

College + Metcalf Overlay District Summary

OVERLAND PARK, KS

Acknowledgments

The City of Overland Park, Kansas

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GOALS AND OBJECTIVES

Develop a clear and practical regulatory tool that guides private and public investment toward creating a vital and rewarding urban environment

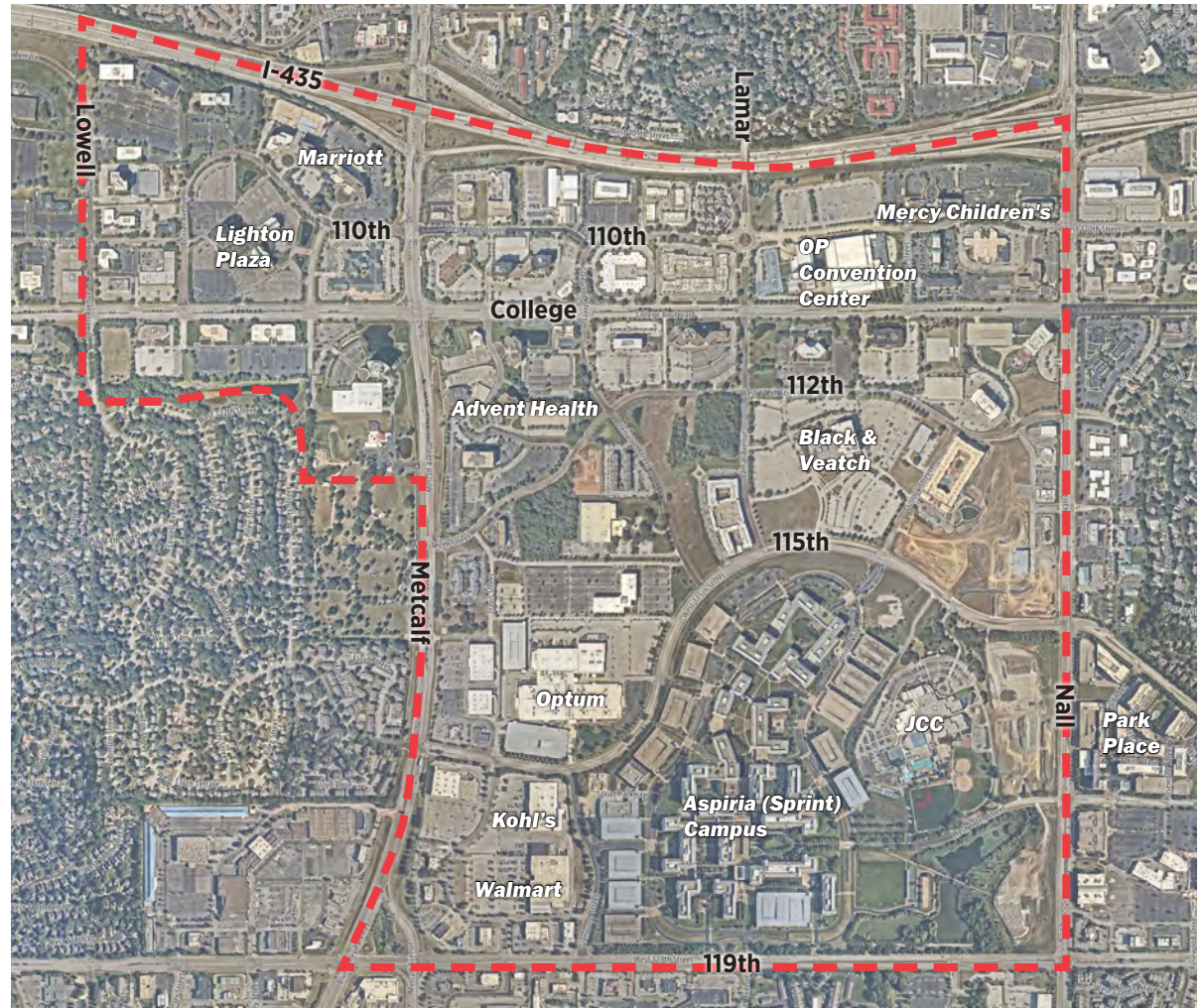
Objectives:

- Improve the customer, visitor, and resident experience
- Support and expand economic activity in the area
- Establish the area as a destination district to bring people to the district
- Support an atmosphere that encourages collaboration and interactions
- Advance safe and comfortable pedestrian and bicycle mobility throughout the district
- Provide a high level of interest and desirable activity within the district

Many past studies inform and recommend changes to the development and mobility character of the College and Metcalf area. Notably, this includes the OP Central Master Plan, Forward OP, College + Metcalf Mobility Study, and Framework OP. These changes stem from the loss of employment in the district and the lack of choices for housing and entertainment.

Reasons development would choose overlay:

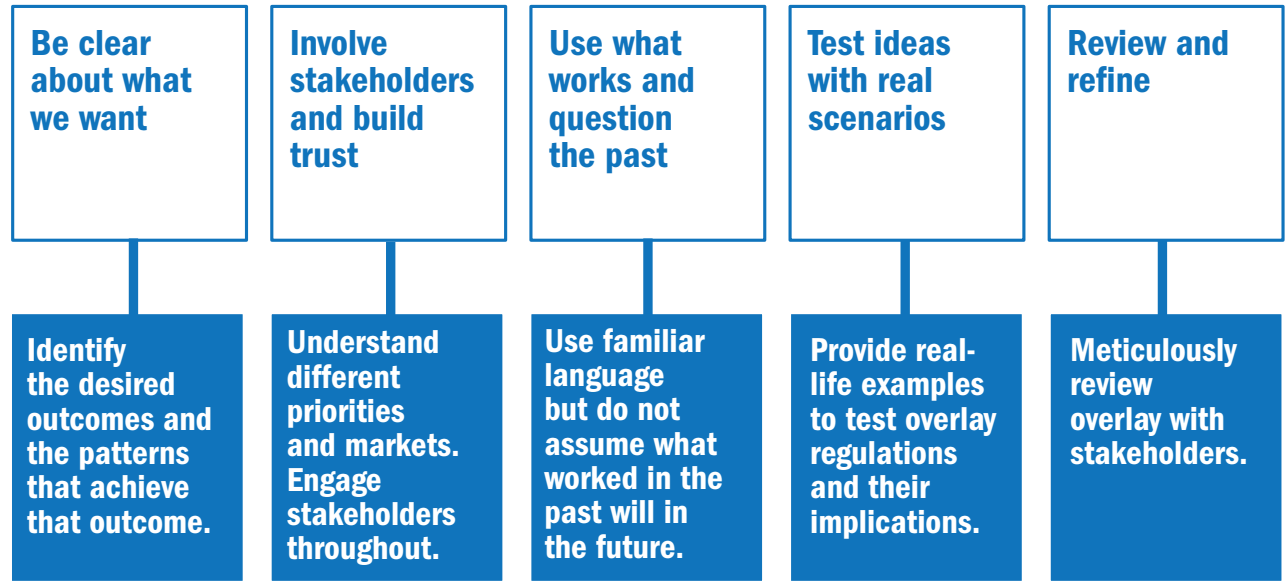
- Use: Uses that are allowed in addition to what is permitted in the underlying district
- Design Standards: Exceptions for setbacks, height, and signs
- Approvals: Ease of administrative approval if the application meets overlay requirements



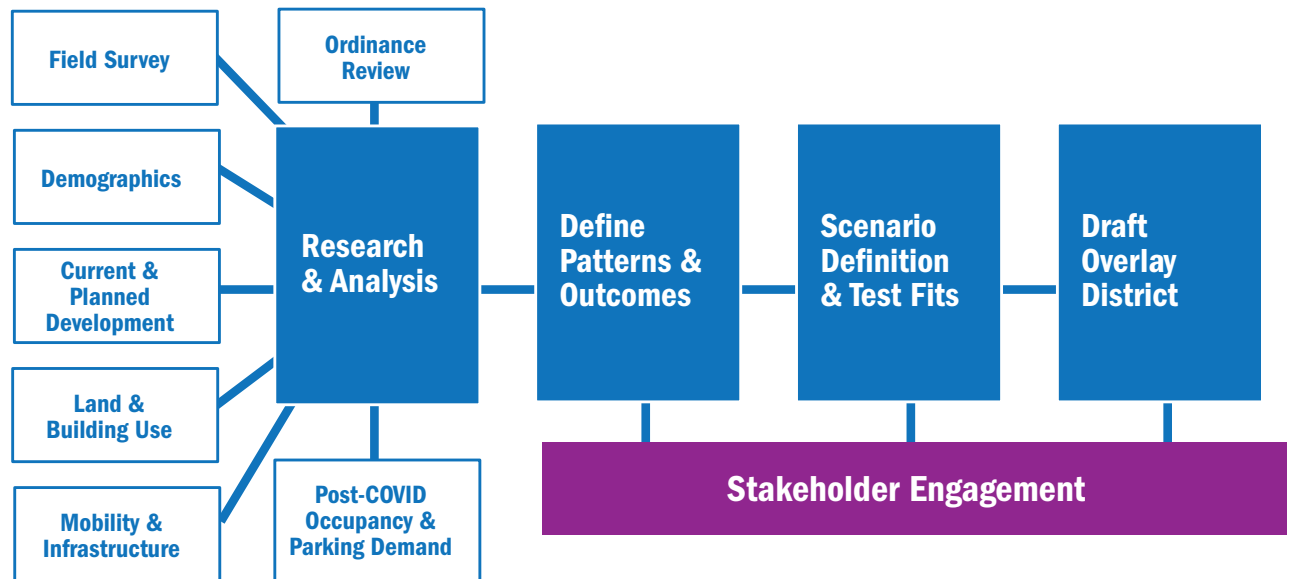
College + Metcalf Overlay District Boundary

GOALS AND OBJECTIVES

Several steps were involved to create the Overlay District. A Stakeholder Committee of property owners and developers oversaw and gave feedback on each step in the process.



Process Approach

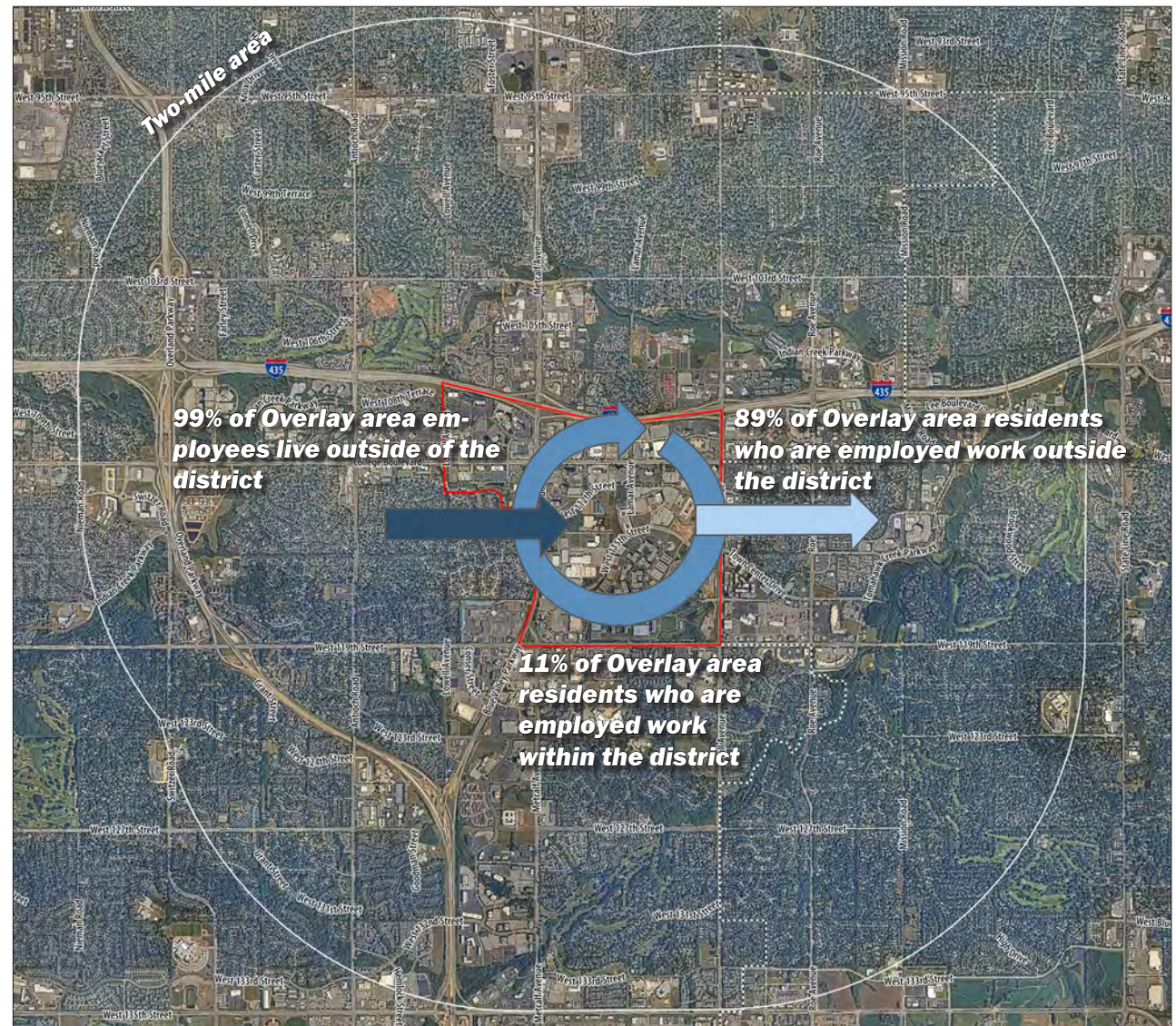


Process Steps

OVERLAY AREA CONTEXT

Demographic and Economics

The Overlay area and the two-mile area around it includes residents and employees who would possibly visit the area regularly.



Commuting Characteristics

Source: ESRI (2023), ACS (2017-2021)

OVERLAY AREA CONTEXT

Demographic and Economics

The Overlay area and the two-mile area around it includes residents and employees who would possibly visit the area regularly.

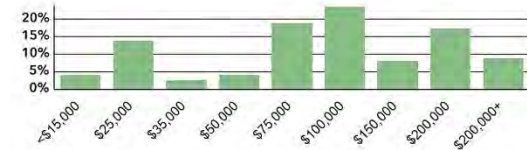
OP Central

968	45.21%	1.97	53.9	\$53.3	\$80,816	15.0%	53.4%	32.6%
Population Total	Population Growth	Average HH Size	Diversity Index	Median Age	Median HH Income	Age <18	Age 18-64	Age 65+

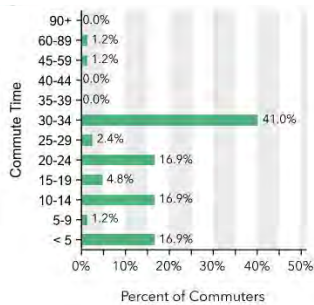
Transportation to Work



Household Income



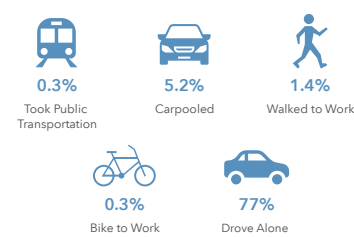
Labor Force by Industry



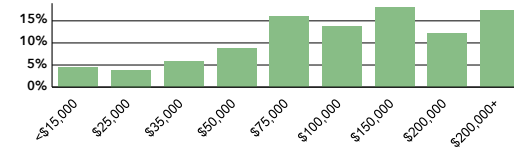
Two-mile Area

80,424	1.39%	2.25	45.7	\$44.3	\$94,497	18.2%	58.6%	23.2%
Population Total	Population Growth	Average HH Size	Diversity Index	Median Age	Median HH Income	Age <18	Age 18-64	Age 65+

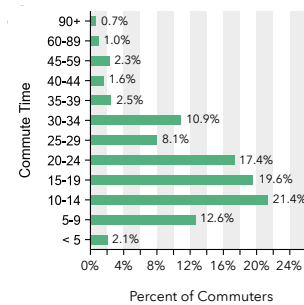
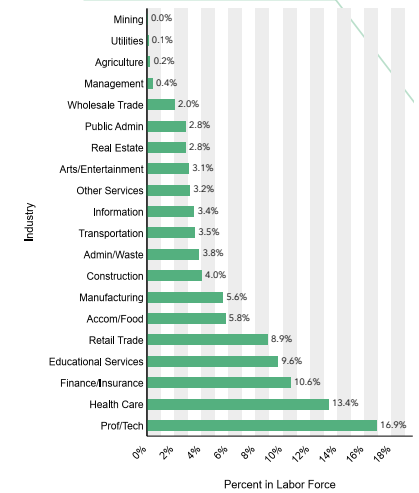
Transportation to Work



Household Income



Labor Force by Industry



Source: ESRI (2023), ACS (2017-2021)

OVERLAY AREA CONTEXT

Previous Plans and Studies

OP Central Master Plan (2018)

The OP Central Plan visions a “walkable, engaging, and inviting multi-use urban district.

Forward OP (2018)

A citywide process to develop a community vision and strategic plan. “Overland Park will lead as a forward-thinking, innovative, and welcoming community.”

College Blvd Road Diet - Metcalf to Nail (2020)

Based on traffic counts and detailed study, two traffic lanes in each direction, plus a buffer space and a parking lane, replaced the previous three lanes of traffic.

College + Metcalf Mobility Study (2021)

Developed a detailed, action-oriented program for a connected, bicycle and pedestrian-friendly OP Central district, including ways to activate big spaces like lawns and parking lots.

Parking Standards Update & Community Parking Strategy (2021)

Studied past parking requirements in the city and provided amendments to code requirements and examples for the OP Central area.

Comprehensive Plan - Framework OP (2024)

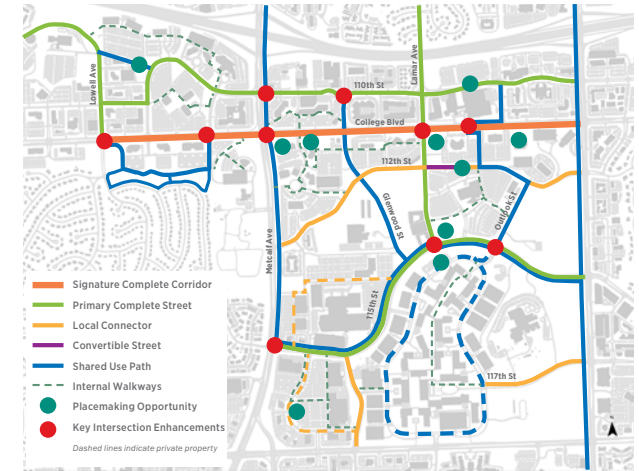
Leverage the vision of ForwardOP, focusing on the specific projects, policies, and programs toward achieving the City's desire for growth.

College Blvd and 110th St Enhancements (2026)

Includes wayfinding and amenity features as part of a Federal Transportation Alternatives grant.



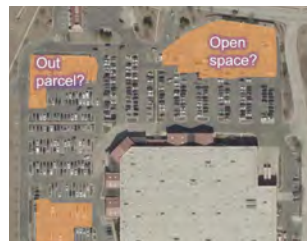
OP Central Master Plan Concepts (2018)



College + Metcalf Mobility Study (2022)



Parking Standards Update & Parking Strategy (2021)



Key findings. Parking is regularly under-used and removed from more productive use because of codes. Lack of sharing is inefficient.



Special Projects

OVERLAY AREA CONTEXT

Framework OP Comprehensive Plan

Framework OP sets the overall vision for the Overlay area. The Plan's recommendations on zoning are clear.

Framework OP Character Type Zoning

Directions. Focus on design, Flexibility for uses, and Coordinate development design and transportation.

Regional Activity District. Can transform existing commercial areas into vertically mixed, walkable places that provide key nodes for future transit service and are regional destinations.

Preferred Uses. Vertical Mixed-Use, Supported Uses, Civic/Institutional, Commercial/Retail, Craft Manufacturing, Housing 5, Healthcare, Lodging, Office, Parks and Open Space

Building Blocks

- **Height Range:** Two or more
- **Massing:** Multiple buildings, walkable block patterns, variation in facades and block faces, public art, transparent first floors
- **Open Space:** Parks, plazas, courtyards, tree-lined, incorporate natural areas
- **Connections/Transitions:** transition at lot lines to lower intensity uses, small block design, walkways

- **Parking:** Structured parking, on-street parking, minimal surface lots on side and rear, small parking blocks with landscaping, shared parking

Innovation/Flex Hub. Primarily accessed by automobile and should provide internal connectivity for employees walking accessibility to on site services and restaurants. Site and building design should minimize noise, light pollution, and odor.

Preferred Uses. Craft Manufacturing, Light Industrial, Office, Warehouse/Distribution, Supported Uses, Auto-Oriented, Civic/Institutional, Commercial/Retail, Parks and Open Space

Building Blocks

- **Height Range:** Up to 3, some higher
- **Massing:** Range in size, larger footprints, minor outdoor operations for storage or delivery with screening and buffering
- **Open Space:** Landscape from other uses, incorporate natural areas
- **Connections/Transitions:** Buffering and screening at lot lines, walkways
- **Parking:** Side or rear, series of parking blocks with landscaping, shared parking



FrameworkOP Character Types DRAFT. This is NOT a zoning map. <https://frameworkop.org/planreview-engagement/>

Commercial Hub. Opportunities for transforming auto-centric commercial and office areas into neighborhood-serving centers that can support walkability and provide direct accessibility to nearby neighborhoods.

Preferred Uses. Commercial/Retail, Office, Supported Uses, Auto-Oriented, Civic/Institutional, Housing 3-5, Healthcare, Live/work, Lodging, Parks and Open Space, Vertical Mixed-Use.

Building Blocks

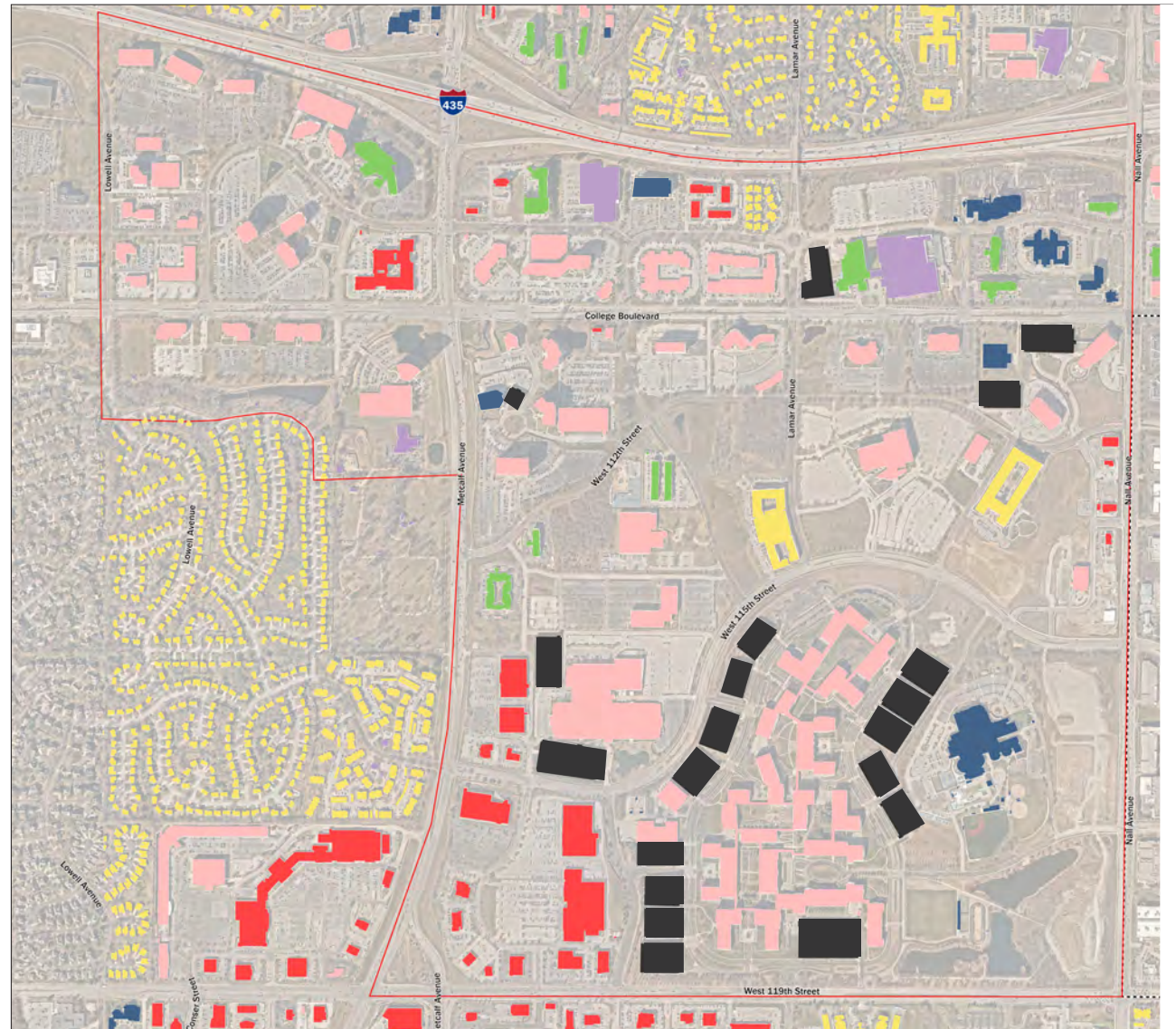
- **Height Range:** 1-4 stories
- **Massing:** Minimal spacing, town center design, reduce monolithic walls
- **Open Space:** Tree lined, small courtyards, incorporated natural areas
- **Connections/Transitions:** Higher intensity away from residential, screening and buffering, park once environment.
- **Parking:** Side or rear, landscaping, shared

OVERLAY AREA CONTEXT

Building and Land Use

Buildings

Offices are the dominant land use in the Overlay area. The next largest concentration of uses are event and visitor-oriented, including the Convention Center and hotels. A third major market are hospitals and health care facilities and growing residential development. All these uses generate activity, creating markets for places to eat, drink, and shop.



Building Use (2024)

OVERLAY AREA CONTEXT

Parking Supply and Occupancy

Over 25% of the Overlay area is surface parking with over 25,000 parking stalls. Parts of lots could provide opportunities for development as parking demand decreases because of work from home options, residential development that allows some people to live near their workplaces, or mobility connections.

Parking Area	Parking Stalls	Time of Day*	% Occupied
1	517	10AM	34%
2	417	10AM	45%
3	836	10AM	14%
4	377	10AM	2%
5	290	10AM	60%
6	2,386	Weekday: 10:30AM 5PM Weekend: 1PM 5PM	19% 22% 31% 27%

Measurement occurred on Tuesdays and Wednesdays over two or more days, other than the weekend measurement at the retail center.



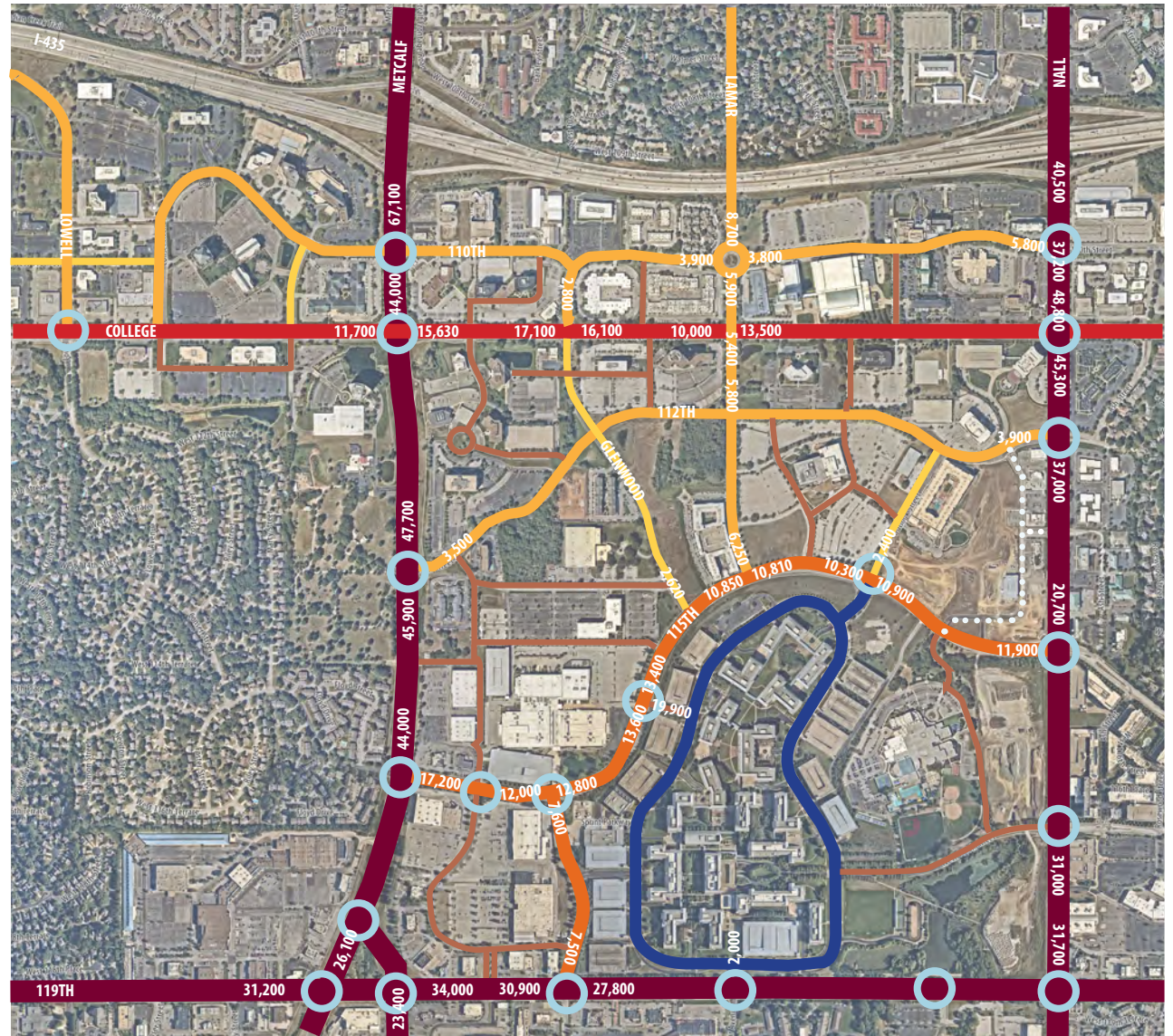
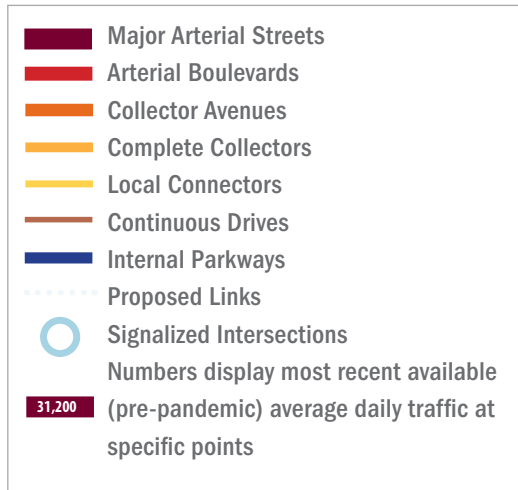
Parking and Building Footprints (2024)

OVERLAY AREA CONTEXT

Transportation

Traffic Movements

The map on the right, from the Mobility Plan, identifies streets by their function and character today, displays the amount of traffic they carry on a typical day, and shows the location of traffic signals. It also shows private streets and drives that connect parking lots and public streets and provide opportunities for better connectivity. These characteristics help determine how new developments and redevelopments will influence traffic safety and comfort.



Traffic Counts (2019)

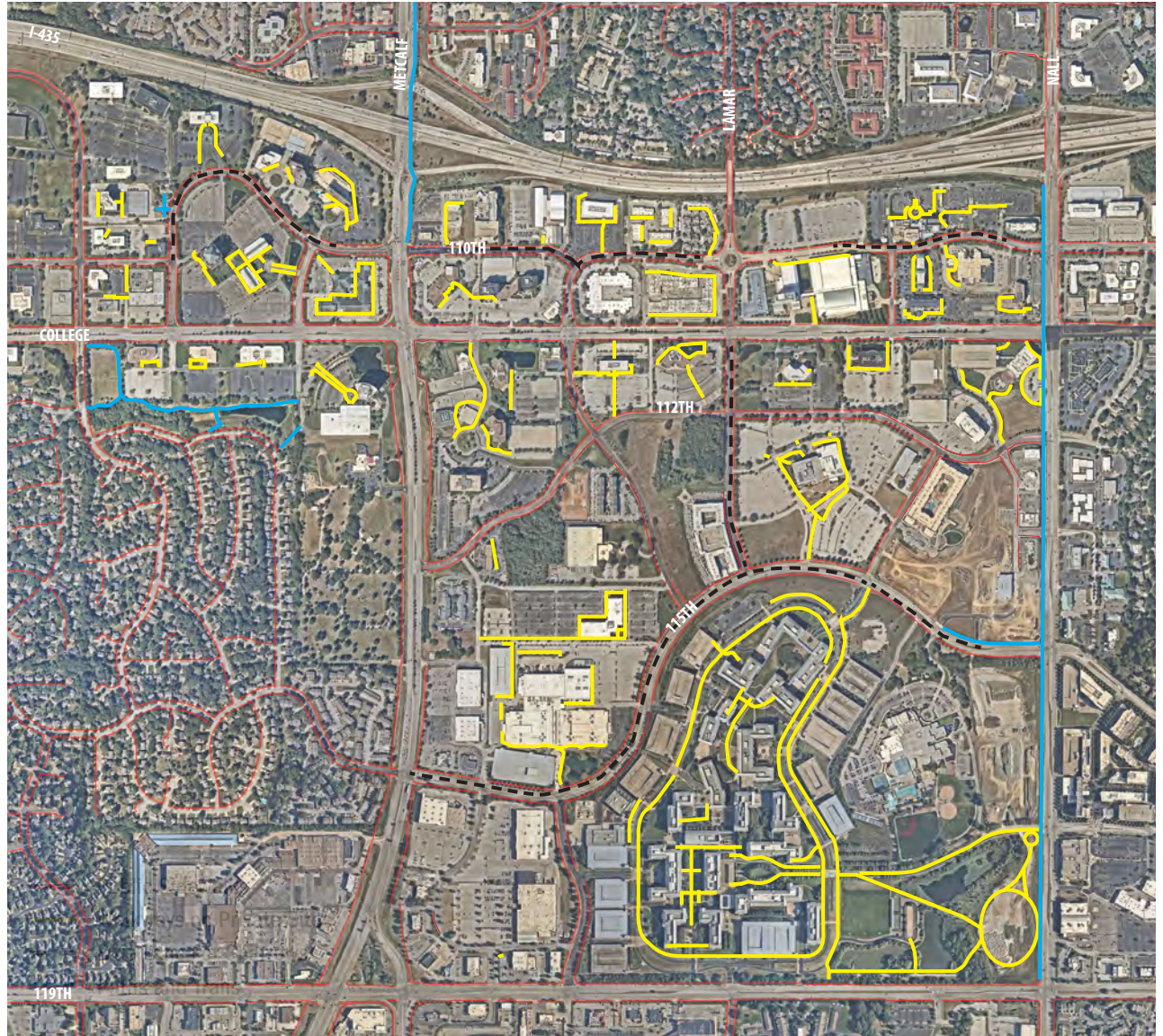
Source: College + Metcalf Mobility Study

OVERLAY AREA CONTEXT

Transportation

Pedestrian Paths

The main pedestrian facilities in the Overlay area are sidewalks. Private walkways most often connect parking lots to building entrances and in many, but not all cases, building entrances to the public sidewalk. New developments will need to maintain and enhance these connections.



Active Transportation Network (2024)

OVERLAY AREA CONTEXT

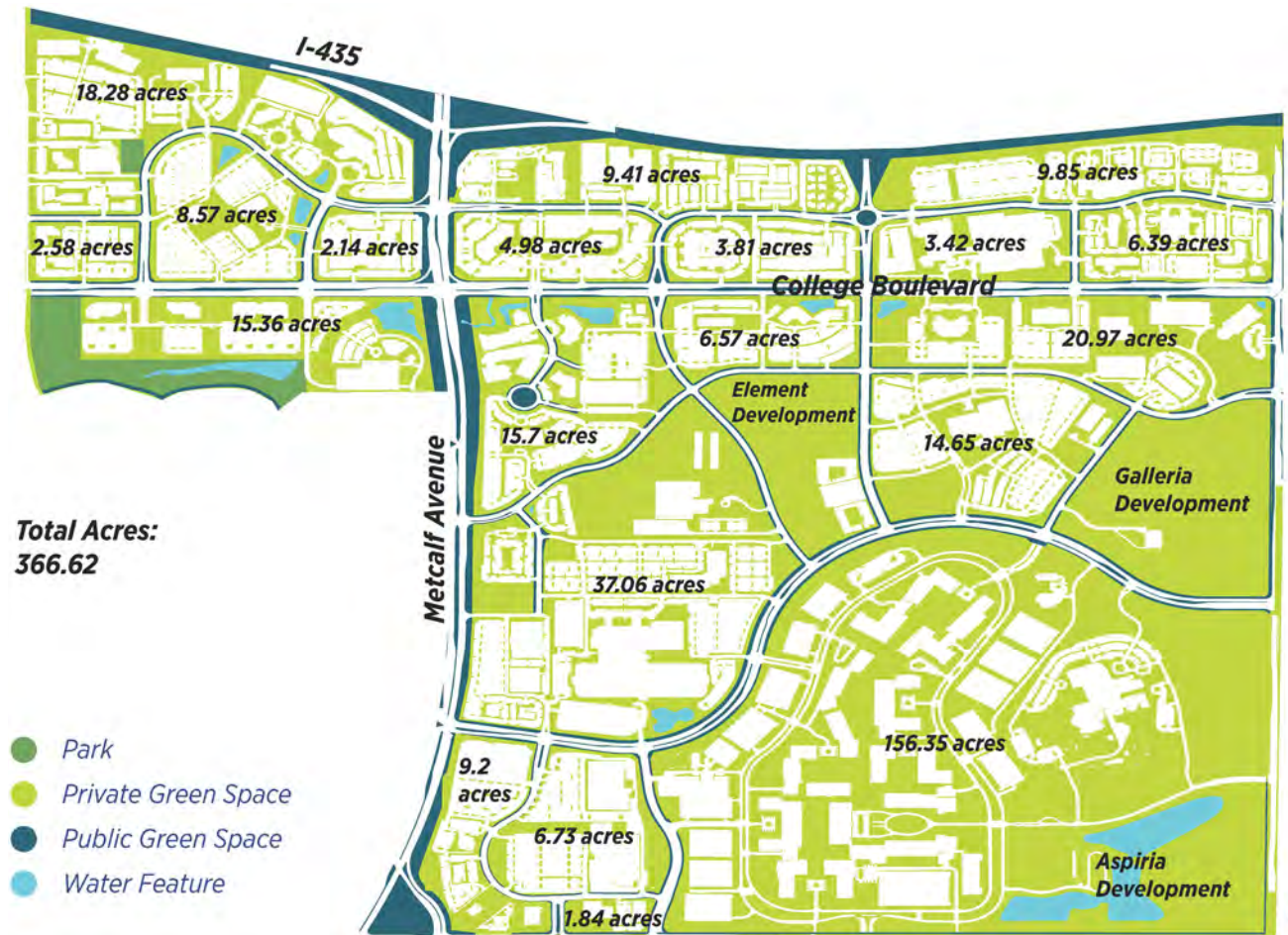
Open Space

Gathering Spaces

Top-rated potential improvements to the public environment from the Mobility Study include shared use paths along streets, activity nodes and placemaking features, street landscaping, better intersection crossings, wayfinding, and a circulator shuttle.

Green Spaces - lawns, stormwater area, parks, and other landscaped areas

The Aspira campus encompasses the largest single share of green space. The Overlay area also includes two small public parks – Molamphy and Summercrest Parks. Stormwater management requirements have produced a number of small bodies of water, with a chain of these features situated along the south side of College Boulevard, up-stream from Summercrest Creek. These large open spaces present opportunities for better connectedness and more activity centers or nodes.



Overlay Area Open Space

Source: College + Metcalf Mobility Study

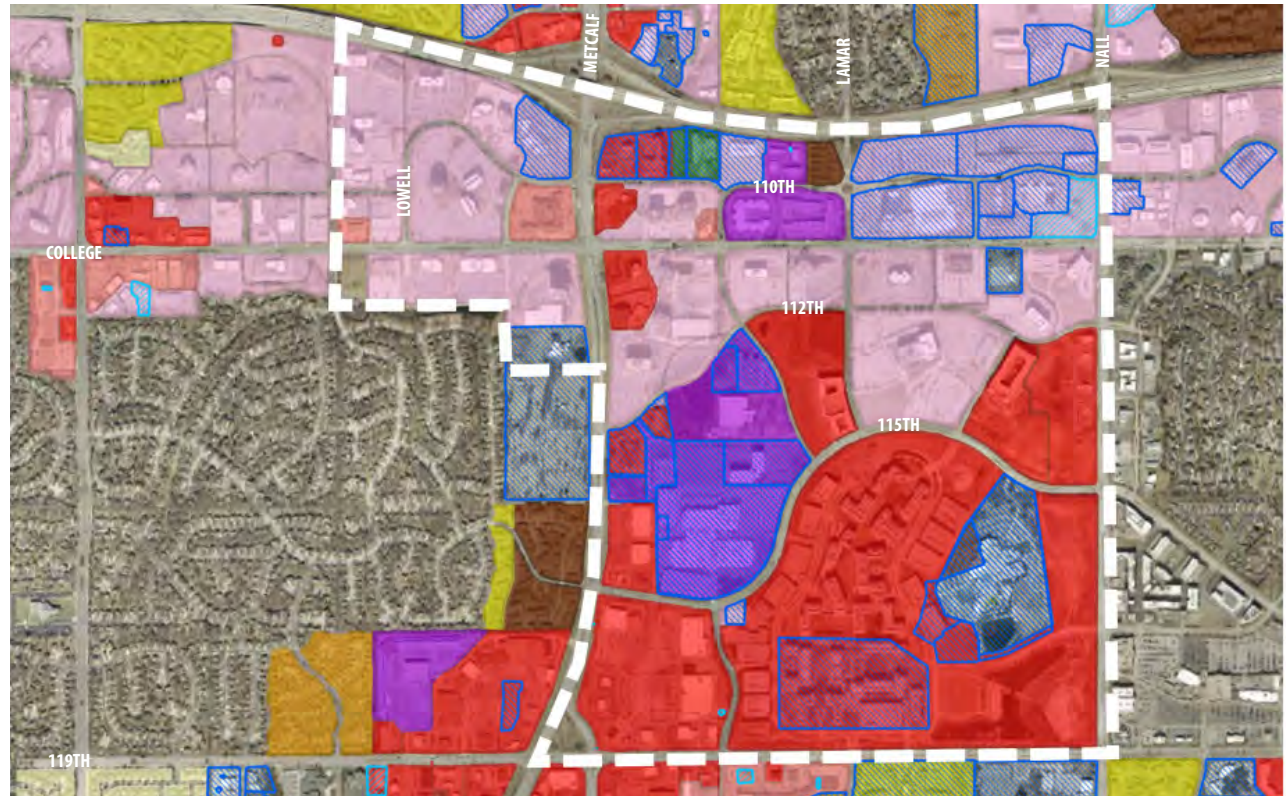
OVERLAY AREA CONTEXT

Regulations (in 2024)

Existing Zoning in the Overlay District

There are seven existing zoning districts in the Overlay area and 28 special use permits. Generally, everything needs planned zoning or special use permits to do mixed-use development. Examples related to restrictions on mixed-use development include:

- **High-density Residential District – RP-6:** The RP-6, Planned High-Rise Apartment District, is intended to provide high-density residential living in buildings of four stories and above in height. However, it is a single use only district for high-rise apartments.
- **Office – C-O:** The C-O, Office Building District or CP-O, Planned Office Building District, is intended to provide for restricted commercial development, limited to office uses and certain service and retail uses compatible with offices.
- **Commercial – 1:** The C-1, Restricted Business District, or CP-1, Planned Restricted Business District, is intended to provide for the majority of retail business uses within the City. These districts are limited to retail activities which are conducted wholly within the facility, with certain minor exceptions. The districts are intended to be used primarily for neighborhood shopping centers.
- **Commercial – 2:** The C-2, General Business District or CP-2, Planned General Business District, is intended to provide for all but the harshest commercial uses. Outside storage and display of merchandise is permitted in this district. Allows a lot of uses that may not be desirable in the Overlay area.



2024 Overlay Area Zoning Map



OVERLAY AREA CONTEXT

Future Opportunity Contexts

This map represents an analysis and classification of development opportunities in the study area. Categories include:

■ New development on vacant large sites: These locations, in the center of the study area, represent vacant sites larger than 4 acres and capable of accommodating multi-building developments.

■ New development on infill sites: These relatively small sites are scattered throughout the area and are generally suitable for single-building projects.

■ Redevelopment of existing uses: These sites are currently occupied by viable developments but could in the future and at the discretion of owners, be redeveloped at substantially higher densities.

■ Redevelopment of surplus parking. These sites include underutilized surface parking lots or locations where replacement of surface parking by a structure could free substantial land for new development.

■ Parking lot redesign. In these cases, redesign of parking lots for greater efficiency could create some development sites with significant impact on parking supply.

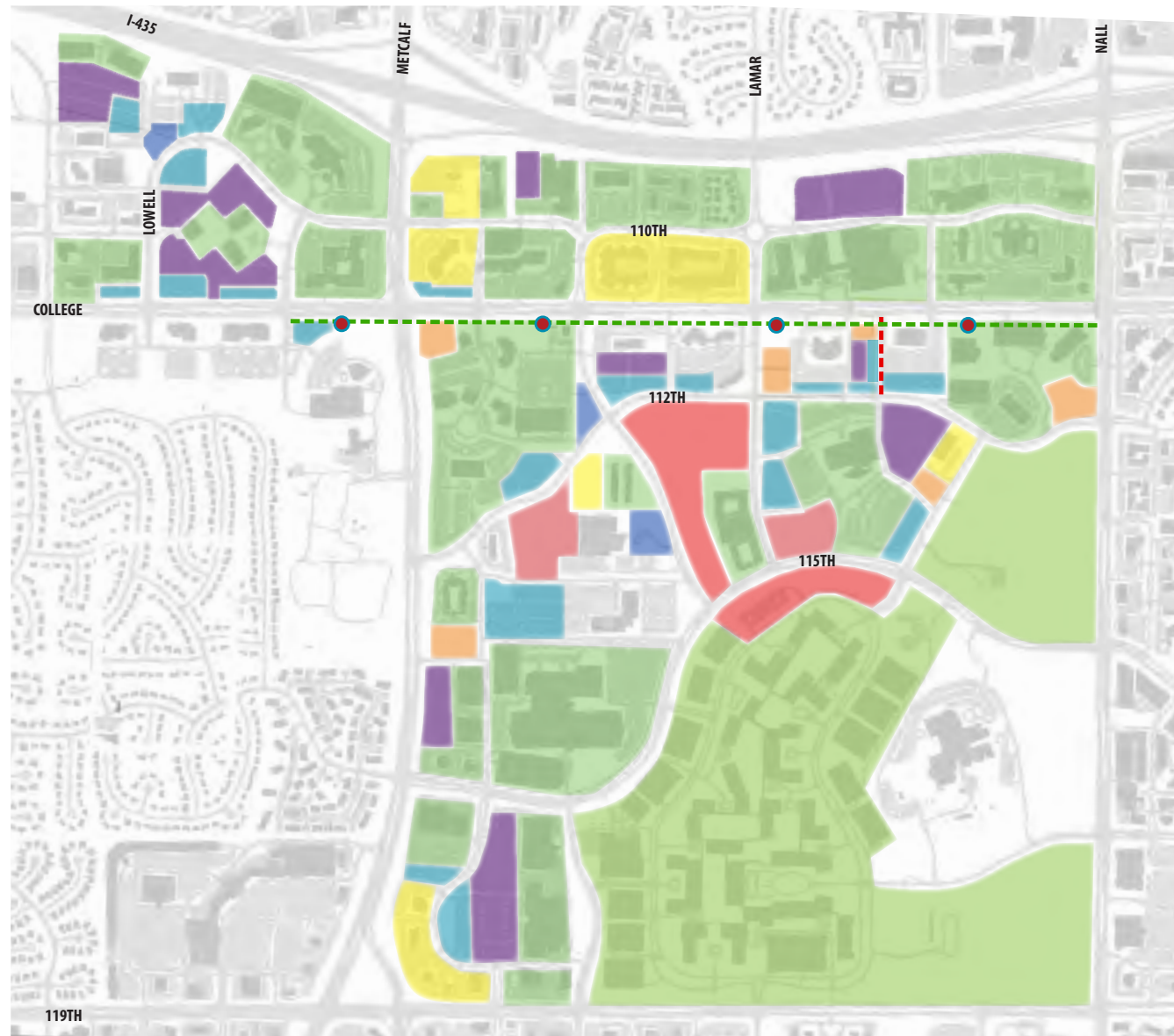
■ Reuse of lawn or landscaped areas. These sites include large front lawns on sites with large building setbacks that could be redeveloped with street-oriented urban projects.

■ Currently master-planned projects: Large sites with approved or pending major development plans.

■ Stable uses: These are major existing developments that are stables and are unlikely to change for the foreseeable future.

--- Proposed College Blvd Linear Park

● Proposed Linear Park Nodes



Opportunity Contexts

OVERLAY INPUT

Stakeholder Committee

Sentiments

A Stakeholder Committee met many times to review ideas and provide direction. The Committee had representation from property owners, developers, residents, city staff, chamber, and visitor's bureau. The following themes emerged out of each meeting during the process:

Committee Meeting 1 - Introduction and Vision for the Overlay

- Use the new Comprehensive Plan as a guide
- Create a shorter connection of dots to destinations
- Create a common district feel
- Create communities and a target rich environment
- The market demands flexibility for change and amenities for residents that are here, new residential uses
- Connect the Convention Center to Aspiria, even just a walking path
- Housing is critical for more activity

Committee Meeting 2 - Regulatory Approach

- Approach the overlay as a prohibited versus permitted list, an absolutely not versus everything we want.
- Validate flexibility with narrative
- Reward/encourage versus mandate and think about the incentives that will make a difference
- Focus on what impacts the public most
- Ensure the application of regulations does not change when staff changes

.....

Committee Meeting 3 - Example Development Scenarios and Regulations Review

- Give visual examples with the standards to show the desirable state
- Regulation has to be definable
- Want to give property owners a menu of options to achieve the desired intent
- Find ways to incorporate attractions and green spaces that are open to the public

Committee Meeting 4 - Draft Overlay Review

- Treat different parts of the Overlay area differently because of their character and street typology
- Focus on the visual presence of buildings and relation to each site and the street
- The Overlay needs minimal standards for key elements with prohibited features

OVERLAY INPUT

Public Informational Meetings

Property owners, residents, and elected/appointed officials were invited to attend two public informational meetings about the Overlay.

Public Informational Meeting 1:

The first meeting occurred early in the process to garner ideas and feedback on what people see as desirable features for the area. The meeting also gave context for how the Overlay will fit in with the goals of the new comprehensive plan, Framework OP. Over thirty attendees gave their ideas on:

- **Mixed-Uses:** Buildings and sites that offer more than one type of use that can range from commercial, office, residential, recreation, and other destinations.
- **Housing:** Places to live that can be standalone buildings or mixed with other uses in the same building or on the same site.
- **Retail & Restaurants:** Places to shop and eat that can be standalone businesses and buildings or mixed with other uses in the same building or on the same site.
- **Recreational Amenities:** These are elements that can be within gathering spaces or more programmed areas for activities such as playgrounds or sports.
- **Gathering Spaces:** Places where visitors, employees, and residents can be for unplanned or planned gatherings. These spaces could be in open green spaces or covered outdoor spaces.

Public Informational Meeting 2:

The second meeting focused on applying example standards to achieve desirable outcomes and achieve the intent of Framework OP. Example scenarios of infill redevelopment on parking lots and vacant sites in the area gave more context for attendees on how the standards might apply. Over twenty attendees gravitated positively towards several standards:

- Have more uses and infill around the Convention Center
- Ensure a streetscape or special landscaping at street intersections
- Include front entrances on residential buildings that face the street
- Have active uses at street corners
- Add more functions to large lawns of uninterrupted grass
- Provide public amenity spaces within large projects
- Develop access around detention basins and water features as amenities
- Provide bicycle parking
- Provide pedestrian connections between buildings that are separated from vehicle routes
- Have an appropriate scale of buildings directly next to pedestrian routes
- Require more parking to be located in a parking structure
- Avoid blank building side elevations
- Use medians for safer pedestrian street crossings
- Allow residential and other use conversions of unused office space



OVERLAY INPUT

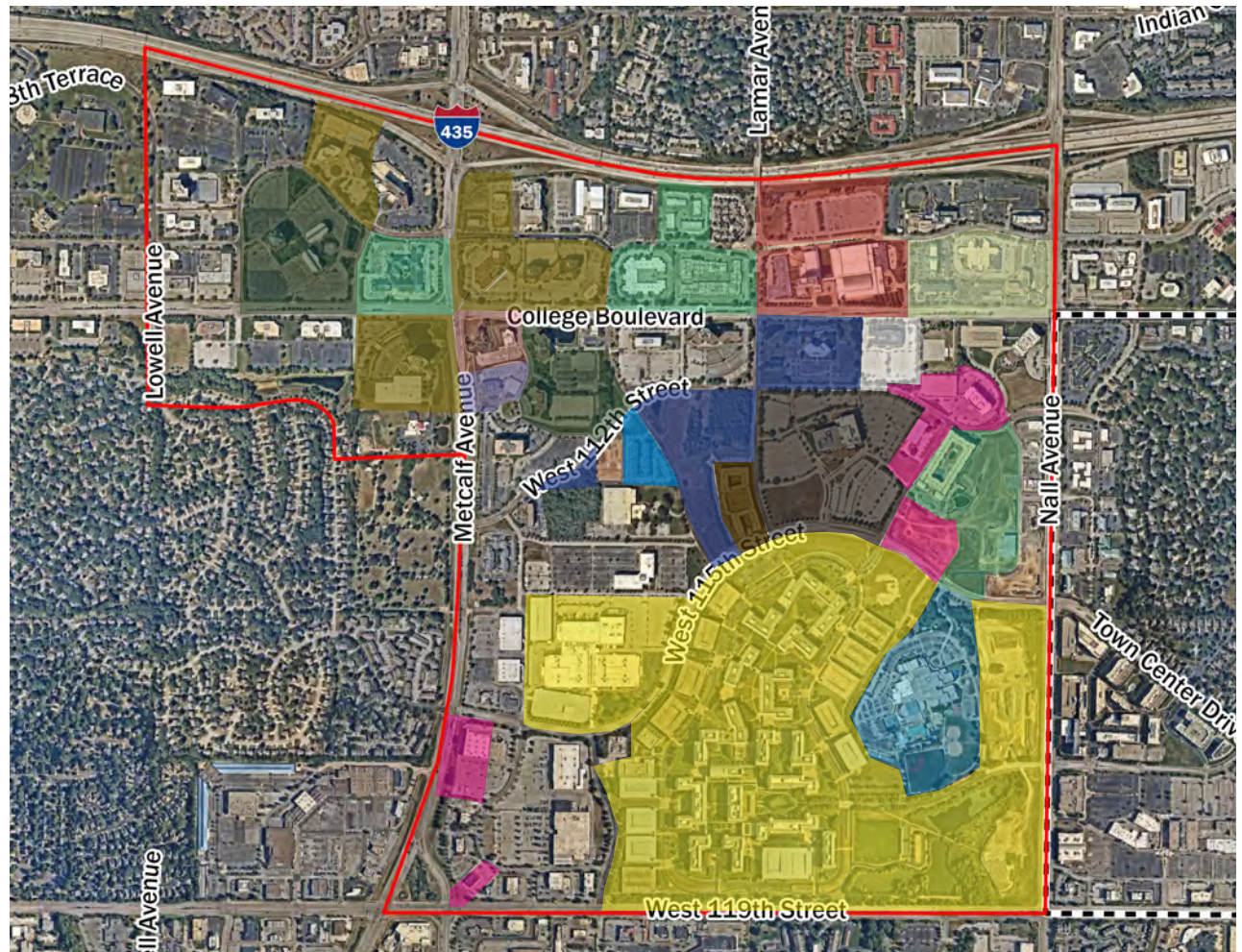
Property Owner/Manager Sentiments

The process involved conversations with property owners and managers in the Overlay area to understand what they see as market and regulatory opportunities and challenges for the district.

Discussion Themes:

- Flexibility and not being too specific to make adjusting to future markets difficult
- Allow ease in adapting to changes
- Use administrative approvals to make what we want to see in area the easier path.
- Parking is still in demand by tenants in many areas, but some property owners are seeing less future need
- A need to maintain parking for hospitality and residential uses
- Leasing of office space is increasing again in some areas since the Pandemic
- More ways to allow creativity in building and sign design
- A need to make traffic and transportation access improvements with new uses, according to the Mobility Study

Additional individual discussions were held with stakeholders for feedback after sending initial drafts of the Overlay standards.



Properties Represented by Owners or Managers Engaged in the Overlay Process

DESIRABLE FEATURES IN THE OVERLAY

Several desirable features emerge from the previous studies, vision from Framework OP, and conversations with stakeholders. The following list summarizes what stakeholders generally want to see for the Overlay area in the future:

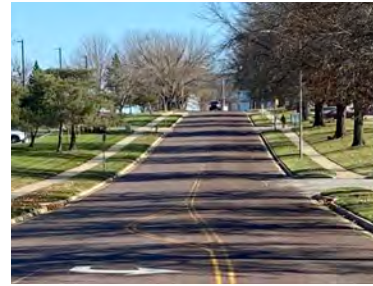
- Mixed uses, including more residential
- Less large surface parking areas
- Better street frontage/definition
- Activity at the street level
- Windows and doors on the street
- Direct connections to buildings from the street
- Interconnected buildings
- Useful public environment
- Public art features and streetscape amenities
- Active transportation accommodations – alternatives to cars
- Reuse of underused land and parking
- More density
- Sign flexibility and creativity
- Innovation in design
- More intensive use of land – no lawns

Alternatively, there are several features that stakeholders generally do not want to see for the Overlay area in the future:

- Auto-oriented uses or development – drive-thrus
- Single-story development
- Large lawns
- Blank walls
- Big surface parking lots
- Dead space or parking between buildings and the street
- Single-use buildings or projects without active street level development
- Disconnected multi-building projects

The Overlay regulations intend to promote or require the desirable features, and discourage or prohibit the undesirable features

DESIRABLE FEATURES IN THE OVERLAY



DESIRABLE FEATURES IN THE OVERLAY

Applying Desirable Features

Several sites were chosen to help illustrate possibilities for future development that align with the desirable features for the Overlay area. The selections might be sites that are subject to change in the future, such as existing large lawns and open spaces, unused or underused parking facilities, low-intensity or underused sites, and transitional uses.

The example on the right shows infill possibilities on vacant or excess lawn space.



Vacant land infill - The image does not reflect actual proposals but are only tests in different settings

- 1** Setbacks closer to the street
- 2** Internal pedestrian paths to entrances
- 3** Usable greenspace/landscaping buffers
- 4** Residential or mixed-use with internal structure parking
- 5** On-street internal parking



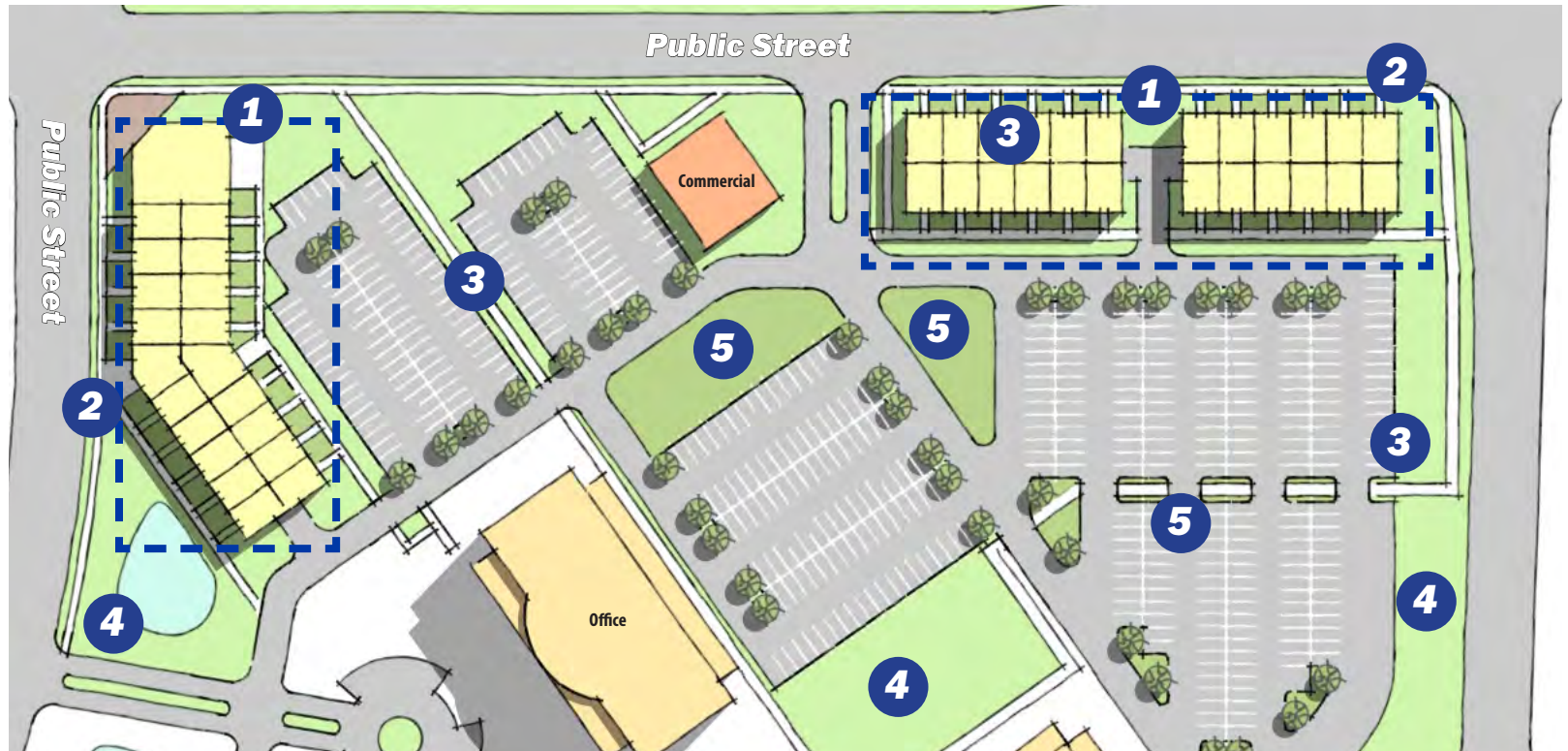
DESIRABLE FEATURES IN THE OVERLAY

Applying Desirable Features

Observations of parking usage at different times of the day on several office sites in February 2024 showed under 50% occupancy.

Parking lots for commercial sites on the southwest part of the OP Central district were less than 30% occupied in the morning and evening during the observations.

- 1** Excess parking lot infill - residential over parking example
- 2** Setbacks closer to the street
- 3** Internal parking lot pedestrian paths to entrances
- 4** Usable greenspace/landscaping buffers
- 5** Breaking up large parking lots



Reuse of excess parking The image does not reflect actual proposals but are only tests in different settings



OVERLAY DISTRICT SUMMARY

Summary of Regulations Unique to the Overlay

More Permitted Uses

In addition to the base district uses, the following uses are permitted in the Overlay District:

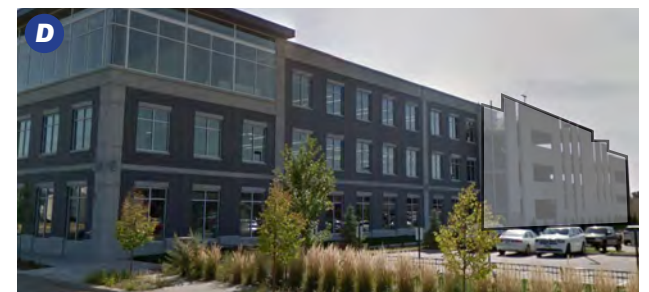
- Event spaces, community centers or convention centers
- Educational uses, public uses including municipal facilities, and religious assembly
- Craft manufacturing that generates accessory retail sales of products on-site
- Entertainment – Indoor and Outdoor
- Hospitals, nursing or convalescent homes, and continuing care communities
- Hotels
- Mixed-use developments, defined as projects with two or more permitted uses in the same building or within the same zoning request (including previously approved zonings and subsequent revised preliminary development plans)
- Multi-family residential
- Parks and open space
- Research and development
- Restaurants
- Any use not permitted in base zoning that aligns with the Regional Activity District Character Area as identified in FrameworkOP and intent of the Overlay district

Additional Parking Design Elements

- A** >10 foot parking setbacks and screening from all public streets
- B** Limits on drive aisles along street frontage with no more than one bay of new surface parking with one drive aisle (<64' wide) in a front or street side yard of a building adjacent to public streets
- C** Limits on large-lot parking over 120 stalls to divide into smaller parking blocks by landscaping, stormwater management, or pedestrian ways (>10' wide)
- D** Parking garages must meet mixed-use standards

Development and Performance Standards

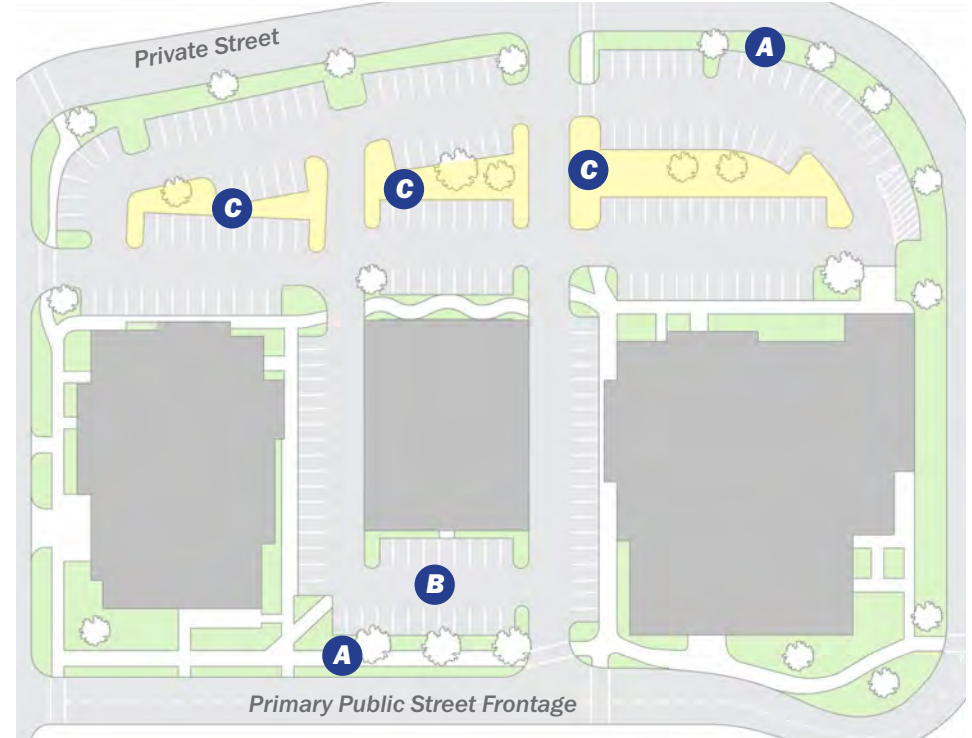
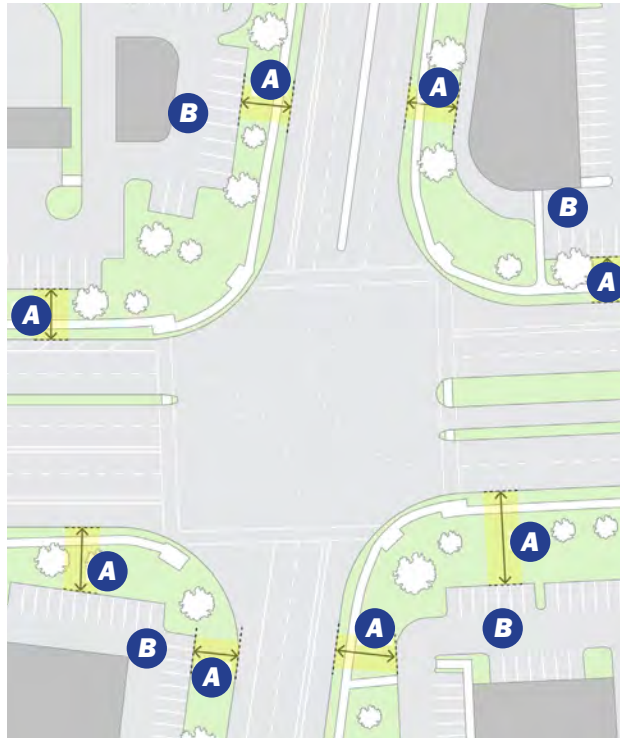
- No new drive-thrus for food establishments in the Overlay District from 112th Street north to I-435



OVERLAY DISTRICT SUMMARY

Examples of Additional Parking Design Elements

- A** >10 foot parking setbacks and screening from all public streets
- B** Limits on drive aisles along street frontage with no more than one bay of new surface parking with one drive aisle (<64' wide) in a front or street side yard of a building adjacent to public streets
- C** Limits on large-lot parking over 120 stalls to divide into smaller parking blocks by landscaping, stormwater management, or pedestrian ways (>10' wide)



OVERLAY DISTRICT SUMMARY

Summary of Regulations Unique to the Overlay

Massing and Orientation

- E** Standards that require a percentage of active ground floor uses

Open Space

- F** All new developments with over three new buildings or over 20,000 square of new area shall provide at least one courtyard or plaza of at least 100 square feet per 10,000 square feet of new building area

Connections

- G** Tree-lined sidewalks and local streets should provide connectivity internally through small block design (up to 600 feet) and externally to adjacent uses
- H** Greenway linkages should be integrated into the design to support greater community connectivity
 - Consideration of future transit stops should be incorporated through site design. Access to existing or potential external transit stops within a proximate, walkable distance to the site should be accommodated through pedestrian walkways.

Administrative Approval

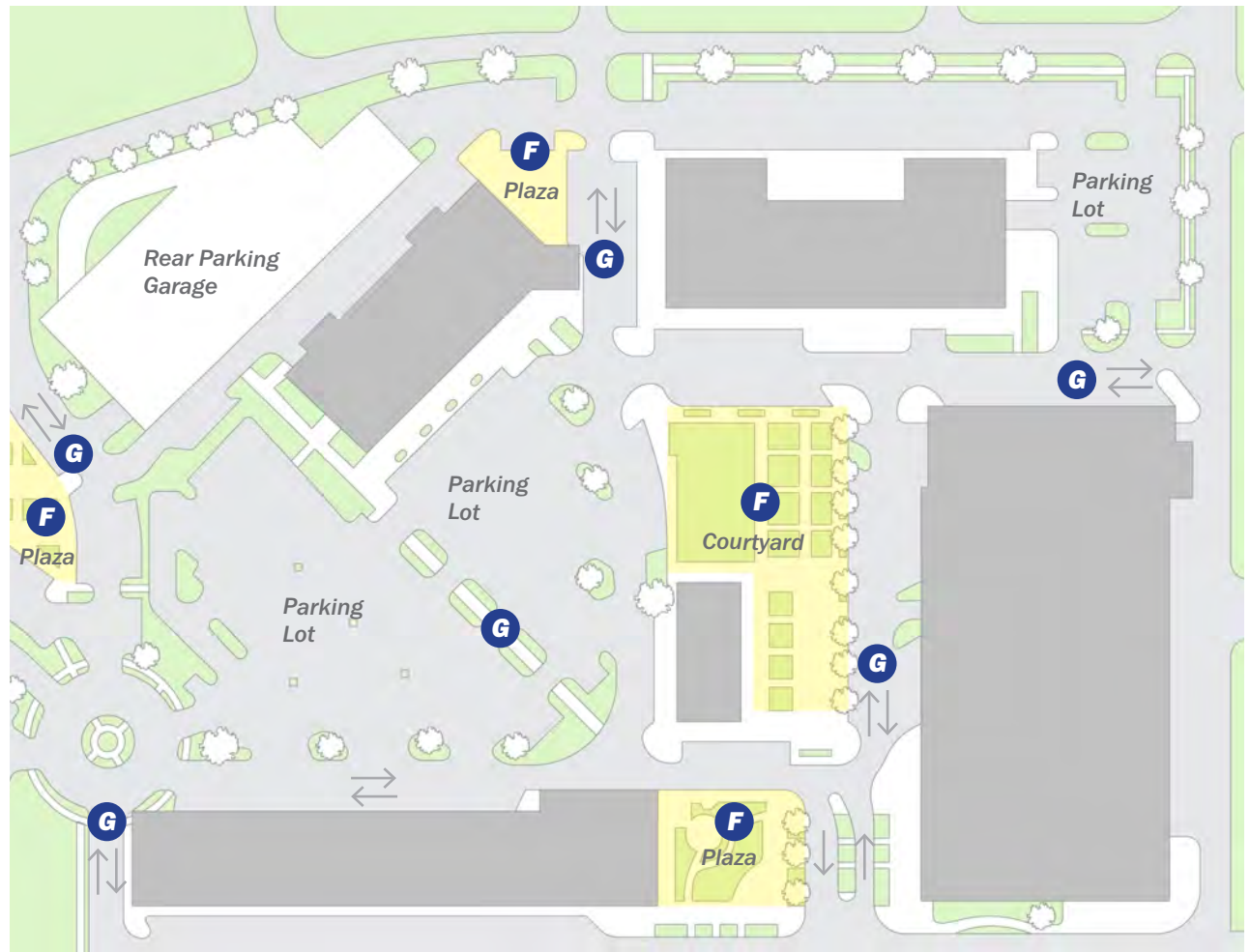
- The Director is authorized to review and approve applications and administrative adjustments with a footprint smaller than 50,000 square feet or no taller than 80 feet
- The Planning Commission is authorized to review and approve applications and administrative adjustments with a footprint of 50,000 square feet or greater or taller than 80 feet



OVERLAY DISTRICT SUMMARY

Examples of Additional Open Space and Connection Design Elements

- F** All new developments with over three new buildings or over 20,000 square of new area shall provide at least one courtyard or plaza of at least 100 square feet per 10,000 square feet of new building area
- G** Tree-lined sidewalks and local streets should provide connectivity internally through small block design (up to 600 feet) and externally to adjacent uses



OVERLAY DISTRICT WAYFINDING SUPPLEMENT

Wayfinding Approach

Signage telling people about destinations and how to get to them is part of a successful mixed-use district. For this study, several components are important to seamlessly incorporate recommendations from the broader Kansas City and Overland Park systems.

The College + Metcalf Mobility Study calls for a Phase One Wayfinding Implementation to include the design and installation of a pedestrian wayfinding program, with an initial focus on 110th Street, the planned OPCC to Galleria shared use path and the proposed College Boulevard path.



Art can also act as wayfinders in an area



Elements like banners can act as wayfinders and introduce a district

Sign Type	Welcome	Arrival	Information	Fingerpost	Interpretive	Post Marker	Ground Marker
Function	Provides a welcome to the area, describes what there is to do and how to move around	Provides direction to the parking lot for the trail arrival point	Provides information to navigate transit, trail, local area and find places	Provides information to navigate trails, local areas and find places	Provides local area knowledge about a place	Provides details about the onward route, to help people understand if it is appropriate	Provides information as to trail name and mile location
Location	Welcome points and arrival points	Welcome points and arrival points	Decision points in busy areas with high density of destinations and routes and connections on transit	Decision points in environments with low density of destinations, homing beacon as route confirmation	Key nodes in areas in which local, historical, cultural, ecological, or social stories enrich people's understanding of places	Decision points where route passes through areas	At regular interval consistent application along named route
Content	Identify access nodes from neighborhoods and confirm point of arrival/departure	Parking symbol, directional copy and arrow	Local biking/walking train and bus maps, onward journey options	Directional content to specific destinations or an adjacent neighborhood via an adjacent route	Images, maps, stories (editorial copy) describing community, historical, cultural, commercial, or social stories.	Path name degree of difficulty, length of route, etiquette, rules of route and contact details	Name, brand color, and mileage

Source: Kansas City Regional Wayfinding Guidebook. Sign types incorporate applicable recommendations from the Kansas City Regional Wayfinding Guidebook

OVERLAY DISTRICT WAYFINDING SUPPLEMENT

Destinations

A wayfinding system cannot, and should not, try to identify every possible destination. Instead, the system should identify a limited number of key destinations that both residents and visitors frequent most. These types of destinations in and around the Overlay area include:

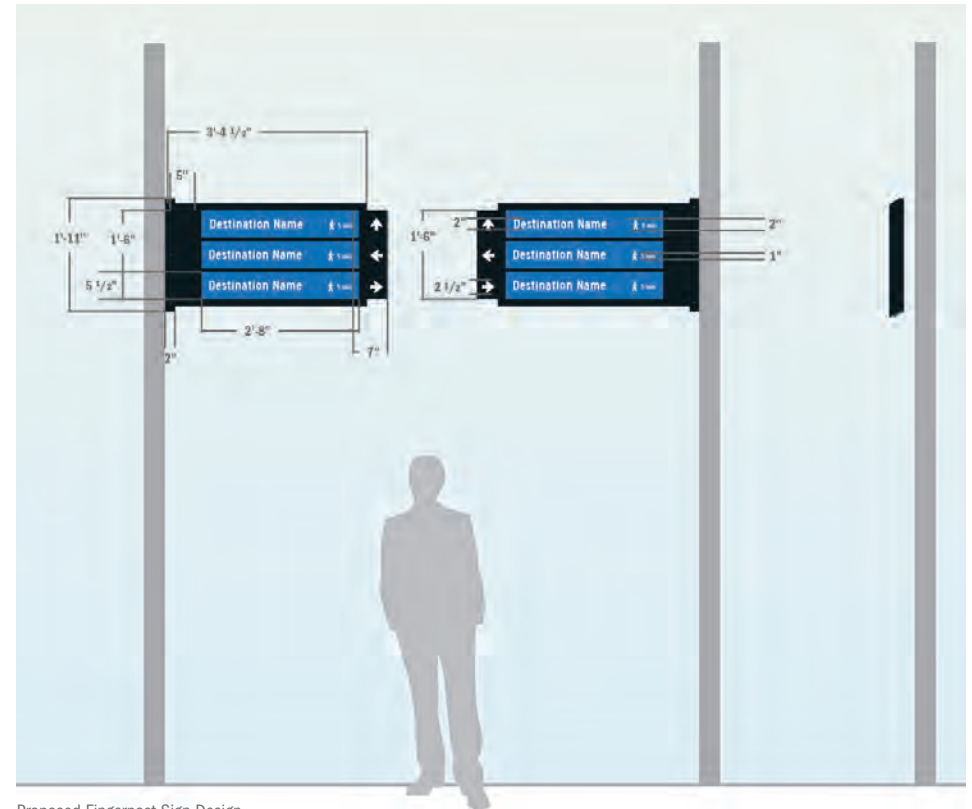
- Summercrest Park
- Indian Creek Trail
- Tomahawk Creek Trail
- Overland Park Convention Center
- Children's Mercy Hospital
- 115th-Metcalf Retail District
- Aspiria Campus
- Hotels
- Downtown Overland Park
- Black and Veatch
- Galleria District
- Menorah Medical Center
- Public Parking

It will be important to have follow-up signage along the route before or in conjunction with installation in the Overlay area so that followers of signage are not led astray.

Sign Design

The primary sign for the Overlay area are welcome signs and fingerpost signs directed primarily at travelers navigating around the Overlay area. These may be residents, business visitors, and Convention Center attendees.

Simplicity is key to a successful wayfinding system. Messages on signage should be clear and as short as possible. Too many destinations on a sign confuse users. Additionally, too many signs can be just as bad as too few. The examples on the next page are a starting point. The signs in the Overlay area can have their own brand but should follow the general family of signs that are installed citywide.



Proposed Fingerpost Sign Design



Des Moines, IA Example

OVERLAY DISTRICT WAYFINDING SUPPLEMENT

Example Sign Content and Locations

A.

Welcome Sign/Monument at Summercrest Park corner

Fingerpost

South: Summercrest Trail
East: Convention Center
West: Indian Creek Trail

B.

Fingerpost

South: Summercrest Park (when safe crossing is available)
East: Convention Center/Woodson Hotels

C.

Fingerpost at all four intersection corners

South: Summercrest Trail (only on south side of College Blvd, there should be a sign at the trail terminus to get to the park)
East: Convention Center
West: Summercrest Park

D.

Welcome Sign/Monument

Fingerpost at all four intersection corners

North: Indian Creek Trail/Pinehurst Park/Downtown

OP (with trail sign oriented to sidepath)

South: 115 St-Metcalf Retail District

East: Convention Center

West: Hotels/Leighton Center

E.

Fingerpost at all four intersection corners

North: Indian Creek Trail/Pinehurst Park/ Downtown OP/ Hotels
South: 115 St-Metcalf Retail District/112 St-Metcalf Hotels
East: Convention Center
West: Leighton Center

F.

Fingerpost at all four intersection corners

North: Convention Center
South: Shopping Area
East: Aspiria Campus/B&V

G.

Welcome Sign/monument

H.

Fingerpost

South: Aspiria Campus
East: Convention Center
West: Hotels/Leighton Center

I.

Fingerpost

North: Convention Center/112th St Hotels
South: Aspiria Campus
East: Galleria District
West: 115 St-Metcalf Retail District

J.

Fingerpost

North: Aspiria Campus (if not already present)
West: 115 St-Metcalf Retail District

K.

Fingerpost at bridge approach. This will be primary return approach from the trail

North: Indian Creek Trail/Downtown OP
South: Convention Center/Aspiria

L.

Welcome Sign/monument in round-a-bout

Fingerpost at all four round-a-bout corners

North: Indian Creek Trail
South: Aspiria Campus/Mercy Children's
East: Convention Center
West: 110th-Metcalf Hotels/Restaurants

M.

Fingerpost at all four intersection corners

North: Indian Creek Trail
South: Aspiria Campus
East: Convention Center
West: 110th-Metcalf Hotels/Restaurants

N.

Fingerpost

North: Convention Center/Indian Creek Trail
South: Aspiria Campus
East: Nall Avenue Path
West: 115th-Metcalf Retail District

O.

Fingerpost on south intersection corners

South: Aspiria Campus/Galleria District
East: Nall Avenue Path
West: 110th St Hotels/Restaurants/Indian Creek Trail

P.

Fingerpost at both sides of future crossing

North: Children's Mercy Hospital
South: Aspiria Campus/Galleria District/Black and Veatch
East: Nall Avenue Path
West: Metcalf Ave Parkway (future)

Q.

Fingerpost

North: Convention Center
South: Black and Veatch
East: Aspiria Campus/Galleria District

R.

Fingerpost all four intersection corners

North: Convention Center
South: Aspiria Campus
East: Nall Avenue Path
West: 115th-Metcalf Retail District

S.

Fingerpost

South: Aspiria Campus
East: Nall Avenue Path
West: Convention Center

T.

Welcome Sign/monument on lightpost or SW corner

Fingerpost at intersection corners in OP

South: Aspiria Campus/Menorah Medical Center
West: Convention Center and Hotels

U.

Fingerpost at intersection corners in OP

North: Children's Mercy Hospital
South: Menorah Medical Center
West: Convention Center/Galleria District

V.

Fingerpost at intersection corners in OP

North: Convention Center
South: Menorah Medical Center
West: Aspiria Campus

W.

Welcome sign/monument would have to be at the NW corner, but not interfere with the signage at the future development

Fingerpost at intersection corners in OP

North: Convention Center
South: Menorah Medical Center/Prairiefire District
West: Aspiria Campus



