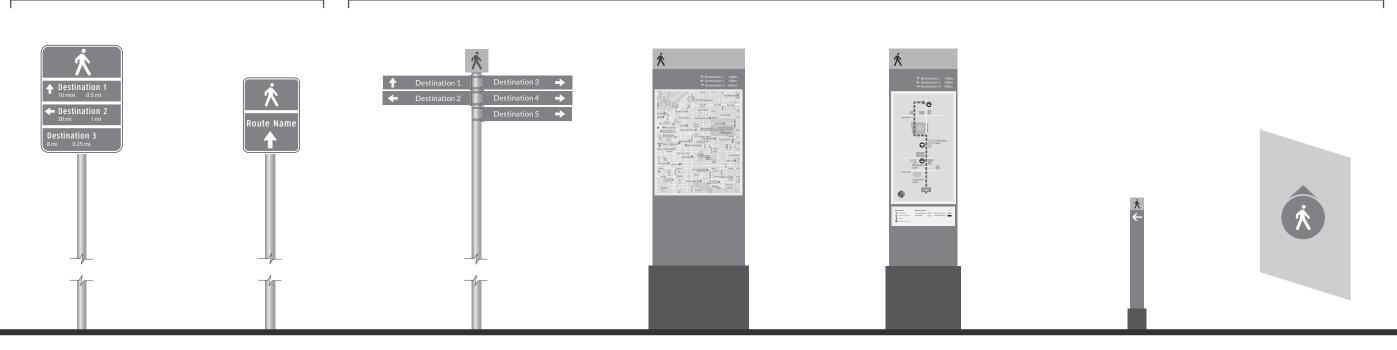


Spectrum of Signs

Pedestrian wayfinding provides navigational assistance to people walking in complex urban environments. Signage elements are used to guide people through districts, and to local landmarks and destinations. These elements are designed at a human scale and include directional signs, information kiosks, and map panels. The continuum of signs below represents the range of elements that may be included in a pedestrian wayfinding family.

TYPICAL ENHANCED



Decision

Clarify route options where two or more routes converge, or at complex intersections.

Confirmation

Placed after a turn movement or intersection to reassure pedestrians that they are on the correct route.

Fingerboard

Used at intersections to provide turn information to destinations. They provide more flexibility than decision signs for the number of destinations to sign to.

Map Kiosk

Kiosks with area and/or citywide orientation maps, can provide helpful navigational information, and are most effective when placed in locations where pedestrians may be stopping longer to process information.

Map Panel

Focused on high-traffic pedestrian corridors and providing quick information on the range of destinations / services within a short walk.

Waymarker

Reinforce district branding and supplement confirmation and turn signs.

Pavement Marking

Reinforce district branding and supplement confirmation and turn signs.

CONCEPT DESIGNS

Design Process

The design concepts presented on the following pages have been shaped by our discovery and design process so far (summarized at right), which has included meetings with clients and stakeholders; a Visual Preference Survey as well as informal discussions about Denver's vision for pedestrian wayfinding; walking and sketching the city; and an internal review process.

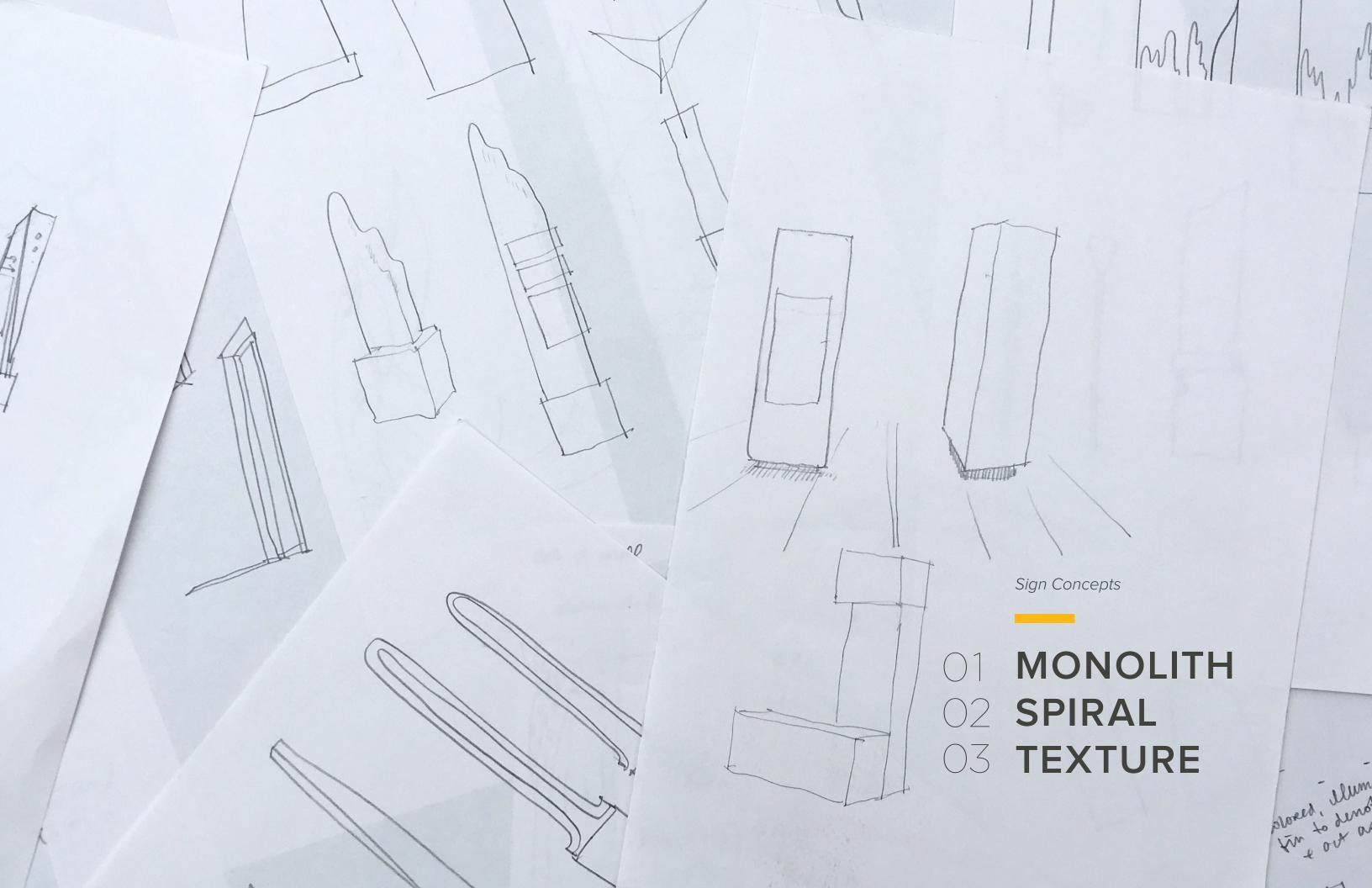


O1 Design Brief

Compiled results of the Visual Preference Surveys distributed to the client and stakeholder groups. See chapter 3.

- O2 Design Team Walking Tour
- O3 Sketch in the Field
- Generate Initial Concepts
- 1 Iterate with Design Team to Refine Concepts

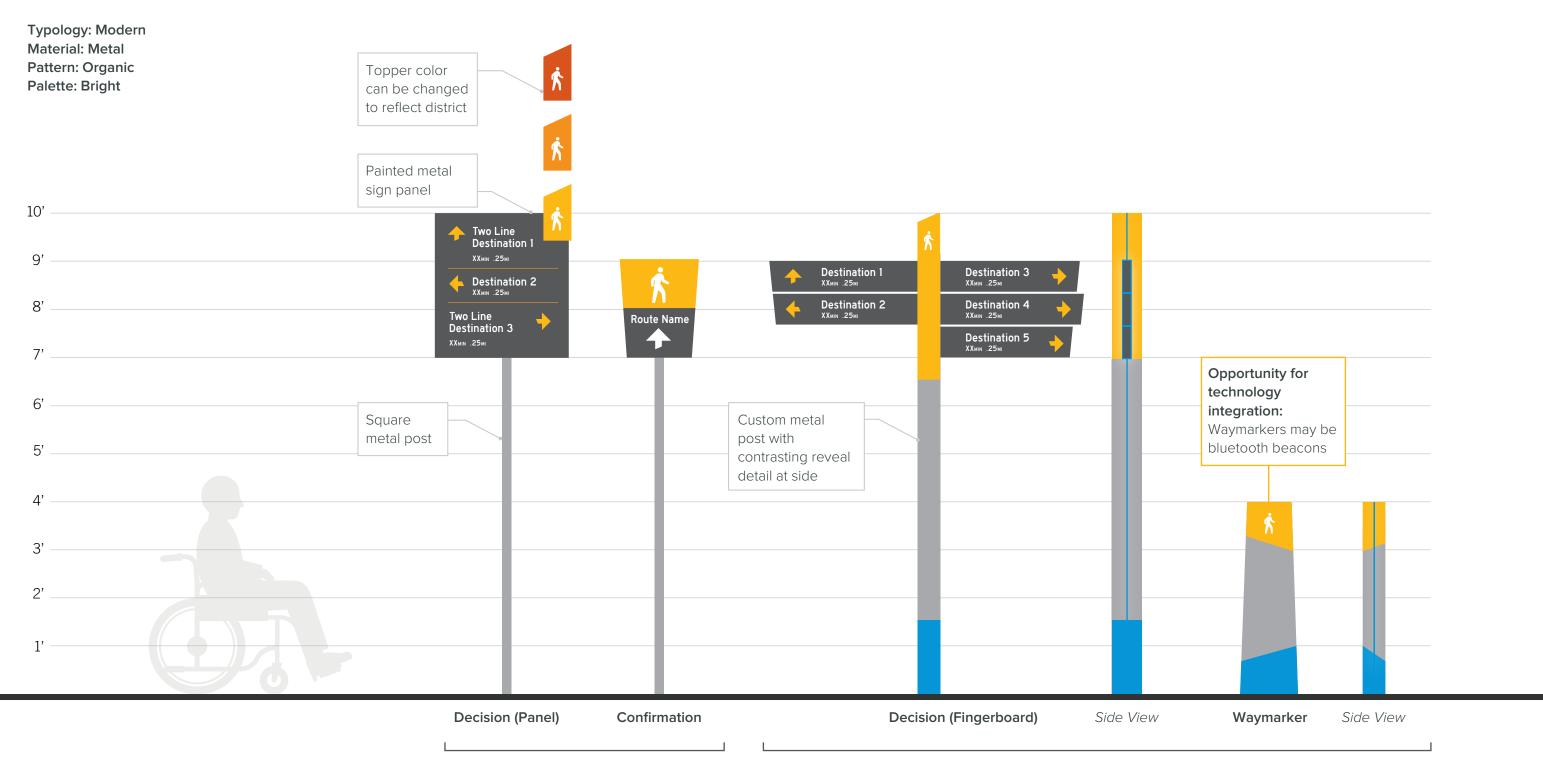
1-20 CONCEPT DESIGNS





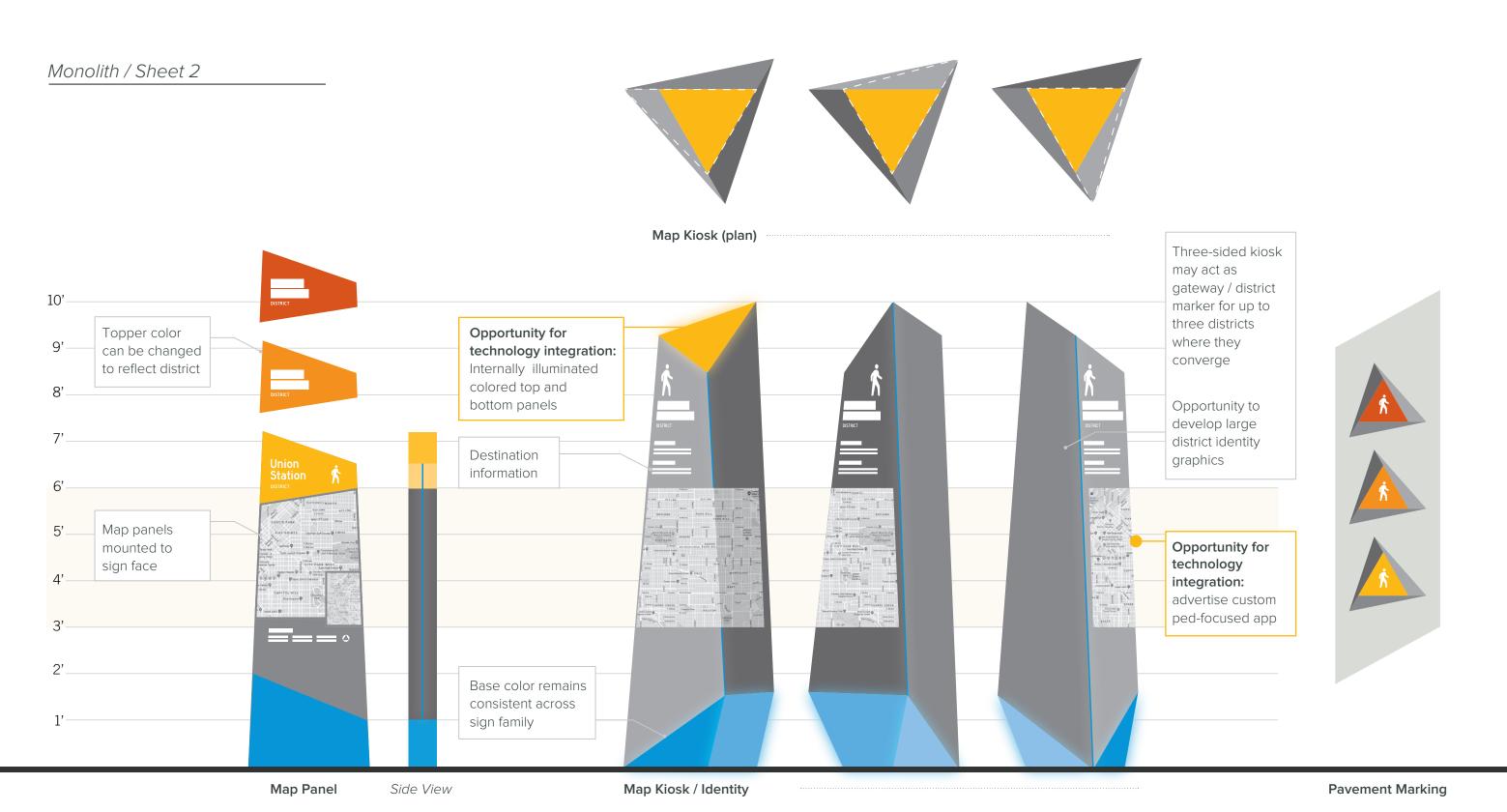
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Monolith / Sheet 1



TYPICAL ENHANCED

1-24

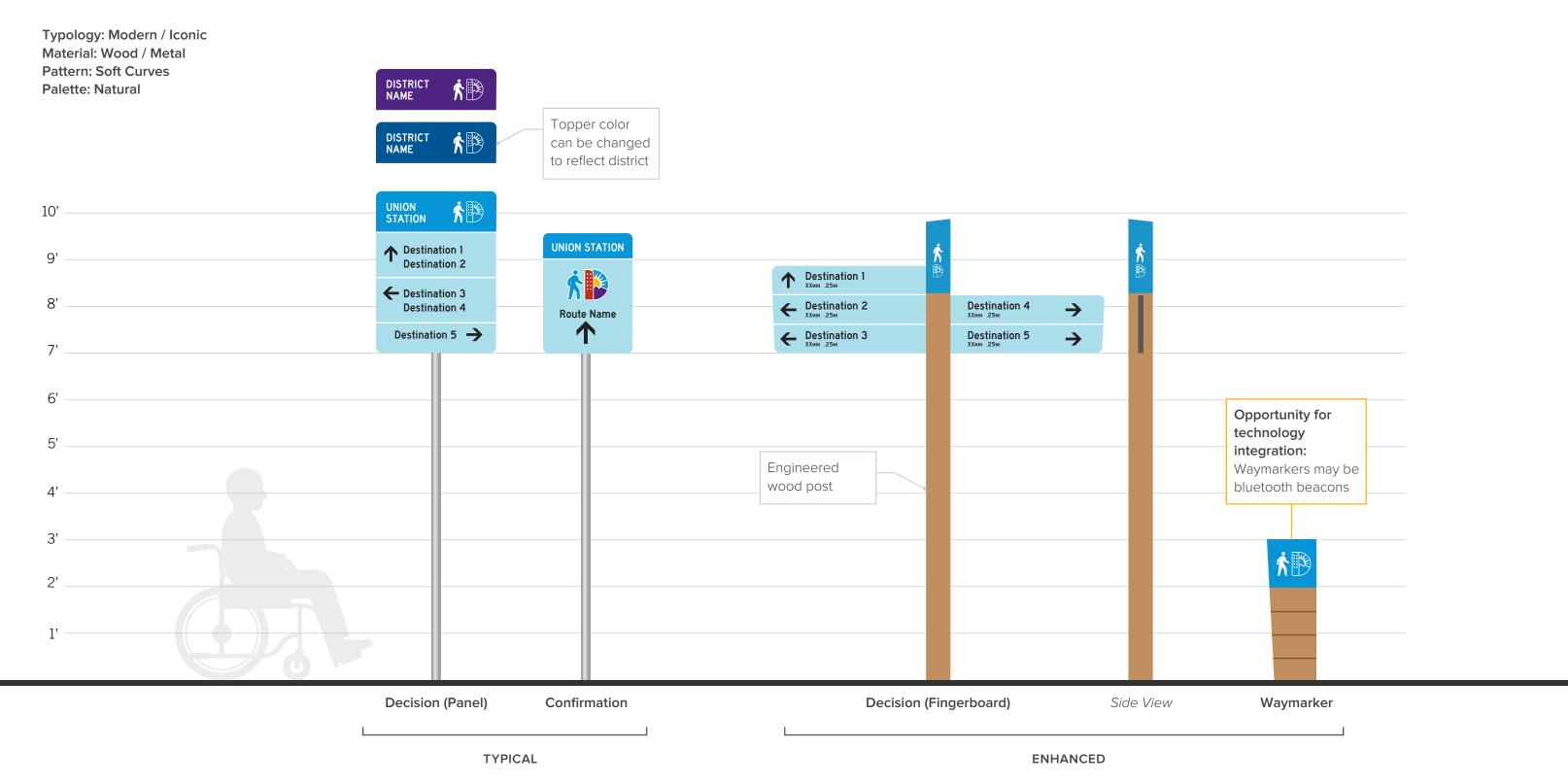


ENHANCED

CONCEPT DESIGNS 1-25

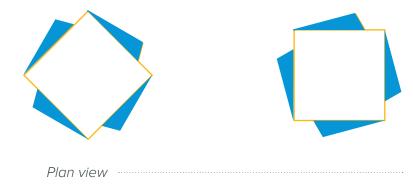


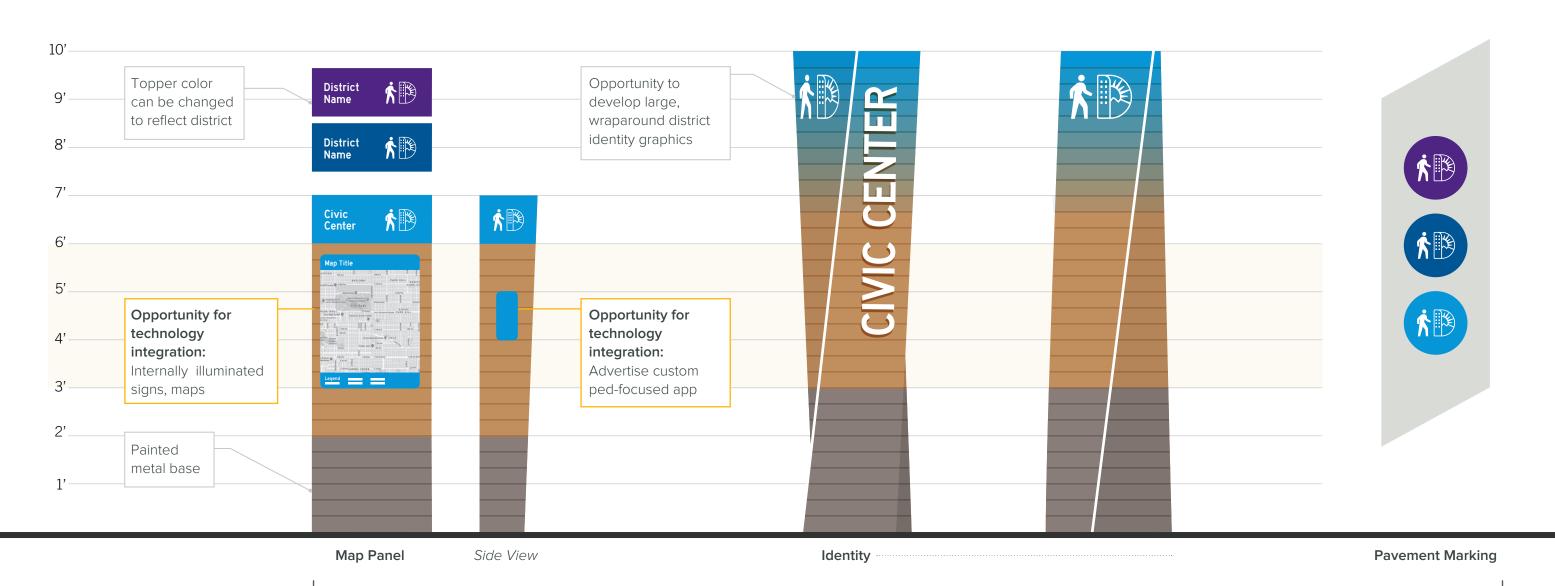
Clear Skies / Sheet 1



1-28

Clear Skies / Sheet 2



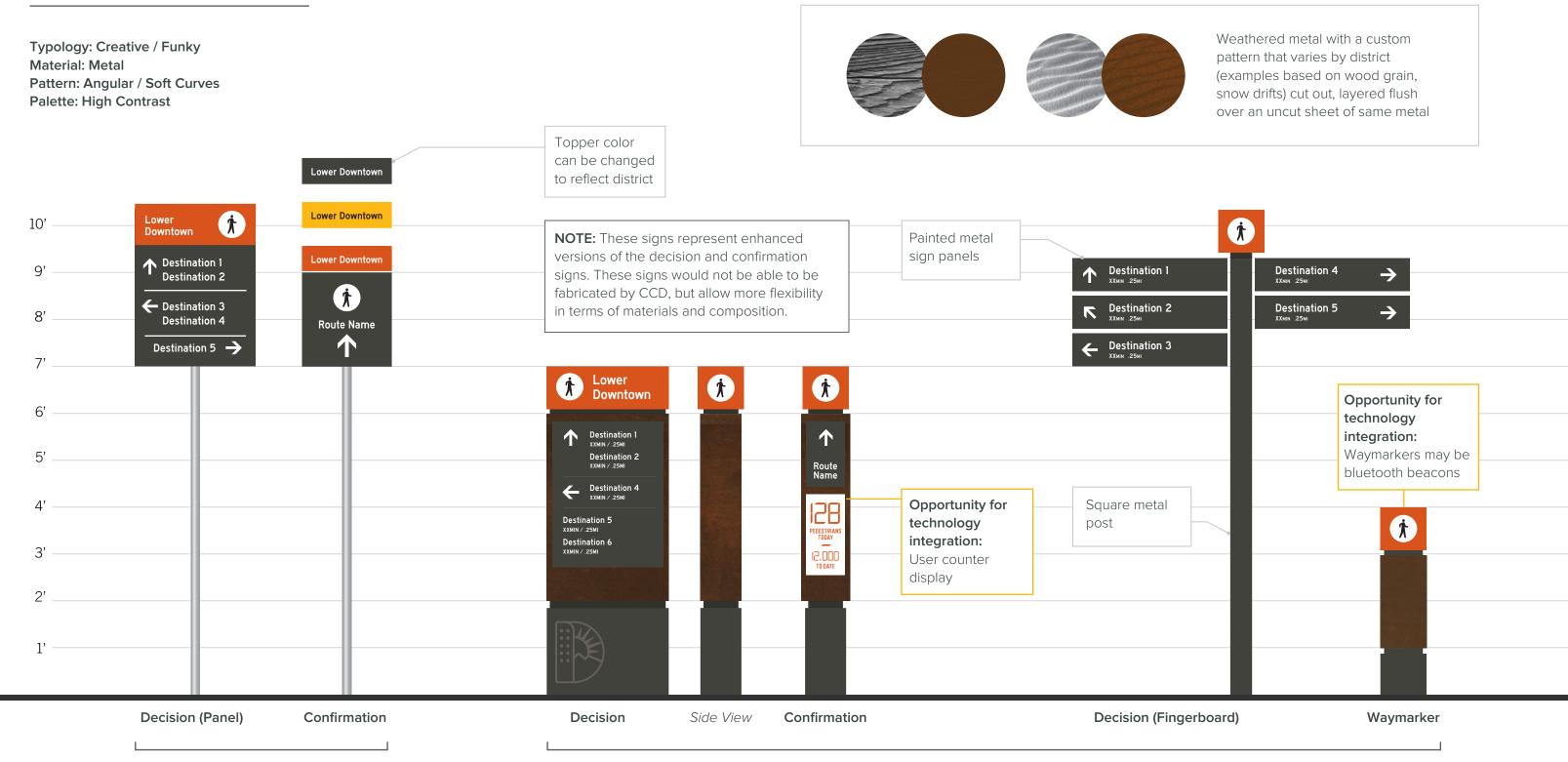


ENHANCED



printity that the printing of Sign Concept **TEXTURE** Adaptable Responsive Elemental

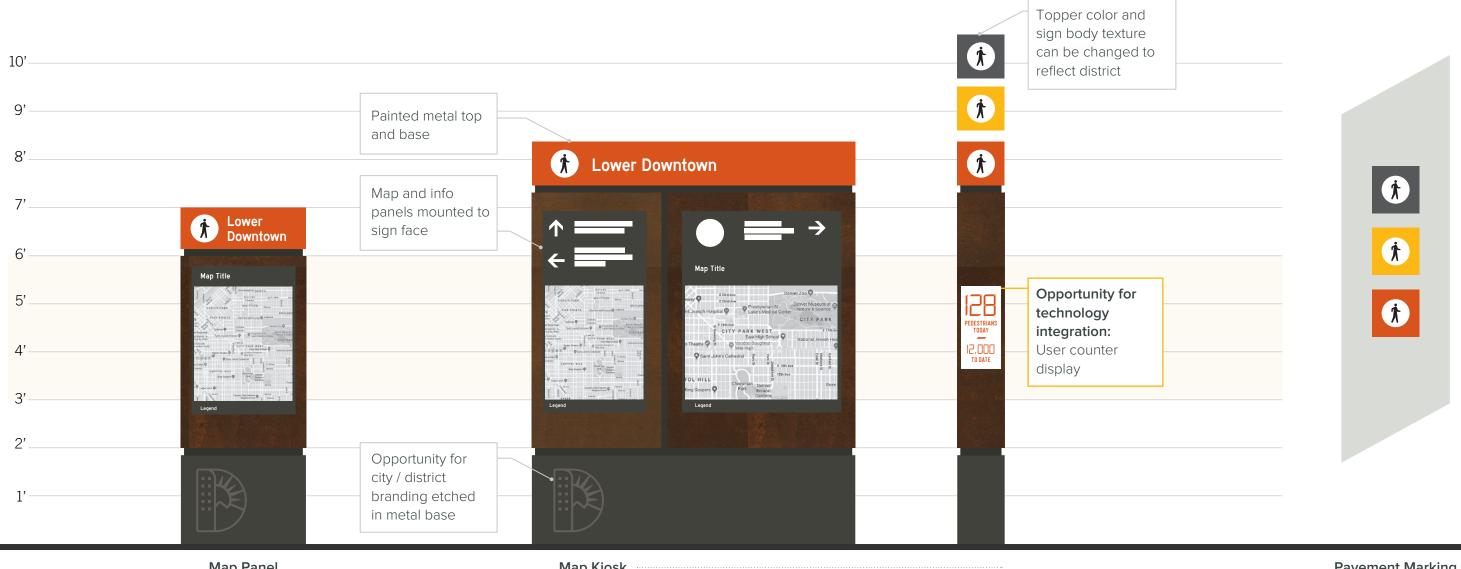
Texture / Sheet 1



TYPICAL ENHANCED

1-32 CONCEPT DESIGNS

Texture / Sheet 2



Map Panel Map Kiosk **Pavement Marking**