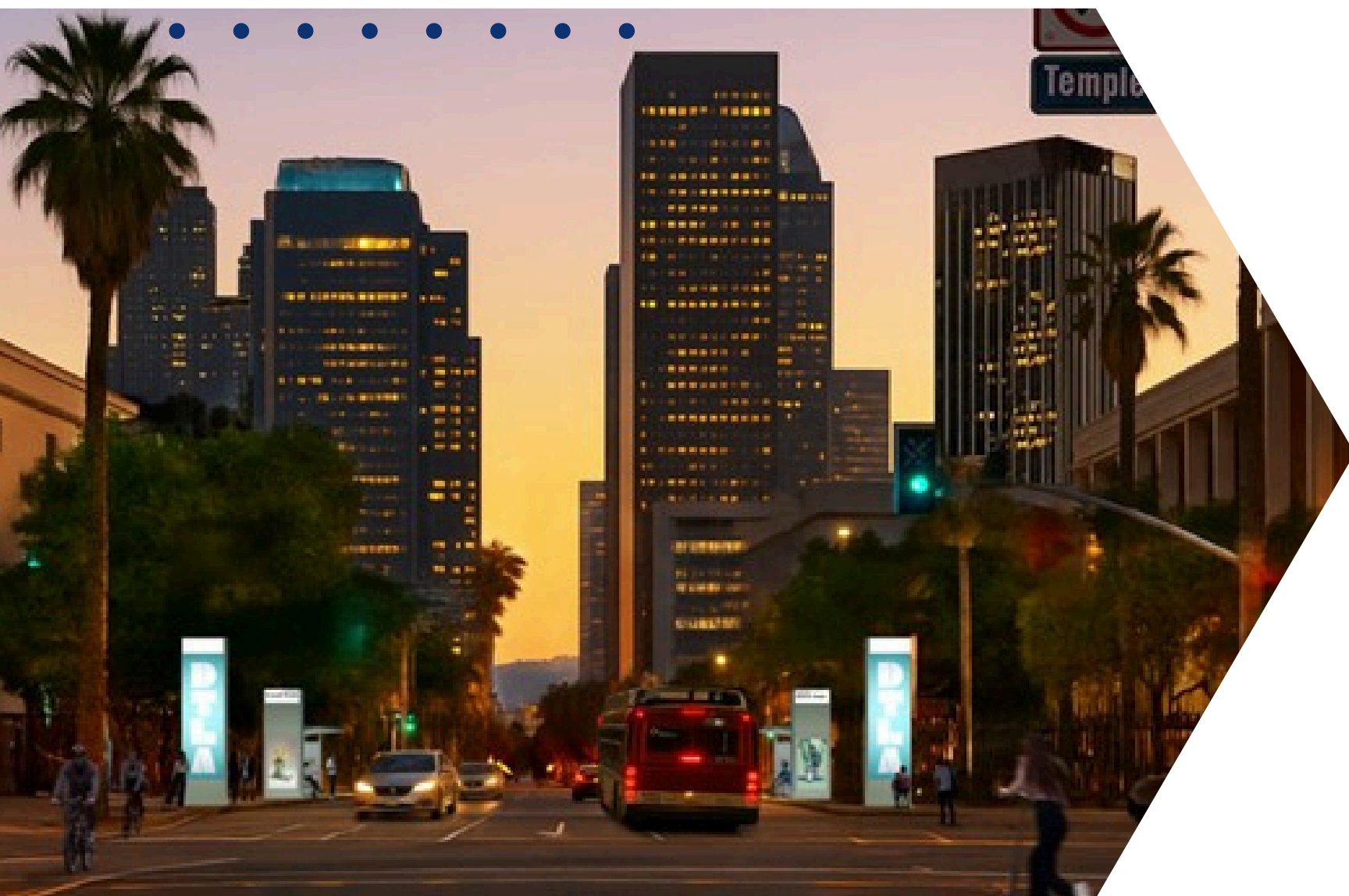




Los Angeles Neighborhood Initiative

DTLA WAYFINDING & TRANSIT AMENITIES

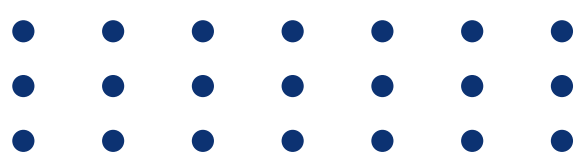
METRO Express Net Toll Revenue



FUNDING

- Funding Source - METROExpress Net Toll Revenue
- Grant Secured - Nov. 2023
- Press Conference - Nov. 2023
- Constructed by - Spring 2028





PARTNERS

- **StreetsLA - Grantee**
 - **Implementation - STAP**
(Sidewalk & Transit Amenities Program)
- **LANI - Community Engagement**
- **Local Stakeholders**
 - **BIDs**
 - **Grand Ave Arts Orgs**



PROJECT DETAILS

The DTLA Wayfinding and Transit Amenities Project includes designing custom wraps and wayfinding info for:

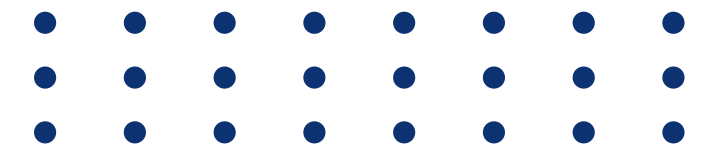
- 20 bus shelters
- 20 interactive kiosks
- 12 urban gateway panels

Bus

Train

Wayfinding





WHY THIS PROJECT IS NEEDED

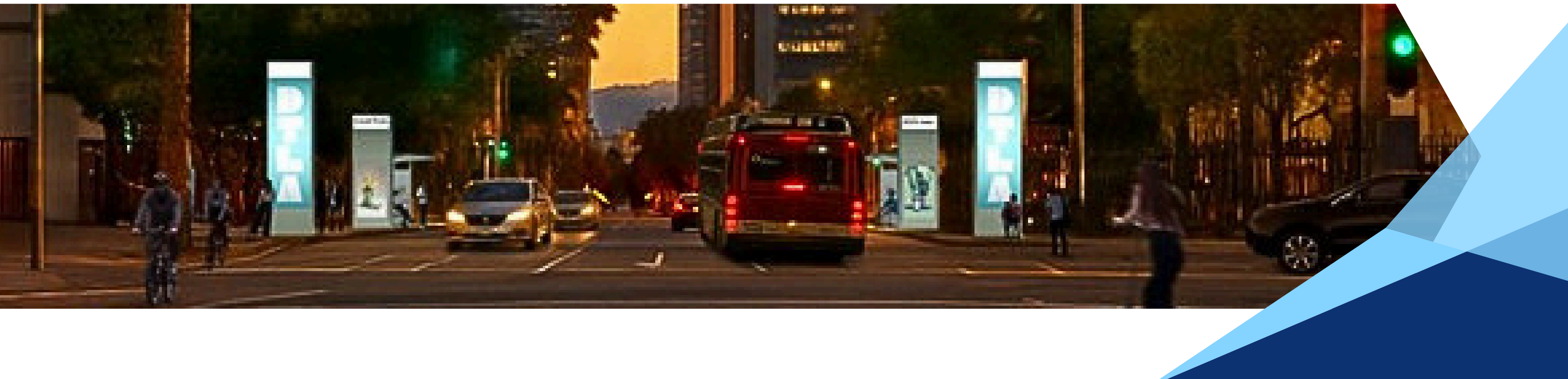


- Provides shelter from rain and sun
- Improves visibility and safety for transit riders
- Serves 29 bus lines from throughout the region
- Connects with numerous Metro rail stations
- Creates neighborhood identity through Gateway panels, bus wraps, interactive kiosks
- Serves the 17.4 million people who travel to DTLA annually

OPPORTUNITIES FOR INPUT

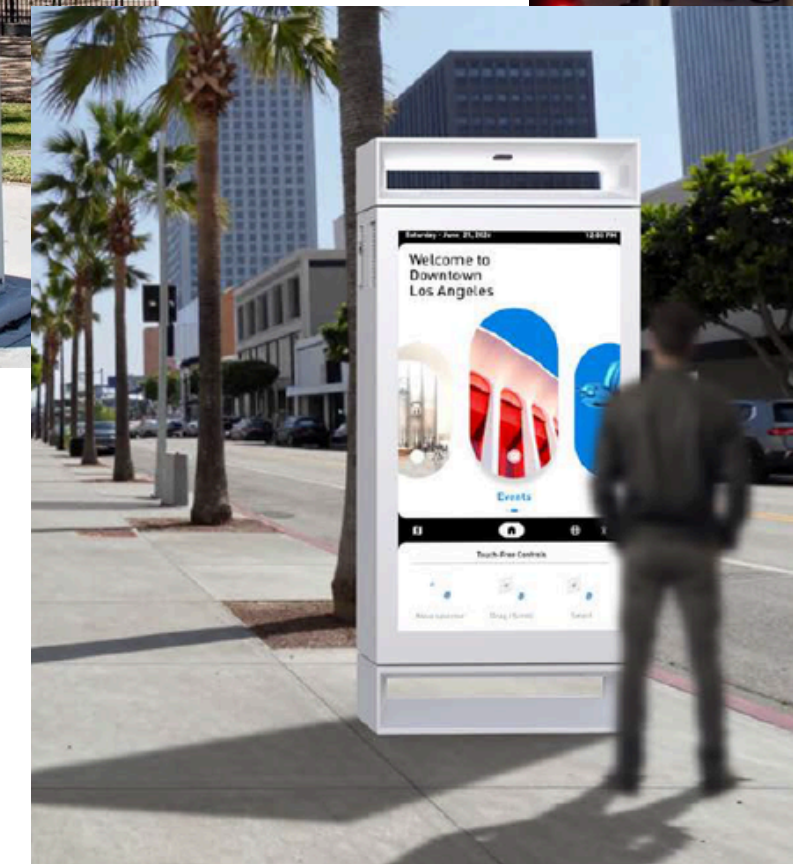
STAKEHOLDER INVOLVEMENT

BID members and other institutional stakeholders have the opportunity to help design elements of the shelters and panels in their neighborhoods to reflect local identity and welcome visitors.



3 DIFFERENT OBJECTS

- 12 urban gateway panels
- 20 bus shelter wraps
- 20 interactive kiosks

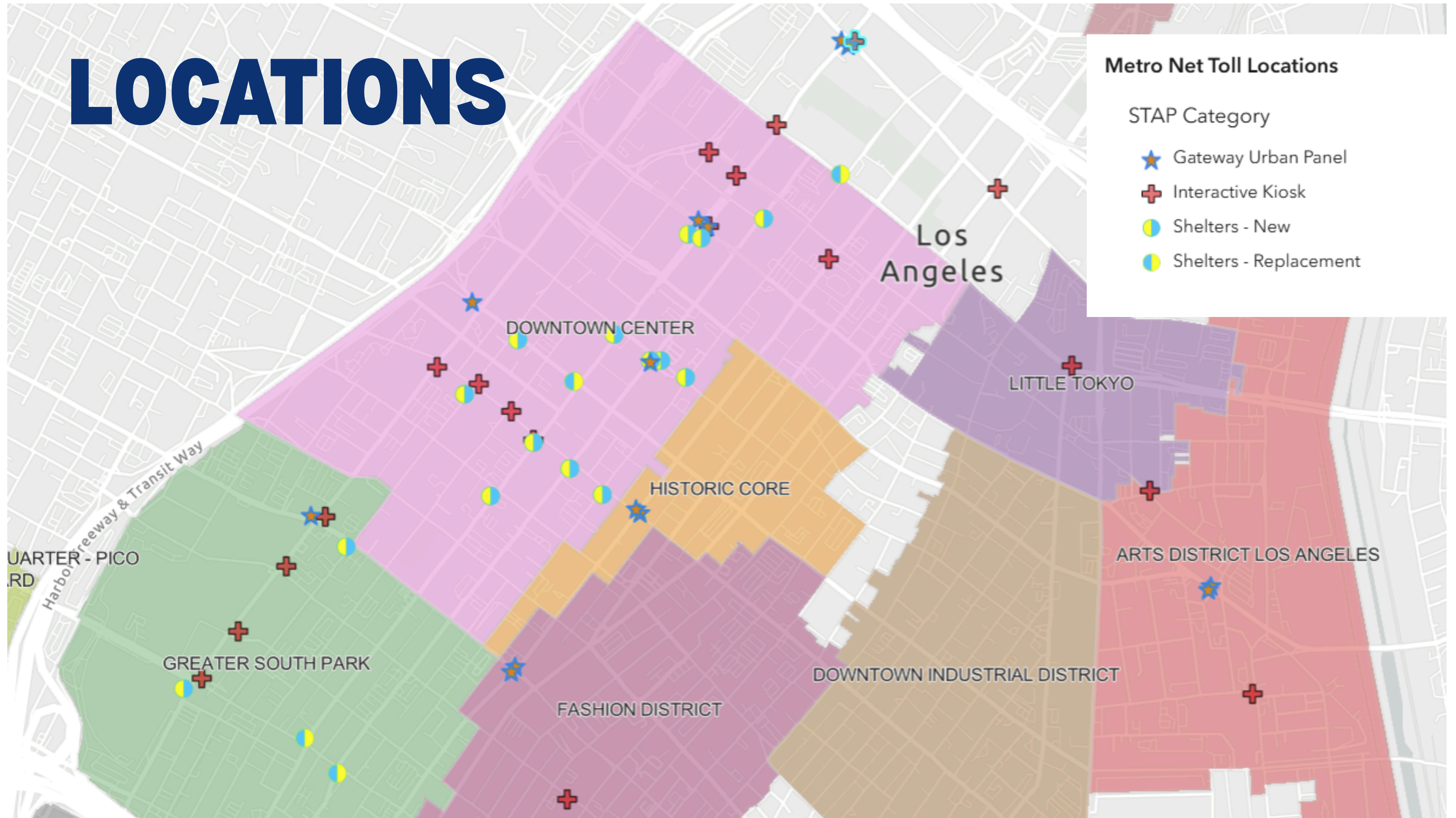


Bus

Train

Wayfinding

LOCATIONS



OPPORTUNITIES FOR INPUT :::::

Urban Gateway Panel with Icon

1 Icon / Object

Customizable by Community (material TBD)

2 Neighborhood ID

Internally illuminated (polychromatic) acrylic box with static vinyl signage: Color and Text Determined by Community

3 Gateway Graphic

Digital / Programmable Screen (info, PSA's, art)
4' x 12' approx.:
Graphic Determined by Community

4 Metal Structure / Housing

Vinyl Wrap: Customizable by Community

5 Advertisement (on back not shown)

Digital / Programmable Screen
Not Customizable by Community

6 Wayfinding (on back not shown)

Digital / Programmable Screen
Content Customizable by Community



OPPORTUNITIES FOR INPUT :::::

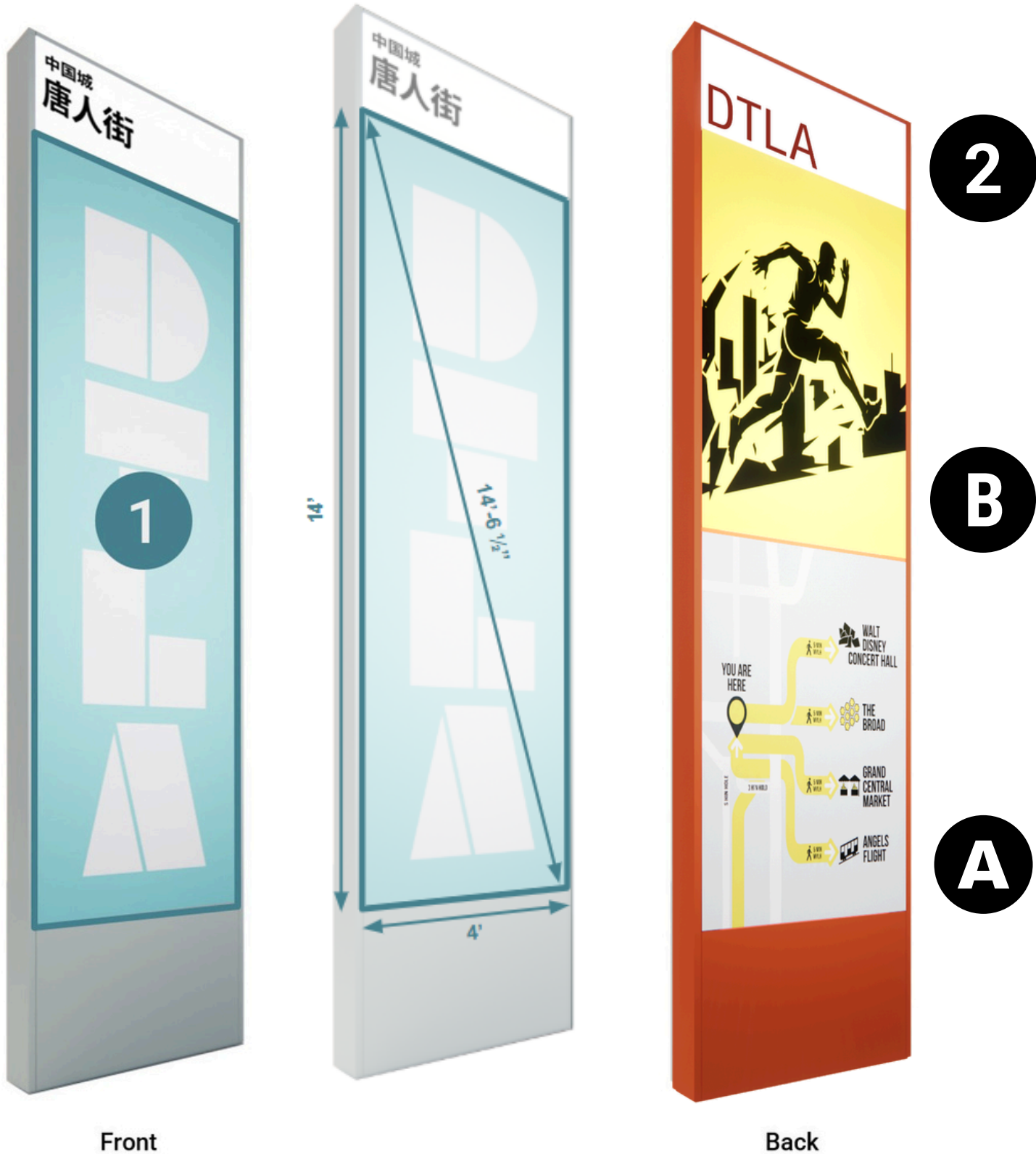
Urban Gateway Panel

Components | Display
Customizable Main Display Content

- 1 Gateway Sign

2A Wayfinding

2B Advertisement
- Customizable by Community



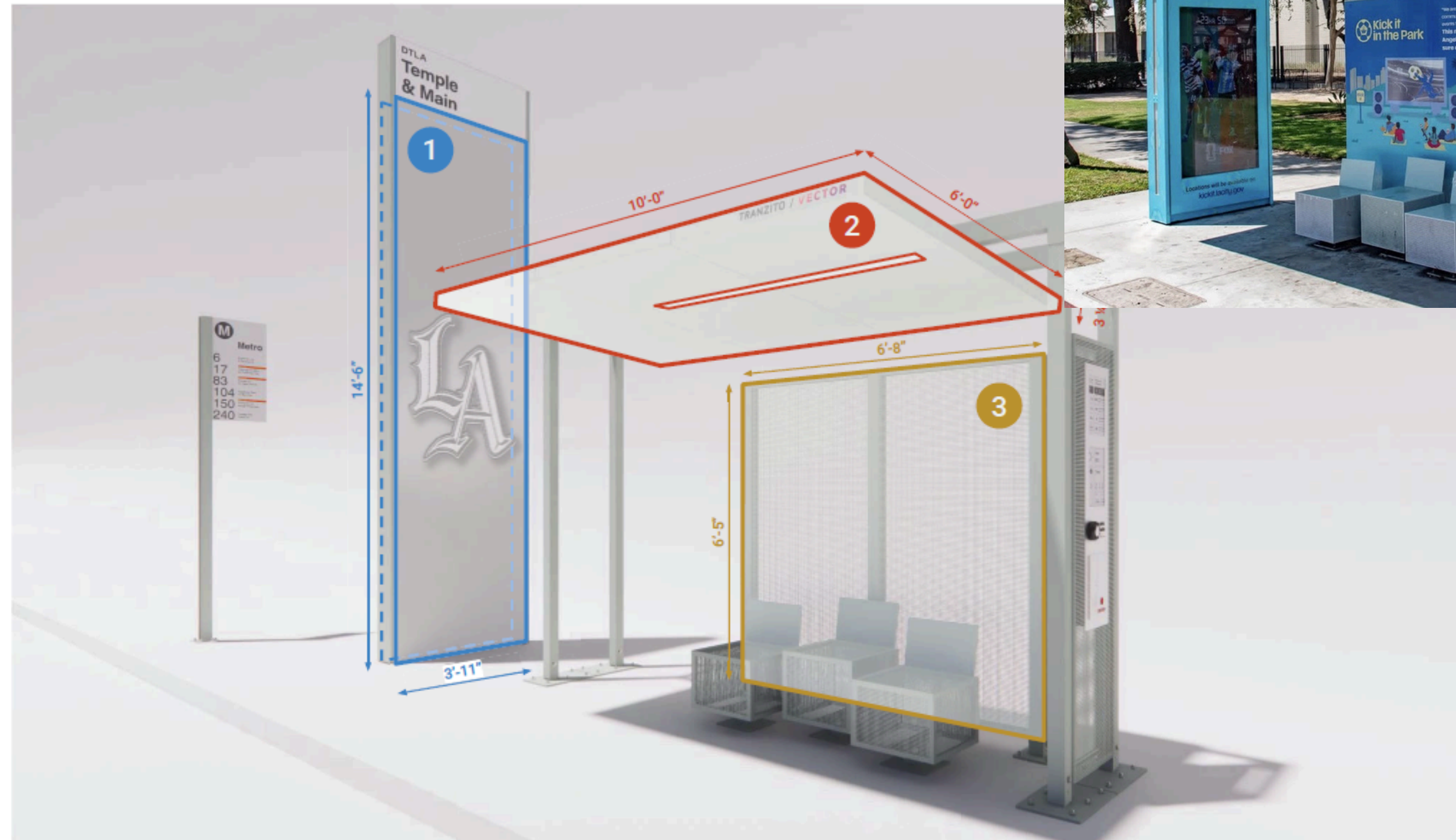
OPPORTUNITIES FOR INPUT :::::

Bus Shelter Wraps

Finishes | Wrap

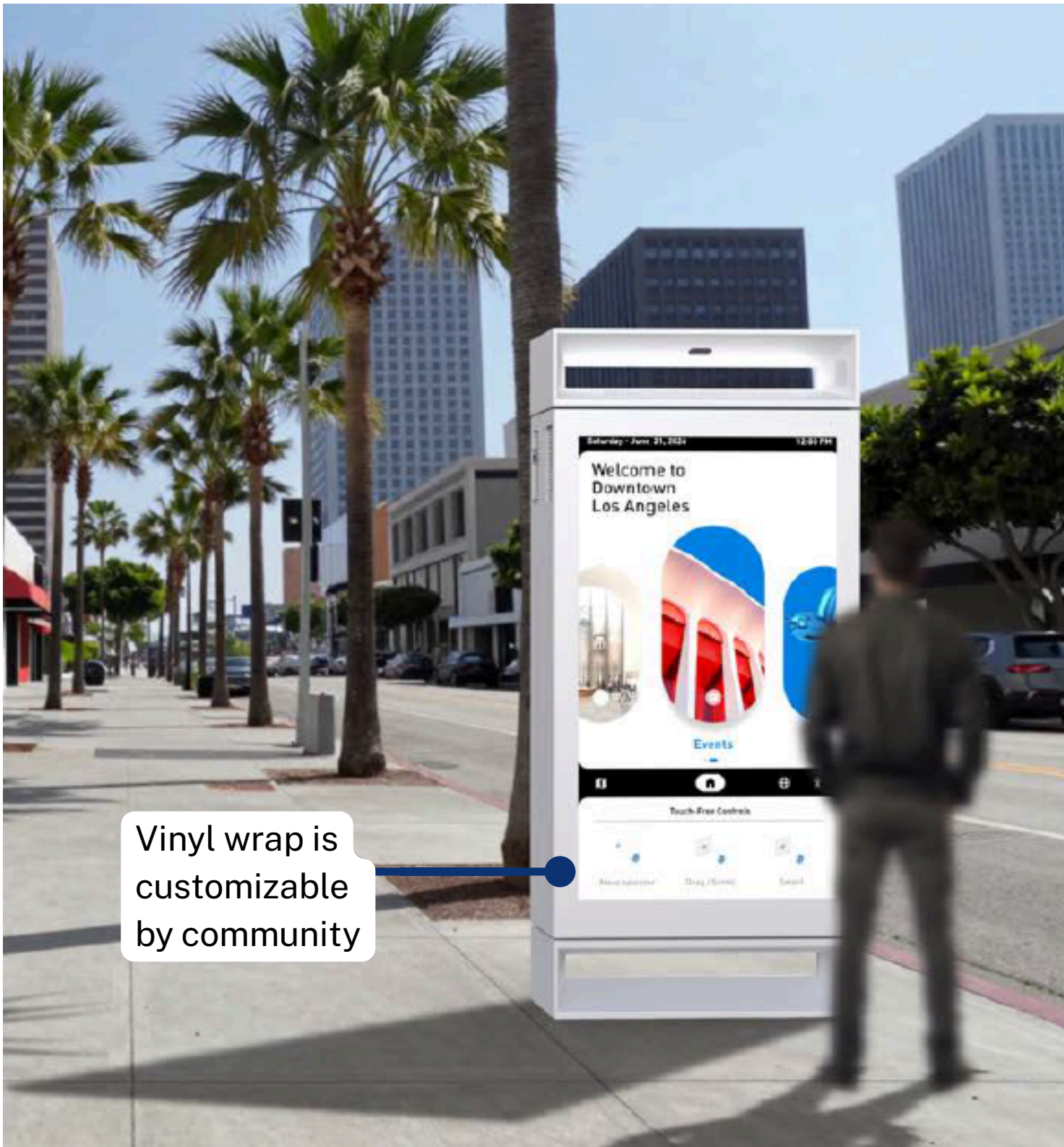
Location

- 1 Icon Ad Area ~114 SF
Excluding the interior side with information panel
- 2 Canopy ~67 SF
Excluding functional light surface area
- 3 Back Panel ~46 SF
Perforated surface only



OPPORTUNITIES FOR INPUT :::::

Digital Wayfinding Kiosks



Vinyl wrap is customizable by community

POI INFORMATION

CONTENT REQUIREMENTS

- TITLE**
Include the full name of the location
- CONTACT INFO**
Provide a phone number for contact. Use the following format: (XXX) XXX-XXXX
- ACCESSIBILITY**
Denote if the location is Handicap Accessible. This information is displayed only for confirmed accessible locations
- DESCRIPTION**
Provide a short description of the location, with minimum character count of 275 and maximum character count of 650

THUMBNAIL IMAGE
Provide one small thumbnail image for previews in 3x2 aspect ratio and no bigger than 5 mb in file size

HERO IMAGE
Provide minimum one image and maximum 5 images for the Hero header. Images must be a minimum width of 720px in 16:5 aspect ratio. Avoid unnecessarily large file sizes

ADDRESS
Provide the full address in the following format: Street Address, City, State Abbreviation, Zip Code

HOURS OF OPERATION
Provide hours of operation for each day of the week, including any holiday hours. Use AM/PM format (e.g., 9:00 AM – 6:00 PM). For locations open 24 hours, enter 'Open 24 Hours'

COST OF ADMISSIONS
Provide the cost of admissions, if applicable, from the following two options: Free Admission or Paid Admission

TRANSIT AMENITIES
Provide all available transit amenities, including Free/Paid parking, bike/scooter parking, etc.

The Broad

1.1 mi | 221 S Grand Ave, Los Angeles, CA 90012

Open - 10:00am - 8:00pm

(213) 232-6200

Handicap Accessible

Free Admission

Paid Parking

The Broad is a new contemporary art museum built by philanthropists Eli and Edythe Broad on Grand Avenue in downtown Los Angeles. The museum, which is designed by Diller Scofidio + Renfro in collaboration with Gensler will offer free general admission. The museum is home to the nearly 2,000 works of art in the Broad collection, which is among the most prominent holdings of postwar and contemporary art worldwide.

12 min

15 min

COLOR, TYPOGRAPHY, & DESIGN :: :: :: :: :: :: ::

Direction 1: Art & Culture

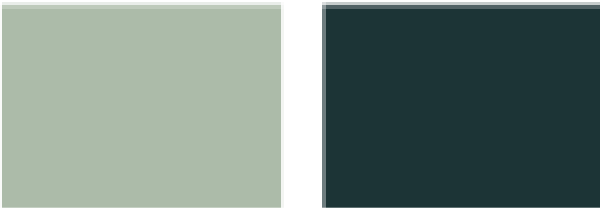
Primary Color



72° & Sunny

Tinted sky

Secondary Color



Agave

Dark sea



Title Acumin Pro Wide Black

CURB Today In Los Angeles

Number Acumin Pro

308 09:21 AM

Body Text Acumin Pro

The Best Transit System In Los Angeles

Everyone has the right to an effective remedy by the competent national tribunals for acts violating the fundamental rights granted him by the constitution or by law.

Decoration Anaphora Stencil

SANTA MONICA

COLOR, TYPOGRAPHY, & DESIGN :: :: :: :: :: :: :: ::

Direction 2: City of Contrast

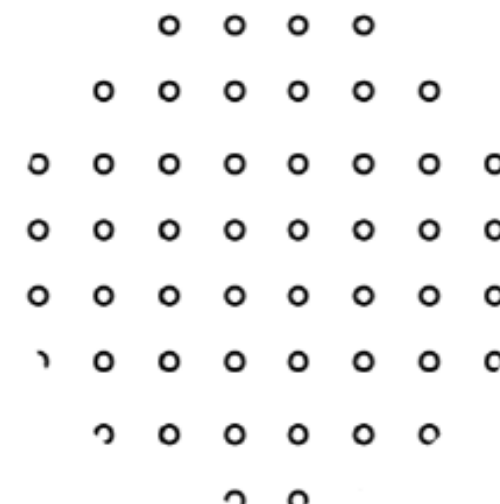
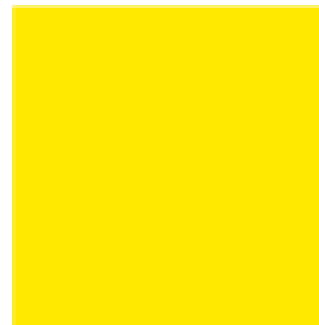
Background

Day-night



Elements

**Accent
Contrast**



Acumin Pro

**Clear
Legible
Contrast**

12345678910
12345678910
12345678910

Los Angeles



COMMUNITY

Bold, black and white background reflects iconic perception of Los Angeles; Hollywood glamour and pop culture heritage



CONSISTENCY

A single pop of color - easily recognized as official LA transit system messaging



COMMUNICATION

Simplicity and clarity through high contrast, simple colorway for accessibility of information.

COLOR, TYPOGRAPHY, & DESIGN :: :: :: :: :: :: ::

Direction 3: Geography & Geometry



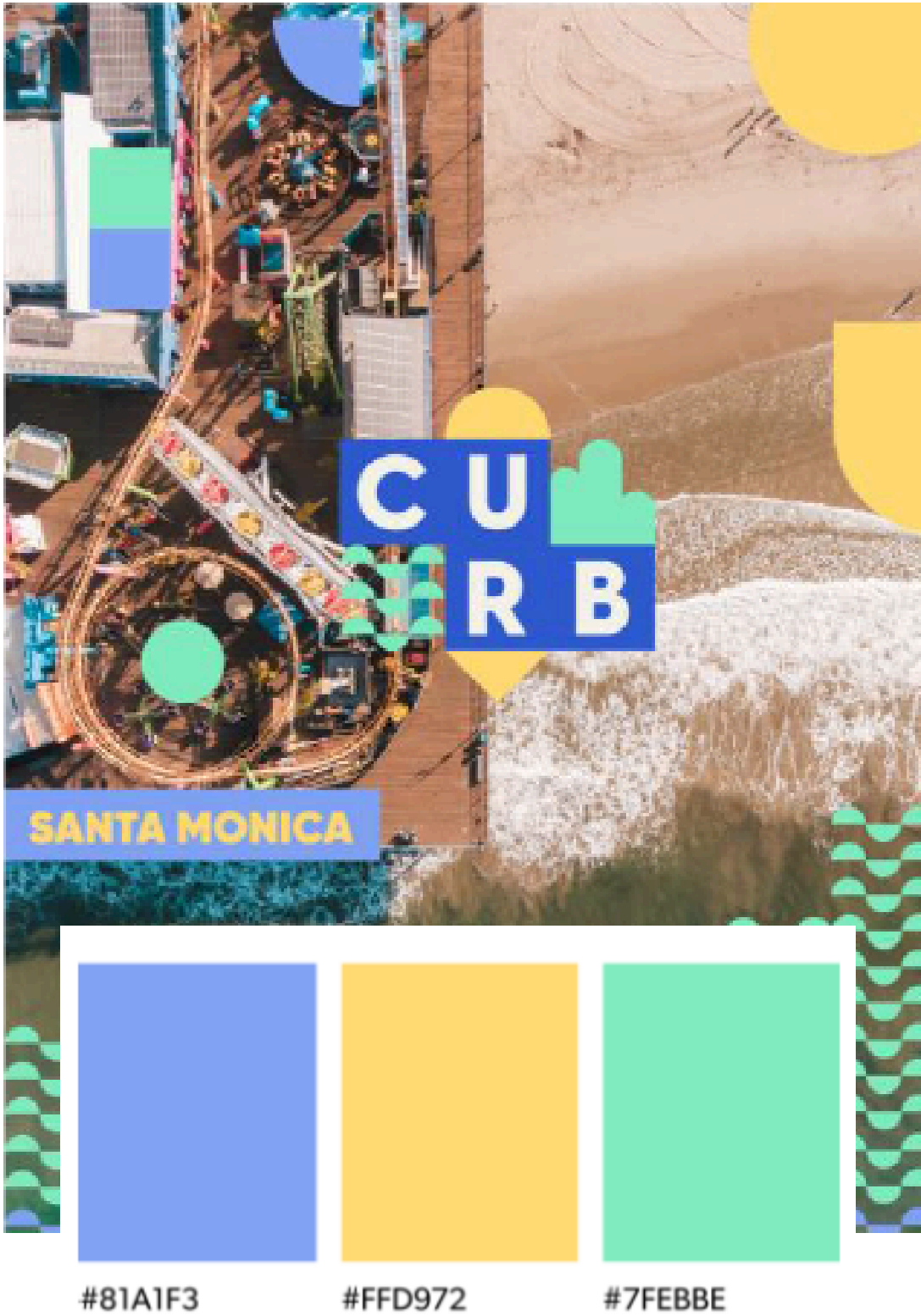
Font: Acumin Pro

Curb in Los Angeles

602 761 09:21 am

Curb is the best transit system in Los Angeles.

Everyone has the right to an effective remedy by the competent national tribunals for acts violating the fundamental rights granted them by the constitution or by law.





Los Angeles Neighborhood Initiative

THANK YOU

Stephen Post,
BID Program Manager
stephen@lani.org
www.lani.org

Diana Jih
StreetsLA
diana.jih@lacity.org
streets.lacity.gov



[Direct Link to Bus Shelter Maintenance](#)