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**Schlitterbahn Vacation Village
Kansas City, Kansas
Preliminary Signage Scope and Criteria Submittal**

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Signage and Wayfinding Summary

The signage components of the Schlitterbahn Vacation Village are directly related to *identification, wayfinding* and *marketing* needs of the complex.

Identification signing needs include *identification of the site* as seen from the adjacent roadways including Interstate 435, Parallel Parkway, at the site's North access, and State Avenue, at the site's South access.

Site Identification

Site Identification from I-435:

Signage to identify the Schlitterbahn Vacation Village from interstate 435, will include a large monument sign located along the Northbound lane of 435, and on the site's high point, will be used to provide a sense of arrival for motorists arriving from the South, West and East, via I-435, and I-70. The monument sign will display the name, logo, and include sculptural and thematic elements to serve as an appropriate identifier for the site. It is expected that the size and height of the identifier be appropriate in scale to the site as well as vehicular speeds along I-435. The site identifier may be as high as 100 ft, and include a sign area as large as 900 sq. ft. The identifier should be of a simple, symbolic design to announce the site. Care will be taken to avoid motorist distraction from existing interstate guide signing along the freeway.

Exit identification signs on Interstate 435 will be needed to advise freeway motorists, northbound and southbound, of the freeway exit for the Schlitterbahn Vacation Village and as provided by the USDOT, *Manual on Uniform Traffic Control Devices*, 2E-24, *Advance Guide Signs*, and 2E-26, *Other Supplemental Signs*.

Site Identification at Entrances:

Entrance identification signs will be needed to identify the primary entrances to the Schlitterbahn Vacation Village, along Parallel Parkway and State Avenue. These signs will need to be of a functional scale, to readily identify vehicular entrances to the site, while respecting the environmental context of the surrounding properties and future planning goals of the area. These identifiers will be designed to properly serve the arriving vehicle needs and maintain efficient traffic flows from these major arterial roads into the SVV site. Design will utilize imagery and text needed to reinforce and confirm guests arrival. These identifiers may also be used to introduce the neighborhoods or components of the Village, needed to channel and guide vehicular traffic after entry. Sizes of these entry signs will be determined by vehicular approach speed and messages and imagery needed to affect safe and efficient traffic flows along the arrival and entrance roadways.

Entrance Road Guide Signs:

After entering the site there will be a need to provide guidance to arriving motorists to the various destinations within the Village. These guide signs may be of themed visual imagery as well as wayfinding message content to allow arriving vehicles to easily choose destinations that best fit their arrival needs. These options include Parking, Island



Lodging, Hotel, Water park, Riverwalk Retail, or other destinations the visitor may be seeking upon arrival. Again, size and content of these signs will be based on vehicular approach speed, messages required and distances needed in advance of turning movements.

Destination Identification

While circulating on site, vehicular traffic will be presented with various destination identifiers which will include themed gateway signs, monument style signs, building mounted identification signs as needed and appropriate to the needs of the visitor, the thematic opportunities to promote the village experience, and specific marketing needs of the recreational, entertainment, hospitality and retail venues. The design of these on-site identifiers will further strive to insure efficient and safe vehicular circulation and enhance overall site operation.

Venue-Specific Design:

Rather than define general design characteristics of specific sign types, the design of key on-site venue identifiers, will reflect the intended character, function and marketing needs unique to the venue. For example, identification of the island area lodging, which includes tree houses will be appropriately different than the identification of the high-rise hotel. It is possible that the hotel identification will include large wall-mounted, internally-illuminated signs suitable for recognition from the interstate highway, while access to the island lodging may display a more secluded, quiet identifier or welcome image.

Water park Identity:

Identification of the Water park entry will need to be readily visible from all areas of the parking lot and lot access roadways. Design of this key venue identifier may include a gateway themed portal, to not only identify the entrance to the Water park, but to express the beginning of a great water adventure - like none other in the World.

Riverwalk Retail Signage:

The year-around Riverwalk and retail venues, likewise have a unique need for identification. Retail identifier monument signs will be required to call out entrances that most readily serve specific areas of the nearly mile long retail venue. Similarly along the parking lot drive these monument signs will be placed to help assist motorists in determining the most appropriate areas of the lot to park, based on their retail destination. It is envisioned that a broad range of materials, lighting devices and display options will be offered and demonstrated to attract a retail mix to best insure a destination environment of its own. The signage needs will be defined and accommodated as necessary to insure continued vitality of this unique riverside retail community, and a diverse range of imagery consistent to the overall retail concepts of the riverwalk experience.

Hotel Identity and Event Signage:

The identity of the hotel will be visible, but subordinate to the overall identity of the Schlitterbahn Vacation Village, from adjacent I-435 vehicular traffic. The signage for the hotel will be mounted high on the towers of the hotel and clearly identify the hotel's brand name as well as Schlitterbahn Vacation Village. Logos and sign messages will be internally illuminated and legible from the freeway. In addition to the tower mounted signage, it is envisioned that a site vehicular level sign will be displayed either on the building, the porte cochere structure or with a ground mounted monument style sign. Ground mounted signage will also be required to display major hotel venues for food, beverage and entertainment and may include an illuminated marquee featuring upcoming and current performances or events at the hotel. Where appropriate, marquee signs may be used at the major site entrances to display these current and



upcoming attractions and events at the hotel. Any such marquee site signage will however be subordinate to the required entry and guidance signing needed to channel and direct arriving motorists at these entrances.

All on-site destination signage will be designed to contribute to the experiential strength of the Village, the overall theme, or themes, and designed to be integral and/or compatible with the architectural and landscape environments.

Wayfinding and Control Signage

Wayfinding signing includes a broad range of sign elements used to give direction, provide information and orientation, as well as regulate and control vehicular and pedestrian movement. In high-dynamic environments, losing one's way can result in an unpleasant experience, operational inefficiency of employees and can even present life safety issues to guests. Proper wayfinding within large vehicular/pedestrian environments will usually result in lower motorist anxiety, increased reliance on information and guidance signs, and a general increase in public safety.

Vehicular wayfinding signage:

Upon arrival to the site, motorists will immediately need to know the path to their destination and where decisions are needed along that path, proper guidance with wayfinding signage will be required to allow for an orderly flow of vehicular traffic throughout the site. Vehicles will need to be channeled to the correct parking areas, registration or check-in desks, and other interim destinations. Entrance roadways may require overhead signs to effectively guide arriving motorists.

Vehicular regulatory signage:

All on-site regulatory signage will follow the pre-established D.O.T. sign standards, and may include break-away base details, but in a style compatible with the overall architectural character of the village. Sign posts may vary from ornamental iron to wood, depending on the desired character.

Parking Lot Control Signage:

Based on the expected volumes of arriving vehicles to the parking areas, signs may be needed to channel motorists to specific areas to assist in orderly loading of lots. If determined to be advantageous to the operations and traffic flow, such signs would be designed to be changeable via manual control, flip panels or by electronic message or arrow displays. Such signage would be located and designed in coordination with the parking operator, and parking lot design consultants, and traffic engineers.

Vehicular orientation signage:

As may be needed on the site, to best serve vehicular circulation needs, orientation displays may be presented to allow for overview orientation to motorists that is out of the main flow of traffic. If used, these orientation areas must allow for easy access and egress to and from the main flow of traffic.

Pedestrian orientation signage:

The Schlitterbahn Vacation Village will promote pedestrian travel on-site, over vehicular travel. To assist in this mission, convenient information and orientation displays will be installed throughout the Village and may include interactive directories, video cams and voice communication between the various recreational and hospitality venues.



Pedestrian wayfinding signage:

To further assist in walking as a primary means of transportation on site, directional signs will be installed at decision points, along with estimated walking distances and times. Direction to and identification of near-by bus shuttle stops will be presented as well, along with consistently oriented Village maps.

Accessibility for Disabled Patrons:

Throughout the Village, wayfinding signage to assist those with physical disabilities will be prominently displayed, and regulations enforced.

Pedestrian regulatory:

Areas that are restricted in use or access will be consistently marked in the interest of public safety and security.

Water park event identification:

It is anticipated that various Water park attractions will have their own identity, names, icons or characters that will be prominently displayed to identify the entrance, the level of challenge or difficulty, and that these signage and identity elements will contribute to the overall adventure and excitement of the Water park. These entrances may include video cam imagery showing the highlights of the ride as well as any regulatory information needed to inform parents and guests of any conditions that would limit the users of the attraction.

Water park retail identification:

Shops and food venues throughout the Water park will display unique identification signs, consistent with the themed environment, and include a variety of materials and lighting techniques, including motion simulated lighting and effects. The design will be consistent with the overall Water park theme and as needed to properly promote the retail venue. It is anticipated that the designs will be based on established design criteria for the retailers to follow, or by a careful review process prior to fabrication and installation, to insure the intended visual impact.

Water park orientation:

At carefully selected locations, overall Water park orientation displays will be installed to inform guests of the various Water park attractions, operational rules, lost and found areas, retail venues and general safety requirements of guests and emergency contact information.

Water park regulatory:

All regulatory signage throughout the Water park will be very noticeable and identifiable to insure maximum safety for all guests. These signs will have distinct markings, color and typography to command attention. Where appropriate international symbols will be used to further convey the regulatory messages.

Marketing and Billboard Signage:

Where permitted, the use of billboards can be a significant informational and marketing device for Schlitterbahn Vacation Village. Billboards are informative to motorists of the location and expected opening dates of this recreational attraction and can serve to prepare motorists for upcoming exits and freeway access points to the site. As a marketing device, when properly designed and presented along roadways, billboards can enhance exposure and information, prior to opening and during operation, and attract visitors who would otherwise not be aware of the



Village's location or offerings. These signs can result in visits from passer-bys who will often "swing by" to "check it out" for future vacation planning.. This exposure can contribute to the immediate activity and success of the Village as well as contribute to neighboring attractions and activities in the area.

Other marketing graphics and large scale imagery may be displayed with thematic wall murals, possibly on the side of the hotel, as well as flags and banners that will both promote special events in the Village and help create a sense of place with imagery appropriate to the architectural character.

All signage and graphic elements within the property will be carefully designed and integrated into the environment as needed to best serve the guests, insure their safety and efficient circulation throughout their visit, and enhance the Schlitterbahn Vacation Village *experience* at its new location in Kansas City, Kansas.

Submitted by,

Bob Lane, Principal, SEGD

Reference Attachments:

GR1, GR2, GR3, GR4