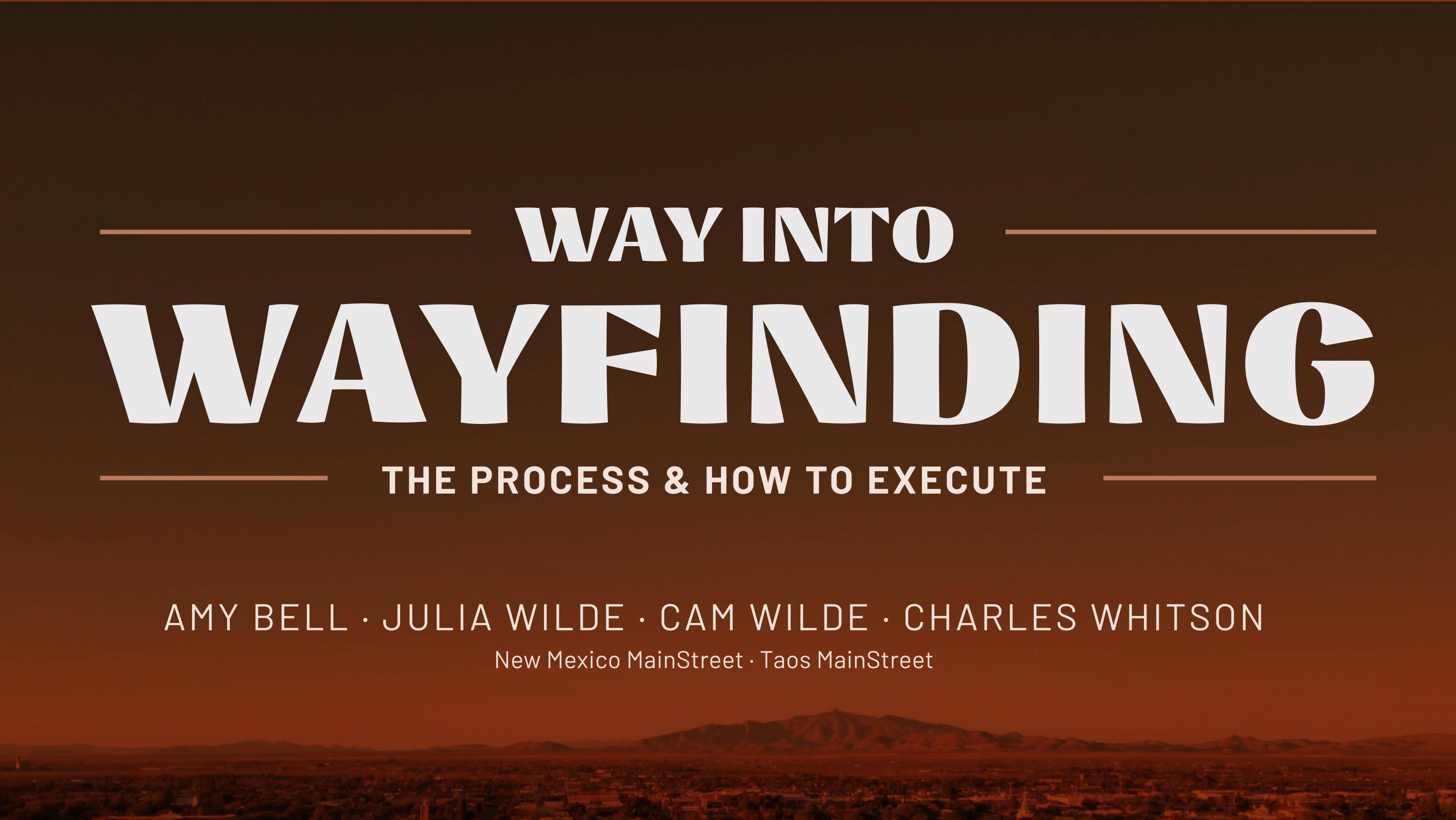

WAY INTO

WAYFINDING

THE PROCESS & HOW TO EXECUTE

AMY BELL · JULIA WILDE · CAM WILDE · CHARLES WHITSON

New Mexico MainStreet · Taos MainStreet

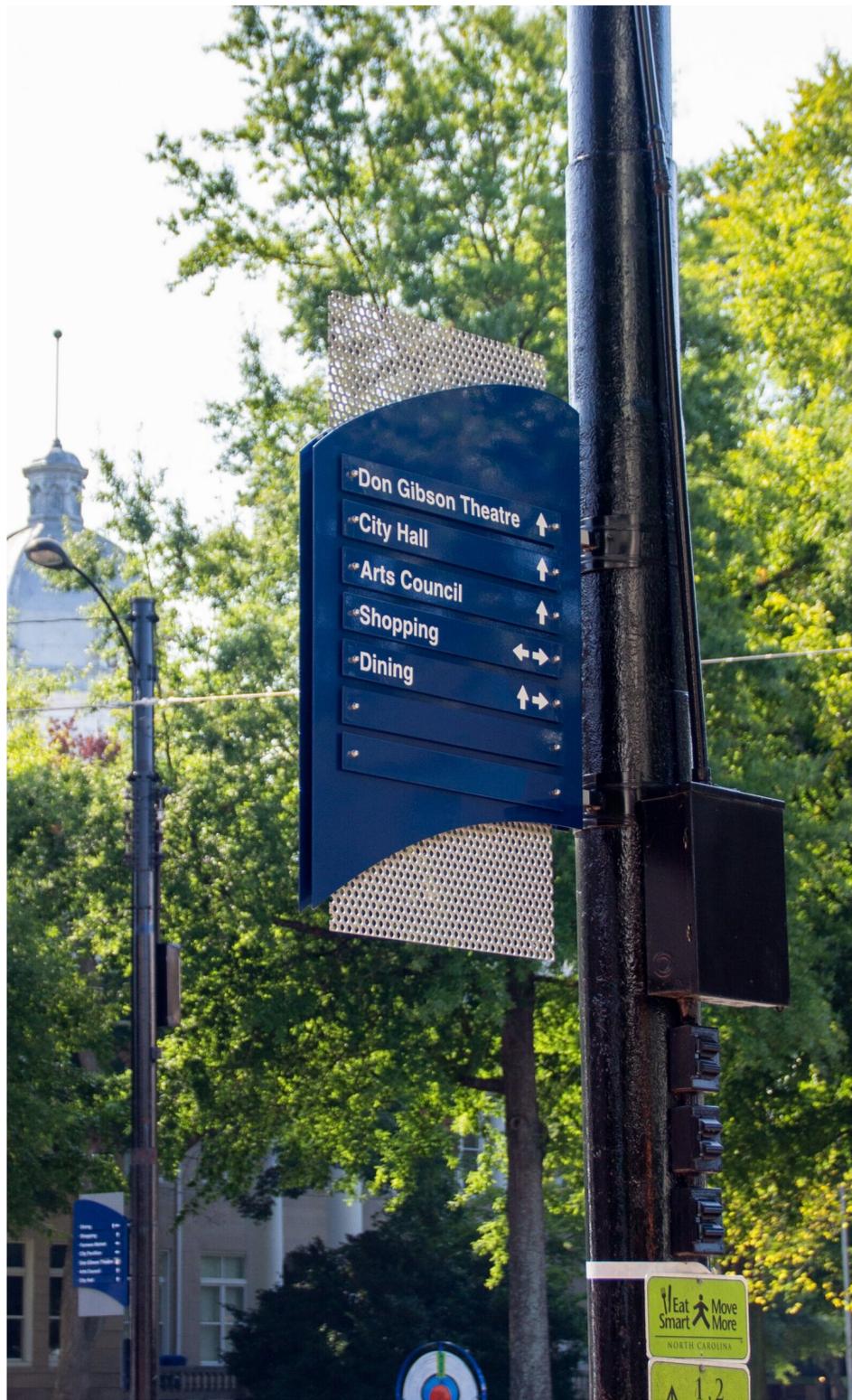


**WHAT IS
WAYFINDING?**



A Successful Wayfinding System

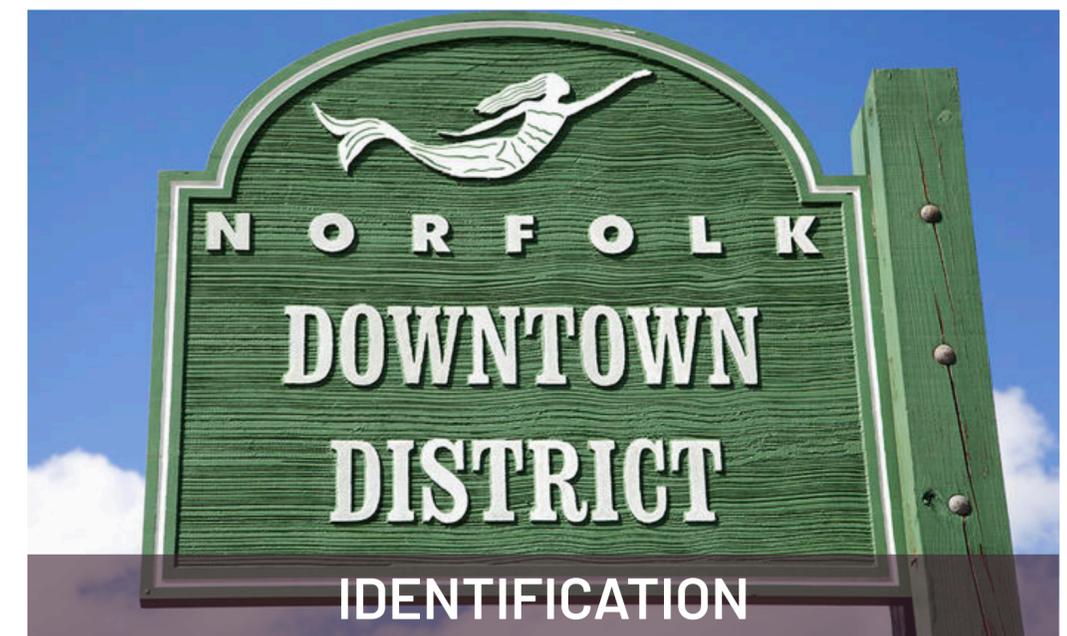
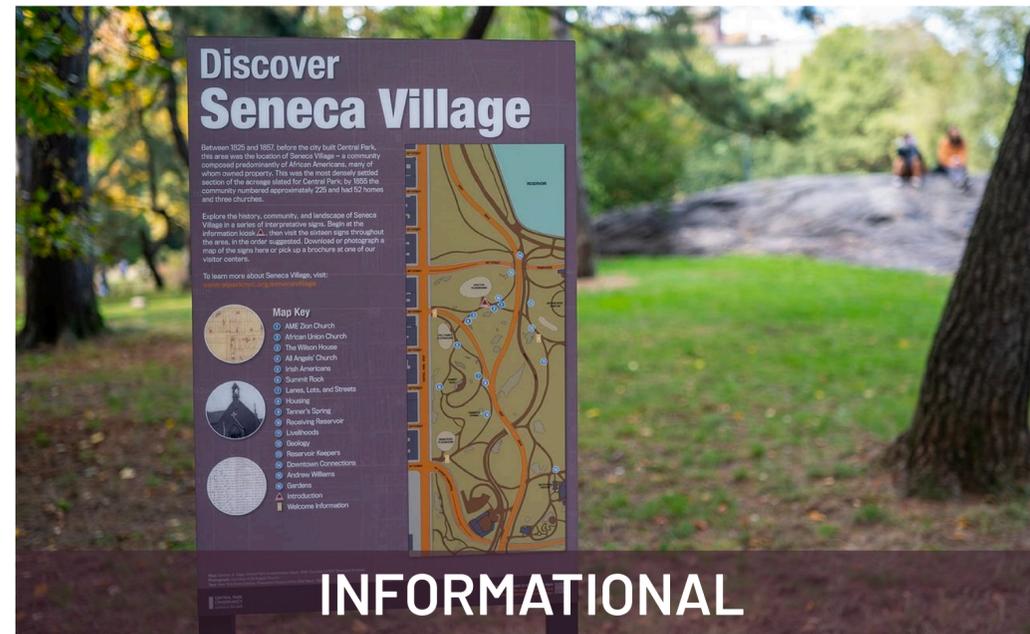
- Connects people to places
- Simple
- Celebrates identity
- Supports park once/active transportation
- Accessible/equitable



Wayfinding Elements

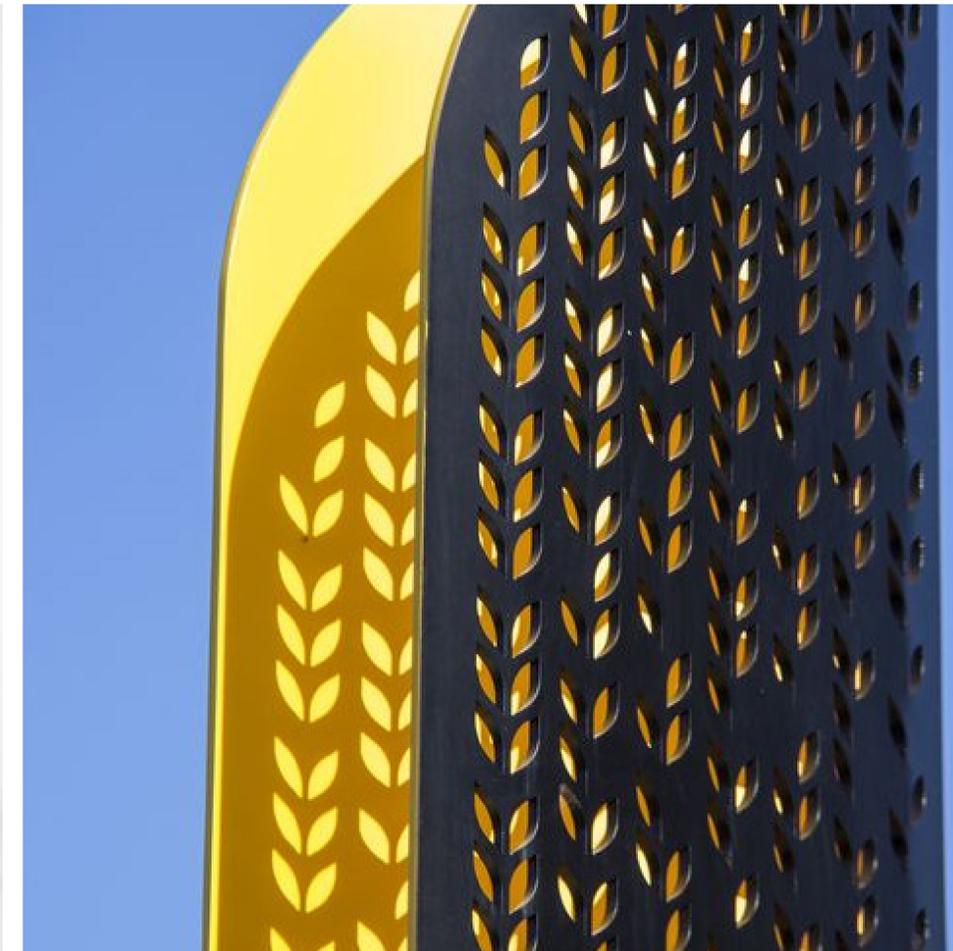
1. SIGNS:

- 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.**





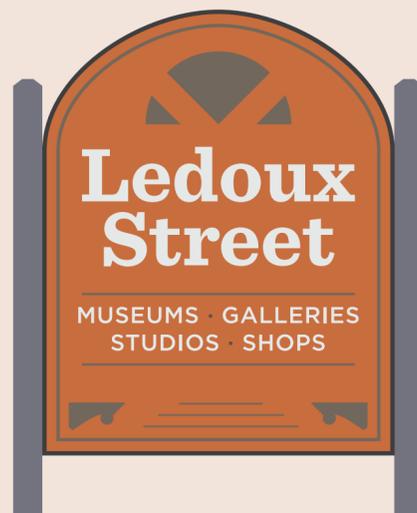
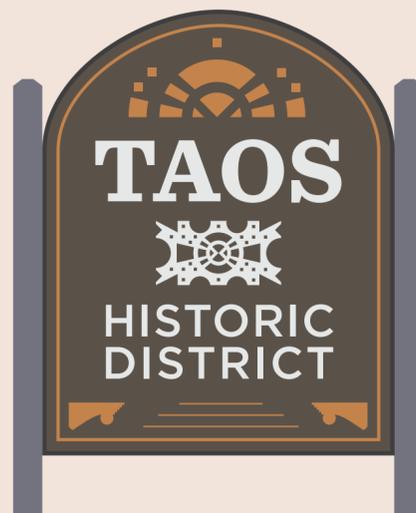
**Wayfinding
helps provide a
sense of place.**

**Wayfinding helps
creates unifying
branding**





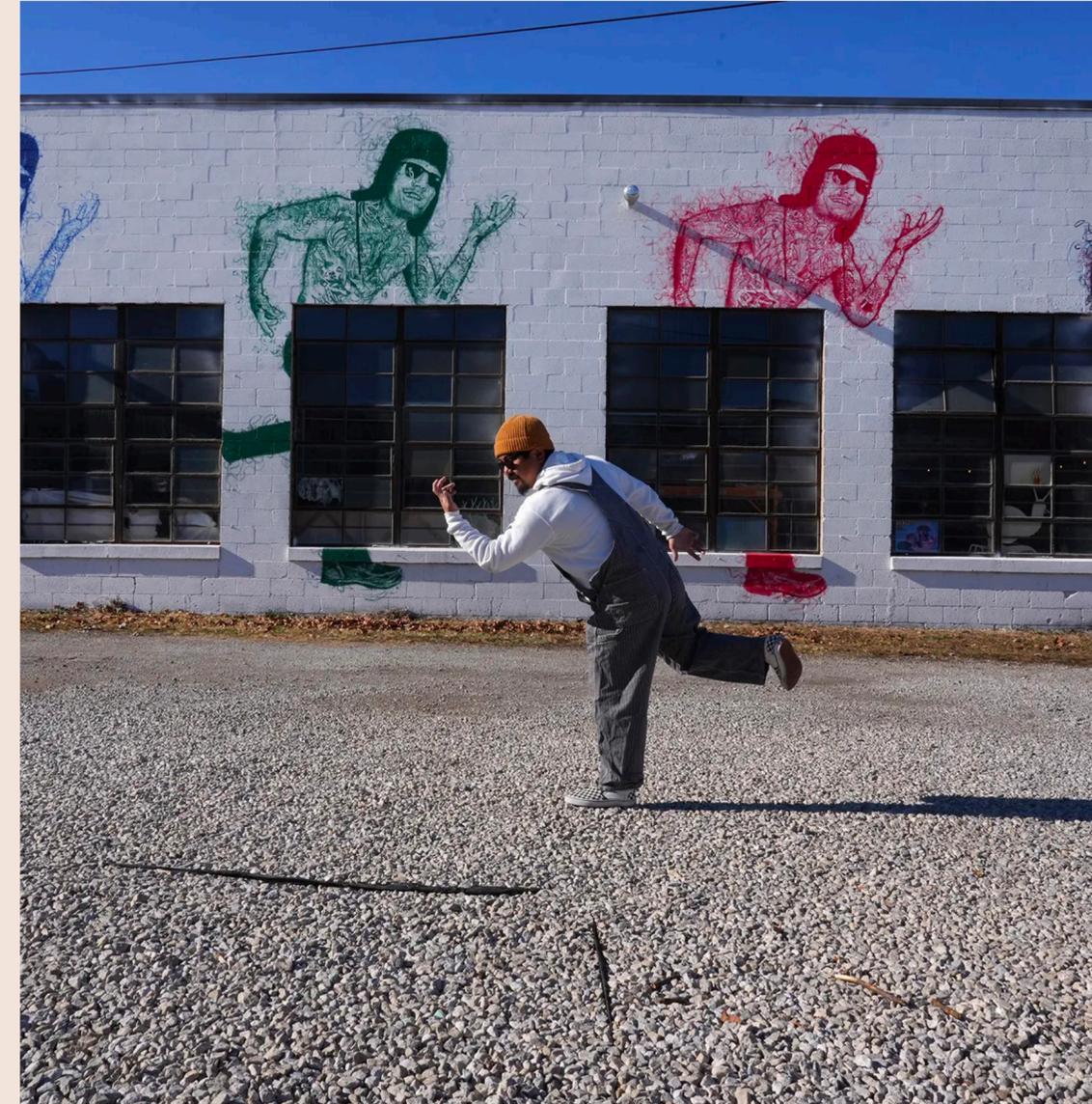
Wayfinding improves CONNECTIVITY.



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 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. The street is lined with brick buildings and has a warm, orange-red color cast. Several US dollar bills are shown falling from the sky. The text 'more MONEY.' is overlaid at the bottom in white, with 'MONEY.' in a larger, bold font and underlined.

more MONEY.

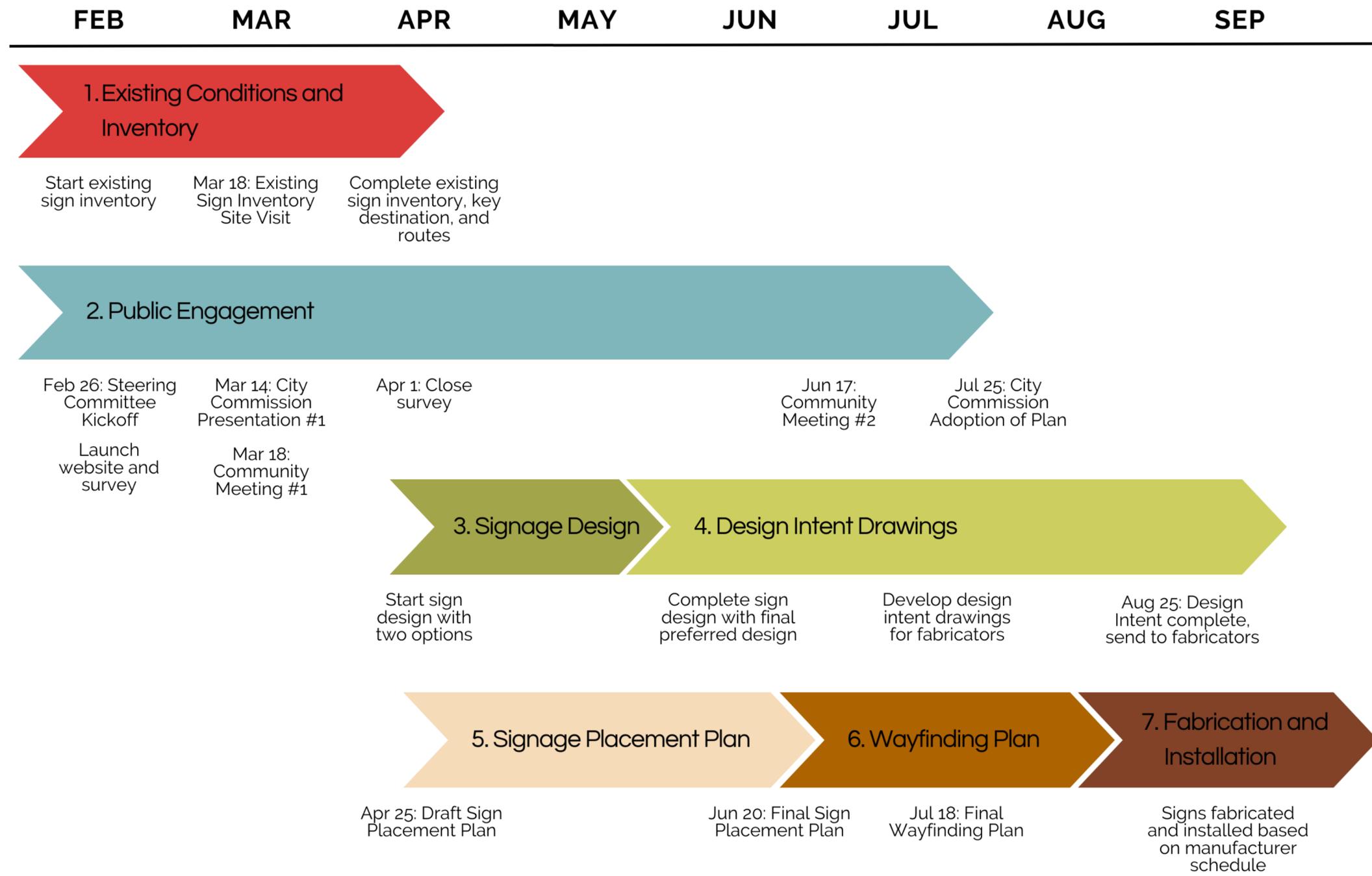
**THE PROCESS & VISUALS OF
WAYFINDING**



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

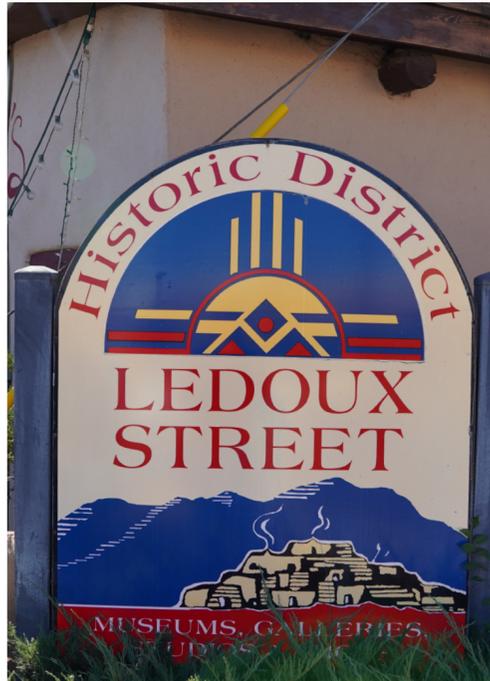


**Why is Sign
Design
Important?**

Considerations

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





Lack of Consistency



Legibility (all-weather)

ROUTE 66 · OLD WEST HISTORY · DINOSAURS · RAILROADS

EXPLORE
TUCUMCARI
NEW MEXICO

HISTORY YOU CAN TOUCH.

VISITTUCUMCARINM.COM
#tucumcariproud

ROUTE 66 · OLD WEST HISTORY · DINOSAURS · RAILROADS

EXPLORE
TUCUMCARI
NEW MEXICO

HISTORY YOU CAN TOUCH.

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EXPERIENCE AN ICONIC ROUTE 66 DESTINATION

EXPLORE
TUCUMCARI
NEW MEXICO

Discover our stretch of the historic Mother Road, lined with classic neon and restored vintage motels. Explore our iconic museums, shops, and world-class murals.

VISITTUCUMCARINM.COM
#tucumcariproud

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.

00:08:22

TUCUMCARI
TONITE! Two Nights!

00:07:22

TUCUMCARI
TONITE! Two Nights!

EXPLORE
TUCUMCARI
NEW MEXICO

ROUTE 66 · OLD WEST HISTORY · DINOSAURS · RAILROADS

EXPLORE
TUCUMCARI
NEW MEXICO

LOCAL INTERACTIVE MUSEUMS

TUCUMCARI'S FOUR ICONIC MUSEUMS:

- Historical Museum** - 416 S. ADAMS ST. Three floors of the 1903 schoolhouse, containing a land memorabilia from the surrounding area. Various items with thousands of items on display.
- Route 66 Museum** - 1500 W. ROUTE 66 BLVD. The former Route 66 heritage. From Glenrio to the end of the road to today's Historic Route 66 and everything in between.
- Dinosaur Museum** - 222 E. LAUGHLIN AVE. From tiny footprint casts to the 40' long 'Dino' sculpture, the museum's focus is on the Mesozoic period, which includes dinosaurs.
- Coal Museum** - 100 W. RAILROAD AVE. The depot originally built in 1926. Explore the coal industry in Eastern New Mexico.

Happy Holidays

2022 - 2023
TUCUMCARI
OFFICIAL
Visitor's
GUIDE

GHOST TOWNS

The mere mention of the words "ghost town" conjure up images of abandoned storefronts, tumble down houses, and tumbleweeds rolling down an empty dusty street. Like Route 66, ghost towns have an international appeal. Some of these towns are now less than historic footprints. Others offer endless opportunity for photo ops and for unleashing the imagination. All of them are manifestations of long forgotten dreams, hopes, and aspirations.

Before embarking on day trips in search of these forgotten places remember that there are unspoken rules for ghost town exploration. Respect private property and signs that restrict access. Take nothing but photos and leave nothing but footprints.

Here are some Quay County ghost towns you can explore:

Endee
Endee is located 37.5 miles east of Tucumcari in the heart of the 40 Ranch. This is one of the oldest communities in Quay County. It was established in 1882 by John and George Day, the owners of the ranch, as an area supply center.

Glenrio
Glenrio is located 42 miles west of Tucumcari in the heart of the New Mexico-Texas state line. The community was established in 1905 after the completion of a survey and division of the surrounding area into farms, and construction of the Chicago, Rock Island & Pacific Railroad in the following year. The most photographed site in Glenrio is the long-closed "First Stop in Texas" on one side and the "Last Stop in Texas" on the other. In 2007 the town's remaining buildings were donated to the National Register of Historic Places.

Hera Vista
Located 49 miles northeast of Tucumcari on U.S. 66 is the fascinating ghost town of Hera Vista. With a population that has never exceeded 100, it is a ghost town that has never been abandoned. In 2006 the census listed the population of 112 people.

Tremontina
The original town of Tremontina located...

TUCUMCARI MUSEUM PASSPORT
Make a day out of it. Visit all four museums and SAVE!

Available at all four Tucumcari museums and shop purchase at any of our museums.



**City
Visual Brand**

DON'T GIVE UP.



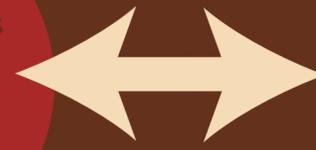
YOU'RE ALMOST THERE.



**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**

**VISITOR'S
CENTER** ↑

ROUTE 66 →

NEON TRAIL

DOWNTOWN ←

LIBRARY ↑

AIRPORT →

DOWNTOWN ←

CITY HALL

**TUCUMCARI MUNICIPAL
GOLF COURSE**

**TUCUMCARI MUNICIPAL
GOLF COURSE**

**NM ROUTE 66
MUSEUM**

**CONVENTION
CENTER** ↑

**LITTLE LEAGUE
FIELDS**

GOLF COURSE →

MUSEUMS ←

RAILROAD MUSEUM

RAILROAD MUSEUM



Santa Rosa is Cool
Summer Fun



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

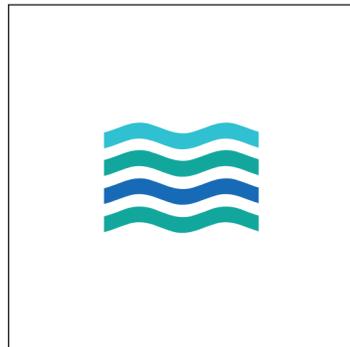


BLUE HOLE

Incredibly blue. Insanely fun!

Jump, dive,
swim, snorkel
and scuba in the
world-famous
BLUE HOLE.

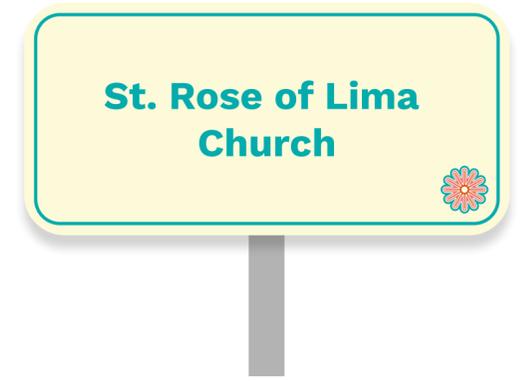
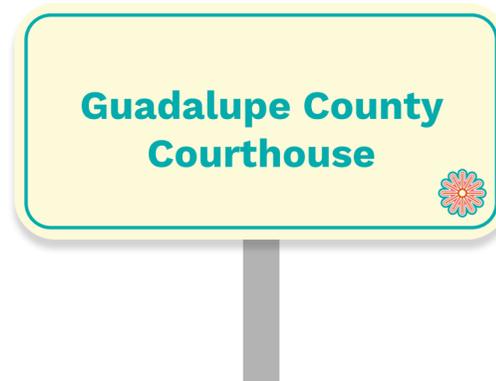
There's nothing ordinary about Blue Hole, from its crystal clear water to its constant 62° temperature & perfect for cliff-jumping rocks. Start your experience at the Blue Hole Visitors Center!



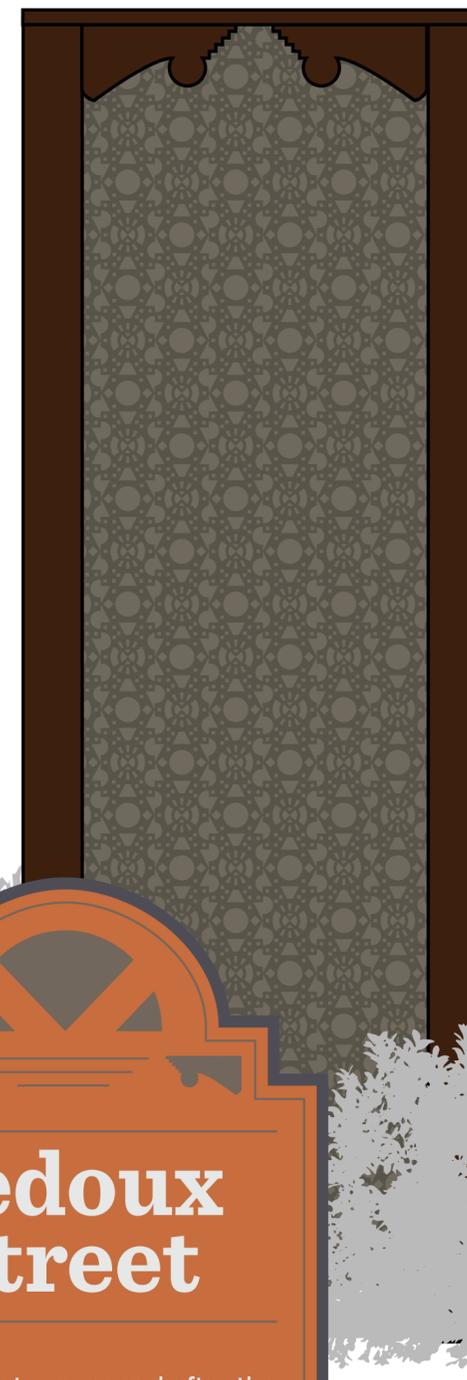
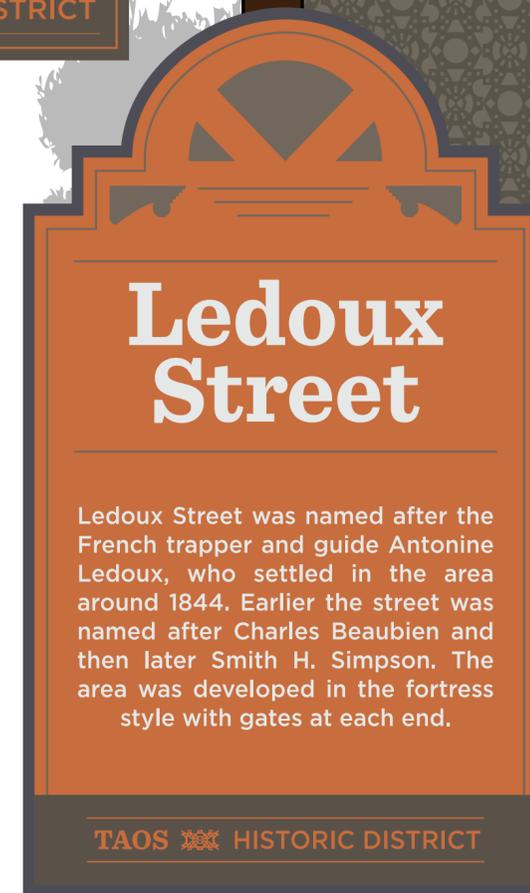
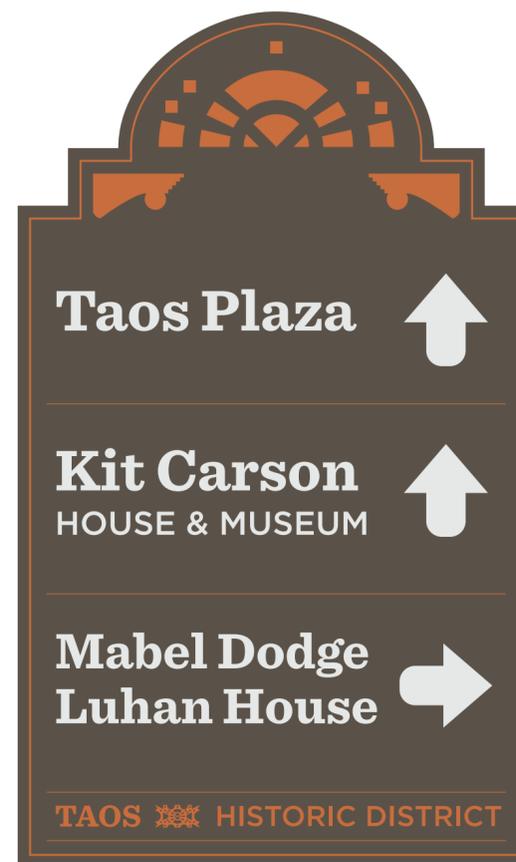
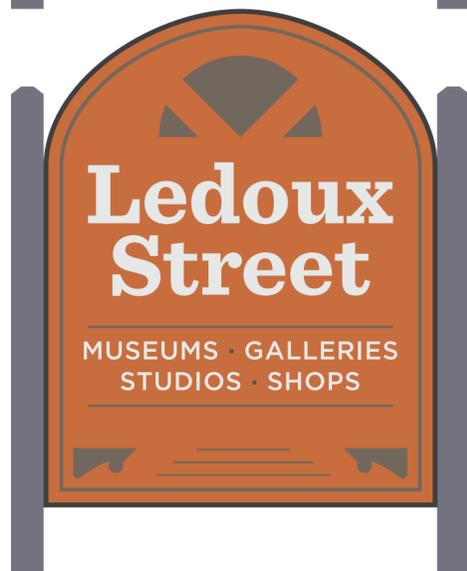
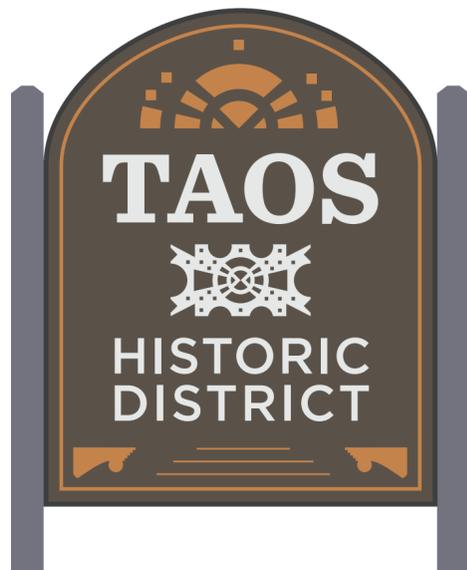
**City
Visual Brand**



**MainStreet
Visual Brand**



Wayfinding System



Wayfinding System

4. Wayfinding Plan



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1. INTRODUCTION

- About Wayfinding
- Wayfinding Sign Types

2. PROJECT BACKGROUND

- History & Context
- Project Team
- Project Sequence
- Plan Area

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- Public Engagement
- Existing Sign Inventory
- Existing Sign Challenges and Issues

4. IMPROVED WAYFINDING SYSTEM

- Proposed Signs
- Visual Brand and Style Design

5. IMPLEMENTATION

6. APPENDICES

- 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 Does

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

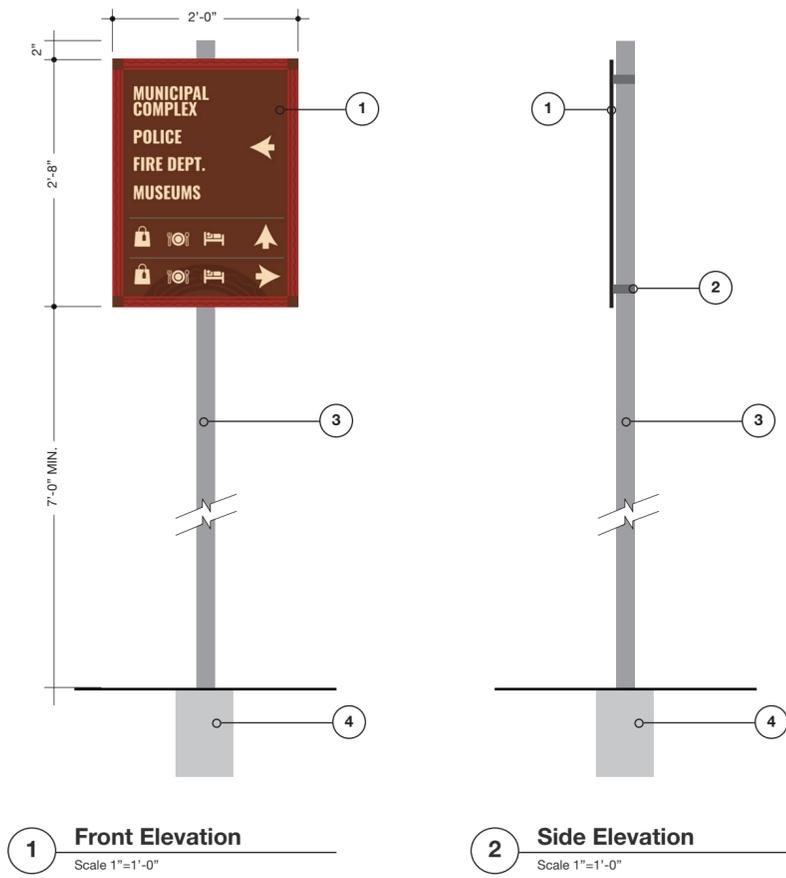
MESSAGE SCHEDULE

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
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 D 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

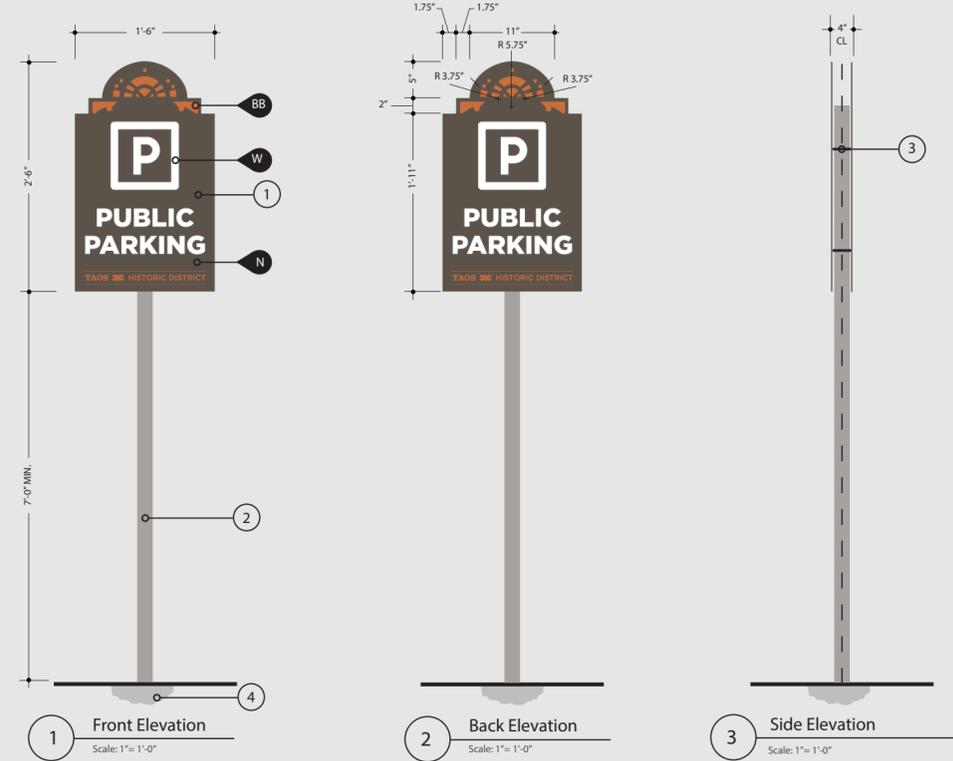


1 Front Elevation
Scale 1"=1'-0"

2 Side Elevation
Scale 1"=1'-0"

- PANEL MATERIAL:** 1/4" thick anodized aluminum
FABRICATION PROCESS: router cut
EDGES: routed, finished smooth
GRAPHICS: screen printed
COATING: anti-graffiti, UV protection
MOUNTING: bolted to post
 - MOUNTING HARDWARE**
Tamper proof bolts. Bolt through square with carriage bolt.
FINISH: Bolt tops to be painted color of sign or match finish.
MATERIAL: anodized aluminum
EDGES: bolt, washer, nut
 - POST**
Field verify if existing post or light pole or new. For all new posts:
SIZE: 2"x2" square tube w/ welded cap
MATERIAL: anodized aluminum
EDGES: bolt, washer, nut
 - POST FOOTING**
Footings shall be sized to meet local design standards
- NOTES**
Details illustrate possible mounting and/or mounting hardware details and are for reference only. All hardware to be sized by fabricator. Shop drawing submittals shall detail the actual hardware and connections. All connections must be designed for all applicable loads. Shop drawings shall not compromise the visual appearance of the sign shown.

One Park Square 6501 Americas Pkwy NE, St. 350 Albuquerque, NM 87110
City of Tucumcari Tucumcari Mainstreet
<ul style="list-style-type: none"> These drawings are intended to illustrate design intent only and are not for construction. All final engineering and conditions of the project are the responsibility of the fabricator. Shop drawings from the fabricator must be submitted for approval, prior to proceeding with the fabrication. The quality of fit and finish on the final product must meet or exceed the requirements of these design intent documents. Any variations to design, materials, or fabrication methods must be approved by the Owner or Representative. All welds shall be ground smooth, paint all seams. All exposed hardware shall be tamper proof fasteners. All exposed edges shall be painted to match adjacent face. Colors shown are for reference only and are subject to limitations of the printing process. Refer to referenced color systems contained within these drawings for actual specifications. Scaled examples shown are for reference only, and do not necessarily reflect actual site conditions. Detailed site surveys are required prior to fabrication and installation. Messages shown in these drawings are for general reference only. Refer to message schedule for actual required messages.
PROJECT TITLE Tucumcari Wayfinding
ISSUE DATE August 2024
SHEET TITLE Decision Sign Type A Detail
SHEET NUMBER 01



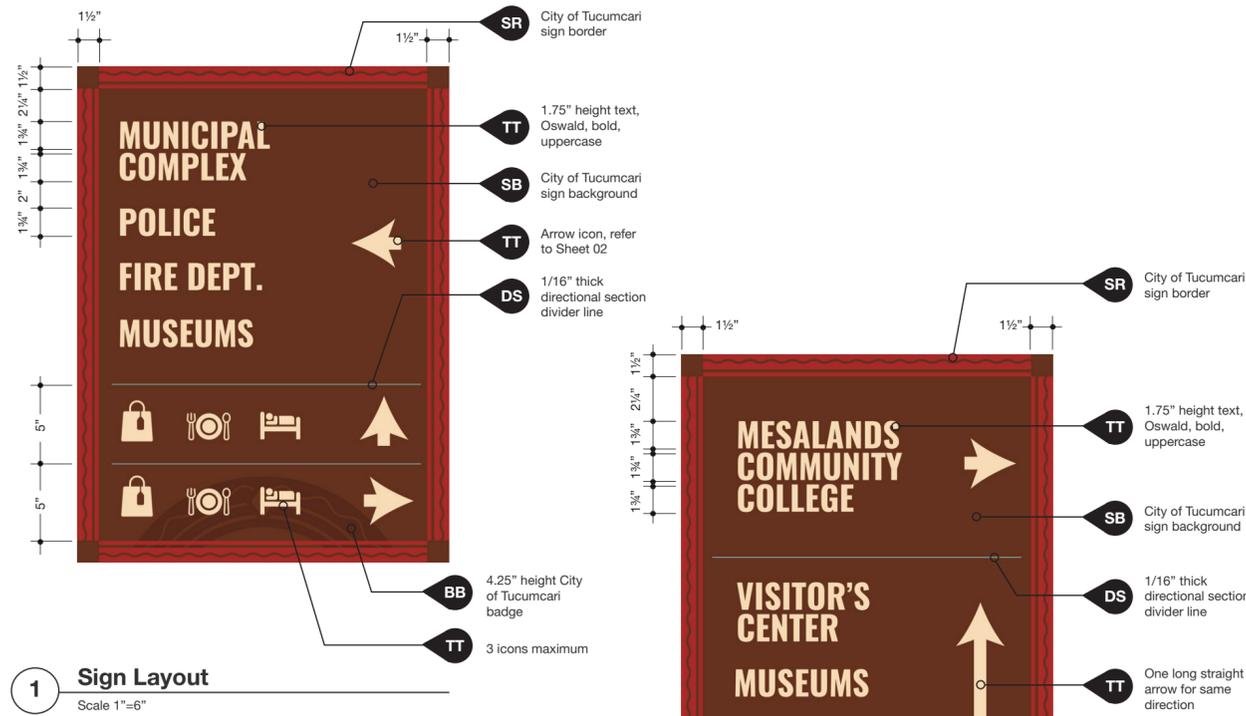
1 Front Elevation
Scale: 1"=1'-0"

2 Back Elevation
Scale: 1"=1'-0"

3 Side Elevation
Scale: 1"=1'-0"

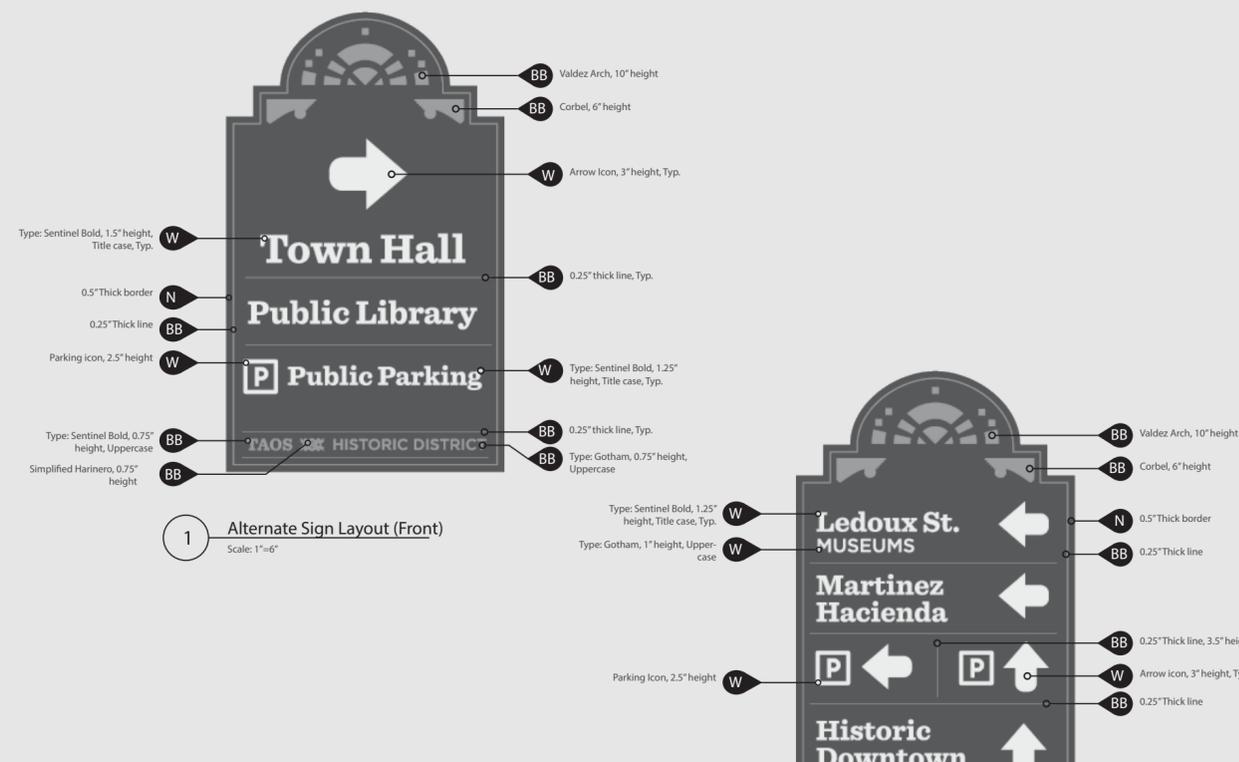
- PANEL MATERIAL:** 1/4" thick anodized aluminum
FABRICATION PROCESS: router cut
EDGES: routed, finished smooth
GRAPHICS: screen printed
COATING: anti-graffiti, UV protection
MOUNTING: Bolted to post
 - POST**
SIZE: 4" x 4" square tube w/ welded cap
MATERIAL: anodized aluminum
EDGES: bolt, washer, nut
 - MOUNTING HARDWARE**
Tamper proof bolts. Bolt through square with carriage bolt. Bolt tops to be painted color of sign or match finish.
MATERIAL: anodized aluminum
FASTENER: bolt, washer, nut
 - POST FOOTING**
Footings shall be sized to meet local design standards
- NOTES**
Details illustrate possible mounting and/or mounting hardware details and are for reference only. All hardware to be sized by fabricator. Shop drawing submittals shall detail the actual hardware and connections. All connections must be designed for all applicable loads. Shop drawings shall not compromise the visual appearance of the sign shown.

One Park Square 6501 Americas Pkwy NE, Ste. 360 Albuquerque, NM 87110
<ul style="list-style-type: none"> These drawings are intended to illustrate design intent only and are not for construction. All final engineering and conditions of the project are the responsibility of the fabricator. Shop drawings by the fabricator must be submitted for approval, prior to proceeding with fabrication. The quality of fit and finish on the final product must meet or exceed the requirements of these design intent documents. Any variations to design, materials, or fabrication methods must be approved by the Owner or Representative. Welds: All welds shall be ground smooth, paint all seams. Hardware: All exposed hardware shall be tamper proof fasteners. All exposed edges painted to match adjacent face. Colors shown are for reference only and are subject to limitations of the printing process. Refer to referenced color systems contained within these drawings for actual specifications. Scaled examples shown are for reference only, and do not necessarily reflect actual site conditions. Detailed site surveys are required prior to fabrication and installation. Messages shown in these drawings are for general reference only. Refer to message schedules for actual required messages.
Town of Taos Taos MainStreet
Taos, NM Wayfinding
June 2023
DOCUMENT ISSUE
Public Parking Sign (Type A)
SHEET TITLE
11
SHEET NUMBER



1 Sign Layout
Scale 1"=6"

One Park Square 6501 Americas Pkwy NE, St. 350 Albuquerque, NM 87110
City of Tucumcari Tucumcari Mainstreet
<ul style="list-style-type: none"> These drawings are intended to illustrate design intent only and are not for construction. All final engineering and conditions of the project are the responsibility of the fabricator. Shop drawings from the fabricator must be submitted for approval, prior to proceeding with the fabrication. The quality of fit and finish on the final product must meet or exceed the requirements of these design intent documents. Any variations to design, materials, or fabrication methods must be approved by the Owner or Representative. All welds shall be ground smooth, paint all seams. All exposed hardware shall be tamper proof fasteners. All exposed edges shall be painted to match adjacent face. Colors shown are for reference only and are subject to limitations of the printing process. Refer to referenced color systems contained within these drawings for actual specifications. Scaled examples shown are for reference only, and do not necessarily reflect actual site conditions. Detailed site surveys are required prior to fabrication and installation. Messages shown in these drawings are for general reference only. Refer to message schedule for actual required messages.
PROJECT TITLE Tucumcari Wayfinding



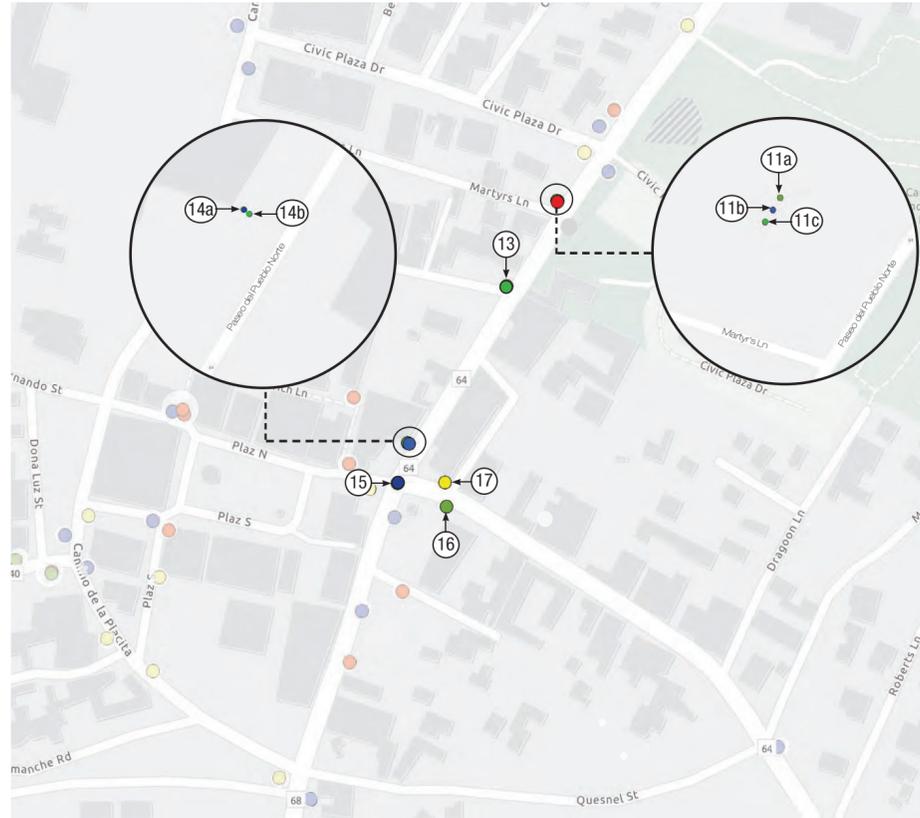
1 Alternate Sign Layout (Front)
Scale: 1"=6"

One Park Square 6501 Americas Pkwy NE, Ste. 360 Albuquerque, NM 87110
<ul style="list-style-type: none"> These drawings are intended to illustrate design intent only and are not for construction. All final engineering and conditions of the project are the responsibility of the fabricator. Shop drawings by the fabricator must be submitted for approval, prior to proceeding with fabrication. The quality of fit and finish on the final product must meet or exceed the requirements of these design intent documents. Any variations to design, materials, or fabrication methods must be approved by the Owner or Representative. Welds: All welds shall be ground smooth, paint all seams. Hardware: All exposed hardware shall be tamper proof fasteners. All exposed edges painted to match adjacent face. Colors shown are for reference only and are subject to limitations of the printing process. Refer to referenced color systems contained within these drawings for actual specifications. Scaled examples shown are for reference only, and do not necessarily reflect actual site conditions. Detailed site surveys are required prior to fabrication and installation. Messages shown in these drawings are for general reference only. Refer to message schedules for actual required messages.
Town of Taos Taos MainStreet
Taos, NM Wayfinding
June 2023

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.

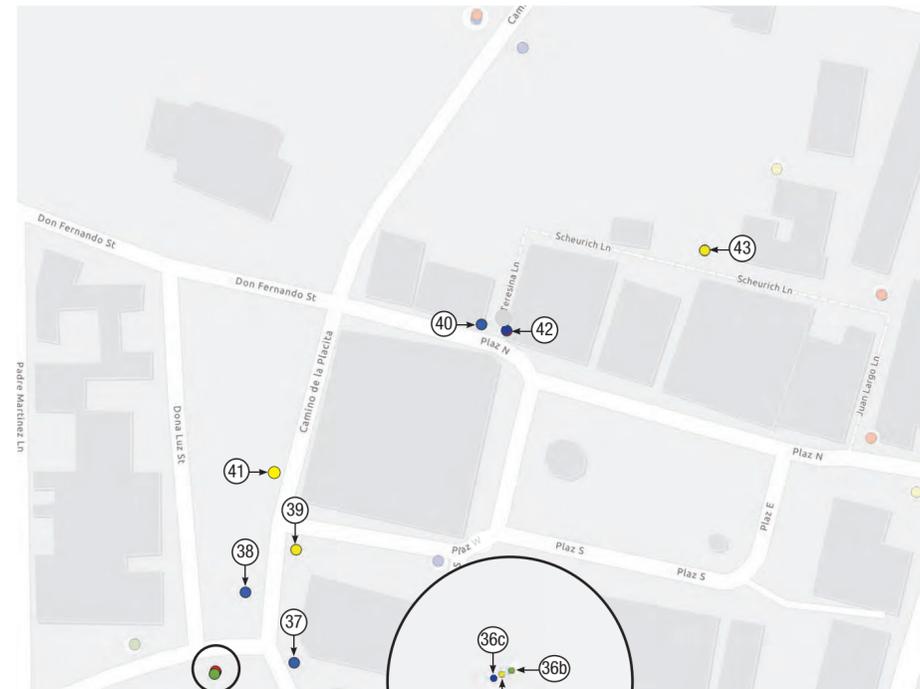


Contractor shall field verify all post, footing and sign removals and replacements with Owners Representative in the field.

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

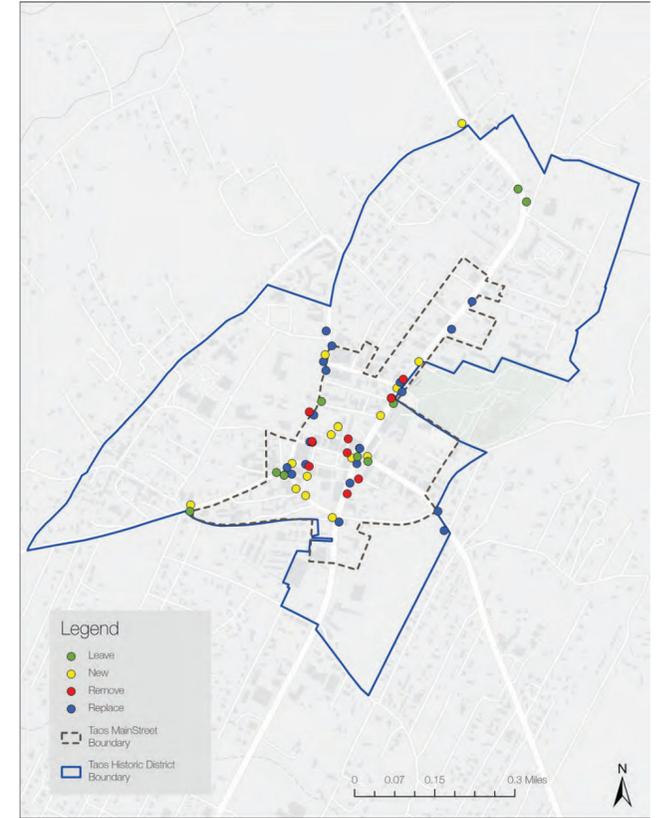
A. ALL AREAS ADJACENT TO THE SITE SHALL BE MAINTAINED IN A CLEAN CONDITION - MUD, DUST, DEBRIS, AND GRAFFITI FREE AT ALL TIME.

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.

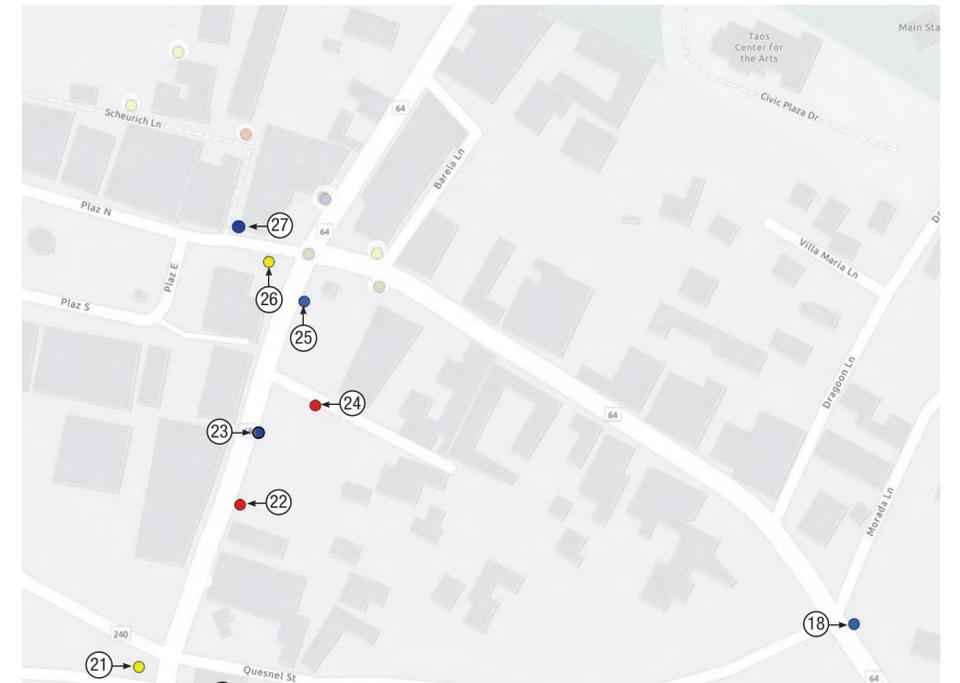
NOTE: ALL THE SIGN NUMBERS IN THIS DOCUMENT CORRESPOND TO THE SAME SIGN NUMBERS IN THE SIGN MESSAGE SCHEDULE.



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



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



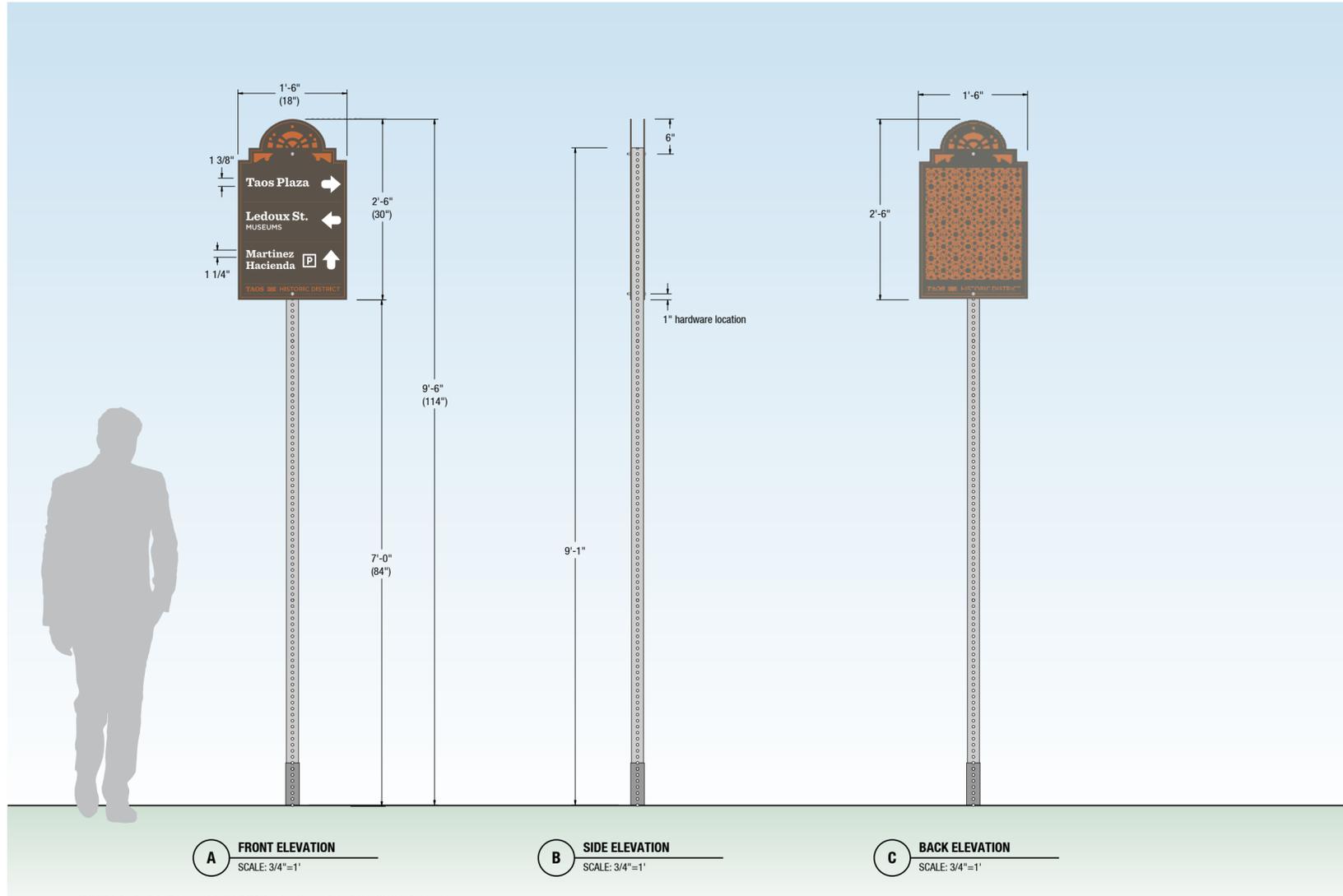
PLANNING & DEVELOPMENT



Implementation

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 Scotchlite
 Luster Overlamine 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

DRAWING Q:\Taos Wayfinding\Renderings, Submittals & PDFs\Submittals\Links In Design Submittal\Vehicle Decision.ai
 PACKAGE Q:\Taos Wayfinding\Renderings, Submittals & PDFs\Submittals\Taos Main Street_Sign_Submittal_Phase 1

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 <small>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.</small>	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	Vehicle 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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