding Signs  City Informational Kiosk  Parking Structure Sign
OPTION ONE: MOVEMENT/ CONNEXIONS

- Food Truck Parking
- Catenary Lighting
- Memorial Plaza Plaque & Flags
- Bar Table & Stools
- Bicycle Repair Station
- Integrated Bicycle Parking
- Interactive Bike Feature
  - Creates lighting “trail” behind bikes based on pedaling speed
- Moveable Seating
- Mural Wall
- Flush Planter Beds
- Bicycle Racks
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 TWO: QUIET/ ROOM

- Ramp Down
- Memorial Plaza Plaque & Flags
- Birch Grove
- Decomposed Granite
- Shade Trees
- Green Wall
- Open Viewing Area
- Wood or Concrete Seat Wall
- Open Viewing Area with Fence
- Flush Planter Beds
- Step Down

Primera Design Workshop
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.
OPTION TWO: QUIET/ ROOM
OPTION TWO: QUIET/ ROOM
OPTION THREE: REMINISCENT OF THE OLD TRAIN STATION

- TENT & FLEXIBLE SPACE
- CATENARY LIGHTING
- MOVEABLE SEATING
- MEMORIAL PLAZA PLACQUE
- BRICK COLUMNS
- Street and catenary lighting integrated into the post
- BENCH SEATING
- TRAIN VIEWING AREA WITH FENCE
- SEAT WALL
- FLUSH PLANTER BEDS
- FLAG

SCHEMATIC DESIGN | Martin Plaza
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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.
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