

# Wayfinding Plan

## Kingman, Arizona

Destination  
Development  
INCORPORATED

July 2003





## Scope of Work

A number of significant elements directly impact the number of visitors to an area, their experience while there, and what makes them want to return.

The wayfinding action plan does not include a detailed assessment of all the attractions and amenities a visitor may find while visiting an area. It does, however, address some of the more significant existing circulation and tourism patterns and suggests factual solutions to improve the visitor's experience and ease of movement through proper signage and identification.

Initially, a review of the traffic patterns and traffic counts of primary city surface streets, major city and county thoroughfares, state managed freeways and highways within a ten-mile radius were conducted. These traffic patterns and traffic counts were reviewed on the basis of direction and seasonal patterns from information provided by the city, county and state agencies. Traffic information was also considered from neighboring visitor oriented communities including Laughlin, Flagstaff, and Lake Havasu to determine effective ways to attract visitors from adjacent areas into Kingman.

Since attracting new tourists, keeping the current visitor's longer, and improving the visitors overall experience is the primary goal of the wayfinding plan, information was collected on the tourism patterns within Kingman and the neighboring communities. Visitor attractions, amenities, and services such as public restrooms, visitor information areas, museums, parks, golf courses, lodging, general services, community services, and

recreation destinations were identified.

Upon better understanding of the various traffic and tourism patterns, a detailed on site analysis was conducted of the existing wayfinding signage within the city and adjacent region. Particular attention was paid to location, availability, readability, visibility, and overall aesthetic appeal.

Once all of the available information was collected, synthesized, and reviewed, specific recommendations were made with regards to sign locations, technical and aesthetic improvements, including preliminary design concepts for decorative signage within the city limits. Specific recommendations were provided for location, size, materials, information provided, and landscape and site improvements. A preliminary cost analysis was also developed to give the city a starting point to prepare future wayfinding budgets.

From these preliminary guidelines and recommendations, the City of Kingman can develop an approach to improving the wayfinding experience throughout the city and region. Finally, the city can continue towards the development of a budgeting plan, final design, and construction of a newer, better, more exciting wayfinding experience.

## Executive Summary

The wayfinding approach can be summarized as follows:

- A. Theme Development
- B. Major signage categories
- C. Next step and budgets
- D. Specific recommendations

### A. Theme Development

The City of Kingman should adopt the Route 66 theme as recommended throughout this wayfinding plan.

This would include the following:

- Changing the name of the “Powerhouse Visitors Center” to the “Route 66 Visitors Center”
- Creating a well landscaped pedestrian oriented “themed” mall along Route 66 between the Visitors Center and the water tower
- Creating special “gateway” signage at all of the Interstate 40 exits, along highway 93, and into the “Historic Shopping District”
- Encouraging more businesses, especially along Route 66, to theme their retail and offices towards the Route 66 theme
- Incorporating all of the themed recommendations within the wayfinding plan as quickly as possible
- Organizing more events that incorporate the Route 66 theme
- Expand the Route 66 advertising and marketing program locally, regionally, and nationally

### B. Major Signage Categories

The signs are broken down into four

major categories or “types”. There may be subtle differences or design changes within a specific type, but the basic design should be consistent.

The four categories are:

**1. Gateways and entries** - signs that introduce visitors to the city and set the theme with which they can identify throughout their visit.

**2. Attractions** - signs that specifically identify major attractions throughout the city and become a major “landmark” for that specific attraction.

**3. Directional** - signs that quickly and easily identify the location of such things as: major attractions, services, and amenities.

**4. Banners** - signs that add a “festive” look to special areas throughout the city and communicate to the visitor that they are in a special or unique area of town such as Route 66.

### C. Next Step and Budgets

Approvals - the city council and planning commission should next approve the wayfinding plan in concept and direct the city staff to create an implementation plan, which identifies the cost for detailed design, construction, a proposed construction schedule, and maintenance plan.

Upon approval of the implementation plan, the city staff should work with ADOT for specific sign changes, responsibility, timing, etc.

Signage budgets should be adopted by the City Council to proceed to final design, construction drawings, and phase one construction.

### Estimated Costs

Historic Downtown Gateway - 1  
Approximate cost \$60,000

Major Gateway Signs - 17  
\$12,500 ea. x 17 = \$212,500

Attraction Signs - 10  
\$12,500 ea. x 10 = \$125,000

Directional Signs - 11  
\$5,000 ea. x 11 = \$55,000

Billboards - 3  
\$5,000 ea. x 3 = \$15,000

Banners - 200  
\$350 ea. x 200 = \$70,000

Total Estimated Cost = \$537,500

### D. Recommendations

#### Categories

The recommendations are categorized according to location and type as follows:

#### Interstate 40

- Freeway signage
- Billboards
- Gateways

#### Highway 93

- Gateway

#### Route 66/Andy Devine

- Directional
- Banners

#### Kingman City Streets

- Stockton Hill Road
- Miscellaneous City Streets

#### Attractions

- Historic Shopping District

## Executive Summary

- Route 66 Museum
- Locomotive Park
- Museum of History & Art
- Lewis Kingman Park
- Golf Course
- Camp Beale Loop Trail

10 Attraction signs

Budget Amount = \$125,000

### Year Five

Historic downtown gateway

Budget Amount \$60,000

Total Amount = \$537,500

### Prioritization Schedule

The wayfinding plan should be implemented within a five-year period with the prioritization schedule as follows:

1. ADOT highway sign changes
2. Highway Billboards
3. Major Gateways
4. Banners
5. Directionals
6. Attractions
7. Kiosks

### Implementation Schedule

#### Year One

All ADOT highway sign changes  
Billboard text and artwork changes  
9 Major gateway signs  
100 Route 66 Banners

Budget Amount = \$127,500

#### Year Two

8 Major gateway signs  
100 Route 66 Banners

Budget Amount = \$135,000

#### Year Three

11 Directional signs  
100 Route 66 Banners

Budget Amount = \$90,000

#### Year Four

### Working with ADOT

It is important that the City of Kingman begin immediately working with ADOT to accomplish the following:

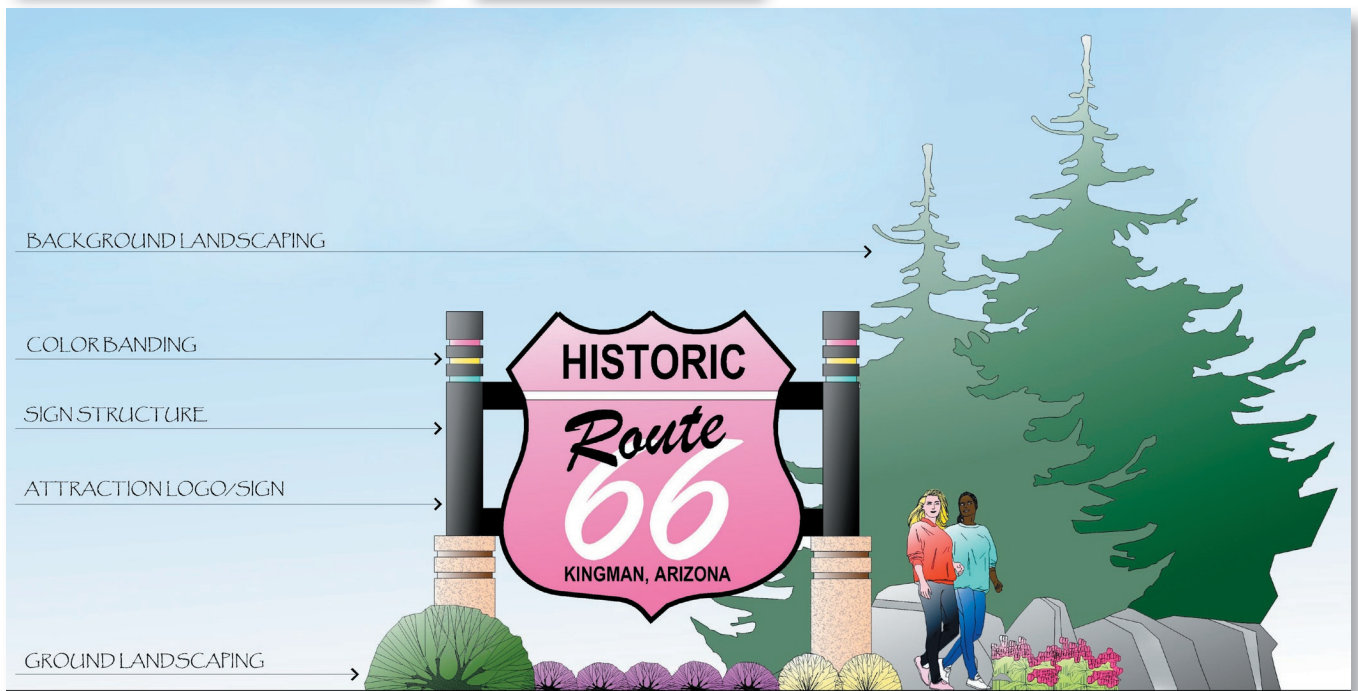
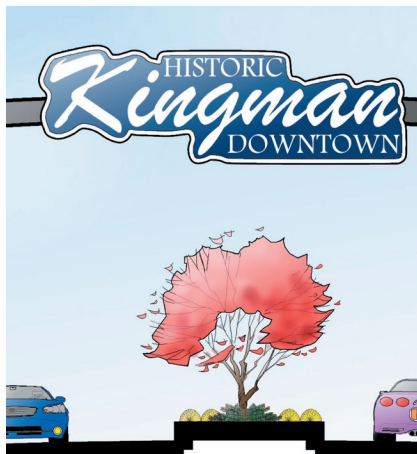
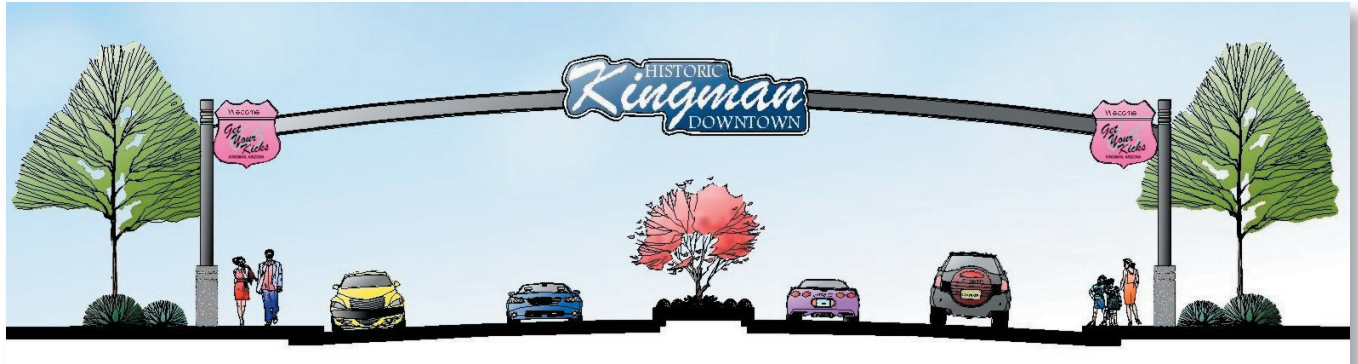
1. Review the scope and intent of the wayfinding plan to obtain necessary approvals and “buy in”.

2. Encourage ADOT to initiate highway text changes as soon as possible.

3. Obtain easements from ADOT at all interchange locations where major gateway signage is planned. This will allow the city the opportunity to build within the current ADOT right-of-way and minimize ADOT's liability in those areas.

## Gateways and entrances

### Historic Downtown Gateway

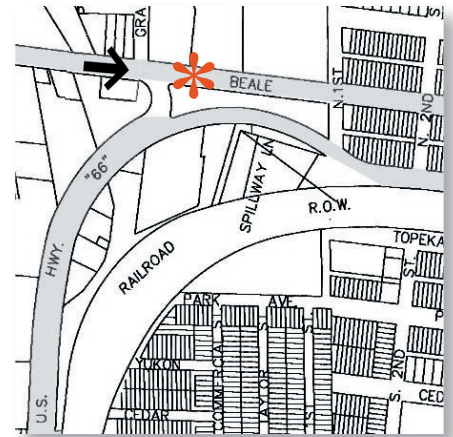




## Historic Downtown Kingman Gateway - Recommendation 1



### Location Map



**Location:** Beale Street at intersection of I-40 Business Route and connector to Route 66 looking East.

**Change:** Create a gateway into historic downtown.

**Recommendation:** Install a gateway arch between Charles Metcalf City park and Locomotive park.

Install a landscaped traffic island at least 8' wide in the center of Beale St. Create a more decorative pedestrian crosswalk using special pavers, colors, and materials.

Install landscaping at each end of the archway to frame and enhance the entry statement.

Add decorative signage on the ends or posts of the archway and create a unique "Historic Downtown Kingman" double sided sign as a center piece. Reverse side could say "Thank you for visiting Historic Downtown Kingman."

**This is the most important "gateway" into the historic downtown area.**

**Implementation:**  
City of Kingman

### Design Example

