
City of Wichita Falls

Wayfinding Master Plan

1 March 2013



FD2S INC.

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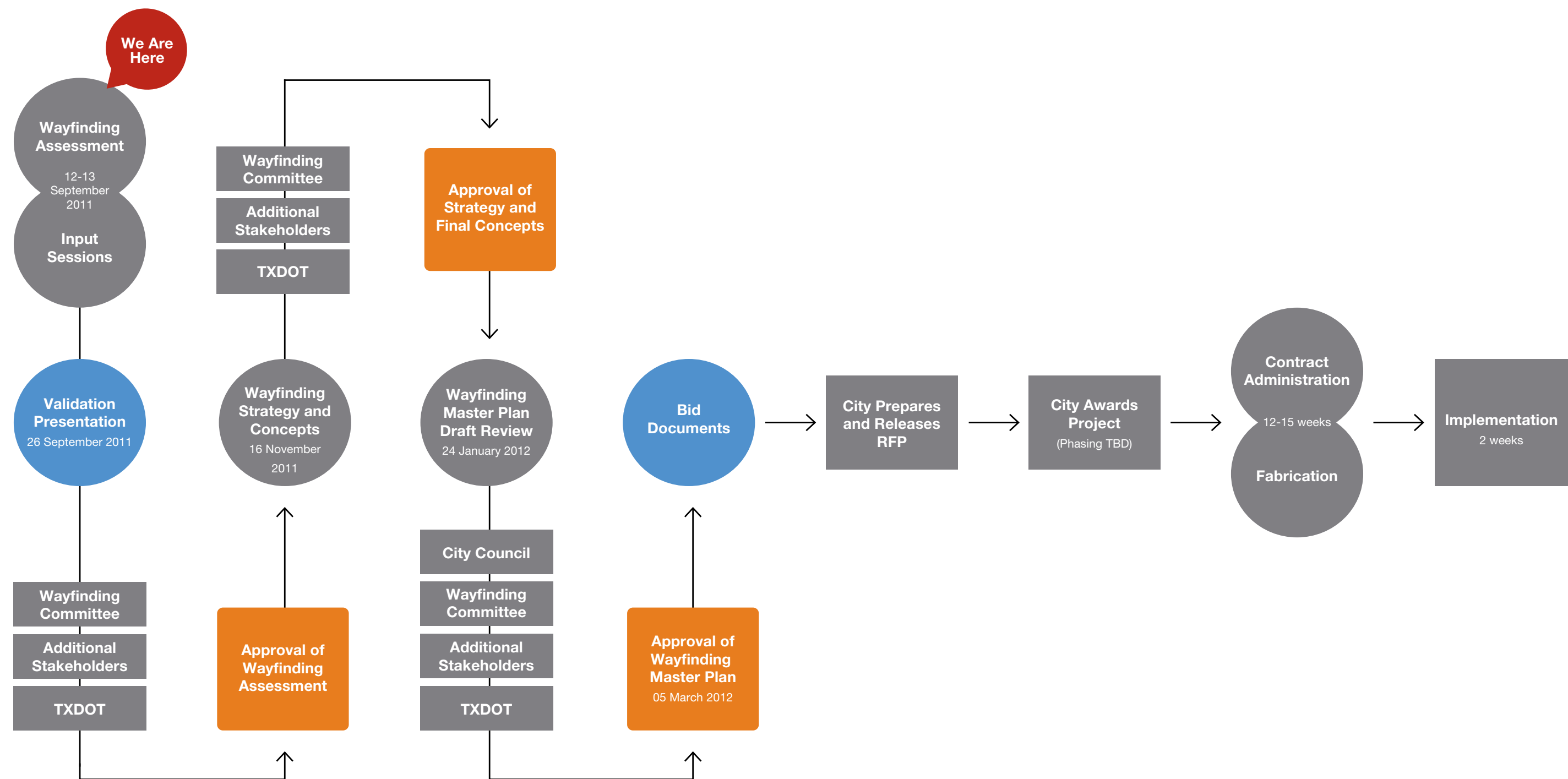
Introduction

The City of Wichita Falls, Chamber of Commerce and Industry, Convention and Visitors Bureau, and Downtown Wichita Falls Development, Inc., known collectively as the Committee, has engaged fd2s to develop a program of wayfinding and facility identification signage for the Wichita Falls community.

This Wayfinding Master Plan will serve as a framework to implement functional and attractive signage that enables visitors and residents alike to more easily navigate the city and find their intended destinations. Destinations will include city and government facilities, public parks, athletic venues, museums, and even special events sponsored by the City of Wichita Falls, Chamber of Commerce and Industry, Convention and Visitors Bureau, and Downtown Wichita Falls Development.

Additionally, the design of the wayfinding signage will reinforce the community identity with consistent messaging and a visual vocabulary of repeated forms, colors, symbols, and typefaces. In doing so, the system will also convey a visitor-friendly approach and promote the “Pride in the Falls” brand initiative borne out of the Vision 20/20 Plan adopted by the City in July 2008.

Wayfinding Assessment



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26SEP2011 Research Validation Review
31OCT2011 Design Concept Development
16NOV2011 Strategy & Design Review
21DEC2011 Strategy & Design Review

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Input Sessions

Destination Exercises



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Session One	Session Two	Session Three
Art Galleries (2) Castaway Cove Water Park (2) Depot Square (1) Downtown (5) Backdoor Theater (1) City Hall (2) County Courthouse (1) Fire and Police Museum (7) Kell House Museum (7) Library (3) Memorial Auditorium (1) Municipal Court (1) Museum of North Texas History (8) Railroad Museum (7) Wichita Theatre Performing Arts Center (1) The Falls (9) Historic Sites (2) Hospital (1) Hotels (1) Lake Wichita Park / Lake Wichita (1) Lucy Park (1) Midwestern State University (3) Memorial Stadium (1) Multipurpose Events Center (MPEC) (7) Ag Center (1) Coliseum (1) Municipal Airport (1) Post Office (1) River Bend Nature Center (3) Sheppard Air Force Base (1) Shopping (2) Skate Park (1) Softball Complex (1) Visitor Center (1) Wee-Chi-Tah Sculpture (5)	Bus Stops Castaway Cove Water Park (1) DMV (1) Downtown (1) City Hall (2) County Courthouse (2) Fire and Police Museum (1) Kell House Museum (1) Museum of North Texas History (1) Railroad Museum (1) Entertainment Facilities (1) The Falls (1) Hike and Bike Trail (2) Historic Sites (2) Hotels (2) Industrial Park (1) Lake Wichita Park / Lake Wichita (3) Lucy Park (3) Mall (2) Midwestern State University (2) Memorial Stadium (1) Multipurpose Events Center (MPEC) (3) Municipal Airport (3) Post Office (1) Restaurants (1) River Bend Nature Center (1) Sheppard Air Force Base (1) Visitor Center (1) Wee-Chi-Tah Sculpture (2)	Arts Organizations Castaway Cove Water Park (1) Downtown (1) Backdoor Theater (1) City Hall (1) Fire and Police Museum (4) Kell House Museum (4) Kemp Center for the Arts (1) Museum of North Texas History (3) Railroad Museum (3) Wichita Theatre Performing Arts Center (2) Entertainment Areas (1) Hike and Bike Trail (1) Hospital (2) Industrial Park (1) Lake Wichita Park / Lake Wichita (1) Lucy Park (1) Malls Midwestern State University (3) Multipurpose Events Center (MPEC) (3) Ag Center (1) Restaurants (1) River Bend Nature Center (1) Sheppard Air Force Base (2) Wee-Chi-Tah Sculpture (1)

Destinations as Noted by Participants
(Include on Wayfinding Signage)

As part of the Input Sessions, participants were asked to identify destinations that they consider important to include on wayfinding signage.

The table at left indicates destinations that were identified in each session, as well as the number of people who indicated the same destination.



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Input Sessions
Destinations for
Wayfinding Signage

SHEET NUMBER

G6

Session One	Session Two	Session Three
Art Galleries (1) Call Field Museum (1) Castaway Cove Water Park (1) Cemeteries (1) Depot Square (1) Dog Park (1) Downtown (1) Fire and Police Museum (5) Kell House Museum (6) Kemp Center for the Arts (1) Library (1) Museum of North Texas History (7) Railroad Museum (7) The Falls (4) Football/Softball/Soccer Complex (1) Hike and Bike Trail (1) Historic Districts (3) Hospital (1) Hotels (1) Kickapoo Airport / Call Field (1) Lake Wichita Park / Lake Wichita (1) Lucy Park (1) Midwestern State University (1) Multipurpose Events Center (MPEC) (3) Ag Center (1) Coliseum (1) Municipal Airport (2) River Bend Nature Center (2) Sheppard Air Force Base (1) Sheppard Heritage Museum (1) Softball Complex (1) Wee-Chi-Tah Sculpture (3)	Castaway Cove Water Park (2) Downtown (2) Library (1) The Falls (1) Hike and Bike Trail (1) Historic Sites (1) Hospital (1) Lake Wichita Park / Lake Wichita (2) Lucy Park (4) Municipal Airport (1) River Bend Nature Center (1) Softball Complex (1) Wee-Chi-Tah Sculpture (1) Winery (1)	Butterfly Conservatory Castaway Cove Water Park (2) Downtown (1) Fire and Police Museum (1) Kell House Museum (1) Museum of North Texas History (1) Railroad Museum (1) Wichita Theatre Performing Arts Center (1) The Falls (2) Midwestern State University (1) Memorial Stadium Multipurpose Events Center (MPEC) (1) Retail (1) River Bend Nature Center (1) Wee-Chi-Tah Sculpture (1)

Destinations as Noted by Participants
(Difficult to Find)

As part of the Input Sessions, participants were asked to identify destinations that they consider difficult to find.

The table at left indicates destinations that were identified in each session, as well as the number of people who indicated the same destination.



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Input Sessions
“Difficult to Find” Destinations

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G7

Input Sessions

Navigation Exercises



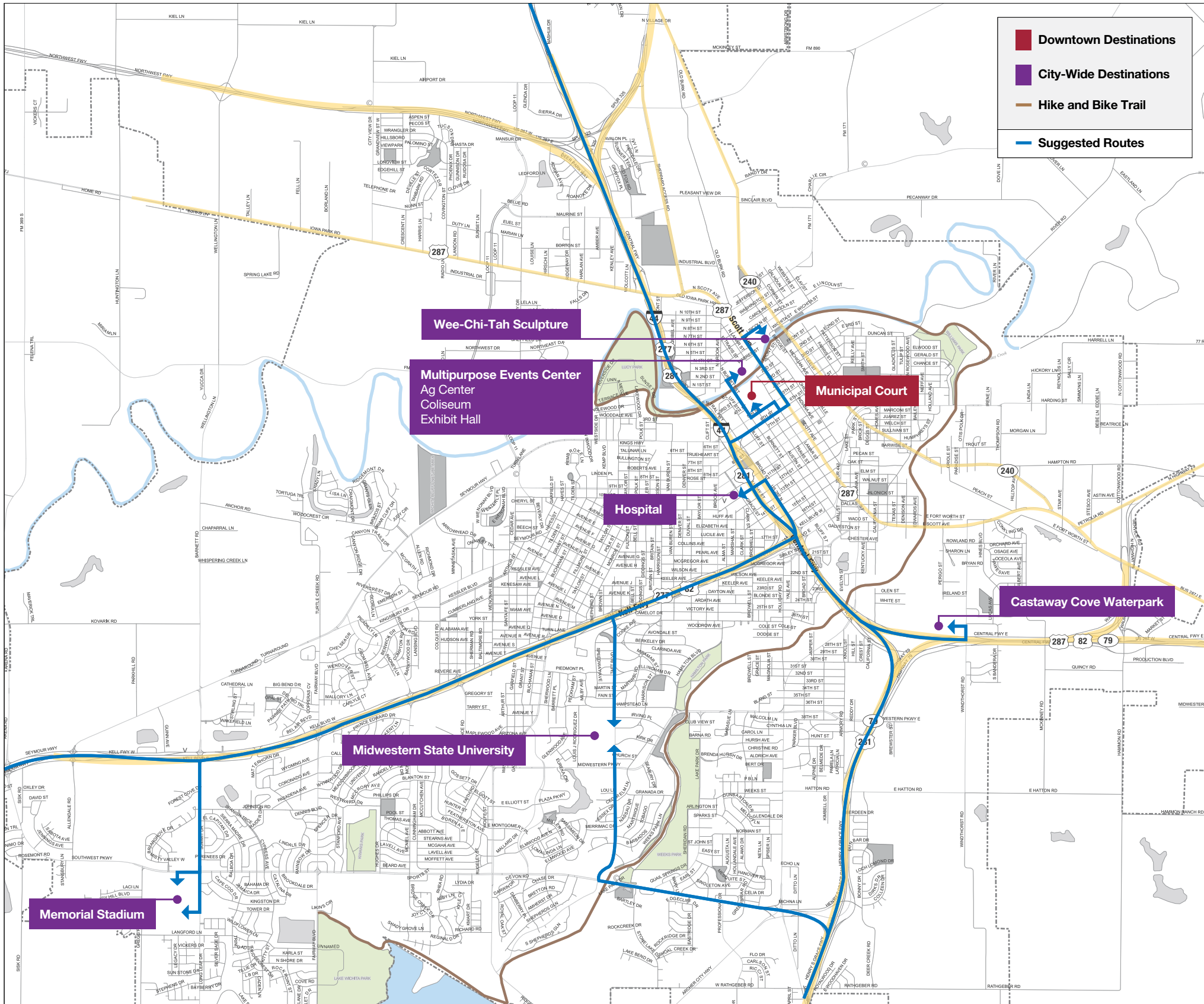
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Directions Provided to Visitors by Participants

Session One

After identifying commonly visited destinations, participants were asked to describe how they would provide directions to each of these destinations.



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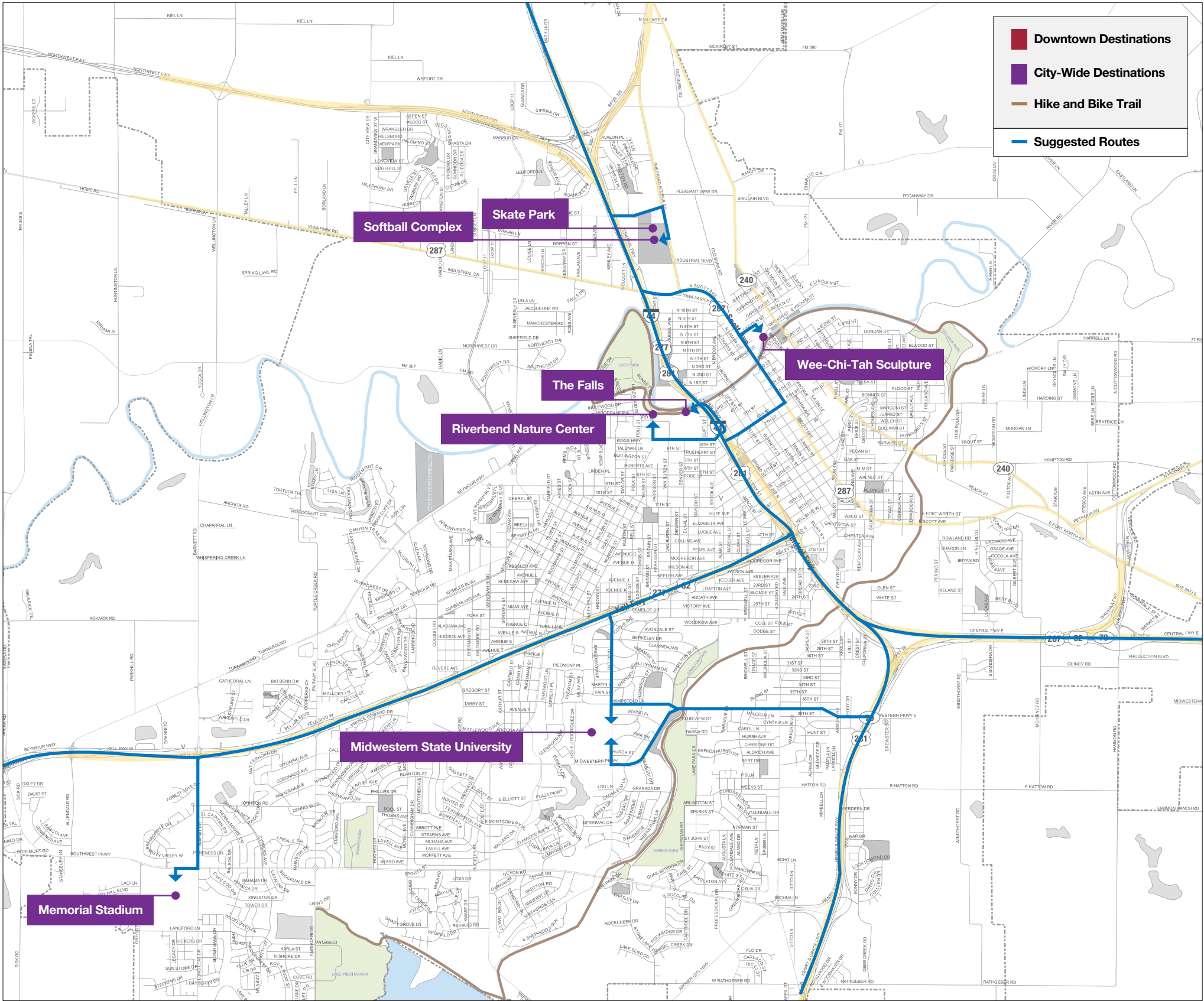
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Session One
Directions to Visitors

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G9



Directions Provided to Visitors by Participants

Session Two



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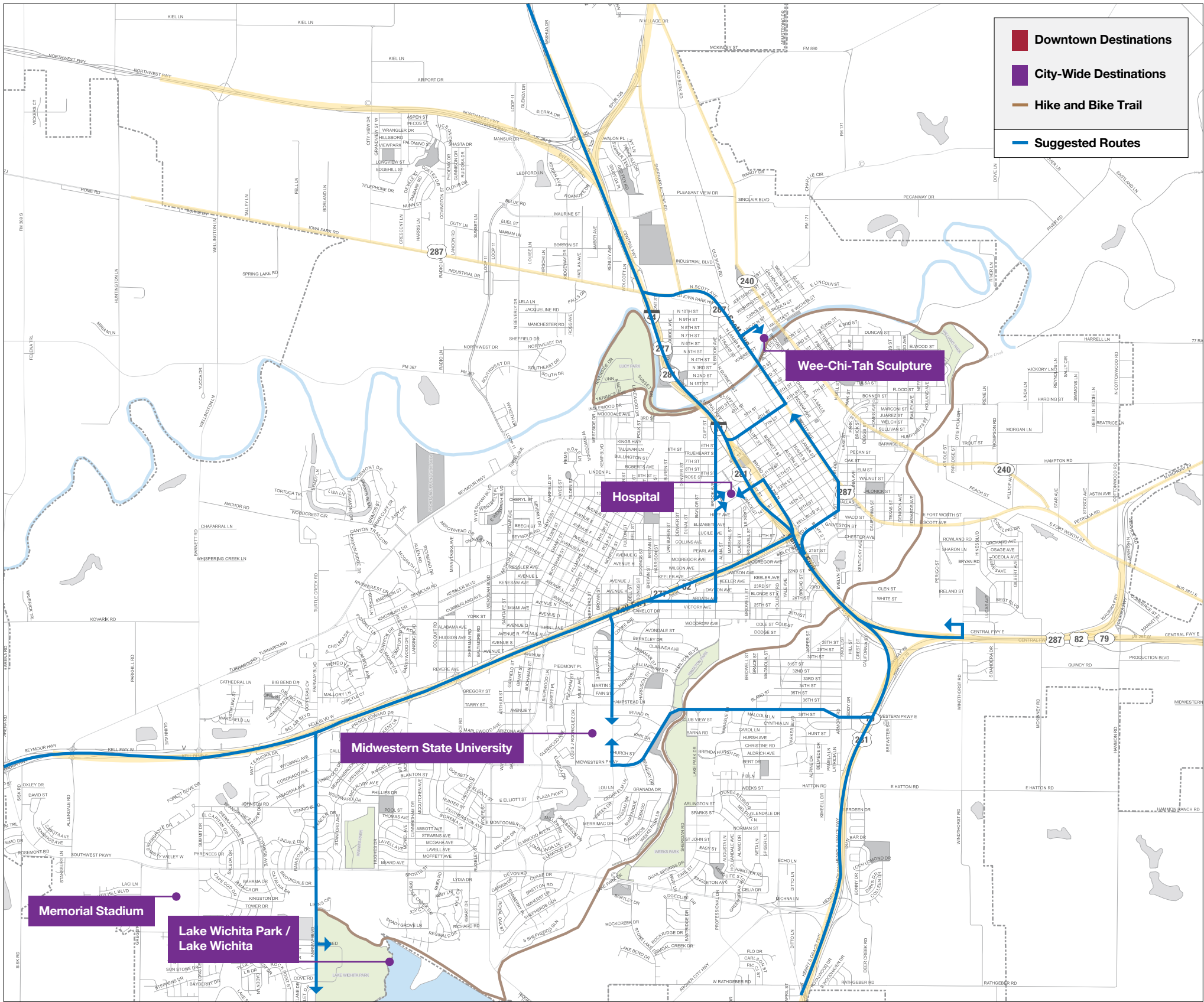
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Input Sessions
Session Two
Directions to Visitors

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Directions Provided to Visitors
by Participants

Session Three



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Input Sessions
Session Three
Directions to Visitors

SHEET NUMBER

G11

Major Destinations



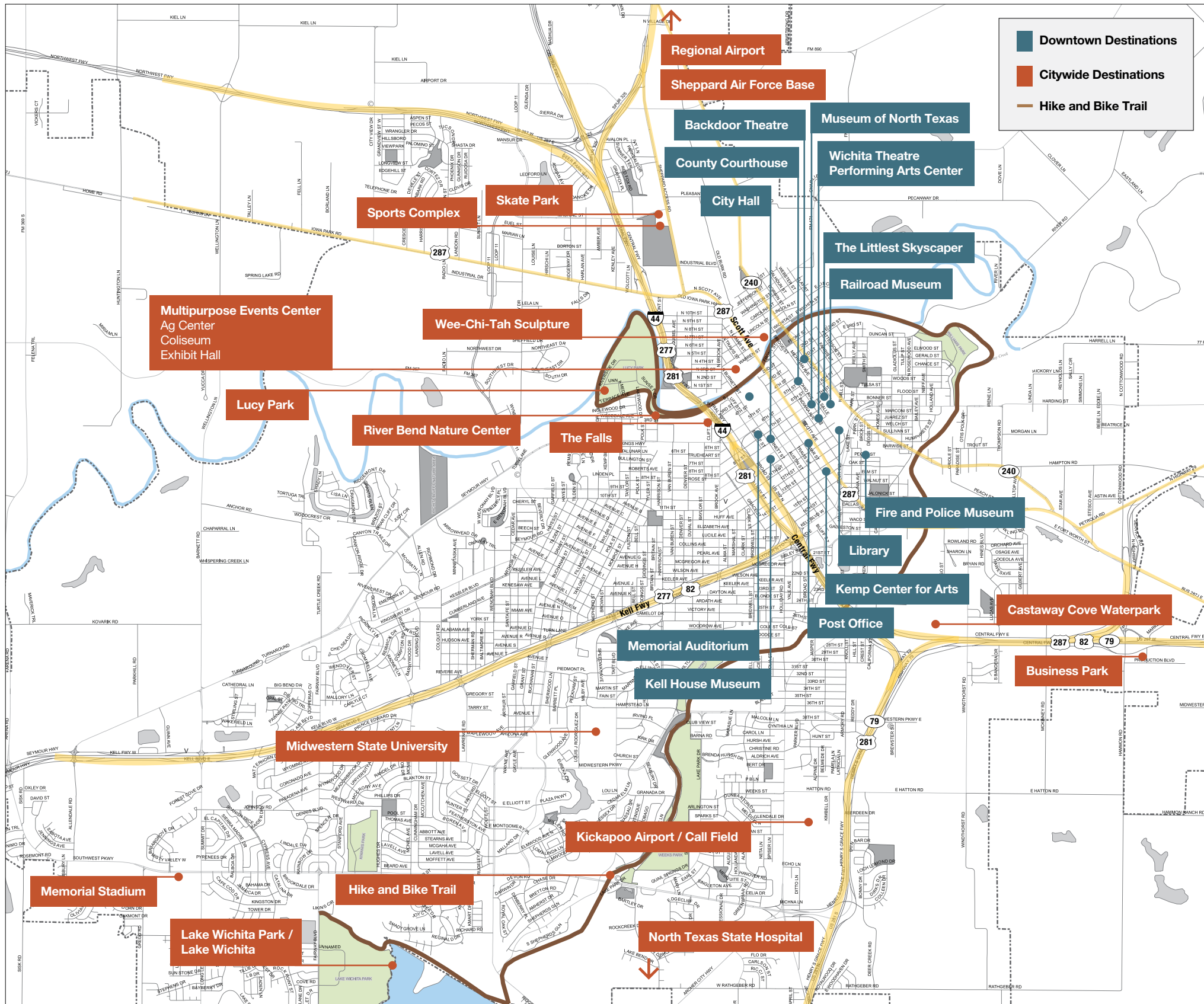
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This map graphic represents the cumulative list of destinations identified in the Input Sessions as important to include on wayfinding signage.

Observations



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Highway Signage — Approach from 44 Southbound / 281 Southbound / Central Expressway



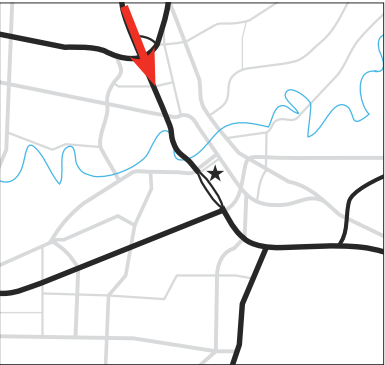
- Texas Travel Info Center can be accessed via Exit 1C and will provide WF-centric information if supplied.
- Exit for “The Falls” is identified with under-scaled roadside sign that directs to “Exit 1A — Business 277.”
- Sign for downtown references “Business District” and directs motorists via “Exit 1 — Next Right Holliday Street” and is accompanied by Hospital symbol (white “H” on blue field).
- There is no reference to Midwestern State University or Memorial Stadium prior to 82 West exit.
- Midwestern State University and Memorial Stadium are not referenced on highway signage until after 287/281 South split.
- There is no exit signage prior to Windthorst Road for Water Park.



City Threshold — Approach from 44 Southbound / 281 Southbound / Central Expressway



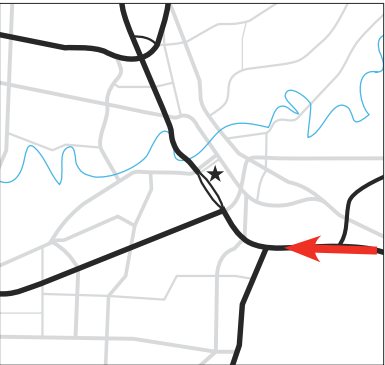
- Threshold to city is identified by city limits sign, water tower with outdated city logo, and TxDOT City Pride-type welcome sign with updated city logo, reference to city as “Proud Home of Sheppard AFB” and event display.
- The Falls serve as iconic welcome to city, and are illuminated at night if they are running.
- Despite being on east side of interstate, MPEC electronic message center sign is conspicuous to southbound traffic.



Highway Signage — Approach from 287 Northbound / 82 Westbound



- Roadside sign for Midwestern State University and Memorial Stadium indicates “Next Left” but is not reinforced by overhead signage.
- “Next Left” message on roadside sign for University and Stadium is less intuitive than, for example, “Left Lane.”
- There is no exit signage prior to Windthorst Road for Water Park.
- Exit for “Downtown” directs motorists onto feeder road at Old Jacksboro Highway, which is too far removed from downtown.



City Threshold — Approach from 287 Northbound / 82 Westbound



- Threshold to city is identified by city limits sign, water tower with outdated city logo, and TxDOT City Pride-type welcome sign with updated city logo, reference to city as “Proud Home of Sheppard AFB” and event display.
- Elegant welcome sign, with water feature and landscaping configuration vaguely evocative of The Falls, is strategically oriented prior to first major highway interchange.
- Derelict “Attebury” site structure is highly conspicuous from main lanes. Need to clarify that grain elevators are owned by Attebury and are active.



Highway Signage — Approach from 281 Northbound / Central Expressway



- University (no reference to Memorial Stadium) via Midwestern Parkway.
- Overhead roadway signage directs traffic to Wichita Falls via 281 North.
- Sign that directs motorists “Downtown — Next Exit” places motorists onto feeder road too far in advance of downtown.
- Sign for downtown references “Broad St — Business District — Exit Only” and is accompanied by Hospital symbol (white “H” on blue field).
- No reference to Midwestern State University or Memorial Stadium prior to 82 West exit.
- Exit sign for “Broad St — Business District” indicates “Right Lane Must Exit” but, without lane markings and/or overhead signage as reinforcement, it is relatively easy to miss this exit.



City Threshold — Approach from 281 Northbound / Central Expressway



- Scale of roadway is smaller than other approaches.
- Threshold to city is identified by city limits sign and TxDOT City Pride-type sign with event display, outdated city logo, and reference to city as “Proud Home of Sheppard AFB.”
- Potential area for locating more conspicuous and inboard welcome sign prior to Southwest Parkway overpass.



Highway Signage — Approach from 287 Southbound



- Overhead roadway signage directs traffic to Wichita Falls via 287 South/44 West.



City Threshold — Approach from 287 Southbound



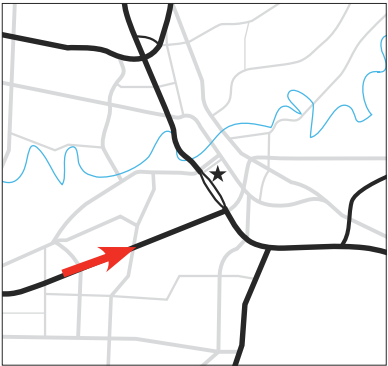
- Threshold to city is identified by city limits sign and water tower with outdated city logo.
- Scale of roadway is similar to 281 Northbound.
- Potential area for locating welcome sign at transition from 287 Eastbound to 44 West/Central Expressway, where there is ample landscaped area to left of roadway, as well as dynamic sight lines to and configuration with Spur 325 overpass.



Highway Signage — Approach from 82 / Kell Boulevard Eastbound



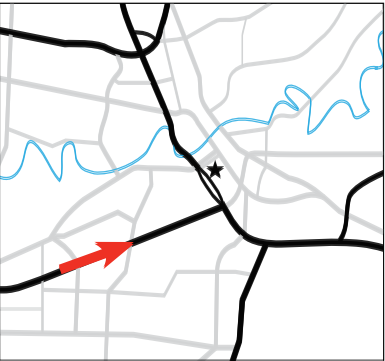
- Overhead roadway signage does not reference Memorial Stadium, which can be accessed via FM 379 or Barnett Road.
- Roadside sign indicating “Midwestern State University — Next Right” directs motorists to exit Taft Boulevard.
- Supplemental directional signs are mounted to signal mast arm at Taft Boulevard, directing motorists south to access campus.
- There are no references to Downtown or Business District on signage prior to interchange with 44/281/287/Central Expressway.
- Local traffic exits Broad Street for downtown.
- There is no reference to Downtown or Business District between flyover from 82 East to Central Expressway and 6th Street exit.
- Motorists are directed to exit 6th Street for “MPEC,” with no reference to Downtown or Business District via this same exit.
- “MPEC” makes sense only to those motorists who are specifically looking for this collection of destinations. This begs the question of whether or not spelling out “Multi-Purpose Events Ctr” would be more effective and for a larger audience.



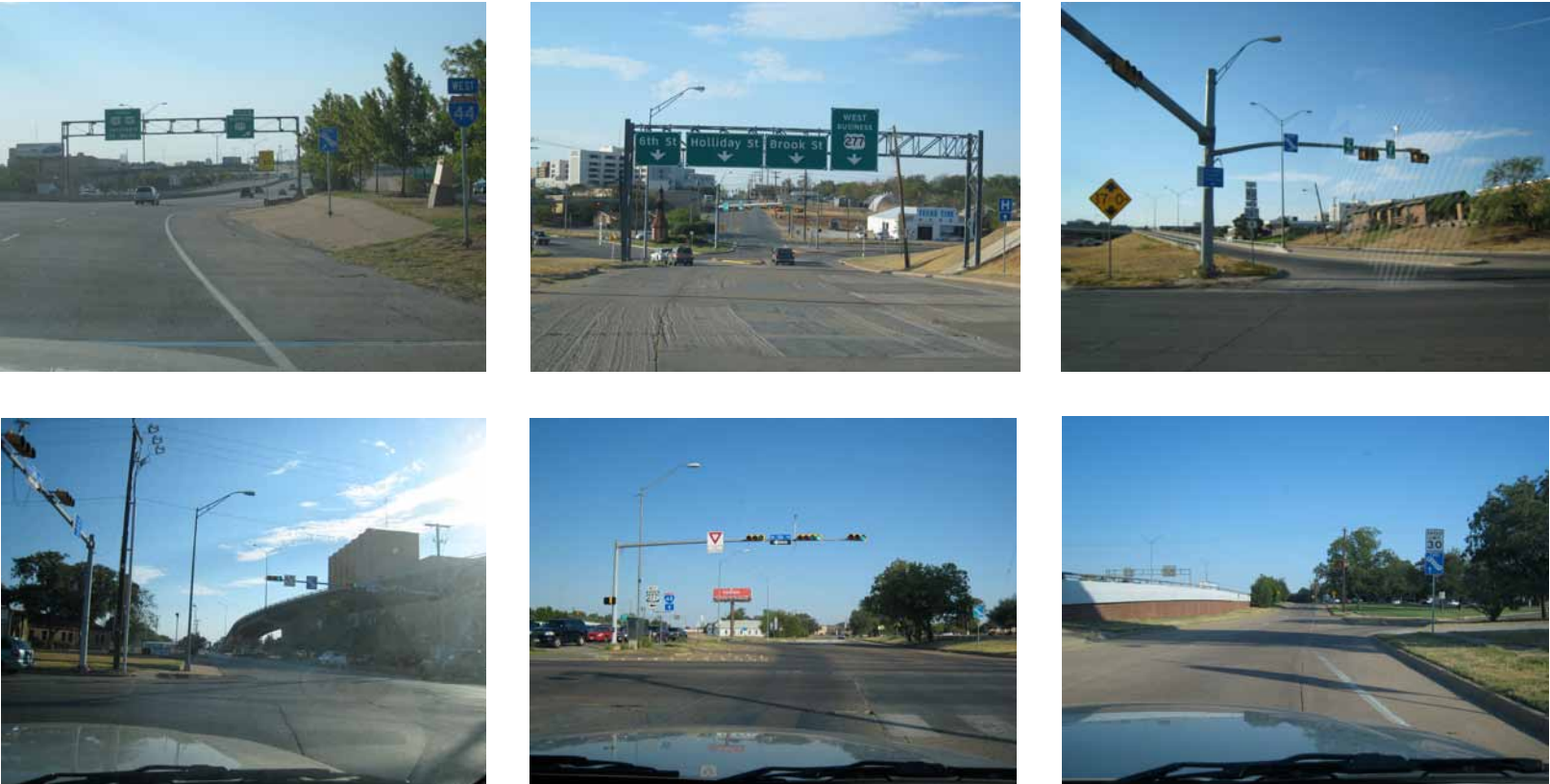
City Threshold — Approach from 82 / Kell Boulevard Eastbound



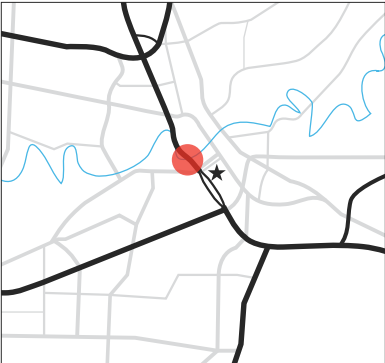
- Threshold to city is identified by city limits sign, high-rise and low-rise water towers with outdated city logo, and TxDOT City Pride-type welcome sign with updated city logo, reference to city as “Proud Home of Sheppard AFB” and event display.
- There is a wealth of space in the City-owned / maintained median with nice landscaping that might accommodate a welcome sign.
- Derelict “Attebury” site structure is highly conspicuous from flyover to 44 North/Central Expressway.



Approach to The Falls



- Directionals to The Falls are under-scaled and do not provide enough advance notice for exit.
- Since The Falls are located on the west side of the interstate, southbound motorists will intuitively move to the far right lane of the feeder (Holliday Street) in order to turn right onto 5th Street.
- Supplemental directionals are mounted to traffic signal arms and compete visually with MPEC directionals.
- Circuitous u-turn under interstate, then diagonally across 5th Street intersection is highly counter-intuitive and depends on aforementioned under-scaled directionals that are not located consistently at each intersection.



Approach to The Falls (Continued)



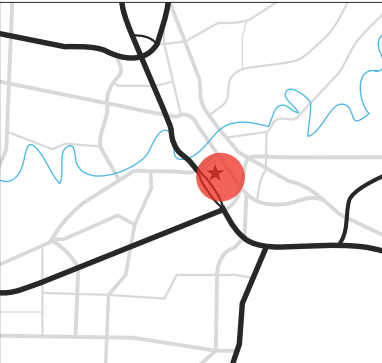
- Overpass nicely frames view of The Falls (assuming a motorist reaches this point).
- Parking most immediate to The Falls is not identified as such.
- Seemingly desolate setting and adjacent large-scale billboard detract from visitor’s experience. (We encountered broken car window glass on the street surface, which would likely discourage most visitors from parking in this location, much less leaving their vehicle out of sight to walk to The Falls.)
- Pedestrian experience from parking to The Falls is appealing.



Downtown Area



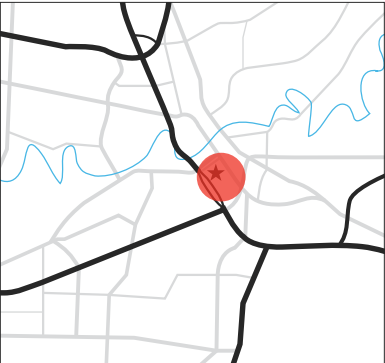
- Intersection of 8th Street and Scott Avenue is considered heart of downtown.
- Majority of public parking appears relegated to parallel and head-in parking along streets. Public parking lots are located at 12th and Indiana, 9th and Ohio, and 10th and Ohio, but they are not clearly identified.
- Annual events, like Cajun Fest (8th and Ohio), City Lights (8th and Ohio), and St. Patrick’s Day (8th and Indiana) are held downtown.
- Historical Depot Square area of downtown is identified with special signage.
- Public parking for certain downtown events is provided at MPEC, with trolley service to and from downtown.
- Existing wayfinding signage is under-scaled and carries too many destinations.
- Main arrival into downtown from Central Expressway is via 6th Street, which is one-way east.



Downtown Area (Continued)



- 8th and 10th Streets are two-way streets that connect downtown to areas west of elevated freeway.
- Scott and Indiana Avenues are major north-south downtown thoroughfares.
- Aside from special paving at several intersections, key streets (i.e., 6th, 8th, Scott, Indiana) downtown are not articulated with vertical elements (like banners, public art and sculpture, special lighting, pedestrian orientation)
- Public sidewalks tend to be fairly deep with planter wells at key locations that might accommodate pedestrian and vehicular wayfinding.
- Route to MPEC from 6th Street exit “feels” a bit circuitous.



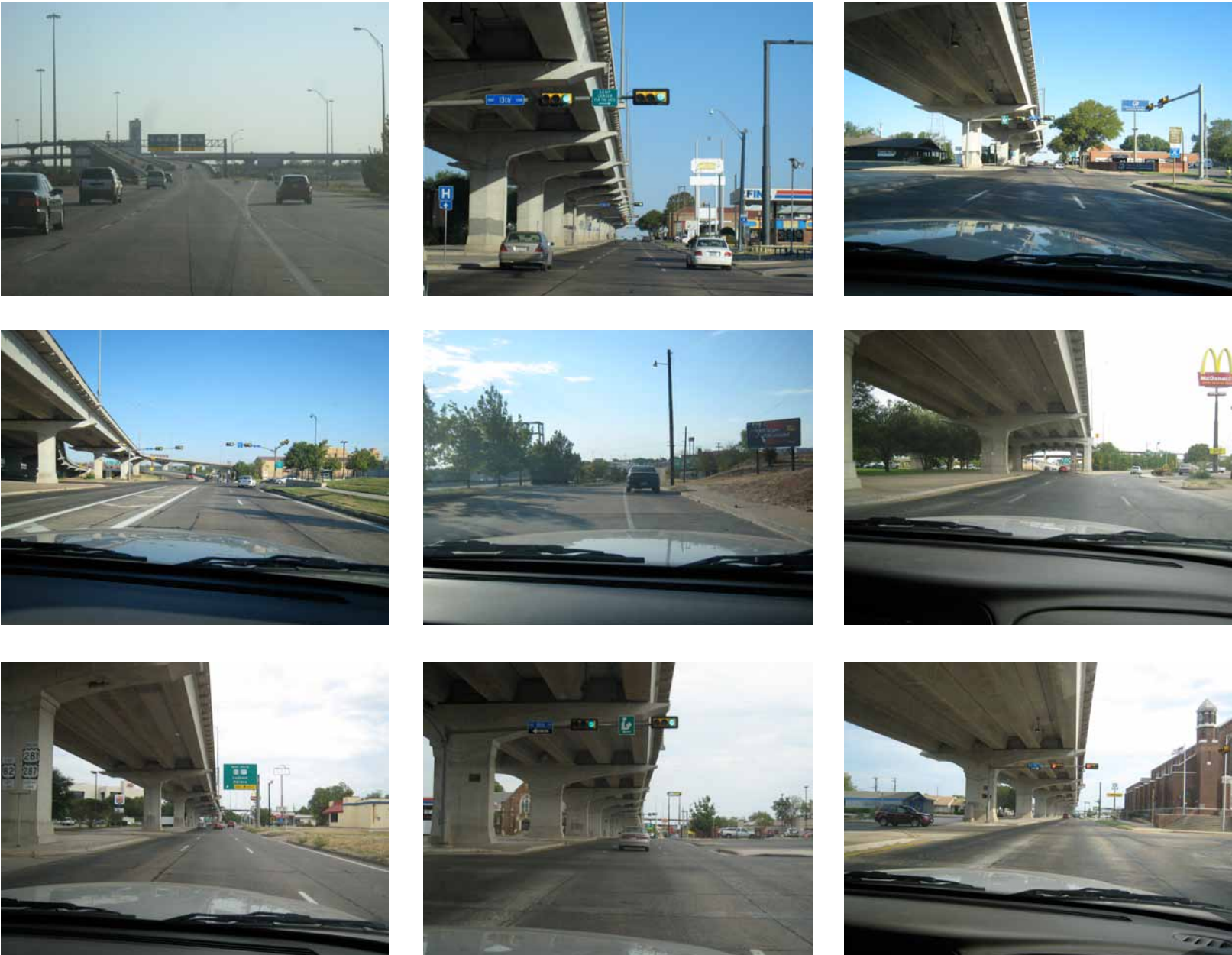
Approach to City from Municipal Airport



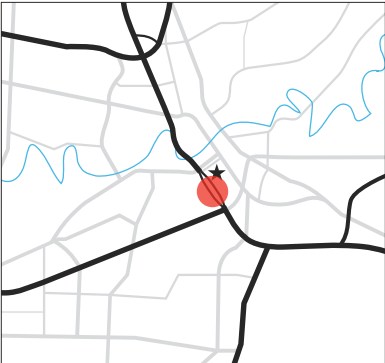
- Airport has a certain quaintness of scale.
- Airport site is bereft of any “Welcome to Wichita Falls TX” messaging, pageantry, event displays, etc.
- Roadway signage beyond perimeter of Airport does not differentiate between FM 240, Spur 325 (to Sheppard Access Road or IH44), or IH44 as approach to City.
- FM 240 provides most direct route to Wee-Chi-Tah Sculpture via, appropriately enough, Wichita Street, and this area serves as a good orientation to City’s history while reflecting diverse culture through proximity of commemorative statue, historical bridge, bike shop (indicative of burgeoning cycling culture), and animal care facility.
- Spur 325 to Sheppard Access Road (arguably) provides most direct route to Softball Complex and Skate Park.
- Approach via IH44 represents fastest route and provides view of iconic Falls and downtown as panorama, as well as access to Multi-Purpose Events Center.



Broad and Holliday Streets



- These roadways accommodate local traffic traveling north-south between downtown and medical complex.
- Thresholds at both streets, created by support structures for elevated expressway, offer compelling wayfinding opportunities.
- Current directional signs along Broad Street are under-scaled and carry too many destinations to be processed at posted speeds.



City Facilities



- Park identification signs comprise wood structures with routed text.
- Sign and text sizes and mounting orientations vary from location to location.
- City facilities and amenities, other than parks, do not have consistent identification.
- fd2s needs comprehensive list of city facilities.
- Sign shop within Traffic Engineering is responsible for conventional roadway signage, and represents fairly sophisticated operation.



Hike and Bike Trail

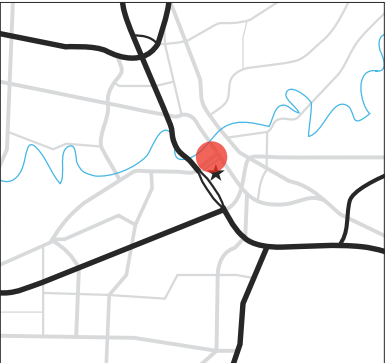


- There is no apparent unified system of trail signage.
- Ad-hoc signage at certain points on trail utilize utilitarian materials such as aluminum panels and uni-strut posts.
- Several trail signs are actually painted reflectors and convey “guerilla” approach, i.e. hand-painted messages.
- Several trail signs have paint graffiti.

Wee-Chi-Tah Sculpture



- Sculpture is fairly visible from Wichita Street.
- Ample parking is located adjacent to sculpture.
- There is freestanding sign with a vacant frame located where interpretive information for sculpture could be conveyed.
- Installation is fairly removed from river that is portrayed in sculpture ensemble.
- Sculpture is located adjacent to vehicular-bridge-turned-foot-bridge, which accommodates great views of downtown.



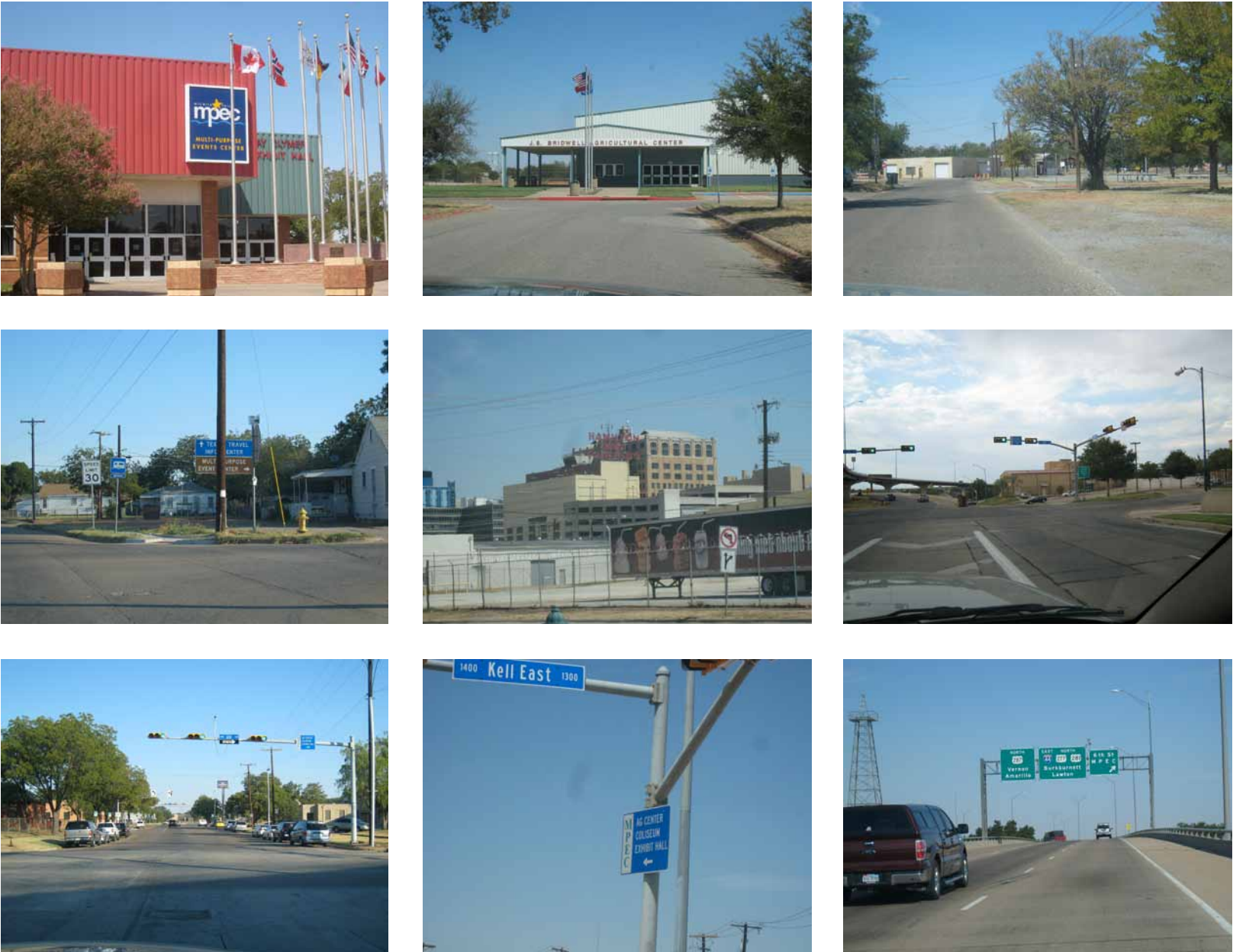
Memorial Stadium



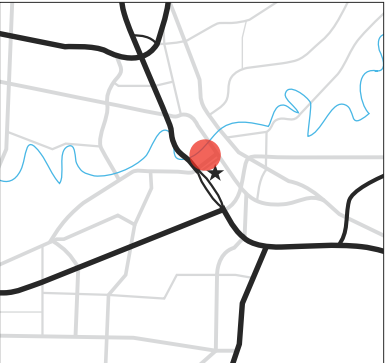
- Stadium itself is shared between Wichita Falls Independent School District and Midwestern State University.
- Large site contains a number of fields for other sports (i.e., baseball, softball, soccer).
- Electronic message board is located at northeast corner of site.
- Park-type sign at north entrance is oriented parallel to Southwest Parkway and does not accommodate good visibility.
- Stadium itself is not identified from east entrance (via Barnett Road) or from north entrance (via Southwest Parkway).
- Only real signage on stadium exterior identifies East Gate and West Gate.
- Relatively small-scale stadium identification located on outboard face of north wall is obscured by stone monument triptych.



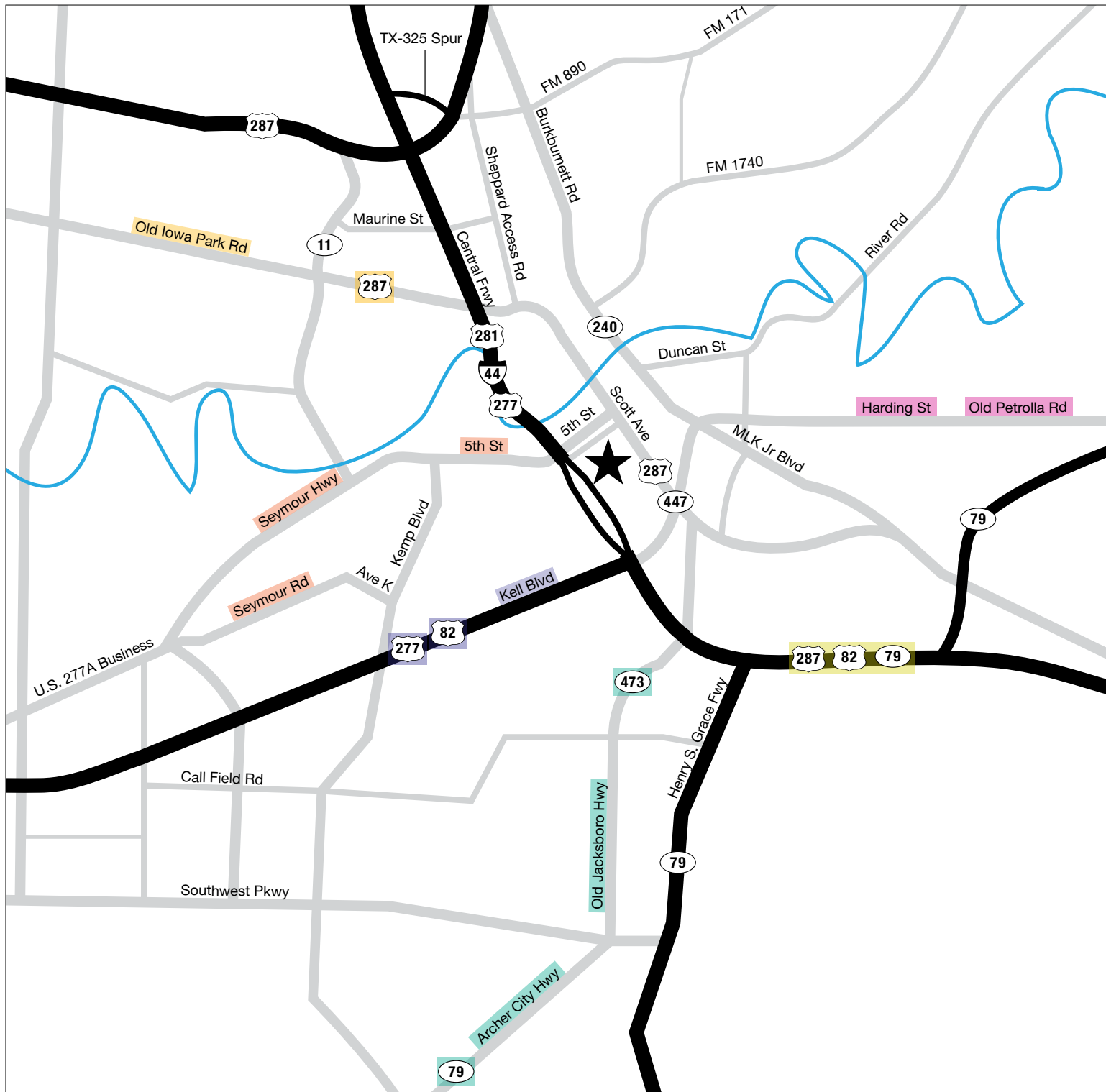
Multi-Purpose Events Center (MPEC)



- Shorthand reference for complex is acronym: “MPEC.”
- “MPEC” is what appears on highway signage.
- MPEC comprises Kay Yeager Coliseum (“Coliseum”), Ray Clymer Exhibit Hall (“Exhibit Hall”), and J.S. Bridwell Agriculture Center (“Ag Center”).
- Ag Center is located north of river from Exhibit Hall and Coliseum, with venues connected by pedestrian bridge across river.
- MPEC is not identified at main entrance at 5th Street/Travis Street intersection.
- Tickets issued for events at MPEC display individual venue name.



Roadways with Multiple Names



- As with many cities, Wichita Falls has legacy names for roadways and multiple designations for the same roadway, which tend to complicate a visitor’s ability to navigate the city.
- Local residents tend to use legacy names for roadways, which have implications to verbal directions.

Design Preconceptions



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On September 12 and 13, 2011 two fd2s staff members met with over forty (40) Wichita Falls’ residents in a series of work sessions. Among the various activities that were repeated with each group was an exercise intended to elicit preconceptions that participants might have about forms and colors as they relate to potential wayfinding signage.



Numbers below indicate the number of people who felt the particular image had application to this project.



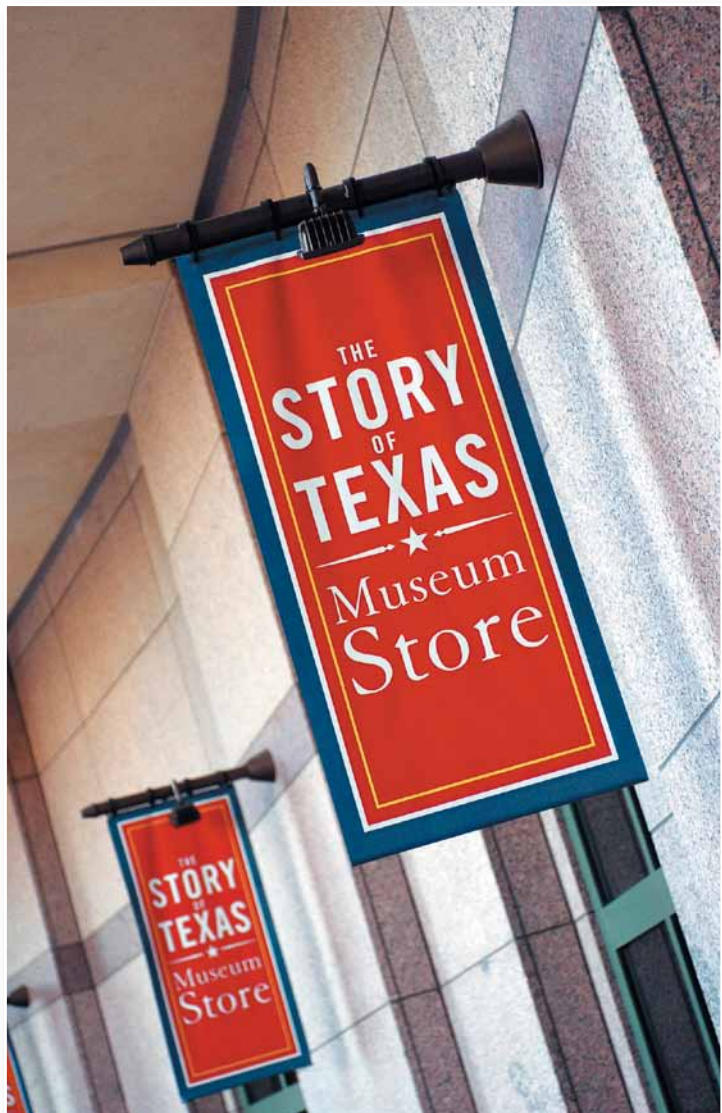
These images below resonated most with participants in the Input Sessions and will help focus design efforts for the wayfinding signage going forward.



12

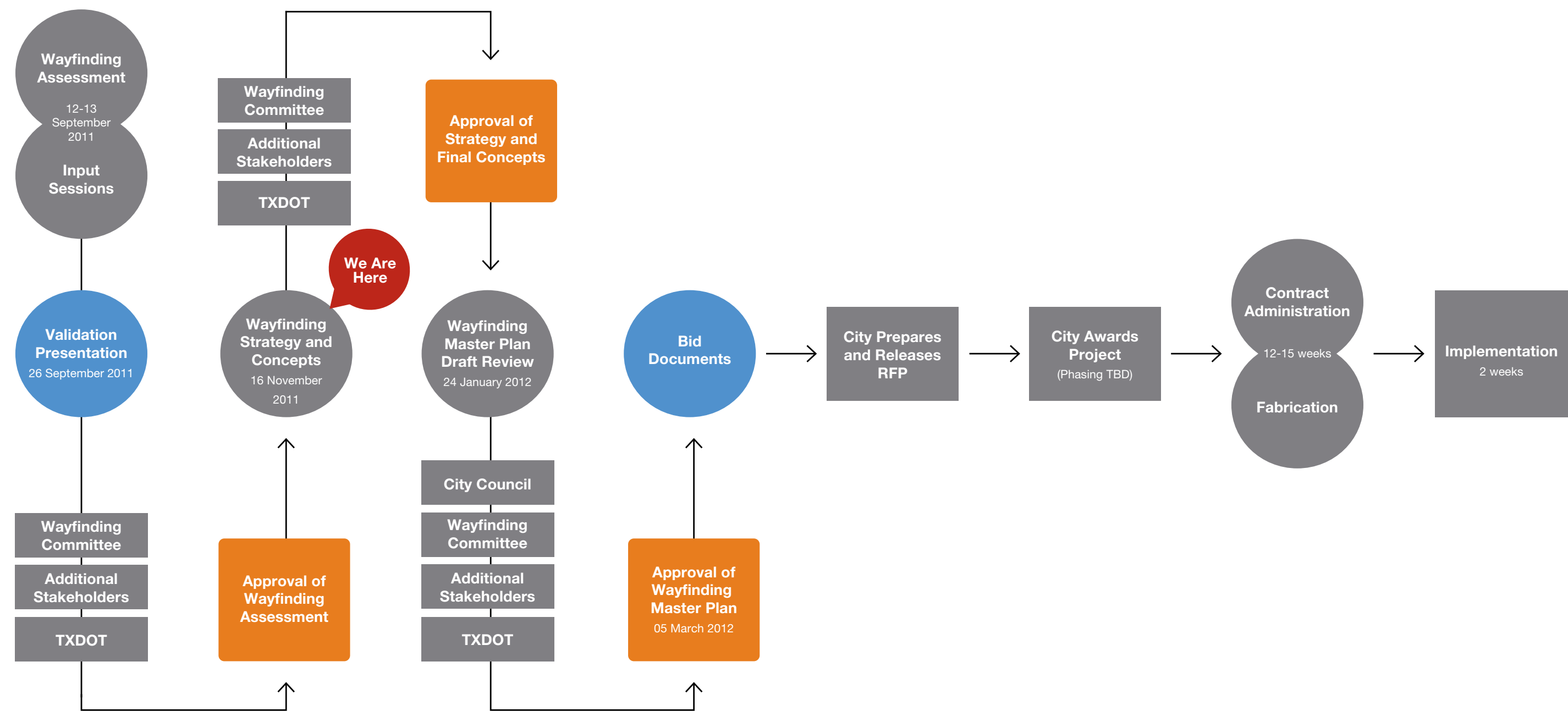


9



7

Wayfinding Strategy and Signage Concepts



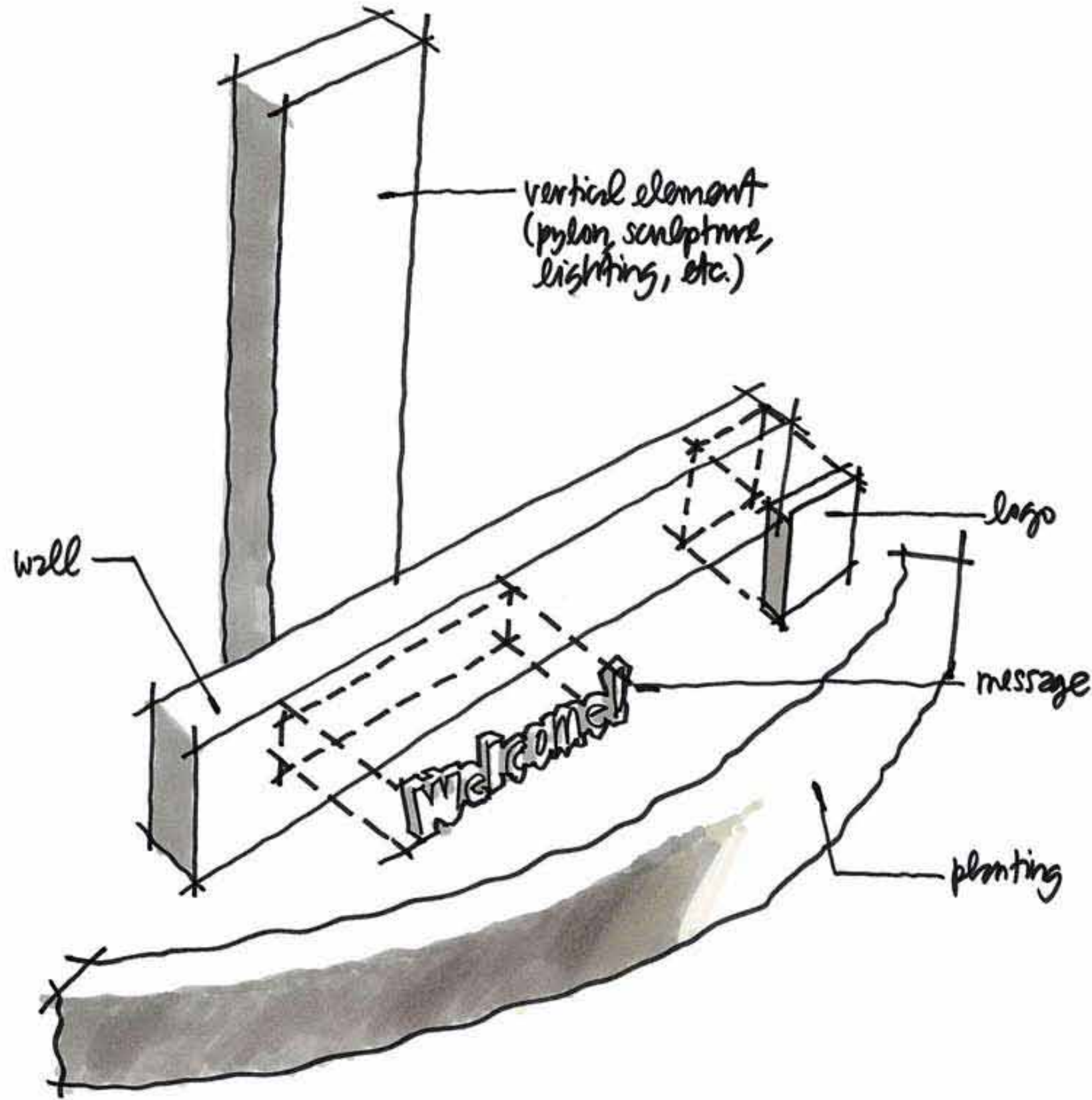
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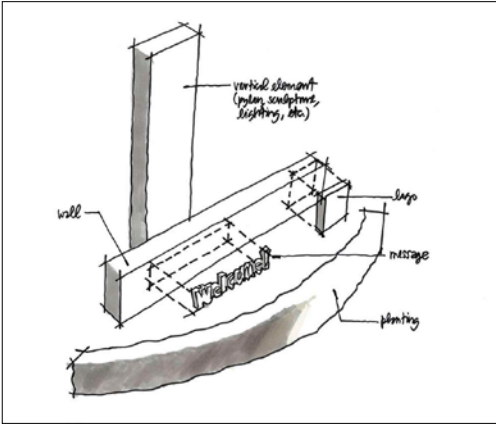
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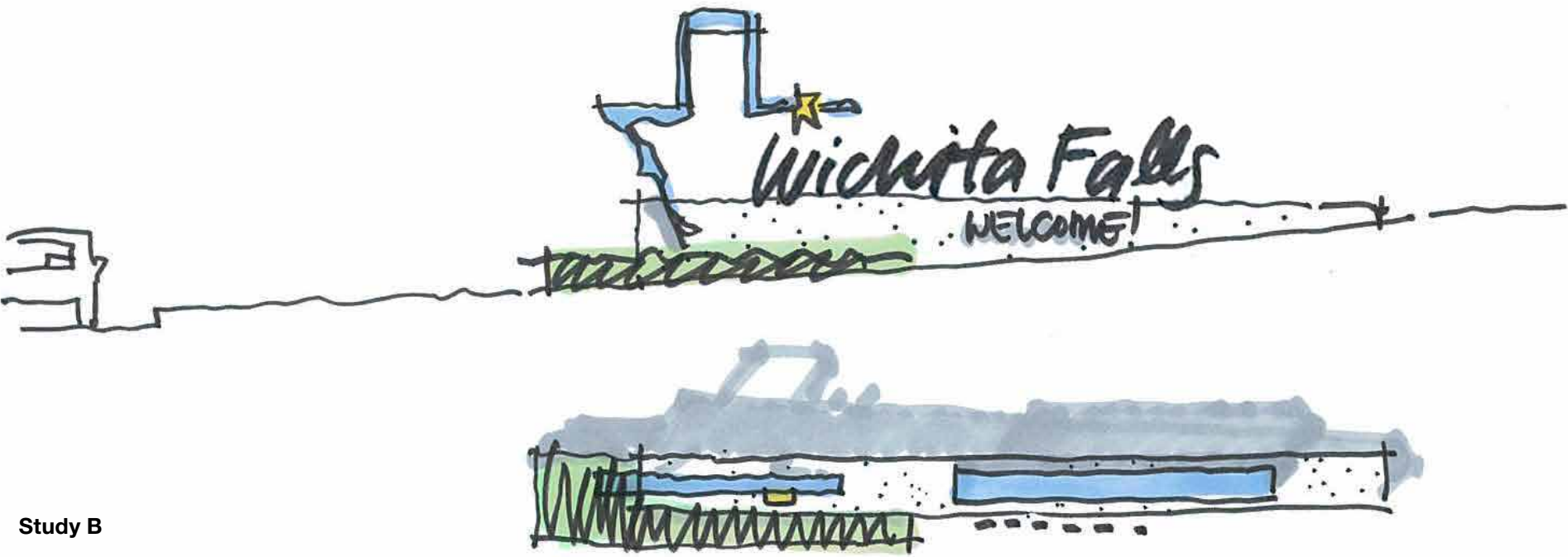
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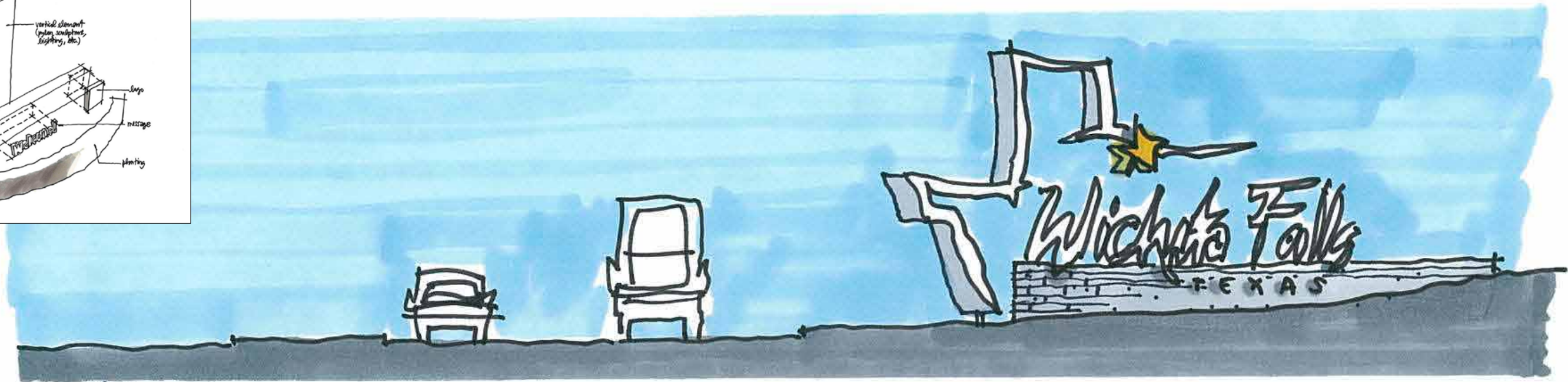
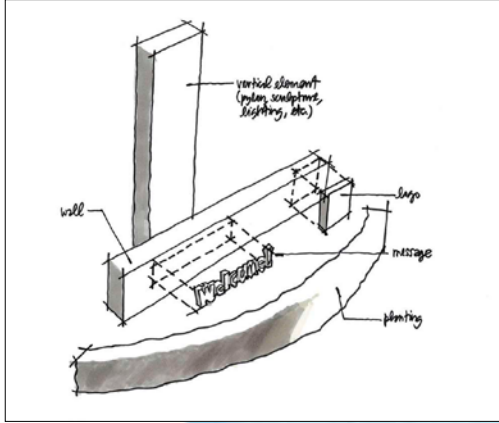




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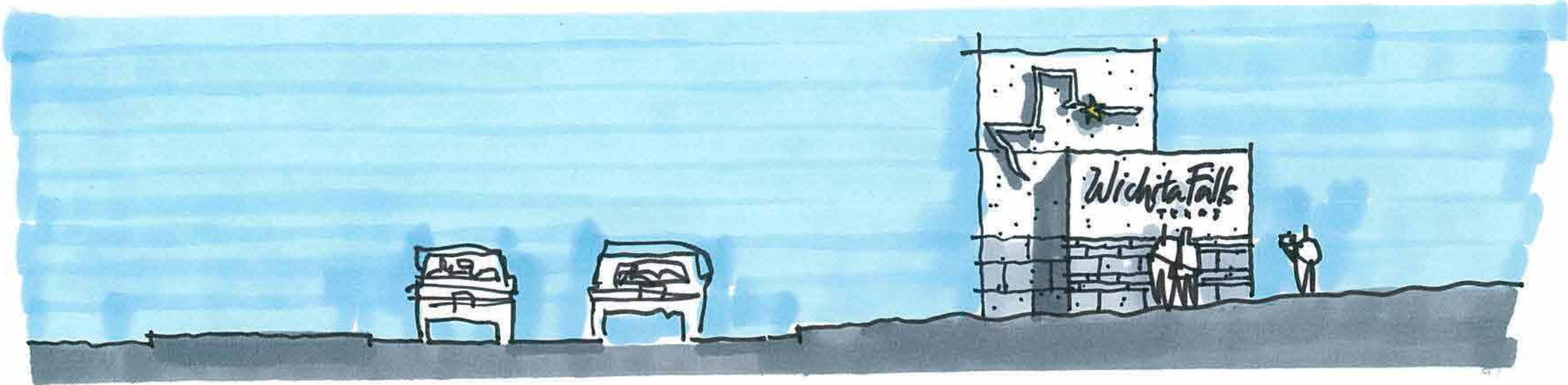


Study B



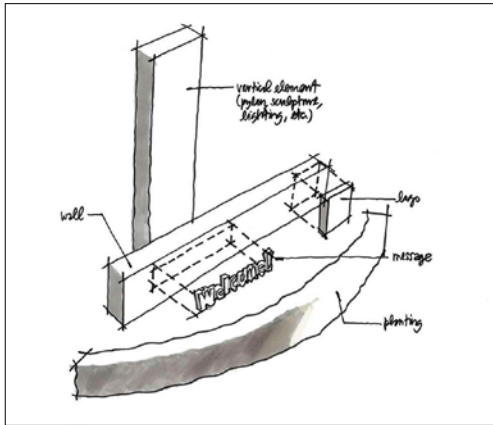
sculpture

Study C

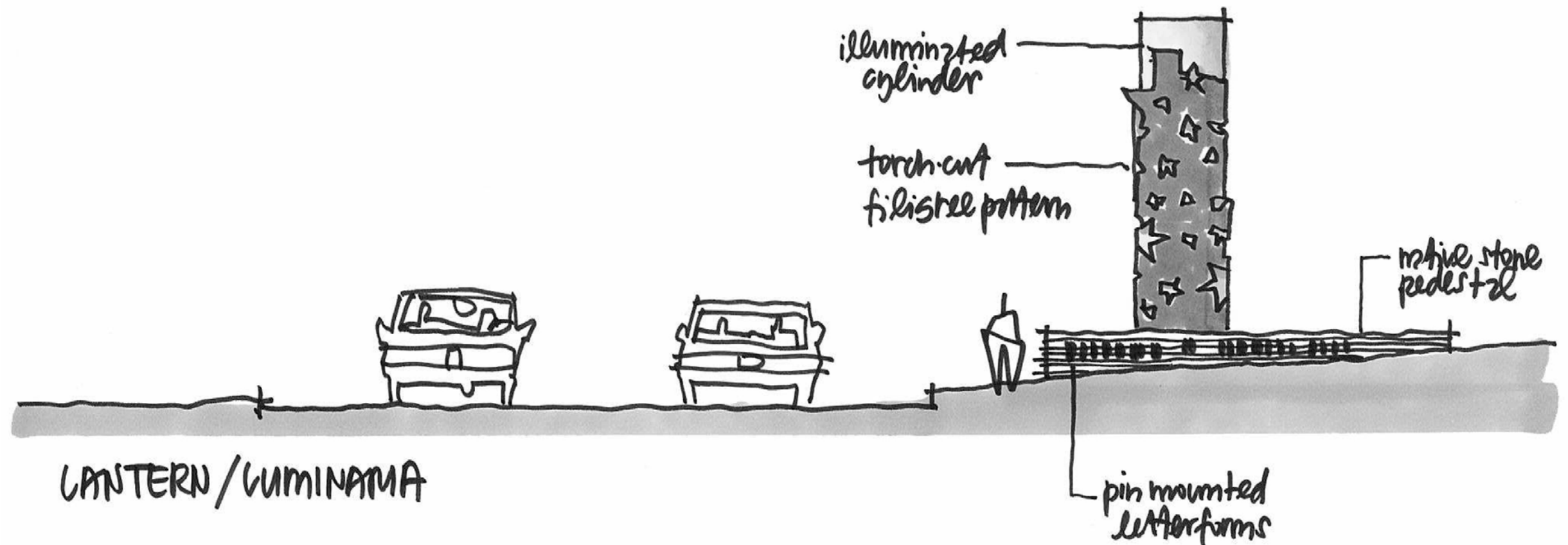
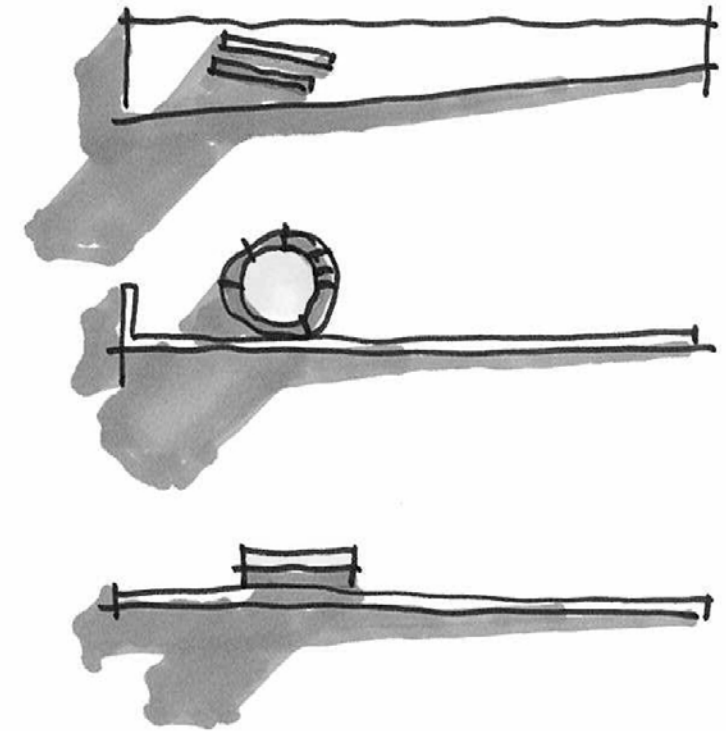


monument

Study D



- vertical form can be seen at greater distance
- introduces visual language: blue, gold; rough-hewn city identity; painted metal
- cost might exceed expense of placing new identity (at least logo) on existing water tower(s)



Study E



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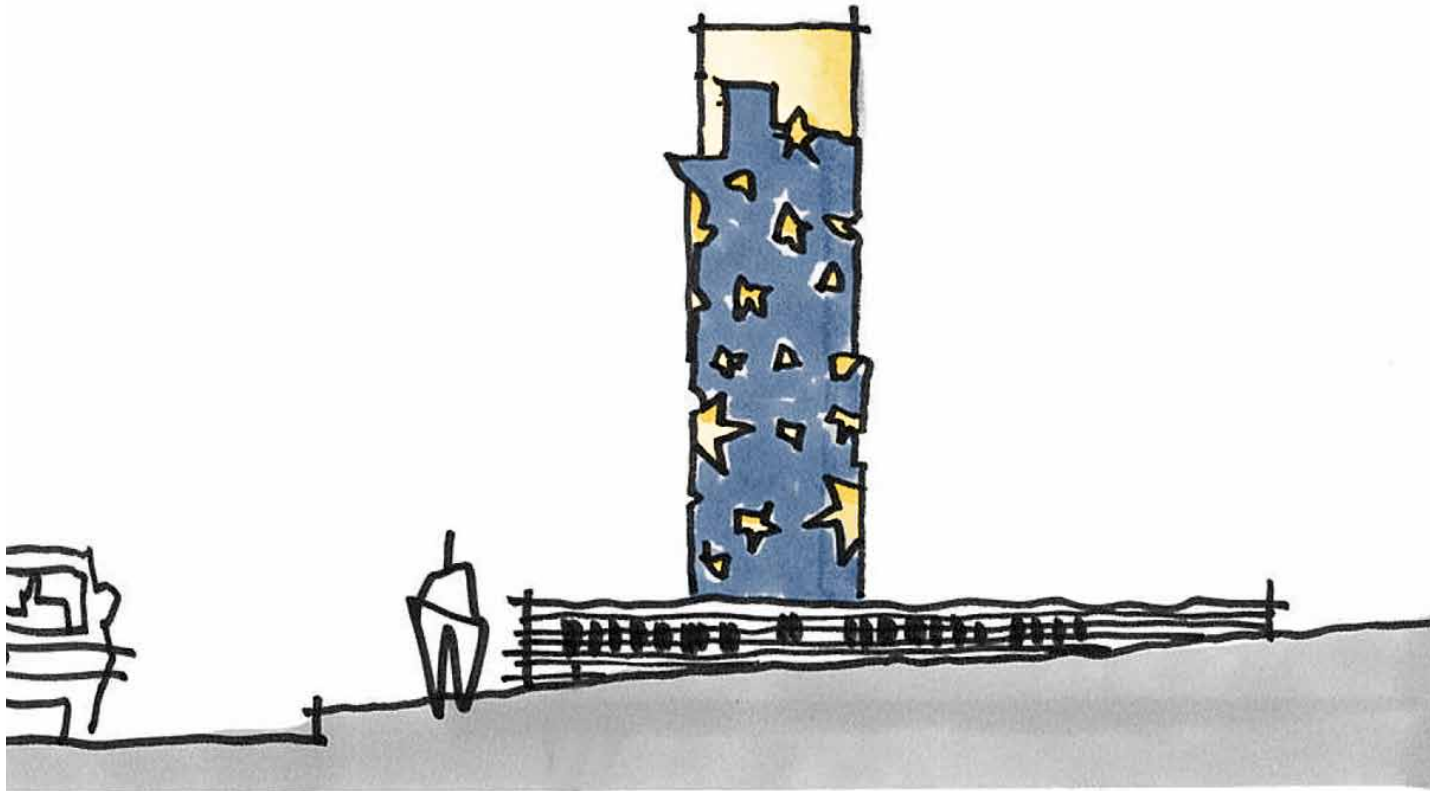
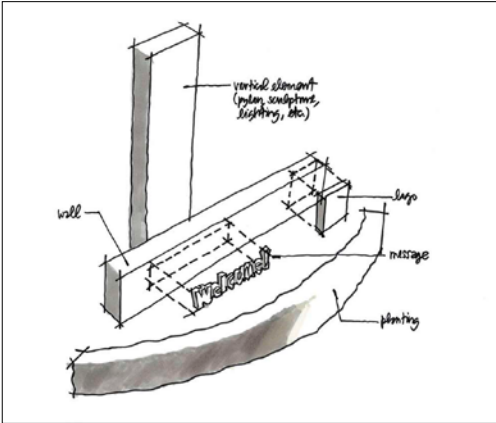
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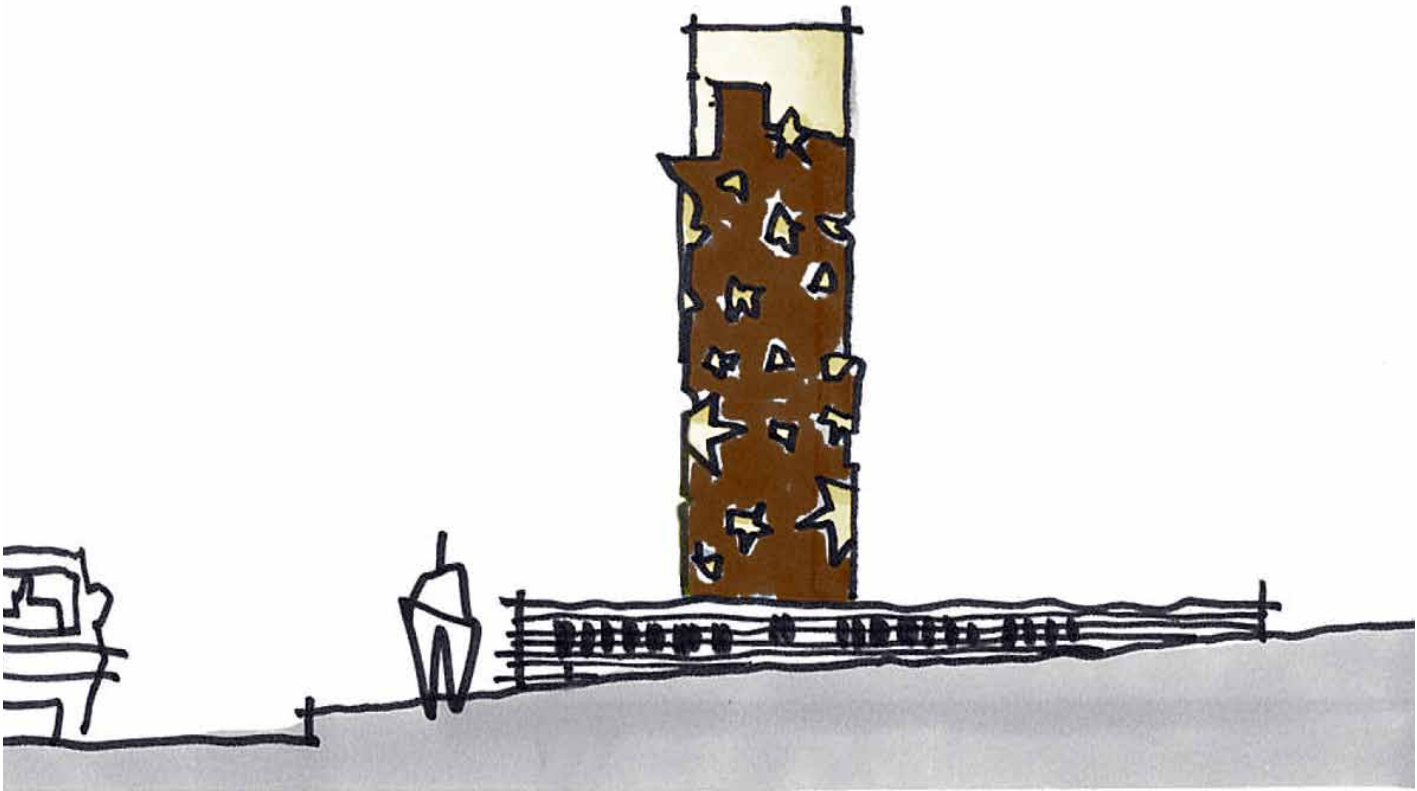
Threshold Identification
Studies

SHEET NUMBER

G46



Study F



Study G



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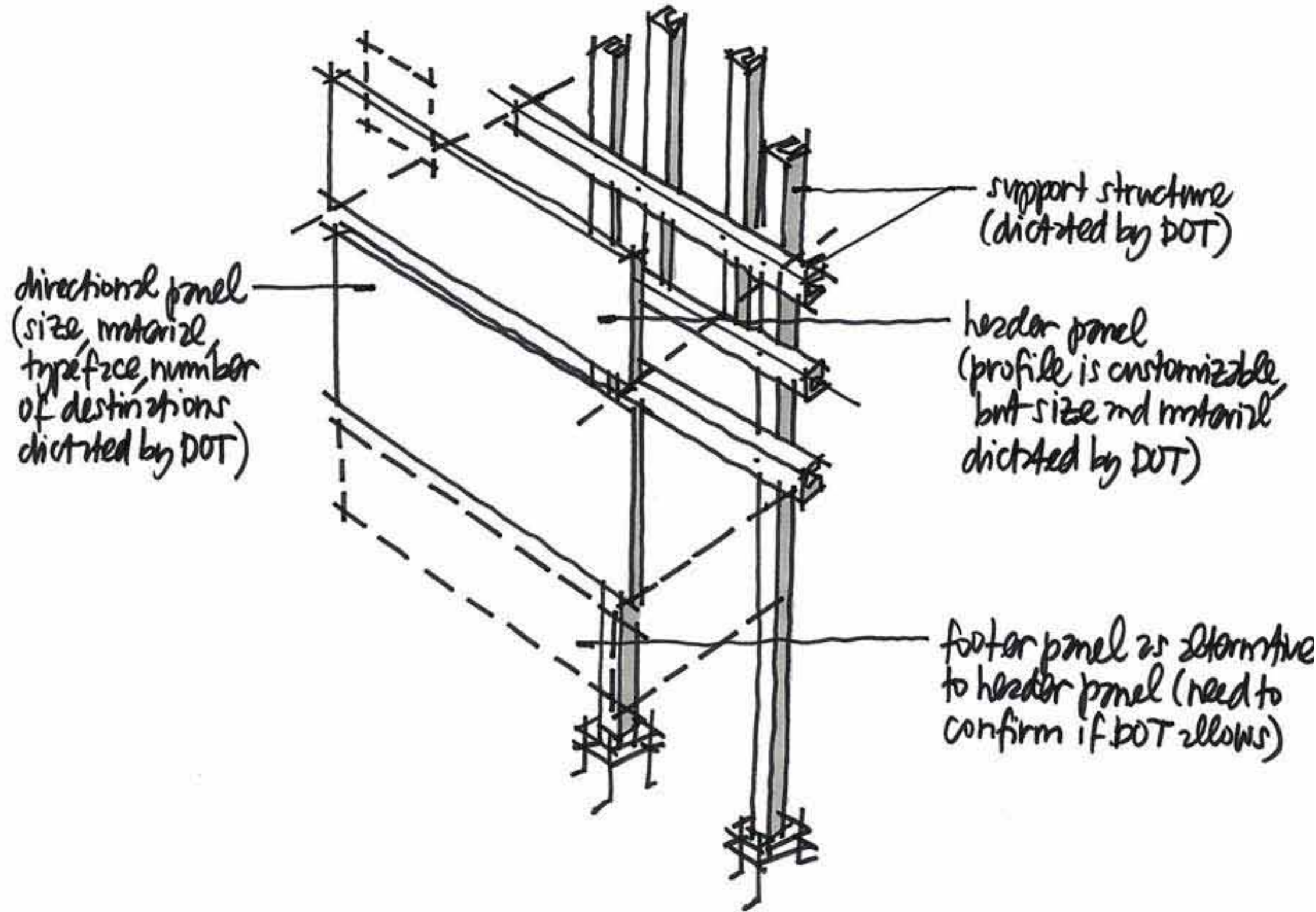
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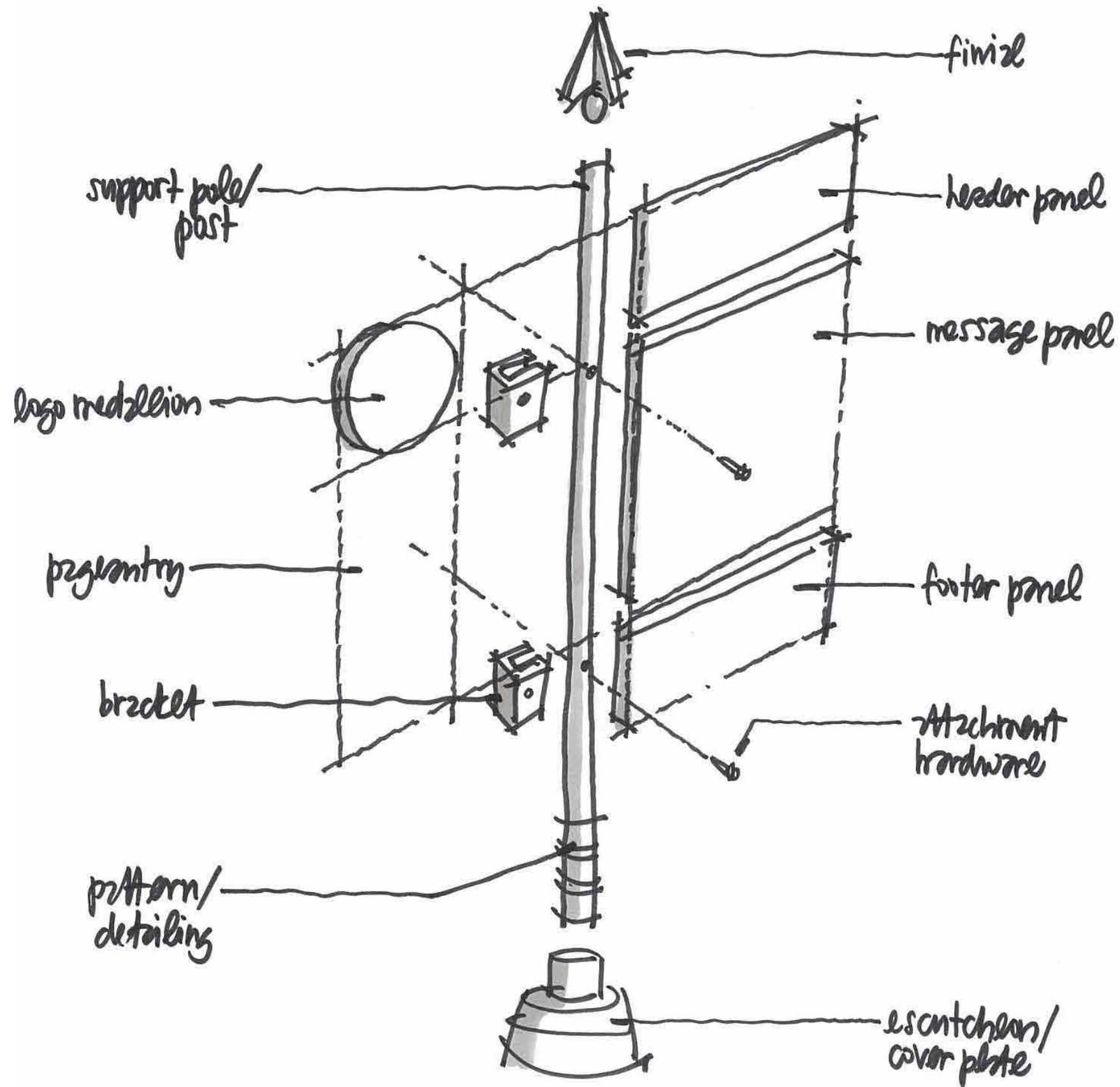
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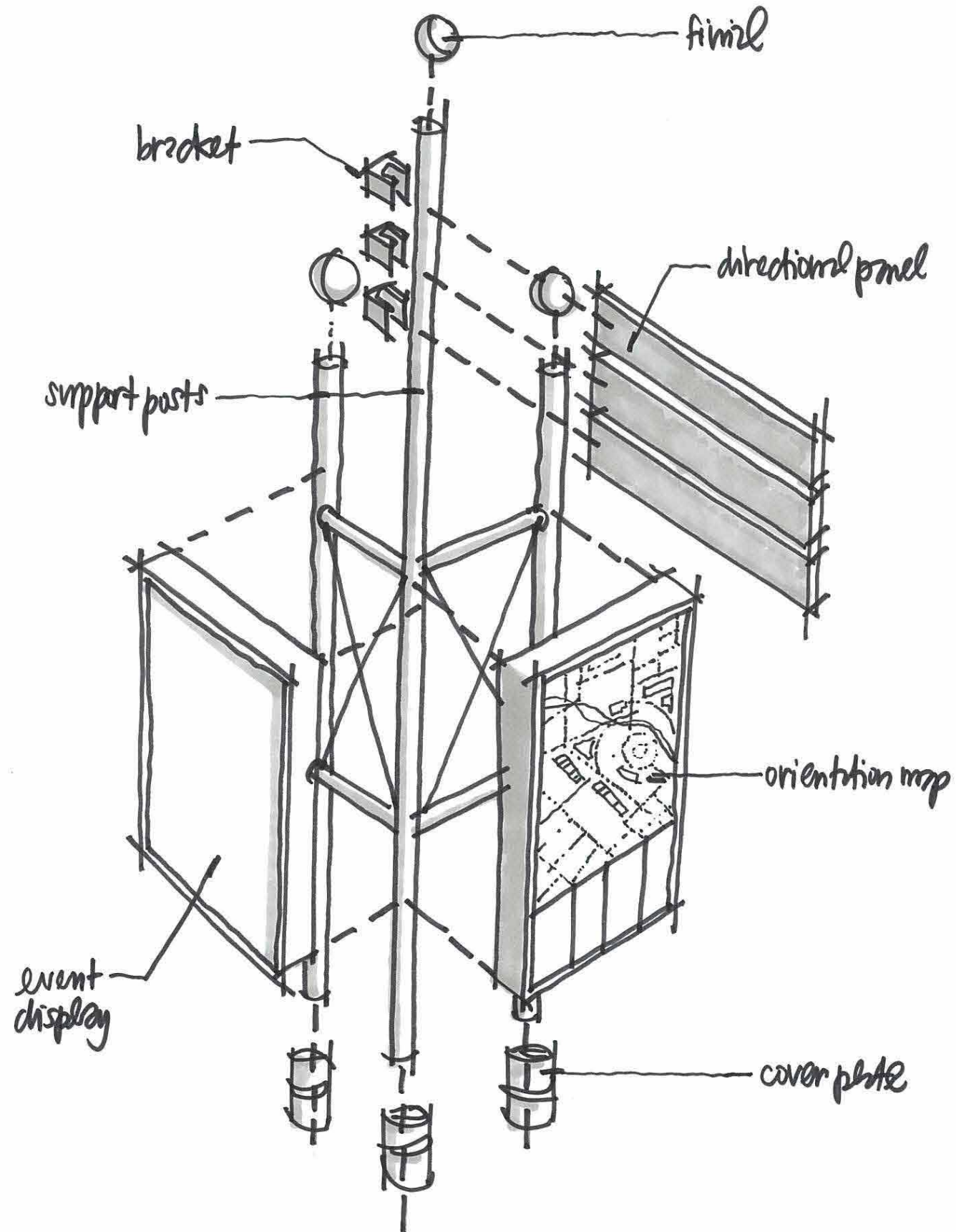
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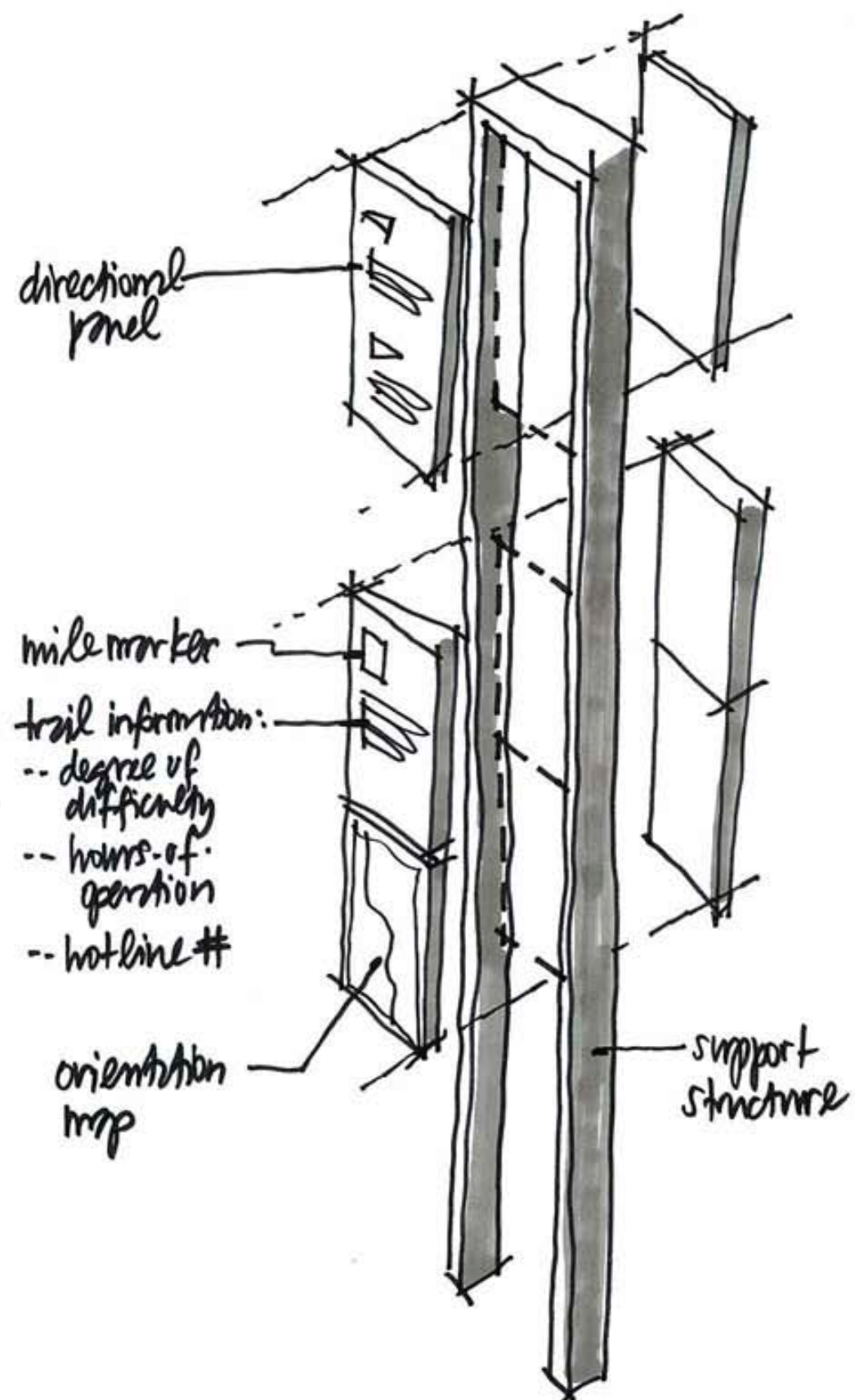
PAGE TITLE / ELEMENT TYPE
Threshold Identification
Studies with Color Variations

SHEET NUMBER
G47









Signage Concepts



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Drawing inspiration from such varied local sources as native American textiles and architectural friezes on downtown edifices, strong patterning can distinguish the elements of the City of Wichita Falls' wayfinding program from its surroundings. Patterns can be surface-painted or cut through sign panels to create a veil-like effect, adding transparency, color, and richness to the system.



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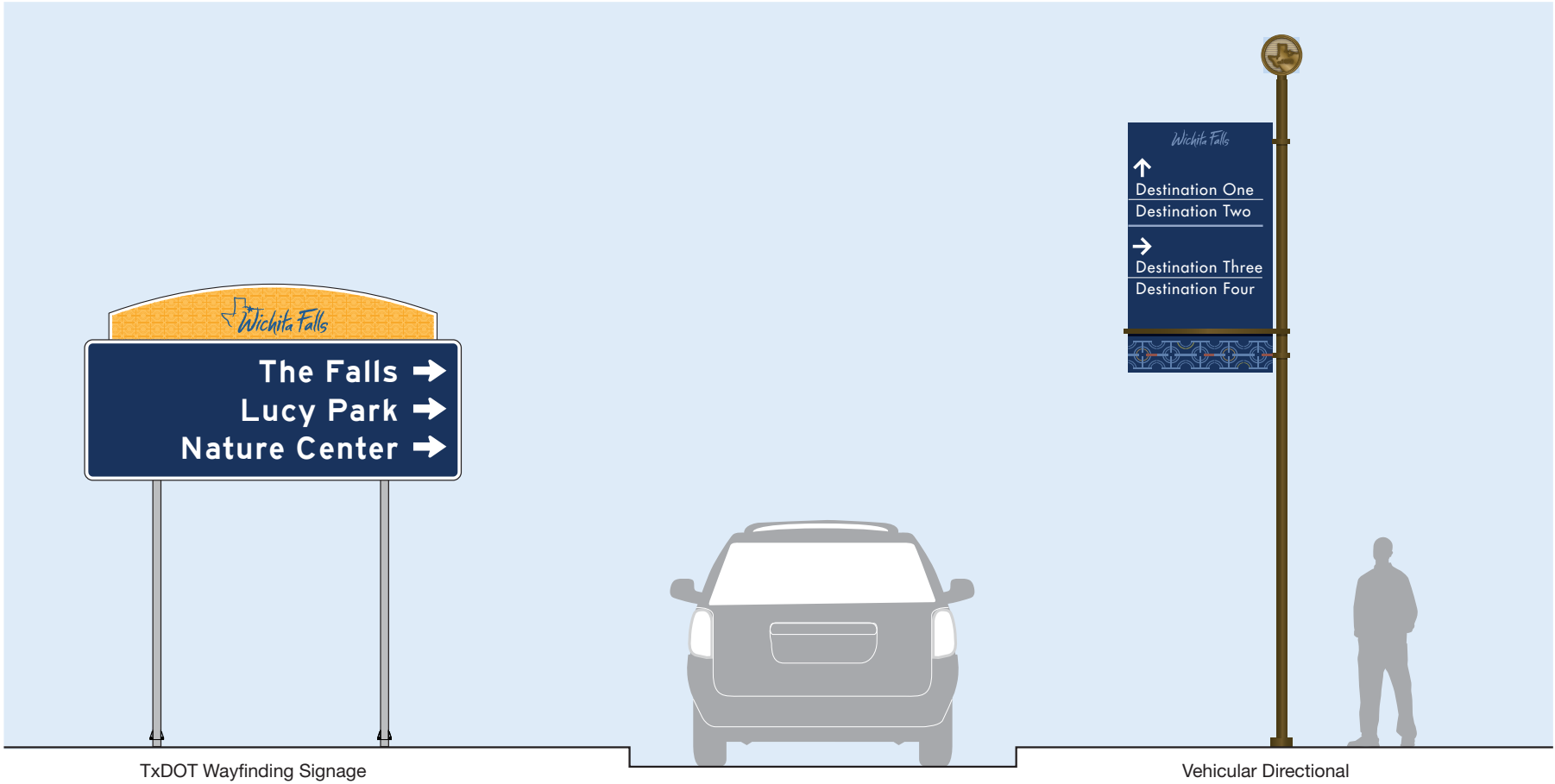
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PAGE TITLE / ELEMENT TYPE
Concept One—Patterning
Inspiration

SHEET NUMBER
G53



TxDOT Wayfinding Signage

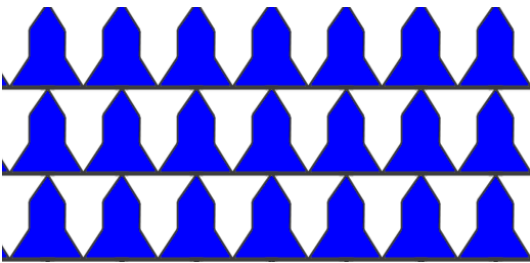
Vehicular Directional



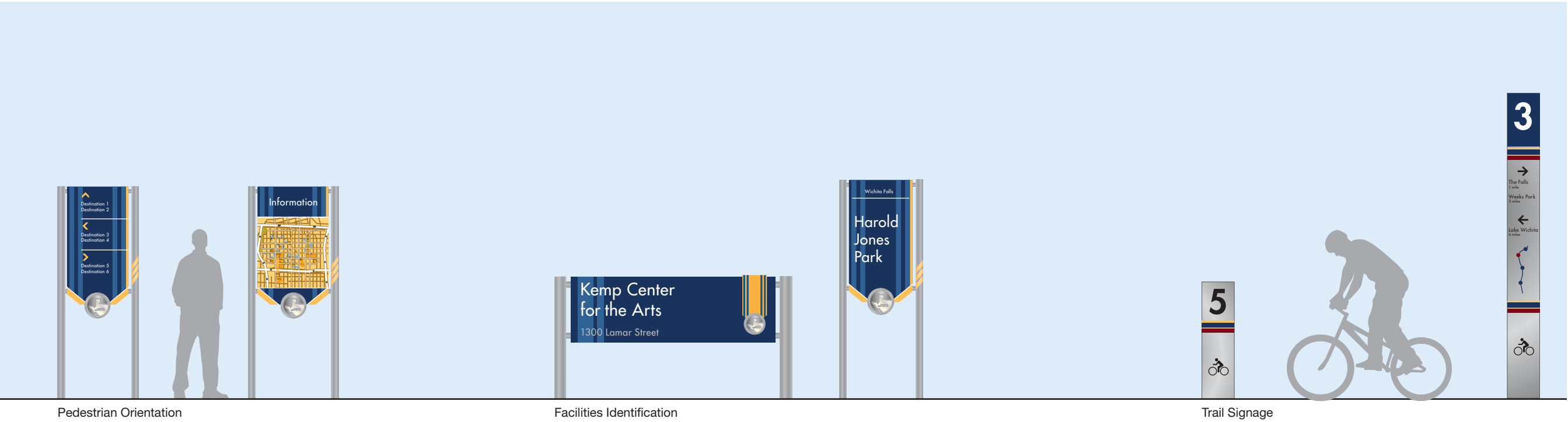
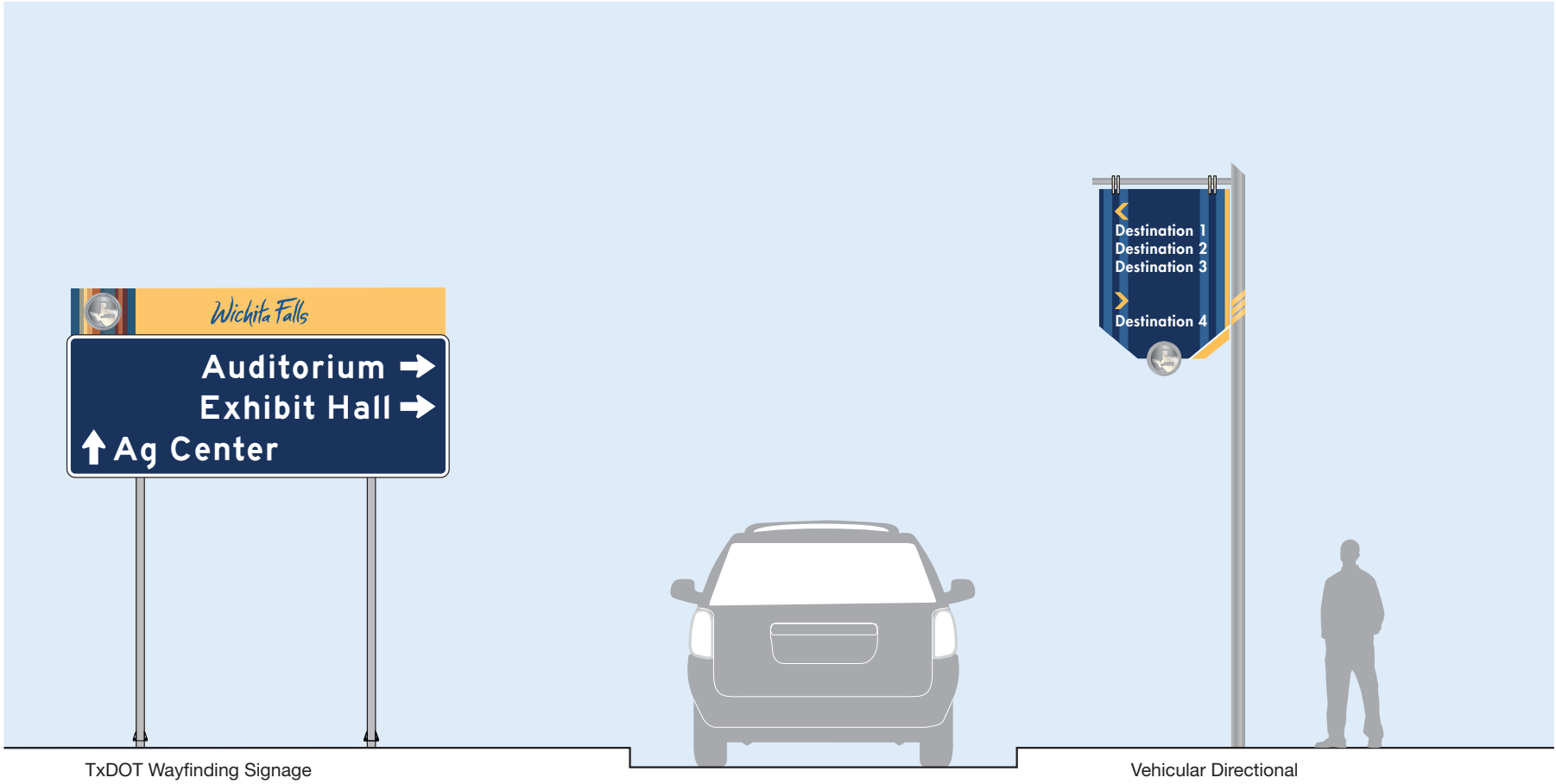
Pedestrian Orientation

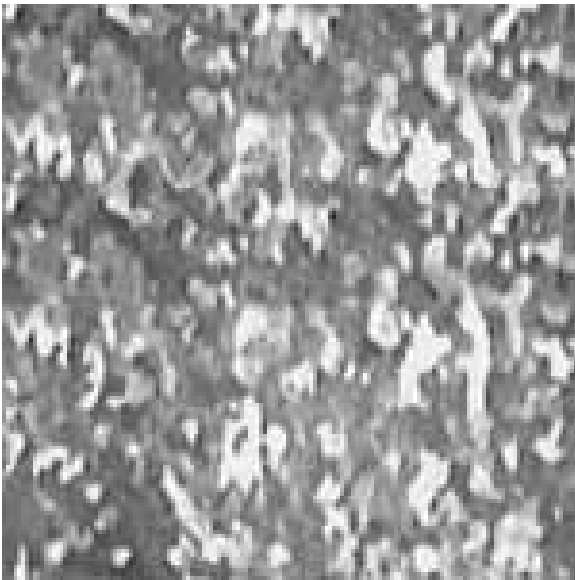
Facilities Identification

Trail Signage



The City of Wichita Falls and Sheppard Air Force Base are vital to each other’s existence. Acknowledging this relationship by drawing subtle cues from elements like aircraft striping, rank insignias, and military badges, ribbons, and medals, the wayfinding program can reflect a certain rigor and spiffiness, especially as it relates to facility identification for city and county destinations.





Over time, Wichita Falls' fortunes have been tied to the railroad, farming and ranching, and the oil industry, among other things. And each of these industries spawned a certain rugged and frugal independence in the people of the area. So the idea of using largely as-found materials (for example, reclaimed oilfield pipe or weathered steel panels) and incorporating them into an elegantly detailed signage program for the community represents a highly resonant theme.



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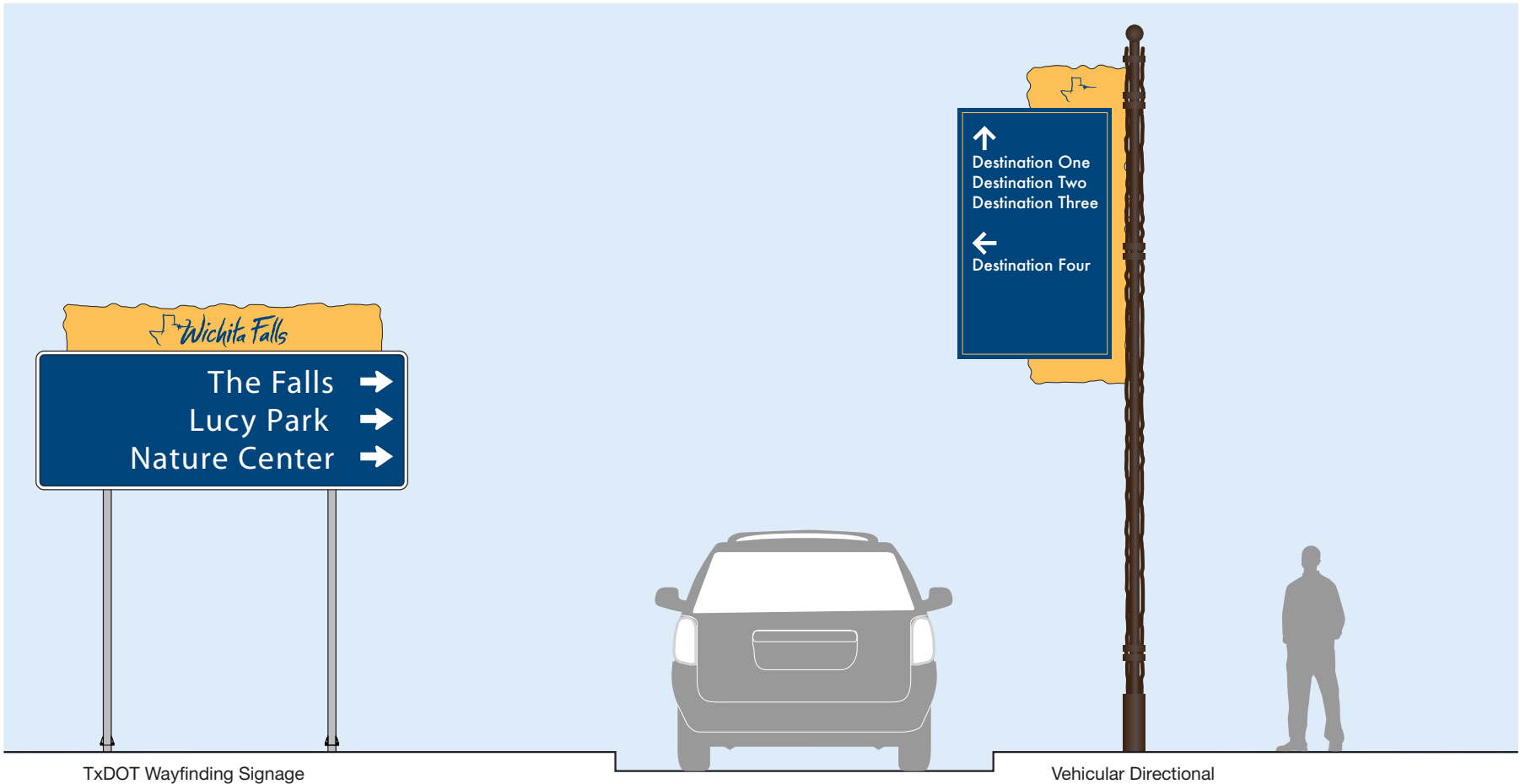
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PAGE TITLE / ELEMENT TYPE
Concept Three—Upscale Rustic
Inspiration

SHEET NUMBER
G57



TxDOT Wayfinding Signage

Vehicular Directional

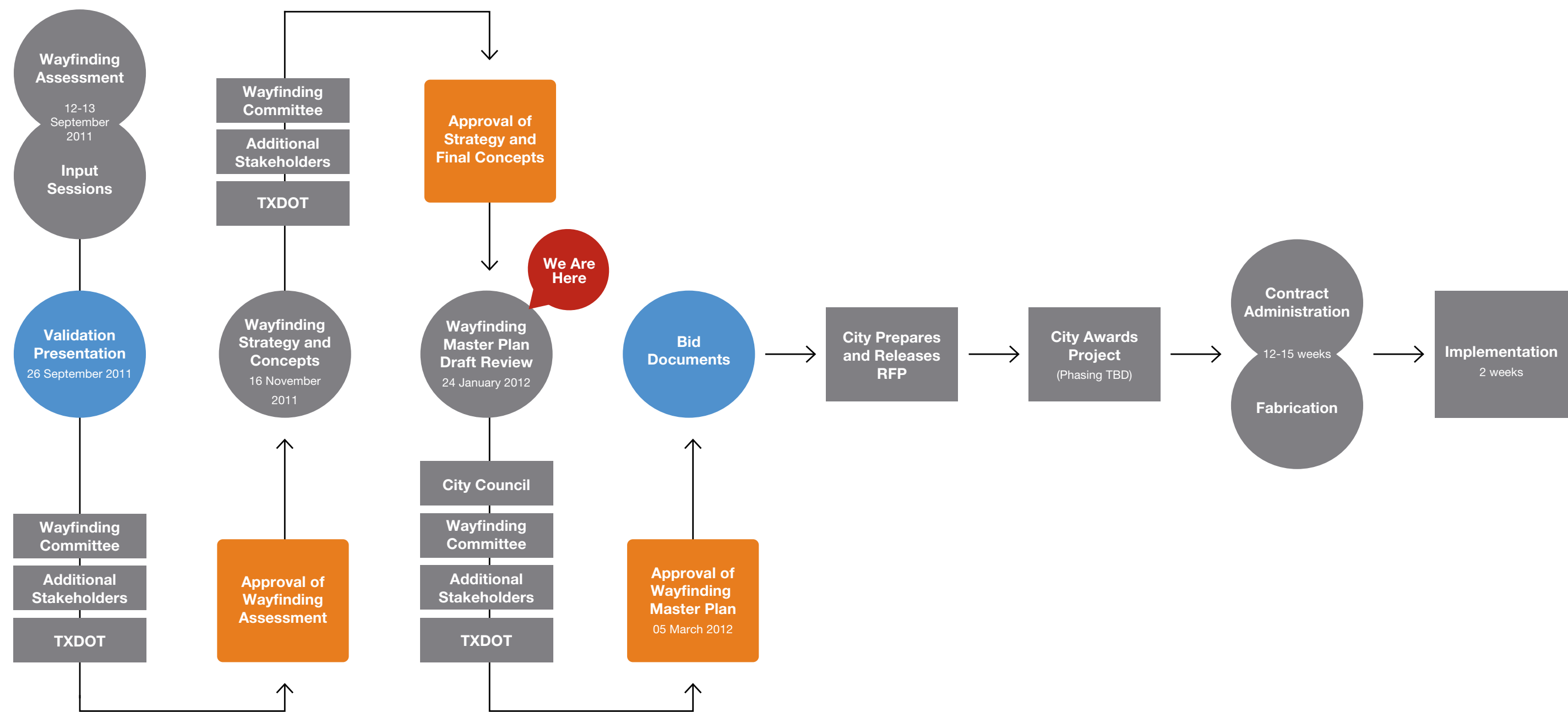


Pedestrian Orientation

Facilities Identification

Trail Signage

Wayfinding Master Plan



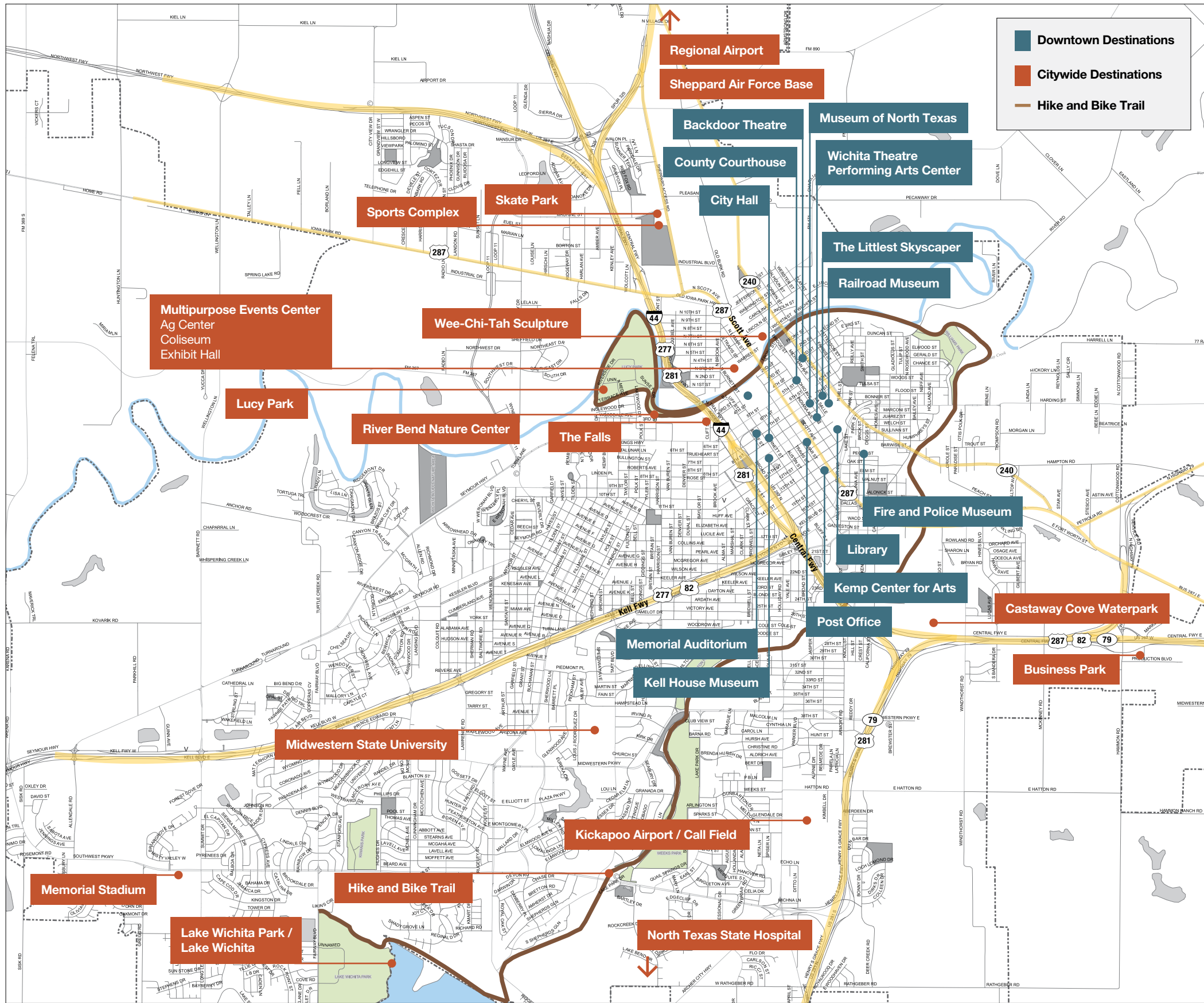
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PAGE TITLE / ELEMENT TYPE

Destination Locations
Primary and Secondary Destinations

SHEET NUMBER

G60

Destination Name	Wayfinding Name	Primary	Secondary
Backdoor Theatre	Backdoor Theatre		●
Castaway Cove Waterpark	Waterpark	●	
City Hall	City Hall	●	
County Courthouse	Courthouse	●	
The Falls	The Falls	●	
Fire and Police Museum	Fire and Police Museum		●
Hike and Bike Trail	Hike and Bike Trail		●
Kell House Museum	Kell Museum		●
The Kemp Center for the Arts	Kemp Arts Center		●
Kickapoo Downtown Airport / Call Field	Kickapoo Airport		●
Lake Wichita Park / Lake Wichita	Lake Wichita Park		●
The Littlest Skyscraper	Littlest Skyscraper		●
Lucy Park	Lucy Park	●	
Memorial Stadium	Memorial Stadium	●	
Midwestern State University	Midwestern State University	●	
Multipurpose Events Center (MPEC)	Events Center	●	
Museum of North Texas History	Museum of North Texas		●
North Texas State Hospital	State Hospital		●
Post Office	Post Office		●
Regional Airport	Regional Airport	●	
River Bend Nature Center	Nature Center	●	●
Sheppard Air Force Base	Sheppard AFB	●	
Skate Park	Skate Park		●
Sports Complex	Sports Complex		●
Wee-Chi-Tah Sculpture	Wee-Chi-Tah Sculpture		●
Wichita Falls Business Park	Business Park		●
Wichita Falls Public Library	Library	●	
Wichita Falls Railroad Museum	Railroad Museum		●
Wichita Theatre Performing Arts Center	Wichita Theatre		●
Farmer’s Market	Farmer’s Market		●
Wichita Falls Downtown Travel Center	Travel Center	●	

Official names for destinations are more often than not too long to accommodate on signage at a reasonable size. Therefore a “wayfinding name” must be identified, vetted, and incorporated into the local vernacular by city staff, merchants, and residents.

The consistent use of wayfinding names for destinations is vital in order to properly orient first-time visitors to Wichita Falls. This chart recommends wayfinding names for key destinations, as identified in our input sessions, and as assigns a hierarchy (Primary and Secondary) to each designation.

A “Primary” designation indicates that this destination will appear on major wayfinding signage, while a “Secondary” destination will typically be identified by leveraging its proximity to a Primary destination.

Destination Name	Wayfinding Name	Primary	Secondary
Administrative Offices	Administrative Offices		
Central Services Complex	Central Services Complex		
Cypress Water Treatment Plant	Cypress Water Treatment Plant		
J.S. Bridwell Agricultural Center	Agricultural Center		
Kay Yeager Coliseum	Coliseum		
Kickapoo Downtown Airport	Kickapoo Airport		
Martin Luther King Center	MLK Center		
Municipal Auditorium	Municipal Auditorium		
Farmer’s Market	Farmer’s Market		
Wichita Falls-Wichita County Public Health District	Public Health District		
Public Safety Training Center	Public Safety Training Center		
Ray Clymer Exhibit Hall	Exhibit Hall		
Wastewater Treatment Plant	Wastewater Treatment Plant		
Wichita Falls - Wichita County	Wichita Falls - Wichita County		
Wichita Falls Downtown Travel Center	Downtown Travel Center		
Wichita Falls Fire Department	Fire Department		
Wichita Falls Regional Airport	Regional Airport		
Wichita Falls Municipal Court	Municipal Court		
Wichita Falls Police Department	Police Department		
Wichita Falls Public Library	Public Library		

The list on this and the following pages includes facilities owned by the City of Wichita Falls. As part of future implementation projects, identification sign types (large for Primary destinations and small for Secondary destinations) will be confirmed based on an assessment of several factors: relative accessibility of the facility to the general public, sight lines to the sign location from vehicular and pedestrian approaches, speed of traffic adjacent to facility site, and any other issues deemed appropriate by the city.

Parks	Wayfinding Name	Primary	Secondary
Belair Park	Belair Park		
Bridwell Park	Bridwell Park		
Bud Daniel Park	Bud Daniel Park		
City View Park	City View Park		
Conoco Park	Conoco Park		
Edgemere Park	Edgemere Park		
Expressway Village Park	Expressway Village Park		
Front & Indiana Park	Front & Indiana Park		
Grant Street Park	Grant Street Park		
Hamilton Park	Hamilton Park		
Harold Jones Park	Harold Jones Park		
Hursh Park	Hursh Park		
Indian Heights Park	Indian Heights Park		
Jalonick Park	Jalonick Park		
Jarratt Park	Jarratt Park		
Kiwanis Park	Kiwanis Park		
Lake Wichita Park	Lake Wichita Park		
Lamar Park	Lamar Park		
Lincoln Park	Lincoln Park		
Lions Park	Lions Park		
Loch Lomand Park	Loch Lomand Park		
Lucy Park	Lucy Park		
Lynwood East Park	Lynwood East Park		
Marton Plaza Park	Marton Plaza Park		
Morningside Park	Morningside Park		
O'Reilly Park	O'Reilly Park		
Park Central Park	Park Central Park		
Roselawn Park	Roselawn Park		
Rotary Park	Rotary Park		
Scotland Park	Scotland Park		
Spudder Park	Spudder Park		



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PROJECT NAME/PROJECT CODE
City of Wichita Falls
Wayfinding Master Plan
11COWF001

ISSUES/REVISIONS
26SEP2011 Research Validation Review
31OCT2011 Design Concept Development
16NOV2011 Strategy & Design Review
21DEC2011 Strategy & Design Review

24JAN2012 Master Plan Draft Design Review
05MAR2012 Master Plan Final Documentation

PAGE TITLE / ELEMENT TYPE
Destination Names
City-Owned Facilities

SHEET NUMBER
G63

Parks (cont.)	Wayfinding Name	Primary	Secondary
Sunset Terrace Park	Sunset Terrace Park		
Weeks Park	Weeks Park		
Westover Hills Park	Westover Hills Park		
Williams Park	Williams Park		
Wood Memorial Park	Wood Memorial Park		
Wichita River Bend RV Park	Wichita River Bend RV Park		
Sports Complex	Sports Complex		
Riverside Cemetery	Riverside Cemetery		
Rosemont Cemetery	Rosemont Cemetery		
Hillcrest Cemetery	Hillcrest Cemetery		
Lakeview Cemetery	Lakeview Cemetery		
Skate Park	Skate Park		
Hike & Bike Trail System	Hike & Bike Trail		



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City-Owned Facilities

SHEET NUMBER
G64

Metallic version of
Pantone 136C

Akzo Nobel Sign Finishes
420A5 (Metallic version)

P1

Pantone 295C

Akzo Nobel Sign Finishes
480E5

P2

Matthews MP20147
"Duronodic Bronze Metallic"

P3

Akzo Nobel Sign Finishes
420B4 (Metallic version)

P4

Akzo Nobel Sign Finishes
480B2

P5

White

To Be Determined

P6

Notes
Color displayed in the swatches above is to be considered a rough approximation of the specified color. Actual color specification takes precedence over any visual representation in this document.

Depending on location of project, color needs, and other factors, fd2s uses a variety of color reference systems to communicate color selection. The colors displayed here are for reference only, and may not in any way be used for color matching. No color substitutions are allowed. Further information regarding specified colors may be found through the various companies fd2s utilizes, including the following:

- Akzo Nobel
- Matthews Paint
- Pantone
- RAL
- Toyo Ink

akzonobel.com

matthewspaint.com

pantone.com

ral.de

toyoink.co.jp

Colors

Parking

Accessibility

Information

Wee-Chi-Tah
Sculpture

The Falls

City Logo

Symbols and Logo

Patterns

Arrows

1 Font Set

Futura LT Std Medium

2 Font Set

Futura LT Std Heavy

4 Type Size Measurement

Please note the difference between foot/inch marks and apostrophe/quotation marks.

5 Typesetting

No Scale

Note

The typeface shown is used in this environmental graphics program. The font shown here is for reference only, and may not in any way be used as artwork. No font substitutions are allowed. Font names must match exactly for accurate execution of design; "LT Std" following a font denotes an OpenType font. Fonts are available for purchase through a variety of retailers, likely including:

- adobe.com/type
- fonthaus.com
- fonts.com
- typography.com
- linotype.com

Signage Drawings

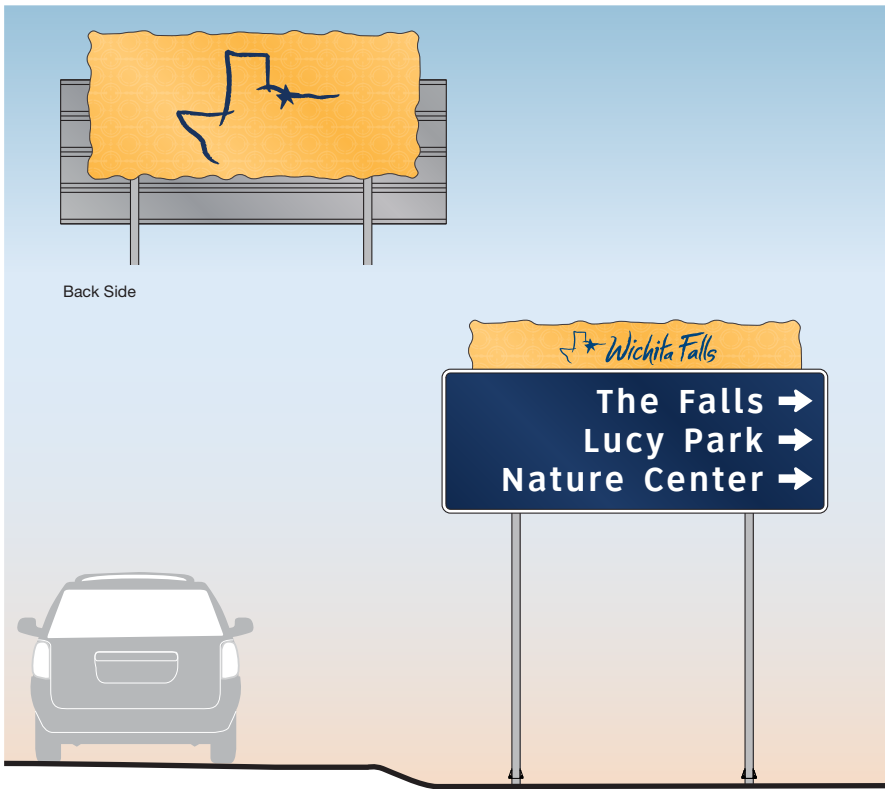


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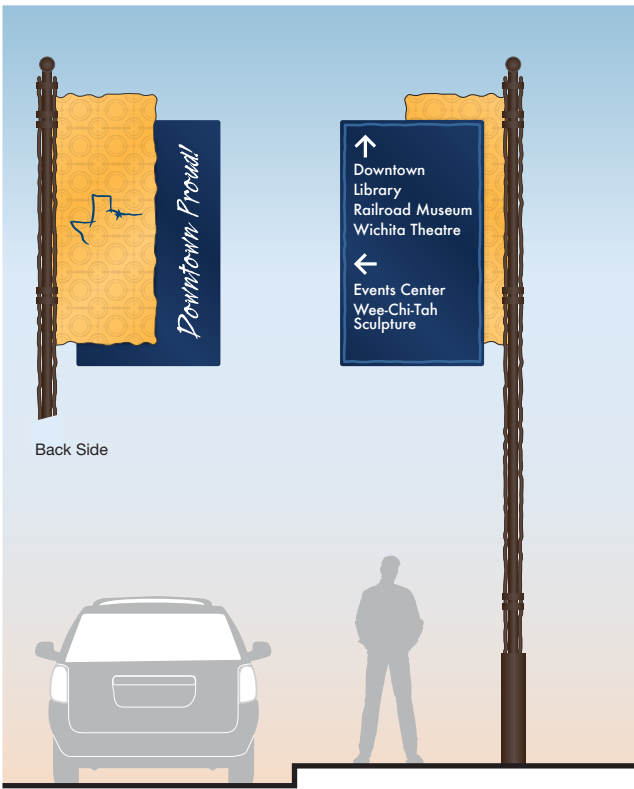
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01MAR2013	Final Master Plan



Sign Type 101: TxDOT Wayfinding Signage



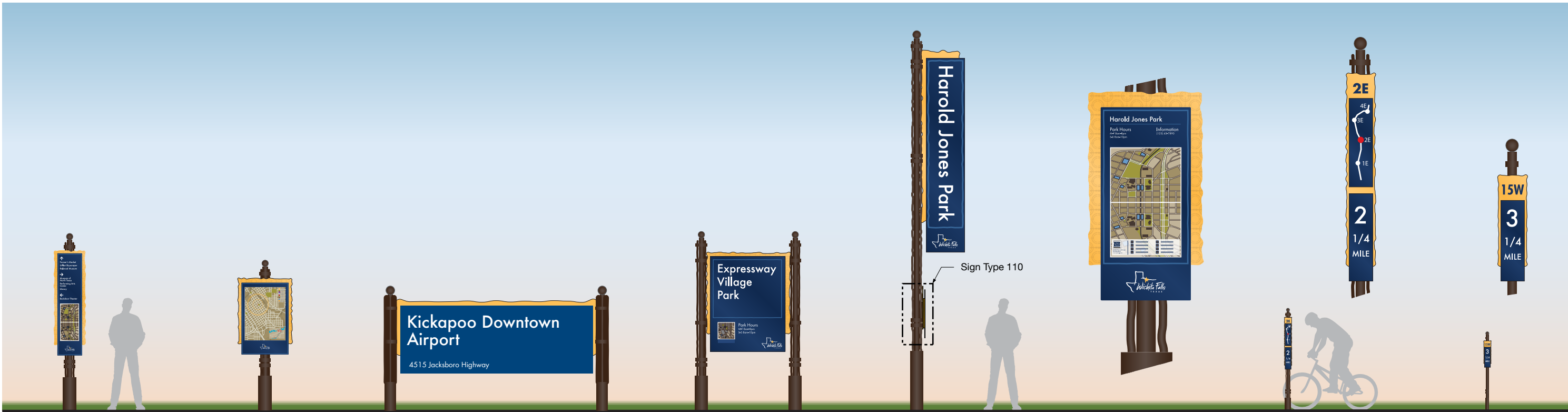
Sign Type 102 Vehicular Directional, Flag Mount



Sign Type 103 Vehicular Directional, Centered



Sign Type 104 Parking Identification



Sign Type 105 Pedestrian Orientation and Directional

Sign Type 106 Pedestrian Orientation Kiosk and Ad Display

Sign Type 107 Facilities Identification, Horizontal

Sign Type 108 Facilities Identification, Vertical

Sign Type 109 Facilities Identification Banner

Sign Type 110 Orientation Map

Sign Type 111 Trail Head Marker

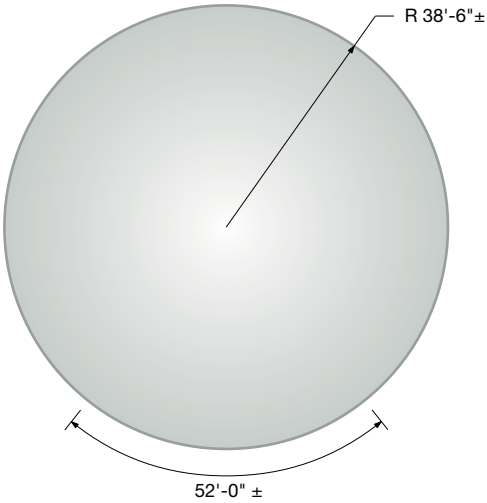
Sign Type 112 Trail Marker



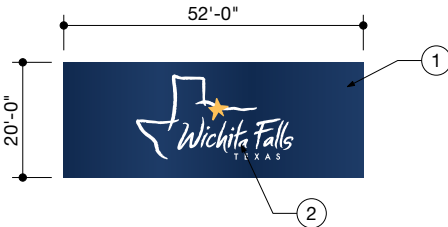
Exisiting Water Tower



1 Elevation Looking West on HWY 287
Scale: 1:400 ±



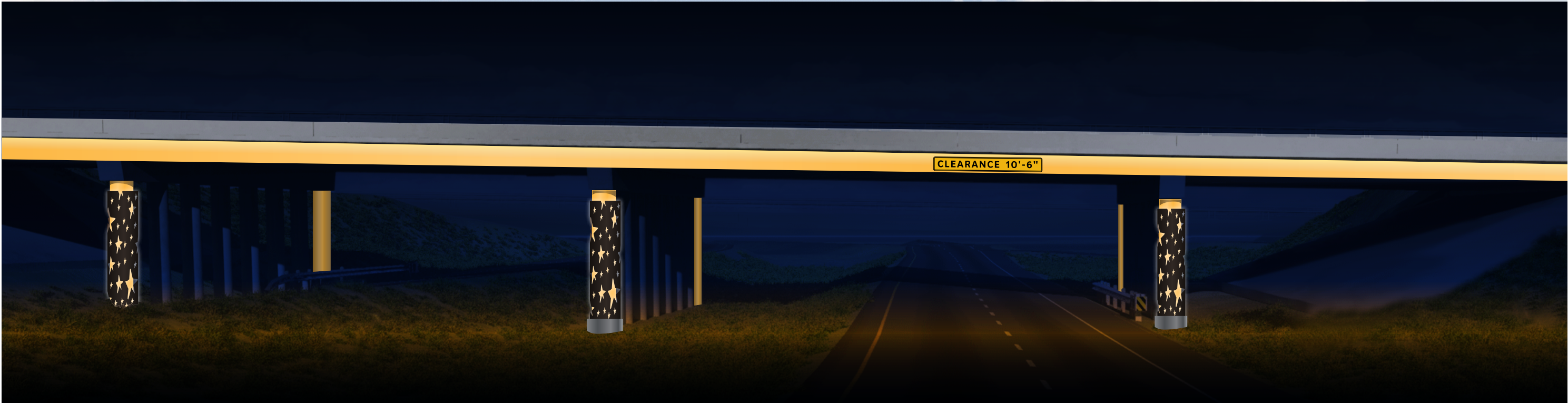
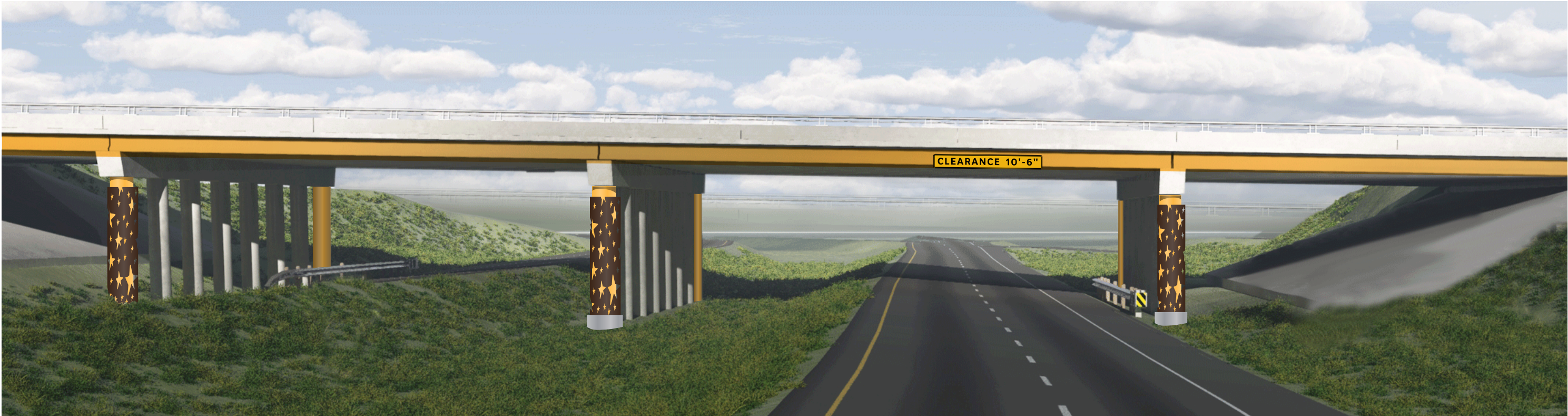
2 Top View
Scale: 1:400 ±

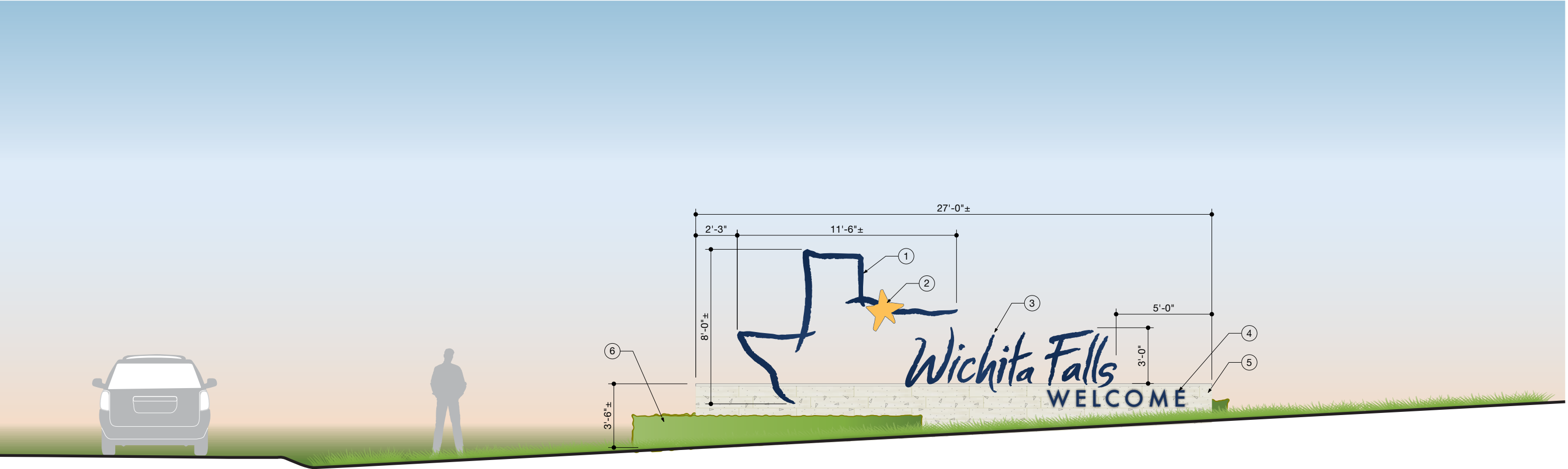


3 Elevation Detail
Scale: 1:400 ±

- ① painted field to match P2
- ② stenciled logo white and star detail paints P1

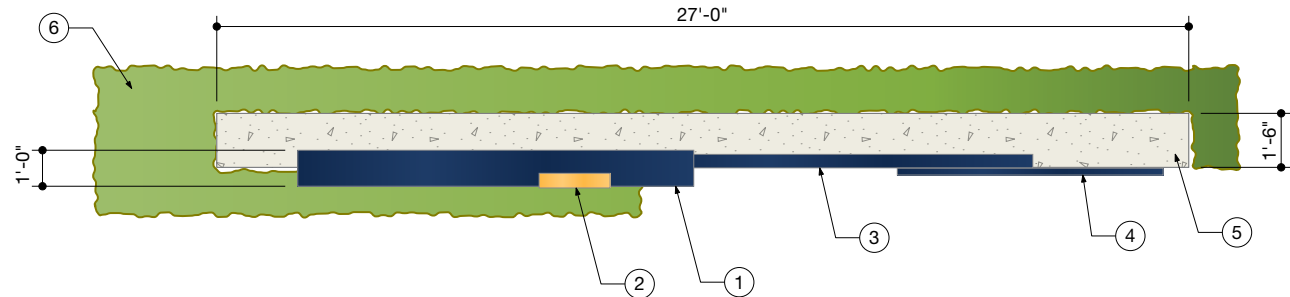
NOTE: Dimensions given are rough estimates, sign fabricator or contractor is to verify actual dimensions with City of Wichita Falls.





1 Front Elevation
Scale: 3/16"=1'-0"

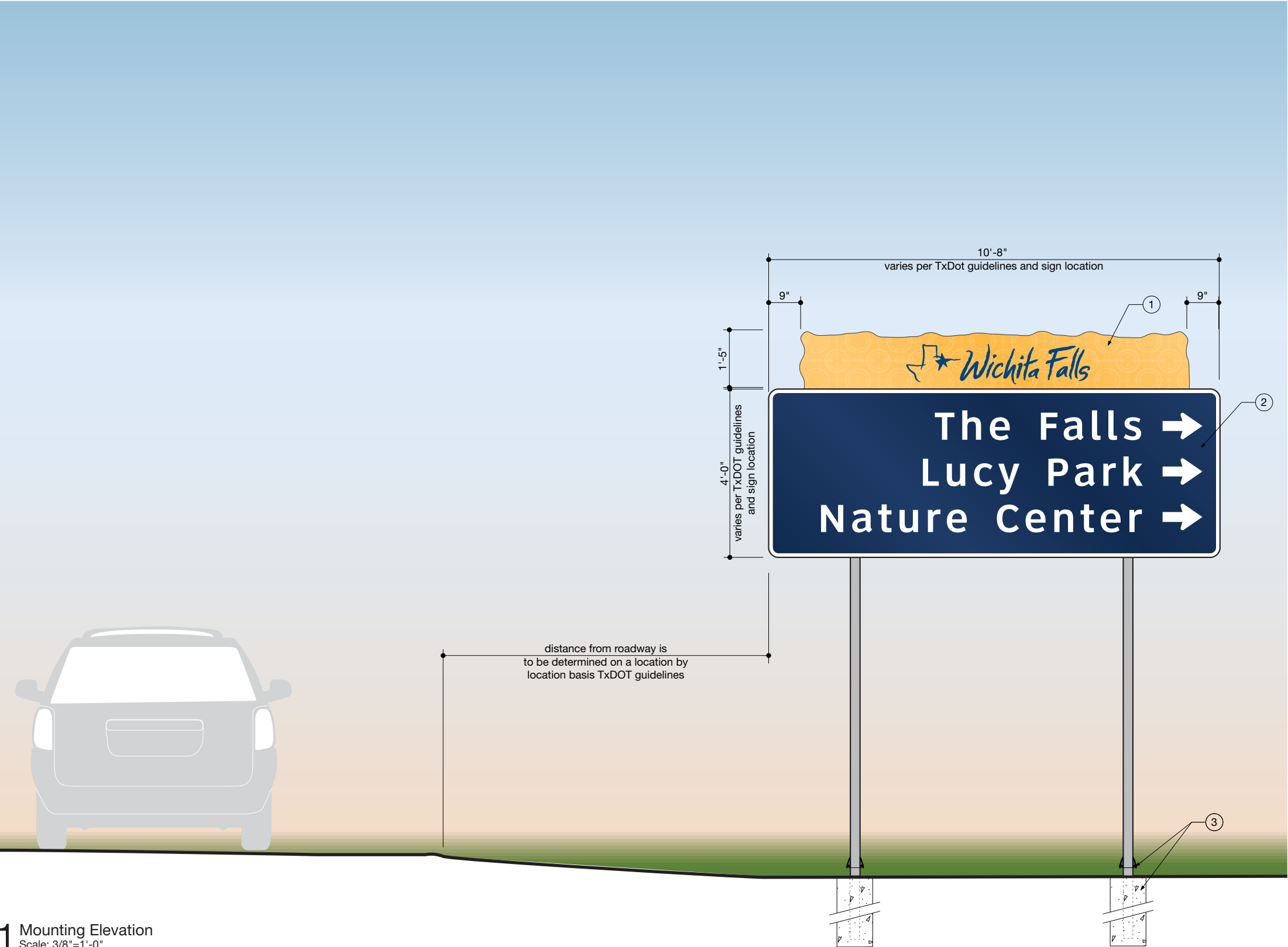
- ① internally illuminated fabricated metal form, painted P2, face illuminates white at night
- ② internally illuminated fabricated metal star, painted P1, face illuminates to match P1
- ③ face illuminated fabricated metal letters, returns paint P2
- ④ halo-illuminated aluminum letterforms, painted P2
- ⑤ broken face limestone wall to be engineered by sign fabricated per local codes
- ⑥ landscaping is to be determined by City of Wichita Falls



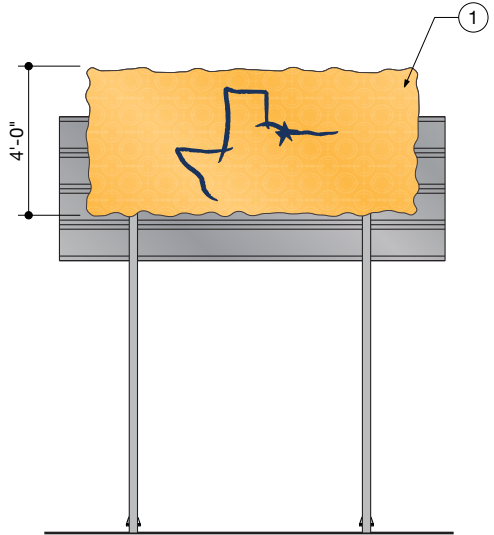
2 Top View
Scale: 3/16"=1'-0"



3 Nighttime View
Scale: NTS



1 Mounting Elevation
Scale: 3/8"=1'-0"



2 Rear Elevation
Scale: 3/16"=1'-0"

- ① 1/8" thick aluminum panel with applied digitally printed vinyl
- ② sign panel message is for illustrative purposes only; actual messages will vary, final size of panel is to be determined by actual messages
- ③ sign structure and foundation are to be engineered by an engineer licensed in the state of Texas in accordance with TxDOT requirements

NOTE: Sign fabricator is to coordinate with TxDOT for each sign location



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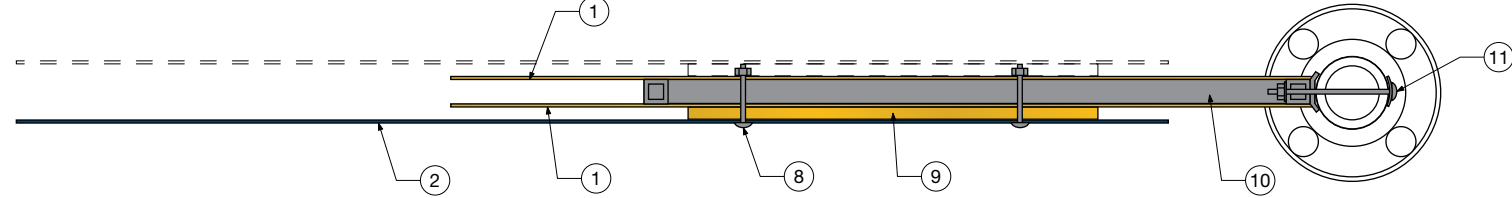
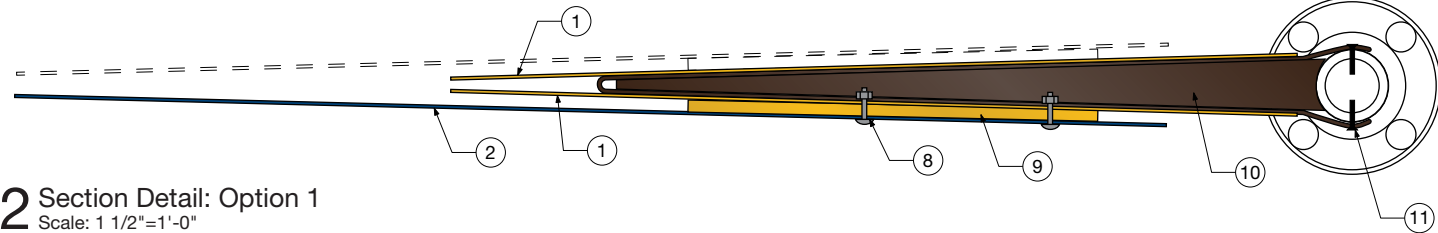
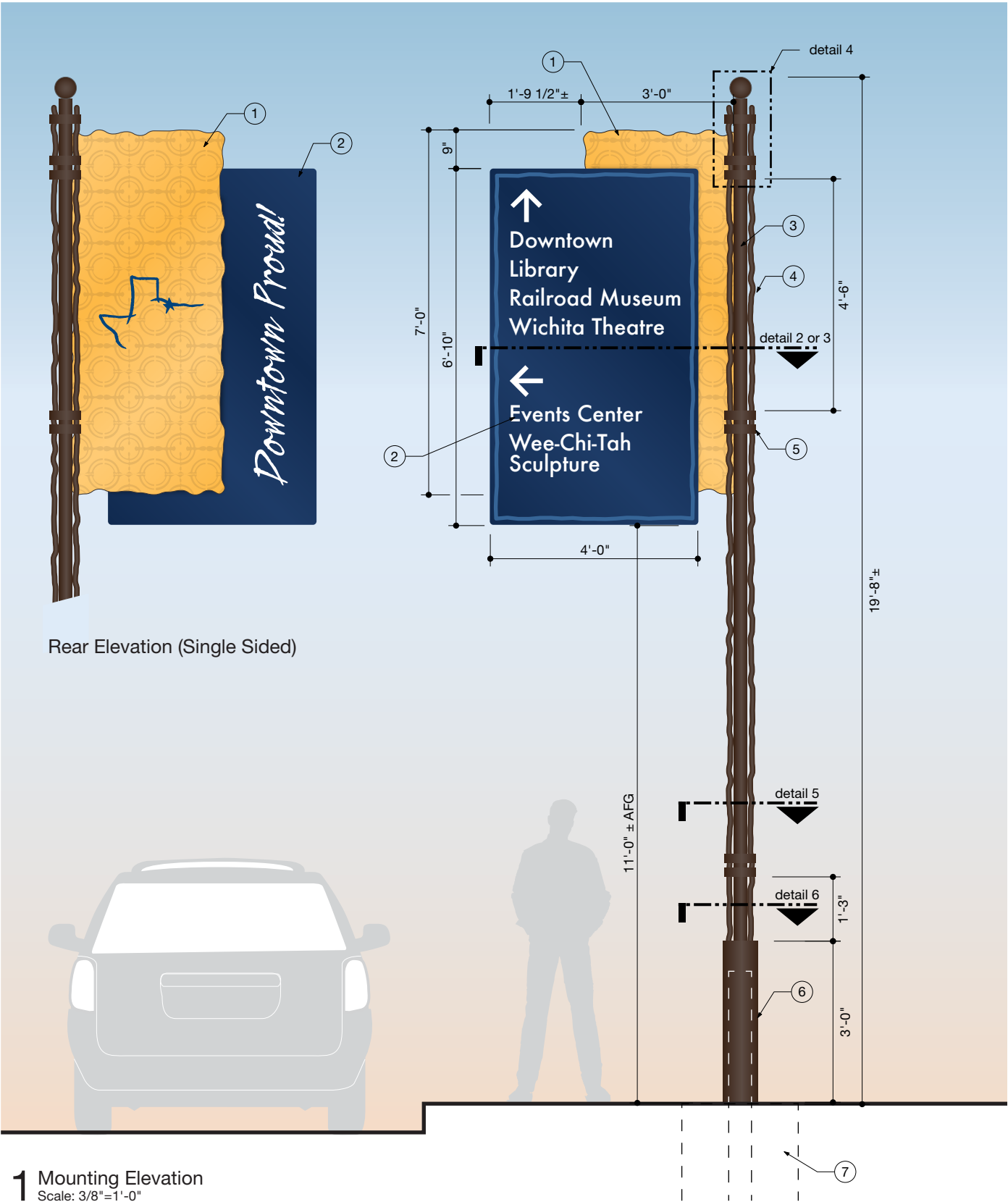
PROJECT NAME/PROJECT CODE
City of Wichita Falls
Wayfinding Master Plan
11COWF001

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21DEC2011 Strategy & Design Review

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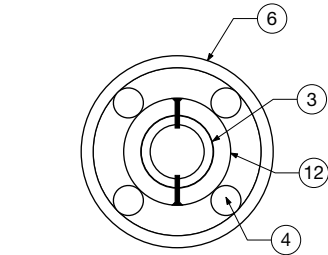
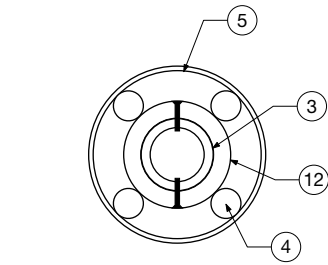
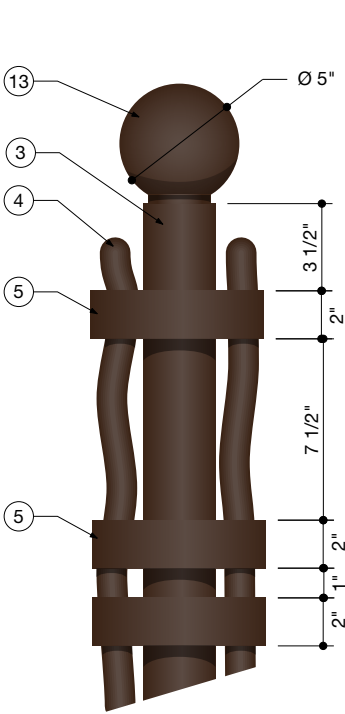
PAGE TITLE / ELEMENT TYPE
Sign Type 101
TxDOT Wayfinding Signage

SHEET NUMBER
G72



- ① 1/8" thick painted, P1 and P4, aluminum panel with masked and painted pattern
- ② 1/8" thick painted aluminum panel with masked and painted border and applied engineer grade white reflective vinyl graphics, P2, P5 and P6
- ③ 3" dia. (3/8" wall) painted aluminum tube, P3
- ④ 1" dia. painted aluminum rod, rod is randomly distressed, P3
- ⑤ 1/4" thick painted aluminum decorative strap, P3
- ⑥ 8" dia. painted aluminum metal base
- ⑦ foundation is to be engineered by sign fabricator
- ⑧ exposed fasteners are to be painted to match the background color
- ⑨ 1/2" thick painted aluminum spacer, P1
- ⑩ internal sign structure is to be engineered by sign fabricator, paints P3
- ⑪ fastener type is to be specified/engineered by sign fabricator for weight and wind, seal holes to prevent water contamination
- ⑫ 1/2" thick ring painted P3, bolts or welds to center tube and rods
- ⑬ 5" dia. aluminum sphere finial, paints P3

NOTE: Sign fabricator is to engineer structure per local code and wind loads as required.



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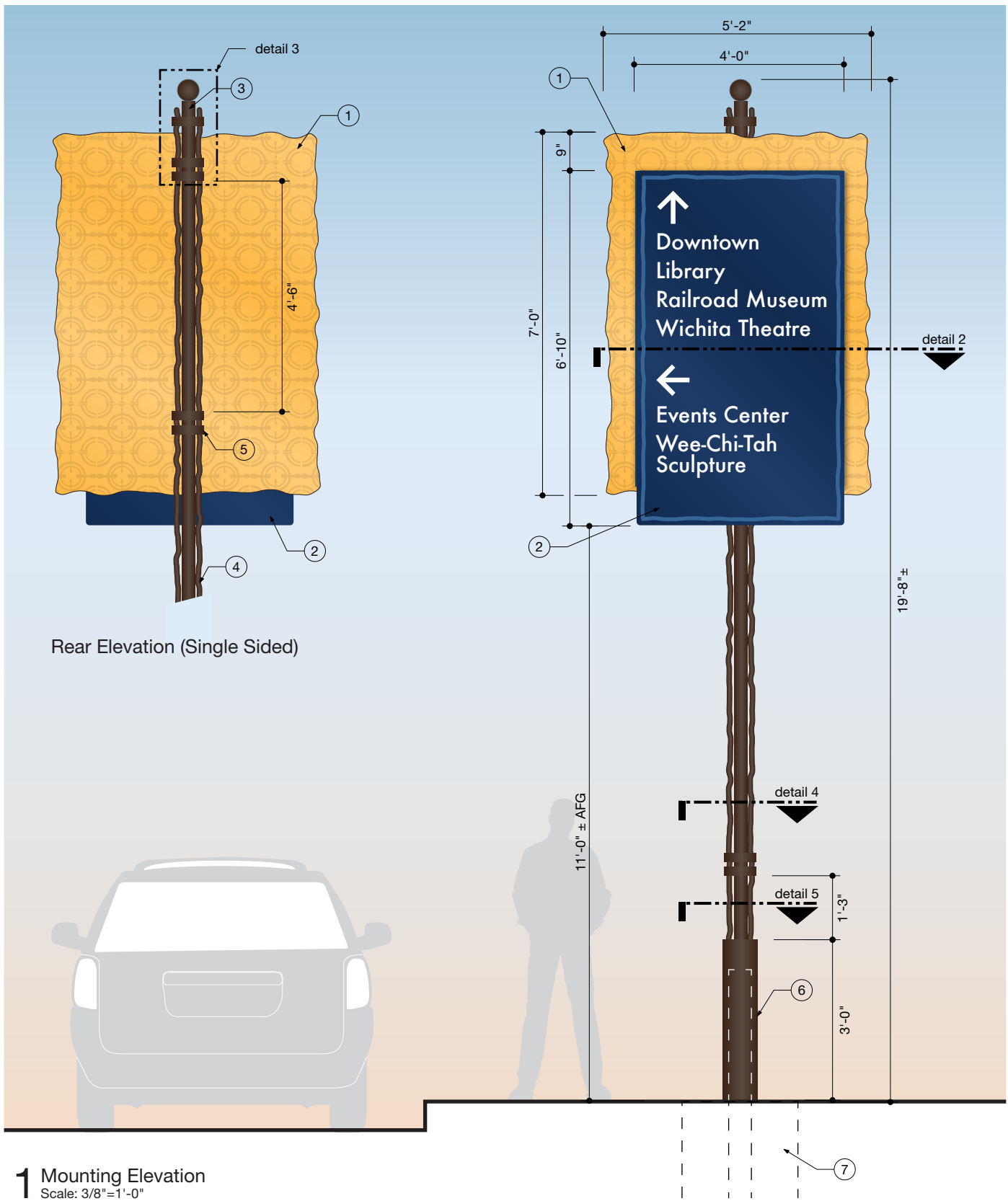
PROJECT NAME/PROJECT CODE
City of Wichita Falls
Wayfinding Master Plan
11COWF001

ISSUES/REVISIONS
26SEP2011 Research Validation Review
31OCT2011 Design Concept Development
16NOV2011 Strategy & Design Review
21DEC2011 Strategy & Design Review

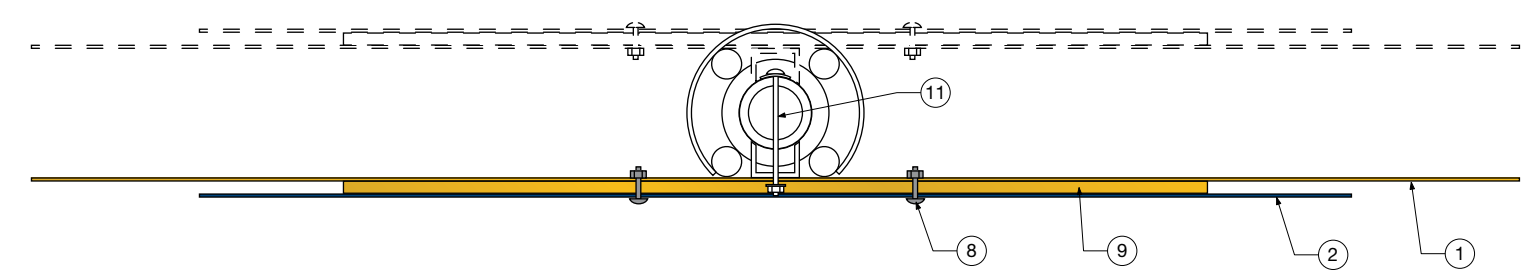
24JAN2012 Master Plan Draft Design Review
05MAR2012 Master Plan Final Documentation
01MAR2013 Final Master Plan

PAGE TITLE / ELEMENT TYPE
Sign Type 102
Vehicular Directional, Flag Mount

SHEET NUMBER
G73



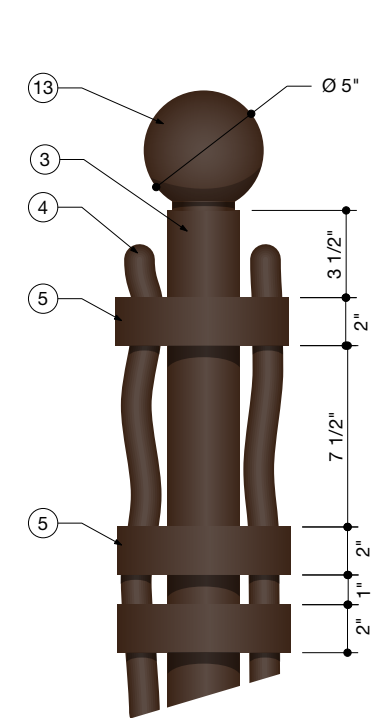
1 Mounting Elevation
Scale: 3/8"=1'-0"



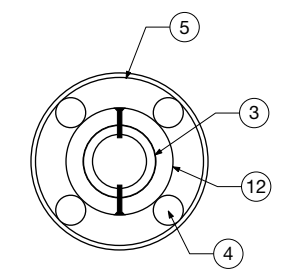
2 Section Detail
Scale: 1 1/2"=1'-0"

- ① 1/8" thick painted, P1 and P4, aluminum panel with masked and painted pattern
- ② 1/8" thick painted aluminum panel with masked and painted border and applied engineer grade white reflective vinyl graphics, P2, P5 and P6
- ③ 3" dia. (3/8" wall) painted aluminum tube, P3
- ④ 1" dia. painted aluminum rod, rod is randomly distressed, P3
- ⑤ 1/4" thick painted aluminum decorative strap, P3
- ⑥ 8" dia. painted aluminum metal base
- ⑦ foundation is to be engineered by sign fabricator
- ⑧ exposed fasteners are to be painted to match the background color
- ⑨ 1/2" thick painted alumium spacer, P1
- ⑩ internal sign structure is to be engineered by sign fabricator, paints P3
- ⑪ fastener type is to be specified/engineered by sign fabricator for weight and wind, seal holes to prevent water contamination
- ⑫ 1/2" thick ring painted P3, bolts or welds to center tube and rods
- ⑬ 5" dia. aluminum sphere finial, paints P3

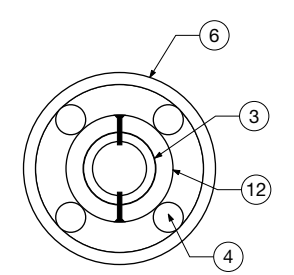
NOTE: Sign fabricator is to engineer structure per local code and wind loads as required.



3 Top of Post Detail
Scale: 1 1/2"=1'-0"



4 Section Detail
Scale: 1 1/2"=1'-0"



5 Section Detail
Scale: 1 1/2"=1'-0"



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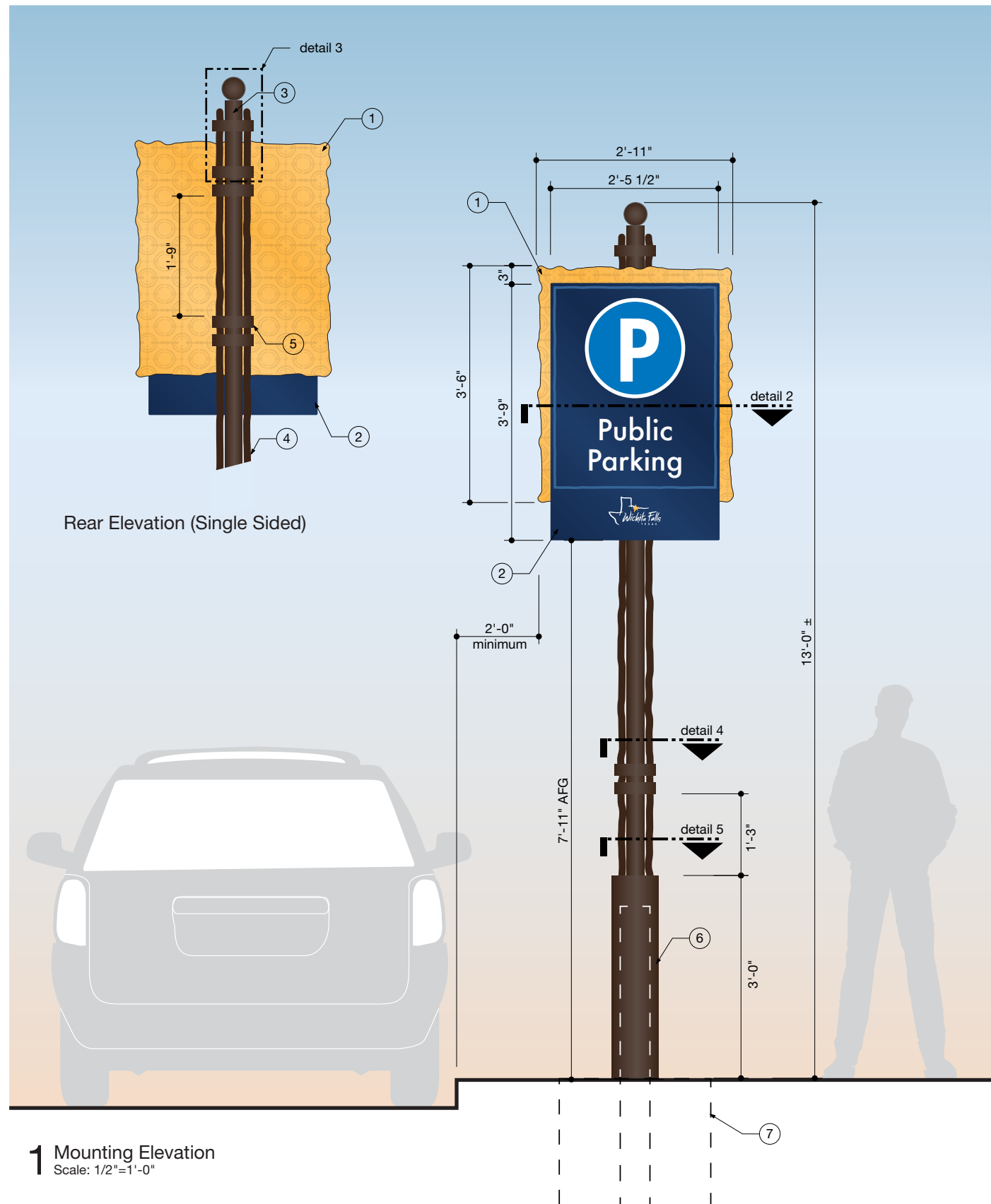
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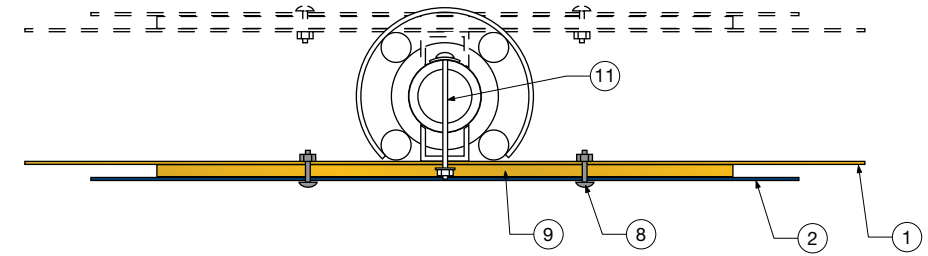
Sign Type 103
Vehicular Directional, Centered

SHEET NUMBER
G74



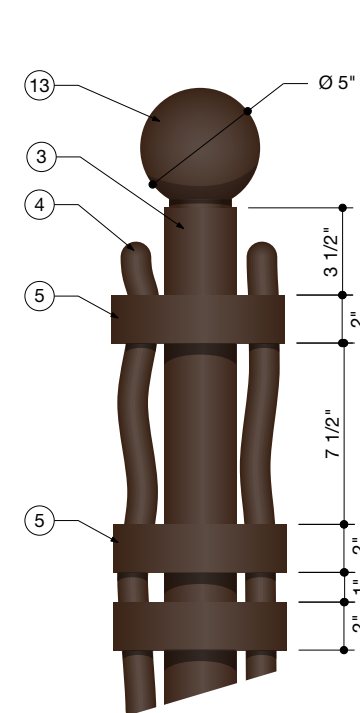
2 Section Detail

Scale: 1 1/2"=1'-0"



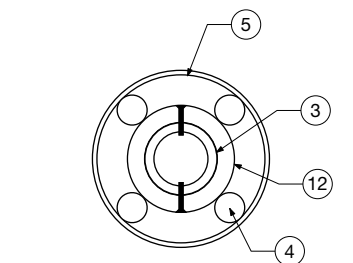
- ① 1/8" thick painted, P1 and P4, aluminum panel with masked and painted pattern
- ② 1/8" thick painted aluminum panel with masked and painted border and applied engineer grade white reflective vinyl graphics, P2, P5 and P6
- ③ 3" dia. (3/8" wall) painted aluminum tube, P3
- ④ 1" dia. painted aluminum rod, rod is randomly distressed, P3
- ⑤ 1/4" thick painted aluminum decorative strap, P3
- ⑥ 8" dia. painted aluminum metal base
- ⑦ foundation is to be engineered by sign fabricator
- ⑧ exposed fasteners are to be painted to match the background color
- ⑨ 1/2" thick painted alumium spacer, P1
- ⑩ internal sign structure is to be engineered by sign fabricator, paints P3
- ⑪ fastener type is to be specified/engineered by sign fabricator for weight and wind, seal holes to prevent water contamination
- ⑫ 1/2" thick ring painted P3, bolts or welds to center tube and rods
- ⑬ 5" dia. aluminum sphere finial, paints P3

NOTE: Sign fabricator is to engineer structure per local code and wind loads as required.



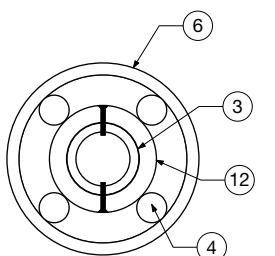
3 Top of Post Detail

Scale: 1 1/2"=1'-0"



4 Section Detail

Scale: 1 1/2"=1'-0"



5 Section Detail

Scale: 1 1/2"=1'-0"



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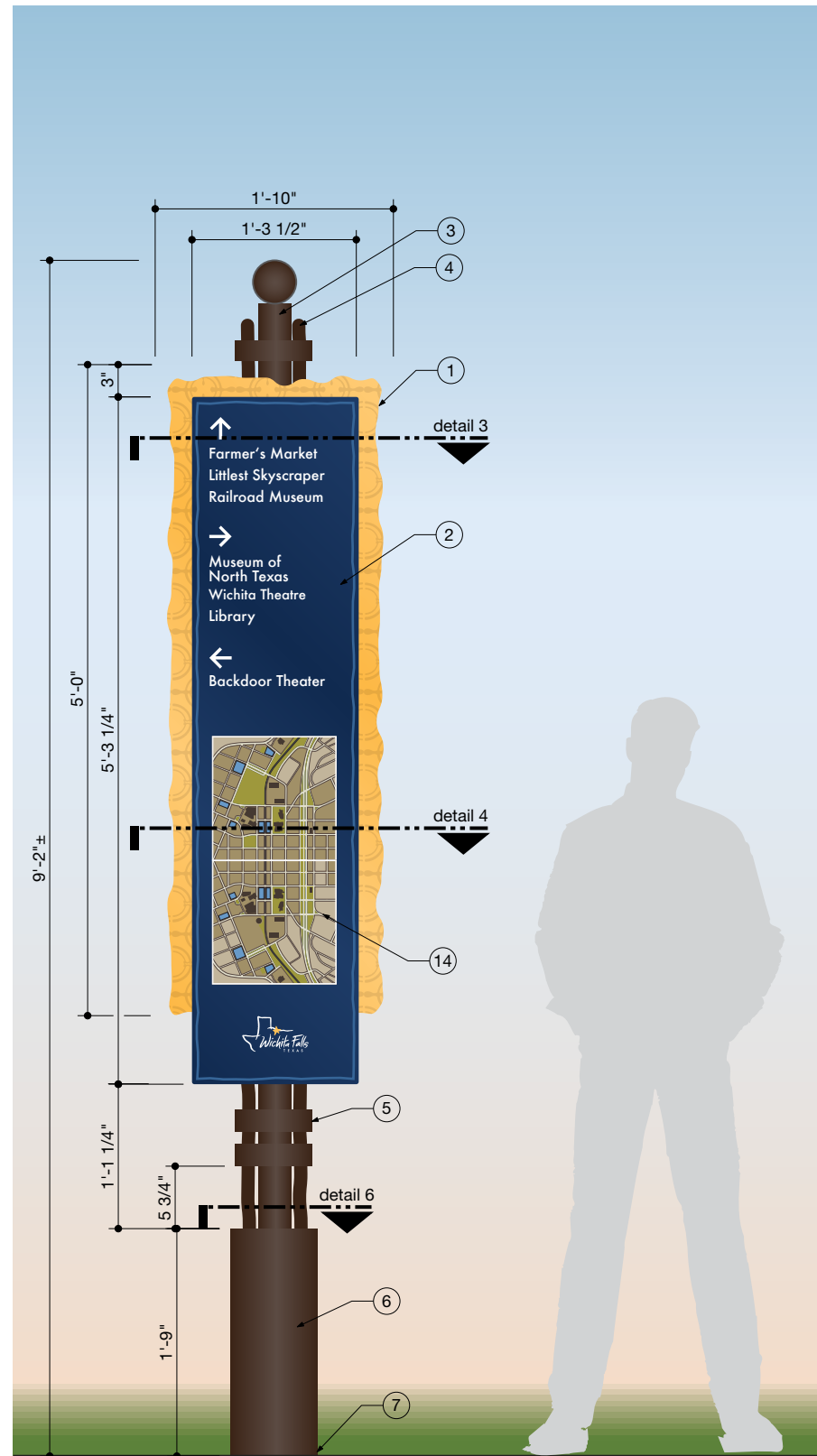
24JAN2012	Master Plan Draft Design Review
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PAGE TITLE / ELEMENT TYPE

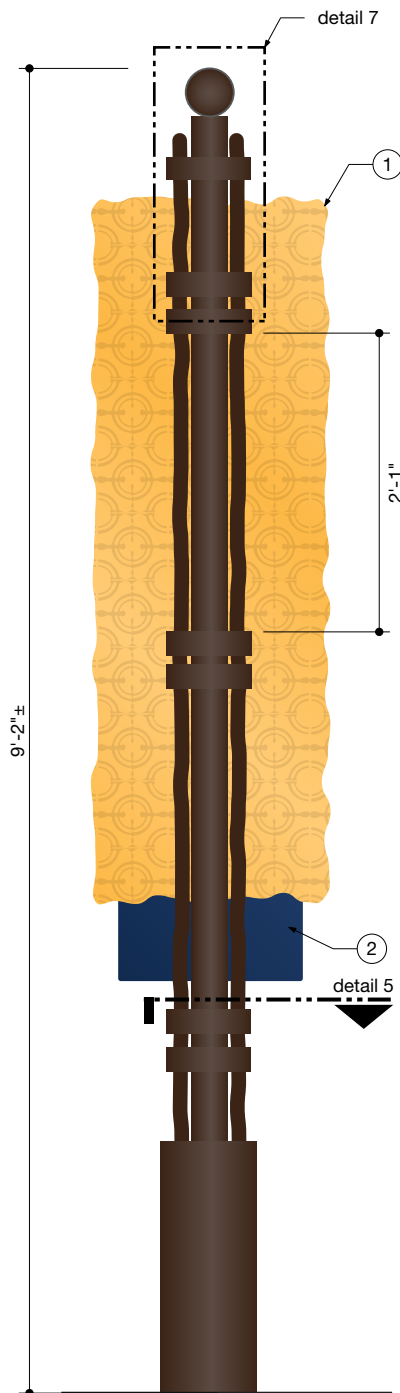
Sign Type 104
Parking Identification

SHEET NUMBER

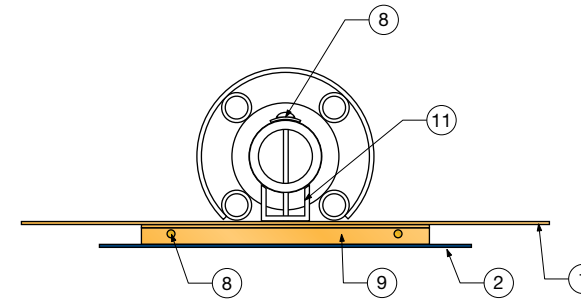
G75



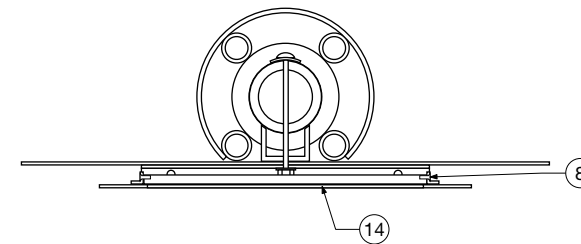
1 Front Elevation
Scale: 3/4"=1'-0"



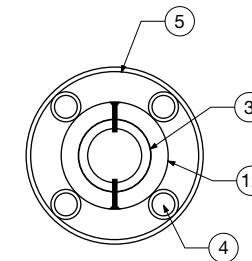
2 Rear Elevation
Scale: 3/4"=1'-0"



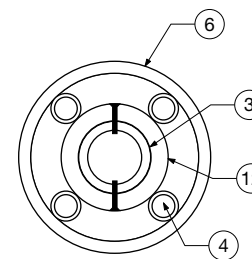
3 Section Detail
Scale: 1 1/2"=1'-0"



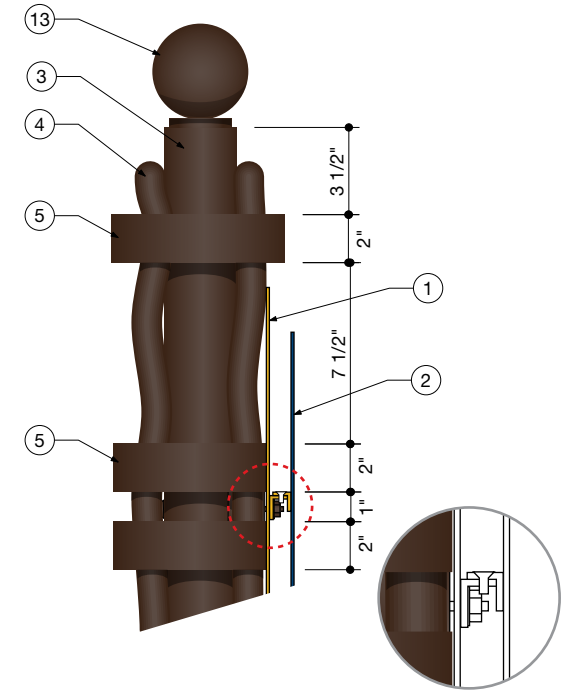
4 Section Detail
Scale: 1 1/2"=1'-0"



5 Section Detail
Scale: 1 1/2"=1'-0"



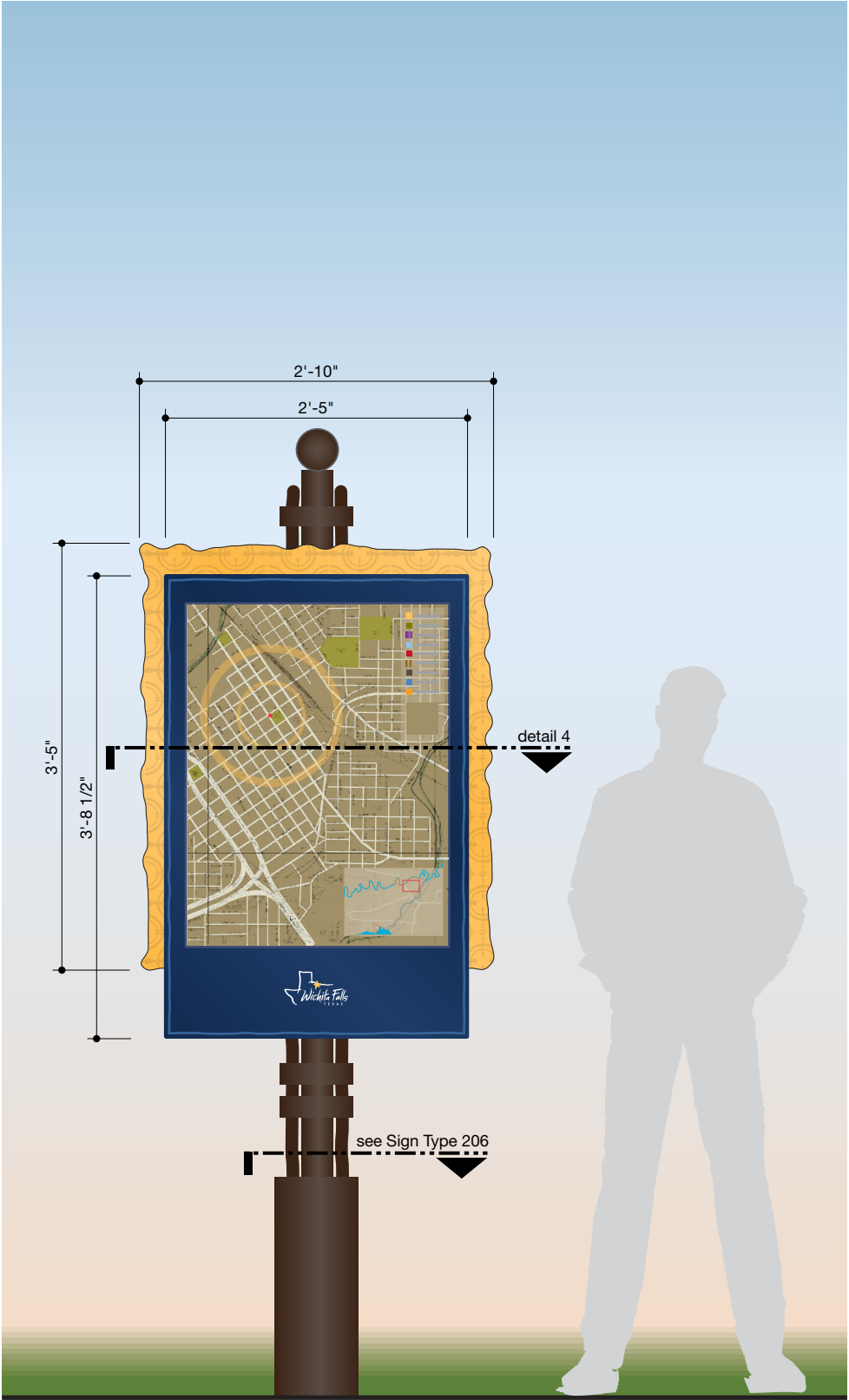
6 Section Detail
Scale: 1 1/2"=1'-0"



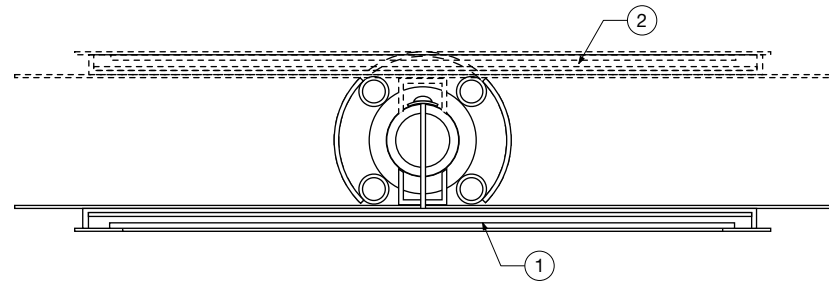
7 Top of Post Detail
Scale: 1 1/2"=1'-0"

- ① 1/8" thick painted, P1 and P4, aluminum panel with masked and painted pattern
- ② 1/8" thick painted aluminum panel with masked and painted border and text, map graphic is an 3/8" thick high pressure laminate graphic attached on back side, logo at bottom is screened, P2, P5 and P6
- ③ 3" dia. (3/8" wall) painted aluminum tube, P3
- ④ 1" dia. painted aluminum tube welded to structure, tube is randomly distressed, P3
- ⑤ 1/4" thick painted aluminum decorative strap, P3
- ⑥ 8" dia. painted aluminum metal base
- ⑦ foundation is to be engineered by sign fabricator
- ⑧ exposed tamper resistant fasteners are to be painted to match the background color, seal holes to prevent water contamination
- ⑨ 1/2" thick painted aluminum spacer, P1
- ⑩ internal sign structure is to be engineered by sign fabricator, paints P3
- ⑪ painted aluminum c-channel, P3
- ⑫ 1/2" thick ring painted P3, bolts or welds to center tube
- ⑬ 5" dia. aluminum sphere finial, paints P3
- ⑭ cut thru window (11 1/2" X 23") backed by 3/8" thick high pressure laminate map graphic, 1/2" aluminum angle frame hold map in place on back side

NOTE: Sign fabricator is to engineer structure per local code and wind loads as required.



1 Front Elevation
Scale: 3/4"=1'-0"



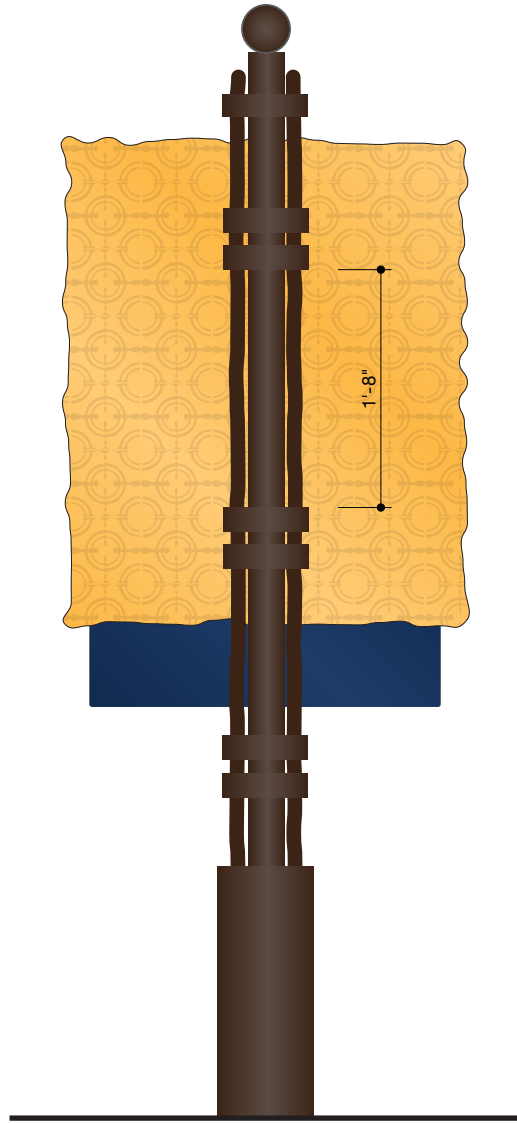
4 Section Detail
Scale: 1 1/2"=1'-0"

- ① cut thru window (25" X 33") backed by 1/4" thick high pressure laminate map graphic, aluminum angle frame holds map in place on back side
- ② fabricated aluminum cabinet with cut thru window (25" X 33") backed by 1/4" thick clear acrylic panel and poster insert, cabinet is hinged on left side and secured on right side with tamper resistant screws

NOTE: Structural details are the same or similar to Sign Type 106.



2 Rear Elevation with Optional Advertising Panel
Scale: 3/4"=1'-0"



3 Rear Elevation: Single Sided
Scale: 3/4"=1'-0"



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City of Wichita Falls
Wayfinding Master Plan
11COWF001

ISSUES/REVISIONS
26SEP2011 Research Validation Review
31OCT2011 Design Concept Development
16NOV2011 Strategy & Design Review
21DEC2011 Strategy & Design Review

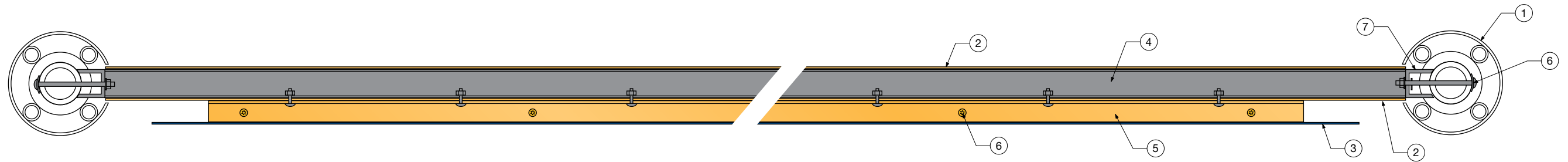
24JAN2012 Master Plan Draft Design Review
05MAR2012 Master Plan Final Documentation
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PAGE TITLE / ELEMENT TYPE

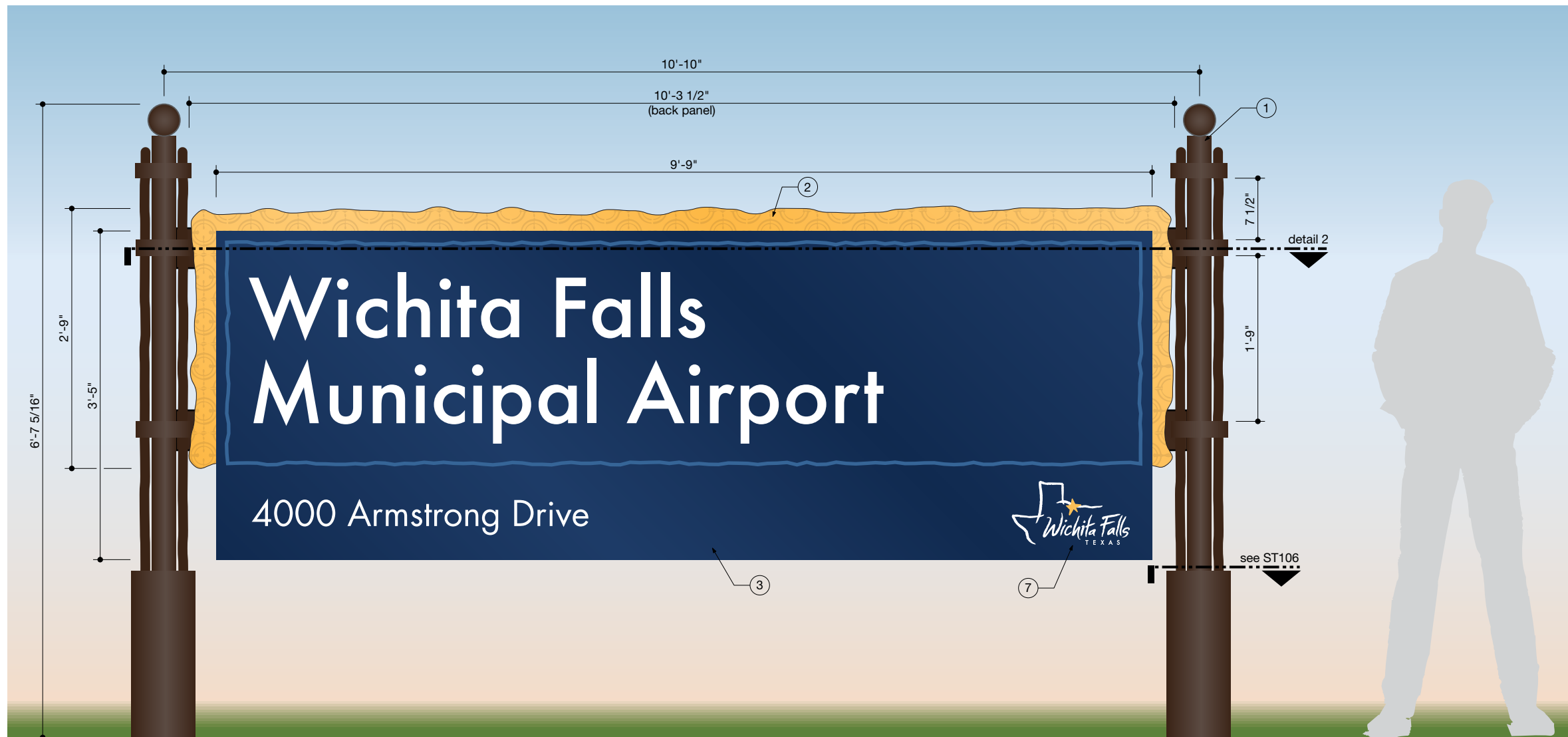
Sign Type 106
Pedestrian Orientation
with Ad Display

SHEET NUMBER

G77



2 Section Detail
Scale: 1 1/2"=1'-0"



1 Front Elevation
Scale: 3/4"=1'-0"

- ① see Sign Type 106 for construction details of pole assembly, paints P3
- ② 1/8" thick painted, P1 and P4, aluminum panel with masked and painted pattern
- ③ 1/8" thick painted aluminum panel with masked and painted border and applied engineer grade white reflective vinyl graphics, P2, P5 and P6
- ④ 2"x5" rectangular tube spans from post to post paints P3
- ⑤ 1 1/2" X 1 1/2" angle mounting bracket and bracing paints P1
- ⑥ tamper resistant fastener type is to be engineered and specified by sign fabricator for weight and wind, seal holes to prevent water contamination, all exposed fasteners are to be painted to match the background
- ⑦ screened or masked and painted logo

NOTE: Sign fabricator is to engineer structure per local code and wind loads as required.



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PAGE TITLE / ELEMENT TYPE

Sign Type 107
Facilities Identification, Horizontal

SHEET NUMBER

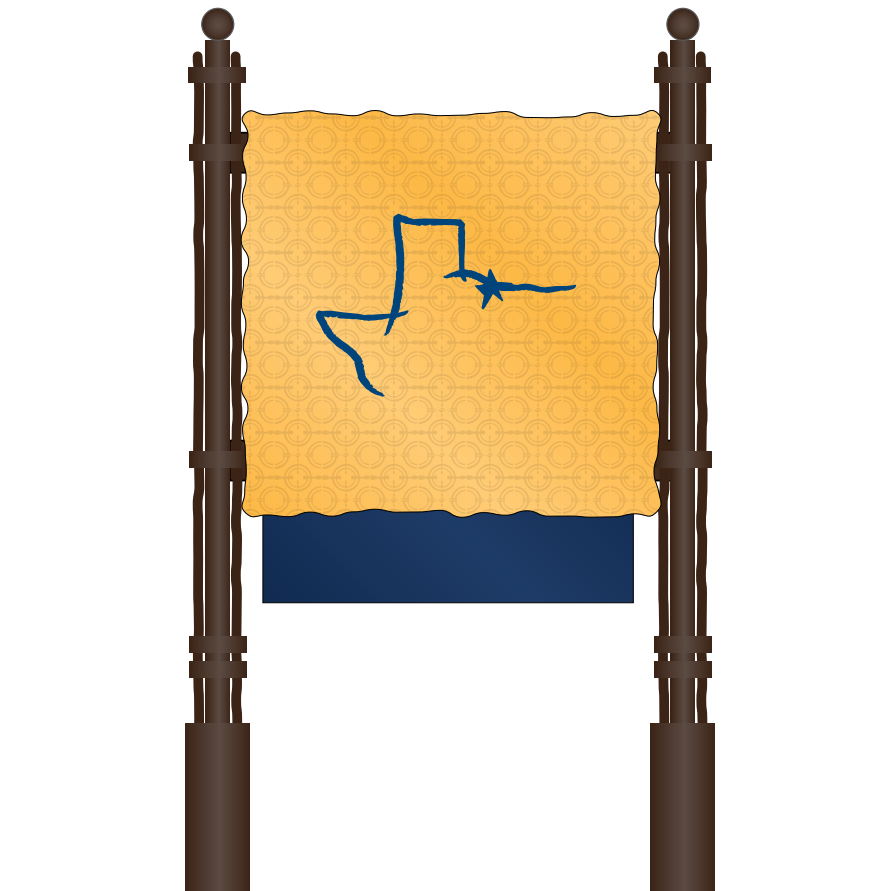
G78



1 Front Elevation
Scale: 3/4"=1'-0"

- ① see Sign Type 106 for construction details of pole assembly, paints P3
- ② 1/8" thick painted, P1 and P4, aluminum panel with masked and painted pattern
- ③ 1/8" thick painted aluminum panel with masked and painted border and applied engineer grade white reflective vinyl graphics, P2, P5 and P6
- ④ park map panel and information is screened onto face of panel

NOTE: Sign fabricator is to engineer structure per local code and wind loads as required.



2 Rear Elevation
Scale: 1/2"=1'-0"



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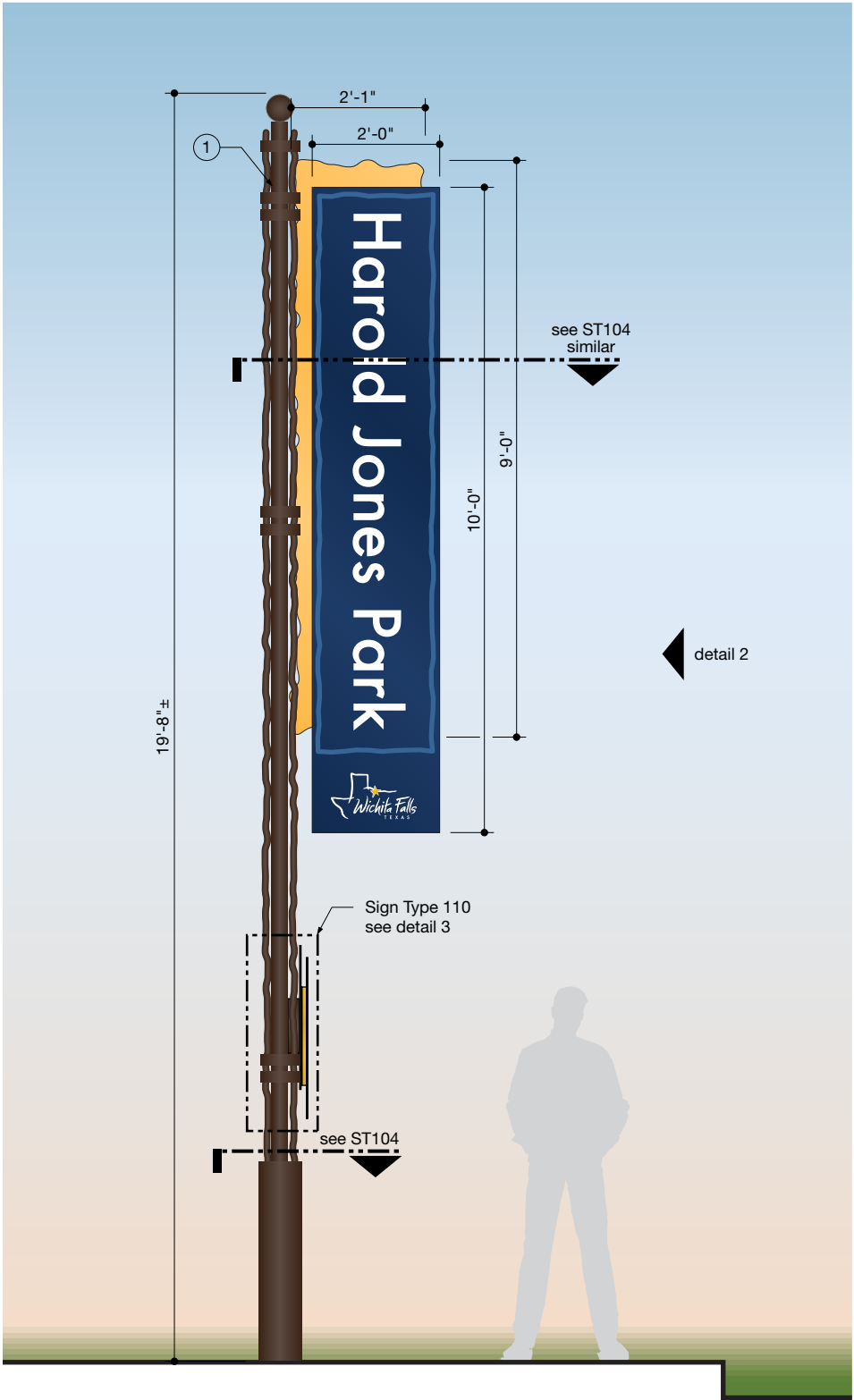
24JAN2012 Master Plan Draft Design Review
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PAGE TITLE / ELEMENT TYPE

Sign Type 108
Facilities Identification, Vertical

SHEET NUMBER

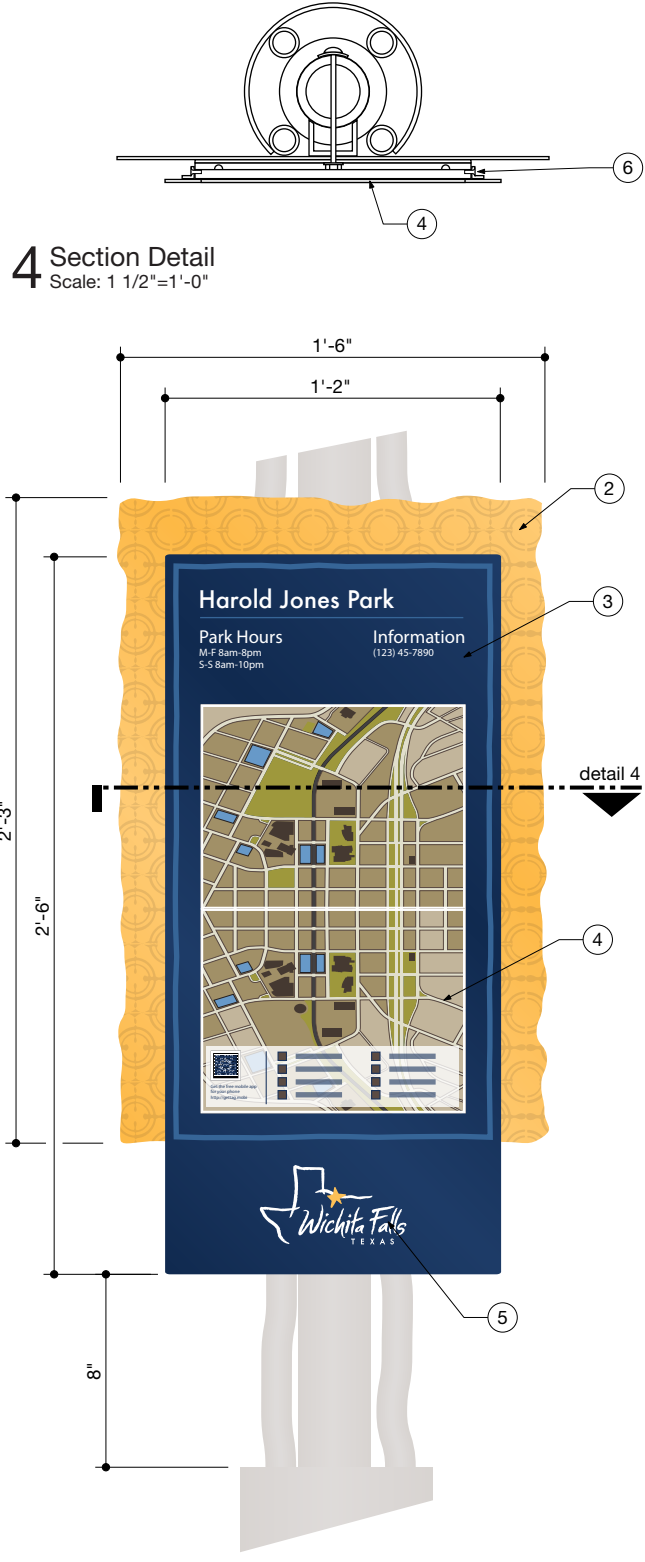
G79



1 ST109: Front Elevation
Scale: 3/8"=1'-0"



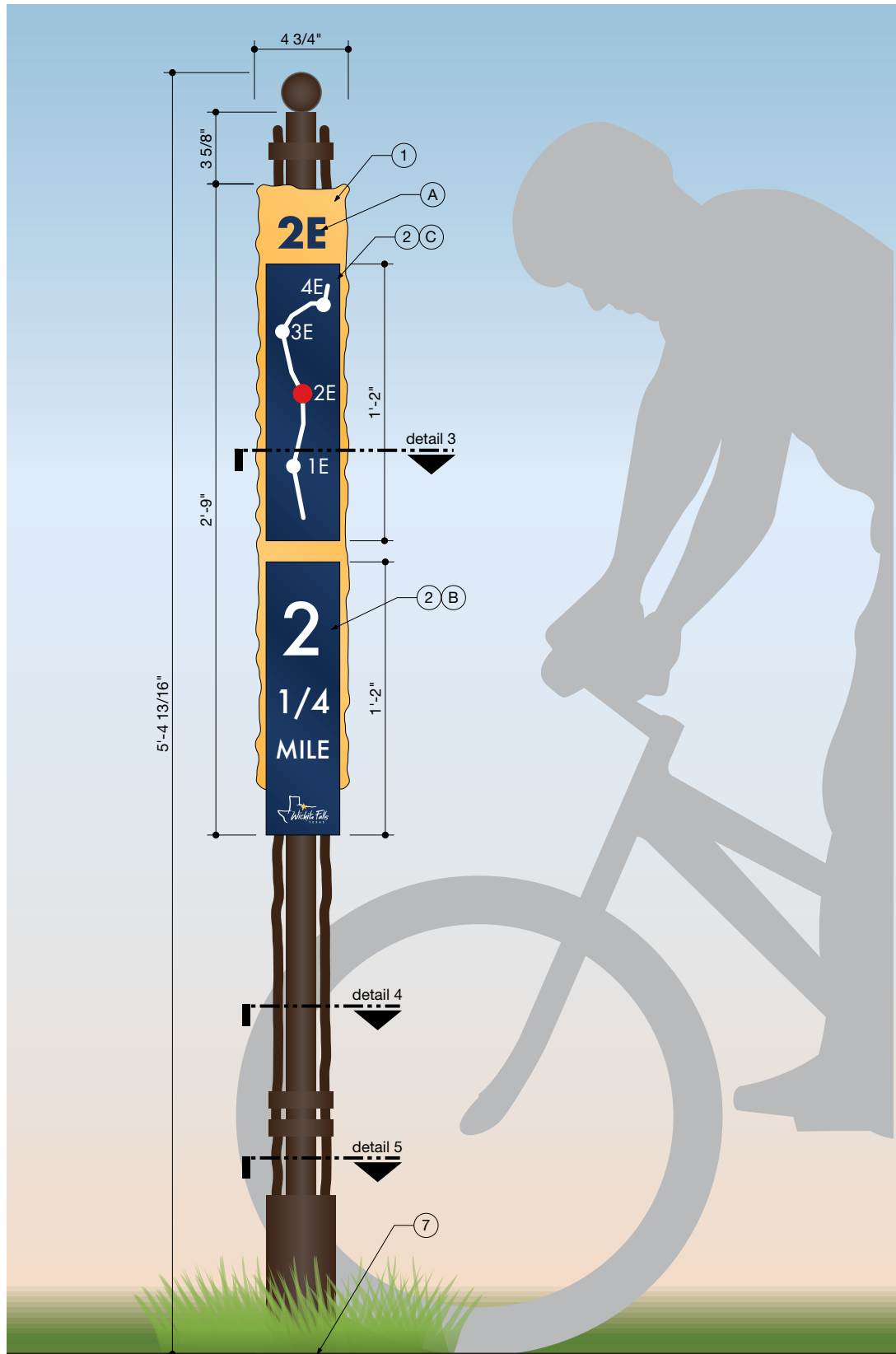
2 Side Elevation
Scale: 3/8"=1'-0"



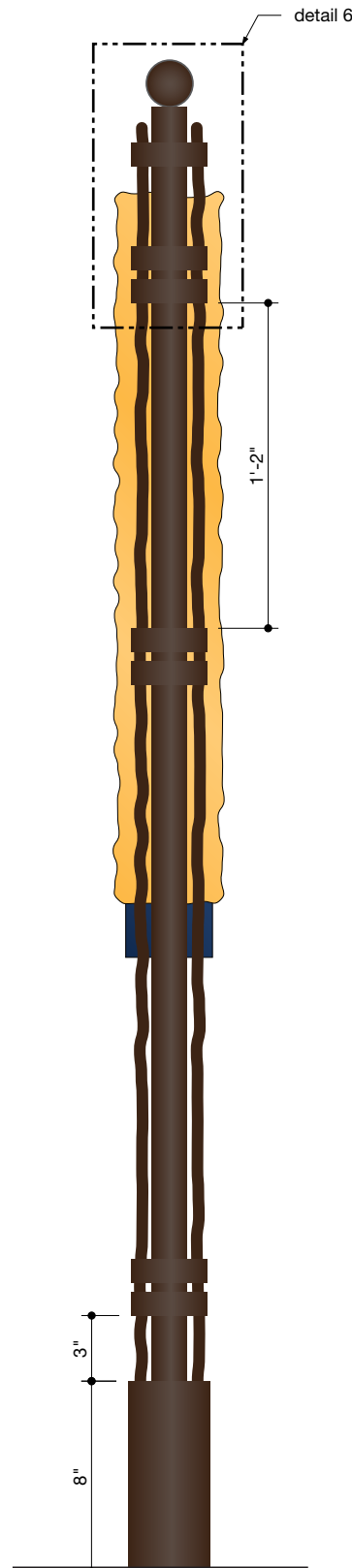
3 ST110: Optional Information/Map Panel Detail
Scale: 1 1/2"=1'-0"

- ① see Sign Type 104 for construction details of pole assembly, paints P3
- ② 1/8" thick painted, P1 and P4, aluminum panel with masked and painted pattern
- ③ 1/8" thick painted aluminum panel with masked and painted border and text, map graphic is an 3/8" thick high pressure laminate graphic attached on back side, logo at bottom is screened, P2, P5 and P6
- ④ cut thru window (11" X 17") backed by 3/8" thick high pressure laminate map graphic, 1/2" aluminum angle frame holds map in place on back side
- ⑤ screened or masked and painted logo
- ⑥ exposed tamper resistant fasteners are to be painted to match the background color, seal holes to prevent water contamination

NOTE: Sign fabricator is to engineer structure per local code and wind loads as required.

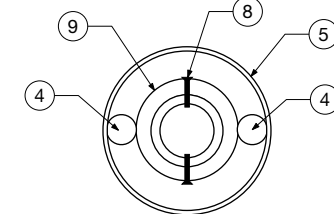


1 ST111: Front Elevation (Trail Head Marker)
Scale: 1 1/2"=1'-0"

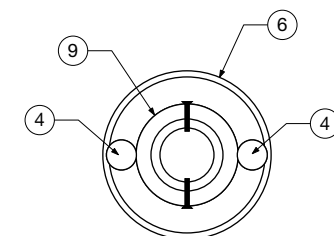


2 Rear Elevation
Scale: 1 1/2"=1'-0"

3 Section Detail
Scale: 3"=1'-0"



4 Section Detail
Scale: 3"=1'-0"

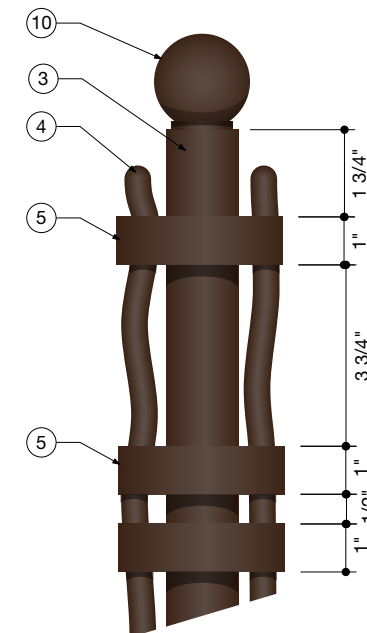


5 Section Detail
Scale: 3"=1'-0"

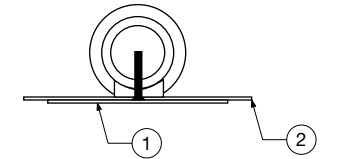
- ① 1/8" thick painted, P2, aluminum panel
- ② 1/8" thick painted aluminum panel VHB to back panel trail map segment is screened or masked and painted
- ③ 1 1/2" dia. (1/2" wall) painted aluminum tube, P3
- ④ 5/8" dia. painted aluminum rod, rod is randomly distressed, P3
- ⑤ 1/4" thick painted aluminum decorative strap, P3
- ⑥ 3 1/2" dia. painted aluminum metal base
- ⑦ foundation is to be engineered by sign fabricator
- ⑧ exposed fasteners are to be painted to match the background color
- ⑨ 1/2" thick ring painted P3, bolts or welds to center tube and rods
- ⑩ 2" dia. aluminum sphere finial, paints P3
- ⑪ welded aluminum rings, painted P3

GENERAL NOTES:

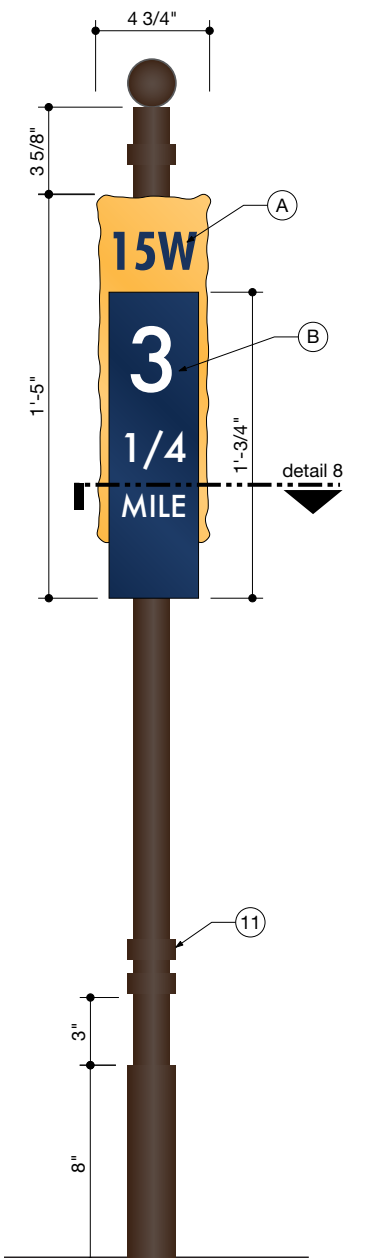
- Ⓐ shorthand text or numeral marks a point or stretch between two points of interest along the trail
- Ⓑ mileage traveled from start of trail, markers are located at every 1/4 mile
- Ⓒ simplified trail segment with "You Are Here" dot, map depicts an east segment, north segment, west segment or south segment, client to verify



6 Top of Post Detail
Scale: 3"=1'-0"



8 Section Detail
Scale: 3"=1'-0"



7 ST112: Front Elevation (Trail Marker)
Scale: 1 1/2"=1'-0"

Photomontages



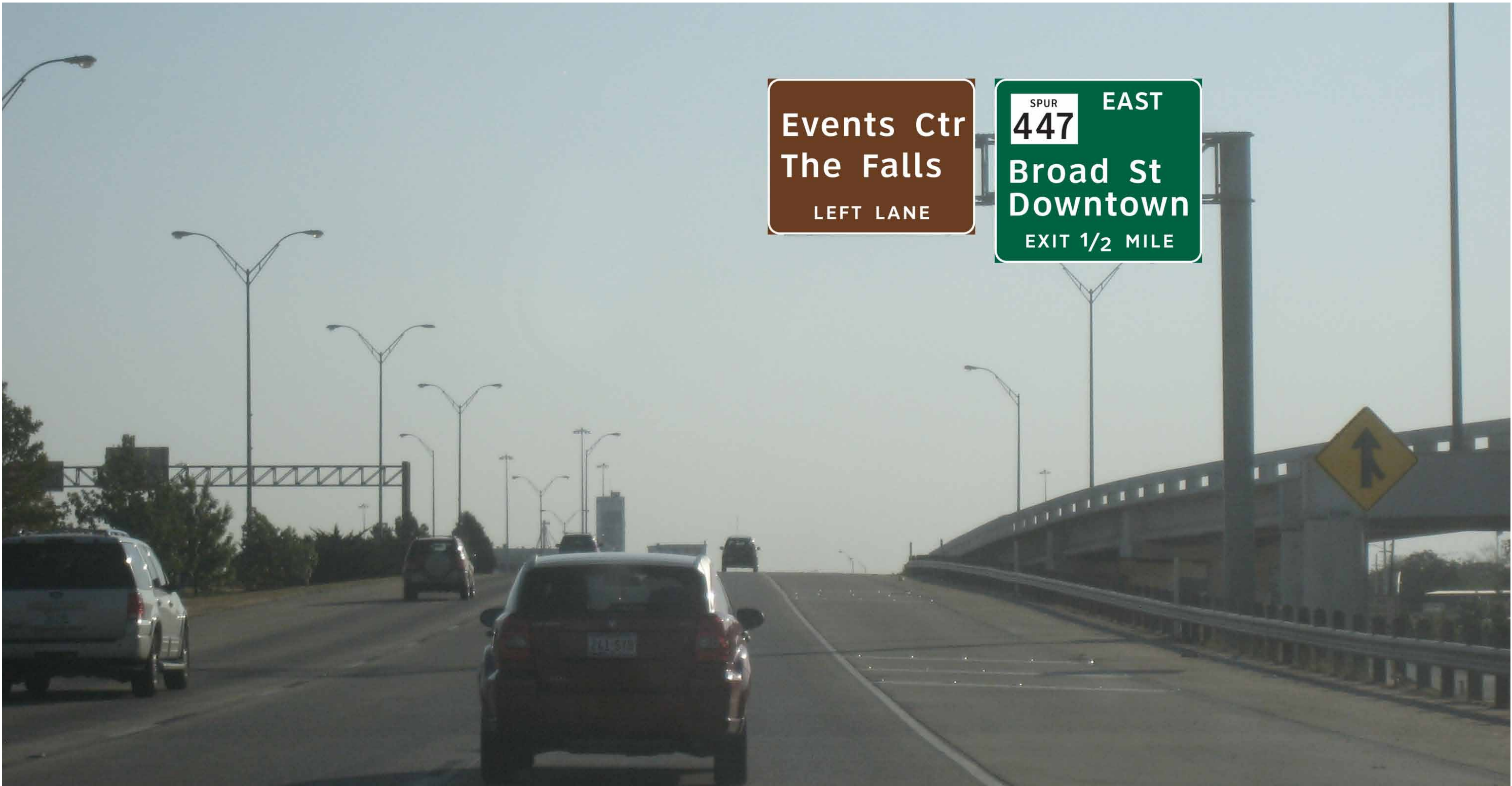
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1 Location at Kell Boulevard and Brook Avenue
Scale: NTS



1 Location at Kell Boulevard and Central Freeway
Scale: NTS



1 Location at Kell Boulevard and Central Freeway
Scale: NTS



1 Location Looking North at 8th and Broad Streets
Scale: NTS



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PAGE TITLE / ELEMENT TYPE
Photomontage
Sign Type 102, Vehicular Directional

SHEET NUMBER
G86



1 Location Looking West at 10th and Broad Street
Scale: NTS



1 Location at 10th and Indiana Streets
Scale: NTS



1 Location at Public Library Entrance
Scale: NTS



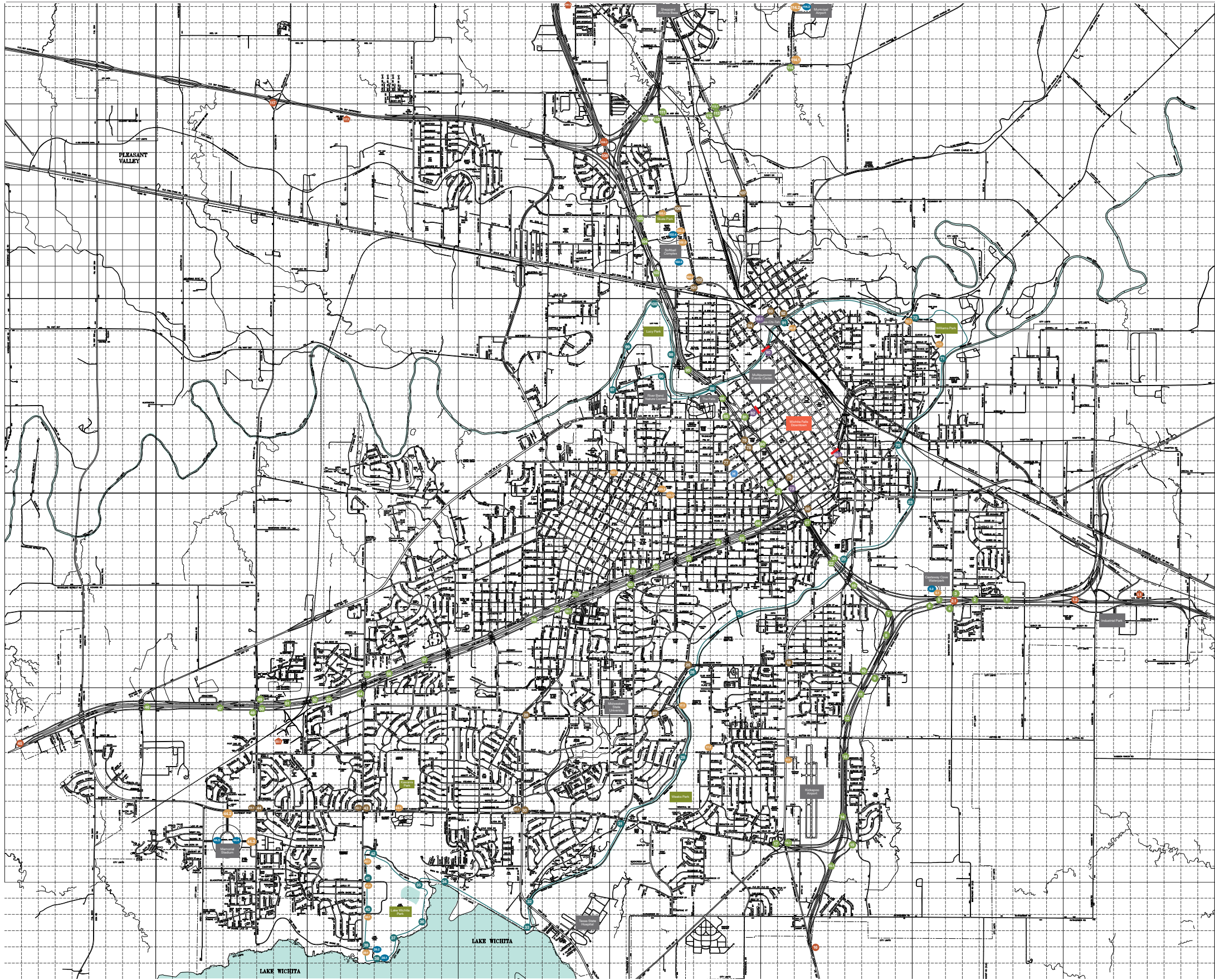
1 Location at FM 890/McKinley Street and Armstrong Drive
Scale: NTS



1 Location at Fairway Boulevard and Likins Circle
Scale: NTS



1 Trail Head Marker
Scale: NTS



Sign Type		Sign Quantity
	Threshold Identification: ST S1 Water Tower	6
	Threshold Identification: ST S2 Bridge	2
	Threshold Identification: ST 100 Monument	5
	DOT Signs: Standard DOT Overhead	29
	DOT Signs: Standard DOT Roadside	3
	DOT Signs: ST 101 Wayfinding	30
	Vehicular Directionals: ST 102, ST 103, or ST 104	61
	Pedestrian Orientation and Directional: ST 105 and/or ST 106	33
	Facility Identification: ST 107, ST 108 or ST 109	41
	Trail Signs: ST 111 (ST 112 not shown)	27(+)
	Gateway Elements (future)	4
	Citywide Destinations	
	Major Parks	



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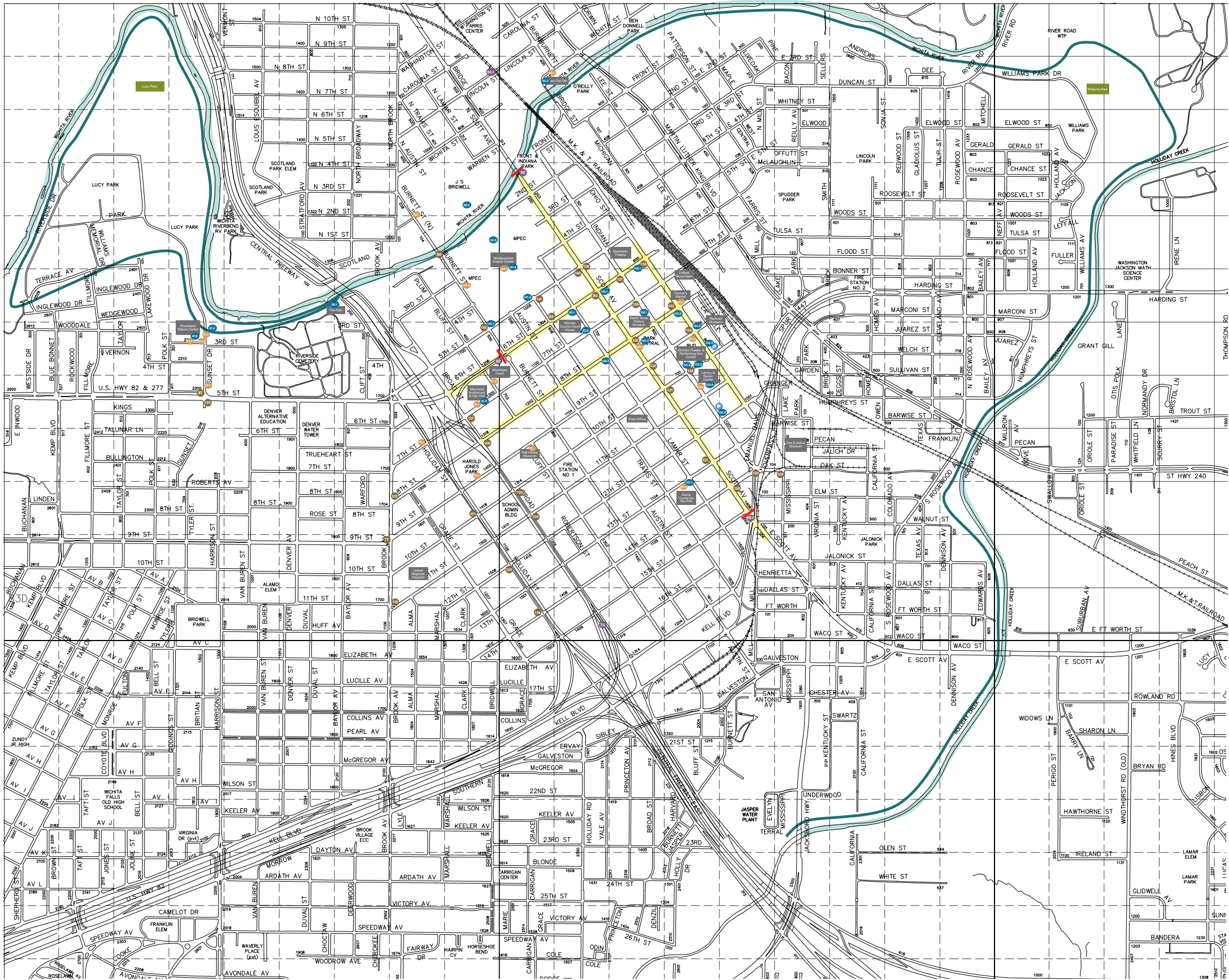
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Sign Type		Sign Quantity
	Threshold Identification: ST S1 Water Tower	
	Threshold Identification: ST S2 Bridge	
	Threshold Identification: ST 100 Monument	
	DOT Signs: Standard DOT Overhead	
	DOT Signs: Standard DOT Roadside	
	DOT Signs: ST 101 Wayfinding	
	Vehicular Directionals: ST 102, ST 103, or ST 104	38
	Pedestrian Orientation and Directional: ST 105 and/or ST 106	25
	Facility Identification: ST 107, ST 108 or ST 109	18
	Trail Signs: ST 111 (ST 112 not shown)	
	Gateway Elements (future)	4
	Citywide Destinations	
	Major Parks	



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Phasing Strategy



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Wayfinding Elements		Qty 2012-2013		Qty 2013-2014		Qty 2014-2015		Qty 2015-2016		Qty 2016-2017	
	Threshold Identification: ST S1 Water Tower	6	\$75,000								
	Threshold Identification: ST S2 Bridge									2	60,000
	Threshold Identification: ST 100 Monument							5	\$190,000		
	DOT Signs: Standard DOT Overhead	29	\$217,500								
	DOT Signs: Standard DOT Roadside	3	\$22,500								
	DOT Signs: ST 101 Wayfinding	30	\$195,000								
	Vehicular Directionals: ST 102, ST 103 or ST 104	23	\$207,000	38	\$342,000						
	Pedestrian Orientation and Directional: ST 105 and/or ST 106			25	\$125,000	8	\$40,000				
	Facility Identification: ST 107, ST 108 or ST 109	18	\$153,000	23	\$195,500						
	Trail Signs: ST 111 (ST 112 not shown)	27	\$40,000								
	Gateway Elements (future)									4	TBD*
Subtotals		\$910,000		\$662,500		\$40,000		\$190,000		\$60,000*	
Consultant Design Fees		\$70,000		\$7,500		\$7,500		\$20,000		\$15,000	
TOTALS		\$980,000		\$670,000		\$47,500		\$210,000		\$75,000*	

These figures represent estimates only.



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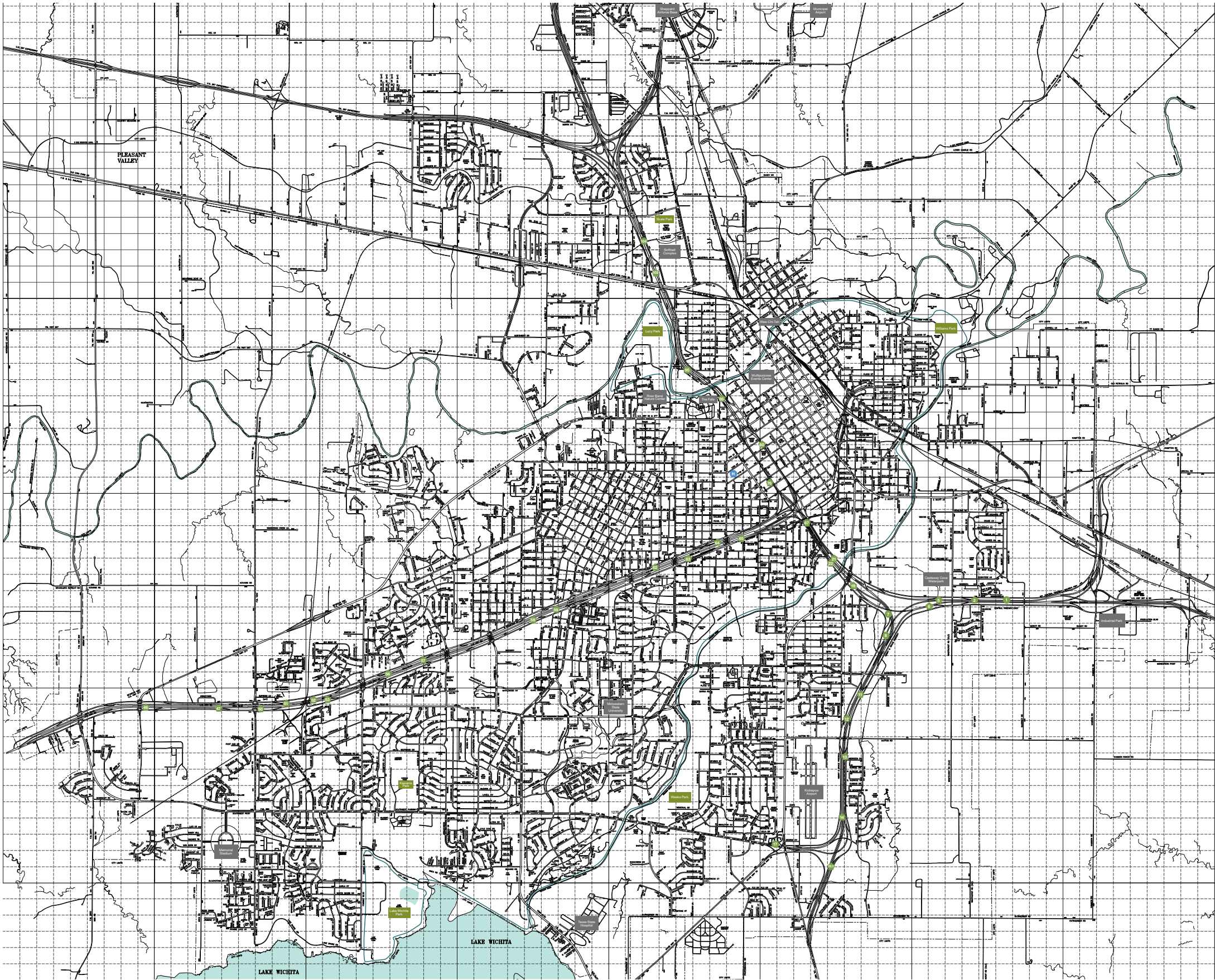
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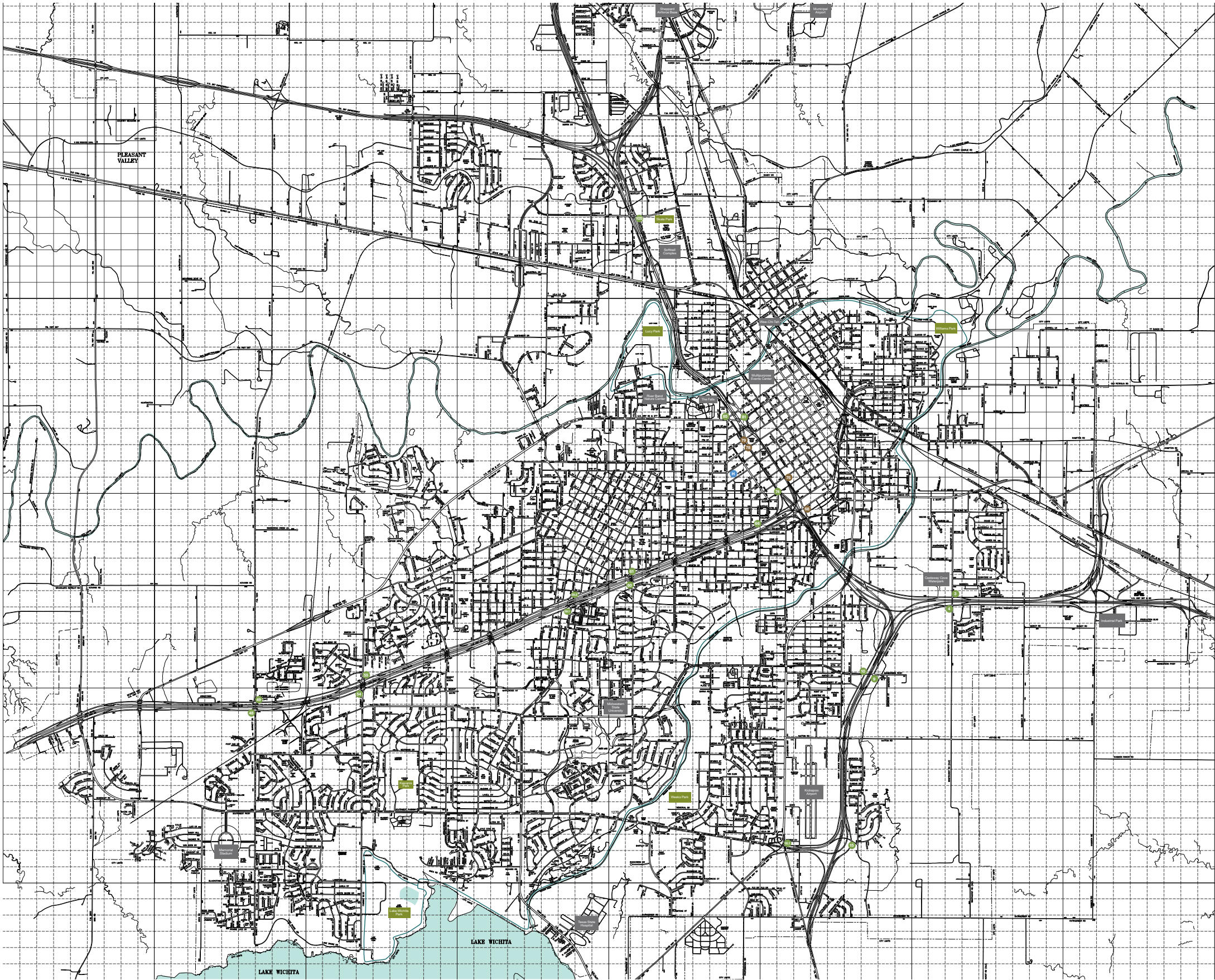
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PAGE TITLE / ELEMENT TYPE
Phasing Strategy
Phase Breakdown Matrix

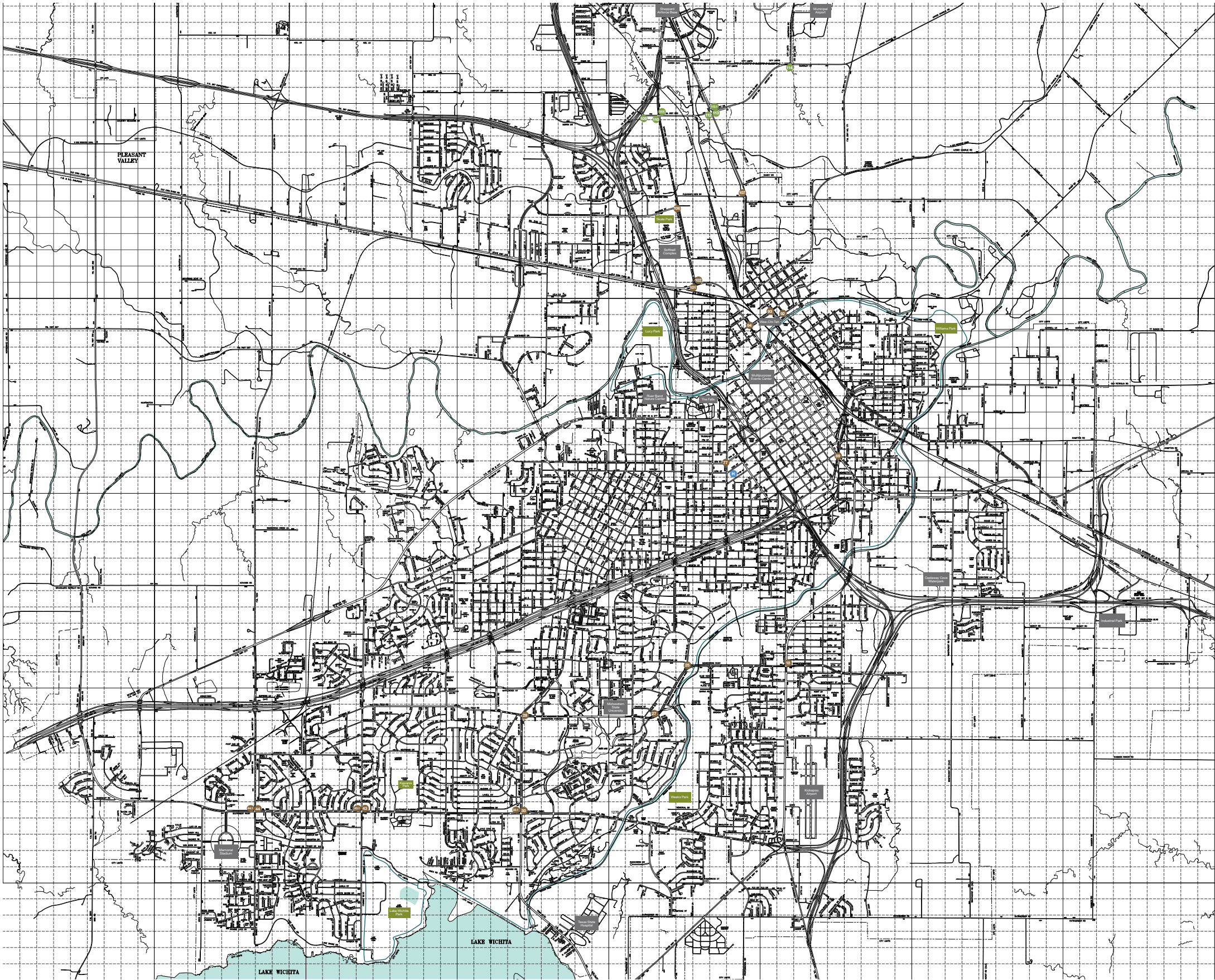
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G96



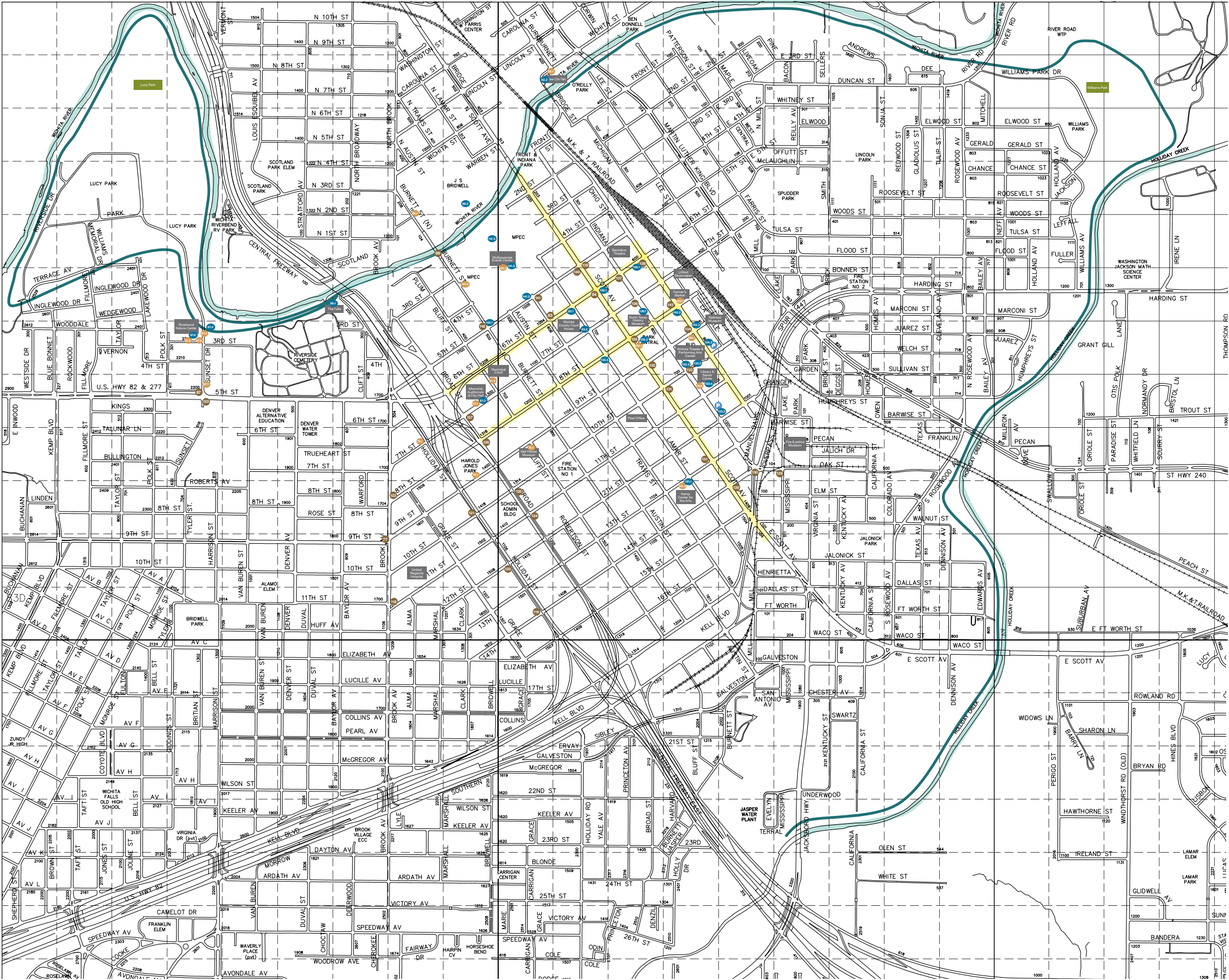
Sign Type		Sign Quantity	Unit Price	Extension
	Threshold Identification: ST S1 Water Tower			
	Threshold Identification: ST S2 Bridge			
	Threshold Identification: ST 100 Monument			
	DOT Signs: Standard DOT Overhead	29	Not Available	Not Available
	DOT Signs: Standard DOT Roadside	3	Not Available	Not Available
	DOT Signs: ST 101 Wayfinding	4	\$6,500	\$26,000
	Vehicular Directionals: ST 102, ST 103, or ST 104			
	Pedestrian Orientation and Directional: ST 105 and/or ST 106			
	Facility Identification: ST 107, ST 108 or ST 109			
	Trail Signs: ST 111 (ST 112 not shown)			
	Gateway Elements (future)			
Installation				(included)
Sub-Total				\$26,000+



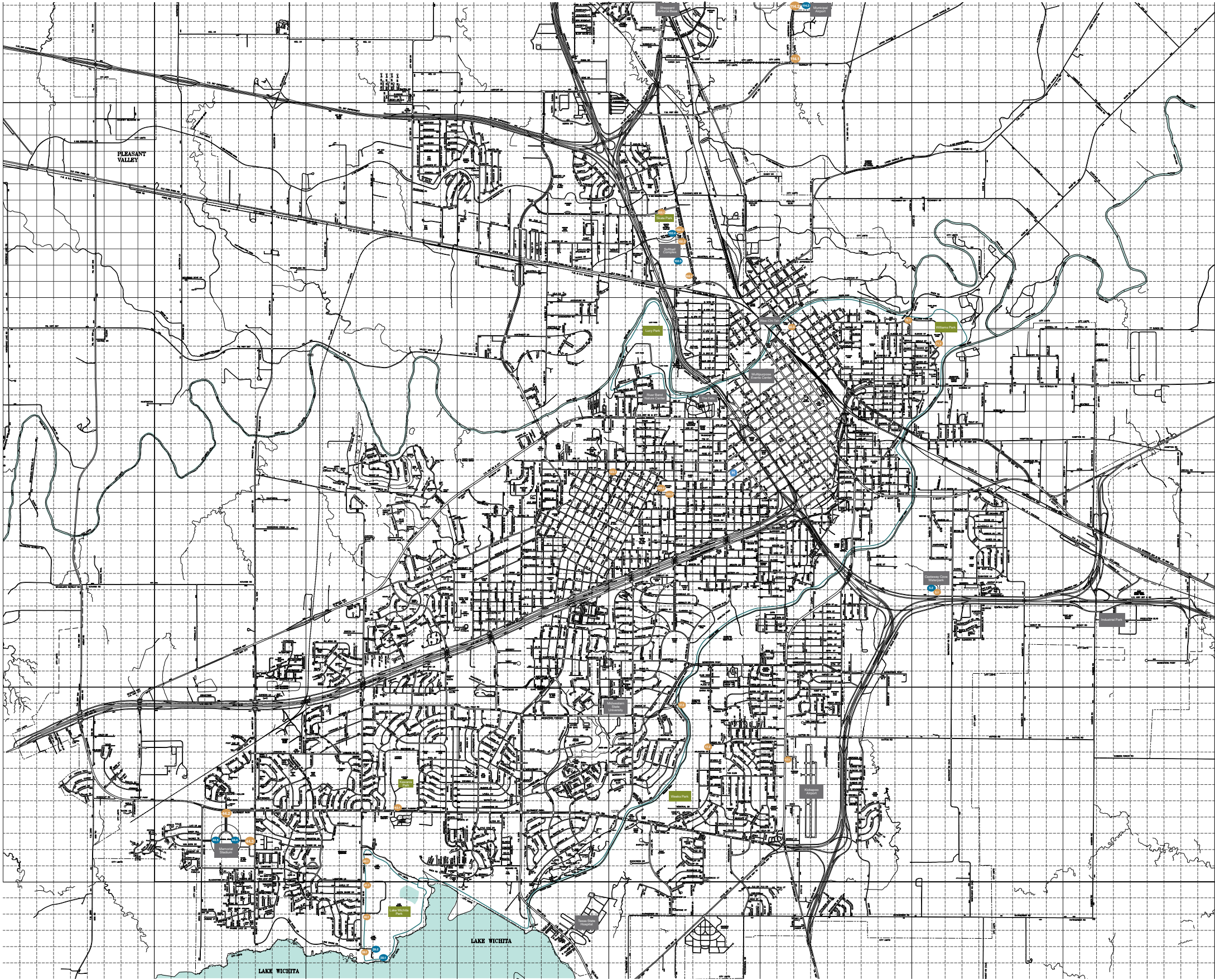
Sign Type		Sign Quantity	Unit Price	Extension
	Threshold Identification: ST S1 Water Tower			
	Threshold Identification: ST S2 Bridge			
	Threshold Identification: ST 100 Monument			
	DOT Signs: Standard DOT Overhead			
	DOT Signs: Standard DOT Roadside			
	DOT Signs: ST 101 Wayfinding	19	\$6,500	\$123,500
	Vehicular Directionals: ST 102, ST 103, or ST 104	4	\$9,000	\$36,000
	Pedestrian Orientation and Directional: ST 105 and/or ST 106			
	Facility Identification: ST 107, ST 108 or ST 109			
	Trail Signs: ST 111 (ST 112 not shown)			
	Gateway Elements (future)			
Installation				(included)
Sub-Total				\$159,500



Sign Type		Sign Quantity	Unit Price	Extension
	Threshold Identification: ST S1 Water Tower			
	Threshold Identification: ST S2 Bridge			
	Threshold Identification: ST 100 Monument			
	DOT Signs: Standard DOT Overhead			
	DOT Signs: Standard DOT Roadside			
	DOT Signs: ST 101 Wayfinding	7	\$6,500	\$45,500
	Vehicular Directionals: ST 102, ST 103, or ST 104	19	\$9,000	\$171,000
	Pedestrian Orientation and Directional: ST 105 and/or ST 106			
	Facility Identification: ST 107, ST 108 or ST 109			
	Trail Signs: ST 111 (ST 112 not shown)			
	Gateway Elements (future)			
Installation				(included)
Sub-Total				\$216,500



Sign Type	Sign Quantity	Unit Price	Extension
 Threshold Identification: ST S1 Water Tower			
 Threshold Identification: ST S2 Bridge			
 Threshold Identification: ST 100 Monument			
 DOT Signs: Standard DOT Overhead			
 DOT Signs: Standard DOT Roadside			
 DOT Signs: ST 101 Wayfinding			
 Vehicular Directionals: ST 102, ST 103, or ST 104	38	\$9,000	\$342,000
 Pedestrian Orientation and Directional: ST 105 and/or ST 106	25	\$5,000	\$125,000
 Facility Identification: ST 107, ST 108 or ST 109	18	\$8,500	\$153,000
 Trail Signs: ST 111 (ST 112 not shown)			
 Gateway Elements (future)			
Installation			(included)
Sub-Total			\$620,000



Sign Type	Sign Quantity	Unit Price	Extension
 Threshold Identification: ST S1 Water Tower			
 Threshold Identification: ST S2 Bridge			
 Threshold Identification: ST 100 Monument			
 DOT Signs: Standard DOT Overhead			
 DOT Signs: Standard DOT Roadside			
 DOT Signs: ST 101 Wayfinding			
 Vehicular Directionals: ST 102, ST 103, or ST 104			
 Pedestrian Orientation and Directional: ST 105 and/or ST 106	8	\$5,000	\$40,000
 Facility Identification: ST 107, ST 108 or ST 109	23	\$8,500	\$195,500
 Trail Signs: ST 111 (ST 112 not shown)			
 Gateway Elements (future)			
Installation			(included)
Sub-Total			\$235,500



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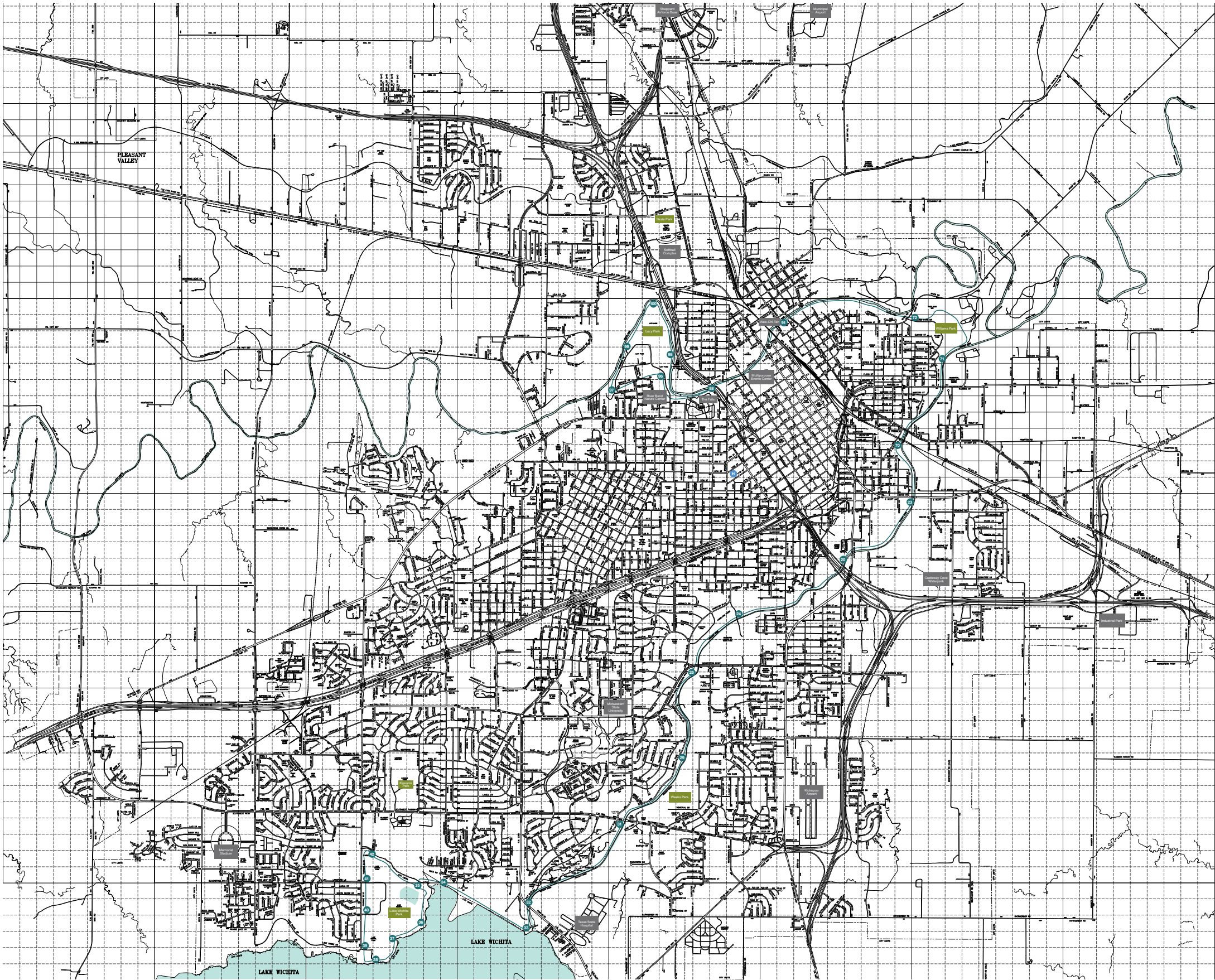
PAGE TITLE / ELEMENT TYPE

SHEET NUMBER

Sign Location Plan

Phase 4: Facility Identification and Information

G101



Sign Type		Sign Quantity	Unit Price	Extension
	Threshold Identification: ST S1 Water Tower			
	Threshold Identification: ST S2 Bridge			
	Threshold Identification: ST 100 Monument			
	DOT Signs: Standard DOT Overhead			
	DOT Signs: Standard DOT Roadside			
	DOT Signs: ST 101 Wayfinding			
	Vehicular Directionals: ST 102, ST 103, or ST 104			
	Pedestrian Orientation and Directional: ST 105 and/or ST 106			
	Facility Identification: ST 107, ST 108 or ST 109			
	Trail Signs: ST 111 (ST 112 not shown)	27(+)	\$1,500	\$40,500
	Gateway Elements (future)			
Installation				(included)
Sub-Total				\$40,500+



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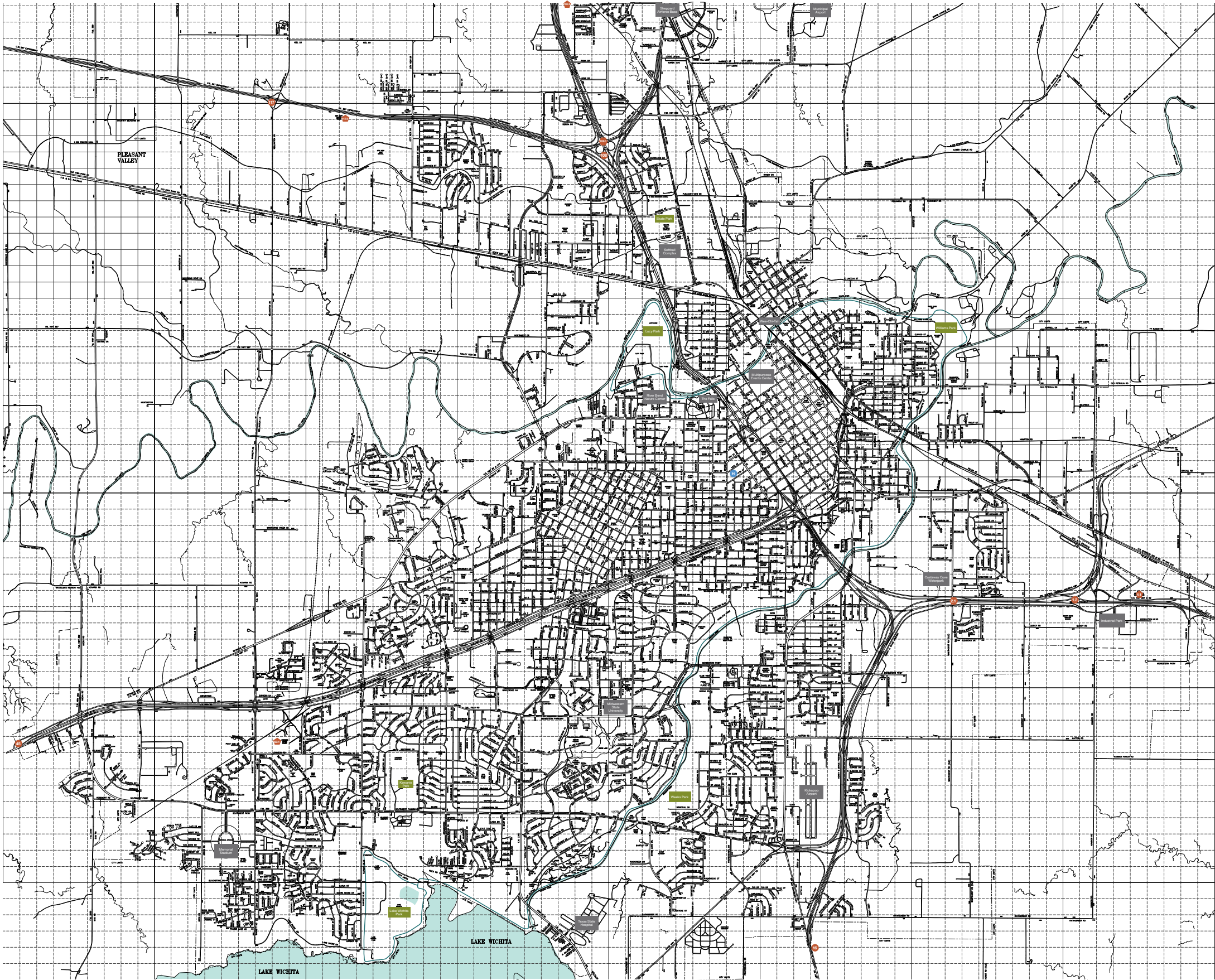
24JAN2012	Master Plan Draft Design Review
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PAGE TITLE / ELEMENT TYPE

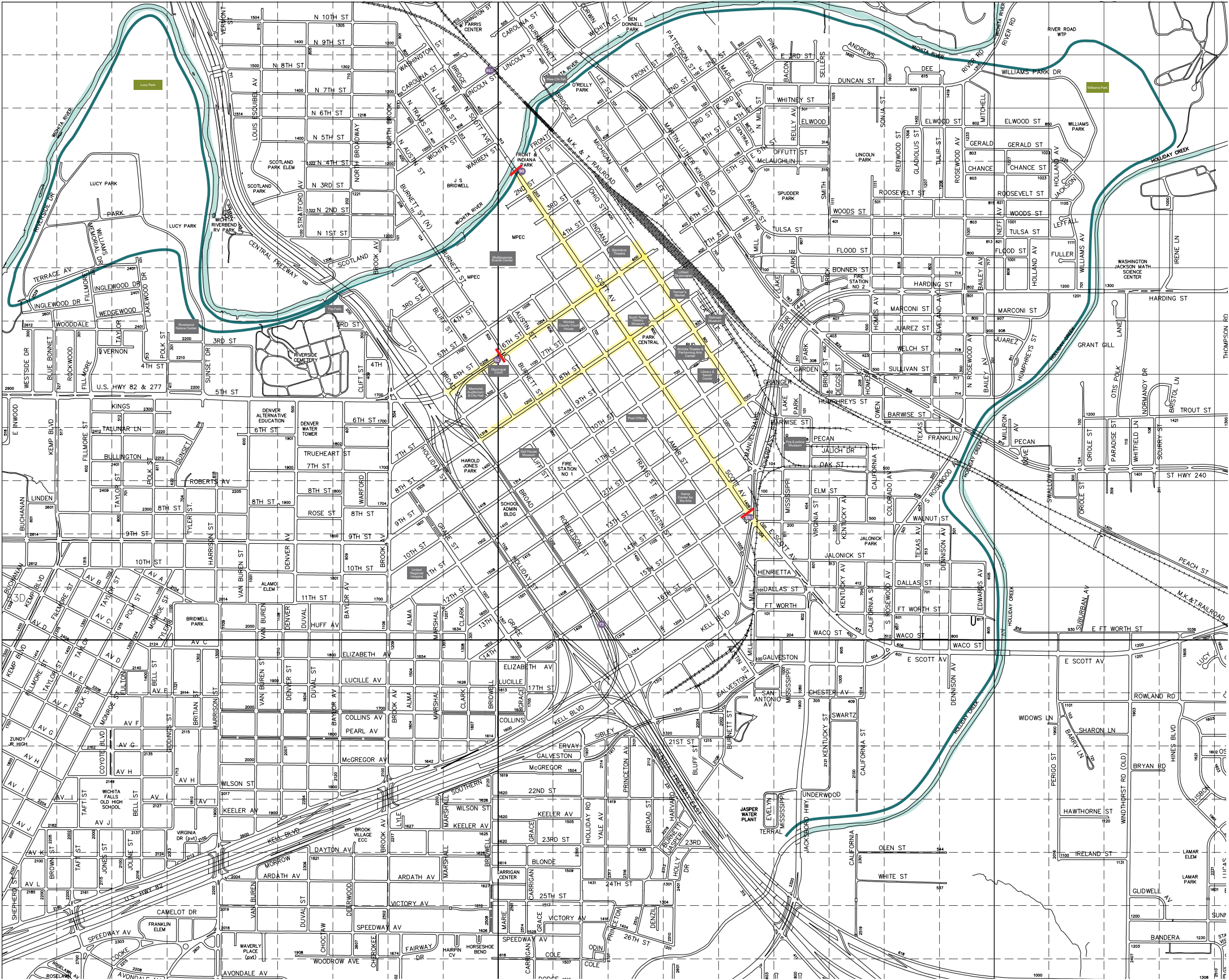
SHEET NUMBER

Sign Location Plan
Phase 5: Trail Signage

G102



Sign Type	Sign Quantity	Unit Price	Extension
 Threshold Identification: ST S1 Water Tower	6	\$12,500	\$75,000
 Threshold Identification: ST S2 Bridge	2	\$30,000	\$60,000
 Threshold Identification: ST 100 Monument	5	\$38,000	\$190,000
 DOT Signs: Standard DOT Overhead			
 DOT Signs: Standard DOT Roadside			
 DOT Signs: ST 101 Wayfinding			
 Vehicular Directionals: ST 102, ST 103, or ST 104			
 Pedestrian Orientation and Directional: ST 105 and/or ST 106			
 Facility Identification: ST 107, ST 108 or ST 109			
 Trail Signs: ST 111 (ST 112 not shown)			
 Gateway Elements (future)			
Installation			(included)
Sub-Total			\$325,000



Sign Type	Sign Quantity	Unit Price	Extension
 Threshold Identification: ST S1 Water Tower			
 Threshold Identification: ST S2 Bridge			
 Threshold Identification: ST 100 Monument			
 DOT Signs: Standard DOT Overhead			
 DOT Signs: Standard DOT Roadside			
 DOT Signs: ST 101 Wayfinding			
 Vehicular Directionals: ST 102, ST 103, or ST 104			
 Pedestrian Orientation and Directional: ST 105 and/or ST 106			
 Facility Identification: ST 107, ST 108 or ST 109			
 Trail Signs: ST 111 (ST 112 not shown)			
 Gateway Elements (future)	4		—
Installation			
Sub-Total			(TBD)

Next Steps

