



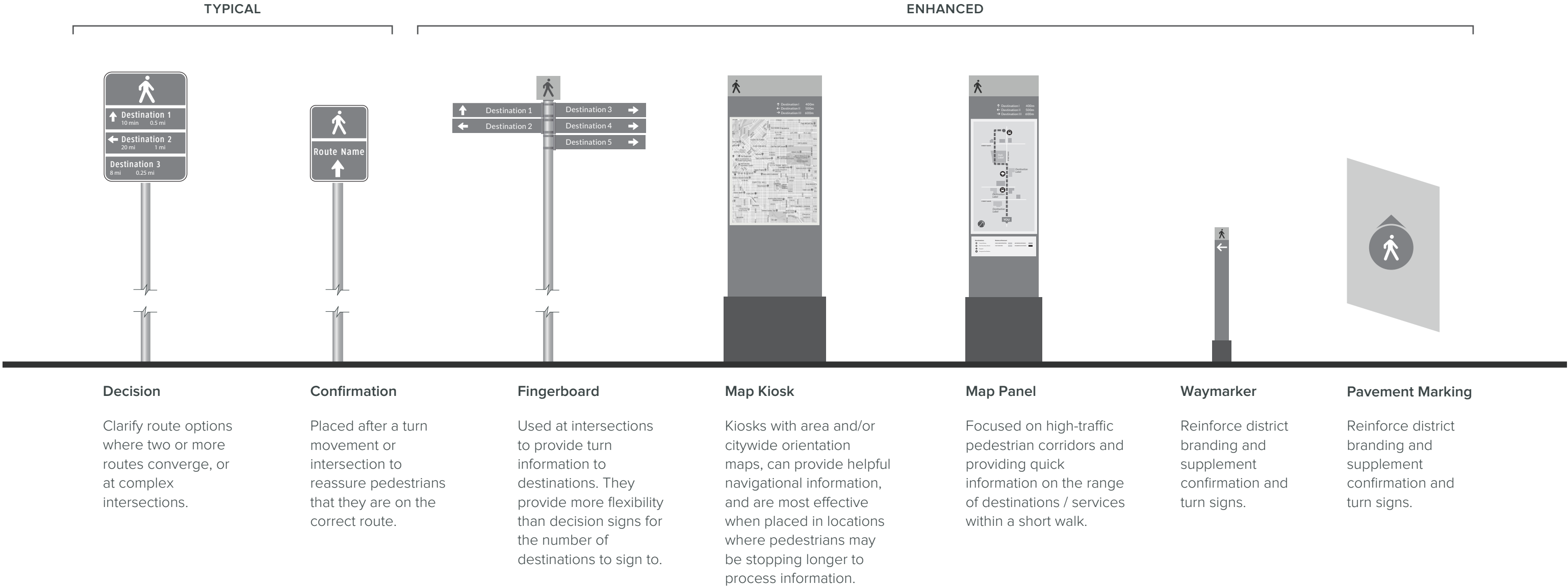
DOWNTOWN DENVER

PEDESTRIAN WAYFINDING PLAN

4 CONCEPT DESIGNS

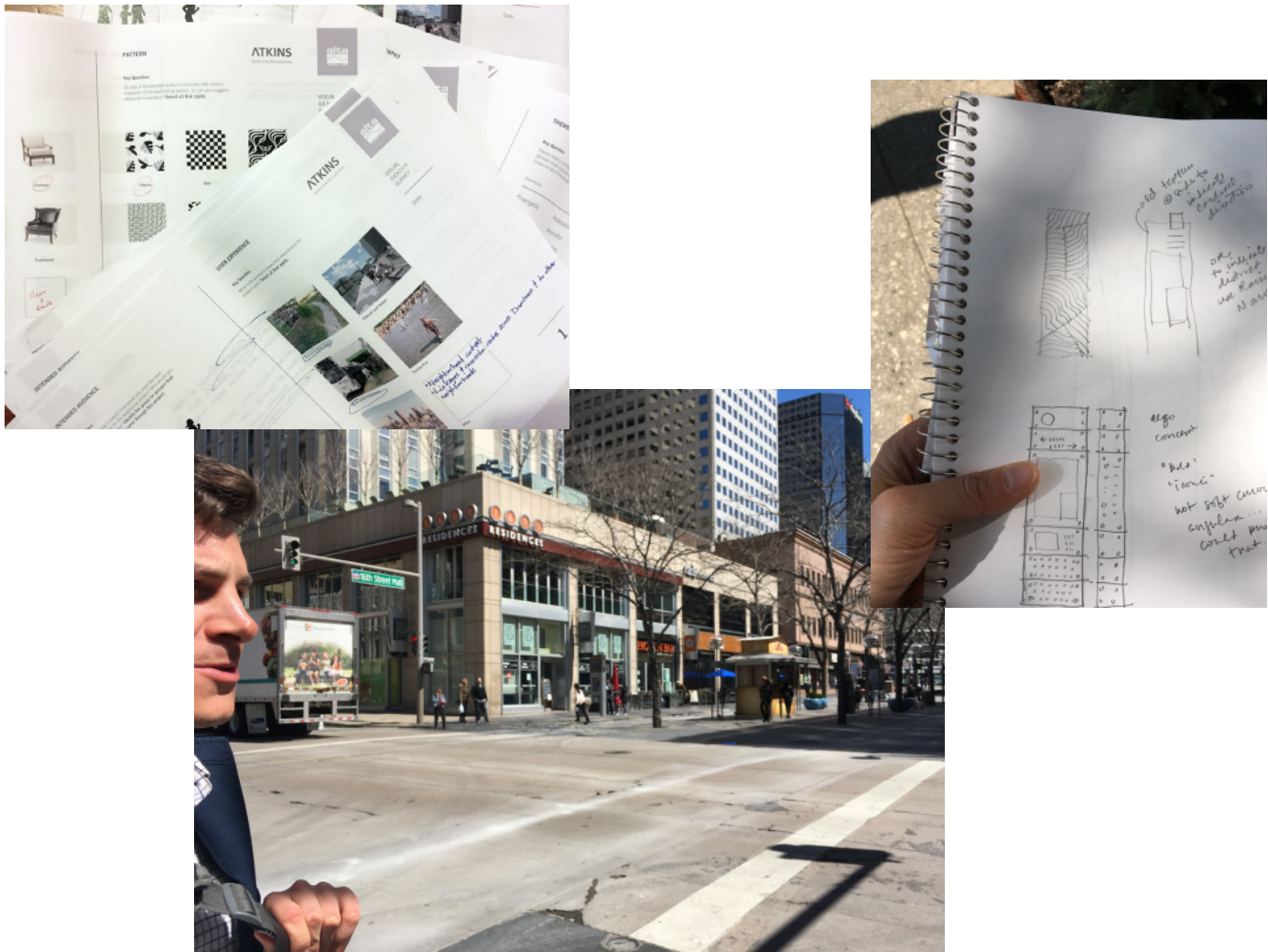
Spectrum of Signs

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.

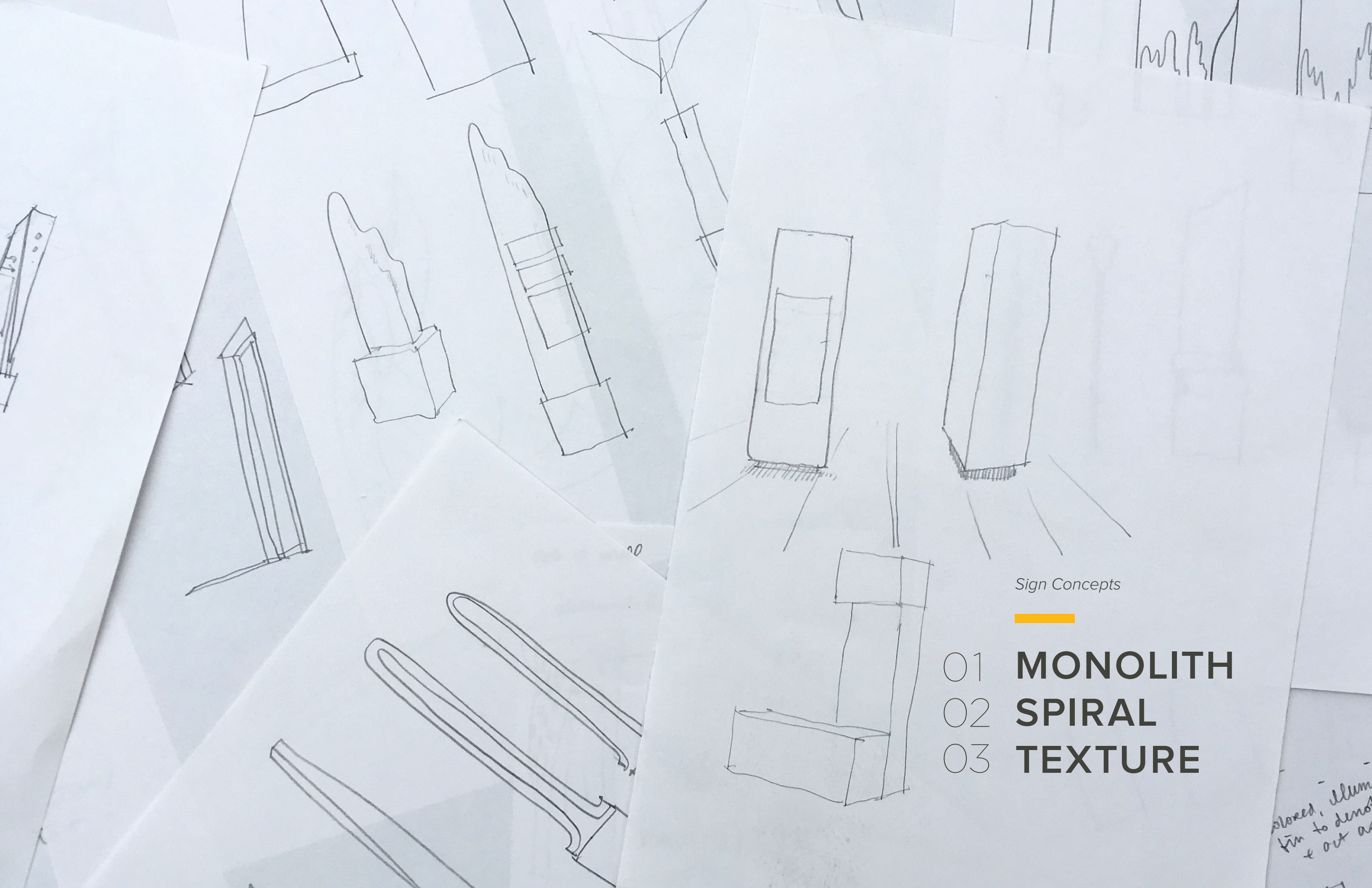


Design Process

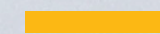
The design concepts presented on the following pages have been shaped by our discovery and design process so far (summarized at right), which has included meetings with clients and stakeholders; a Visual Preference Survey as well as informal discussions about Denver’s vision for pedestrian wayfinding;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



- 01 **Design Brief**
Compiled results of the Visual Preference Surveys distributed to the client and stakeholder groups. See chapter 3.
- 02 **Design Team Walking Tour**
- 03 **Sketch in the Field**
- 04 **Generate Initial Concepts**
- 05 **Iterate with Design Team to Refine Concepts**



Sign Concepts



- 01 **MONOLITH**
- 02 **SPIRAL**
- 03 **TEXTURE**

colored, illum
fin to deno
+ out a



US Bank Tower
OTTENJOHNSON
LIBRARY
jackson lewis

PRISM
MOVE-IN READY ON 1/1/2019

Beacon - light?
bright color
per district
transition
sign

3 visible
sides

Repeat bright
colors

4" or less

simplified
panel
sign

Sign
Concept

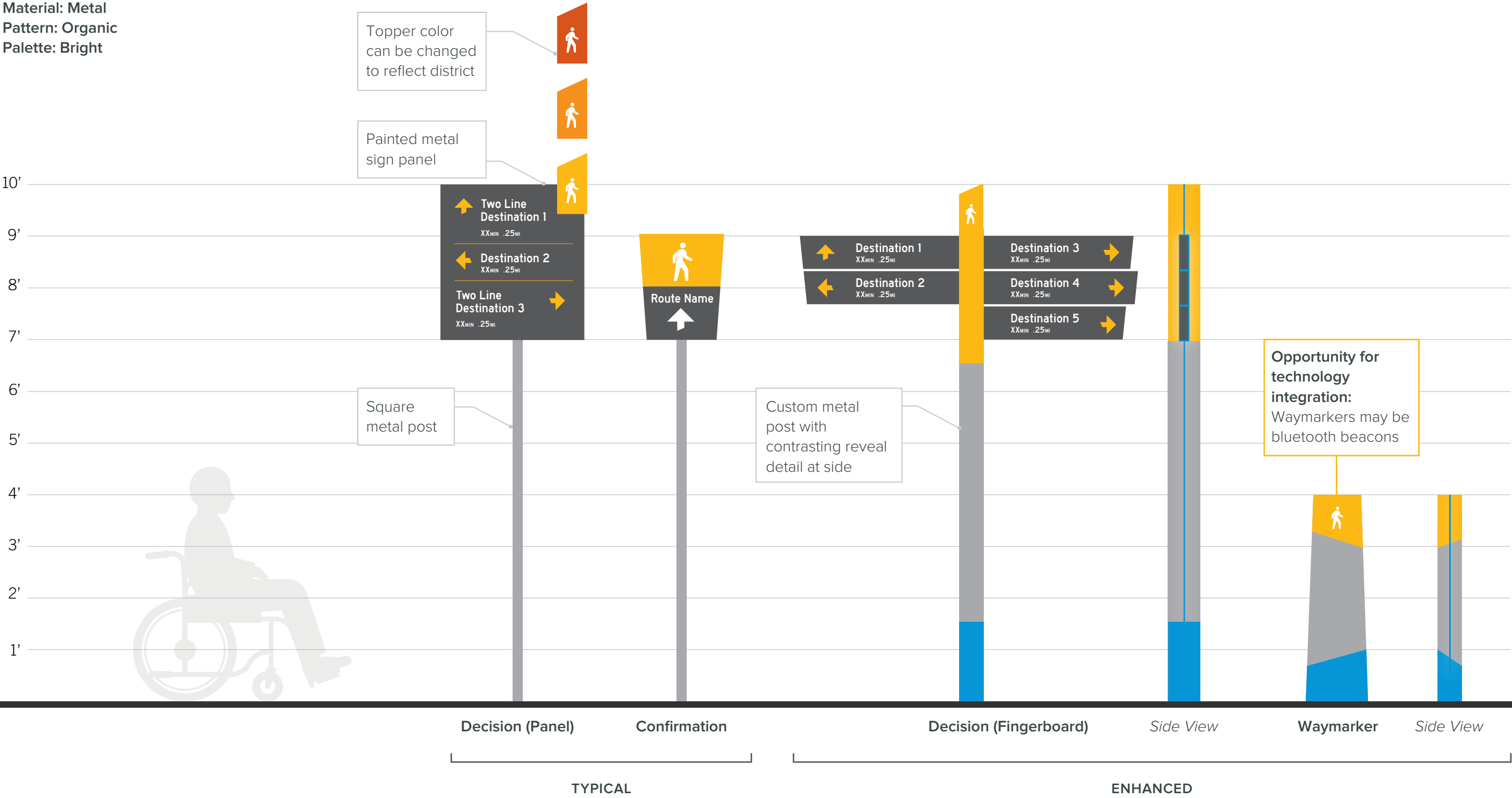
01

MONOLITH

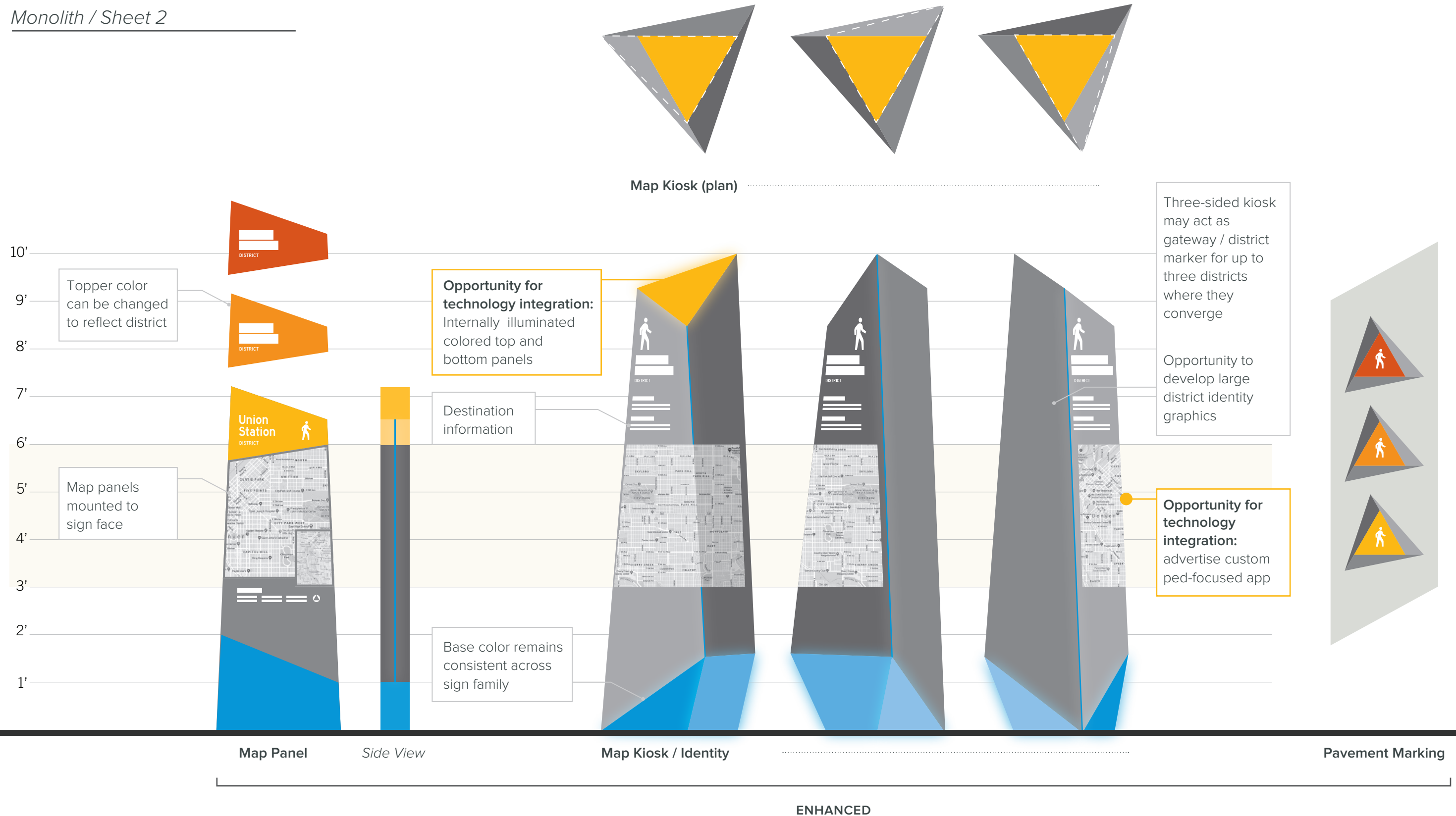
Modern
Sophisticated
Iconic

Monolith / Sheet 1

Typology: Modern
Material: Metal
Pattern: Organic
Palette: Bright



Monolith / Sheet 2







Sign
Concept

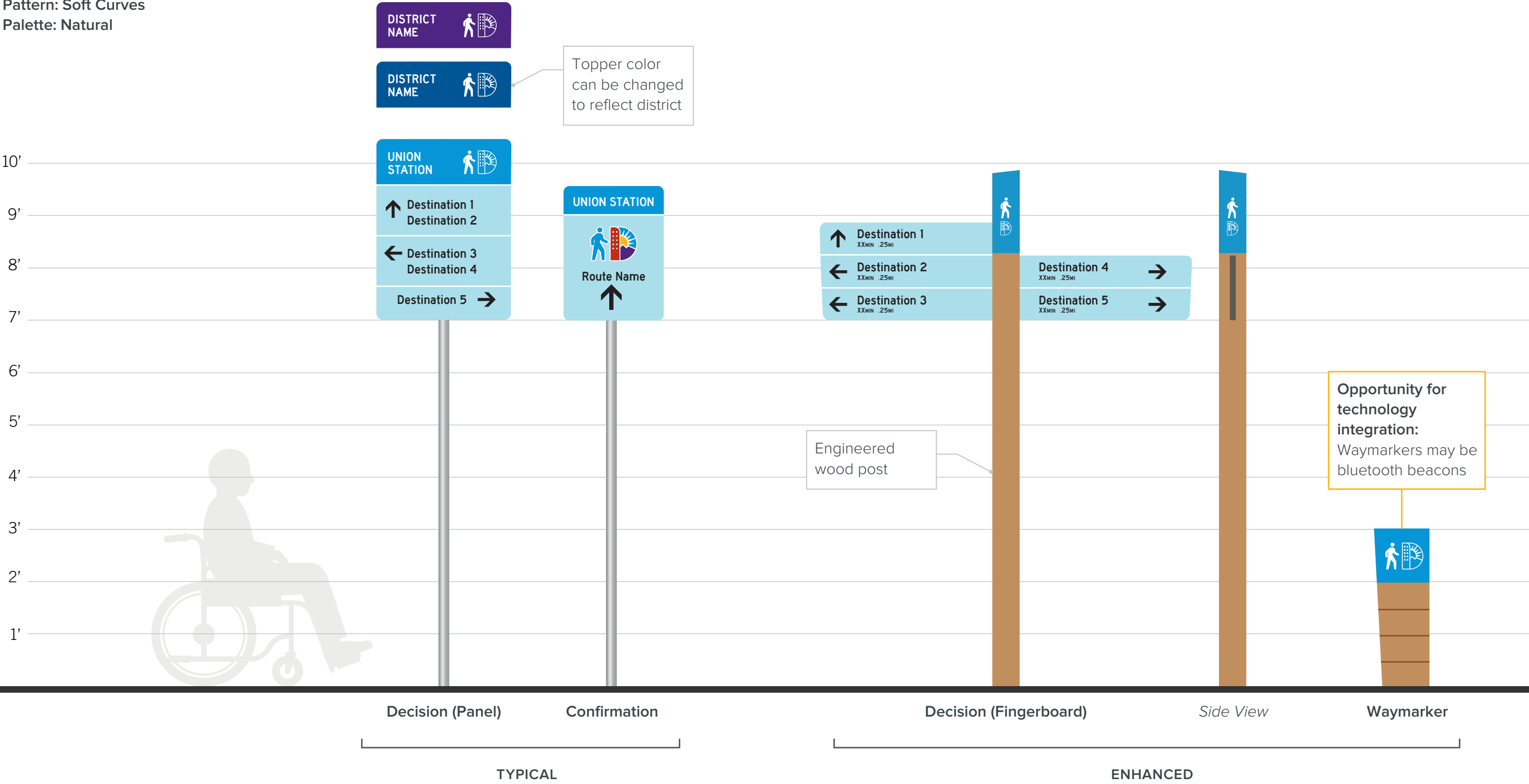
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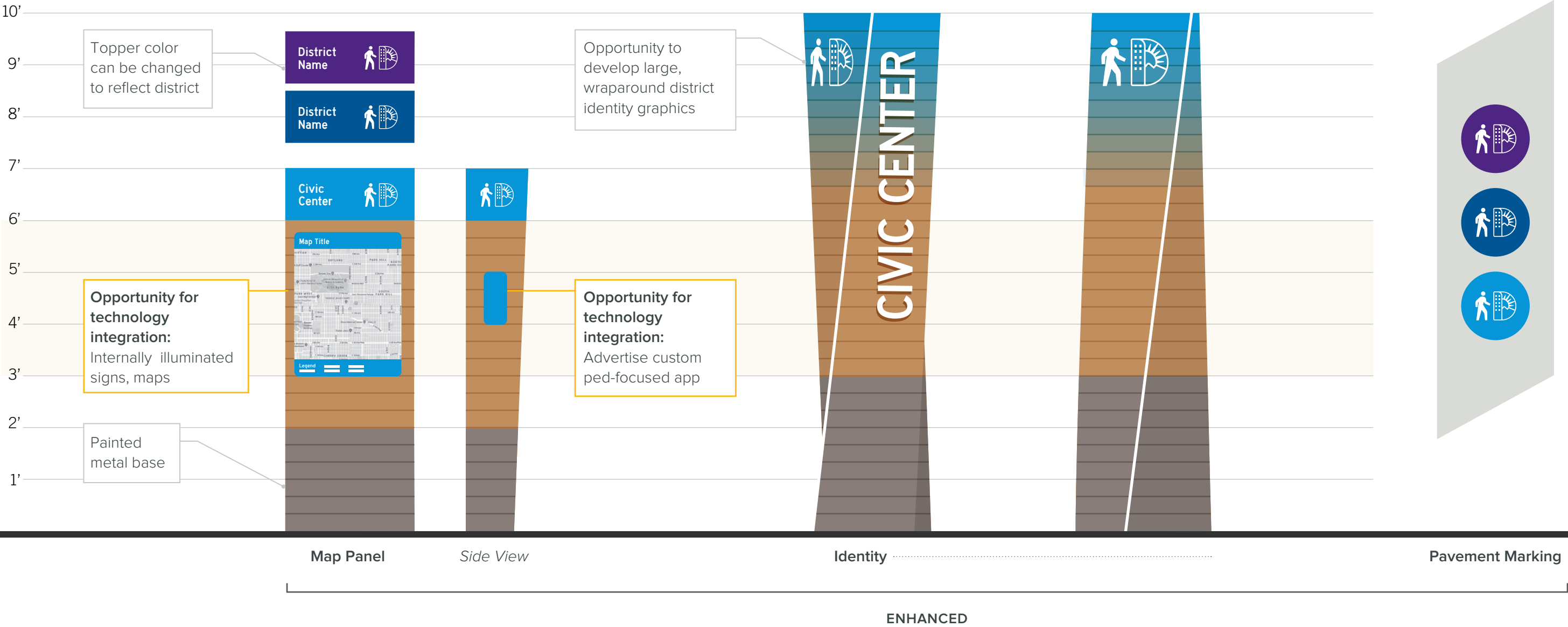
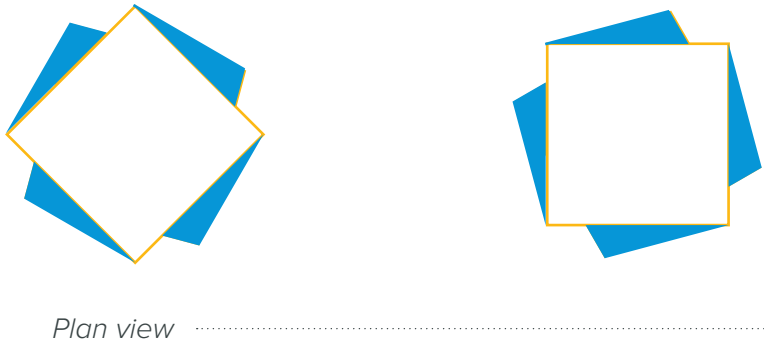
CLEAR SKIES

*Bright
Elegant
Organic*

Clear Skies / Sheet 1

Typology: Modern / Iconic
Material: Wood / Metal
Pattern: Soft Curves
Palette: Natural









Sign
Concept

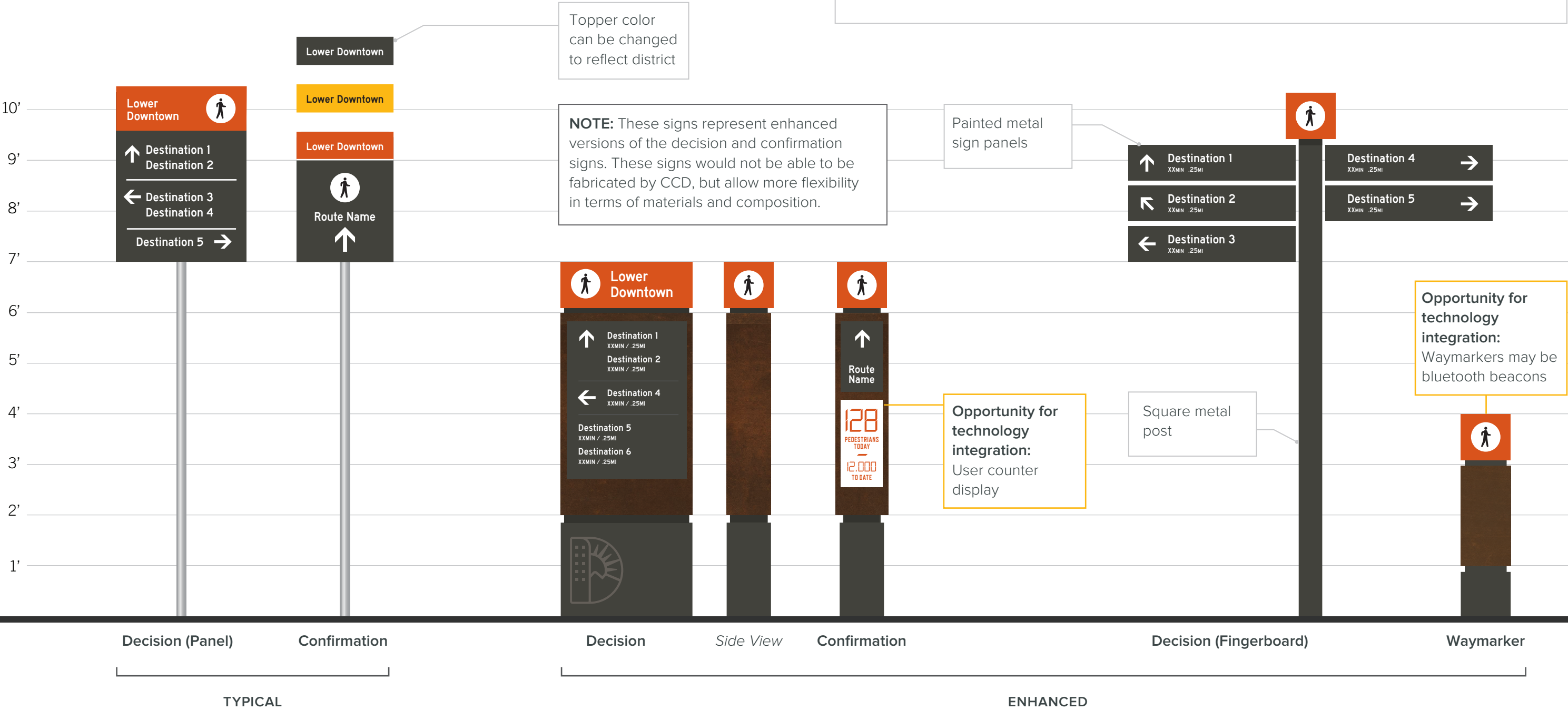
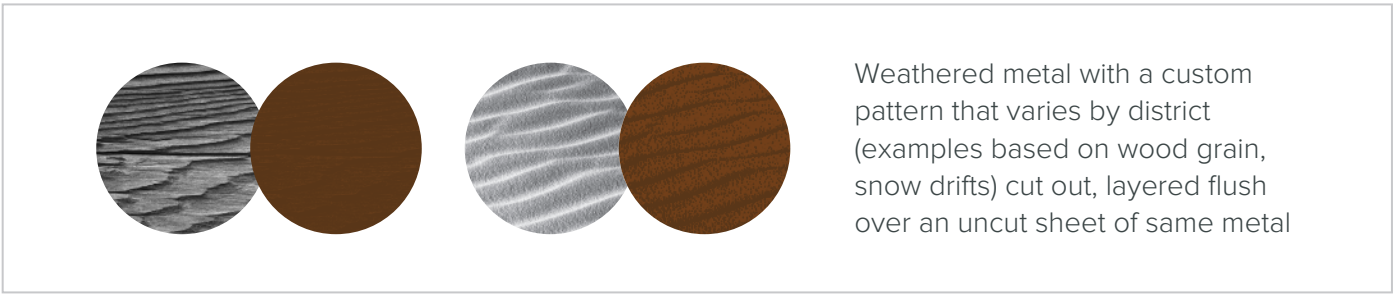
03

TEXTURE

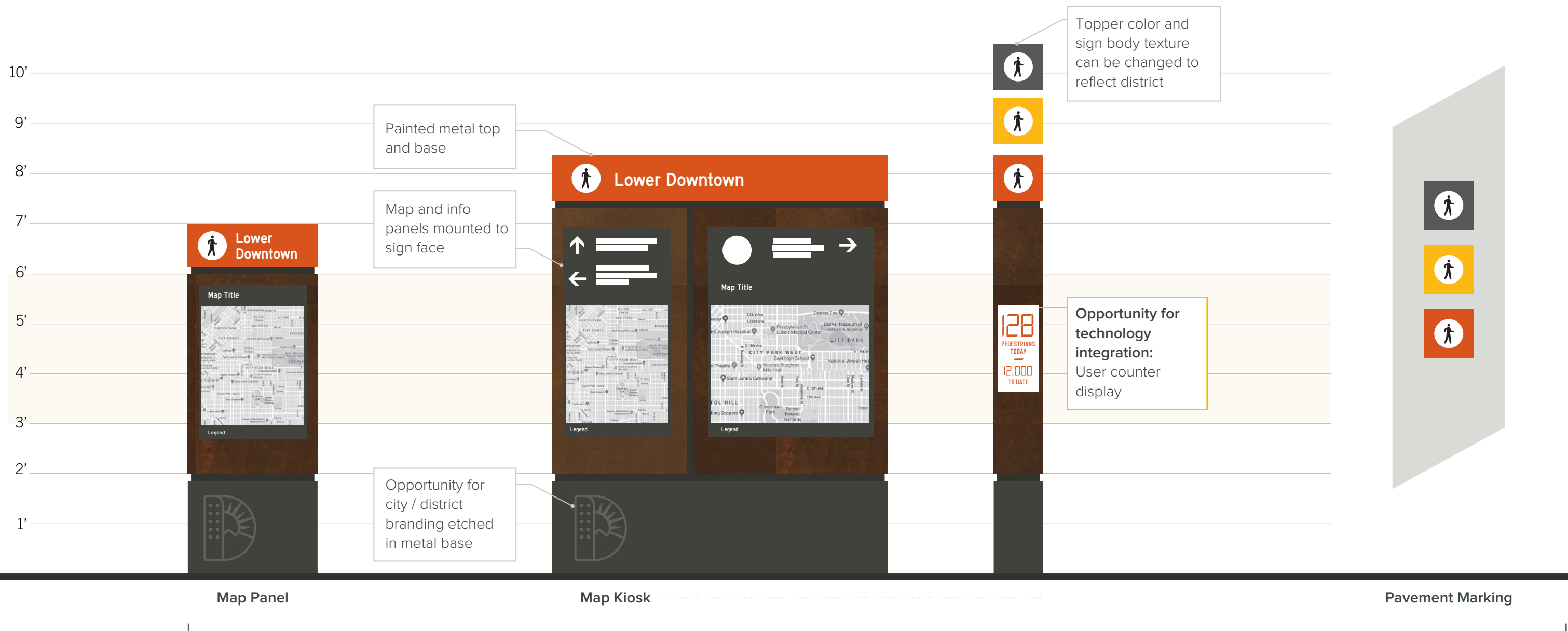
Adaptable
Responsive
Elemental

Texture / Sheet 1

Typology: Creative / Funky
Material: Metal
Pattern: Angular / Soft Curves
Palette: High Contrast



Texture / Sheet 2



ENHANCED