



GRACE HILL
Water Tower Hub

“Florissant and where?”

Wayfinding Recommendations for a St. Louis Settlement House

TEAM “TOWER POWER”

Zoe Becker, Sarah Mitrano, Amanda Rockwell and Aiden Zucker

Grace Hill

Mission Statement

Programs

Locations

“To provide opportunities for individuals,
families and communities to be stronger,
healthier and more self-reliant.”

Grace Hill

Mission Statement

Programs

Locations

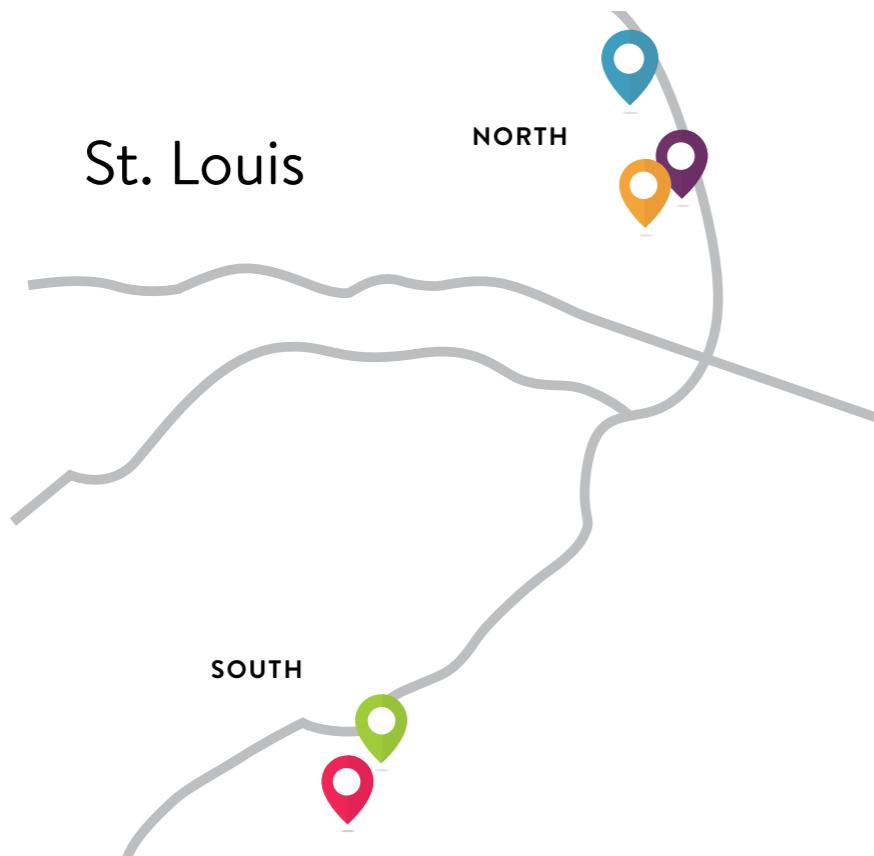
- Head Start
- Connections to Success
- Women's Business Center
- Classes & Services

Grace Hill

Mission Statement

Programs

Locations

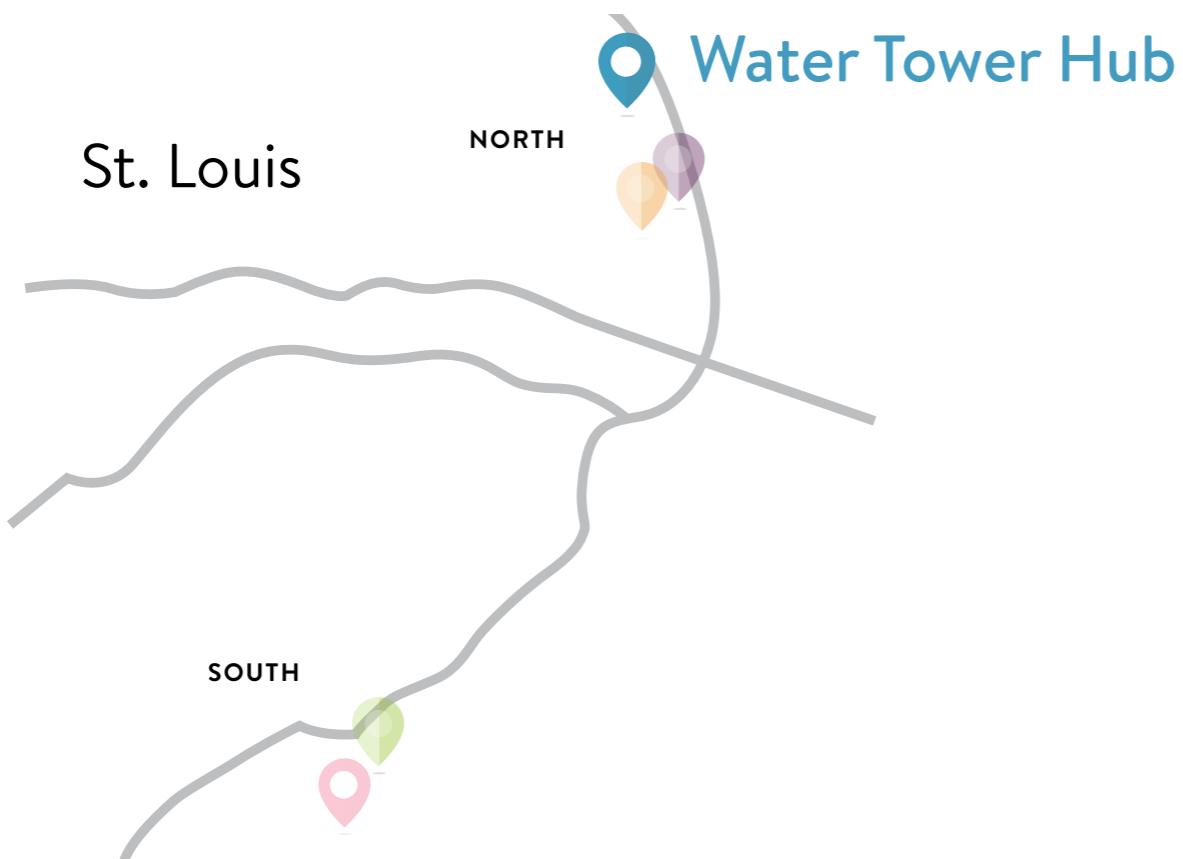


Grace Hill

Mission Statement

Programs

Locations



“We have a wayfinding problem”

Problem Statement

How might we design a space that does justice
to the organization that calls it home?

Research

- Three visits
- Observations
- Photo ethnography
- Informal interviews

Insights

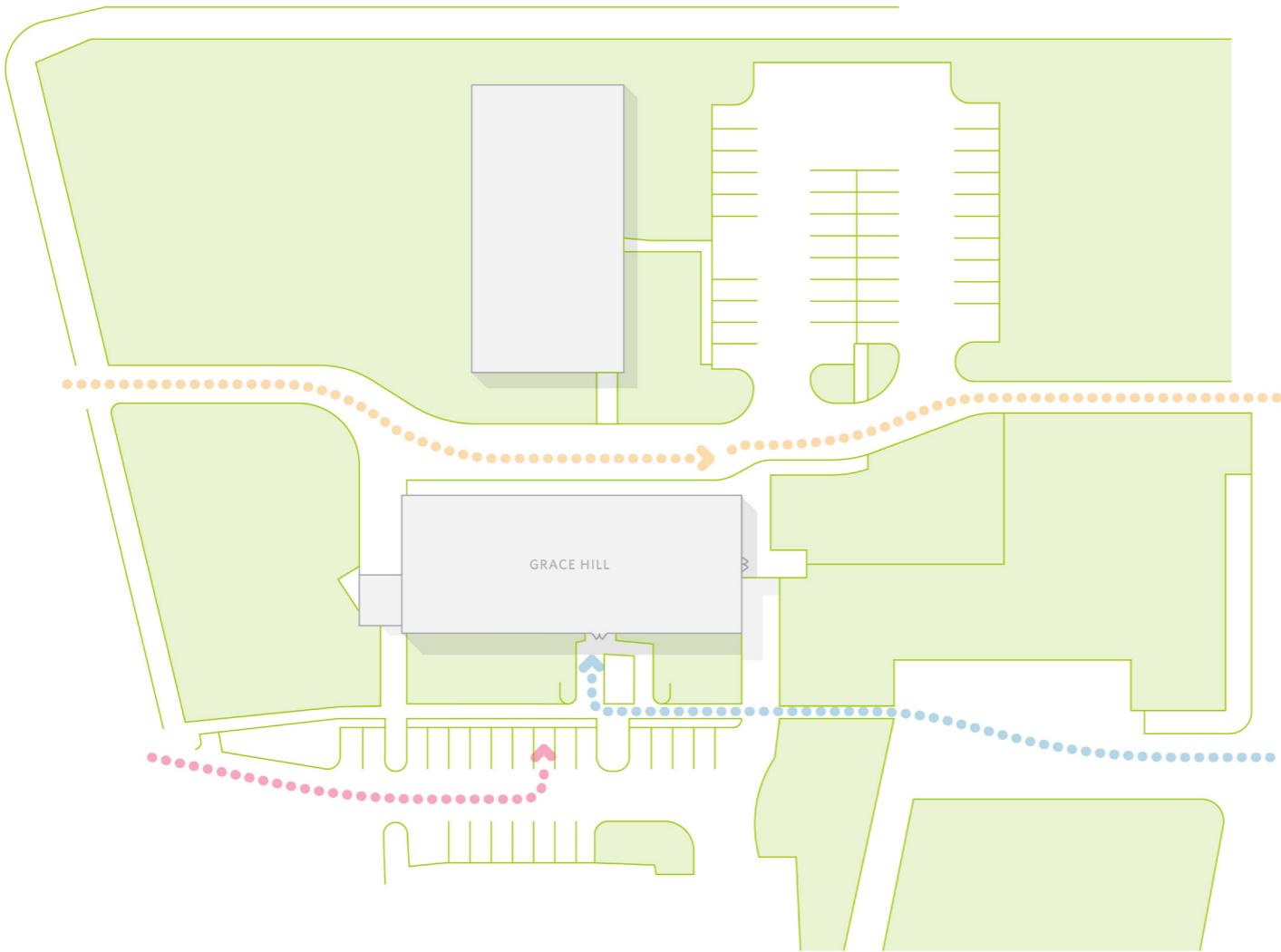
- 1 Difficult to find
- 2 Confusing first impression
- 3 Morning traffic congestion
- 4 Interior navigation confusion
- 5 Minimal cross-enrollment of programs

1 Difficult to find

“I literally say ‘the corner of Florissant and Grand’ because that’s the only way people can find us.”

—JACK MALANEY

1 How people get to the hub



1 Difficult to find



1 Difficult to find



1 Difficult to find



1 Difficult to find



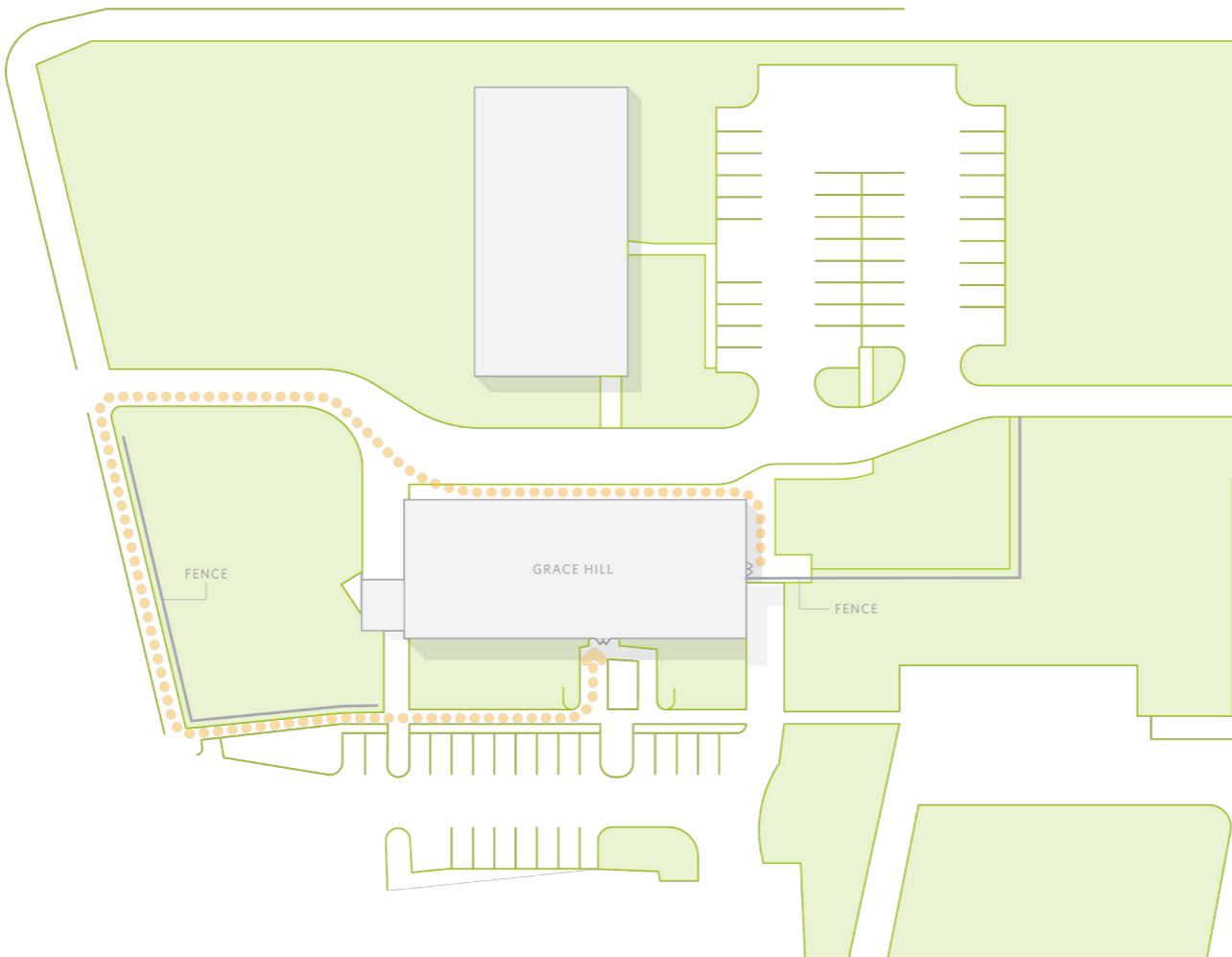
1 Head Start side



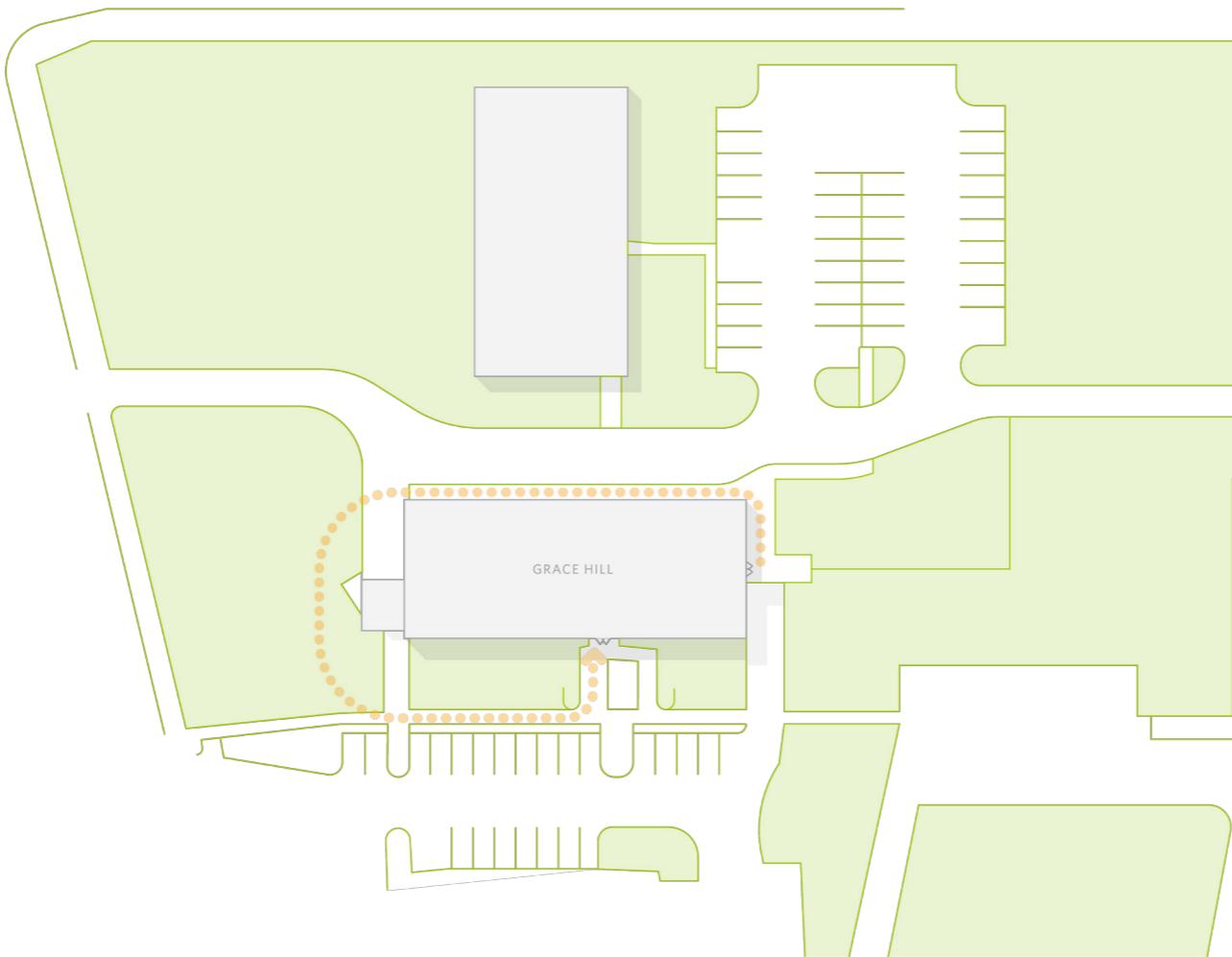
1 Head Start side



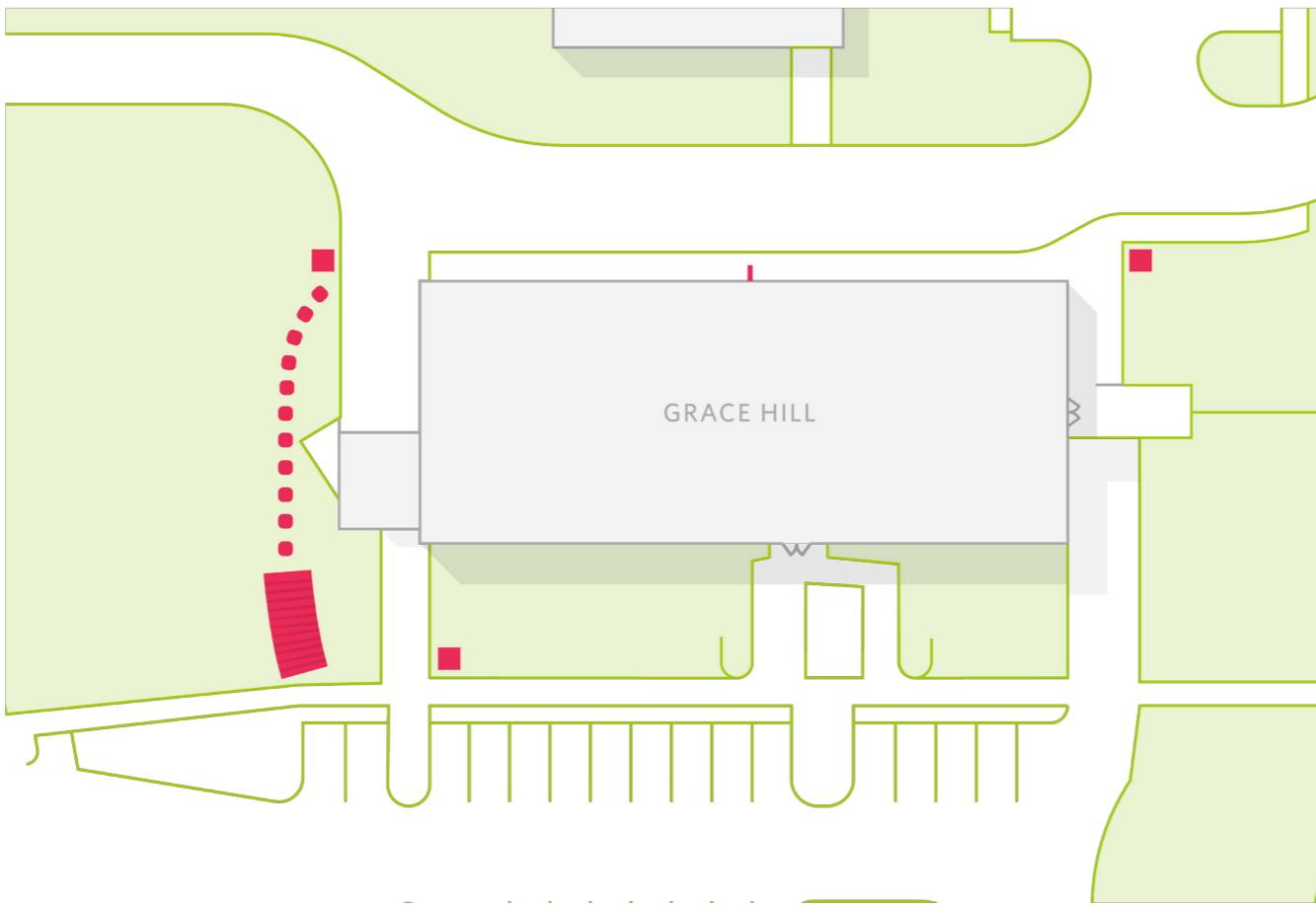
1 Navigating Between the Entrances



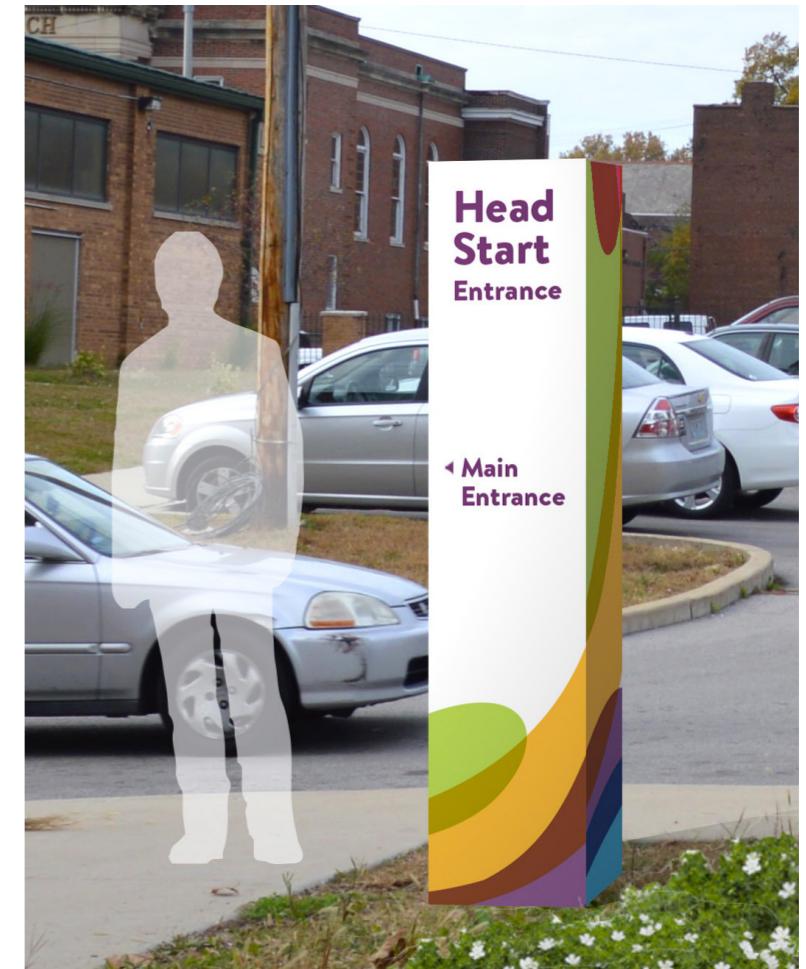
1 Navigating Between the Entrances



1 Navigating Between the Entrances



1 Navigating Between the Entrances



1 Navigating Between the Entrances



1 Navigating Between the Entrances



1 Navigating Between the Entrances



1 Navigating Between the Entrances

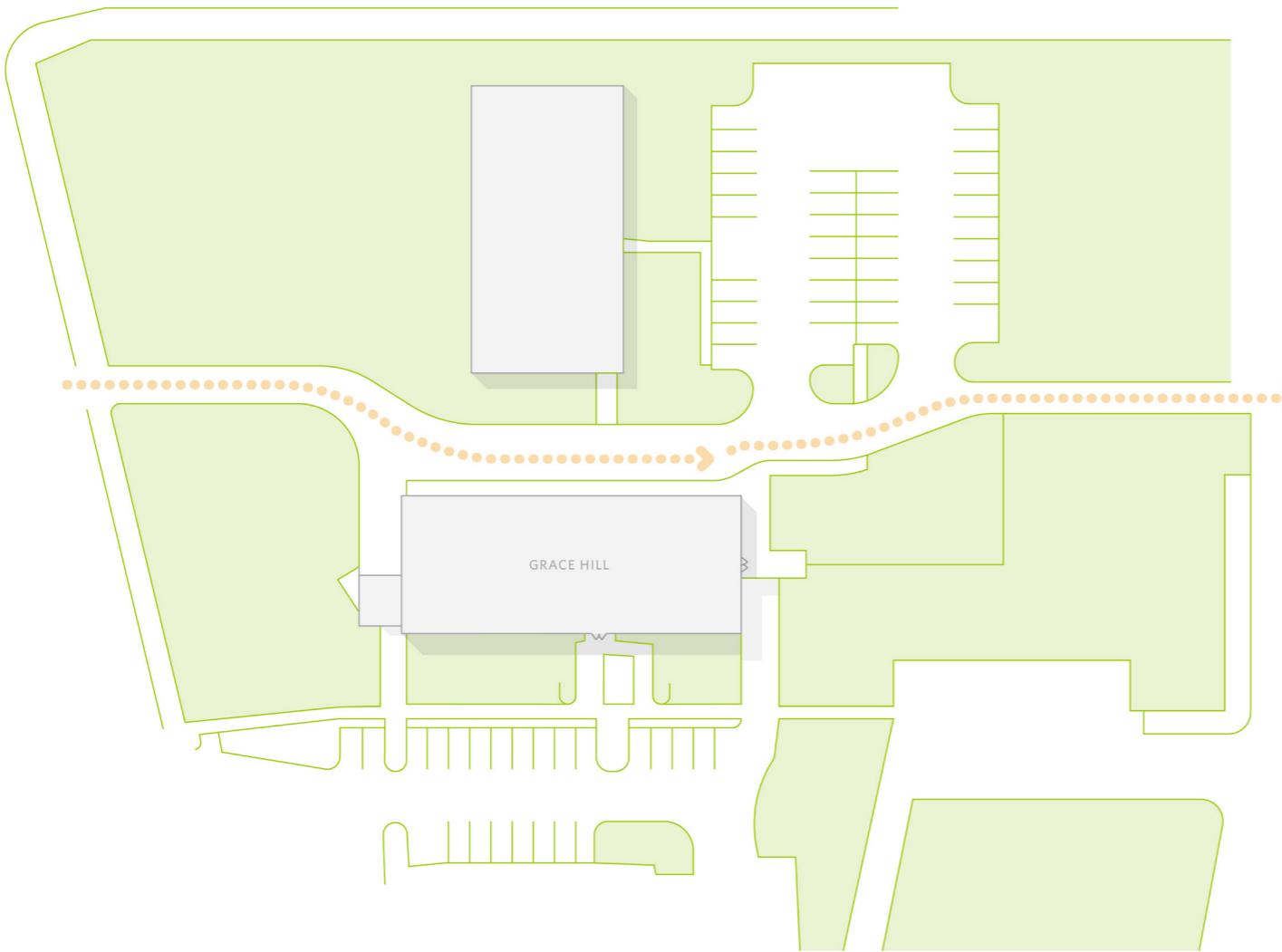


2 Morning traffic congestion

“The curb is a bottleneck because parents park there without realizing that they’re blocking the traffic behind them.”

—SARAH ADLER

2 Morning traffic congestion



2 Morning traffic congestion



2 Morning traffic congestion



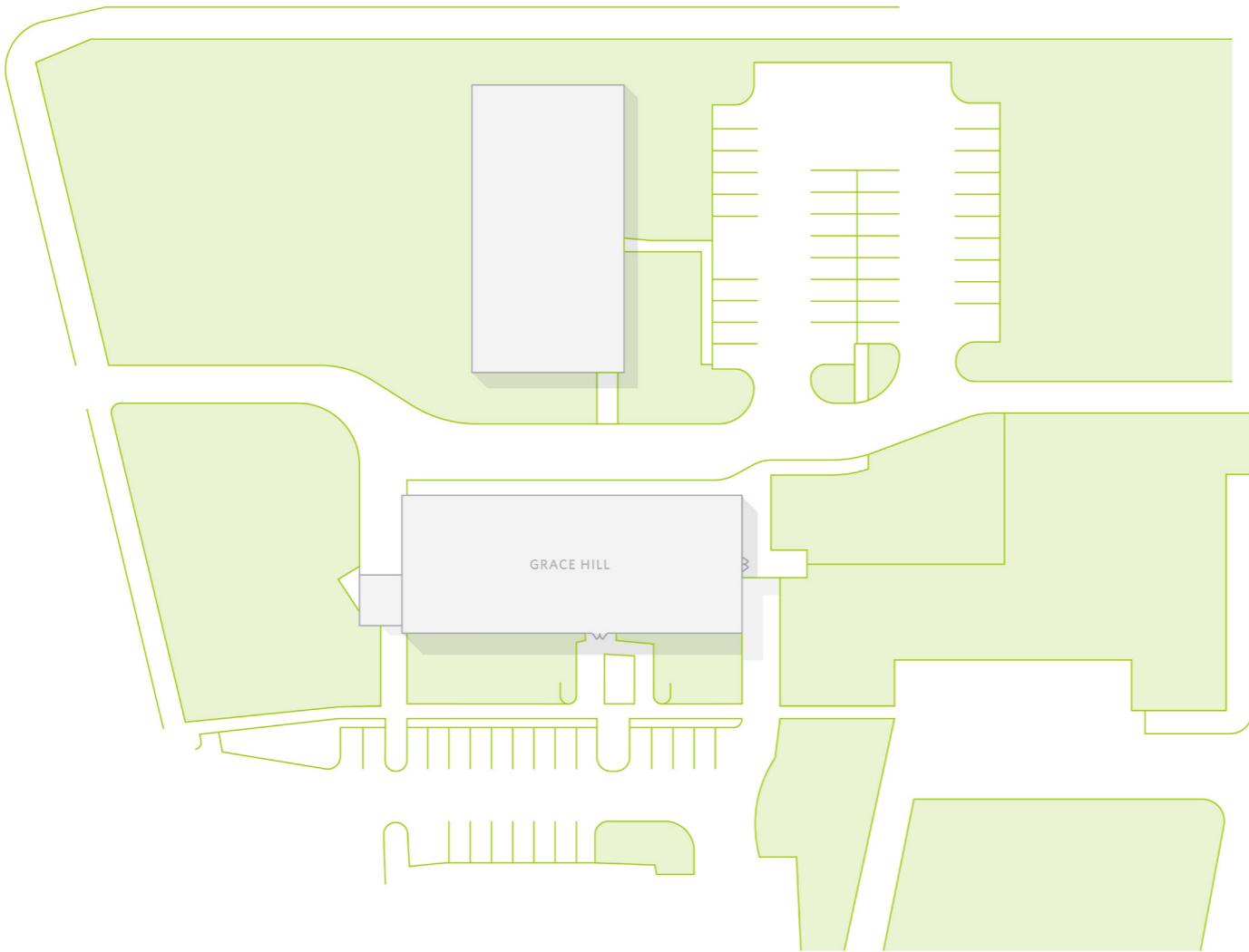
2 Morning traffic congestion



2 Morning traffic congestion



2 Main Entrance Side

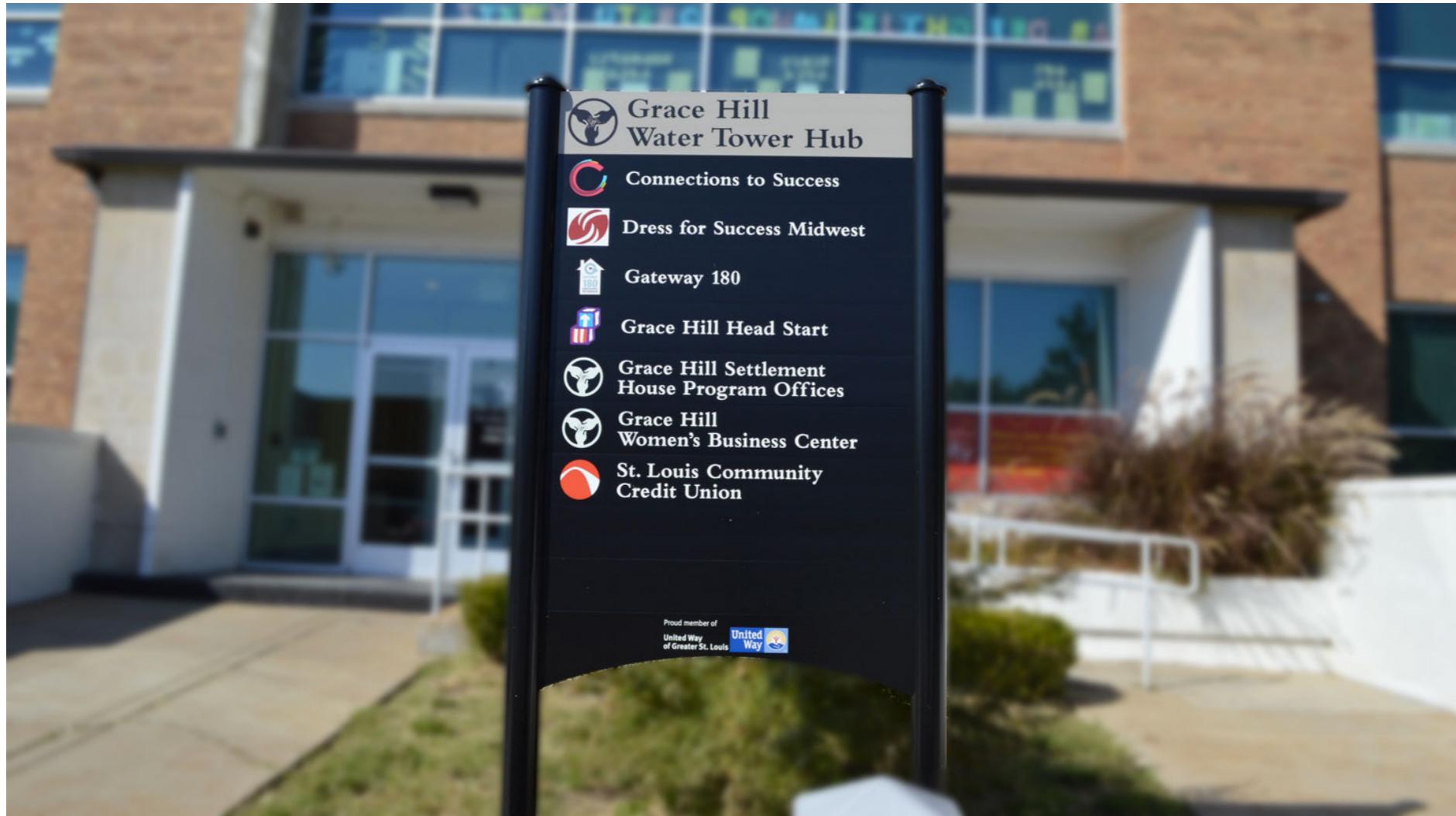


3 Confusing first impression

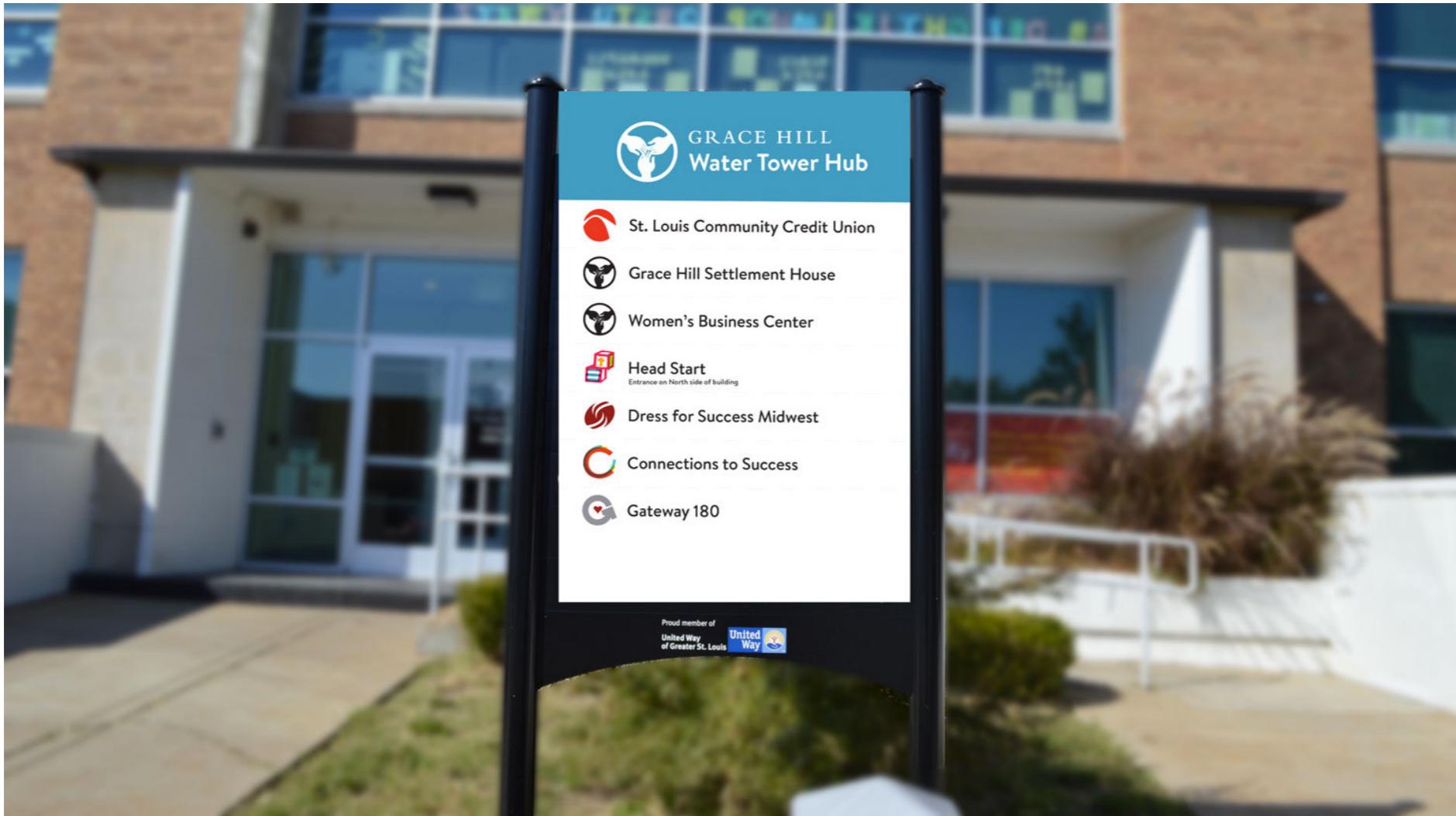
“The first impression of our space should be something that we’re proud of as an organization”

—PAUL SORENSEN

3 Confusing first impression



3 Confusing first impression



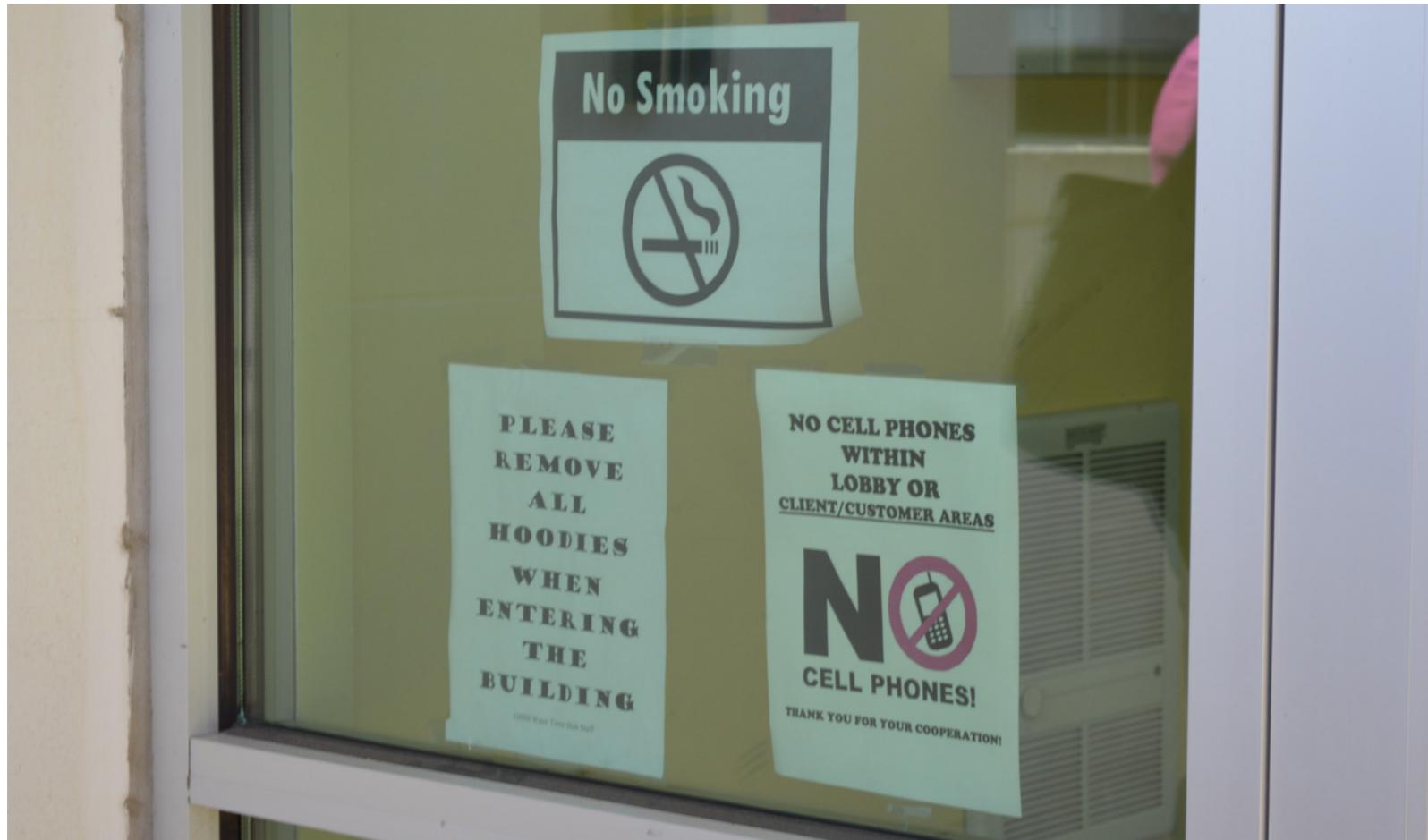
3 Confusing first impression



3 Confusing first impression



3 Confusing first impression



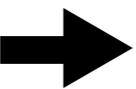
3 Confusing first impression



3 Confusing first impression



3 Confusing first impression



Hours

Water Tower Hub	Monday-Friday	8:00 am - 5:00 pm
Woman's Business Center	Monday-Friday	8:30 am - 4:30 pm
Credit Union	M T Th F	8:30 am - 1:00 pm 2:00 pm - 4:30 pm
	Wednesdays	10:30 am - 1:00 pm 2:00 pm - 4:30 pm

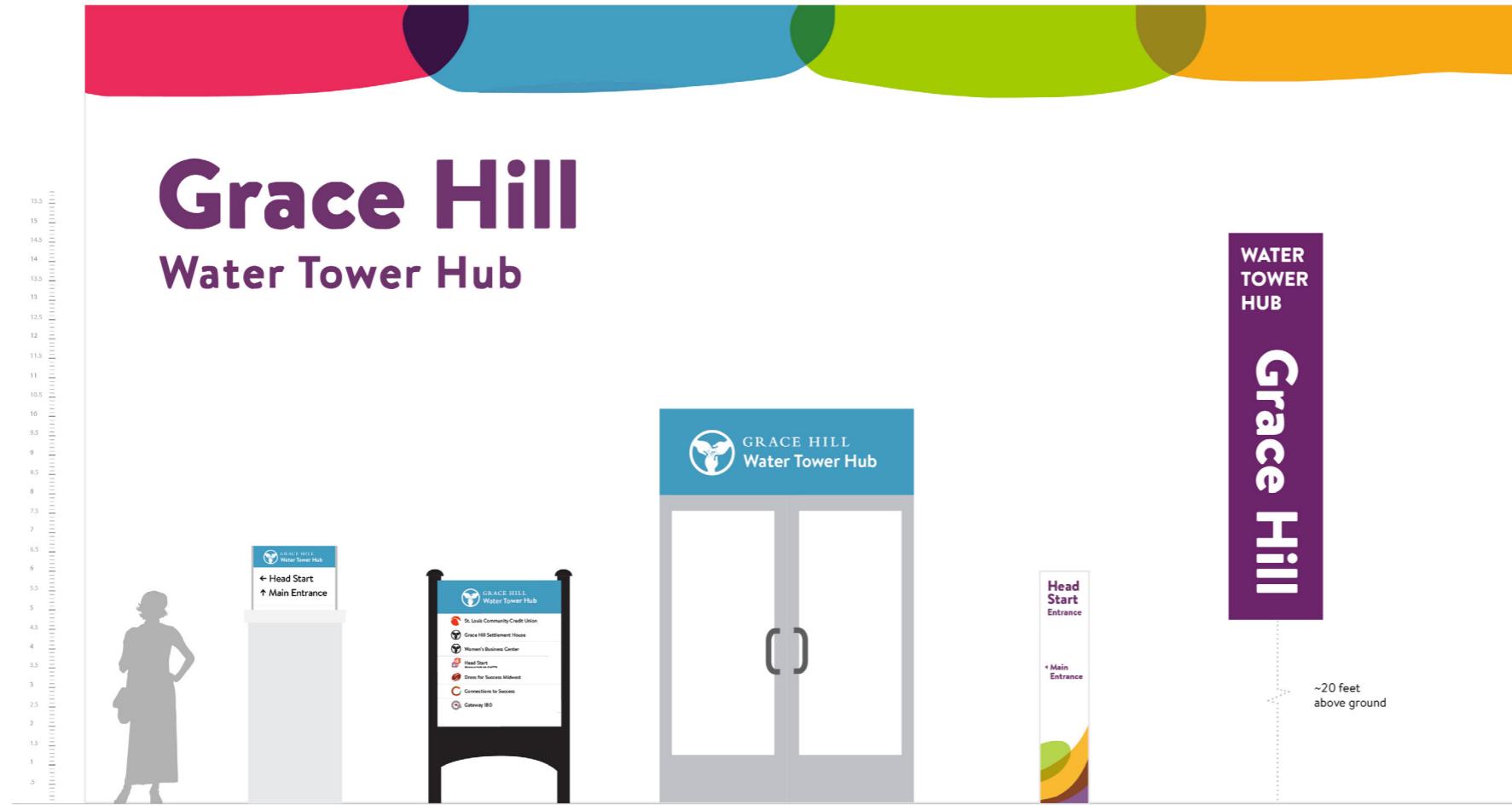


Firearms prohibited



No Smoking

3 Exterior Signage Summary

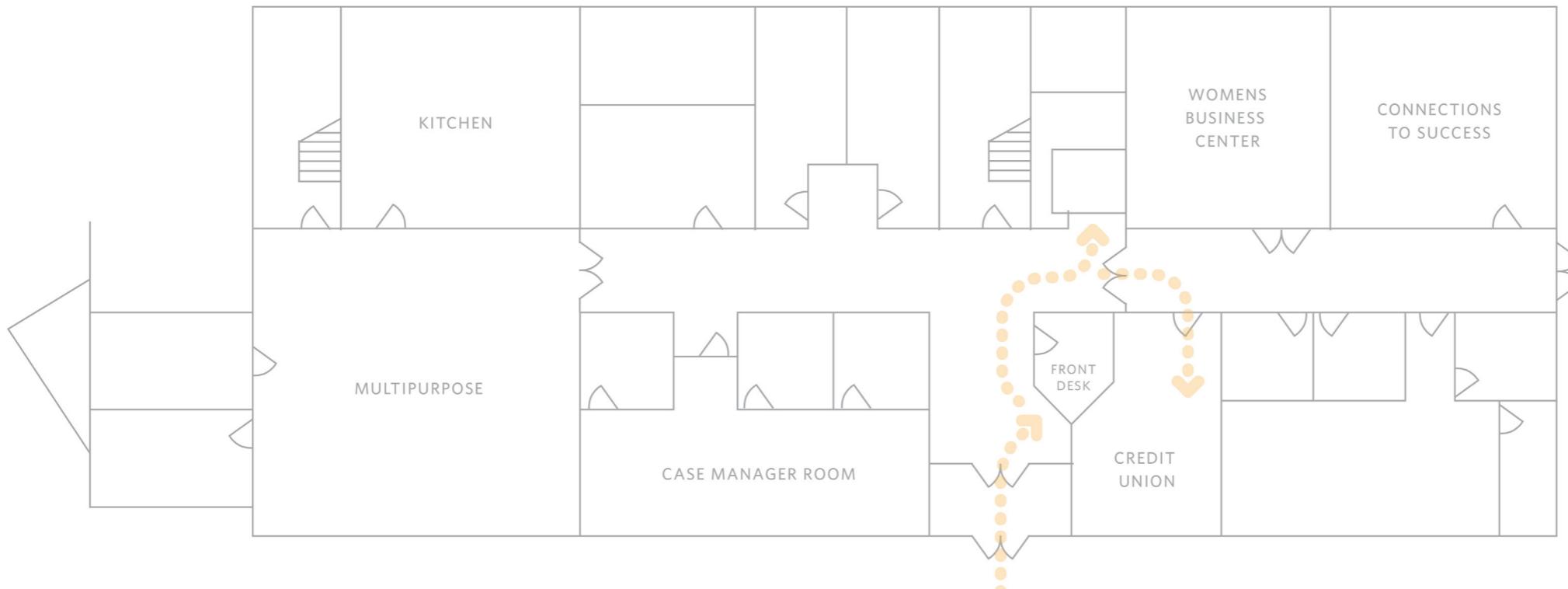


4 Interior Navigation Confusion

“**No one knows where they’re going** when they come inside... all they know is who they’re meeting with. I have to tell them a floor and room number.”

—GRACE HILL WATER TOWER RECEPTIONIST

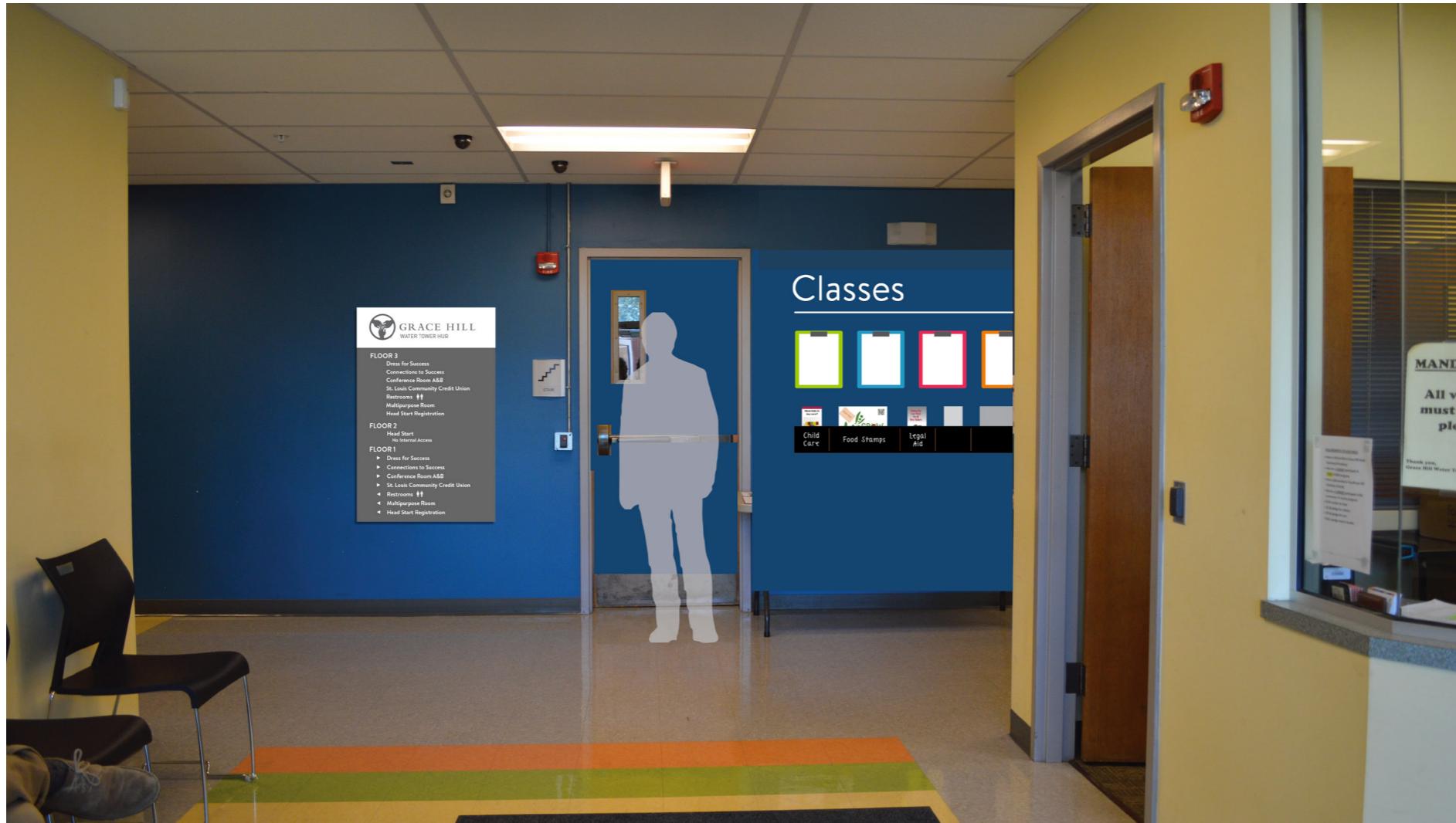
4 Interior Navigation Confusion



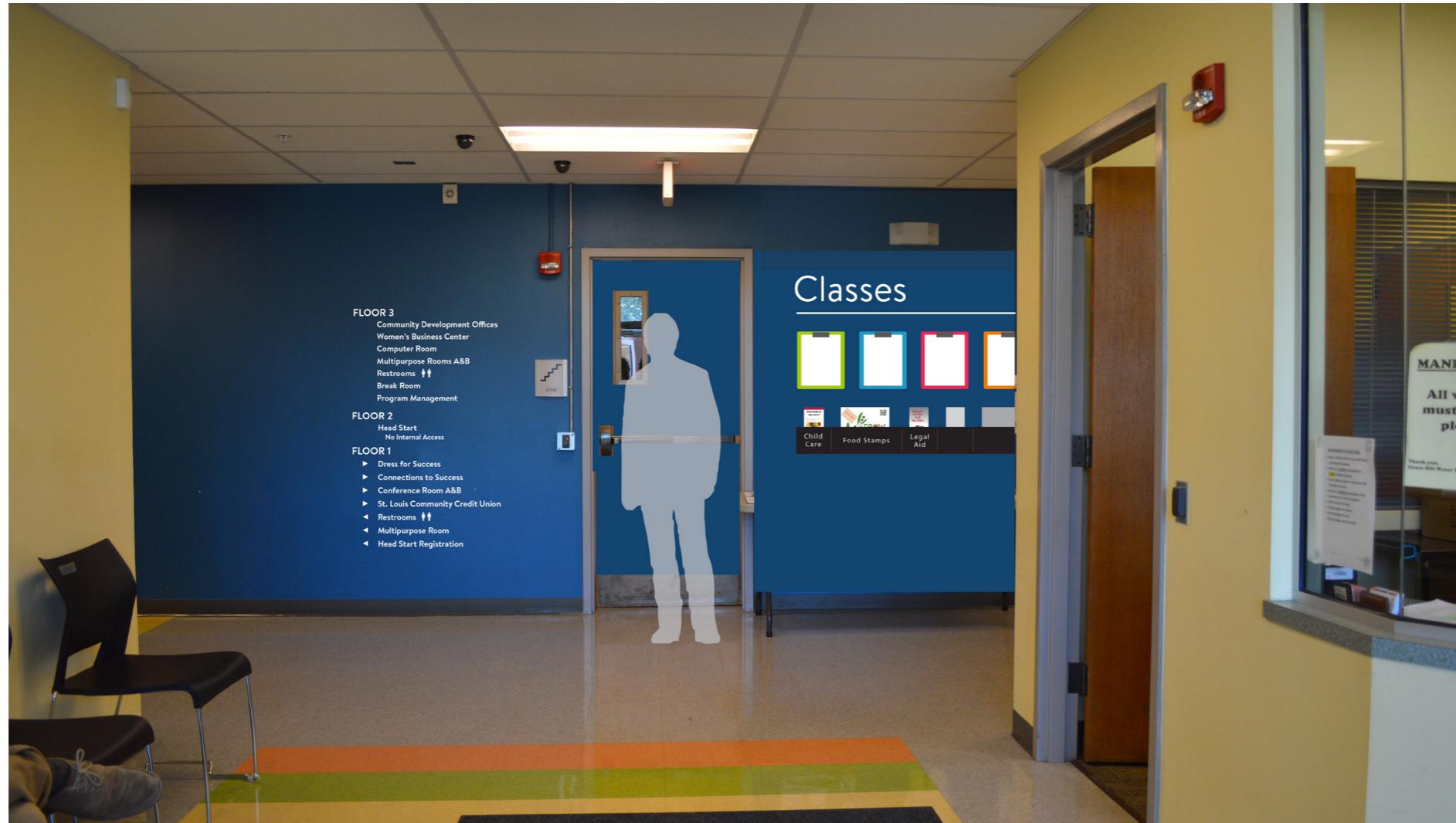
4 Interior Navigation Confusion



4 Interior Navigation Confusion



4 Interior Navigation Confusion



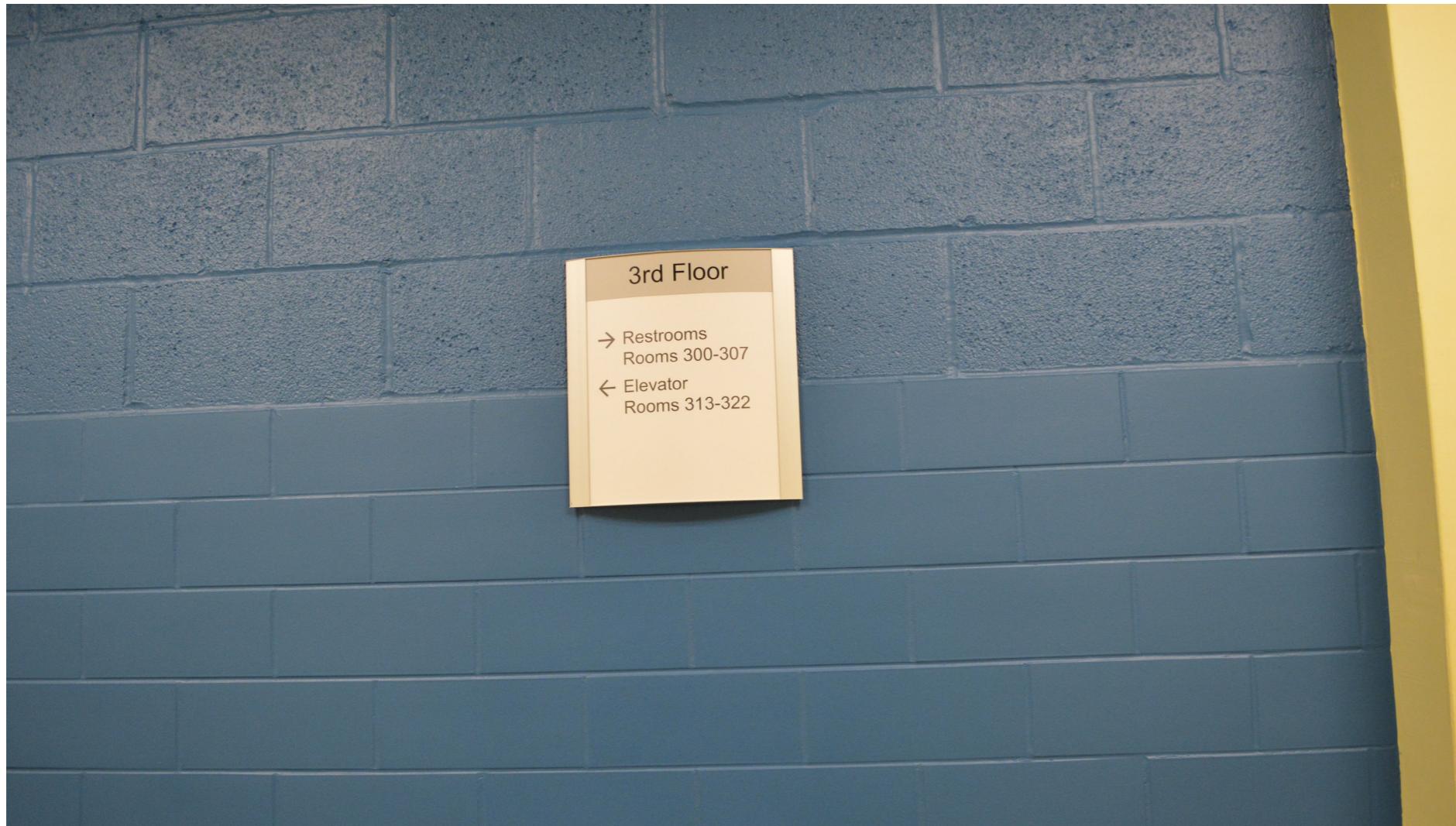
4 Interior Navigation Confusion



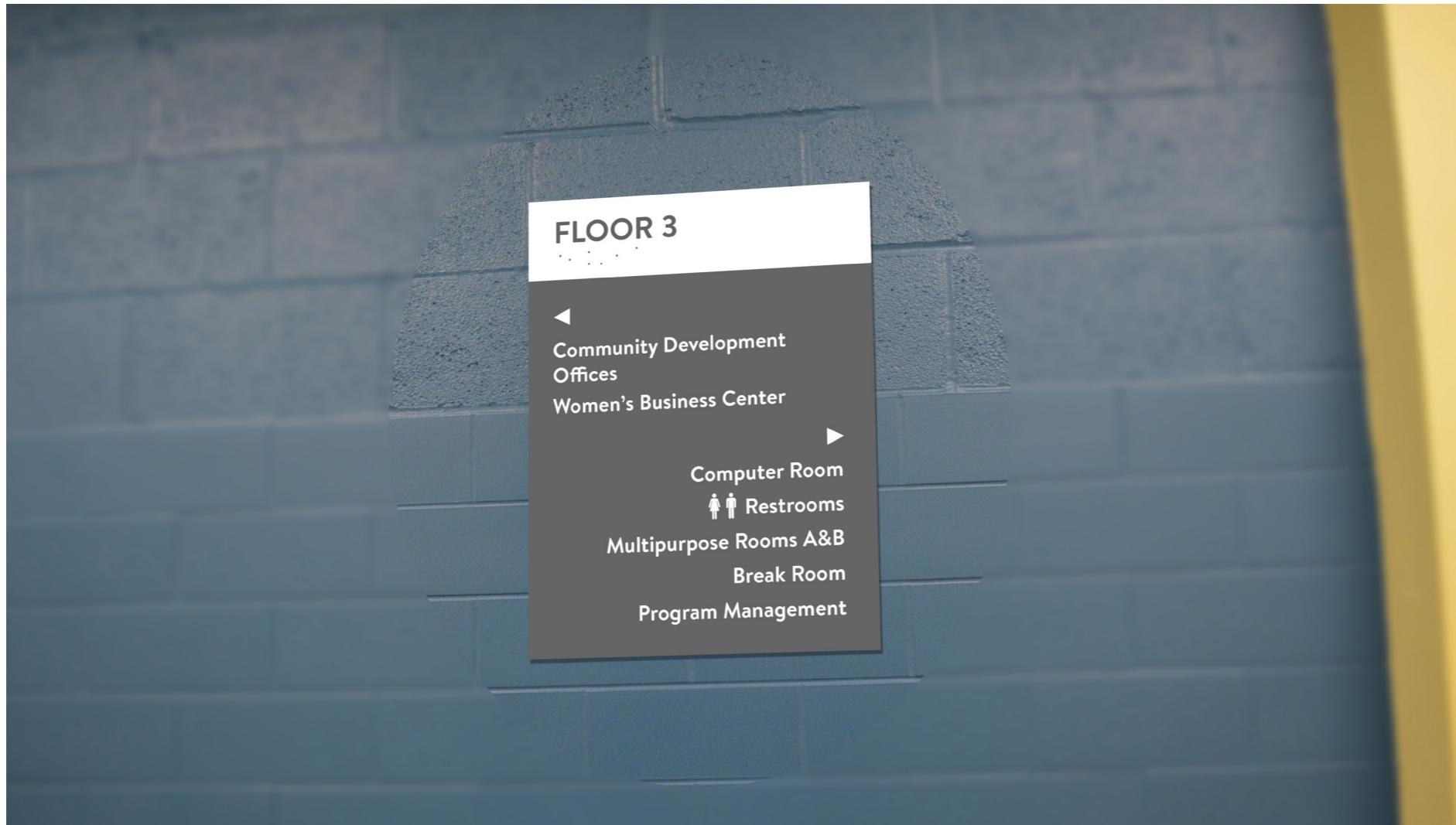
4 Interior Navigation Confusion



4 Interior Navigation Confusion



4 Interior Navigation Confusion



4 Interior Navigation Confusion



3 Interior Navigation Confusion



3 Interior Navigation Confusion



3 Interior Navigation Confusion



3 Summary sign family



Elevator Directory
7" x 10"

4 Alternative solution



3 Interior: Alternate Approach



3 Interior: Alternate Approach

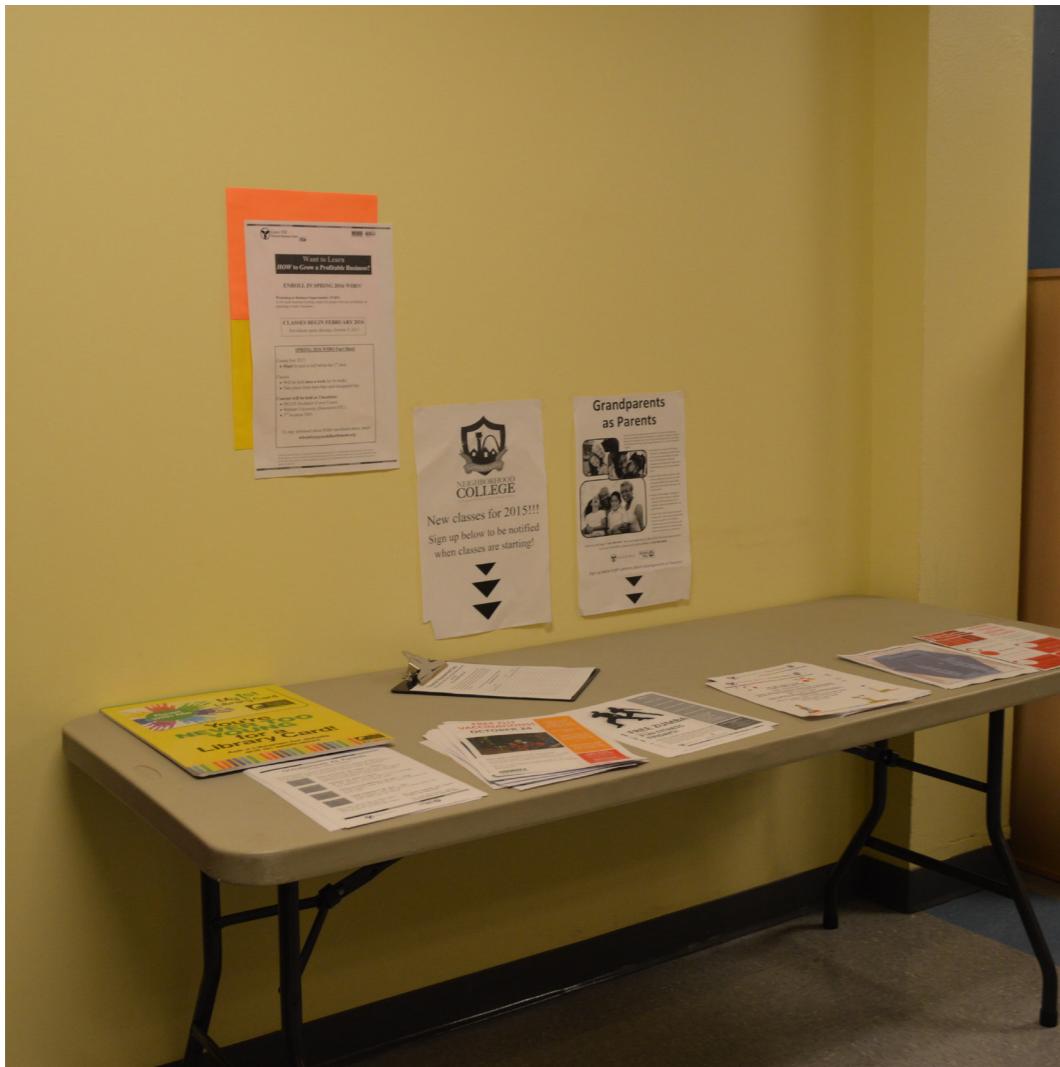


4 Minimal cross-enrollment of programs

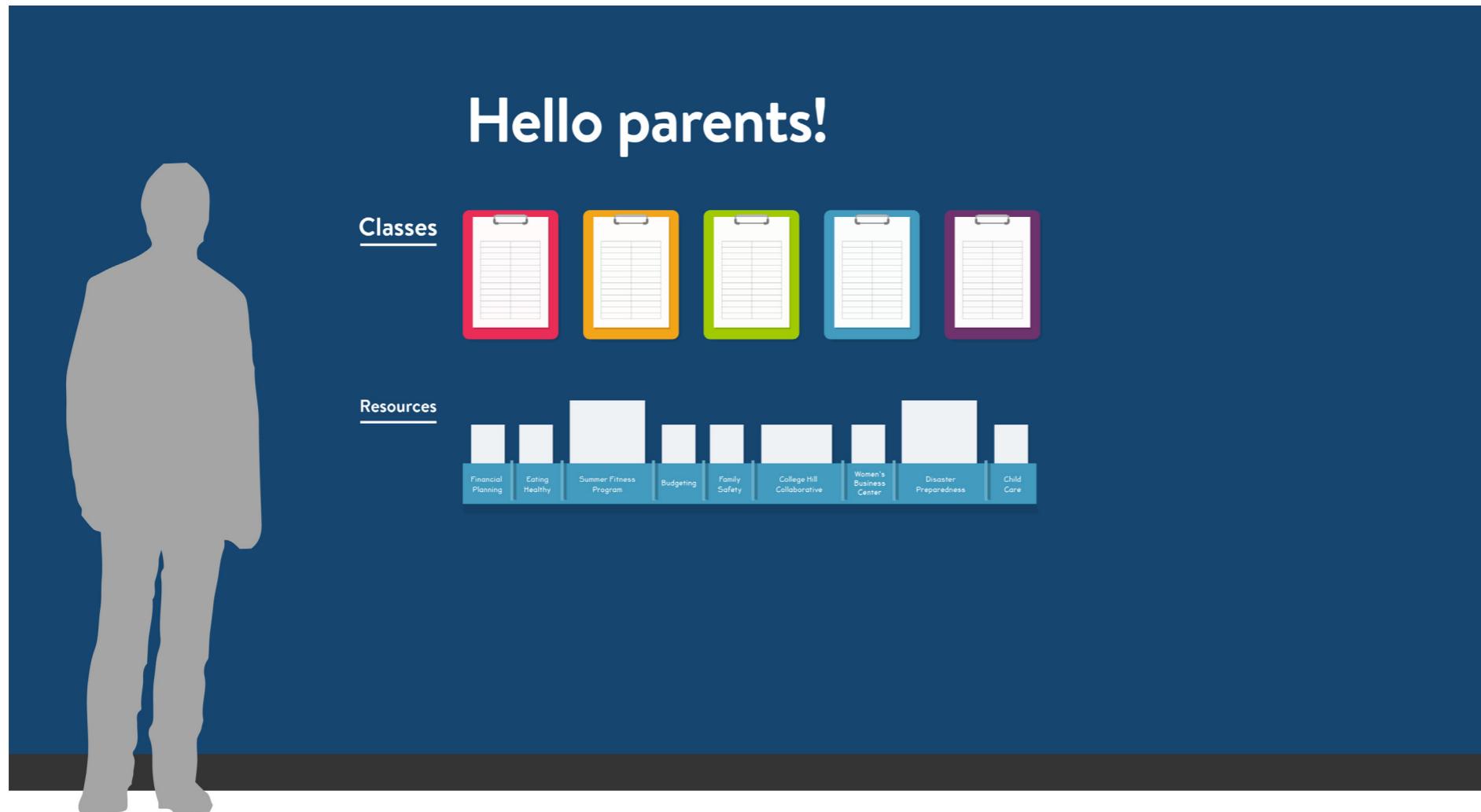
“Ultimately the best way to get the word out is word of mouth and relationship building.”

—SARAH ADLER

4 Minimal cross-enrollment of programs



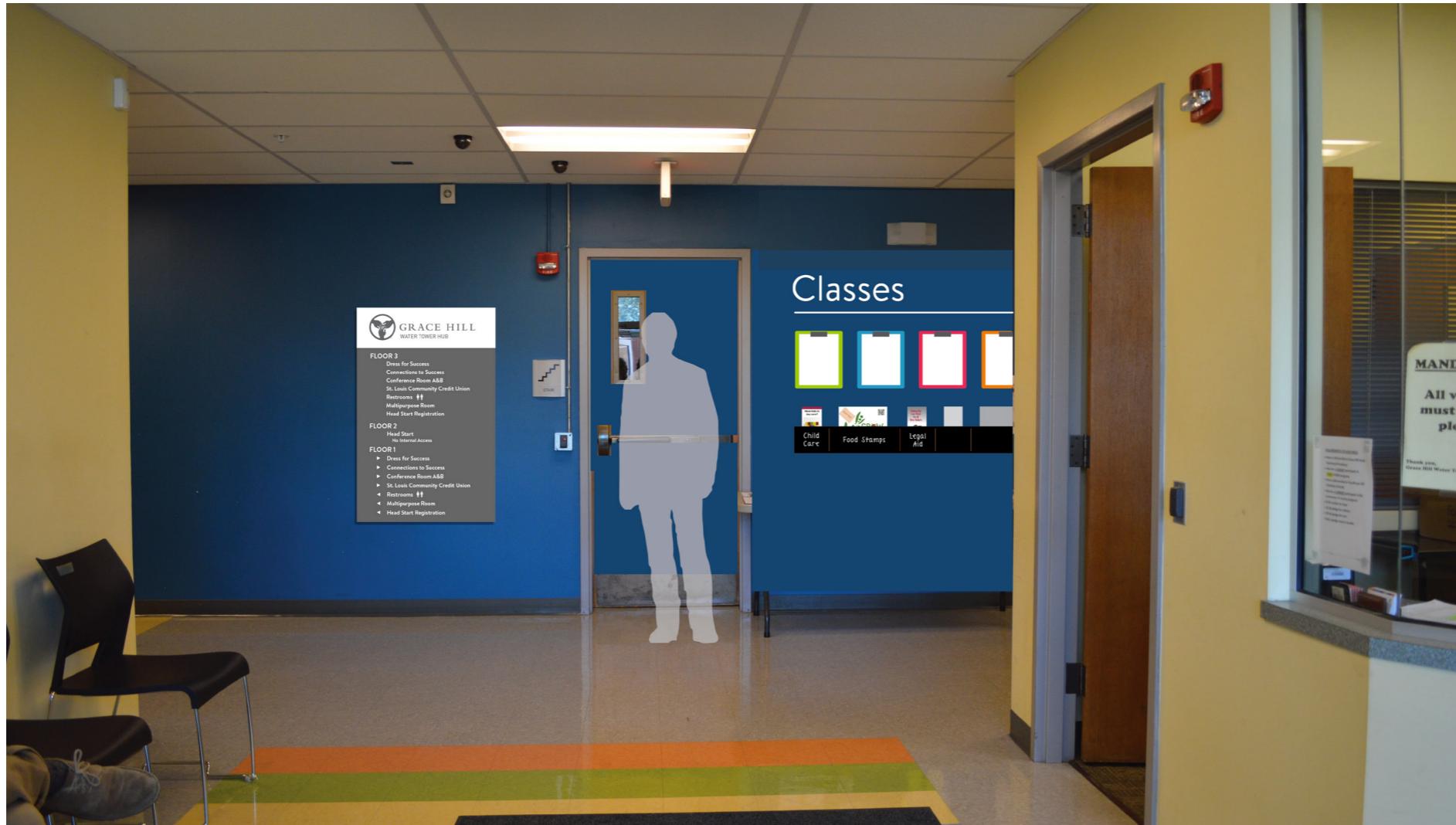
4 Minimal cross-enrollment of programs



4 Minimal cross-enrollment of programs



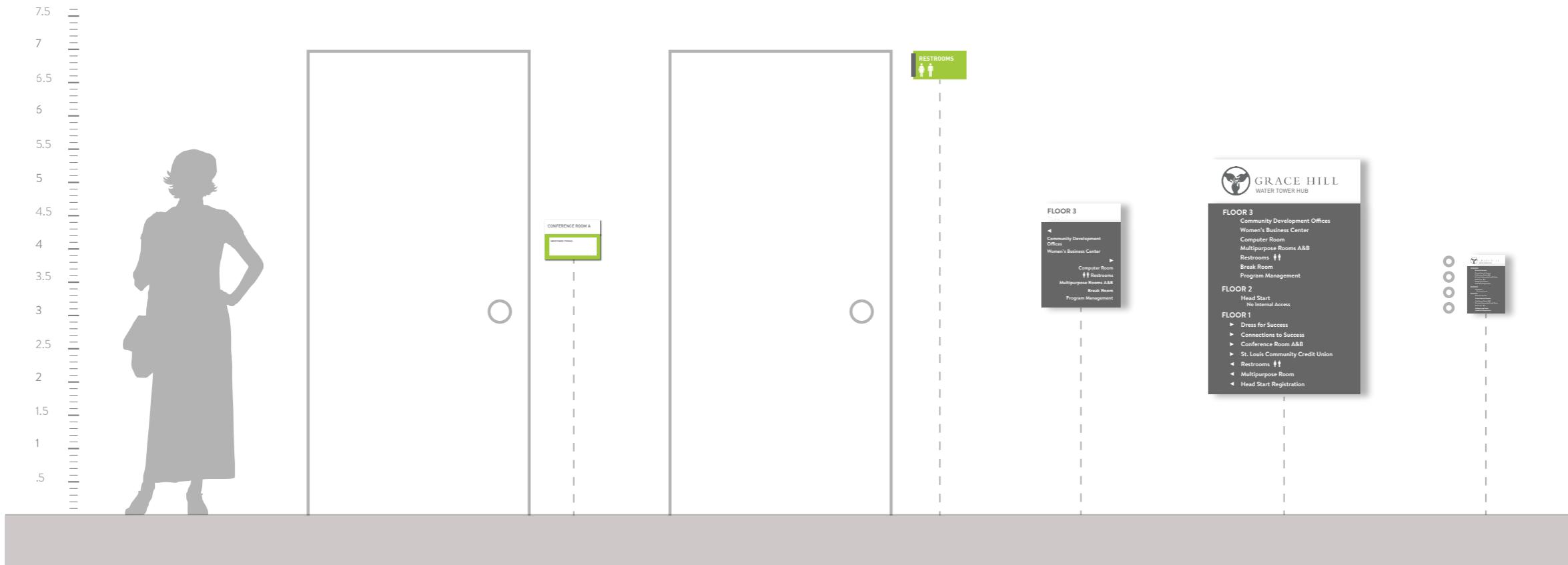
4 Minimal cross-enrollment of programs



Sign Family

Exterior

Interior

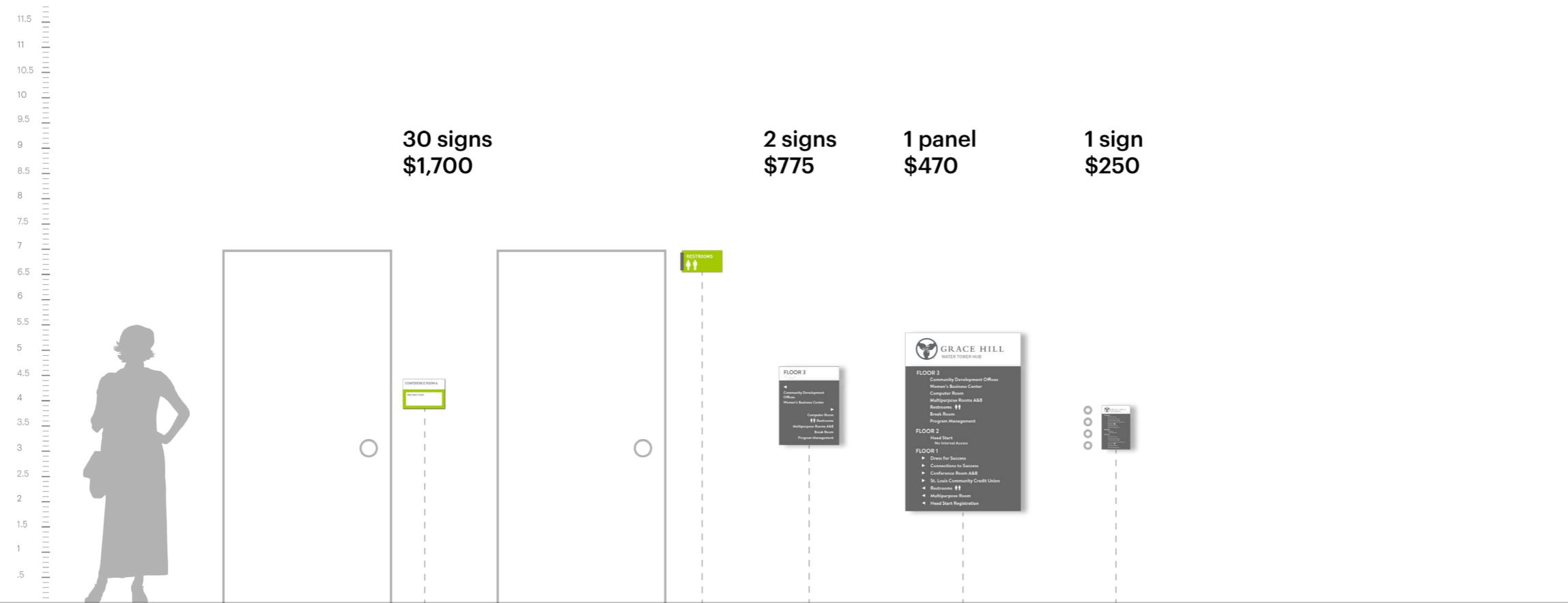


Implementation

Pricing

Exterior

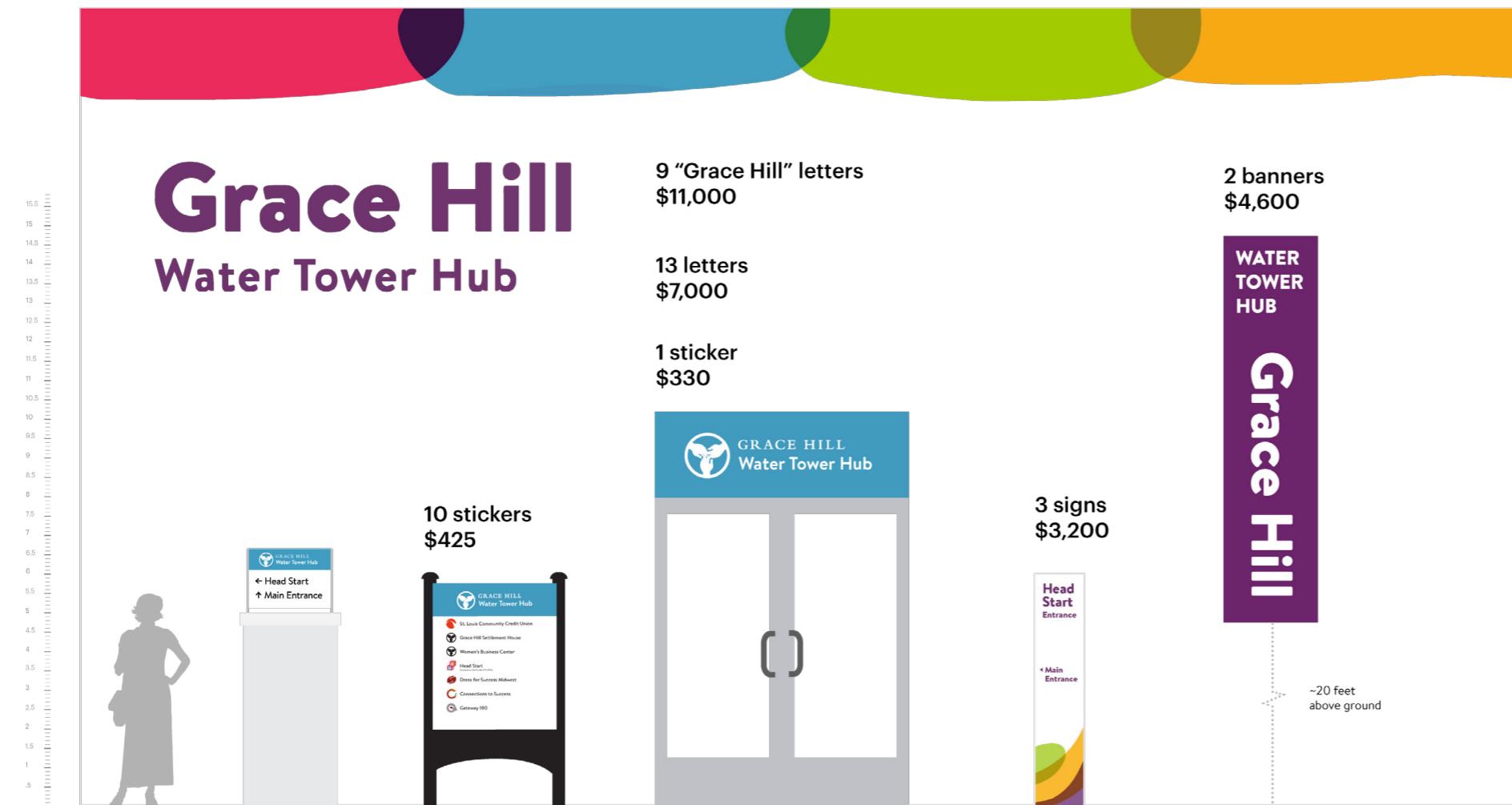
Interior



Pricing

Exterior

Interior



Immediate Recommendations

- Paint is your friend
 - Painting “Grace Hill” on the facade
 - Painting Head Start curb to minimize morning traffic
- Capitalize on existing signage with new inserts

Thank you!

Questions, comments, ideas?