METROPOLITAN NASHVILLE WAYFINDING and TRAFFIC GUIDANCE
Objectives

• Provide positive guidance to destinations and parking within Downtown Nashville, the West End / Vanderbilt area, and North Nashville

• Achieve a consensus among stakeholders regarding wayfinding principles and the ability of the system to serve the community as a whole
Project Status

- Consensus among Stakeholder achieved
- Design of pedestrian maps complete – construction Spring/Summer 2011
- Design of local roadway signs complete – construction Fall/Winter 2011
- Design of freeway signs and construction scheduling being coordinated with TDOT
Problem: Large Number of Attractions
Solution: group attractions into distinct areas
Concept

each with spanning corridor . . .
Attraction signing is forced to "behave itself" along these corridors.
• Super Areas
• Areas
• Sub-Areas
• Landmarks
Local Roadway Signs

Convention Center
Interstate Signs

EXIT 209 A

Downtown
Broadway

West End
Vanderbilt
Pedestrian Maps

22" DIAMETER BASE (WITH 1/8" WIDE AREA SHOWING FROM BEHIND MAP, PAINTED BLACK AS PER ATTACHED)

21 3/4" DIAMETER MAP

[Image of pedestrian map and street scene]
Pedestrian Signs

↑ Country Music Hall of Fame
← Convention Center
Frist Center for the Arts →
Library →
LOCAL PROGRAMS PROJECT:
WAYFINDING AND TRAFFIC GUIDANCE PROGRAM - PEDESTRIAN SIGNS
NASHVILLE, TN

WEST END

DOWNTOWN
The Walking Way-Finder

Nashville’s New Sidewalk Maps

Leap over tall buildings and see around walls of brick with Nashville’s new sidewalk maps! By capturing the city with 3-D illustrations, and then orienting them to your precise viewing position, the 155 map installations will make finding all the fun stuff in Music City a breeze.