

## Memorandum

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**Project:** APF Wayfinding  
**Date:** April 14, 2016  
**Regarding:** Public Input from Survey  
**To:** Holly Spoth-Torres, Huddle, Project Manager

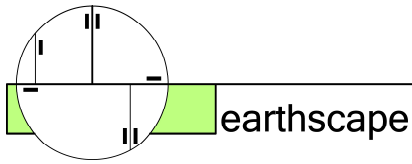
A public survey was administered via Survey Monkey® regarding public preferences for wayfinding. The survey requested responses relative to three design options for Anchorage trail wayfinding. Following is a summary of the responses.

### *Summary of respondents:*

- 353 people took the survey
- The respondents represented the breadth of the Anchorage Bowl with only three indicating Eagle River/Chugiak as their place of residence
- 90% of them identified themselves as “regular users”
- 40% indicated their primary purpose for using trails was “Recreation,” 36% for “Fitness,” 14% for “Commuting,” 10% for “Family Time”
- 47% used trails 3-5 times a week, 28% once a week, 17% every day, 8% rarely
- 70% did not realize the trails were color coded
- 65% indicated that they would use trails more if there were better signage

### *Regarding number of responses regarding the pros and cons associated with the three concepts:*

- Option 1-Pros: 252 responses
- Option 2-Cons: 243 responses
- Option 2-Pros: 257 responses
- Option 2-Con: 249 responses
- Option 3-Pros: 258 responses
- Option 3-Cons: 223 responses

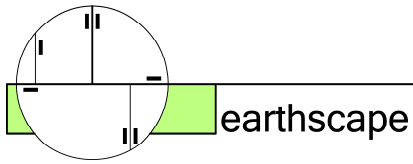


### *Summary of Pros for Option #1:*

- Natural looking
- Clean lines, subtle
- Natural colors, concrete resembles stone, blends
- Best roof on sign
- Sleek, straightforward with durability
- Beautiful aesthetic
- Good color scheme
- In keeping with Anchorage
- Modern
- Looks durable
- Cool looking
- Low cost
- Concrete/wood
- Simple/unobtrusive
- Classic and enduring pioneer aesthetic
- Rugged and beautiful
- Signs on different sides of post orient you
- Carved wood and stone combo
- Good mix of NW aesthetic, 70's brutalism
- Stamps on concrete
- Most local and Alaskan
- Modern but classic
- Permanency
- Locator info easy to spot
- Steel speaks to our port history
- Similar to other structures we have
- Timeless

### *Cons for Option #1*

- Blends in too much
- Hierarchy is confusing
- Concrete may become dated
- Drab
- Clunky kiosk
- Not enough color for dark locations
- Too many non-informational pieces
- No color coding/too subtle
- Corrugated metal looks dirty
- Invites graffiti on concrete
- Hard to remediate graffiti
- Dislike roof over kiosk
- Too complex
- Too fancy
- Too large
- Dull, boring
- Don't like stamped concrete
- Too much concrete
- Too industrial
- No reference to Native language
- Directional pieces unreadable
- Looks expensive
- Looks like a ski resort not a city
- Cold
- Not good at night
- Not Anchorage-like
- No neighborhood or trail color info
- Not enough color
- Too blocky
- Sideways lettering difficult to read
- Concrete subject to settlement/cracking
- Will become dated
- Don't like signs that stick out
- Need more space for maps in kiosk
- Stamped concrete dated, hard to read
- Relies too much on text
- Blocky concrete provides hiding places
- Too rustic
- Doesn't stand out from a distance

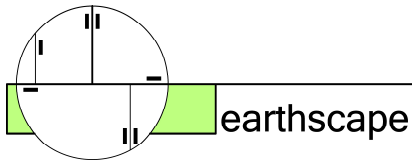


### *Pros for Option #2*

- Keep signage off the ground
- Like stone
- Like vertical character
- Like languages
- Native creek names
- Heritage is part of sign, not just interpretive
- Brightly colored
- Great shapes
- Easy to read and see
- Outdoorsy
- Like pictograms
- Better looking
- Focuses on culture
- Pleasing design
- Durable
- Allows multiple strategies for wayfinding
- Each trail branded individually
- Least expensive
- Modern
- Fewer things to catch clothes
- Generic
- Best for downtown/urban

### *Cons of Option #2:*

- Stands out too much
- Too much color
- Not natural enough
- Too modern
- Too urban
- Dated
- Not enough wood
- Native language too large
- Too cold
- Too busy
- No fake rock please
- Fussy
- Too many angles
- Not Alaskan enough
- Base too big
- Too expensive
- Industrial
- No gabion baskets
- Too much stone
- Don't like signs that stick out
- Space-shippy
- Not appropriate for parks
- Looks like metro subway
- Theme park-ish
- Right-left-straight look the same
- Invites vandalism
- Expensive to maintain
- Too large, dark, heavy
- Not sustainable design
- Will not age well
- Draws attention to "it", not the setting
- Blue too bright
- Native patterns are forced

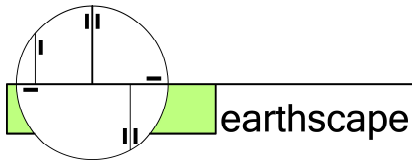


### *Pros of Option #3*

- Like symbols
- Like wood
- Good use of logo
- Right amount of color
- Small and sleek
- Fits natural setting
- Inclusive of heritage
- Similar to existing, familiar
- Warmer
- Bright and easy to see
- Like including both Dena'ina and other diverse languages
- Color coded
- Cool combo
- Good balance of info and simplicity
- Easy to add muff mitts and scoop poop
- Brown blends
- Good light use of metal
- Easy to spot trail direction
- Expensive
- Looks lower cost
- Easy to repair if vandalized
- Easiest to maintain
- Easy to read
- Creative and unique
- Timeless
- Flag sign looks more durable
- Can ski through open-body kiosk to get closer to signage for reading
- Replaceable posts, eases maintenance/repair
- Like symbology

### *Cons of Option #3*

- Wood prone to vandalism
- Wood weathers poorly
- Too much color
- May look like telephone poles
- Too much grey
- Old-fashioned, boring
- Doesn't draw me to look at it
- Anchorage Trails logo too large-bigger than trail logo
- Could be in any city
- Native language clutters-put on interpretive sign
- Too literal, signs on top of nature
- Too expensive
- Not as durable as concrete/metal
- Too much emphasis on Anchorage Trails instead of wayfinding
- Don't like fonts or text
- Too many words/too busy
- Intrusive
- Vertical lettering hard to read
- Kind of cheap looking
- Signs too high, hard to clean
- Blocky
- Subject to vandalism
- Have to look harder for the info
- Not Alaskan
- Don't like the Anchorage Trails triangle
- Not much use of Native language
- Too stiff
- Looks utilitarian
- Wood could become firewood
- Will get lost in woods
- Color confusing



Respondents were asked which design elements they preferred. Of 310 responses, the following were mentioned the number of times noted:

- Wood 47
- Stone or rock 27
- Concrete 17
- Steel 11
- Color 47—while color was important, many commented that it should not be overdone and should be muted or “natural colors.”
- Color coding 23

Some respondents answered with specific choices regarding the three design options. Of those responses, 41 indicated a preference for Option #1, 43 for Option #2, and 53 for Option #3.

Respondents were asked if there were a specific visual statement that the system should communicate (i.e. Family Friendly, Local Heritage, Health & Wellness, Natural Environment, etc.) Of 292 responses, the following were mentioned the number of times noted:

- Family Friendly 30
- Local Heritage 68
- Health/Wellness 17
- Natural Environment 105

Respondents were asked if the use of sustainable materials was important:

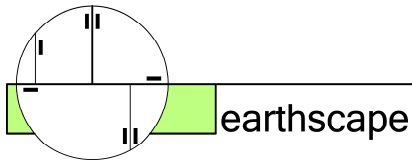
- Yes 80%
- No 20%

Respondents were asked if the inclusion of local heritage and languages was important to include:

- Yes 69%
- No 31%

There were numbers of additional comments, roughly addressing the following:

- Include the nearest cross-street on signage
- Number the light poles for maintenance and for APD notification
- 8x8 treated post lasts longer than 12x12 because preservative penetrates deeper
- Through-route signage is very important
- Vandal resistance is most important
- Enough concrete and corrugation. Use rock or other materials for a change
- Don't put up too many signs.
- Provide the history of the trails—it gets lost
- Need an app component
- “Chester” has a bad connotation. Consider re-naming it “Grass” Creek
- The “A” Anchorage Trails logo is confusing. Don't overuse it.
- Provide plenty of maps on signs. Orient north so that you don't have to turn your map to match the sign.



- Sign function is more important than how they look. Make sure they work in neighborhoods and along roadways.
- Make sure they are legible at bicycle speeds
- Make sure signs are durable and can last
- Affordable, frugal, easy to maintain
- Signs should be durable
- Emphasize multi-use, cautionary markings and signage at hills, corners, and tunnels
- Distance marking is important
- Need digital download maps
- ½ mile markers on trails
- “You Are Here” is important on signs, as well as north arrow. Also, distance to destinations on each map/kiosk.
- Need to look more like Anchorage, not Anytown USA
- Location indicators for 1<sup>st</sup> responders is important
- Money spent on this effort could be better spent
- Many people travel trails at night, often on unlit trails. Use reflective materials.

### Summary

Based on the public input received from the survey, the “Preferred Alternative should feature the following attributes:

- Surfaces should be provided that are resistant to vandalism and graffiti. They should be easily cleaned.
- Emphasis should be on wayfinding, not overly executed structures.
- Large monolithic pours of concrete should be used discreetly. The surface should not include textured surfaces. Inclusion of Native patterns of beadwork or other materials is appropriate but should be carefully executed so that it can be placed into concrete work at low cost.
- Steel should be used where necessary to affix vertical or horizontal features. In general, it should not be a dominant design element.
- The “Anchorage Trails” logo should be a minor part of the wayfinding signage. It was confusing to some and detracted from the wayfinding for many.
- There was strong attraction to Native themes. However, the language should be secondary to the wayfinding. It is appropriate to include it at culturally important locations and to recognize it on trails where Native use is recognized by Native place names. All major creeks qualify as well as many other locations (Pt. Woronzof, Pt. Campbell, etc.)
- Wood is an important material that was preferred as a construction material and should be included in most structures.
- Color is important but should be used judiciously. It should not be a dominant element, but should be used to ensure that trail users can identify the wayfinding elements at a distance and stand out from the background forest.