



TAOS WAYFINDING PLAN

WINTER 2023



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COMPILED BY TAOS MAINSTREET

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1. INTRODUCTION



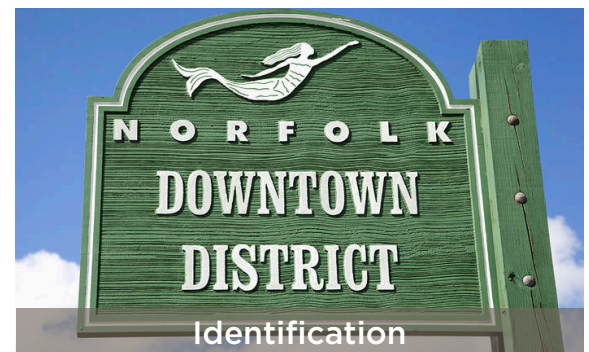
Informational



Directional



Regulatory



Identification

About Wayfinding

Wayfinding helps people get from one place to another. It includes signs that are easy to read for vehicles and pedestrians. The signs are customized to a community to celebrate local identity. It is more than just signs though - wayfinding encourages exploration subtly through design. A successful wayfinding system makes connections between key destinations, encourages walking and biking, and is simple, predictable, and inclusive.

Wayfinding Sign Types

There are four main types of wayfinding signage:

Informational — gives you general info on navigation and locations

(Example: Downtown map, Public Restrooms)

Directional — helps you get where you're going and make a choice at a junction *(Example: Library to the left, Park to the right)*

Regulatory — used to tell you the rules and safety standards

(Example: One Way, Pedestrians Only)

Identification — lets you know you have arrived at your destination, serves as landmark *(Example: Historic Taos Plaza, Kit Carson Road)*

We also propose to use exploratory wayfinding. These aren't traditional signs but instead tools that encourages exploration around an area. Examples may include painted arrows on the ground, murals or other public art, and lighting.

2. PROJECT BACKGROUND



History & Context

A wayfinding plan for downtown Taos came about from Taos MainStreet's Walkability Initiative and interest from the downtown Taos business community who expressed that they notice visitors have a difficult time navigating around downtown. For more information about the Walkability Initiative, please visit bit.ly/taosalleynetwork.

This plan provides a vision and strategy for replacing existing vehicular and pedestrian signage in downtown Taos.



Wayfinding project team verifying existing signs.

Funding for this project comes from technical assistance through New Mexico MainStreet for the planning and design. Funding for Phase I implementation comes from Town of Taos Lodgers Tax.

Having a cohesive, consistent wayfinding approach will help connect visitors and locals with the resources of downtown Taos. Taos was built around the downtown plaza using the Law of the Indies layout to fan out from the center of town - this layout mixed with the more modern roadways can make downtown difficult for vehicles and pedestrians to navigate. With clear signage at the proposed locations, we hope that downtown Taos will be more navigable and friendly to all.

Project Team

This project is a team effort between local partners, planners, and graphic designers. In this document, “we” will refer to the project team, which is made up of:

- **Taos MainStreet:**
Charles Whitson & Juniper Leherissey
- **NM MainStreet - Groundwork Studio:**
Amy Bell, Claire Jordy, & Hollis Moore
- **NM MainStreet - Lm.:**
Cam Wilde & Julia Royal
- **Town of Taos:**
Karina Armijo

Project Sequence

This project began in September 2022 after Taos MainStreet requested technical assistance through New Mexico MainStreet (NMMS). Groundwork Studio and Leighton Moon were brought on through NMMS to assist with planning and graphic design of wayfinding signage.

The team met regularly on Zoom and with in-person site visits to develop a list and map of key downtown destinations, identify a route through downtown Taos, and inventory existing signs.

From there, a list of new signs was created to inform what designs would be needed and where. This plan documents this process and plan for implementation.

I. ASSESSMENT

Key Destinations
Route Identification
Existing Sign Inventory
Site Visits

II. DEVELOPMENT

Sign Locations & Types
Council Presentation
Sign Design

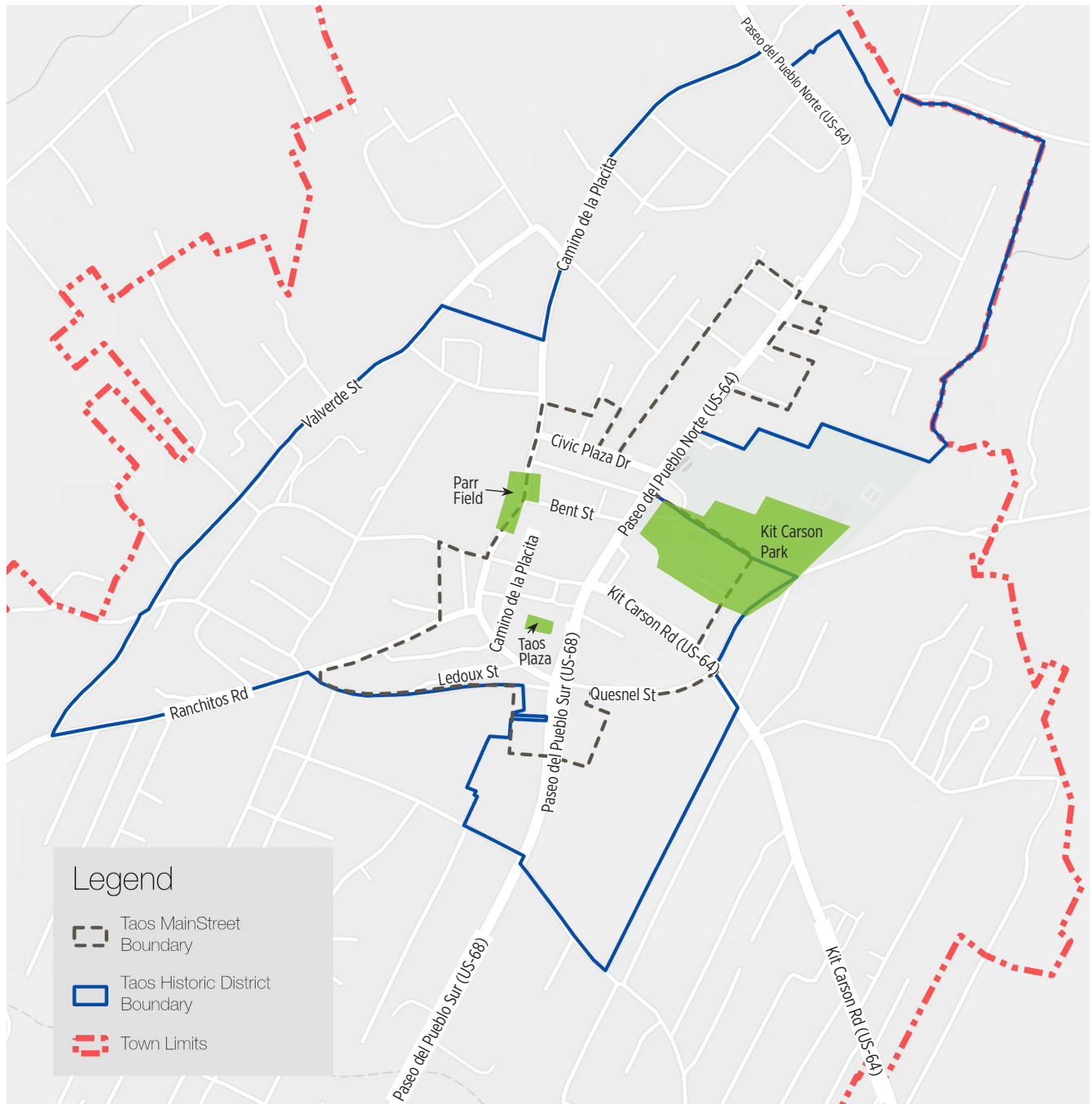
III. IMPLEMENTATION

Phase 1: Main/Primary
Phase 2: Monument
Phase 3: Narrative

Project Sequence Diagram

Plan Area

This wayfinding plan focuses on the designated Historic District which encompasses all of downtown Taos, as seen in the map below. Taos MainStreet's boundary falls within this district. The design and principles of wayfinding used here can be expanded further outside of these boundaries, if the Town or County chooses.



Taos Wayfinding Plan Area

3. PROCESS



Destinations

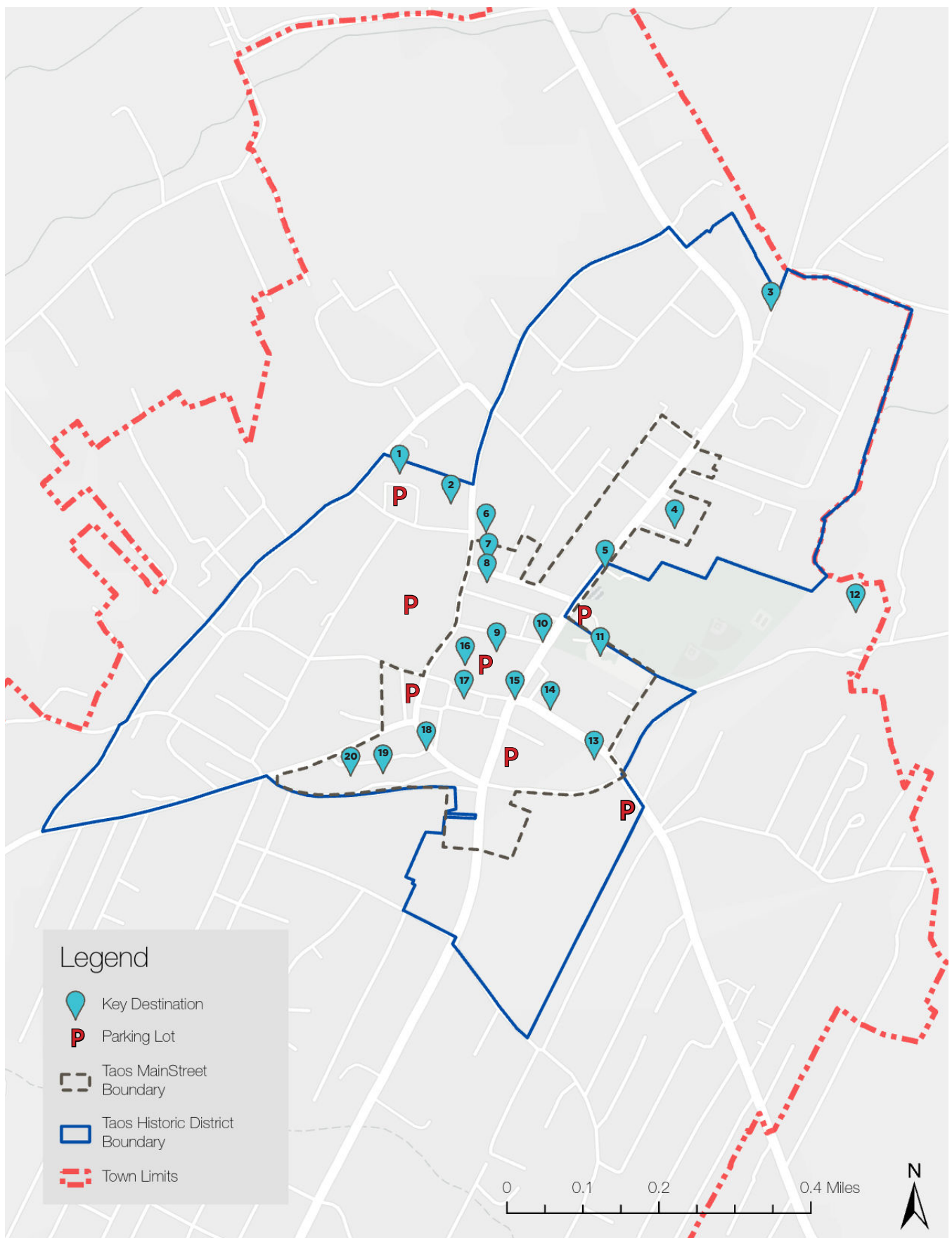
The project team selected key destinations in the plan area based on existing signs and discussion with the Town of Taos and UNM-Taos. Destinations were determined based on longevity and public use. There are 20 key destinations for downtown Taos, plus 7 town-owned parking lots.

Key Destinations:

1. Taos Public Library
2. Town Hall and Police Dept
3. Taos Pueblo
4. Taos Art Museum at Fechin House
5. Kit Carson Park
6. Fire Department
7. UNM-Taos
8. Municipal Court
9. John Dunn Shops
10. Bent St
11. Taos Center for the Arts
12. Mabel Dodge Luhan House
13. Couse-Sharp Historic Site & Lunder Research Center
14. Kit Carson House National Historic Landmark
15. Kit Carson Rd
16. Public Restrooms
17. Taos Plaza
18. Ledoux St
19. E.L. Blumenschein Home & Museum
20. Harwood Museum of Art

Town Parking Lots:

Guadalupe · Kit Carson · TCA · Dona Luz
Bent St · Taos Library · Des Georges



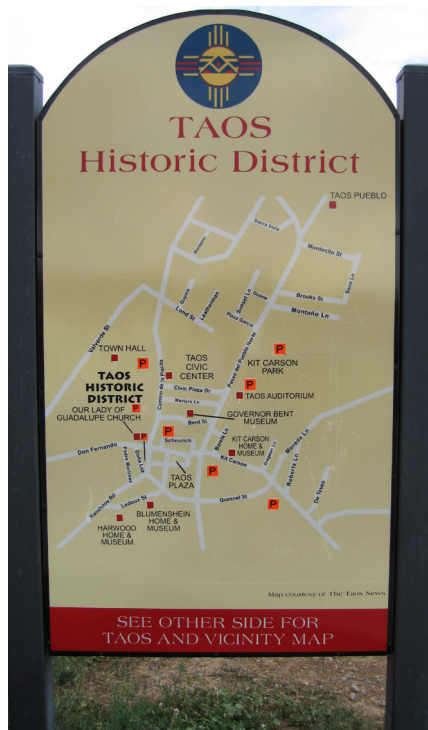
Downtown Taos Key Destinations

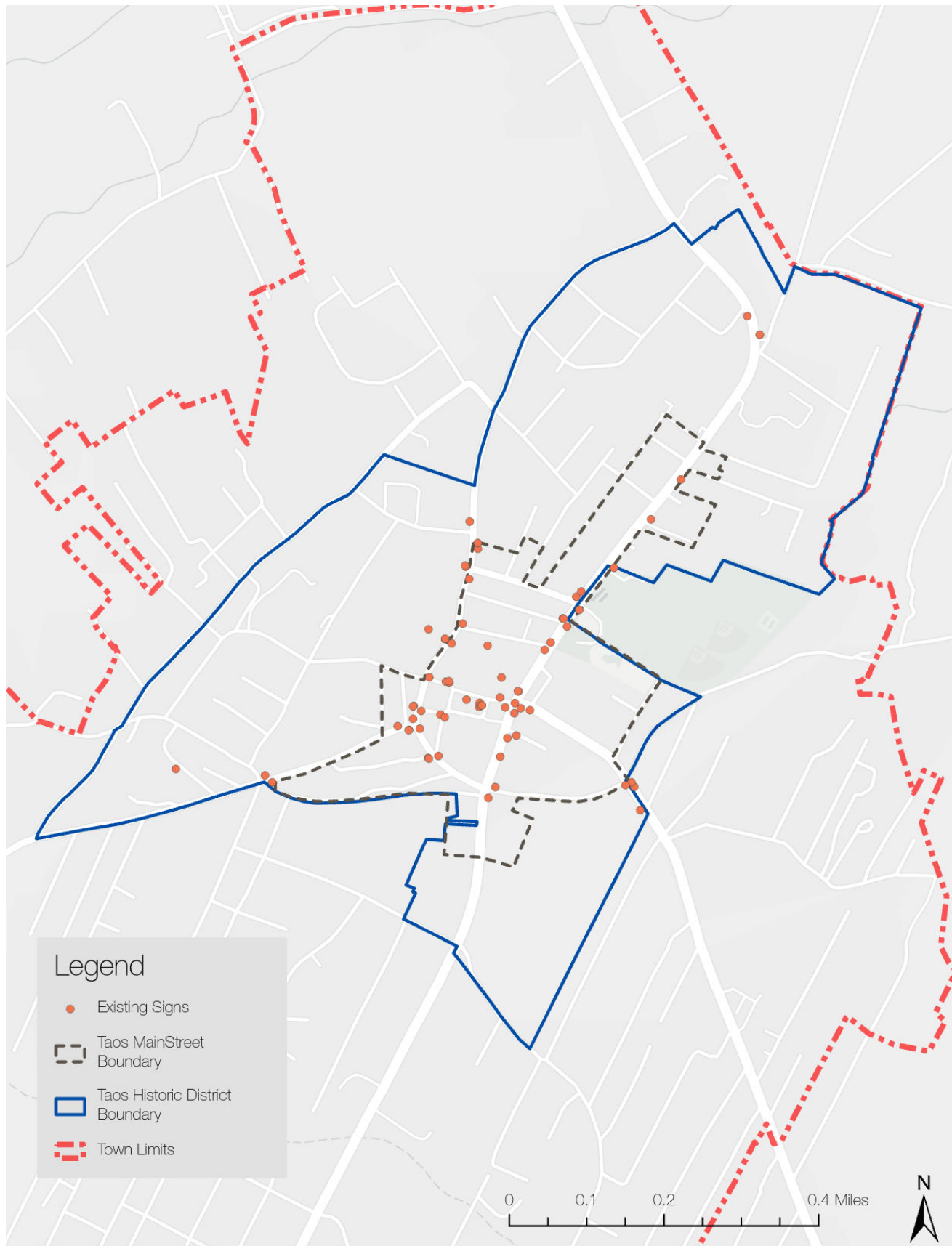
Existing Sign Inventory

After establishing the key destinations for Downtown Taos, we inventoried the existing signs through online mapping and in-person verification. The signs that were inventoried include directional signs, crosswalk signs, and narrative signs about downtown areas. We did not include business signs or other privately-owned signs. The majority of the existing signs were created by the Town of Taos

and NM Department of Transportation. There are a variety of styles represented by the existing signs, with one distinct style being the blue “Historic District” monument, directional, and street sign caps. We believe these were created years ago by the Town of Taos, but we do not have much background on the history. These different sign styles can be seen on Page 13.

Along with logging the location of each existing sign, we evaluated the content and effectiveness of the signs in directing vehicles and pedestrians around downtown.





Existing Signs in Downtown Taos

Existing Sign Challenges & Issues

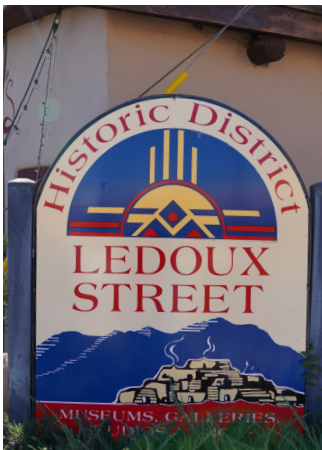
The current sign and wayfinding landscape within the Taos Historic District presents several challenges and potential confusion for visitors and community members.

Downtown Taos offers unique challenges for directional wayfinding simply because of the existing path and street layouts and structure — which, of course, is impractical to change — and valiant attempts have been made in the past to thoughtfully identify areas of interest and navigation (for both pedestrians and drivers). However, the lack of consistent sign styles, the age of the existing signs,

sign legibility problems and the lack of a unified system as unique as the town of Taos itself should be addressed and improved through a thoughtful and customized system as a whole.

“... well-designed signage and environmental graphic programs not only fulfill their communication function of informing, directing, and identifying but also serve to enhance the aesthetic and psychological qualities of an environment.”

— Chris Calori, *Signage and Wayfinding Design*



Lack of Consistency

The predictability/consistency of wayfinding is crucial. Recognizable and easily understood information is created by consistency, which should extend to all aspects of wayfinding design (sign materials, dimensions, colors, etc.) Consistent and predictable sign design boosts users' confidence when navigating the area.

Overall Navigation and Connectivity Issues

An effective wayfinding system should directly connect to places locals and visitors want to go as well as enable them to discover new destinations, parking, and geographically-separated mini-(shopping) districts. The current signage and navigation aids are confusing to visitors and disconnected.



Legibility Problems

Legible typography is essential for both clear communication and stylistic longevity. Additionally, the light reflectivity of many of the current signs hinders clear communication, especially at night and in poor weather conditions.



No Distinctive Placemaking

Many of the current identification and monument signs feature stylized renderings of Taos Pueblo, rather than imagery or symbols representing the Historic Downtown Taos district itself. This can potentially cause significant confusion to visitors and misses out on the opportunity to symbolically represent downtown Taos.



Aged/Damaged Signs

The age and overall wear of many current signs is certainly showing. Many of the existing signs are damaged enough to affect legibility at night and some are beginning to separate from their frames causing unsafe conditions for pedestrians and in some case, vehicles (risk of a sign falling).

Visual Brand/Style Design

In order to achieve the goals of sign and navigation consistency, predictability, unity, and visual cohesiveness, extensive research into a distinctive design style and language was needed. A new wayfinding system will not only improve local and visitor predictable navigation, but is also an opportunity for Taos to showcase imagery and symbolism that represent elements that are *uniquely Taos*.

Design Background & History

Outside of practical communication considerations (typography styles, size, sign reflectivity, etc.), inspiration for supporting design elements were found in historical patterns and shapes that are, again, unique to Taos.

Jose Manuel Lorenzo Valdez's chip carved patterns and designs — which appear to borrow motifs from Pueblo textiles and pottery, are unique to Taos simply because the designs are unlike others that were originating out of Spain and Mexico.

The second primary source of inspiration were the distinctively Taos corbel design seen on architecture throughout the village, primarily the corbel design found within Luna Chapel.



Harinero (detail), c. 1785, Jose Manuel Lorenzo Valdez



Taos-style corbel design



The team taking a tour of the Couse-Sharp Historic site for visual inspiration



Vigas and latillas in the ceiling of San Francisco de Asis Mission Church, Ranchos de Taos, New Mexico



Harinero (detail), c. 1785, Jose Manuel Lorenzo Valdez

Sign Design

The wayfinding signs design is derived directly from the research and visual background that is *uniquely Taos*. A historic district graphic, inspired by Valdez's carved patterns, takes center stage as the primary iconography.

This graphic is modular and is broken down into several supporting graphics that are used to signify major “mini districts,” such as Bent Street, Ledoux, and the historic Plaza. The Taos-style corbel also makes an appearance as a supporting framing element in the designs.



Monumen · Primary Arrival



Monument · “Mini District”



Monument · “Mini District”

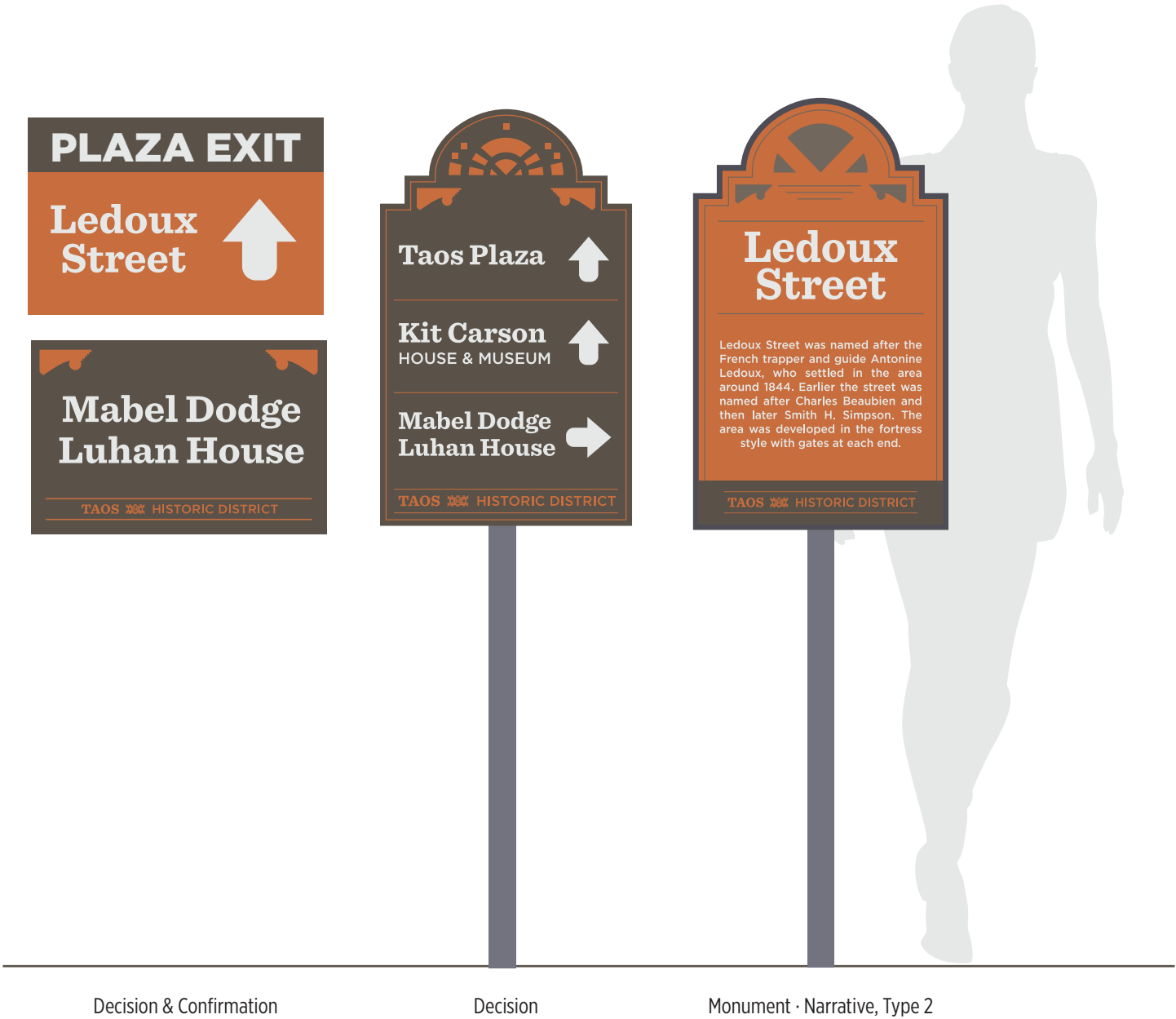


Monument · “Mini District”



The sign designs prioritize legibility, readability, and consistency through typeface choice coupled with high contrast and non-distracting color ways. Like most highway signage (and unlike the current wayfinding signage), the information will be reflective against

a matte/flat background, which will greatly aid in readability at night and in inclement weather.



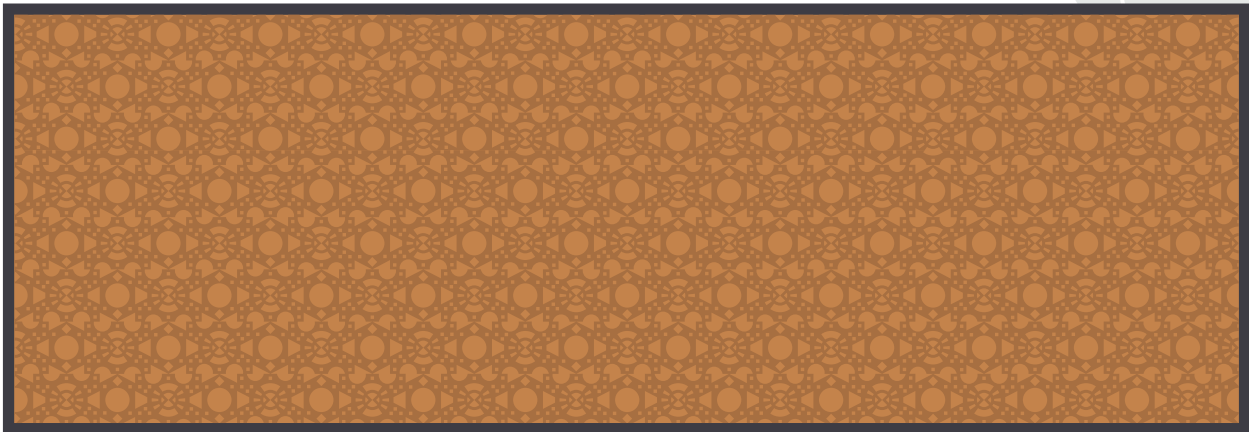
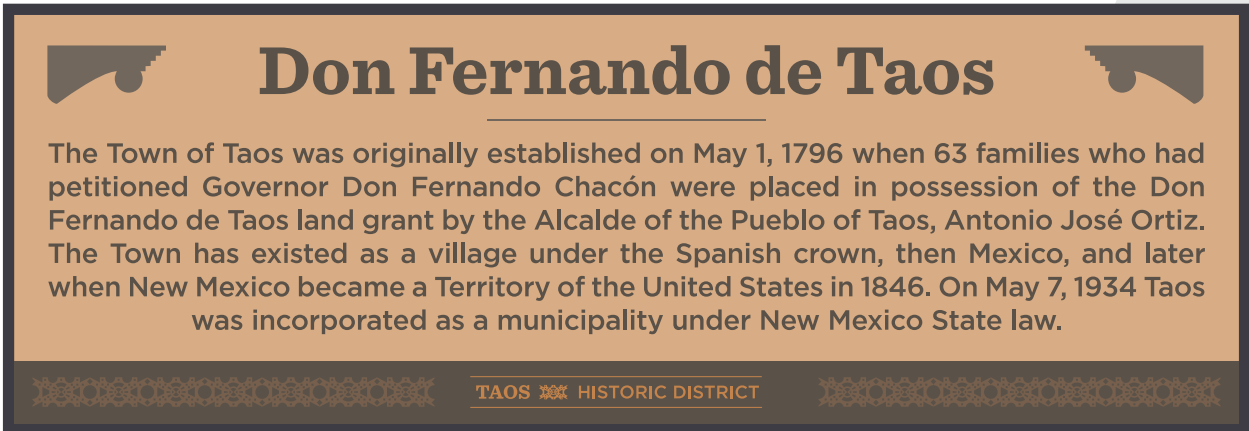


Decision



Sign Cap

Public Parking Confirmation



Narrative · Plaza Inlay, Front & Back

Gateway Signage Designs

Gateway signage is used to visually welcome residents and visitors alike to a destination. Both design options for the Taos Historic District gateway sign introduce the visual language patrons will experience once they enter the district.

The Taos-style corbel is built into the sign structure (in three dimensions) to introduce the welcoming and familiar design element.

The back of the signs feature the repeated custom pattern made from the historic district graphic.



Gateway Signage Option · Front & Back

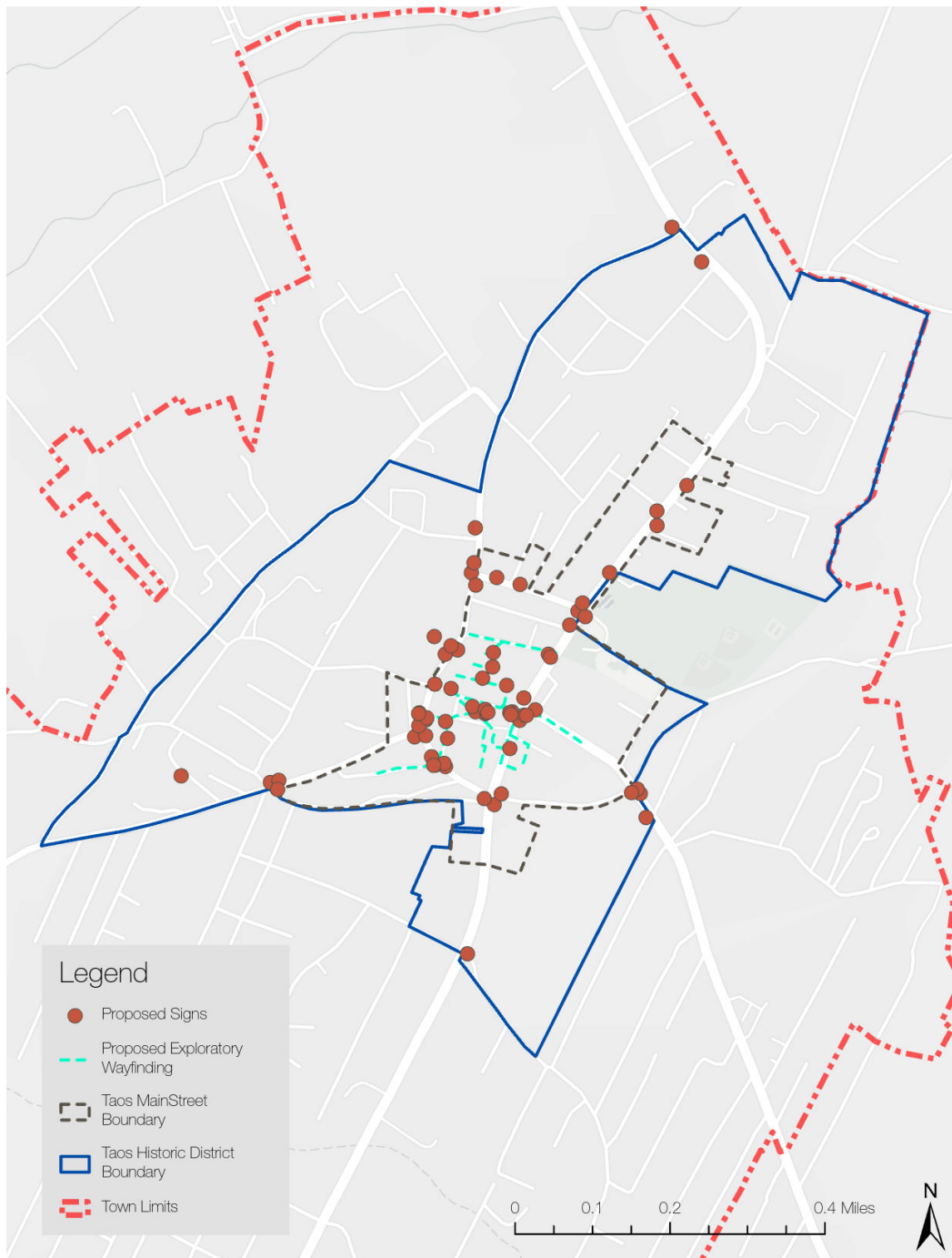


Gateway Signage Option · Front & Back



Proposed Sign Locations

Through deliberation and discussions, we propose 69 improved wayfinding signs. This includes all the proposed sign types listed. The majority of these signs are replacements of existing signs, with updated design and destinations. A complete list of these signs can be found in Appendix A - Sign Schedule.



Proposed Signs in Downtown Taos

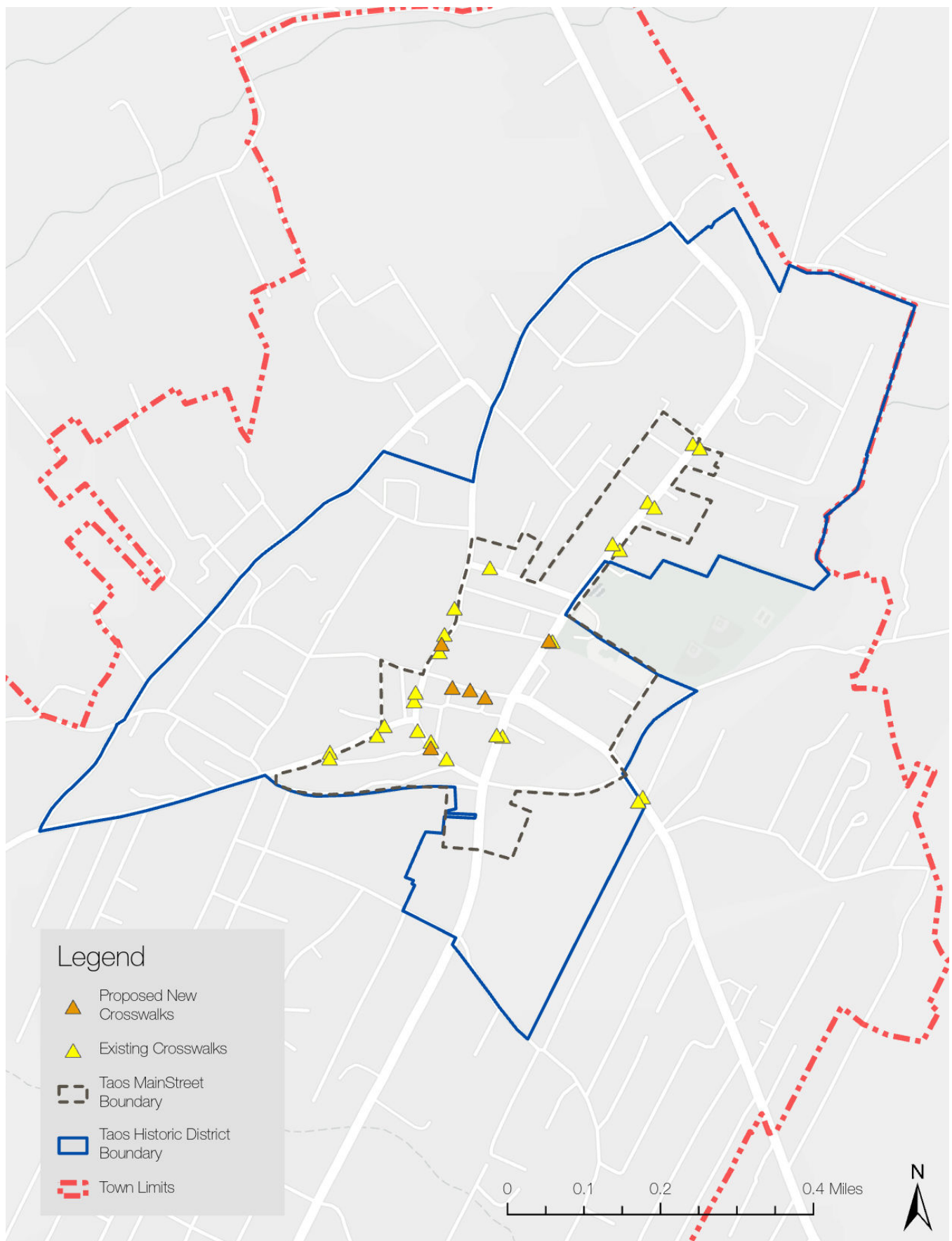
Crosswalks and Pedestrian Safety

We additionally evaluated crosswalks and related signage in Downtown Taos. We initially cataloged these signs as potential posts to use for installing new signs but then realized part of the wayfinding conversation is about pedestrian safety while directing people around downtown. There are areas that could use improved pedestrian crossing signage, as a phase of this project or another project. Figure X shows the existing and proposed crosswalk signage. One of the existing crosswalks and signage is recommended for removal, shown on the map with a strike through the yellow symbol. This is at Camino de la Placita, crossing from Dona Luz parking lot to the Plaza. We feel this crosswalk is redundant because there is another crosswalk not even 60 feet from this one. This crosswalk leads pedestrians onto a narrow crumbling sidewalk, right up against the back of a building. The other crosswalk, just south

of this, leads pedestrians into the Plaza itself, so it is more useful. The double crosswalks also confuses vehicles.

There are a variety of types of crosswalks and signage that may be considered for the proposed crosswalks. Striping patterns can vary, with parallel lines, zebra striping, ladder striping, diagonal striping, and more. For crosswalk signage, there are signs such as the signs on each side of the street, a sign in the middle of the road, Rectangular Rapid-Flashing Beacon (RRFB), and Pedestrian Hybrid Beacons (PHB) also called HAWK signals. More examples can be seen in Appendix B.





Existing and Proposed Crosswalks in Downtown Taos

4. IMPLEMENTATION





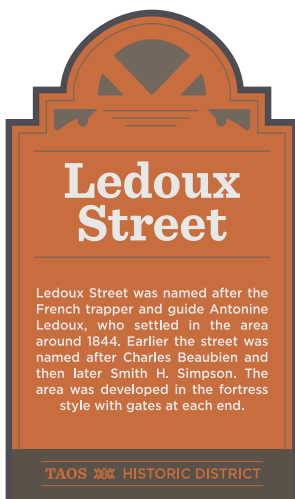
Phase 1: Main/Priority Signs

The first phase for installation will include the downtown directional and decision signs. This phase includes the bulk of the proposed signage in this plan. These **reflective metal** signs are simple to install and therefore have a lower cost of production than some of the other signs.



Phase 2: Monument Signs

Phase two will install monument and gateway signs when more funding is available. The gateway signs are the largest design, welcoming visitors to downtown Taos at the four cardinal entrances. Monument signs are the second largest design and designate mini-districts within downtown such as Ledoux St, Bent St, etc. These are seen as special destination signs that tell visitors they are in a specific commercial district without having to call out each business in that area. The larger signs incorporate more materials, resulting in a more expensive and involved production and installation process.

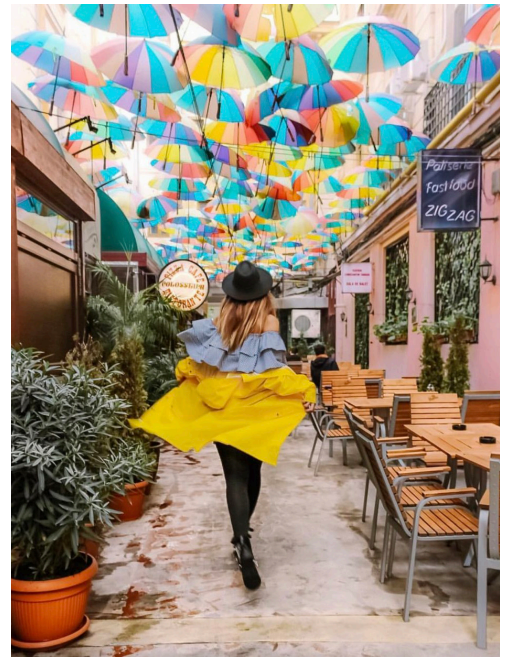


Phase 3: Narrative Signs

Phase 3 will include the installation of narrative signs. These will take longer to develop since community input will be needed to re-craft the narratives. Historical and storytelling experts in the community will be consulted for these. Narrative sign design proposals have been included as part of this plan, however, the finalized story/narrative for each sign will be rewritten as needed during this phase.

Phase 4: Exploratory Wayfinding

Exploratory wayfinding, also called *intuitive wayfinding*, is more creative and flexible than the other types of wayfinding we're proposing. This plan shows examples of what exploratory wayfinding might look like. General guidelines will be developed during this phase to This phase can be installed at various times and locations, matching the style and type to the needs and gaps not addressed with traditional signage.



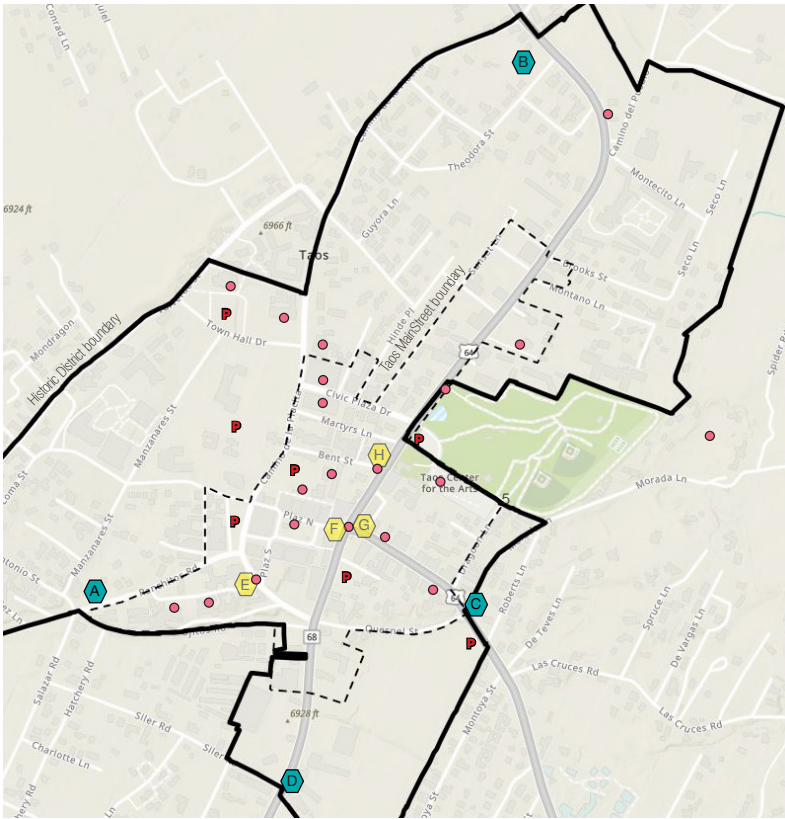
5. APPENDICES



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	Notes
40	Confirmation Sign		Downtown Taos	Eastbound Ranchitos Rd	SE corner of Ranchitos Rd and Salazar Rd	New sign
41	Map		Downtown Taos Map	Southbound Camino de la Placita	East side of Dona Luz Parking Lot	Replace existing sign
42	Turn Sign	↔	Taos Plaza	East and westbound	SE corner of Camino de la Placita and West Plaza inlet	New sign
43	Turn Sign	←	Plaza Exit, Ledoux St	Southbound South Plaza outlet	Corner of SW Plaza and US Bank	Replace existing sign
44	Map		Downtown Taos Map	Center of Taos Plaza	Eastern side of plaza near grass	Replace existing sign
45	Turn Sign	→	Public Restrooms	On building	NW corner of Teresina Ln and North Plaza	Replace existing sign
46	Fingerboard Sign		Ledoux St, Bent St, John Dunn Shops, Kit Carson Rd, Museums, Public Restrooms	Center of Taos Plaza		New sign
47	Decision Sign	↔	Taos Plaza via Teresina Ln Taos Plaza via Juan Largo Ln	Facing south on Scheurich Ln	Backside of Old County Courthouse	New sign
48	Fingerboard Sign		Bent St, Taos Plaza, John Dunn Shops, Public Restrooms	Intersection of Juan Largo and Scheurich Ln		New sign
49	Decision Sign	→ ←	Taos Plaza Bent St	Facing east in Bent St Parking Lot	Entrance to John Dunn Shops from parking lot	New sign
50	Map		Downtown Taos Map	Bent St Parking Lot		Replace existing sign
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 Bent St Parking lot	Replace existing sign
52	Turn Sign	↔	Parking	North and southbound	NW corner of Camino de la Placita and Loretto Park	Replace existing sign
53	Fingerboard Sign		Museums, Taos Plaza, John Dunn Shops, Bent St, Municipal Buildings, Parking Lots		SW corner of Camino de la Placita and Loretto Park	New sign
54	Map		Downtown Taos Map	Westbound Loretto Park	In Guadalupe Parking Lot	Replace existing sign
55	Narrative		Taos Plaza	Southbound Paseo Norte/Sur Intersection	SW corner of Paseo and Kit Carson, next to The Gorge	Replace existing sign
56	Narrative		Taos Plaza	Westbound Camino de la Placita	SE corner of Camino de la Placita and South Plaza outlet	Replace existing sign
57	Narrative		Taos Plaza	Northbound Camino de la Placita	SE corner of Camino de la Placita and SW Plaza inlet	Replace existing sign
58	Narrative		Taos Plaza	Northbound Camino de la Placita	NE corner of Camino de la Placita and NW Plaza outlet	Replace existing sign
59	Narrative		Ledoux Street	Westbound Ledoux St	SW corner of Ledoux St and Camino de la Placita	Replace existing sign
60	Narrative		Guadalupe Plaza	Northbound Camino de la Placita	SW corner of Camino de la Placita and SW Plaza inlet, in Dona Luz parking lot	Replace existing sign
61	Narrative		Quesnel Lane	Northbound Paseo Sur	NE corner of Paseo Sur and Quesnel Ln	Replace existing sign
62	Narrative		Bent Street	Southbound Paseo Norte	SW corner of Paseo Norte and Bent St	Replace existing sign
63	Narrative		Paseo del Pueblo Norte	Southbound Paseo Norte	NW corner of Paseo Norte and Martyr's Ln	Replace existing sign
64	Narrative		Kit Carson	Northbound Paseo Sur	SE corner of Paseo Sur and Kit Carson Rd	Replace existing sign
65	Narrative		Don Fernando Plaza	Center of Taos Plaza	NE corner of Plaza Center	Replace existing sign
66	Narrative		Historic Taos Plaza	Center of Taos Plaza	NE corner of Plaza Center	Replace existing sign
67	Narrative		Historic Taos	Center of Taos Plaza	NE corner of Plaza Center	Replace existing sign
68	Narrative		Don Fernando de Taos	Center of Taos Plaza	North-central of Plaza Center	Replace existing sign
69	Narrative		La Loma Plaza	La Loma Plaza - Valdez Ln	SE corner of La Loma Plaza	Replace existing sign



⬡ Gateway sign
 ⬡ Monument sign
 ● Destination

TAOS WAYFINDING PLAN - SIGN PLACEMENT

⬡ Gateway @ West Entrance - Ranchitos and Salazar Rd



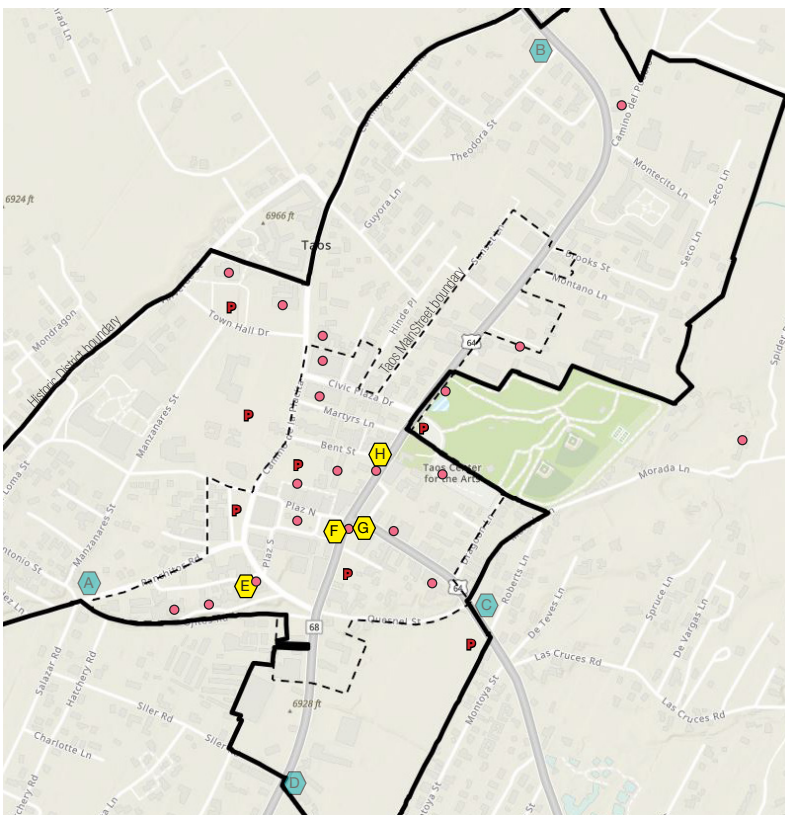
⬡ Gateway @ North Entrance - Paseo Norte and Camino de Placita



⬡ Gateway @ East Entrance - Kit Carson and Morada Ln



⬡ Gateway @ South Entrance - Paseo Sur and Comanche



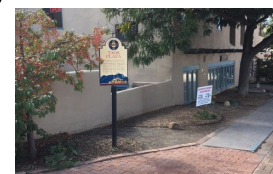
⬡ Gateway sign
 ⬡ Monument sign
 ● Destination

TAOS WAYFINDING PLAN - SIGN PLACEMENT

⬡ Monument @ SW corner of Camino de Placita and Ledoux St



⬡ Monument @ SW corner of Paseo and Kit Carson Rd



⬡ Monument @ SE corner of Paseo and Kit Carson Rd



⬡ Monument @ Paseo Norte and Bent St



- 1 Decision sign @ NW corner of Paseo Norte and Camino de la Placita
- Right: Town Hall, Public Library, Museums, Parking Lots
 - Straight: Taos Pueblo, Downtown Taos



- 2 Confirmation sign @ east side of Paseo Norte, just south of Montano Ln
- Straight: Taos Pueblo, Taos Ski Valley



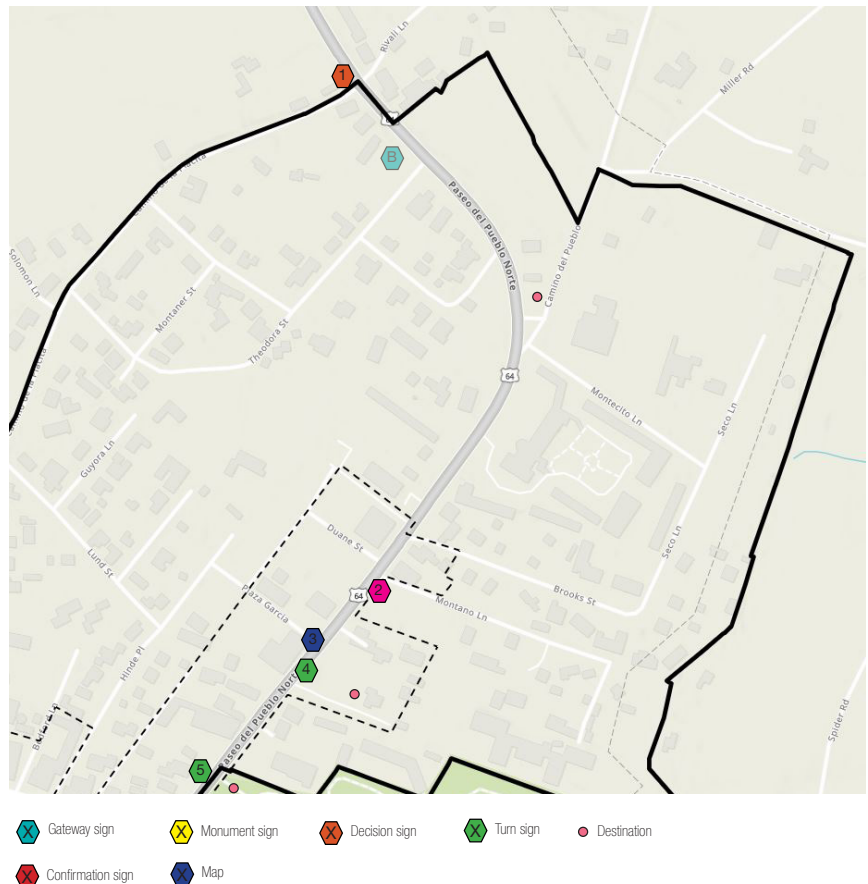
- 3 Map @ SW corner of Plaza Garcia and Paseo Norte
- In front of Guerrilla Graphix



- 4 Turn sign @ Paseo Norte and Taos Art Museum
- Two-sided, east side of road
 - Taos Art Museum at Fechin House



- 5 Turn sign @ Paseo Norte and Kit Carson Park
- Two-sided, west side of road
 - Kit Carson Park



TAOS WAYFINDING PLAN - SIGN PLACEMENT

- 6 Decision sign @ NW corner of Camino de la Placita and Town Hall Dr
- Right: Town Hall, Public Library, Parking Lot
 - Left: Fire Department



- 7 Decision sign @ NW corner of Camino de la Placita and Civic Plaza Dr
- Left: UNM-Taos, Don Fernando Hall, Bataan Hall, Municipal Court, Taos Center for the Arts
 - Straight: Parking lots, Bent St, Taos Plaza, Museums



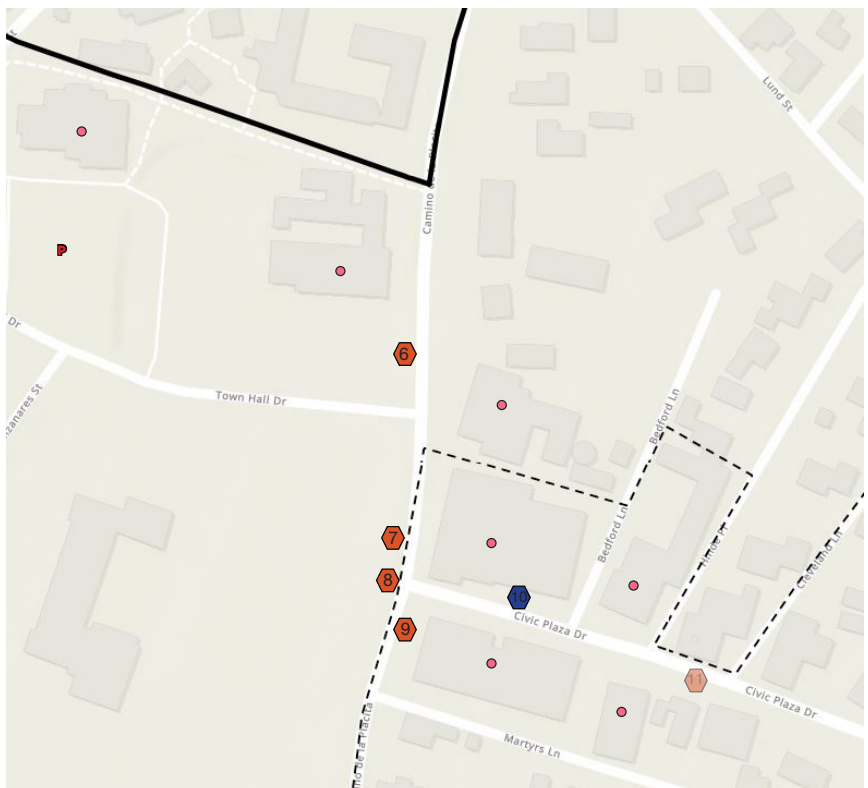
- 8 Decision sign @ west dead end of Camino de la Placita and Civic Plaza Dr
- Right: Town Hall, Public Library, Fire Department, Taos Ski Valley
 - Left: Downtown Taos



- 9 Decision sign @ SE corner of Camino de la Placita and Civic Plaza Dr
- Right: UNM-Taos, Bataan Hall, Don Fernando Hall, Municipal Court, Kit Carson Park
 - Straight: Fire Department, Town Hall, Public Library



- 10 Map @ Civic Plaza Dr and UNM-Taos
- North side of street



TAOS WAYFINDING PLAN - SIGN PLACEMENT

- 11** Decision sign @ Civic Plaza Dr and Hinde Place
- Two-sided
 - One side: UNM-Taos and Bataan Hall
 - Other side: Don Fernando Hall and Municipal Court



- 12** Decision sign @ NW corner of Paseo Norte and Civic Plaza Dr
- Right: UNM-Taos, Bataan Hall, Municipal Court, Don Fernando Hall, Town Hall, Public Library, Fire Department, Parking Lots
 - Left: Taos Center for the Arts, Parking Lot
 - Straight: Bent St, John Dunn Shops, Kit Carson Rd, Taos Plaza



- 13** Decision sign @ SW corner of Paseo Norte and Civic Plaza Dr
- Left: Kit Carson Park, Taos Art Museum at Fechin House, Taos Pueblo
 - Right: Bent St, John Dunn Shops, Kit Carson Rd, Taos Plaza
 - Straight: Taos Center for the Arts, Parking Lot



- 14** Decision sign @ SE corner of Paseo Norte and Civic Plaza Dr
- Right: Taos Center for the Arts, Parking Lot
 - Left: UNM-Taos, Bataan Hall, Municipal Court, Don Fernando Hall, Town Hall, Public Library, Fire Department, Parking Lots
 - Straight: Kit Carson Park, Taos Art Museum at Fechin House, Taos Pueblo



- 15** Turn sign @ Bent St and John Dunn Shops
- Left turn to John Dunn Shops



- Gateway sign
 Monument sign
 Decision sign
 Turn sign
 Destination
 Confirmation sign
 Map

TAOS WAYFINDING PLAN - SIGN PLACEMENT

- 16** Decision sign @ NW corner of Paseo Norte and Kit Carson Rd
- In front of Taos Artist Collective
 - Right: Taos Plaza, Museums, Parking
 - Left: Kit Carson Rd, Mabel Dodge Luhan House, Angel Fire
 - Straight: Santa Fe



- 17** Decision sign @ SW corner of Paseo Norte and Kit Carson Rd
- In front of Gorge, as you leave Plaza
 - Left: Bent St, John Dunn Shops, Taos Center for the Arts, Kit Carson Park, Taos Art Museum, Taos Pueblo
 - Right: Santa Fe
 - Straight: Kit Carson Rd, Mabel Dodge Luhan House, Angel Fire



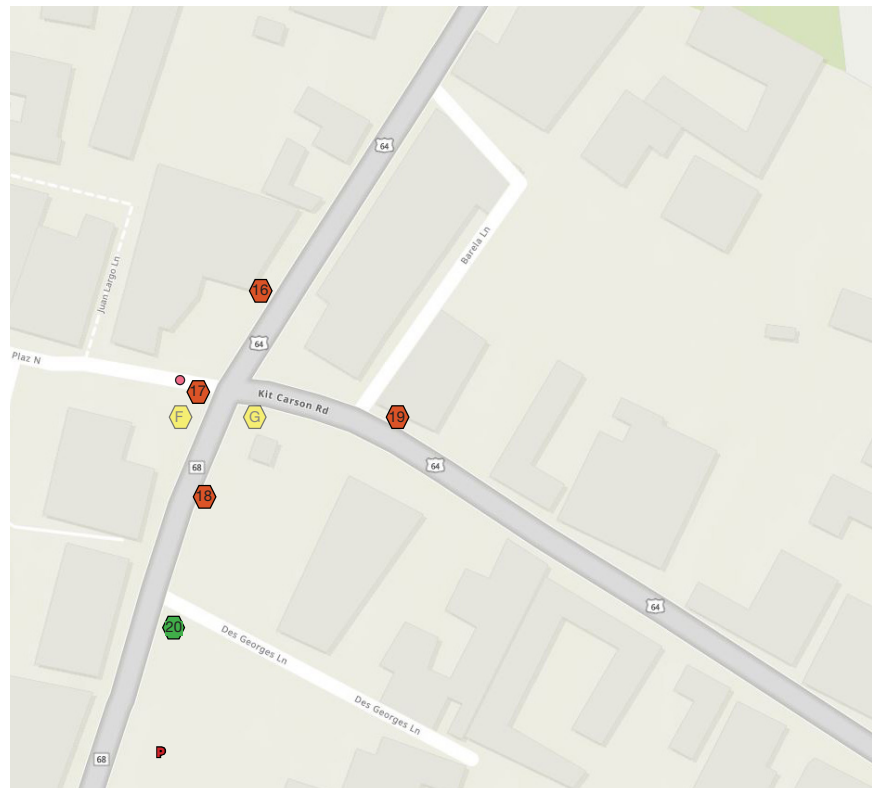
- 18** Decision sign @ SE corner of Paseo Norte and Kit Carson Rd
- On right side, by parking lot
 - Left: Taos Plaza, Museums, Parking
 - Right: Kit Carson Rd, Mabel Dodge Luhan House, Angel Fire
 - Straight: Bent St, John Dunn Shops, Taos Center for the Arts, Kit Carson Park, Taos Art Museum, Taos Pueblo



- 19** Decision sign @ NE corner of Paseo Norte and Kit Carson Rd
- On right side, before Barela Ln
 - Straight: Taos Plaza, Museums, Parking
 - Left: Parking, Santa Fe
 - Right: Bent St, John Dunn Shops, Taos Center for the Arts, Kit Carson Park, Taos Art Museum, Taos Pueblo



- 20** Turn sign @ Paseo Norte and Des Georges Ln
- Two-sided, to parking



- Gateway sign
 Monument sign
 Decision sign
 Turn sign
 Destination
 Confirmation sign
 Map

TAOS WAYFINDING PLAN - SIGN PLACEMENT

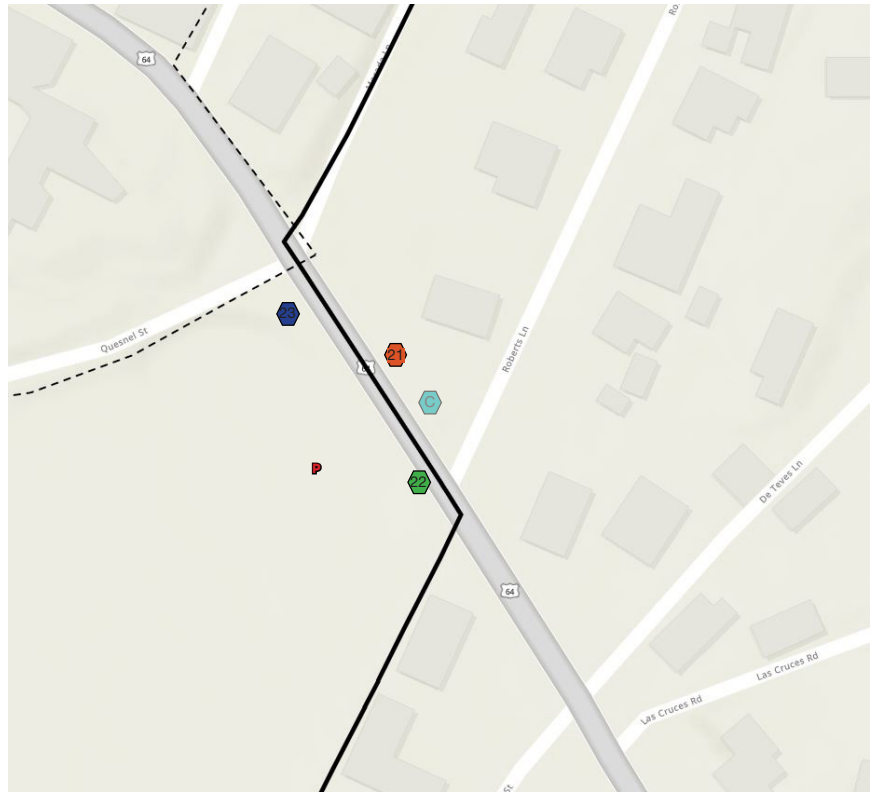
- 21** Decision sign @ Kit Carson Rd and Morada Ln
- Right: Mabel Dodge Luhan House
 - Straight: Kit Carson Rd, Downtown Taos



- 22** Turn sign @ Kit Carson Rd and Roberts Ln
- Two-sided, parking



- Map** @ SE corner of Kit Carson Rd and Quesnel



- Gateway sign
 Monument sign
 Decision sign
 Turn sign
 Destination
 Confirmation sign
 Map

TAOS WAYFINDING PLAN - SIGN PLACEMENT

- 23** Decision sign @ SE corner of Paseo Sur and Camino de la Placita/Quesnel
- Left: Ledoux St, Harwood Museum of Art, Blumenschein Museum, Martinez Hacienda, Parking Lots
 - Straight: Downtown Taos, Parking Lots, Taos Pueblo



- 24** Decision sign @ SW corner of Paseo Sur and Camino de la Placita
- Right: Santa Fe
 - Left: Ledoux St, Parking Lots, Kit Carson Rd, Bent St, John Dunn Shops, Taos Center for the Arts, Kit Carson Park, Taos Museum of Art at Fechin House, Taos Pueblo



- 25** Decision sign @ SE corner of Camino de la Placita and Plaza South
- Right: Taos Plaza
 - Left: Ledoux St, Harwood Museum, Blumenschein Museum
 - Straight: Parking Lots



- 27** Decision sign @ east side of Plaza South
- Two-sided
 - Confirmation to Plaza (straight)
 - Straight to Ledoux, Left to Paseo, Right to Parking

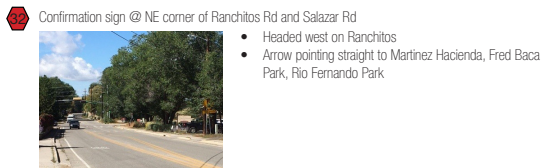
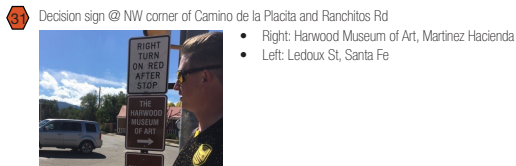
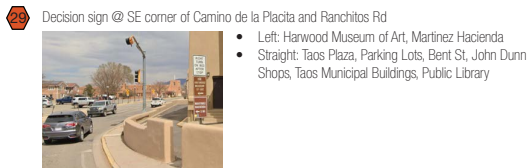


- 28** Decision sign @ NW corner of Camino de la Placita and Ledoux St
- Two-sided
 - To Ledoux St and Plaza

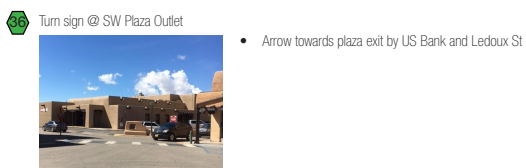
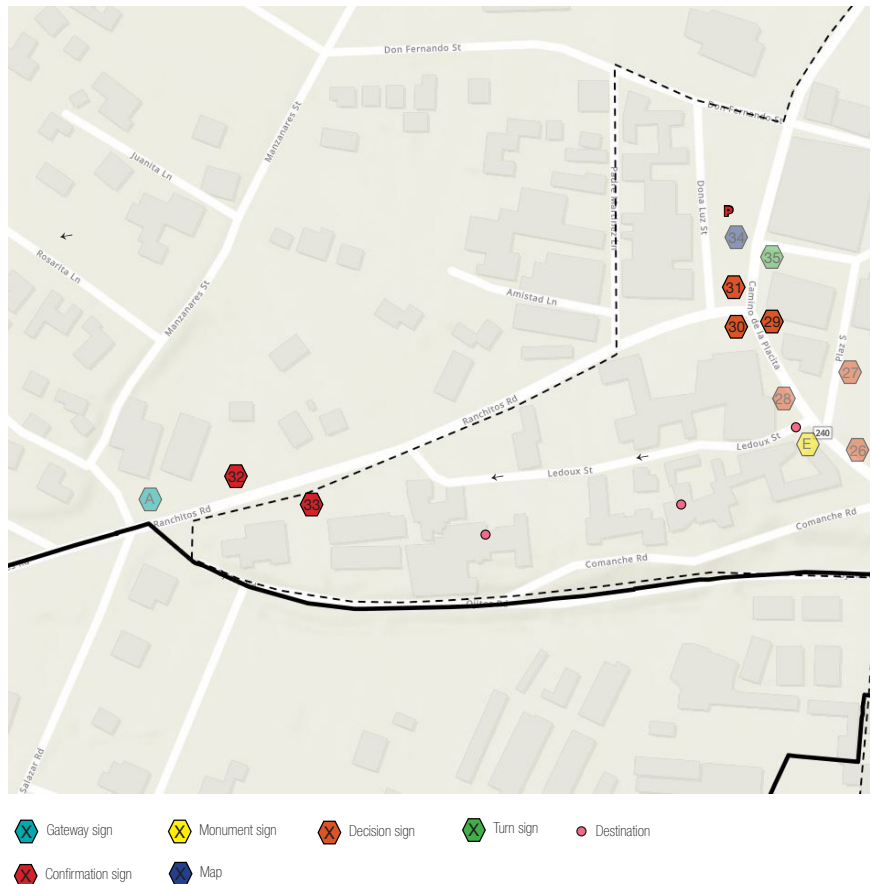


- Gateway sign
 Monument sign
 Decision sign
 Turn sign
 Destination
 Confirmation sign
 Map

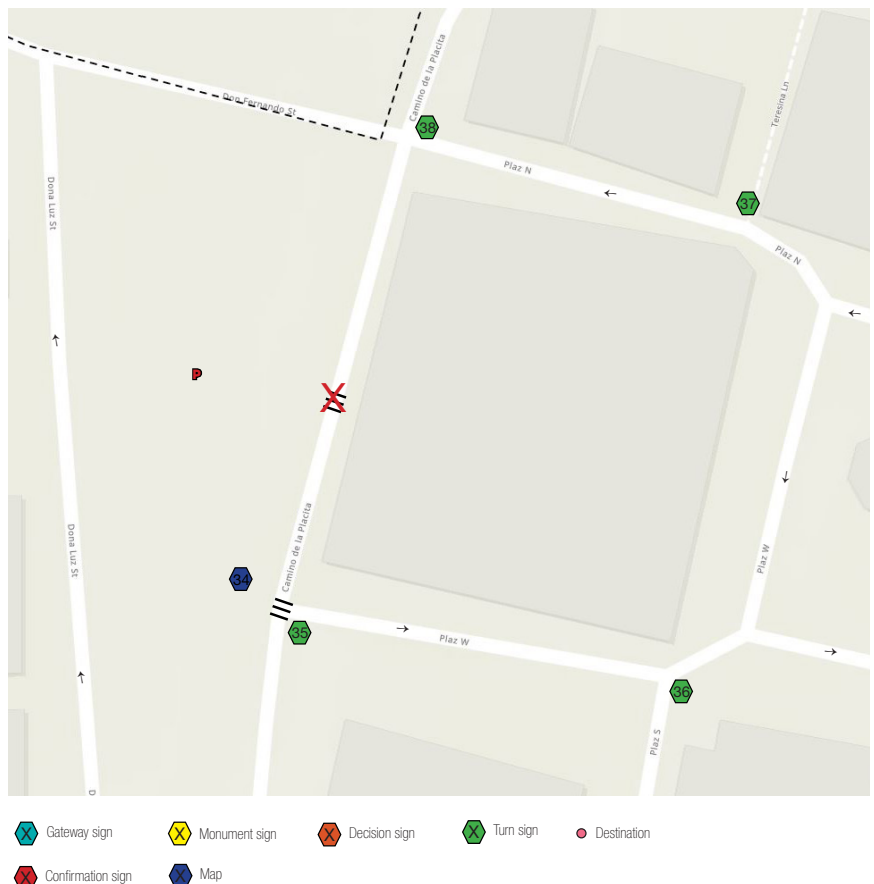
TAOS WAYFINDING PLAN - SIGN PLACEMENT



TAOS WAYFINDING PLAN - SIGN PLACEMENT



TAOS WAYFINDING PLAN - SIGN PLACEMENT



Map @ center of Taos Plaza



Decision sign @ center of Taos Plaza



- Two-sided
- Point into plaza from Camino de la Placita

Decision sign @ Scheurich Ln



- Back side of Old County Courthouse
- Right: Taos Plaza via Teresina Ln
- Left: Taos Plaza via Juan Largo Ln
- Point with arrows
- Include narrative or map about Law of Indies layout?

Decision sign @ Scheurich Ln and Juan Largo Ln



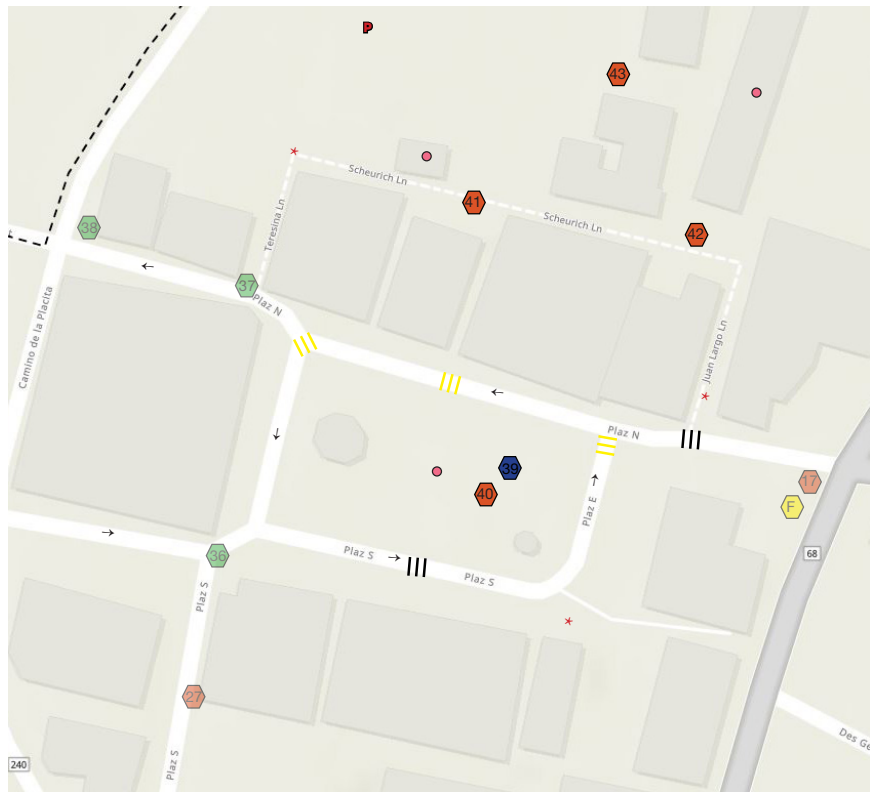
- Fingerboard sign
- Taos Plaza, John Dunn Shops, Public bathrooms, Bent St, Kit Carson Shops

Decision sign @ John Dunn Shops west entrance



- Left: Bent St
- Right: Taos Plaza

TAOS WAYFINDING PLAN - SIGN PLACEMENT



- Gateway sign
- Monument sign
- Decision sign
- Turn sign
- Destination
- Confirmation sign
- Map

Map @ NE corner of Bent St Parking Lot



Map @ Guadalupe Parking Lot



Decision sign @ Bent St Parking Lot



- Fingerboard sign or graphic mural map
- On dumpster wall or next to it
- John Dunn Shops, Bent St, Taos Plaza, Public Restrooms, Parking

Decision sign @ Camino de la Placita and Bent St Parking Lot



- Two-sided
- Left: Parking lot, RV parking, bus stop
- Right: Parking lot, tour bus parking, Bent St, John Dunn Shops, Kit Carson Rd, Taos Plaza
- Straight: Taos Municipal Buildings, Public Library

Turn sign @ NW corner of Camino de la Placita and Loretto Park



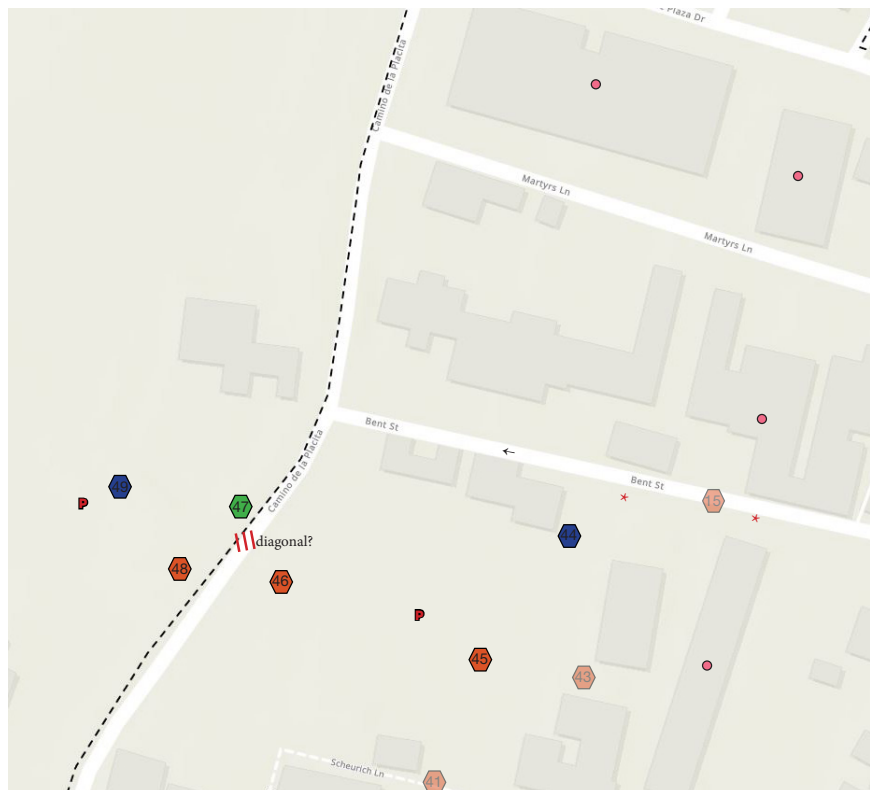
- Parking

Decision sign @ SW corner of Camino de la Placita and Loretto Park

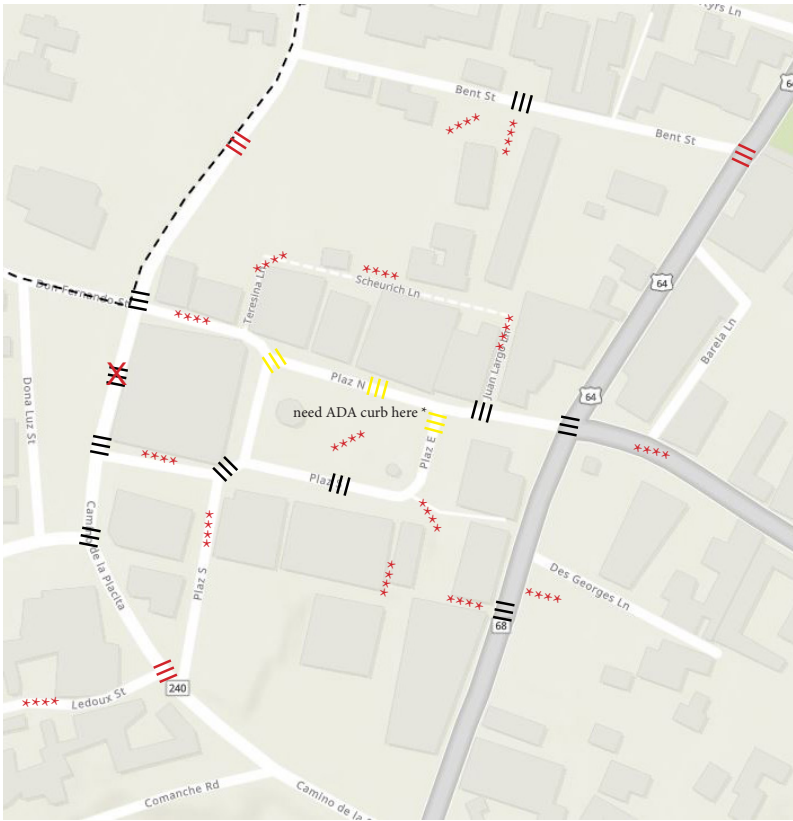


- Fingerboard sign
- Museums, Taos Plaza, John Dunn Shops, Bent St, Municipal Buildings, Parking

TAOS WAYFINDING PLAN - SIGN PLACEMENT



- Gateway sign
- Monument sign
- Decision sign
- Turn sign
- Destination
- Confirmation sign
- Map



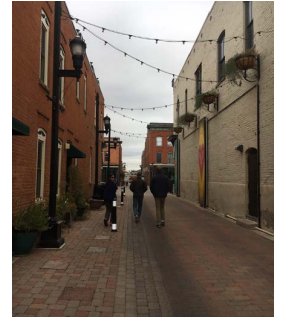
Exploratory Wayfinding and Crosswalks

Exploratory Wayfinding Examples: ****

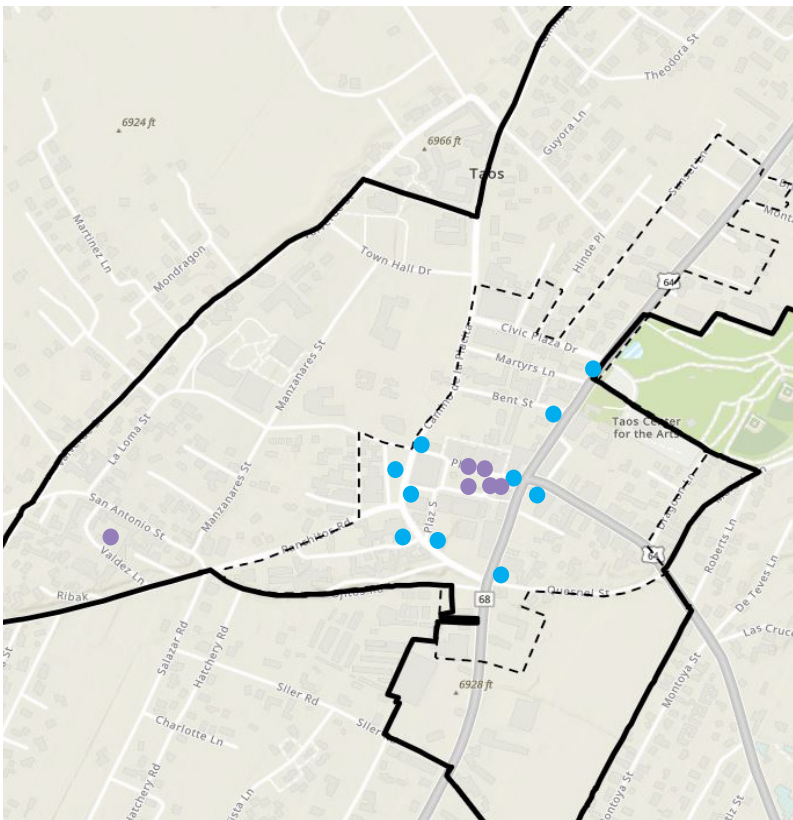


Crosswalks:

- add crosswalk
- improve crosswalk visibility
- existing crosswalk
- ✗ remove crosswalk



TAOS WAYFINDING PLAN - EXISTING NARRATIVE SIGNS



Existing Narrative Signs

Historic District Style: ●

Taos Plaza x4
Bent St
Guadalupe Plaza
Paseo del Pueblo Norte
Quesnel Ln
Kit Carson Rd
Ledoux St
La Loma Plaza



Other Styles: ●

Don Fernando de Taos Plaza (Taos County Historical Society)
Padre Antonio Jose Martinez (Rivera-Hanlon Funeral Home)
Historic Taos Plaza
Don Fernando de Taos
Historic Taos



groundworkstudio

TAOS WAYFINDING PLAN - EXISTING NARRATIVE SIGNS

**TAOS
WAYFINDING
PLAN**

WINTER 2023

