



WAY INTO WAYFINDING

THE PROCESS & HOW TO EXECUTE

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New Mexico MainStreet · Taos MainStreet

WHAT IS WAYFINDING?



A Successful Wayfinding System

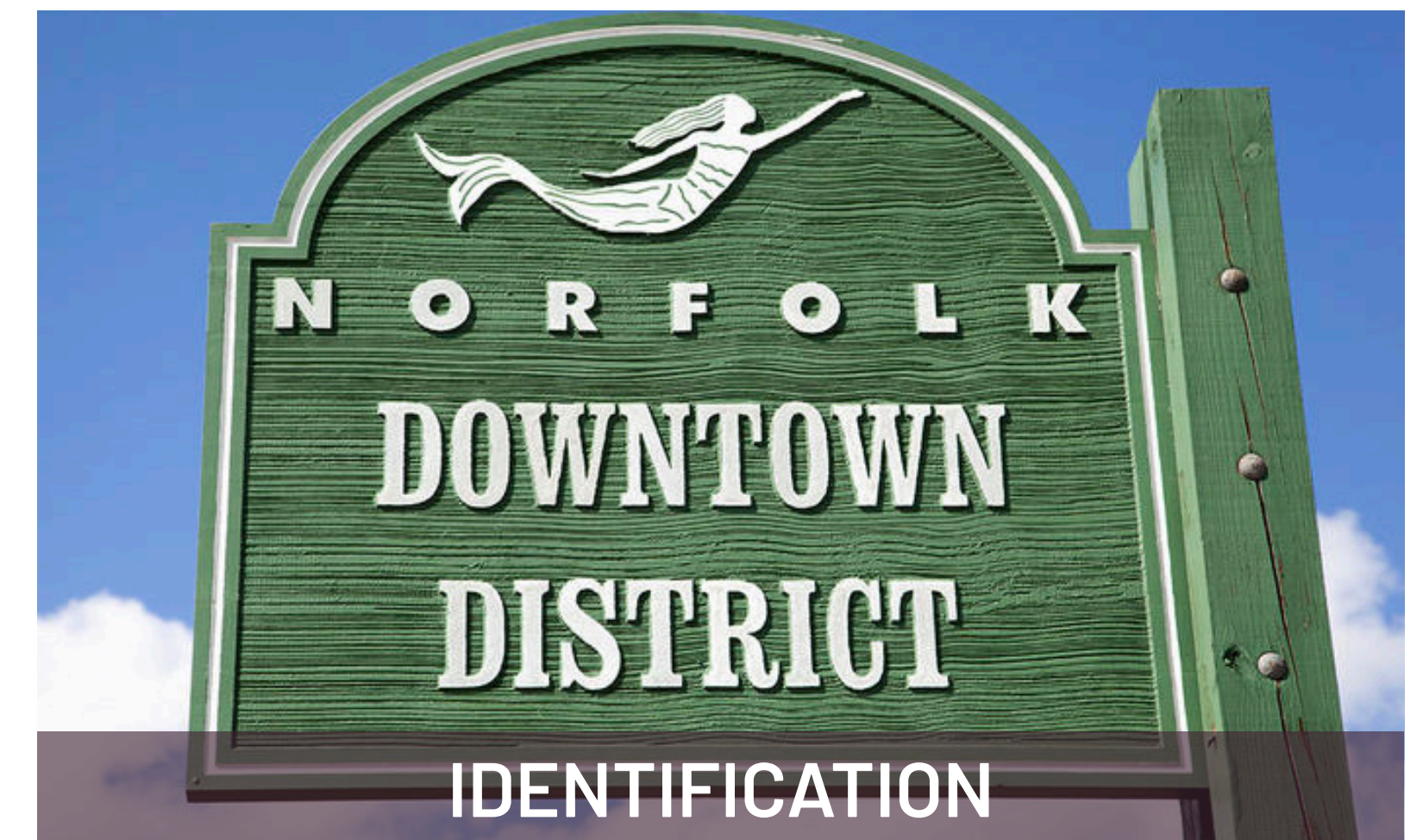
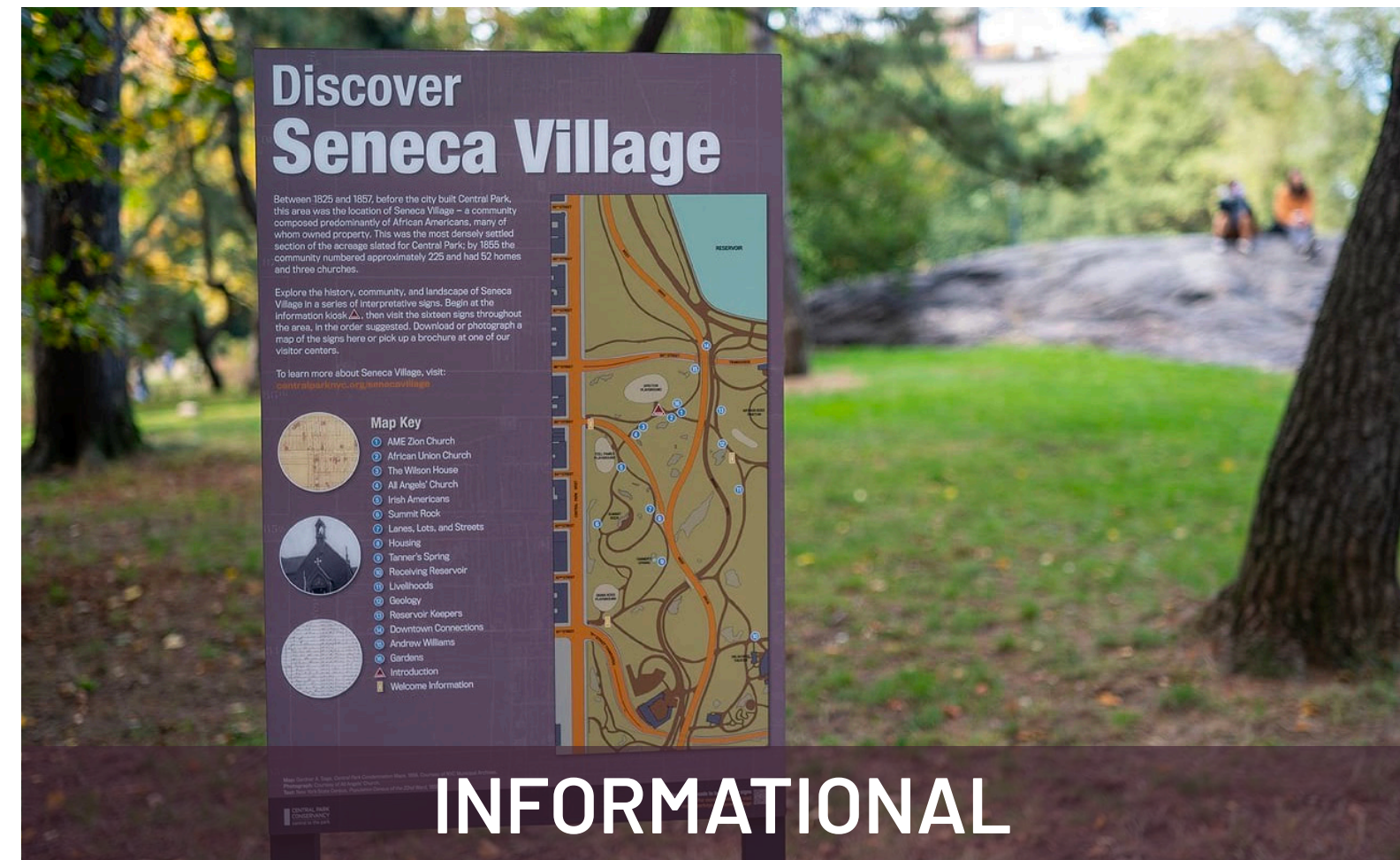
- Connects people to places
- Simple
- Celebrates identity
- Supports park once/active transportation
- Accessible/equitable



Wayfinding Elements

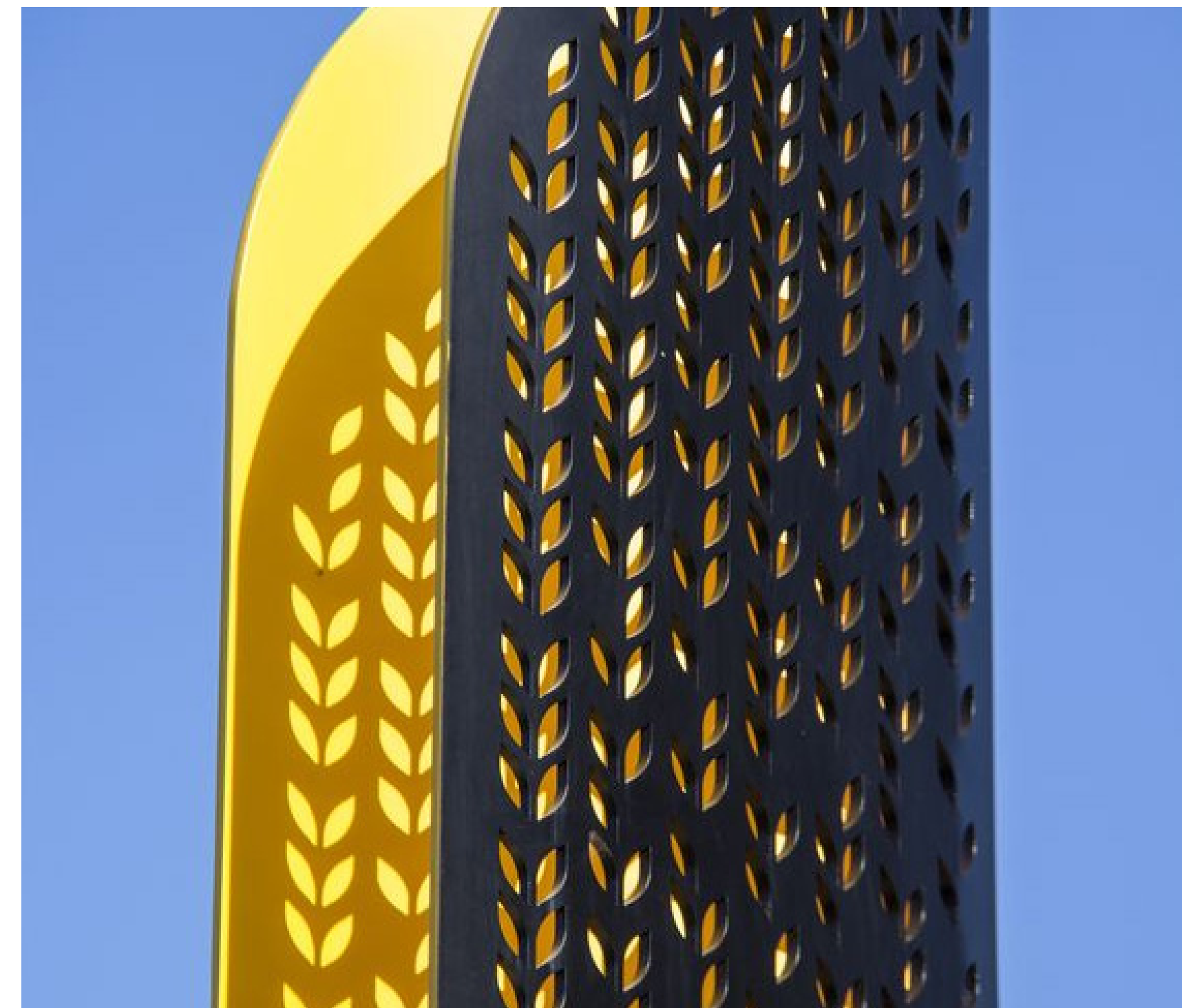
1. SIGNS:

- Informational
- Directional
- Regulatory
- Identification



Wayfinding Elements

2. COLORS, TEXTURES, & PATTERNS



Wayfinding Elements

3. EXPLORATORY WAYFINDING



WHY WE NEED WAYFINDING





**Wayfinding
improves and better
distributes traffic.**

**Wayfinding helps
facilitate multi-modal
transportation.**





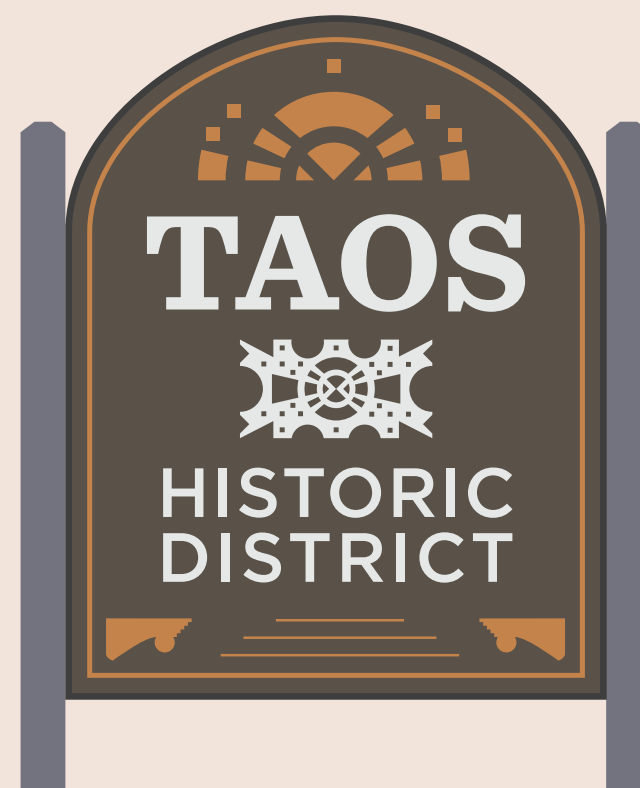
**Wayfinding
helps provide a
sense of place.**

**Wayfinding helps
creates unifying
branding**





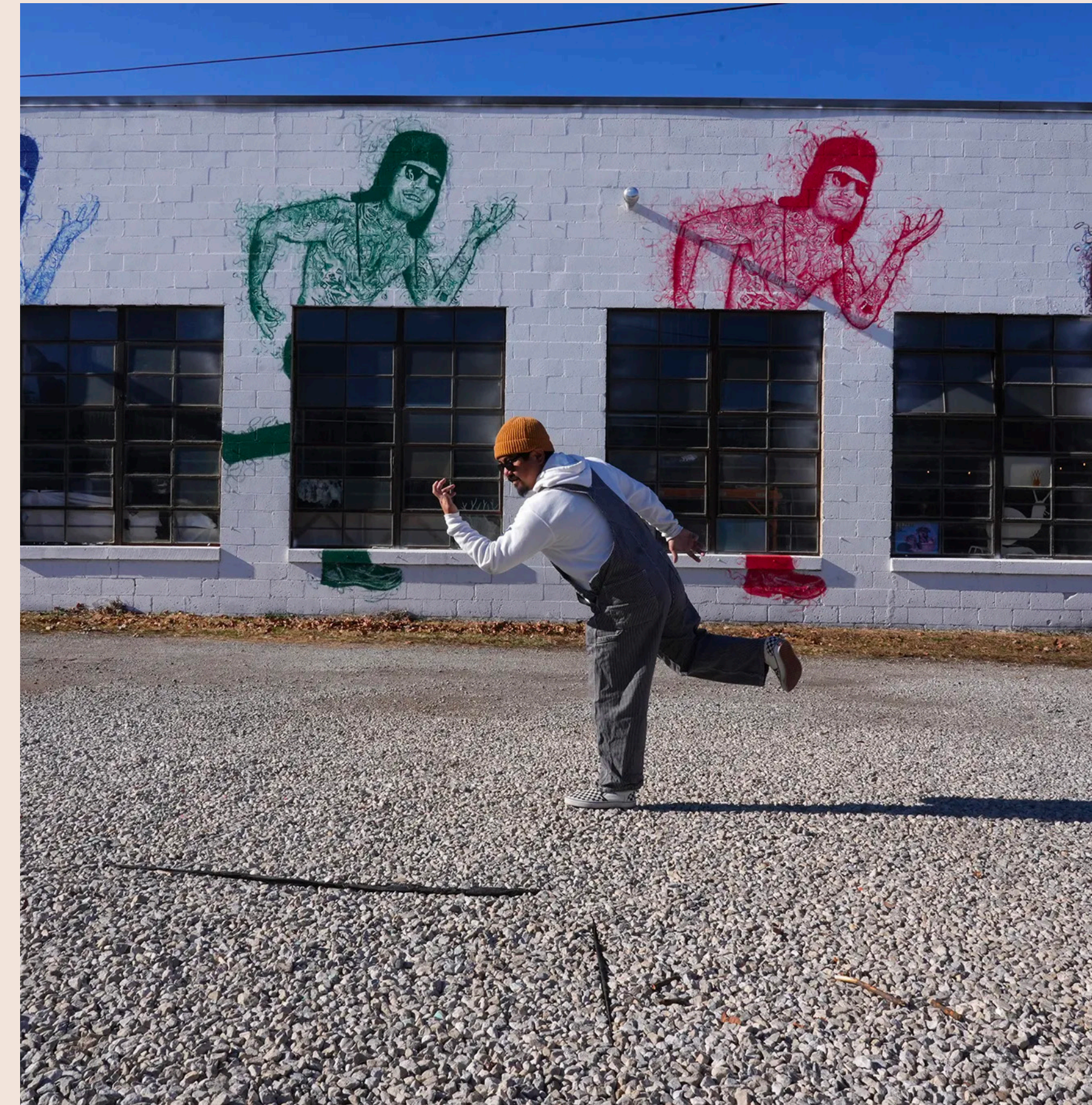
Wayfinding improves CONNECTIVITY.



Connectivity:



Transportation Hubs



Exploration



Improving the District Experience

- help visitors navigate the district
- return visits (less frustration)
- increase connectivity & circulation
- more time....



A man and a woman are walking away from the camera down a city street. The woman is on the left, with long dark hair, wearing a light-colored top. The man is on the right, with a beard and short hair, wearing a denim jacket. They are both looking towards the right. The street is lined with brick buildings and has a few other people in the distance. The sky is filled with falling US dollar bills. The entire image has a warm, orange-red tint.

more MONEY.

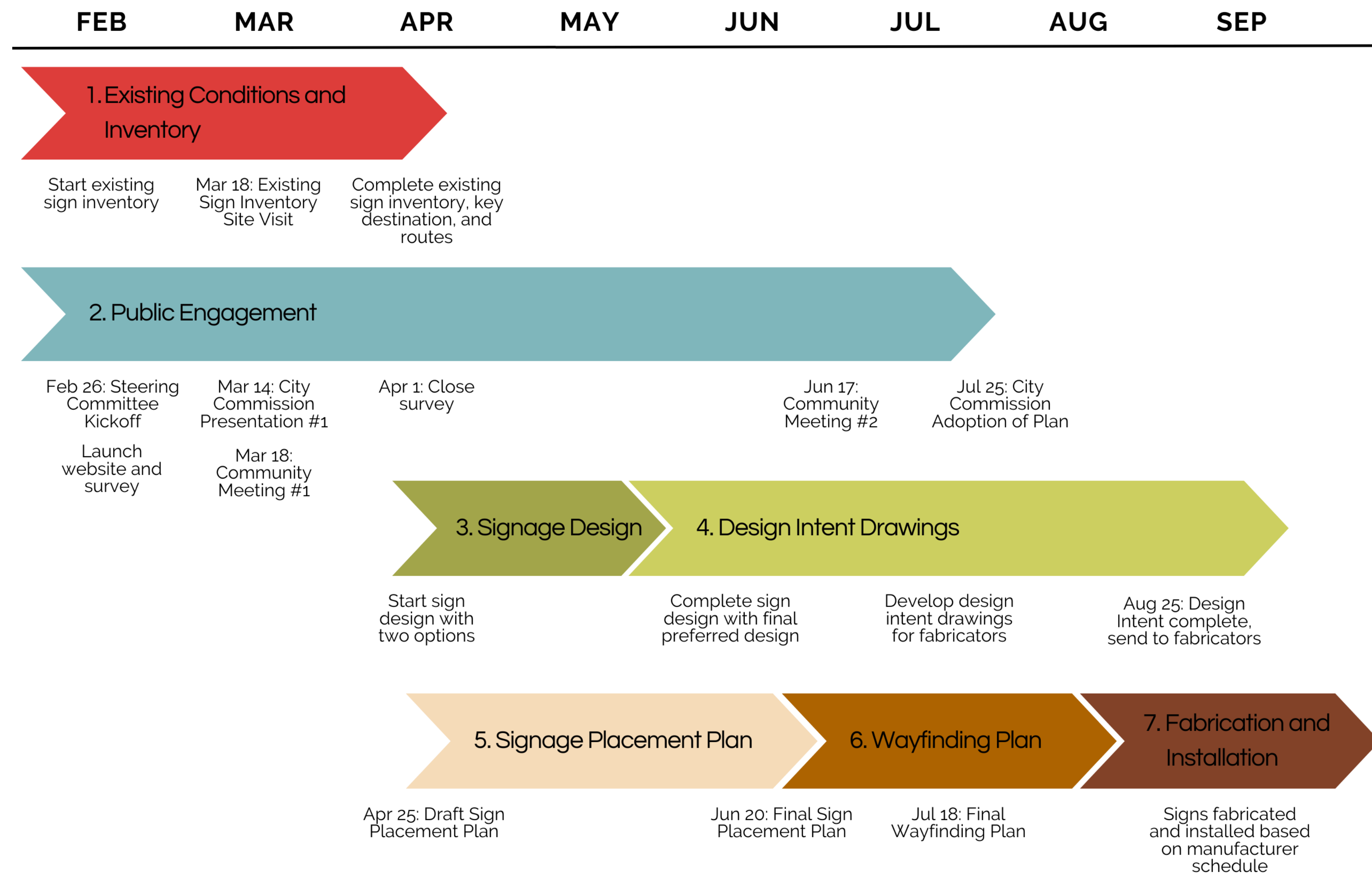
THE PROCESS & VISUALS OF WAYFINDING



1. Initial Meeting

- Goals
- Who are the stakeholders/decision makers?
- Public Engagement & Input Planning/
Scheduling
- Visual Audit & Existing Branding
- Ideal Timeline





2. Site Visit • Signage Inventory

- Analyzing Existing State of Wayfinding & Identifying Opportunities
- New Signs, Removal, Existing Poles/Hardware
- Determining Desired Routes



3. Sign Design



**Why is Sign
Design
Important?**

Considerations

- Legibility
- All-Weather
- Communication-First
- Visually Creating Districts Within Districts
(and connecting them)

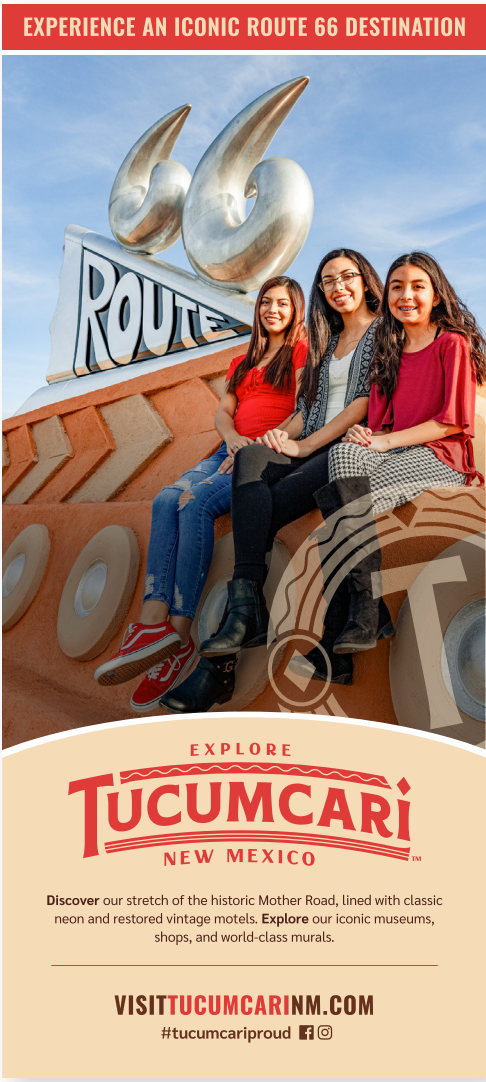




Lack of Consistency



Legibility (all-weather)



DISCOVER TUCUMCARI NEW MEXICO

TUCUMCARI TONITE!

HISTORY YOU CAN TOUCH!

Located on Interstate 40 between Amarillo, Texas and Albuquerque, New Mexico, Tucumcari is a relaxed, rural community packed with Route 66 nostalgia, old west history, and wide-open vistas.

Our historic stretch of Route 66 runs right through town and is lined with vintage motels, classic neon, and unique shops and eateries. We also have four interactive museums, more than 100 murals, outdoor recreation adventures and more for you to explore.

We are known for the moniker "Tucumcari Tonite!" and we invite you to stop for a night – or two. Come explore Tucumcari, New Mexico!

QUICK FACTS

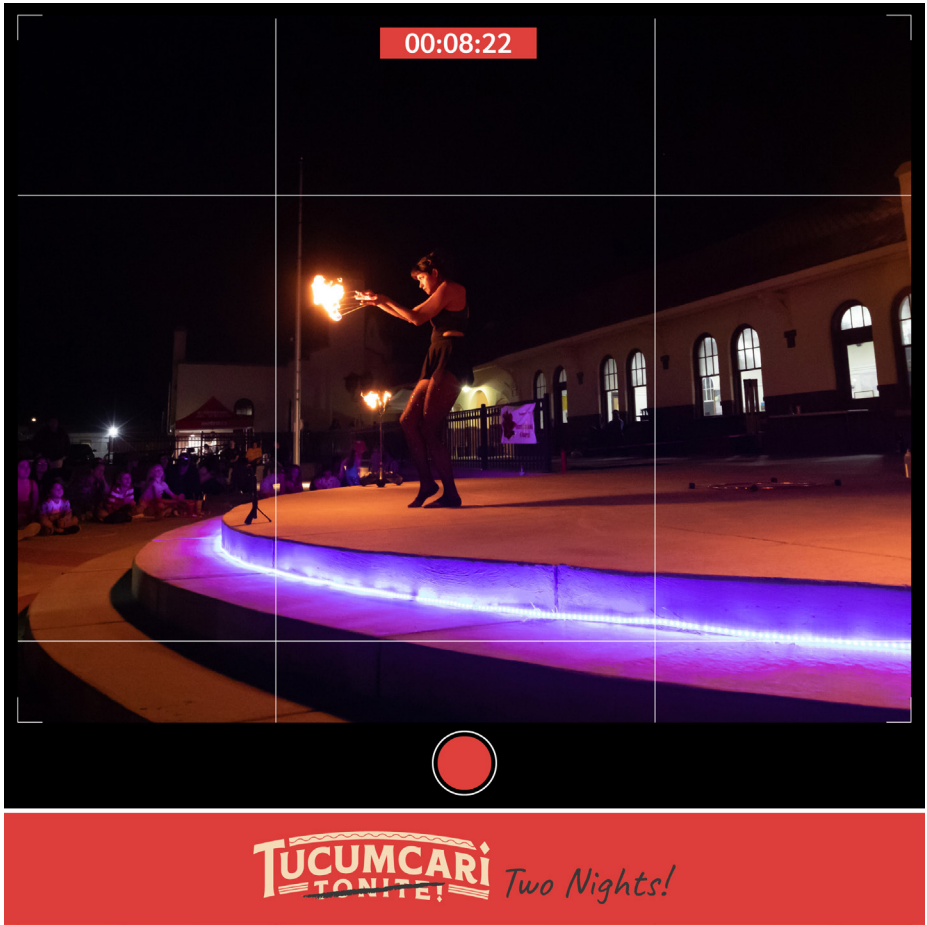
- Located in the state of New Mexico, USA
- 40 miles west of the Texas/NM state line
- Quay County
- Established: 1901
- Population: 5,365
- Elevation: 4091 ft.
- Time Zone: Mountain
- Climate: Semi-arid; lots of sunny days

DISTANCE TO MAJOR CITIES

- Albuquerque, NM – 177 mi
- Santa Fe, NM – 167 mi
- Amarillo, TX – 115 mi
- Dallas, TX – 476 mi
- Denver, CO – 397 mi
- Oklahoma City, OK – 370 mi

THREE REASONS TO LOVE TUCUMCARI

- Nostalgia and Neon** – Slow down and take a step back in time. From dinosaurs to old west shootouts to the Route 66 car culture, we have something for everyone to enjoy.
- Museums and Murals** – With four interactive museums and more than 100 murals, there is a lot to see and do in Tucumcari.
- Small town with big options** – Affordable, quality lodging and dining and a comfortable, laid back feeling.



City
Visual Brand

DON'T GIVE UP.



YOU'RE ALMOST THERE.



**TUCUMCARI MUNICIPAL
GOLF COURSE**

**TUCUMCARI MUNICIPAL
GOLF COURSE**

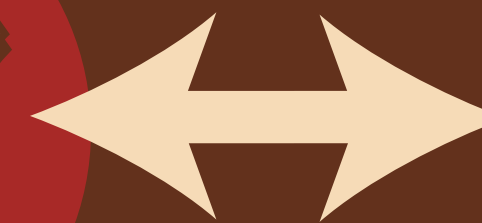
**NM ROUTE 66
MUSEUM**

**CONVENTION
CENTER**

**LITTLE LEAGUE
FIELDS**

GOLF COURSE

MUSEUMS



RAILROAD MUSEUM

RAILROAD MUSEUM

**Wayfinding
System**



Stay, Play, and Dine With Us

You'll find plenty of restaurants and LOCAL FLAVORS to choose from, whether you're in a hurry or are ready to enjoy a relaxing meal.

And when it comes to places to stay, you'll be warmly welcomed at any one of our many **INNS, MOTELS, and RV PARKS.**

Campsites are also available.

Lodging, RV, and Camping

Restaurants

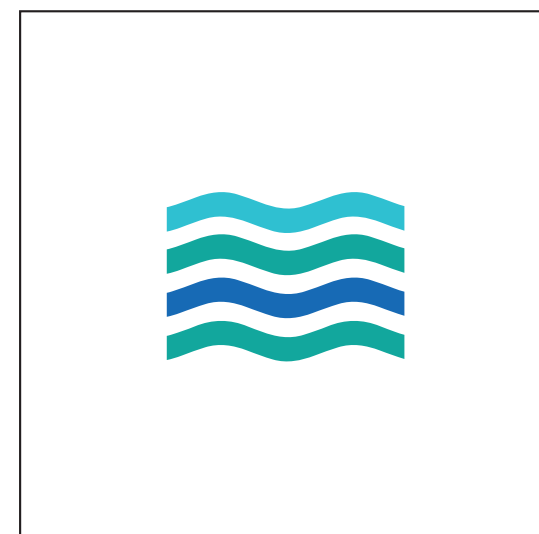
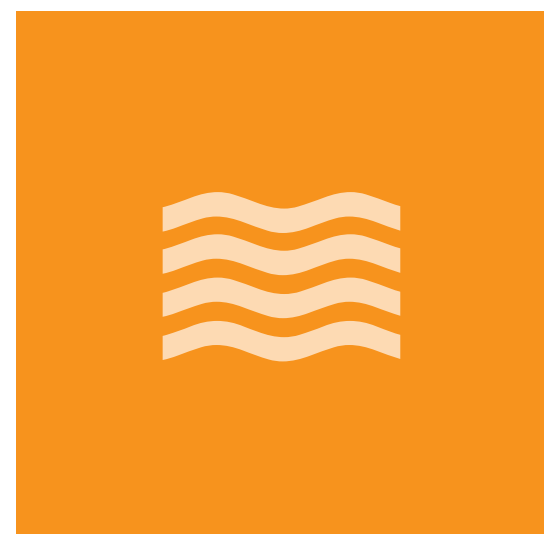
Summer Events 2024



FOR MORE INFORMATION: 575.472.3763 VisitSantaRosaNM.com



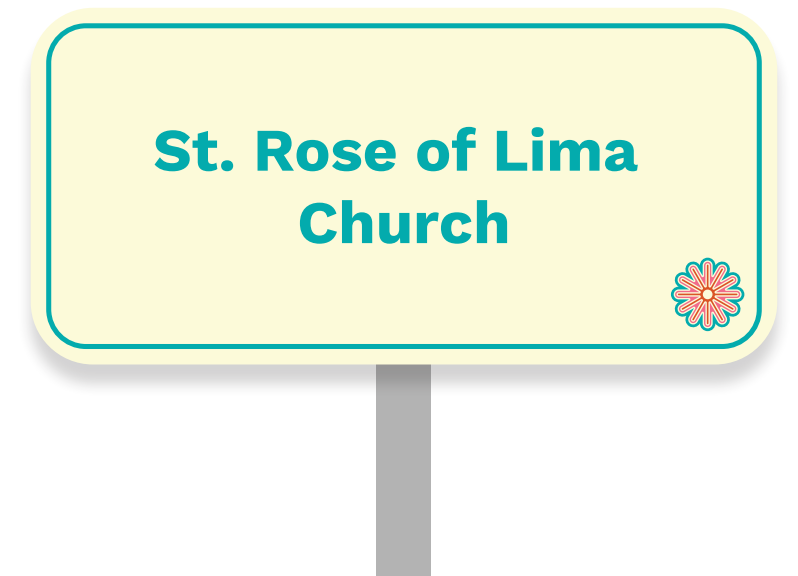
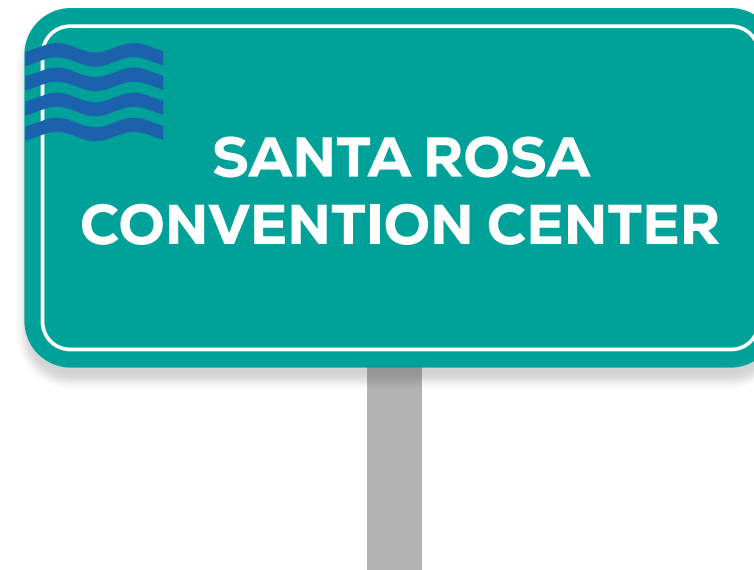
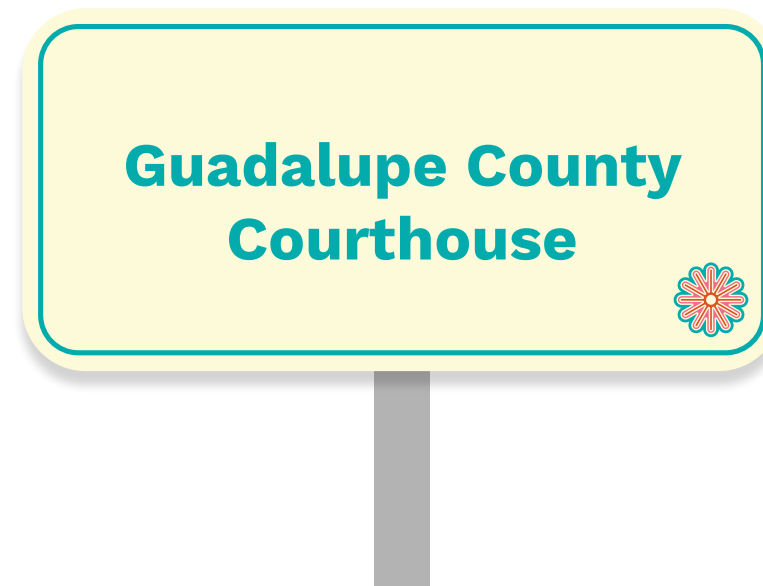
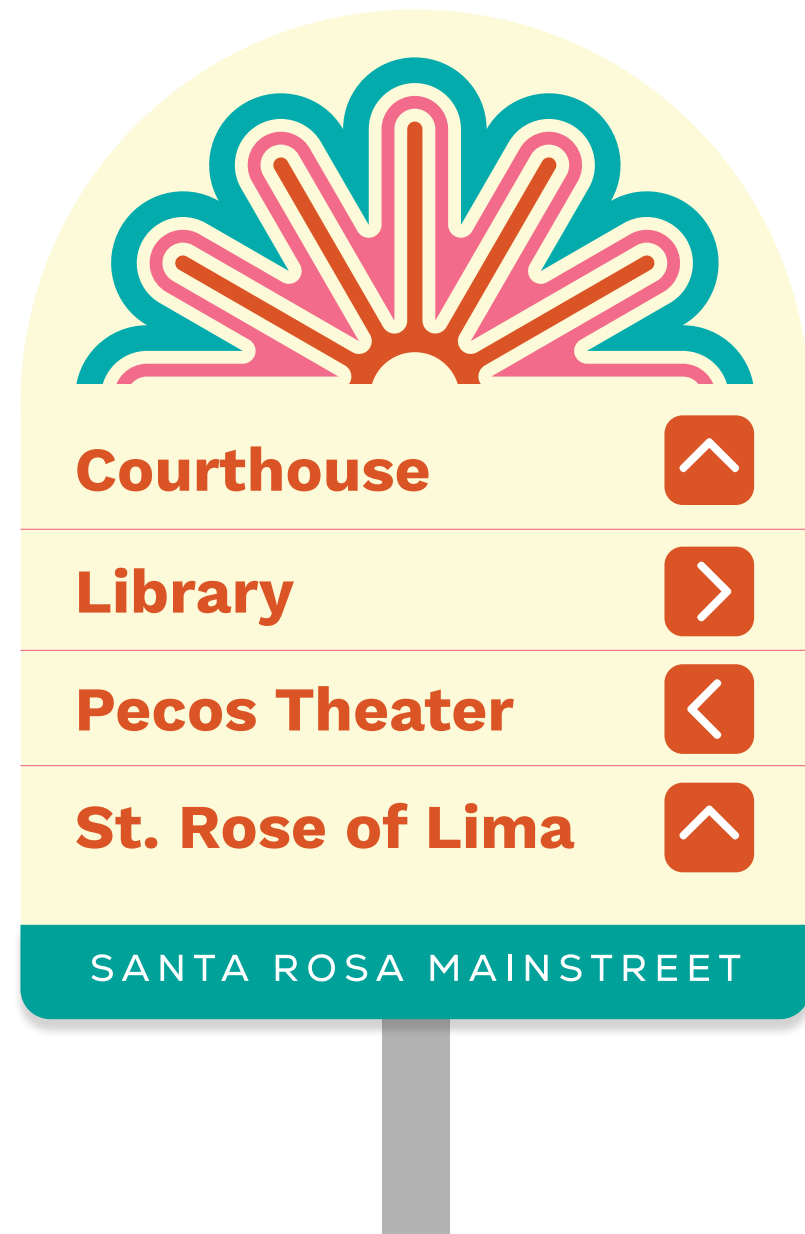
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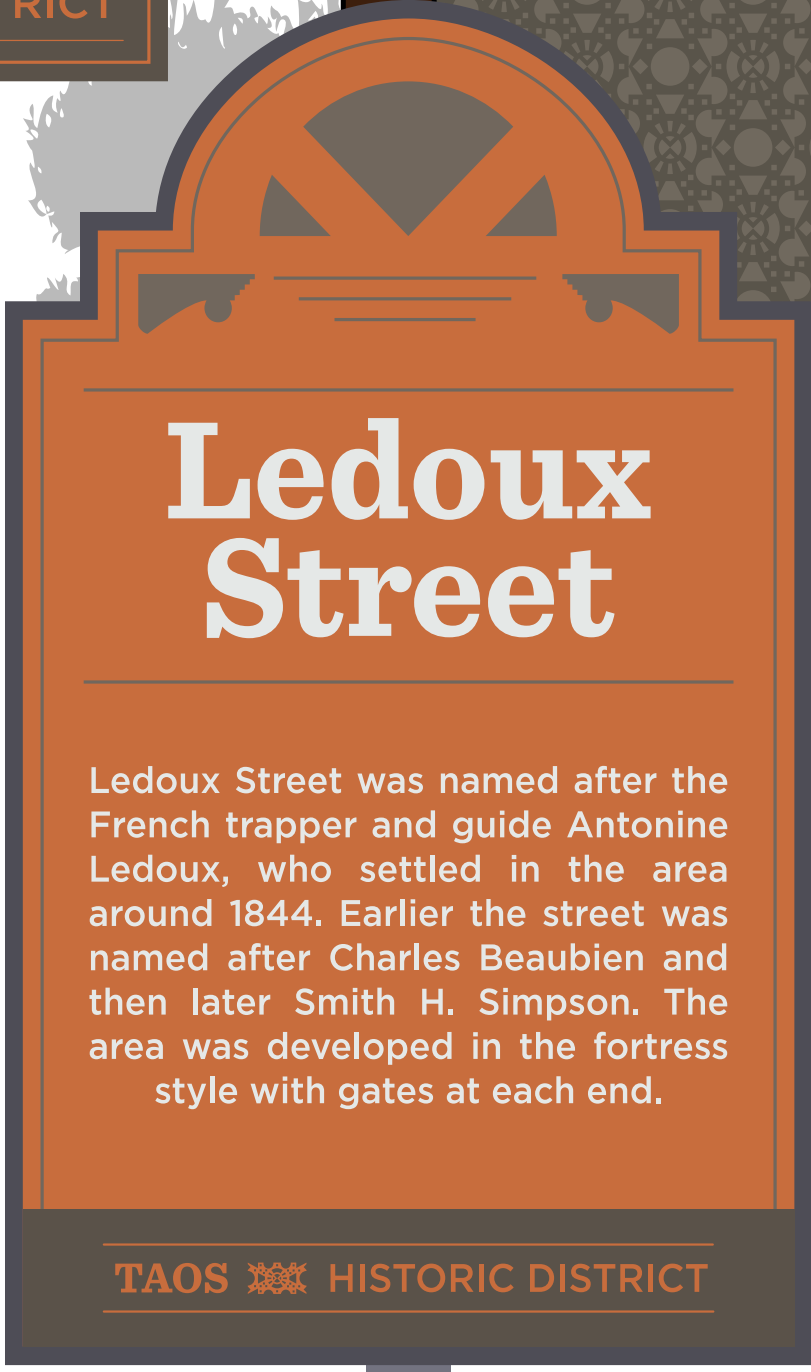
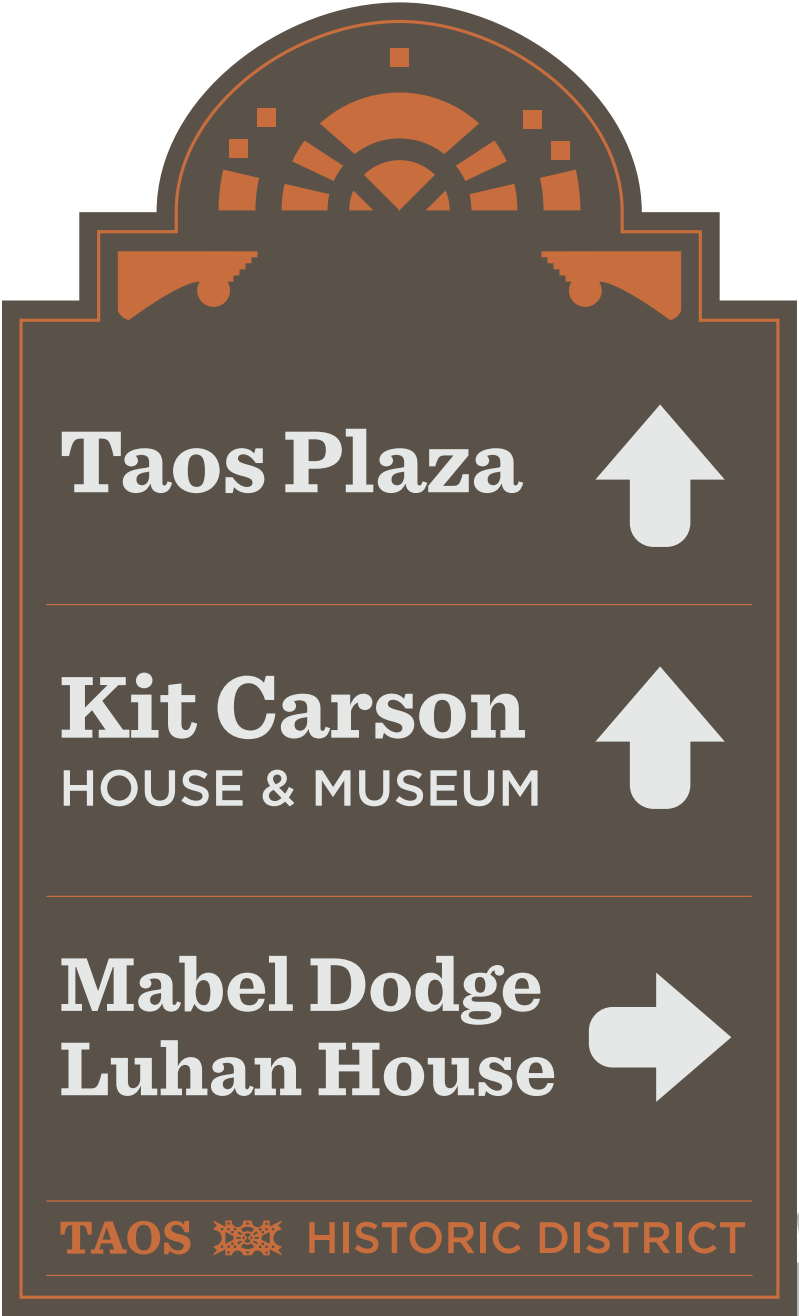
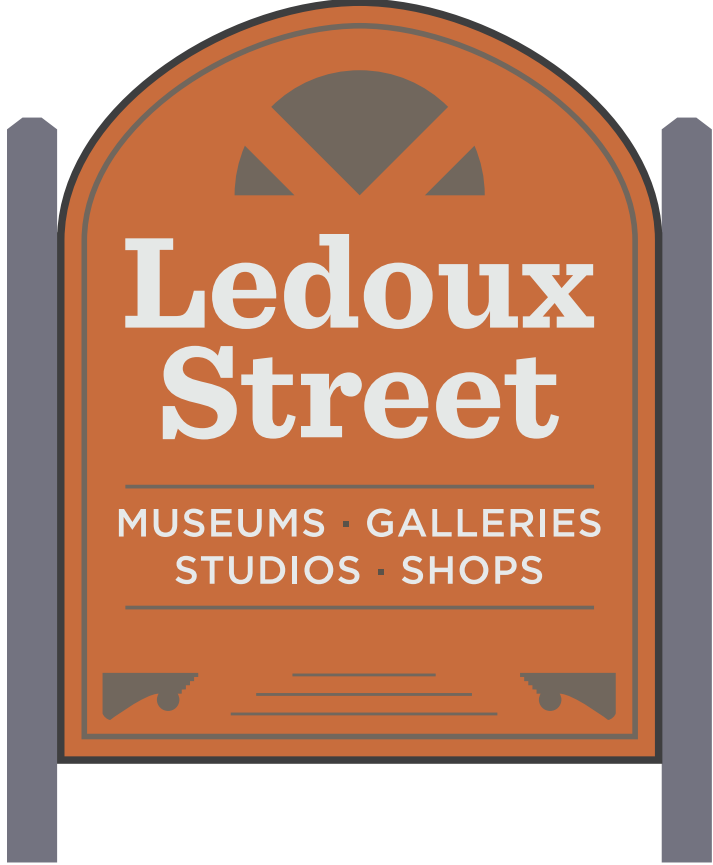
**City
Visual Brand**



**MainStreet
Visual Brand**



Wayfinding System



Wayfinding System

4. Wayfinding Plan



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- Sign Message Schedule
- Sign Removal & Replacement Plan

What is it used for?

- City Presentation & Approval
- Community Buy-In
- Process Documentation
- Organization, Unified Way Forward
- Sign Fabrication Resource



5. Installation Prep • Detail Docs

More Into Detail:

- Visual Guide
- Message Schedule
- Design Intent Drawings
- Maps & Location Plan

Sign Design Structure

The following color-coded diagrams represent the basic structure and elements of the directional sign designs to follow.

The only exception to this layout is when the Route 66 + Arrow graphic leads the sign along the top (see figure B below).

Figure A

Figure B

Directional Section Dividers: A thin line should separate destinations with the same direction arrow to create a “directional section”. This line should be in the color Deep Slate for the City designs and in the color Harvest for the MainStreet district designs.

Secondary Icon Space: When all destinations have associated custom icons, icons can be placed in this area.

Icon Space: Icons should be placed at the bottom of directional sections. *Reminder: there should be no more than 3 icons per line.*

Arrow space: There should be an uninterrupted column of directional arrows.

Icon Guidelines

Figure C

Icon placement:

- Icons should be placed at the bottom of directional sections.
- There should be no more than 3 icons per line.
- An icon line of 1-3 icons counts as one destination (line).
- Icons should all appear to be about the same size across all directional signage.

Icon Order:

When the shopping, dining, and lodging icons are used, they should always follow the order seen above (shopping, dining, lodging), Figure C.

Icons on Arrival Sign:

Destination icons should be used on arrival signs. When a destination doesn't have a corresponding icon, use the Tucumcari badge graphic in the color Sign Red.

What's wrong with the above sign design?

- 4 icons on top line (*should instead be 3 or less at the bottom of the directional section*)
- icons are not all the same optical size
- all destinations don't have icons so secondary icons should not be used in this design
- shopping, dining, lodging icons are not in the right order.

Arrival with custom icon

Arrival w/o custom icon

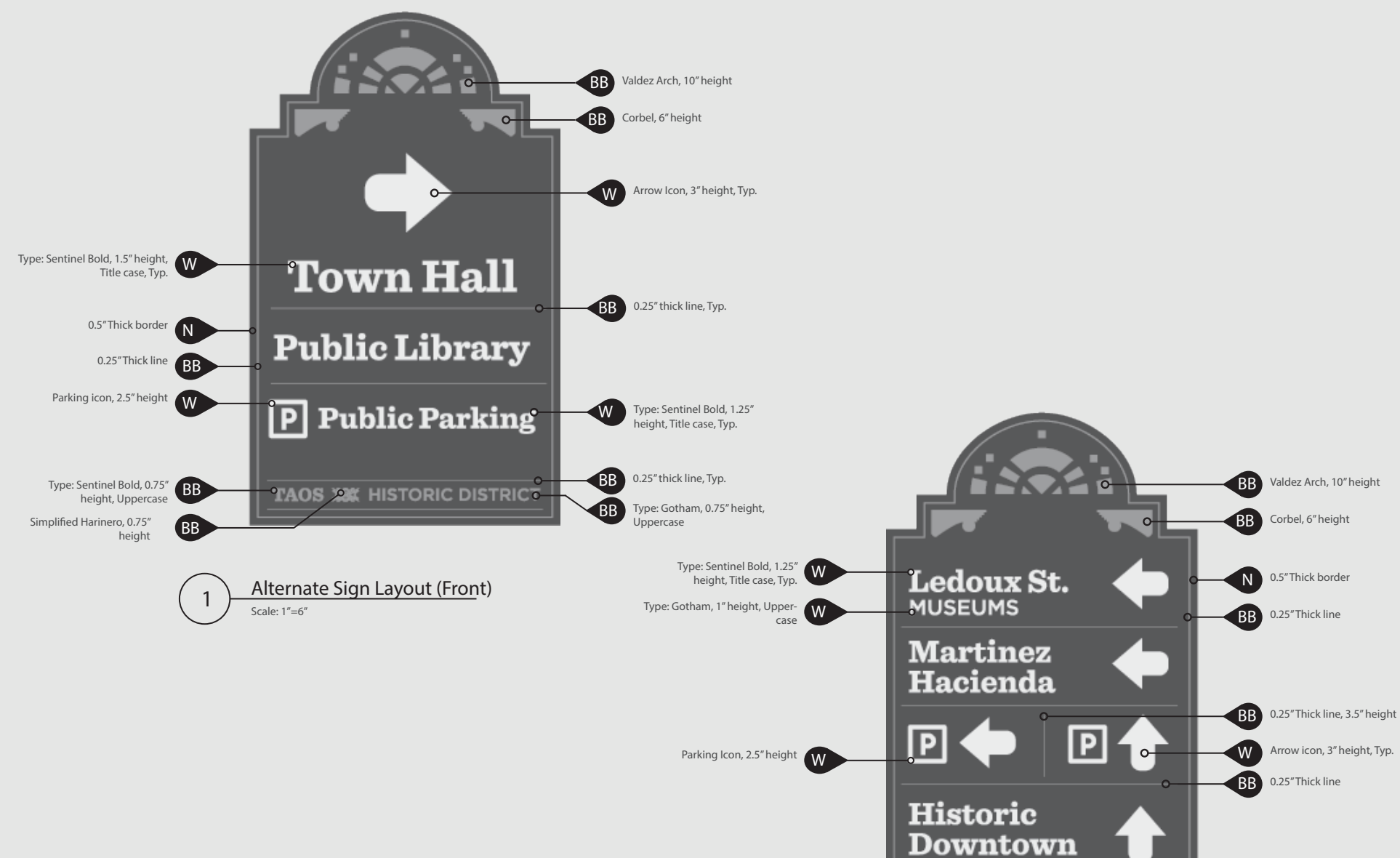
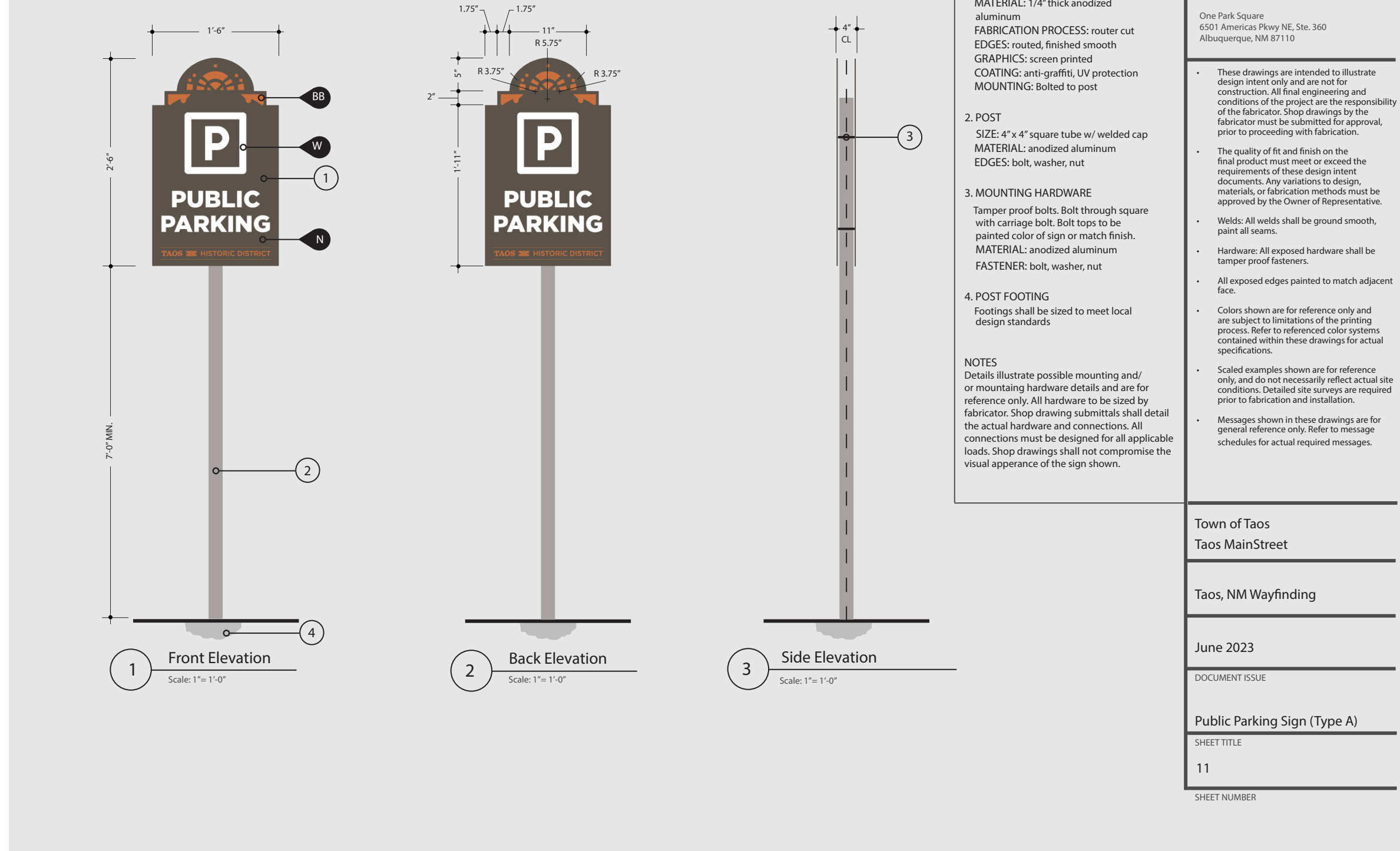
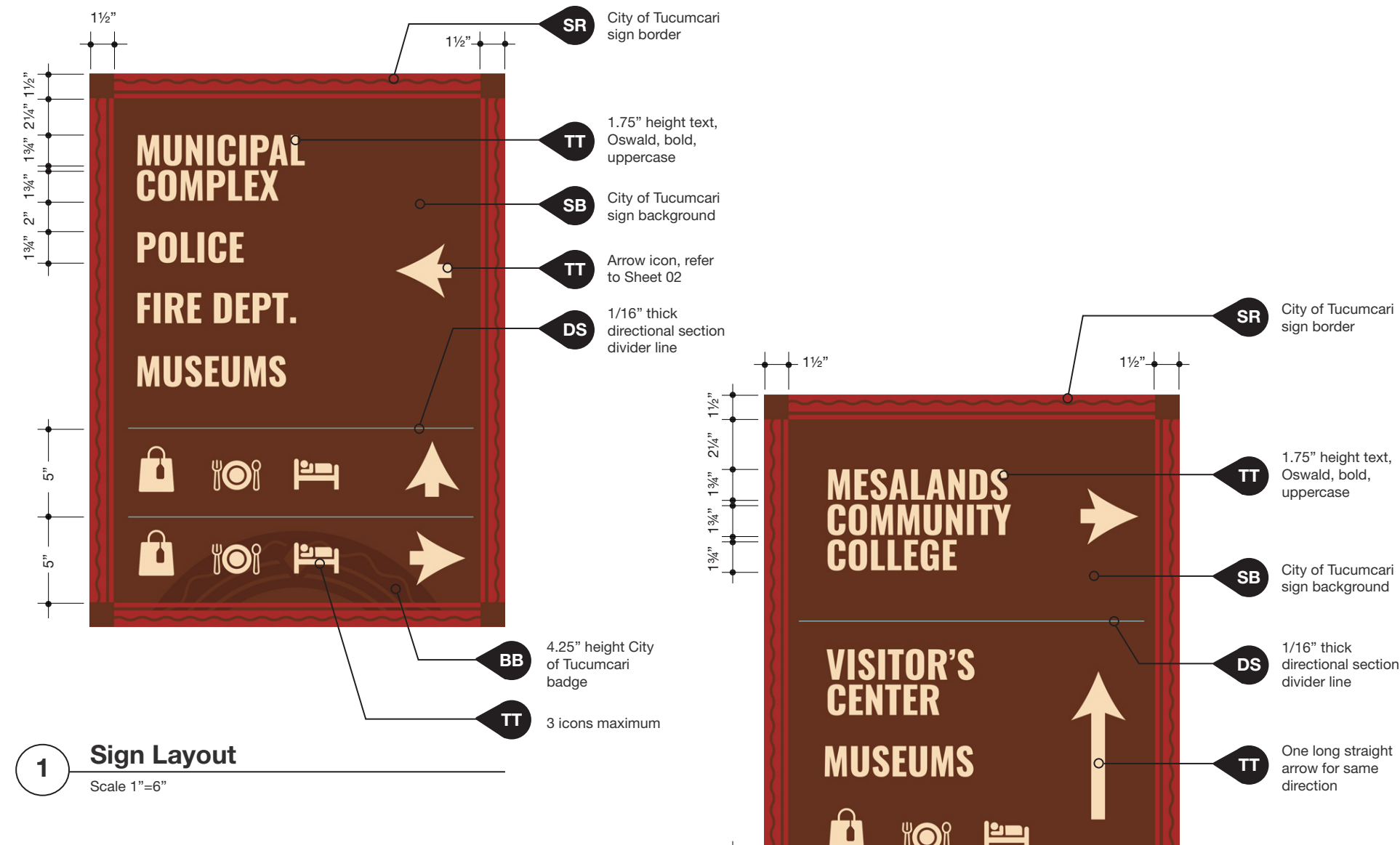
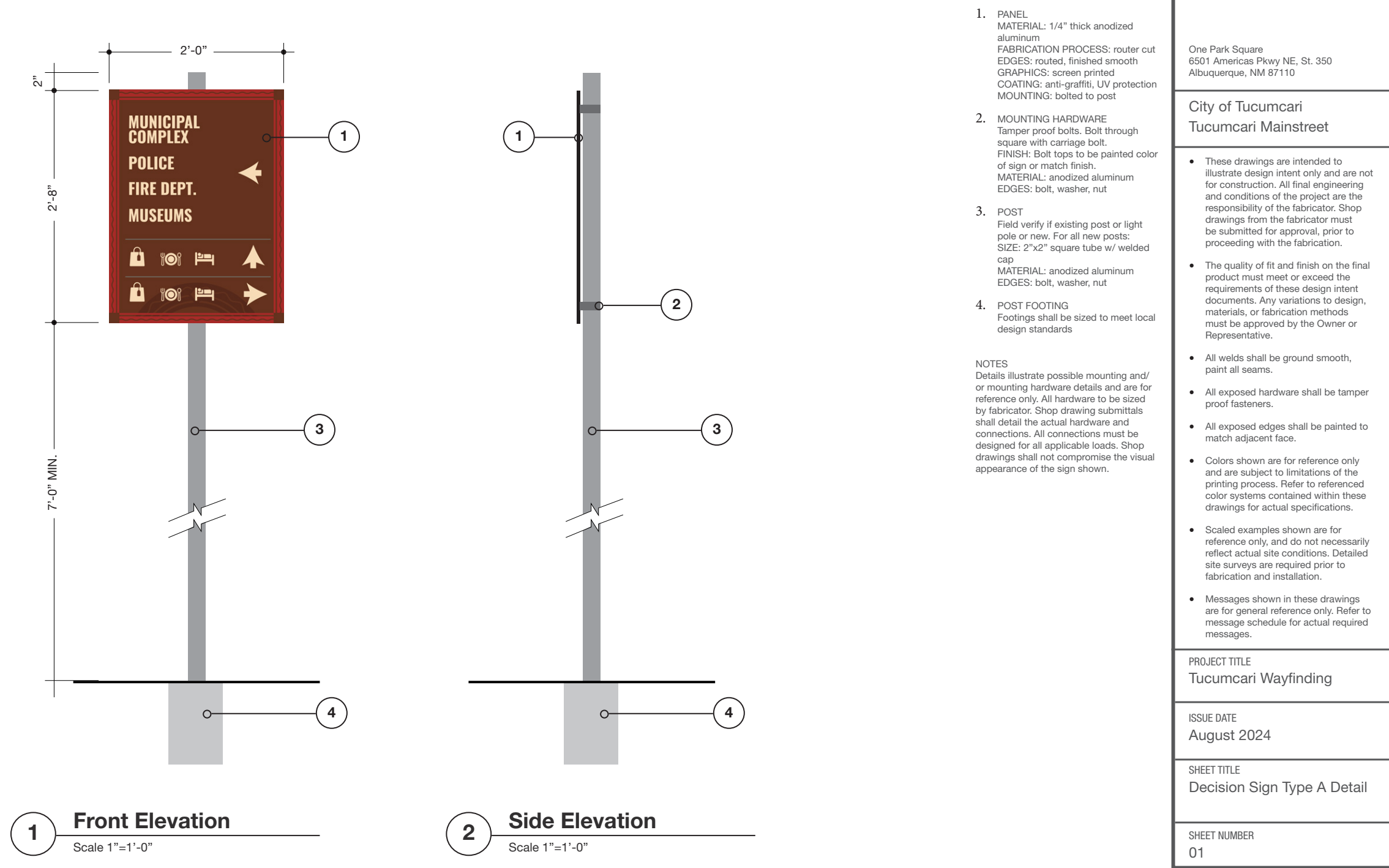
MESSAGE SCHEDULE

No.	Sign Type & Direction		Content Options	Driving Direction	Location Specifics	Notes
1	Gateway Sign		Taos Historic District	Eastbound Ranchitos Rd	NE corner of Salazar Rd and Ranchitos Rd	New sign in existing frame
2	Gateway Sign		Taos Historic District	Southbound Paseo Norte	SW corner of Paseo Norte and Theodora St	New sign
3	Gateway Sign		Taos Historic District	Westbound Kit Carson Rd	NE corner of Kit Carson Rd and Morada Ln	New sign in existing frame
4	Gateway Sign		Taos Historic District	Northbound Paseo Sur	NE corner of Paseo Sur and Los Pandos Rd	New sign
5	Monument Sign		Ledoux St	Westbound Ledoux St	SW corner of Ledoux St and Camino de la Placita	New sign in existing frame
6	Monument Sign		Taos Plaza	Westbound North Plaza	SW corner of Paseo and North Plaza	New sign
7	Monument Sign		Kit Carson Rd	Eastbound Kit Carson Rd	SE corner of Paseo and Kit Carson Rd	New sign
8	Monument Sign		Bent St	Westbound Bent St	SW corner of Paseo Norte and Bent St	New sign
9	Decision Sign	→ ↑	Town Hall, Public Library, Museums, Parking Lots Taos Pueblo, Downtown Taos	Southbound Paseo Norte	NW corner of Paseo Norte and Camino de la Placita	New sign
10	Confirmation Sign	↑	Taos Pueblo, Taos Ski Valley	Northbound Paseo Norte	SE corner of Paseo Norte and Montano Ln	Replace existing sign
11	Map		Downtown Taos Map	Southbound Paseo Norte	SW corner of Paseo Norte and Plaza Garcia	New sign
12	Turn Sign	↔	Taos Art Museum at Fechin House	Two-sided, east side Paseo Norte	SE corner of Paseo Norte and Taos Art Museum entrance	Replace existing sign
13	Turn Sign	↔	Kit Carson Park	Two-sided, west side Paseo Norte	SW corner of Paseo Norte and Kit Carson Park entrance	New sign
14	Decision Sign	→ ←	Town Hall, Public Library, Parking Lot, Fire Department	Southbound Camino de la Placita	NW corner of Camino de la Placita and Town Hall Dr	Replace existing sign
15	Decision Sign	← ↑	UNM-Taos, Municipal Buildings, Kit Carson Park · Parking Lots, Bent St, Taos Plaza, Museums	Southbound Camino de la Placita	NW corner of Camino de la Placita and Civic Plaza Dr	Replace existing sign
16	Decision Sign	← ↑	Town Hall, Public Library, Fire Department, Taos Ski Valley, Downtown Taos	Westbound Civic Plaza Dr	West dead end of Camino de la Placita and Civic Plaza Dr	Replace existing sign
17	Decision Sign	→ ↑	UNM-Taos, Municipal Buildings, Kit Carson Park · Town Hall, Public Library	Northbound Camino de la Placita	SE corner of Camino de la Placita and Civic Plaza Dr	Replace existing sign
18	Map		Downtown Taos Map	Westbound Civic Plaza Dr	UNM-Taos and Civic Plaza Dr	New sign
19	Decision Sign	→ ←	UNM-Taos Municipal Buildings	Two-sided: east and westbound	NE corner of Civic Plaza Dr and Hinde Pl	New sign
20	Decision Sign	→ ← ↑	UNM-Taos, Municipal Buildings, Town Hall, Public Library, Fire Department · Parking Lots · Taos Center for the Arts, Parking Lot · Bent St, John Dunn Shops, Kit Carson Rd, Taos Plaza	Southbound Paseo Norte	NW corner of Paseo Norte and Civic Plaza Dr	Replace existing sign
21	Decision Sign	→ ← ↑	Bent St, John Dunn Shops, Kit Carson Rd, Taos Plaza · Kit Carson Park, Taos Art Museum at Fechin House, Taos Pueblo · Taos Center for the Arts, Parking Lot	Eastbound Civic Plaza Dr	SW corner of Paseo Norte and Civic Plaza Dr	New sign
22	Decision Sign	→ ← ↑	Taos Center for the Arts, Parking Lot, UNM-Taos, Municipal Buildings, Town Hall, Public Library, Fire Department · Parking Lots · Kit Carson Park, Taos Art Museum at Fechin House, Taos Pueblo	Northbound Paseo Norte	SE corner of Paseo Norte and Civic Plaza Dr	Replace existing sign
23	Decision Sign	→ ← ↑	Taos Plaza, Museums, Parking · Kit Carson Rd, Kit Carson House, Mable Dodge Luhan House, Angel Fire · Santa Fe	Southbound Paseo Norte	NW corner of Paseo Norte and Kit Carson Rd	Replace existing sign

No.	Sign Type & Direction		Content Options	Driving Direction	Location Specifics	Notes
24	Decision Sign	→ ← ↑	Santa Fe · Bent St, John Dunn Shops, Taos Center for the Arts, Kit Carson Park, Taos Art Museum at Fechin House, Taos Pueblo · Kit Carson Rd, Kit Carson House, Mabel Dodge Luhan House, Angel Fire	Eastbound North Plaza	SW corner of Paseo Norte and Kit Carson Rd	New sign
25	Decision Sign	→ ← ↑	Kit Carson Rd, Kit Carson House, Mabel Dodge Luhan House, Angel Fire Taos Plaza, Museums, Parking, Bent St, John Dunn Shops, Taos Center for the Arts, Kit Carson Park, Taos Art Museum at Fechin House, Taos Pueblo	Northbound Paseo Norte	SE corner of Paseo Norte and Kit Carson Rd	Replace existing sign
26	Decision Sign	→ ← ↑	Bent St, John Dunn Shops, Taos Center for the Arts, Kit Carson Park, Taos Art Museum, Taos Pueblo · Santa Fe · Taos Plaza, Museums, Parking	Westbound Kit Carson Rd	NE corner of Paseo Norte and Kit Carson Rd	New sign
27	Turn Sign	↔	Parking Lot	Two-sided, east side Paseo Norte	SE corner of Paseo Norte and Des Georges Ln	Replace existing sign
28	Decision Sign	→ ↑	Mabel Dodge Luhan House · Kit Carson Rd, Kit Carson House · Downtown Taos	Westbound Kit Carson Rd	NE corner of Kit Carson Rd and Morada Ln	Replace existing sign
29	Turn Sign	↔	Parking Lot	Two-sided, south side of Kit Carson Rd		Replace existing sign
30	Map		Downtown Taos Map	Eastbound Kit Carson Rd	SE corner of Kit Carson Rd and Quesnel	Replace existing sign
31	Decision Sign	← ↑	Ledoux St, Harwood Museum of Art, Blumenschein Museum, Martinez Hacienda, Parking Lots · Downtown Taos, Parking Lots, Taos Pueblo	Northbound Paseo Sur	SE corner of Paseo Sur and Quesnel	Replace existing sign
32	Decision Sign	→ ←	Santa Fe · Taos Plaza, Parking Lots, Kit Carson Rd, Bent St, John Dunn Shops, Taos Pueblo	Eastbound Camino de la Placita	SW corner of Camino de la Placita and Paseo Sur	New sign
33	Decision Sign	→ ← ↑	Taos Plaza · Ledoux St, Harwood Museum, Blumenschein Museum · Parking Lots	Westbound Camino de la Placita	SE corner of Camino de la Placita and South Plaza outlet	New sign
34	Decision Sign	↑ ← →	Taos Plaza · Ledoux St, Paseo Sur · Parking Lots	Northbound on South Plaza inlet Southbound on South Plaza outlet	NE corner of Camino de la Placita and South Plaza outlet	New sign
35	Decision Sign	→ ←	Ledoux St · Taos Plaza	Two-sided: east and westbound	NW corner of Camino de la Placita and Ledoux St	New sign
36	Decision Sign	← ↑	Harwood Museum of Art, Martinez Hacienda · Taos Plaza, Parking Lots, Bent St, John Dunn Shops, Municipal Buildings, Public Library	Northbound Camino de la Placita	SE corner of Camino de la Placita and Ranchitos Rd	Replace existing sign
37	Decision Sign	→ ←	Ledoux St, Harwood Museum of Art, Blumenschein Museum, Santa Fe · Taos Plaza, Parking Lots, Bent St, John Dunn Shops, Municipal Buildings, Public Library	Eastbound Ranchitos Rd	SW corner of Ranchitos Rd and Camino de la Placita	New sign, existing DOT pole
38	Decision Sign	→ ←	Harwood Museum of Art, Martinez Hacienda · Ledoux St, Santa Fe	Southbound Camino de la Placita	NW corner of Camino de la Placita and Ranchitos Rd	Replace existing sign
39	Confirmation Sign	↑	Martinez Hacienda, Fred Baca Park, Rio Fernando Park	Westbound Ranchitos Rd	NE corner of Ranchitos Rd and Salazar Rd	New sign

No.	Sign Type & Direction		Content Options	Driving Direction	Location Specifics
40	Confirmation Sign		Downtown Taos	Eastbound Ranchitos Rd	SE corner of Ranchitos Rd and Salazar Rd
41	Map		Downtown Taos Map	Southbound Camino de la Placita	East side of Dona Luz Parking Lot
42	Turn Sign	↔	Taos Plaza	East and westbound	SE corner of Camino de la Placita and V
43	Turn Sign	←	Plaza Exit, Ledoux St	Southbound South Plaza outlet	Corner of SW Plaza and US Bank
44	Map		Downtown Taos Map	Center of Taos Plaza	Eastern side of plaza near grass
45	Turn Sign	→	Public Restrooms	On building	NW corner of Teresina Ln and North Plaza
46	Fingerboard Sign		Ledoux St, Bent St, John Dunn Shops, Kit Carson Rd, Museums, Public Restrooms	Center of Taos Plaza	
47	Decision Sign	↔	Taos Plaza via Teresina Ln Taos Plaza via Juan Largo Ln	Facing south on Scheurich Ln	Backside of Old County Courthouse
48	Fingerboard Sign		Bent St, Taos Plaza, John Dunn Shops, Public Restrooms	Intersection of Juan Largo and Scheurich Ln	
49	Decision Sign	→ ←	Taos Plaza · Bent St	Facing east in Bent St Parking Lot	Entrance to John Dunn Shops from park
50	Map		Downtown Taos Map	Bent St Parking Lot	
51	Decision Sign	→ ←	Parking Lot, RV Parking, Bus Stop, Parking Lot, Tour Bus Parking, Bent St, John Dunn Shops, Taos Plaza	Two-sided: north and southbound	East side of Camino de la Placita and B
52	Turn Sign	↔	Parking	North and southbound	NW corner of Camino de la Placita and
53	Fingerboard Sign		Museums, Taos Plaza, John Dunn Shops, Bent St, Municipal Buildings, Parking Lots		SW corner of Camino de la Placita and D
54	Map		Downtown Taos Map	Westbound Loretto Park	In Guadalupe Parking Lot
55	Narrative		Taos Plaza	Southbound Paseo Norte/Sur Intersection	SW corner of Paseo and Kit Carson, nex
56	Narrative		Taos Plaza	Westbound Camino de la Placita	SE corner of Camino de la Placita and S
57	Narrative		Taos Plaza	Northbound Camino de la Placita	SE corner of Camino de la Placita and S
58	Narrative		Taos Plaza	Northbound Camino de la Placita	NE corner of Camino de la Placita and M
59	Narrative		Ledoux Street	Westbound Ledoux St	SW corner of Ledoux St and Camino de
60	Narrative		Guadalupe Plaza	Northbound Camino de la Placita	SW corner of Camino de la Placita and S Dona Luz parking lot
61	Narrative		Quesnel Lane	Northbound Paseo Sur	NE corner of Paseo Sur and Quesnel Ln
62	Narrative		Bent Street	Southbound Paseo Norte	SW corner of Paseo Norte and Bent St
63	Narrative		Paseo del Pueblo Norte	Southbound Paseo Norte	NW corner of Paseo Norte and Martyr's
64	Narrative		Kit Carson	Northbound Paseo Sur	SE corner of Paseo Sur and Kit Carson P
65	Narrative		Don Fernando Plaza	Center of Taos Plaza	NE corner of Plaza Center
66	Narrative		Historic Taos Plaza	Center of Taos Plaza	NE corner of Plaza Center
67	Narrative		Historic Taos	Center of Taos Plaza	NE corner of Plaza Center
68	Narrative		Don Fernando de Taos	Center of Taos Plaza	North-central of Plaza Center
69	Narrative		La Loma Plaza	La Loma Plaza - Valdez Ln	SE corner of La Loma Plaza

DESIGN INTENT DRAWINGS



MAPS & LOCATION PLANS

SIGNS 11-17

- 11a

Sign type: Confirmation Sign

Action: Existing sign to remain in place.
- 11b

Sign type: Decision Sign

Action: Existing post and footing to remain. Remove and dispose of existing sign. Replace with new sign per design intent drawings and message schedule after the NMDOT project is complete.
- 11c

Sign type: Turn Sign

Action: Existing interpretive sign to remain. Upon completion of NMDOT project, field verify need for replacement sign, post and/or footing.
- 12

Not Used
- 13

Sign type: Decision Sign

Action: Existing interpretive sign to remain. Upon completion of NMDOT project, field verify need for replacement sign, post and/or footing.
- 14a

Sign type: Decision Sign

Action: Existing post and footing to remain. Remove and dispose of existing sign. Replace with new sign per design intent drawings and message schedule after the NMDOT project is complete.
- 14b

Sign type: Turn Sign

Action: Existing sign to remain in place.
- 15

Sign type: Decision Sign

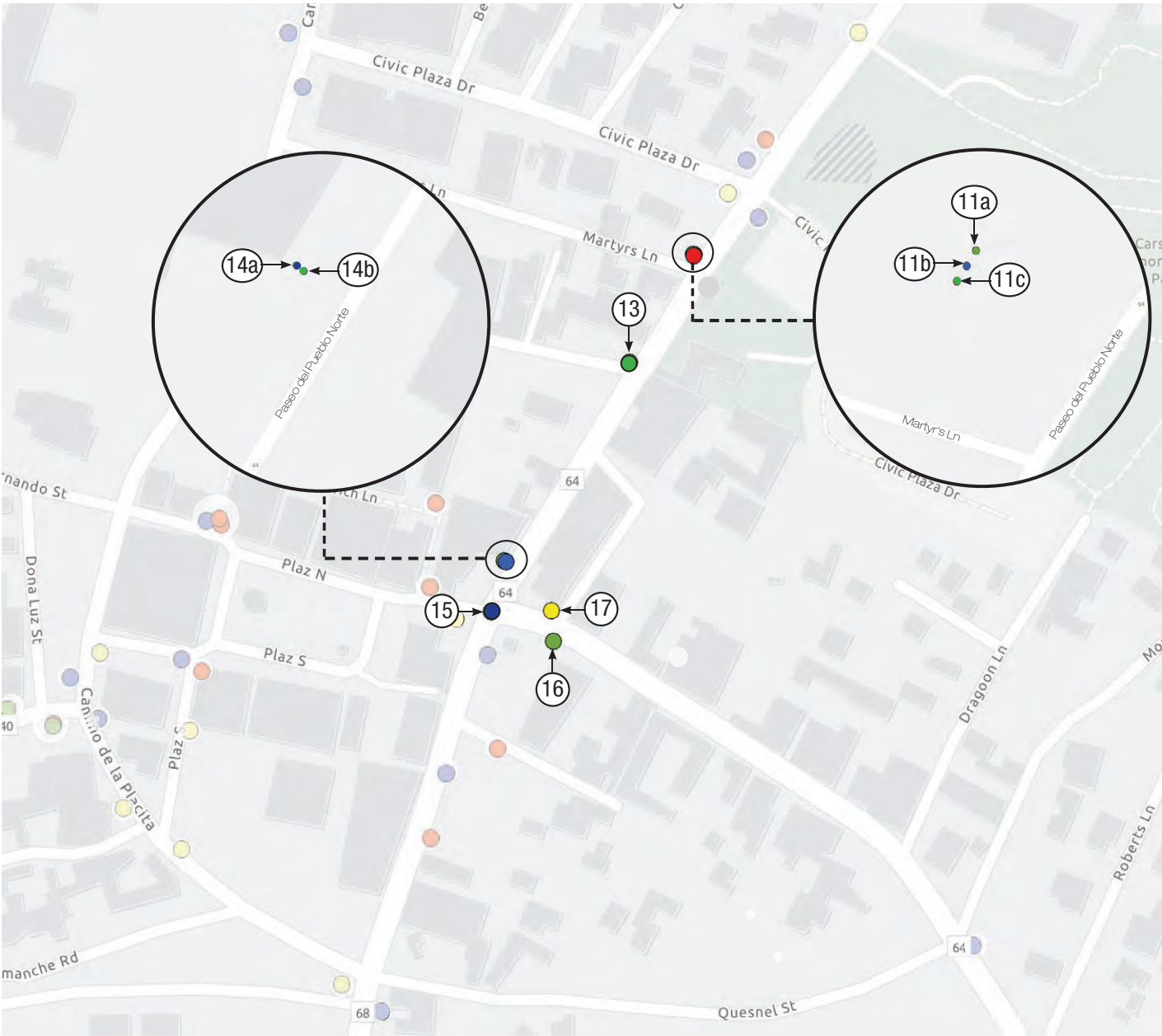
Action: Remove and dispose of existing sign. Replace with new sign per design intent drawings and message schedule after the NMDOT project is complete. Install on overhead traffic light.
- 16

Sign type: Confirmation Sign

Action: Existing sign to remain in place.
- 17

Sign type: Decision Sign

Action: Fabricate sign according to message schedule and store until NMDOT project is complete.



Contractor shall field verify all post, footing and sign removals and replacements with Owners Representative in the field.

TAOS WAYFINDING PLAN - PHASE 1 SIGN REMOVAL AND PLACEMENT PLAN

SIGNS 36-43

- 36a

Sign type: Decision Sign

Action: Install new sign on existing post.
- 36b

Sign type: Decision Sign

Action: Existing sign to remain in place.
- 36c

Sign type: Turn Sign

Action: Remove and dispose of existing turn sign. DOT signs and post to remain. Replace with new sign per design intent drawings and message schedule.
- 37

Sign type: Decision Sign

Action: Remove post and relocate close to intersection. Install behind wall. Remove and dispose of existing sign. Replace with new sign per design intent drawings and message schedule.
- 38

Sign type: Decision Sign

Action: Existing post and footing to remain. Remove and dispose of existing two signs. Replace with new sign per design intent drawings and message schedule.
- 39

Sign type: DOT Sign

Action: Install new sign on existing light pole with self-tapping screws, as per design intent drawings and message schedule.
- 40

Sign type: Public Restroom Sign

Action: Remove and dispose of existing sign. Repair wall and replace with new sign per design intent drawings and message schedule.
- 41

Sign Type: Turn Sign

Action: Install new sign at pedestrian crossing per design intent drawings and message schedule.
- 42

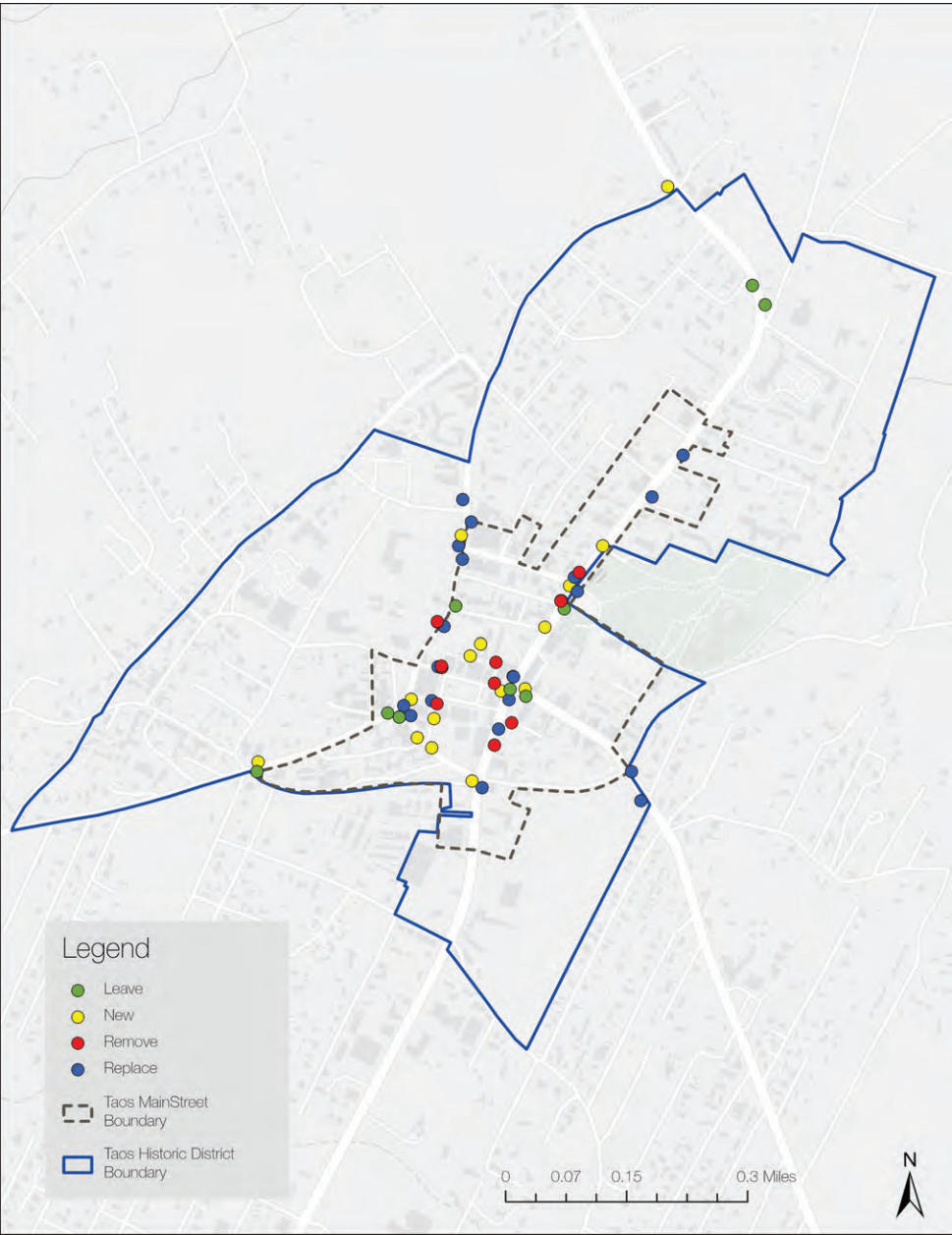
Sign type: Turn Sign

Action: Existing post and footing to remain. Remove and dispose of existing sign. Replace with new sign per design intent drawings and message schedule.



OVERVIEW AND DEMOLITION GENERAL NOTES

- A. ALL AREAS ADJACENT TO THE SITE SHALL BE MAINTAINED IN A CLEAN CONDITION - MUD, DUST, DEBRIS, AND GRAFFITI FREE AT ALL TIME.
- B. CONTRACTOR SHALL FILL AND COMPACT ALL VOIDS CREATED BY DEMOLITION WORK WITH CLEAN BACKFILL MATERIAL. BACKFILL SHALL BE COMPACTED TO 85% MODIFIED PROCTOR IN LANDSCAPE AREAS AND 95% IN PAVED AREAS.
- C. CONTRACTOR SHALL BE RESPONSIBLE FOR LOCATION VERIFICATION, SUPPORT, AND PROTECTION OF ALL ABOVEGROUND AND UNDERGROUND UTILITIES TO REMAIN IN PLACE INCLUDING ANY UTILITIES NOT INDICATED ON CONTRACT DRAWINGS. CONTRACTOR SHALL COORDINATE WITH THE PROPER LOCAL AUTHORITIES OR RESPECTIVE UTILITY COMPANIES TO LOCATE UNDERGROUND UTILITIES PRIOR TO COMMENCING THE DEMOLITION WORK. ANY DAMAGE TO EXISTING UTILITIES, INCLUDING THOSE NOT INDICATED ON THE CONTRACT DRAWINGS, RESULTING FROM CONSTRUCTION OPERATIONS SHALL BE REPAIRED AND/OR REPLACED AT NO ADDITIONAL COST TO THE OWNER.
- D. CONTRACTOR SHALL PRESERVE AND PROTECT EXISTING TREES DESIGNATED AS TO REMAIN FROM DAMAGE BY CONSTRUCTION OPERATIONS. ANY TREE DAMAGED BY CONSTRUCTION OPERATIONS SHALL BE REPLACED WITH A TREE OF THE SAME SPECIES AND SIZE. IF SIZE OF EXISTING TREE IS NOT AVAILABLE CONTRACTOR SHALL REPLACE WITH A 2" CAL. TREE (DECIDUOUS) OR 6' HT. TREE (EVERGREEN) AND SHALL PROVIDE A CREDIT TO THE OWNER FOR THE MONETARY DIFFERENCE IN VALUE. ANY SHRUB DAMAGED BY CONSTRUCTION OPERATIONS SHALL BE REPLACED BY A SHRUB OF THE SAME SPECIES AND SIZE. IF SIZE OF EXISTING SHRUB IS NOT AVAILABLE CONTRACTOR SHALL REPLACE WITH A 5-GAL SHRUB AND SHALL PROVIDE A CREDIT TO THE OWNER FOR THE MONETARY DIFFERENCE IN VALUE.
- NOTE: ALL THE SIGN NUMBERS IN THIS DOCUMENT CORRESPOND TO THE SAME SIGN NUMBERS IN THE SIGN MESSAGE SCHEDULE.



TAOS WAYFINDING PLAN - PHASE 1 SIGN REMOVAL AND PLACEMENT PLAN

SIGNS 18-27

- 18

Sign type: Decision Sign

Action: Existing post and footing to remain. Remove and dispose of existing sign. Replace with new sign per design intent drawings and message schedule.
- 19

Sign type: Parking Sign

Action: Existing post and footing to remain. Remove and dispose of existing sign. Replace with new sign per design intent drawings and message schedule.
- 20

Sign type: Decision Sign

Action: Install new sign on light pole per design intent drawings and message schedule. Paint pole brown to match sign posts (typ).
- 21

Sign type: Decision Sign

Action: Fabricate sign according to message schedule and store until NMDOT project is complete.
- 22

Sign type: Turn Sign

Action: Remove and dispose of sign, post, and footing.
- 23

Sign type: Parking Sign

Action: Existing post and footing to remain. Remove and dispose of existing sign. Replace with new sign per design intent drawings and message schedule.
- 24

Sign type: Turn Sign

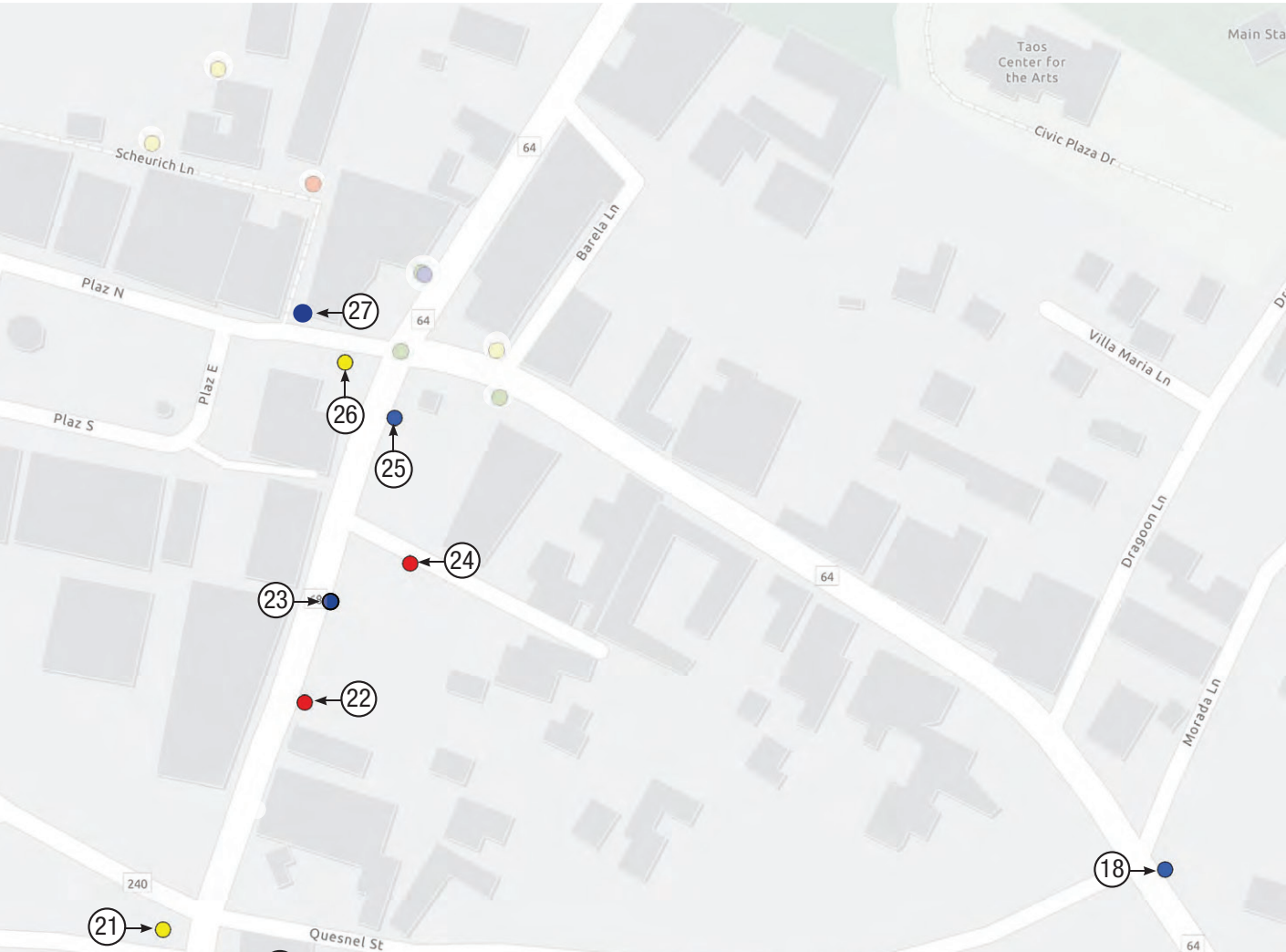
Action: Remove and dispose of sign, post, and footing.
- 25

Sign type: Decision Sign

Action: Existing post and footing to remain. Remove and dispose of existing sign. Replace with new sign per design intent drawings and message schedule after the NMDOT project is complete.
- 26

Sign type: Decision Sign

Action: Existing post and footing to remain. Remove and dispose of existing sign. Replace with new sign per design intent drawings and message schedule after the NMDOT project is complete.



Ready to MAKE IT HAPPEN?

A quick word on **INSTALLATION**

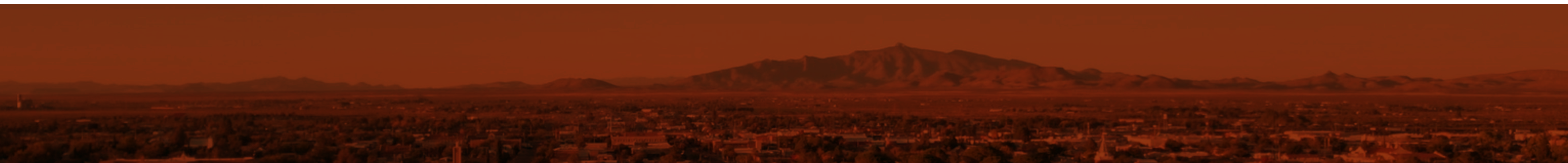


WHERE TO START

**NEW MEXICO MAINSTREET
WAYFINDING PROJECT WALKTHROUGH**

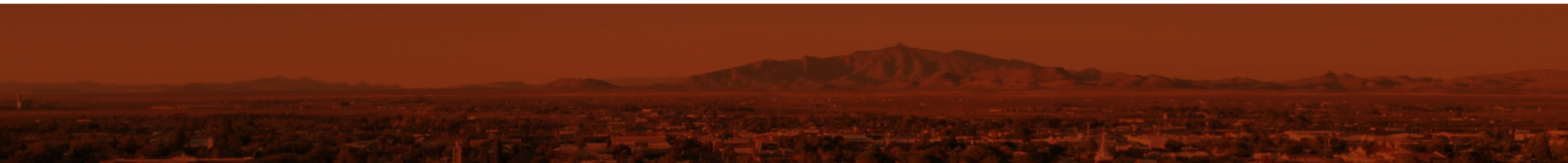


You must do your best to approach this from the perspective of someone who has **NEVER** been to your district or community.



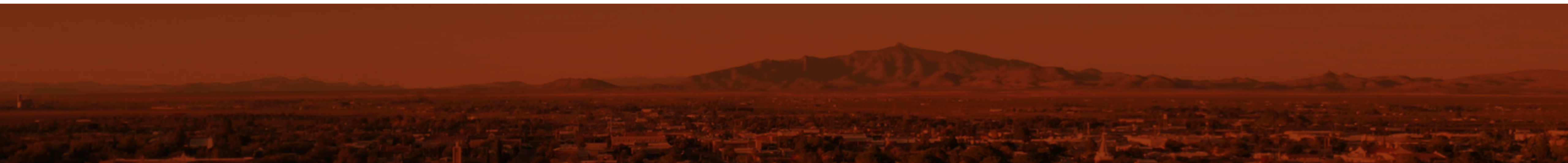
**Does my district/community
need a Wayfinding Project?**

1. Key Destinations
2. Parking
3. Key Routes
4. Preliminary Inventory



Now What?

1. Service Request
2. Board Approval
3. Assemble Team



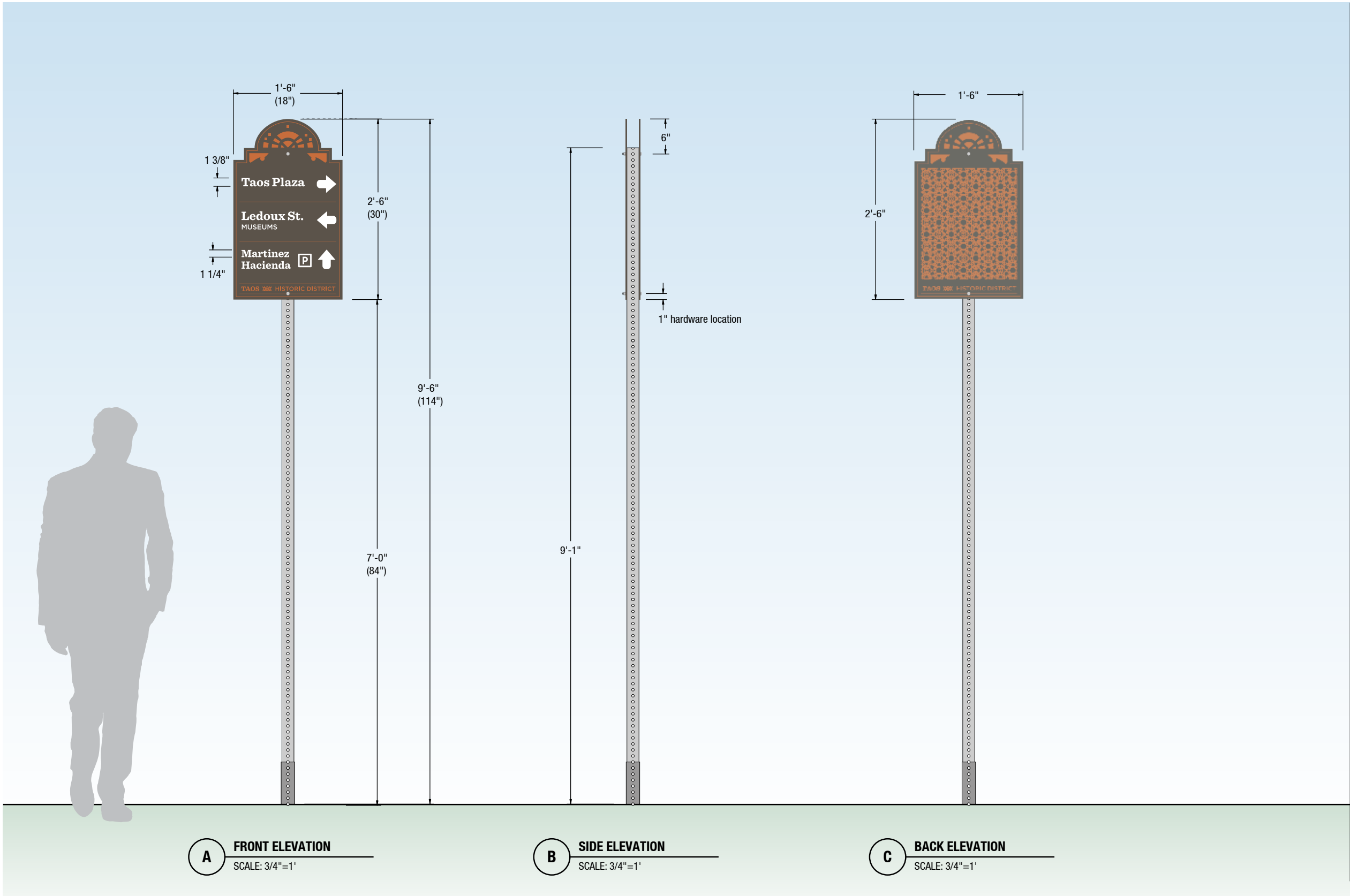
PLANNING & DEVELOPMENT



Implentation

1. Define Phases
2. Define & Complete Sub-Phases

KEY: Break tasks up into smaller ones to get ** done!**



Vehicle Decision

Description: Graphic Panel on Post

SIGN SPECIFICATIONS

1. SIGN PANEL SUBSTRATE

Finish Size: 30" x 18"
Material: .080 Aluminum Panel
Material: .080 White Aluminum Panel
Cladding: 3M Scotchlite Reflective
Graphic Film LJ5100R
No Mounting Holes

2. GRAPHICS

Print: Direct to Substrate UV Print
Color Match:
-Bell Bronze
Pantone Match: 6027c
-Nightingale
Pantone Match: 438c
Fonts:
-Gotham Medium
-Sentinel Bold
Size of Cap: 2.375"
Letter Visibility: 62" Distance
Laminate: 3M Scotchlcal
Luster Overlaminate 8519

3. POST - BY OTHERS

Post: 2" x 2", Galvanized 12g Steel
Post Overall Length: 115"
Prepunched: 7/16" Holes 1" OC Full Length

4. POST ANCHOR - BY OTHERS

Post: 2.25" x 2.25", Galvanized 12g Steel
Post Overall Length: 36"
Prepunched: 7/16" Holes 1" OC Full Length

5. HARDWARE - BY OTHERS

5.1 HEX HEAD BOLT (Qty=2)
Material: 18-8 Stainless Steel
Screw Size: 5/16"-18, 2.75" L
Part No: 92240A594 / McMaster-Car or Eq
5.2 WASHER (Qty=8)
Material: 18-8 Stainless Steel
Size: .75" OD, .344" ID
Part No: 92141A030 / McMaster-Car or Eq
5.3 NUT (Qty=2)
Type: Tamper Resistant Breakaway Nut
Material: 18-8 Stainless Steel
Size: 5/16"-18
Part No: 90013A124 / McMaster-Car or Eq
5.4 CORNER BOLT (Qty=2)
Material: Mild Steel, Zinc Plate
Size: 5/16"-18, 2.5" L
Part No: VCB1683, - 2 1/2" or EQ
5.5 THIN HEX JAM NUT (Qty=2)
Material: Grade 5 Steel Zinc Plated
Screw Size: 5/16"-18
Part No: 94846A030 / McMaster-Car or Eq

6. FOOTING - BY OTHERS

(3) 50lb Bags for 2 holes
Size: Refer to Drawing
Type: Direct Embedment
Concrete: QUIKRETE Fast Setting (Red Bag)
Concrete PSI: 4000 (in 28 Days)

SUB PHASE 1:
Secure Sign
Contractor and get
Signs Fabricated

CONTACT	DRAWN BY	CLIENT / PROJECT	SUBMITTAL DATE	DRAWING REVISED DATE	SHEET TITLE	SHEET
Albuquerque / Phoenix 505.980.1595 csbsigns.com	Lawrence Spingola LawrenceS@csbsigns.com This artwork and design is owned by Century Sign Builders unless expressly stated. Use of this document or the design shown here without permission is prohibited.	Client: Town of Taos Project: Taos Main Street Wayfinding - 20230901 Taos Main Street Wayfinding Phase 1	00/00/0000 Sign Package Modification Date: July 10, 2024 1:43 PM	00/00/0000	Vehicular Decision Design & Fabrication	08
		APPROVAL REQUIRED FOR PRODUCTION	SIGNATURE / DATE			



SUB PHASE 2:

Inventory, Map, and
Plan for Installation

**KICK BACK
AND CELEBRATE
THE WIN!**

IMPORTANT NOTE:

Developing a Wayfinding System will take time!

Don't promise a short turnaround and clearly communicate realistic expectations. This is more than just throwing up a few new signs.

Convince your partners to **do it right!**

Questions?

THANK YOU!



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