

I-DRIVE DISTRICT – 2040 VISION BRANDING & WAYFINDING

I-DRIVE BUSINESS IMPROVEMENT DISTRICT

October 27, 2021



ORANGE COUNTY PLANNING DIVISION
PLANNING, ENVIRONMENTAL & DEVELOPMENT SERVICES DEPARTMENT

Background

WHY: Branding strengthens the District as a World Destination and Wayfinding signs provide visitors and locals good orientation

WHAT: Preparation of a Wayfinding/Branding Master Plan for the I-Drive District

HOW: By Designing options based on stakeholders, business owners and staff's input

WHEN: Final Wayfinding Master Plan level drawings are currently being completed

Procurement is intended to be scheduled for Jan/Feb of 2022

Installation of bid package will happen incrementally over time and in coordination with the District's planned infrastructure improvements

Wayfinding & Branding

PREVIOUS MEETINGS TIMELINE

2018

02

04

06

08

10

2019

02

04

06

08

10

2020

02

04

06

08

2021

Staff & Consultant

May 31, 2018

June 14, 2018

June 20, 2018

June 29, 2018

September 5, 2018

March 19, 2019

September 18, 2021

Stakeholders

January 11, 2019

February 1, 2019

May 28, 2019

September 12, 2019

October 7, 2019

November 13, 2019

January 9, 2020

February 11, 2020

May 20, 2021

August 11, 2021

September 22, 2021

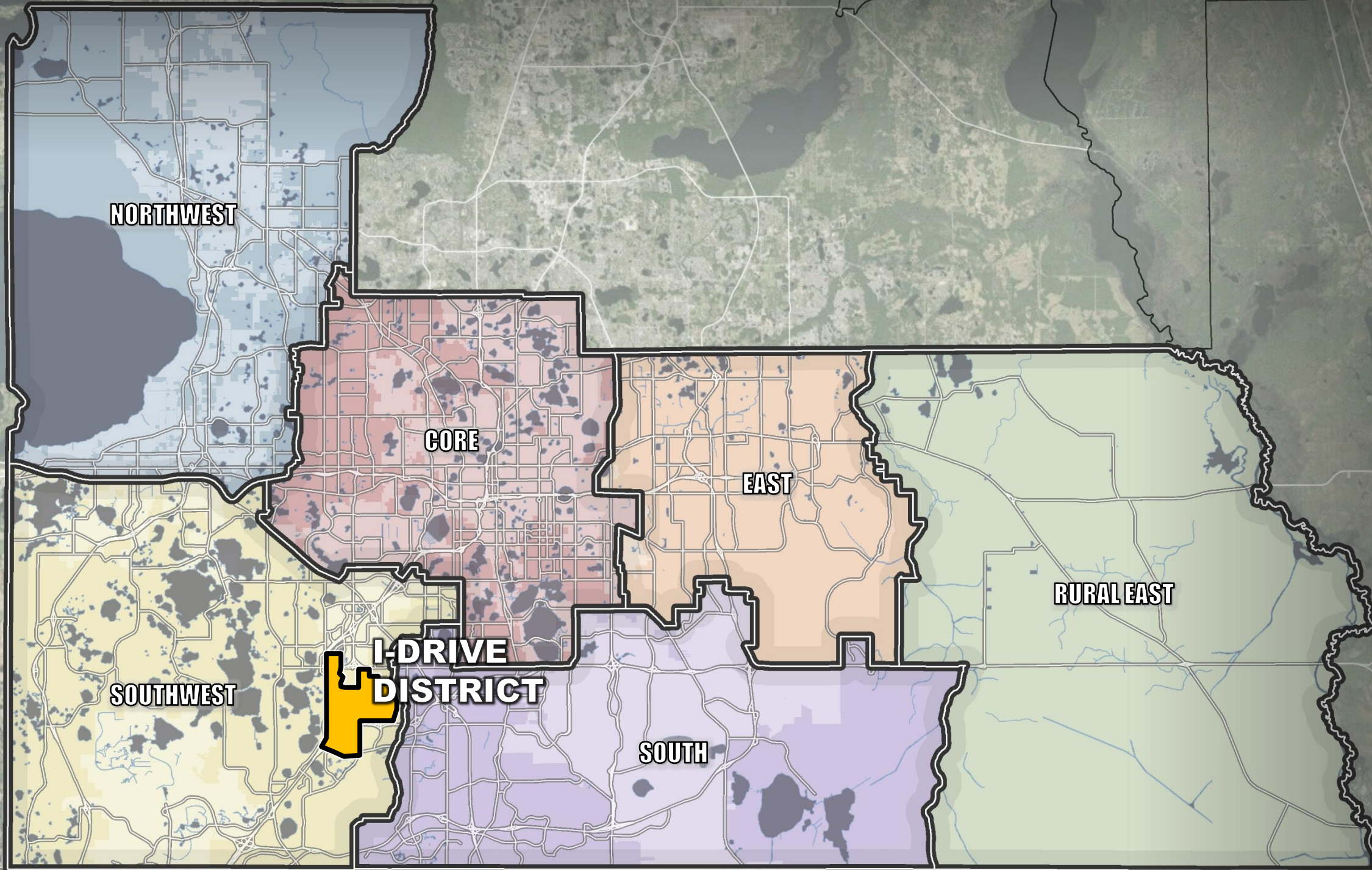
Steering Review Group

December 7, 2018

August 18, 2020

INTERNATIONAL DRIVE CRA

I-DRIVE DISTRICT WAYFINDING & BRANDING

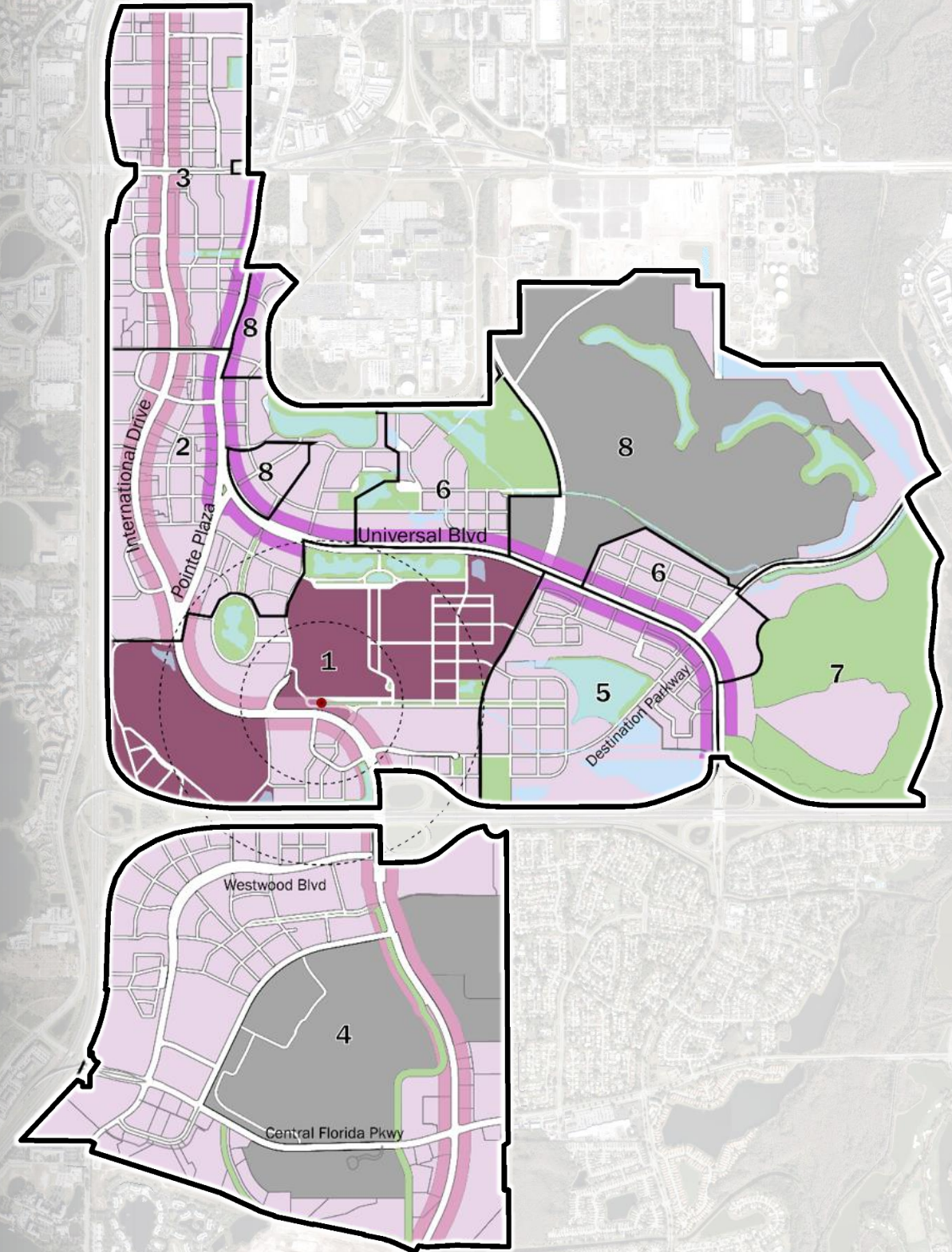


INTERNATIONAL DRIVE CRA

I-DRIVE DISTRICT WAYFINDING & BRANDING

I-DRIVE DISTRICT OVERLAY

Adopted Regulating Plan



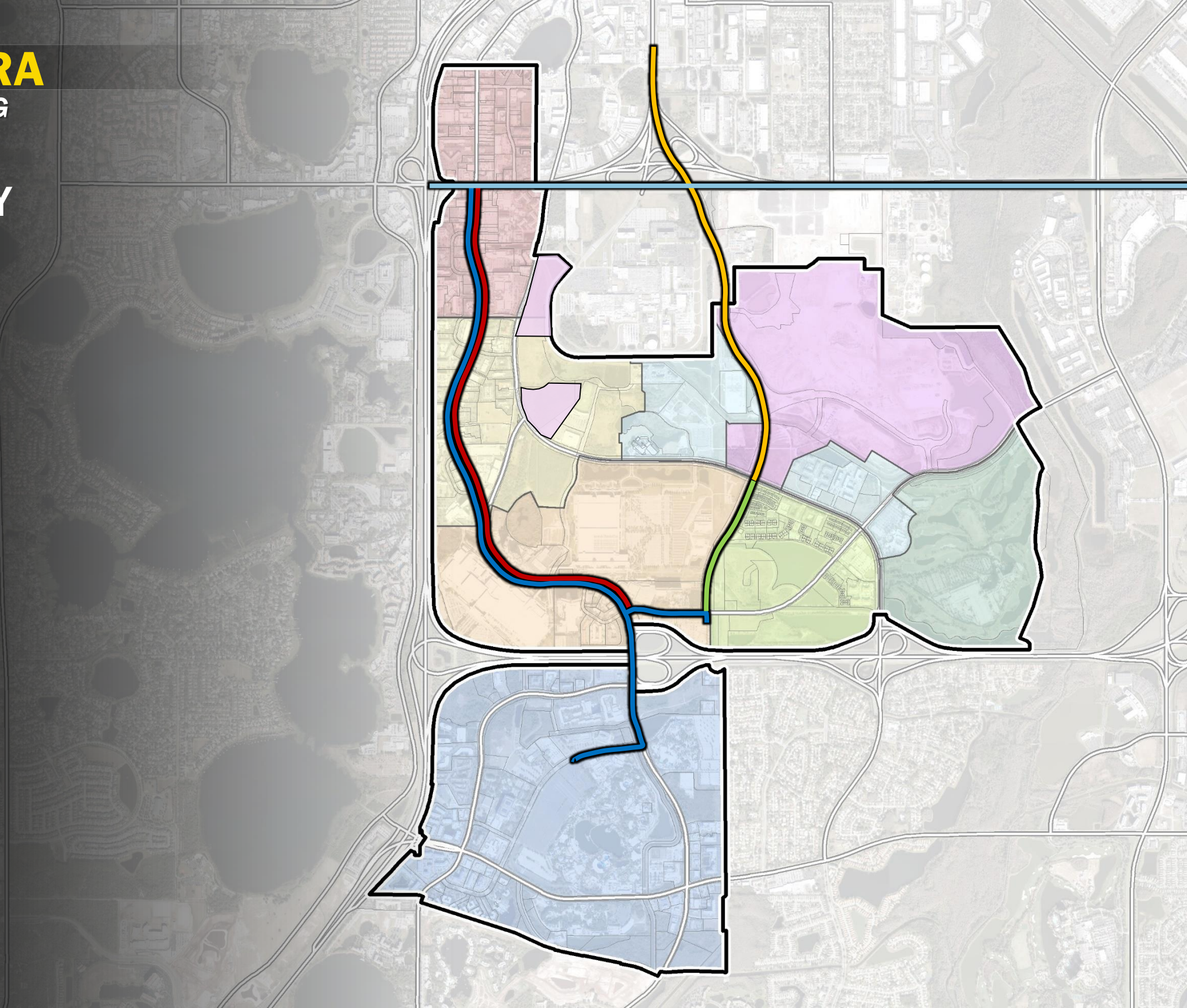
INTERNATIONAL DRIVE CRA

I-DRIVE DISTRICT WAYFINDING & BRANDING

I-DRIVE DISTRICT OVERLAY

Current CIP Projects

-  Sand Lake Road Project
-  I-Drive Transit Lanes
-  I-Drive TFATA Study
-  Kirkman Road Extension
-  Tradeshow Boulevard



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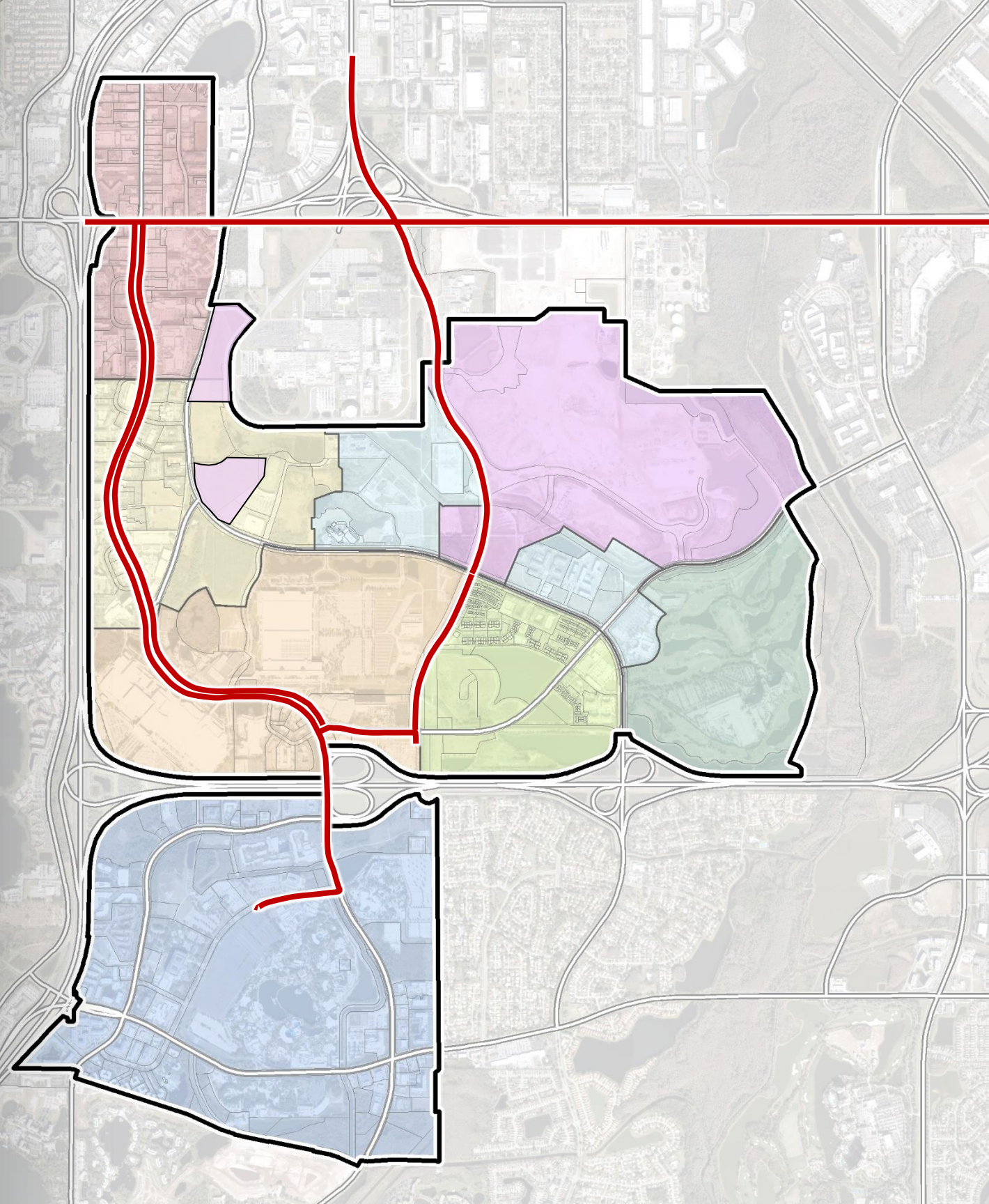
I-DRIVE DISTRICT WAYFINDING & BRANDING

I-DRIVE DISTRICT OVERLAY

Wayfinding & Signage Master Plan

Gateways & Subdistrict Signs

Vehicular & Pedestrian Signs



Wayfinding & Branding

THREE SCALES OF SIGNS



Gateway
Signs

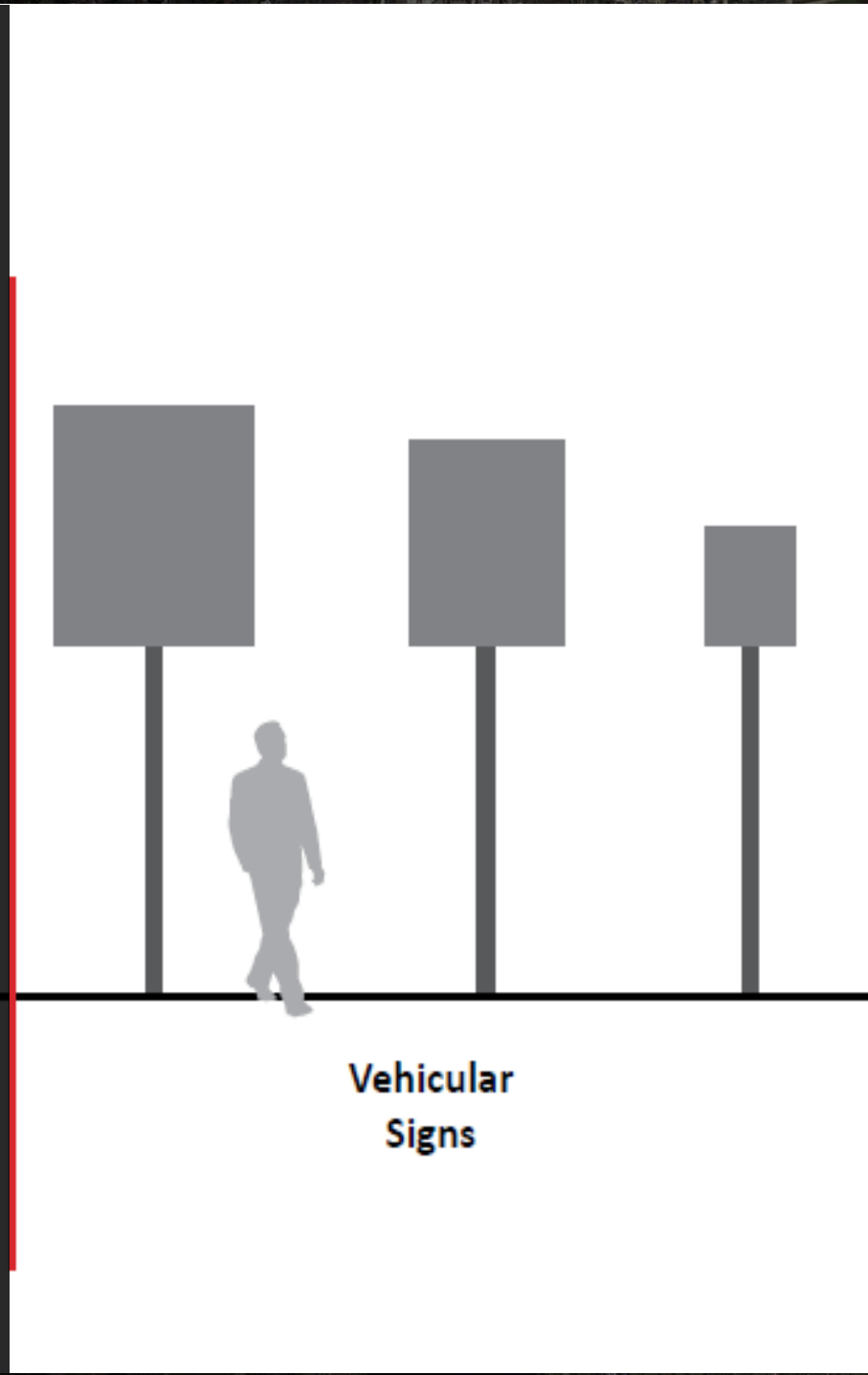


Wayfinding & Branding

THREE SCALES OF SIGNS

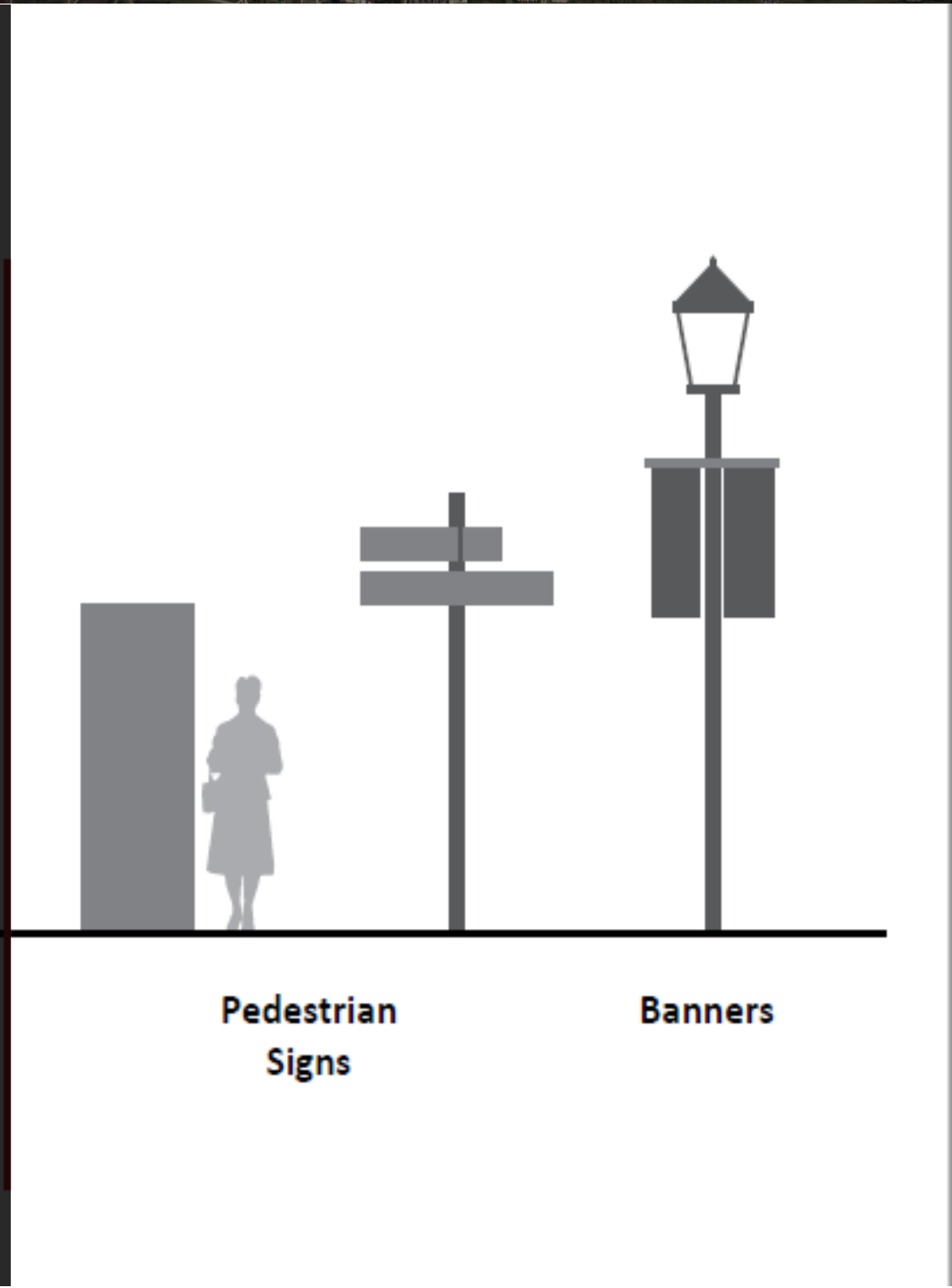
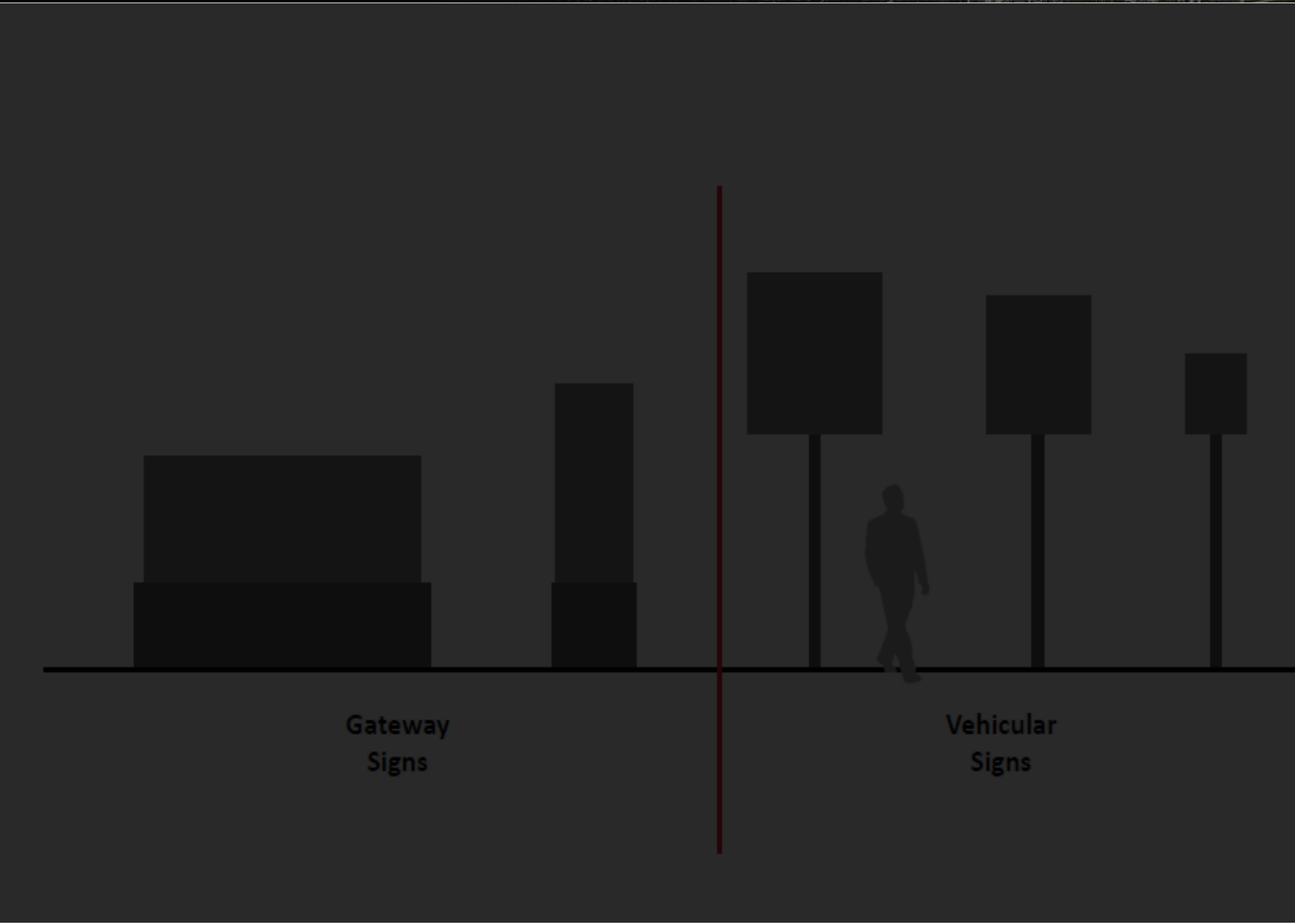
Gateway
Signs

Vehicular
Signs



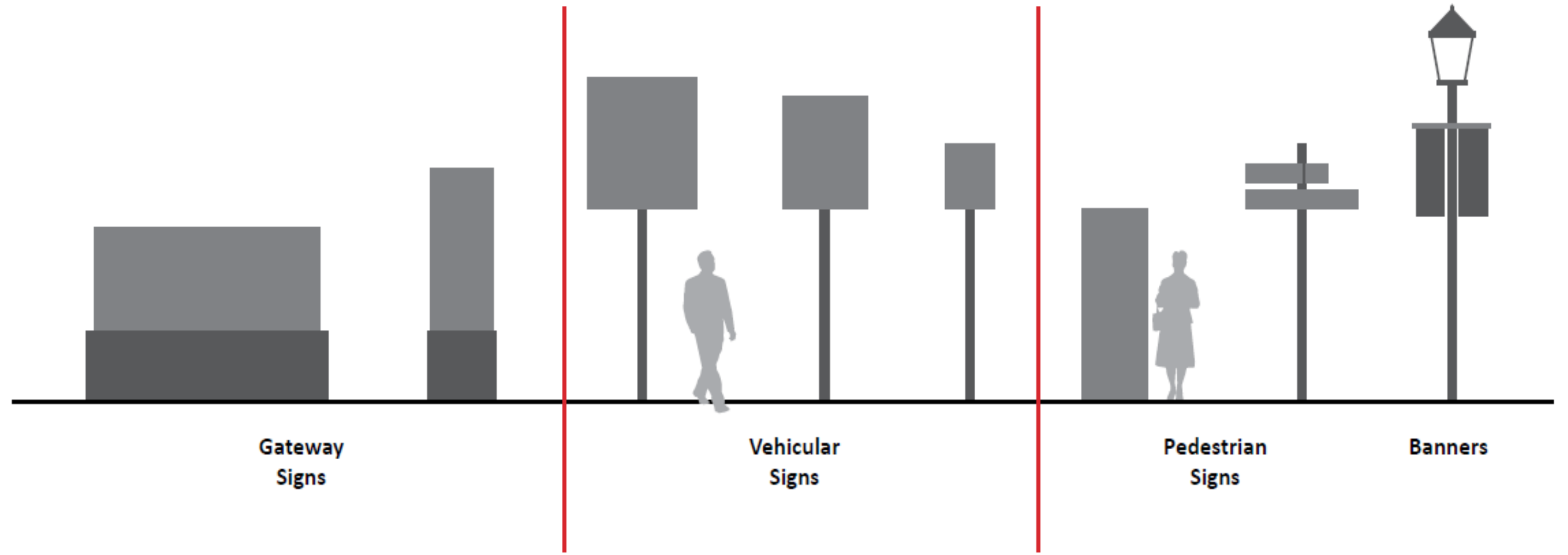
Wayfinding & Branding

THREE SCALES OF SIGNS



Wayfinding & Branding

THREE SCALES OF SIGNS



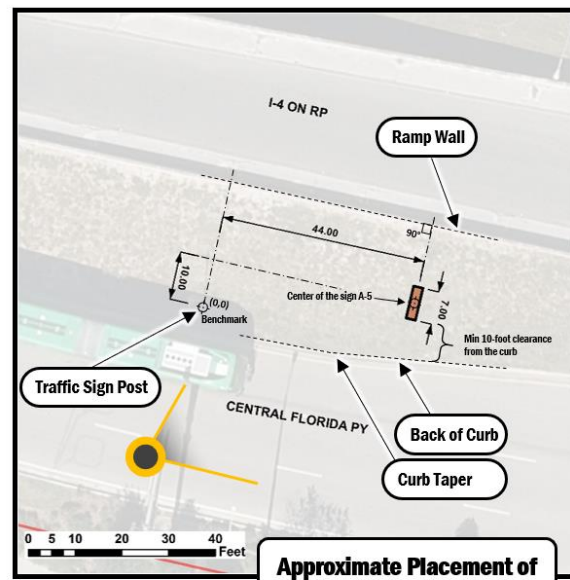
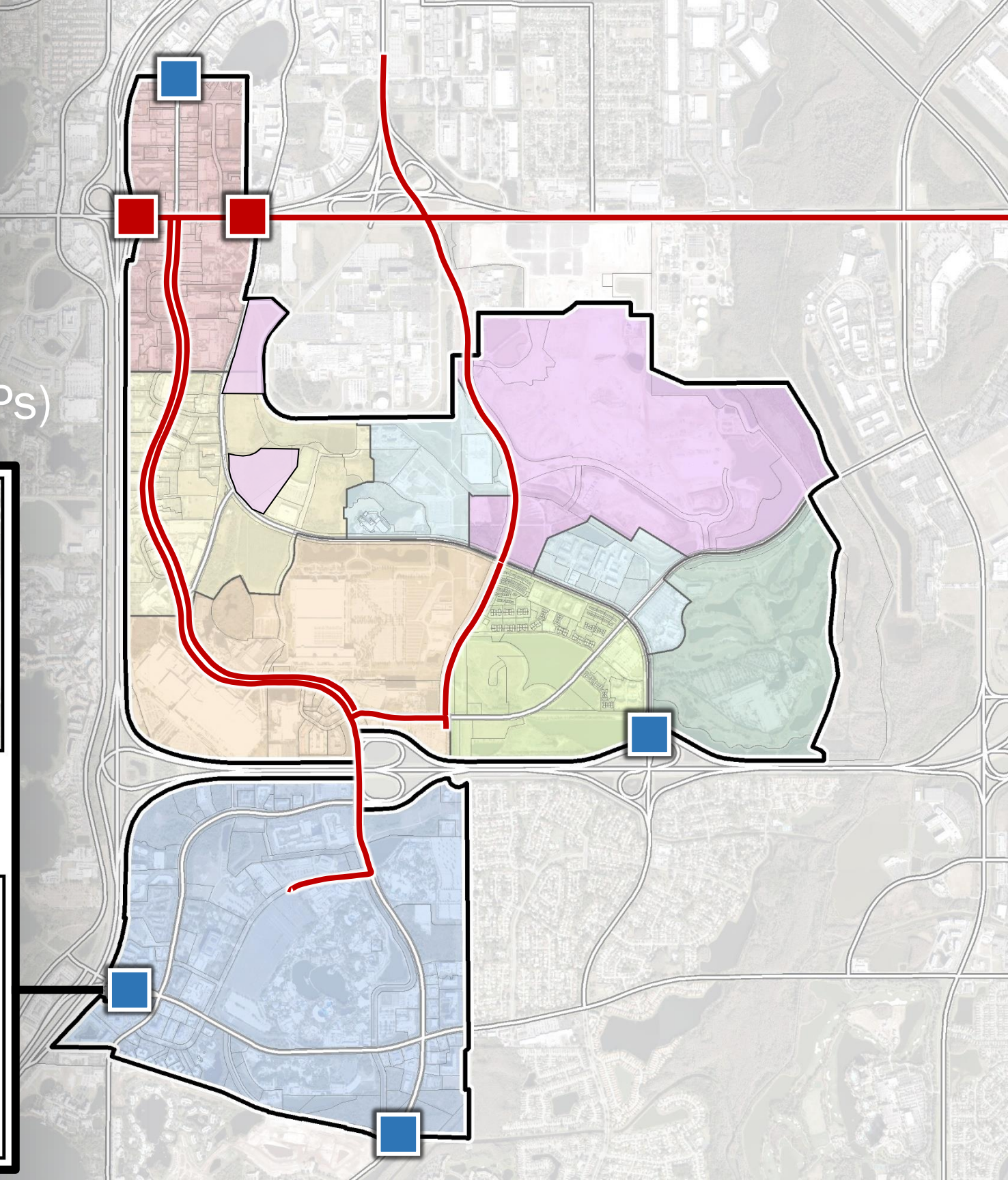
INTERNATIONAL DRIVE CRA

I-DRIVE DISTRICT WAYFINDING & BRANDING

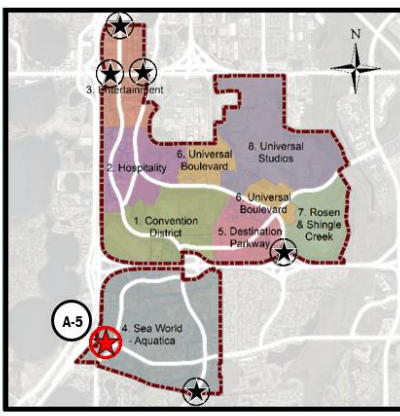
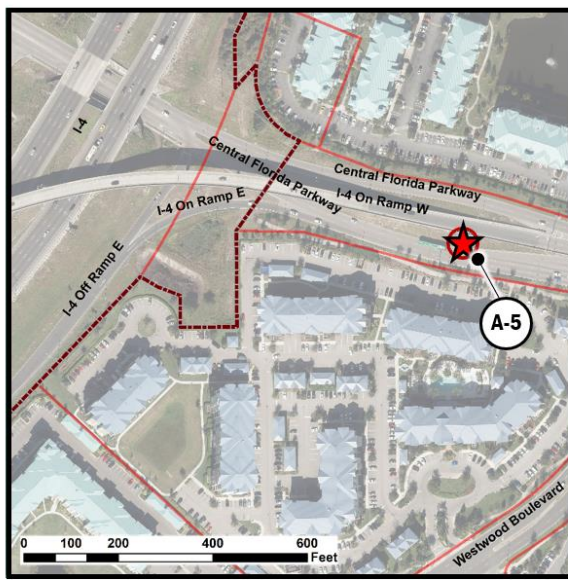
GATEWAY SIGNS

■ Phase 1 (4 - no CIP conflicts)

■ Future Phases (2 - to be coordinated w/ CIPs)

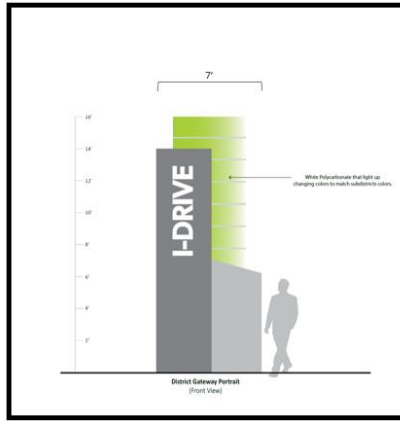


Approximate Placement of District Gateway Sign A-5



District Gateway Signage Map

- ★ District Gateway Sign
- ★ District Gateway Sign A-5
- I-Drive District Boundary



Type: Monument
Size: 16' X 7'

Disclaimers:

- 1- Massing models are for illustrative purposes only.
- 2- All Dimensions measure the coordinates of the monument center in reference to the proposed benchmark.
- 3- All dimensions are approximate and shall be updated by contractor at construction documentation phase.
- 4- Easements and the location of utility conduits were not considered in this analysis. All the site constraints shall be field-verified.

Notes: Aluminum fabrication, Internally illuminated letters, White polycarbonate sections internally illuminated with color change LED lighting

District Gateway Sign A-5

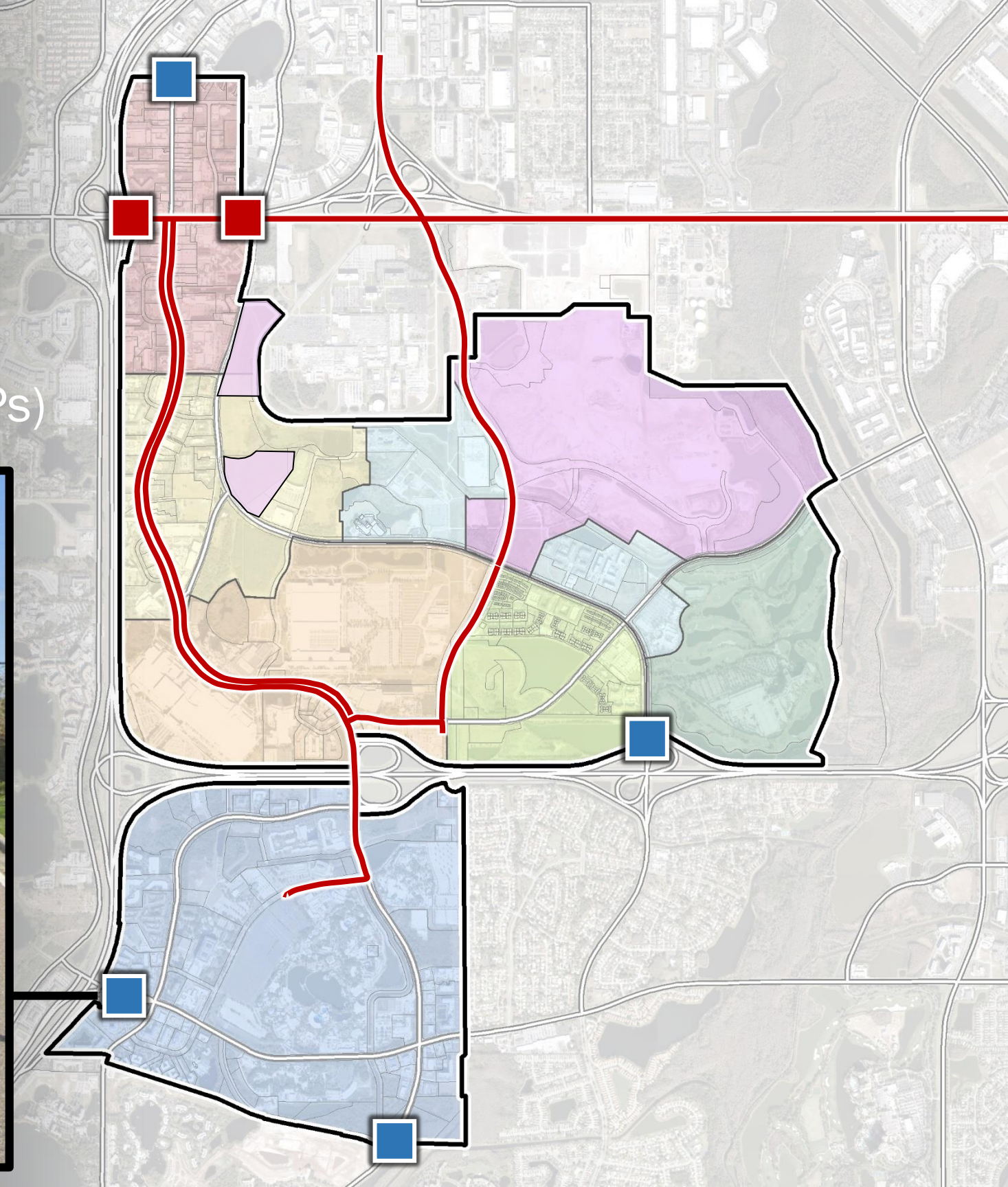
INTERNATIONAL DRIVE CRA

I-DRIVE DISTRICT WAYFINDING & BRANDING

GATEWAY SIGNS

■ Phase 1 (4 - no CIP conflicts)

■ Future Phases (2 - to be coordinated w/ CIPs)

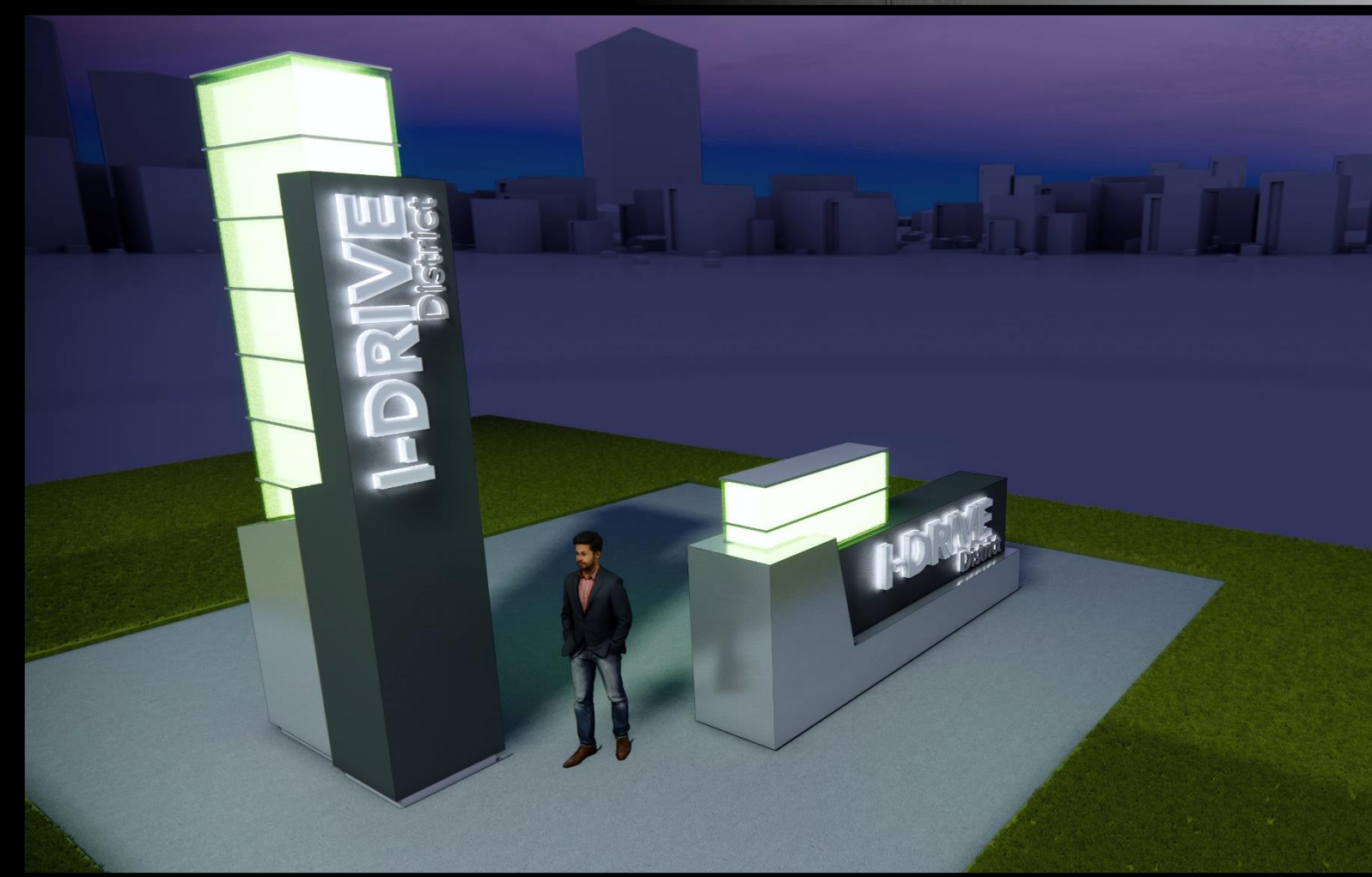
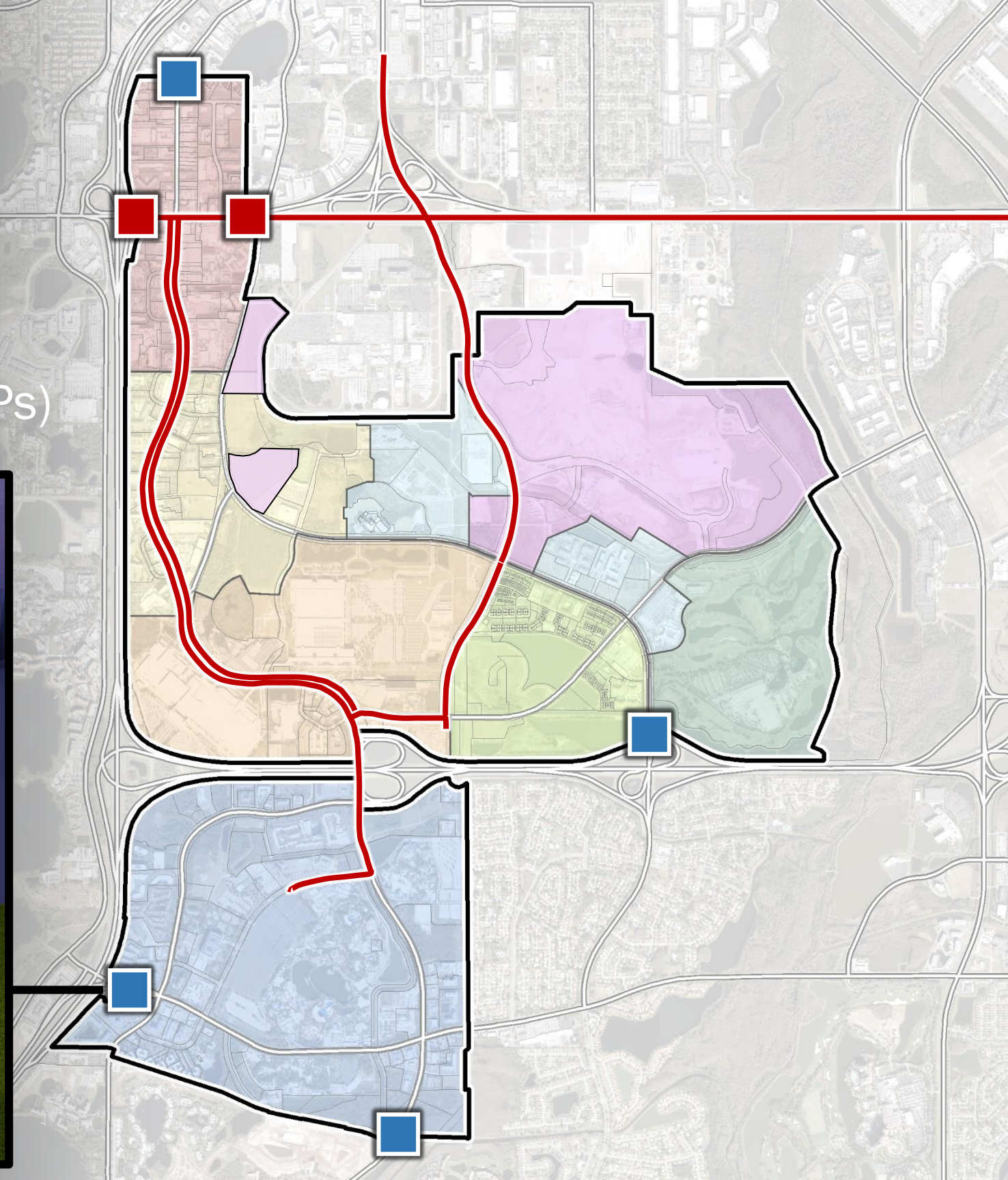


INTERNATIONAL DRIVE CRA

I-DRIVE DISTRICT WAYFINDING & BRANDING

GATEWAY SIGNS

- Phase 1 (4 - no CIP conflicts)
- Future Phases (2 - to be coordinated w/ CIPs)



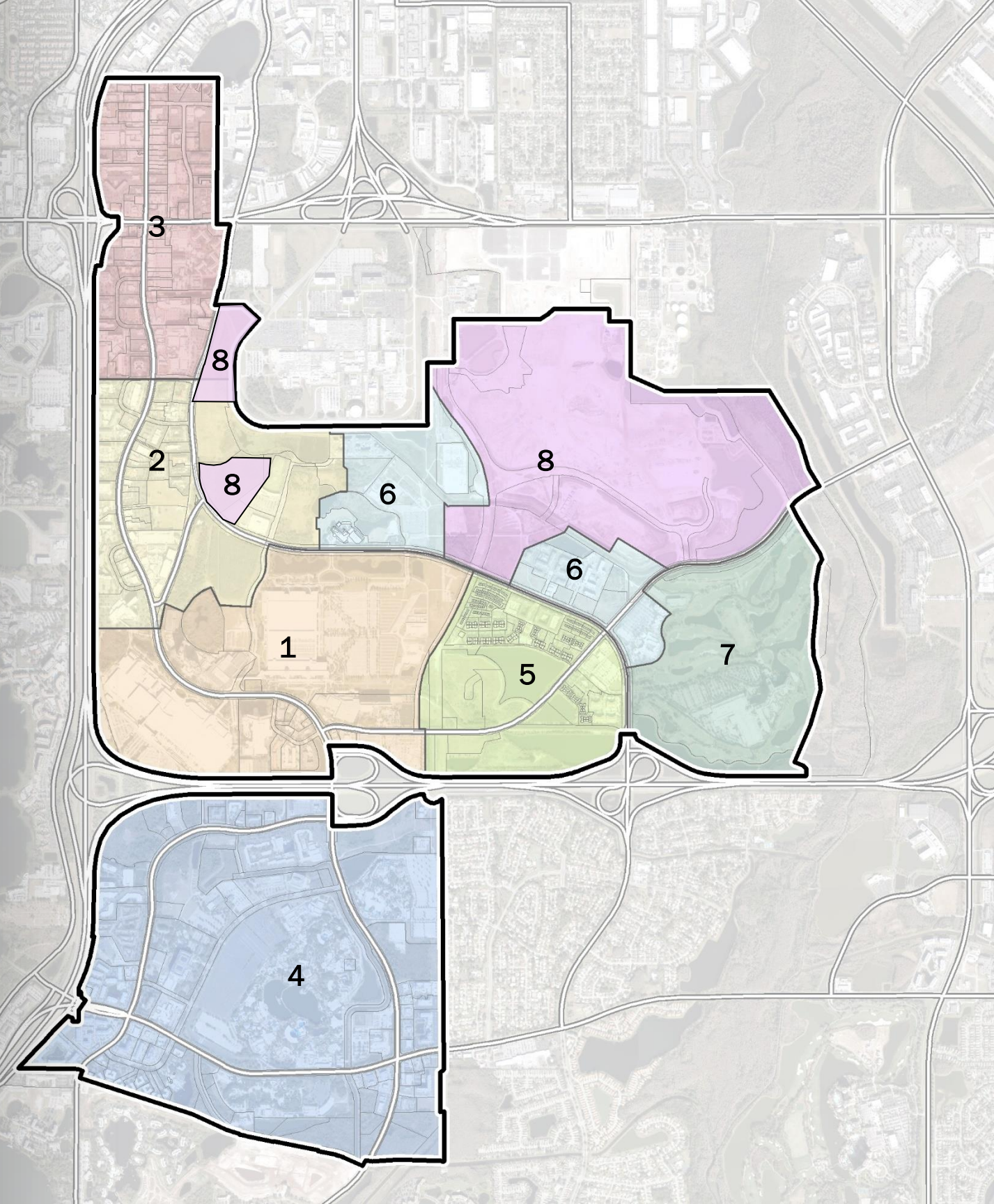
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I-DRIVE DISTRICT WAYFINDING & BRANDING

I-DRIVE DISTRICT OVERLAY

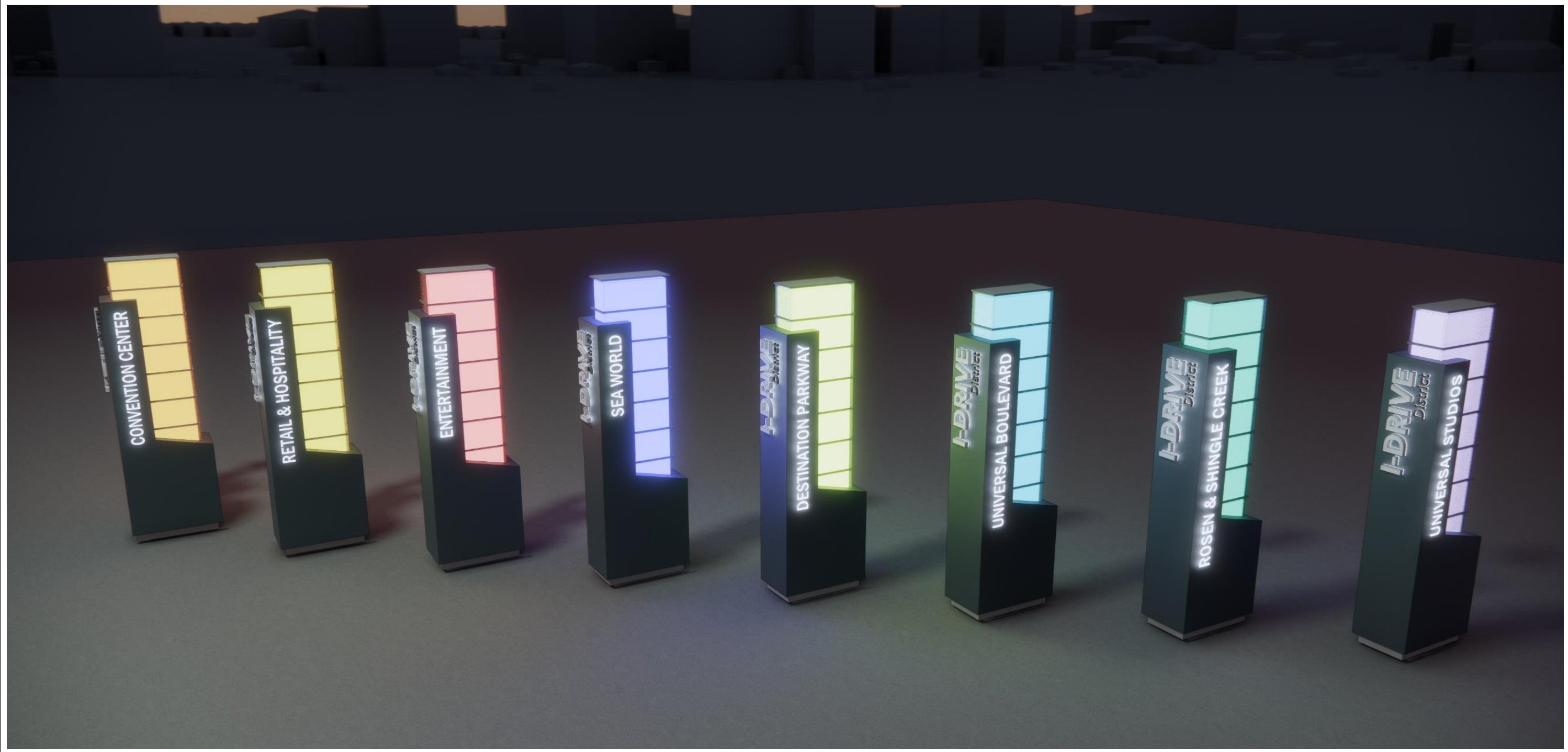
SUBDISTRICTS

- 1. Convention Center**
- 2. Retail & Hospitality**
- 3. Entertainment**
- 4. Sea World**
- 5. Destination Parkway**
- 6. Universal Boulevard**
- 7. Rosen & Shingle Creek**
- 8. Universal**



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I-DRIVE DISTRICT WAYFINDING & BRANDING

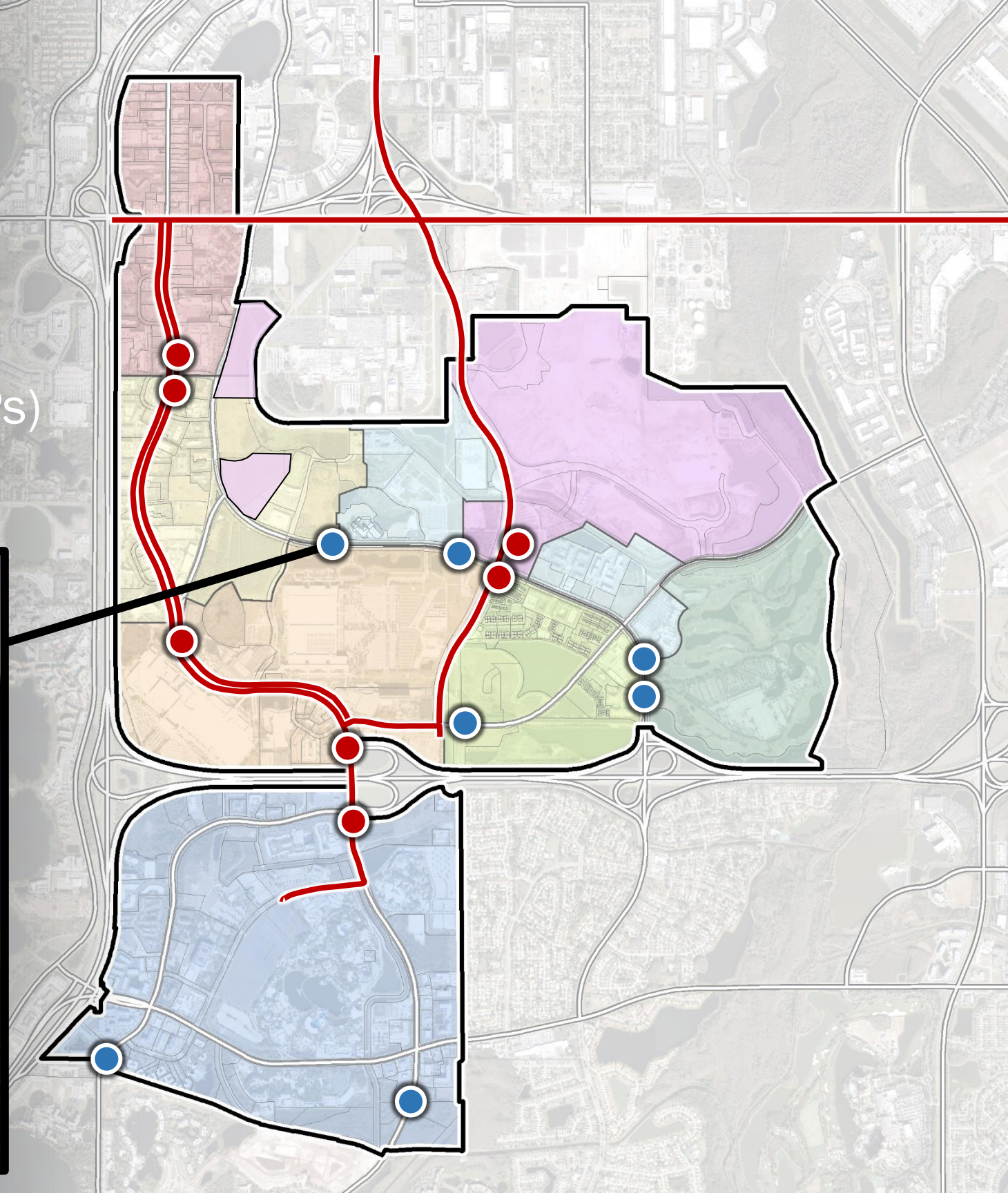
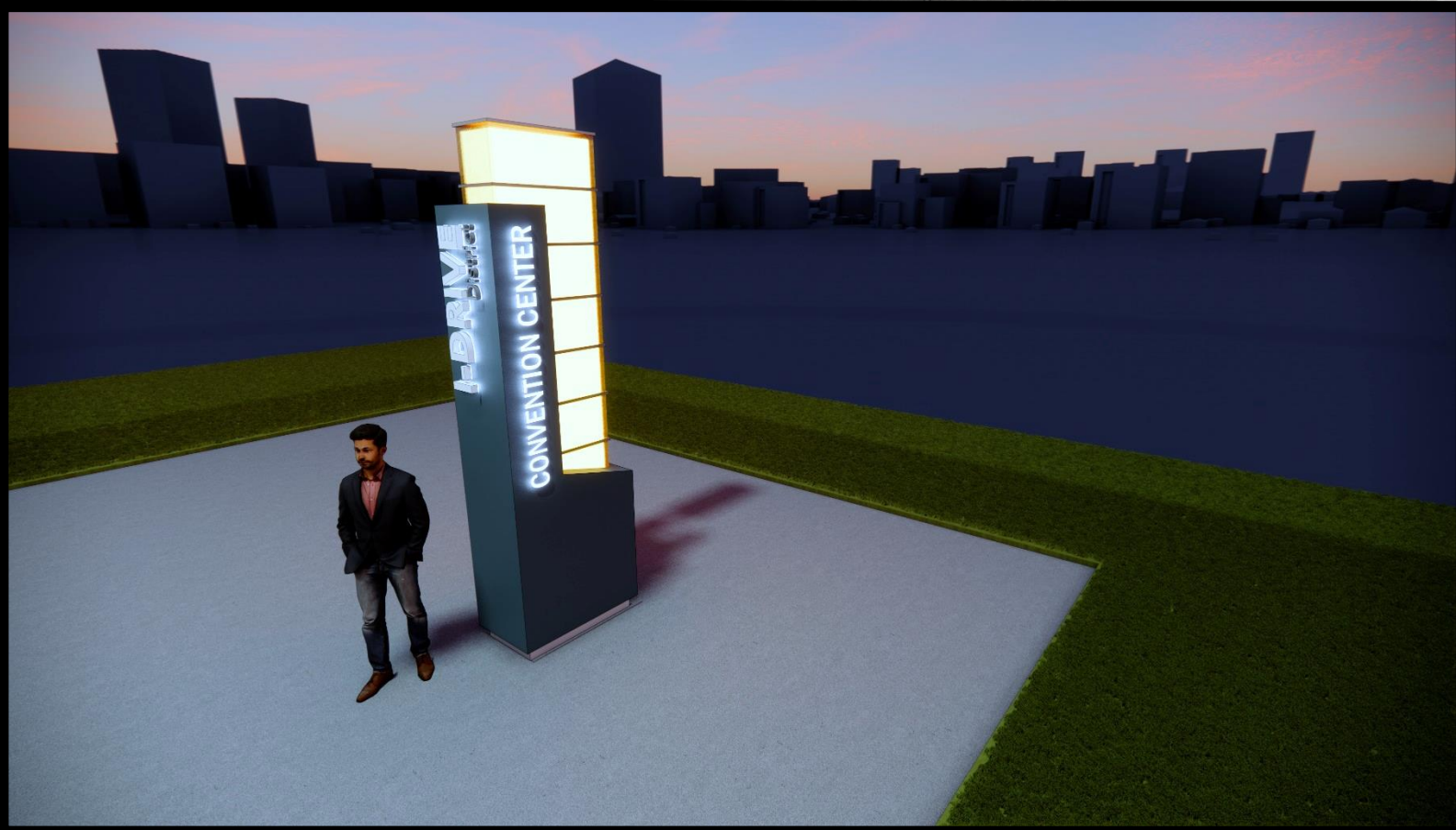


INTERNATIONAL DRIVE CRA

I-DRIVE DISTRICT WAYFINDING & BRANDING

SUBDISTRICT SIGNS

- Phase 1 (7 - no CIP conflicts)
- Future Phases (7 - to be coordinated w/ CIPs)



INTERNATIONAL DRIVE CRA

I-DRIVE DISTRICT WAYFINDING & BRANDING

SUBDISTRICT SIGNS

● Phase 1 (7 - no CIP conflicts)

● Future Phases (7 - to be coordinated w/ CIPs)

Approximate Placement of District Gateway Sign B-4

Sub-District Gateway Signage Map

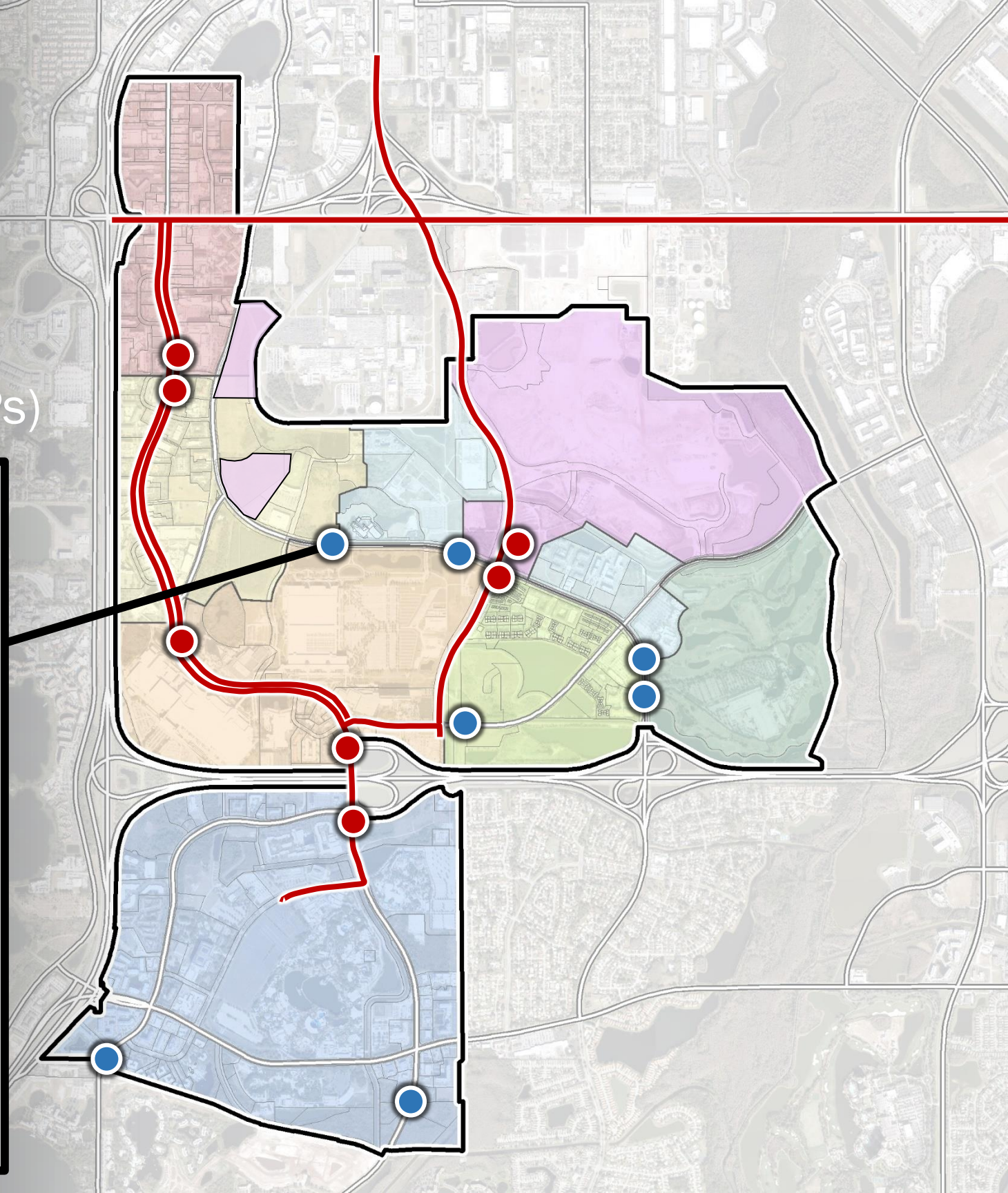
- Sub-District Gateway Sign
- Sub-District Gateway Sign B-4
- ▭ I-Drive District Boundary

Monument Type C
Size: 2'-11" X 1'-4" X 11'-6"

Sub-District Gateway Sign B-4

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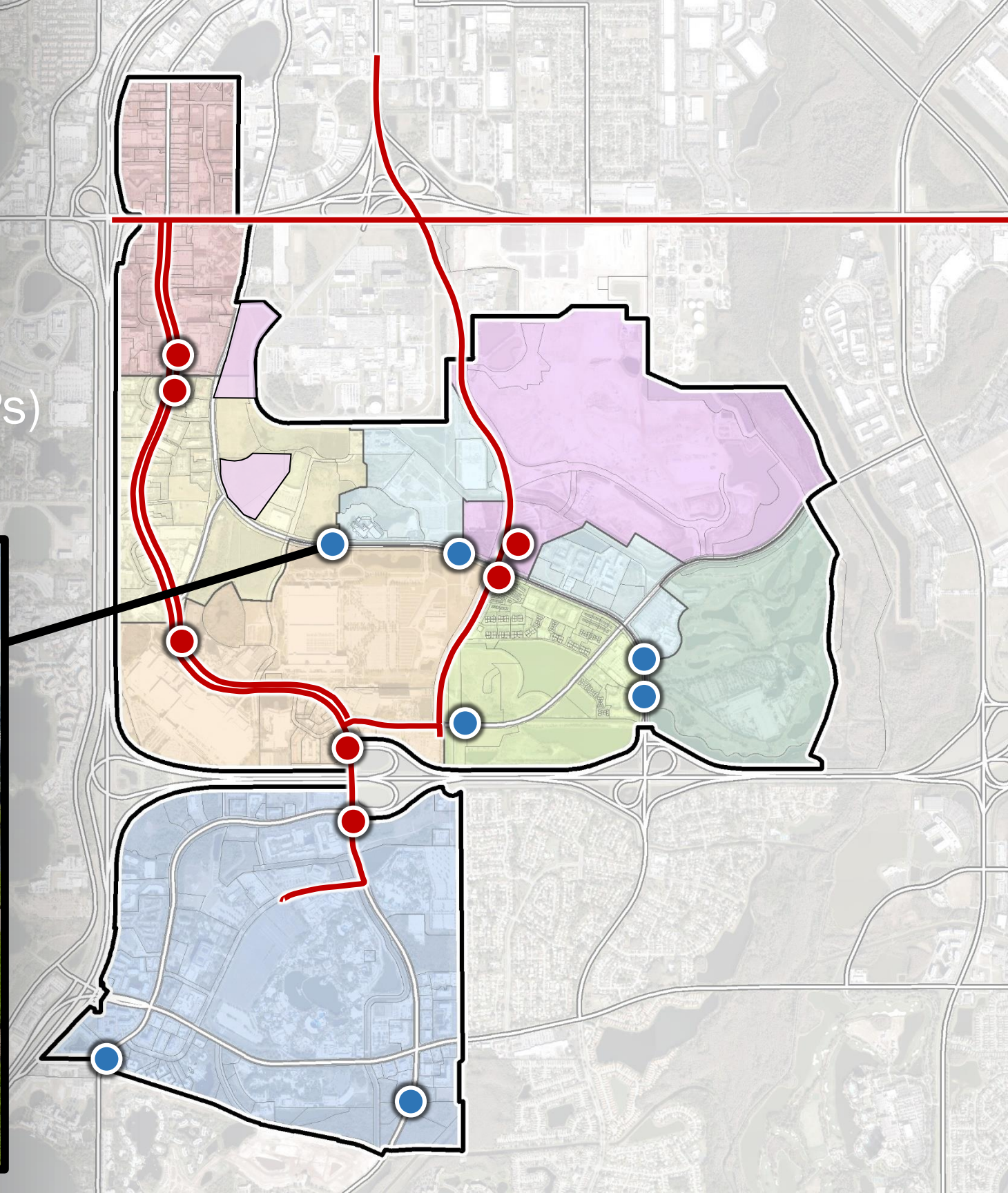


INTERNATIONAL DRIVE CRA

I-DRIVE DISTRICT WAYFINDING & BRANDING

SUBDISTRICT SIGNS

- Phase 1 (7 - no CIP conflicts)
- Future Phases (7 - to be coordinated w/ CIPs)



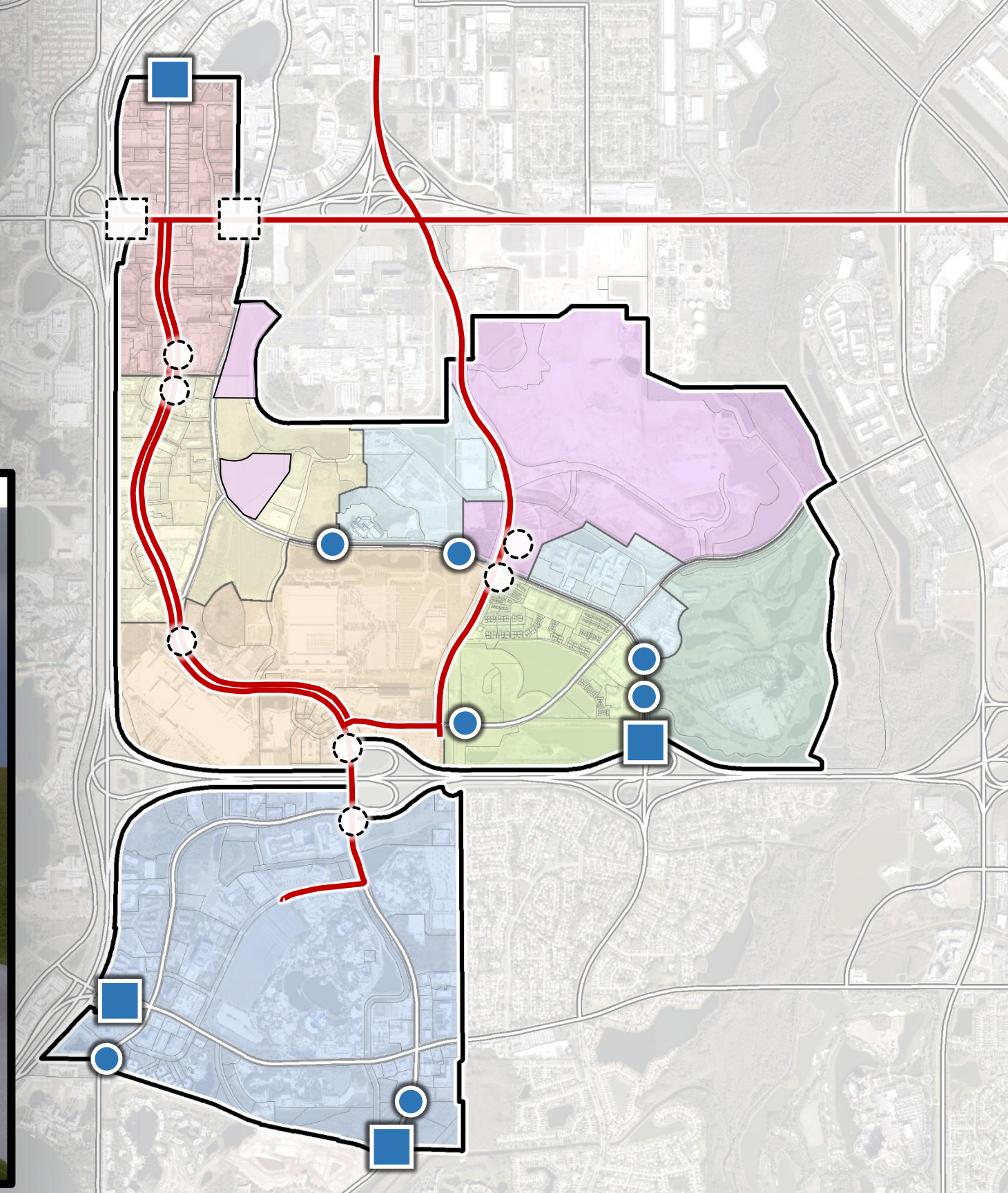
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I-DRIVE DISTRICT WAYFINDING & BRANDING

GATEWAYS & SUBDISTRICTS

■ Phase 1 Gateway Signs

● Phase 1 Subdistrict Signs

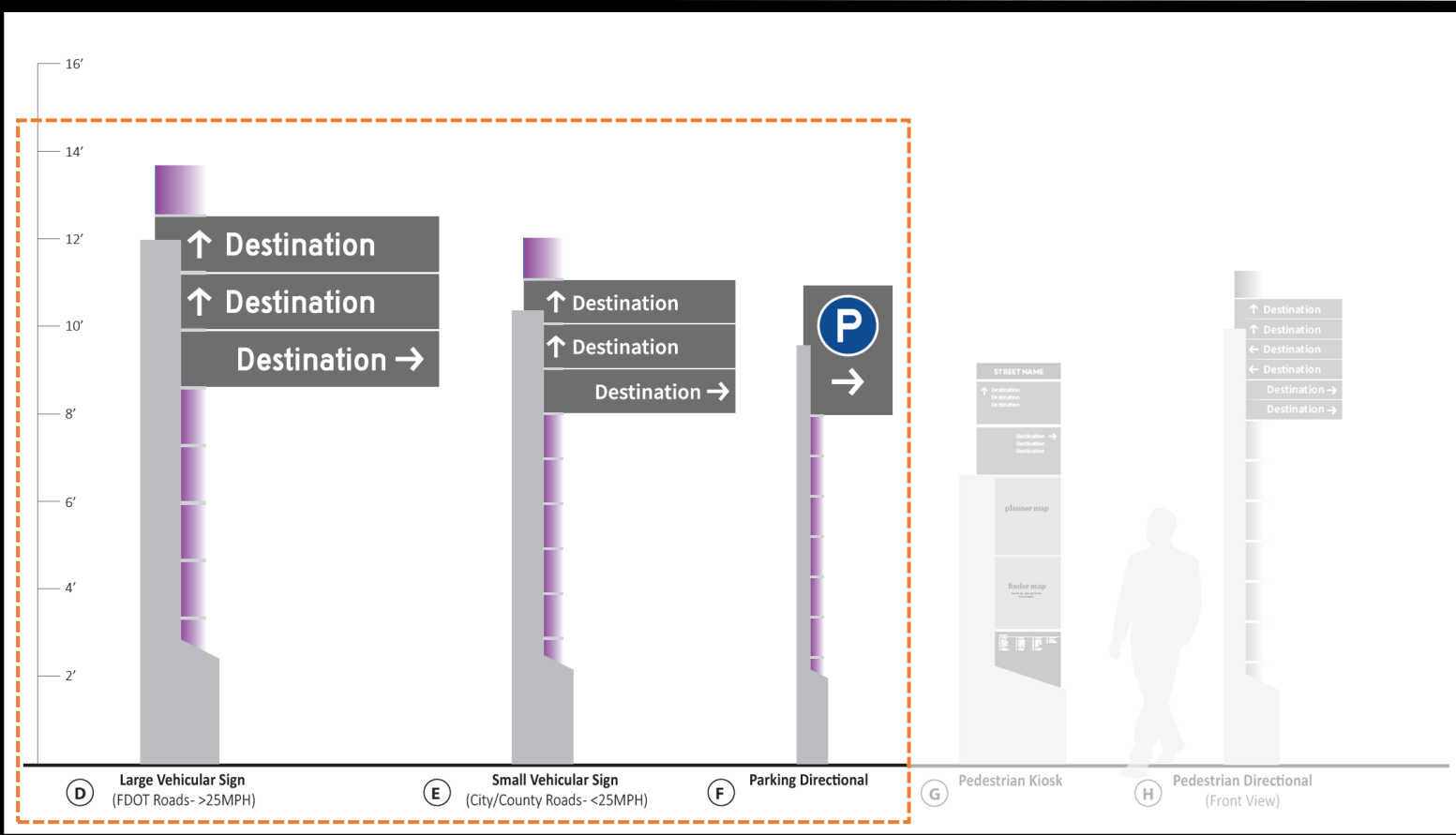
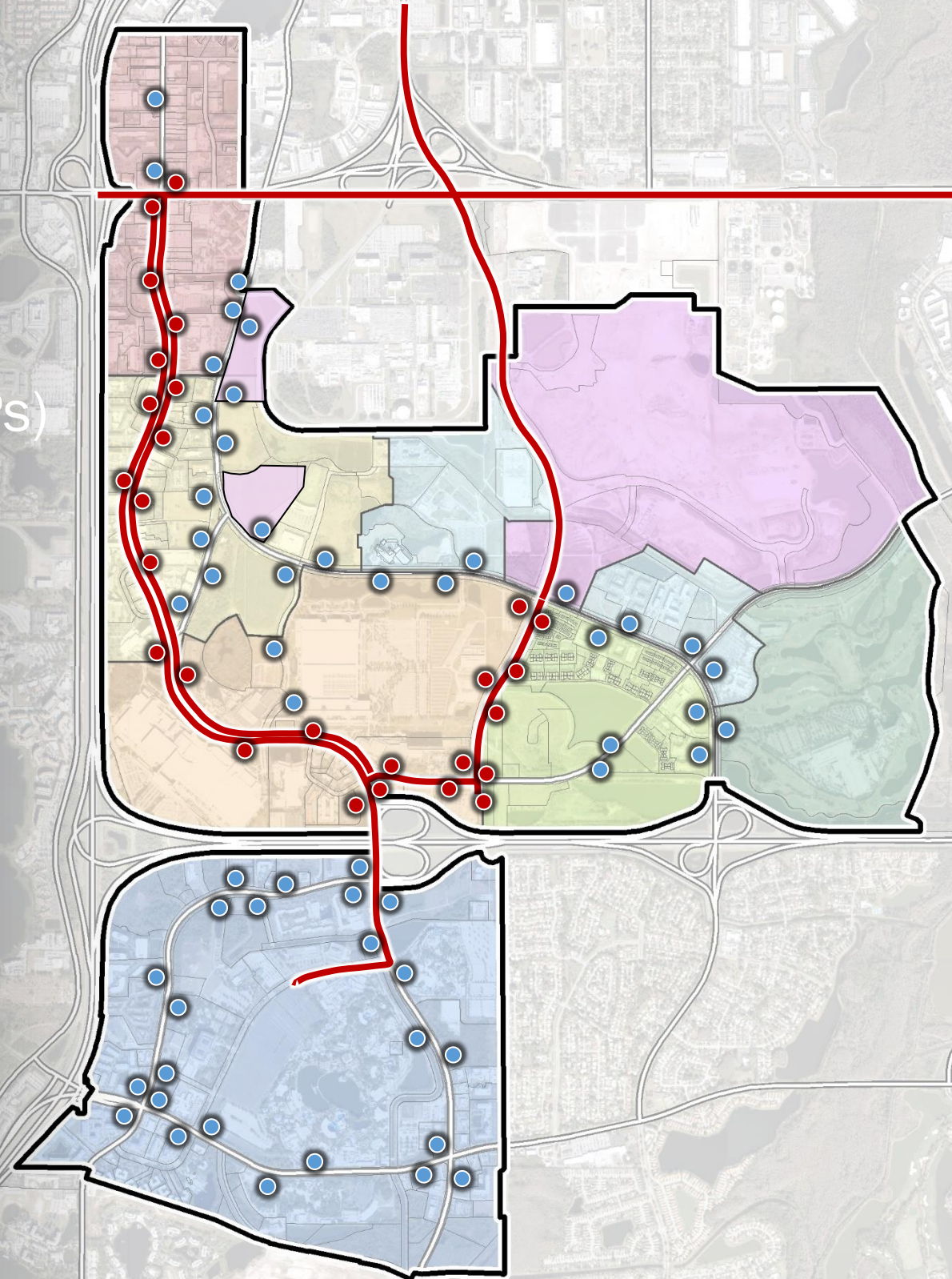


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I-DRIVE DISTRICT WAYFINDING & BRANDING

VEHICULAR SIGNS

- Phase 1 (55 - no CIP conflicts)
- Future Phases (27 - to be coordinated w/ CIPs)



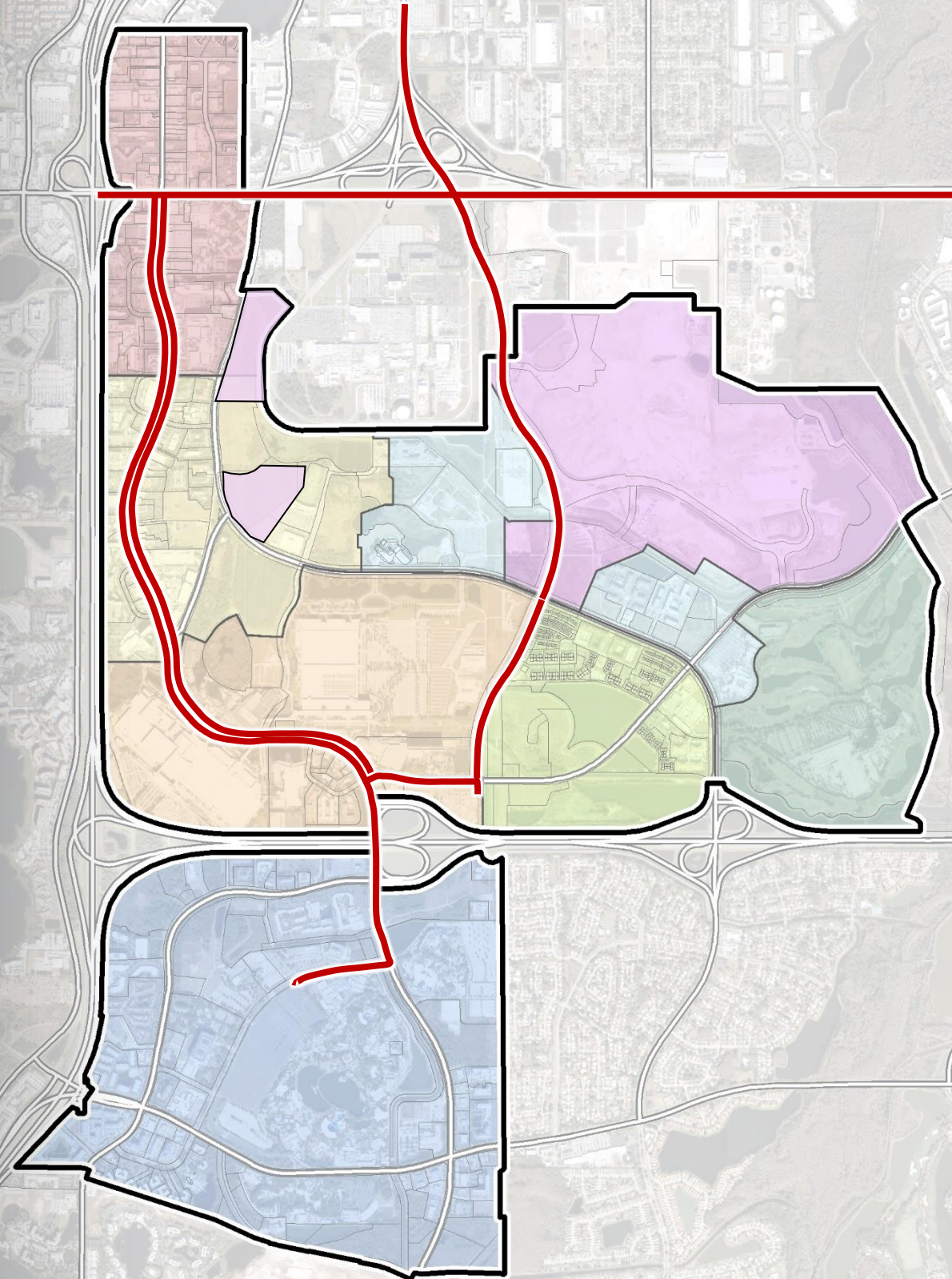
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I-DRIVE DISTRICT WAYFINDING & BRANDING

PEDESTRIAN SIGNS

■ Phase 1 *(pedestrian signs are not in scope)*

■ Future Phases

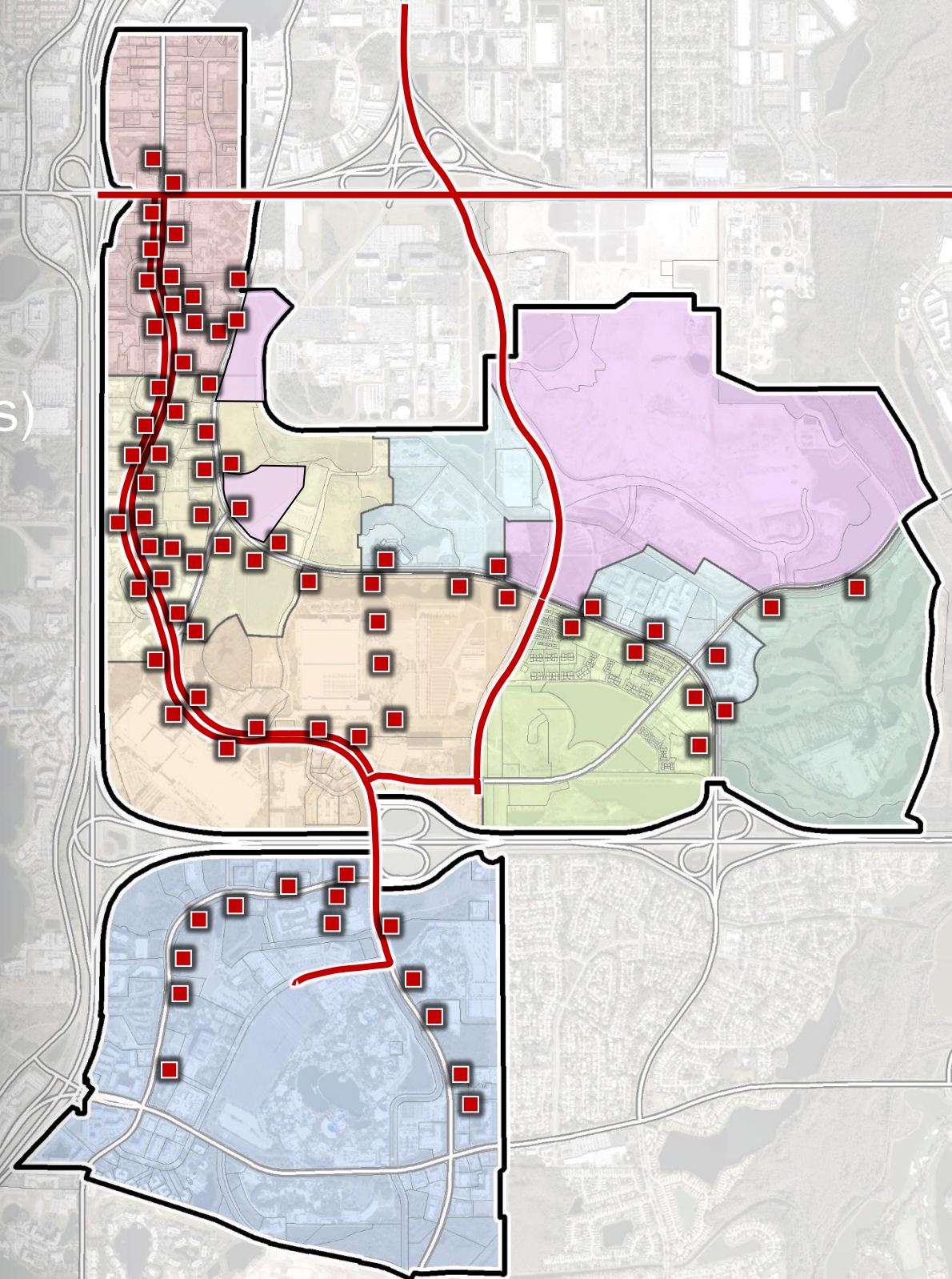


INTERNATIONAL DRIVE CRA

I-DRIVE DISTRICT WAYFINDING & BRANDING

PEDESTRIAN SIGNS

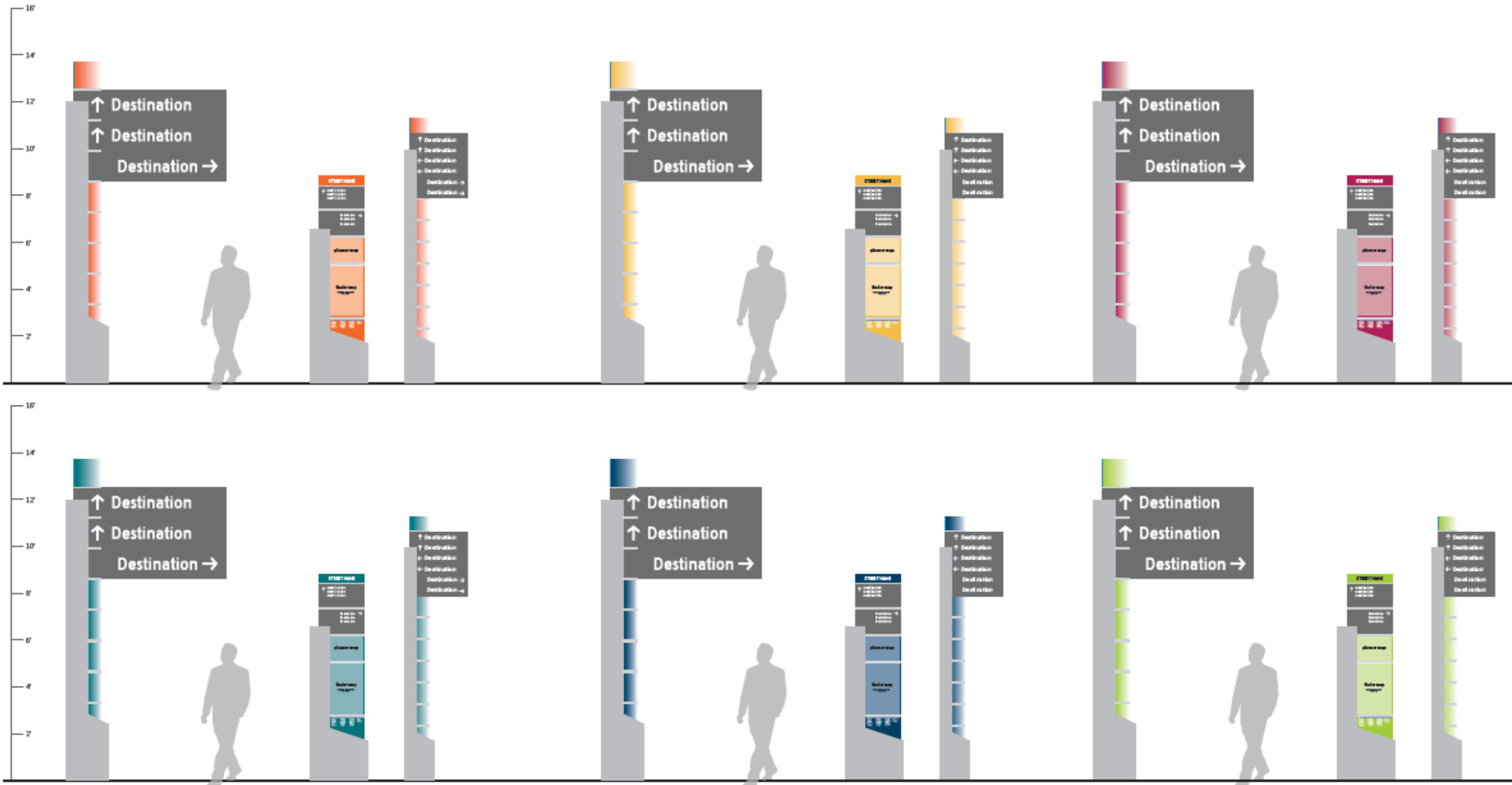
- Phase 1 (*pedestrian signs are not in scope*)
- Future Phases (79 -to be coordinated w/ CIPs)



INTERNATIONAL DRIVE CRA

I-DRIVE DISTRICT WAYFINDING & BRANDING

VEHICULAR & PEDESTRIAN SIGNS - SUBDISTRICTS BRANDING



INTERNATIONAL DRIVE CRA

I-DRIVE DISTRICT WAYFINDING & BRANDING

PEDESTRIAN KIOSKS

STREET NAME

↑ Destination
Destination
Destination

→ Destination
Destination
Destination

planner map

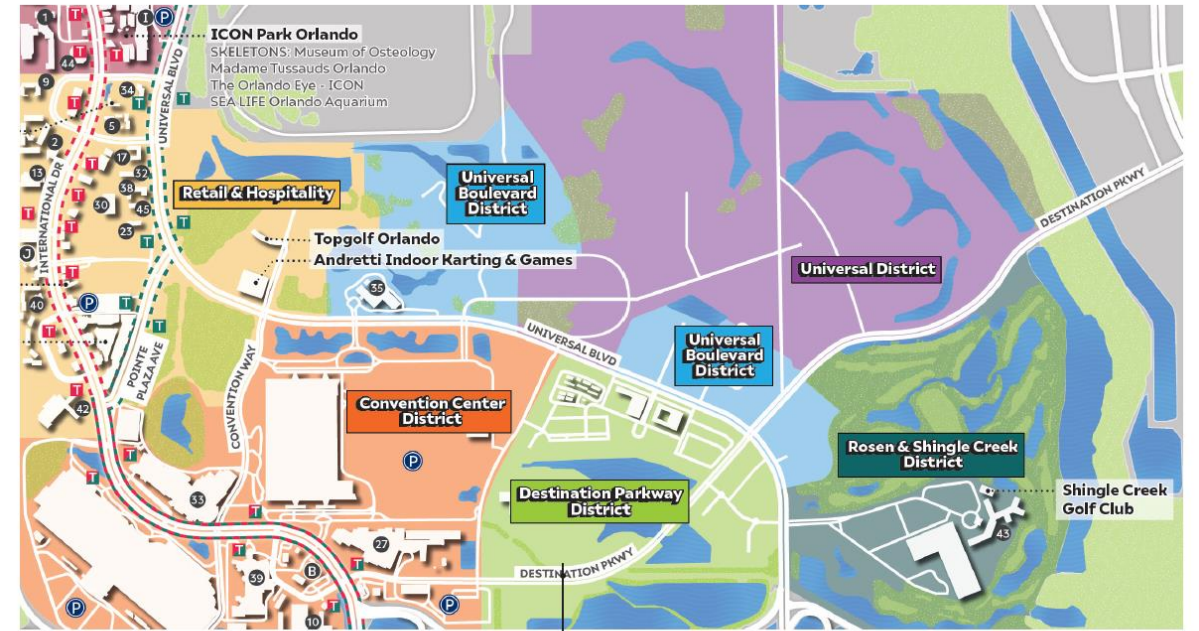
finder map
head-up, you are here
5 min walk



G Pedestrian Kiosk



- District Labels**
 - Allure Resort I-Drive
 - Avanti International Resort Orlando
 - BEST WESTERN I-Drive - Orlando
 - BEST WESTERN PLUS Orlando Conv Ctr Hotel
 - Castle Hotel, Autograph Collection
 - CoCo Key Hotel & Water Resort
 - Comfort Inn I-Drive
 - Comfort Suites
 - Courtyard by Marriott
 - Days Inn Convention Center
 - DoubleTree by Hilton Orlando at SeaWorld
 - Icon Lodge Orlando
 - Embassy Suites Orlando I-Drive / Convention Center
 - Enclose Hotel & Suites, The
 - Extended Stay America - 6443 Westwood Blvd.
 - Extended Stay America - Sports Complex
 - Extended Stay America - Universal Blvd.
 - Fairfield Inn & Suites Orlando at SeaWorld
 - Fairfield Inn & Suites Orlando I-Drive / Convention Ctr
 - Floridan Hotel & Suites, The
 - Hampton Inn & Suites Orlando at SeaWorld
 - Hampton Inn & Suites Orlando I-Drive
 - Hampton Inn Convention Center
 - Hawthorn Suites by Wyndham I-Drive
 - Hilton Garden Inn Orlando at SeaWorld
 - Hilton Grand Vacations Club at SeaWorld
 - Holiday Inn
 - Holiday Inn Express & Suites I-Drive Orlando
 - Holiday Inn Express & Suites Orlando at SeaWorld
 - Homewood Suites by Hilton I-Drive/Convention Ctr
 - Homewood Suites by Hilton Orlando Theme Parks
 - Hyatt Place Orlando / Convention Center
 - Hyatt Regency Orlando
 - La Quinta Inn Orlando I-Drive
 - Las Palmeras by Hilton Grand Vacations
 - Red Roof PLUS! Orlando Convention Center / Int'l Dr
 - Renaissance at SeaWorld
 - Residence Inn Convention Center
 - Rosen Centre Hotel
 - Rosen Inn at Pointe Orlando
 - Rosen Inn International
 - Rosen Plaza Hotel
 - Rosen Shingle Creek
 - Sheraton ES Suites Orlando
 - SpringHill Suites Convention Center
 - SpringHill Suites Orlando at SeaWorld
 - Staybridge Suites Orlando at SeaWorld
 - stayfly Suites - I-Drive Orlando
 - TownPlace Suites Orlando at SeaWorld
 - WaldorfAstoria by Wyndham
 - Wyndham Orlando Resort I-Drive
- LEGEND**
 - Public Parking
 - I-RIDE Trolley Stop
 - I-RIDE Trolley - Red Line
 - I-RIDE Trolley - Green Line
 - Tertiary Destinations**
 - Magical Highway
 - Chocolate Kingdoms
 - Factory Adventure Tour
 - VR Territory Orlando
 - Pirates Dinner Adventure
 - Escape Game Orlando
 - Kings, Dining & Entertainment
 - Electric Water/Dinner Shows
 - Lockbusters Escape Game
 - 3D Dark Side Adventure
 - Air Florida Helicopter Charters



Sub-District Label Road Name Labels

Rosen & Shingle Creek District

LEGEND

- Public Parking
- I-RIDE Trolley Stop
- I-RIDE Trolley - Red Line
- I-RIDE Trolley - Green Line

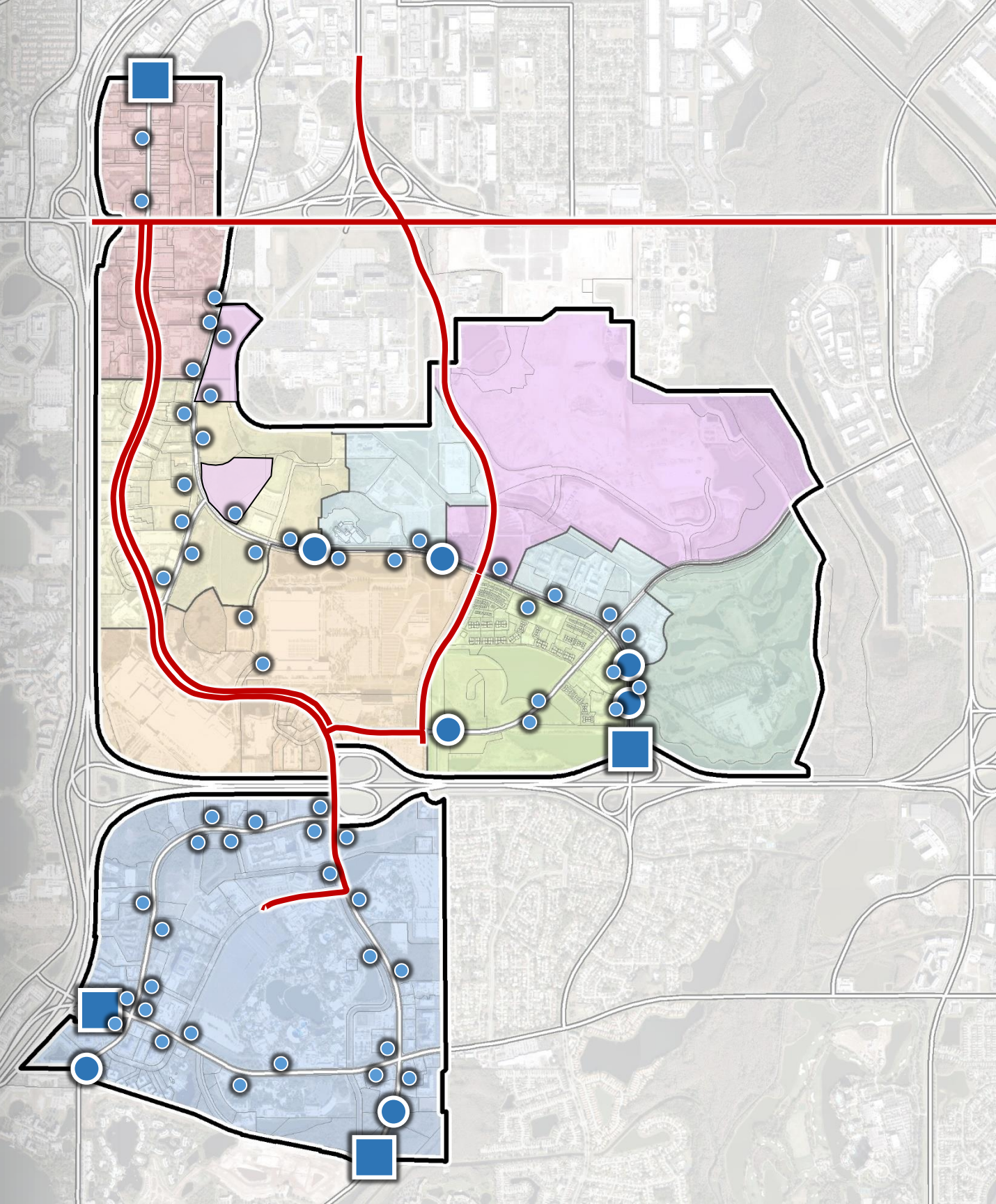
- Primary Destinations**
 - ICON Park Orlando
 - SKELETONS: Museum of Osteology
 - Madame Tussauds Orlando
 - The Orlando Eye - ICON
 - SEA LIFE Orlando Aquarium
- Secondary Destinations**
 - Topgolf Orlando
 - Andretti Indoor Karting & Games
- Tertiary Destinations**
 - Discovery Cove
 - Aquatica: SeaWorld's Waterpark
 - Shingle Creek Golf Club
- Destination Name in Legend

INTERNATIONAL DRIVE CRA

I-DRIVE DISTRICT WAYFINDING & BRANDING

PHASE 1 IMPLEMENTATION

- Gateway Signs
- Subdistrict Signs
- Vehicular Signs



I-Drive Wayfinding and Signage

Project/Program	QTY	Each	FY 2022
IDrive Wayfinding and Signage			
Phase I - Gateway Signs Vertical	4	\$ 24,910	\$ 99,640
Phase I - Gateway Signs Horizontal	0	\$ 23,640	
Phase I - Sub District Signs	7	\$ 26,305	\$ 184,135
Phase I - Vehicular Signs Large	18	\$ 12,070	\$ 217,260
Phase I - Vehicular Signs Small	30	\$ 8,708	\$ 261,240
Phase I - Pedestrian Directional	0	\$ 5,420	
Phase I - Parking Directional	7	\$ 5,605	\$ 39,235
Phase I - Pedestrian Kiosk	0	\$ 5,760	
Phase I - Eng. / Permitting / Installation	66	\$ 554	\$ 36,564
Phase I - Maintenance*	-	-	\$ 2,048
TOTAL (66 SIGNS)			\$ 840,122

*Maintenance is for 66 signs starting 2nd half of 2022.

