



TOWN OF ELIZABETH

COMMUNITY DEVELOPMENT DEPARTMENT

TO: Main Street Board of Directors

FROM: Zach Higgins, AICP Community Development Director

DATE: April 01, 2024

SUBJECT: Walkability and Wayfinding

SUMMARY

The Main Street Board has recently completed a Strategic Plan update. The Strategic Priorities include Promote Main Street to the 80107 community, Support Main Street businesses, Cultivate community wide partnerships to align shared goals and increase impact, and Encourage infill and reinvestment along Main Street. Staff believes that an increased focus on walkability and wayfinding could add to two to three of the identified strategic priorities.

Creating a walkable environment in “Old Town” particularly and the whole Town more broadly, can encourage more Town citizens to shop locally. As well, a walkable town can promote a sense of place creating a more destination feel for those that don’t live in walkable communities. There are many other benefits to creating a more walkable community including increased safety and health benefits. The strategic goals that this effort most closely aligns with are Support Main Street businesses and Encourage infill and reinvestment along Main Street.

Wayfinding on and to Main Street can increase traffic for all modes of transportation including vehicular, cyclists, and pedestrians. One of the most beneficial being pedestrians, since they do not take up valuable parking spaces and can create repeat customers since they are in a close proximity. Wayfinding has the added benefit of promoting a brand through signage/logos. The strategic goals that this effort most closely aligns with is Promoting Main Street to the 80107 community, Support Main Street businesses, and Encouraging infill and reinvestment along Main Street.

These two efforts can be tackled in different ways. For walkability, one place to start could include a Walkability Survey or Study to take stock of current infrastructure and identify needs or low hanging fruit. Another approach could be identifying specific “quick wins” or temporary efforts that can be implemented for trial periods and then relatively easily removed. For wayfinding, the best approach seems to be hiring a consultant to do a Wayfinding Study and subsequent design development for signage. This would identify key locations for implementation and provide a template for future implementation of signage.

DOLA Main Street has expressed interest and availability to assist with these efforts in some capacity. Staff believes the best time to implement wayfinding in particular would be during construction of the Main Street



TOWN OF ELIZABETH

COMMUNITY DEVELOPMENT DEPARTMENT

Streetscape so that signage locations can be incorporated into pavement/sidewalks in the least invasive manner. Please review the attached Wayfinding Plan from Englewood, CO. This link will bring you to Oklahoma City's Project 180 (<https://www.okc.gov/home/showdocument?id=11437>) which was in response to the city's walkability study. If you have time (about 1 ½ hours) and want to learn more about walkability studies, watch the webinar from Jeff Speck at the link provided (<https://www.youtube.com/watch?v=9iDyv2-NAJg>).

RECOMMENDATION

Staff recommends the Main Street Board discuss if these efforts want to be undertaken and how.

ATTACHMENT(S)

Main Street Board Strategic Plan

Wayfinding Example-Englewood, CO

ELIZABETH MAIN STREET PROGRAM

2024-2027 STRATEGIC PLAN

Purpose

Elevate. Preserve. Prosper.

Embracing the heart of Elizabeth, historic Main Street

The Elizabeth Main Street Program is led by a Board of Directors comprised of passionate and committed community members, business leaders, and local organization leaders. Our work is driven by and for the community to:

- Elevate our quality of life.
- Preserve small town character/values.
- Ensure that small businesses and the Elizabeth community Prosper.

Our work is closely coordinated through partnerships with the Town, residents, community organizations, regional partners, and local businesses along Main Street and throughout Elizabeth.

The Elizabeth Main Street Program 2024-2027 Strategic Plan defines our organizational purpose and lays out our program focus for the next three years through the identification of four strategic priorities that are organized using the Colorado Main Street Four Point Framework for Community Revitalization. These priorities will be advanced through the implementation of a series of catalytic projects identified below.



Main Street Program Four Point Framework for Community Revitalization



Strategic Priorities

Promote Main Street to the 80107 community.



Support Main Street businesses.



Cultivate community wide partnerships to align shared goals and increase impact.



Encourage Infill and reinvestment along Main Street.

Projects

The Elizabeth Main Street Program Board of Directors has identified key projects that they will implement over the next three years to support execution of each strategic priority. They will partner closely with the Town, local businesses, and other community stakeholders to ensure that project outcomes are broadly supported.



Support Main Street businesses.

Projects

- Support/Lead Community Events: Friday Night Markets, Main Street 5K/Family Fun Run, and the Mayor's Tree Lighting.
- Leverage area events as an opportunity to attract people to Main Street.
- Continue to develop the Main Street Program website and provide a community calendar of events, promotions, and activities along Main Street.
- Design and install street light banners along Main Street.
- Design and purchase Main Street promotional SWAG for giveaways/sale at events.
- Secure an intern to support social media marketing and management.
- Investigate (with CDOT) highway name place signage for historic Elizabeth Main Street.
- Support the Main Street Ornament Program.

Cultivate community wide partnerships to align shared goals and increase impact.

Projects

- Continue to foster communications with the Board of Trustees to inform them of the activities, value and impact of Main Street.
- Build and leverage partnerships with the Chamber, Parks & Recreation, Elbert County, the Town, Elizabeth Schools, churches and nonprofit organizations.
- Develop an Annual Report to summarize the activities & results of the Elizabeth Main Street Program.
- Hold an annual networking event along Main Street.
- Support the Historic Advisory Board in creating Historic Design Guidelines and a Historic District on Main Street.

Encourage Infill and reinvestment along Main Street.

Projects

- Construct streetscape plan improvements.
- Develop and issue an RFP for the Geisen lot development.
- Advocate for development of the Main Street Station.
- Support development of the Town owned parking lot.
- Complete the archway/gateway signage design and construct improvements.
- Support the Town's Parks, Trails, and Open Space Master Plan/ Running Creek Park improvement projects.
- Identify partners to provide equipment and support watering for the Main Street Flower Plantings.

City of Englewood

Wayfinding and Placemaking Guide

FEBRUARY 2021



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Acknowledgments

This document is a culmination of a year long collaborative design process. It is the effort of these organizations and individuals that made it possible.

Englewood City Council:

- Linda Olson, Mayor
- Othoniel Sierra, Mayor Pro Tem
- Joe Anderson, Council Member
- Dave Cuesta, Council Member
- Rita Russell, Council Member
- John Stone, Council Member
- Cheryl Wink, Council Member

City of Englewood:

- J. Shawn Lewis, City Manager
- Chris Harguth, Communications Director
- John Voboril, Community Development
- Lucia Maguson, Communications
- Chris Groth, Traffic Operations

Wayfinding and Placemaking Task Force:

- John Stone, Council Member
- Cheryl Wink, Council Member
- J. Shawn Lewis, City Manager
- Chris Harguth, Communications Director
- John Voboril, Community Development
- Lucia Maguson, Communications
- Chris Groth, Traffic Operations
- David Carroll, Englewood Chamber of Commerce
- Cortney Stell, Blake Cube Art Gallery
- Tim Vacca, Museum of Outdoor Arts
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SECTION 1

OVERVIEW & INTRODUCTION



Introduction to the Document

Wayfinding is a strategy that is set in place to connect people to places of interest by guiding them through their physical environment. Wayfinding can enhance the overall experience of a place, support a branding or identity of a place, and provide a sense of inclusion.

This project was borne out of the need for comprehensive and effective urban wayfinding signage throughout the city of Englewood. It has been noted by staff and stakeholders that the existing signage is minimal in scope and does not address the wide spectrum of needs that exist throughout the city. This document provides a framework for discussion, prioritization, and implementation.

In addition to the wayfinding signage recommendations outlined, this document also provides placemaking opportunities and ideas for implementation at an economically viable scale throughout the city. Used in conjunction with the wayfinding guidance these opportunities will support the identity developed by the wayfinding signage and establish a unique sense of place.



Who Should Use this Document

This document should be used by anyone charged with the implementation of the design elements on behalf of the city. This may include, but is not limited to:

- City staff including City Manager's Office staff, Communications Department staff, Parks and Recreation staff, project managers, and sign designers;
- Consultants hired by the city including graphic designers, environmental graphic designers, and landscape architects;
- Contractors, fabricators, and installers;
- Anyone else responsible for the design, fabrication, installation, or management of signs or placemaking elements within the city boundary.



Manage and Update the Document

For the management of this document, we recommend that the city determine a single point of contact whether that be a single staff member or a single committee made up of 2-4 staff members. This will ensure there is someone who can be consulted for questions about how to implement the recommendations in this document appropriately. This document is a working file that should be managed, referenced, and updated regularly. This is more effectively done by one or two staff members to ensure that changes are made in a consistent manner.



Information in this Document

This document gives the reader an organizational structure for sign types, called typologies. Organizing signs by typology allows the city to determine what signs to install and where to install them. This helps discussions and design modifications as well because the following typology discussions include information about use and function.

The manager of the document should update it regularly, with any changes that are implemented. As signs are installed, used, maintained, and subject to users and the outdoor elements, modifications may be necessary. Additionally, there may be a need to modify material recommendations based on availability changes or graphic updates as the city logos and other graphics are updated. Any change that is necessary to make to a sign should be updated in this document - the text, graphics, and details. That will ensure the document is always up to date and the next project can benefit from the previous project's lessons learned.

What Design Guidelines Do and Don't Do

These guidelines illustrate the design intent for the elements found within these pages. This document is intended to be flexible - meaning that it allows for variations where appropriate or necessary. Design guidelines allow for site-specific interpretation of the information portrayed. However, where the guidelines can be followed, they should be followed. Extreme or frequent variation to the information shown here will create a break in the consistency that is a major goal of this document.

DO

Design guidelines **DO** help the reader support a consistent image and message.

Design guidelines **DO** provide a single point of reference for the overall design intent regarding wayfinding signage and placemaking opportunities.

Design guidelines **DO** have the ability to change with appropriate process and approvals. If there is a need to modify information found within due to a change in material availability, construction methods, or update in city branding, the design guideline document can be edited to reflect these changes.

DON'T

Design guidelines **DON'T** detail the ways that one might vary the information. For that reason, a designer should be utilized to interpret the information shown within. Someone with the education and experience in developing site-specific design elements will have the knowledge required to determine the best way to vary from the guidelines.

Design guidelines **DON'T** provide detailed construction methods. While this may require additional design for some elements shown within, that also allows for the implementation to respond to current material availability, construction methods, and trends. That also allows for a variety of fabricators or contractors to determine their own means and methods. This is beneficial for the city as it allows them to determine the most qualified fabricator and contractor at the time of implementation.



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SECTION 2

WAYFINDING & PLACEMAKING IDENTITY



What is Wayfinding

Wayfinding is a strategy that is set in place to connect people to places of interest by guiding them through their physical environment. Wayfinding can enhance the overall experience of a place, support a branding or identity of a place, and provide a sense of inclusion.

Wayfinding typically includes a well-designed sign family but can also include other design cues such as landmarks, pavement markings, and landscaping. The goal of wayfinding is to make information easy to spot and understand so the messages can be understood quickly and followed wholly. Superior wayfinding allows users to navigate new environments safely and comfortably. It should be visible enough to be noticed by new users but maintain the ability to be unobtrusive as repeat visitors develop their mental map of the district, neighborhood, or city.



What is a Mental Map?

A mental map is a summary of spatial knowledge people form about a place. These maps contain information about urban and natural landmarks and geographical features. This includes a general sense of the distance between features and places, estimates of sizes and locations, and impressions of characteristics. People form these maps for highly familiar places such as their hometown. They also form when one visits a new location. As more information is learned about a new place, the map grows more detailed.

What other use do signs have?

Signs can also give critical information to users including: behavioral expectations such as 'dispose of litter in the appropriate container' or 'cross at crosswalk only'; boundary information when they cross from one district or neighborhood to another; available amenities and services; information about historically or culturally significant areas; and/or ways to navigate the city on foot or by car. Collectively, signs will give anyone who is traveling within the city of Englewood the information they need to use and experience the city and all it has to offer.

Why is this Important?

Providing residents and visitors with comprehensive wayfinding system allows them to experience an environment with knowledge of their location, awareness of acceptable behavior and uses, and the ability to form a detailed mental map about an open space.

Wayfinding also enhances the already walkable city by encouraging users to explore on foot rather than by vehicle.

What is Placemaking

Placemaking is the process of designing high quality spaces for people to live, work, learn, and play. Designs tht include unique, memorable, or identifiable elements can help people recognize a space as belonging to a specific city, district, neighborhood, or street.

It is important to note that placemaking is a living process, not a static design component. The heart of successful placemaking is tied to the users of the space. High quality spaces have design elements that address the unique character, uses, meaning, identity, and activities of a particular space. The goal of placemaking is to set up a space where these features can work in harmony and support the regular use of residents, visitors, workers, and business owners.

The placemaking guidelines herein are intended to be less prescribed than the wayfinding guidelines. Placemaking, by nature, must respond to the site where it is being implemented, therefore will need to respond to fonts, colors, dimensions, etc. of that site to ensure proper integration.

Placemaking can improve the quality of a neighborhood, district, or city through the integration and celebration of unique and special features. Placemaking can rejuvenate the public realm and create a greater sense of ownership and enjoyment for all users of the space.



Development of Identity

A large part of this project included a comprehensive design process aimed at determining and responding to the city of Englewood's identity. In order to determine that identity, the design team worked closely with a Task Force and city council to facilitate numerous workshops aimed at discussing and articulating what makes Englewood unique.

The Task Force

This carefully crafted design process allowed the city to seek extensive outside participation from stakeholders and maximize the institutional knowledge and experience of city staff. The design team provided insight and expertise in the field of environmental graphic design, placemaking, and design guidance as well as project and public facilitation. Below is a summary of the meetings held throughout the design process.

As a note, all task force meetings occurred after the COVID-19 pandemic hit the world. All Task Force Meetings occurred on the Zoom virtual meeting platform.

Task Force Meeting #1 – May 7, 2020

This meeting allowed members to get acquainted with the Zoom platform, introduced them to the project background, history, goals, and objectives. The design team defined the terms 'wayfinding' and 'placemaking'. Then the design team introduced a discussion to get at the heart of the identity of the city of Englewood. The first discussion question was 'What makes Englewood special and unique?'. The second discussion question was 'What do you hope the design team will take into consideration as they move forward with the design process?'.

Task Force Meeting #2 – August 26, 2020

This Zoom meeting recapped what occurred at the previous meeting and presented two (2) wayfinding sign family concepts. The design team facilitated a discussion about the concepts and encouraged members to articulate what they liked and didn't like about each concept. This helped focus the discussion to specific elements of each design. After the wayfinding presentation and discussion, the design team presented placemaking opportunity ideas.

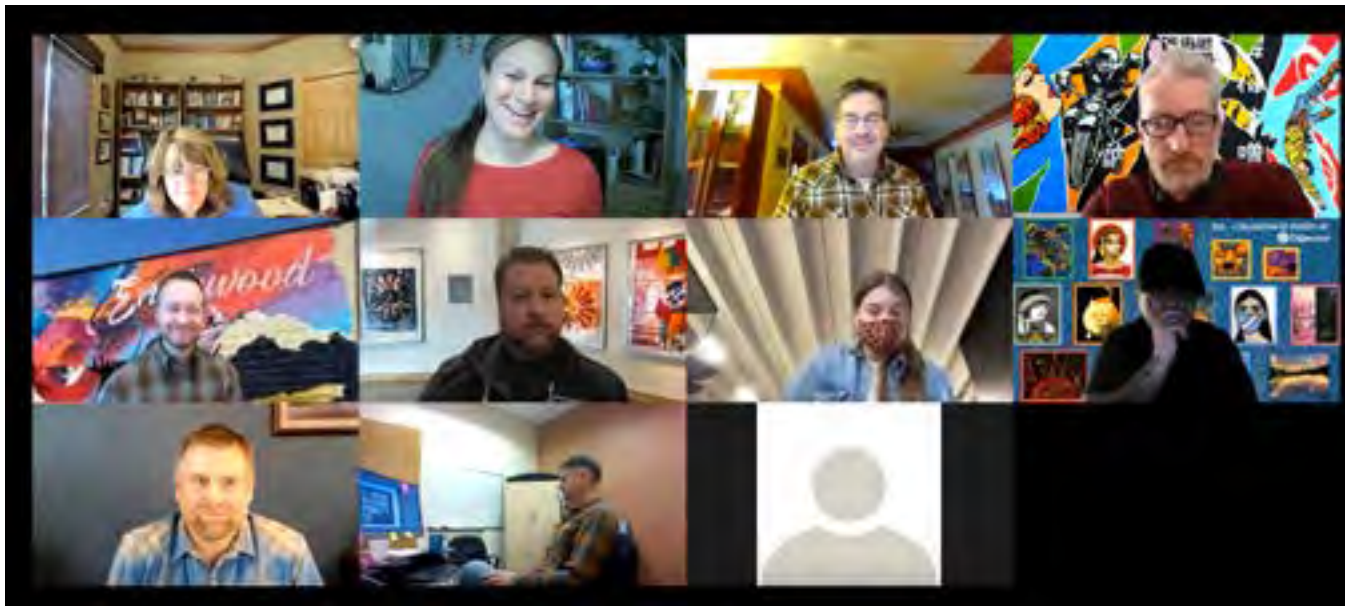
Task Force Meeting #3 – October 20, 2020

This Zoom meeting recapped the first two meetings. The design team presented four new wayfinding concepts that were driven by feedback given at the previous meeting. Following the presentation, a discussion was facilitated that guided the design team to reduce the number of concepts to two and to make some modifications to bring them more in line with the identity the Task Force was seeking to reinforce. The final two concepts that the Task Force felt most closely aligned with their goals were The Wooded Nook and Love, Englewood.

This meeting also presented the draft of the public questionnaire questions to get feedback from the Task Force prior to releasing the questionnaire for public response. Feedback was given to help shape the direction of the questionnaire.

Task Force Meeting #4 – December 18, 2020

This Zoom meeting occurred after the first of the City Council Study Session presentations (see below). The design team provided a recap of the discussion held during the Study Session and presented the feedback and data received from the public questionnaire.





Love, Englewood

This design concept is rooted in the idea that whether you are a visitor or a resident, the City of Englewood is excited to see you! The gateway signs and messages provide a warm and welcome message upon entering the city “You’re here!”, that is to imply “We’re so happy to see you!” Additionally, the farewell message is “Love, Englewood”, that is to imply “Thanks for being here! Love, Englewood”.

The Love, Englewood message can extend beyond the farewell message. This concept also proposes a Love Letters to Englewood campaign. This campaign will encourage residents, workers, and visitors alike to write a love letter to the City of Englewood. These letters can be used to commission public art that will be inspired by the letter. This deep connection from one person to the City that is artistically rendered creates a well woven story that everyone can experience.

The overall design aesthetic uses contemporary materials, colors, fonts, and icons to celebrate the defined forms. The form of the arrow used on many signs is rooted in the idea of “you’re here!”, similar to that you might see on a map indicating your location in the bigger world around you. The single pointed form of the banners borrows its form from flags that were installed at the historic Cinderella City mall.

The quirky nature of the multiple colors of signs and icons allows the design concept to adapt to the area of the city naturally. Pavement markings work in conjunction with pedestrian wayfinding signs to direct people to their destination and combine it with the time it would take to walk there. Illustrating these connections in a variety of ways may encourage different methods of travel throughout the city.

This concept embodies what the design team is calling the “Englewood Sketch” – a line drawing of iconic Englewood landmarks that those familiar with the city will instantly recognize. The Englewood Sketch is the piece that ties all elements of this design concept together and can be used in a myriad of ways – from the collars at the base of utility poles, to crosswalks, to wayfinding elements to district specific signs.

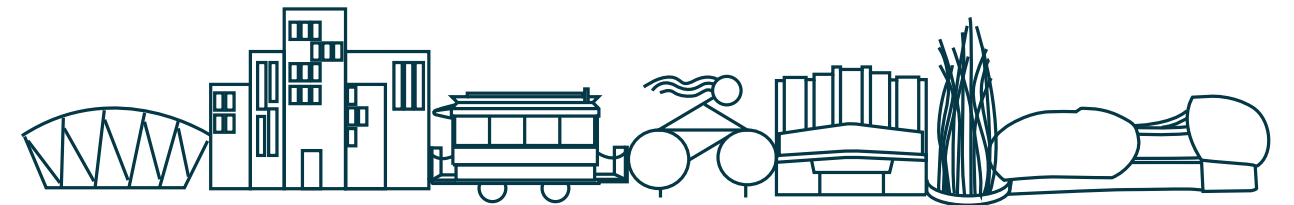
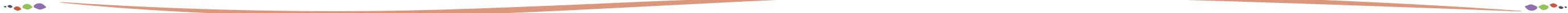
The Wooded Nook

One definition of the word Englewood is a ‘wooded nook’. This concept uses the exploration of a wooded nook to celebrate the quirkiness found in the community.

The overall design aesthetic for this concept is inspired by the idea of a wooded nook and uses organic forms and colors to celebrate the beauty of the city and the elements within. The natural forms set this concept apart from more typical wayfinding and placemaking elements found in neighboring communities however it relies more on elegance and beauty to exemplify Englewood characteristics. Rather than borrowing a historic form, this concept references historic materials of steel and aluminum – a nod to Englewood’s industrial past while using contemporary forms and colors to ensure the present and future are celebrated as well.

The heart of this concept is to retain elegant simplicity while still providing people with the information needed to have a successful and positive experience throughout the city.

CITY OF ENGLEWOOD WAYFINDING AND PLACEMAKING GUIDE



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Public Questionnaire

A public questionnaire was created to present the two final design concepts – The Wooded Nook and Love, Englewood – to the general public and to invite their feedback on these design ideas. As COVID -19 prohibited the ability to host an in-person event, it was determined that the best way to obtain feedback from the public was through an online questionnaire. The design team opted to use SurveyMonkey to host the questionnaire as it is a platform that is familiar to many users and is easy to navigate for those who are not.

The questionnaire was open from November 23, 2020 until December 15, 2020. A total of 806 people started the questionnaire with a completion rate of 80%. Completion of the entire questionnaire took approximately 7 minutes.

The questionnaire consisted of ten questions about each concept for a total of twenty questions. The questions were the same for both concepts.

1. How welcoming does the concept feel?
2. How friendly does it feel?
3. How effectively does it portray information about Englewood's businesses, services, and amenities?
4. How effectively would it support residents, employees, and visitors as they live, work, shop, move, learn, and play?
5. How well does it embody Englewood's culture?
6. How well does it honor Englewood's past?
7. How well does it portray Englewood as a contemporary and forward-thinking city?
8. How well does it encourage exploring Englewood by walking, biking, or transit?
9. How appropriate is it for the City of Englewood?
10. Other comments?

In summary, there was great feedback for each of the specific questions. However, the distinction between the two concepts was minimal. The preference of the public leaned slightly toward the Love, Englewood concept but at a very low level.

Full findings and data for each concept and each of the questionnaire can be found in the Appendix.

City Council Study Sessions

City Council Study Session – November 23, 2020

At this virtual study session, the design team presented the two concepts – The Wooded Nook and Love, Englewood as well as a review of the public questionnaire before it went to the public. Council members were in favor of proceeding with the public questionnaire for both design concepts and generally in favor of each concept dependent on the feedback received from the questionnaire.

City Council Study Session – January 4, 2021

At this virtual study session, the design team presented a quick reminder of the concepts that went to the public through the questionnaire. Additionally, the questionnaire results and findings were presented the design team answered questions by councilmembers regarding the feedback. At this study session, Council directed the design team to proceed with the Wooded Nook concept and bring in the favored elements from the Love, Englewood concept – vibrant colors, legible fonts, welcoming language, and placemaking opportunities.

Design Features for the Wooded Nook

The final design concept is entitled The Wooded Nook, inspired by the definition of the word Englewood – a wooded nook. This concept is rooted in the city's western, industrial, and manufacturing history. It is brought to life with artistic and unique elements that celebrate the city's present.

Historical Roots

Throughout history, the city of Englewood has thrived in part due to the industrial businesses rooted in the city. Acknowledging this as a basis for design inspiration, the concept celebrates the use of steel and other metals. Where appropriate, connections and attachments become part of the features to support the inspiration and nod to the past.

Inspired by Flora

This concept uses stylized shapes that reference tree trunks, branches, and leaves; grasses; flowers; vines; and other natural elements found throughout the city.

Color Palette

This concept utilizes a warm and welcoming color palette that aligns with other current City re-branding efforts. Through the design iterations, the color palette for this concept has transformed from soft and pleasant colors to vibrant yet neutral colors by merely increasing the saturation of the original colors but preserving the hue.



	370 C C62 M1 Y100 K25
	180 C C3 M91 Y86 K12
	7414 C C19 M64 Y100 K6
	110 C C2 M22 Y100 K8
	7486 C C90 M18 Y7 K29
	7448 C C67 M79 Y24 K59
	547 C C99 M66 Y55 K55

Icon Legend

Recreation		
Retail		
Restaurant		
Bars/Breweries		

Materials Made to Last

The industrial materials, steel and aluminum are softened when formed into organic and free flowing shapes and colored with a neutral color palette. Yet they are designed to meet the needs of a vibrant and urban city life around them.

Iconography

Many of the proposed signs include icons to indicate specific uses. These icons are proposed to display information in an easy-to-understand format for travelers making quick decisions about their destinations or users for whom English is not easily understood.

Healthcare		
Points of Interest		
Civic		

Sign Typologies

Discussion of different signs is more easily accomplished with the development of sign typologies. The design team prepared a list of typologies for the guidelines in this document.

Gateway signs

Gateway signs, or entry monuments, indicate to users when they have reached their destination. The importance of these signs is to welcome visitors when they cross a city boundary. The ideal location to install these signs is at the city boundary, however, in the case of Englewood, some of the boundaries along major roadways have limited space in which to install a gateway sign. For that reason, the design team developed multiple gateway sign concepts that can fit in a variety of available spaces.

These signs are the first impression one has of the city and should provide a visually welcoming experience and represent the identity the city wishes to portray.

Example Gateway Sign



Wayfinding - Directional signs

Directional signs provide critical information to visitors and residents about the direction they intend to travel.

Connection signs

These signs should be installed in any location where a user needs to know which direction to take in order to make a connection. These typically reference 'big picture' connections through the entire district, city, or neighborhood.

Decision signs

These signs indicate multiple destinations from the same decision point. These typically reference specific businesses or uses. It may occur at major street or trail intersection. Information portrayed is usually the name of the destination and the direction – typically an arrow. In some instances, it may be helpful to provide the distance in mileage or time it takes to walk there. Providing signs about multiple destinations also serves to give users a sense of location in terms of the greater street and trail network and City fabric.

Example Wayfinding Signs



Wayfinding - Confirmation signs

Confirmation signs function to reassure users that they are where they intended to be. These signs are particularly important in areas where it may be difficult for users to assess if they are still in the same district or neighborhood.

Neighborhood signs




These signs serve to identify neighborhoods or residential areas of note. They may be installed at the boundaries of a neighborhood, or throughout the neighborhood as appropriate.

Example Confirmation Sign



District signs

This guideline document shall serve to support the Downtown Matters Planning document. In that document, the Central Business District boundaries are noted as South Santa Fe Drive to the west, Kenyon Avenue to the south, South Lafayette Street to the east, and Eastman Avenue to the north. Within this Central Business District, the plan identifies three sub-areas, or districts:

- 
South Broadway/Main Street District: located east of South Elati Street and west of South Sherman Street
- 
The Englewood Station/City Center District: located west of South Elati Street
- 
The Medical District: located east of South Sherman Street

As with the neighborhood confirmation signs, the district confirmation signs should be installed at the boundaries of a district so that users understand when they've crossed from one district to another. Additionally, they can be used throughout the district to reinforce the identity of that district.



Following is an inventory of signs that are currently installed throughout the city. These signs may be replaced with updated signs that fit within the approved wayfinding family.

Inventory of existing signs recommended for replacement with updated branding

S. Broadway @ W. Yale Ave.



S. University Blvd. @ Hampden Ave.



S. Windermere St. @ W. Bellevue Ave.



S. Zuni St. @ W. Floyd Ave.



W. Evans Ave. @ Zuni St.



S. Tejon St. south of W. Evans Ave.



S. Raritan St. south of W. Evans Ave.



S. Platte River Dr. @ Service Center



S. Logan @ W. Yale Ave.



S. Downing St. south of W. Yale Ave.



Dartmouth west of S. University Blvd.



E. Floyd Ave. @ S. University Blvd.



4444 S. Federal Blvd.



W. Dartmouth Ave. @ S. Zuni St.



W. Oxford Ave. @ S. Clarkson St.



W. Ave. Layton @ S. Clarkson St.



Hwy 85 north of S. Rio Grande St.



Broken Tee Golf Course



Light rail station @ Civic Center



All remaining residential street signs with outdated branding



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SECTION 3

WAYFINDING DESIGN GUIDELINES



Wayfinding Principles

The following are guiding principles in sign design that should be considered to ensure that signs support the overall wayfinding strategy and aid with the development of a mental map for residents and visitors alike.

Simple messages

All information on wayfinding signs should be clear and concise. The message should be conveyed in as few words and graphics as possible while still maintaining legibility and ease of understanding. Since these signs are typically viewed as users are moving along a street, sidewalk, or trail, people need to grasp the information quickly and effectively.

Predictability

Predictable information allows for users to absorb it at a quicker rate. Wayfinding signs that are the same in design and message, only varying by content allow users to focus only on the important part of each sign – the content. Predictability increases the sense of comfort one has in a new or unfamiliar space. Predictable signs also create an overall brand for the city by enhancing the desired identity.

Provide connections

The ultimate goal of all wayfinding sign efforts is to provide connections for users. Understanding the direction and distance of businesses, retail shops, restaurants, public transportation, parking, points of interest, comfort facilities, or other urban features allows for a more beneficial and well-rounded experience. Superior wayfinding signage allows people to find new destinations or experiences safely and comfortably.

*Where am I? And
where do I want to go?*

Vehicular Signs

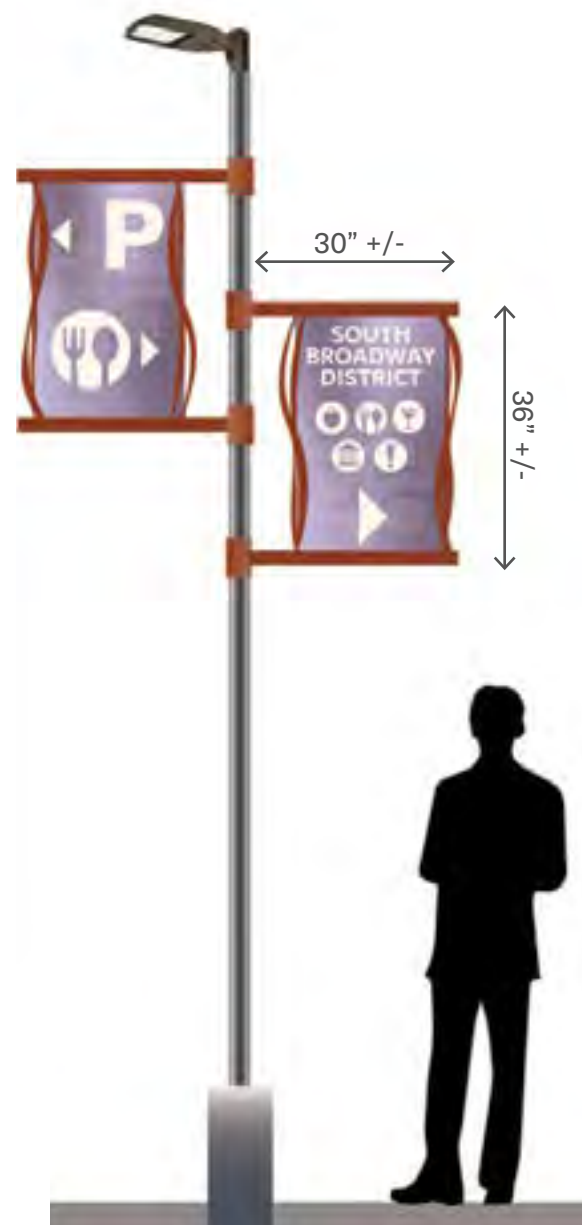
Vehicular wayfinding signs are meant to be read from the street and provide information about high level destinations such as Districts, popular points of interest, and government facilities.

Vehicular District Wayfinding Signs

These signs will direct drivers to specific districts. They may be installed anywhere throughout the City at major decision points where a driver may choose to alter their direction to travel to a specific district.

In addition to listing the district and showing an arrowhead pointing in the appropriate direction, these signs may also include icons that indicate the services, businesses, or amenities one can expect within the district.

These signs are designed so they may be installed on existing utility or light poles. They are installed in a square metal frame that is attached to the pole with metal brackets painted in the Wooded Nook color palette. The sign panel shall be a color from the Wooded Nook palette that relates to the district it is referencing. If relief is desired in these sign panes, the letters and icons shall be debossed and painted white. A less expensive option would be to fabricate the sign panels in Dibond aluminum with the letters and icons preprinted on the aluminum.



* All dimensions shown in all graphics are approximate only. Fabrication details and construction documents are required for construction and fabrication.

Vehicular Amenity Wayfinding Signs

These signs direct drivers to specific activities, amenities, or services within the district.

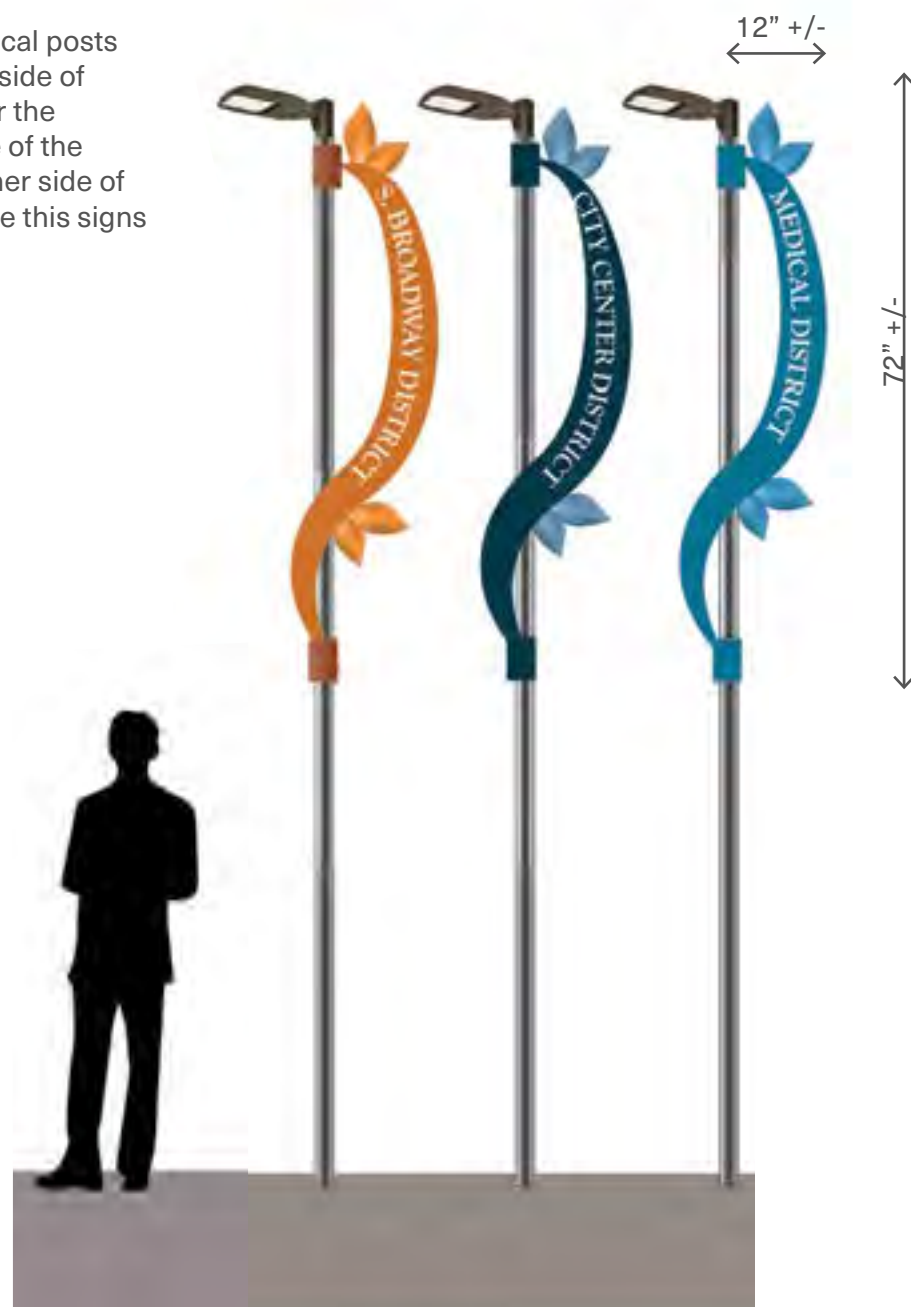
Like the vehicular district wayfinding signs these panels sit in a metal frame that is attached to a post, either new or existing. To differentiate them from the vehicular district wayfinding signs, these sign panels are formed in the shape of a stylized leaf. Therefore the frame is organic in form, shaped to the sign panel. In addition to the organic frame, a metal banner sits atop the frame with the district name cut out. The Wooded Nook color palette allows for a different color to be used for each type of amenity or service category and these panels shall be organized by those categories. The words and arrows shall be below the icon at the top of the leaf panel.



Vehicular Banner Confirmation Sign

When installed at a district boundary, these signs serve to alert drivers that they have reached their district destination. When installed within a district, they serve as confirmation that drivers are still within a specific district which helps orient them and support their mental map of the City.

These signs are installed on vertical posts with a curvilinear vine down one side of the post. This vine is the base for the cutout letters that spell the name of the neighborhood or district. On either side of the words painted metal leaves tie this signs into the sign family.

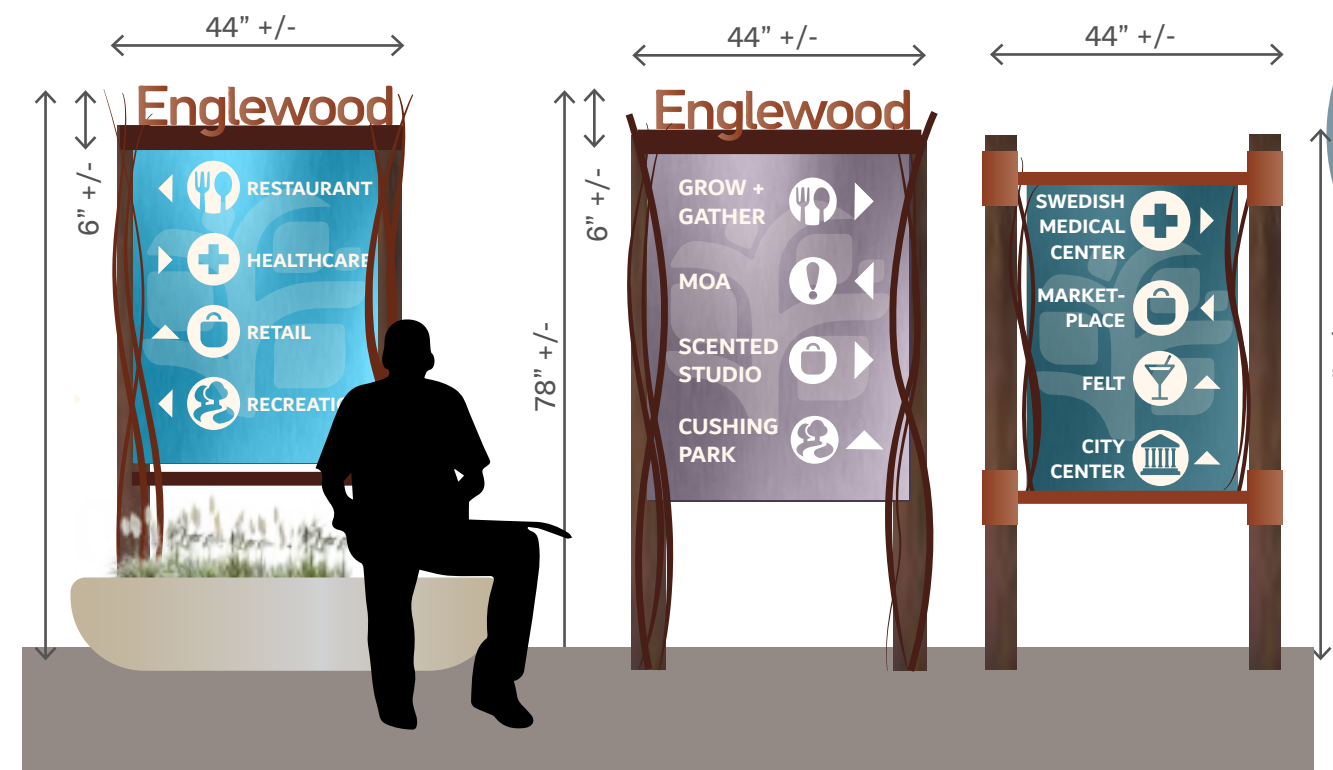


Pedestrian Signs

Pedestrian Amenity Wayfinding Sign

Pedestrian wayfinding signs are meant to be read from the sidewalk and display information that is most useful to pedestrians. As they typically travel shorter distance than those in vehicles, the destinations they are most interested in are in closer proximity to each other. Rather than direct users to city-wide points of interest, these signs direct users to local shops, businesses, restaurants, parks, and other city amenities.

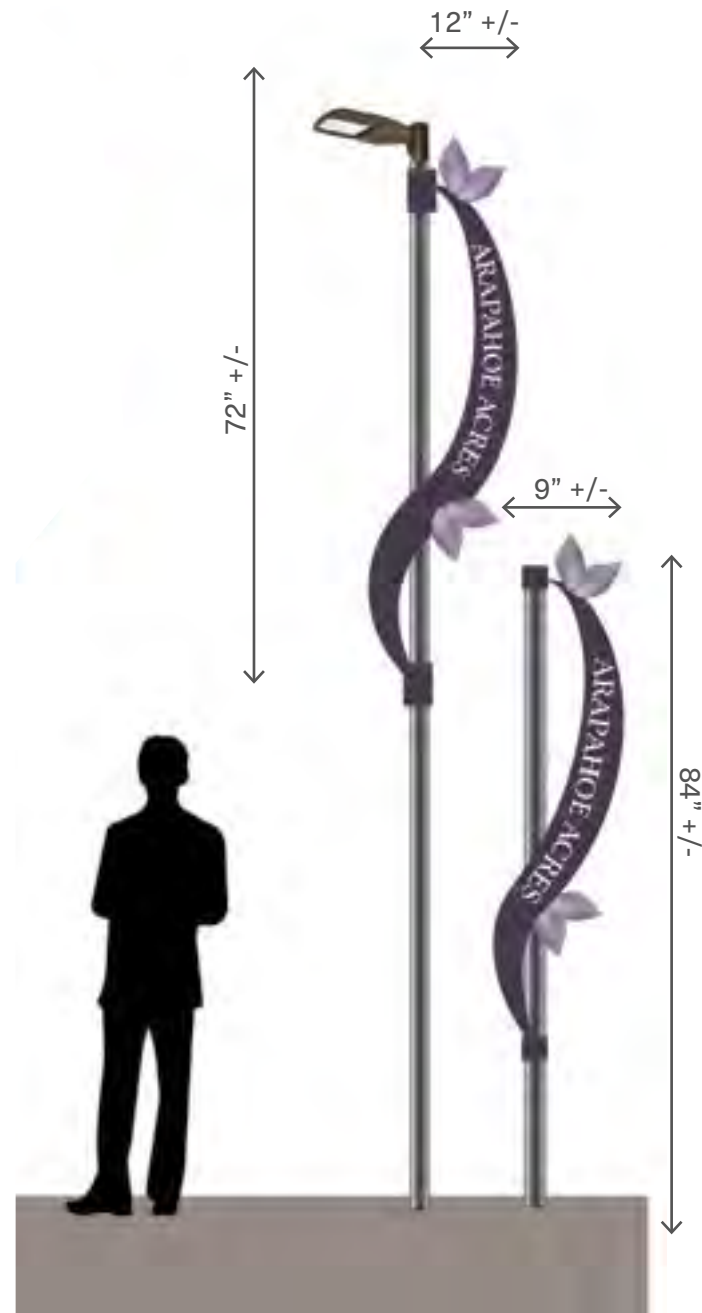
To increase the understanding of these signs, it is recommended that text and icons be used. The icons indicate the expected service or amenity and the text can give another level of information by displaying the name of the service or amenity category. Additionally, a name of a specific business could be displayed with the icon that represents their service or amenity.



Banner Confirmation Sign

A pedestrian-scaled version of the vehicular banner confirmation sign can be used as confirmation signs for pedestrian and cyclist users.

The design of these signs is similar to the neighborhood signs with a curvilinear vine, cutout letters, and painted metal cutout leaves.



SECTION 4 PLACEMAKING DESIGN GUIDELINES

Placemaking Principles

Placemaking is the design of high quality spaces that create a unique sense of place and identity. High quality spaces usually include a variety of factors in their design. They are:

Welcoming – the space feels inviting and comforting

Comfortable – there are amenities that contribute to the cleanliness and character of the space

Scaled – the scale of the space feels appropriate for the user and the use. It's neither too big nor too small, it will have a human scale

Attractive – the aesthetic elements of the space will be visually pleasing and harmonious with the context and the users in the space

Appropriate – the space is used for contextually appropriate and authentic uses

Safe – design elements create and enhance a feeling of well-being and safety

Universal accessibility – design elements respond to Americans with Disabilities Act guidelines to ensure an accessible space for anyone who wishes to use it

Social – the space allows for – neither prohibiting nor forcing – social interaction among users or personal space when desired

Placemaking can be developed at a variety of scales and budgets. The guidelines in this document outline placemaking opportunities that can be implemented on a small scale but will have immediate impact on the urban fabric of the city. Over time, as the city implements more placemaking elements, the city itself will respond and transform to a more vibrant, holistic, and special place.

More than just promoting better urban design, placemaking facilitates creative patterns of use, paying particular attention to the physical, cultural, and social identities that define a place and support its ongoing evolution.

- Project for Public Spaces

Gateway Signs

Gateway signs provide a welcoming entrance into the city. They can be organized into categories - primary and secondary.

The primary gateways are the entrances into the city along major thoroughfares and/or at major intersections. They also have available property in which to install a larger gateway sign.

Secondary gateways may be on a secondary thoroughfare or at a smaller intersection. Additionally, they may be at the entrance to a district, neighborhood, or other important city location.

Horizontal Gateway Sign

In areas where space allows, a horizontal gateway sign provides a low and linear form welcoming travelers into the city. A colored concrete planter provides a grounded base upon which the city logo can be stamped and painted. Living flowers can be planted to soften the edges between the planter and the word Englewood. Letters in a simple script form are 'planted' along side the flowers and metal formed blades of grass. The grass is painted or powder-coated in the colors of the Wooded Nook palette to bring a sense of harmony across all signs and features.

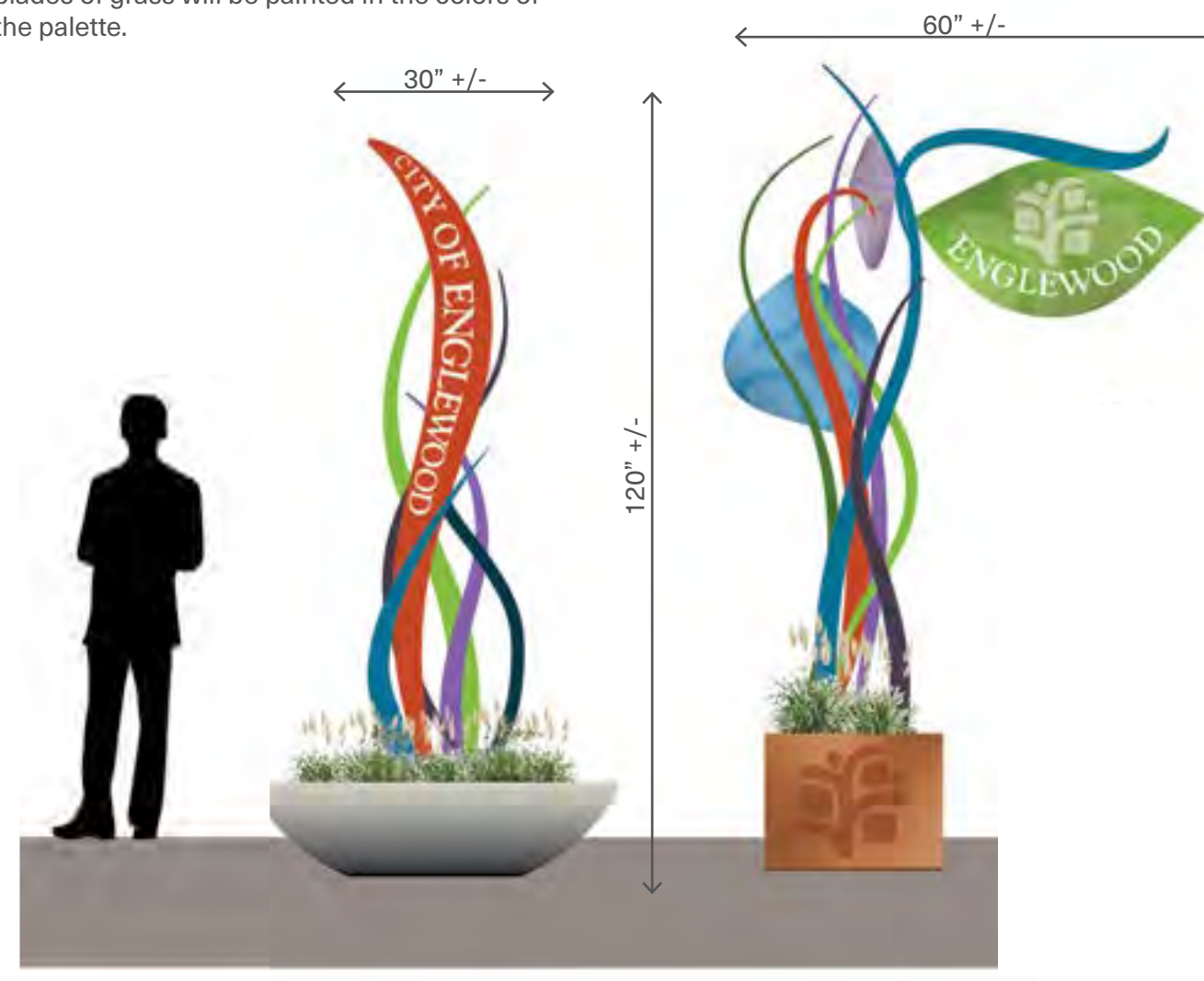


Vertical Gateway Sign (two versions)

In areas that only have a minimal space for a gateway sign or a vertical feature is desired because of taller site lines the vertical gateway sign shall be used.

The first option of a vertical gateway sign has a curved planter as a base that allows for planting with tall and wide metal formed blades of grass that curve and arc upward. One blade of grass will be wide enough to display the words city of Englewood. All blades of grass will be painted in the colors of the palette.

The second option has a square planter as a base and instead of blades of grass, has organic flowing vines and branches extended upward from the planter. At the top of the branches metal leaves displaying the city logo are facing varied directions.



Vehicular Signs and Features

Bridge Gateway Sign

In areas where the gateway into the city will require substantial work outside of the city's right-of-way, a bridge gateway sign may be considered. This sign may require coordination with other agencies including the Colorado Department of Transportation (CDOT) and/or the Burlington Northern Santa Fe (BNSF) Railroad. However, the proposal of painting an existing concrete bridge may be easier to coordinate than installing a physical structure.

For these signs, it's recommended to use the same color palette to paint the entire entry or exit of the bridge.

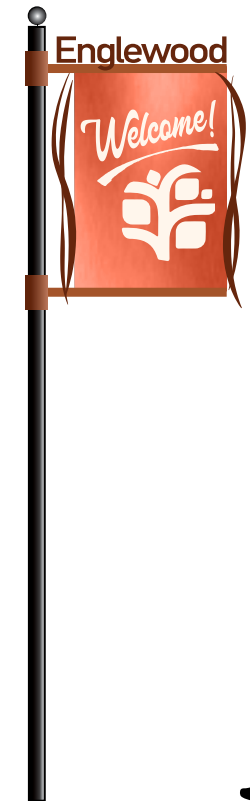
Secondary Gateway Sign

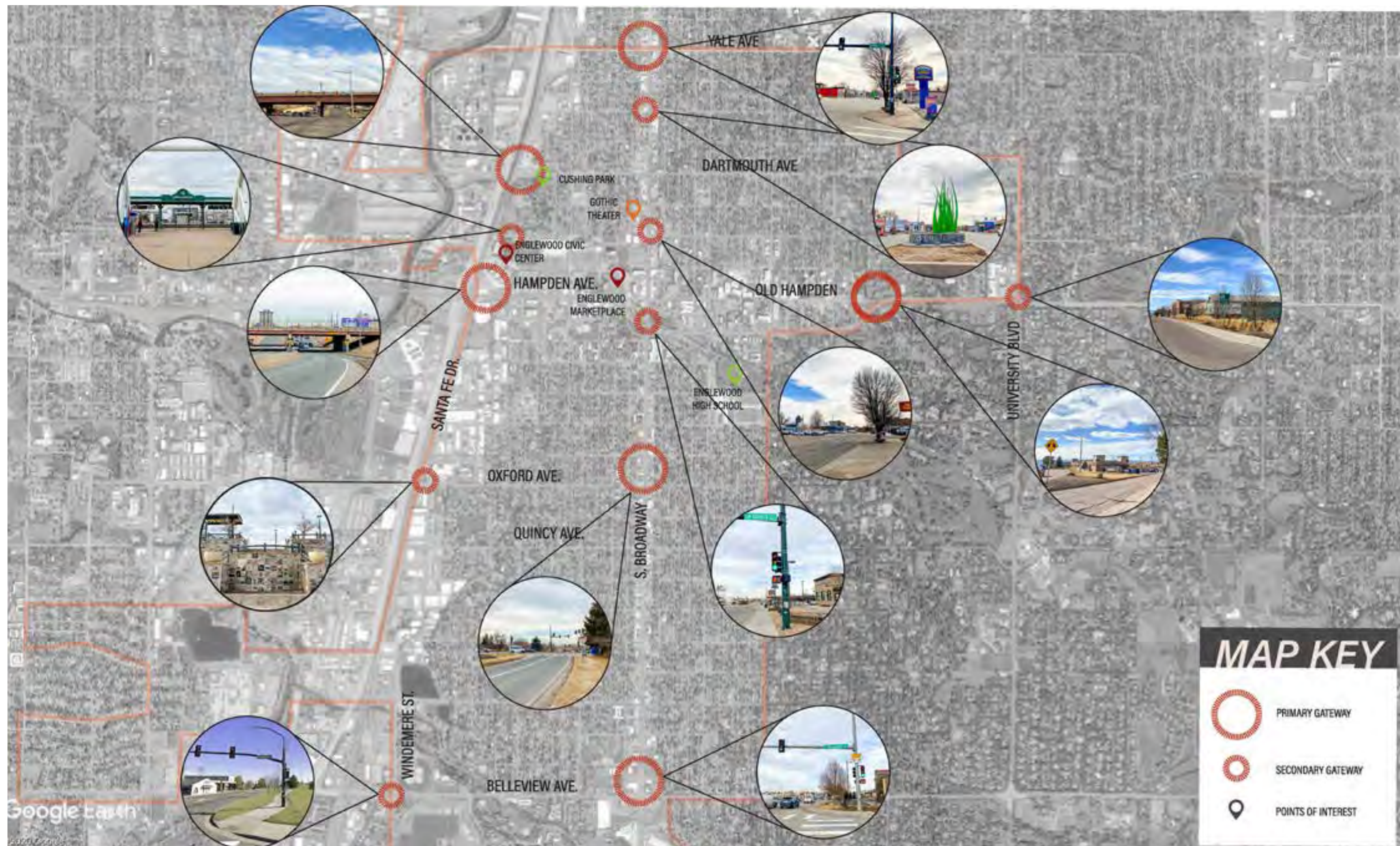
In areas where there is not enough space to install either the horizontal or vertical gateway sign, a secondary gateway sign may be considered. These signs are designed to be installed on a simple post and need to conform to the Manual on Uniform Traffic Control Devices (MUTCD) when placed along a roadway or in the right-of-way. The sign dimensions may vary within the MUTCD guidelines and these may be aluminum signs bolted through the face of the sign directly to the post.

Right: Secondary Gateway Signs (approx. 36"x60")

Alternate Signs (approx. 24"x36")

Below: Bridge Gateway Signs





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Signs can have a dual purpose – to give information and to also enhance the identity of a place.

Flag/Banner Sign

These signs can fit into the city's existing flag program. The organically formed painted steel frame can hold a fabric or aluminum sign panel. The information on the flags can vary by the promotions or activities that the city would like to highlight through their flag program.



Pedestrian Signs and Features

Ensuring the pedestrian space is full of features and amenities that support the identity of the space and make the urban area more comfortable and safe.

Pedestrian Interpretive Signs (two versions)

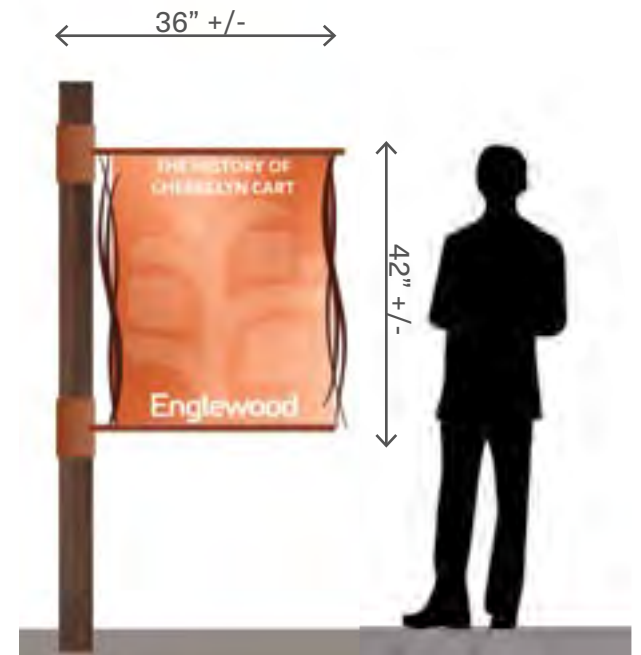
These signs are meant to provide educational and informative information about a place, event, or feature. They can be used to highlight historic events or locations, provide educational information about a system or process, or simply add a fresh perspective on a familiar topic.

Post and Panel Interpretive Sign

The design of this sign is similar to that of the pedestrian wayfinding signs. It only has a post on one side to differentiate it from the wayfinding signs, however it also has the organic metal frame encasing the aluminum panel.

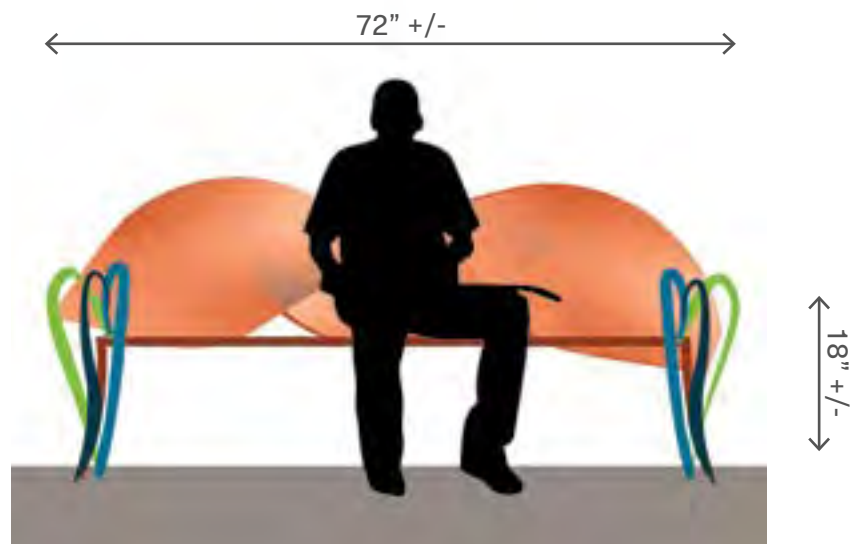
Artistic Interpretive Sign

This sign is designed to have a similar aesthetic to some pieces of public art throughout the city and the green bike racks found along Broadway. Painted or powder-coated pipes are welded together to create a 'line drawing' aesthetic of a shape that references the content of the interpretive sign.



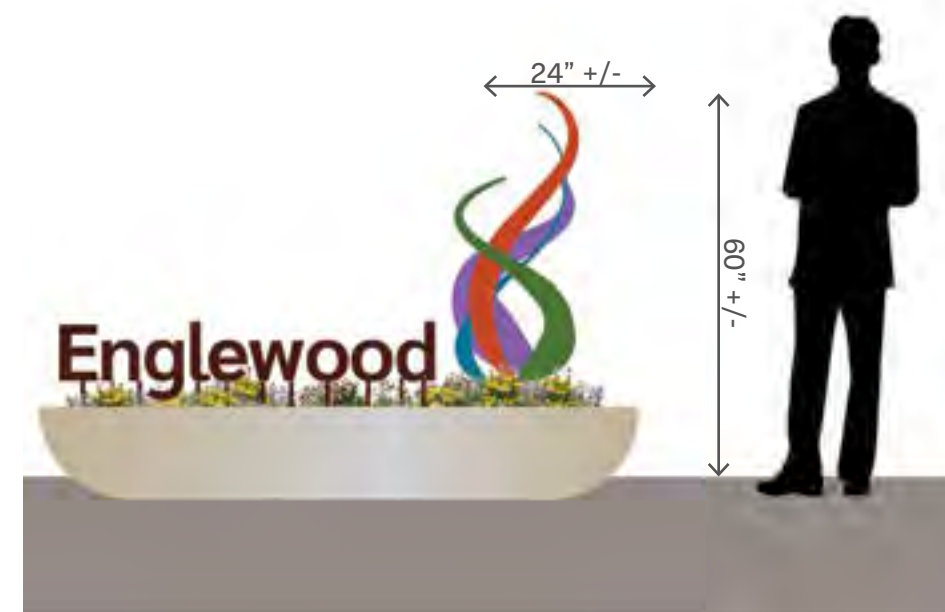
Site Furniture

Site furniture such as benches, trash/recycle receptacles, bike racks, and bollards can be modified to create an aesthetic that aligns with the Wooded Nook concept.



Large Planter

Planters along the streets and sidewalks or placed in public plazas or parks can be made to reference the planter gateway features with similar concrete bases and painted metal blades of grass 'planted' among the natural landscaping in the planter.



Crosswalk Painting

The city has begun a crosswalk painting program and future crosswalks can be designed to tie into the Wooded Nook Aesthetic with colors, fonts, and forms.



Other Placemaking Opportunities

Medians: add landscaping, stamped or colored concrete, and/or public art.



Painted or stamped sidewalks: consider art, poetry, advertisements for city events.



Shared book libraries: create lending library structures that reference Wooded Nook design elements.



Shared picnic areas: provide outdoor seating and gathering spaces.



Landscaping: enhance gateways, interpretive areas, streetscapes, medians, building facades, and other public areas.



Wall murals: grow and enhance public wall murals.



Spontaneous and/or temporary artwork: work with Museum of Outdoor Art to facilitate public art installations, interpretive signs/art for historical sites: develop an interpretive sign/art program.



Parklets: Create temporary or permanent parklets in areas of high use.



Alley rehabilitation: turn under-utilized space into vibrant public spaces.



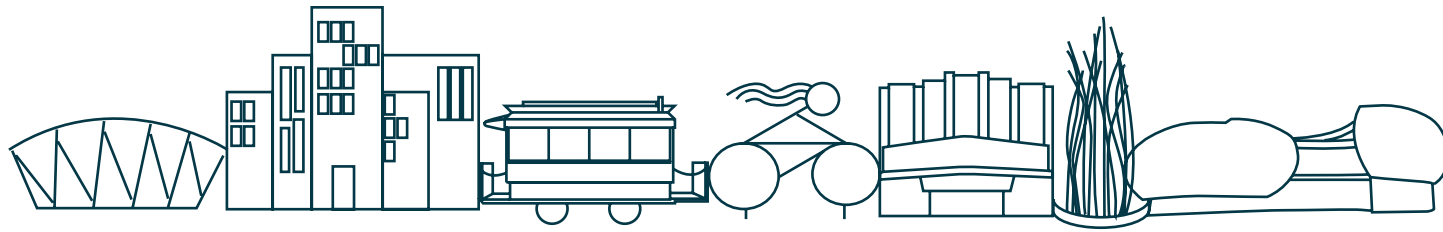
Lighting: additional lighting of the public spaces that enhances the safety and ambiance.



Love, Englewood letter

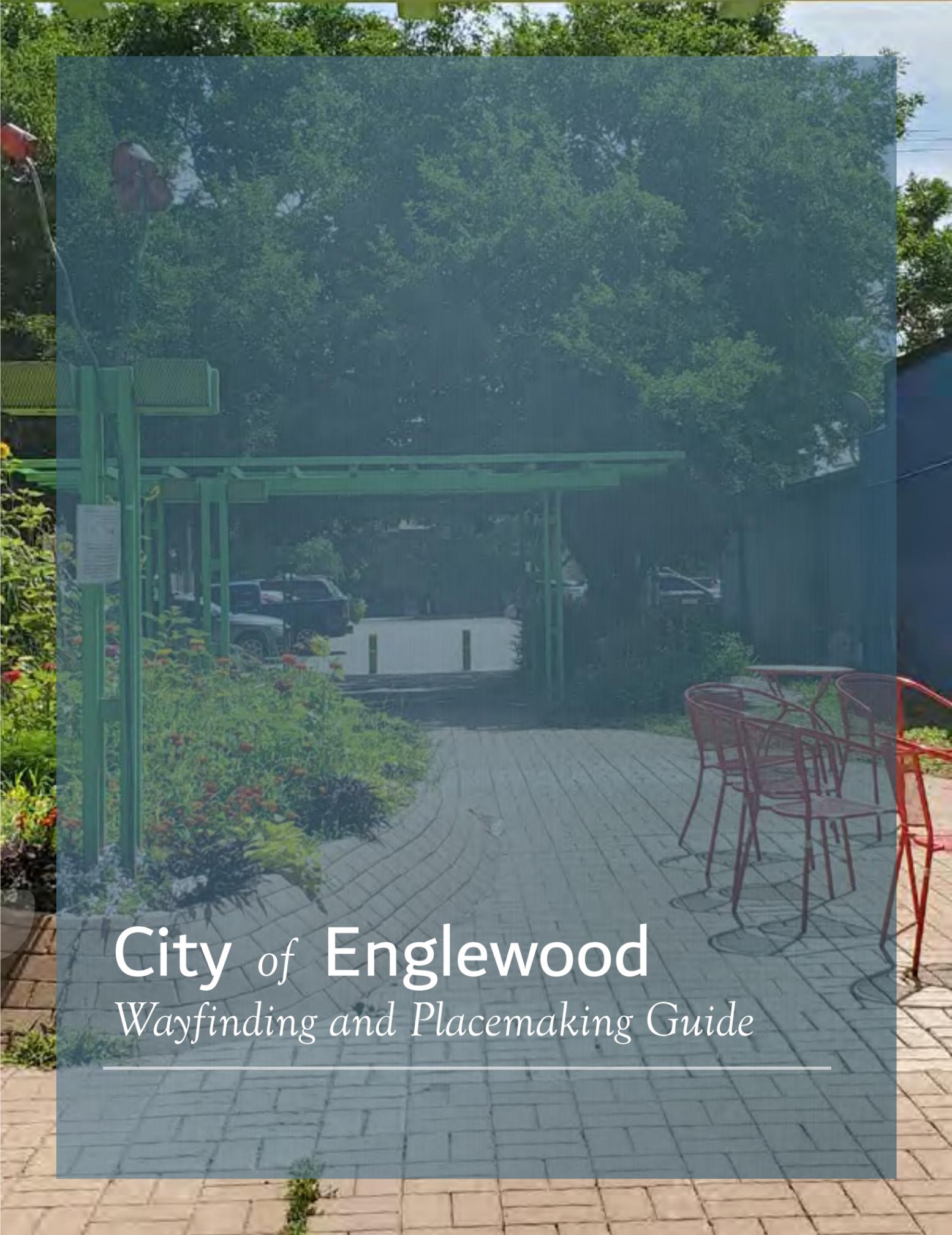
writing program: create a program to encourage residents to write love letters to the city describing memories or aspects of the city they love. The letters can be used to inspire public art throughout the city.

The below graphic is representative of the icons of the city of Englewood and can be used as part of this program or a separate design campaign.



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SECTION 5
APPENDIX



City of Englewood
Wayfinding and Placemaking Guide