



DRAFT

Laramie, Wyoming
Wayfinding Master Plan

Prepared for: _____



Prepared by: _____



Arnett Muldrow
& Associates

August 2018

DOwNTOWN
Laramie

Laramie Community Wayfinding Plan

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LARAMIE
1267
BICYCLE

MODELL 9

WEINMANN

WEINMANN

TYPE 7301

Laramie Community Wayfinding Plan

Introduction

Project Goals and Objectives

In January 2018, Arnett Muldrow & Associates was hired to develop a wayfinding master plan for Laramie. The overall project goal is to continue to develop Laramie as a visitor destination. Key project objectives include boosting visitor engagement with local attractions, curating the visitor experience within the community, and spurring overnight visitation (as opposed to day trips) in Laramie. The wayfinding plan was funded through a grant to the Laramie Main Street Alliance and completed with the input and guidance from the City of Laramie and the Wyoming.

Planning Process

This project kicked off with a two-day site visit on January 24-25, 2018. The team presented initial concepts to the project steering committee on March 9. A draft version of the plan was shared with the Steering Committee on August 17th. A final workshop on implementation was held in early September of 2018.

Acknowledgments

Arnett Muldrow would like to thank our project steering committee for their interest, insight, and guidance throughout the life of this project. These individuals are:

- Trey Sherwood, Executive Director
- Carly Ann Carruthers, Historic Preservation Specialist and Volunteer Coordinator
- Wyoming Department of Transportation
- Randy Griesbach, District Traffic Engineer, WYDOT
- Kory Cramer, Resident Engineer, WYDOT
- Derek Teini, City Planning Division
- Charles Bloom, City Planning Division
- Eric Conner, City Planning Division
- Eric Milliken, City Engineering Division
- Todd Feezer, Parks & Recreation Department

We would also like to thank the community stakeholders and DOT representatives who provided their ideas and insight during the planning process.



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Laramie Community Wayfinding Plan

Preliminary Analysis

Steering Committee Input

On January 24, 2018, Arnett Muldrow (the “Consultants”) met with the wayfinding project steering committee to kick off the planning process. During this meeting, The Consultants posited a list of potential destinations that were discussed and refined based on the criteria defined later in this report.

This meeting was also attended by WYDOT representatives that helped provide input into best practices and potential limitations for the wayfinding system.

Policy and Management

A key project goal is the establishment of wayfinding policy and management programs that will ensure the sustainability of the wayfinding plan and provide a roadmap for physical maintenance and system expansion over time.

Wayfinding Policy

A useful wayfinding policy will address two key issues: one, the inclusion and exclusion of potential destinations into the wayfinding system; and two, an assessment of the relative significance of qualifying destinations.

Types of Qualifying Destinations

To be considered for inclusion into the community wayfinding system for Laramie, a destination or attraction must clearly conform to one of the following categories:

- Architectural & Historical: Historic Sites, Historic Districts
- Commercial: Shopping Districts, Industrial Parks
- Community: Neighborhoods
- Cultural & Institutional: Arenas, Colleges and Universities, Convention Centers, Courthouses, Government Buildings, Health Care Centers, Libraries, Museums, Schools, Theaters
- Recreational: Boating Access, Campgrounds, Golf Courses, Hiking/ Biking Trails and Routes, Equestrian Facilities, National/State/Regional Parks/Forests, Parks and Recreational Facilities, Sports Facilities
- Transportation: Airports, Historic Routes, Parking Resources, Transit Centers, multi-modal facilities, trail heads, etc.
- Visitor Services: Hospitals, Visitor Information Centers

If a destination or attraction fails to conform to one of the above categories, it should be excluded for consideration as a qualifying destination.

Stakeholder-Identified Goals and Objectives

- Reestablish gateways
- Entranceways to specific locations
- Inventory/connect attractions
- Promote tourism/economic development
- Business districts (locate, define, etc.)
- Establish roles/responsibilities (City, Public Works, etc.)
- Realization of destination brand identity
- Quality of life (recreation/business/vision)
- Connection/rerouting (locations of restaurants, shopping, hotels)
- Pedestrian wayfinding Downtown
- Consistency across city
- Link to marketing/overall community branding
- Local/civic integration (community facilities—Courthouse, City Hall, etc.)
- Link/expand destinations (lead from one site to another)
- Connections between the University of Wyoming and other attractions in the City of Laramie.
- Connect points of interest (pedestrian and directional)
- Help people understand lay of the land

System Management

The day-to-day and long-term management of a wayfinding system vests with the local government, the Wyoming Department of Transportation (WYDOT) does not maintain or replace municipal wayfinding signs. The City of Laramie's elected leadership as well as leaders from various city departments will need to coordinate the management of the physical and administrative elements of the wayfinding program. Several signs in the plan may be outside the city limits of Laramie. In such cases, municipalities have negotiated the installation and maintenance of signs in the system even though they are outside the limits of their jurisdiction.

Day-to-Day System Management

The City of Laramie should assign a department to manage the wayfinding system. This department would be responsible for scheduled system maintenance, including cleaning and repair to minor damage of system components. This department would also review the system status, address maintenance or repair issues, and discuss and recommend (if needed) action to alter, modify, or expand the existing system. Future design services can be managed by the department or through an as-needed services contract with a qualified firm.

Long-Term System Management

The City of Laramie will be required to manage, and allocate additional funds to an ongoing wayfinding management program. Between ten and fifteen percent of the funding for project implementation should be earmarked for long-term system repair, replacement, and expansion. The City of Laramie may be required, on occasion, to contribute additional funds to ensure the system is adequately maintained.



Scoring Criteria for Qualifying Destinations

If an attraction or destination conforms to one of the qualifying categories for destinations, it will be considered for inclusion into the Laramie wayfinding system. A qualifying attraction or destination shall then be rated according to a scoring matrix based on the below criteria. The attraction or destination under consideration shall register a minimum score of nine (9) to be included in the wayfinding system. As future amenities are proposed to be included in the system, this scoring system can be deployed to evaluate whether it qualifies for inclusion in any long term updates to the system.

Size of Attraction: Score based on number of full-time employees

- 10 or fewer 1
- 11-49 2
- 50 or more..... 3

Access to Attraction: Score based on ease of access via roads and entrances

- Unmarked and unpaved/no entrance 0
- Entrance poorly marked and/or unpaved entrance/access 1
- Clearly marked entrance with paved entrance/access 2

Parking Resources: Score based on number of parking spaces or nearby on-street parking

- No on-site or nearby on-street parking 0
- Nearby on-street parking only 1
- Dedicated parking lot with 10 or fewer spaces 2
- Dedicated parking lot with 11 or more spaces 3

Seasonality: Score based on annual availability or access to destination on an annual basis

- 6 months or less 1
- 6-9 months 2
- 9-12 months 3

Hours of Operation: Score based on weekly availability or access

- 0-20 hours/week 1
- 20-40 hours/week 2
- 40 or more hours/week 3

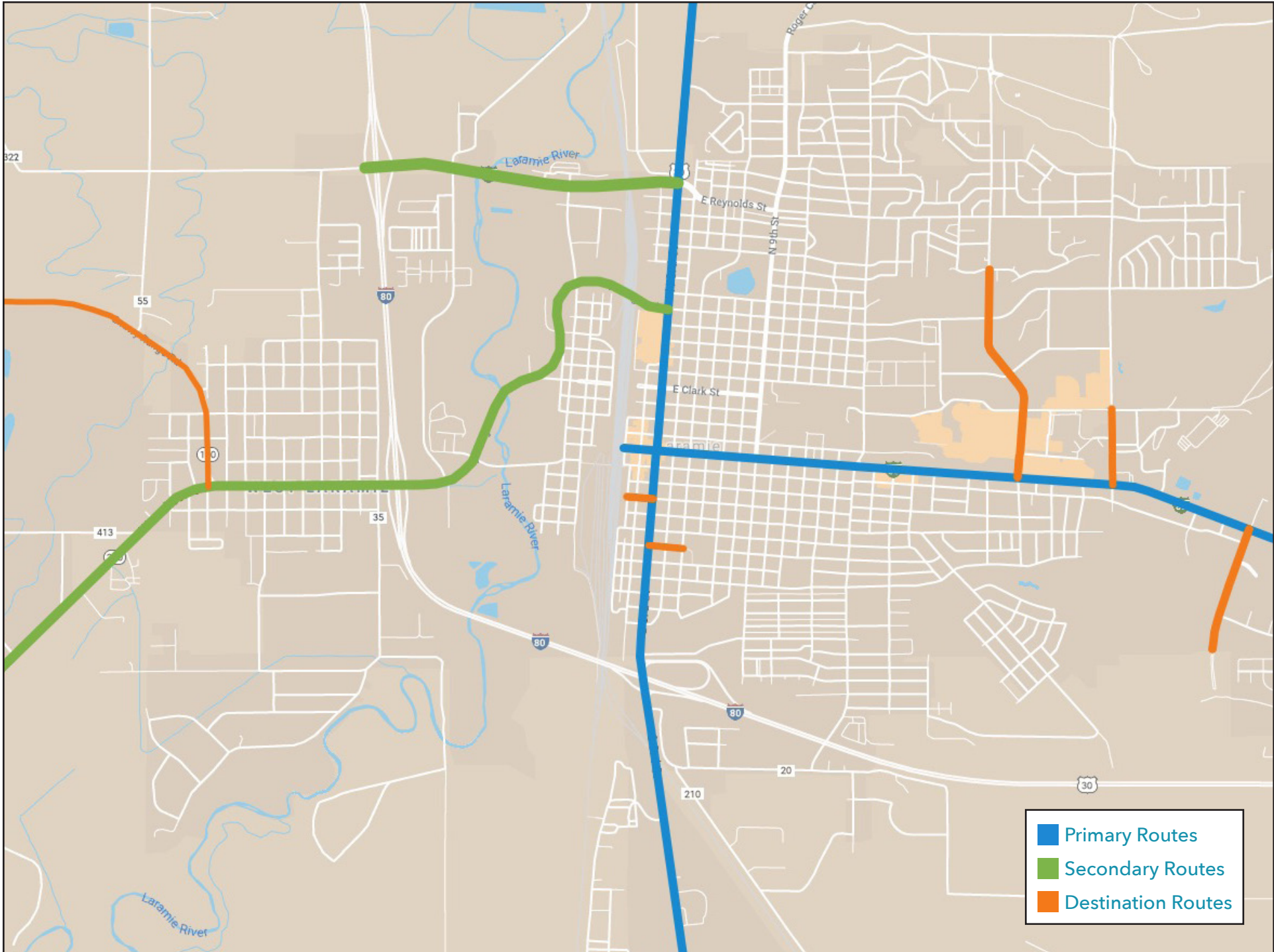
Significance of Attraction: score based on local, regional, or national importance

- Local significance 1
- Regional significance 2
- National significance 3

Conceptual Model

A conceptual model explores how visitors should engage with a wayfinding system. The visitor experience of Laramie should be curated starting with the interchanges with Interstate 80 and gateways on US 287 from the south and US 30 from the north that lead motorists into the community. Upon arrival, the visitor should be welcomed to Laramie and should be directed to key districts and destinations within the community. A network of district, destination directional, and parking directional signage should guide the visitor to the desired district, destination, or parking facility. In some cases, parking facility signage as well as pedestrian-scale map and directional signage may be appropriate to guide visitors in destination-dense, pedestrian-friendly districts.





Key Routes and Decision Points

The process used to determine the routes to Laramie destinations consisted of identifying two types of roads: Primary Routes and Secondary Routes.

Primary Routes

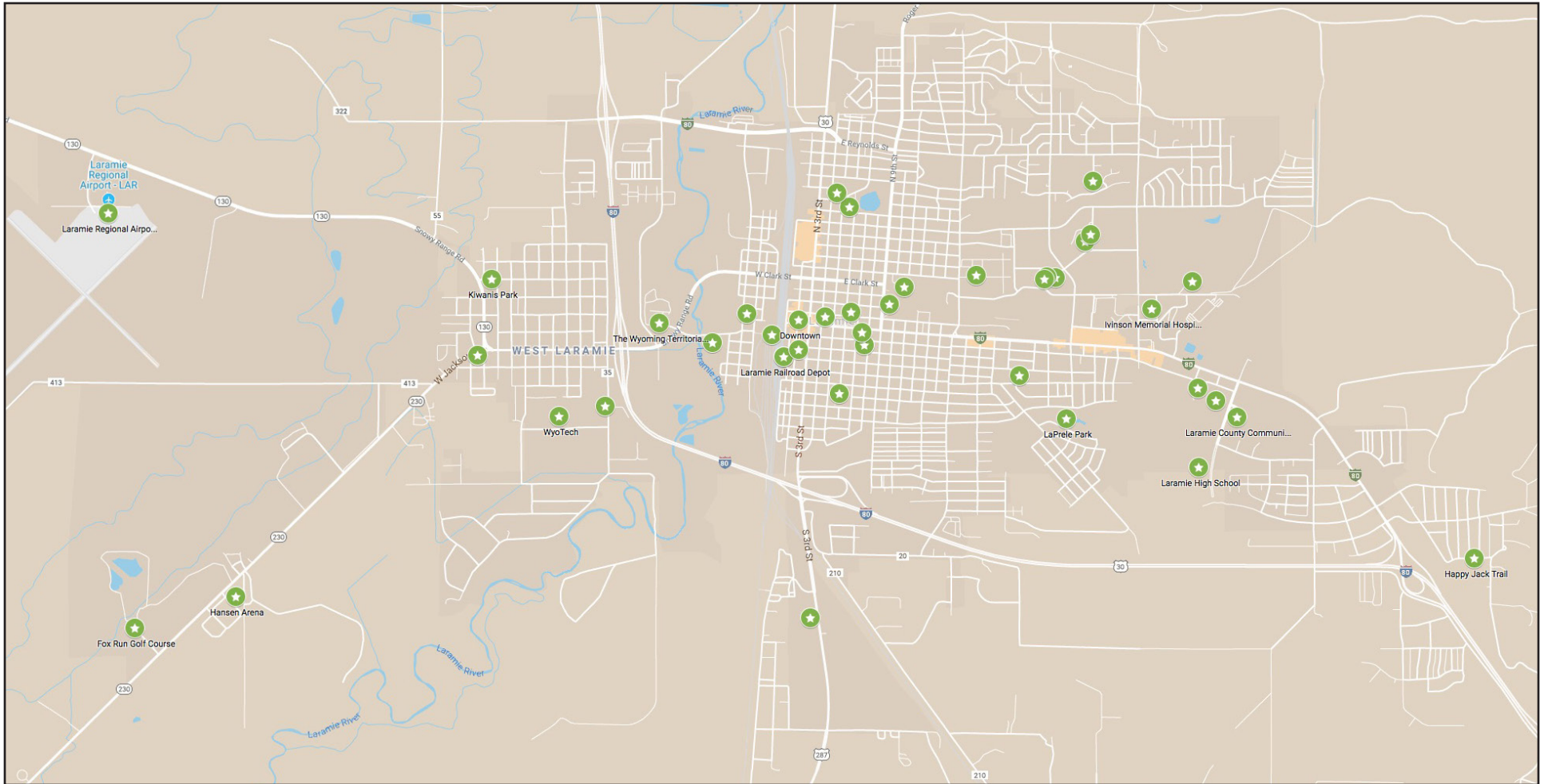
The major routes are the primary way visitors will be curated into the core of the community. Both Grand Avenue and Third Street are primary routes that visitors will experience. Based on an analysis of daily traffic counts (AADT = Annual Average Daily Traffic) for all highways with an Interstate, US, or WY State Highway designation, most visitor trips will be routed from the Interstate 80 exit 316 onto Grand Avenue.

Secondary Routes

Secondary Routes still provide connections from Interstate 80 but are also internal circulation routes that link primary routes to destinations routes, the roads that lead to individual destinations. Secondary routes are characterized by reasonably high traffic volumes in urban areas and by being the principal access ways in rural areas. In Laramie, secondary routes include 3rd Street, Snowy Range Road, and West Curtis Street.

Destination Routes

Destination Routes provide direct access to the destinations that aren't located on the Primary or Secondary Routes.



Wayfinding System Destinations

The Consultants along with the wayfinding project Steering Committee worked together to edit, refine, and finalize the destinations to be included in the wayfinding system. Destinations are divided into two categories based on their overall significance as a visitor destination.

Tier One Destinations are regarded as more significant than Tier Two Destinations. Tier One Destinations will typically require a directional trailblazer sign to direct visitors to the destination, while Tier Two Destinations will require a directional trailblazer when a turn is necessary and may be included in a directional trailblazer when a directional trailblazer is required because of a Tier One Destination.

Each destination has been formatted appropriately for directional trailblazer signage. All abbreviations are necessary only for this type of sign. Pedestrian signs may not require abbreviations.

The list shown on this page indicates key attractions at the University of Wyoming. However, the wayfinding plan defers to the University of Wyoming's own internal wayfinding system to reach attractions within the campus.

	Attraction or Destination	Wghtd. Score
1	Downtown Laramie	16
2	University of Wyoming	16
3	Laramie High School	16
4	Iverson Memorial Hospital	16
5	Laramie Regional Airport- LAR	15
6	Abraham Lincoln Memorial Monument	15
7	American Heritage Center	15
8	Historic Footbridge	14
9	Albany County Public Library	14
10	Laramie Recreation Center	14
11	Vedauwoo Recreation Area	14
12	Cirrus Sky Trailhead	14
13	University of Wyoming Art Museum	14
14	Wyoming Territorial Prison State Historic Site	13
15	Laramie Plains Museum	13
16	Turtle Rock Recreation Area	13
17	Laramie Area Visitor Center	13

	Attraction or Destination	Wghtd. Score
18	Laramie Railroad Depot	12
19	Laramie Plains Civic Center	12
20	Laramie City Hall	12
21	LCC - Laramie County Community College, Albany County Campus	12
22	Fox Run Golf Course	12
23	Optimist Park	12
24	Jacoby Golf Course	12
25	Albany County Fairgrounds	11
26	LaBonte Park	10
27	Greenhill Cemetery	10
28	Washington Park	10
29	LaPrele Park	10
30	Laramie Ice & Events Center	10
31	Undine Park	10
32	Kiwanis Park	10
33	Scout Park	10
34	LaRamie/Aragon Park	10
35	WyoTech	10
36	Hansen Arena	9
37	Bamforth National Wildlife Refuge	9
38	University of Wyoming Geology Museum	9
39	Williams Conservatory	8
40	Laramie Soccer Fields	7
41	Wyoming Women's History House	6
42	Jacoby Ridge Rural Trail	

Wayfinding System Design

The Consultants worked with the wayfinding project steering committee to edit, refine, and finalize artwork for the wayfinding system. Important considerations included color palette, form, materials, and other design elements.

Using the existing brand identity package as a guide, the Consultants prepared three draft wayfinding system design concepts, as shown on the facing page.

Typefaces

The wayfinding system for Laramie features two approved typefaces, which are described and illustrated below.

The first approved typeface is Highway Gothic. This typeface should be utilized for vehicular signage, which is intended for viewing by people in motorized vehicles along public roadways. The cap height for sign copy must be six inches for signs in speed zones thirty miles-per-hour and above and four inches for speed zones less than thirty miles-per-hour.

The second approved typeface is Arial Bold, which should be utilized for pedestrian signage. This typeface is intended for viewing by people on foot or non-motorized vehicles outside the public right-of-way. Arial Bold should also be utilized for destination markers, which are on-site signs that identify specific destinations included in the wayfinding system.

Color Palette

The approved color palette for Laramie draws directly from their brand palette. It is important to note that shades of red, orange, and yellow may not be used as sign backgrounds, as these colors may resemble regulatory signage and may confuse and endanger motorists.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Highway Gothic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Arial Bold



Color Palette

Arrows & Icons

It is recommended that Type D arrows should be used in all motorist-oriented signage in the Laramie wayfinding system. For pedestrian-oriented trailblazers, an alternate set of arrows should be used.

There are three symbols approved for usage in the Laramie Wayfinding System.

1. The “i” icon is in this system to represent the Visitor Center, located in downtown. For signs located outside of downtown, it is used in conjunction with the Downtown destination panel. When the signs are located in downtown, it is to be used on the Visitor Center destination panel.
2. The Airport icon is used on stand-alone signs mounted on the pole below Directional Trailblazers as indicated in the Sign Schedule and demonstrated on the “Secondary Signs” illustration.
3. Parking should be primarily signed by including the sub-panel as indicated in the “Secondary Signs” illustration. The symbol “P” should be used for directional parking signage where there is not a Directional Trailblazer.

Materials

Pole-Mounted Signage

- 3M High Intensity Prismatic Reflective Sheeting 3930 with 3M approved UV/Graffiti Vinyl Over-laminate over .25 gauge aluminum.
- Breakaway posts and decorative post features should be constructed of MUTCD-specified, WYDOT-approved powder-coated metal with triangular slipbase.
- All installed signs should meet federal and state requirements for minimum height and breakaway features. Minimum height for trailblazers and parking signs is eight feet above grade.
- Single pole-mounted directional signs may feature a “fin” element that will include a plasma-cut crown near its top edge.



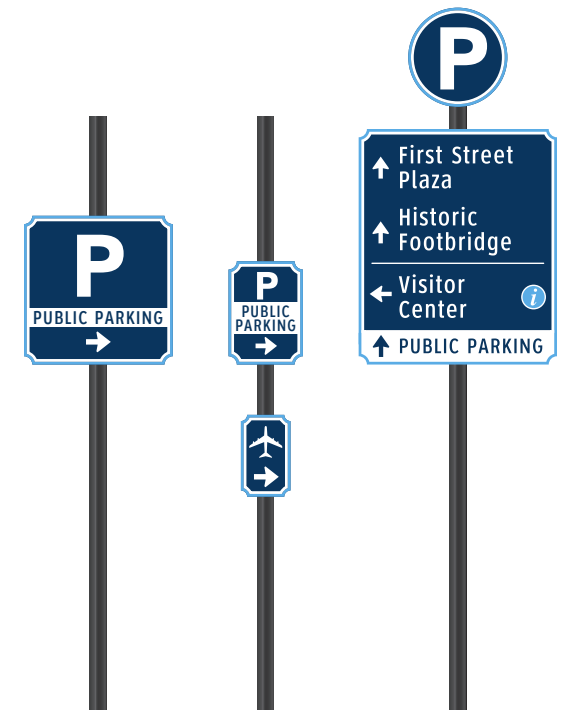
Vehicular Directional Arrows



Pedestrian Directional Arrows



Visitor Information & Airport Icon



Secondary Signs



Vehicular Directional
Low Speed



Vehicular Directional
High Speed



Pedestrian Directional Trailblazer



Pedestrian Map

Typical Signage by Type

The wayfinding system is composed of several unique sign types, which serve different functions. All dimensions should be considered “typical” for each sign type, as detailed on the facing page.

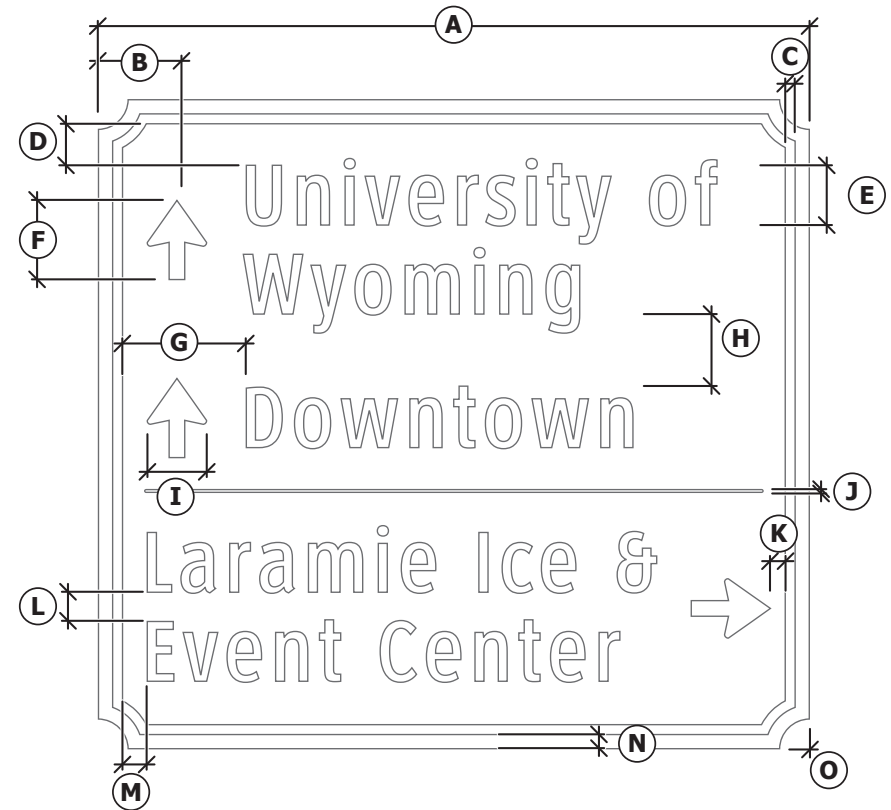
Vehicular Trailblazer Dimensions

High Speed Vehicular Directional Trailblazers

- High speed trailblazers should be placed on roads where the speed limit exceeds 25 mph and use a 6” cap height for letters.
- MUTCD standards require 6” capital letters for speed limits above 25 mph.
- Panel height will vary based on number of destinations, directional changes, and parking information.
- The base of the sign should be no less than 8’ from ground level.

Low Speed Vehicular Directional Trailblazers

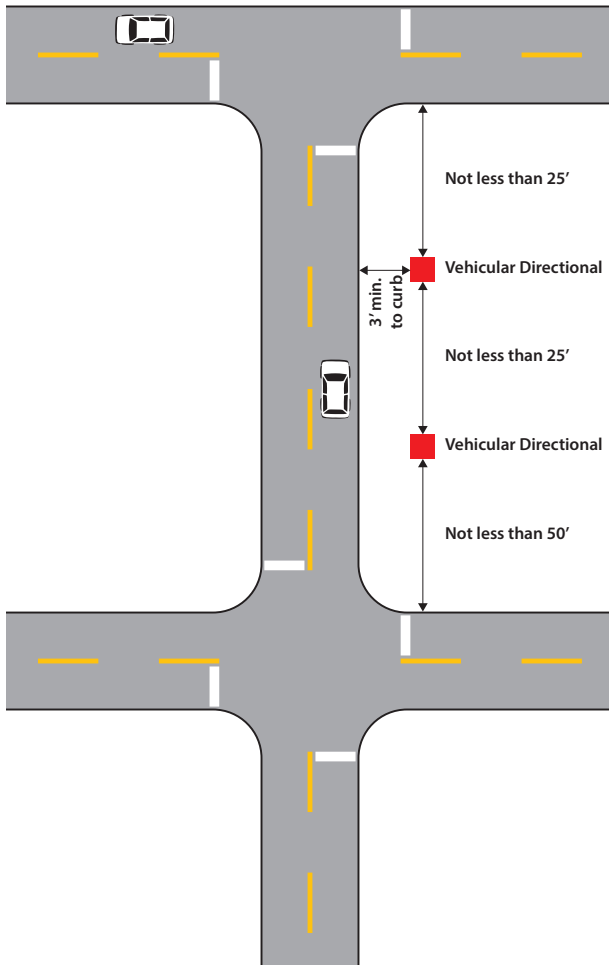
- Low speed trailblazers should be placed on roads where the speed limit is 25 mph or less.
- MUTCD standards require 4” capital letters for speed limits 25 mph and under.
- Panel height will vary based on number of destinations , directional changes, and parking information.
- The base of the sign should be no less than 8’ from ground level.



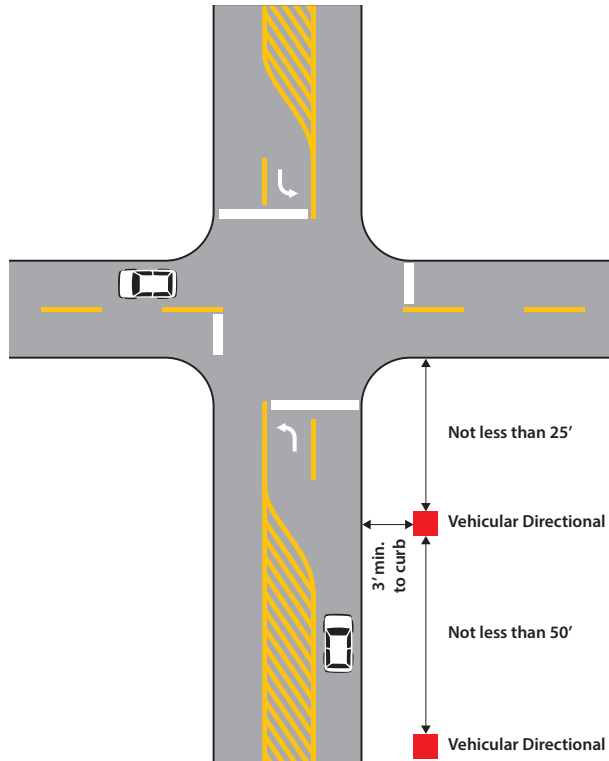
	HIGH	LOW
A	72"	48"
B	8.5"	6"
C	0.75"	0.5"
D	4.75"	3.25"
E	9"	6"
F	12.75"	8.5"
G	6"	4"
H	3"	2"
I	1.75"	1.25"
J	7.5"	5"
K	7.25"	5"
L	2"	1.5"
M	5.25"	3.5"
N	1.5"	1"
O	10.5"	7"

Intersection Types

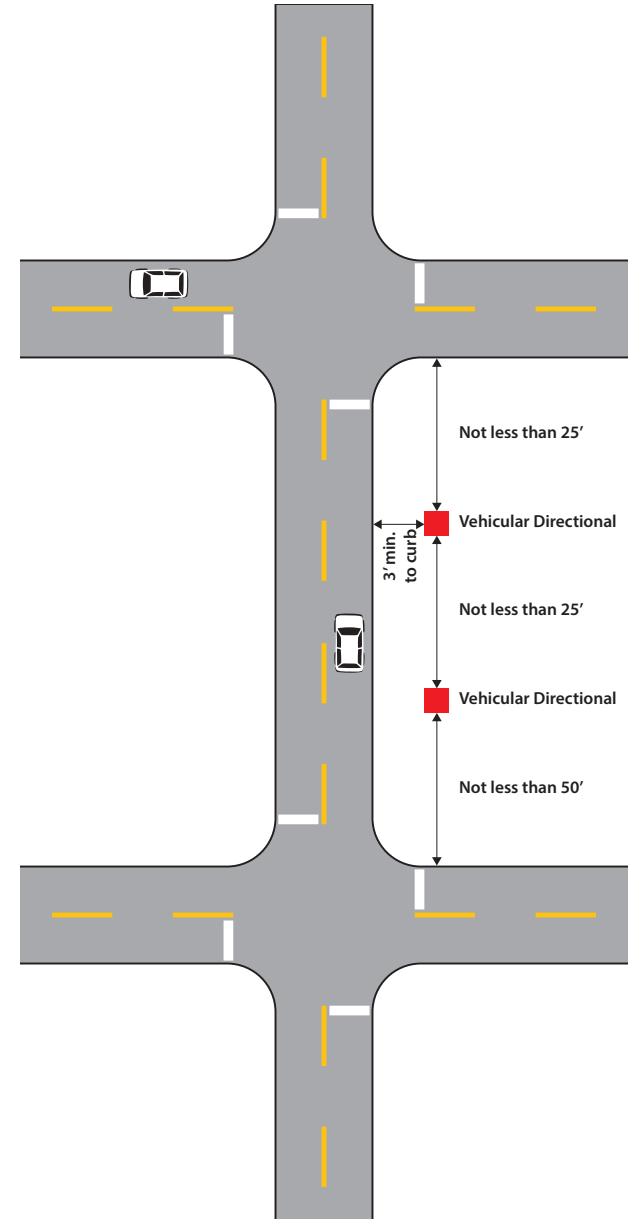
Wayfinding signage should be installed in locations per MUTCD regulations and pending WYDOT approval. Sign location diagrams for “typical” intersections in Laramie are displayed on the facing page.



T-Intersection



Intersection with Turning Lanes



4-Way Intersection



1893

BOONVILLE, MO

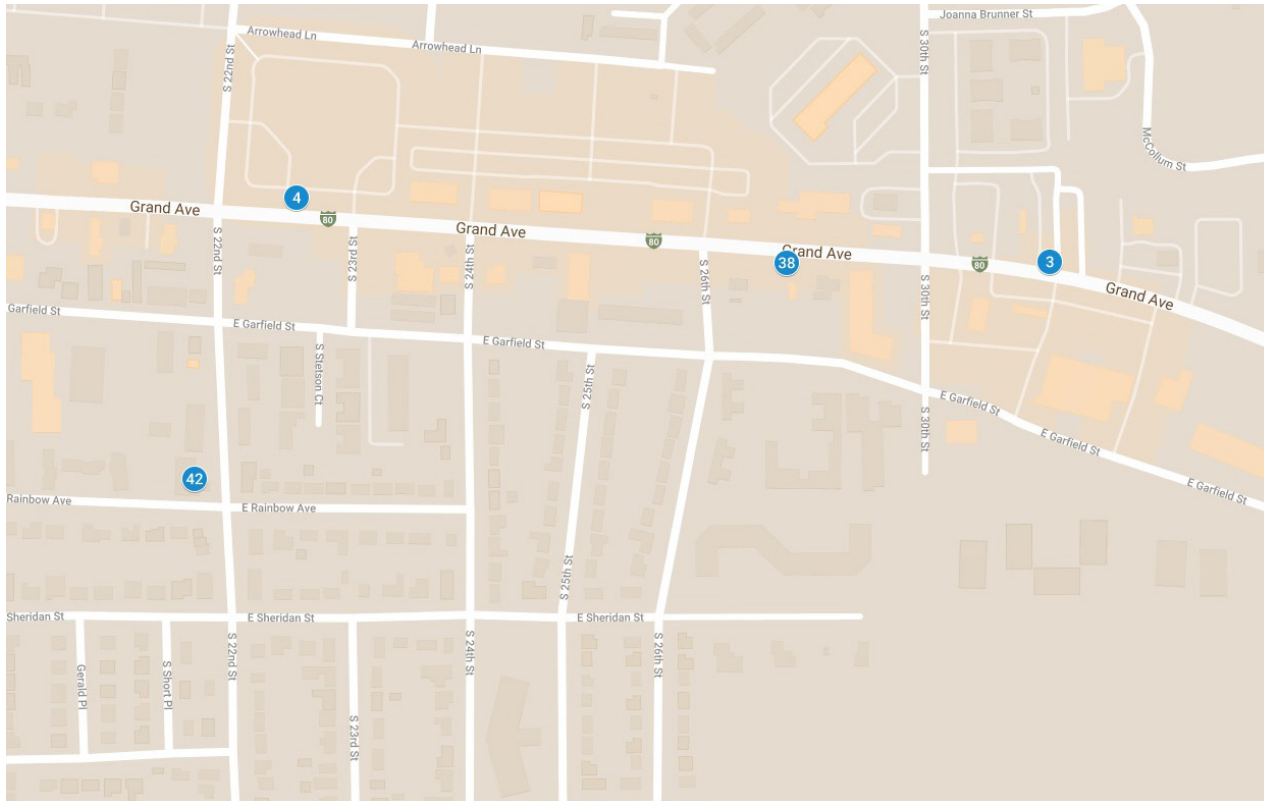
KEEP HANGING

Laramie Community Wayfinding Plan

Maps & Sign Locations

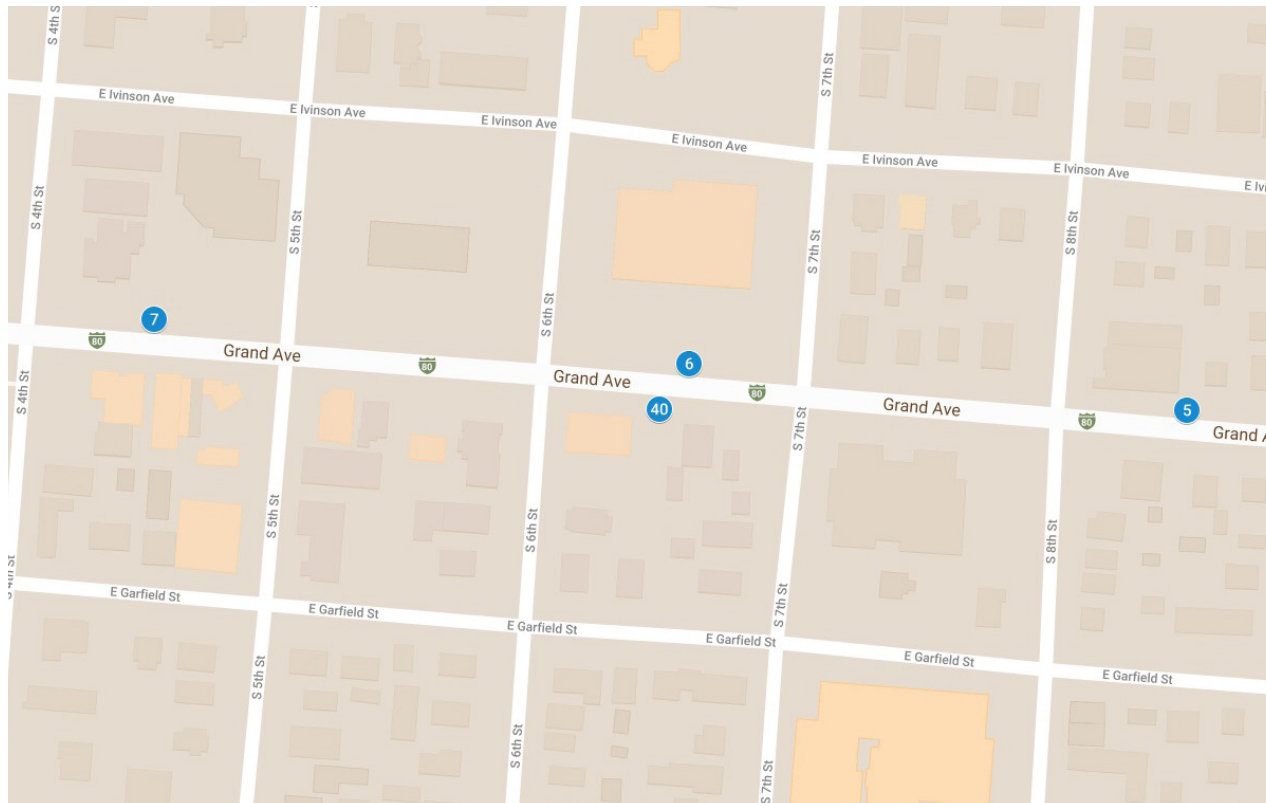
The sign schedule for Laramie combines the key routes, decision points, and destinations into signage content, location, and type. The sign schedule for Laramie is detailed throughout this chapter as a series of maps and illustrations. A summary table of sign types and installation details is included at the end of this chapter. Accompanying this plan is an online map guide that can be modified and changed should any modifications need to occur. This map can also be transferred into GIS layers if desired.

Grand Avenue & 26th Street



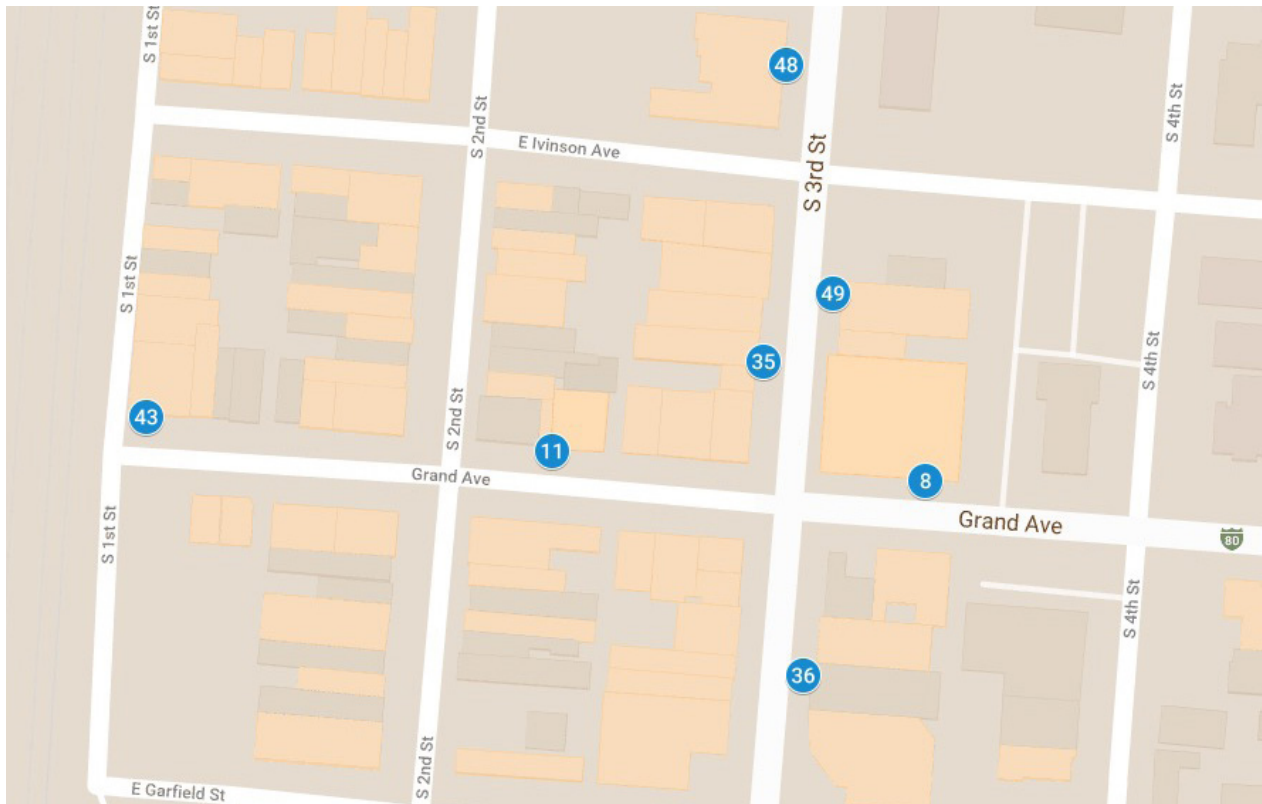
Sign #	Sign Type	Destination	Dir.
3	HS - WB	UW Athletic Facilities	↑
		Downtown (i)	↑
		Jacoby Golf Course	→
4	HS - WB	American Heritage Center	→
		UW Art Museum	→
		Washington Park	←
38	HS - EB	Laramie Rec & Events Centers	↑
		Jacoby Golf Course	←
42	LS - SB	Washington Park	→

Grand Avenue & 6th Street



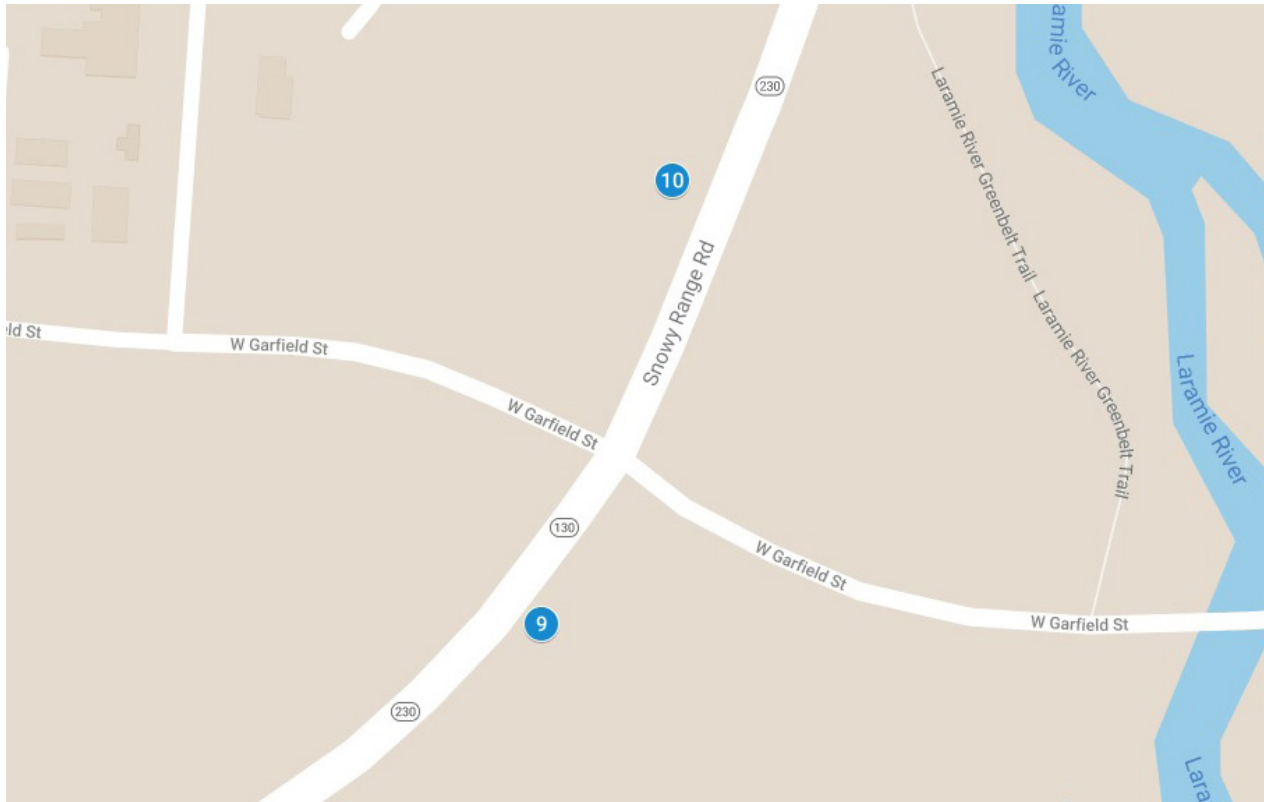
Sign #	Sign Type	Destination	Dir.
5	HS - WB	Downtown (i)	↑
		Public Library	←
		Civic Center	←
6	HS - WB	County Courthouse	↑
		Visitor Center (i)	↑
		Laramie Plains Museum	→
7	HS - WB Downtown Topper	City Hall	→
		Undine Park	←
		(P)	→
40	LS - EB	Public Library	→
		Civic Center	→

Grand Avenue & 3rd Street



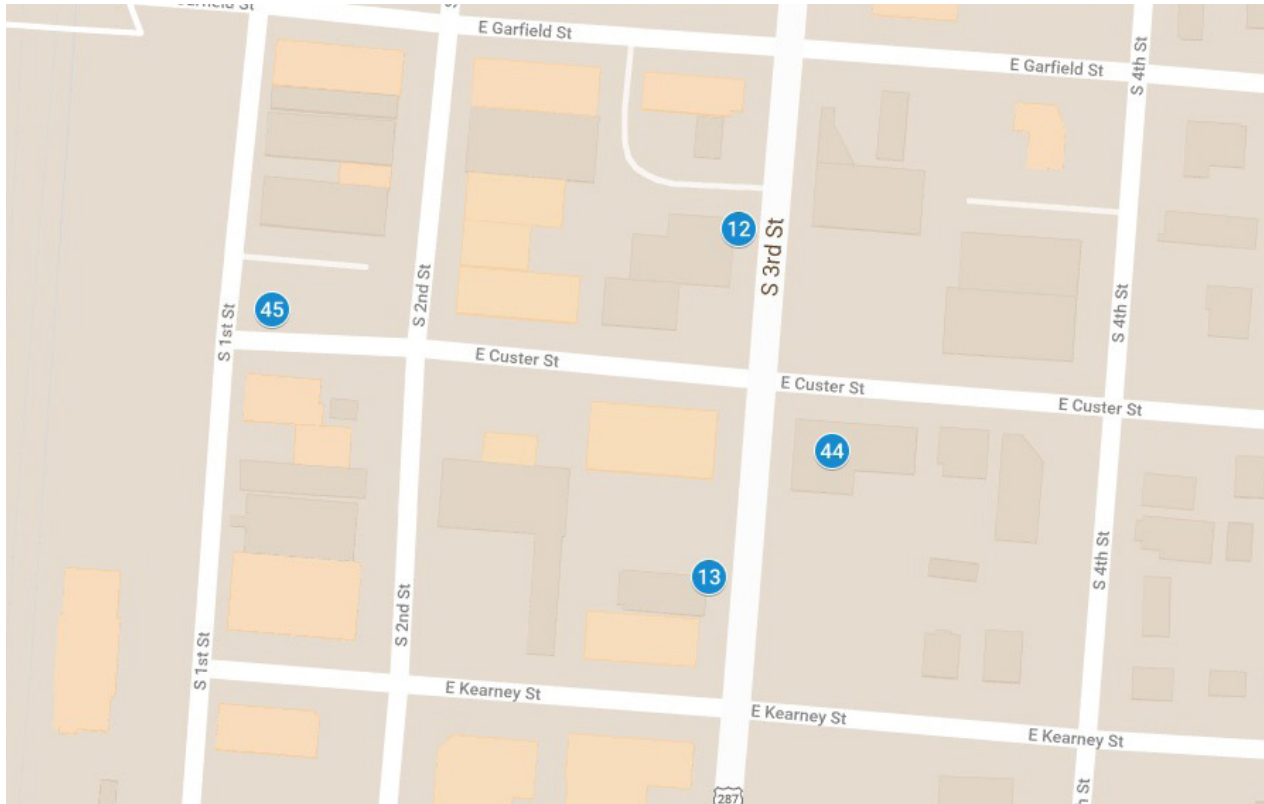
Sign #	Sign Type	Destination	Dir.
8	LS- WB Downtown Topper	Visitor Center (i)	←
		Laramie Railroad Depot	←
		Public Parking	↑
11	LS - WB Downtown Topper	First Street Plaza	↑
		Historic Footbridge	↑
		Visitor Center (i) (P)	← ↑
35	LS - SB Downtown Topper	Visitor Center (i)	↑
		First Street Plaza	→
		University of Wyoming (P)	← →
36	LS - NB Downtown Topper	First Street Plaza	←
		University of Wyoming	→
		Laramie Rec & Events Centers	→
		(P)	←
43	LS - WB	Public Parking Lots (P)	←
48	LS - SB Downtown Topper	City Hall	←
		Laramie Plains Museum	←
49	LS - NB Downtown Topper	City Hall	→
		Laramie Plains Museum	→

Snowy Range Road & W. Garfield Street



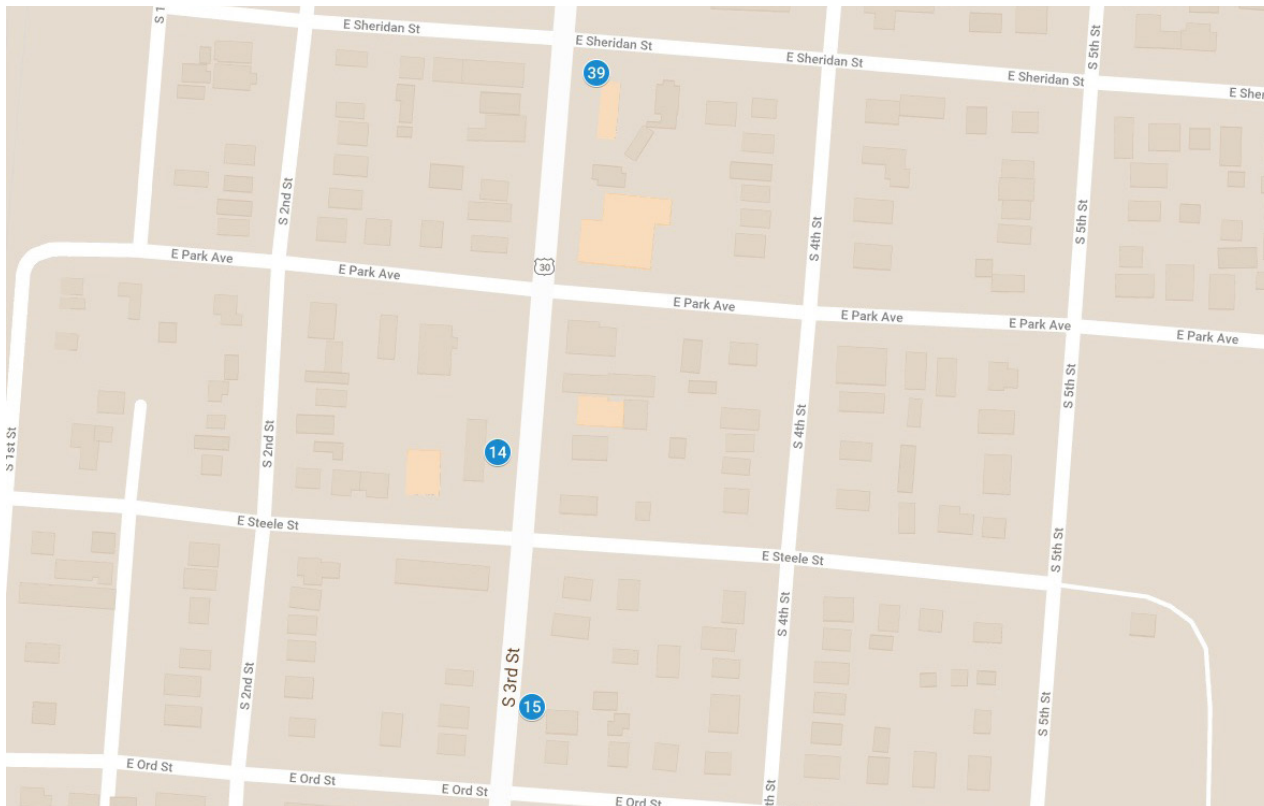
Sign #	Sign Type	Destination	Dir.
9	HS - EB	Downtown (i)	↑
		Wyoming Territorial Prison	←
		Optimist Park / Greenbelt Trail	→
10	HS - WB	Optimist Park / Greenbelt Trail	←
		Wyoming Territorial Prison	→
		(Airport)	↑

3rd Street & E. Custer Street



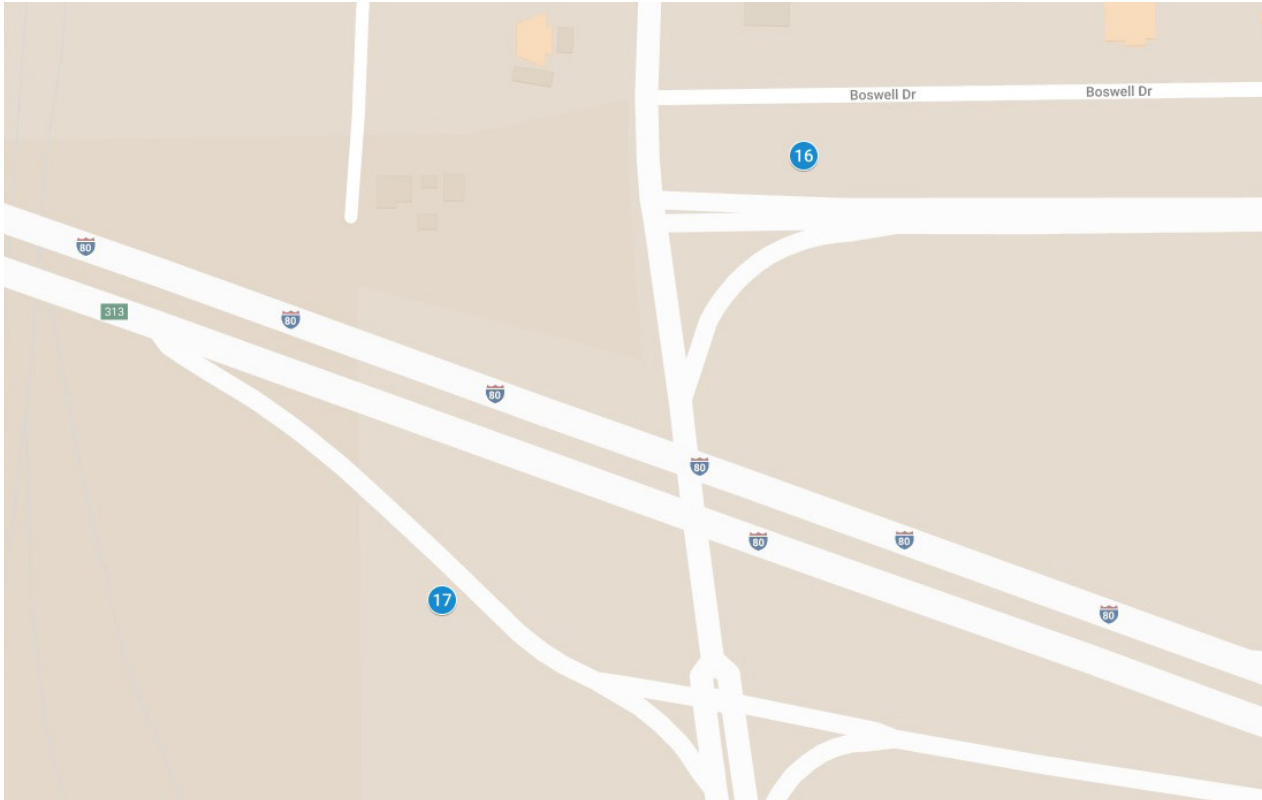
Sign #	Sign Type	Destination	Dir.
12	LS - SB Downtown Topper	Laramie Railroad Depot	↑
		Albany County Fairgrounds	↑
		Visitor Center (i)	→
		(P)	→
13	LS - SB Downtown Topper	Laramie Railroad Depot	→
44	LS - NB Downtown Topper	Visitor Center (i)	←
		Laramie Railroad Depot	←
		(P)	←
45	LS - WB Downtown Topper	Historic Footbridge	→
		Laramie Railroad Depot	←
		(P)	↗

S. 3rd Street & S. 4th Street



Sign #	Sign Type	Destination	Dir.
14	LS - SB	Undine Park	←
15	LS - NB	Downtown	↑
		University of Wyoming	↑
		Undine Park	→
39	HS - NB - Downtown (i) Welcome Topper	Downtown	↑
		University of Wyoming	↑
		Visitor Center (i)	↑
		(P)	↑

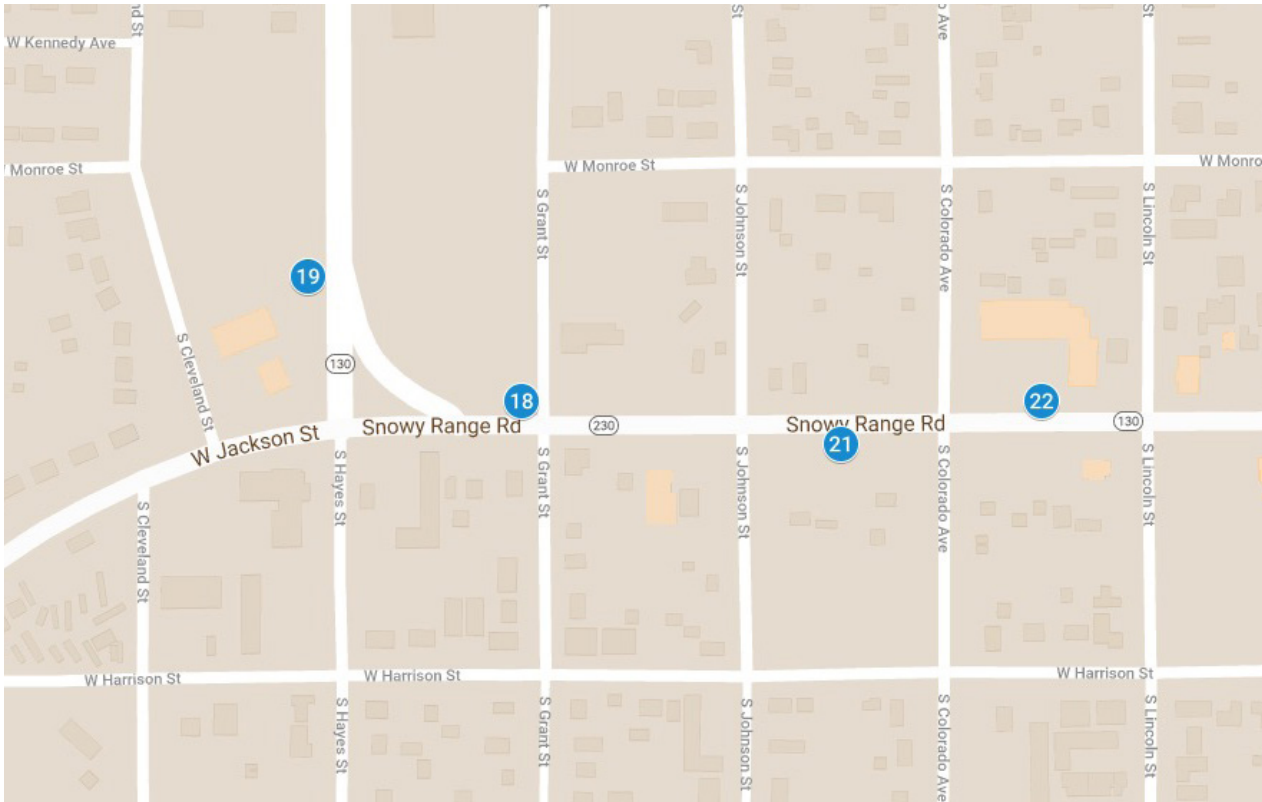
I-80 & S. 3rd Street



Sign #	Sign Type	Destination	Dir.
16	HS - WB	Downtown (i)	→
		University of Wyoming	→
		Albany County Fairgrounds	←
17	HS - EB	Downtown Laramie (i)	←
		University of Wyoming	←
		Albany County Fairgrounds	→

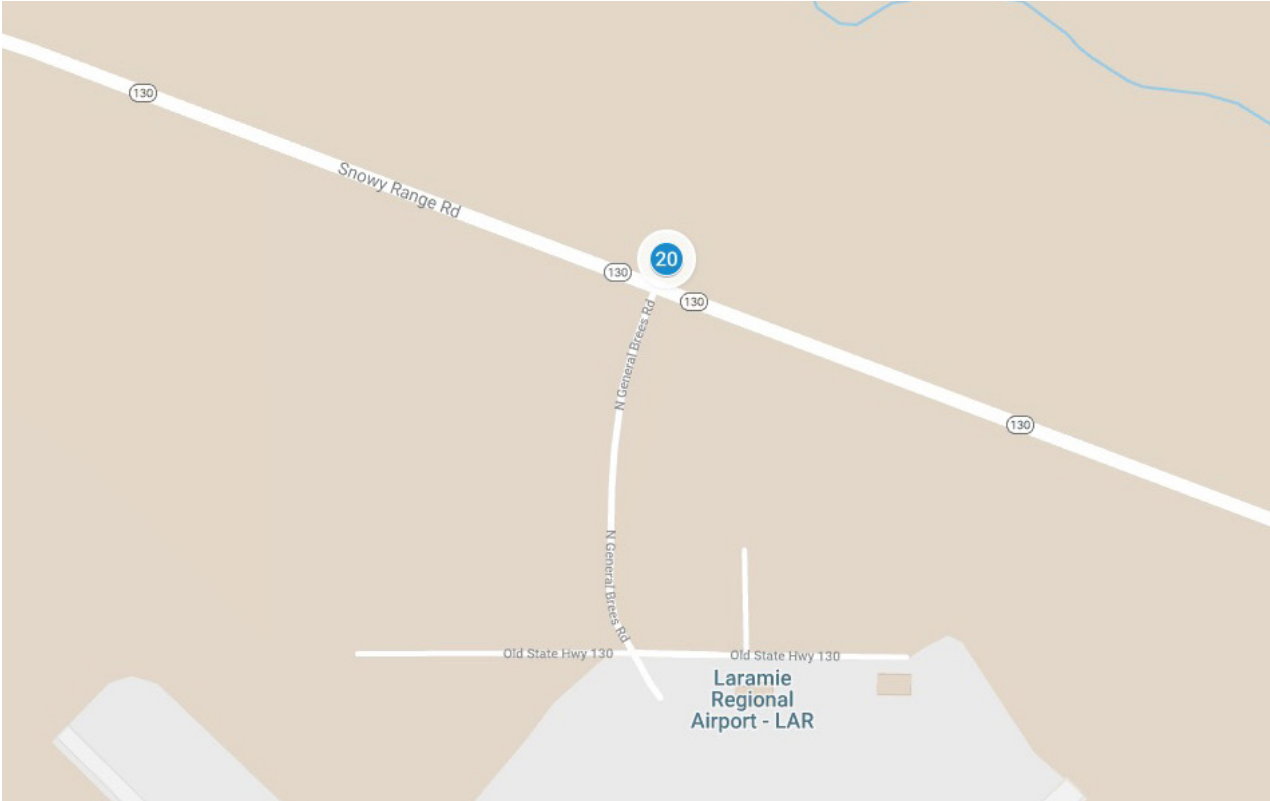
These sign locations need to be approved by WYDOT. While most of the interstate exit ramps have existing signs, these recommendations place new signs at more optimal locations to ensure motorists have time to react accordingly.

Snowy Range Road & W. Jackson Street



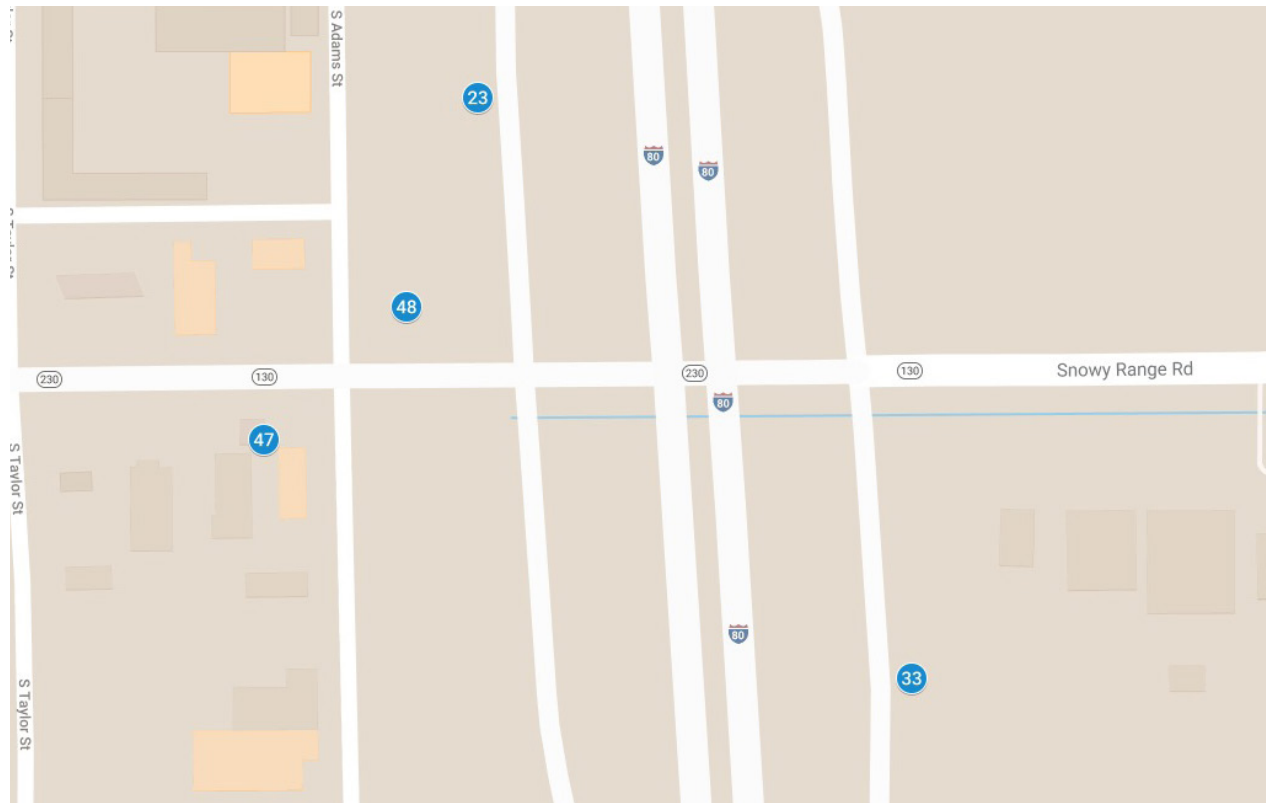
Sign #	Sign Type	Destination	Dir.
18	HS - WB	Hansen Arena	↑
		Kiwanis Park	→
		Laramie Ranger Station (Airport)	←
		(Airport)	→
19	HS - SB	Downtown Laramie (i)	←
		University of Wyoming	←
21	HS - EB	Downtown (i)	↑
		University of Wyoming	↑
		WyoTech	→
22	HS - WB	Hansen Arena	↑
		WyoTech	←
		(Airport)	↑

Snowy Range Road & Laramie Airport



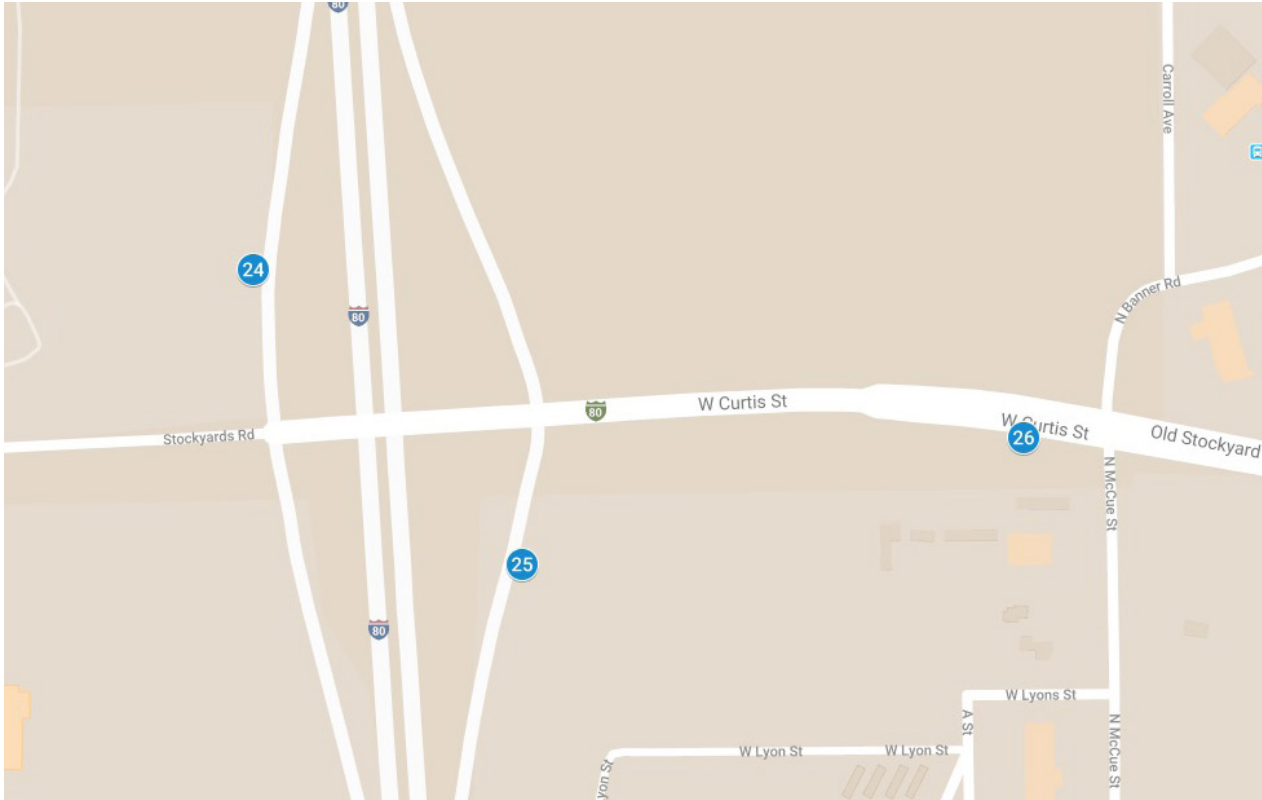
Sign #	Sign Type	Destination	Dir.
20	HS - NB	Centennial	←
		Downtown Laramie (i)	→
		University of Wyoming	→

I-80 & Snowy Range Road



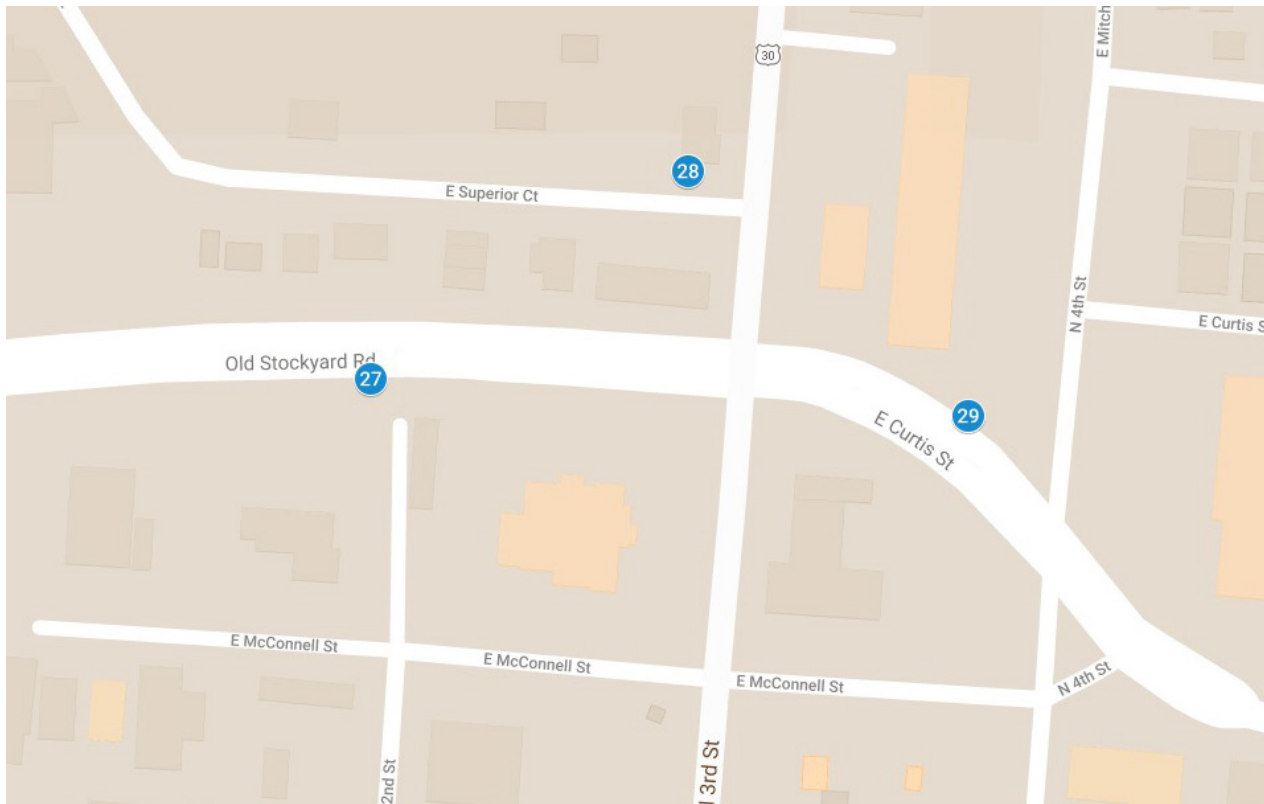
Sign #	Sign Type	Destination	Dir.
23	HS- SB	WyoTech	→
		Downtown/University (i)	←
		Wyoming Territorial Prison	←
		(Airport)	→
33	HS- NB	WyoTech	←
		Downtown/University (i)	→
		Wyoming Territorial Prison	→
		(Airport)	←
46	HS - EB	Downtown Laramie (i)	↑
		University of Wyoming	↑
		Wyoming Game & Fish	→
47	HS - WB	WyoTech	↑
		Hansen Arena	↑
		Wyoming Game & Fish	←
		(Airport)	↑

I-80 & W. Curtis Street



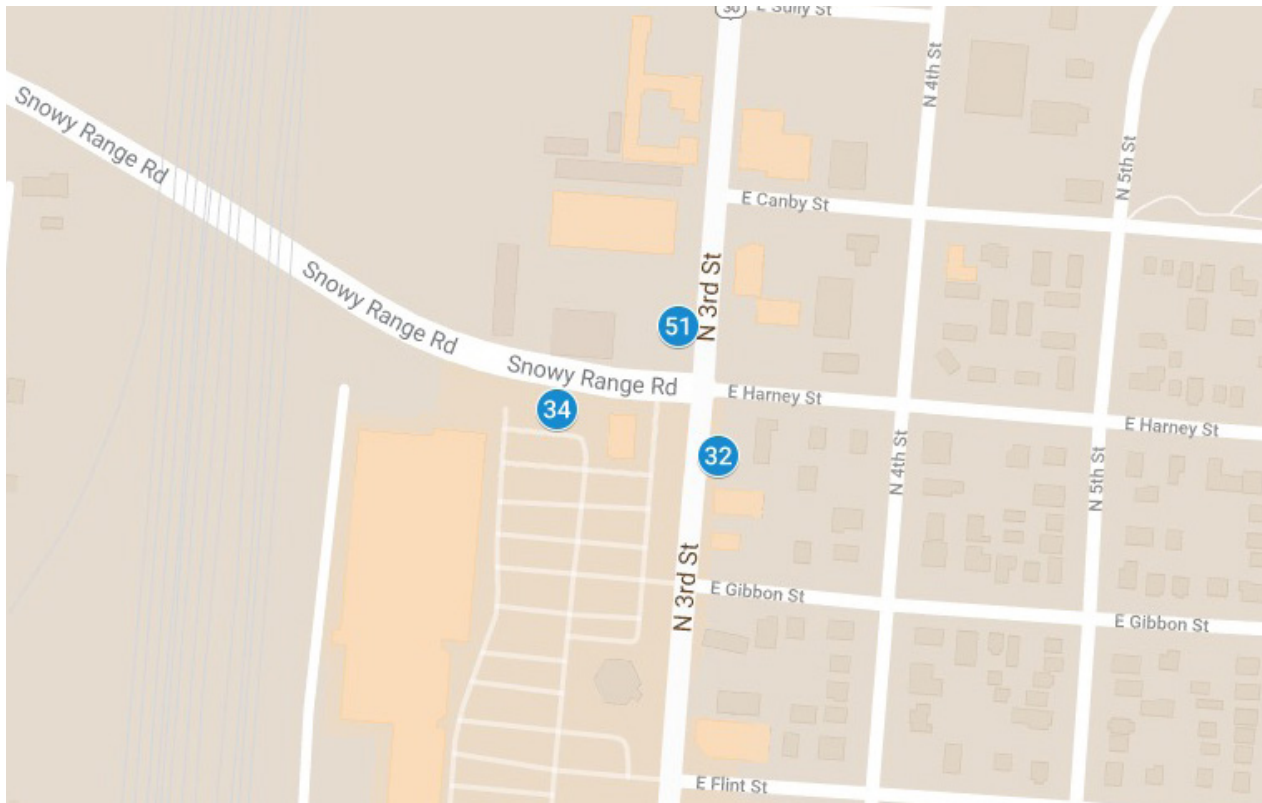
Sign #	Sign Type	Destination	Dir.
24	HS- SB	Downtown Laramie (i)	←
		Wyoming Territorial Prison	←
		University of Wyoming	←
25	HS - NB	Downtown Laramie (i)	→
		Wyoming Territorial Prison	→
		University of Wyoming	→
26	HS - EB	Downtown (i)	↑
		University of Wyoming	↑
		Wyoming Territorial Prison	→

N. 3rd Street & E. Curtis Street



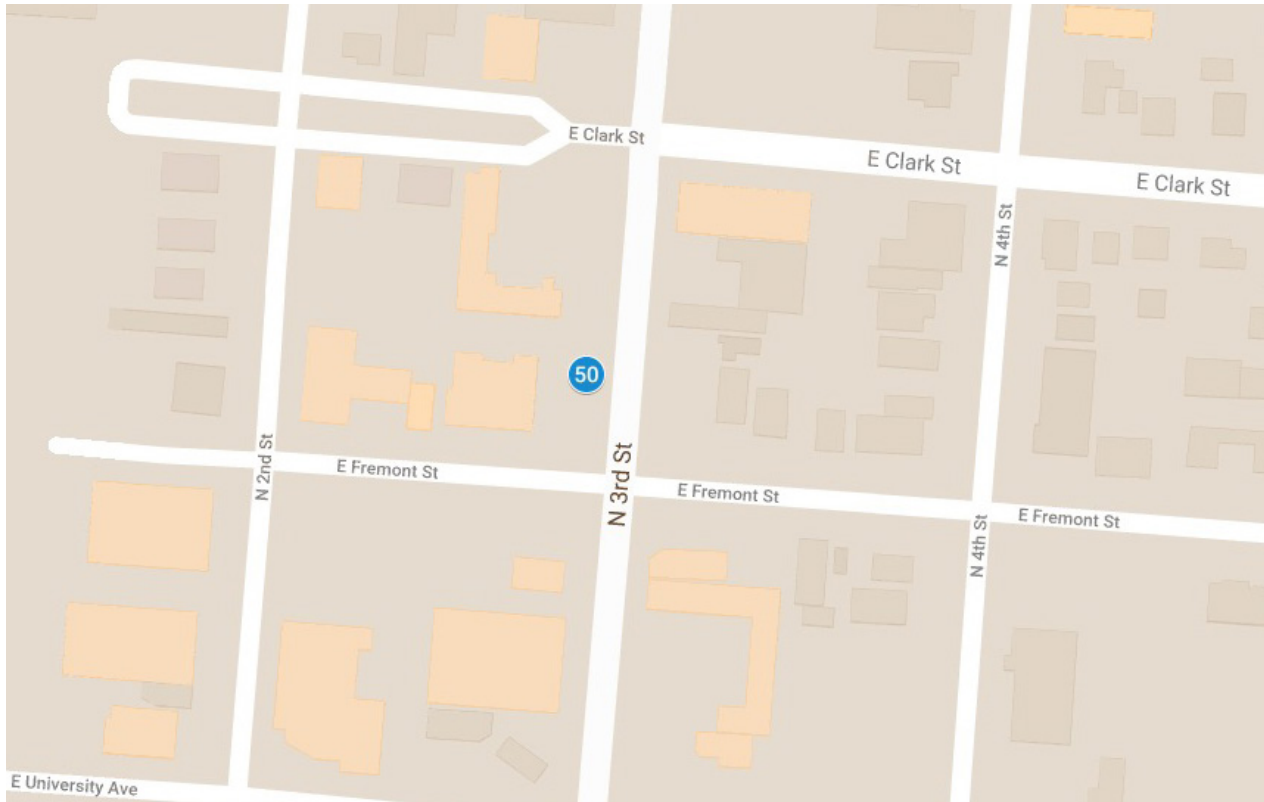
Sign #	Sign Type	Destination	Dir.
27	HS - EB	Downtown (i)	→
		University of Wyoming	→
28	HS - SB	Downtown (i)	↑
		University of Wyoming	↑
		Wyoming Territorial Prison	↑
29	LS - EB	Downtown (i)	←
		University of Wyoming	←

N. 3rd Street, Snowy Range Road, & E. Harney Street



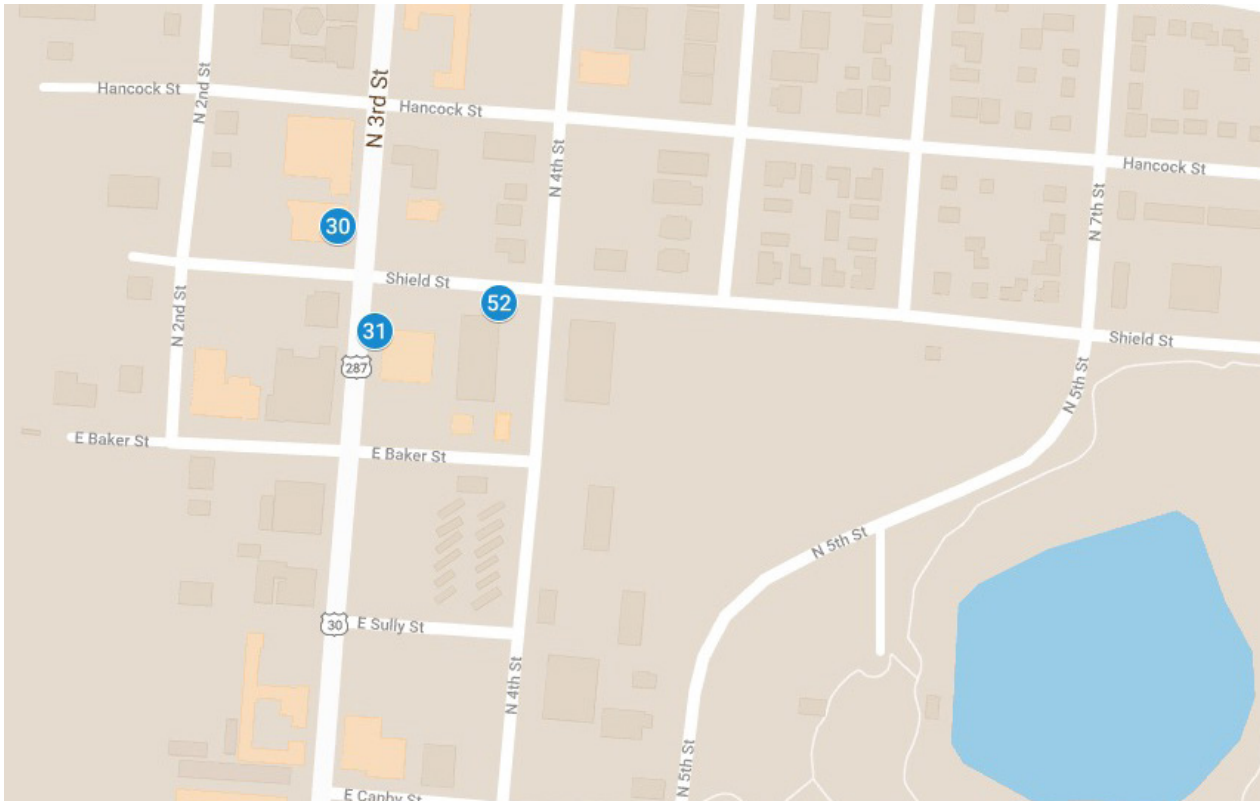
Sign #	Sign Type	Destination	Dir.
32	HS - NB	Optimist Park	←
		Wyoming Territorial Prison	←
		(Airport)	←
34	HS - EB	Downtown (i)	→
		University of Wyoming	→
51	HS - SB	Optimist Park	→
		Wyoming Territorial Prison	→
		(Airport)	→

N. 3rd Street & Clark Street



Sign #	Sign Type	Destination	Dir.
50	LS - SB Downtown Topper	First Street Plaza	↑
		University of Wyoming	↑

N. 3rd Street & Shield Street



Sign #	Sign Type	Destination	Dir.
30	HS - SB	Downtown (i)	↑
		Labonte Park	←
		Animal Shelter	←
31	HS - NB	Labonte Park	→
		Animal Shelter	→
52	LS - EB	Animal Shelter	→

Sign Schedule

Sign #	Sign Type	Destination	Dir.
1	HS - WB	Laramie Rec Center	←
		LCCC Campus	←
		Laramie High School	←
2	HS - WB	University of Wyoming	↑
		Downtown (i)	↑
		Ice & Events Center	←
3	HS - WB	UW Athletic Facilities	↑
		Downtown	↑
		Jacoby Golf Course	→
		(H)	→
4	HS - WB	American Heritage Center	→
		UW Art Museum	→
		Washington Park	←
5	HS - WB	Downtown	↑
		Public Library	←
		Civic Center	←
6	HS - WB	County Courthouse	↑
		Visitor Center (i)	↑
		Laramie Plains Museum	→
7	HS - WB Downtown Topper	City Hall	→
		Undine Park	←
8	LS- WB Downtown Topper	Visitor Center (i)	←
		Laramie Railroad Depot	←
		Public Parking	↑
9	HS - EB	Downtown (i)	↑
		Wyoming Territorial Prison	←
		Optimist Park	→

Sign #	Sign Type	Destination	Dir.
10	HS - WB	Optimist Park	←
		Wyoming Territorial Prison	→
		(Airport)	↑
11	LS - WB Downtown Topper	First Street Plaza	↑
		Historic Footbridge	↑
		Visitor Center (i)	←
		(P)	↑
12	LS - SB Downtown Topper	Laramie Railroad Depot	↑
		Albany County Fairgrounds	↑
		Visitor Center (i)	→
		(P)	→
13	LS - SB Downtown Topper	Laramie Railroad Depot	→
14	LS - SB	Undine Park	←
15	LS - NB	Downtown	↑
		University of Wyoming	↑
		Undine Park	→
16	HS - WB	Downtown Laramie (i)	→
		University of Wyoming	→
		Albany County Fairgrounds	←
17	HS - EB	Downtown Laramie (i)	←
		University of Wyoming	←
		Albany County Fairgrounds	→
18	HS - WB	Hansen Arena	↑
		Kiwanis Park	→
		Laramie Ranger Station	←
		(Airport)	→

Sign #	Sign Type	Destination	Dir.
19	HS - SB	Downtown Laramie (i)	←
		University of Wyoming	←
20	HS - NB	Centennial	←
		Downtown Laramie (i)	→
21	HS - EB	University of Wyoming	→
		Downtown (i)	↑
		WyoTech	→
22	HS - WB	Hansen Arena	↑
		WyoTech	←
		(Airport)	↑
23	HS - SB	WyoTech	→
		Downtown/ University (i)	←
		Wyoming Territorial Prison	←
		(Airport)	→
24	HS - SB	Downtown Laramie (i)	←
		Wyoming Territorial Prison	←
		University of Wyoming	←
25	HS - NB	Downtown Laramie (i)	→
		Wyoming Territorial Prison	→
		University of Wyoming	→
26	HS - EB	Downtown Laramie (i)	↑
		University of Wyoming	↑
		Wyoming Territorial Prison	→
27	HS	Downtown Laramie (i)	→
		University of Wyoming	→

Sign #	Sign Type	Destination	Dir.
28	HS - SB	Downtown Laramie (i)	↑
		University of Wyoming	↑
		Wyoming Territorial Prison	↑
29	LS - EB	Downtown Laramie (i)	←
		University of Wyoming	←
30	HS - SB	Downtown (i)	↑
		Labonte Park	←
		Animal Shelter	←
31	HS - NB	Labonte Park	→
		Animal Shelter	→
32	HS - NB	Optimist Park	←
		Wyoming Territorial Prison	←
		(Airport)	←
33	HS - NB	WyoTech	←
		Downtown/ University (i)	→
		Wyoming Territorial Prison	→
		(Airport)	←
34	HS - EB	Downtown Laramie	→
		University of Wyoming	→
35	LS - SB Downtown Topper	Visitor Center	↑
		First Street Plaza	→
		University of Wyoming	←
		(P)	→
36	LS - NB Downtown Topper	First Street Plaza	←
		University of Wyoming	→
		Laramie Rec & Events Centers	→
		(P)	←

Sign #	Sign Type	Destination	Dir.
37	HS - EB	Laramie Rec Center	→
		LCCC Campus	→
		Laramie High School	→
38	HS - EB	Laramie Rec & Events Centers	↑
		Jacoby Golf Course	←
		(H)	←
39	HS - NB - Downtown Welcome Topper	Downtown	↑
		University of Wyoming	↑
		Visitor Center (i) (P)	↑
40	LS - EB	Public Library	→
		Civic Center	→
41	HS - EB	Ice & Events Center	→
42	LS - SB	Washington Park	→
43	LS - WB	Public Parking Lots (P Icon)	←
44	LS - NB Downtown Topper	Visitor Center	←
		Laramie Railroad Depot	←
		(P)	←
45	LS - WB - Downtown Topper	First Street Plaza	→
		Historic Footbridge	→
		Laramie Railroad Depot	←
		(P)	↗
46	HS - EB	Downtown (i)	↑
		University of Wyoming	↑
		Wyoming Game & Fish	→

Sign #	Sign Type	Destination	Dir.
47	HS - WB	WyoTech	↑
		Hansen Arena	↑
		Wyoming Game & Fish	←
		(Airport)	↑
48	LS - SB Downtown Topper	City Hall	→
		Laramie Plains Museum	→
59	LS - NB - Downtown Topper	City Hall	→
		Laramie Plains Museum	→
50	LS - SB Downtown Topper	First Street Plaza	↑
		University of Wyoming	↑
51	HS - SB	Optimist Park	→
		Wyoming Territorial Prison	→
		(Airport)	→
52	LS - EB	Animal Shelter	→
53	HS - WB	University of Wyoming	↑
		Downtown Laramie	↑

Implementation

The wayfinding master plan for Laramie should be implemented based on the following cost estimates, phasing recommendations, and implementation timeline.

Cost Estimates

Two cost estimate scenarios—low-cost and high-cost—have been developed for the Laramie wayfinding master plan. The table below provides a detailed breakdown of each scenario.

Count	Type	Unit Cost	Total Unit Cost	Unit Installation Cost	Total Unit Installation Cost	Total Cost (Low)
34	Directional Trailblazer - HI	\$2,400	\$81,600	\$400	\$13,600	\$95,200
18	Directional Trailblazer - LOW	\$1,500	\$27,000	\$400	\$7,200	\$34,200
2	Pedestrian Map	\$500	\$1,000	\$400	\$800	\$1,800
6	Parking Directional	\$250	\$1,500	\$400	\$2,400	\$3,900
60	Low Estimate Total					\$135,100

Count	Type	Unit Cost	Total Unit Cost	Unit Installation Cost	Total Unit Installation Cost	Total Cost (High)
34	Directional Trailblazer - HI	\$4,800	\$163,200	\$1,000	\$34,000	\$197,200
18	Directional Trailblazer - LOW	\$2,500	\$45,000	\$1,000	\$18,000	\$63,000
2	Pedestrian Map	\$1,500	\$3,000	\$400	\$800	\$3,800
6	Parking Directional	\$500	\$3,000	\$400	\$2,400	\$5,400
60	High Estimate Total					\$269,400

Project Phasing

Based on the high cost scenario, the implementation of the Laramie wayfinding master plan should be divided into two phases. Phase I should include the following system components: Directional Trailblazers and Parking Directional Signage. Phase II should include the Pedestrian Maps.

Phase 1	Phase 2
Directional Trailblazers Parking Directional	Pedestrian Maps

Implementation Timeline

The table below outlines the key partners, time frames, and actions required to implement and maintain the Laramie Wayfinding System.

	0-6 Months	6 Months-12 Months	12 Months-24 Months	24 Months-36 Months	Ongoing
City of Laramie	Adopt wayfinding master plan	Work with private sector partner to install Phase 1 components	Work with private sector partner to install Phase 2 signage	Conduct Parks & Recreation signage master plan	Inspect and clean system components
	Establish wayfinding policy and management programs		Explore Parks & Recreation signage master plan		Replace damaged components when needed
Laramie Main Street	Issue RFQ/RFP for fabrication	Manage Phase 1 construction and installation	Manage Phase 2 construction and installation		
	Interview and hire private sector fabricator	Secure Phase 2 funding			
	Set aside reserve fund for ongoing expenses				
Private Sector	Develop bid package	Fabricate Phase 1 components	Fabricate Phase 2 components		Fabricate replacement or new components as needed
	Begin Phase 1 fabrication	Work with City to install Phase 1 components	Work with City to install Phase 2 components		

Concluding Remarks

This document represents a plan for Laramie to implement a cohesive way to curate visitor traffic in the community. It will serve several purposes:

- It will reduce sign clutter allowing for motorists to better navigate through the community.
- It will demarcate more destinations on fewer signs.
- It will bring the sign system in compliance with Federal and State guidance for wayfinding signs as enumerated in the MUTCD.
- It will reinforce to locals and visitors alike the amenities available in Laramie.

This sign system is not designed to be exhaustive in nature. As amenities are added, relocated, or enhanced, this plan provides all of the necessary criteria to evaluate the inclusion and implementation of such changes. Implementation of this plan should be coordinated with an experienced sign fabricator, installer, and with regulatory agencies at the municipal, state, and local level. Arnett Muldrow & Associates, Ltd. provides this plan as a tool to be used within the framework of the MUTCD and accepted practices nationally and does not assume any liability for failure to adhere to state and federal regulations not included in this plan.

DOwNTOWN
Laramie