



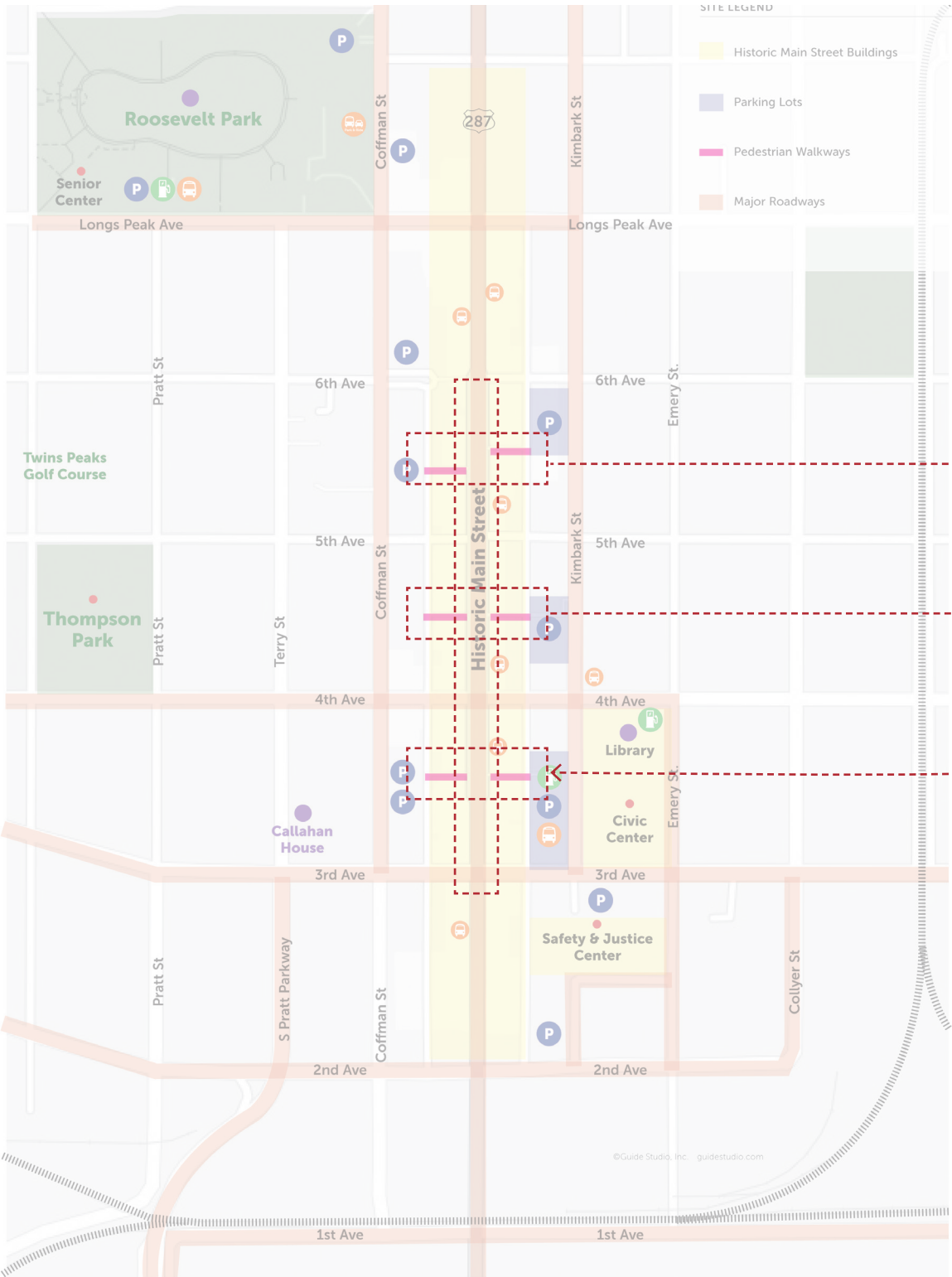
City-wide Wayfinding Program

# City of Longmont

PLACEMAKING RECOMMENDATIONS | LON1693



Existing Conditions



Downtown Longmont has done the work to contribute to its great sense of place. The following beyond signage recommendations are meant to enhance and support what is already in place.



Breezeways have up to date hardscape/ landscape: artistic pavers, lights, entry arches



Several breezeways feature wall murals.



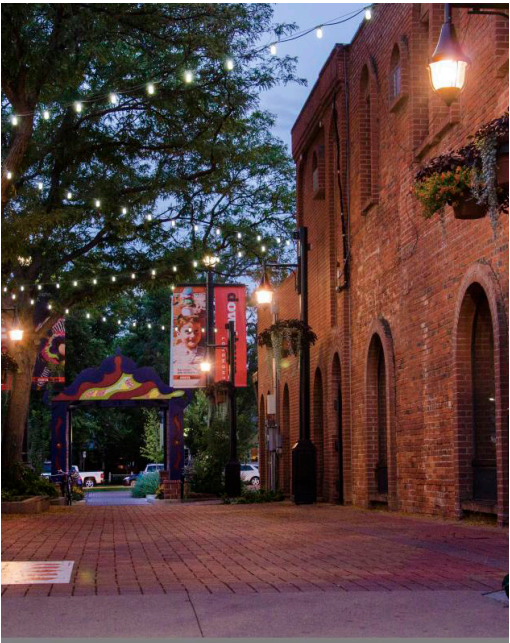
The streetscape has mature and cared for shade trees as well as planters with flowers.



Clean streetscapes with well cared for hardscape, street trees, furniture and well-maintained storefronts

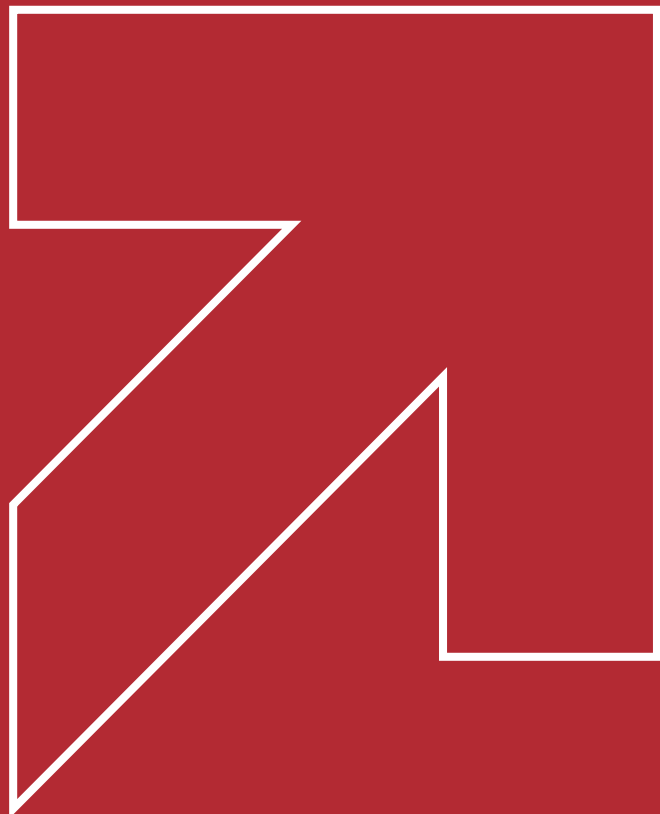


Existing kiosks that are used to announce events or educate about the history of downtown.



Downtown tenants care and consider how they can contribute to Downtown's sense of place.

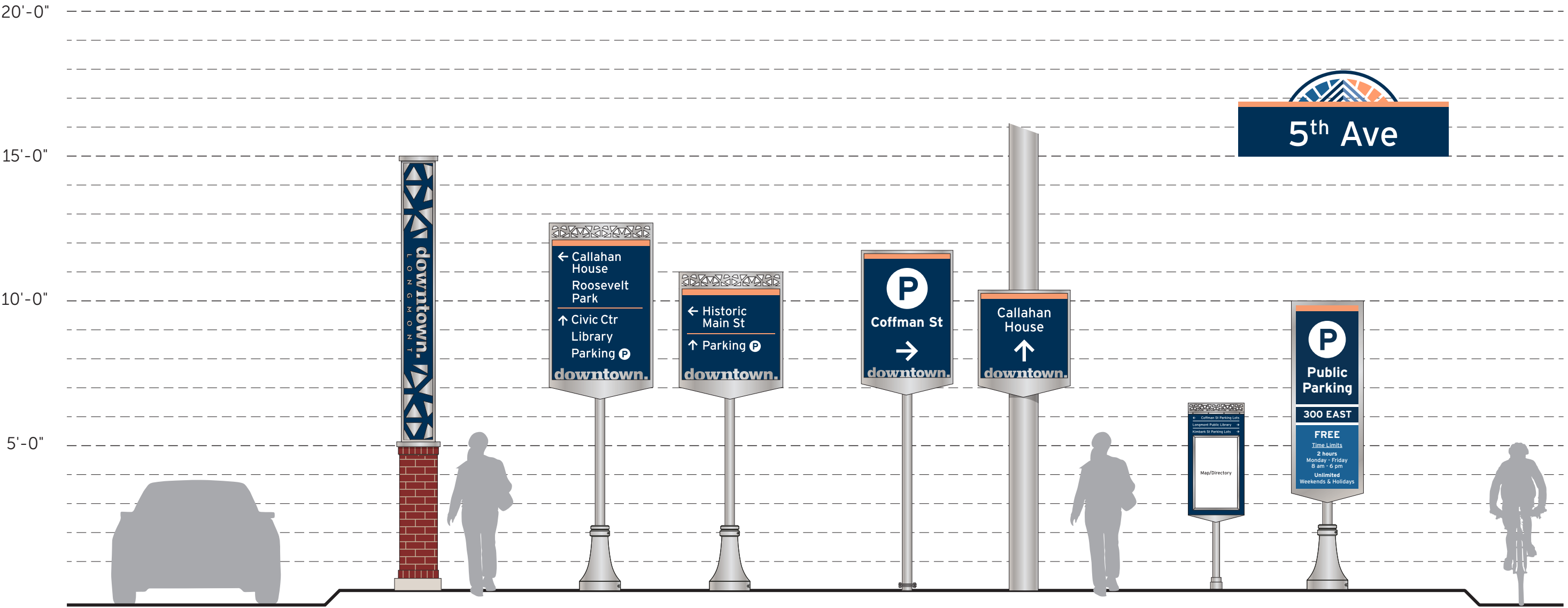




City of Longmont

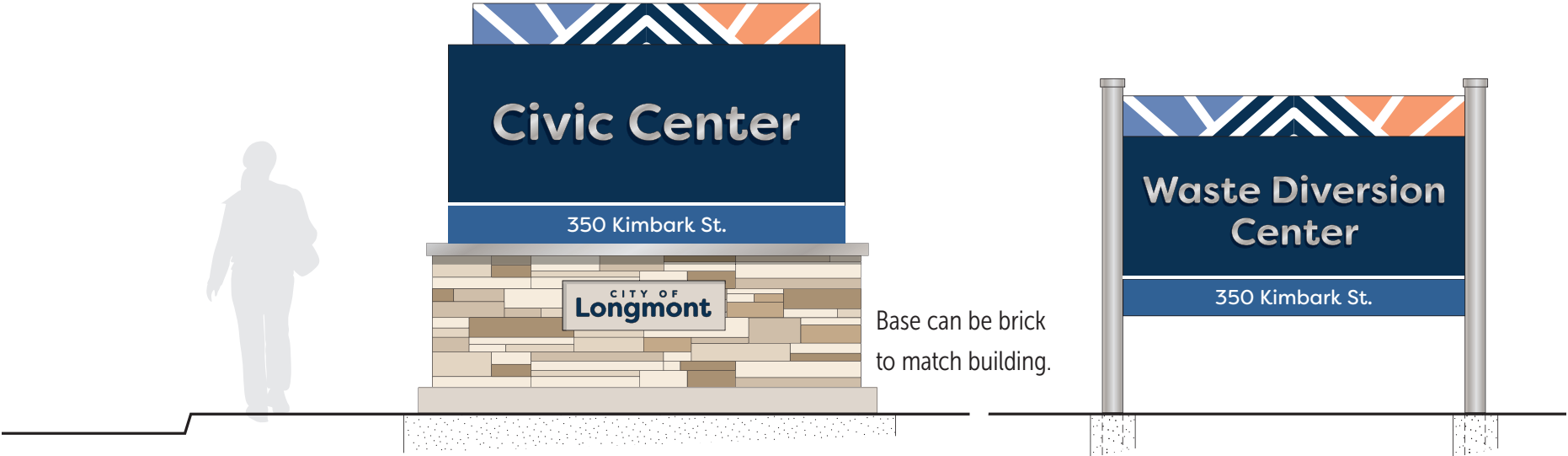
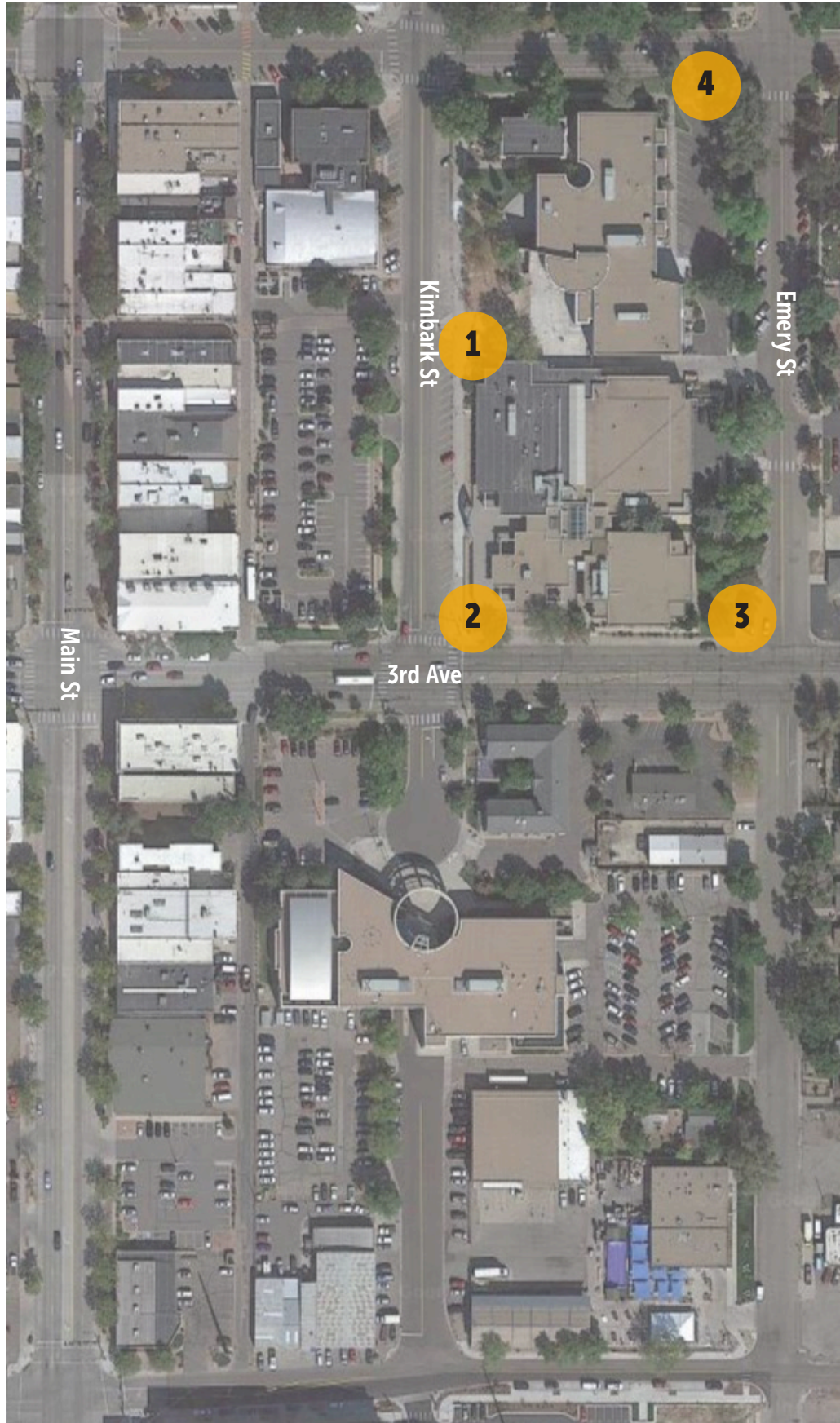
# Downtown Signage & Wayfinding

Downtown Sign Family

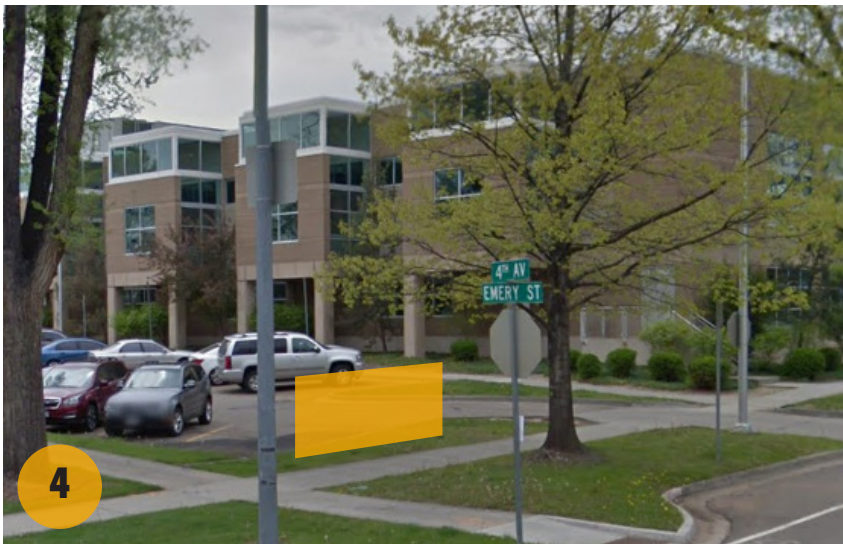




Civic Center Exterior Sign Recommendations

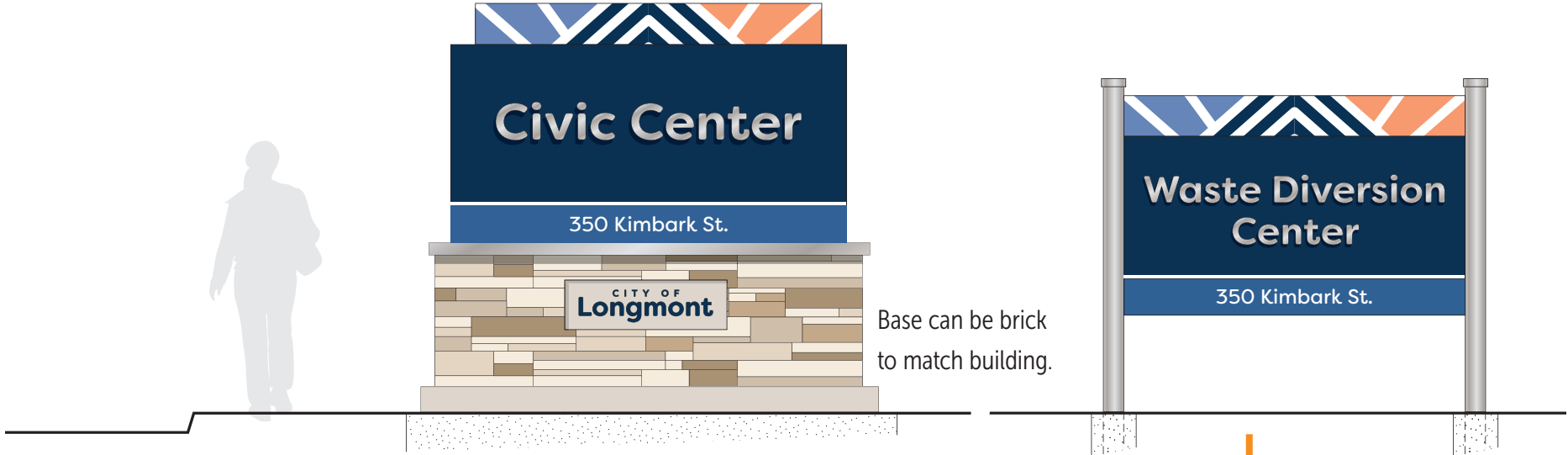


Update monument signs throughout campus





Civic Center Exterior Sign Recommendations

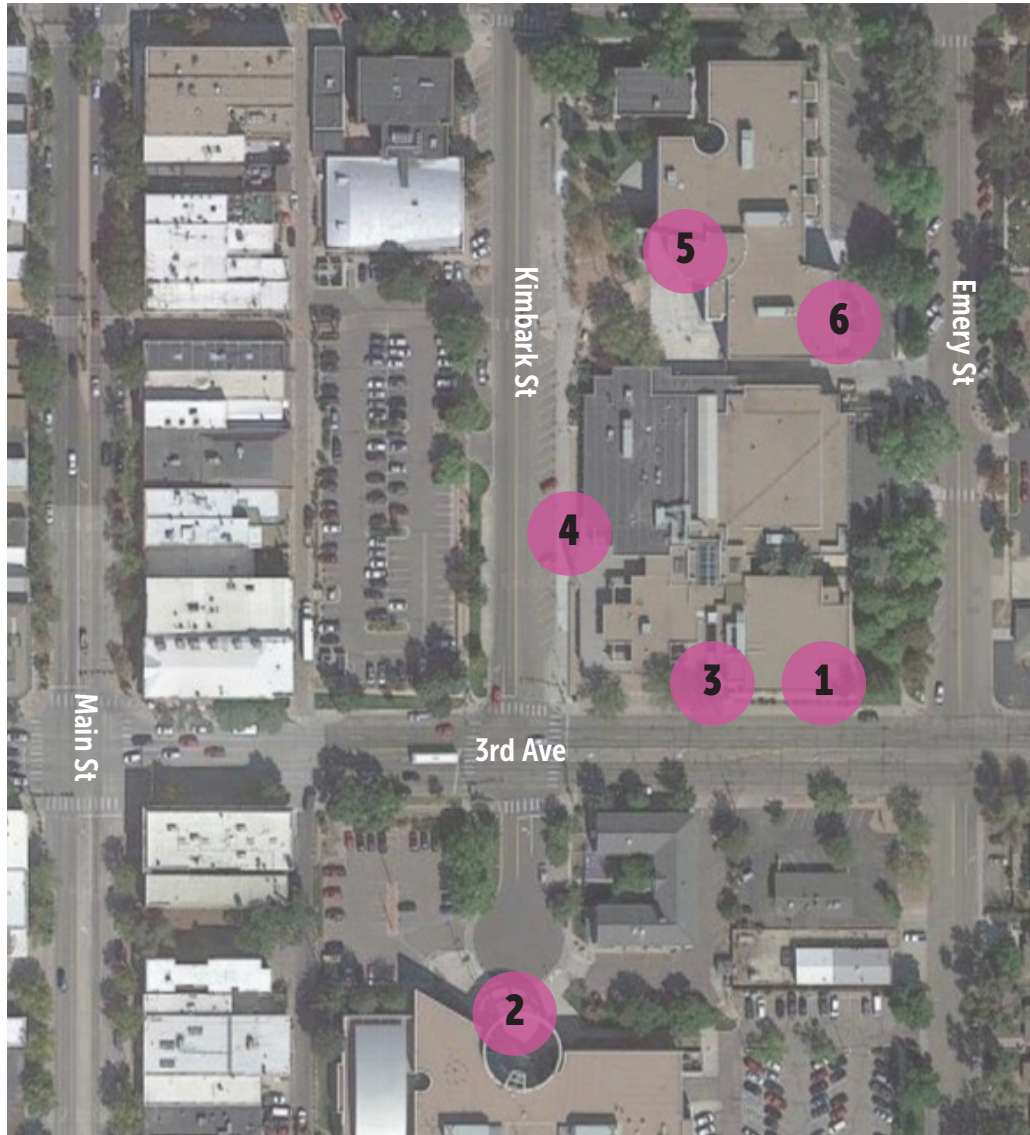


Update monument signs throughout campus





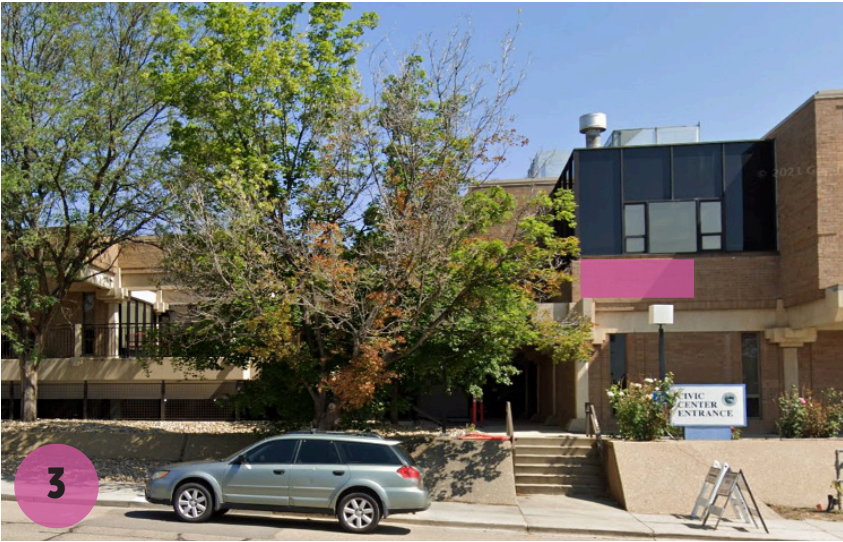
Civic Center Exterior Sign Recommendations



Replace dimensional letters or Paint existing letters blue. Attached to



Paint existing letters blue. Add dimensional logo.



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



Paint existing letters blue. Add dimensional logo.



Add dimensional letters for Library.

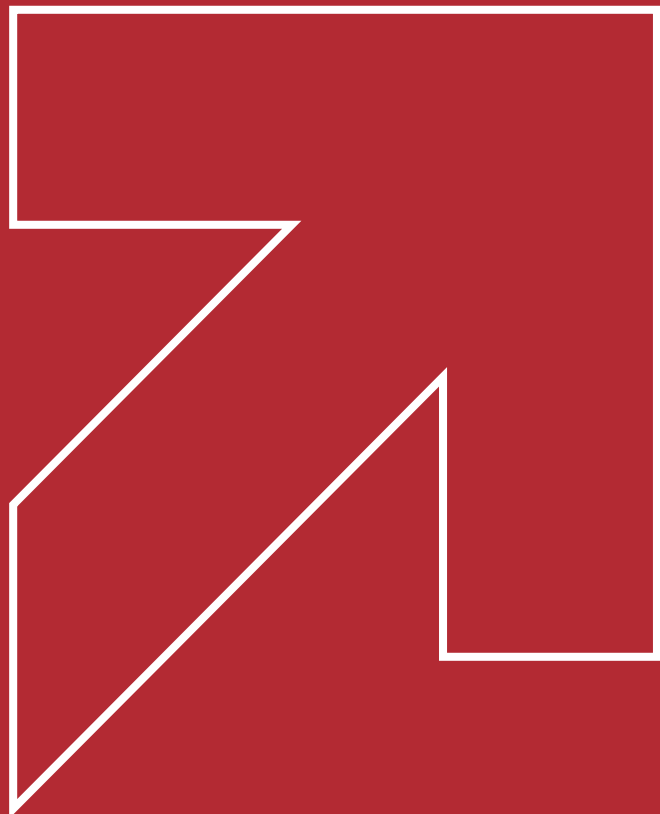


Add dimensional letters for Library.



Precedent for library (painted blue)





City of Longmont

# Downtown Beyond Signage



Creative Crosswalks



Creative Crosswalks use colors, textures, and patterns to enliven city streets as well as providing comfort and safety for people. They are an engaging and playful tool to mark pedestrian crossings in a cost effective manner. They can be used to mark the cross streets to a district and be designed in a manner that highlights identity and pride.

For Downtown Longmont, the graphic patterns used within the sign program would be a good addition to the existing crosswalks:



Precedent Examples



Typical materials used for Creative Crosswalks: road-marking paint (last approximately 2 years), thermoplastic material embedded into asphalt (longer durability, lower maintenance).

Historic budget ranges for a painted crosswalk: \$3,000 - \$6,000

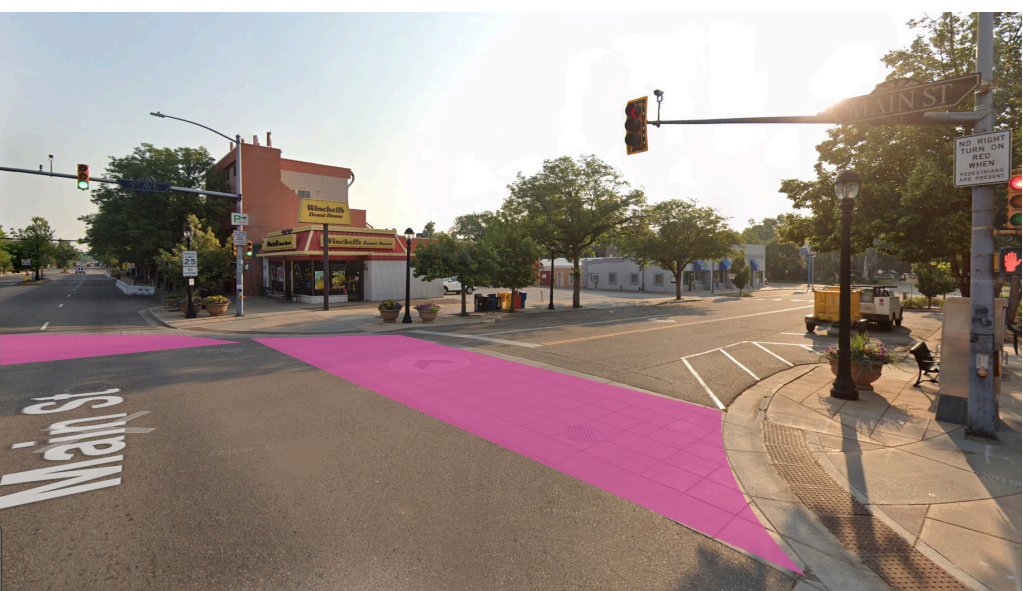
Resource: <https://www.decopavement.net/>  
Resource: <https://www.ennisflint.com/products/preformed-thermoplastic/trafficscapes-preformed-thermoplastic>



Creative Crosswalks



Creative Crosswalks can be used at all major intersections that intersect Historic Main Street. These will help to define entry into the District. The design patterns should consider the brand elements/colors for both the City and the Downtown.



Consider using pavement markings to define pedestrian walkways within parking lots and help visually connect to the Breezeways that move people onto Main Street.

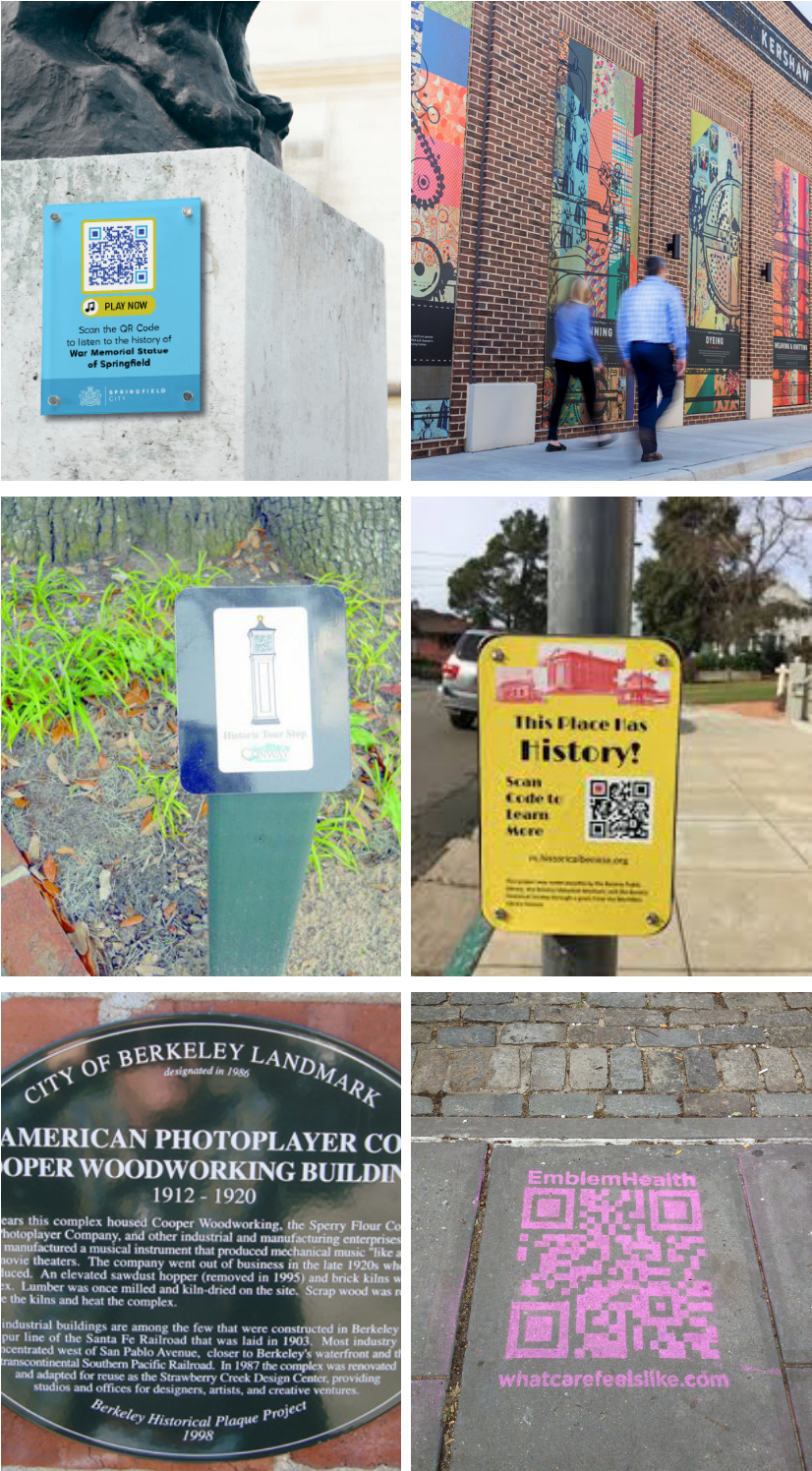


Interpretive Markers - Existing



Downtown Longmont hosts a self-guided walking tour of the Historic District. Currently there are several types of historic markers within the Downtown.

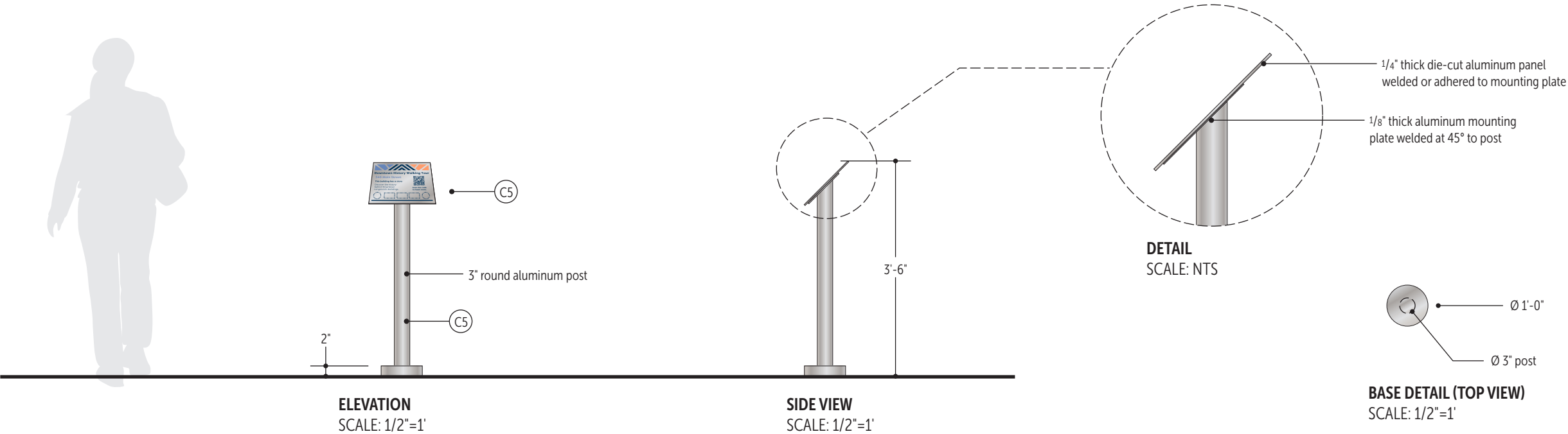
Interpretive Markers - Precedent



In keeping with the existing precedent of markers with QR Codes, the signage in Downtown Longmont should be simple, clear and posted in pedestrian areas to ensure interaction.

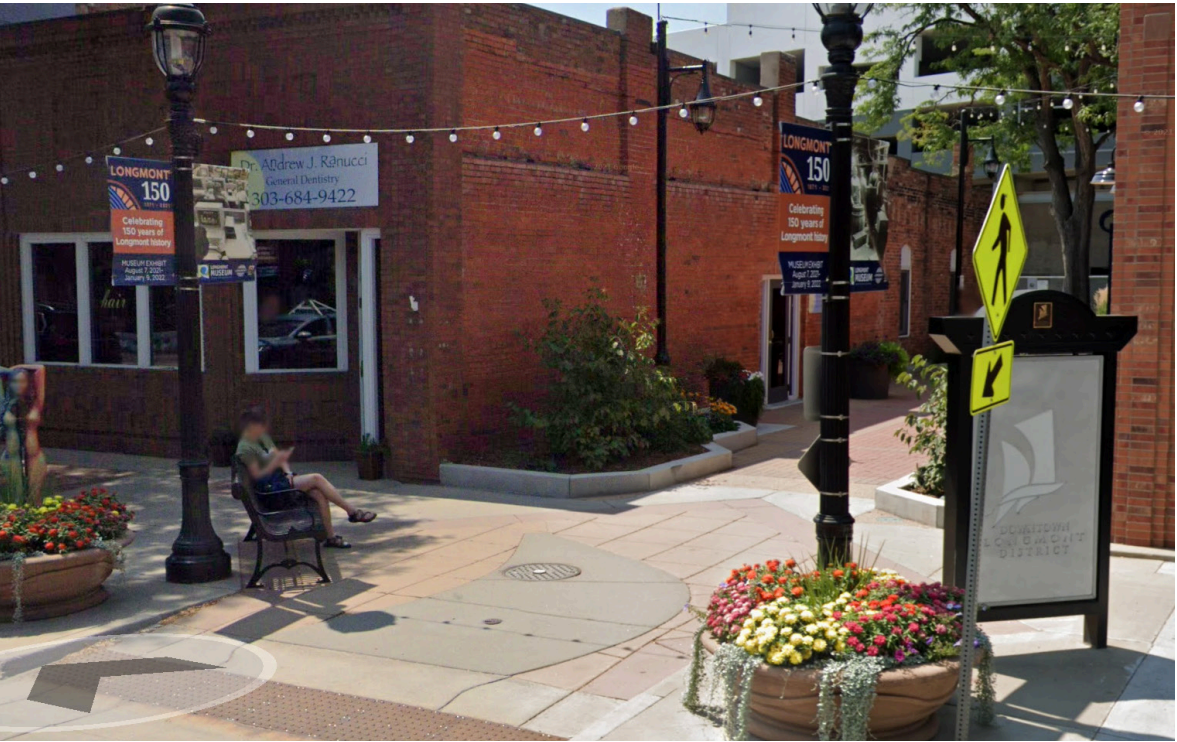
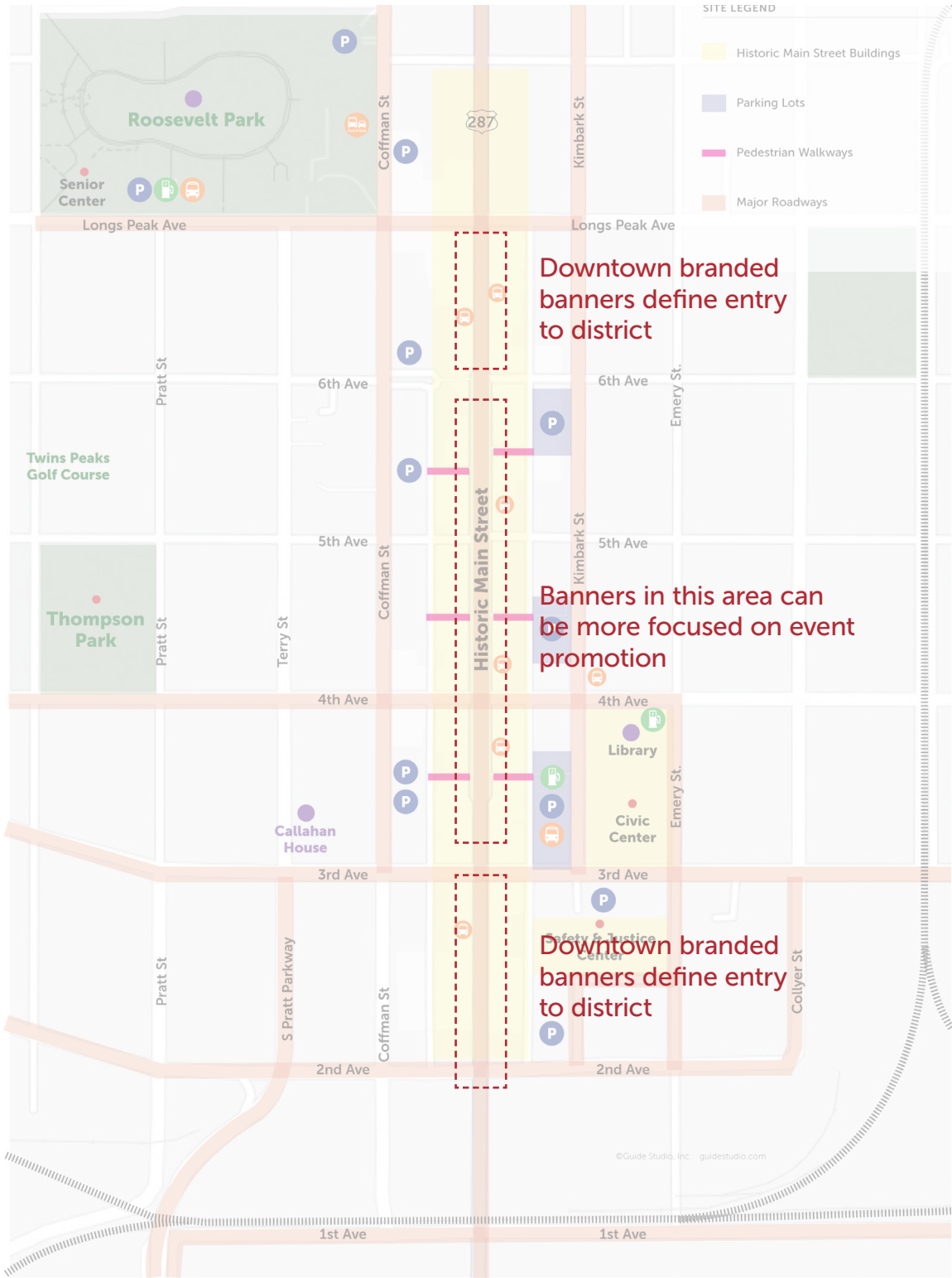


Interpretive Markers - Proposed

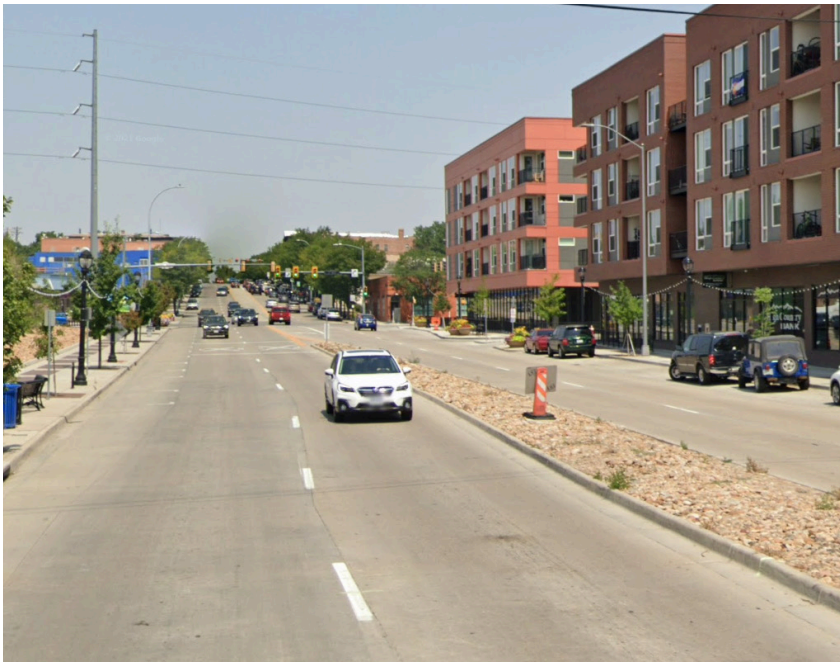




Canvas Street Banners



Downtown Longmont has infrastructure in place that allows for small temporary canvas streetlight banners throughout the downtown streetscape. Due to heavy tree canopy, most of the smaller banners will occur at the entries to downtown, at intersections and at the crosswalk areas. The smaller banners at the entry to downtown should be downtown branded and used to define entry and welcome. The locations along the historic core can be used to create awareness for





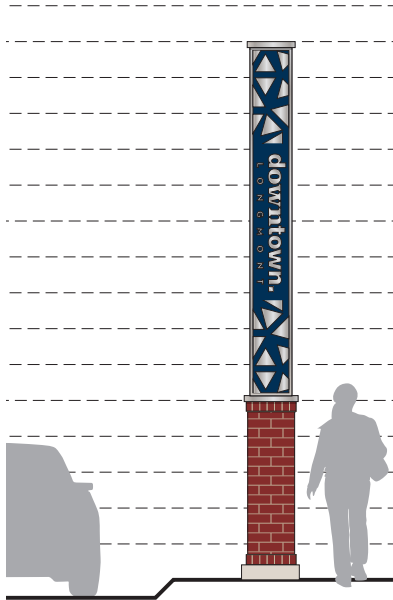
Breezeway Banners



The entries to the breezeways located in the parking lots feature infrastructure for large banners that help to identify these pedestrian connection points. Historically, the canvas banners have been problematic (ie. ripped, torn down during storms, maintenance.)



Consider creating permanent metal banners in this area instead of temporary canvas banners. Metal banners with cut metal allow for air flow that will help displace windload on brackets and pole.



Consider removing existing brackets and using the poles to create a center mounted/double sided sign welcoming people to downtown. Sign should mimic the sign face design of the new downtown gateway totems. Paint poles silver to match the new downtown signage.



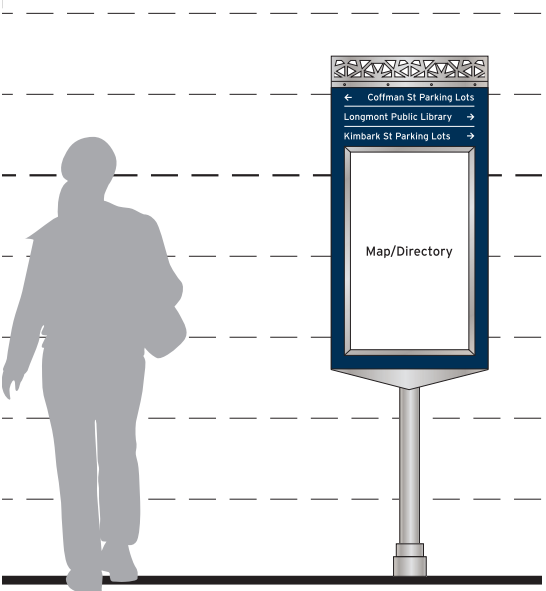
Existing Kiosks



There are several large kiosks that are already installed downtown. Based on the fabricator drawings, these kiosks can be updated rather than removed.



Changeable panels should be used to announce events, promote downtown features, etc.



New directional/directory kiosks have been designed to support wayfinding. The existing kiosks are not oriented properly to be used for orientation and wayfinding.



Recommend using the Downtown Longmont brand with blue and silver used on the downtown sign program.



The old Downtown Longmont logo plaque can stay - or - a new metal plaque (silver) can be applied on top.