



**COLLEGE
STATION**

DESTINATION WAYFINDING

ITEM 8.2

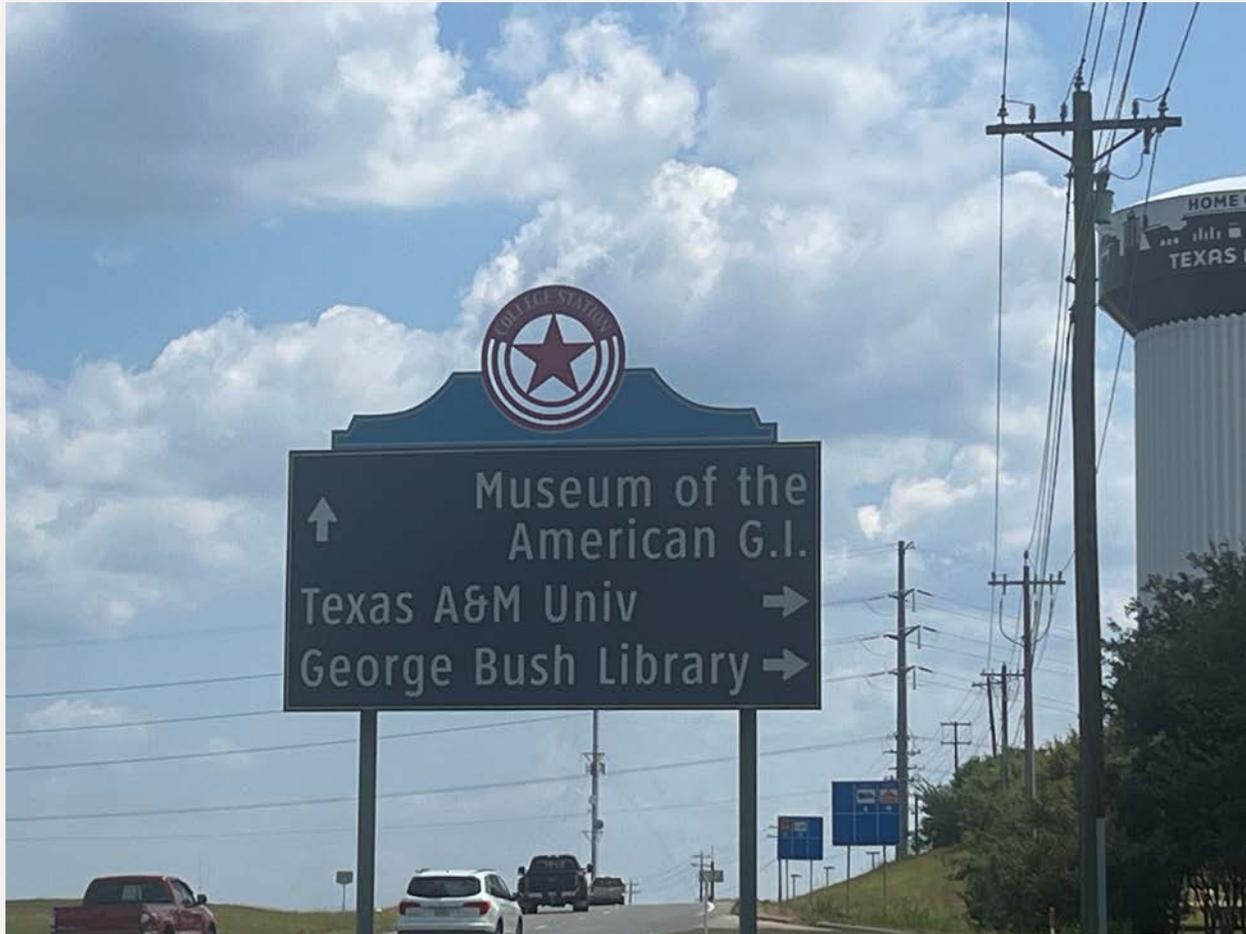
August 28th, 2025



EXISTING VEHICULAR WAYFINDING SIGNAGE



EXISTING VEHICULAR WAYFINDING SIGNAGE



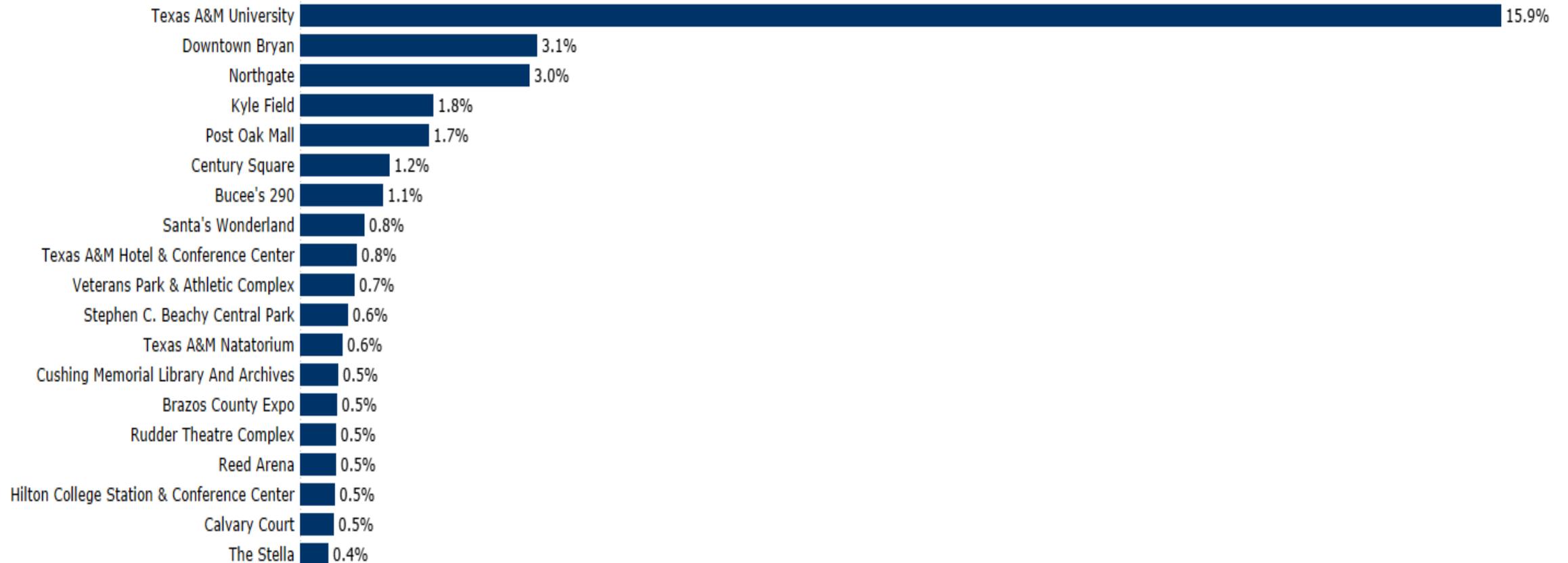
EXISTING VEHICULAR WAYFINDING SIGNAGE



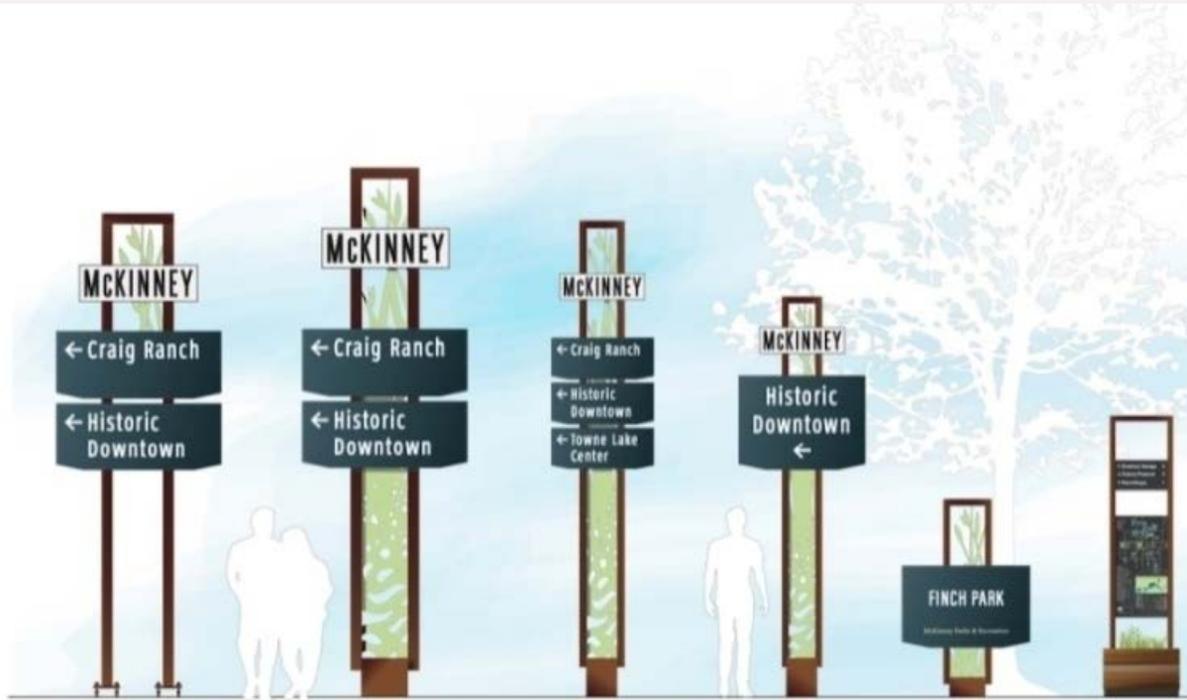
OVERNIGHT VISITORS

Top POIs Visited

% share of trips



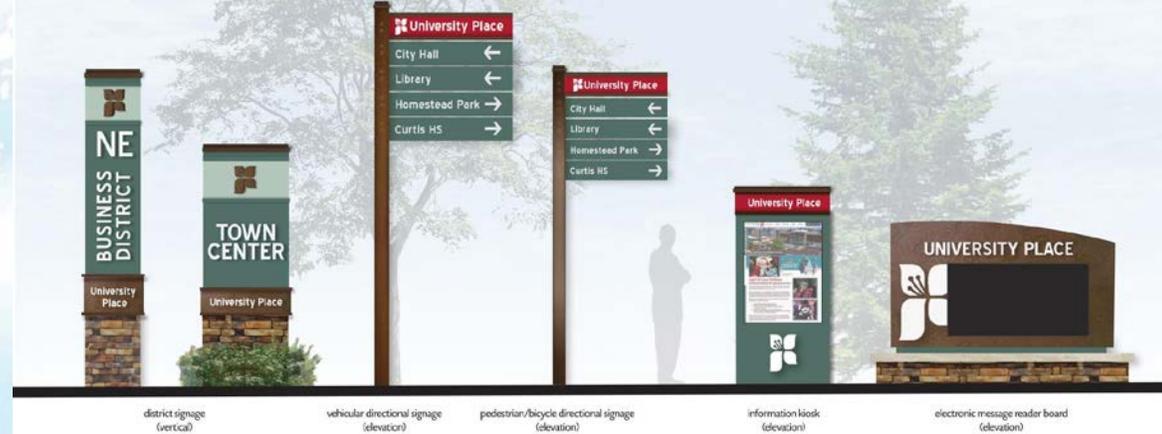
EXAMPLES



CORBIN DESIGN Kimley-Horn

CONCEPT #2A - CLASSIC BRONZE

Classic forms with bronze details and a Pacific Northwest color palette with University Place red accents



KPG PERSONAS

OPTIONS

New Signage Program

Opportunities:

- Branded signage refresh
- District & neighborhood identity
- Cultural & historical layering
- Pedestrian signage in addition to vehicular

Benefits:

- Enhances the visitor experience
- Strengthens Cities' brand identity
- Improves accessibility & flow
- Encourages exploration
- Promotes safety

Additional Options

- Remove all wayfinding/directional signage
- Repair existing & develop a maintenance plan and budget

NEXT STEPS

- Joint Committee