



# OCEAN SPRINGS

1699 • CITY OF DISCOVERY

— CITYWIDE WAYFINDING PLAN —





December 2020



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# CITY OF OCEAN SPRINGS:

Mayor Shea Dobson  
Bobby Cox, Alderman at Large  
John Gill, Alderman, Ward 1  
Rickey Authement, Alderman, Ward 2  
Joseph Bellman, Jr., Alderman, Ward 3  
Ken Papania, Alderman, Ward 4  
Robert Blackman, Alderman, Ward 5  
Michael Impey, Alderman, Ward 6

# FUNDED BY:



# PREPARED BY:







## ABOUT THE PLAN

This report reflects a comprehensive study undertaken by Christian Preus Landscape Architecture (CPLA) to identify the current signage types, styles and deficiencies that currently exist within the City of Ocean Springs, Mississippi. With the information gathered through on the ground analysis, the team worked with a steering committee, focus groups, and City Staff to develop a wayfinding signage plan and strategy for the entire City.

The goal of this effort was to provide a cohesive framework for the implementation of vehicular, informational, and pedestrian wayfinding signs that fit within a consistent brand, and enhance the Ocean Springs experience for visitors, and residents.

## PLAN PARTICIPANTS

### **PLANNING TEAM:**

Christian Preus, CPLA  
Oliver Preus, CPLA  
Brooke Preus, CPLA

### **STEERING COMMITTEE:**

Mayor Shea Dobson  
Carolyn Martin  
Wade Morgan  
Cynthia Sutton  
Henry Furr  
Joyce Shaw  
Ben Smith  
Shannon Pfeiffer  
Melanie Allen

### **FOCUS GROUP:**

Wade Morgan  
Fred Moran  
Traci James  
Paige Riley  
Julian Rankin  
Roxanne Condrey  
Ted Condrey



## EXECUTIVE SUMMARY

The development of the Citywide Wayfinding Plan for the City of Ocean Springs has been a sixth-month planning and design endeavor. The City selected CPLA, a local design and planning firm, located in the heart of downtown Ocean Springs to complete the task of noting the needs, and proposing a vision for the brand, and to identity of future signage projects within the City.

Working with a steering committee made up of business leaders, community advocates, engineering professionals, and the Director of the local Chamber of Commerce - CPLA facilitated discussions about perceived issues with current signage and the way that the entire vehicular and pedestrian infrastructure works as a whole. During these discussions, many ideas were thrown out about how signage, combined with updated information systems (either digitally, or printed) could drastically improve the overall experience of Ocean Springs.

The steering committee met four times over the course of the study to provide input and to react to the ideas proposed for signage placement and design. In addition, CPLA met with multiple focus groups to determine what various areas of the City needed in order to obtain input on areas beyond just the Downtown or the Beaches. This information proved to be beneficial and guided the final stages of the planning process.

The result of the months of analysis, planning, and discussion are encompassed in this report. In detail, you will find the wayfinding categories that are needed to be infused into the Ocean Springs landscape to create a more user-friendly system of streets, roads, and trails.

Furthermore, you will find the signage style that builds on the current conditions, with a touch of artistic enhancement accompanied by an implementation strategy that tackles the immediate needs in the short-term, while planning for synergy with other major implementation efforts in the near future. Longer term goals are also established that will serve as a guide for the City to allocate funding for future wayfinding opportunities.



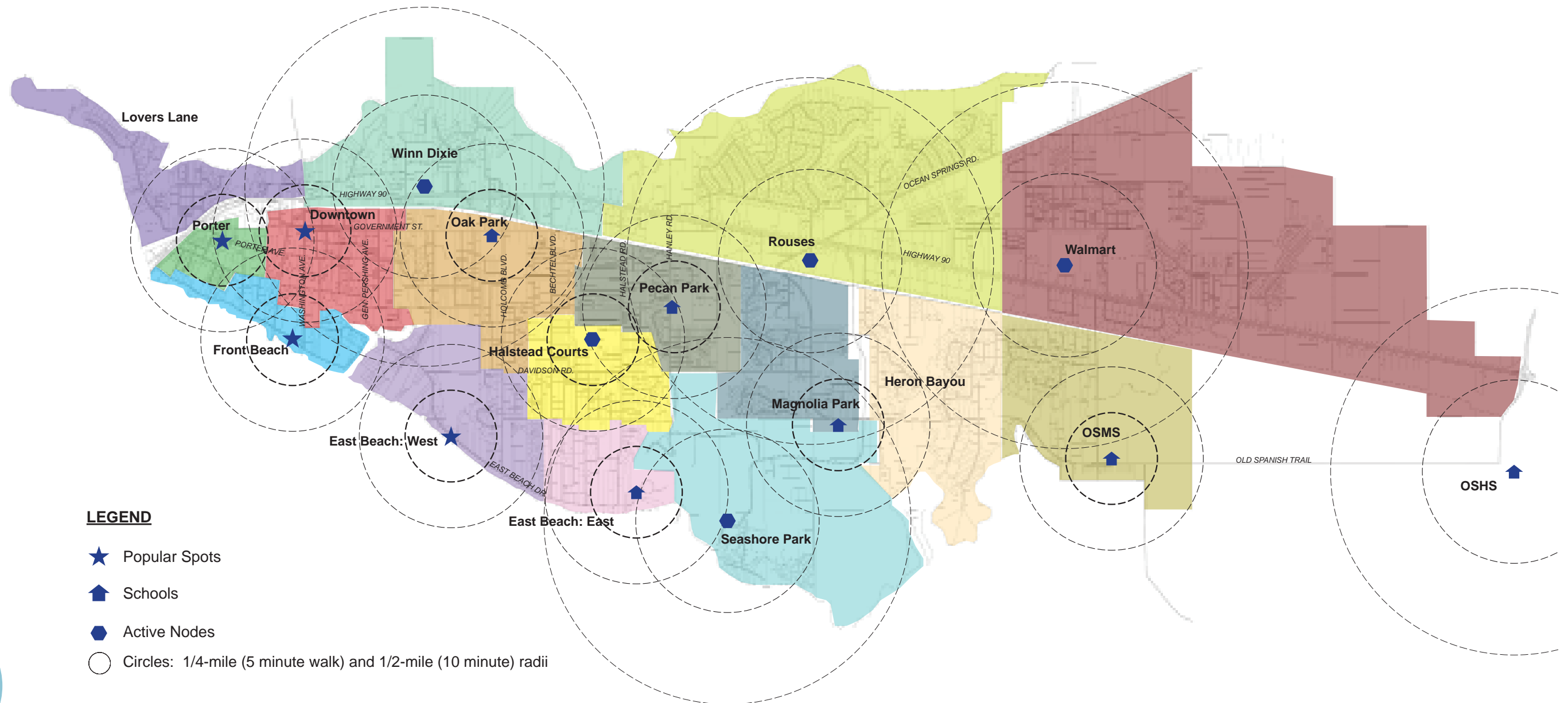


## DEFINING DISTRICTS

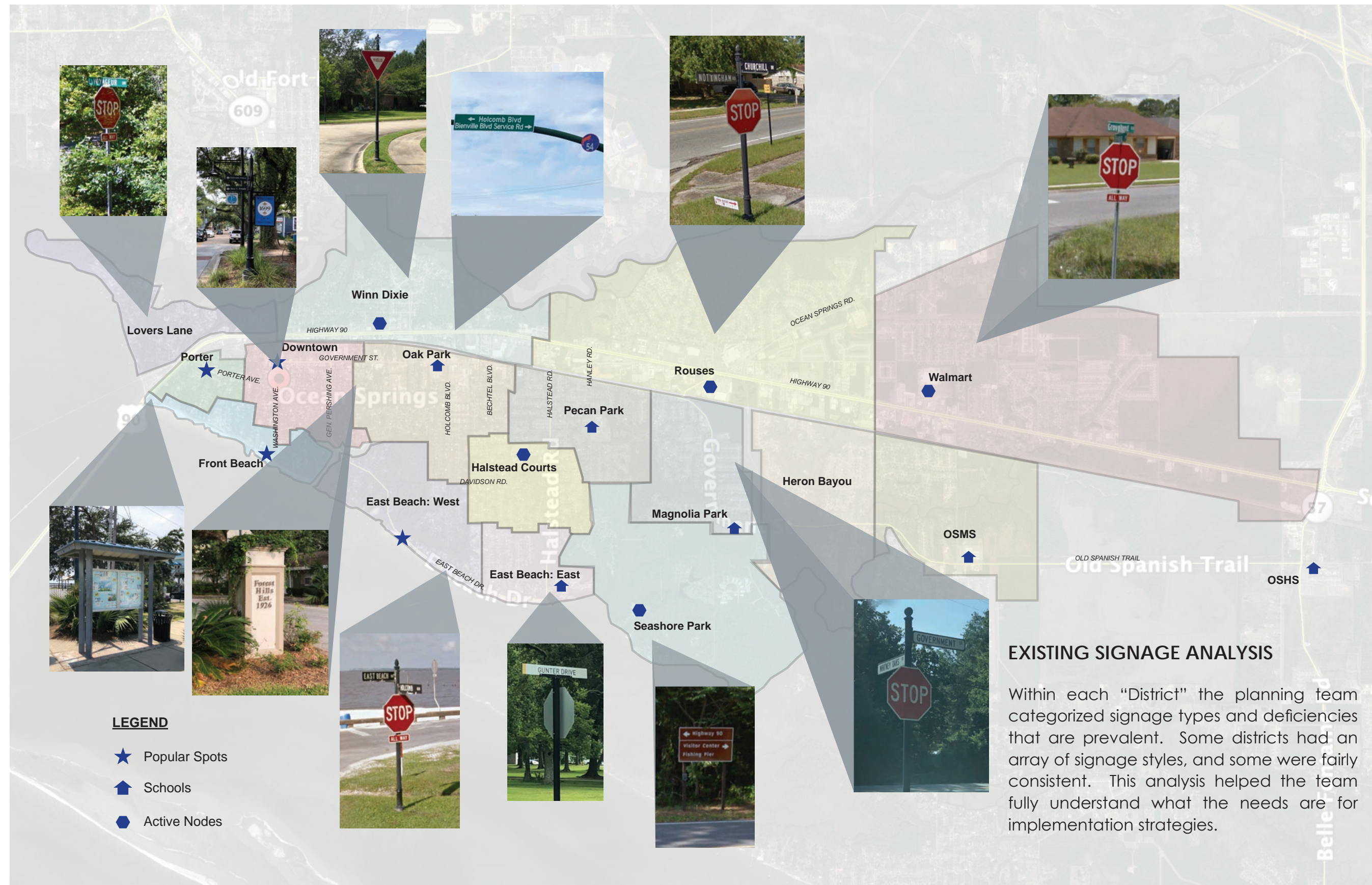
In order to understand the walkable context and scale of Ocean Springs, the planning team defined “Districts” based on one centrally located landmark with like development patterns surrounding it. This helped the steering committee and focus group’s understand the scale of the areas that we were diving into by identifying radial mile markers called “Pedestrian Sheds” to illustrate how walkable a district is.

## PEDESTRIAN SHEDS

A pedestrian shed is a circular scale of distance from a particular location. We typically look at pedestrian sheds in 1/4-mile (5 minute walk) and 1/2-mile (10 minute) radii from a specific point. Typically, these nodes reflect the spectrum of the transect accurately, and Ocean Springs is not an exception. In the center of the pedestrian shed, you will find more dense development patterns that taper to less density as you get further from the center.









## WAYFINDING TYPES

In general terms, there are four general categories of wayfinding. There are Gateways, Vehicular, Pedestrian, and Informational signs. Street Art is a sub-category of wayfinding types, and fits within several of the main four listed above. In this section of the report, the various types, and purposes are described to provide a better understanding of why they are so important.



### GATEWAYS

Gateways come in all shapes and sizes and are intended to signify the “arrival” into a special place. There are a variety of Gateway types, from Traditional to Artistic, and Urban to Rural - so the vernacular spectrum is wide open. However, a Gateway structure must work within the context of the city, town or place.

These gateway examples shown above illustrate a threshold created by two large pavilion structures at Alys Beach in the panhandle of Florida. On a long stretch of highway, these gleaming white pillars signify the entrance into a well-crafted place. While the style may not fit every gateway application, this exemplifies the purpose and the need for these types of entry portals.



### VEHICULAR

Vehicular Wayfinding signs represent general information with graphics legible for people passing in an automobile or transit. These types of signs are found along roadways, and near major landmarks.





## PEDESTRIAN

Pedestrian Wayfinding signs provide more specific detailed information regarding destinations that can be walked or biked to. These signs can provide time and/or distance associated with walking to that place from the location of that sign.

## INFORMATIONAL

Informational wayfinding is more appropriate for pedestrians and cyclists. These signs are typically detailed maps orienting users to their proximity and surroundings. With modern technologies, these maps can be displayed on digital screens with changing graphics, signage and updates. QR Codes could also be utilized to orient visitors with maps on their phones.



## STREET ART

Street Art is becoming more popular for artistic communities and towns as a way to express their local talent. It is used to orient, direct, and entertain pedestrians and cyclists.

There are beautiful examples of street art infused into crosswalk design, which helps to define the boundaries of certain districts.

Street Art could play a major role in showcasing the Ocean Springs art scene in a public form.



## PRECEDENTS

The planning team provided images of wayfinding examples or precedents (see definition below) to illustrate how other towns of similar size are orienting people in their towns.

Local examples were taken from Biloxi, Gulfport, Gautier, & Bay St. Louis. Regional examples were presented from Highlands, NC and Clemson, SC. All examples provided the steering committee a benchmark or starting point for the dialogue in what their actual preferences are for wayfinding signage in Ocean Springs.

## SOUTHEAST REGION WAYFINDING EXAMPLES



## MISSISSIPPI GULF COAST WAYFINDING EXAMPLES

### prec·e·dents

*an earlier event or action that is regarded as an example or guide to be considered in subsequent similar circumstances.*

*a representation of the knowledge about a past design in a form that makes it applicable or 'reusable', in new, but similar problem situations.*



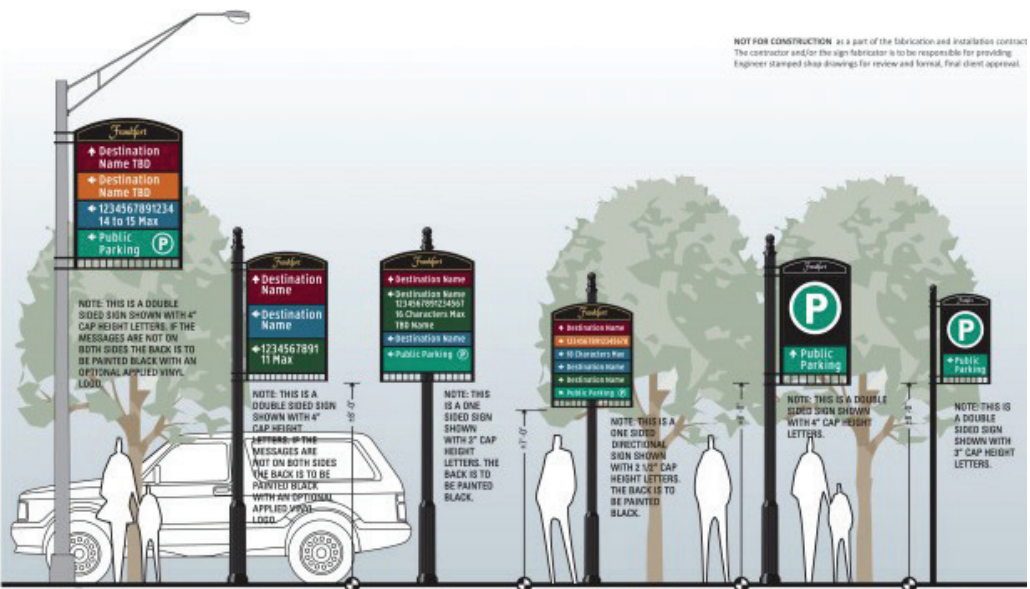


# PREFERRED STYLE

During some of the steering committee and focus group meetings, the design team presented several wayfinding signage styles for their input. The steering committee stressed the importance of including signage outside of downtown Ocean Springs to include signage on Interstate 10 and other prominent roads leading to downtown.

The groups discussed the signage styles and the pros and cons of the various options. After putting the discussion to a vote, there was a consensus that the groups gravitated towards the more traditional option used in Raleigh, NC. The darker colors, and easy to read white lettering seemed to appeal to the masses. However, there were some elements of the other signage types that the groups preferred, such as the monolith parking / information signage.

One other consensus among the groups was the appeal of being able to provide simple orientation on signage by incorporating a branding image that says what district or area of town this sign is located. This dialogue started the branding discussions, and how colors, fonts, and logos will play a critical role in the implementation and success of this plan.





## FINDING THE BRAND

After several discussions regarding the look of the wayfinding, and the artwork options for graphics, the steering committee landed on a logo and stamp design that could be incorporated into the final selected designs for signage. The committee's desire was also to modify existing signage structures to fit into this new brand.

The graphics and images shown on this page are the intended direction for branding and wayfinding signage in Ocean Springs.



### TIER ONE GATEWAY SIGN

The current Gateway Sign needs to be cleaned and have the landscape updated. At a later date, the City may consider updates or changes to the materials and colors.

# OCEAN SPRINGS

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## BRANDING

### Color Palette + PMS Colors

HEX: #1E8CAD

PATONE 2454 C

HEX: #20295A

PATONE 2119 C

HEX: #9EDBE9

PATONE 304 C

### Fonts

# GOTHAM + TENEZ

### Secondary Logo/Signage





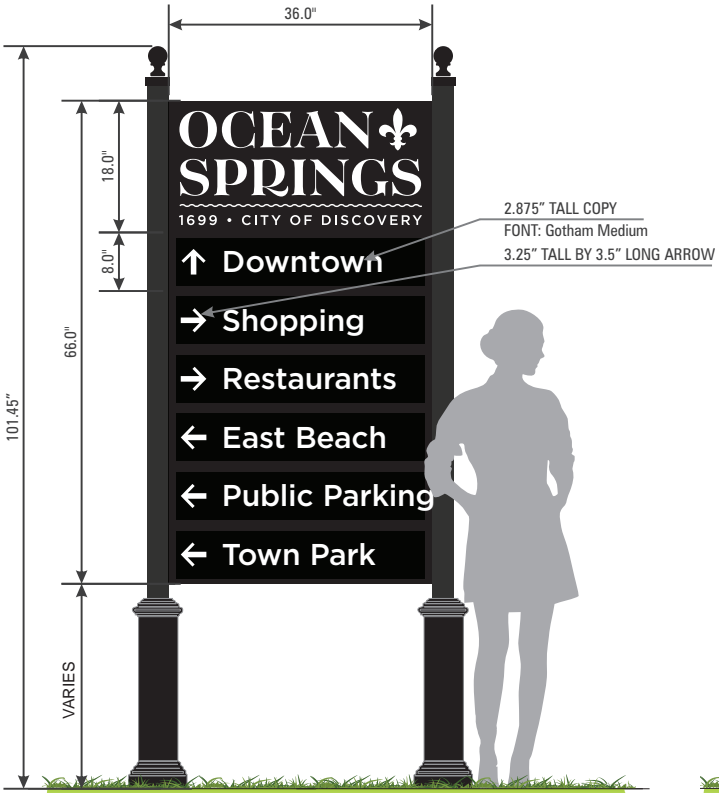
CONCEPTUAL SIGNAGE DESIGNS

The concepts shown illustrate how the branding and the desired styles mix to form a cohesive signage package for the City of Ocean Springs. These designs are conceptual - all final dimensions, specs and materials shall comply with City / State codes and meet the MUTCD criteria for signage in any ROW.

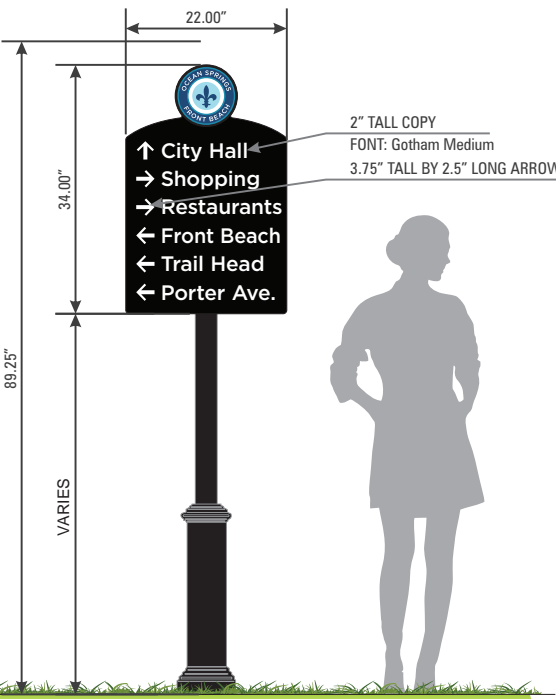


TIER TWO GATEWAY SIGN

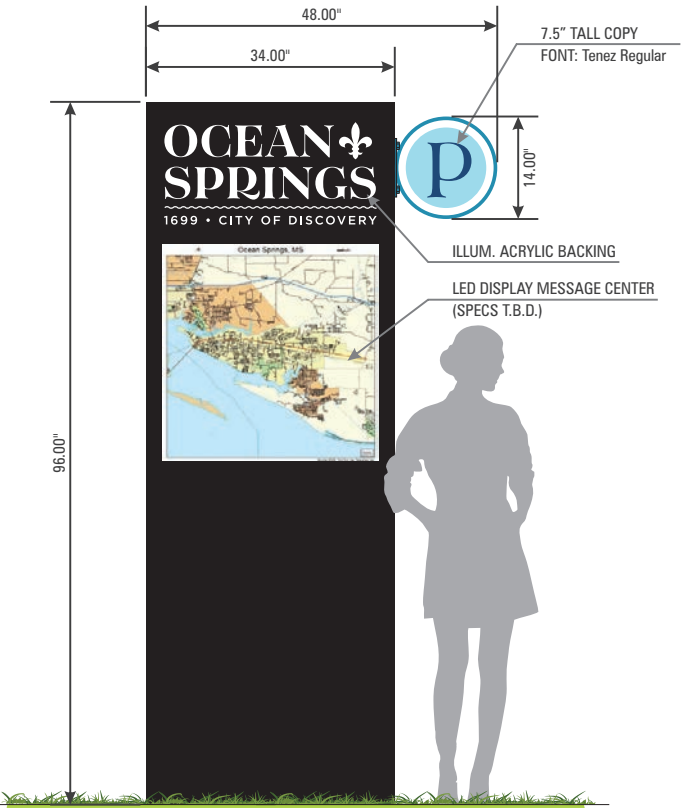
Tier Two and Three Gateway Signs: Colors and materials TBD.



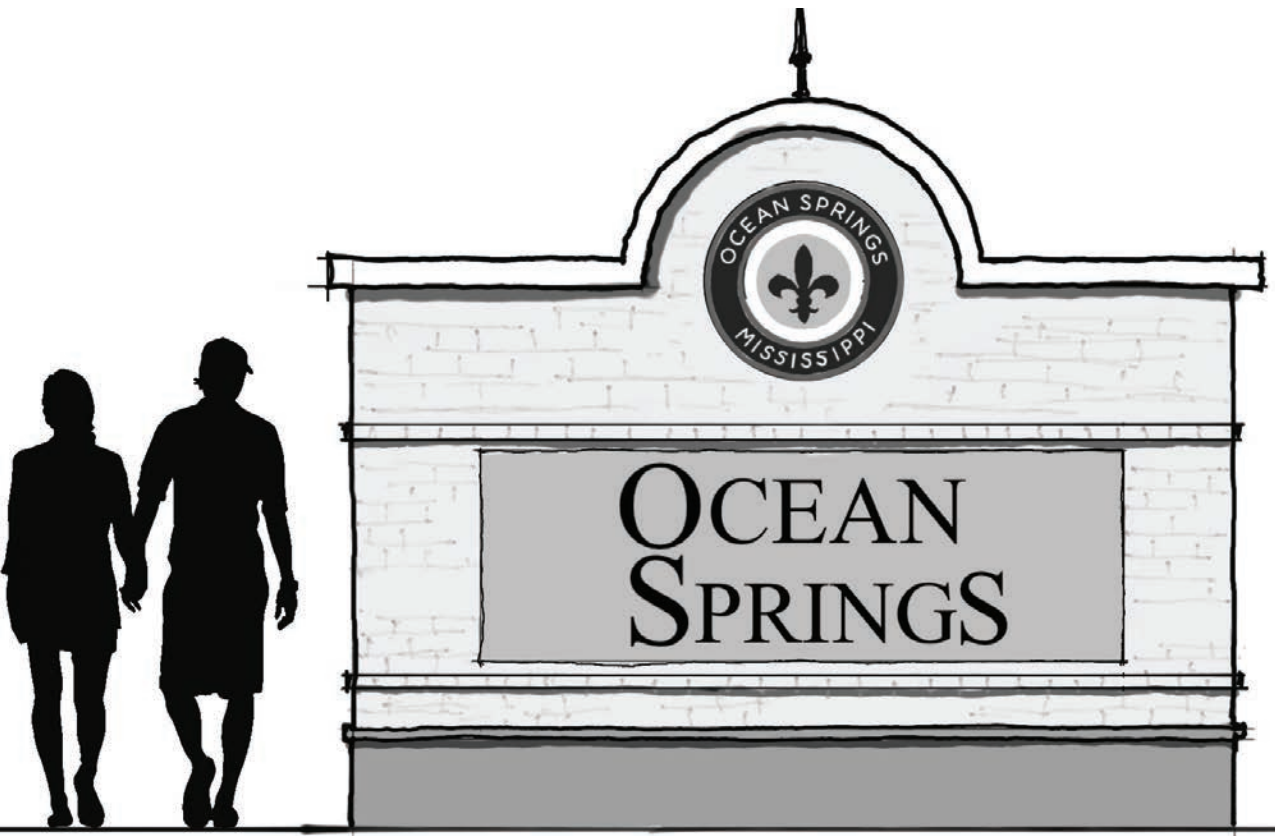
VEHICULAR WAYFINDING SIGN



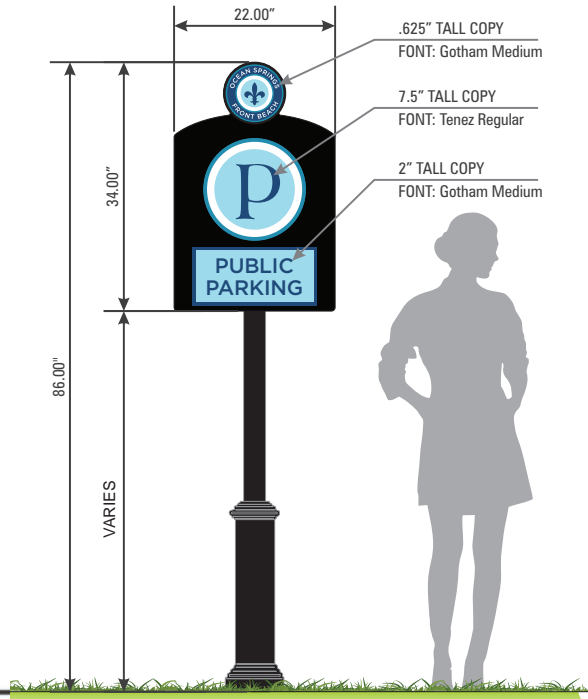
PEDESTRIAN WAYFINDING SIGN



INFORMATIONAL DIGITAL SIGN



TIER THREE GATEWAY SIGN



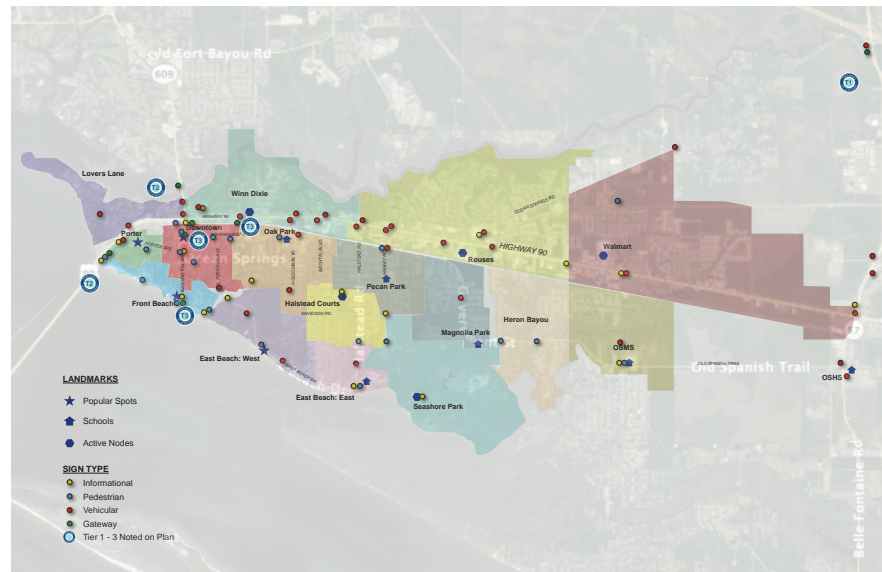
PARKING SIGN





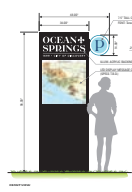





## BIG PICTURE - IMPLEMENTATION BUDGET

The table to the right is referenced with color to the walkable districts on the map below. The intent is to display a very approximate budget for the implementation of the identified wayfinding needs throughout the city of Ocean Springs while providing general budgets per district. The budget numbers should only provide an “order of magnitude” for signage cost for each of the areas.

This table shall serve as a guide for the City staff to organize and prioritize these signs and structures for capital improvements on an annual basis. The following page identifies the initial priorities, but this information shall serve as a framework for the big picture.



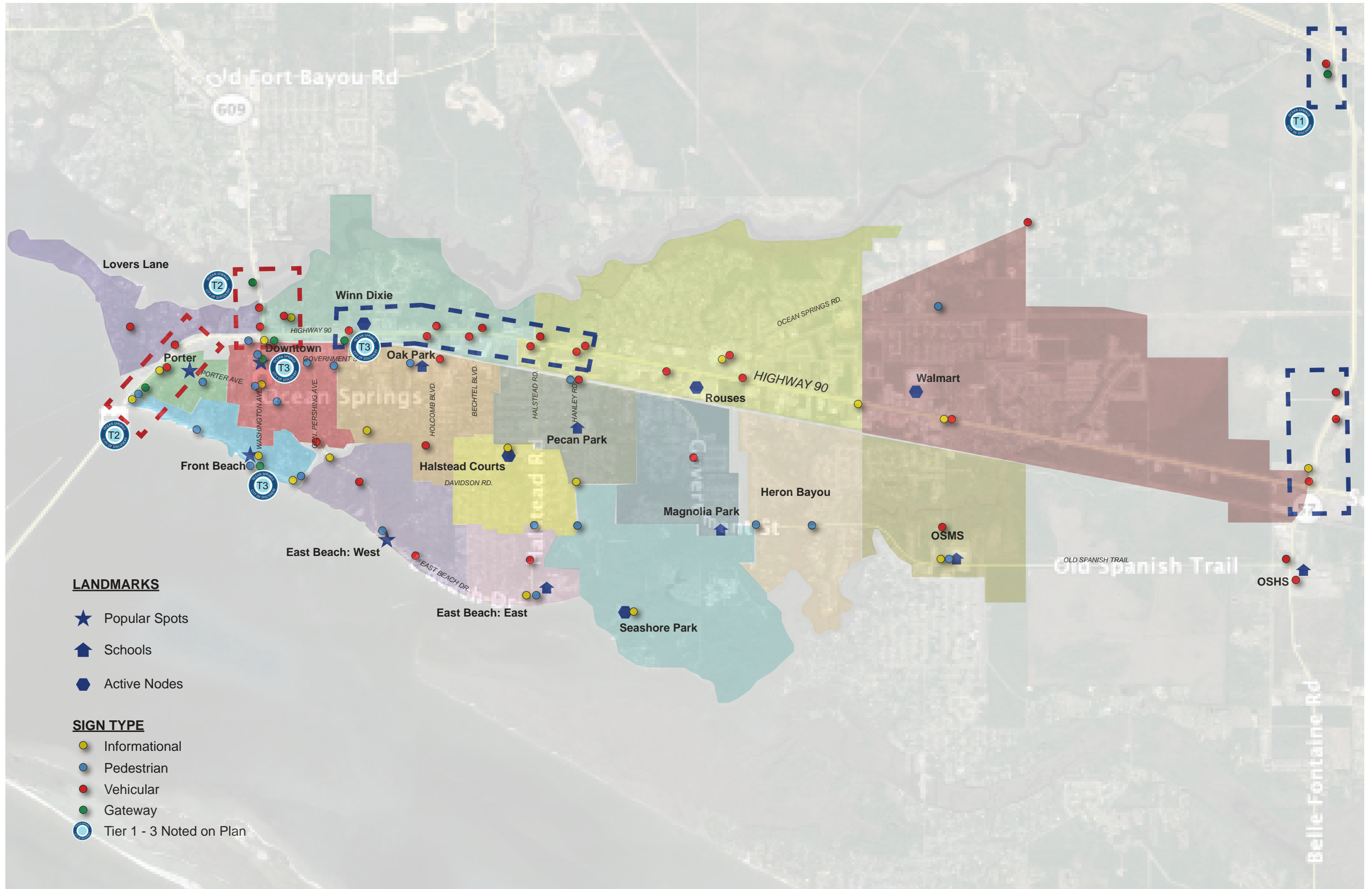
## WAYFINDING PLAN

OCEAN SPRINGS WAYFINDING SIGN BUDGET BY LOCATION					LOVERS LANE		PORTER		DOWNTOWN		FRONT BEACH		WINN DIXIE	
SIGN TYPE	IMAGE	DESCRIPTION	Cost Per	Qty.	Total	Qty.	Total	Qty.	Total	Qty.	Total	Qty.	Total	
VEHICULAR		Non-Illuminated; Double Pole; with 6 copy panels and circular logo at top. Size: 4' x 3' for copy with 1.5' x 3' header for logo.	\$4,250	1	\$4,250	2	\$8,500	1	\$4,250			8	\$34,000	
PARKING		Non-Illuminated; Single Pole PARKING sign on black pole with base (see artwork customer supplied). Black b/g, pole & base. Circular logo on top, in color/details supplied by customer. There are not any defined locations at this time, however, 1 Parking Sign has been allocated to each district to serve as a placeholder in the overall budget.	\$1,500	1	\$1,500	1	\$1,500	1	\$1,500	1	\$1,500	1	\$1,500	
INFORMATIONAL		Double Face - Directional STREET/VEHICULAR sign with LED display/MESSAGE CENTER (specs TBD). Size: 8' tall by 3' wide, D/F. Header has routed, stud mounted copy/logo. Cabinet color is black. See artwork supplied by customer for additional info. <i>*Ballpark estimate included for LED Display for budgeting purposes only</i>	\$12,500			2	\$25,000	2	\$25,000	2	\$25,000	2	\$25,000	
PEDESTRIAN		OPTION1: Non-Illuminated; Single Pole PEDESTRIAN DIRECTIONAL. Black b/g, pole, base with color logo on top.	\$1,500			2	\$3,000	6	\$9,000	3	\$4,500			
PEDESTRIAN		OPTION 2: Non-Illuminated; Single Pole PEDESTRIAN DIRECTIONAL. Black b/g, pole, base with WHITE TEXT logo on top.	\$1,500											
TIER ONE GATEWAY		TIER ONE GATEWAY - Is anticipated to be a masonry structure similar to the marquee gateway at the intersection of Washington Avenue and Hwy 90. The intent is to incorporate the branding, text and potential colors into any new gateway structures.	\$87,500					1	\$87,500					
TIER TWO GATEWAY		TIER TWO GATEWAY - Is anticipated to be a masonry structure similar to the marquee gateway at the intersection of Washington Avenue and Hwy 90. However, this structure shall be in more of a pedestrian scale. The intent is to incorporate the branding, text and potential colors into any new gateway structures.	\$47,500			1	\$47,500					2	\$95,000	
TIER THREE GATEWAY		TIER THREE GATEWAY - Is anticipated to be a masonry sign with similar details to the marquee gateway at the intersection of Washington Avenue and Hwy 90. The intent is to incorporate the branding, text and potential colors into any new gateway structures.	\$14,500					1	\$14,500	1	\$14,500	1	\$14,500	
TOTAL					\$5,750		\$85,500		\$141,750		\$45,500		\$170,000	


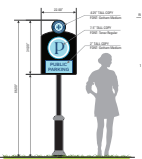
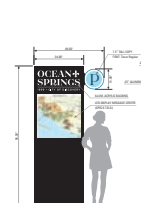







OAK PARK		HALSTEAD COURTS		PECAN PARK		MAGNOLIA PARK		HERON BAYOU		OSMS		OSHS		EAST BEACH: WEST		EAST BEACH: EAST		SEASHORE PARK		ROUSES		WALMART		I 10 & HWY. 57		HWY. 57 & OLD SPANISH TRAIL		GRAND TOTAL	
Qty.	Total	Qty.	Total	Qty.	Total	Qty.	Total	Qty.	Total	Qty.	Total	Qty.	Total	Qty.	Total	Qty.	Total	Qty.	Total	Qty.	Total	Qty.	Total	Qty.	Total	Qty.	Total	Qty.	Total
2	\$8,500			1	\$4,250	1	\$4,250			1	\$4,250	2	\$8,500	2	\$8,500	1	\$4,250			7	\$29,750	2	\$8,500	1	\$4,250	3	\$12,750	35	\$148,750
1	\$1,500	1	\$1,500	1	\$1,500	1	\$1,500	1	\$1,500	1	\$1,500	1	\$1,500	1	\$1,500													13	\$19,500
1	\$12,500	1	\$12,500	1	\$12,500					1	\$12,500			1	\$12,500	1	\$12,500	1	\$12,500	2	\$25,000	1	\$12,500			1	\$12,500	19	\$237,500
1	\$1,500	2	\$3,000	1	\$1,500			2	\$3,000	1	\$1,500			1	\$1,500	1	\$1,500					1	\$1,500					21	\$31,500
																												0	
																								1	\$87,500			2	\$175,000
																												3	\$142,500
				1	\$14,500					1	\$14,500												1	\$14,500				6	\$87,000
\$24,000		\$17,000		\$34,250		\$5,750		\$4,500		\$34,250		\$10,000		\$24,000		\$18,250		\$12,500		\$54,750		\$37,000		\$91,750		\$25,250		99	\$841,750







OCEAN SPRINGS WAYFINDING SIGN BUDGET BY PHASE				RED PHASE		BLUE PHASE	
SIGN TYPE	IMAGE	DESCRIPTION	Cost Per	Qty.	Total	Qty.	Total
VEHICULAR		Non-Illuminated; Double Pole; with 6 copy panels and circular logo at top. Size: 4' x 3' for copy with 1.5' x 3' header for logo.	\$4,250	5	\$21,250	13	\$55,250
PARKING		Non-Illuminated; Single Pole PARKING sign on black pole with base (see artwork customer supplied). Black b/g, pole & base. Circular logo on top, in color/details supplied by customer. There are not any defined locations at this time, however, 1 Parking Sign has been allocated to each district to serve as a placeholder in the overall budget.	\$1,500	1	\$1,500	1	\$1,500
INFORMATIONAL		"Double Face - Directional STREET/VEHICULAR sign with LED display/ MESSAGE CENTER (specs TBD). Size: 8' tall by 3' wide, D/F. Header has routed, stud mounted copy/logo. Cabinet color is black. See artwork supplied by customer for additional info. *Ballpark estimate included for LED Display for budgeting purposes only	\$12,500	4	\$50,000	1	\$12,500
PEDESTRIAN		OPTION1: Non-Illuminated; Single Pole PEDESTRIAN DIRECTIONAL. Black b/g, pole, base with color logo on top.	\$1,500	2	\$3,000		
PEDESTRIAN		OPTION 2: Non-Illuminated; Single Pole PEDESTRIAN DIRECTIONAL. Black b/g, pole, base with WHITE TEXT logo on top.	\$1,500				
TIER ONE GATEWAY		TIER ONE GATEWAY - Is anticipated to be a masonry structure similar to the marquee gateway at the intersection of Washington Avenue and Hwy 90. The intent is to incorporate the branding, text and potential colors into any new gateway structures.	\$87,500			1	\$87,500
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TIER THREE GATEWAY		TIER THREE GATEWAY - Is anticipated to be a masonry sign with similar details to the marquee gateway at the intersection of Washington Avenue and Hwy 90. The intent is to incorporate the branding, text and potential colors into any new gateway structures.	\$14,500			1	\$14,500
TOTAL					\$170,750		\$171,250



### INITIAL PRIORITIES

In discussions with the steering committee about the priority areas for implementation, it was determined that there are two critical areas that need to be addressed at the outset. The areas outlined in red and blue on the map on page 16 prioritize signage along Porter Avenue, as well as Highways 609, 90, and 57 as the highest priority zones.

The preliminary cost associated with the signage in these areas is totaled in the table to the left based on the number of signage types and cost. With the possibility of future construction projects in and around these areas, there is the potential for these signs to be installed with construction funds rather than general capital improvement funds from the City's coffers. These priority areas are by no means set in stone but should serve as a guide for the City as it evaluates and considers future signage improvements.

It is worth noting that any new street signs in construction or development projects could also incorporate elements of these sign types, with colors, fonts, graphics, etc.






## DELINEATING THE ENTERTAINMENT DISTRICT

A true need within the Downtown area is to delineate the “Entertainment District” with something more than a small sign on a garbage can. Several of the steering committee members suggested that there could be some form of art in the streets at the edges of the Entertainment District.

Ocean Springs has a long history of artistic culture. There are many local artists and art programs that could participate in a program such as this.



### LEGEND

-  Street Art Location
-  Porter District
-  Downtown District





PERSIAN RUG STENCIL IN WALKWAY PAVEMENT



GEOMETRIC ARTWORK USED FOR CROSSWALK





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