

# PROJECT OVERVIEW

## Transit-Oriented Development Wayfinding Master Plan Phase 1 Planning

City and County of Honolulu,  
Department of Planning and Permitting

TWO TWELVE  
TRANSITSCREEN  
PBR HAWAII  
July 17, 2019

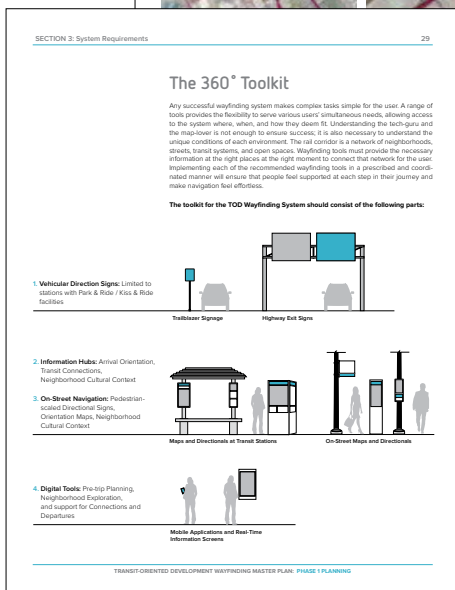
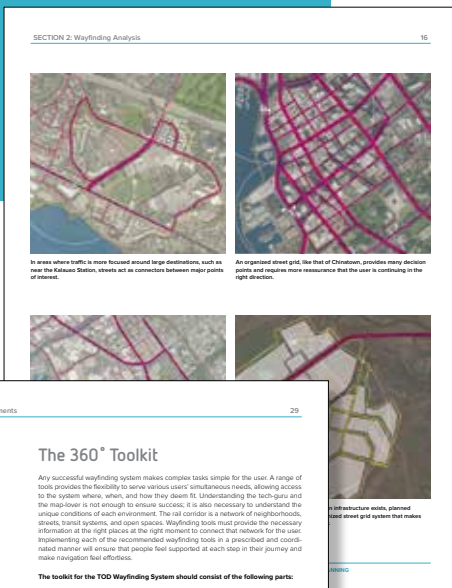
In 2018, the City and County of Honolulu Department of Planning and Permitting (DPP) engaged Two Twelve, together with PBR Hawai'i and TransitScreen, to develop a wayfinding master plan to support the transit-oriented development (TOD) goal of creating a more sustainable future for O'ahu by increasing the number of people who live, work, and visit within a short walk of transit. Wayfinding contributes to this goal by creating a seamless experience between all transportation modes, making it easy and desirable for people to walk, bike, and/or use public transit. By encouraging walking and wheeling as mode choices, wayfinding empowers residents to explore neighborhoods, contributing to their vitality and boosting local economies by increasing foot traffic in front of businesses. Walking also leads to improved public health and reduces vehicular congestion and air pollution, further contributing to sustainability goals.

The Wayfinding Master Plan is a multi-phase project. In 2019, the team completed Phase 1 with a Planning Report that included a system analysis and strategy for rolling out coordinated static and digital wayfinding tools. It provided foundational recommendations based upon an in-depth analysis of the rail station areas and the surrounding communities as well as wayfinding best practices. It considered the unique rider experience during the phased opening of the rail line and the opportunities for pedestrian wayfinding to contribute to both ridership and the development of the enhanced neighborhoods.

The Planning Report concluded that a strategic roll-out of signs planned to ensure complete paths of travel for pedestrians was required. By deploying signs in a wide area of a given neighborhood, rather than the installation of a single sign at a time, the City can build a reliable and trustworthy source of information along the pedestrian network on public lands. Ideally, this system would be expanded by linking into pedestrian networks created by private developers and destinations. For this to be a seamless user experience, these entities would be required to utilize standards set by the City's system.

The Phase 1 report proposed a "First Roll-Out" scenario to address the information needs of rail users for the first stations that come on-line from East Kapolei to Aloha Stadium. It also describes the benefit of providing pedestrian wayfinding improvements in select neighborhoods in the urban core ahead of the completion of the rail as part of this roll-out strategy.

Phase 2 included more detailed design and planning of signage and delivery of complete packages for the City's use in procurement of the proposed strategic roll-out. During this phase, Two Twelve worked with the DPP TOD Division and staff from the Department of Transportation Services, Department of Facility Maintenance, Department of Information Technology, and the Honolulu Authority for Rapid Transportation (HART), to design the system components recommended by the Planning Report. The focus has been on the vehicular and pedestrian static signage components of the system, while the digital considerations are an on-going effort. This related effort to develop a digital wayfinding component, as outlined in the Planning Report, will be integrated with the design and functionality of the overall wayfinding system.



Pages from the Phase 1 Planning Report

The signage design has undergone multiple iterations of development and refinement, with review and input from stakeholders. Critical components of the design included the detailing of a flexible, additive system; the development of neighborhood base maps; and finalization of the destination inclusion and nomenclature. The work culminated with design intent documentation packages to support “First Roll-Out” projects for targeted areas that provide orientation within the immediate area outside of the first nine rail stations scheduled for service and more extensive pedestrian support within five of the more destination-heavy TOD neighborhoods.

The documentation packages include:

- Design Documentation and Sign Location Plans of Vehicular Trailblazers to Park & Ride / Kiss & Ride Stations (Kualaka’i, Keone’ae, Hō’ae’ae, Pouhala, Waiawa, Hālawa)
- Design Documentation of Pedestrian Wayfinding Signs
- Sign Location Plans and Messaging for 1-block area around Kualaka’i Station
- Sign Location Plans and Messaging for 1-block area around Keone’ae Station
- Sign Location Plans and Messaging for 1-block area around Honouliuli Station
- Sign Location Plans and Messaging for 1-block area around Hō’ae’ae Station
- Sign Location Plans and Messaging for 1-block area around Pouhala Station and within Waipahu Neighborhood
- Sign Location Plans and Messaging for 1-block area around Hālaulani Station
- Sign Location Plans and Messaging for 1-block area around Waiawa Station
- Sign Location Plans and Messaging for 1-block area around Kalauao Station and within Pearlridge Neighborhood
- Sign Location Plans and Messaging for 1-block area around Hālawa Station
- Sign Location Plans and Messaging for Downtown neighborhood (future Kuloloia Station)
- Sign Location Plans and Messaging for Civic Center neighborhood (future Ka’ākaukui Station)
- Sign Location Plans and Messaging for Kaka’ako neighborhood (future Kūkuluāe’o Station)
- Map Design Guidelines and Base Map Artwork for above neighborhoods

*The Phase 1 Planning Report is available at [www.honolulu.gov/tod/projects/planning-initiatives/wayfinding](http://www.honolulu.gov/tod/projects/planning-initiatives/wayfinding).*

*Private developers and other parties interested in the implementation of this plan may request more information about these packages from the DPP TOD Division at [tod@honolulu.gov](mailto:tod@honolulu.gov).*

Because a critical factor to a successful roll-out is in ensuring complete paths of travel for pedestrians, it is highly recommended that each of these packages be implemented in their entirety. It is also possible to gain efficiencies by combining packages, as described at the end of this document. Rough order of magnitude budgetary pricing has been developed for reference and implementation planning purposes. With these documents in hand, the City is well positioned to identify funding sources and begin a systematic roll-out of components as the rail stations come on line.

This Phase 2 Design Detail Report is a summary of the work undertaken to develop these packages and describes the System Design and its key design elements.

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