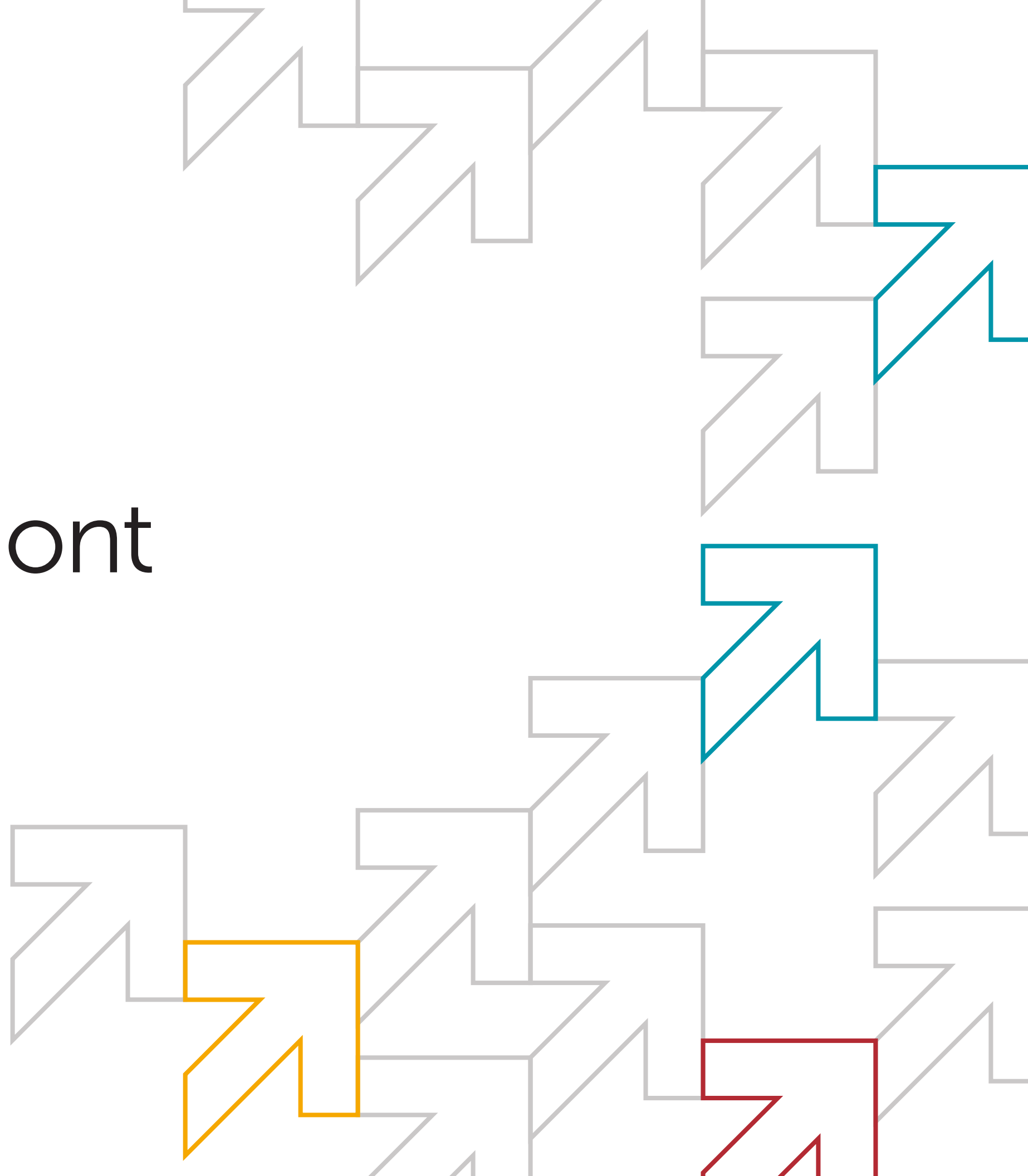




City-wide Wayfinding Program

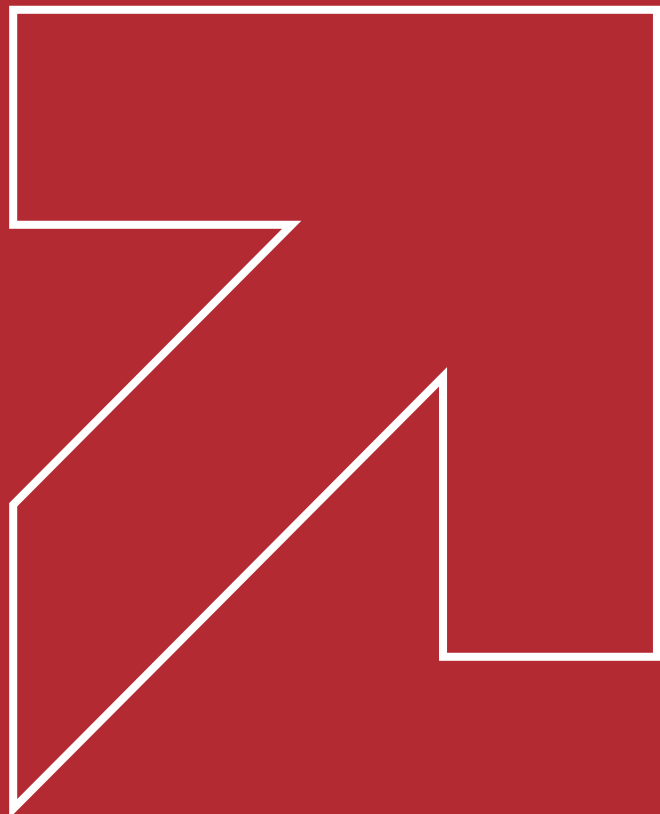
# City of Longmont

WAYFINDING PLAN | LON1693



- Present a comprehensive, curated wayfinding system
- Broadcast the City of Longmont's identity
- Provide directions to main destinations and parks
- Confident getting on and using trails as a means of navigating the City
- Connect the assets under the umbrella of the City
- Develop an effective and efficient means for visitors to navigate the City
- Call out amenities that a visitor may not know are there
- Create a sign system that is easy to manage and maintain
- Reduce sign pollution, consolidate when possible
- Equity and accessibility

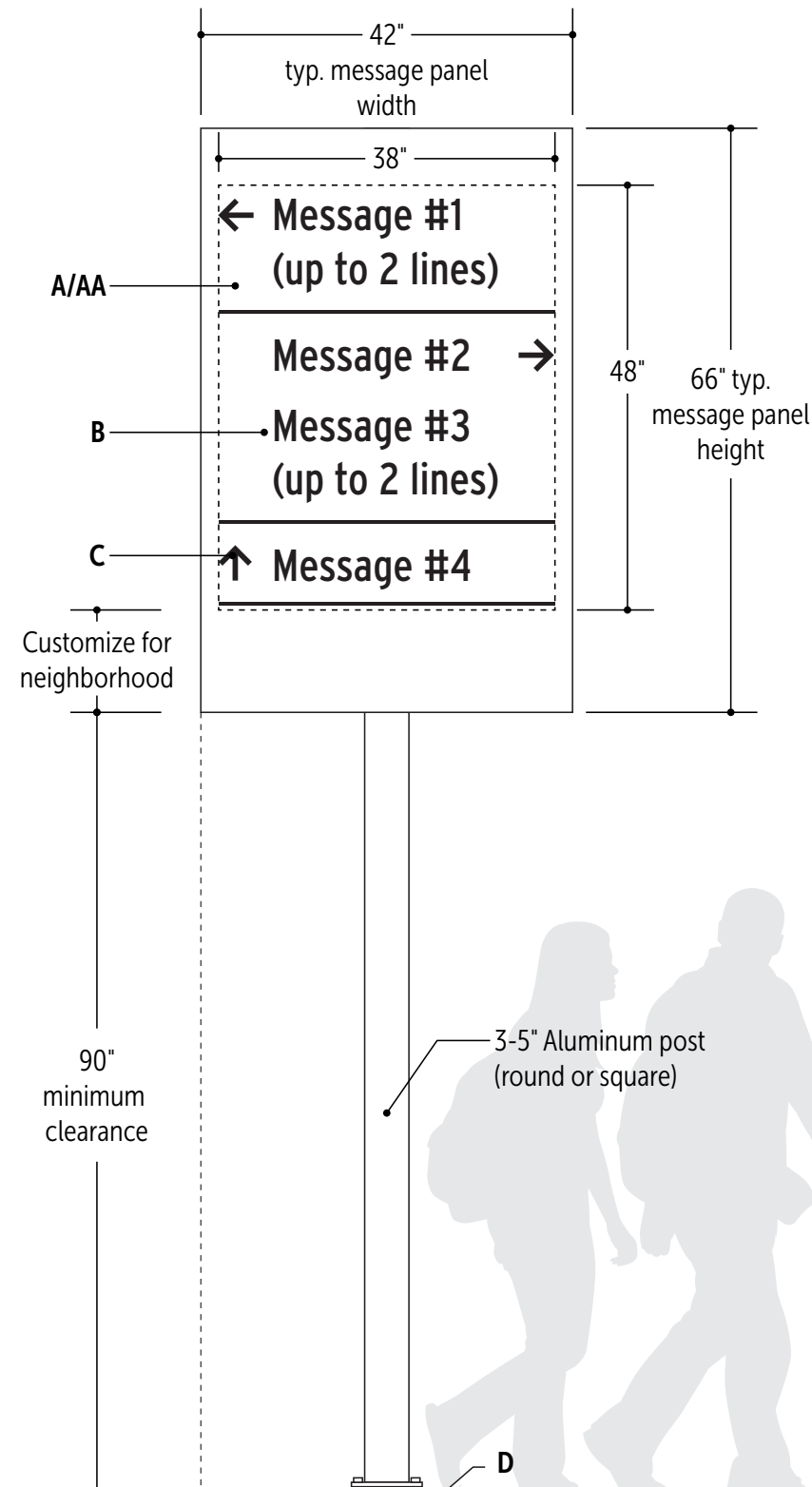




City of Longmont

# Wayfinding Philosophies

# Anatomy of a Community Wayfinding Sign



## GENERAL GUIDELINES

**A| Background and graphics** to be retro-reflective using high-intensity prismatic vinyl (graphics may be printed on diamond grade reflective sheeting)

**AA| Message Quantity: less than 35MPH**  
Max. four (4) destinations

**Message Quantity: greater than 35MPH**  
Max. three (3) destinations

**B| Font size: less than 35MPH**  
4" Copy Height  
San Serif

**Font size: greater than 35MPH**  
5-6" Copy Height  
San Serif

**C| Arrow Style:**  
San Serif  
"Placed with directive"

**D| Break-away pole connection/ foundation** as approved by DOT/FHWA

**Note:** The Manual on Uniform Traffic Control Devices (MUTCD) sets standards and provides guidance to ensure uniformity of traffic control devices across the nation. This includes, but is not limited to, use of messages, location, size, shapes, and colors. The MUTCD is published by the Federal Highway Administration (FHWA).

## DESIGN CRITERIA & WAYFINDING STRATEGY

> **USER FRIENDLY | Text, graphics and mapping is legible and uncomplicated.**

- Directional messages will be limited to no more than 4–5 messages.
- The users' initial destination for all vehicular wayfinding is Parking (closest to their destination).

> **AESTHETICS | Harmonious in all respects, enduring design and appropriate scale.**

> **MAINTAINABLE | Cleanable, repairable surfaces, information easily changed or added, low maintenance and durable. Information hierarchy allows for an organized and manageable wayfinding program.**

> **VANDAL RESISTANT | No exposed access points, tamper proof screws and bolts, strong structures that are securely installed.**

> **ORIENTATION | Signs oriented for the greatest visibility for users.**

- Landscaping and other structures should enhance and not interfere with the visibility of the sign.
- Directional signs will be implemented at key decision points and announce only major visitor-based destinations. Private businesses (corporate offices, restaurants, hospitality, etc.) are not typically placed on community wayfinding signs.

> **CONSISTENCY | Sign/element design are consistent throughout the sign system and easily recognized as information hubs throughout the City.**

- Nomenclature should be consistent from wayfinding signs down to actual identification at the destination arrival point. This consistent language should flow down to pedestrian sign systems as well as destination language used by the places and institutions themselves.
- Parking lot identification sets up a recognizable system, limits message lengths, and reinforces a unified parking experience.

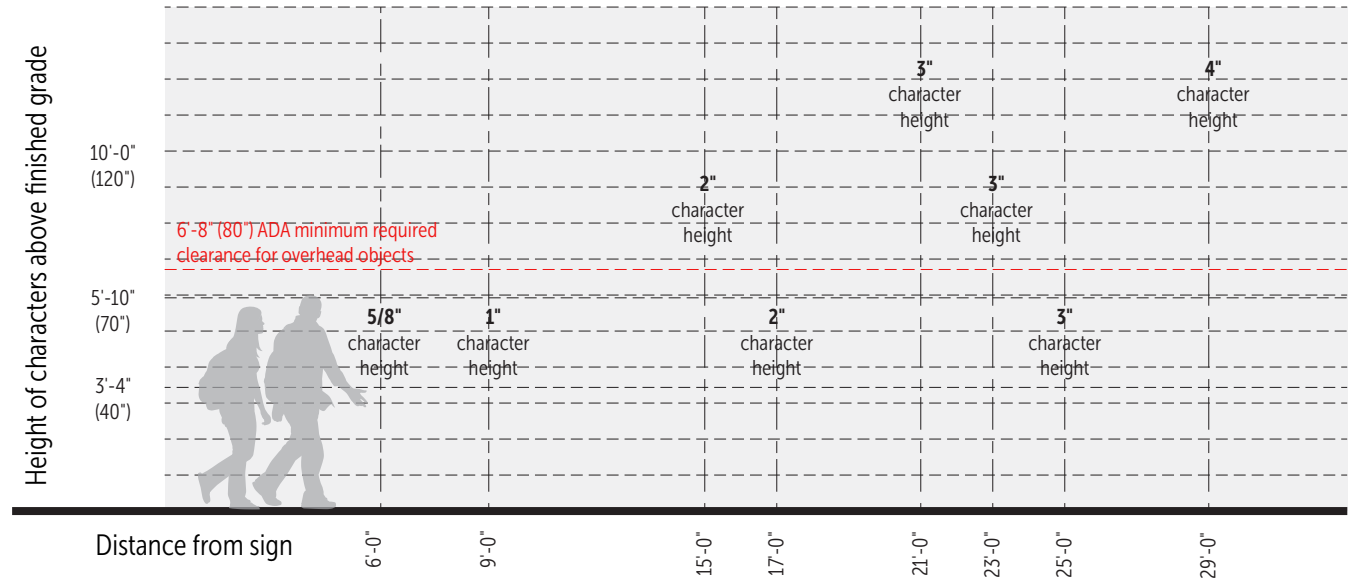
> **SYSTEM | This program must consider the use of all wayfinding tools and not simply signage.**

- Sign messages should be communicated in a hierarchial progression from general to specific as visitors move from the outskirts of the city toward their destination.
- Effective wayfinding provides the most critical information at the proper and relevant time.

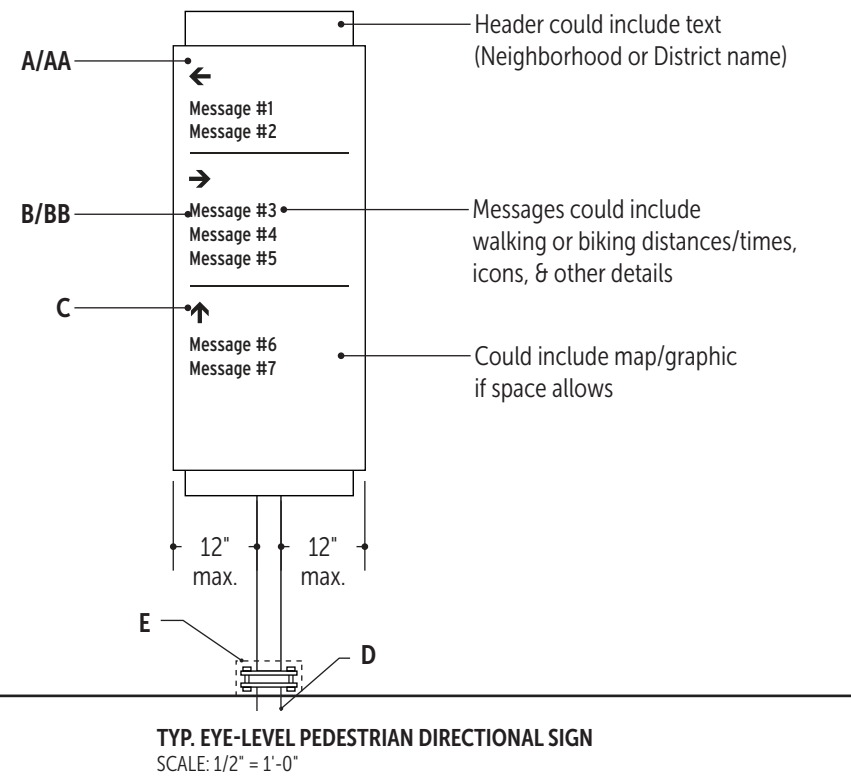
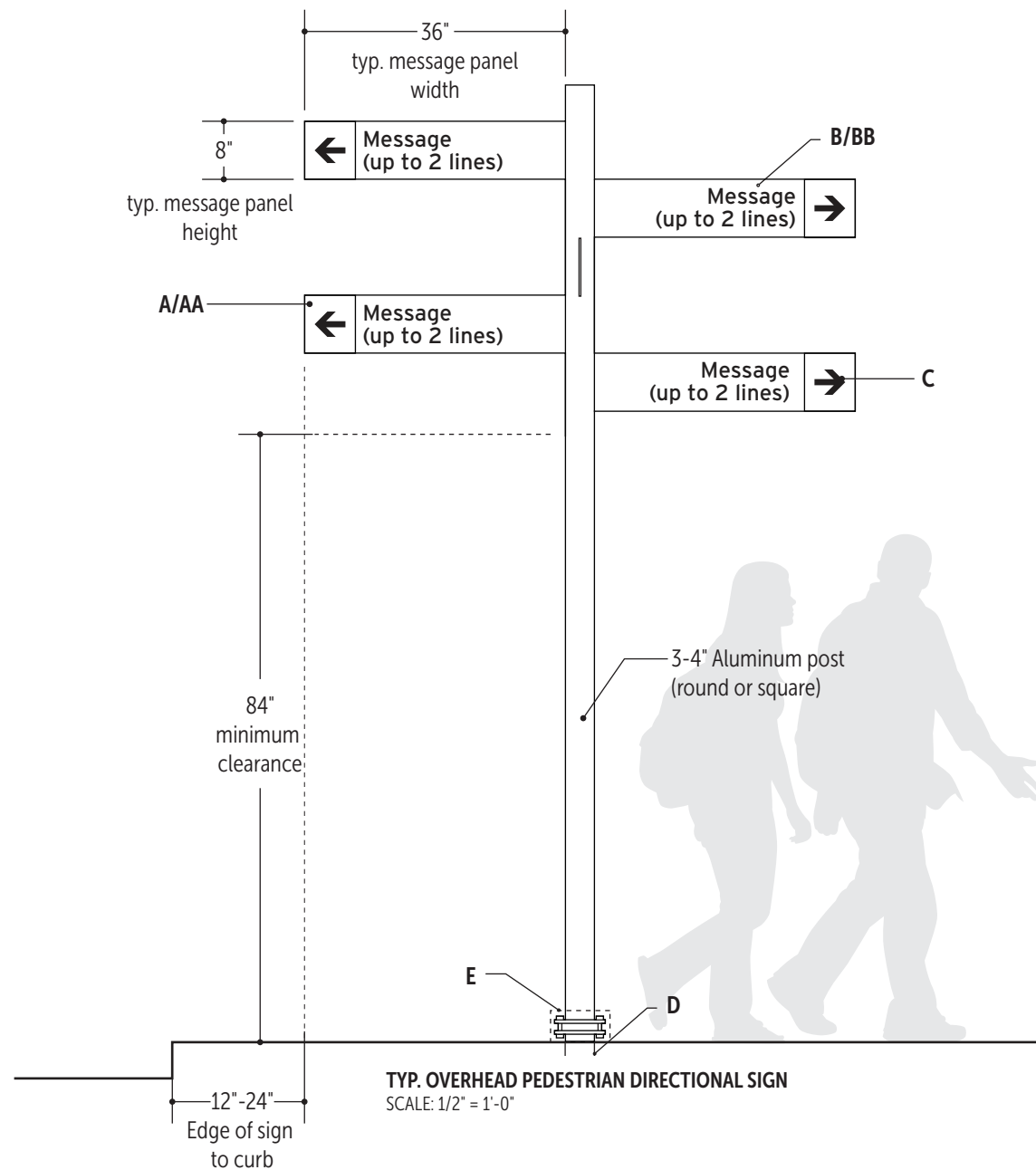
# Anatomy of Pedestrian Wayfinding Signs

## VISUAL CHARACTER SIZE

per the SEGDA ADA Update – Signage and the 2010 ADA Standards for Accessible Design



\*Character heights shown are the minimum recommended cap height of the letters.

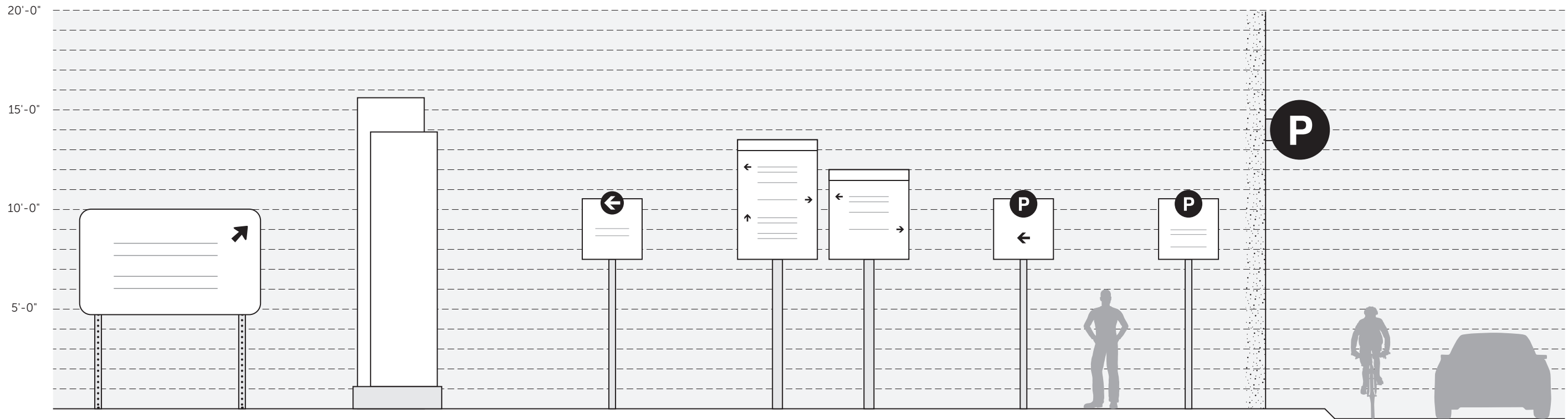


## GENERAL GUIDELINES

- A| Background and graphics** are typically paint and vinyl (not required to be reflective)
- AA| Panels** are typically aluminum and attached to be modular for ease of updating
- B| Font size** is based on a combination of the typical viewing distance and height above grade (Recommend 3" minimum for overhead)
- BB| Font style** should be sans serif (Headers and decorative elements may be serif)
- C| Arrow Style** should be San Serif and "placed with directive"
- D| Break-away pole** connection/foundation as approved by DOT/FHWA (Required if sign is placed within the public right of way)
- E| Decorative base** to cover hardware

# TYPICAL COMMUNITY SIGN PROGRAM

Images shown are for reference only. They are meant to represent a visual hierarchy of sign types along the wayfinding experience.



SIGN TYPES

TYPICAL CONTENT

## DOT SIGNAGE

- Standard sign program utilized on highways and state routes.
- Coordination with this signage and its nomenclature is necessary to create a consistent wayfinding experience.

- City Name
- Major Attraction/Venue
- Historic District
- Street Name

## GATEWAY

- Announce arrival when entering into a city, downtown, or district.
- As welcoming statements, they should be placed at points that best represent the area and where one feels as if they have arrived.
- Smaller jurisdictional signs can mark physical borders.

- City name
- Welcome
- Established/Founded Date

## TRAILBLAZER

- Features a singular direction, typically to one destination.
- Usually installed on the primary roadway(s) that provide the most direct route and in close proximity to the destination.

- City name
- District/Neighborhood
- Public/Visitor Destination

## VEHICULAR DIRECTIONAL

- Provides directional information to more than one destination.
- To manage amounts of information, only relevant messages are presented at appropriate locations, progressing from general to specific as one gets closer to their destination.
- May be multiple sizes depending on amount of messages needed, speed limit and size of road.

- Public/Visitor Destinations
- District/Neighborhood
- Parking

## PARKING TRAILBLAZER

- Directs to nearest public parking lot or garage.
- Usually installed at intersections or decision points that provide the most direct access to the lot or garage.

- Public/Parking

## PARKING IDENTIFICATION

- Identifies public parking areas.
- May contain supplemental information like hours, fees, and regulations.

- Lot/Garage Name or ID
- Hours/Regulations
- Fees

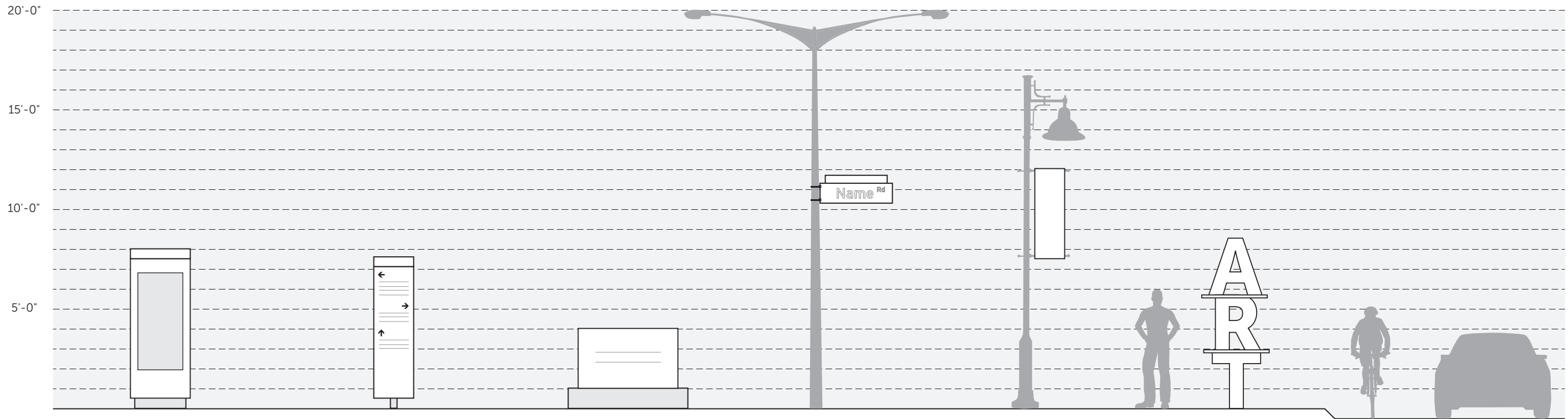
## SIGN CONTENT POLICY Vehicular Signage

Drivers traveling at speeds of 25 mph or greater cannot comprehend more than 4-5 messages. Therefore, a systematic approach to messaging that breaks down information from general to specific as you approach your destination is crucial in creating an effective wayfinding program.

Private business and organization names should not appear on vehicular directional signs.

# TYPICAL COMMUNITY SIGN PROGRAM

Images shown are for reference only. They are meant to represent a visual hierarchy of sign types along the wayfinding experience.



	ORIENTATION KIOSK	PEDESTRIAN DIRECTIONAL	FACILITY IDENTIFICATION	STREET SIGN ADD-ON/ CUSTOM STREET SIGN	BANNER	PUBLIC ART	SIGN CONTENT POLICY Pedestrian Signage
<b>SIGN TYPES</b>	<ul style="list-style-type: none"> <li>Provides pedestrians with orientation information within a larger area.</li> <li>Could include a map with walking/biking distances, a directory listing or promote events.</li> <li>May include interpretive storytelling.</li> <li>Typically found near parking or in large gathering areas with a high volume of foot traffic.</li> </ul>	<ul style="list-style-type: none"> <li>Smaller-scale sign intended to provide directional information to specific places at a pedestrian and cyclist level.</li> <li>Typically found in areas and on streets with a high volume of foot traffic.</li> </ul>	<ul style="list-style-type: none"> <li>Identifies city owned or operated facilities and parks.</li> <li>May contain address or supplemental information like hours of operation.</li> </ul>	<ul style="list-style-type: none"> <li>Placemaking device that supports identification of a district or neighborhood.</li> <li>May be an added element to existing street sign or a custom street sign design.</li> </ul>	<ul style="list-style-type: none"> <li>Placemaking device that supports identification of a district or neighborhood.</li> <li>Can be made of metal or other more permanent material.</li> <li>Typically found in areas and on streets with a high volume of foot traffic.</li> </ul>	<ul style="list-style-type: none"> <li>Element beyond traditional wayfinding signage that help elevate a sense of place, community pride and visitor experience.</li> <li>Creates photo opportunity and conversation piece that can help promote the city or area on social media and other platforms.</li> <li>Typically found near large gathering areas with a high volume of foot traffic.</li> </ul>	<p>Unlike vehicular traffic, pedestrians are able to comprehend larger amounts of detailed information.</p> <p>The orientation kiosk/sign is the opportunity to add shops, restaurants, organizations, and other destinations. It is also an opportunity to display community events and information.</p>
<b>TYPICAL CONTENT</b>	<ul style="list-style-type: none"> <li>Public/Visitor Destinations</li> <li>Shopping</li> <li>Dining</li> <li>Business Parks</li> <li>Trails/Parks</li> <li>City Building/Services</li> <li>District/Neighborhoods</li> <li>Walking/Biking Distances</li> </ul>	<ul style="list-style-type: none"> <li>Public/Visitor Destinations</li> <li>City Building/Services</li> <li>District/Neighborhoods</li> <li>Shopping/Dining Areas</li> </ul>	<ul style="list-style-type: none"> <li>Building/Park Name</li> <li>Address</li> <li>Hours of Operation (Typically for Parks)</li> </ul>	<ul style="list-style-type: none"> <li>Street Name</li> <li>District/Neighborhood</li> </ul>			<p>This sets the stage for the pedestrian experience.</p> <p><b>Note:</b> Although bike signage is typically associated with pedestrian scale wayfinding, there may be cases where larger signs are appropriate depending on context and location.</p>

# Nomenclature

a set or system of names or terms, as those used in a particular science or art, by an individual or community, etc.

—*dictionary.com*

A comprehensive wayfinding program should include nomenclature that is consistent from sign to sign and should be used across all communication media, including city and destination websites, printed materials and verbal directions from employees and staff.

***A consistent nomenclature system is critical along the entire User Continuum to create a cohesive and connective experience.***

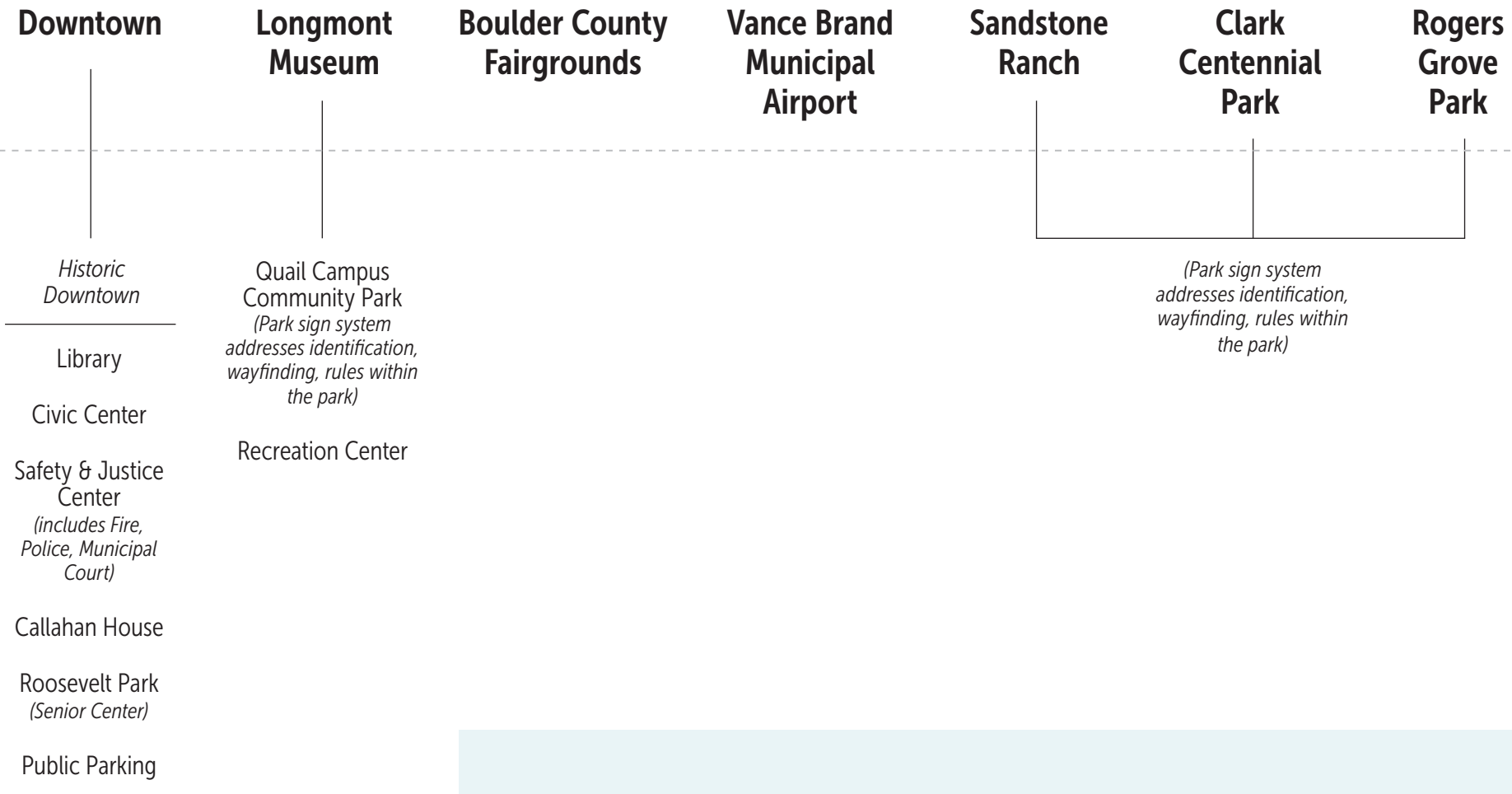




(Welcome to)  
**CITY OF LONGMONT**

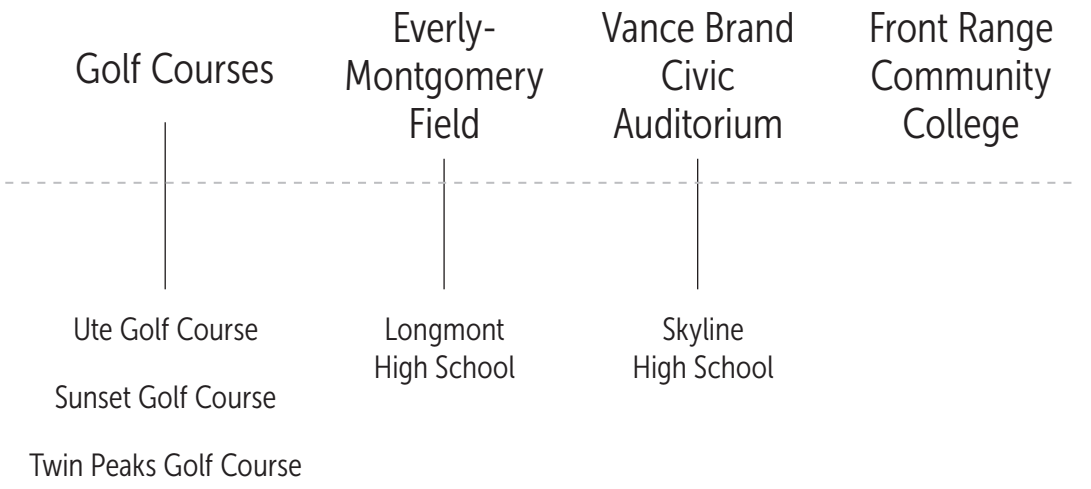
**TOP TIER DESTINATIONS**

Top priority destinations that appear on the first signs seen entering the City. These destinations take precedence over others, as they are the top "visitor based" destinations.



**SECONDARY TIER DESTINATIONS**

Destinations that may appear on signs entering or through out the City, but appear closer to the destination or only at key decisions points.



**TRAIL BLAZER SYSTEM**

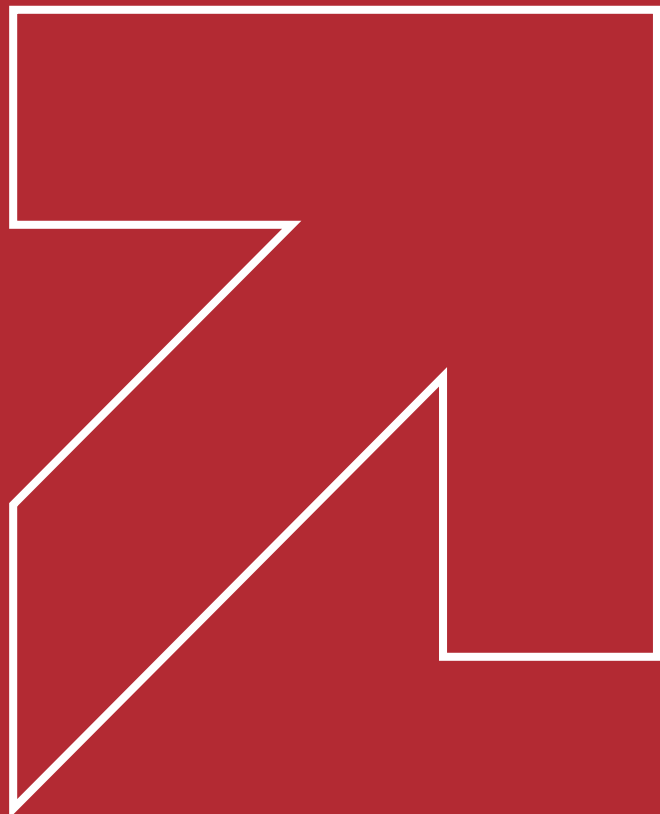
Destinations will use single message directionals to indicate the last direction/turn before reaching destination.



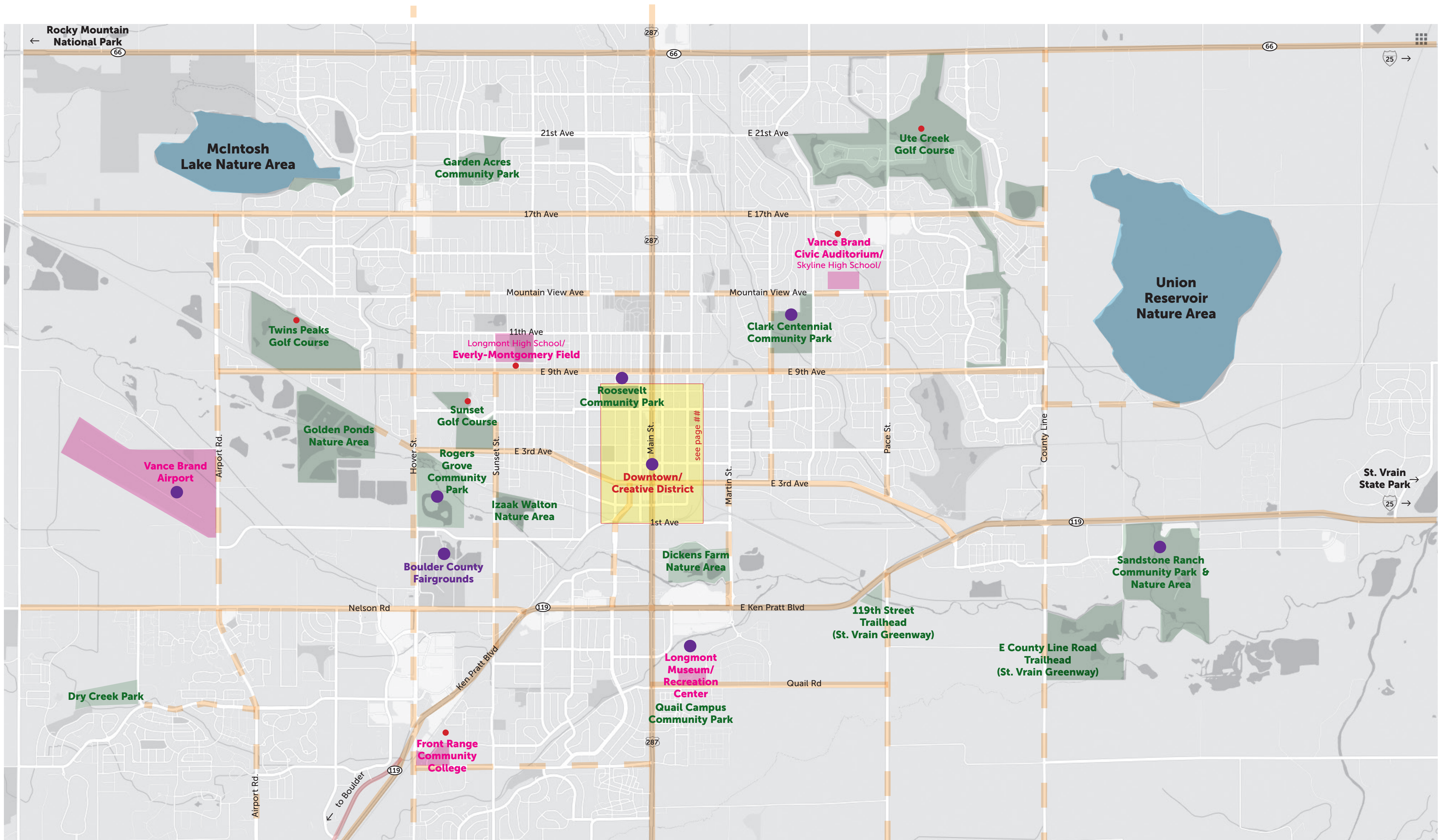
An effective wayfinding program should provide only the most relevant information at relevant times. Creating a nomenclature hierarchy that starts with the most important information and becomes more specific as the visitor approaches their destination allows the wayfinding program to be concise, organized and more easily comprehended.

Note: Private businesses, (corporate offices, restaurants, hospitality, etc.) are not typically placed on community wayfinding signs.

Specific destinations that appear once you are closer to or have entered Downtown

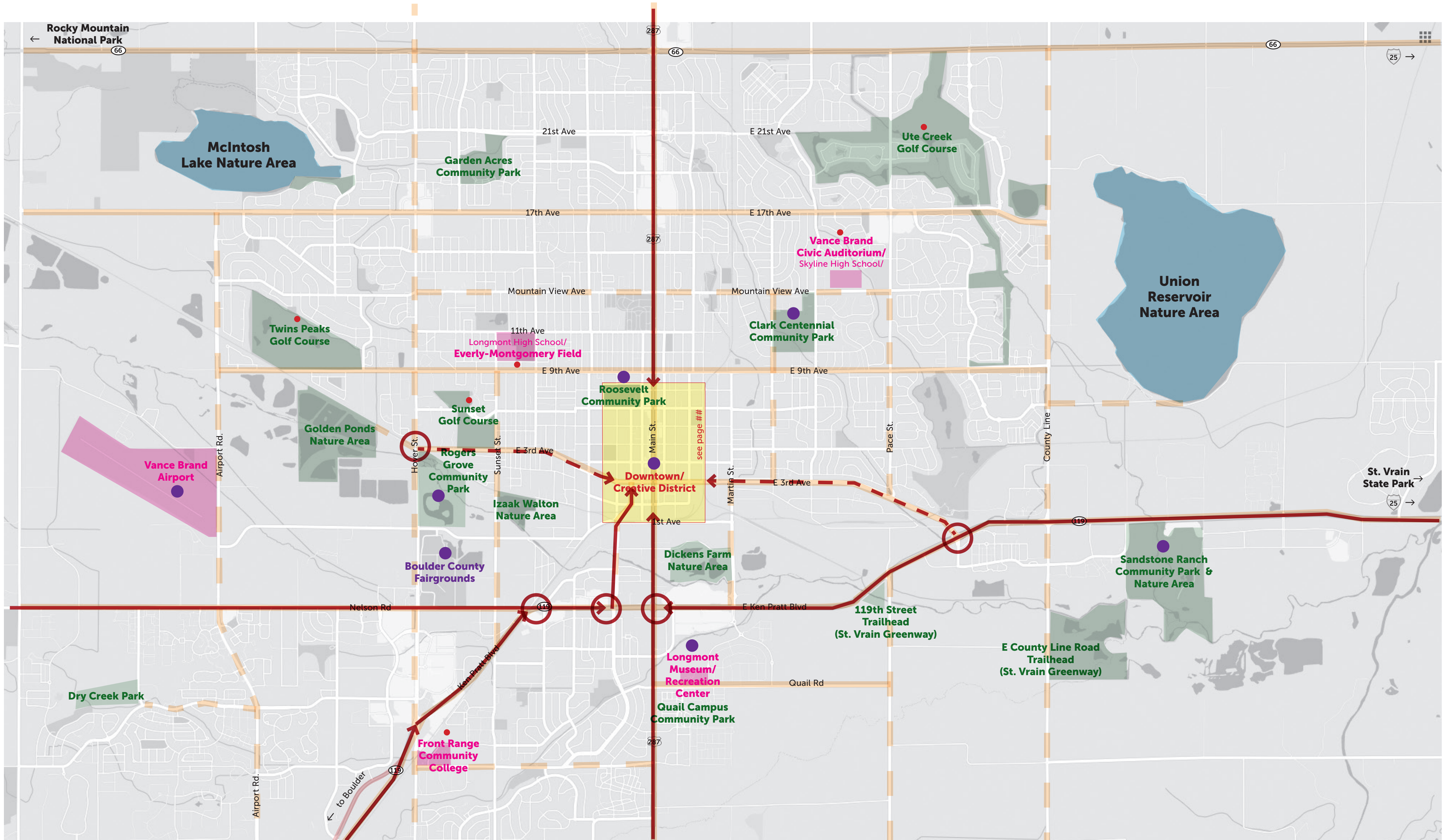


City of Longmont  
City-wide  
Wayfinding



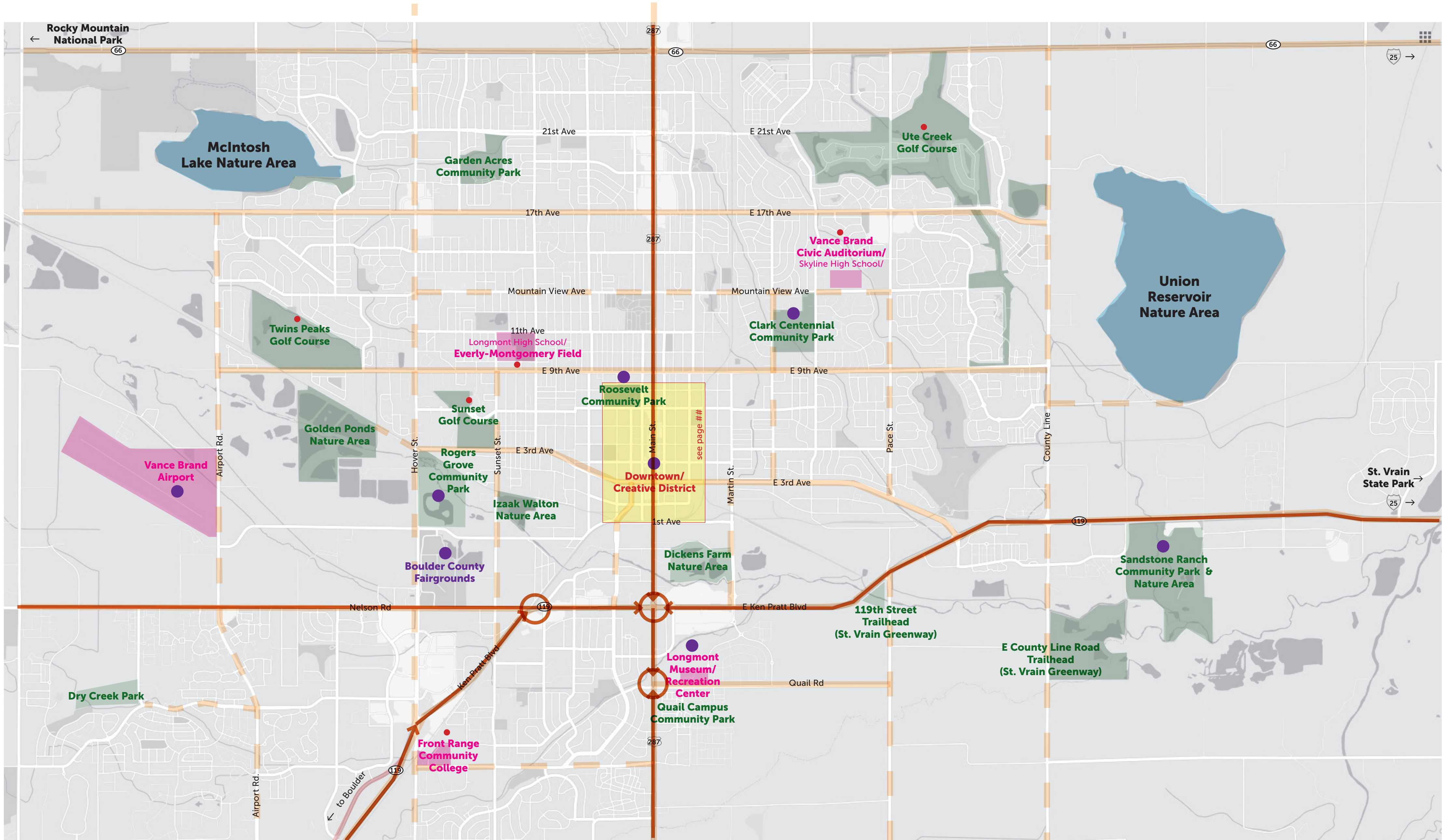
SITE LEGEND

- Perceived Downtown Boundary  
*approximate*
- Downtown/Creative District
- Top Destination  
*Primary visitor based destinations*
- Major Road
- Civic/Institutional Destinations
- Secondary Destination  
*Local and resident based destinations*
- Local Access/Egress Road
- Parks: Events/Destinations



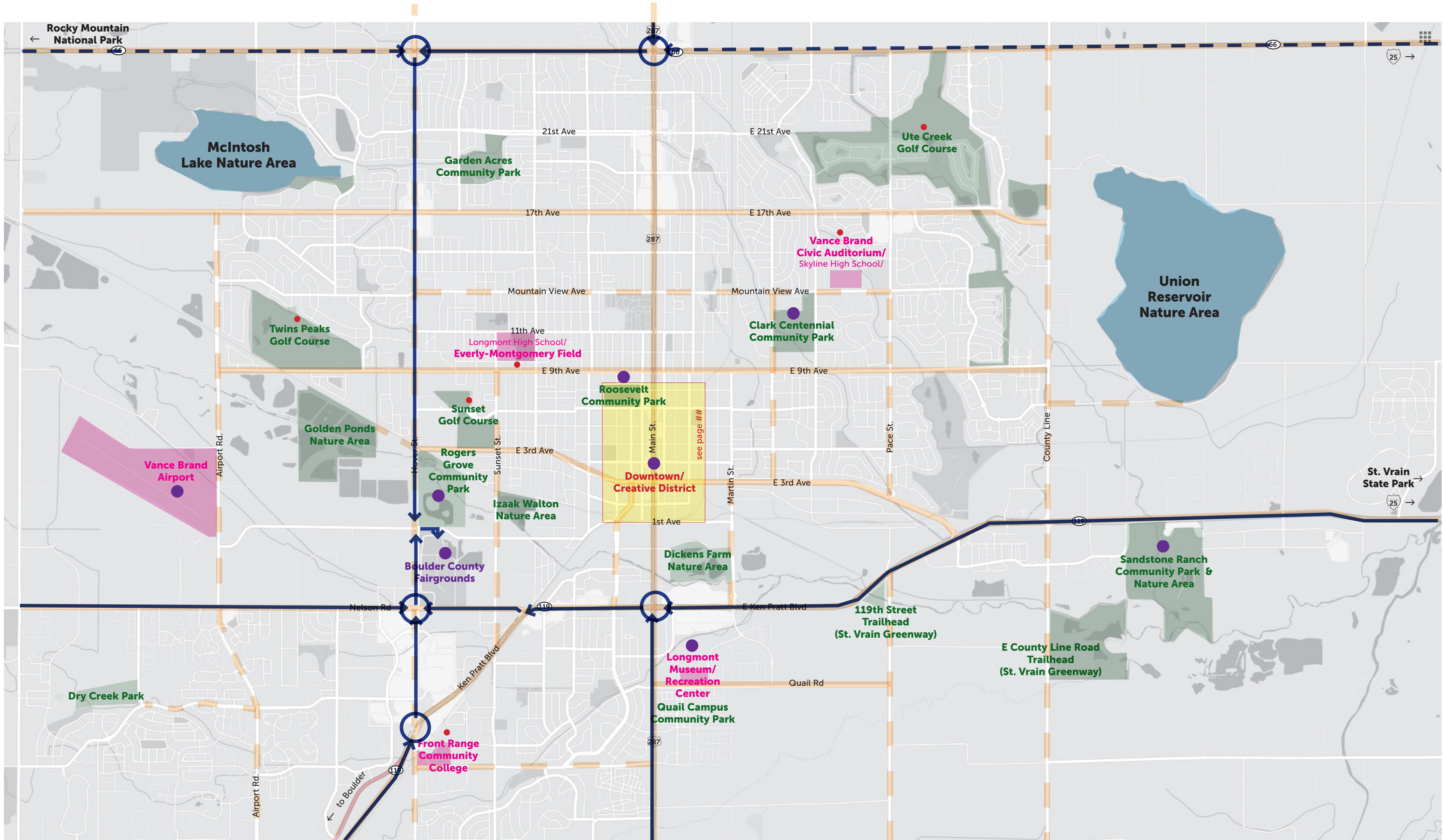
SITE LEGEND		
Perceived Downtown Boundary <i>approximate</i>	Downtown/Creative District	Top Destination <i>Primary visitor based destinations</i>
Major Road	Civic/Institutional Destinations	Secondary Destination <i>Local and resident based destinations</i>
Local Access/Egress Road	Parks: Events/Destinations	

TRAVEL PATHS	
Downtown	Educational/Civic Institutions <i>(event-based)</i>
Airport	Parks
Museum	Fairgrounds



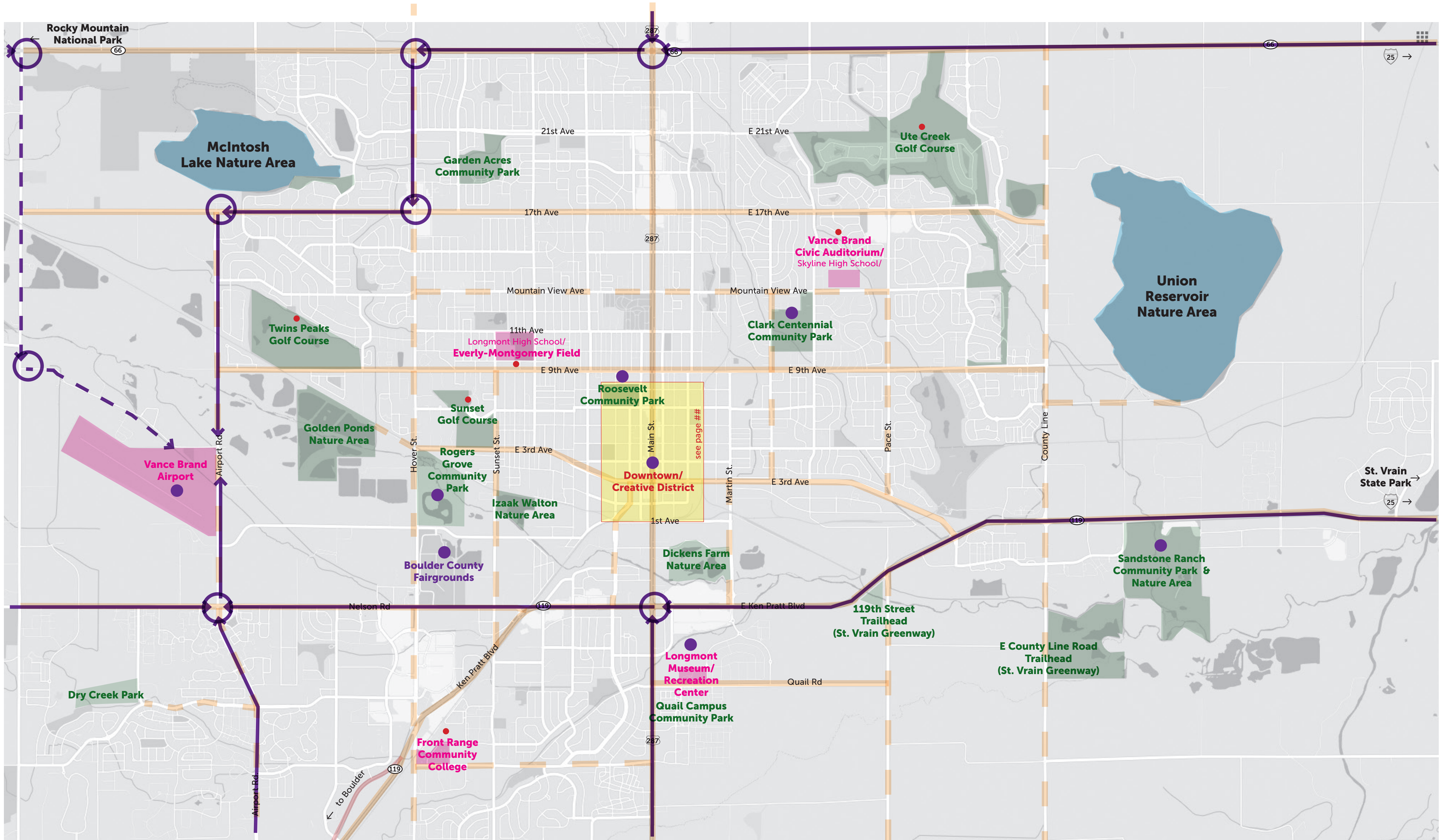
SITE LEGEND		
Perceived Downtown Boundary approximate	Downtown/Creative District	Top Destination <i>Primary visitor based destinations</i>
Major Road	Civic/Institutional Destinations	Secondary Destination <i>Local and resident based destinations</i>
Local Access/Egress Road	Parks: Events/Destinations	

TRAVEL PATHS	
Downtown	Educational/Civic Institutions (event-based)
Airport	Parks
Museum	Fairgrounds



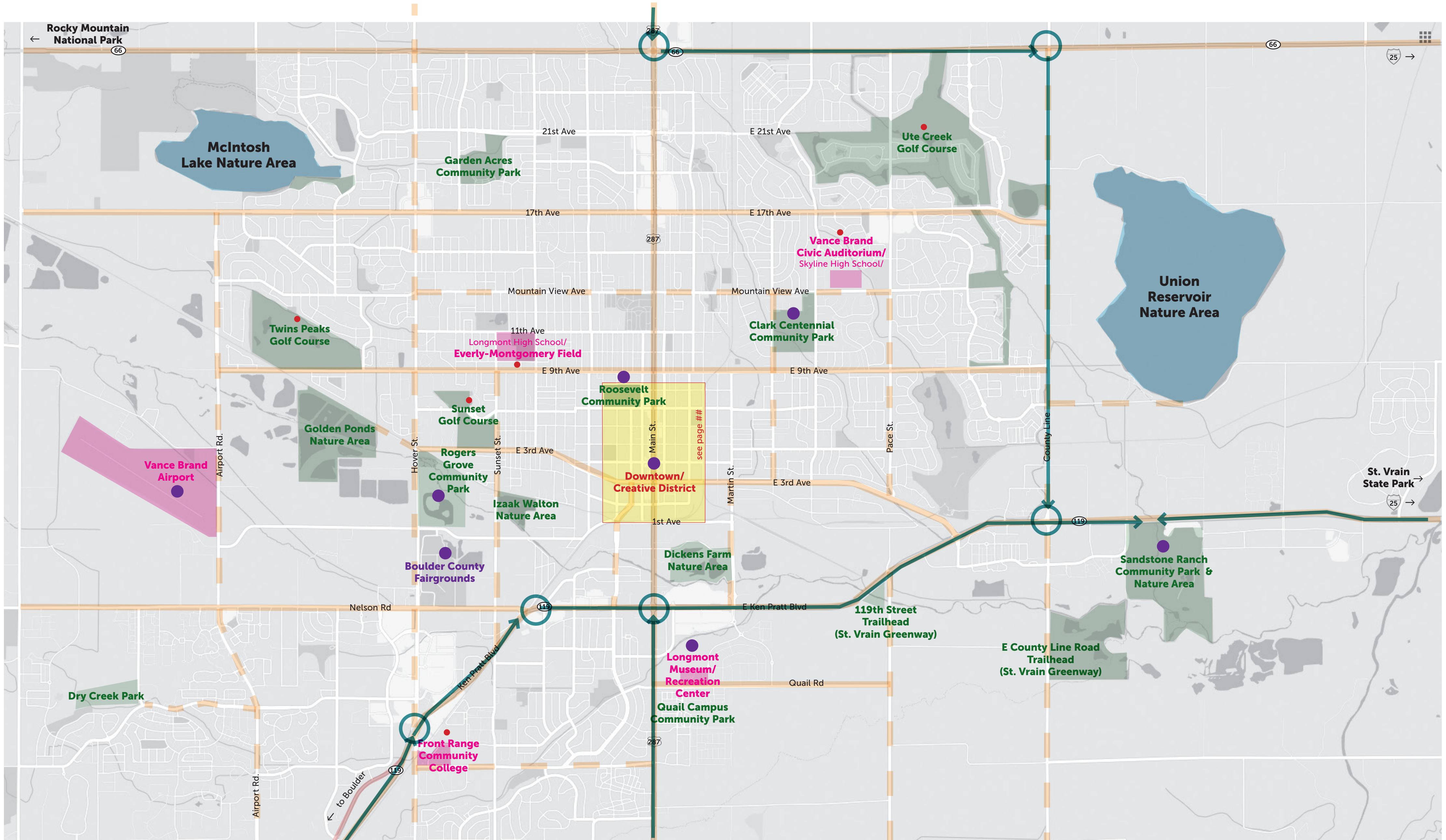
SITE LEGEND			
	Perceived Downtown Boundary <i>approximate</i>		Downtown/Creative District
	Major Road		Civic/Institutional Destinations
	Local Access/Egress Road		Parks: Events/Destinations
	Top Destination <i>Primary visitor based destinations</i>		Secondary Destination <i>Local and resident based destinations</i>

TRAVEL PATHS	
	Downtown
	Airport
	Museum
	Educational/Civic Institutions <i>(event-based)</i>
	Parks
	Fairgrounds



SITE LEGEND		
Perceived Downtown Boundary <i>approximate</i>	Downtown/Creative District	Top Destination <i>Primary visitor based destinations</i>
Major Road	Civic/Institutional Destinations	Secondary Destination <i>Local and resident based destinations</i>
Local Access/Egress Road	Parks: Events/Destinations	

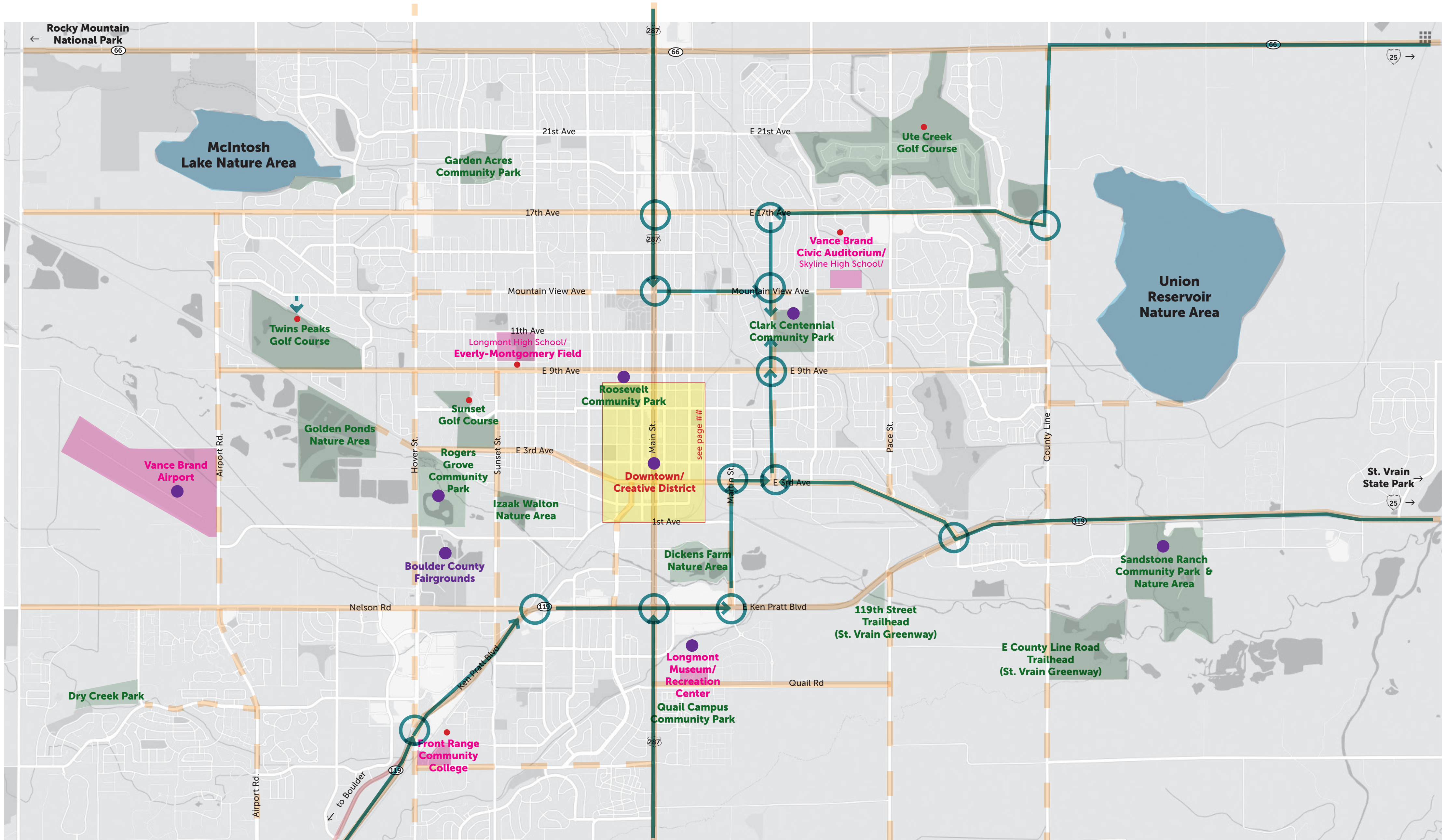
TRAVEL PATHS	
Downtown	Educational/Civic Institutions <i>(event-based)</i>
Airport	Parks
Museum	Fairgrounds



SITE LEGEND		
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Local Access/Egress Road	Parks: Events/Destinations	

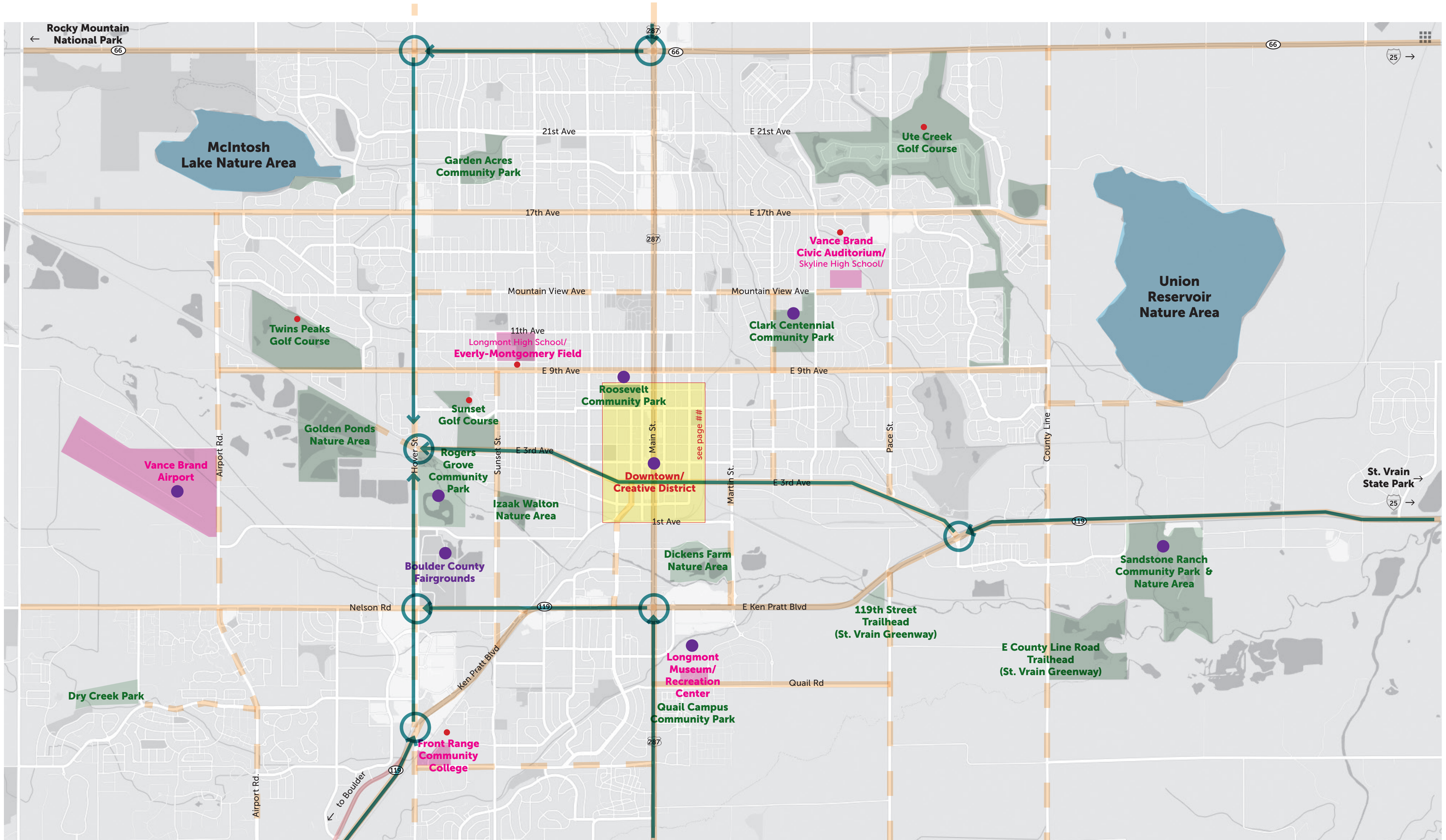
TRAVEL PATHS	
Downtown	Educational/Civic Institutions <i>(event-based)</i>
Airport	Parks
Museum	Fairgrounds





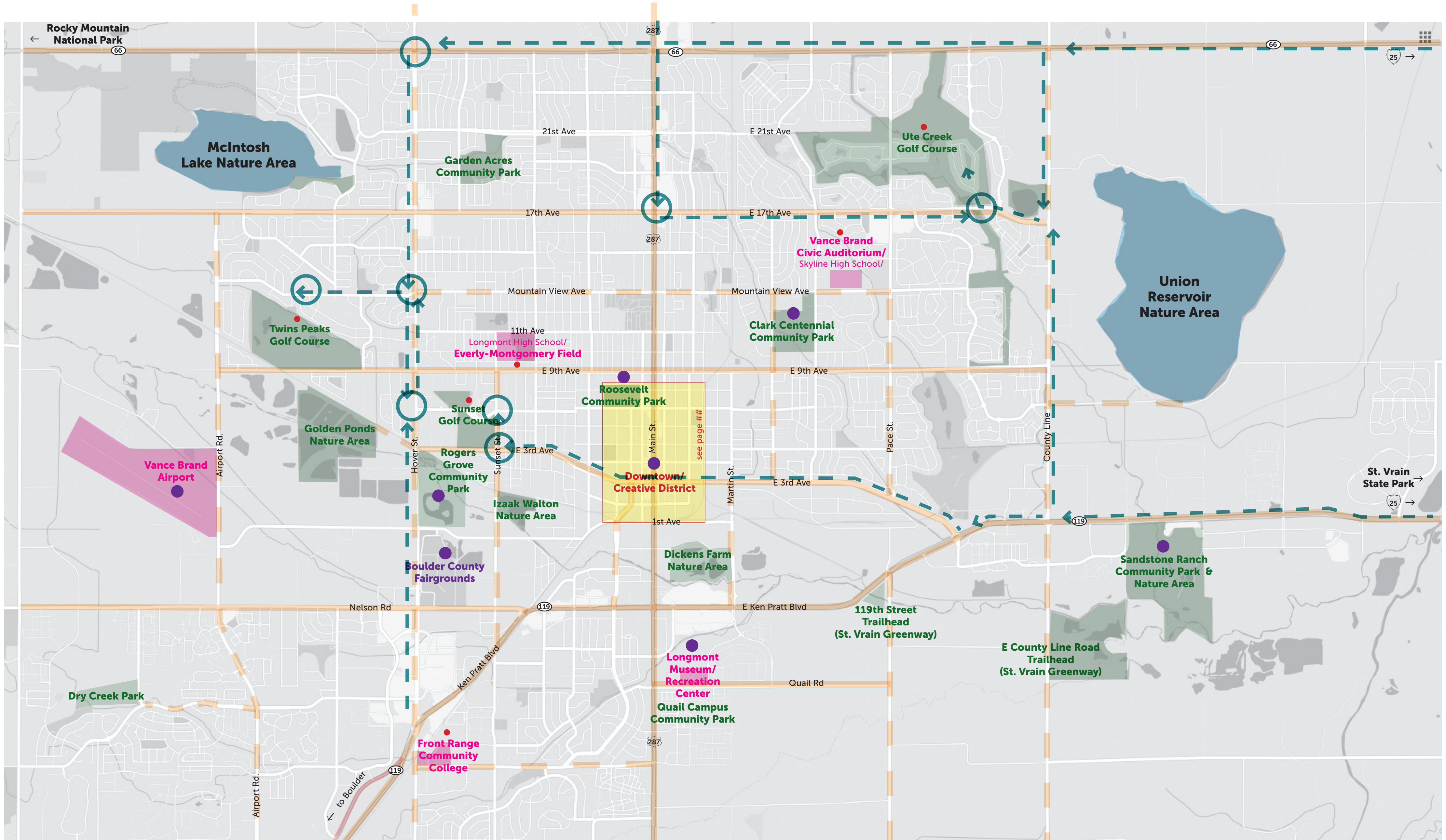
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TRAVEL PATHS	
Downtown	Educational/Civic Institutions (event-based)
Airport	Parks
Museum	Fairgrounds



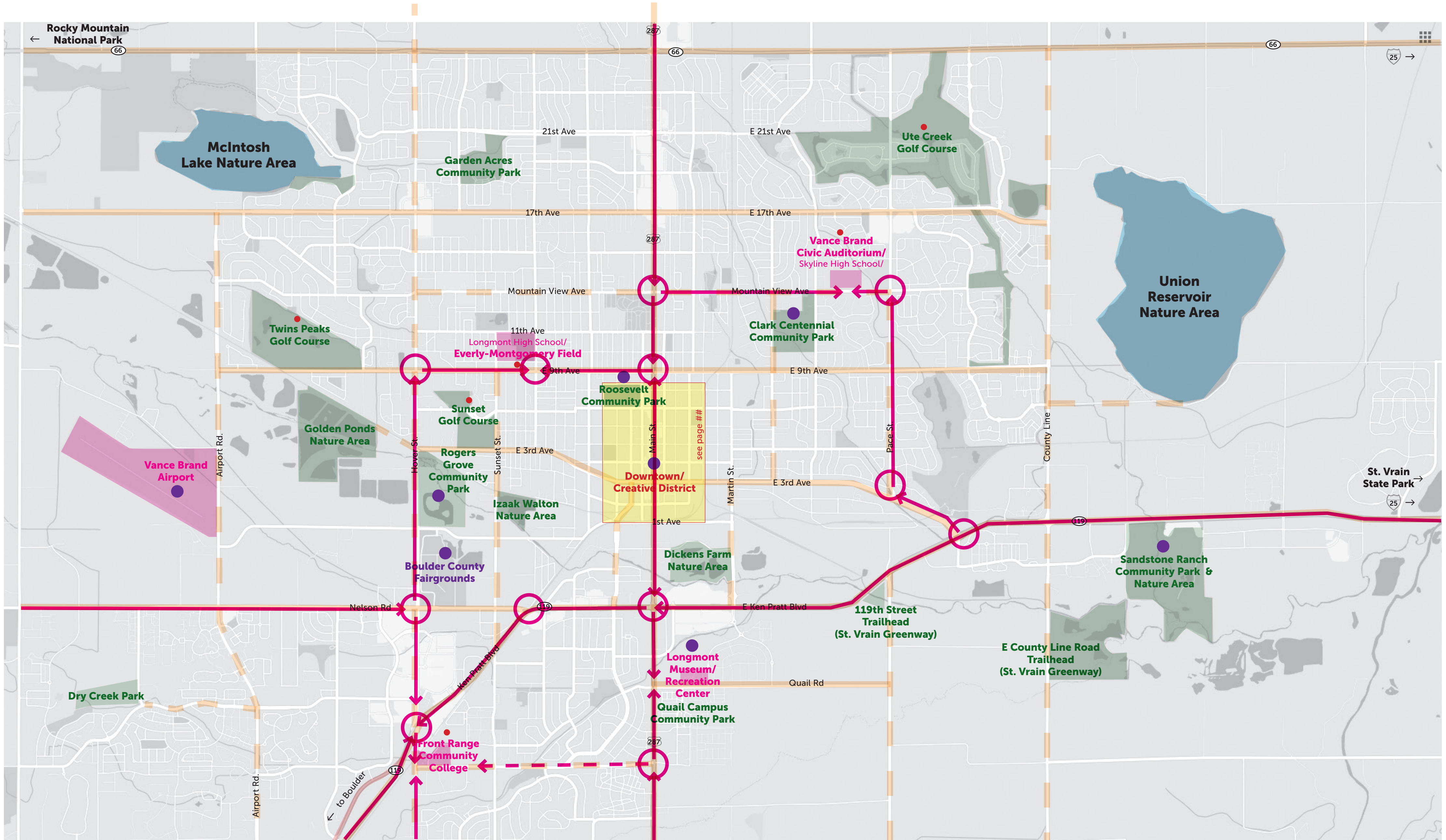
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TRAVEL PATHS	
Downtown	Educational/Civic Institutions (event-based)
Airport	Parks
Museum	Fairgrounds



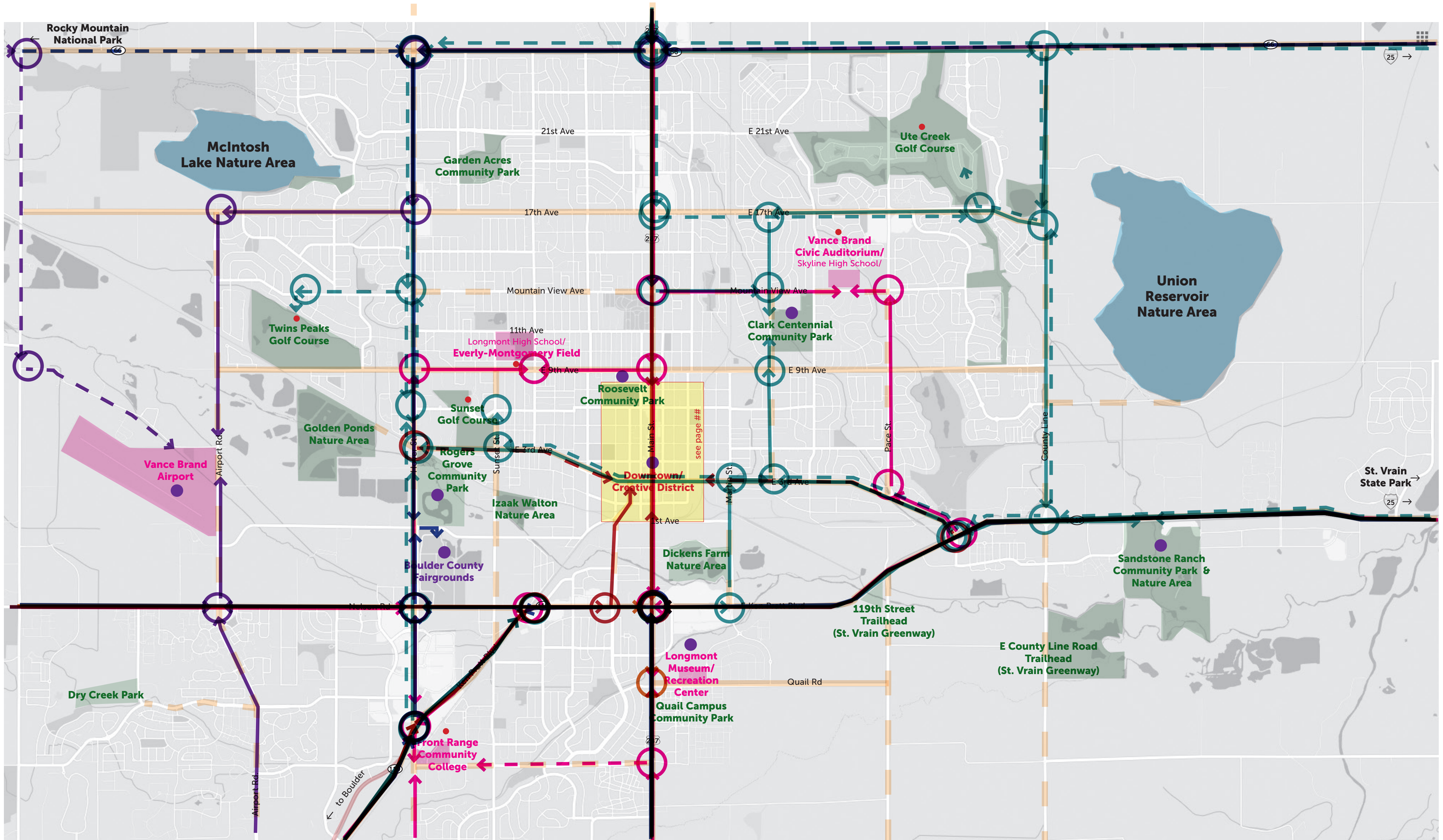
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Local Access/Egress Road	Parks: Events/Destinations	

TRAVEL PATHS	
Downtown	Educational/Civic Institutions <i>(event-based)</i>
Airport	Parks
Museum	Fairgrounds



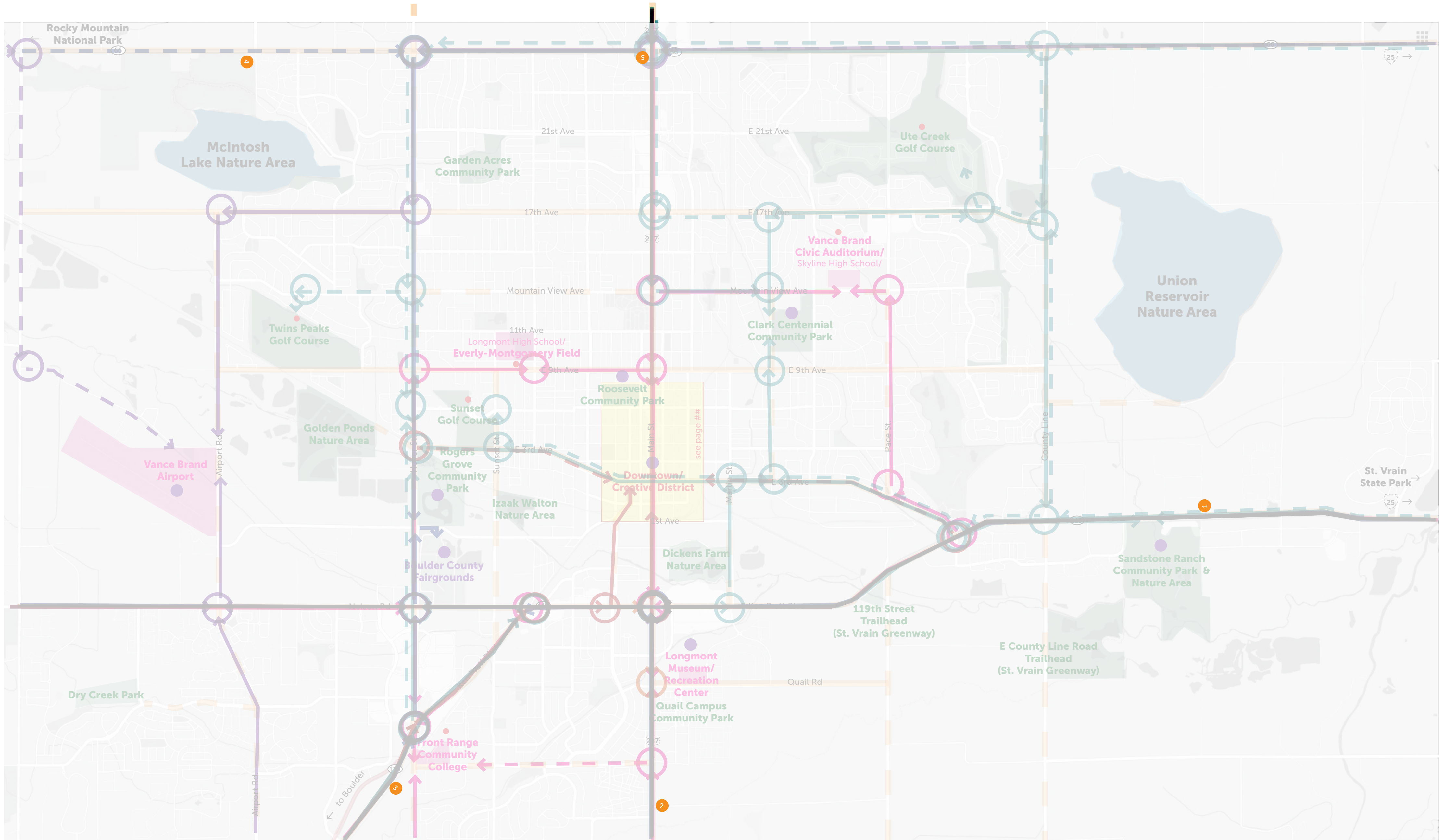
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TRAVEL PATHS	
Downtown	Educational/Civic Institutions (event-based)
Airport	Parks
Museum	Fairgrounds



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Local Access/Egress Road	Parks: Events/Destinations	

TRAVEL PATHS	
Downtown	Educational/Civic Institutions <i>(event-based)</i>
Airport	Parks
Museum	Fairgrounds



**SITE LEGEND**

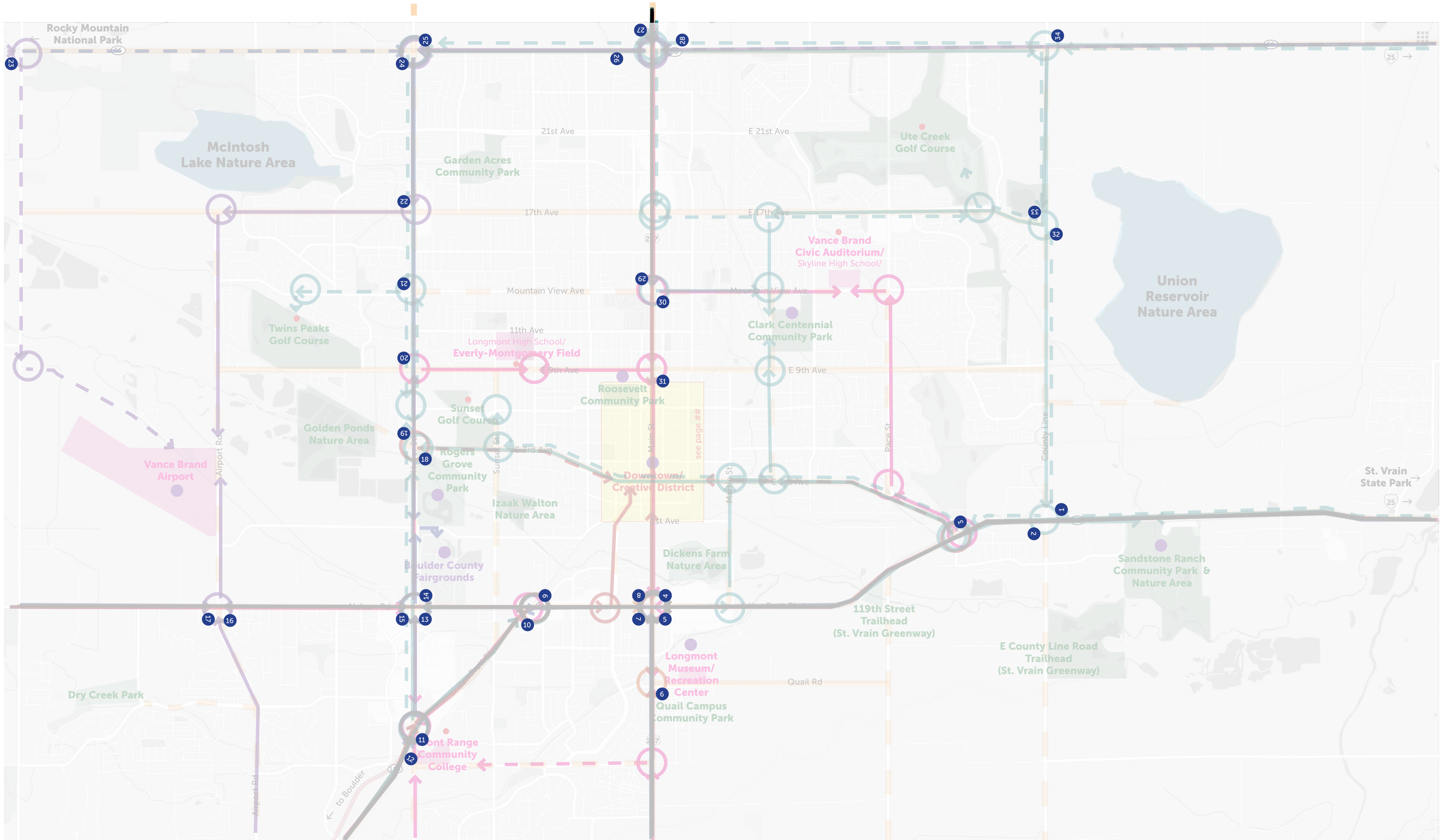
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**TRAVEL PATHS**

Downtown	Educational/Civic Institutions (event-based)
Airport	Parks
Museum	Fairgrounds

**SIGN TYPE KEY**

Primary Directionals	Gateway
Secondary Directionals	
Trailblazers	



**SITE LEGEND**

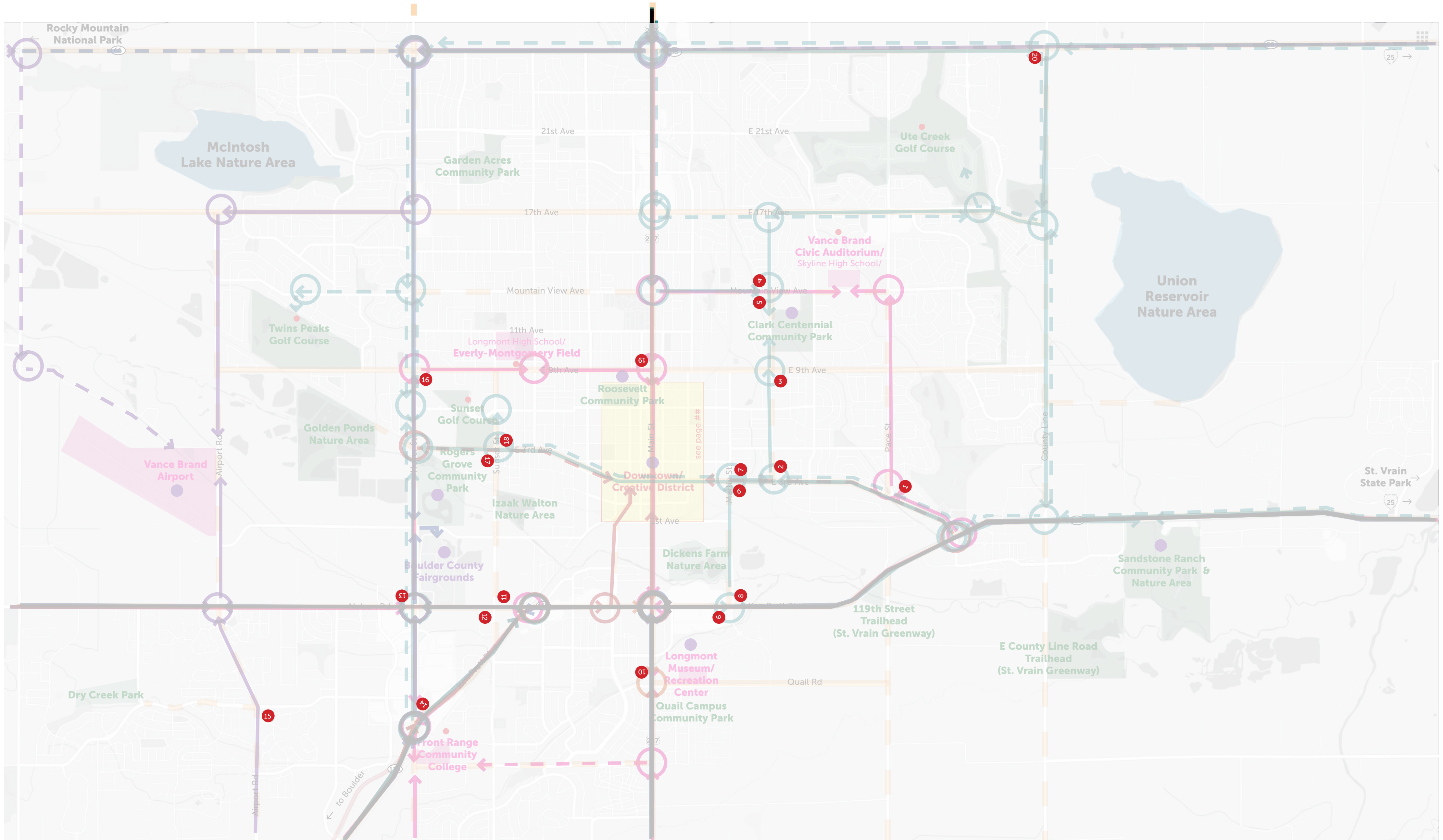
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- Secondary Destination  
*Local and resident based destinations*
- Local Access/Egress Road
- Parks: Events/Destinations

**TRAVEL PATHS**

- ➔ Downtown
- ➔ Airport
- ➔ Museum
- ➔ Educational/Civic Institutions  
*(event-based)*
- ➔ Parks
- ➔ Fairgrounds

**SIGN TYPE KEY**

- # Primary Directionals
- # Secondary Directionals
- # Trailblazers
- # Gateway



**SITE LEGEND**

Perceived Downtown Boundary approximate	Downtown/Creative District	Top Destination Primary visitor based destinations
Major Road	Civic/Institutional Destinations	Secondary Destination Local and resident based destinations
Local Access/Egress Road	Parks: Events/Destinations	

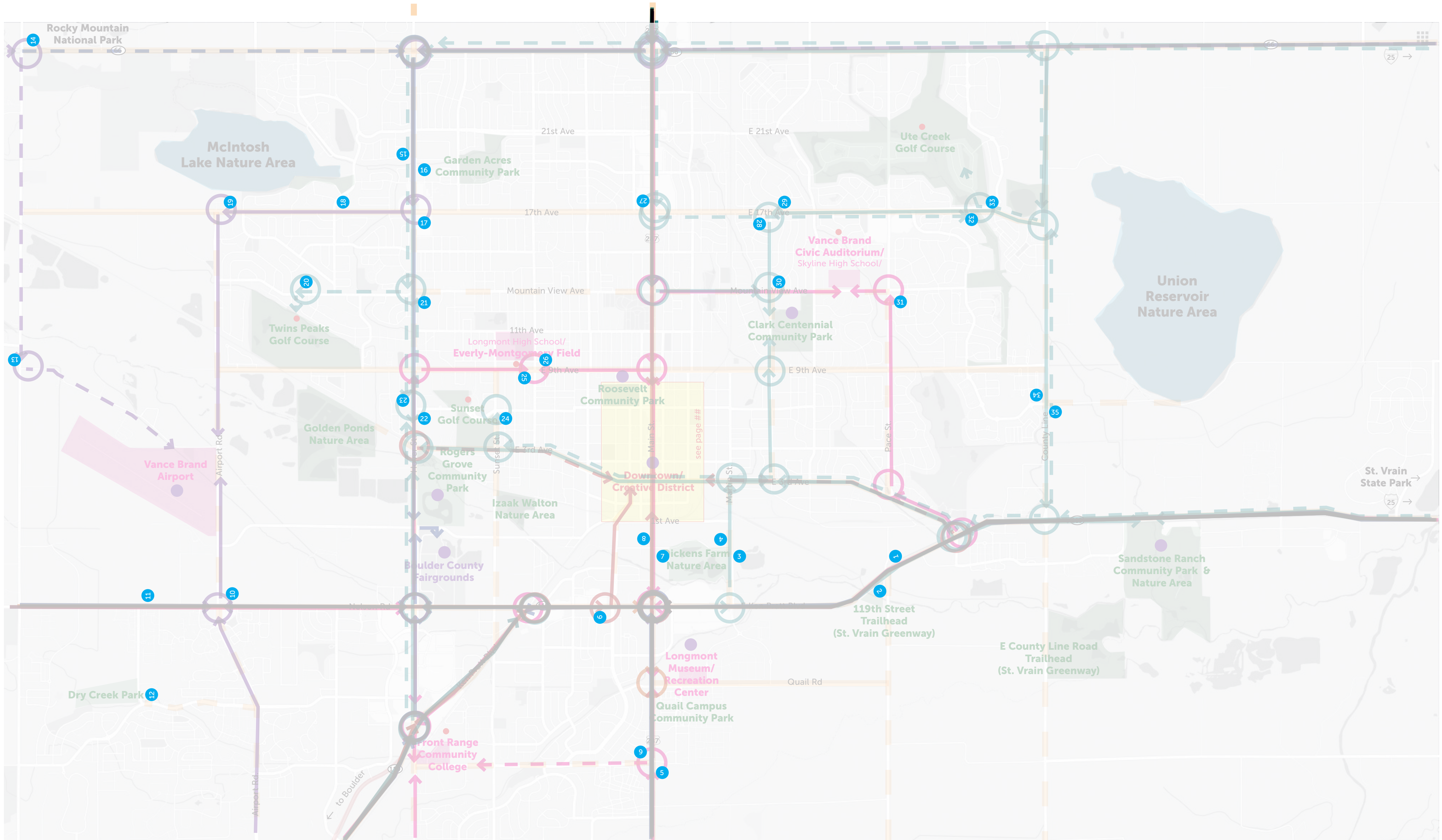
**TRAVEL PATHS**

Downtown	Educational/Civic Institutions (event-based)
Airport	Parks
Museum	Fairgrounds

**SIGN TYPE KEY**

Primary Directionals	Gateway
Secondary Directionals	
Trailblazers	





**SITE LEGEND**

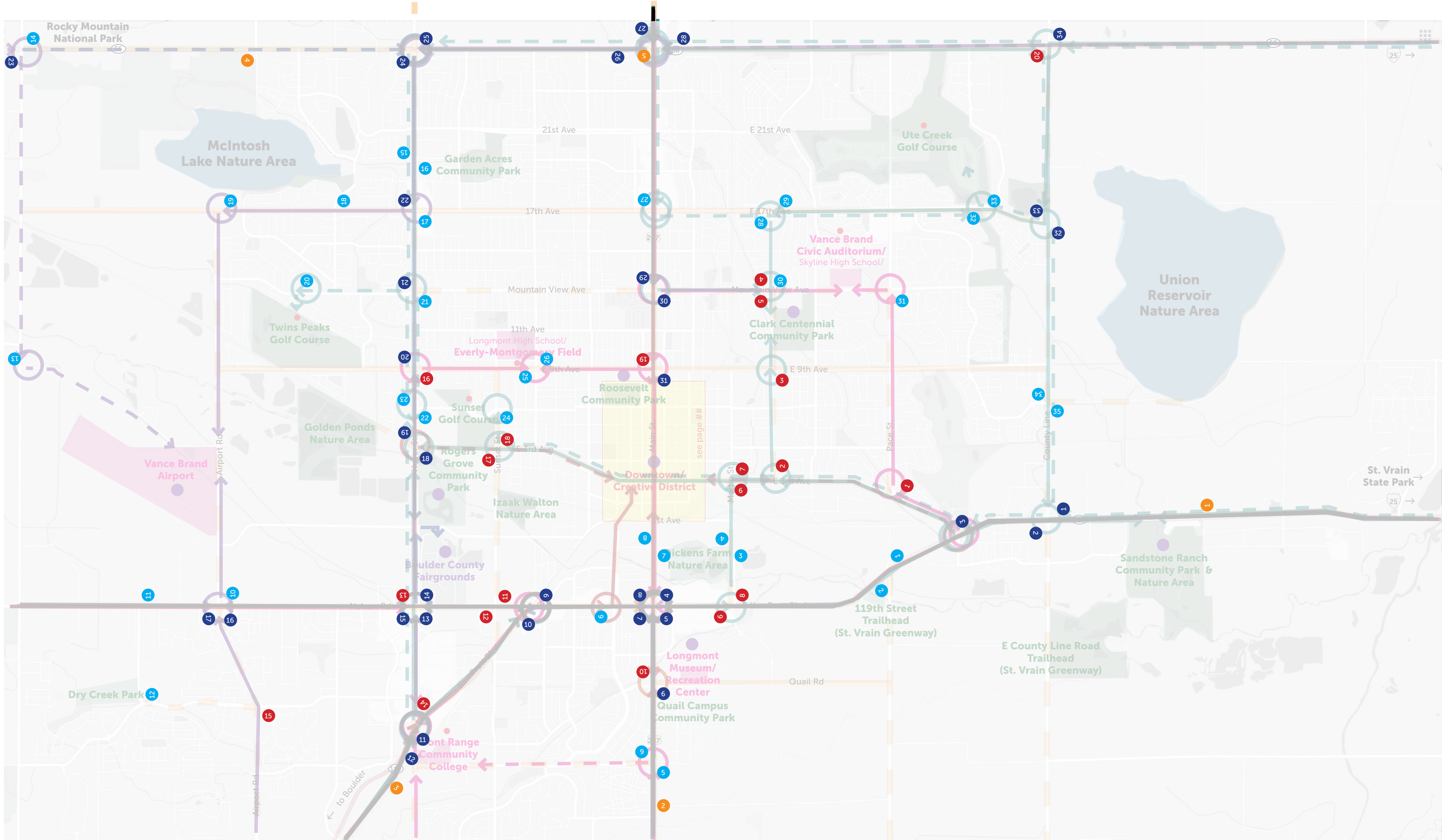
Perceived Downtown Boundary approximate	Downtown/Creative District	Top Destination Primary visitor based destinations
Major Road	Civic/Institutional Destinations	Secondary Destination Local and resident based destinations
Local Access/Egress Road	Parks: Events/Destinations	

**TRAVEL PATHS**

Downtown	Educational/Civic Institutions (event-based)
Airport	Parks
Museum	Fairgrounds

**SIGN TYPE KEY**

Primary Directionals	Gateway
Secondary Directionals	
Trailblazers	



**SITE LEGEND**

- Perceived Downtown Boundary approximate
- Downtown/Creative District
- Top Destination  
*Primary visitor based destinations*
- Major Road
- Civic/Institutional Destinations
- Secondary Destination  
*Local and resident based destinations*
- Local Access/Egress Road
- Parks: Events/Destinations

**TRAVEL PATHS**

- ➔ Downtown
- ➔ Airport
- ➔ Museum
- ➔ Educational/Civic Institutions (event-based)
- ➔ Parks
- ➔ Fairgrounds

**SIGN TYPE KEY**

- # Primary Directionals
- # Secondary Directionals
- # Trailblazers
- # Gateway

Sign Type	#		Messages	Notes
<b>Primary Vehicular Directionals</b>				
Primary	1	→	Union Reservoir	
			Ute Creek Golf Course	
		←	St. Vrain Trailhead	
		↑	Downtown	
Primary	2	←	Union Reservoir	
			Ute Creek Golf Course	
		→	St. Vrain Trailhead	
		↑	Sandstone Ranch	
Primary	3	→	Clark Centennial Park	
			Downtown	
		↑	Museum	
			Fairgrounds	
Primary	4	→	Downtown	
		←	Museum	
		↑	Fairgrounds	
			Airport	
Primary	5	→	Sandstone Ranch	
		←	Fairgrounds	
			Airport	
		↑	Downtown	
Primary	6	→	Museum	
		←	Recreation Center	
		↑	Downtown	
Primary	7	→	Museum	
		←	Downtown	
		↑	Sandstone Ranch	
Primary	8	→	Fairgrounds	
			Airport	
		←	Sandstone Ranch	
		↑	Museum	
Primary	9	←	Front Range Community College	
		↑	Fairgrounds	
			Airport	



Sign Type	#		Messages	Notes
* Primary	10	→	Downtown	
			Sandstone Ranch	
* Primary	11	→	Downtown	
		↑	Fairgrounds	
			Roger Groves Park	
* Primary	12	→	Front Range CC	
		←	Fairgrounds	
		↑	Downtown	
Primary	13	→	Downtown	
		←	Airport	
		↑	Fairgrounds	
			Roger Groves Park	
Primary	14	→	Fairgrounds	
			Roger Groves Park	
		←	Front Range CC	
		↑	Airport	
Primary	15	→	Front Range CC	
		←	Fairgrounds	
			Roger Groves Park	
		↑	Downtown	
* Primary	16	→	Fairgrounds	
			Downtown	
		↑	Airport	
* Primary	17	←	Airport	
		↑	Fairgrounds	
			Downtown	
Primary	18	→	Downtown	
		↑	Sunset Golf Course	
			Everly-Montgomery Field	
			Twin Peaks Golf course	

Sign Type	#		Messages	Notes
Primary	19	→	Golden Ponds Park	
		←	Downtown	
		↑	Rogers Grove Park	
			Fairgrounds	
Primary	20	←	Everly-Montgomery Field	
		↑	Sunset Golf Course	
			Roger Grove Park	
			Fairgrounds	
Primary	21	→	Twin Peaks Golf Course	
		↑	Sunset Golf Course	
			Roger Grove Park	
			Fairgrounds	
Primary	22	→	Airport	
		↑	Twin Peaks Golf Course	
			Sunset Golf Course	
			Rogers Grove Park	
* Primary	23	→	Airport	
		↑	Fairgrounds	
			Longmont Downtown	
* Primary	24	→	Fairgrounds	
		↑	Longmont Downtown	
* Primary	25	←	Airport	
			Fairgrounds	
		↑	Rocky Mountain National Park	
Primary	26	→	Civic Auditorium	
			Clark Centennial Park	
			Everly-Montgomery Field	
			Downtown	
Primary	27	→	Airport	
			Fairground	
		↑	Clark Centennial Park	
			Downtown	

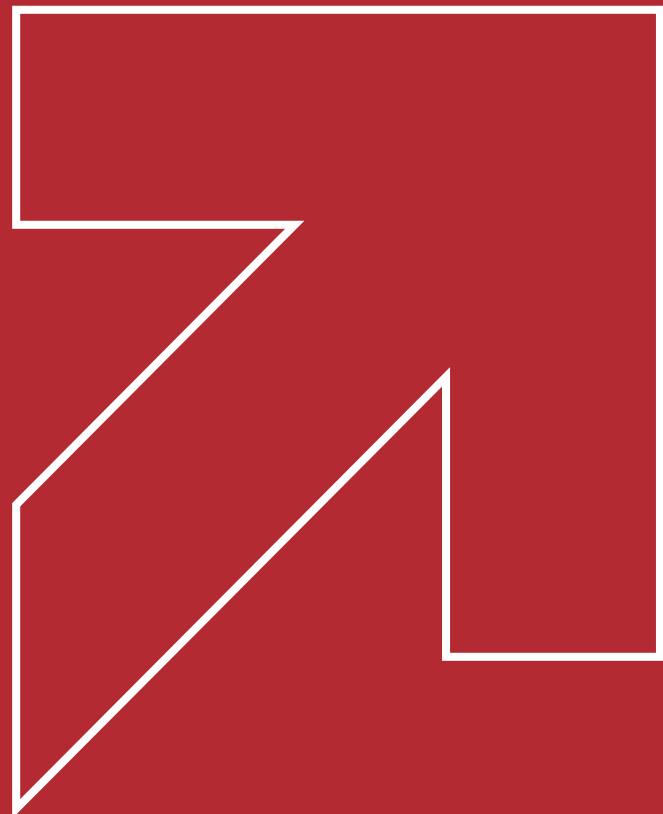
Sign Type	#		Messages	Notes
Primary	28	←	Clark Centennial Park	
			Downtown	
		↑	Airport	
			Fairgrounds	
Primary	29	←	Twin Peaks Golf Course	
		→	Clark Centennial Park	
			Civic Auditorium	
		↑	Downtown	
* Primary	30	→	Clark Centennial Park	
			Civic Auditorium	
		←	Twin Peaks Golf Course	
Primary	31	←	Everly-Montgomery field	
		↑	Clark Centennial Park	
			Civic Auditorium	
			Ute Creek Golf Course	
* Primary	32	←	Ute Creek Golf Course	
Primary	33	→	Ute Creek Golf Course	
			Civic Auditorium	
			Clark Centennial Park	
		↑	Union Reservoir	
Primary	34	←	Ute Creek Golf Course	
			Union Reservoir	
		↑	Airport	
			Fairgrounds	
<b>Secondary Vehicular Directionals</b>				
Secondary	1	→	Civic Auditorium	
		↑	Clark Centennial Park	
			Downtown	
Secondary	2	→	Clark Centennial Park	
		↑	Downtown	

Sign Type	#		Messages	Notes
Secondary	3	↑	Clark Centennial Park Youth Center (P)	
Secondary	4	←	Civic Auditorium	
		↑	Clark Centennial Park Youth Center (P)	
Secondary	5	→	Clark Centennial Park Youth Center (P)	
		↑	Civic Auditorium	
Secondary	6	→	Clark Centennial Park	
		←	Downtown	
Secondary	7	←	Dickens Farm Park	
		↑	Downtown	
* Secondary	8	→	Dickens Farm Park	
		↑	Downtown Museum Fairgrounds	
Secondary	9	←	Dickens Farm Park Clark Centennial Park	
		↑	Sandstone Ranch	
Secondary	10	←	Quail Campus Park Museum Recreation Center	
Secondary	11	→	Izaak Walton Park Sunset Golf Course	
		↑	Fairgrounds	
Secondary	12	←	Izaak Walton Park Sunset Golf Course	
		↑	Downtown	
Secondary	13	←	Downtown Museum	
		↑	Front Range CC	
* Secondary	14	←	Front Range CC	

Sign Type	#		Messages	Notes
Secondary	15	←	Dry Creek Park	
		↑	Airport	
★ Secondary	16	→	Everly-Montgomery Field	
Secondary	17	←	Sunset Golf Course	
		→	Izaak Walton Park	
		↑	Downtown	
Secondary	18	←	Izaak Walton Park	
		→	Sunset Golf Course	
		↑	Rogers Grove Park	
Secondary	19	←	Everly-Montgomery Field	
		↑	Roosevelt Park	
			Downtown	
Secondary	20	→	Ute Creek Golf Course	
			Union Reservoir	
			Sandstone Ranch	
<b>Trailblazer Directionals</b>				
Trailblazer	1	←	St. Vrain Greenway (P)	
Trailblazer	2	→	St. Vrain Greenway (P)	
Trailblazer	3	←	Dickens Farm Park	
Trailblazer	4	→	Dickens Farm Park	
Trailblazer	5	←	Front Range CC	
Trailblazer	6	→	Front Range CC	
Trailblazer	7	→	Dickens Farm Park	
Trailblazer	8	←	Dickens Farm Park	
Trailblazer	9	←	Downtown	
Trailblazer	10	→	Airport	
Trailblazer	11	←	Silver Creek High School	
Trailblazer	12	→	Dry Creek Park	
Trailblazer	13	←	Airport	
Trailblazer	14	←	Airport	
Trailblazer	15	←	Garden Acres Park	
Trailblazer	16	→	Garden Acres Park	
Trailblazer	17	←	McIntosh Lake	

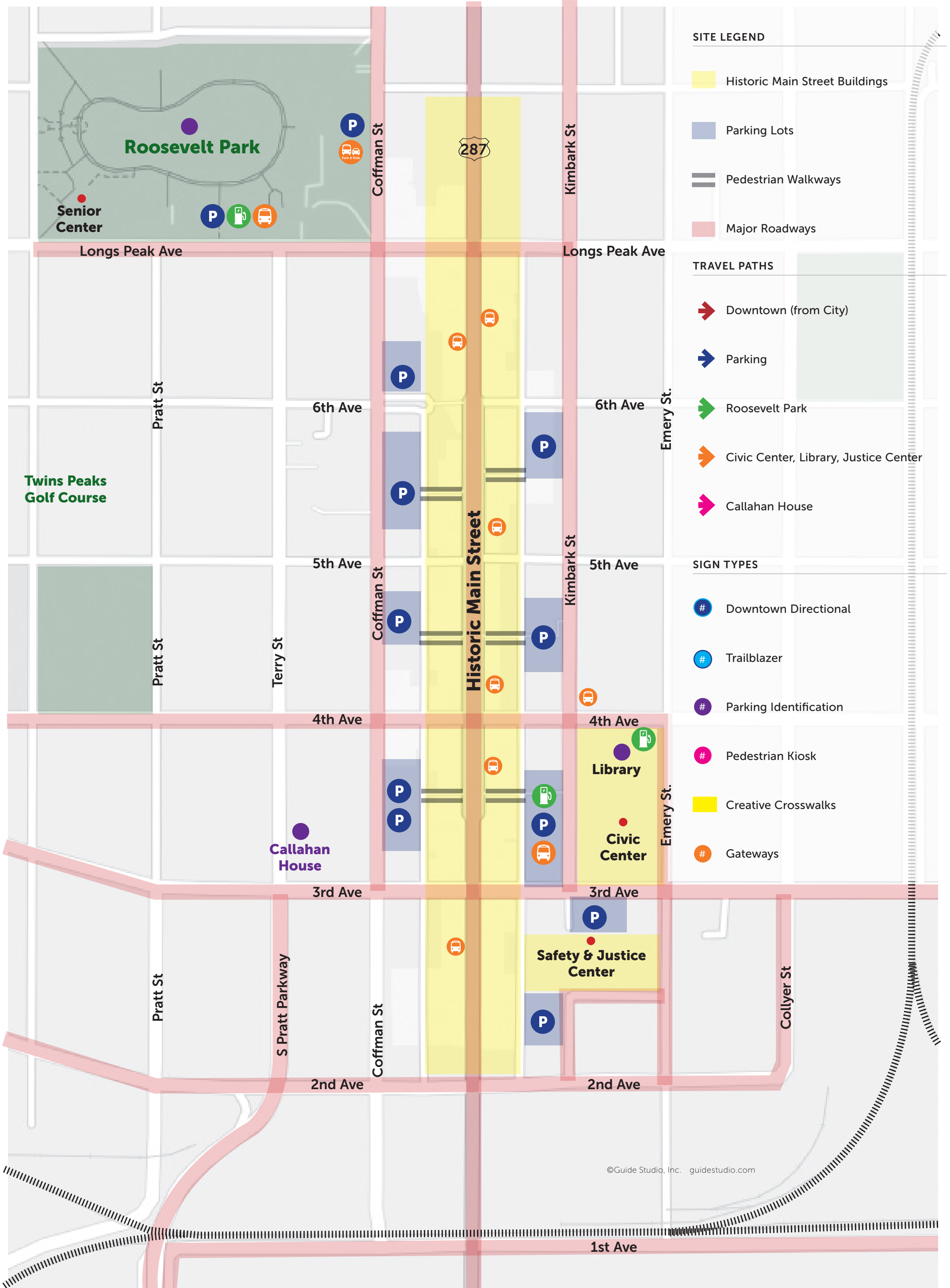


Sign Type	#		Messages	Notes
★ Trailblazer	18	→	McIntosh Lake	
		↑	Airport	
Trailblazer	19	←	Airport	
Trailblazer	20	←	Twin Peaks Golf course	
Trailblazer	21	←	Twin Peaks Golf course	
Trailblazer	22	→	Sunset Golf course	
Trailblazer	23	←	Sunset Golf course	
Trailblazer	24	←	Sunset Golf course	
Trailblazer	25	←	Everly-Montgomery Field	
Trailblazer	26	→	Everly-Montgomery Field	
Trailblazer	27	←	Ute Creek Golf Course	
Trailblazer	28	↑	Ute Creek Golf Course	
Trailblazer	29	←	Clark Centennial Park	
Trailblazer	30	←	Clark Centennial Park	
Trailblazer	31	←	Civic Auditorium	
Trailblazer	32	←	Ute Creek Golf Course	
Trailblazer	33	→	Ute Creek Golf Course	
Trailblazer	34	←	Union Reservoir	
Trailblazer	35	→	Union Reservoir	
<b>Gateway Signs</b>				
Gateway	1		LONGMONT	
Gateway	2		LONGMONT	
Gateway	3		LONGMONT	
Gateway	4		LONGMONT	
Gateway	5		LONGMONT	

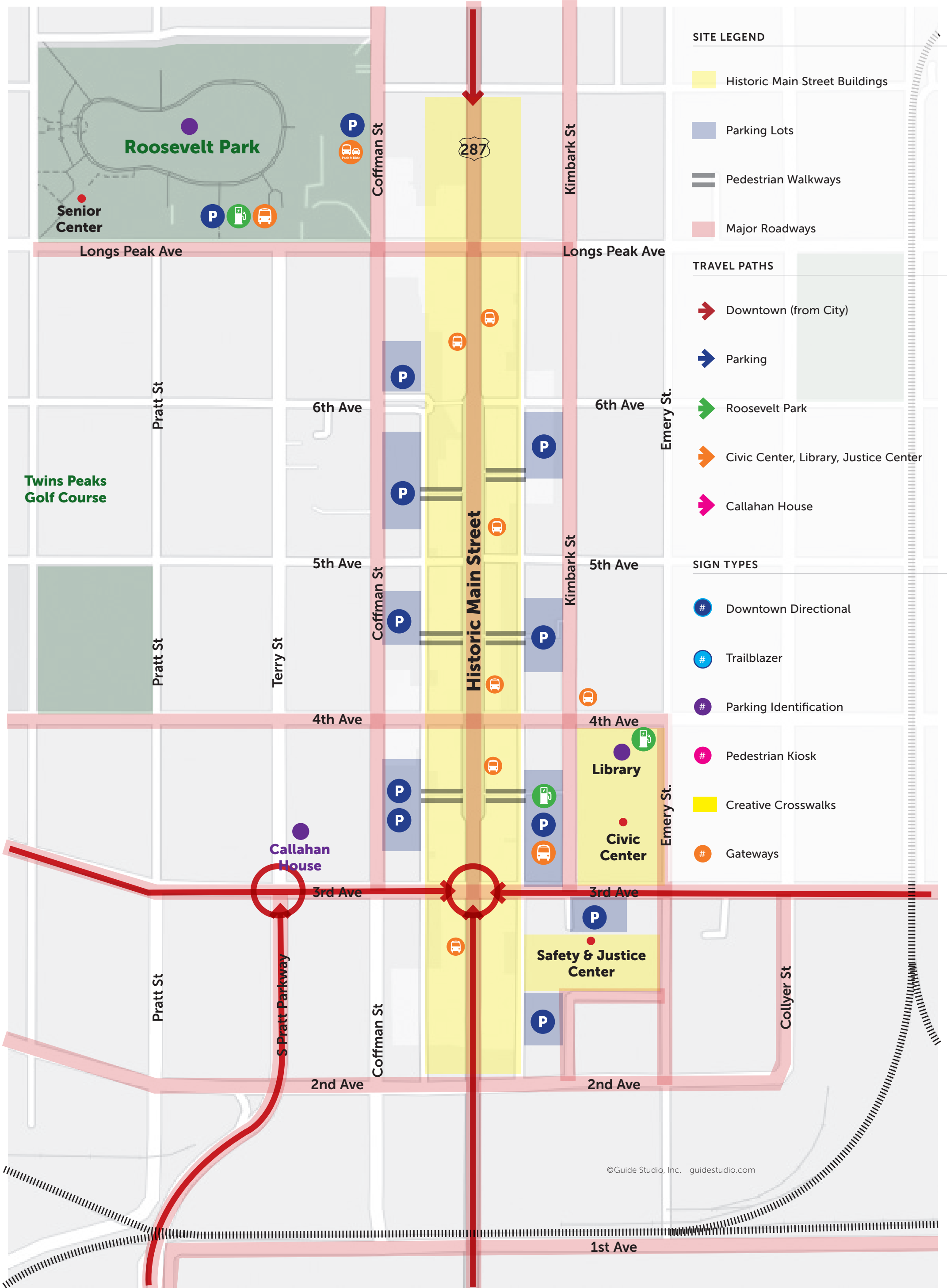


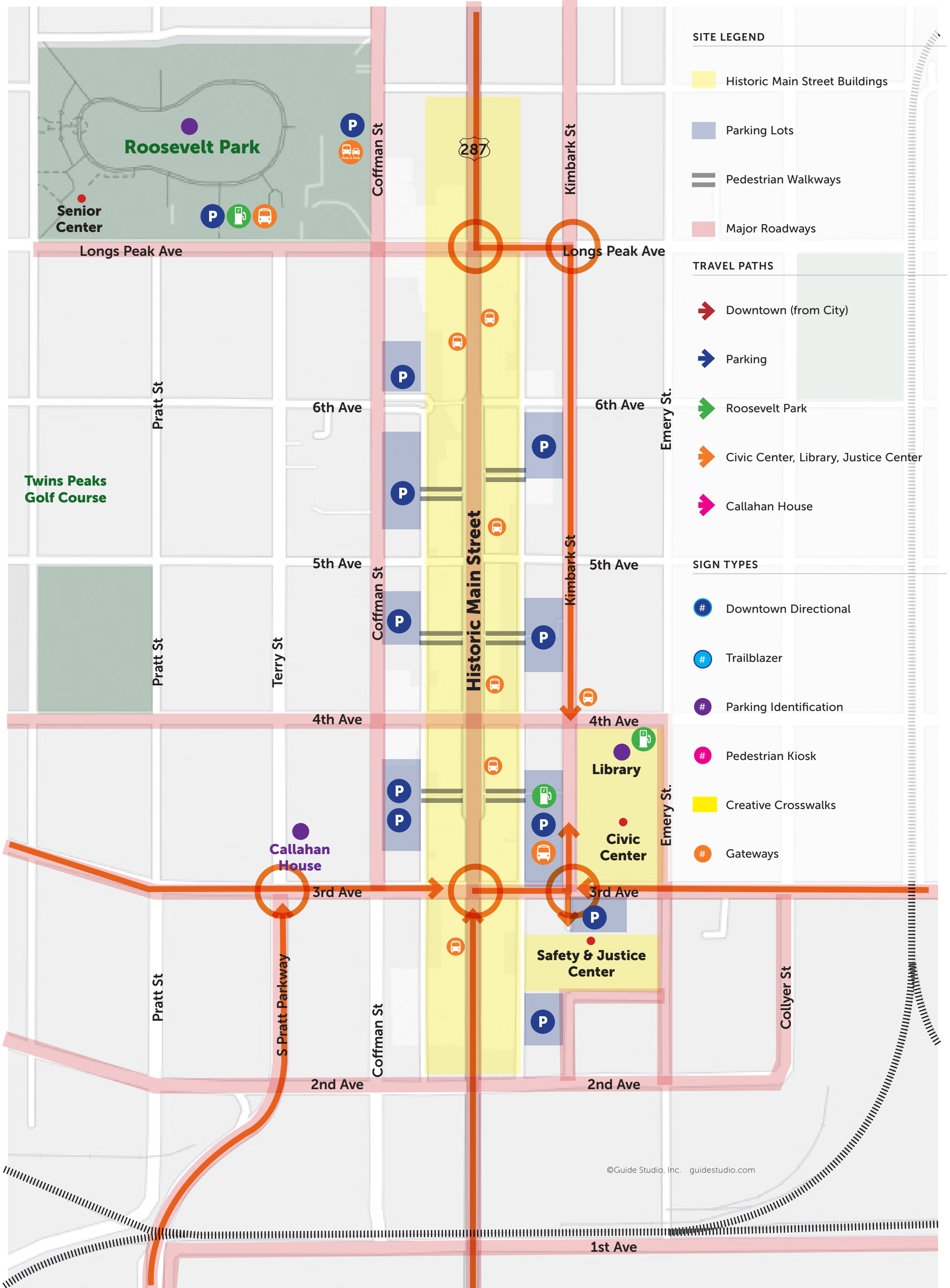
City of Longmont

# Downtown Wayfinding

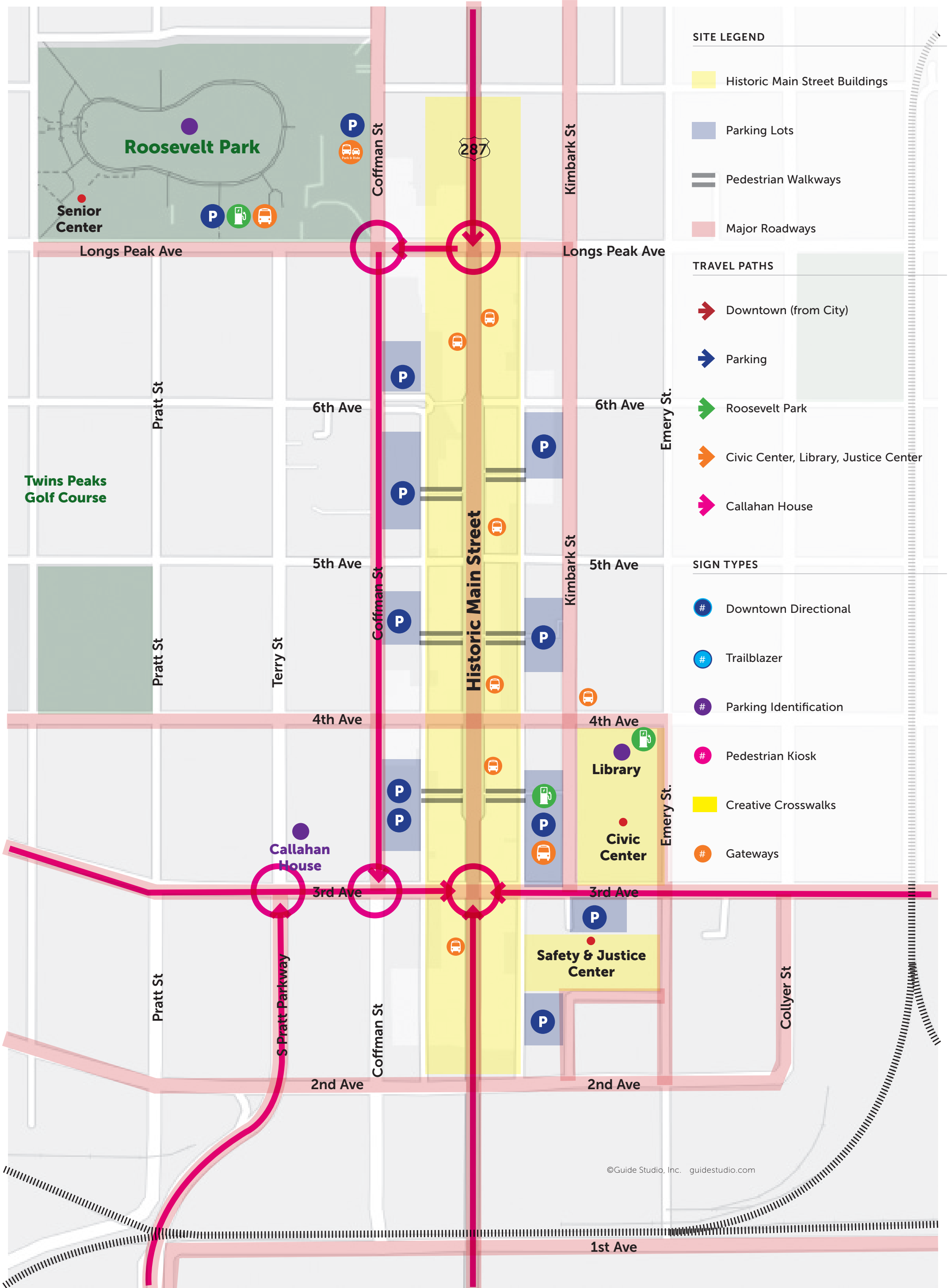


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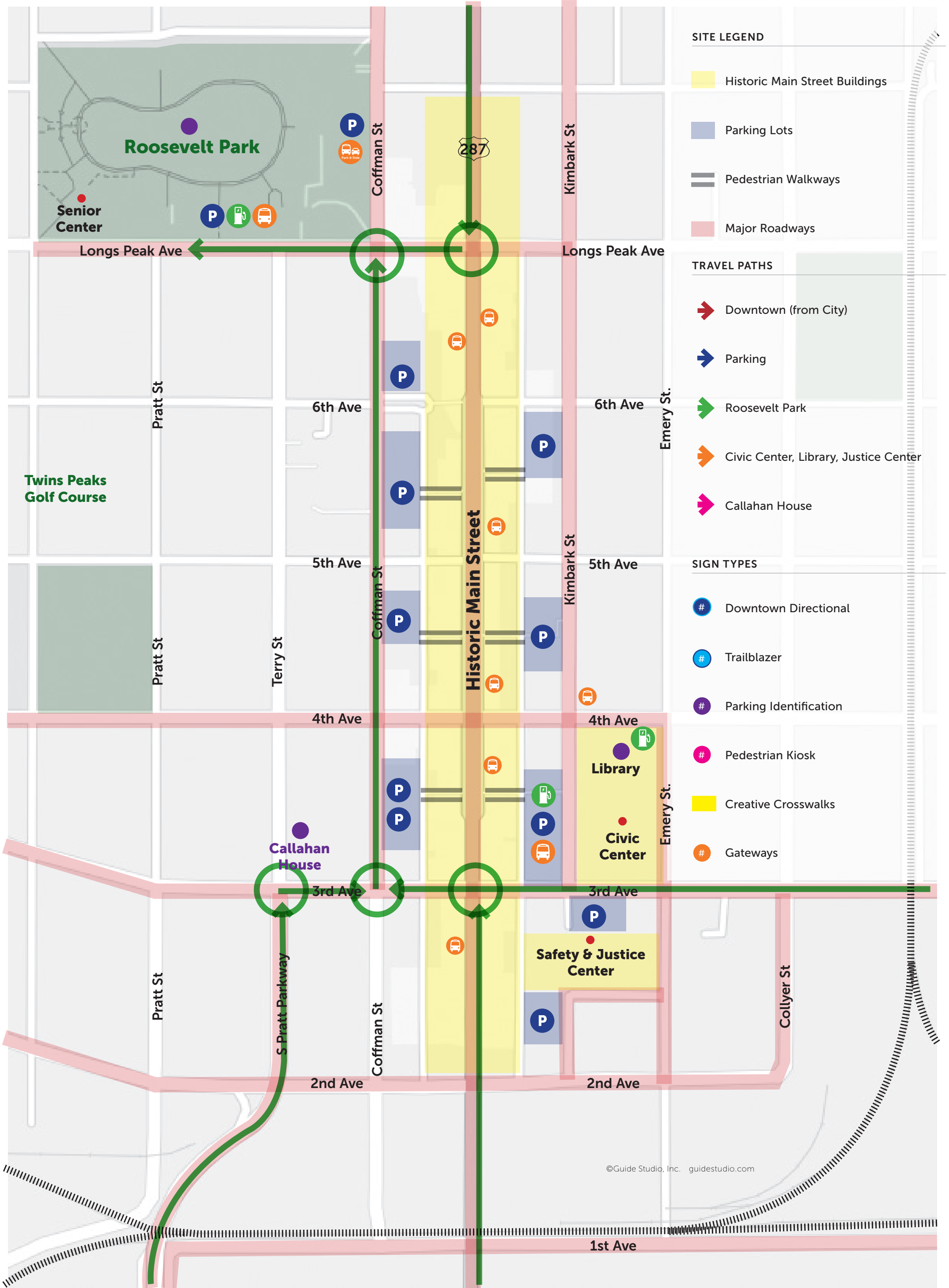




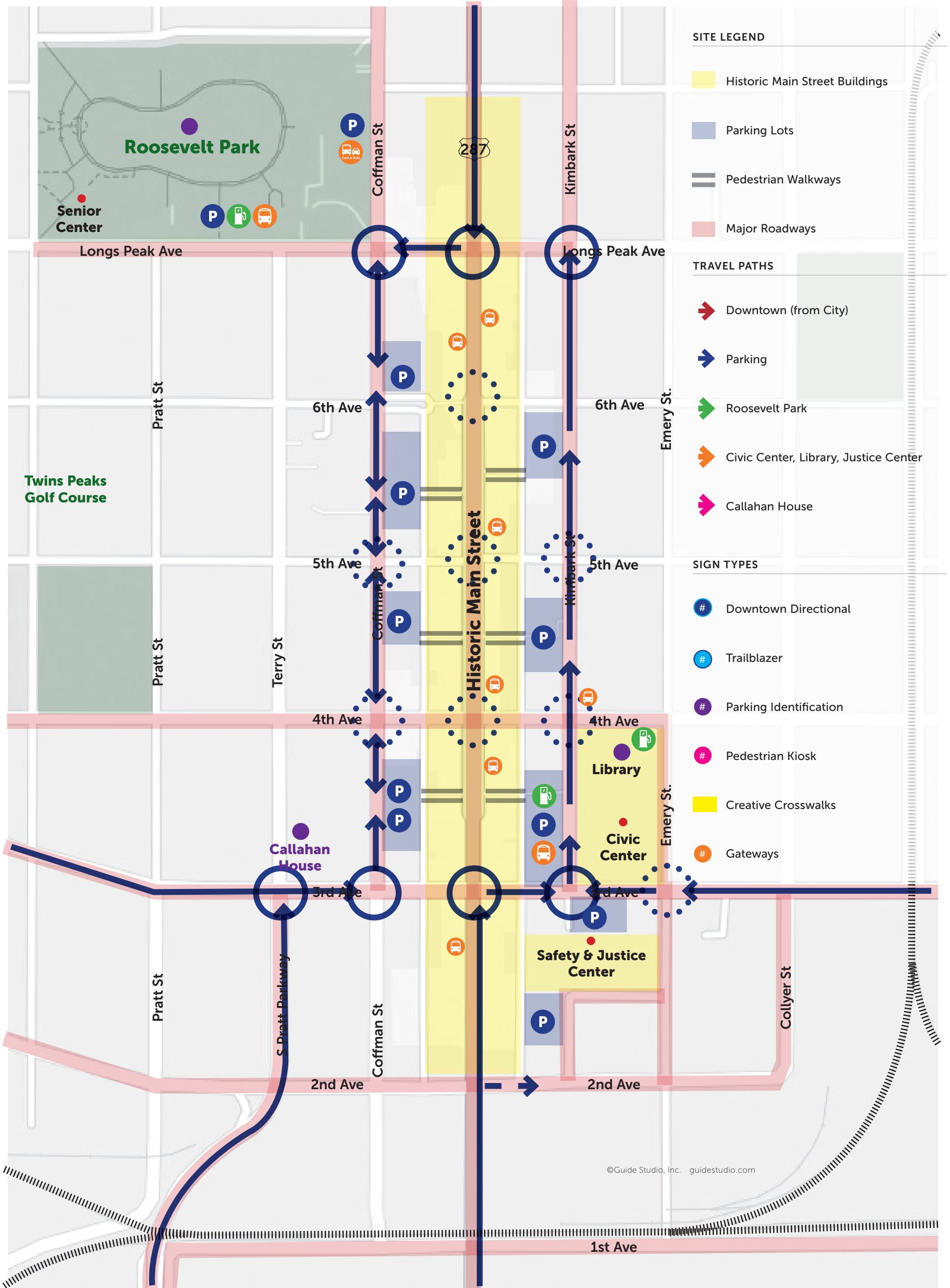
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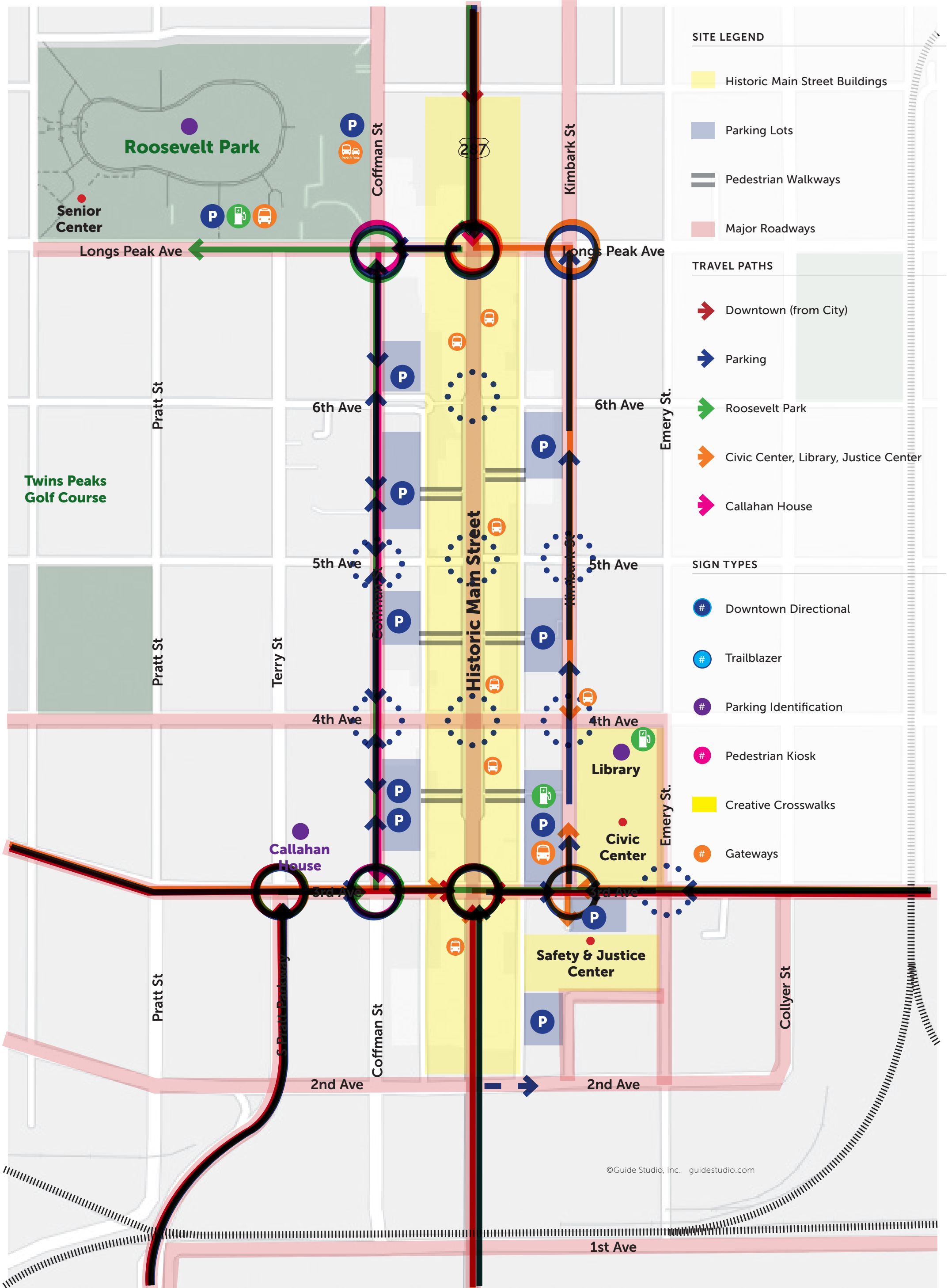


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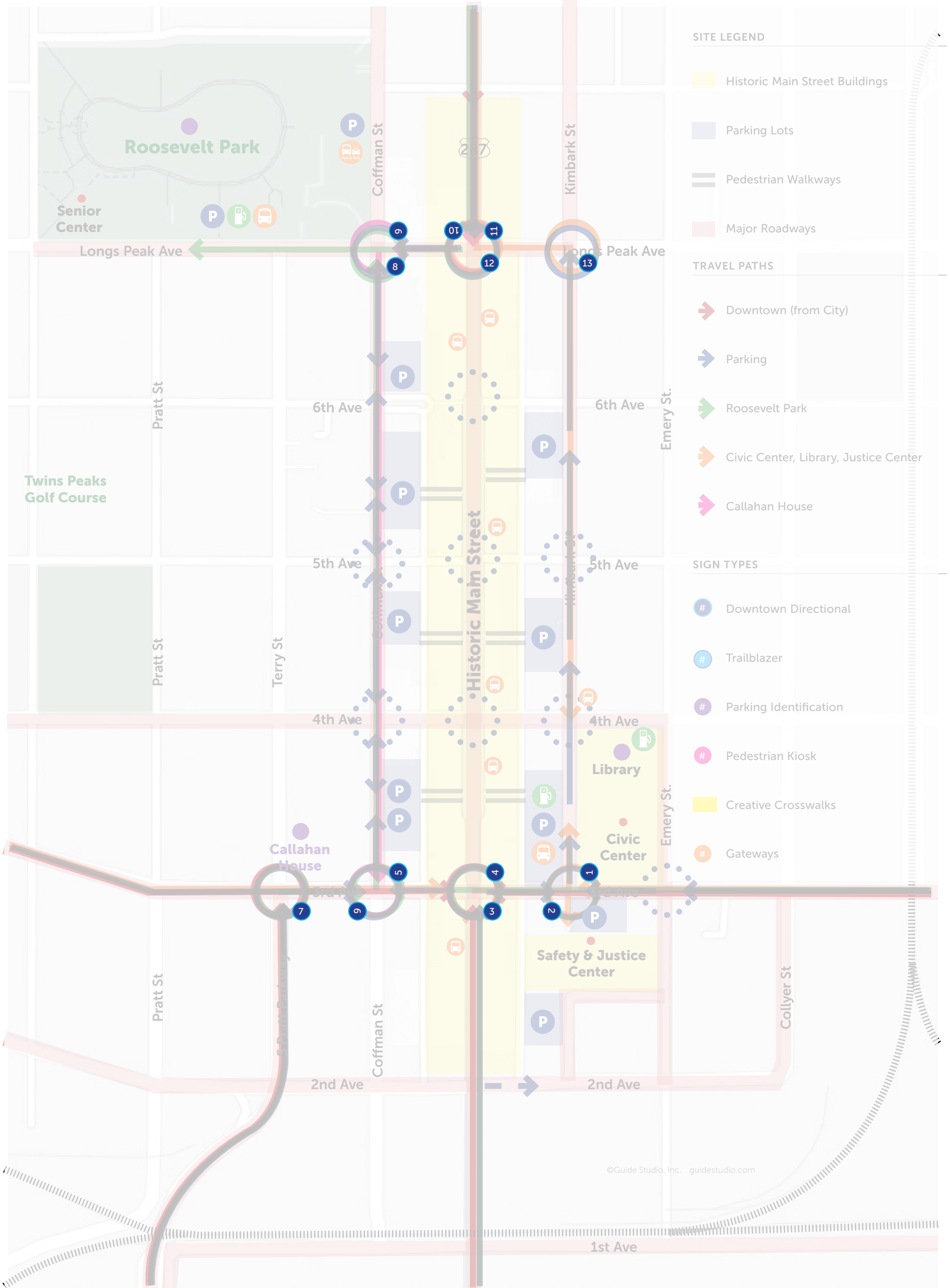


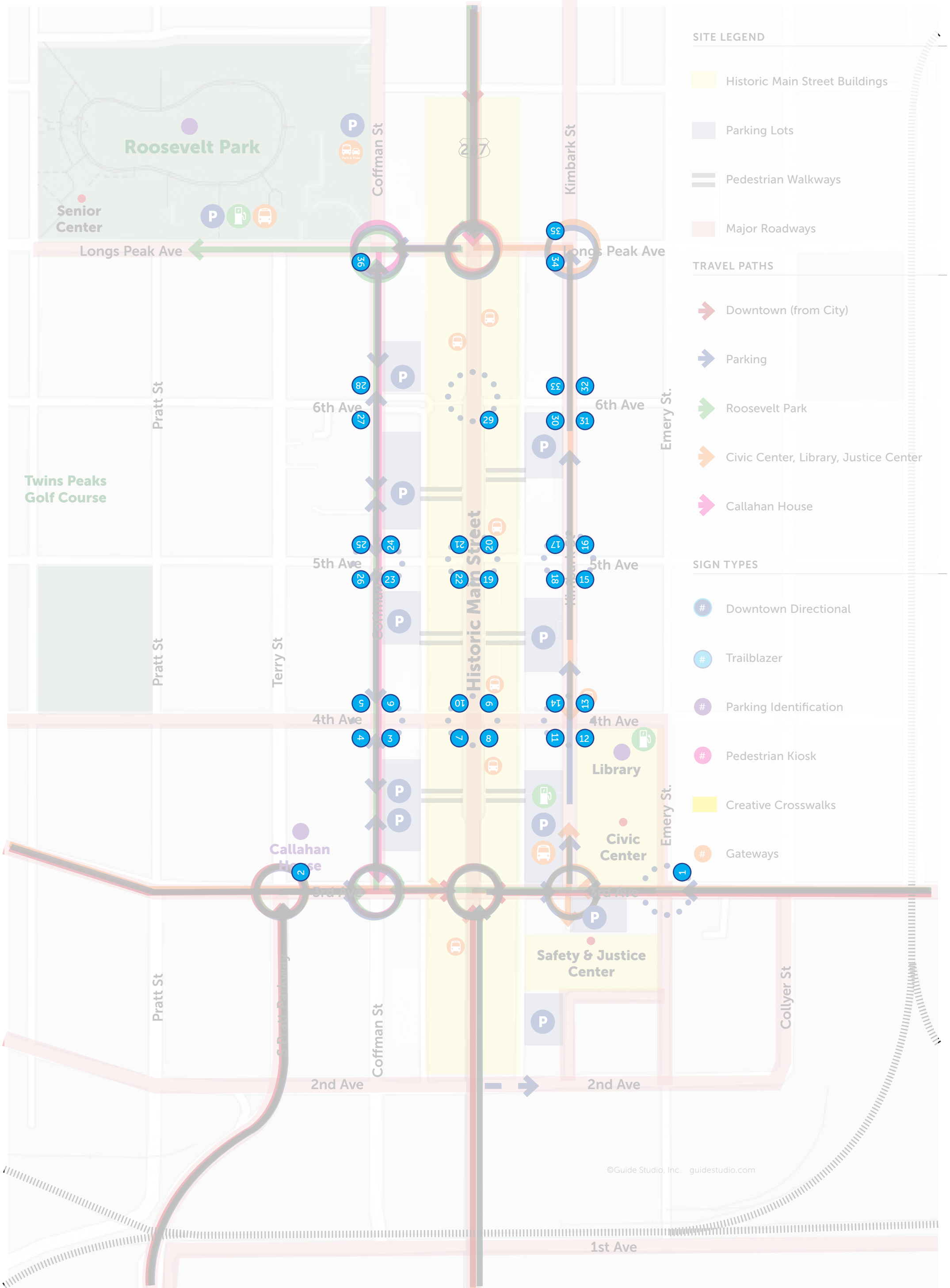
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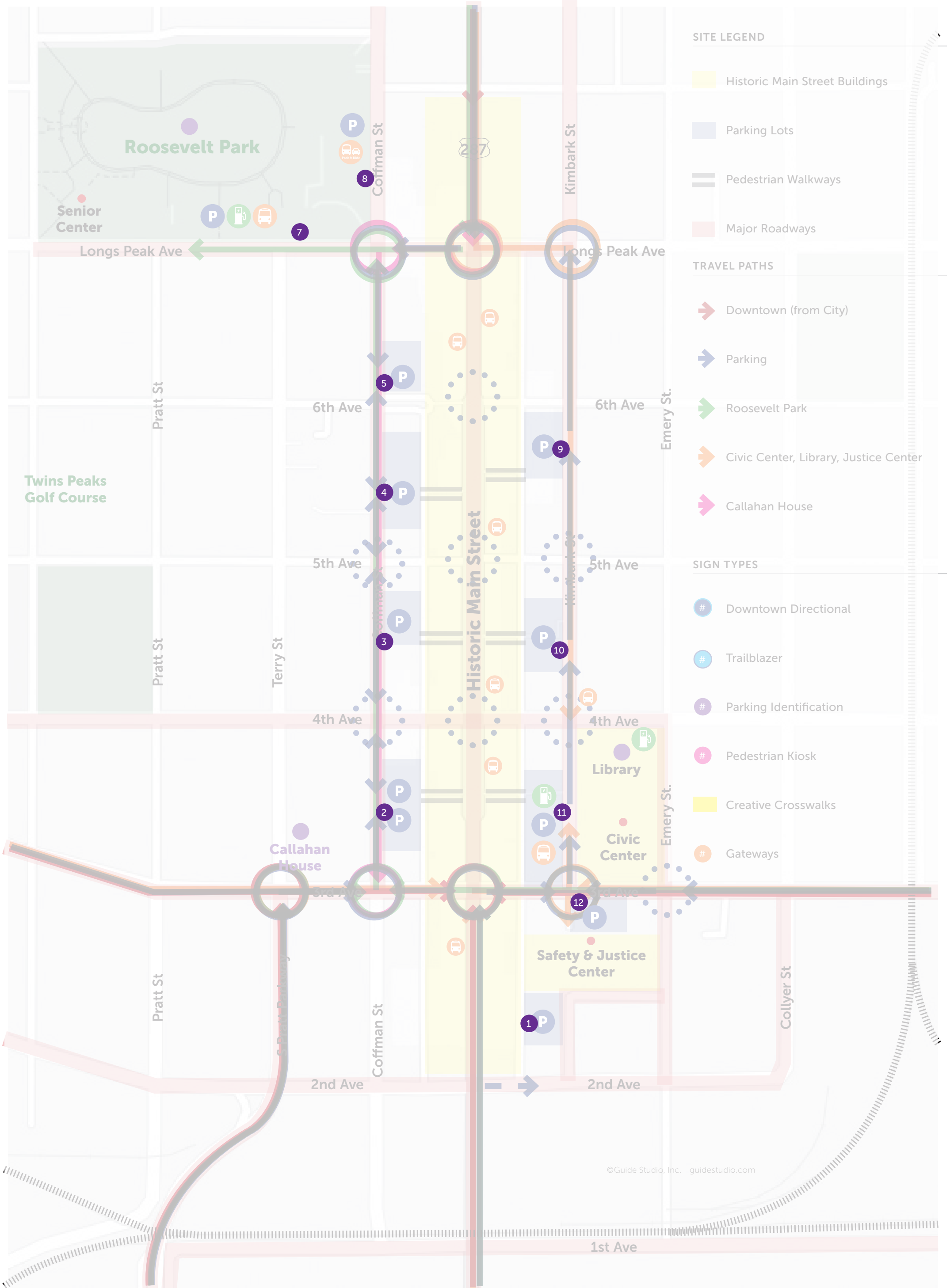


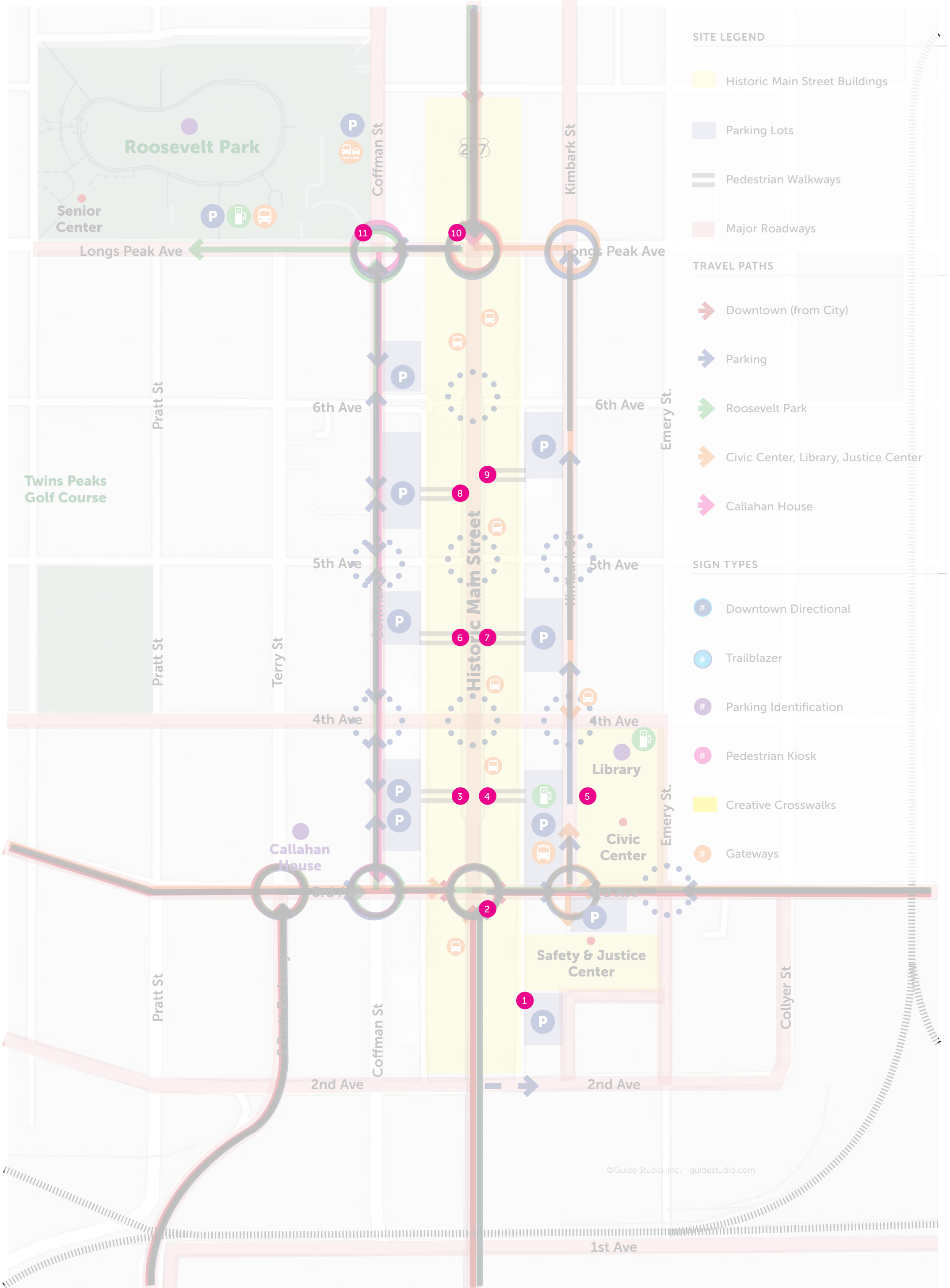


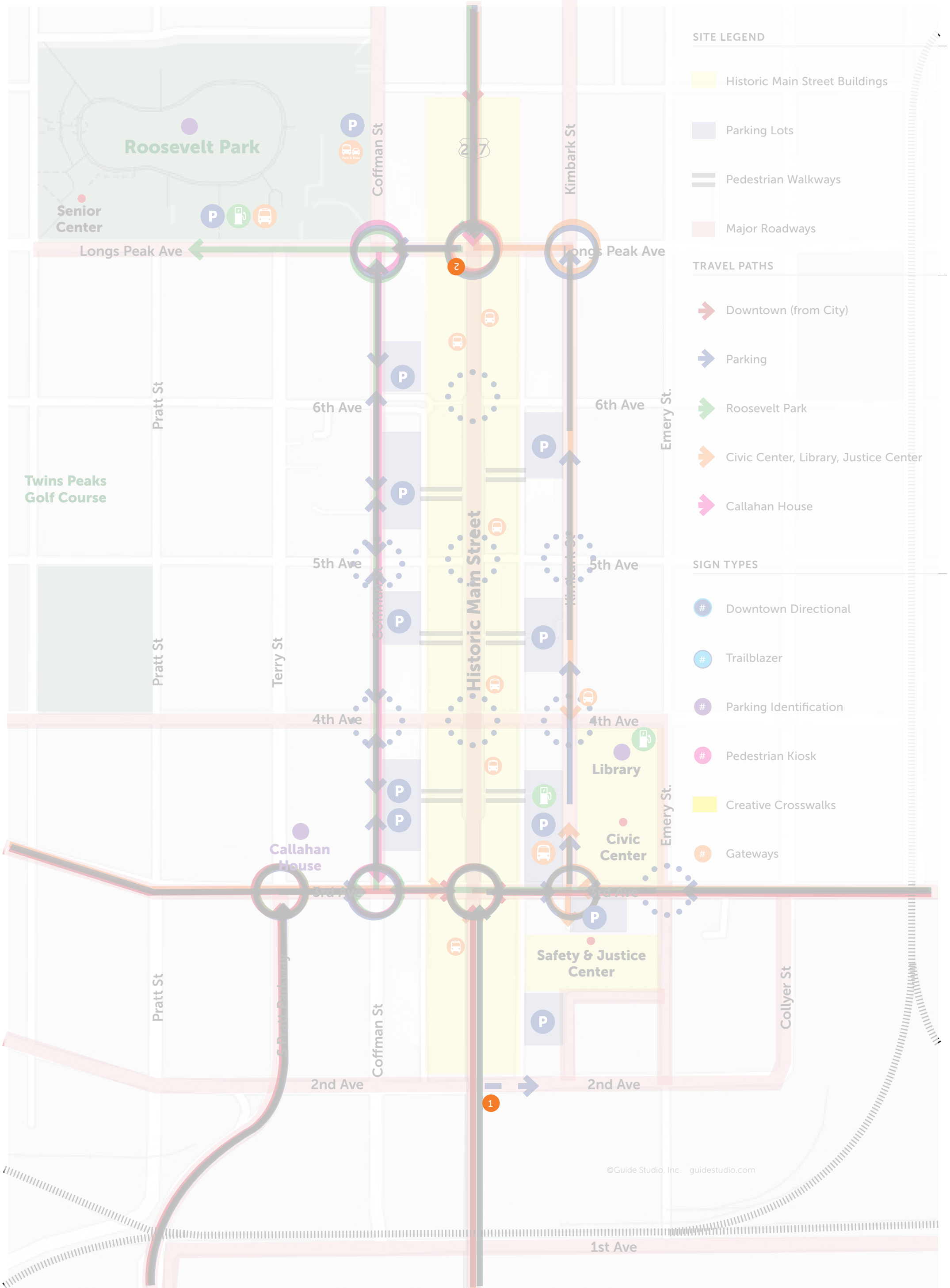
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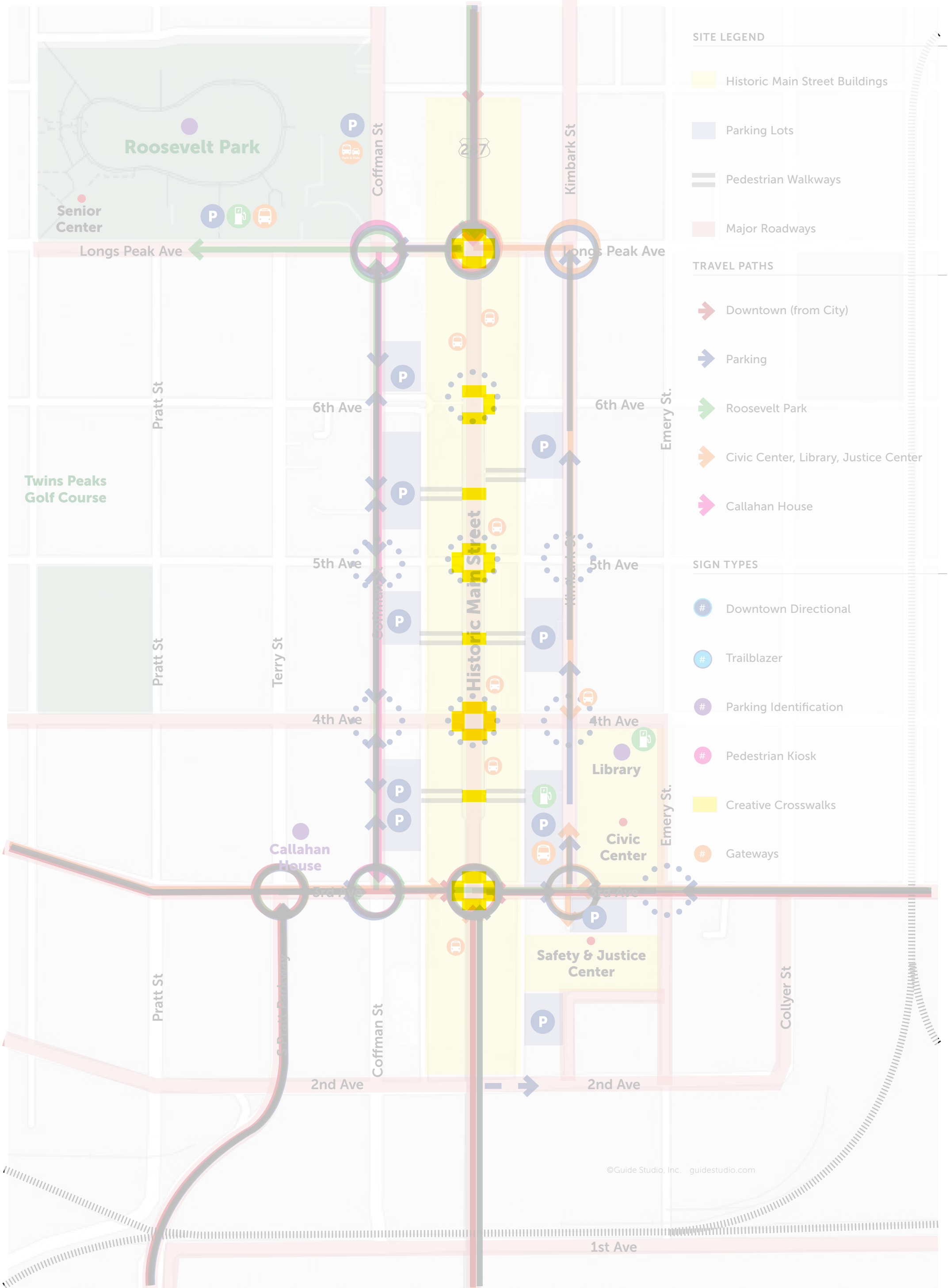


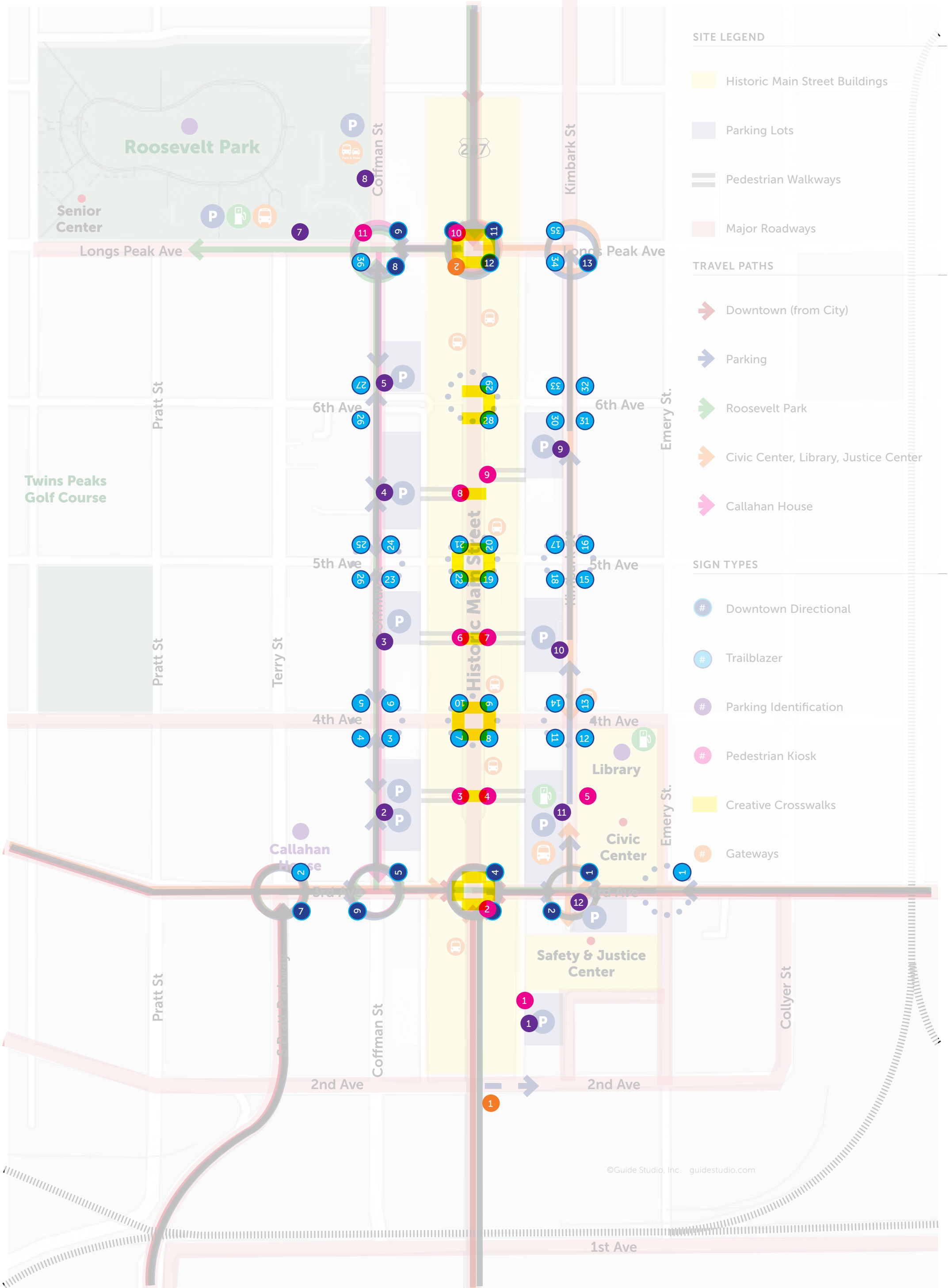












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Sign Type	#		Messages	Notes
<b>Downtown Directionals</b>				
<b>Directional</b>	<b>1</b>	←	Justice Center (P)	
		→	Public Parking (P)	
			Library	
		↑	Historic Main Street	
<b>Directional</b>	<b>2</b>	←	Public Parking (P)	
			Civic Center (P)	
			Library (P)	
		→	Justice Center (P)	
<b>Directional</b>	<b>3</b>	←	Public Parking (P)	
			Callahan House	
		→	Civic Center (P)	
			Library (P)	
<b>Directional</b>	<b>4</b>	↑	Public Parking (P)	
			Roosevelt Park (P)	
			Callahan House	
<b>Directional</b>	<b>5</b>	→	Public Parking (P)	
			Roosevelt Park (P)	
		↑	Callahan House	
<b>Directional</b>	<b>6</b>	←	Public Parking (P)	
			Roosevelt Park (P)	
		↑	Civic Center (P)	
			Library (P)	
<b>Directional</b>	<b>7</b>	→	Historic Main Street (P)	
			Roosevelt Park (P)	
			Civic Center (P)	
			Library (P)	
<b>Directional</b>	<b>8</b>	→	Historic Main Street (P)	
		←	Senior Center (P)	
		↑	Roosevelt Park (P)	
<b>Directional</b>	<b>9</b>	←	Public Parking (P)	
			Callahan House	
		→	Roosevelt Park (P)	
		↑	Senior Center (P)	

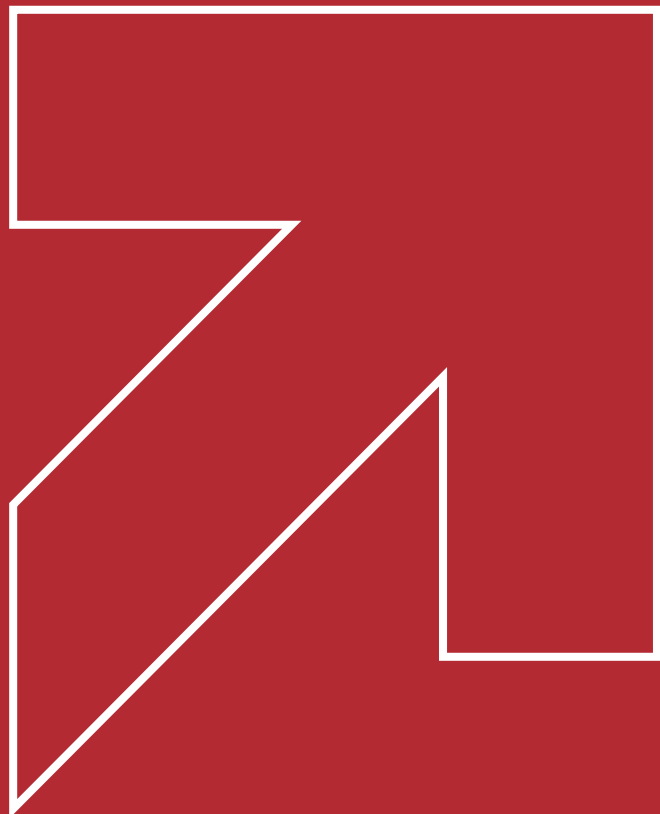
Sign Type	#		Messages	Notes
<b>Downtown Directionals</b>				
Directional	10	→	Public Parking (P)	
			Roosevelt Park (P)	
		←	Library	
		↑	Historic Main Street	
Directional	11	←	Historic Main Street	
		↑	Public Parking (P)	
			Roosevelt Park (P)	
			Senior Center (P)	
Directional	12	→	Public Parking (P)	
		←	Roosevelt Park (P)	
			Senior Center (P)	
			Public Parking (P)	
Directional	13	←	Historic Main Street	
			Roosevelt Park (P)	
			Senior Center (P)	
			Public Parking (P)	
<b>Trailblazer</b>				
Trailblazer	1	→	Public Parking (P)	
		↑	Historic Main Street	
Trailblazer	2	→	Callahan House	
Trailblazer	3	→	Historic Main Street	
		↑	Public Parking (P)	
Trailblazer	4	↔	Public Parking (P)	
		↑	Historic Main Street	
Trailblazer	5	←	Historic Main Street	
Trailblazer	6	↔	Public Parking (P)	
Trailblazer	7	↑	Public Parking (P)	
Trailblazer	8	→	Public Parking (P)	
Trailblazer	9	↑	Public Parking (P)	
Trailblazer	10	→	Public Parking (P)	
Trailblazer	11	↔	Public Parking (P)	
Trailblazer	12	←	Historic Main Street	
		↑	Public Parking (P)	
Trailblazer	13	→	Public Parking (P)	
		↑	Historic Main Street	
Trailblazer	14	→	Historic Main Street	

# Message Schedule

## Downtown

Sign Type	#		Messages	Notes
<b>Downtown Directionals</b>				
Trailblazer	15	←	Historic Main Street	
		↑	Public Parking (P)	
Trailblazer	16	↔	Public Parking (P)	
		↑	Historic Main Street	
Trailblazer	17	→	Historic Main Street	
		↑	Public Parking (P)	
Trailblazer	18	↔	Public Parking (P)	
Trailblazer	19	→	Public Parking (P)	
Trailblazer	20	↑	Public Parking (P)	
Trailblazer	21	→	Public Parking (P)	
Trailblazer	22	↑	Public Parking (P)	
Trailblazer	23	→	Historic Main Street	
		↑	Public Parking (P)	
Trailblazer	24	↔	Public Parking (P)	
Trailblazer	25	←	Historic Main Street	
		↑	Public Parking (P)	
Trailblazer	26	↔	Public Parking (P)	
		↑	Historic Main Street	
Trailblazer	27	↔	Public Parking (P)	
Trailblazer	28	↑	Public Parking (P)	
Trailblazer	29	→	Public Parking (P)	
Trailblazer	30	↔	Public Parking (P)	
Trailblazer	31	←	Historic Main Street	
Trailblazer	32	↑	Historic Main Street	
Trailblazer	33	→	Historic Main Street	
		↑	Public Parking (P)	
Trailblazer	34	→	Public Parking (P)	
Trailblazer	35	→	Historic Main Street	
		↑	Public Parking (P)	
Trailblazer	36	→	Public Parking (P)	
		↑	Historic Main Street	
Parking Id	1		Public Parking (P) (additional message TBD)	Double-sided; need details for lot
Parking Id	2		Public Parking (P) (additional message TBD)	Double-sided; need details for lot
Parking Id	3		Public Parking (P) (additional message TBD)	Double-sided; need details for lot
Parking Id	4		Public Parking (P) (additional message TBD)	Double-sided; need details for lot

Sign Type	#	Messages	Notes
<b>Downtown Directionals</b>			
Parking Id	5	Public Parking (P) (additional message TBD)	Double-sided; need details for lot
Parking Id	6	Public Parking (P) (additional message TBD)	Double-sided; need details for lot
Parking Id	7	Public Parking (P) (additional message TBD)	Double-sided; need details for lot
Parking Id	8	Public Parking (P) (additional message TBD)	Double-sided; need details for lot
Parking Id	9	Public Parking (P) (additional message TBD)	Double-sided; need details for lot
Parking Id	10	Public Parking (P) (additional message TBD)	Double-sided; need details for lot
Parking Id	11	Public Parking (P) (additional message TBD)	Double-sided; need details for lot
Parking Id	12	Public Parking (P) (additional message TBD)	Double-sided; need details for lot
Parking Id	13	Public Parking (P) (additional message TBD)	Double-sided; need details for lot
Parking Id	14	Public Parking (P) (additional message TBD)	Double-sided; need details for lot
Parking Id	15	Public Parking (P) (additional message TBD)	Double-sided; need details for lot
Parking Id	16	Public Parking (P) (additional message TBD)	Double-sided; need details for lot
<b>Kiosk</b>			
Kiosk	1	Map & Directory/Interpretive	Double-sided
Kiosk	2	Map & Directory/Interpretive	Double-sided
Kiosk	3	Map & Directory/Interpretive	Double-sided
Kiosk	4	Map & Directory/Interpretive	Double-sided
Kiosk	5	Map & Directory/Interpretive	Double-sided
Kiosk	6	Map & Directory/Interpretive	Double-sided
Kiosk	7	Map & Directory/Interpretive	Double-sided
Kiosk	8	Map & Directory/Interpretive	Double-sided
Kiosk	9	Map & Directory/Interpretive	Double-sided
Kiosk	10	Map & Directory/Interpretive	Double-sided
Kiosk	11	Map & Directory/Interpretive	Double-sided
<b>Gateway</b>			
Gateway	1	Downtown/Creative District	Four-sided
Gateway	1	Downtown/Creative District	Four-sided

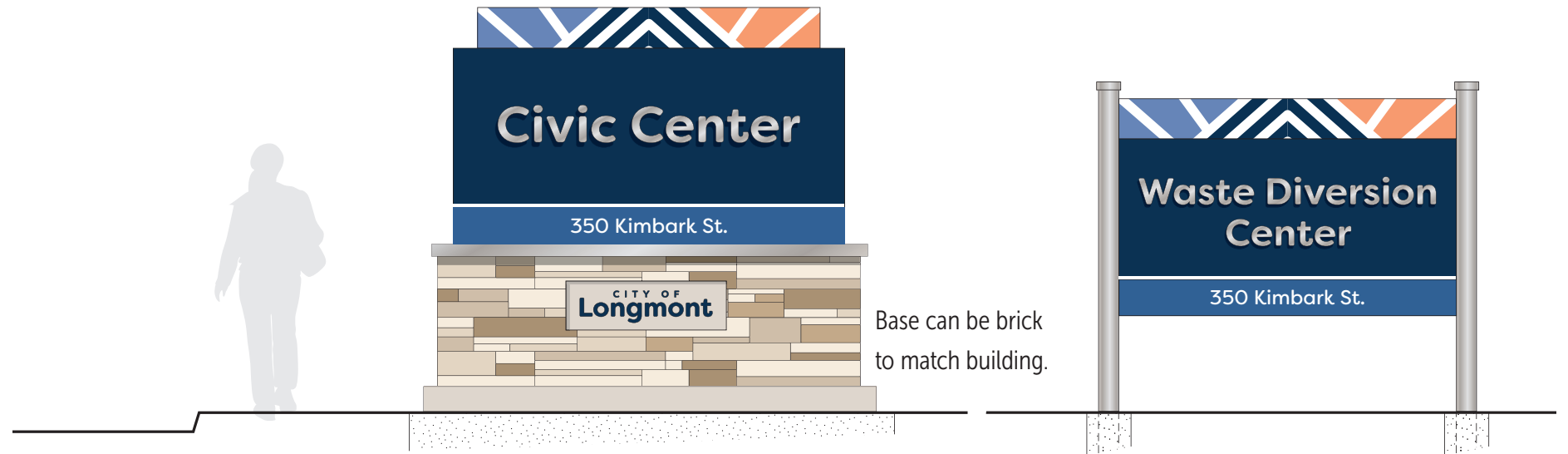


City of Longmont

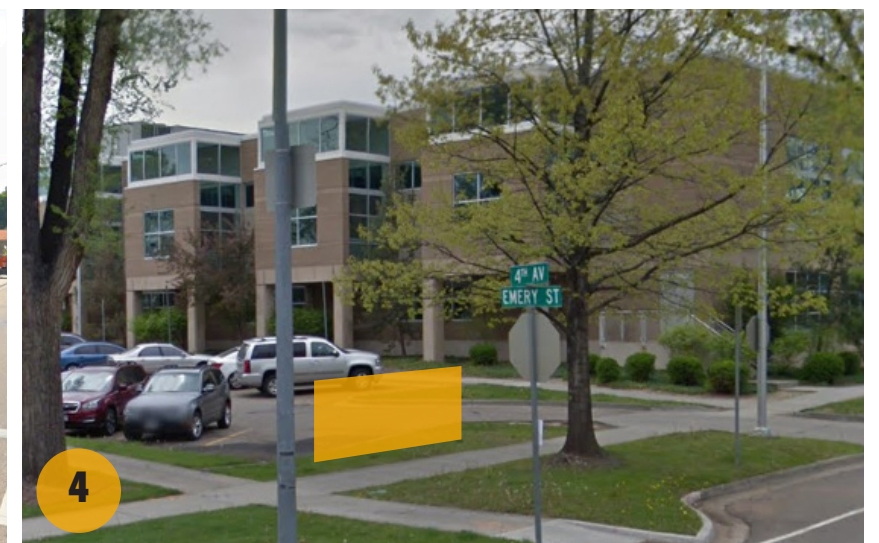
# Sign Program

City Center / Library / Safety & Justice Center Recommendations

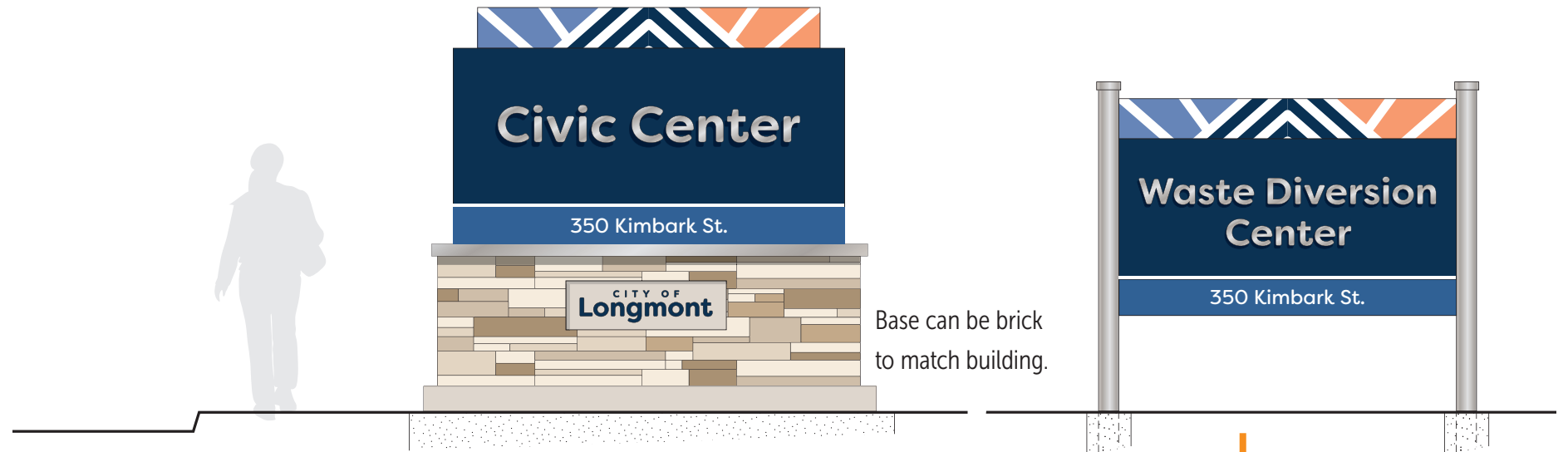
Civic Center Exterior Sign Recommendations



Update monument signs throughout campus



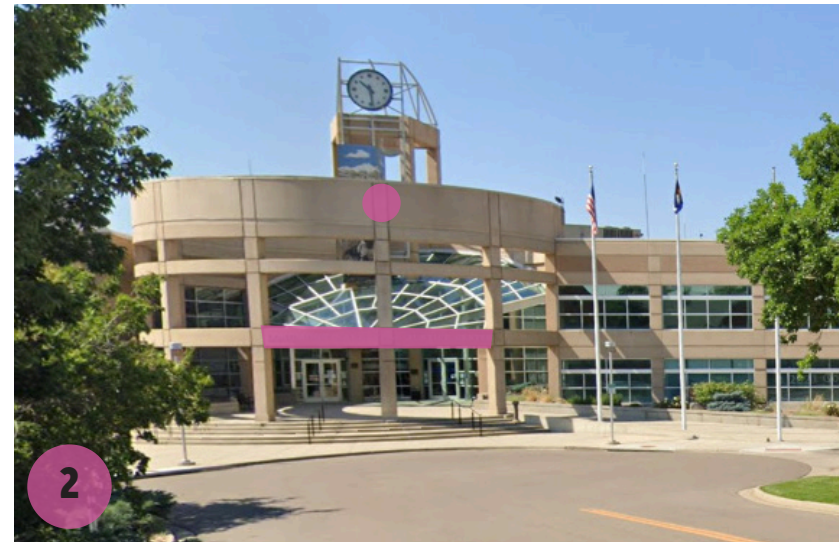
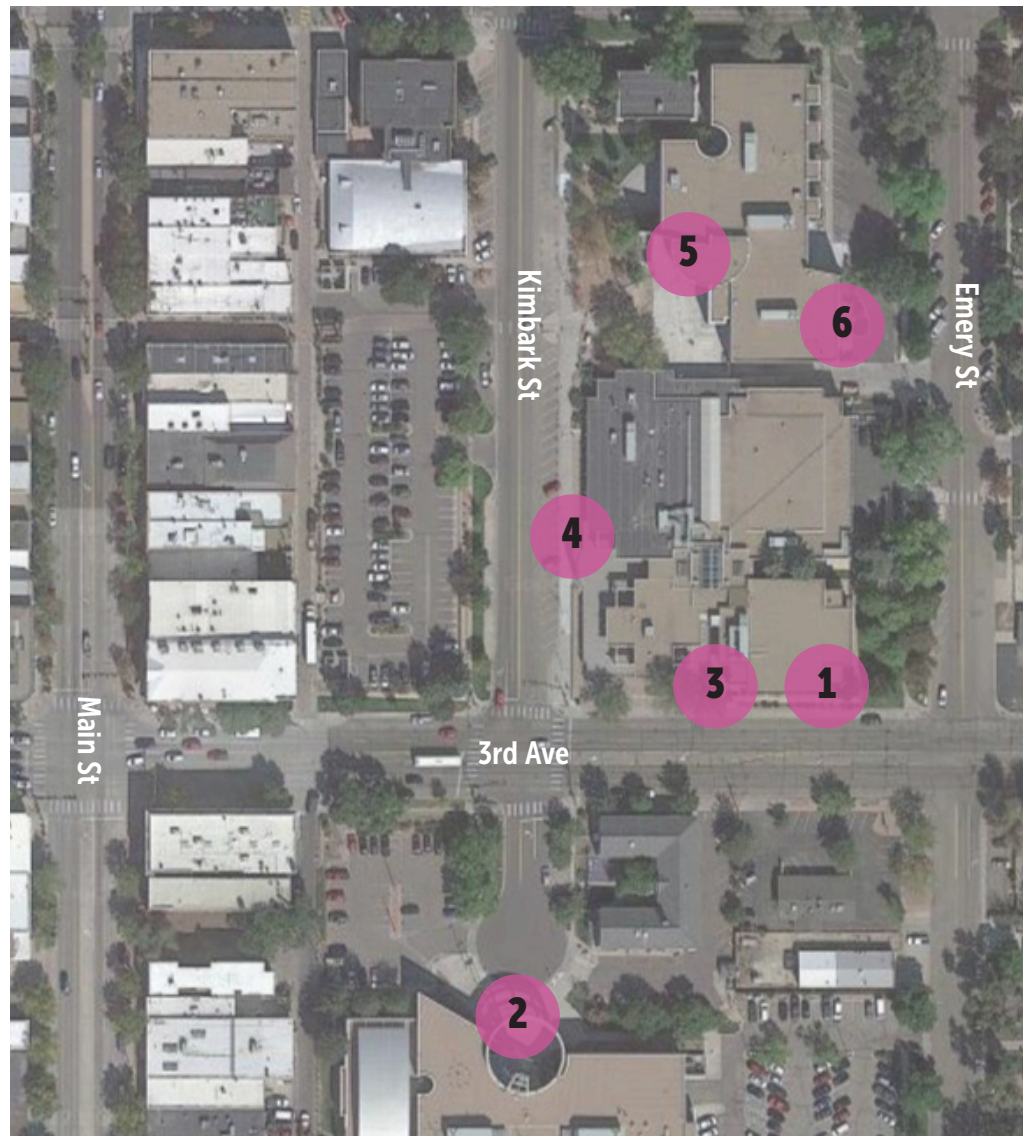
Civic Center Exterior Sign Recommendations



Update monument signs throughout campus



Civic Center Exterior Sign Recommendations



Paint existing letters blue. Add dimensional logo.



Add dimensional letters for Library.



Add dimensional letters for Civic Center entrance. (remove sign)



Add dimensional letters for Library.



Replace dimensional letters or Paint existing letters blue. dimensional



Paint existing letters blue. Add dimensional logo.



Precedent for library (painted blue)