PORT ARANSAS

ENVIRONMENTAL DESIGN & WAYFINDING

CONCEPT DESIGN PACKAGE

APRIL 6, 2021

rsmdesign

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01 Vision Summary

CONTEXT

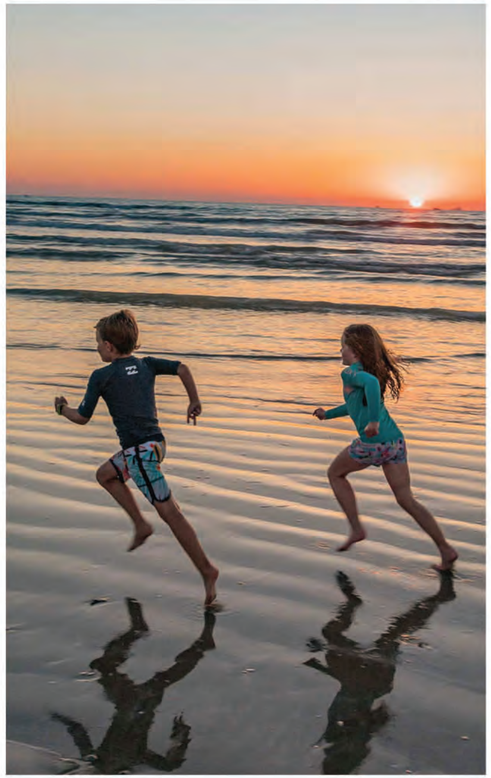












PORT ARANSAS IS THE

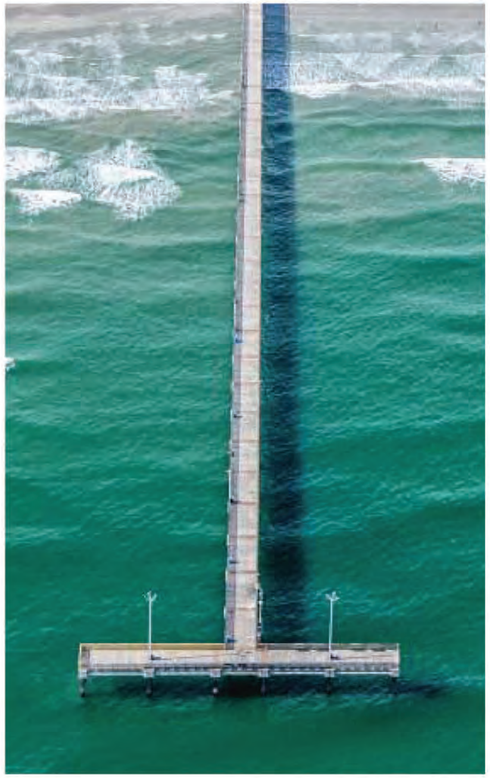
BEST PLACE TO...

RELAX | JUST HANGOUT | GRAB A DRINK | PLAY | DINE | INDULGE

SHOP | FISH | CONNECT WITH OTHERS | CALL HOME | GO ON A DATE

GET AWAY | SPEND TIME ON THE WATER | BE ENTERTAINED | BRING MY FAMILY

AVOID THE HEAT | WATCH THE SUNSET | TAKE A VISITOR | UNPLUG AND LET LOOSE











Defining the Users & User Needs

What are the Wayfinding requirements for the Port Aransas users?



PORT ARANSAS RESIDENTS

HOME & COMMUNITY



SEASONAL RESIDENTS

COMMUNITY



SEASONAL TOURISTS

EXPLORATION



NATURE SEEKERS

BIRDS & TRAILS



SERVICE & STAFF

KNOWLEDGE

DESCRIPTION

Live at Port Aransas, know the area and have a routine.	They own a house and come spend the summer season with their families.	Rent a house or stay at the Hotels, can be first time visitors.	Visitors, tourists or residents. They have a specific goal in mind.	Retail, golf card renters, hotel employees - they are the ones visitors ask information to.

NEEDS

Have a routine and know the destinations. For them, it is more about the overall uplifting design and something to be proud of	They know the area, but as seasonal residents, they are always looking for new experiences	All about exploration, need the wayfinding to guide them and provide them with the information they need at the right time	Usually know the area, but always looking for new spots to explore or new information	Knowledge is important, feeling proud of where they live and work will encourage them to guide visitors to new experiences

MISSION & VISION



FOSTER CONNECTIVITY & WALKABILITY

Wayfinding helps create efficient journeys withing the destinations by leading users efficiently through the best paths.



CREATE A SENSE OF PLACE

A coherent wayfinding system connects experiences, linking destinations to users and promoting that feeling of belonging.



CELEBRATE UNIQUE DESTINATIONS

Using districts and celebrating their uniqueness through design or even materiality can help increase their uniqueness.



INCORPORATE NATURE & EDUCATION

Create awareness of all destinations available, how to use them, their history and keep users engaged.



CREATE A HOLISTIC & COHESIVE EXPERIENCE

A place that makes sense & connects user to place.
‘Discover the Salty Soul of Port A’



ENGAGEMENT & ENHANCEMENT OF THE USER EXPERIENCE

Inspired by the location & true to the community.

NOTEWORTHY SIGNAGE

NAVIGATING PORT ARANSAS
DESTINATIONS IDENTITY SIGNAGE



- Lack of overall consistency of scale, materiality and strength of presence
- There is no clear character to each district / zone / destination
- Few identities for the beach individual entrances signage
- There is an overall lack of information, i.e. missing destinations such as old town, cultural areas, museums, etc

NAVIGATING PORT ARANSAS
PUBLIC / CIVIC IDENTITY SIGNAGE



- Certain consistency to the city signage on color and materiality
- Lighting should be considered for the entry monument signs
- Welcome sign does not match the rest of the city signage
- Golf cart uses new brand standard; the same needs to be considered around the city
- Inconsistent use of city name, i.e. City of Port Aransas, Port Aransas, Port A

NAVIGATING PORT ARANSAS
VEHICULAR SIGNAGE



- Not enough vehicular directional signage around the city
- No consistency of information
- No consistency on color, font or iconography
- No information hierarchy
- Low legibility
- Bad placement - some signs are too low and can be considered unsafe, distracting drivers
- Confusing golf cart accessibility signage *(e.g. not allowed on the hwy)*
- Lack of cultural destinations indicated *(museums, community center, etc)*

NAVIGATING PORT ARANSAS
VEHICULAR / GOLF CARTS RULES & REGULATIONS



- Very negative and un-welcoming
- Too much information on signs
- Lack of solutions: how does one get a parking permit? Are there any other parking options?
- If no carts on highway, are there other options given to the drivers?
- Lack of consistency and scale; overly large on some areas and small on others

SUMMARY OF ANALYSIS

Port Aransas Signage

Following are a few key summary points that will enhance future identity opportunities and clarity in navigation thru Port Aransas.

- The current Port Aransas entrance **identity monumentation signs are visually disconnected** with other city branded signs and do not reflect a strong new brand presence; the brand message used virtually needs to be conveyed in a similar fashion within the built environment.

- There are very **few true vehicular or pedestrian directionals** guiding a visitor to the many amenities and destinations within Port Aransas. The majority of existing signage are regulatory in nature and do **not follow a definitive or consistent look** and visual language. Many of these signs have been layered over time to create **visual confusion**, added with the commercial tenant signage, and confusion can set it. The goal is to “declutter” the amount of signage with simpler, bolder, fewer, and more effective signs located in key decision making points.

- An important layer of vehicular and pedestrian directionals needs to be added to the community to guide the visitor and inform them of the many offerings / destinations within Port Aransas. These can be **simple, bold, iconic signage gestures** the both inform and expand the brand presence of Port Aransas.

- Parking is and always will be a problematic issue. With the lack of public parking lots, additional signage will be important to inform the visitor where to go, and in the case of the beach, needing to be significantly more clear on how to pay, where to get a permit, length of stay, etc. **Clarity for the first time visitor is key** to their comfort level, good experience, and desire to continue to return.

- When the visitor arrives at a destination...such as the beach access points...it is important to create a **sense of arrival**. Implementing **signage that acts as a landmark** for orientation and clarity will assist the visitor and help to create a sense of connection to the place. The goal of these added identity and directional signs is to **create connection, comfort, and safety** with the place, and by extension the overall community of Port Aransas.

- Public art programs should be encouraged and broadened to weave in with the navigation and wayfinding program. It should be at a **scale that becomes iconic and memorable**, and can be used in some cases as a substitute for traditional signage...”I’ll meet you at the beach. Take a right at the big red cool sculpture and you’ll see us.”



CREATING A

LAYERED EXPERIENCE

It is important for a wayfinding strategy to be a layered experience that engages the visitor with a sense of certainty, variety of experiences and delightful moments.



CERTAINTY

Certainty translates the ideas of an integrated vision into a cohesive set of elements that unify the experience.

Port Aransas Brand
Consistent Wayfinding Information
Legibility
Directional signs
Promote Safety



VARIETY

Within the brand, there is room for a range of dynamics. Like a range of destinations, these dynamics widen your experience.

Destinations Mix
Art Programs
Events
Placemaking
Interpretive



DELIGHT

Delight goes beyond expectation. It is an opportunity for distinct and more meaningful connections.

Surprise / whimsy / fun
Education / art / music
Specialty graphics
Memories / word of mouth

CREATING A

LAYERED EXPERIENCE

Through our analysis the team focused on key pieces to build a layered experience.
Below is an outline of the touchpoints that promote certainty, variety, & delight.

+ BRAND TOUCHPOINT
+ WELCOMING & MEMORABLE
+ SCULPTURAL & DURABLE
+ VISIBILITY: ADD LIGHTING
+ INTERACTIVE
+ FUN: PHOTO MOMENT
+ DEFINED DESTINATIONS
+ INTEGRATED
+ CHARACTER

+ REINFORCE PORT ARANSAS BRAND
+ INFORMATIVE
+ CONSISTENT
+ BE INNOVATIVE & PLAYFUL
+ PROMOTE SAFETY
+ IDENTIFY GOLF CART PARKING AREAS
+ CLEAR: HOURS, PERMITS, FINES
+ INCREASE WALKABILITY
+ DURABLE & FLEXIBLE

+ INTERACTIVE FOR CHILDREN
+ CONSISTENT & COMBINED INFORMATION
+ POSITIVE & PLAYFUL REINFORCEMENT
+ FUN AND ENGAGING
+ UNEXPECTED
+ PROMOTE INTERACTION
+ PROMOTE CONNECTION
+ MORE COMMUNITY ART PROGRAMS
+ SCULPTURAL & KINETIC

02 Port Aransas Brand

PALETTE

Branding Assets

Port Aransas is an busy tourist destination, with visitors of all backgrounds and even international. Therefore it is important to consider that there will be guests and visitors who do not speak nor read English. The use of international icons will not only provide a fast and easy to recognize message, but also communicate the character and brand of Port Aransas.

PORT ARANSAS

the island life





Online Presence



03 Design Principles

KEY STRATEGIES

BUILDING THE NARRATIVE

DESIGN PRINCIPLES

We have selected principles that will inform the design aesthetic while directly connecting to our wayfinding touchpoints defined in our analysis phase of work.

BALANCE

BALANCE

INTEGRATION, VISIBILITY, CONSISTENCY

PROMOTE SAFETY, COMMUNITY

VARIETY

VARIETY

PLAYFUL & INNOVATIVE, CHARACTER

DEFINED DESTINATIONS, COMBINED INFORMATION

MOVEMENT

MOVEMENT

PROMOTE INTERACTION, POSITIVE & PLAYFUL

INNOVATIVE, WELCOMING & MEMORABLE

REPETITION

REPETITION

UNEXPECTED, FUN & ENGAGING

CONSISTENT, PROMOTE CONNECTION

DESIGNED BY NATURE

DESIGNED BY NATURE

INTEGRATION, CONNECTION, ENGAGING,
DURABLE & FLEXIBLE

04 Concept Designs

LOOK & FEEL

CONCEPT ONE

SIGNAGE & WAYFINDING

CONCEPT ONE
SIGNAGE & WAYFINDING

SLATTED WALL
STRUCTURAL SCAFFOLD
FORM FOLLOWS FUNCTION
DURABLE















Arrival Sequence

FROM THE SOUTH

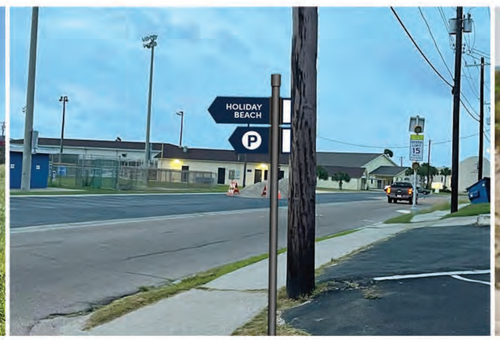




Primary Identity



Vehicular Directional



Beach Directional



Beach Rules



Beach Identity

Primary Identity

CONCEPT ONE





Primary Identity

CONCEPT ONE







Beach Arrival

EXISTING CONDITION



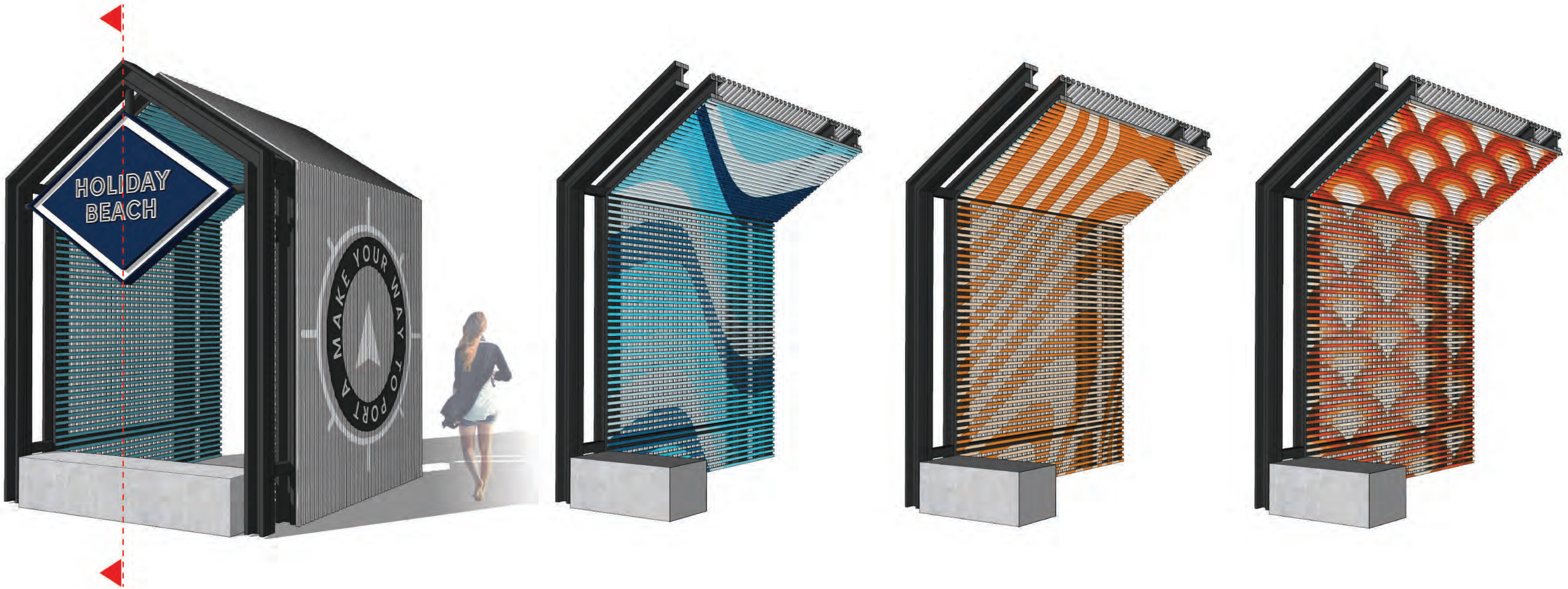
Beach Arrival

CONCEPT ONE



Beach Arrival: Variation

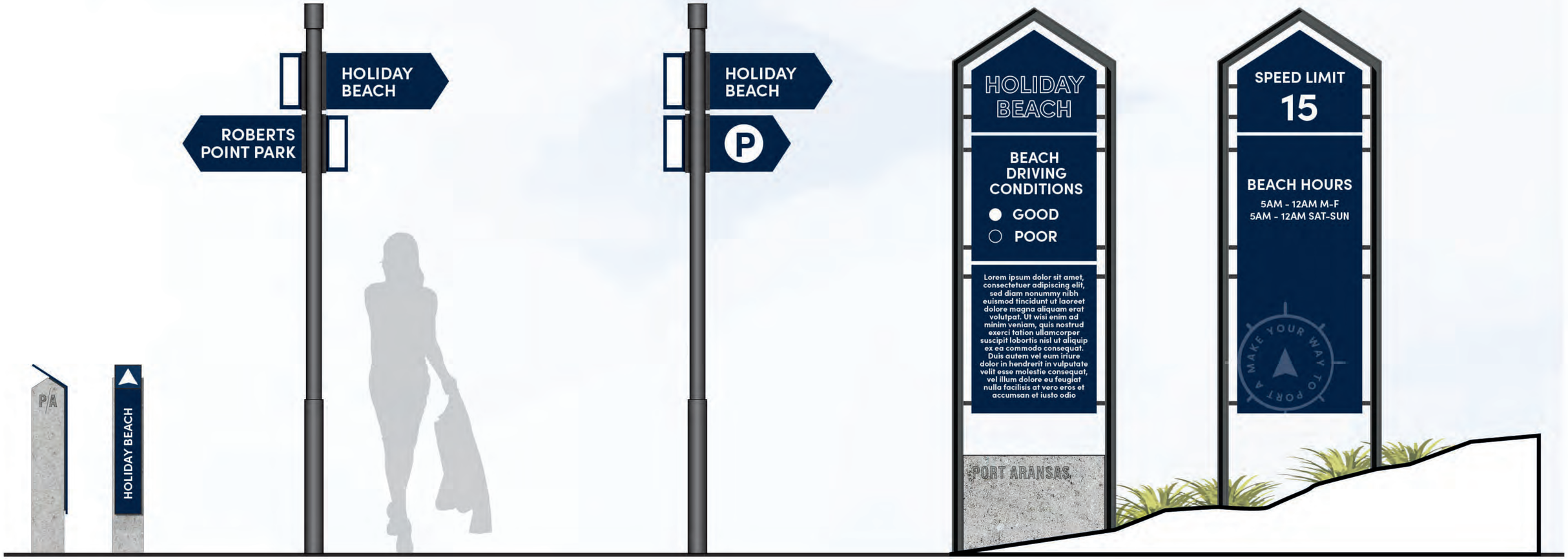
CONCEPT ONE



Directional & Pedestrian

CONCEPT ONE





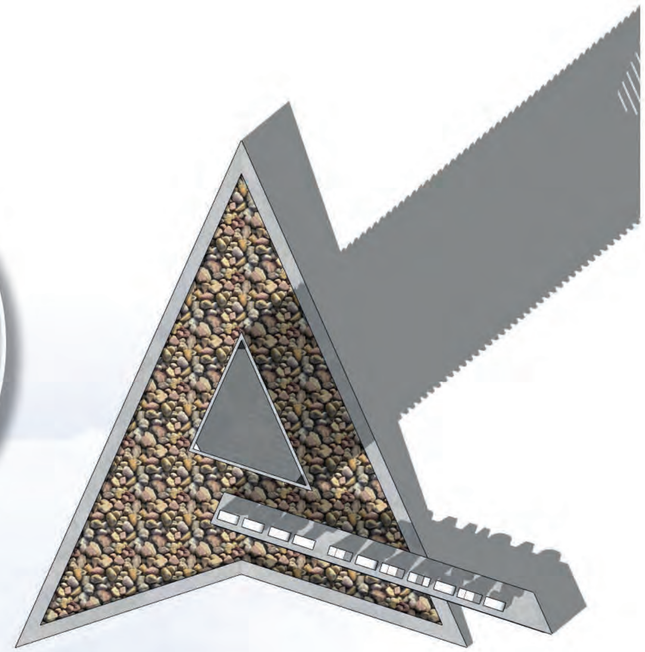
CONCEPT ONE: SUMMARY

SIGNAGE & WAYFINDING

Summary

CONCEPT ONE







CONCEPT TWO

SIGNAGE & WAYFINDING

CONCEPT TWO
SIGNAGE & WAYFINDING

MOVMENT
SCULPTURAL
LEGIBLE
FUNCTIONAL FUN













Arrival Sequence

FROM THE SOUTH





Primary Identity



Vehicular Directional



Beach Directional



Beach Rules



Beach Identity

Primary Identity South

CONCEPT TWO





Primary Identity
South
CONCEPT TWO







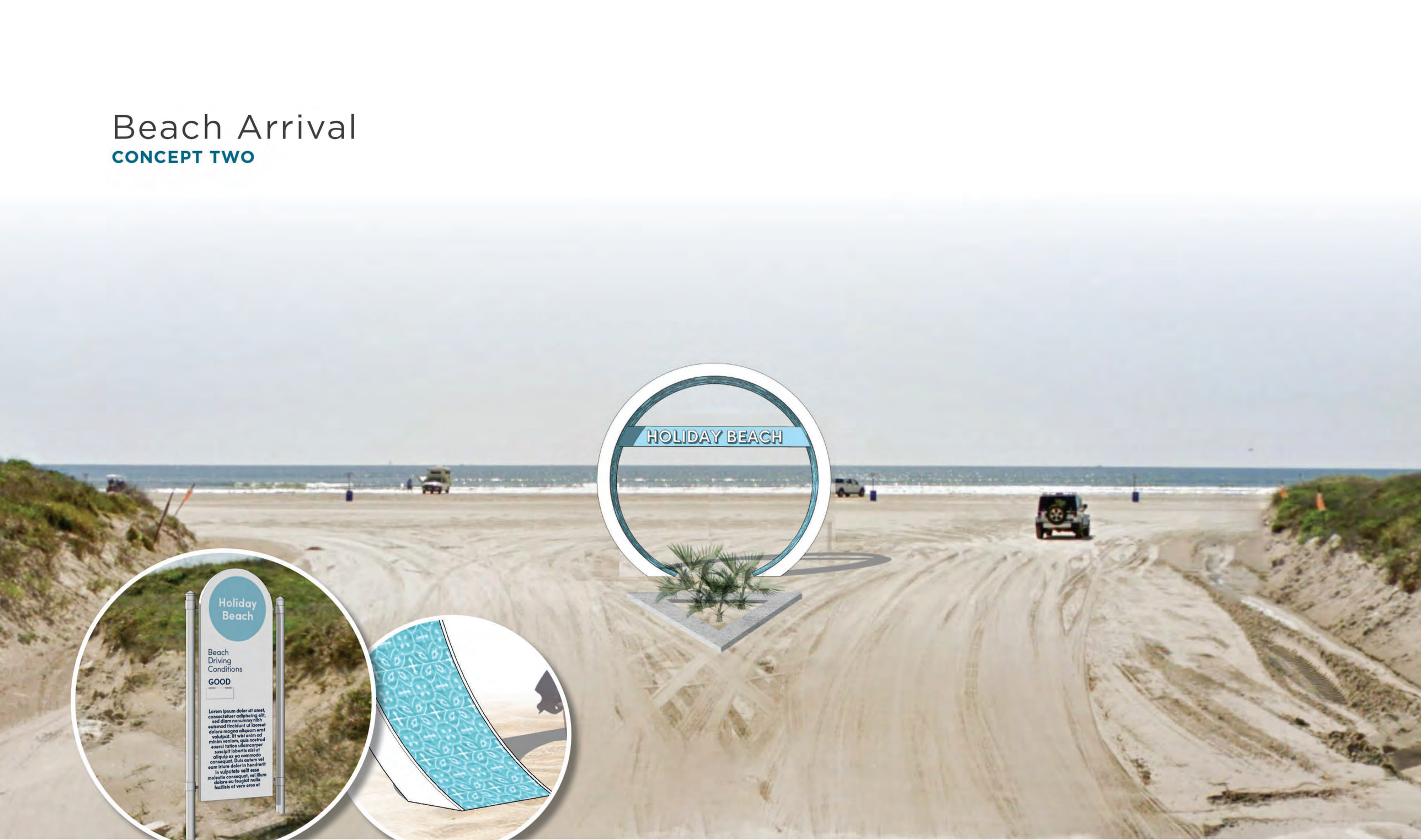
Beach Arrival

EXISTING CONDITION



Beach Arrival

CONCEPT TWO



Beach Arrival: A

CONCEPT TWO



Beach Arrival: B

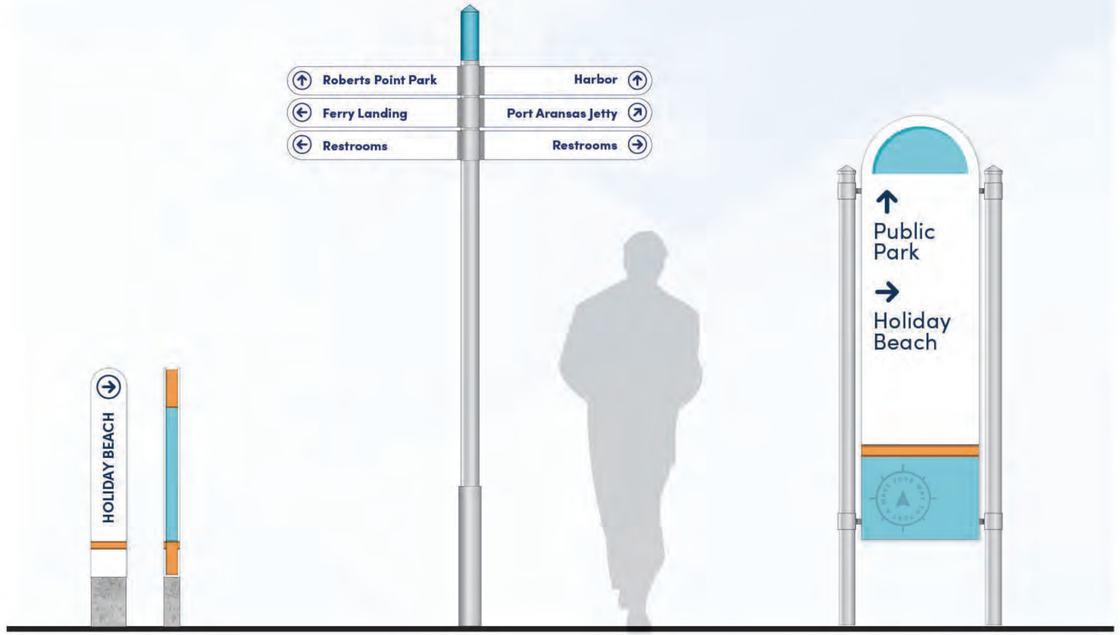
CONCEPT TWO



Directional & Pedestrian

CONCEPT TWO







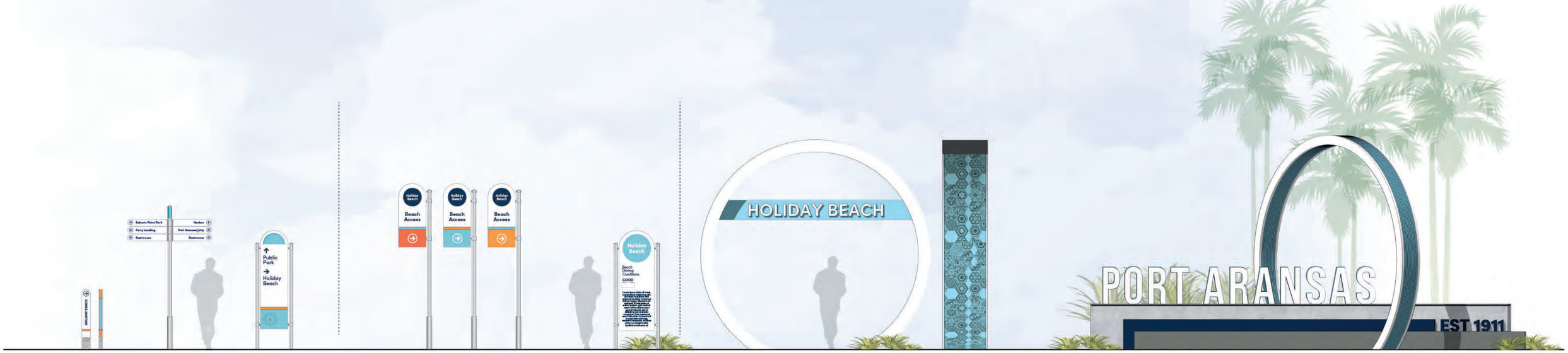
CONCEPT TWO: SUMMARY

SIGNAGE & WAYFINDING

Summary

CONCEPT TWO





05 SCULPTURAL IDENTITY

CONCEPT DESIGN



Sculptural Identity

EXISTING CONDITION



Sculptural Identity

CONCEPT 1A



Sculptural Identity

CONCEPT 1B



Sculptural Identity

CONCEPT 2





Sculptural Identity

CONCEPT 3



06 OVERALL SUMMARY

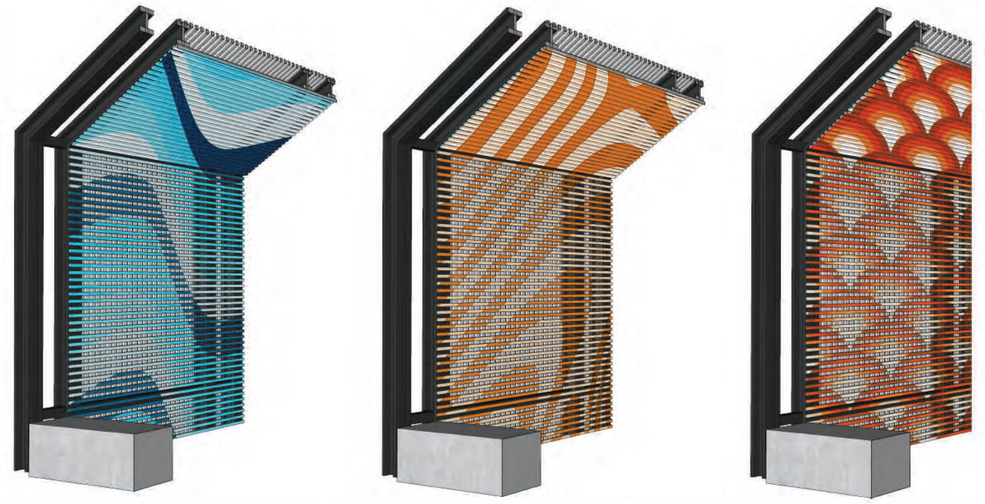
CONCEPT DESIGN

Summary

CONCEPT ONE













Summary

CONCEPT TWO

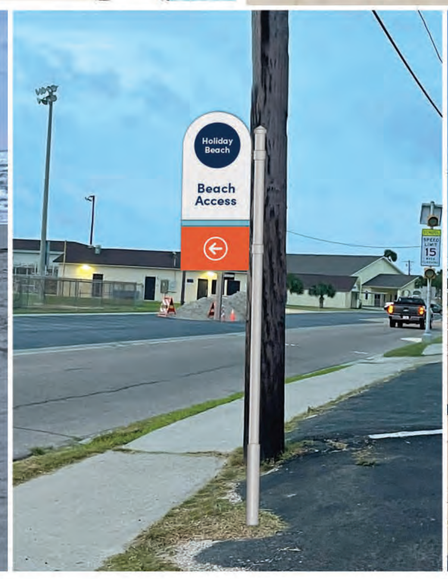














Summary
SPECIALTY SCULPTURE



CONCEPT 1A



CONCEPT 1B



CONCEPT 2



CONCEPT 3

thank you

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