

# Bottineau Wayfinding Plan

## Introduction

The purpose of this plan is to facilitate bicycle and pedestrian navigation and maximize connections within the Bottineau Corridor along the proposed METRO Blue Line Light Rail Transit Extension (BLRT). Oriented around the planned BLRT, the Bottineau Corridor extends from Brooklyn Park through Crystal, Robbinsdale, Golden Valley and Minneapolis and then connects to the existing METRO Blue Line at the Target Field station. The study area is comprised of approximately a 10-minute walk and 10-minute bicycle ride around each of the eleven planned stations along the BLRT.

Introducing light rail can increase transit options, offer health benefits for corridor residents and stimulate economic development. Enhanced wayfinding can help fully realize the benefits of transit-oriented development by increasing awareness of the new station locations and the destinations within each station area. A well-executed wayfinding system will allow easy, comfortable and safe circulation between the BLRT, community destinations, other transit routes and the broader Bottineau Corridor.

This study assumes that implementation of the wayfinding plan will not occur until the construction of the BLRT. The BLRT is currently on hold, so the exact implementation timeline is unknown.

## Stakeholder Engagement

The study began by meeting with representatives of corridor communities—including residents, employers, employees, city staff and park and recreation providers—to understand their needs and vision. Stakeholder engagement helped identify the natural, cultural and architectural characteristics that define the station areas, neighborhoods, cities and broader Bottineau Corridor community. The process also revealed barriers and concerns surrounding wayfinding along the corridor, and informed participants about wayfinding best practices and how wayfinding benefits communities.

## Project Management Team

The wayfinding plan established a Project Team of representatives from each city along the corridor, METRO Transit, the Blue Line Coalition, and Hennepin County. This team met at key milestones to review project deliverables and provide direction.

## Bottineau Corridor Branding Study

Concurrent with the wayfinding plan, Hennepin County developed a marketing and branding strategy to help communities brand the corridor as a destination for people, business, development and investment. The final brand is reflected in the wayfinding signage and mapping presented in this study.



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## Project Deliverables

The following products were developed as part of the study. These products will allow for accelerated wayfinding implementation when the BLRT is constructed and wayfinding is needed.

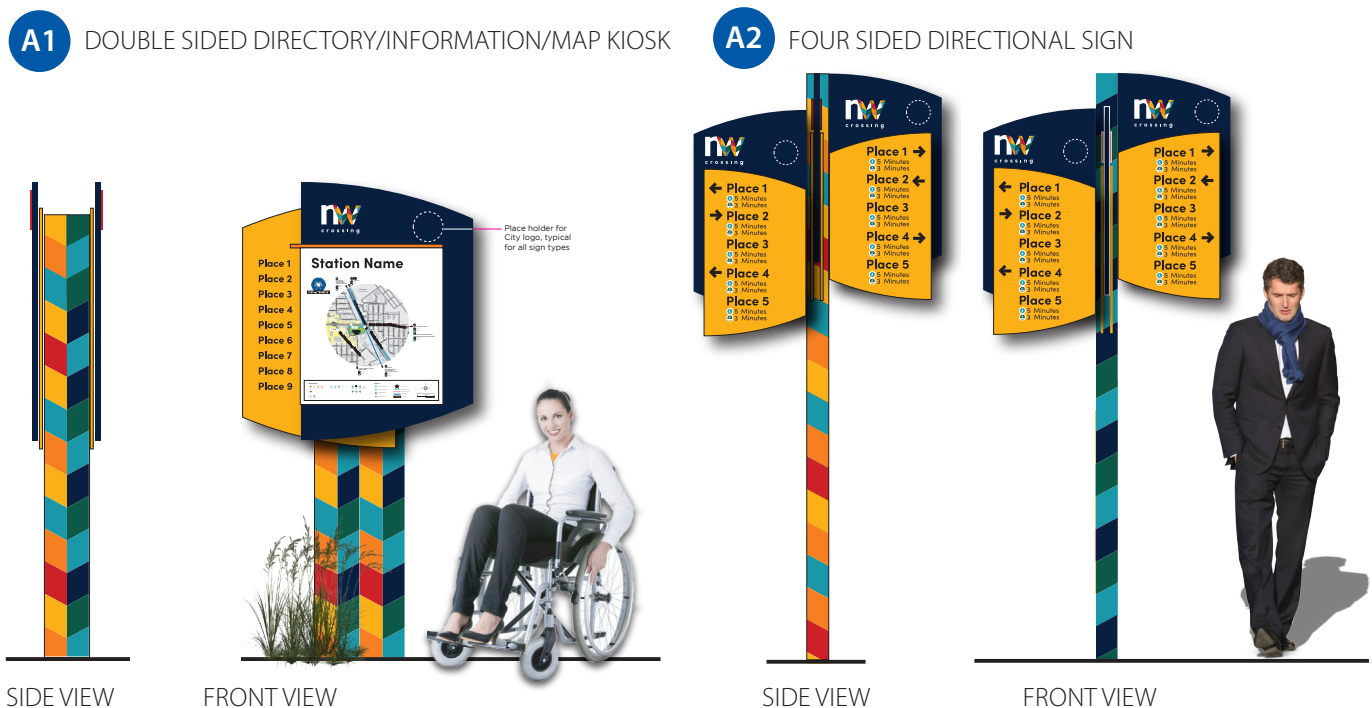
## Wayfinding System

A wayfinding system must be logical, and signage must connect places, allowing users to easily navigate to their destinations. Signage locations must be predictable and signage easy to read. The signage must also be simple with easily understood information. This requires community input, use of the correct nomenclature, and consistent messaging and pictogram use.

## Sign Typologies

A family of signage typologies was developed for Bottineau Corridor wayfinding. Each sign type plays a different role in assisting station area visitors with navigation to area destinations, such as helping visitors orient themselves to the station area after they get off the train or bus, providing directions to community destinations with estimated walking and biking times to those destinations, or simply affirming that they are on the correct route.

## Detailed Station Area Maps

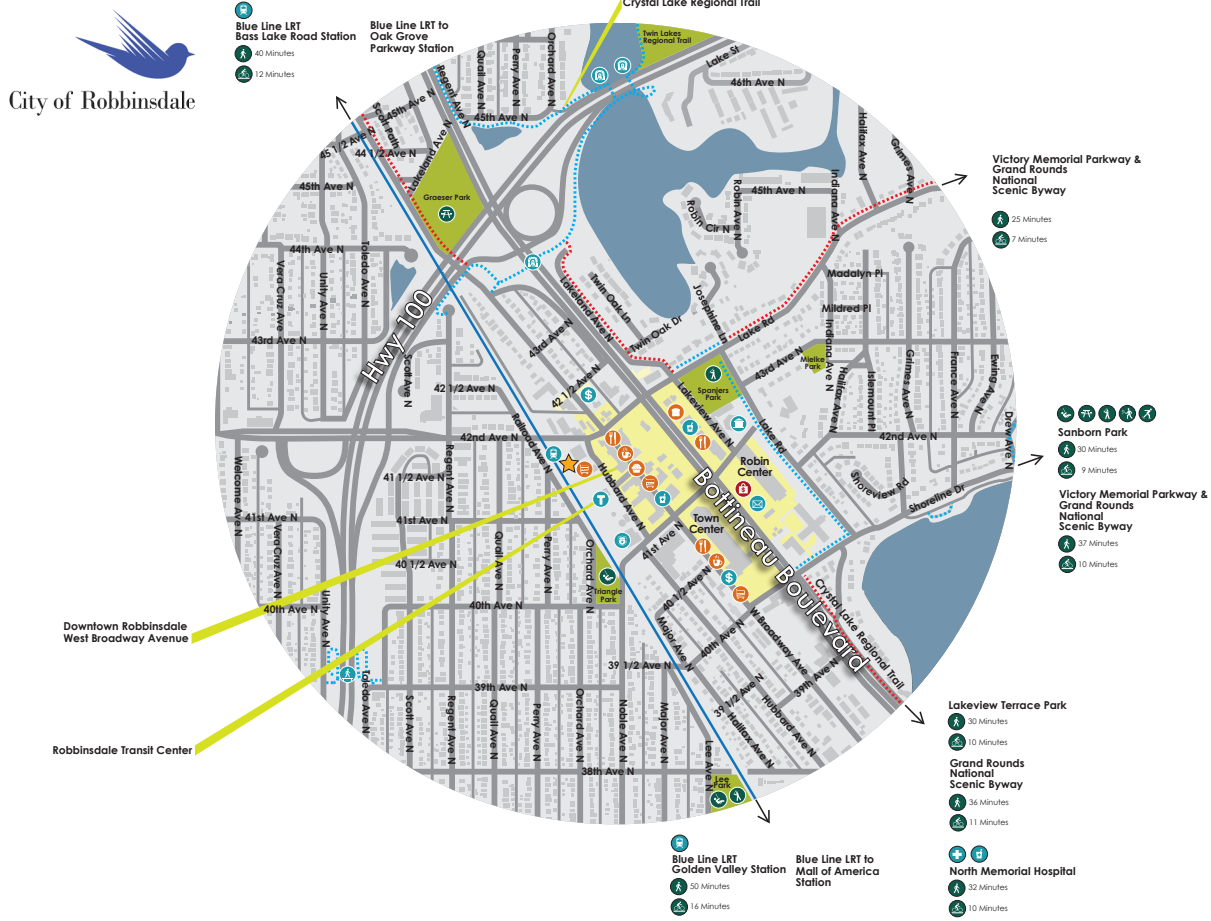


Representative Sign Typologies



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Each station area will have a detailed station area map prepared to assist with orientation and navigation. For the purposes of this study, one representative detailed station area map was prepared for each community along the corridor, as selected by the Project Team member for that city. Each detailed station area map guides users to destinations within a 10-minute walk of the BLRT station. Destinations mapped within the station areas include higher education schools, parks, libraries, city halls, government service centers, hospitals, retail districts, major transit lines and transit centers. If desired by community stakeholders, additional destinations, such as park recreation features, museums and grocery stores, were also mapped.



Destinations:	Legend:
<ul style="list-style-type: none"> <li>Bakery</li> <li>Coffee Shop</li> <li>Convenience</li> <li>Bar</li> <li>Bank</li> <li>Government</li> <li>Pharmacy</li> <li>Post Office</li> <li>Shopping</li> <li>Postage Station</li> <li>Recreation</li> <li>Senior Center</li> <li>Baseball</li> <li>Ice Skating Rink</li> <li>Park Area</li> <li>Playground</li> <li>Tennis</li> </ul>	<ul style="list-style-type: none"> <li>Blue Line LRT Stations</li> <li>Walking Distance</li> <li>Biking Distance</li> <li>You Are Here</li> <li>Shared Use Paths</li> <li>On-Road Bikeways</li> <li>Blue Line LRT</li> <li>Retail Area</li> </ul>

Robbinsdale Station Area  
 0 1/10th mile

Representative Detailed Station Area Map: Robbinsdale Station

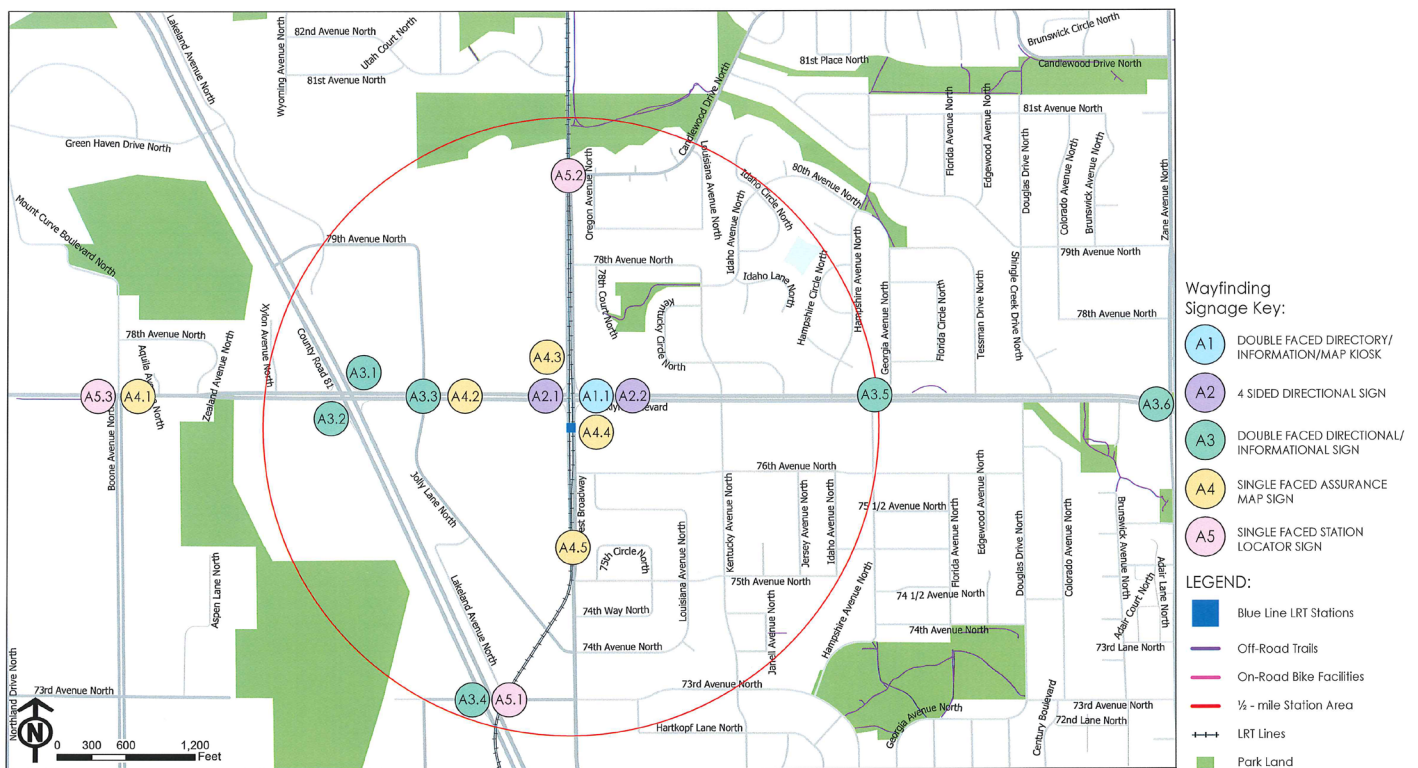


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## Signage Location Maps and Message Schedules

For each station area, a signage location map was developed that depicts proposed locations for various sign typologies within the station area.

When wayfinding implementation occurs, a message schedule will be developed that correlates to the signage location maps. This study included the development of five messages schedules, each of which corresponds to one station area in each corridor city. The message schedule identifies the key wayfinding information to be included on each sign shown on the signage location map.



Representative Signage Location Map: Brooklyn Boulevard Station

## Proposed Infrastructure Enhancements

As a part of the community engagement effort, input was gathered on locations within the study area where people feel uncomfortable walking or biking. Eighteen specific areas of concern were identified through this process. Of these areas, ten already had solutions developed as part of previous corridor studies, including the 90 percent METRO Blue Line Extension (BLRT) Plans, the Bottineau Community Works Infrastructure Advanced Planning Study, and the METRO Blue Line Extension Station Area Plans. For the remaining eight areas of concern, potential solutions were proposed as part of this study.

