



SAWYER YARDS **WAYFINDING PLAN** - JUNE 2017

PREPARED BY SARAH SCHELLENBERG

SMALL SIGN
additional parking indication w/arrow

e VINYL "STUDIOS" w/arrow & 'open hours' added to any door on a timer

b LARGE HORIZONTAL BANNER

i YOU ARE HERE walking map/directory

d YOU ARE HERE driving map/directory

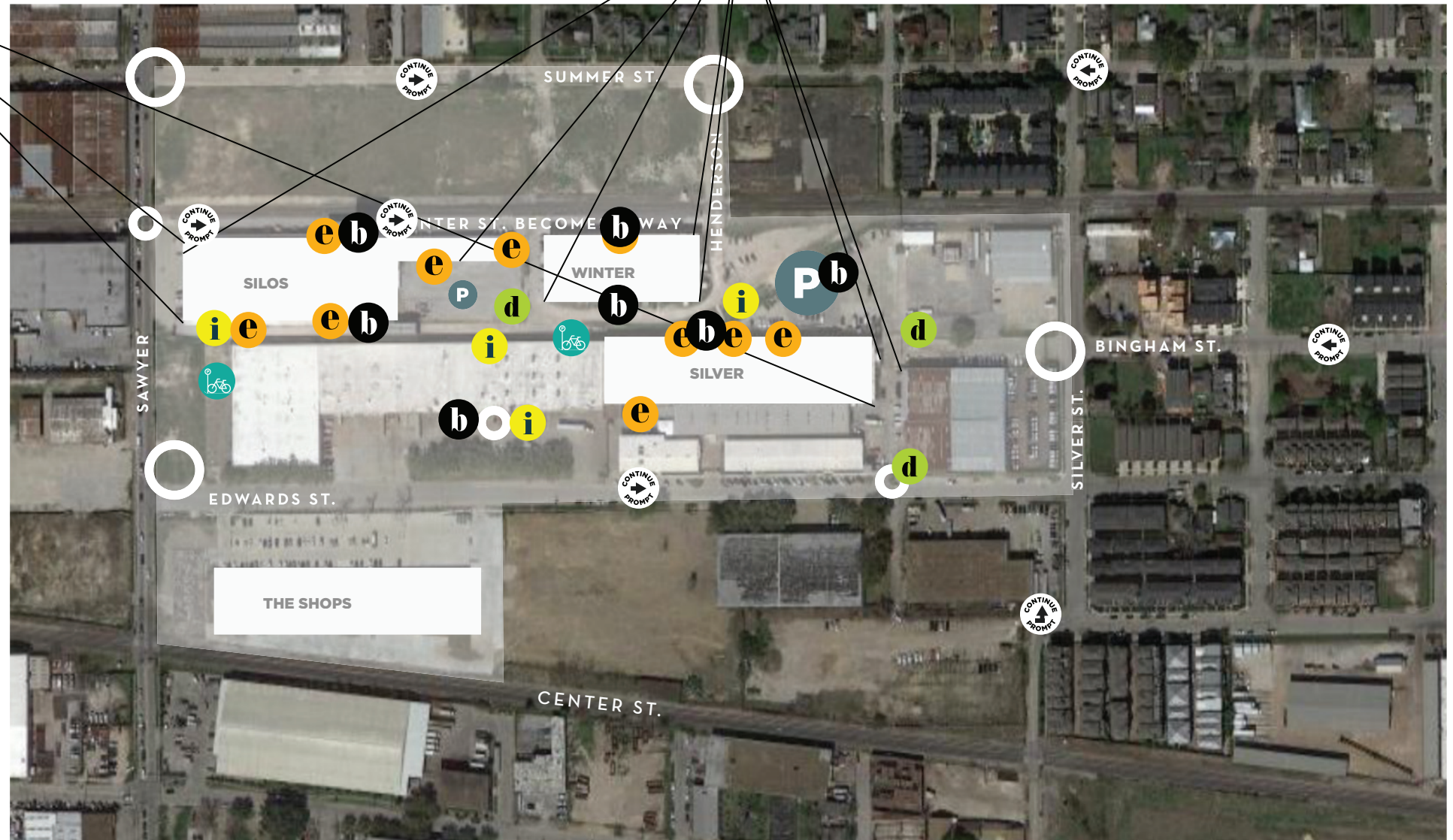
○ MAJOR SIGNS

○ MINOR SIGNS (SECONDARY ENTRANCE)

▶ ARROW SIGNS ON EXISTING UTILITY POLES?

SMALL WALL SIGN building entrance directors

🚲 CAN WE GET BIKE RACKS?



QUESTIONS

1.) Where should the Sawyer Yards boundary be?

2.) What will the effects be of changing it?

- PLAN:**
- Decide where Sawyer Yards stops exactly
 - Decide how to talk about partner projects with inclusion (IE, Spring Street)
 - Adjust website, marketing, etc. and communicate this to all stakeholders, PR folks, etc



○ MAJOR SIGNS

○ MINOR SIGNS
(SECONDARY ENTRANCE)

QUESTIONS

1.) Are these doors all considered public entrances?

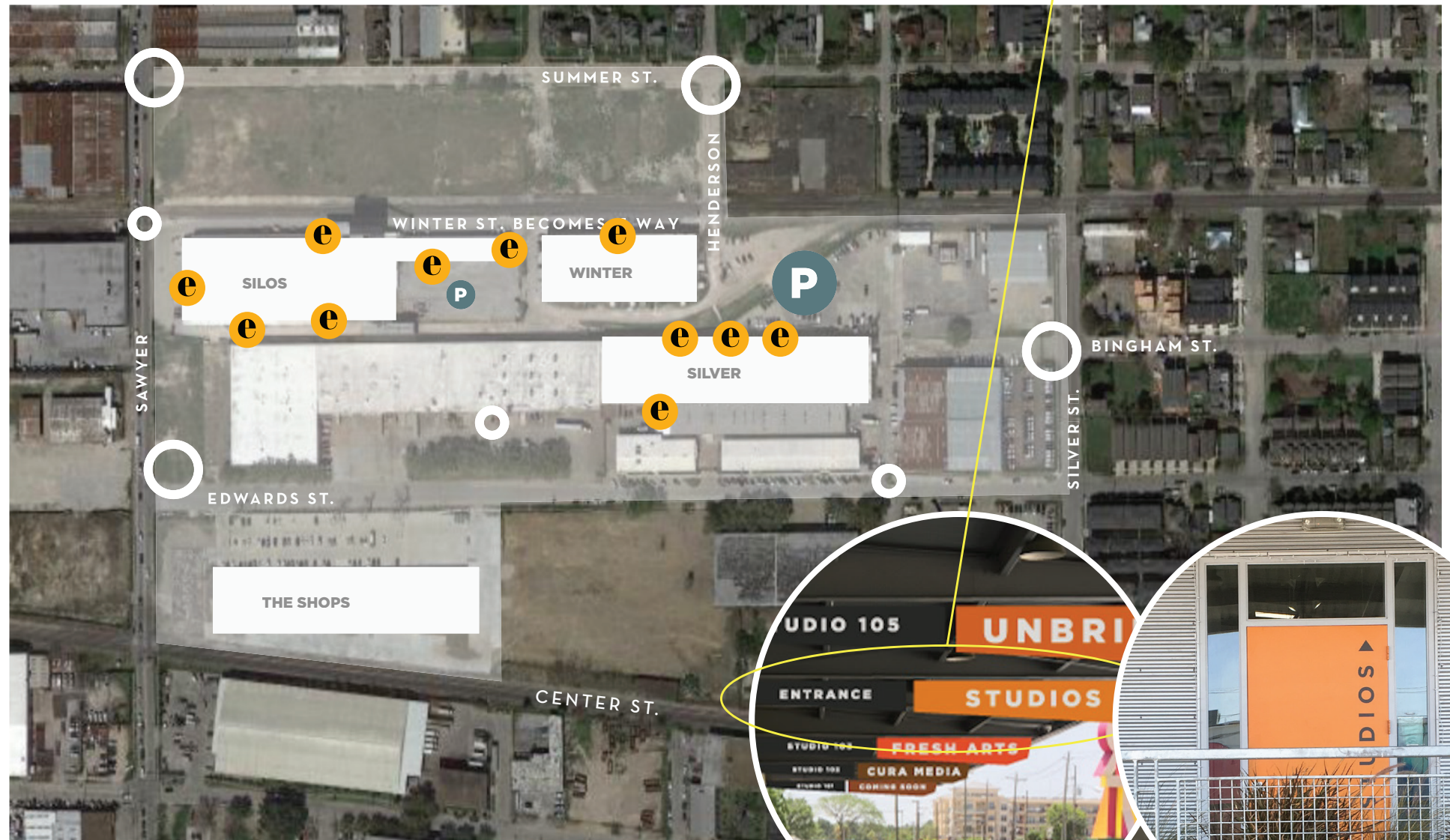
2.) If so, can they all be on timers?

3.) Should the new vinyl say:

- **STUDIOS >**
- **STUDIO ENTRANCE >**
- **PUBLIC ENTRANCE >**
- **ENTRANCE**

PLAN:

- e** - Add vinyl "STUDIOS" text, with arrow & the building's 'open hours'
- Add auto locks to doors
- Highlight entrances that are on timer doors (hanging sign or spotlight ...etc.)



 MAJOR SIGNS

 MINOR SIGNS
(SECONDARY ENTRANCE)

QUESTIONS

1.) How can we prevent any traffic backups during events? Should these have take away maps?

2.) Do we agree these should show: the whole campus, affiliate buildings & the district, but visually prioritize on-site navigation? Answering:

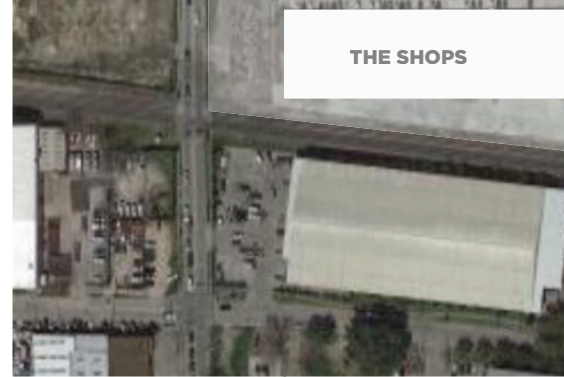
- Where am I and where do I go?
- Where is “x” building?
- How do I get into “x” building?
- Where is my event?

PLAN: **i** - Confirm the location of the walk up visitor information stations
 - Confirm the info they should provide



MAJOR SIGNS

**MINOR SIGNS
(SECONDARY ENTRANCE)**



QUESTIONS

1.) How can we prevent traffic backups during events? Should these have take away maps?


2.) Do we agree that these need to be simple & provide basic info only?

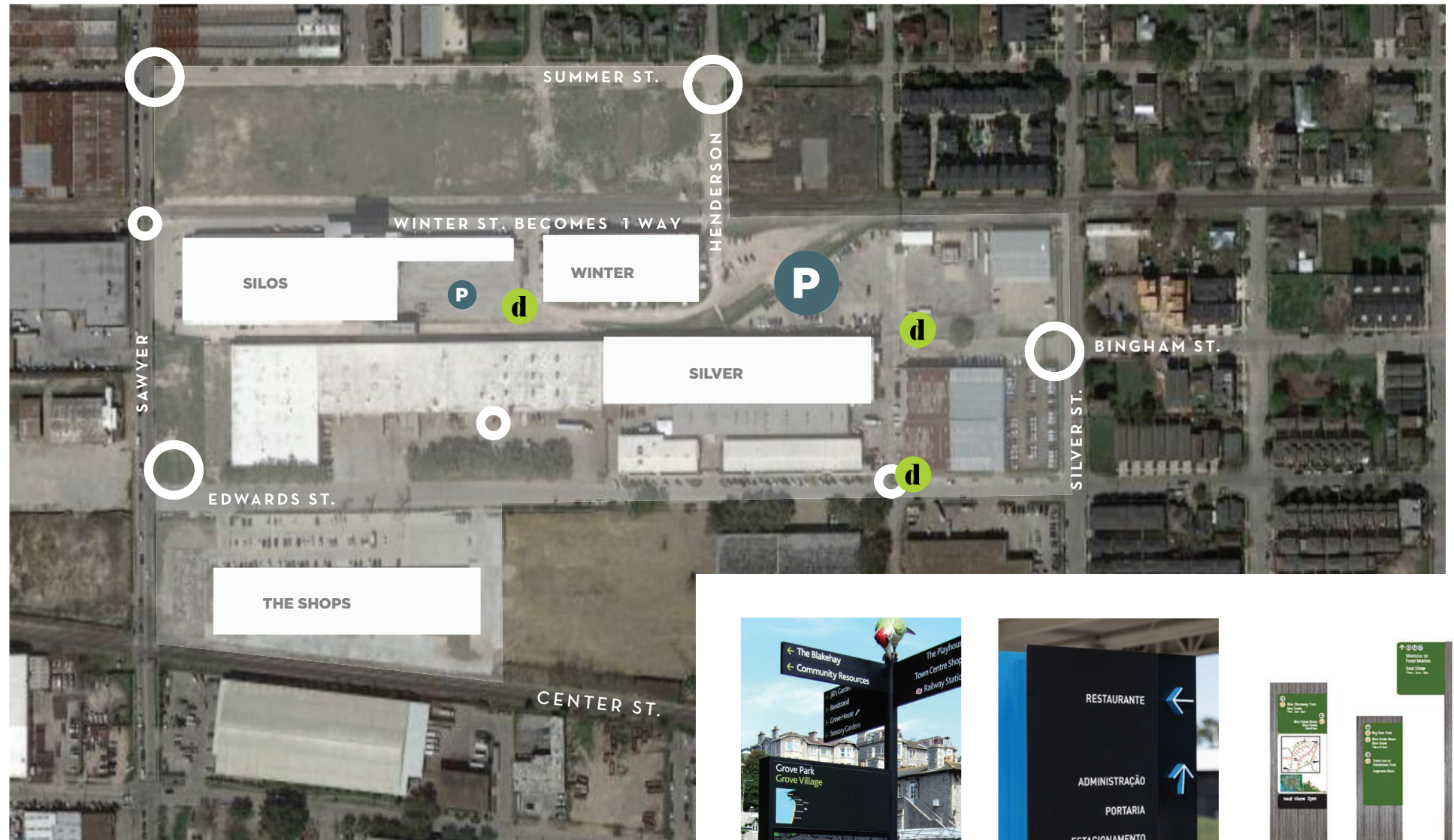
Such as:

- Where do I park?
- Where is “x” building?
- Where is my event?
- Where am I?

 MAJOR SIGNS

 MINOR SIGNS
(SECONDARY ENTRANCE)

PLAN:  - Confirm the location of the drive up visitor information stations



QUESTIONS

- 1.) As a private business, are we allowed to add these to poles off campus?
- 2.) Would these need to be Arts District signs instead?
- 3.) How do we go about doing this?

PLAN:

- Confirm interest in having these at all
- Confirm language to go on them
- Confirm the location of the “pole prompts”



-  MAJOR SIGNS
-  MINOR SIGNS (SECONDARY ENTRANCE)
-  ARROW SIGNS ON EXISTING UTILITY POLES?

QUESTIONS

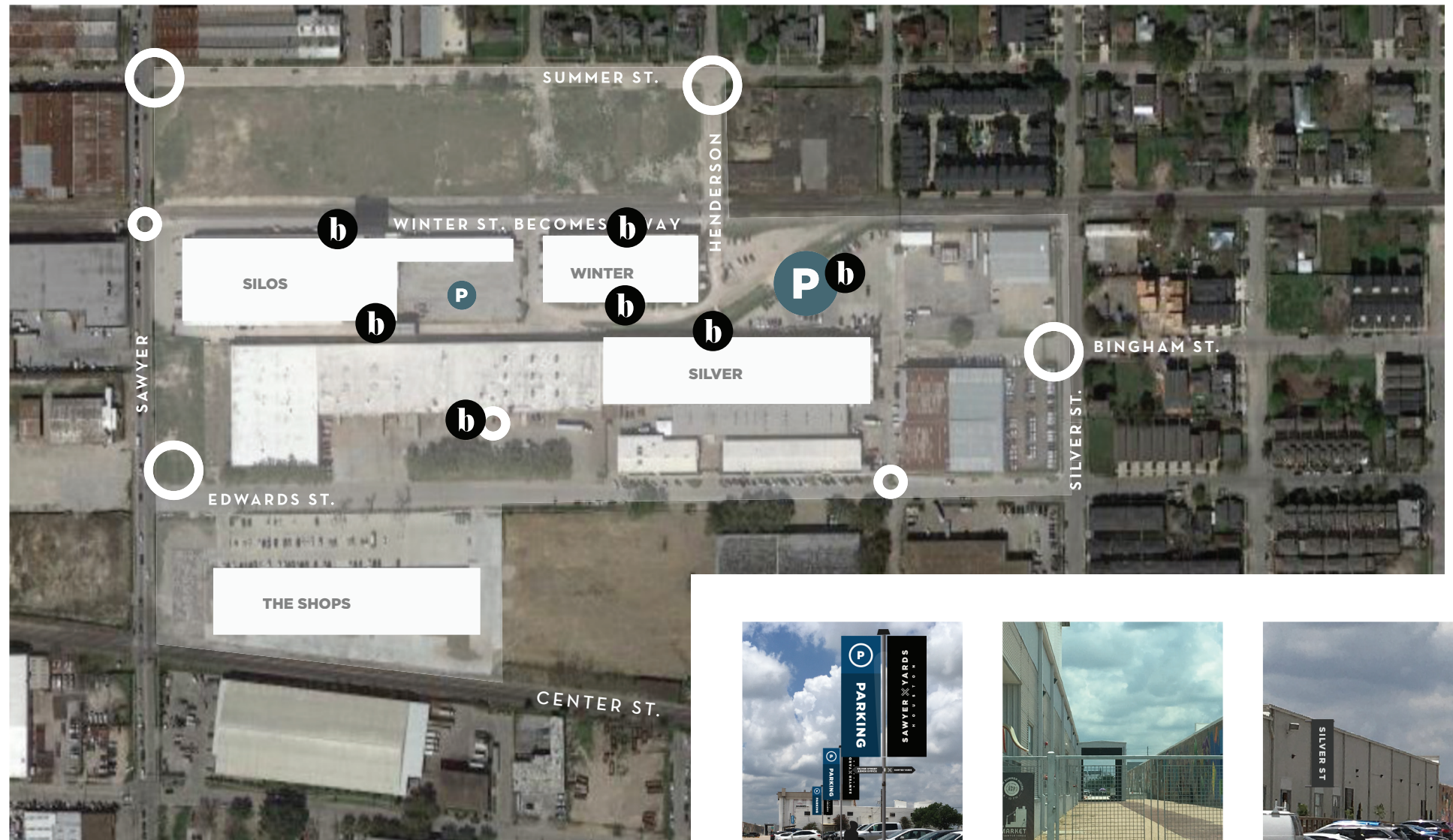
1.) When you are walking down Art Alley, there are no distinguishing signs on the buildings. As a newbie it's very hard to navigate from Art Alley. Having something protruding out from each building could solve that. What do y'all think about something like this?

Scale is important for these to work.

 MAJOR SIGNS

 MINOR SIGNS
(SECONDARY ENTRANCE)

PLAN:  - Confirm interest in having these at all
 - Confirm text on them (I propose simple building names, SILVER, WINTER, SILOS)
 - Confirm the location of the "banners"



24' POLE WITH 12' BANNERS



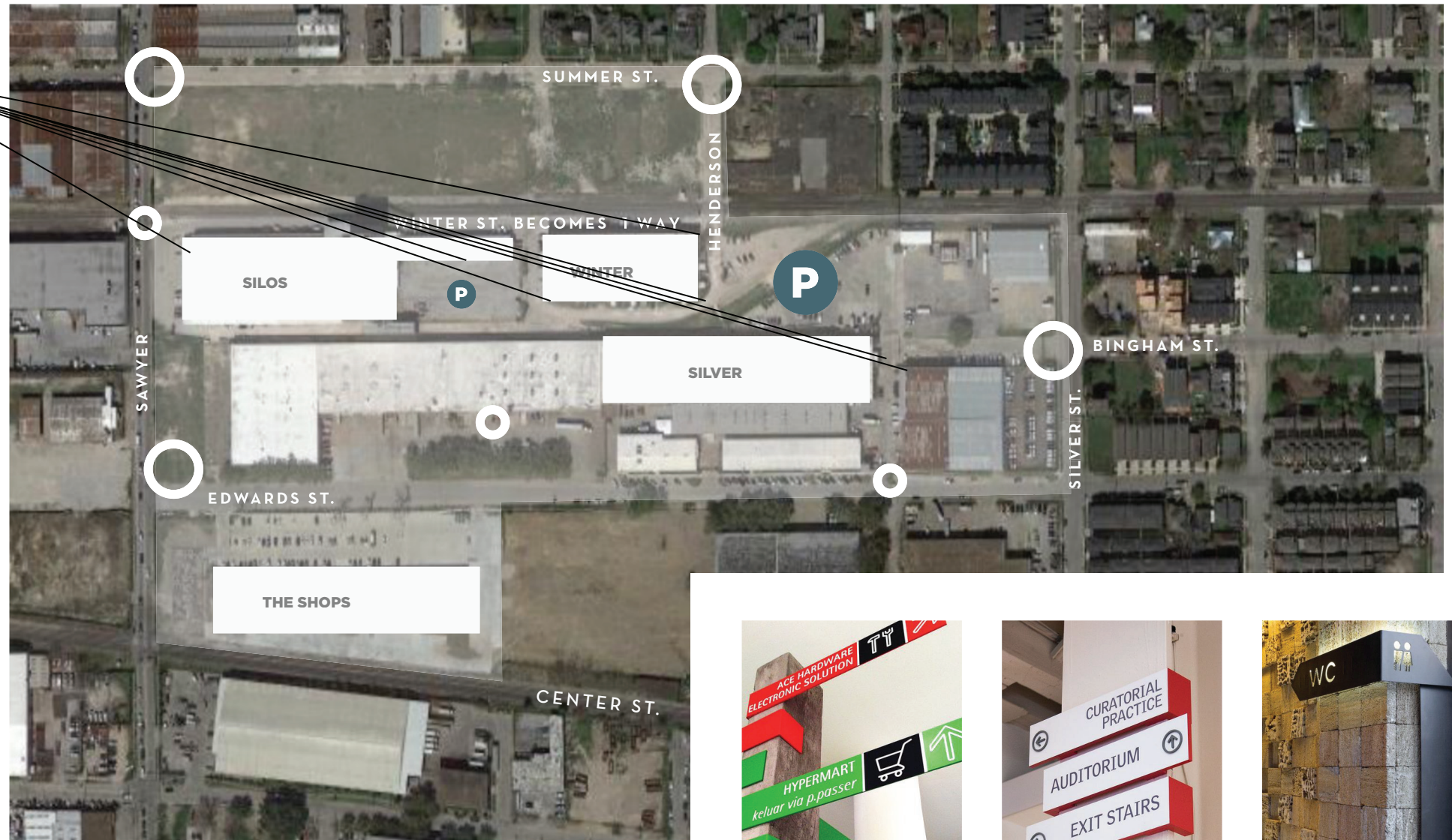
MARKET GUESTS SEE THIS



PICTURED @ APPROX. 10'

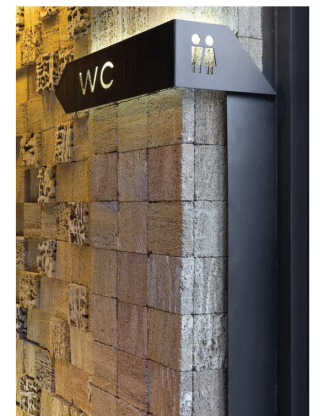
SMALL EXTERIOR WALL SIGNS building entrance directors

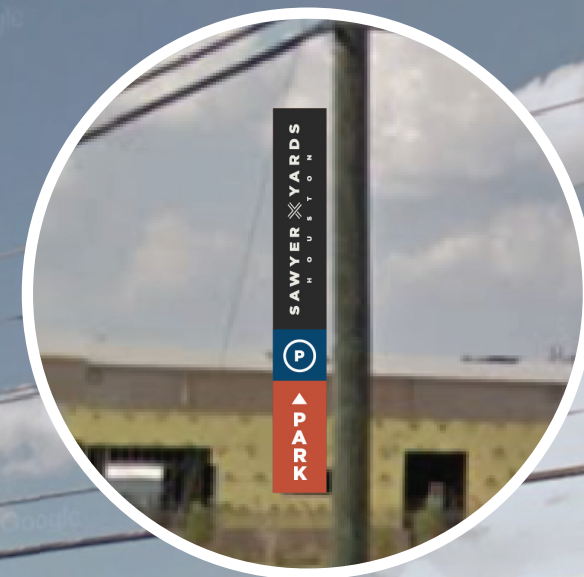
PLAN: - Confirm locations of these



○ MAJOR SIGNS

○ MINOR SIGNS (SECONDARY ENTRANCE)





SAWYER YARDS
HOUSTON
KRAV

SAWYER YARDS
HOUSTON

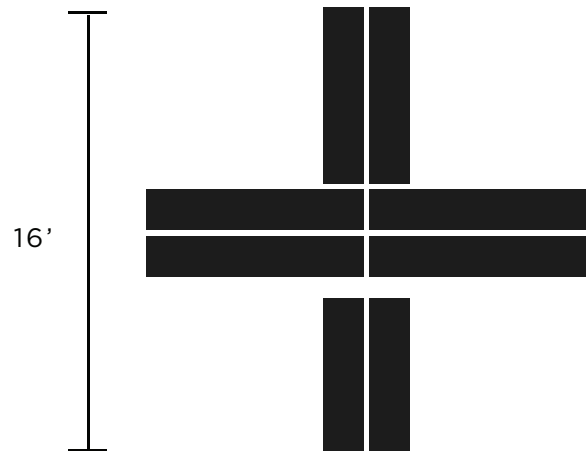
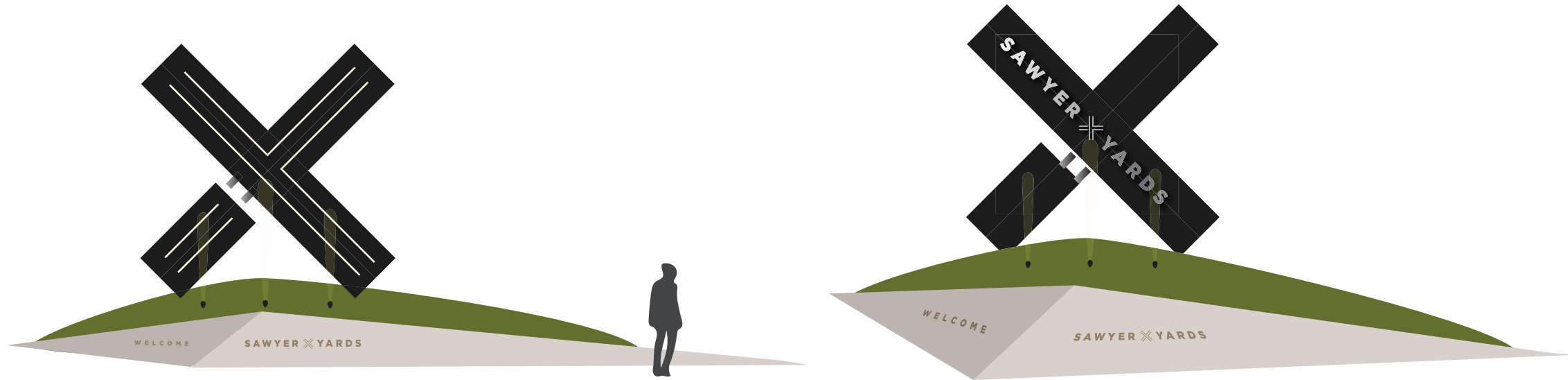
WELCOME
TO SAWYER YARDS
CENTRAL
PARKING @
501 WYERS PL.
HIGH FASHION
WORK

SEC
OND
SAT
UR
DAY
OPEN
EVERY
MONTH

SILVER
WINTER
SILOP

OPEN
EVERY
MONTH

Sawyer St



RAILROAD TIE MONUMENTAL ENTRANCE

STEEL REINFORCED RR TIES, CUT TO HEIGHT

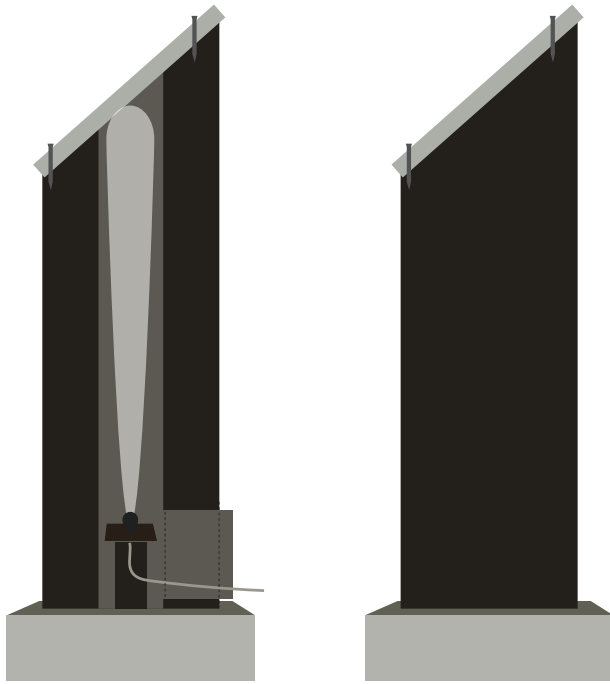
MIRROR POLISHED STEEL "RAILS" INSET OR LOGO

ENGINEERED FOR SAFETY - LOLOLOLOLOL!!!!!!!









RAILROAD TIE WALKING GUIDE (LIGHTED OR UNLIGHTED)

CORED RR TIE, CUT TO HEIGHT

TRANSPARENT MILK PLEX TOPPER

VINYL DIRECTIONS APPLIED ONTO PLEX

COOL TEMP LED SOLAR POWERED LIGHT SITS INSIDE (THESE SOLAR LIGHTS ARE APPROX. \$30 FOR TWO)

TRAP DOOR OUT THE BACK FOR LIGHT BULB CHANGES OR ADJUSTMENTS



