

WYO



WAYFINDING MASTER PLAN

April 2020

This document has been prepared to provide guidance for the implementation of wayfinding directional signage within the Casper Metropolitan Region. We would like to acknowledge the following team members for their dedicated support and leadership during this plan's development: Mayor Patrick Ford of Bar Nunn, Mayor Steve Freel of Casper, Mayor Jennifer Sorenson of Evansville, and Mayor Seth Coleman of Mills, Casper MPO Staff, Citizen's Committee, WYDOT, Natrona County Commissioners, the Technical Committee and the Steering Committee.



Wyoming

Wayfinding Master Plan

INTRODUCTION 5

PUBLIC INPUT 11

INVENTORY & ANALYSIS 17

SIGN DESIGN 29

SIGN FAMILY 39

SIGN SPECIFICATIONS 51

SIGN LOCATIONS & MESSAGING 57

IMPLEMENTATION PLAN 149

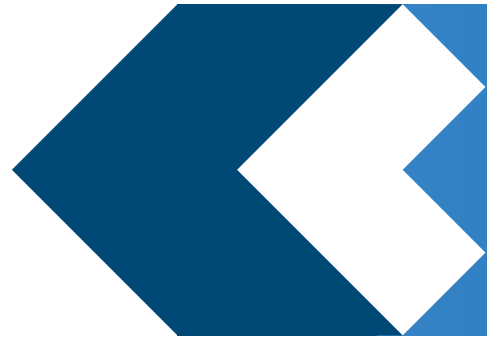


The Casper Regional Wayfinding System provides a strategic, logical, and aesthetically pleasing approach to orient and direct visitors and residents to and around key area destinations. The design was inspired by elements that make this area unique, including:

- The whole Natrona County region, with its magnificent mountains and plains, beautiful waterways, and vibrant cultural amenities;
- Casper's place as the region's urban core, its historical roots in both Native American and Euro-American settler cultures, and the many evolutions the city has experienced in architectural style and character;
- Bar Nunn's history as the site of a World War II-era airport, Wardwell Field;
- Evansville's American eagle population, and Reshaw Park with its historic bridge;
- Mills' growing identity along the North Platte River.

All these elements shaped the design of this Wayfinding System. The design reflects the character of this distinctive area and enhances how both visitors and residents experience their time here.

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INTRODUCTION

**Wyoming***Wayfinding Master Plan***The Wayfinding System**

Wayfinding systems are used throughout the world and are designed to help answer the questions:

- Where am I?
- Where am I going?
- How do I get from here to there?

Within this system, vital information is provided to users. A wayfinding system is a network of signage that orients and directs travelers of all modes to and from destinations. Signs within a wayfinding system typically include information such as:

- Gateways/Monuments
- Directional
- Identification
- Interpretive

Wayfinding Sign Types

The four sign types are simple, intuitive, and work together to help people of all ages and abilities find their way. Messages on signage should be clear and as short as possible. Too many signs can be just as bad as too few. Aside from that, the rules are simple; gateways inform that one has arrived to the region, directional signs point the way, identification signs announce the specific location, interpretive signs tell about the location.

Gateways/Monuments

Gateways are markers which denote the boundaries of a district. They inform the system's user when they have arrived at a district, allowing more specific instructions to follow from that point on. This document identifies gateway locations, gateway materials, and conceptual gateway designs.

Directional

Directional signs are generally the first implemented, as they can prevent unnecessary confusion. They're placed on the way to a destination, at any location where someone might naturally find themselves wondering how to get to that destination. This document identifies directional sign specifications, messaging, and general locations.

Identification

Identification signs label a specific area and indicate how a specific place is used. The second most important sign to a wayfinding system, identifiers confirm arrival from directional signs. This document identifies identification sign graphic layout and sign specifications.

Interpretive

Interpretive signs provide pedestrians with an overview of a significant cultural, historical or natural element that may need additional context. This document identifies the basic template and ADA requirements for accessibility.



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The motivation for this plan is the desire of the Casper region to:

- 1. Provide attractive and innovative wayfinding signage that meets the needs of residents and visitors of the Casper region.**
 - a. Make use of technology available now, and also consider the future impact of technology as the population grows and changes over time.
 - b. Consider the needs of residents as well as tourists and other visitors to the area.
 - c. Ensure that any signage has at least a 20-year lifespan.
- 2. Establish a high-quality, cohesive transportation-related identity that reflects the individual municipalities in the Casper Area through a coordinated signage system.**
 - a. Analyze primary routes using GIS mapping to ensure the system's routes are aligned with GPS-directed routes.
 - b. Ensure that wayfinding routes are both safe and efficient for travelers.
- 3. Promote and enhance key gateways and entrances into the individual municipalities in the Casper Area.**
 - a. Embrace and reflect the things that create a sense of place in the Casper Region: the natural beauty of mountains, plains, and the river; the area's history; the urban vibrancy.
 - b. Choose destinations wisely, to ensure the system directs people to destinations that will still be here 10, 20, 30 years or more.



This overlook, off of Highway 257, is an example of Wyoming's rich history being shared through interpretive signage, with a stunning, mountainous backdrop.



Downtown Casper has a unique blend of abutting architectural styles which speak to the history and culture of the community. The signage on these architectural structures does the same.



Beyond geological features, the Casper area also boasts heavily used water bodies, including the access point to the Platte River.

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Casper Mountain is the singular most iconic natural feature in the area. It has a regional draw bringing guests to the area from a multi-state radius.



The landscape of the Casper area is incredibly diverse. It includes mountain vegetation, prairied plains, and dense urban infrastructure. The image above showcases a view looking back on the community while ascending the mountain.



As one drives toward Waterways they will observe the striations of the rock types. This photo showcases the stunning geological diversity found in the area.

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Garden Creek Falls was in the top 10% of locations listed during public input sessions.



David Street Station, with its use of Corten steel and rough-hewn wood have established an interesting design precedent, which nods to the history of the area.



The Waterways region is known for its stunning red rocks, bluffs and plateaus which make this area unique.

Public input guided the development of this Wayfinding System. Three Workshops—each of which included multiple components—provided opportunities for input along the way.

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PUBLIC INPUT



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Casper Area residents participating in the first public engagement event held during the David Street Station Farmer's Market.



Establishing the Project Vision

The project kickoff meeting with the steering committee was an initial opportunity to establish the project's vision. Two big questions were posed to the steering committee:

1. What characteristics unify and define the region?
2. What destinations are the biggest highlights and highest priorities?

The area's magnificent mountains and the North Platte River were found to be easily the most defining and unifying regional characteristics for members. The list of priority destinations is shown on the table on the following page.

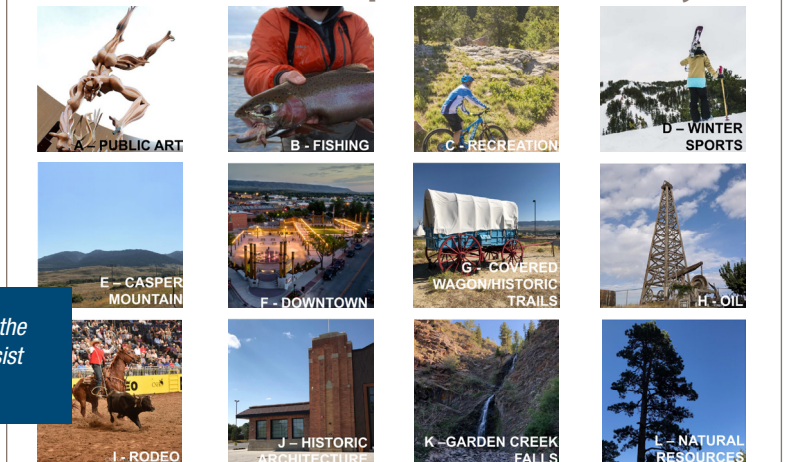
The David Street Station Farmer's Market on September 10th, 2019 was a perfect place to gather more public input on the project's vision. More than 130 people weighed in by responding to visual listening boards, choosing from an array of images to identify those that best represent the Casper region to them. Images of Casper Mountain, Alcova Lake, and downtown Casper emerged as particularly important, with others such as Garden Creek Waterfall worth noting as well.

At the same event attendees placed pins on a large map to indicate their favorite key destinations in the area: where they like to go, and where they like to take friends and visitors.

Once again, it was clear that both downtown Casper and the area's natural resources and recreation opportunities were high on the list. Casper Mountain, Garden Creek Waterfall and Alcova Lake were favorites.

Input from these exercises fed directly into decisions about graphics and color schemes to be used in the wayfinding system, and about the features and amenities to prioritize for directional signs.

Tell us what the Casper area means to you!



An example of the visual used in the Farmer's Market workshop to assist in the input-gathering process.



Sign Design Review

Once a design scheme was developed, the public had a chance to comment again. RDG presented the designs to boards and councils including Casper City Council, Bar Nunn Town Council, representatives of Evansville Town Council, representatives of Mills' Town Council, and civilian residents of Natrona County and collected responses in survey form as well. Responders were asked to detail their thoughts about the proposed signs including colors, shapes, content, and other graphic aspects.

Feedback was overwhelmingly supportive of the proposed designs. Responders affirmed the proposed locations of signs and the graphic elements recommended.



Ryan Peterson, of RDG Planning & Design, presenting to the Casper City Council, members of the public, and various new outlets.



Residents of the Casper area reviewing the presented sign concepts and providing feedback.

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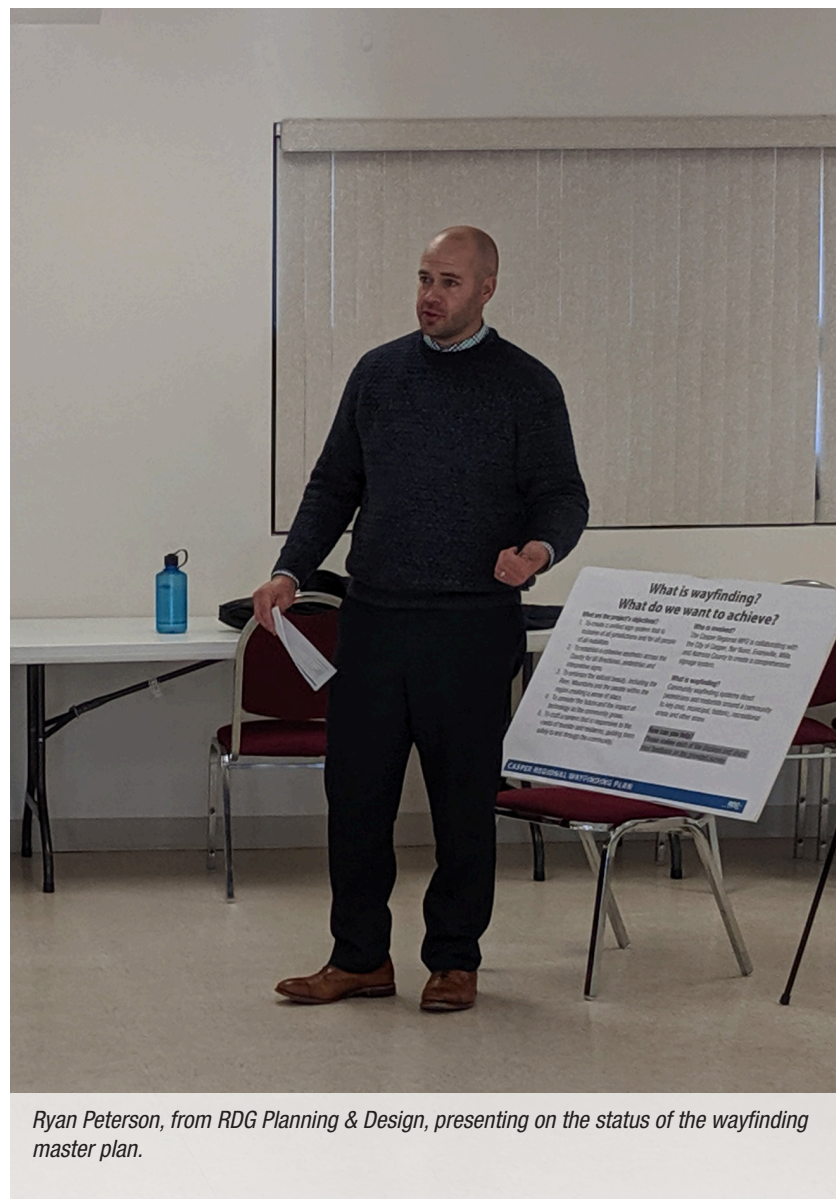
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Draft Master Plan Review and Implementation Meetings

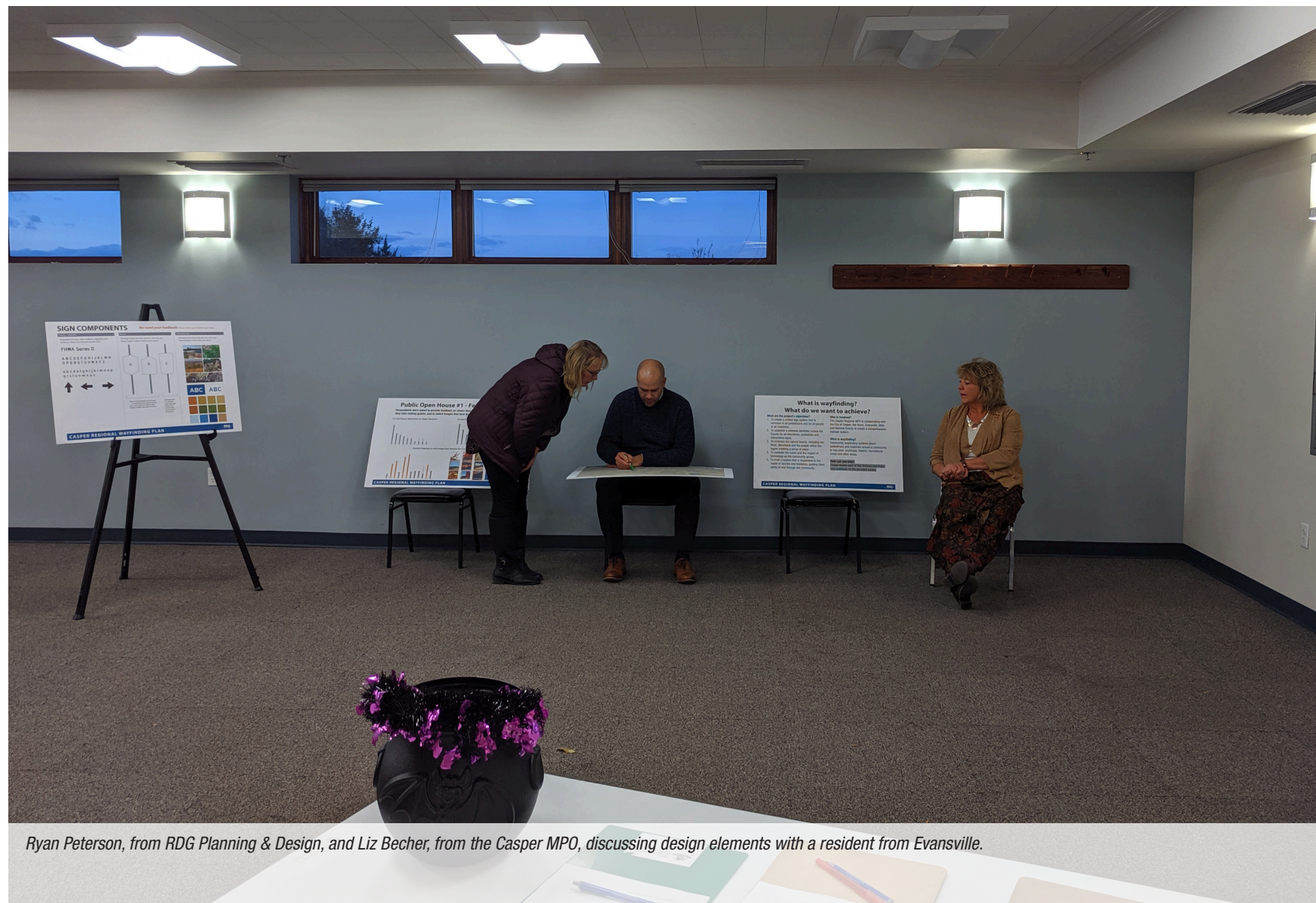
RDG presented the draft master plan to the Casper City Council, the steering committee, the technical committee, Wyoming DOT, Evansville Town Council, Mills Town Council, Natrona County Commission, and City of Casper Representatives. This was an opportunity to discuss the technical elements of the sign implementation plan.

Feedback from each jurisdiction was constructive and supportive of the direction the project has progressed. The formal comments take shape in the following sections of this master plan.





Ryan Peterson, from RDG Planning & Design, presenting on the status of the wayfinding master plan.



Ryan Peterson, from RDG Planning & Design, and Liz Becher, from the Casper MPO, discussing design elements with a resident from Evansville.

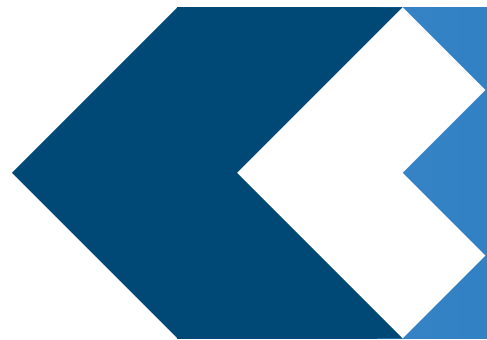
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An extensive project inventory and analysis process took place to ensure the unique characteristics of the Casper area, its residents, and its guests specifically informed the final design.

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INVENTORY & ANALYSIS



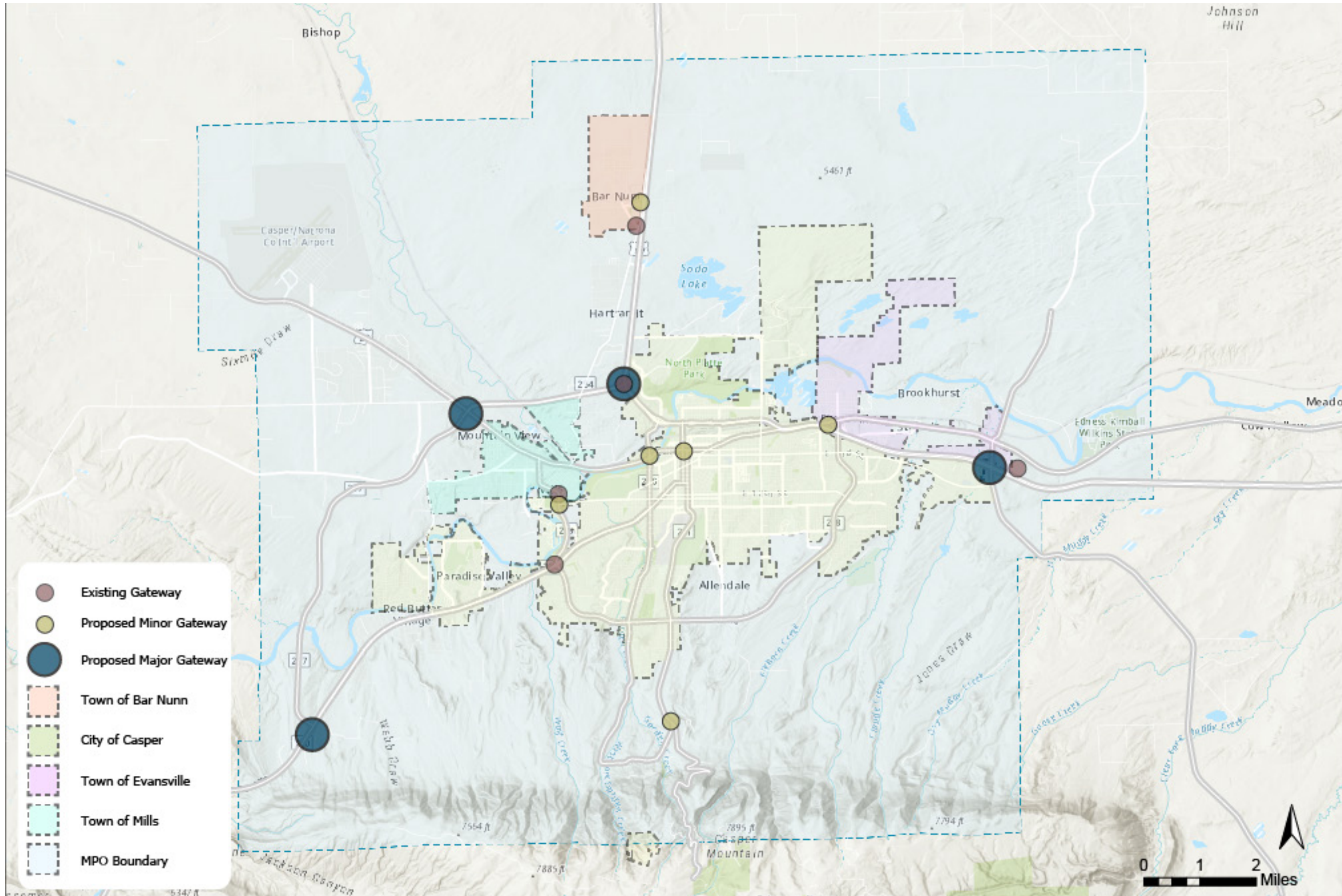
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Gateways let a traveler know when they're entering a particular district or area. Generally, gateways include some type of marker—perhaps an existing element such as a bridge or iconic monument or a newly-built marker or monument with signage. The design team mapped the natural entry points to each district or area, identifying those that would need new or different markers.





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Esri, HERE, Garmin, FAO, NOAA, USGS, OpenStreetMap contributors, and the GIS User Community

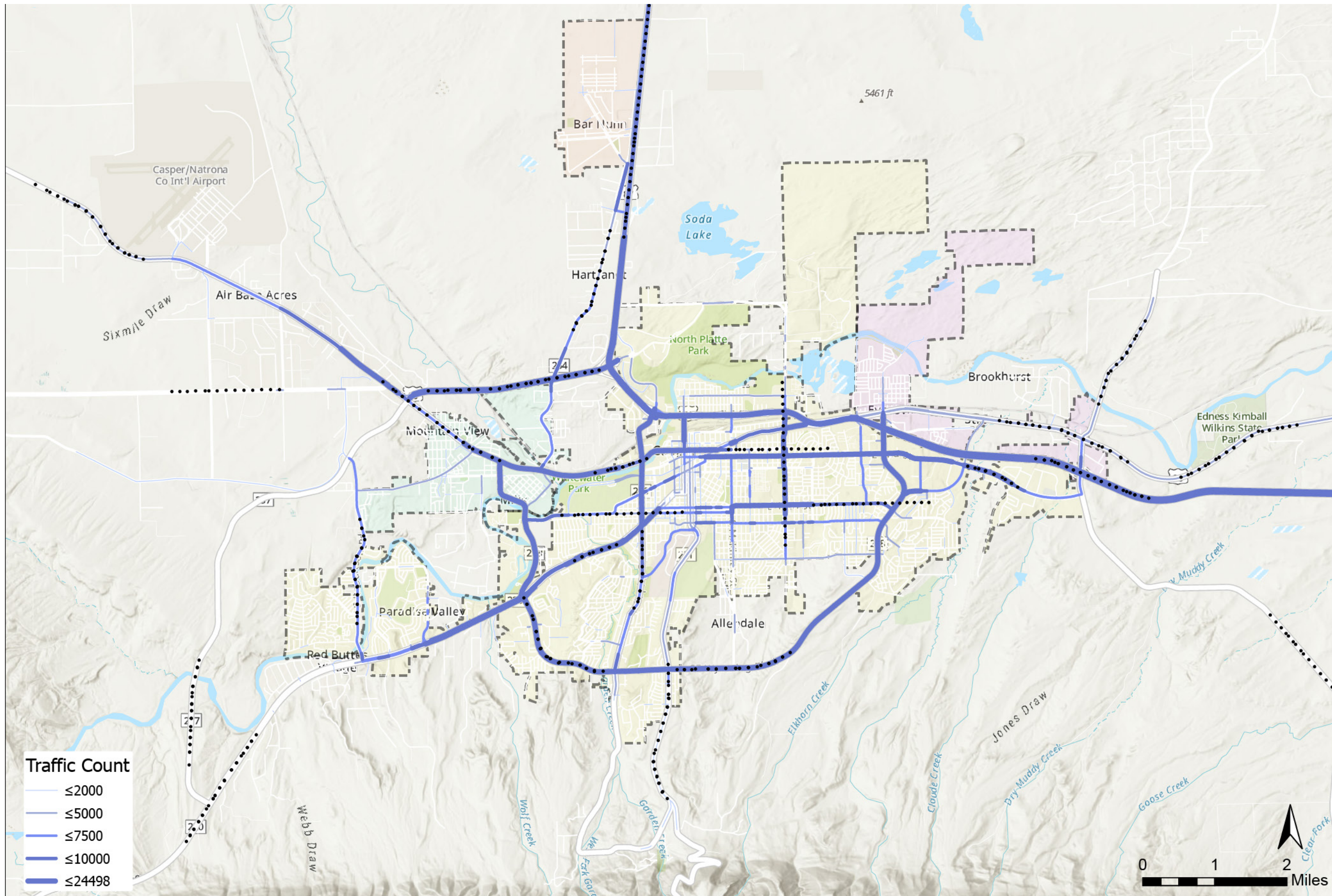


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Routes with the highest amount of traffic offer the greatest opportunity to get information to travelers, providing them with efficient directions to the places they want to go and enhancing their experience. In the Casper Regional Wayfinding System, directional signage is predominantly placed along routes with the highest amount of traffic. Routes with lower traffic volumes, in turn, have fewer directional signs.





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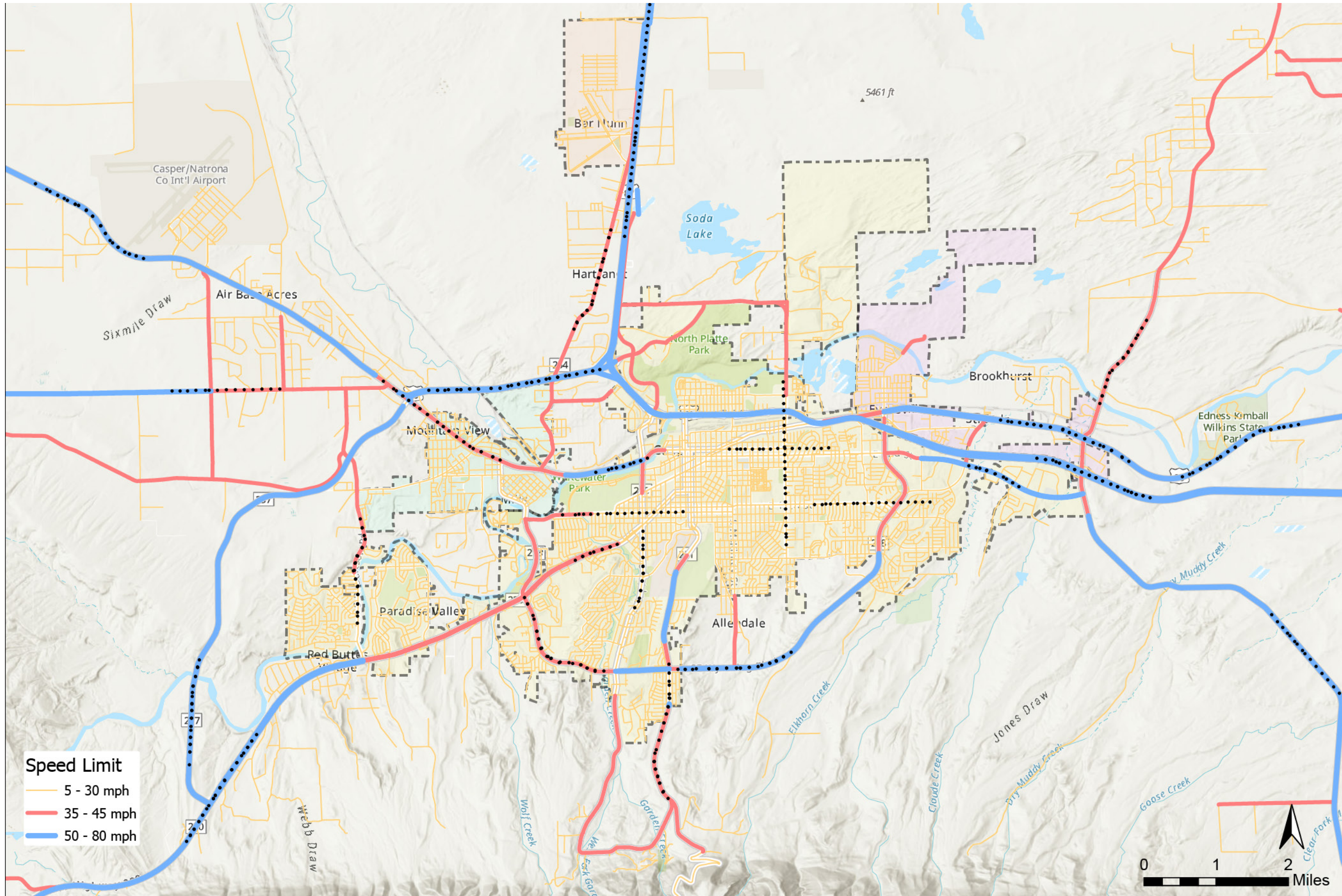
Esri, HERE, Garmin, FAO, NOAA, USGS, OpenStreetMap contributors, and the GIS User Community

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The faster a vehicle is moving, the larger the sign and its text need to be in order to be noticed and absorbed by the passing motorist or passenger. Speed limits along wayfinding routes help determine important graphic elements.

In the Casper System, the design team decided that routes with less than 30 mph speed limits would have a standard font height of 4" minimum, with each sign having three to four destinations maximum. Routes with higher than 30 mph speed limits would have a standard font height of 6" minimum, and would list a maximum of two to three destinations.

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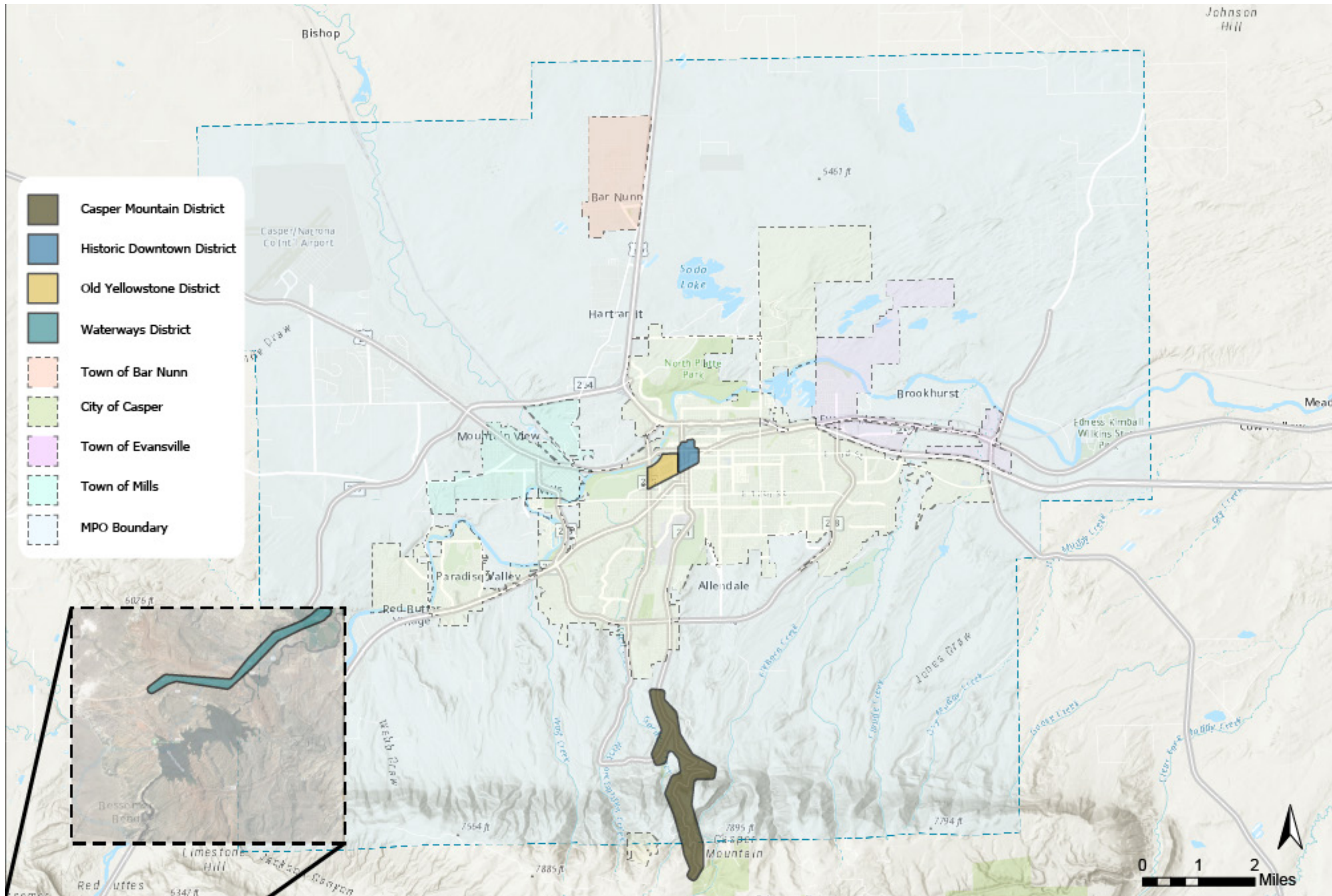
Esri, HERE, Garmin, FAO, NOAA, USGS, OpenStreetMap contributors, and the GIS User Community

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Creating multiple districts helps orient people to the area - especially when there are many potential destinations. The Casper Region's long list of amenities suggested that a series of districts would ease orientation. In collaboration with the steering committee, the following districts were identified:

- Casper Mountain
- Historic Downtown
- Old Yellowstone
- Waterways (Alcova)

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Each destination suggested for inclusion in the wayfinding system was listed and scored according to public input, demand/use and steering committee feedback. In general, destinations made the list for the wayfinding system if they could be described as one of the following (in priority order):

1. Destination for the audience who is not familiar with the region.
2. Destination for residents and visitors - people who are somewhat familiar with the community.
3. Destination commonly used for residents - people that are familiar with the area.
4. Destination which is only significant to a small sub-set of the community. These are destinations in which a resident already knows their way and/or visitors will not be navigating there.

Neighborhood parks, elementary schools and other local destinations were not included within the wayfinding system. The majority of individuals using these places are members of the community and do not rely on signage to get to their destination.

Destinations that hold intrinsic value for some citizens did not make the final list of vehicular destinations. All destinations were evaluated based on the project's goals and prioritization methods. The final destinations found on the next page were reviewed by the steering committee, elected officials and the Metropolitan Planning Organization. They represent those destinations with the greatest demand and highest priority.

CASPER AREA DESTINATIONS	PRIORITY
Casper Mountain	1
Casper/Natrona County International Airport	1
Downtown Casper	1
Fort Caspar Park	1
National Historic Trails Interpretive Center	1
Bar Nunn	2
Evansville	2
Mills	2
Alcova Reservoir	2
Casper College	2
David Street Station	2
Hogadon Ski Area	2
Nordic Trails	2
Rotary Park	2
Tate Geological Museum	2
Kelly Walsh High School	2
Natrona County High School	2
Old Yellowstone District	2
Amoco Park	3
Casper City Hall	3
Casper Events Center	3
Eastridge Mall	3
Edness Kimball Wilkins State Park	3
Fremont Canyon	3
Independence Rock	3
Nicolaysen Art Museum	3
North Casper Sports Complex	3
Platte River Trail	3
Roosevelt High School	3
Tate Pumphouse	3
Whitewater Park	3
Wyoming Medical Center	3
Adventure Playground	3
Bar Nunn Town Hall	3
Battle of Red Buttes and Mormon Trail	3
Bear Trap Meadow	3
Beech Street Plaza	3
Beverly Path	3
Casper Area Convention & Visitors Bureau	3

CASPER AREA DESTINATIONS	PRIORITY
Casper Chamber of Commerce	3
Casper Children's Theatre	3
Casper Classical Academy	3
Municipal Golf Course	3
Casper Police Department	3
Casper Recreation Center	3
Casper YMCA	3
Crimson Dawn Museum	4
Devil's Gate	4
Disc Golf	4
Dylan's Dog Park	4
Eadsville Trail System	4
East Introduction	4
Evansville Community Center	4
Evansville Post Office	4
Federal Building	4
Federal Court House	4
Field of Dreams	4
Fire Rock Steakhouse & Grill	4
Food for Thought Urban Farm	4
Fort Caspar Academy	4
Highland Park	4
Highland Trail	4
Izaak Walton League	4
Lake McKensie	4
Long Drainage Trail	4
Midwest School	4
Mills Community Hall	4
Mills Library	4
Mills Post Office	4
Morad Park	4
Mountain Road Trail	4
Natrona County Court House	4
Natrona County Public Library	4
Oregon Trail School	4
Paradise Valley School	4
Pathfinder Dam	4
Pathfinder Lake//Reservoir	4
Platte River Commons Trail	4

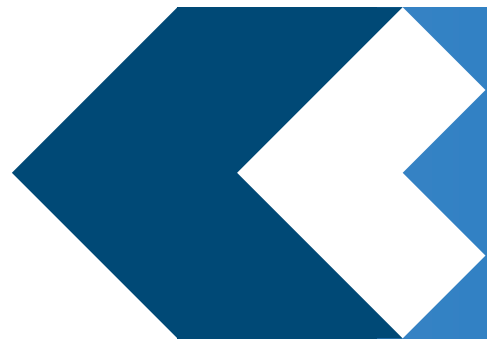
CASPER AREA DESTINATIONS	PRIORITY
Poison Spider School	4
Post Office	4
Reshaw Bridge	4
Rimrock Recreational Area	4
Sage Drainage Trail	4
Skatepark	4
Soda Lake	4
Stage III Community Theater	4
State Veterans Cemetery	4
Stuckenhoff Shooters' Complex	4
Summit Medical Center	4
Susie McMurry Park	4
Science Zone	4
Veteran's Park	4
Werner Wildlife Museum	4
Westwood Trail	4
Wolf Creek Path	4
Woods Learning Center	4
Alcova Dam	4
Casper Rail-Trail	4
Centennial Hills Trail	4
Durbin Street Bike Lanes	4

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Wayfinding signs help contribute to an overall “sense of place,” serving as an extension of the community’s brand and embellishing the key places that residents hold in high regard. Each sign component—including the size, shape, font, colors, and depictions—has been carefully developed with these values in mind.

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SIGN DESIGN

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The Federal Highway Administration's Manual on Uniform Traffic Control Devices (MUTCD), along with the Americans with Disabilities Act (ADA), contain signage requirements that form the baseline for sign design. The Wyoming Department of Transportation also has applicable rules and requirements.

Requirements include:

- There must be at least a 7-foot clearance from the ground to the bottom edge of each vehicular directional sign in urban areas. (2A.16.01)
- The standard signage font color is white for highway guide signs with a green background. (2D.03.02)
- The sign structure's color must be a minimum 50% contrast with the ground (70% is preferred). (2D.50.19)
- Wayfinding signs should avoid colors that could be interpreted as warning or regulatory signs. (2D.50.18):
 - Orange (temporary traffic control)
 - Fluorescent Yellow-Green (school/pedestrian crossing)
 - Black (Incident Management)
 - Brown (Forest Route/Recreational)
- Direction was given by the City of Casper Public Services that breakaway assemblies would be required only in instances where the pole is not placed behind a curb. (February 11, 2020) Signs located behind a curb and gutter on municipal streets will not be required to use breakaway assemblies. Signs located on any Wyoming Department of Transportation road or street, including those in any municipality, will be required to use breakaway assemblies.

- Regarding placement:
 - “The use of community wayfinding guide signs shall be limited to conventional roads. Community wayfinding guide signs shall not be installed on freeway or expressway mainlines or ramps. Direction to community wayfinding destinations from a freeway or expressway shall be limited to the use of a Supplemental Guide sign (see Section 2E.35) on the mainline and a Destination sign (see Section 2D.37) on the ramp to direct road users to the area or areas within which community wayfinding guide signs are used. The individual wayfinding destinations shall not be displayed on the Supplemental Guide and Destination signs except where the destinations are in accordance with the State or agency policy on Supplemental Guide signs.” (2D.50 04)
 - Direction was given by the Wyoming Department of Transportation to allow the placement of wayfinding signs on interstate ramps. (February 10, 2020)

(Federal Highway Administration, and National Committee on Uniform Traffic Control Devices. Manual on Uniform Traffic Control Devices, § 2D.50 (2009 Edition.))

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The logo for Wyoming, consisting of the letters 'WYO' in a bold, blue, sans-serif font.



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The public input reinforced a sense of place in this region and identifying themes and cultural influences to be incorporated into the sign design. The landscape—the area’s mountains and plains, the North Platte River, the western-urban city of Casper, the eagles and antelope, the recreational amenities and historic sites—all these combine to tell the story of the Casper Region.





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April 2020



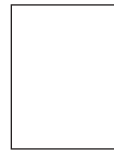
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The color palette chosen for the wayfinding system is comprised of colors that relate to the landscape of the Casper area. These are also colors that are evident in the highest-impact visual images identified during the public input workshop. While public input was somewhat split on color choices for directional signs, the final decision of a blue background with white text and images was selected because this color scheme is reminiscent of National Park Service signage.

Pantone/CMYK Color Reproduction necessary for integrity of colors as shown

PRIMARY COLORS



WHITE
CMYK: 0 0 0 0



BLACK
CMYK: 0 0 0 100



PANTONE NAVY 7693
CMYK: 100 76 30 14

SECONDARY COLORS



PANTONE BLUE 660
CMYK: 76 47 0 0



PANTONE YELLOW 457
CMYK: 30 33 100 3

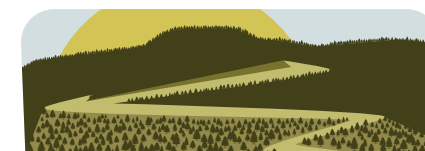


PANTONE ORANGE 139
CMYK: 26 59 100 11



PANTONE GREEN 371
CMYK: 64 42 100 31

AXILLARY COLORS



WAYFINDING SIGNAGE

FONT: FHWA Series D2000EX

FHWA Series D2000EX

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

**0 1 2 3 4 5 6 7 8 9 & **

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The graphics shown here represent those typically occurring on signage in the Casper Region.

Arrows and symbols are approved by the Manual on Uniform Traffic Control Devices (MUTCD). Per the MUTCD, *The Type D directional arrow should be used on guide signs on conventional roads when placed at any angle to the side of a single destination or when placed in a horizontal orientation to the side of a group of destinations. (Federal Highway Administration, and National Committee on Uniform Traffic Control Devices. Manual on Uniform Traffic Control Devices, § 2D.08 (2009 Edition. p.141.)*

No symbol or logo substitutions from those shown are allowed. Marks are owned by the City of Casper.

SYMBOLS



Type D Arrow
MUTCD

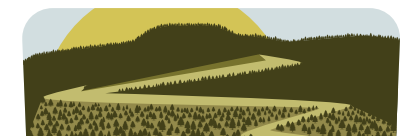


Type D Arrow
MUTCD



Type D Arrow
MUTCD

MARKS



Destination Name	Nomenclature	
<i>Full name of destination</i>	<i>Common abbreviation</i>	<i>Further Abbreviation</i>
Alcova Reservoir	Alcova Reservoir	
Amoco Park	Amoco Park	
Bar Nunn Town Hall	Town Hall	
Boys & Girls Club Skate Park	Skatepark	
Bridle Trail	Bridle Trail	
Casper	Casper	
Casper Area Convention & Visitors Bureau	Visitor Ctr	
Casper City Hall	City Hall	
Casper College	Casper College	
Casper Events Center	Events Ctr	
Casper Family YMCA	YMCA	
Casper Mountain	Casper Mtn	
Casper Municipal Golf Course	Golf Course	
Casper Municipal Golf Course	Municipal Golf Course	
Casper Post Office	Post Office	
Casper Recreation Center	Recreation Ctr	
Casper/Natrona County International Airport	Airport	
Central Wyoming Fairgrounds	Fairgrounds	
Crimson Dawn Museum	Crimson Dawn	
Crossroads Park	Crossroads Park	
David Street Station	David St Station	
Downtown Casper	Downtown	
Drivers License Department	Drivers License Dept	Drivers Lic Dept
Eastridge Mall	Eastridge Mall	
Edness Kimball Wilkins State Park	EKW State Park	
Evansville Community Center	Community Ctr	
Evansville Post Office	Evansville Post Office	
Federal Court House	Fed Court House	
Field of Dreams	Field of Dreams	
Fort Caspar	Ft Caspar	
Freden Park	Freden Park	
Fremont Canyon	Fremont Canyon	
Garden Creek Park	Garden Creek Park	
Highland Park	Highland Park	
Downtown	Downtown	
Hogadon Ski Area	Ski Area	
Independence Rock	Independence Rock	Ind Rock
Kelly Walsh High School	K Walsh HS	

Destination Name	Nomenclature	
<i>Full name of destination</i>	<i>Common abbreviation</i>	<i>Further Abbreviation</i>
Knife River Trail Access	Trail Access	
Mike Sedar Park	Mike Sedar Park	
Mills Library	Mills Library	
Mills Post Office	Mills Post Office	
Mills Riverfront	Mills Riverfront	Riverfront
Mills Town Hall	Mills Town Hall	Town Hall
Morad Park	Morad Park	
National Historic Trails Interpretive Center	Historic Trails Ctr	Hist Trails Ctr
Natrona County High School	Natrona Co HS	
Natrona County Public Library	Public Library	Library
Nicolaysen Art Museum	Nic Art Museum	
Nordic Trails Center	Nordic Trails Ctr	
North Casper Sports Complex	Sports Complex	
North Casper Sports Complex Soccer Fields	Soccer Fields	
Old Yellowstone District	Old Yellowstone District	Old Yellowstone
Parking Garage	Parking Garage	
Pathways Innovation Center	PIC High School	
Platte River Commons Trail	Platte River Commons	
Platte River Commons Trail Access	Platte River Trail	Trail Access
Rail Trail Access	Rail Trail Access	
Reshaw Park	Reshaw Park	
Robert L. Adams Archery Range	Archery Range	
Rotary Park	Rotary Park	
Shoshoni	Shoshoni	
State Veterans Cemetery	Veterans Cemetery	
Tate Geological Museum	Tate Museum	
Tate Pumphouse Trail Center	Tate Pumphse	
Town of Alcova	Town of Alcova	
Town of Bar Nunn	Town of Bar Nunn	
Town of Evansville	Town of Evansville	
Town of Mills	Town of Mills	Mills
U.S. Interstate 25	I-25	
Veterans Park	Veterans Park	
Veterans Memorial Museum	Veterans Museum	Veterans Mus
Washington Park	Washington Park	
Werner Wildlife Museum	Wildlife Museum	
Whitewater Park	Whitewater Park	
Wyoming Medical Center	Wyo Med Ctr	

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A family of signs developed to create a cohesive and holistic system that will enhance the understanding and experience of the Casper area. Beginning with gateways and directional signage, the system is designed to enhance motorists' experience as they successfully navigate the region's transportation network.

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SIGN FAMILY

**Wyoming***Wayfinding Master Plan***Vehicular Wayfinding**

Located along the roadway, vehicular directional wayfinding focuses on first-time users and visitors. The signage contains limited information to avoid confusing drivers, and directs motorists to key destinations or destination zones in Casper and its neighboring vicinities. Found at key decision-making intersections, these signs appear frequently enough to help orient the driver and provide adequate time to ensure comprehension and make appropriate choices.

Once the driver has parked, the pedestrian/trail system takes over.

Vehicular Directionals:

These signs are used to support wayfinding to several destinations. This directional sign type should be placed before intersections with secondary roads, near vehicular destination points, and at regular intervals along longer routes for wayfinding reinforcement.

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Vehicular Directional
30 MPH or less

Vehicular Directional
30 MPH or less
with District Identifier

Vehicular Directional
30 MPH or more

Vehicular Directional
30 MPH or more
with District Identifier

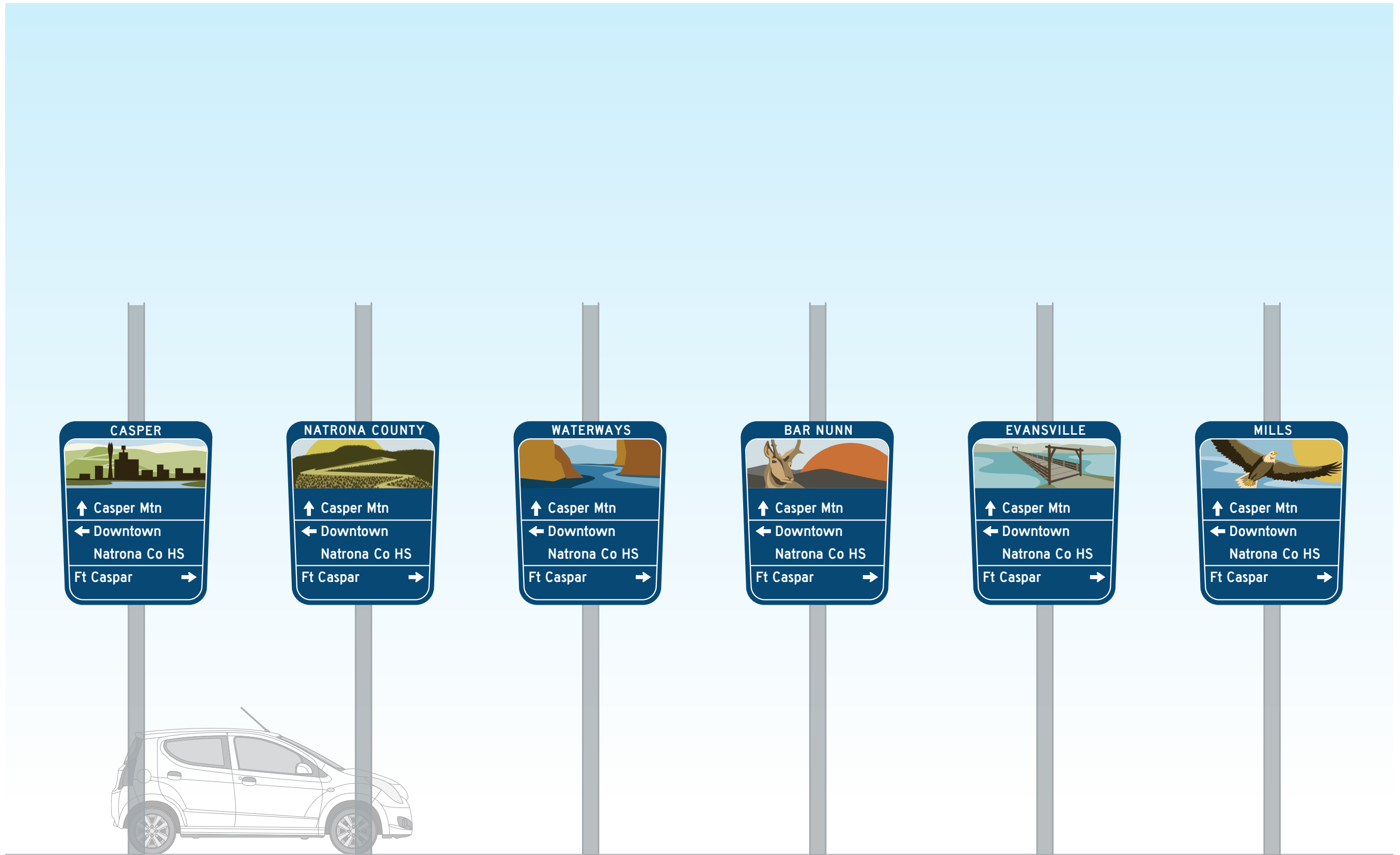
Vehicular Directional
30 MPH or less

Identification



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Note: City/Town vector linework for logos and or artwork, shall be provided by the jurisdiction upon request.

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Corten Steel



Corten steel panels and accents which compliment the other materials

Brick



Yellow brick found throughout the downtown area

Materials

Gateways are an extension of the wayfinding system. They are markers which indicate key entry points into cities, town, districts, and significant areas. They also denote the boundaries of a district by informing users of the wayfinding system when they have arrived at the region.

Materials are to be mass timbers accompanied with corten steel frames/accents. These material choices will be consistent among every gateway in the wayfinding system. By repeating these materials, gateways may be erected on a different schedule than the directional signs, while still establishing a sense of cohesion throughout the entire region.

Wood Timbers



Rough hewn timbers at David Street Station

Stacked Stone



Unique stone construction found on the exiting gateway on Interstate 25



LEGIBILITY

Font: FHWA Series D

Legible Directional Viewing Distance: 180 FT

Max # of Per Line: 8

Preferred # of Lines Per Destination: 1

Max # of Lines Per Destination: 2

Max # of Destinations Per Sign: 2

Max # of Lines Per Sign: 4

SIGN SPECIFICATIONS:

Size: 160 IN wide x 90 IN high

Text: "Welcome To": 12 IN

Logo: 144 IN wide x 65.5 IN high

FABRICATION

Material: Corten Steel, Aluminum* with ASTM Type IV

Sheeting, Rough Hewn Wood, Brick, Stacked Stone

Note: Sign back is not reflective.

INSTALLATION

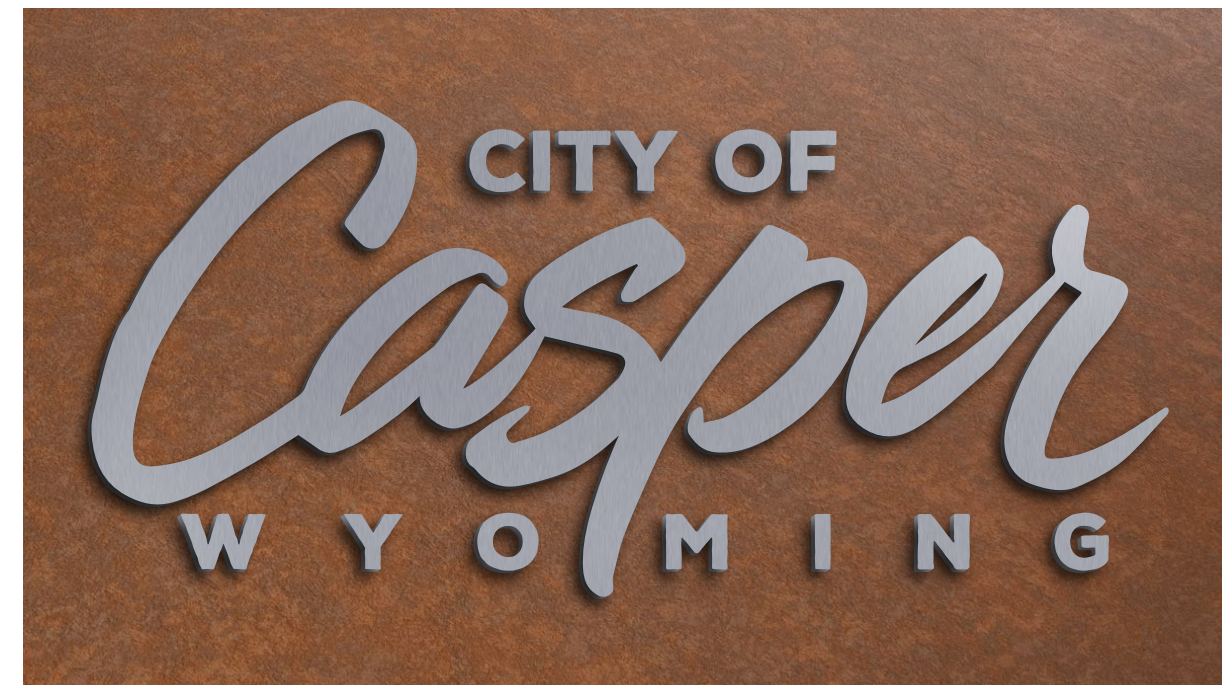
Installed outside of the clear zone.

Verify locations to ensure location is outside of the clear zone and consistent with WYDOT policy and federal regulations, as applicable, regarding the safety, operations and maintenance of the transportation facility.



Wyoming

Wayfinding Master Plan



WYO

April 2020

**Wyoming***Wayfinding Master Plan***Standard Gateway**

The standard gateway shall be the default form utilized around the region. It shall match the graphic to the left in terms of scale and materiality, using corten steel as the sign panel, the wood timber frames, and a stone base. The content on the corten panel shall be unique on each sign, with messaging responding to its placement.

Existing gateways can be brought into conformance with the guidelines of the master plan by incorporating the unifying materials listed on previous page. (mass timbers, corten steel frames/accents, stacked stone, and brick)



Custom Gateways

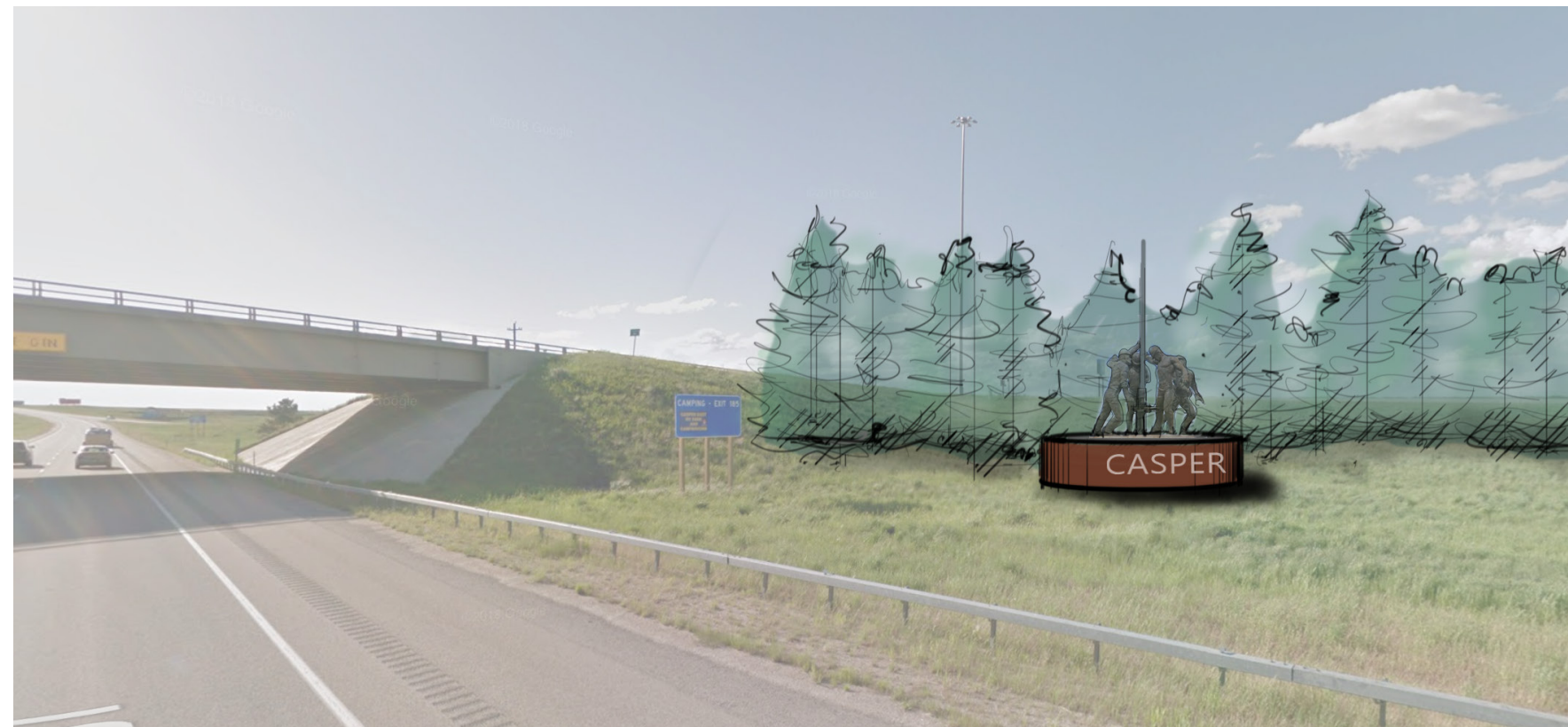
Unique locations will call for unique designs of gateways. Custom gateways shall be allowed throughout the wayfinding system. Each custom gateway shall make use of the unifying materials listed on previous pages. The images on the right depict examples of what these custom gateways may look like.

Bases of custom gateways may vary, though the materials will either be corten steel, stacked stone, or brick. Stacked stone bases shall be used as the material choice in more rural settings, with lower building and population density. Examples of these locations include the Waterways District and the Casper Mountain District. Brick bases shall be used in more population-dense areas like the Historic Downtown District, matching the brick found in the downtown street-scape.



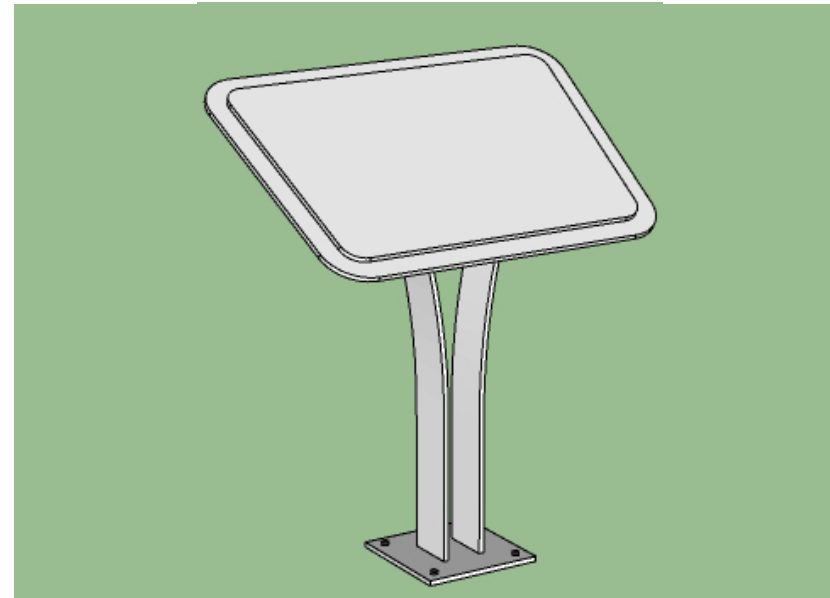
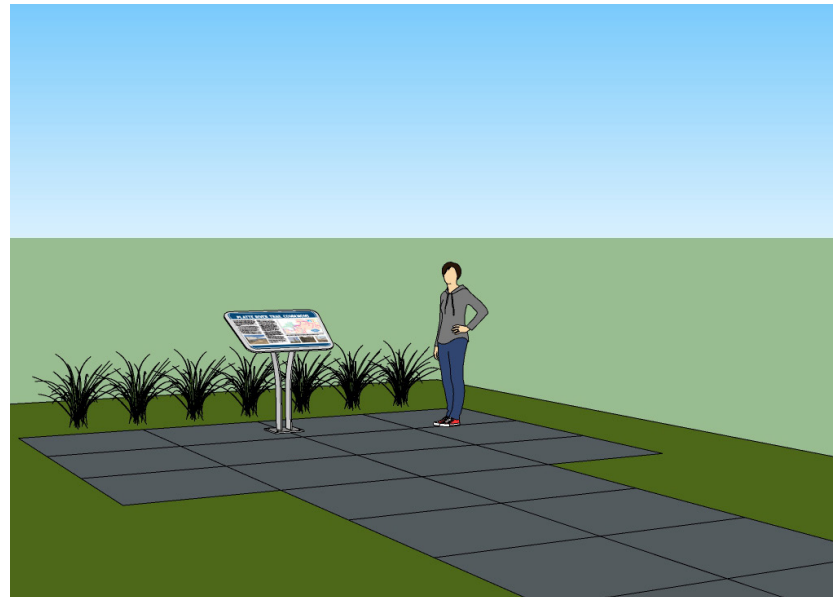
Wyoming

Wayfinding Master Plan



Wyoming

Wayfinding Master Plan



Interpretive Signage

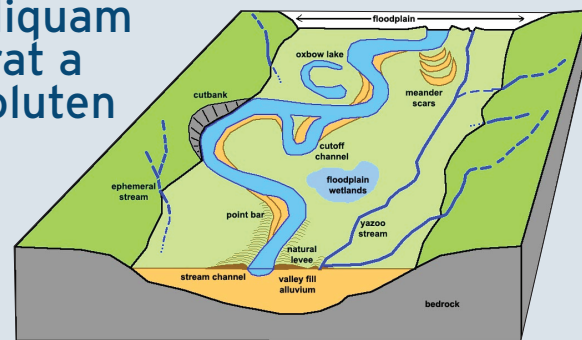
Interpretive signage is used exclusively on the pedestrian scale. These signs convey the greatest amount of information in the signage system. The images to the left depict conceptual representations of the wayfinding system's standard interpretive sign. Interpretive signage contains necessary instructions or answers to inquiries on the history of a place.

ADA guidelines dictate that there must be a 3 foot horizontal clearance for one-way wheel chair travel approaching an interpretive sign. A 5 foot horizontal clearance must exist if two-way travel is desired. The turnaround clearance for a wheelchair shall be 5' x 5'. (ADA 403). The recommendation of this system is consistent 5 foot clearance at all places. The bottom of the sign itself shall be 32 inches from the ground condition. The angle seen in the images to the left, and to be represented across all interpretive signs in this system, is 30 degrees.



PLATTE RIVER TRAIL COMMONS

Aliquam erat a voluten



Lorem ipsum dolor

Sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duiis dolore te feugait nulla facilisi.

- 1
- 2
- 3

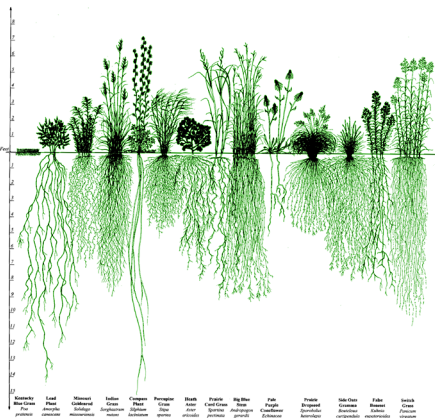
Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequa.



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Magna Wisi Eratquiler

Euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Magna aliquam erat volutpat. Exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequa.



SIGN SPECIFICATIONS:

Size: 36 IN wide x 25.5 IN high

Text: Header: 1.5 IN

Title: .7 IN

Subtitle: .5 IN

Body: .25 IN

Font: FHWA Series D or Interstate (Adobe Font)

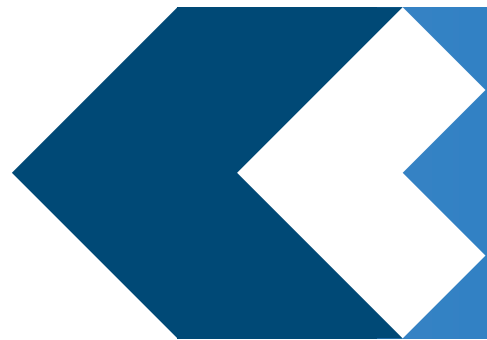
Final Layout with graphic/text/images developed by user.

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Each sign has distinct characteristics and is a pivotal part of the wayfinding system. These attributes are what make each sign an influential part of the overall sign family. Making sure these specifications are followed will ensure a system that conveys the tone and cohesion that the Casper area wants to have in place.

WYYO

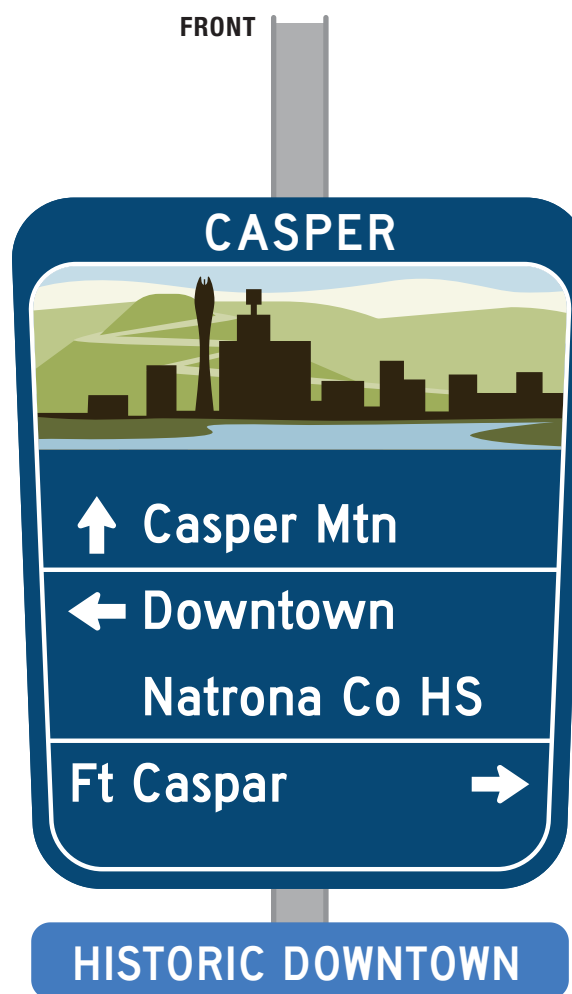
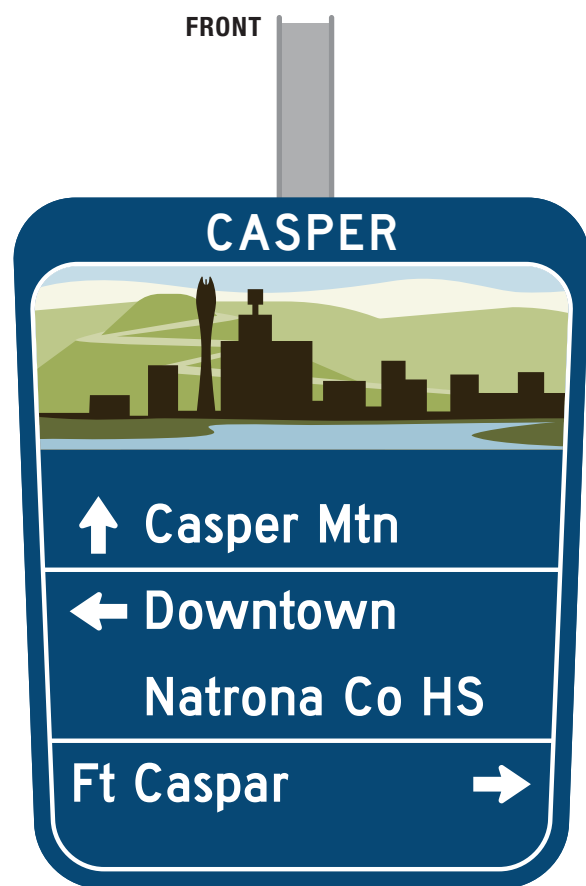


SIGN SPECIFICATIONS



Wyoming

Wayfinding Master Plan



LEGIBILITY

Font: FHWA Series D
 Legible Directional Viewing Distance: 160 FT
 Preferred # of Characters Per Line: 12
 Max # of Characters Per Line: 16
 Preferred # of Lines Per Destination: 1
 Max # of Lines Per Destination: 2
 Max # of Destinations Per Sign: 4
 Max # of Lines Per Sign: 4

SYMBOLS

↑ : 4 IN wide x 6 IN high
 ← : 6 IN wide x 4 IN high
 → : 6 IN wide x 4 IN high

SIGN SPECIFICATIONS:

Size: 60 IN wide x 72 IN high
 District Identifier: 56 IN wide x 8 IN high
 Text: Top Identifier: 3.75 IN (Kerning: 50)
 Destinations: 4 IN
 District Identifier: 3.5 IN
 Divider Line: 3.75 IN (Kerning: 50)

FABRICATION

Material: Aluminum* with ASTM Type IV Sheeting
 Note: Sign back is not reflective.
 Colors: Refer to the Section entitled Sign Standards.

MOUNTING

Posts: mounting will vary depending on the pole type

INSTALLATION

Installed a minimum of 100 FT apart.



LEGIBILITY

Font: FHWA Series D
 Legible Directional Viewing Distance: 240 FT
 Preferred # of Characters Per Line: 6
 Max # of Characters Per Line: 8
 Preferred # of Lines Per Destination: 1
 Max # of Lines Per Destination: 2
 Max # of Destinations Per Sign: 2
 Max # of Lines Per Sign: 4

SYMBOLS

↑ : 6 IN wide x 9 IN high
 ← : 9 IN wide x 6 IN high
 → : 9 IN wide x 6 IN high

SIGN SPECIFICATIONS:

Size: 68 IN wide x 81.5 IN high
 District Identifier: 64 IN wide x 9 IN high
 Text: Top Identifier: 4.25 IN (Kerning: 50)
 Destinations: 6 IN
 District Identifier: 4 IN

FABRICATION

Material: Aluminum* with ASTM Type IV Sheeting
 Note: Sign back is not reflective.
 Colors: Refer to the Section entitled Sign Standards.

MOUNTING

Posts: mounting will vary depending on the pole type

INSTALLATION

Installed a minimum of 100 FT apart.



Wyoming

Wayfinding Master Plan





Wyoming

Wayfinding Master Plan



April 2020

FRONT



LEGIBILITY

Font: FHWA Series D
Legible Viewing Distance: 120 FT
Preferred # of Characters Per Line: 10
Max # of Characters Per Line: 12
Preferred # of Lines Per Destination: 1
Max # of Lines Per Destination: 2
Max # of Destinations Per Sign: 1
Max # of Lines Per Sign: 2

SYMBOLS

↑ : 4 IN wide x 6 IN high
← : 6 IN wide x 4 IN high
→ : 6 IN wide x 4 IN high

SIGN SPECIFICATIONS:

Size: 47.5 IN wide x 39.5 IN high
Text: Top Identifier: 3.75 IN (Kerning: 50)
Destinations: 4 IN

FABRICATION

Material: Aluminum* with ASTM Type IV Sheeting
Note: Sign back is not reflective.
Colors: Refer to the Section entitled Sign Standards.

MOUNTING

Posts: mounting will vary depending on the pole type

INSTALLATION

Installed a minimum of 100 FT apart.



LEGIBILITY

Font: FHWA Series D

Legible Viewing Distance: 120 FT

SIGN SPECIFICATIONS:

Size: 70 IN wide x 60 IN high

FABRICATION

Material: Aluminum* with ASTM Type IV Sheeting

Note: Sign back is not reflective.

Colors: Refer to the Section entitled Sign Standards.

MOUNTING

Posts: Break-away

INSTALLATION

Installed a minimum of 100 FT apart.



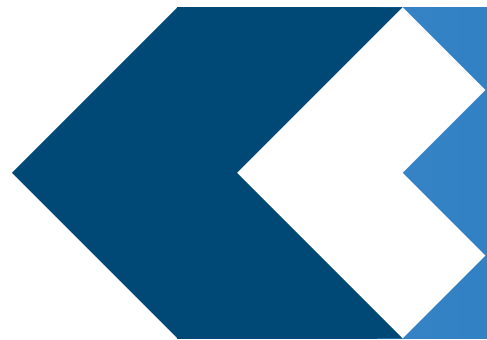
Wyoming

Wayfinding Design
Development Book



Guiding residents and visitors through the area to a desired destination without anxiety or frustration is essential to a successful wayfinding system. Carefully selected locations based on prioritization and thoughtful nomenclature support the Casper area's signage.

WYYO



SIGN LOCATION & MESSAGING



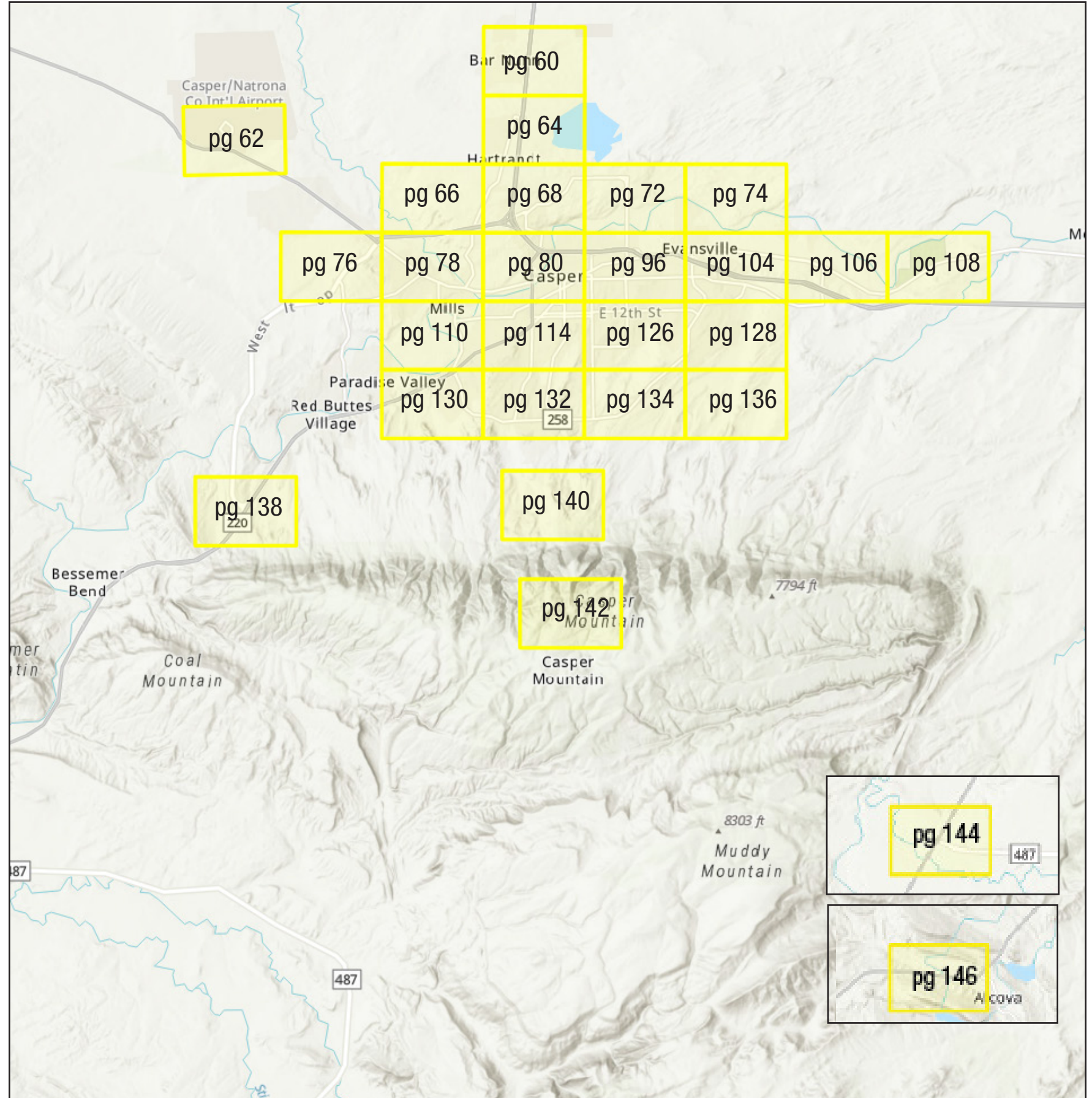
Wyoming

Wayfinding Master Plan

Sign Location & Messaging

The following pages identify the sign locations, content, and overall graphic layout for each sign within the wayfinding system.

Please reference the page numbers noted on the adjacent diagram for detailed information.





VEHICULAR DIRECTIONAL SIGN LEGEND

VD: VEHICULAR DIRECTIONAL

This is the standard sign in the wayfinding system.

VDL: VEHICULAR DIRECTIONAL - LARGE

This is the enlarged directional sign, designed to accommodate roads with higher speeds.

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Wayfinding Master Plan



VD

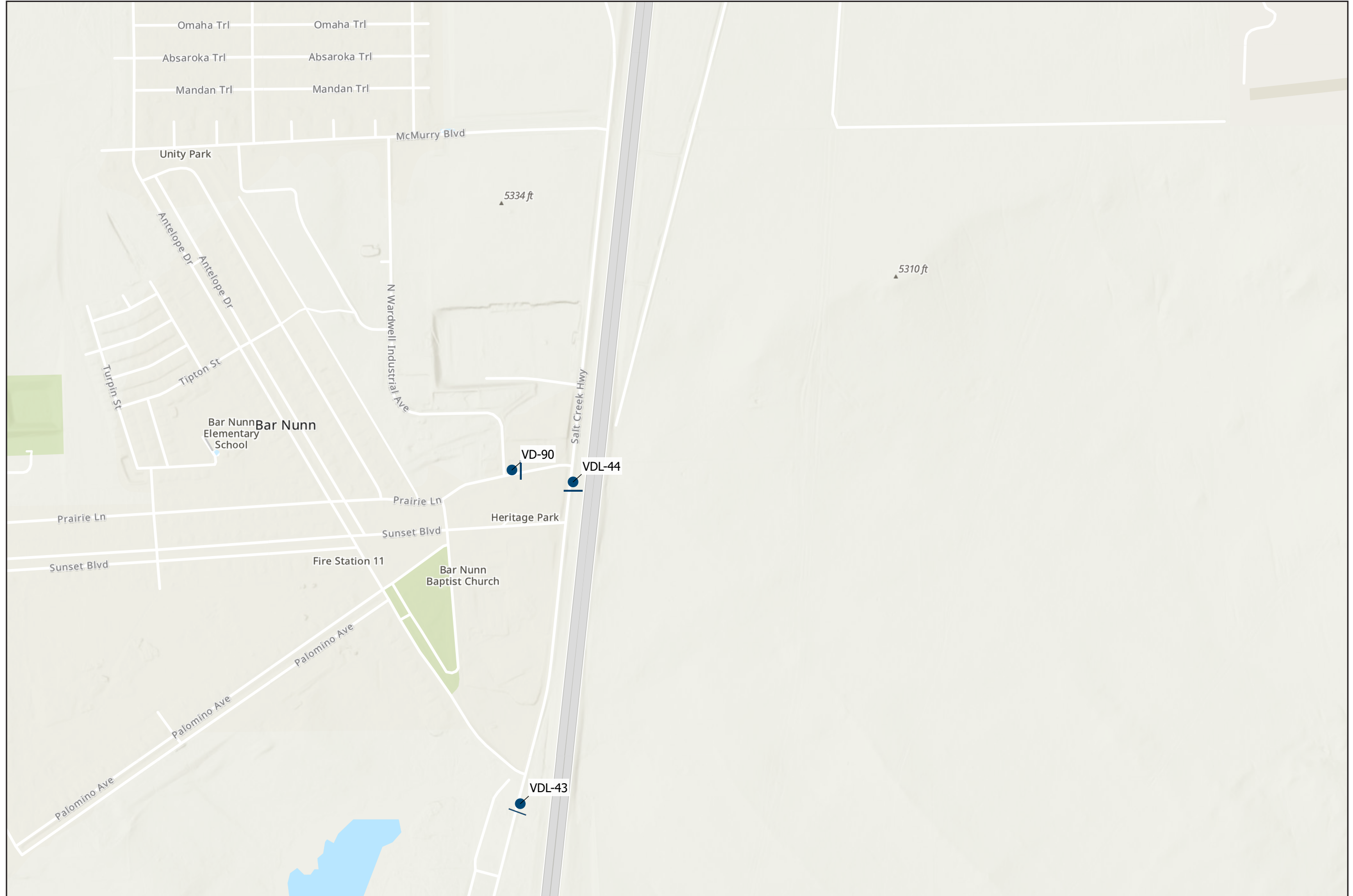
VDL





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Wayfinding Master Plan





VD-90



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Wayfinding Master Plan

VDL-43



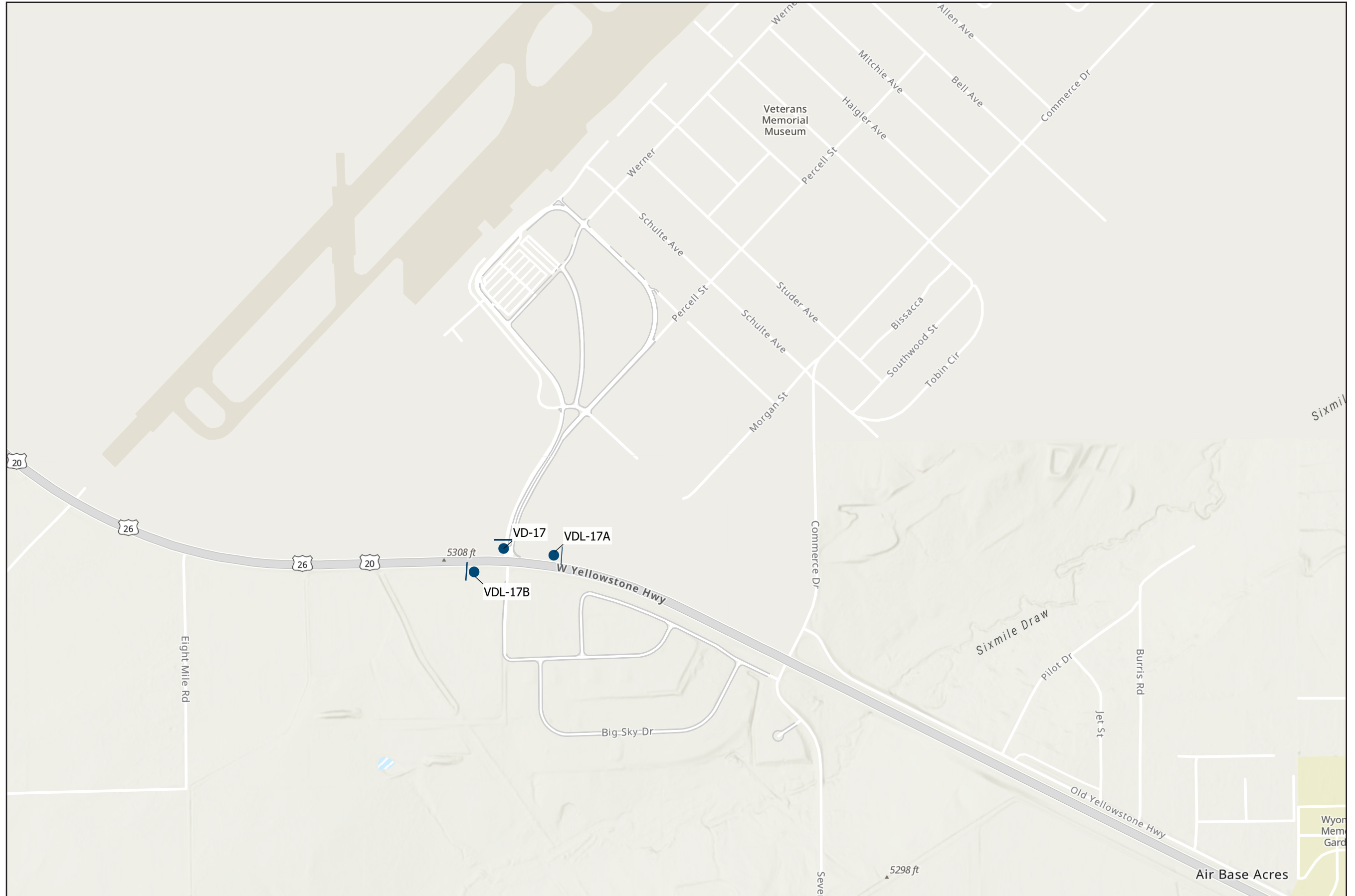
VDL-44





Wyoming

Wayfinding Master Plan





VD-17



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Wayfinding Master Plan

VDL-17A



VDL-17B



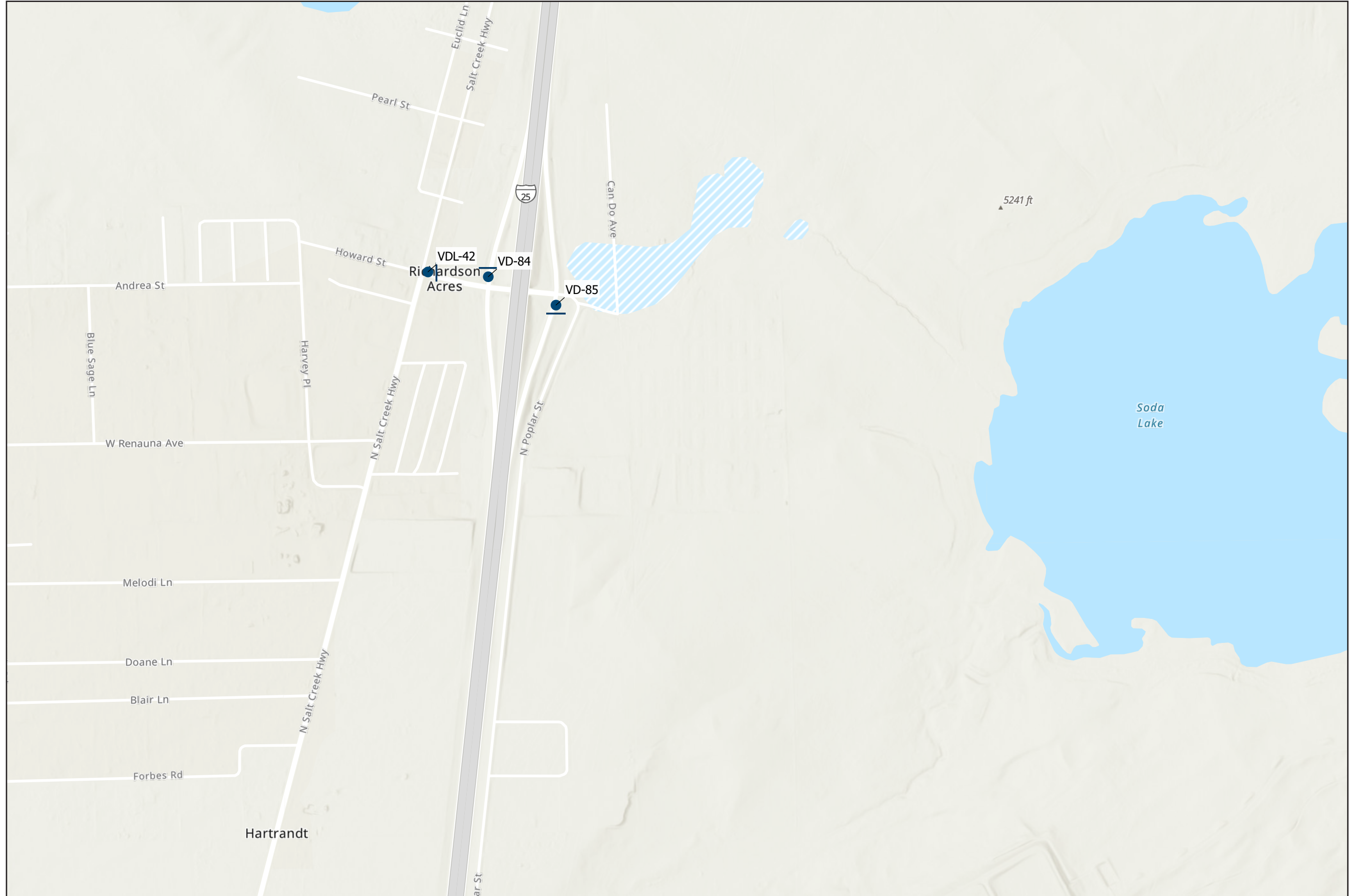


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April 2020





VD-84



VD-85



Wyoming

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VDL-42



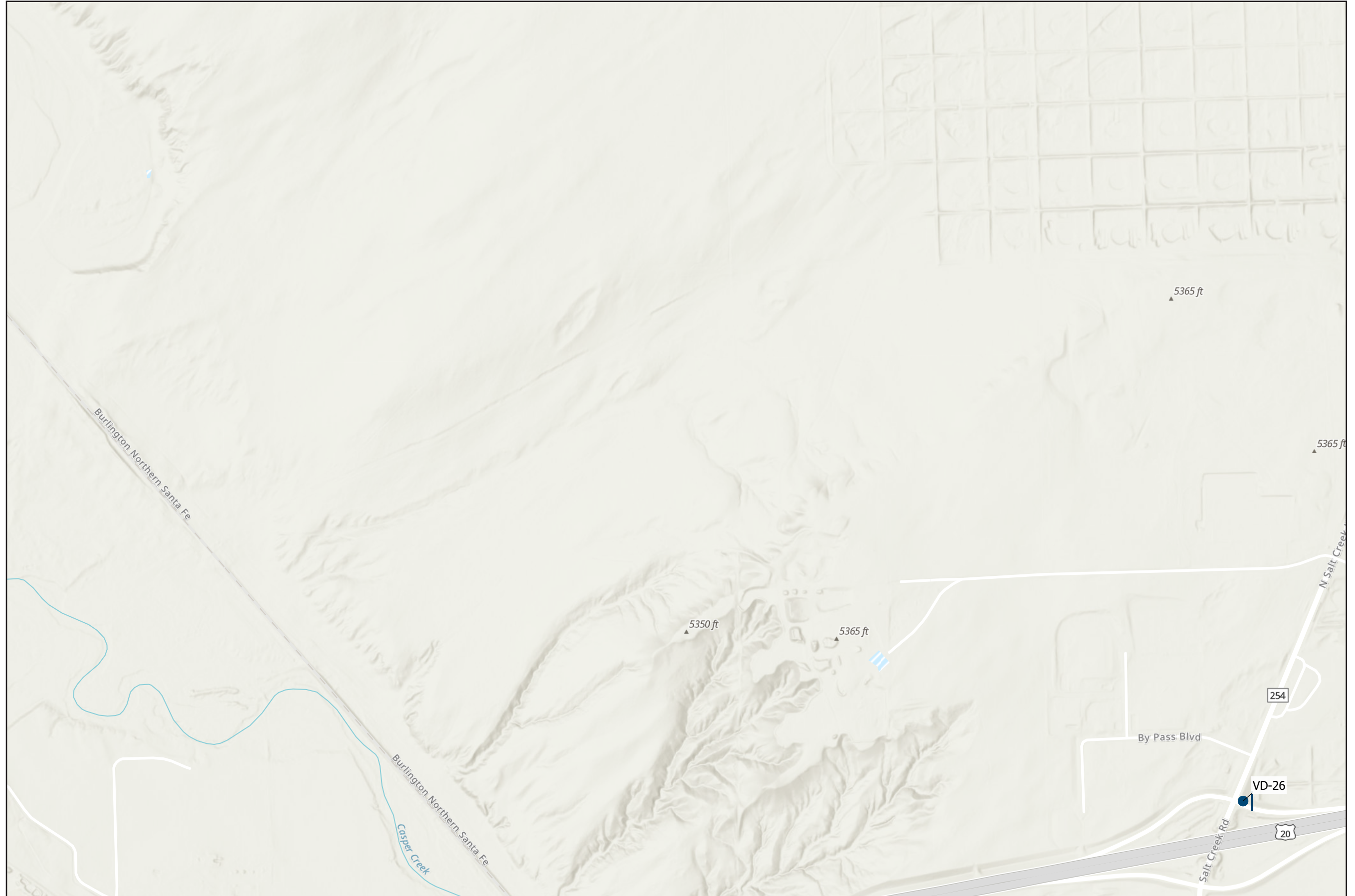


Wyoming

Wayfinding Master Plan

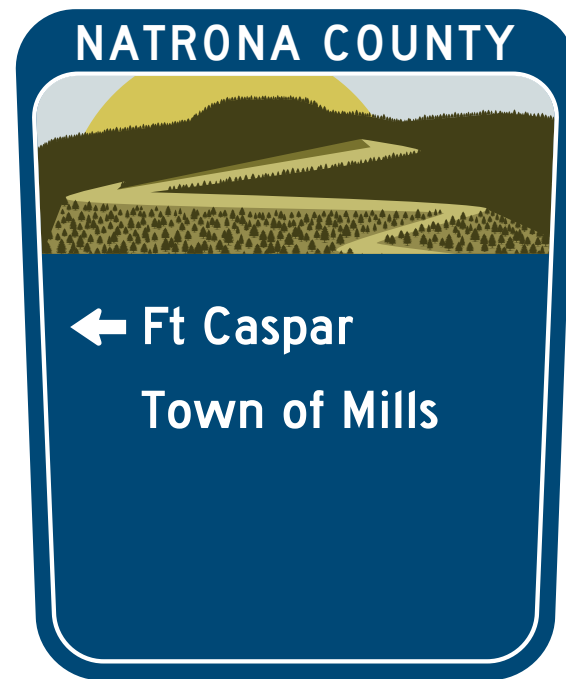


April 2020





VD-26



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Wayfinding Master Plan



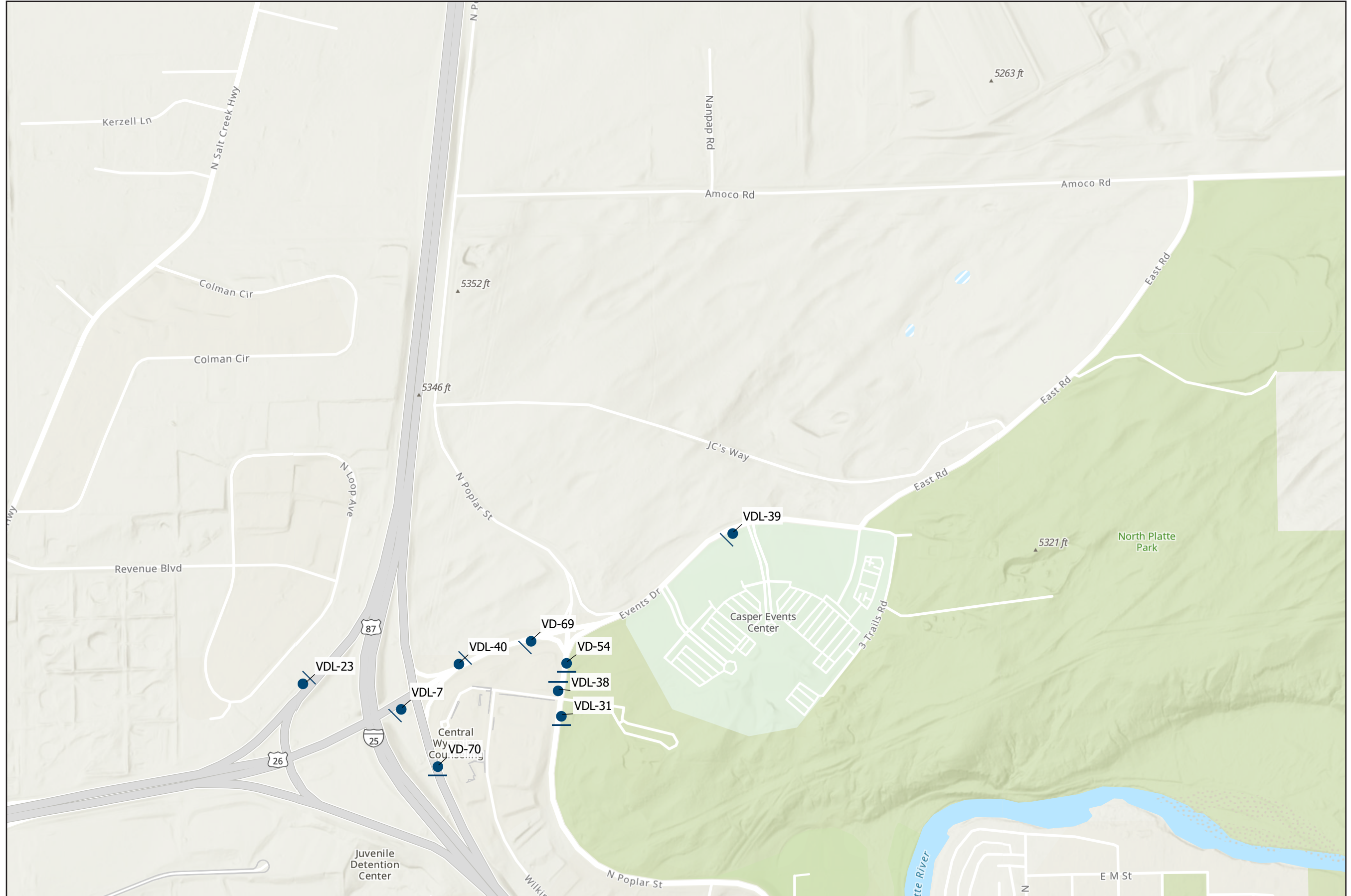


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April 2020





VD-54



VD-69



VD-70



Wyoming

Wayfinding Master Plan



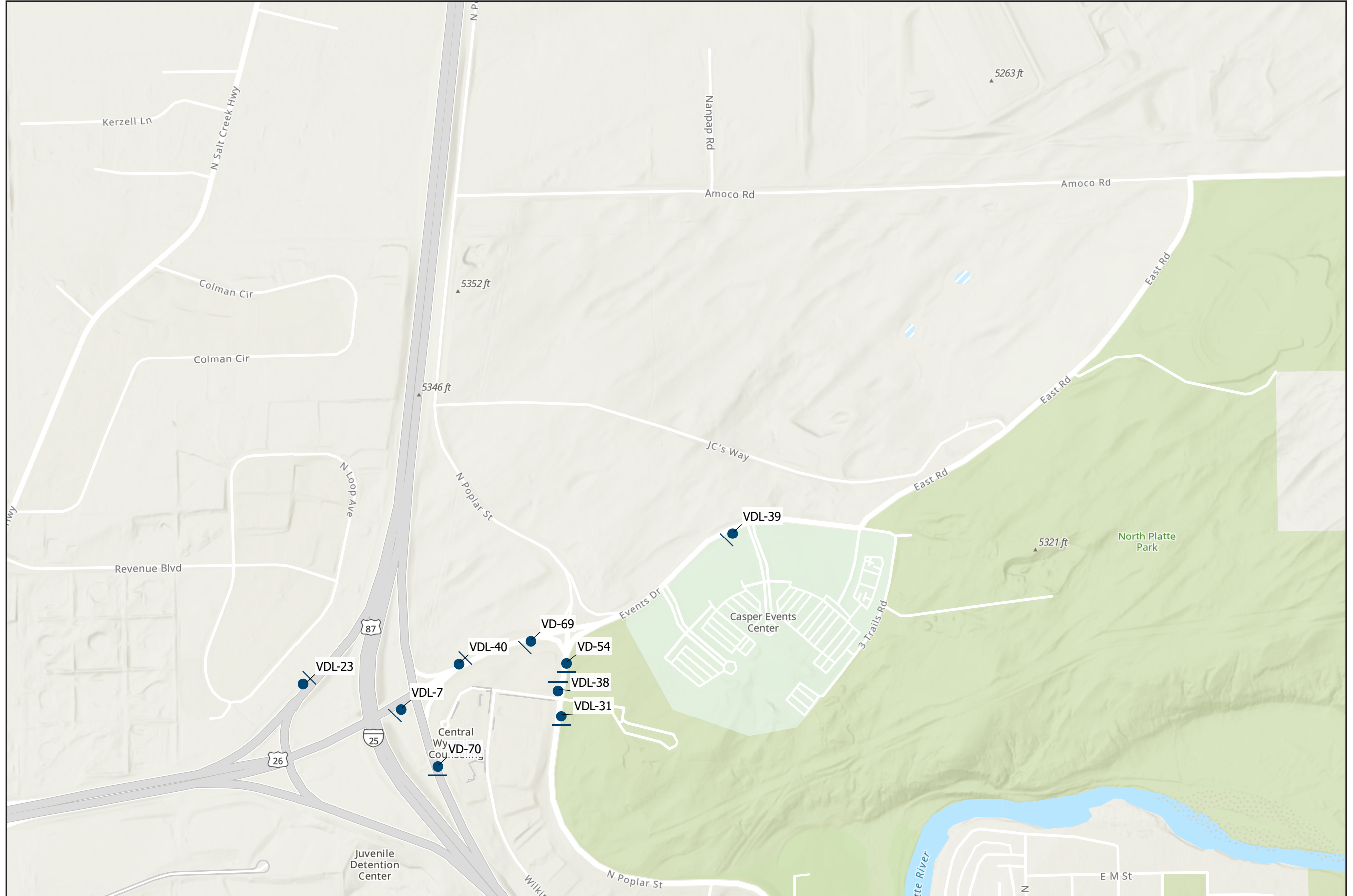


Wyoming

Wayfinding Master Plan



April 2020





VDL-7



VDL-23



VDL-31



VDL-38



Wyoming

Wayfinding Master Plan

VDL-39



VDL-40



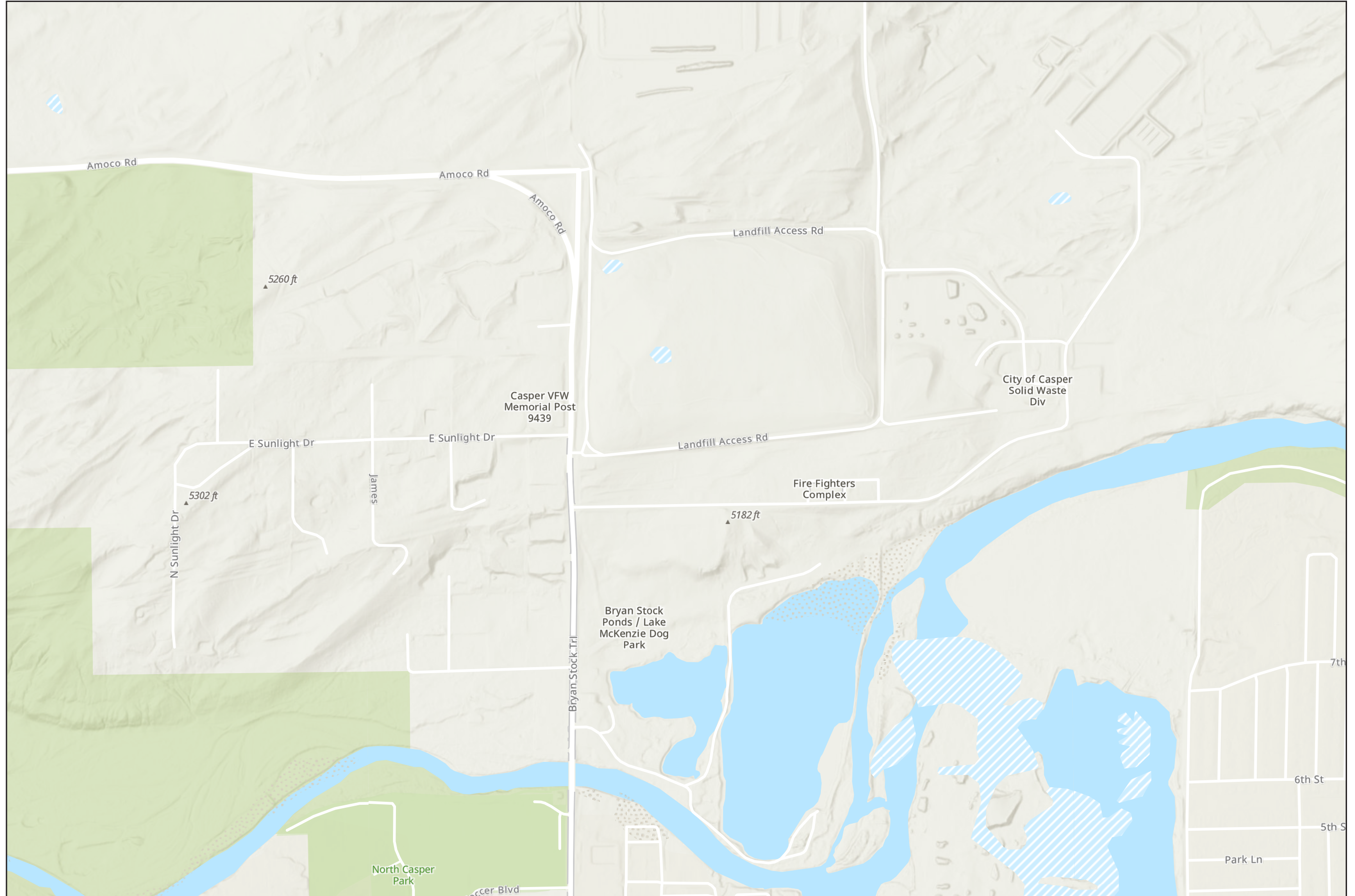


Wyoming

Wayfinding Master Plan



April 2020





Wyoming

Wayfinding Master Plan

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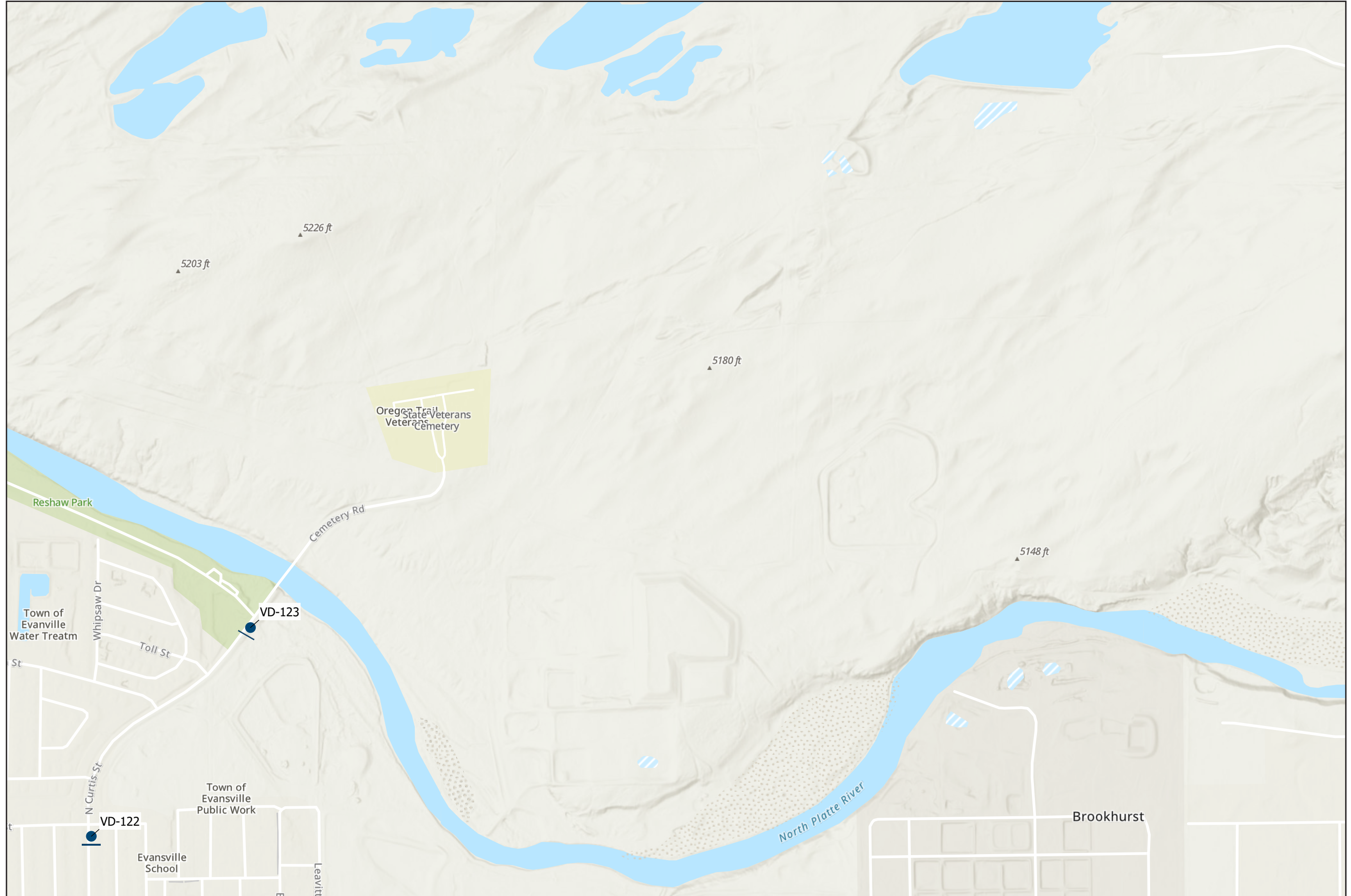


Wyoming

Wayfinding Master Plan

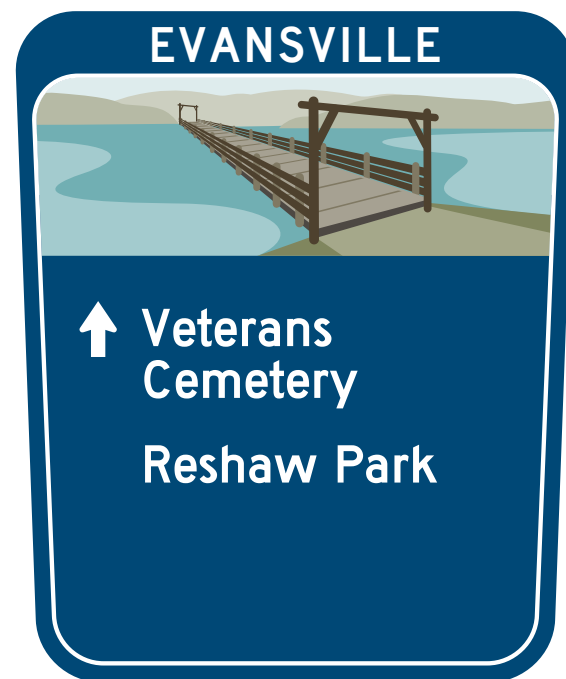


April 2020





VD-122



VD-123



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Wayfinding Master Plan





Wyoming

Wayfinding Master Plan



April 2020





VD-37



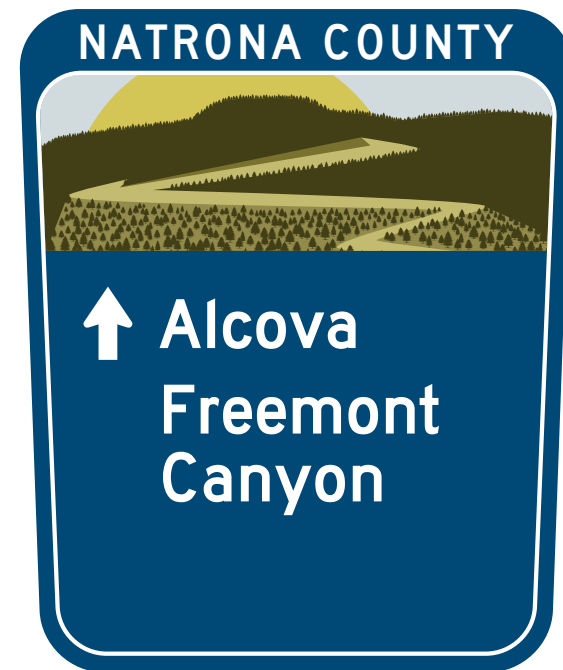
Wyoming

Wayfinding Master Plan

VDL-6



VDL-28



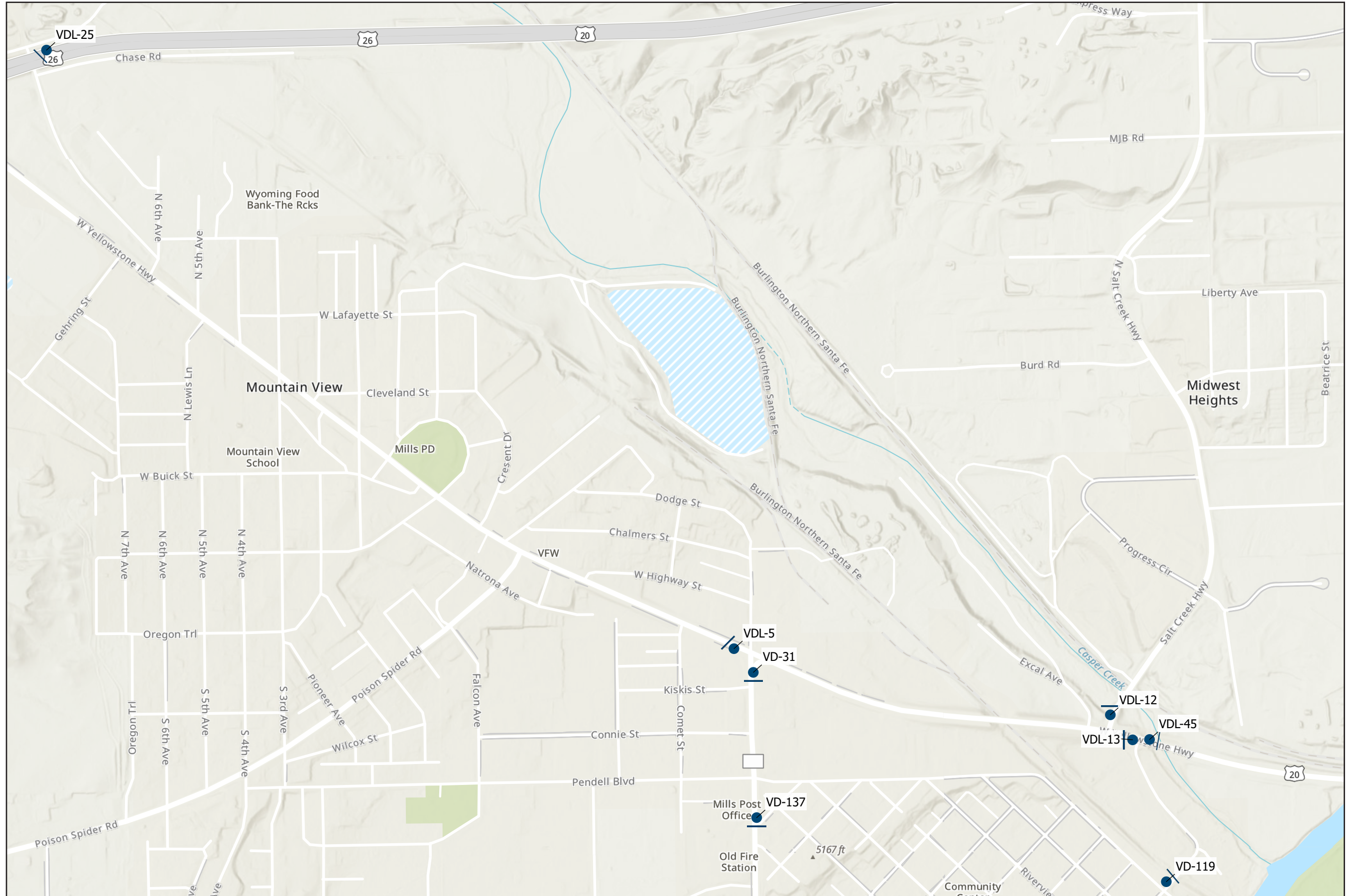


Wyoming

Wayfinding Master Plan



April 2020





VD-31



VD-119



VD-137



VDL-5



Wyoming

Wayfinding Master Plan

VDL-12



VDL-13



VDL-25



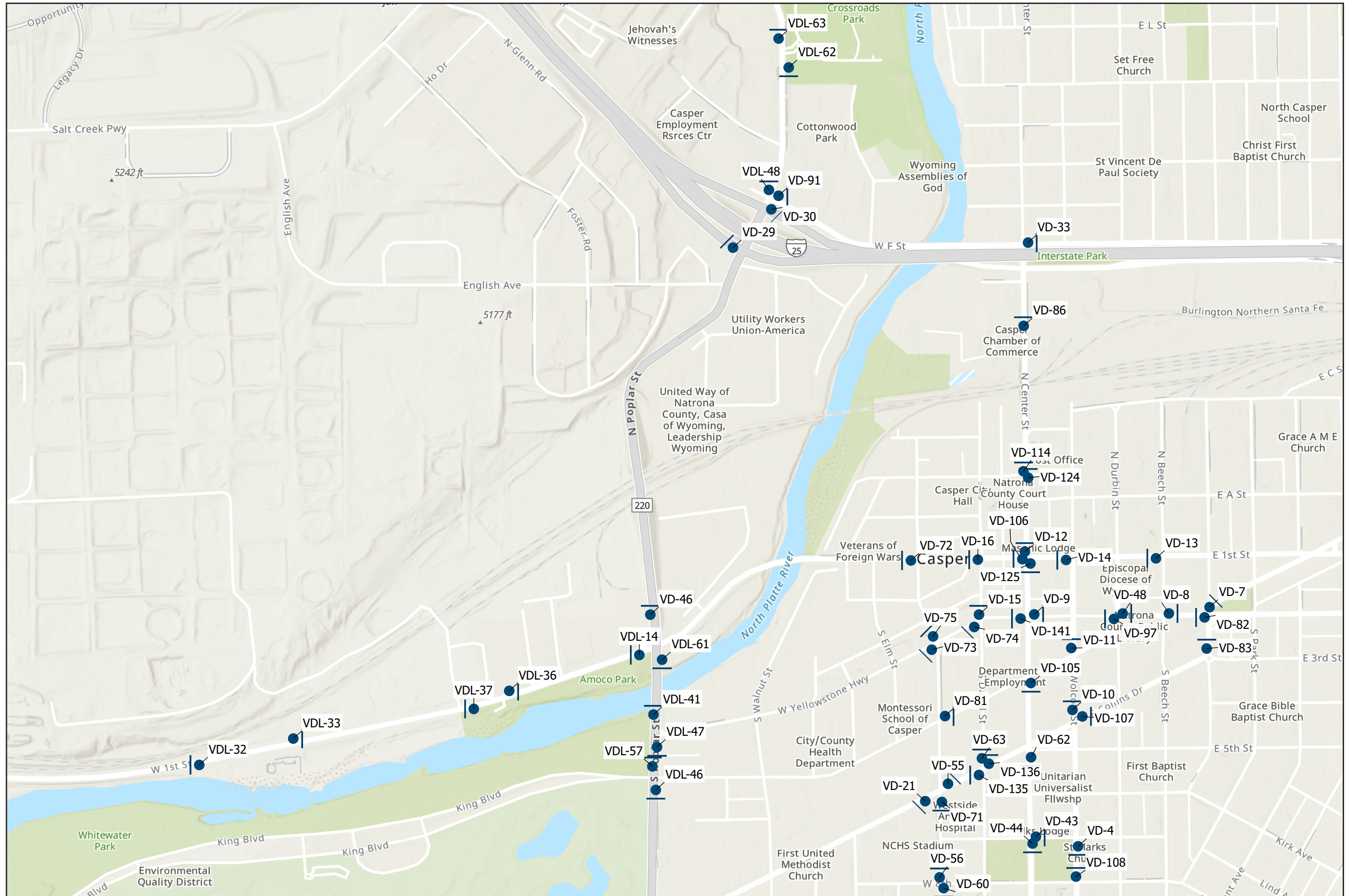
VDL-45





Wyoming

Wayfinding Master Plan





VD-10



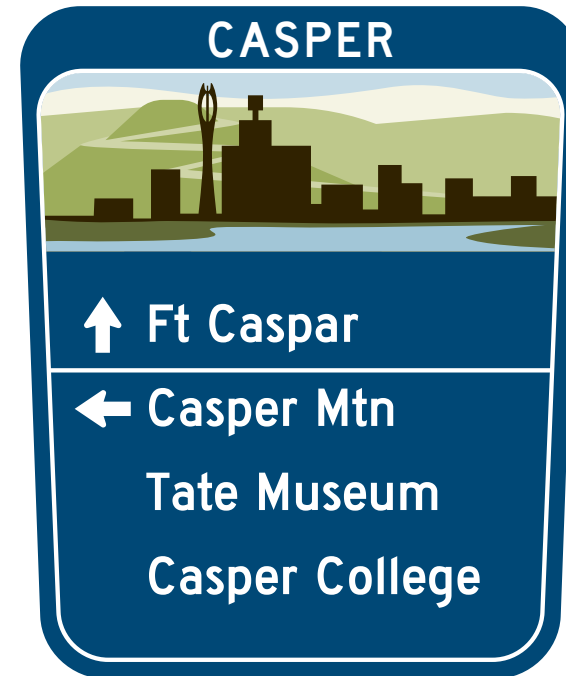
HISTORIC DOWNTOWN

VD-105



HISTORIC DOWNTOWN

VD-107



HISTORIC DOWNTOWN

VD-108



Wyoming

Wayfinding Master Plan

VD-11



HISTORIC DOWNTOWN

VD-12



HISTORIC DOWNTOWN

VD-114



HISTORIC DOWNTOWN

VD-125



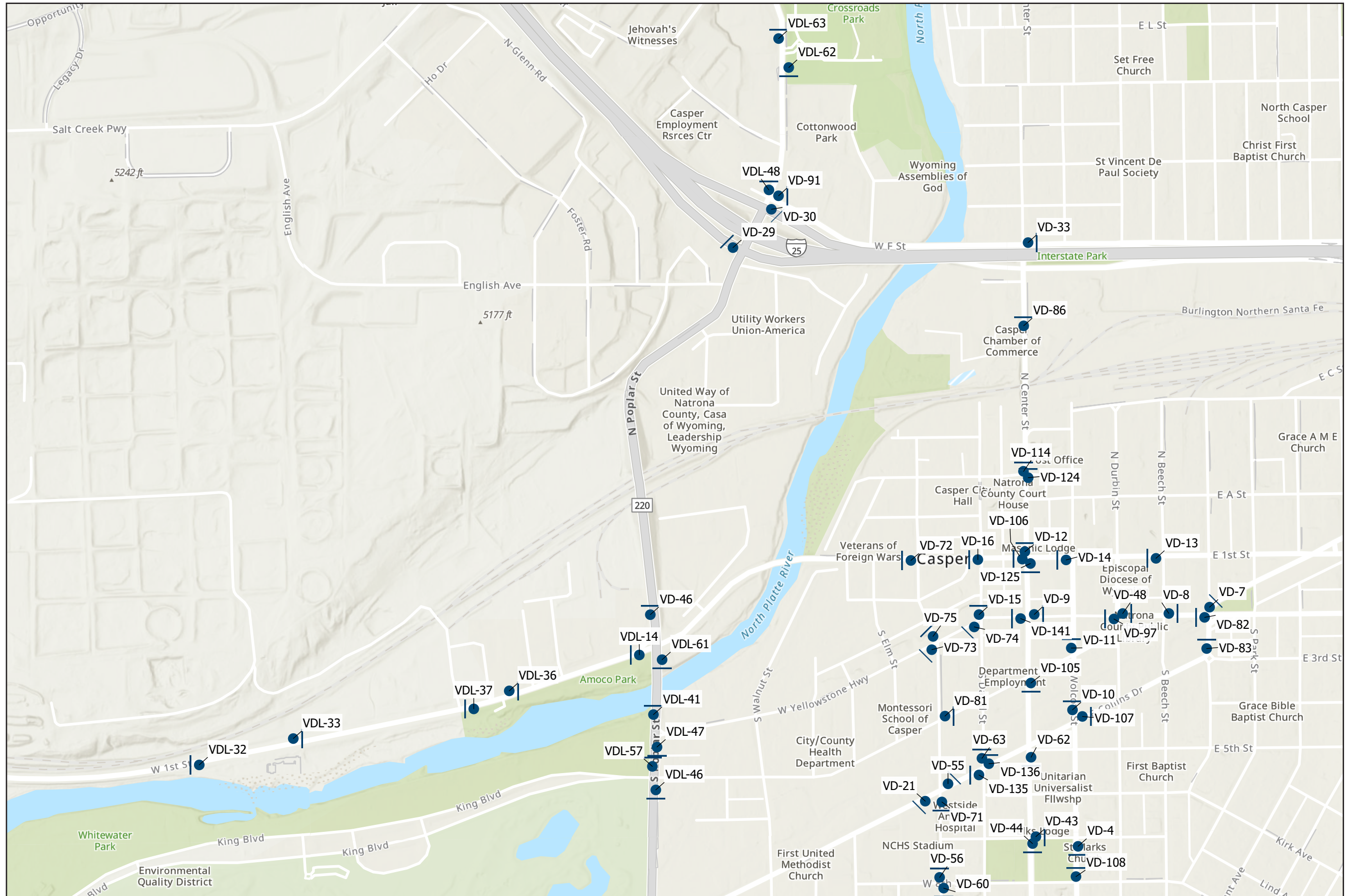
HISTORIC DOWNTOWN





Wyoming

Wayfinding Master Plan





VD-13



HISTORIC DOWNTOWN

VD-135



VD-136



VD-14



Wyoming
Wayfinding Master Plan

VD-141



HISTORIC DOWNTOWN

VD-15



OLD YELLOWSTONE

VD-16



OLD YELLOWSTONE

VD-21



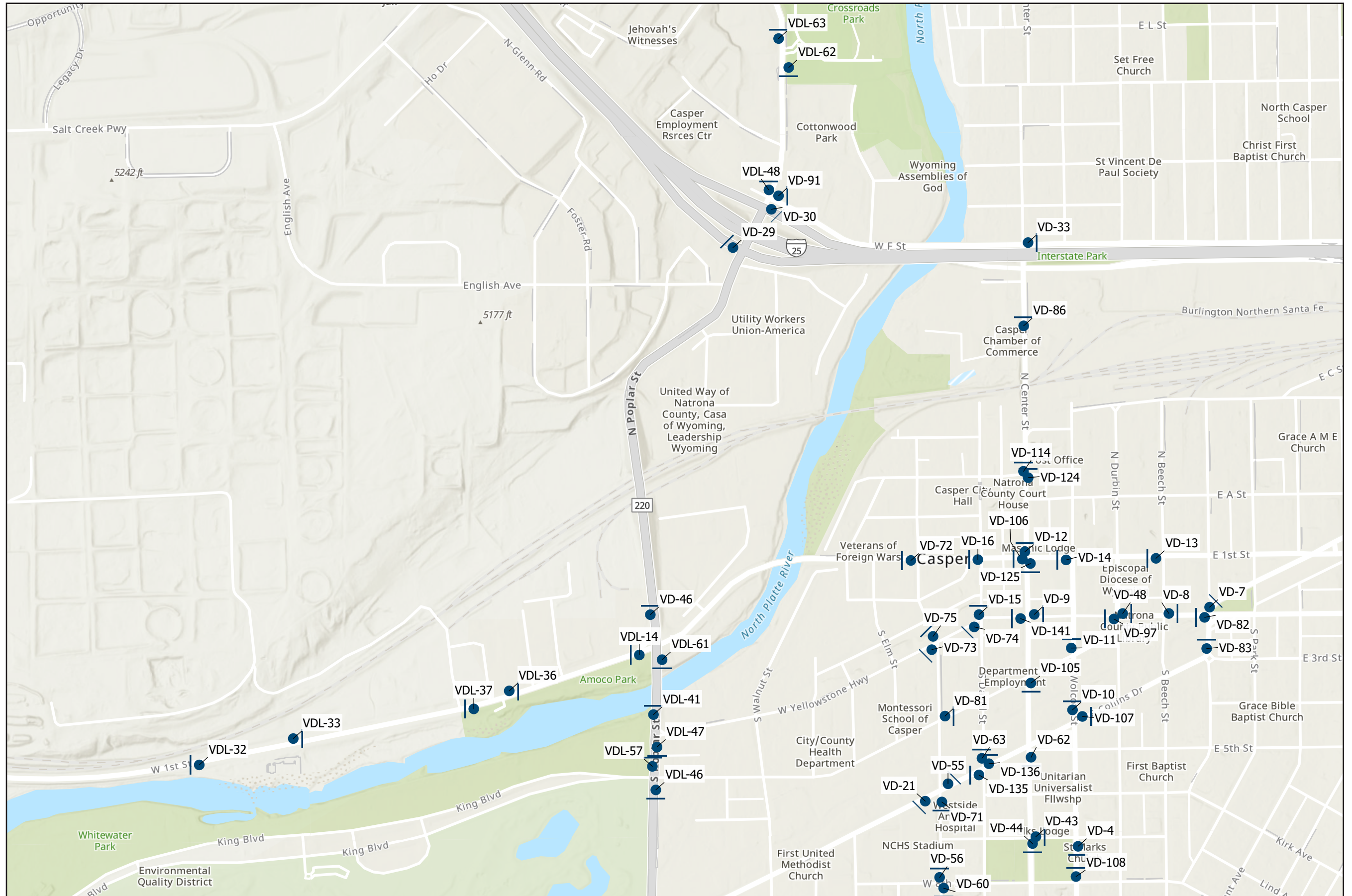
OLD YELLOWSTONE





Wyoming

Wayfinding Master Plan





VD-29



VD-30



VD-33



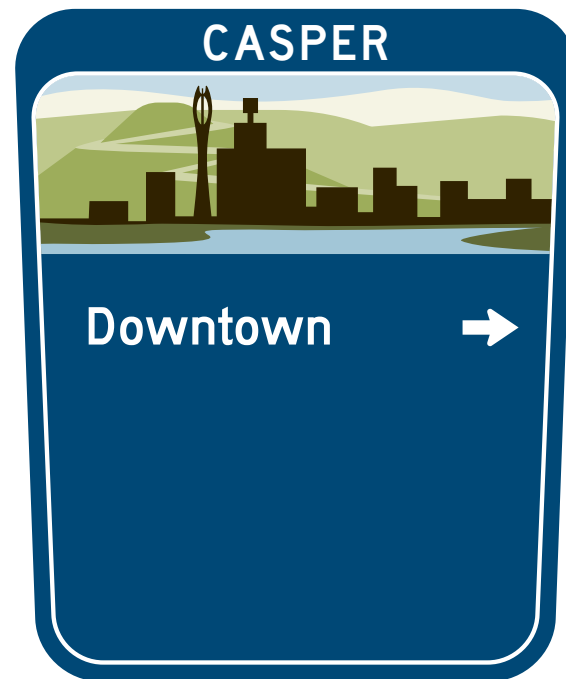
VD-4



Wyoming

Wayfinding Master Plan

VD-43



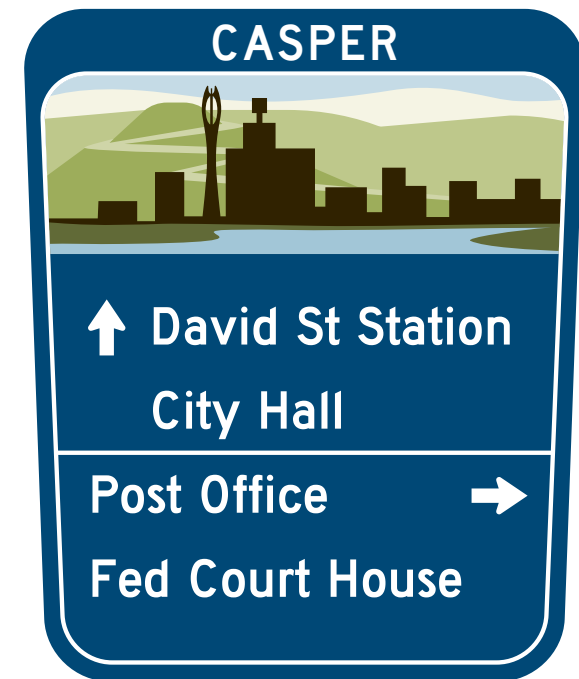
VD-44



VD-46



VD-48



HISTORIC DOWNTOWN



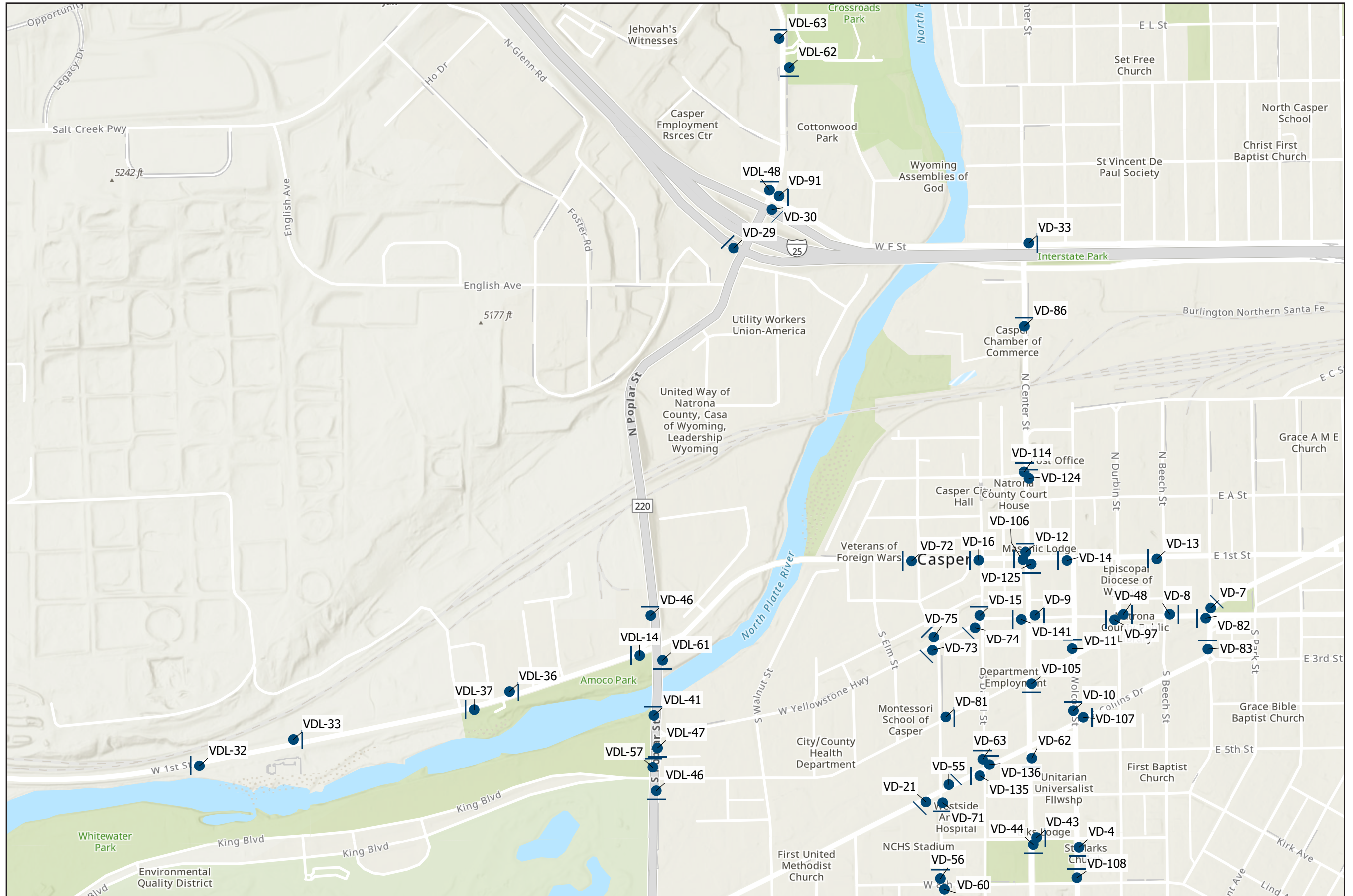


Wyoming

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April 2020





VD-55



OLD YELLOWSTONE

VD-56



VD-60



VD-62



Wyoming

Wayfinding Master Plan

VD-63



OLD YELLOWSTONE

VD-7



HISTORIC DOWNTOWN

VD-71



VD-72



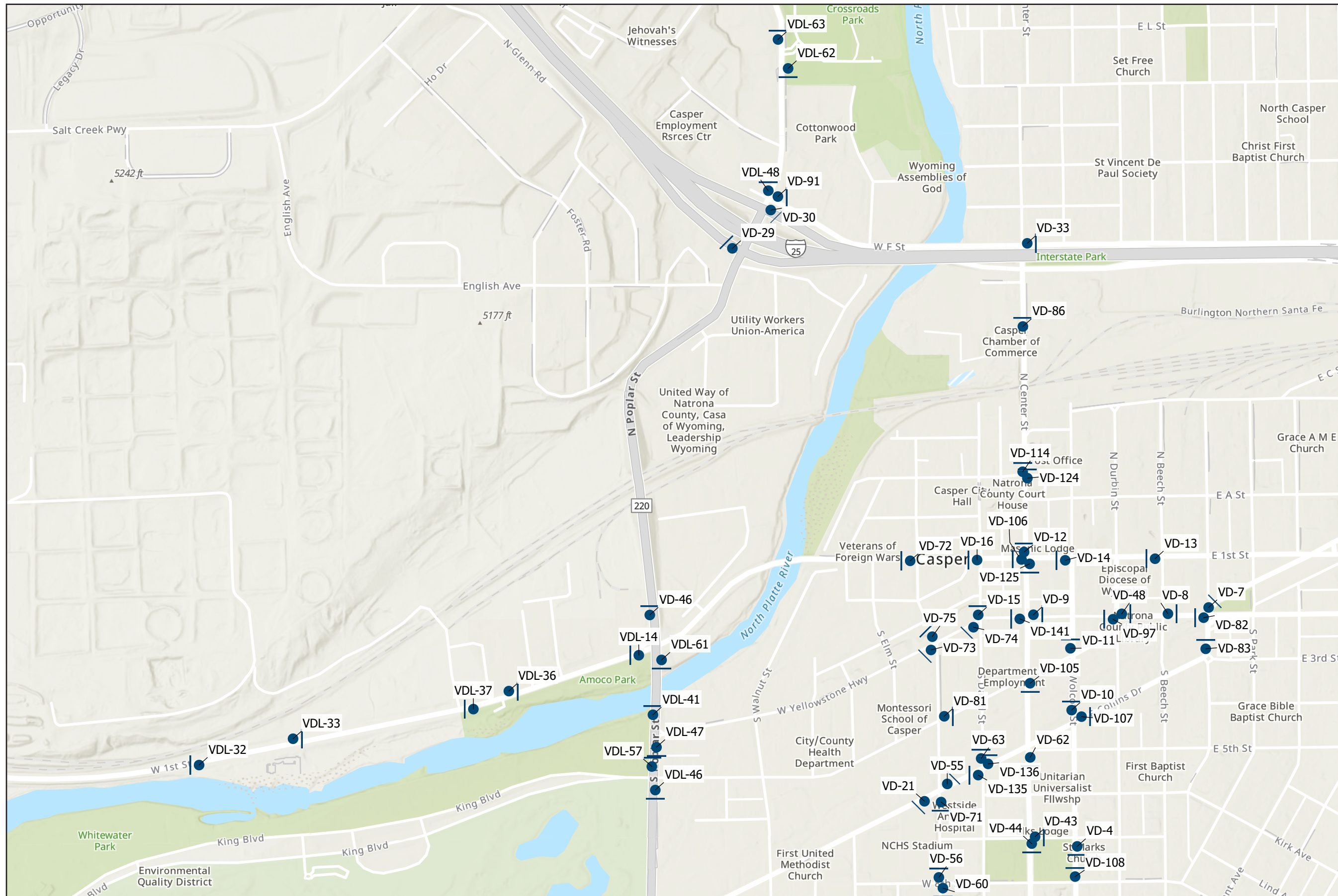
OLD YELLOWSTONE





Wyoming

Wayfinding Master Plan





VD-73



OLD YELLOWSTONE

VD-74



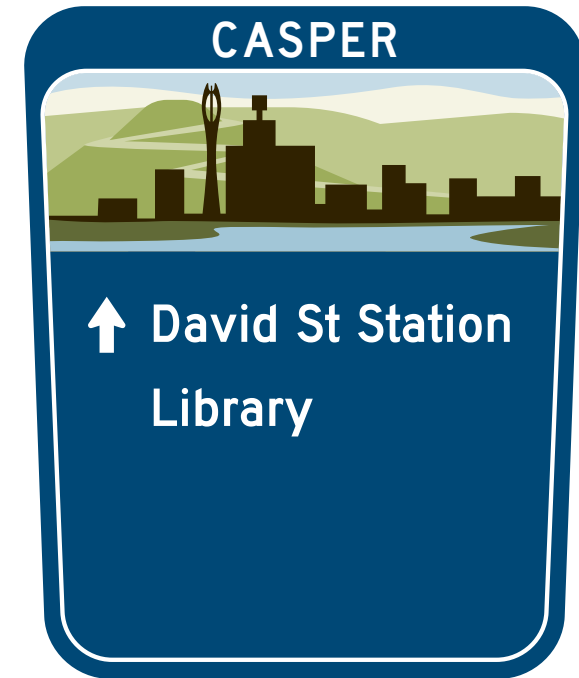
OLD YELLOWSTONE

VD-75



OLD YELLOWSTONE

VD-8



HISTORIC DOWNTOWN

Wyoming

Wayfinding Master Plan

VD-81



OLD YELLOWSTONE

VD-82



HISTORIC DOWNTOWN

VD-83



HISTORIC DOWNTOWN

VD-86





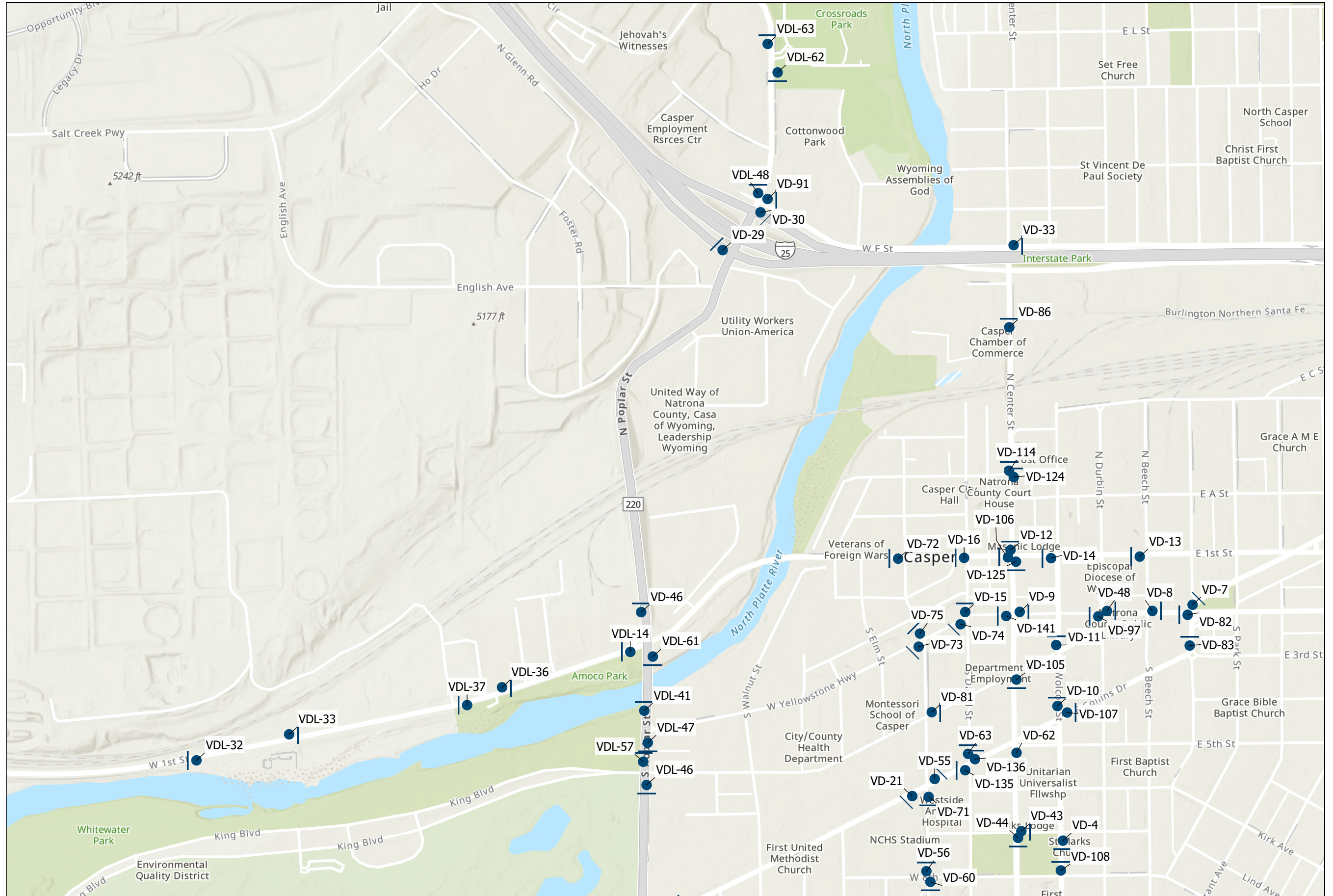
Wyoming

Wayfinding Master Plan



April 2020

90





VD-9



HISTORIC DOWNTOWN

VD-91



VD-97



HISTORIC DOWNTOWN

VD-106



HISTORIC DOWNTOWN

Wyoming

Wayfinding Master Plan





VDL-14



VDL-32



VDL-33



VDL-36



Wyoming

Wayfinding Master Plan

VDL-37



VDL-41



OLD YELLOWSTONE

VDL-46



OLD YELLOWSTONE

VDL-47

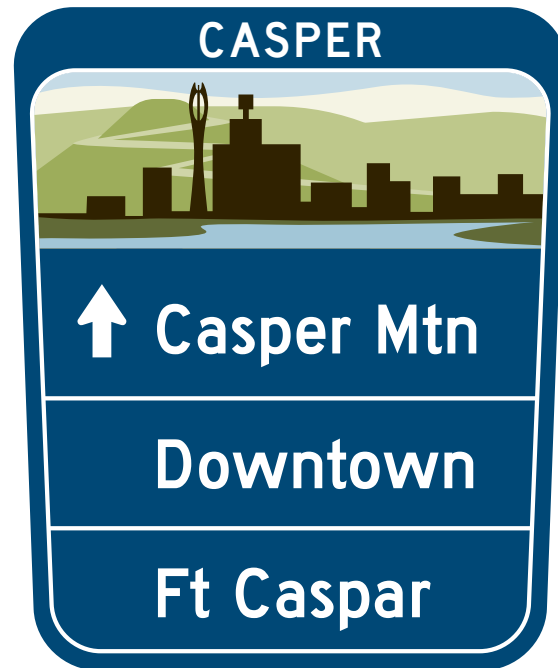


OLD YELLOWSTONE





VDL-48



VDL-57



OLD YELLOWSTONE

VDL-61



VDL-62



Wyoming

Wayfinding Master Plan

VDL-63



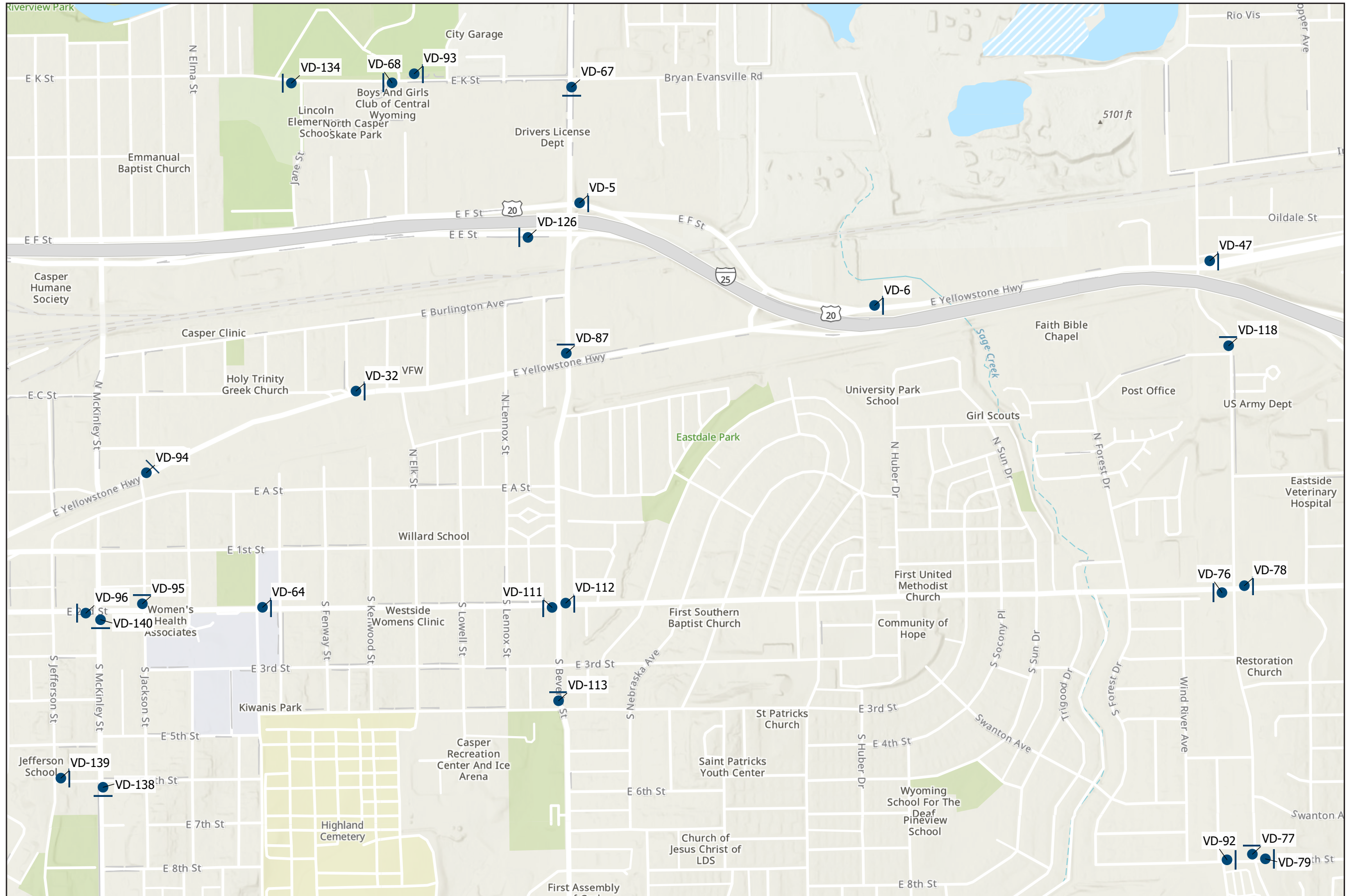


Wyoming

Wayfinding Master Plan



April 2020





VD-5



VD-6



VD-32



VD-47



Wyoming

Wayfinding Master Plan

VD-64



VD-67



VD-68



VD-76



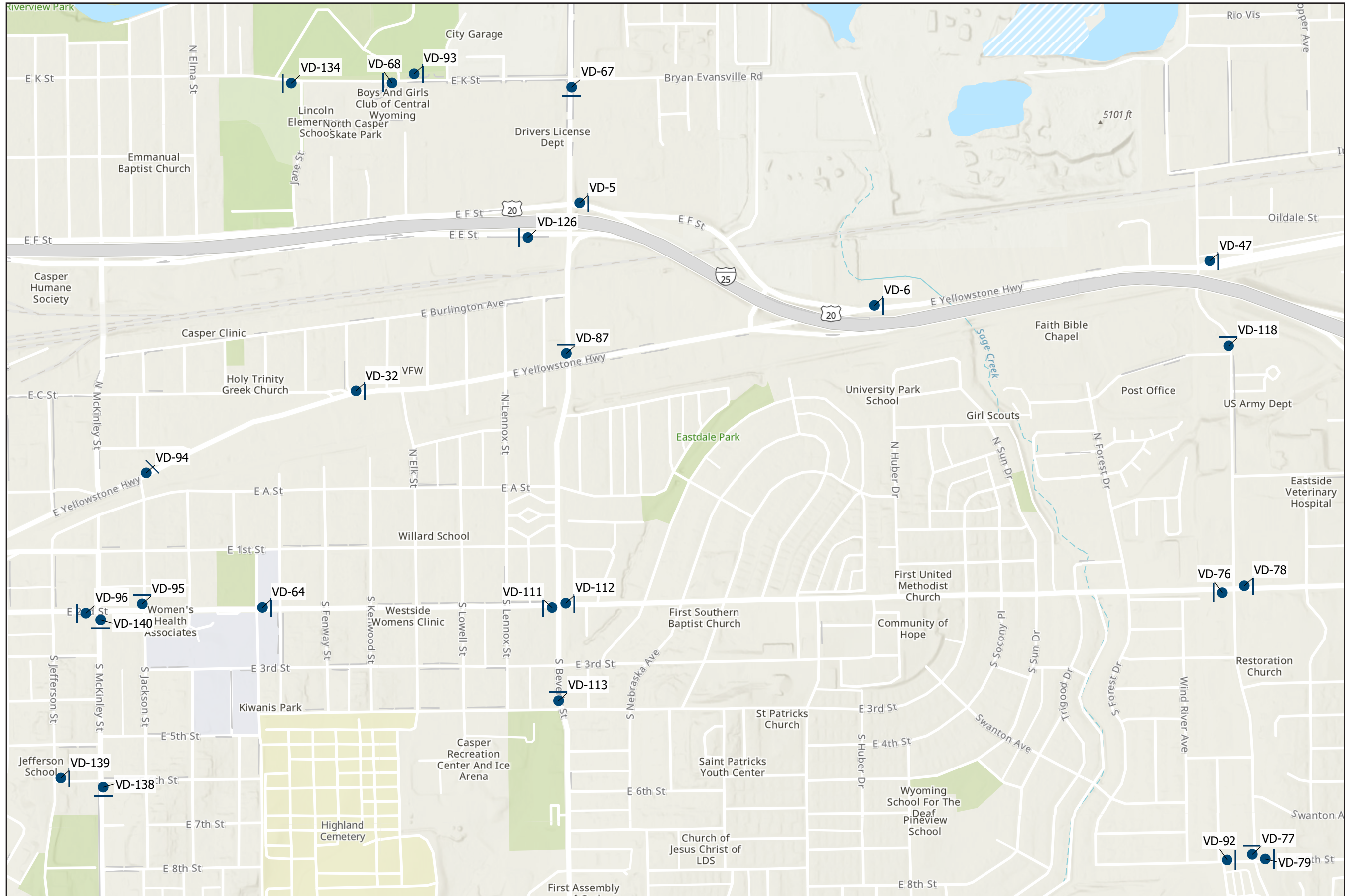


Wyoming

Wayfinding Master Plan

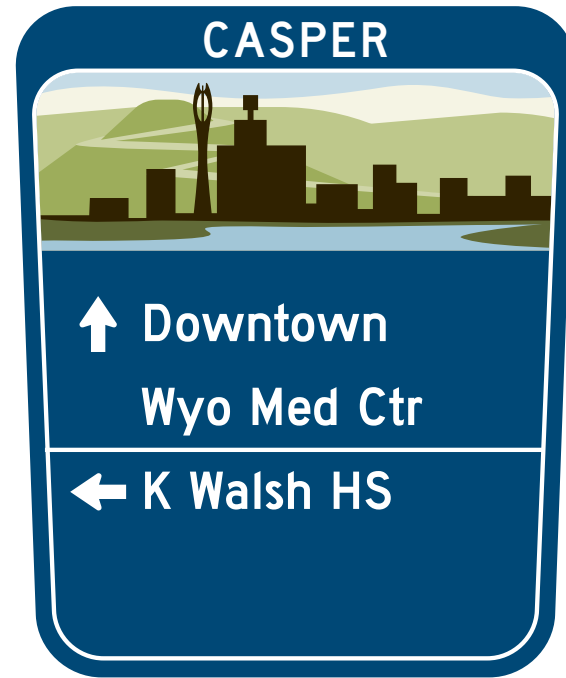


April 2020

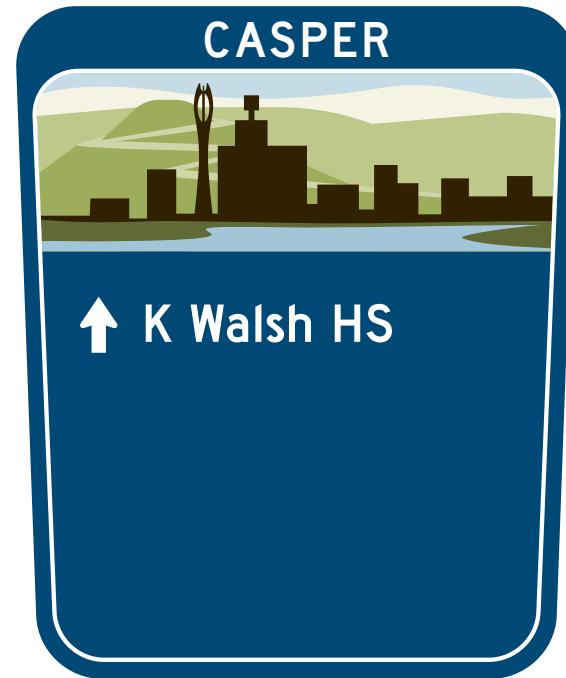




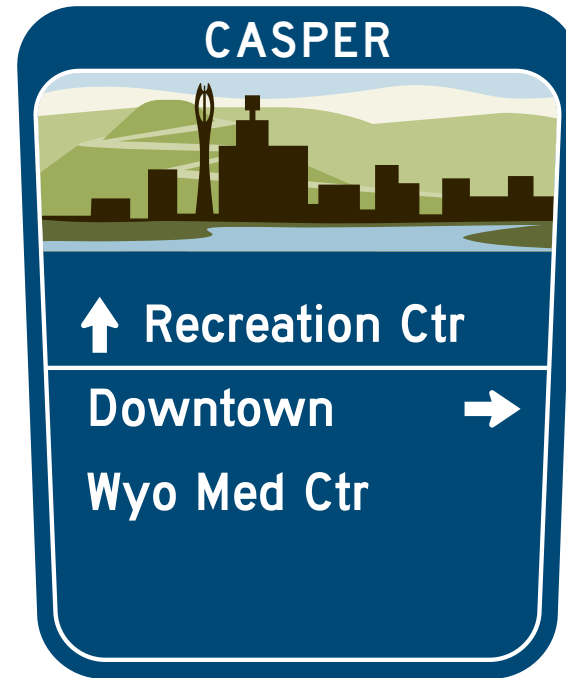
VD-78



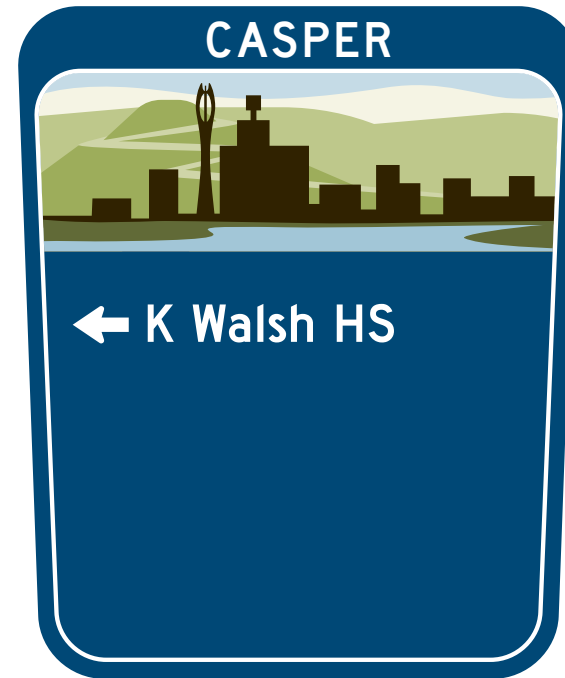
VD-79



VD-87



VD-92



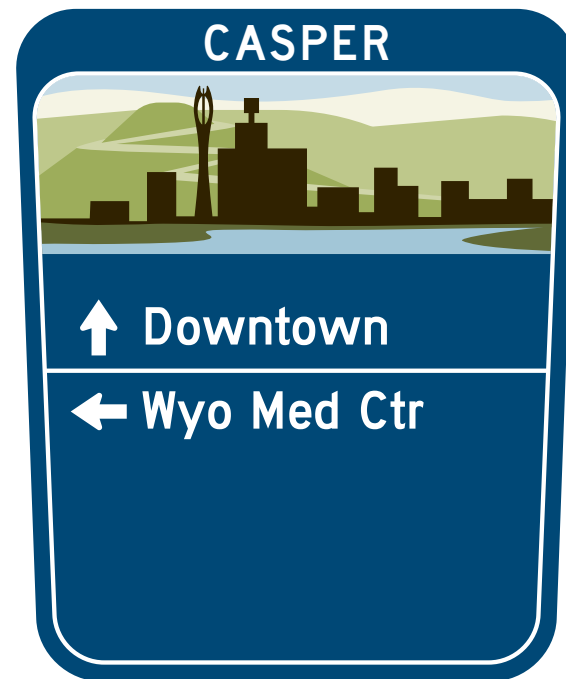
Wyoming

Wayfinding Master Plan

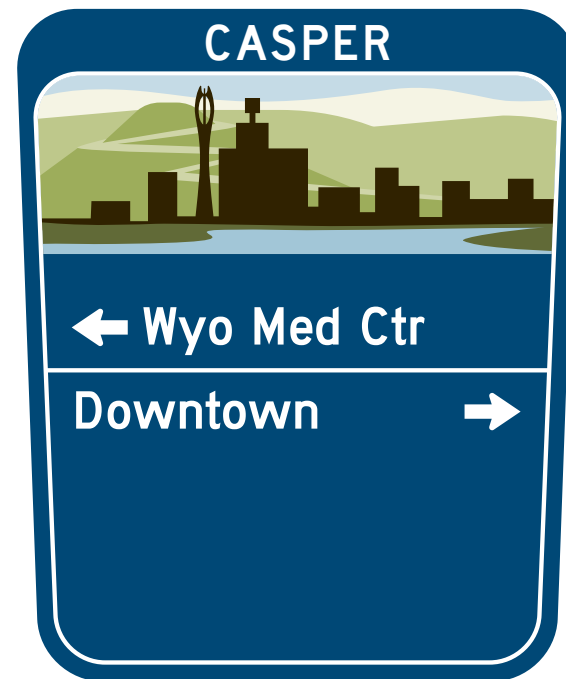
VD-93



VD-94



VD-95



VD-96



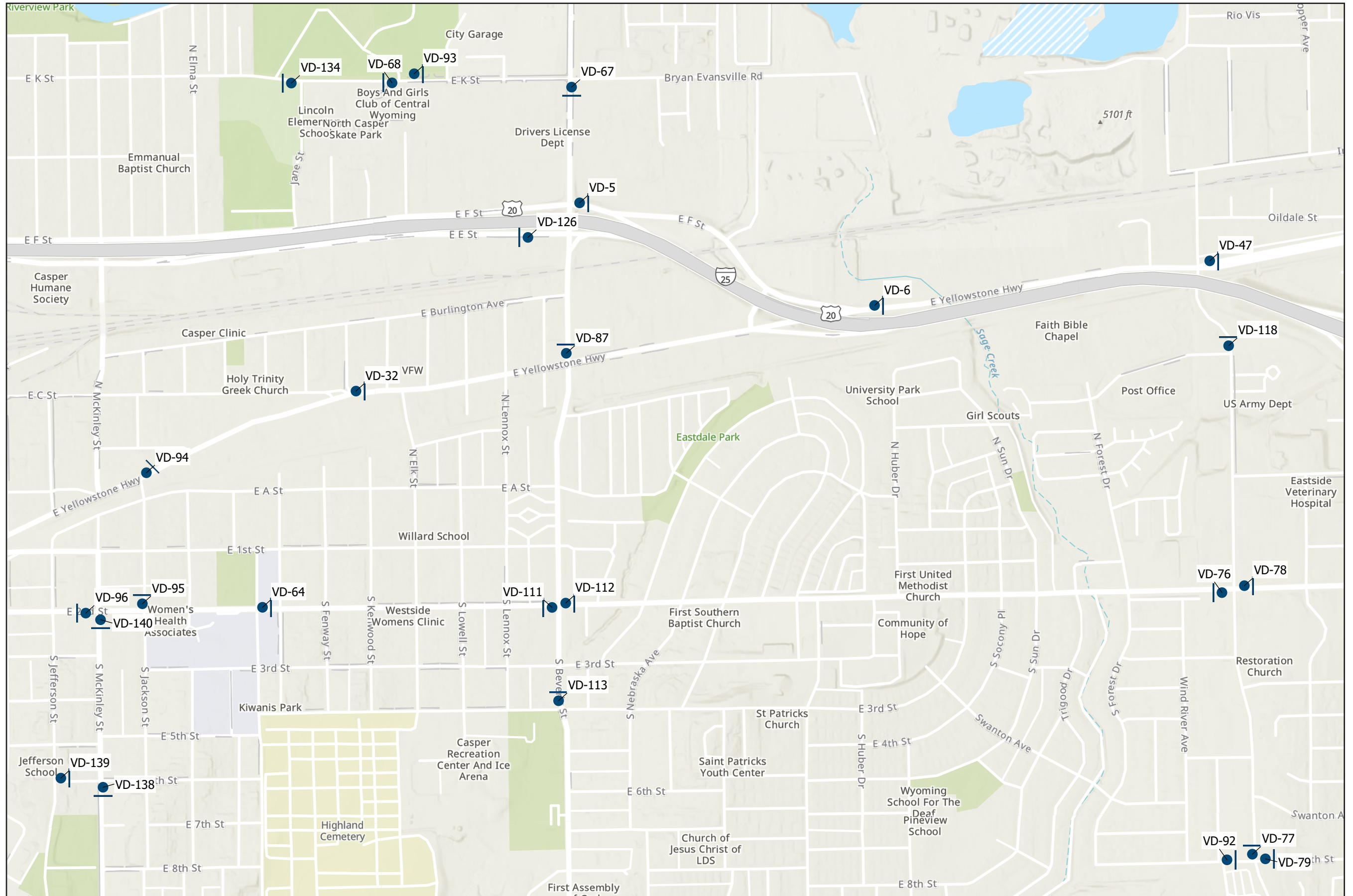


Wyoming

Wayfinding Master Plan



April 2020





VD-111



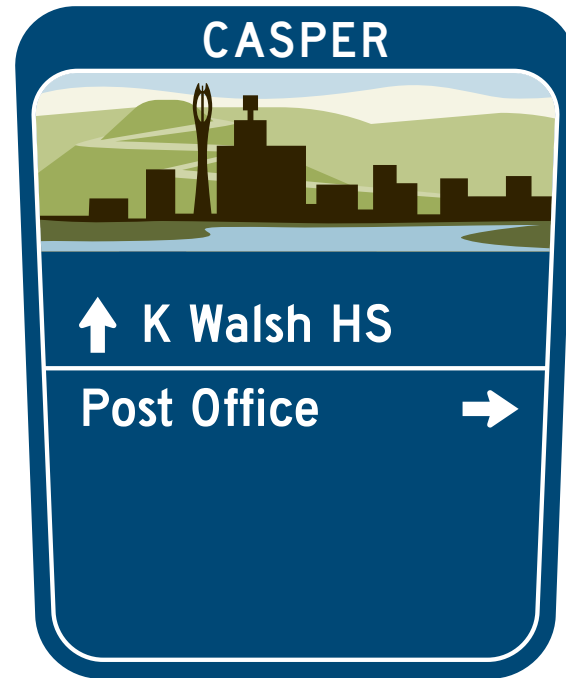
VD-112



VD-113



VD-118



Wyoming

Wayfinding Master Plan

VD-126



VD-134



VD-138



VD-139



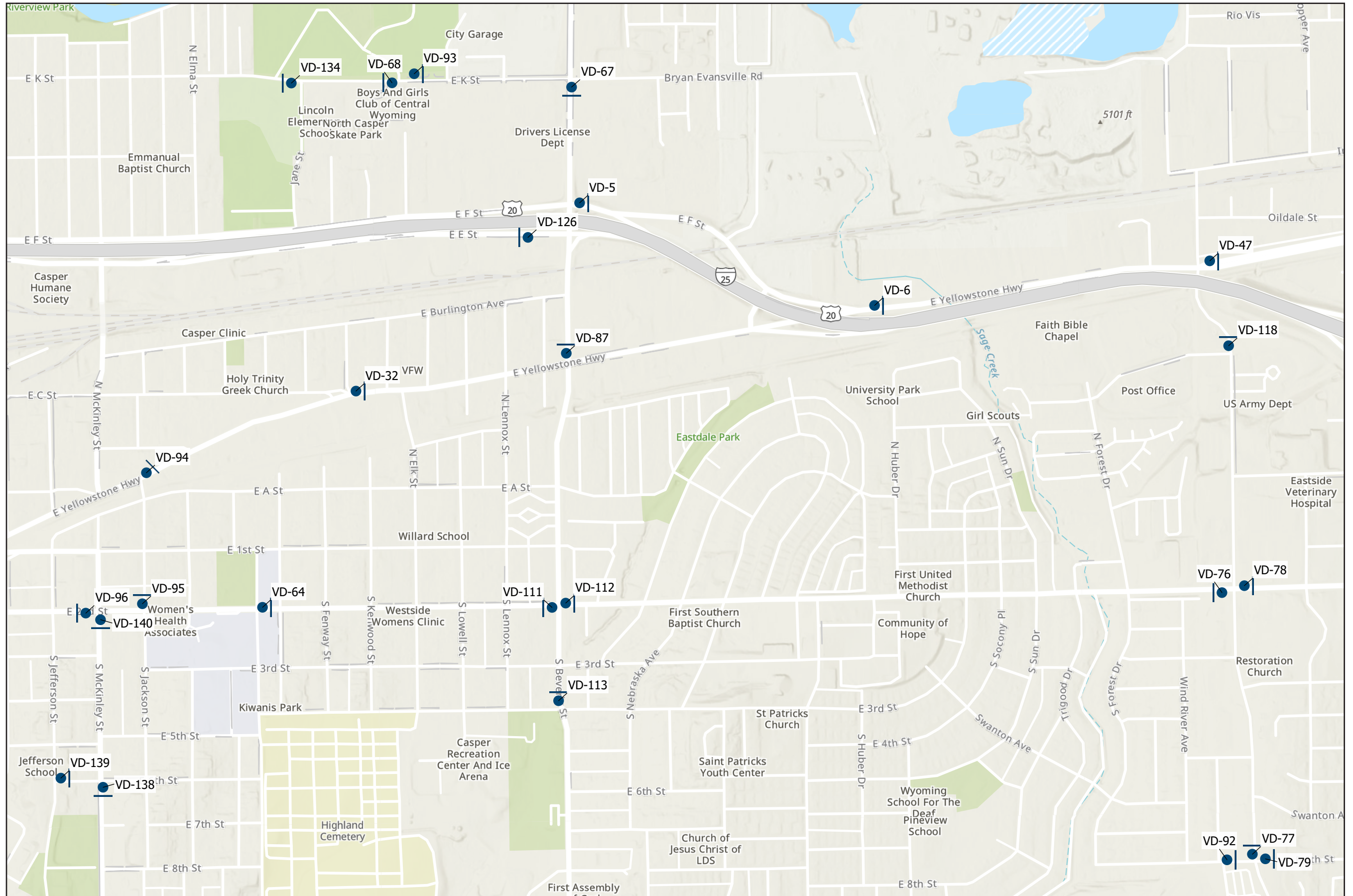


Wyoming

Wayfinding Master Plan

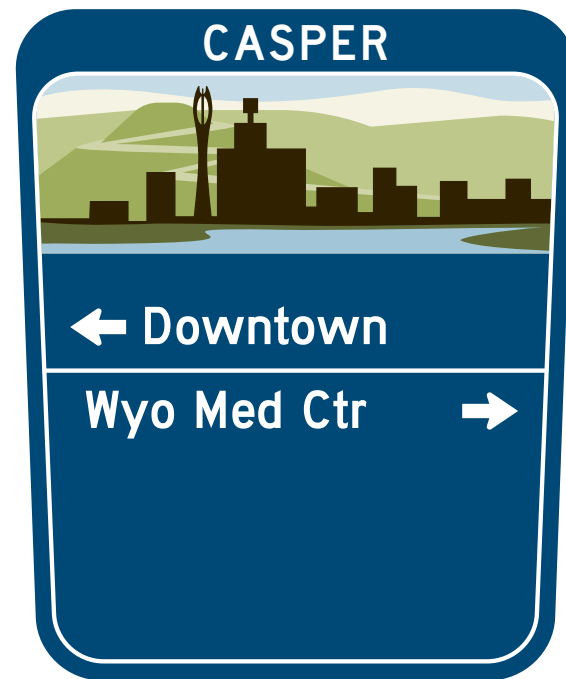


April 2020





VD-140



Wyoming

Wayfinding Master Plan



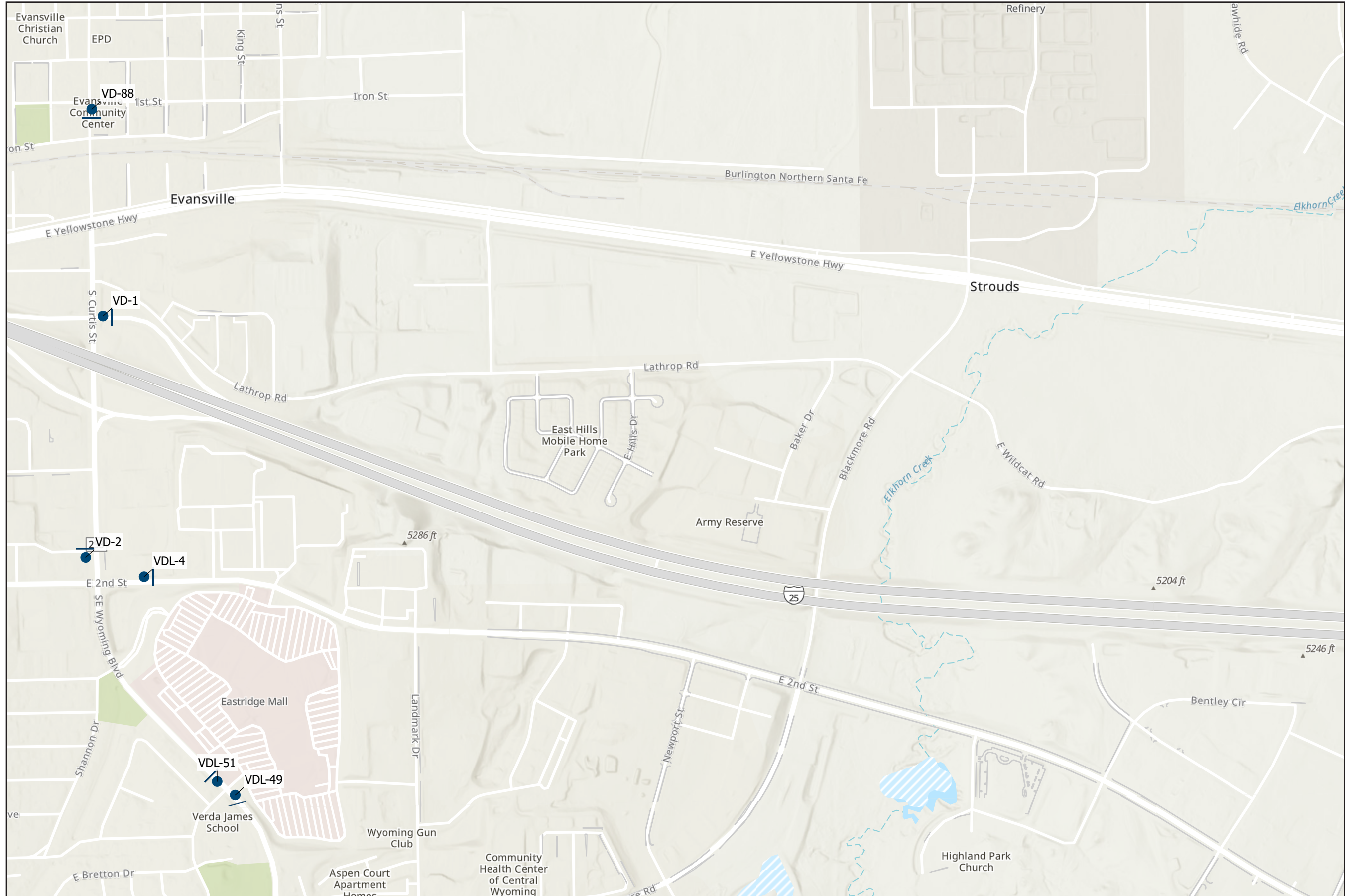


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Wayfinding Master Plan



April 2020





VD-1



VD-2



VD-88



Wyoming

Wayfinding Master Plan

VDL-4



VDL-49



VDL-51



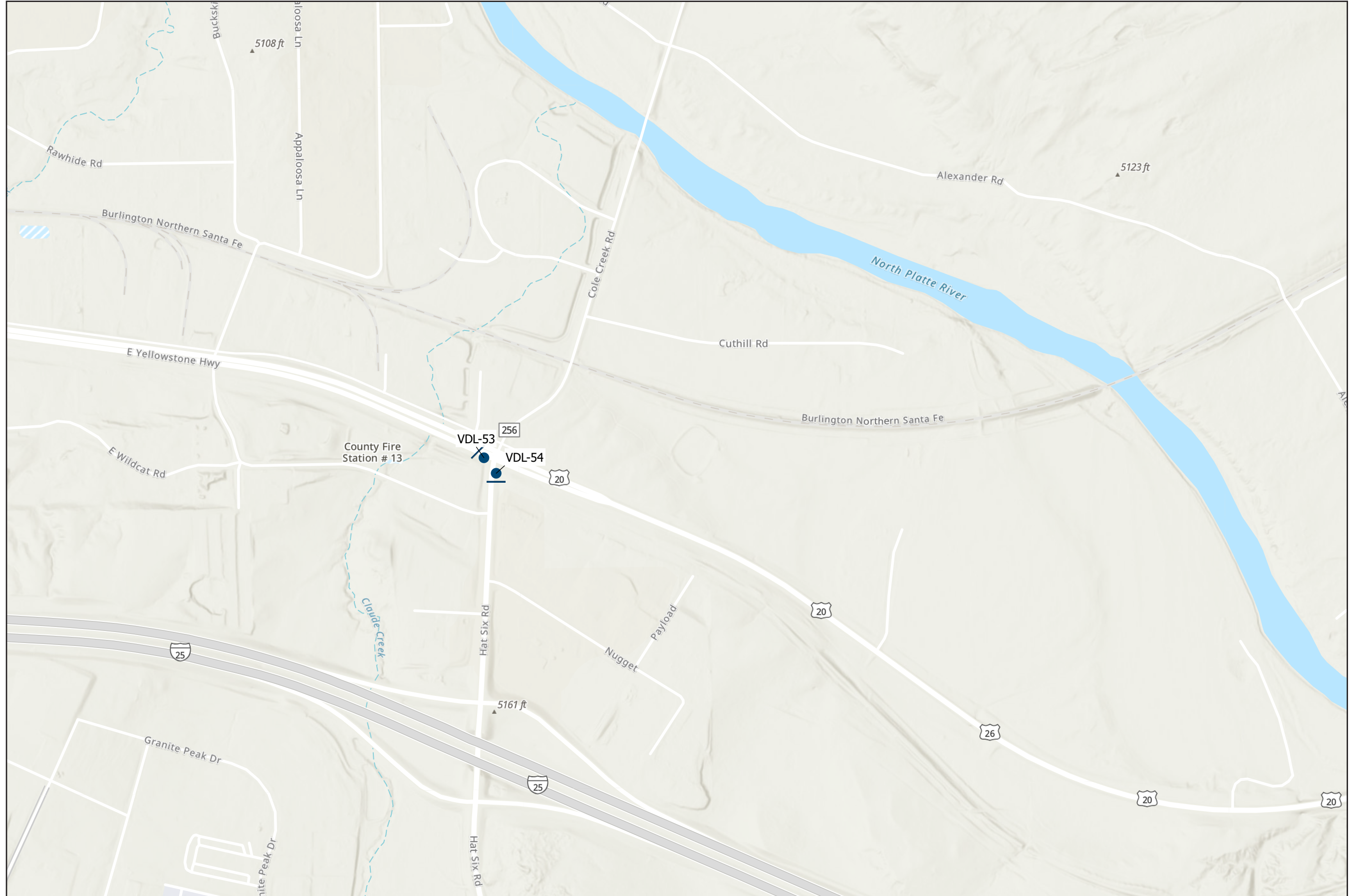


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Wayfinding Master Plan



April 2020





VDL-53



VDL-54



Wyoming

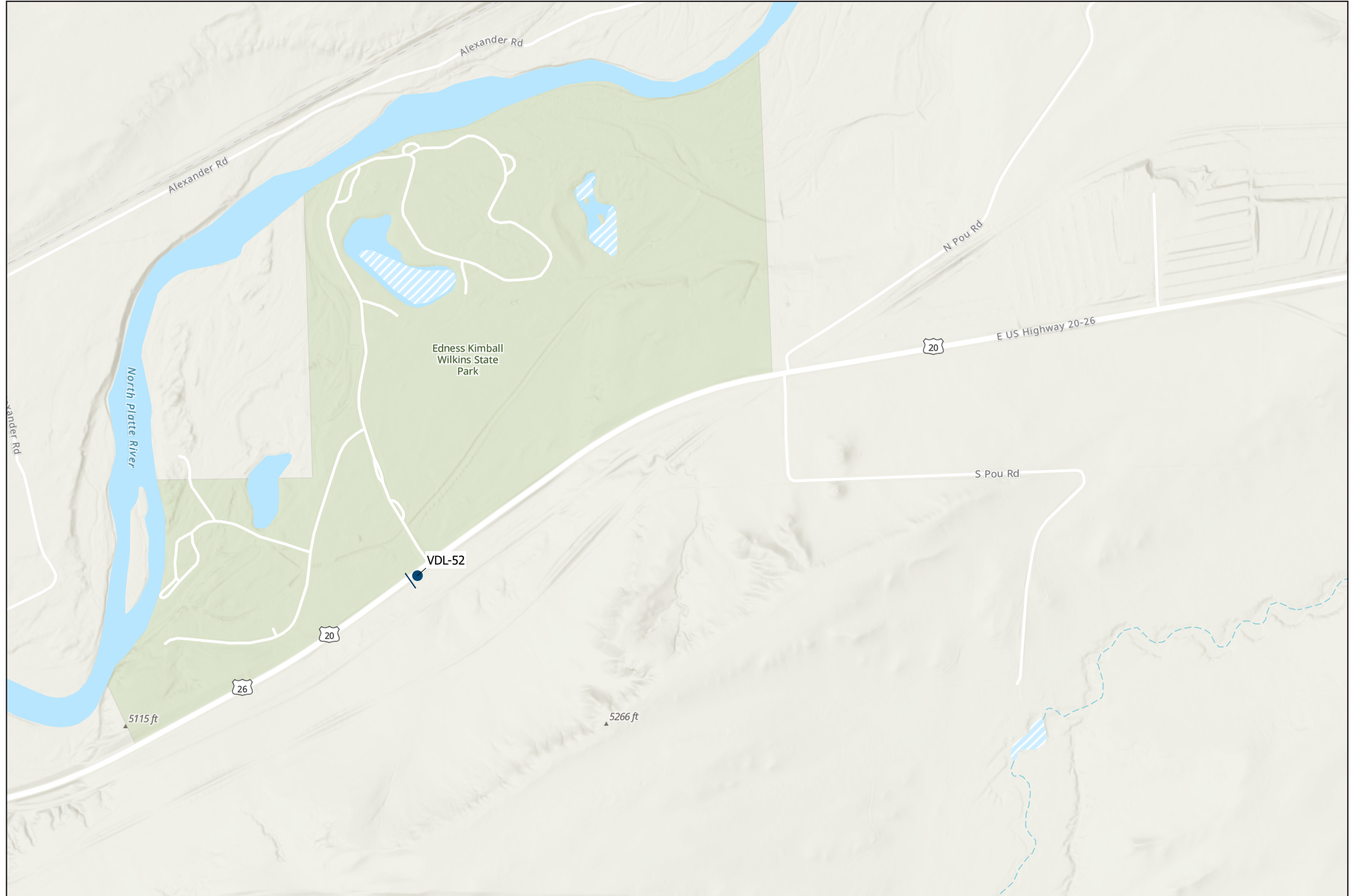
Wayfinding Master Plan





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Wayfinding Master Plan





VDL-52



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Wayfinding Master Plan



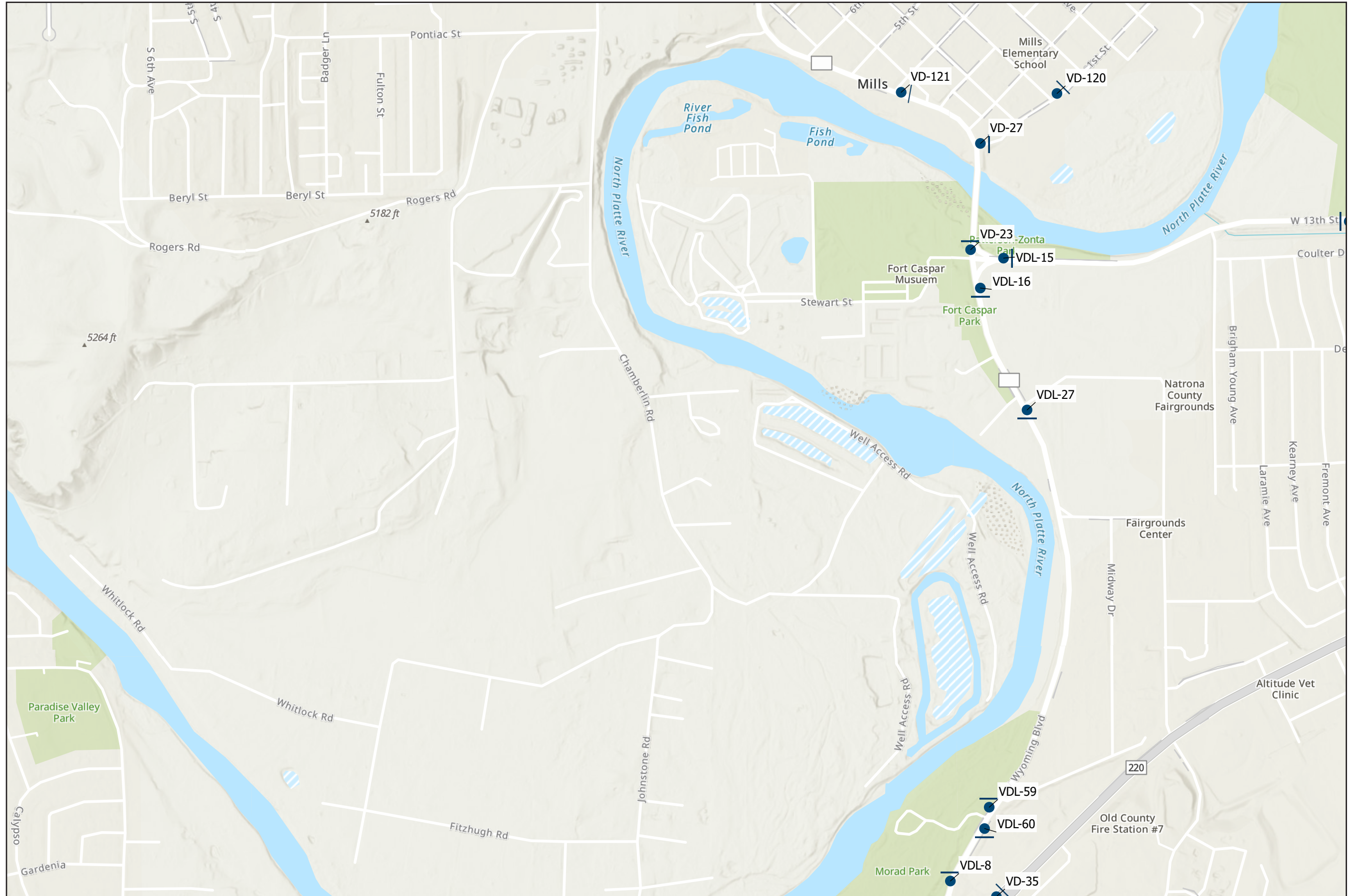


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Wayfinding Master Plan



April 2020





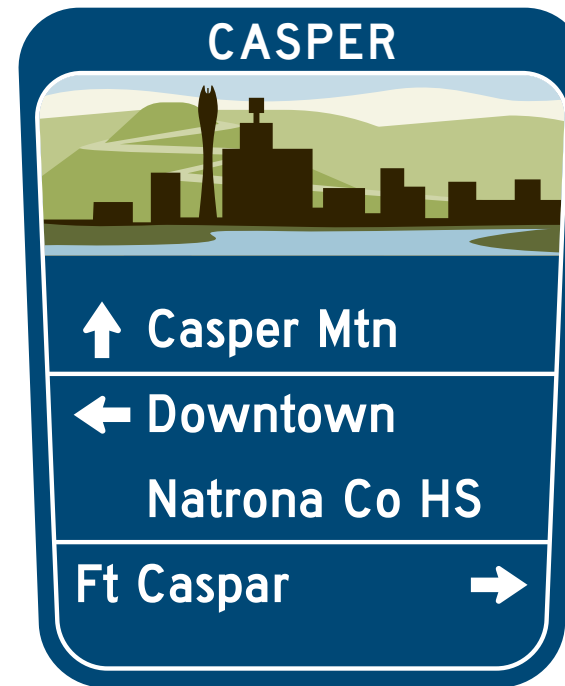
VD-120



VD-121



VD-23



VD-27



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Wayfinding Master Plan

VD-35



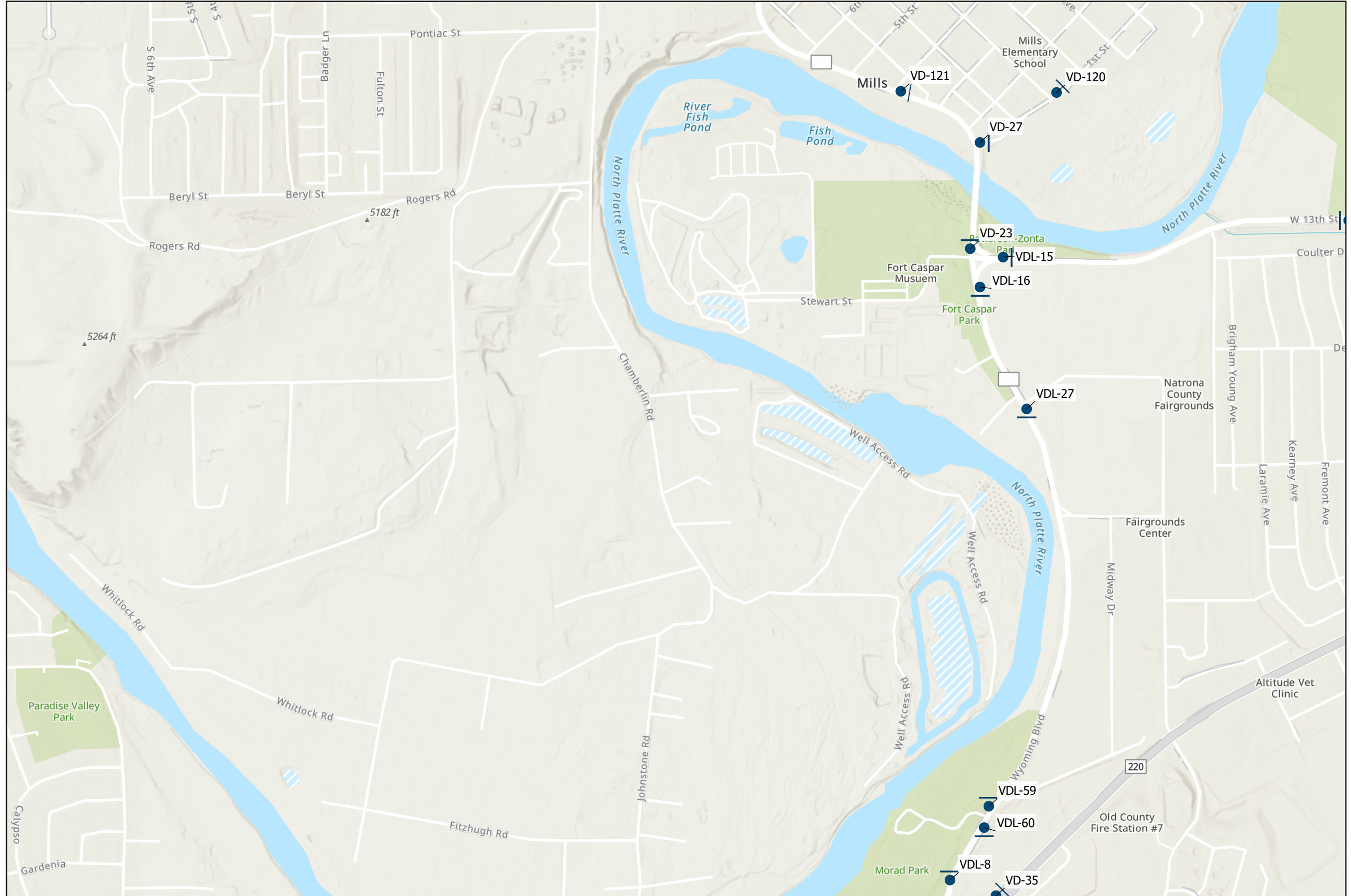


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Wayfinding Master Plan



April 2020





VDL-15



VDL-16



VDL-27



VDL-59



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Wayfinding Master Plan

VDL-60



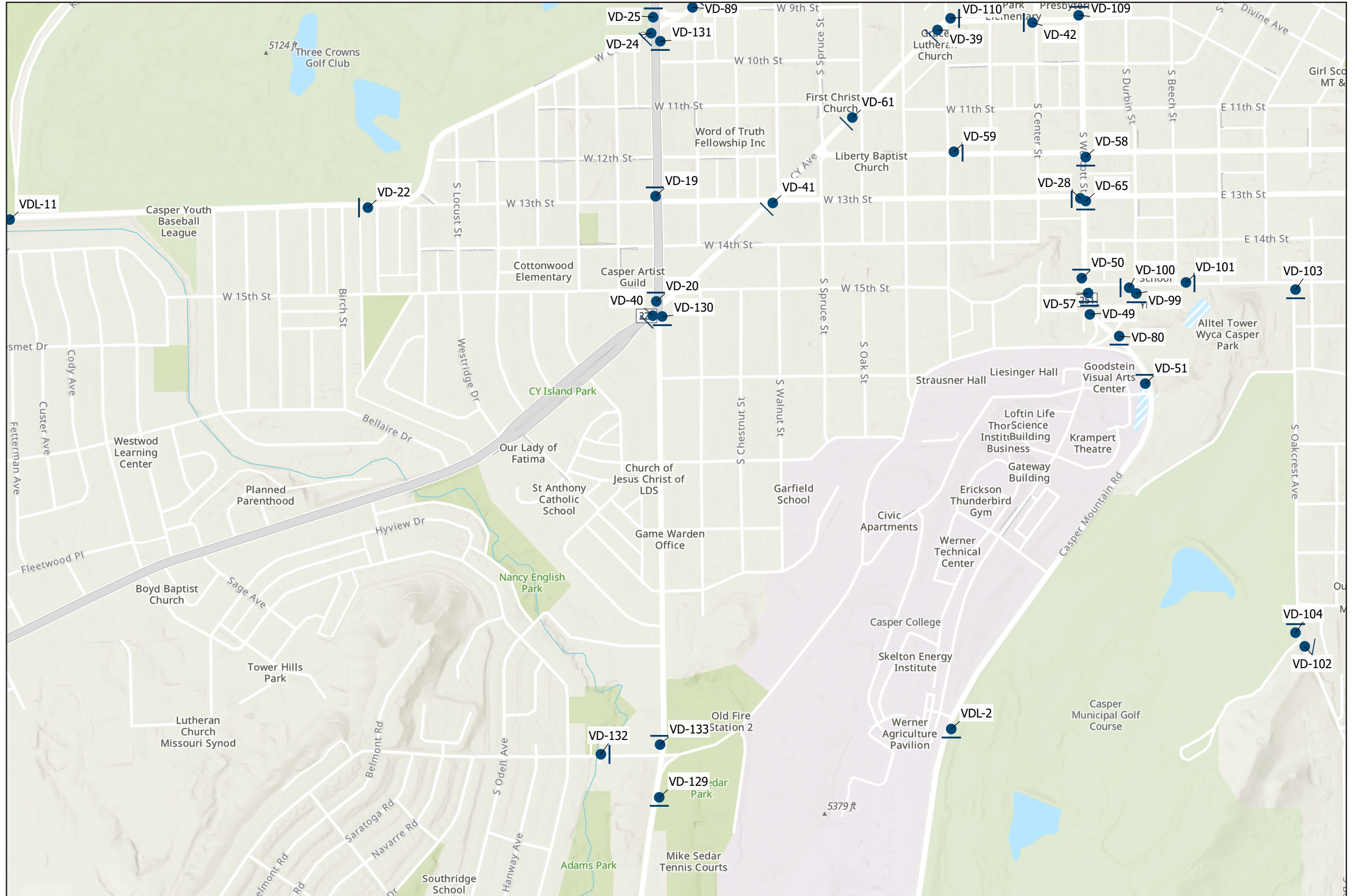
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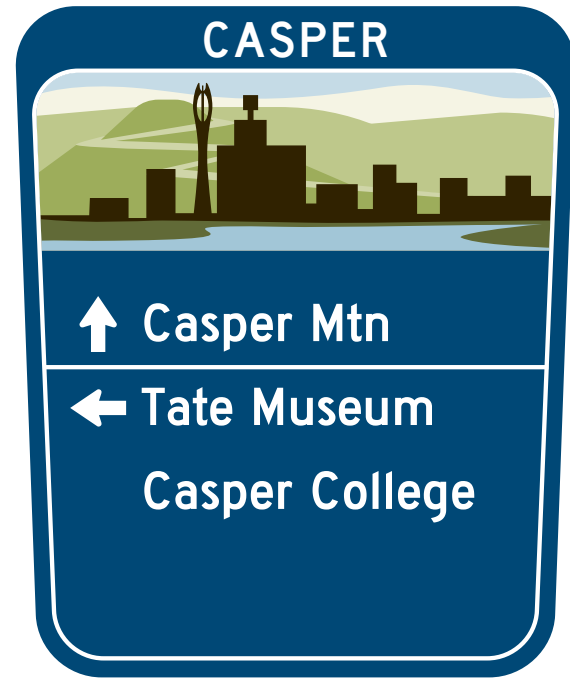
Wyoming

Wayfinding Master Plan





VD-19



VD-22



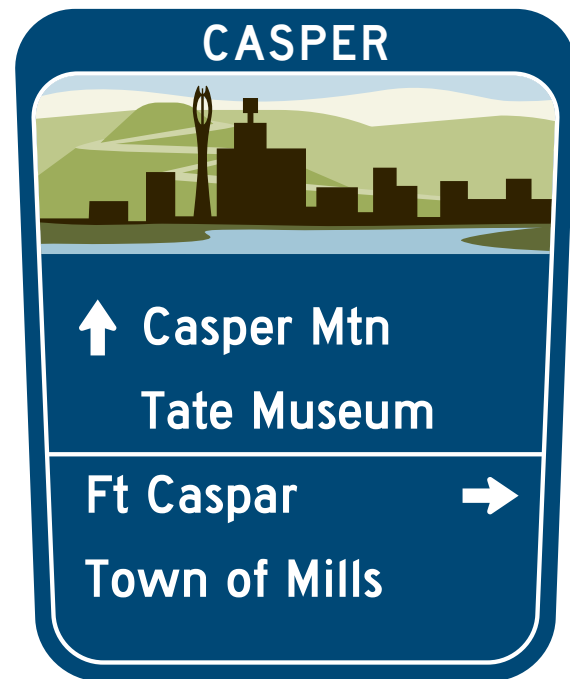
VD-24



Wyoming

Wayfinding Master Plan

VD-25



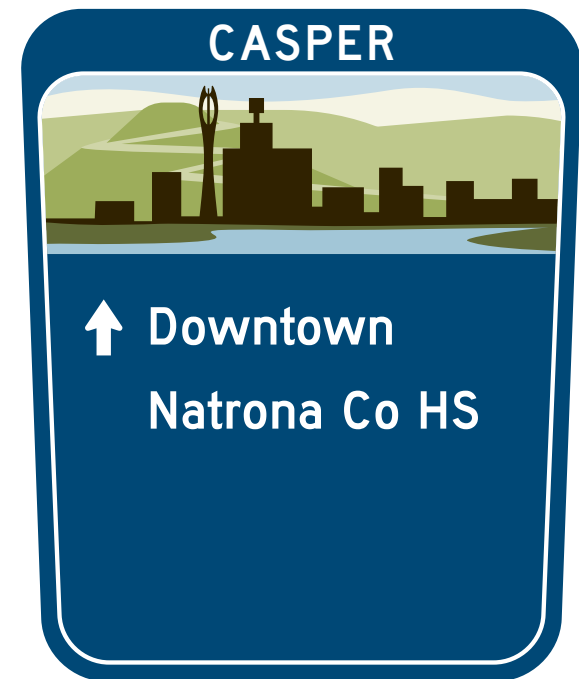
VD-39



VD-40



VD-41

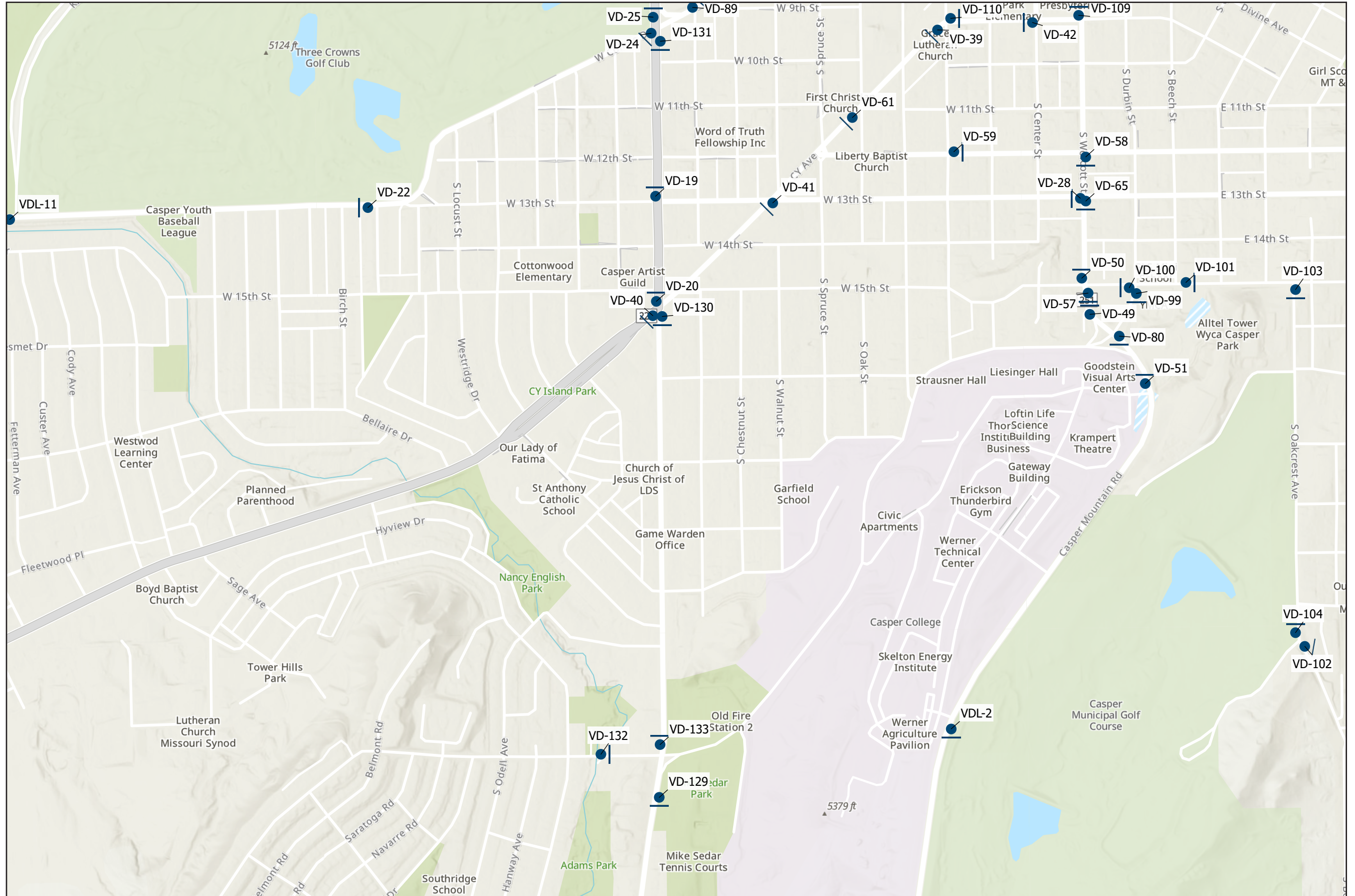


OLD YELLOWSTONE



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VD-42



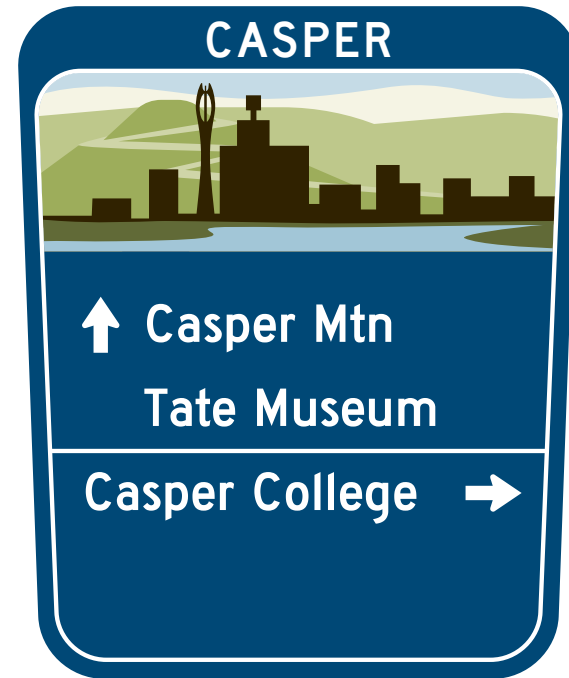
VD-49



VD-50



VD-51



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Wayfinding Master Plan

VD-57



VD-58



VD-59



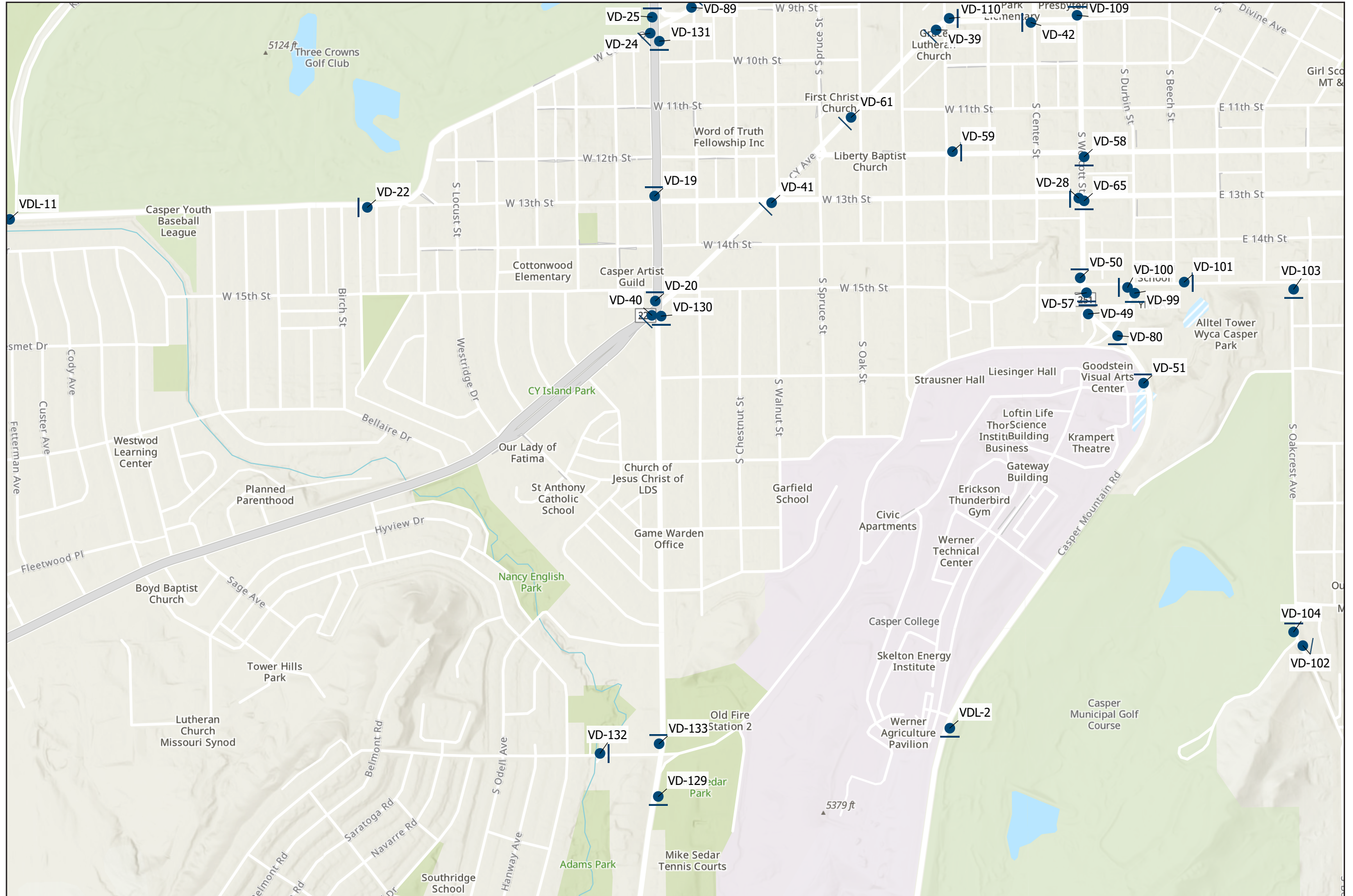
VD-61





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VD-65



VD-80



VD-89



OLD YELLOWSTONE

VD-100



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Wayfinding Master Plan

VD-101



VD-102



VD-103



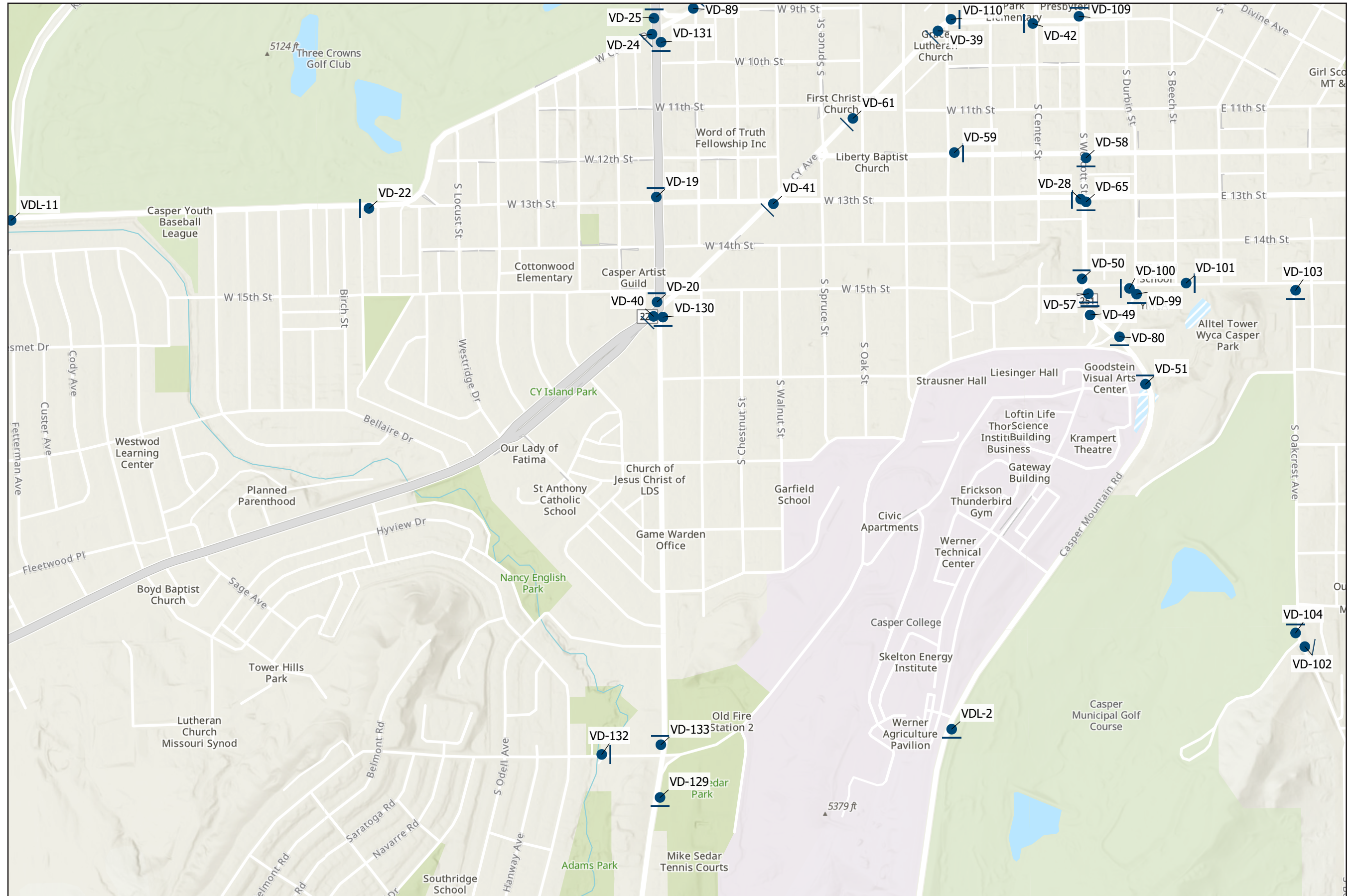
VD-104





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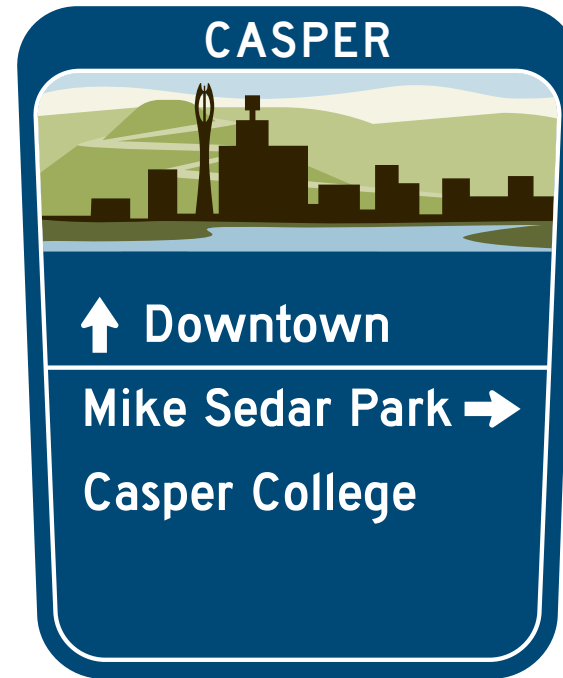
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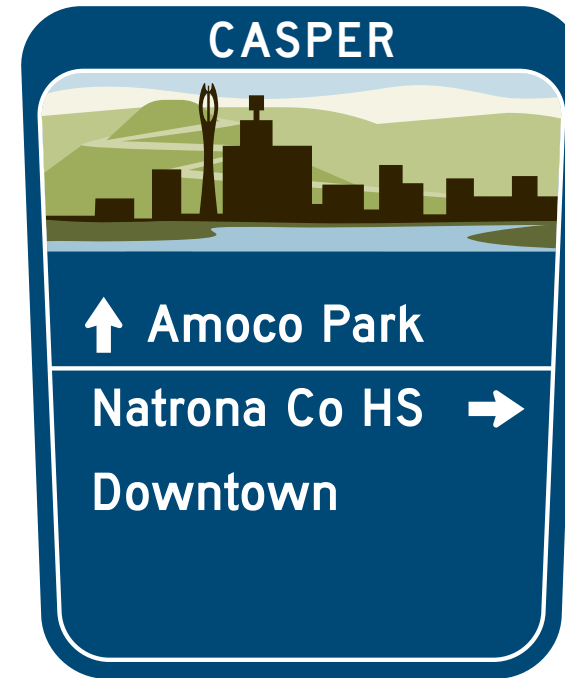
VD-110



VD-129



VD-130



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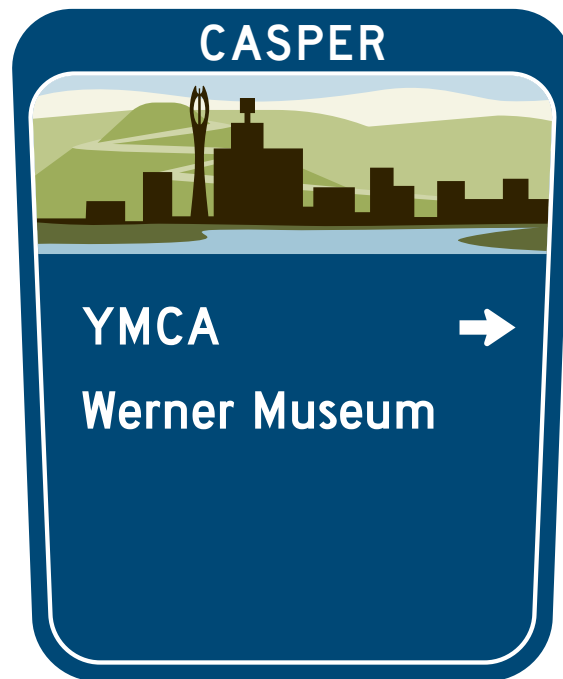
VD-131



VD-133



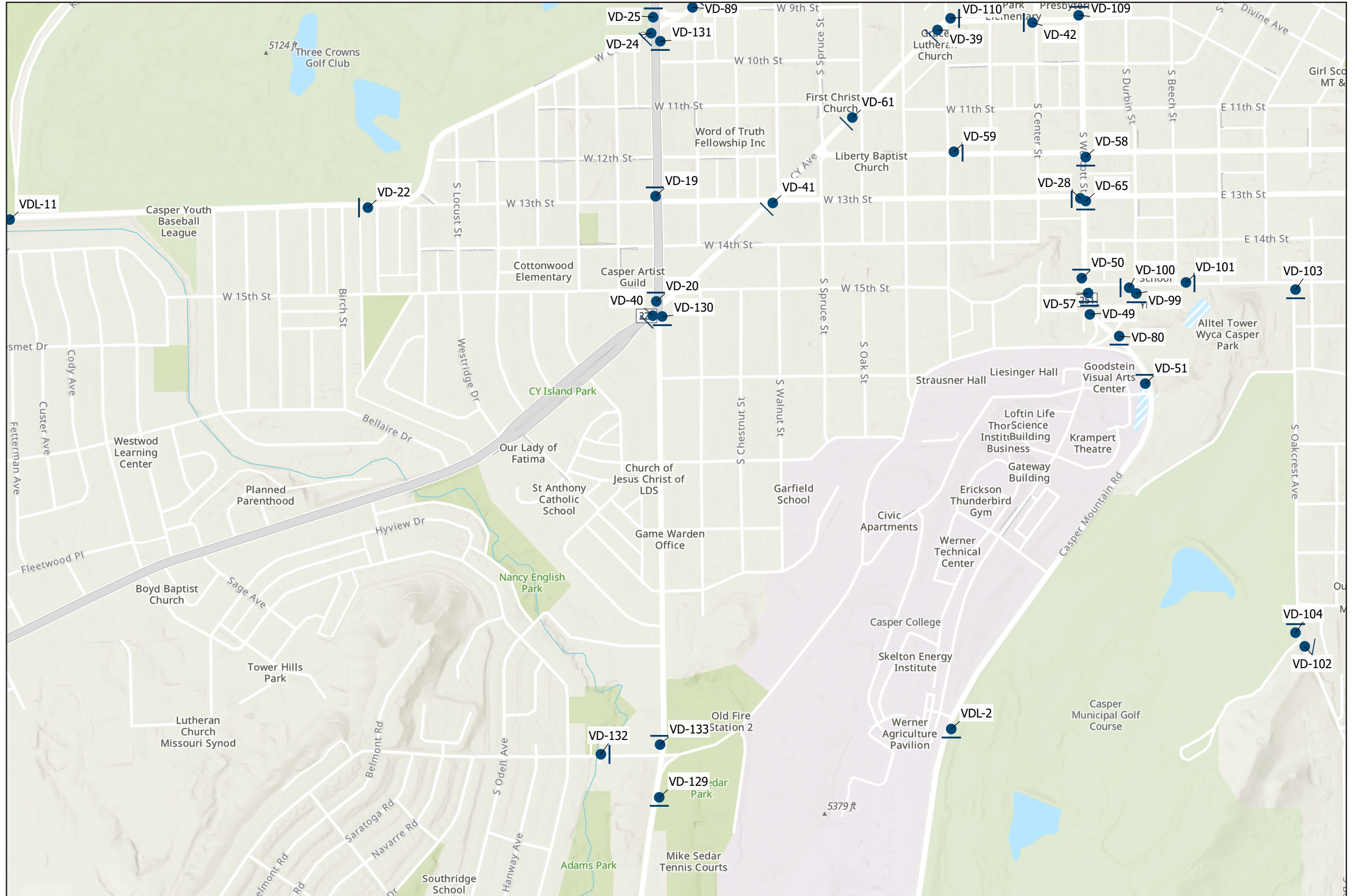
VD-99





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VD-100



VD-101



VD-102



VD-103



Wyoming

Wayfinding Master Plan

VD-104



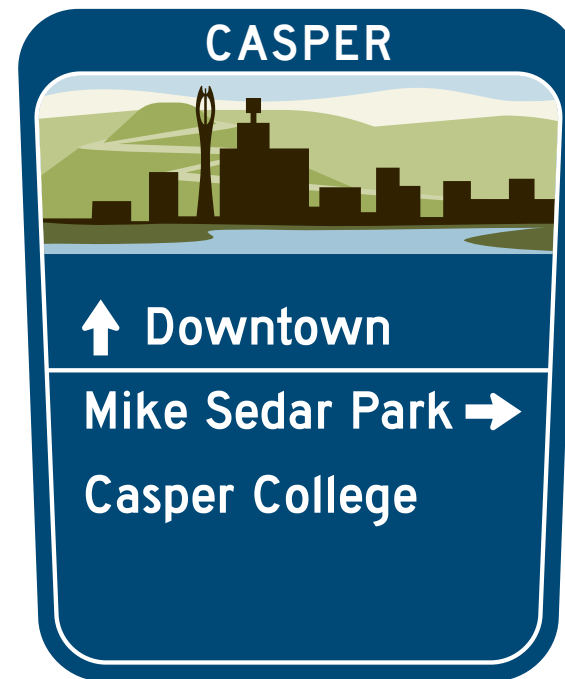
VD-109



VD-110



VD-129





VD-130



VD-131



VD-132



VD-133



Wyoming

Wayfinding Master Plan

VDL-11



VDL-2



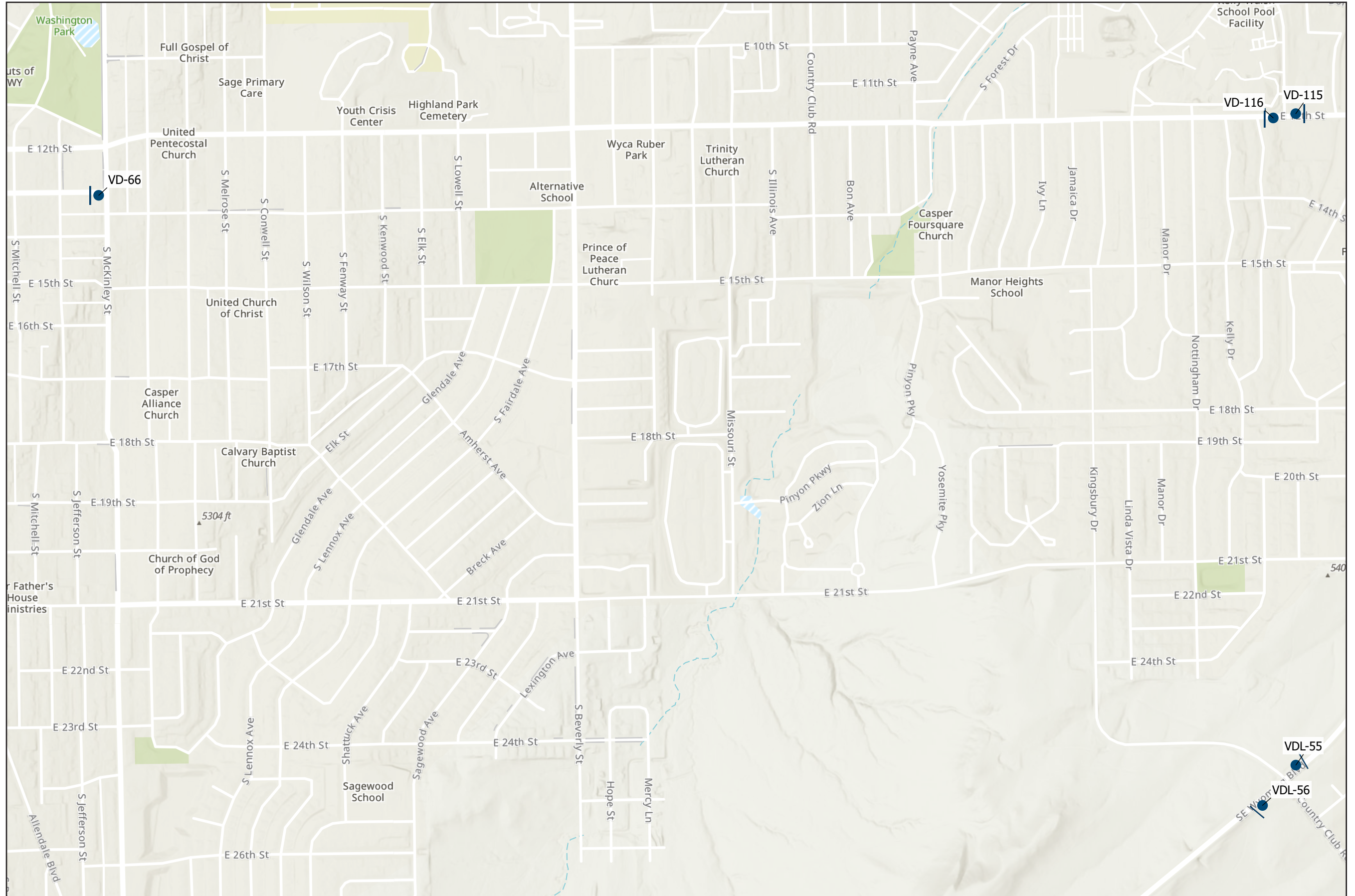


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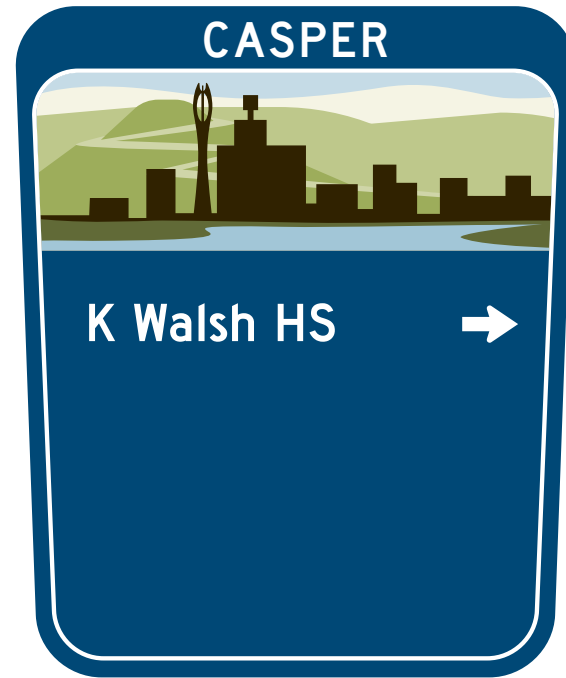


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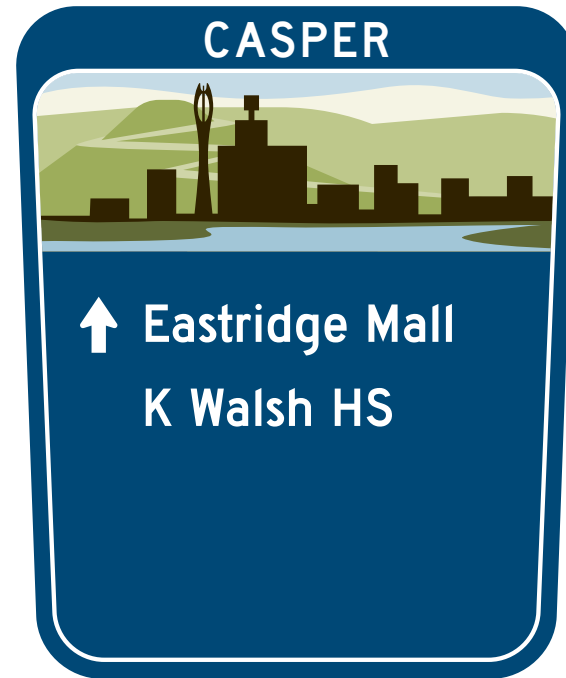




VD-115



VD-116



VD-66



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Wayfinding Master Plan

VDL-55



VDL-56



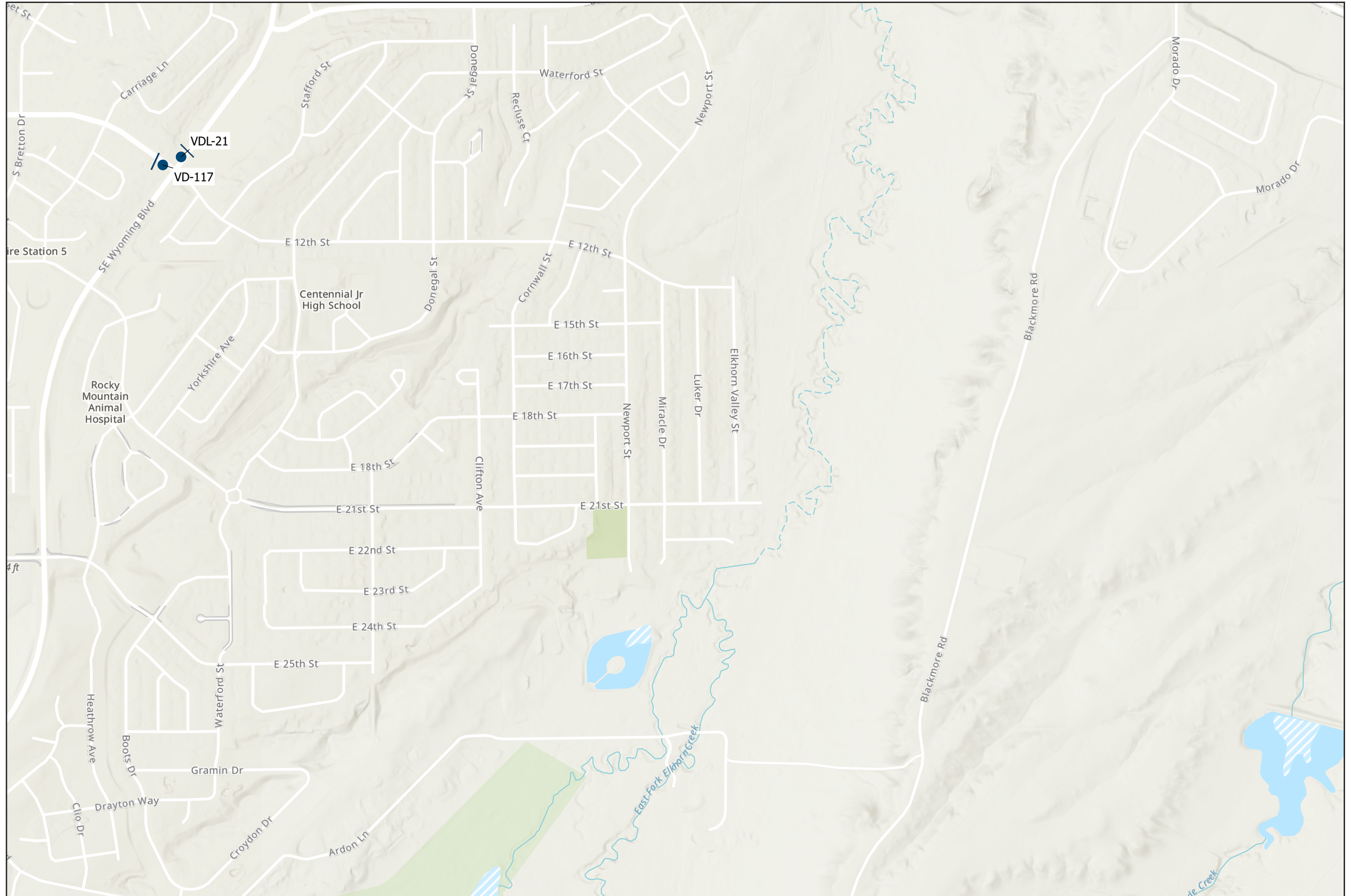


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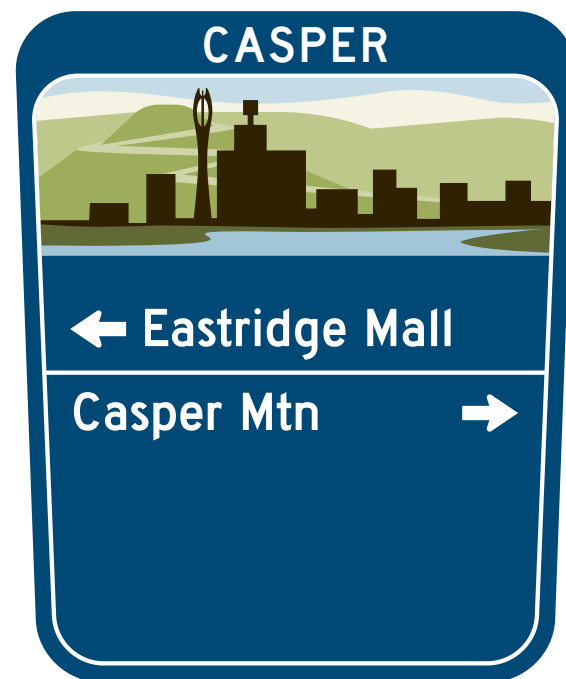


April 2020





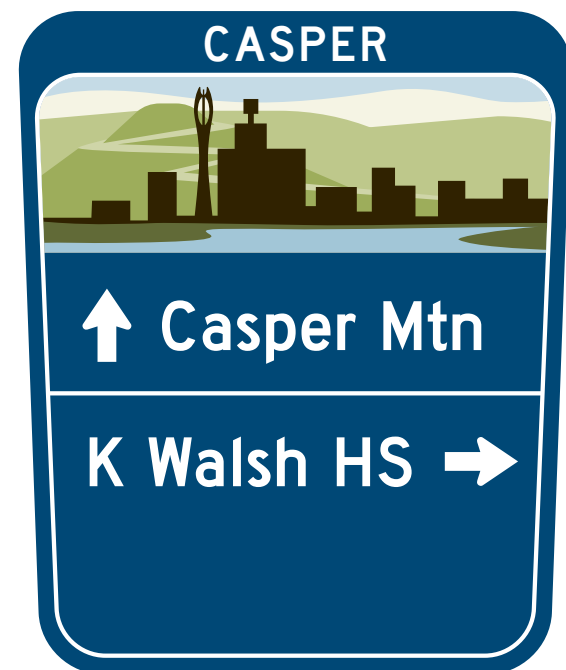
VD-117



Wyoming

Wayfinding Master Plan

VDL-21



April 2020

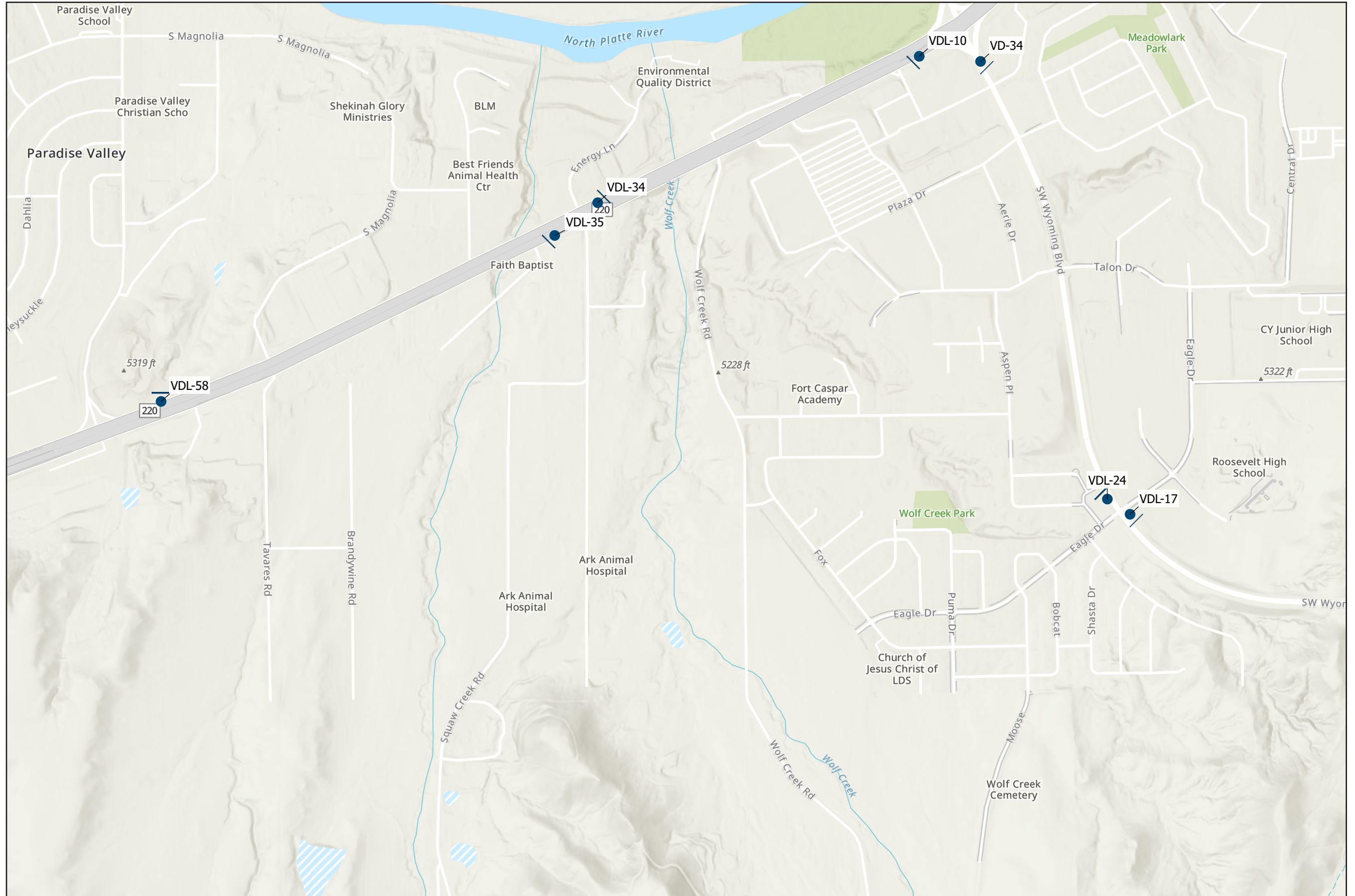


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Wayfinding Master Plan



April 2020





VD-34



VDL-10



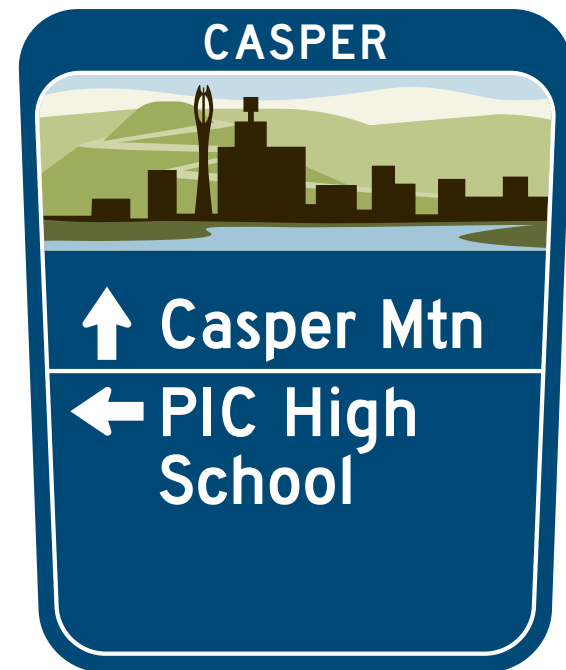
VDL-17



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VDL-24



VDL-34



VDL-35



VDL-58



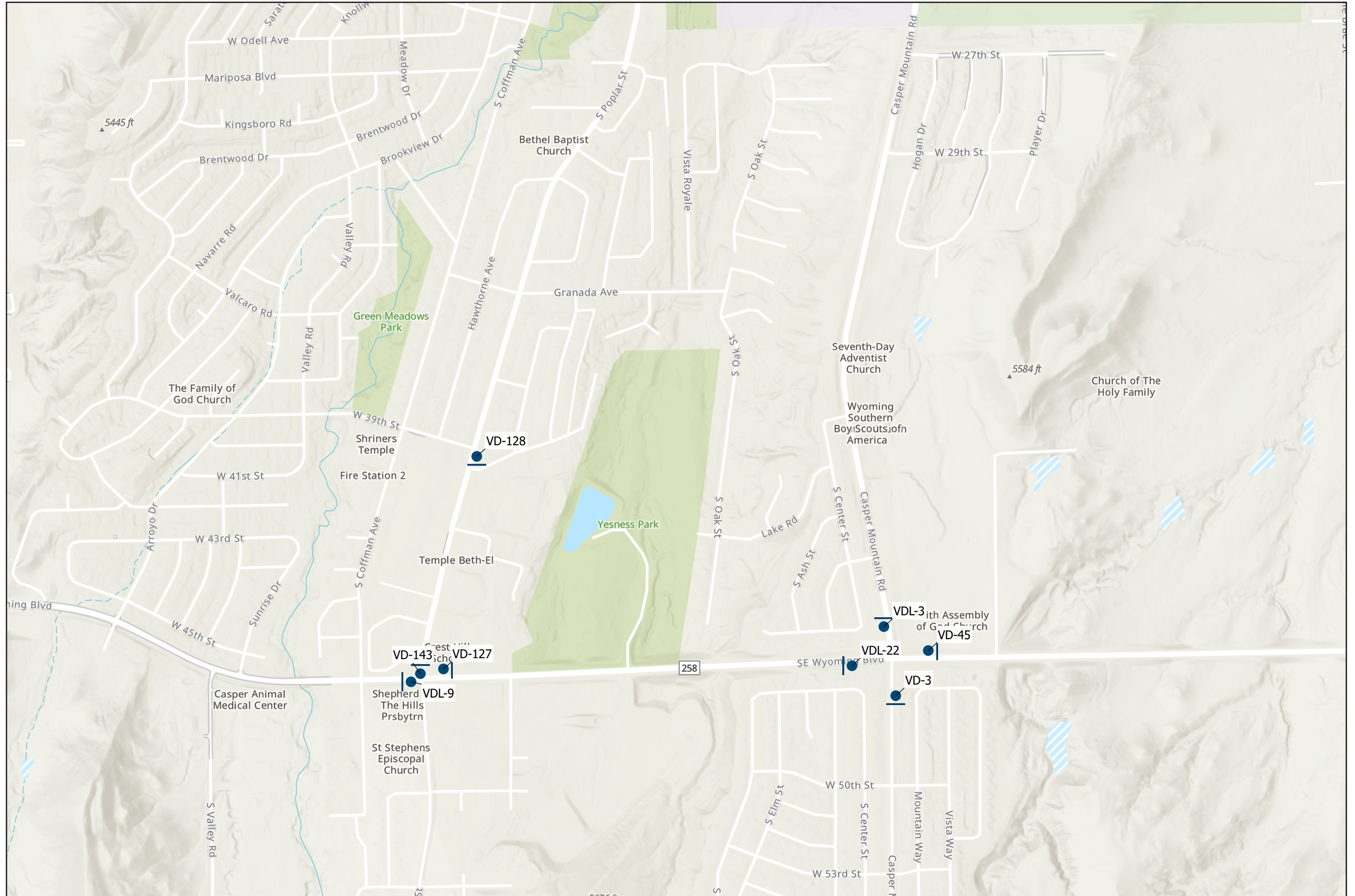


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Wayfinding Master Plan



April 2020





VD-127



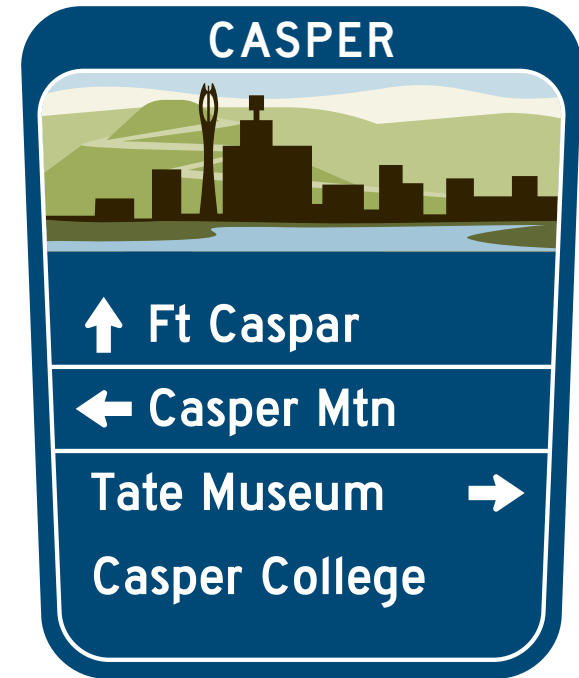
VD-128



VD-3



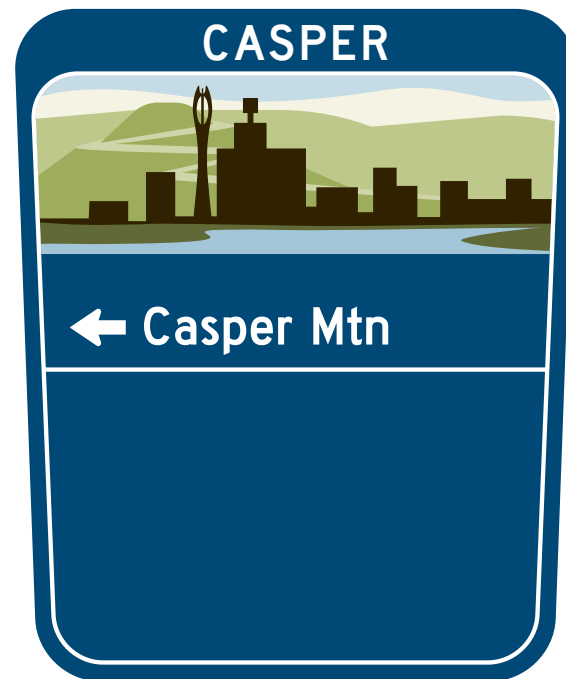
VD-45



Wyoming

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VD-143



VDL-3



VDL-22



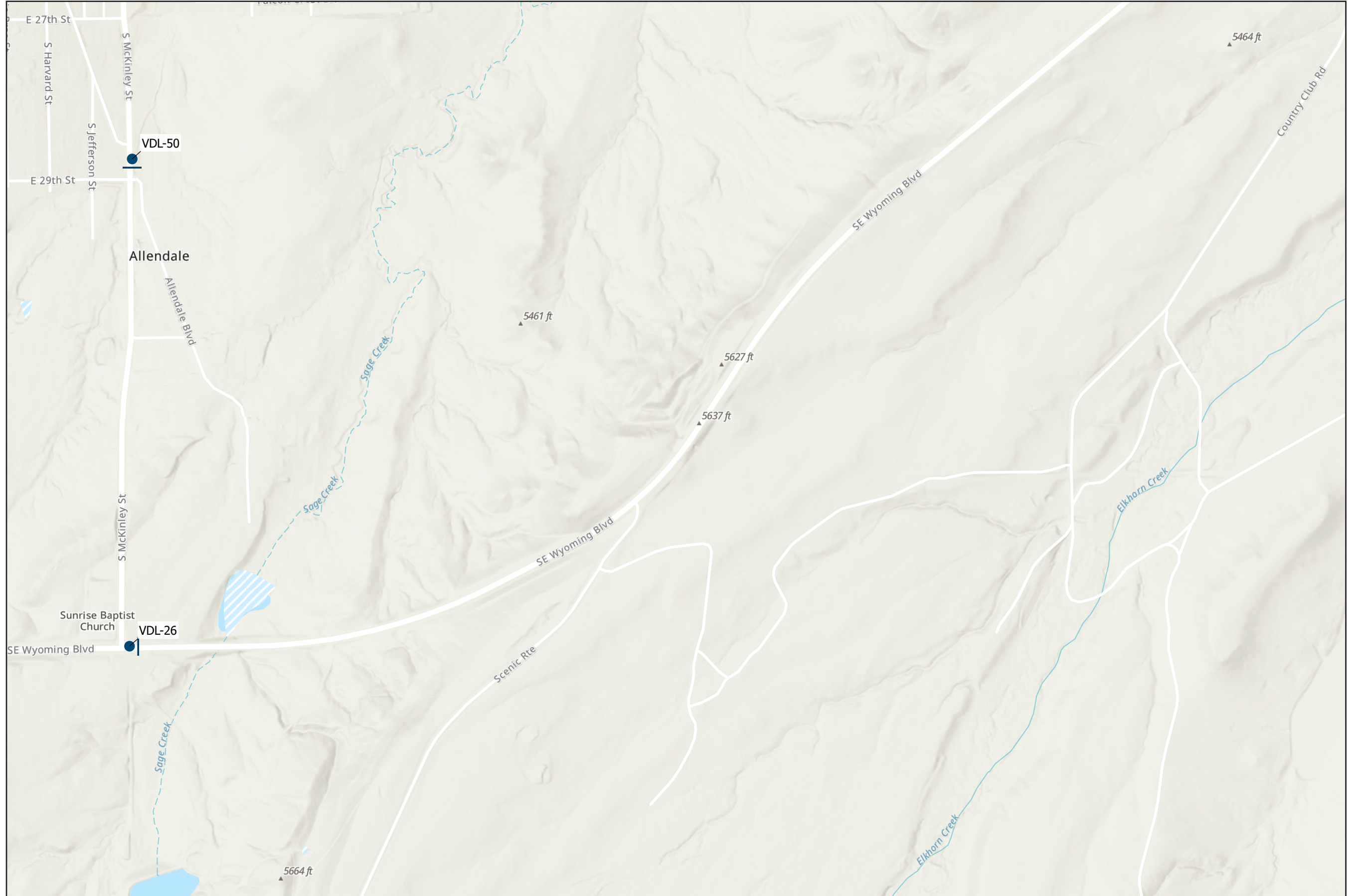


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April 2020





VDL-26

VDL-50



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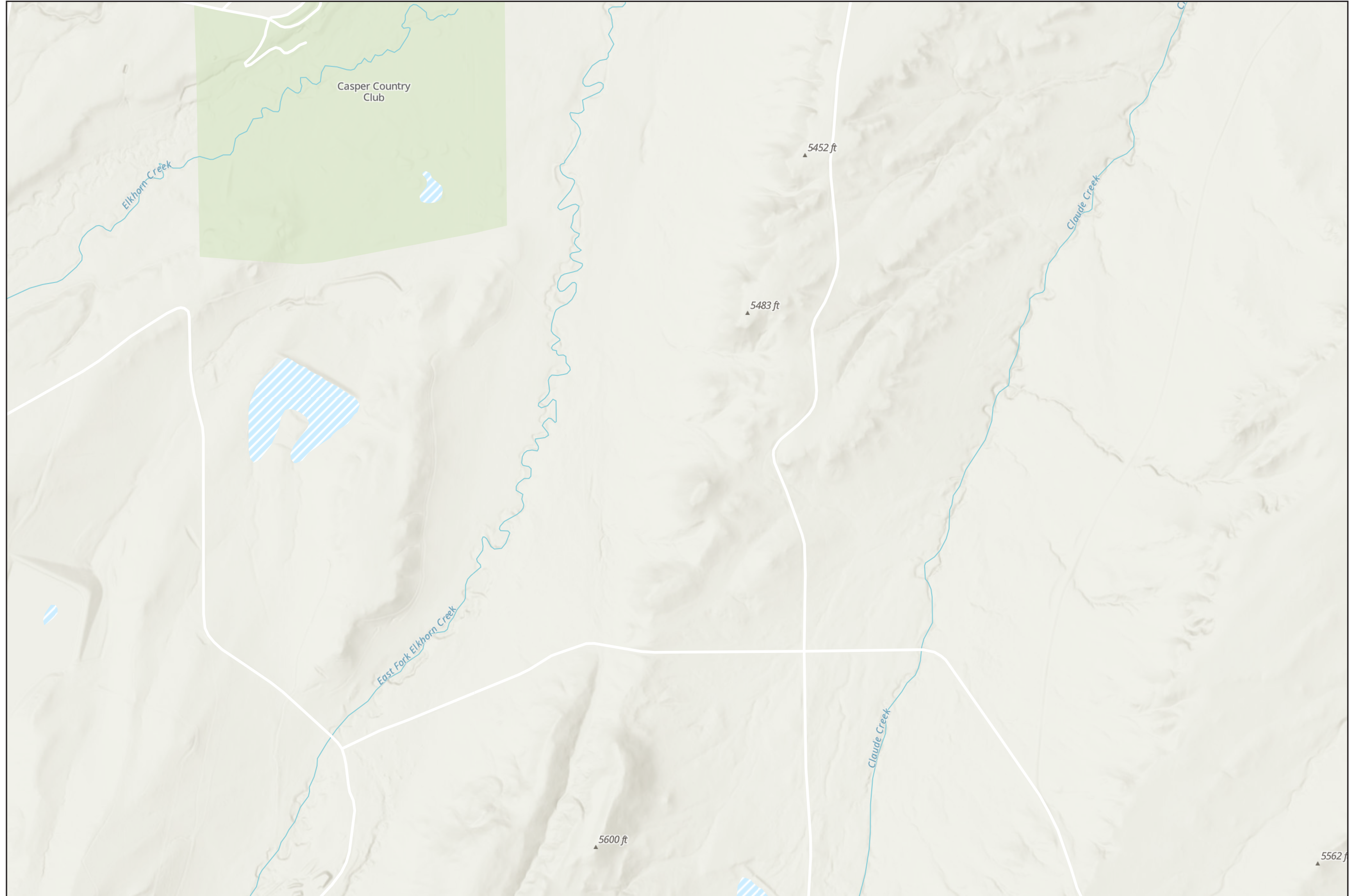
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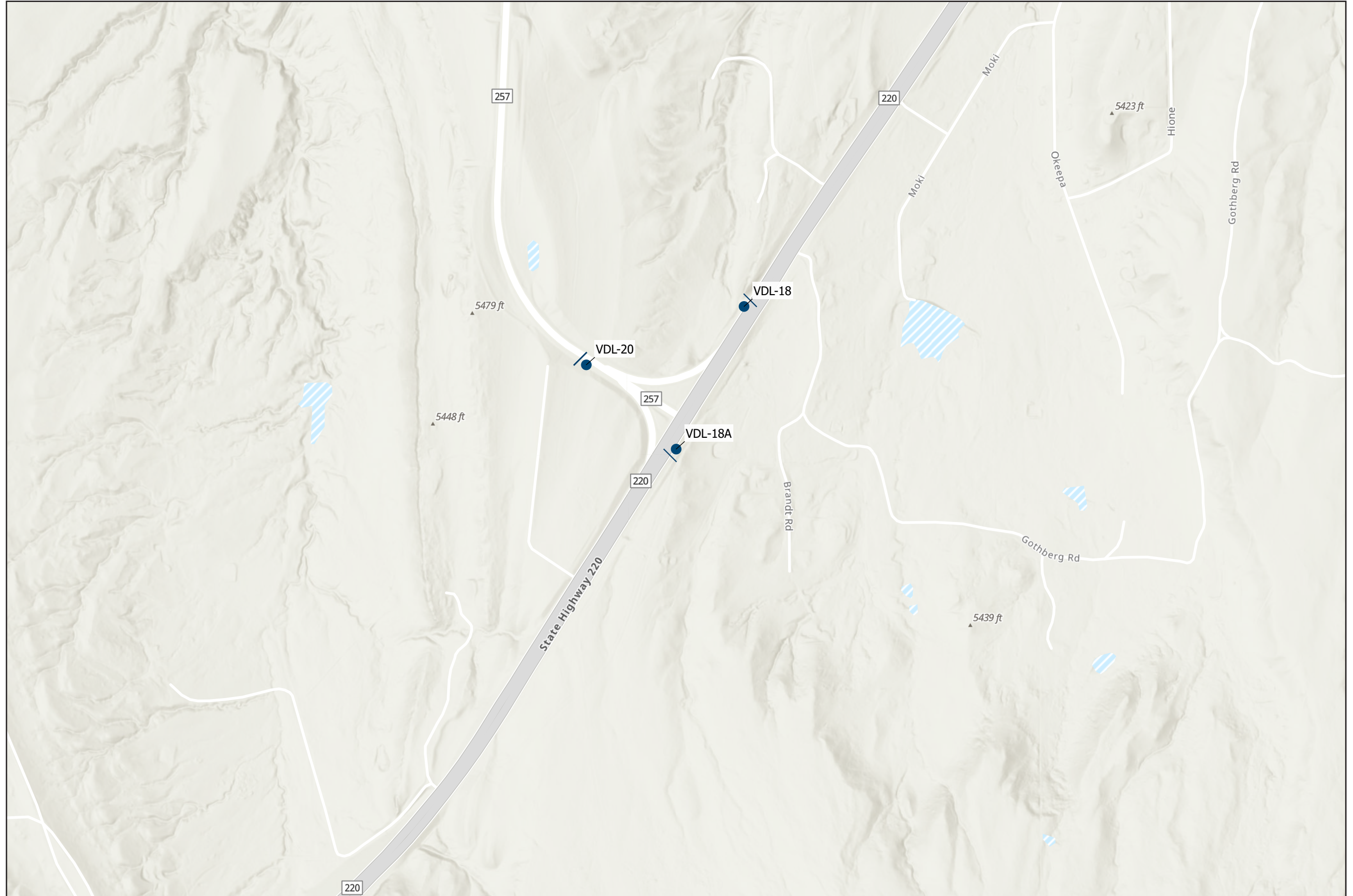


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April 2020





VDL-18A



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VDL-18



VDL-20



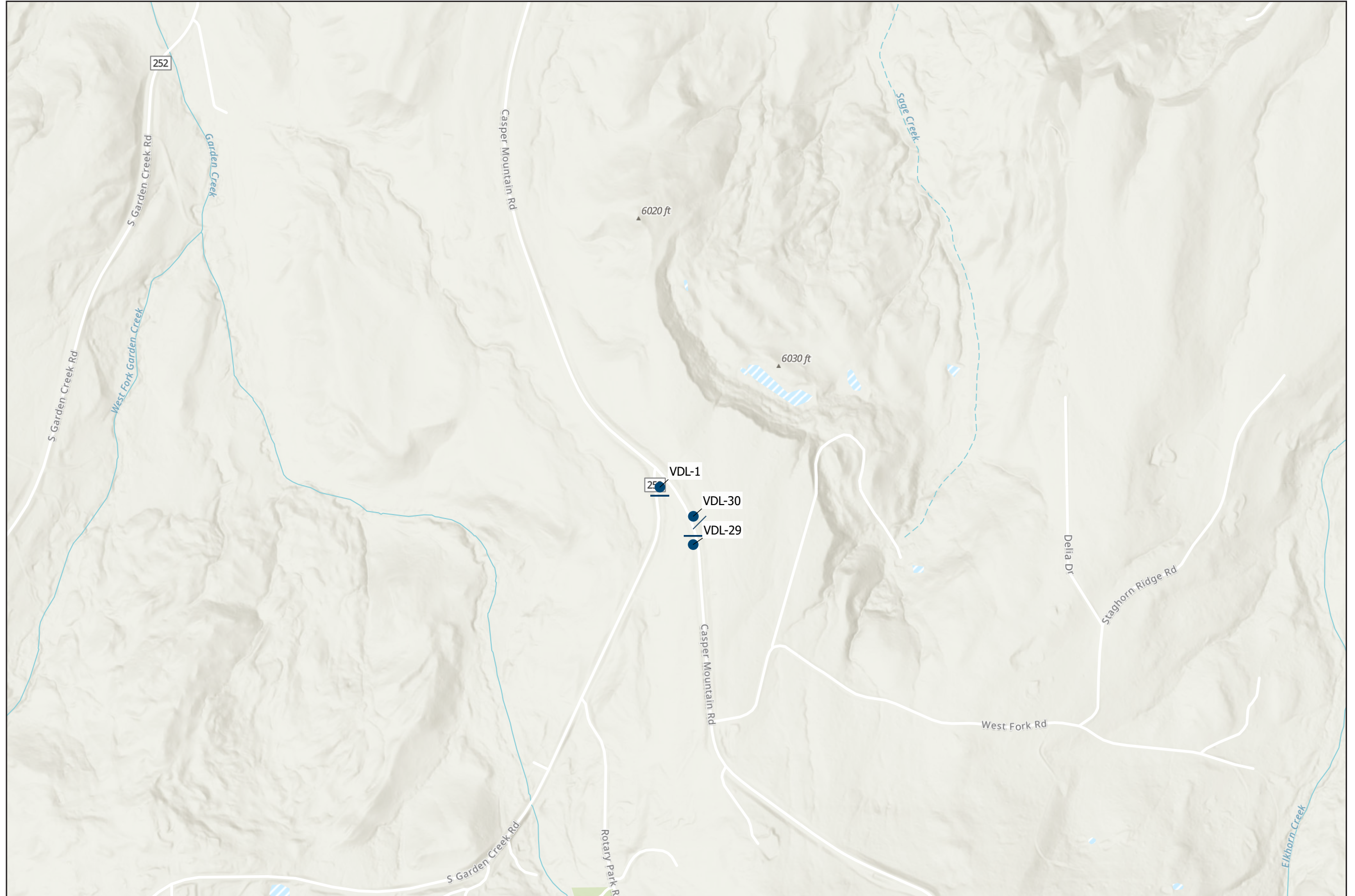


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April 2020





VDL-1



CASPER MOUNTAIN

VDL-29



CASPER MOUNTAIN

VDL-30



CASPER MOUNTAIN

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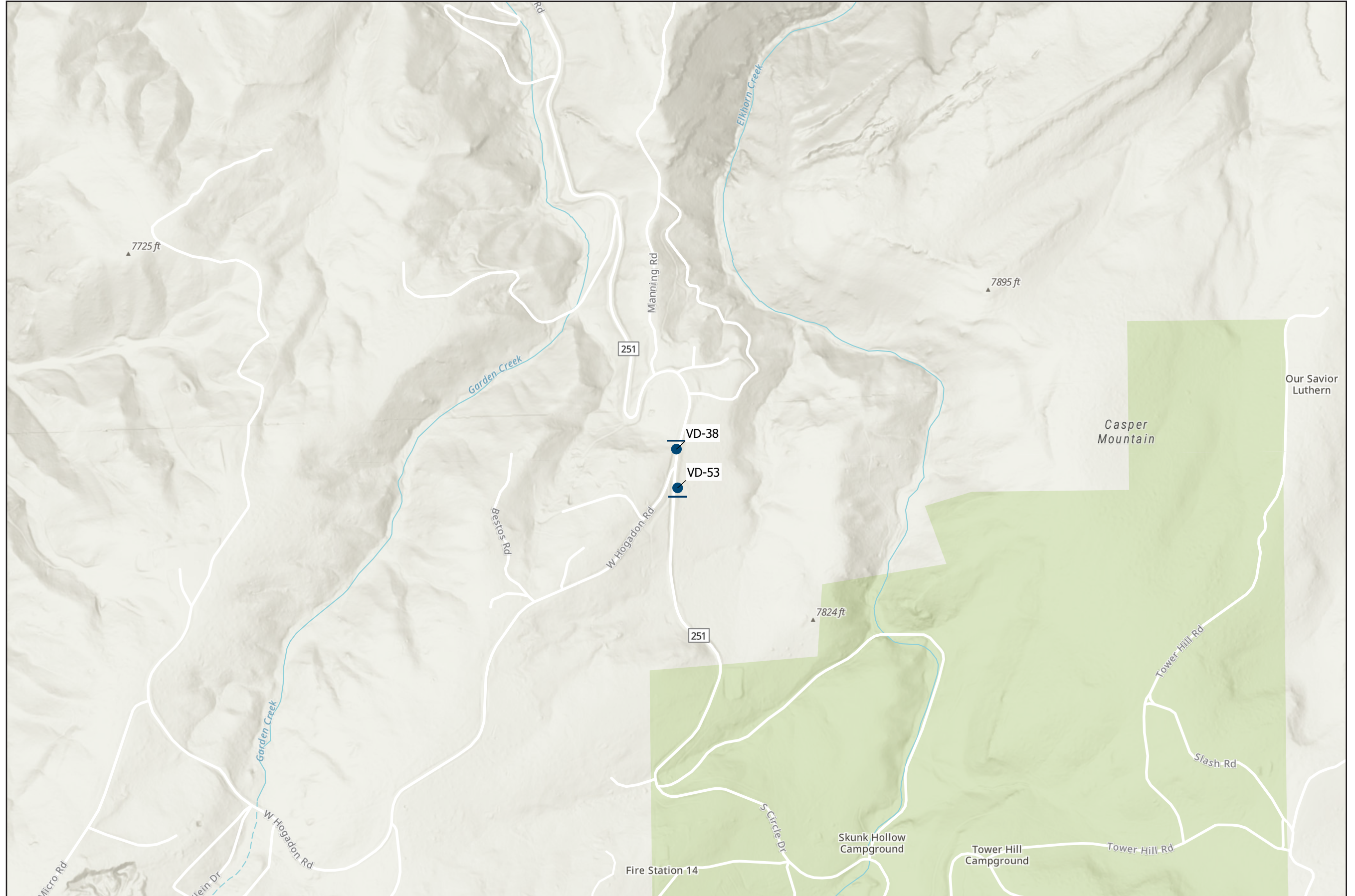


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Wayfinding Master Plan



April 2020





VD-38

VD-53

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Wayfinding Master Plan



CASPER MOUNTAIN



CASPER MOUNTAIN



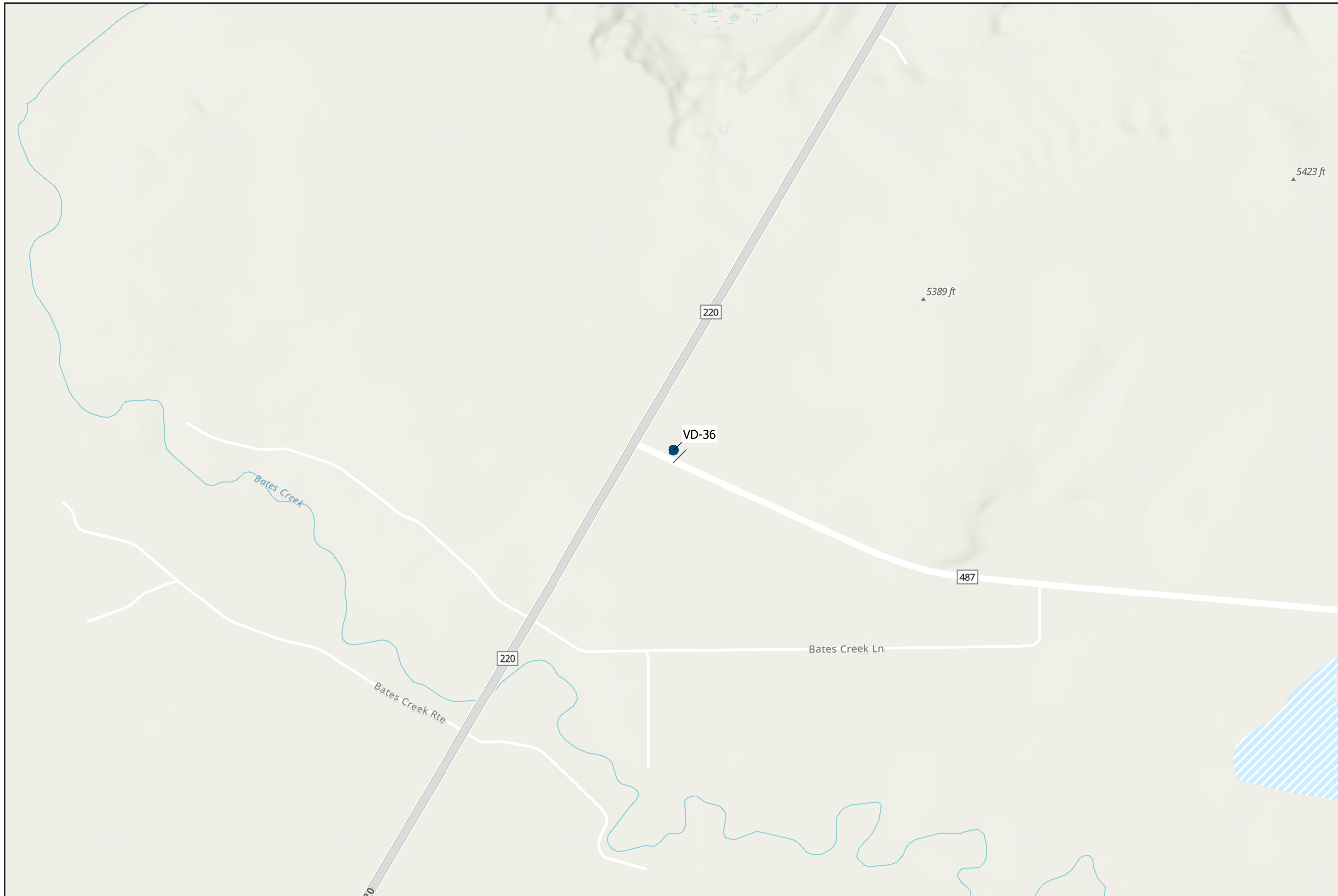


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April 2020





VD-36



Wyoming

Wayfinding Master Plan





Wyoming

Wayfinding Master Plan



April 2020





VD-98



VD-142



Wyoming

Wayfinding Master Plan

VDL-19

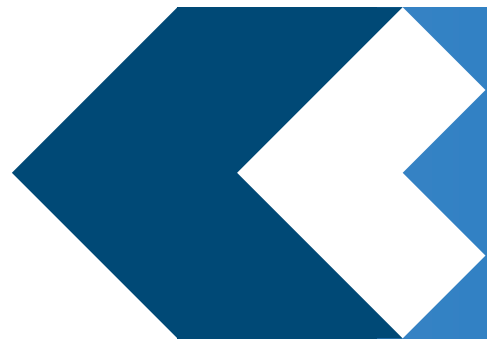


VDL-64



Intrinsic to its design, the wayfinding system does not work without the collaboration of each jurisdiction. Signs from one town lead motorists into the next jurisdiction and likewise.

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IMPLEMENTATION



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Implementation Options

Two Implementation strategies are available for the installation of the signage and wayfinding system.

Option one: In the self procurement model, the fabrication of each sign, along with the installation of each sign and pole, would be done solely by the municipal means of Natrona County, the City of Casper, Town of Bar Nunn, Town of Evansville, and Town of Mills.

Option two: The design/bid/build method would call for private contractors and sign vendors to submit their proposals to fabricate and erect each pole. Contractors would enlist qualified subcontractors to provide a subset of the scope of work for the project.

It is entirely possible that a combination of both the “self procurement” and “design/bid/build” methods would be utilized to efficiently and effectively complete this project.

If federal funds will be used for procurement of the signs, the implementing agency shall follow WYDOT’s procurement standards, or State-approved local procurement procedures.

Phasing

The wayfinding system would be implemented in two phases. Phase one would begin in spring of 2021 and encompass 50% of the wayfinding system. The remaining 50% of the system’s implementation would occur in 2022 during phase two.

Signs leading motorists to destinations with a “1” on the prioritization matrix would be installed first, followed by signs leading motorists to subsequently prioritized destinations. Priority of implementation would also be given to signs on routes with traffic count values above 10,000. Signs which show primary significance to neighborhood-scale attractions or those with traffic count values less than 5,000 would be installed in phase two.



Cost

Cost for the project was developed using industry standards, similar projects, and feedback from qualified sign manufacturers.

The Unit Price costs include the sign panels, poles, footing, and structural brackets to connect the sign to the pole.

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JURISDICTION	QTY	UNIT PRICE	SUBTOTAL	MOB / GC (20%)	SUBTOTAL	CONTINGENCY (15%)	TOTAL
Town of Bar Nunn	6	\$6,489.24	\$38,935.44	\$7,787.09	\$46,722.53	\$7,008.38	\$53,730.91
Casper	185	\$6,489.24	\$1,200,509.40	\$240,101.88	\$1,440,611.28	\$216,091.69	\$1,656,702.97
Town of Mills	9	\$6,489.24	\$58,403.16	\$11,680.63	\$70,083.79	\$10,512.57	\$80,596.36
Town of Evansville	4	\$6,489.24	\$25,956.96	\$5,191.39	\$31,148.35	\$4,672.25	\$35,820.60
Natrona County	12	\$6,489.24	\$77,870.88	\$15,574.18	\$93,445.06	\$14,016.76	\$107,461.81
	216				\$1,682,011.01		\$1,934,312.66



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