Wayfinding Goals

1. Connect both sides of Grand River Avenue
   - Provide pedestrian wayfinding tools on both sides of Grand River Avenue so that pedestrian traffic can experience what each side (MSU and Downtown) has to offer.
   - Highlight pedestrian crossings to promote safety.

2. Trailblaze to parking opportunities
   - Provide wayfinding tools along Grand River and Albert Avenue to nearest parking venue.
   - Utilize primary access points to direct traffic.
   - Provide overflow instructions at lot entrances, if full.

3. Rename parking ramps/ lots
   - Simplify naming, option illustrated below.

4. Provide street level wayfinding tools
   - Orient pedestrians using map kiosks oriented to the direction the user is facing.
   - Identify blocks by name.
   - Identify pedestrian alley as a mixed use alley (pedestrians and service vehicles).

5. Update online graphics and nomenclature