

# TUCUMCARI WAYFINDING PLAN

**SUMMER 2024** 



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#### **COMPILED BY TUCUMCARI MAINSTREET**

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> with New Mexico Mainstreet technical assistance from

### groundworkstudío

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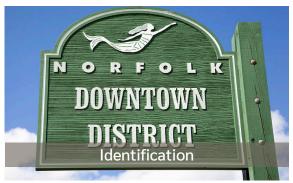
# 1. INTRODUCTION











## **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)

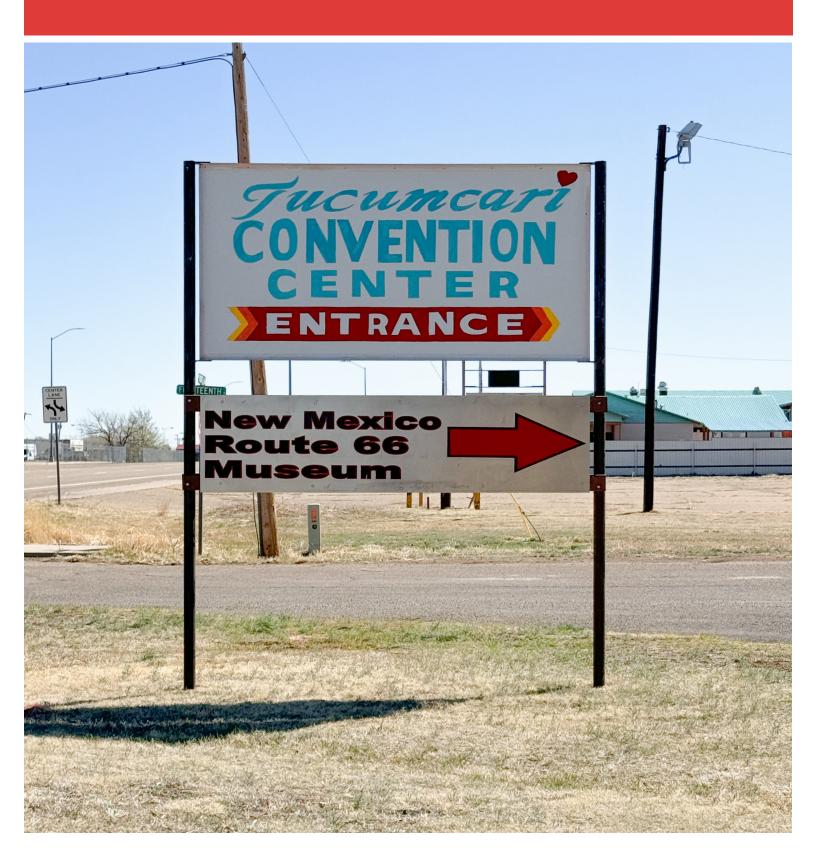
**Directional** — helps you get where you're going and make a choice at a junction (Example: Library to the left, Park to the right)

**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**

This plan provides a vision and strategy for creating cohesive vehicular and pedestrian signage across the City of Tucumcari to guide residents and travelers to key public destinations. A wayfinding plan was initially recommended in the Tucumcari Metropolitan Redevelopment Area (MRA) Plan in 2017, with the goal of bringing more visitors from Route 66 to Downtown. The City of Tucumcari has also already undertaken significant effort in rebranding; this project is key to making the most out of that previous investment. Funding for this plan comes from technical assistance through New Mexico MainStreet and City of Tucumcari Lodgers Tax funds.

Tucumcari has many unique and engaging resources and destinations, and this plan will better connect residents and visitors to everything Tucumcari has to offer. The Wayfinding Plan will establish universal and cohesive design standards for wayfinding while celebrating the City's rich history and identity.

### **Project Team**

This project is a team effort between local partners, planners, and graphic designers. The main project team (referred to as the Steering Committee) was made up of:

- Tucumcari MainStreet: Connie Loveland
- City of Tucumcari: Paula Chacon and Tomas Gallegos
- Quay County: Dana Leonard
- Motel Safari: Larry Smith
- Groundwork Studio: Amy Bell, Claire Jordy, and Louise Sarcar
- **Leighton Moon:** Cam and Julia Wilde



Wayfinding project team verifying existing signs.

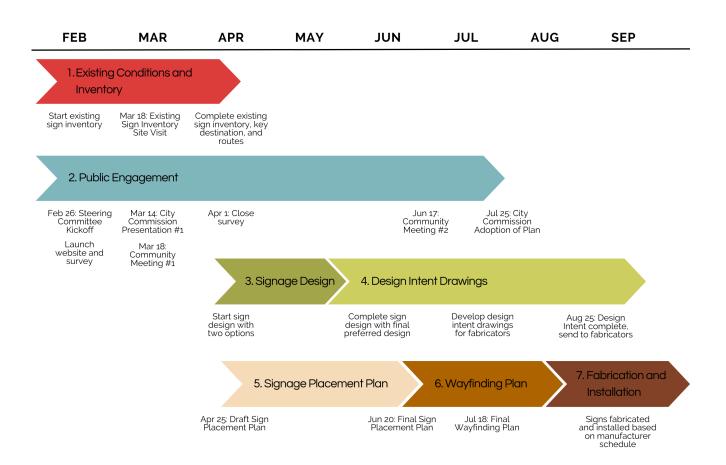
### **Project Sequence**

This project began in early 2024 after Tucumcari 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 destinations, identify routes, and inventory existing signs.

Public feedback was solicited through an online public survey and two community meetings. From there, a list of new signs was created to inform what designs would be needed and where. Draft designs were then developed and presented to the public and City Commission. This plan documents this process and plan for implementation.

#### **2024 Project Timeline**



### **Plan Area**

This wayfinding plan focuses on the City of Tucumcari, as seen in the Key Destinations map. This also includes the whole Tucumcari MainStreet district. The design and principles of wayfinding used here can be expanded further outside of these boundaries, if the City or County chooses.

## 2. PROCESS

### **Destinations**

Initial destinations in the City of Tucumcari were selected by the Steering Committee and based on destinations on existing signs. Results from the public survey and community meetings also informed destinations. Destinations were determined based on longevity and public use. Privately-owned business names were avoided as destinations but instead replaced on signs with general terms such as "shopping", "dining", "lodging," etc. There are 38 key destinations for the City of Tucumcari. Not all of these destinations appear on proposed signage because there may already be existing signs or the destinations are not high priority for out-oftown visitors.

### **Key Destinations:**

#### Museums

- Tucumcari Railroad Museum
- 2. Tucumcari Public Library
- 3. Mesalands Dinosaur Museum & Natural Science Laboratory
- 4. Tucumcari Historical Museum
- 5. New Mexico Route 66 Museum

#### Recreation

- 6. Tucumcari Metropolitan Park
- 7. Tucumcari Municipal Golf Course
- 8. Tucumcari Shooting Range
- 9. Tucumcari Little League Fields
- 10. Tucumcari City Pool
- 11. Damon Kvols Park
- 12. Dunn Park
- 13. North Side Park
- 14. Original Town Park
- 15. George Molinas Park
- 16. Wailes Park
- 17. Arthur Jimenez Park
- 18. Veterans Park
- 19. Tucumcari Wildlife Management Area
- 20. Tucumcari Memorial Park Cemetery
- 21. Quay County Fairgrounds

#### Municipal

- 22. Tucumcari Convention Center
- 23. Quay County Courthouse
- 24. Tucumcari City Hall
- 25. US Post Office
- 26. Tucumcari Police Department
- 27. Tucumcari Fire Department

#### Education

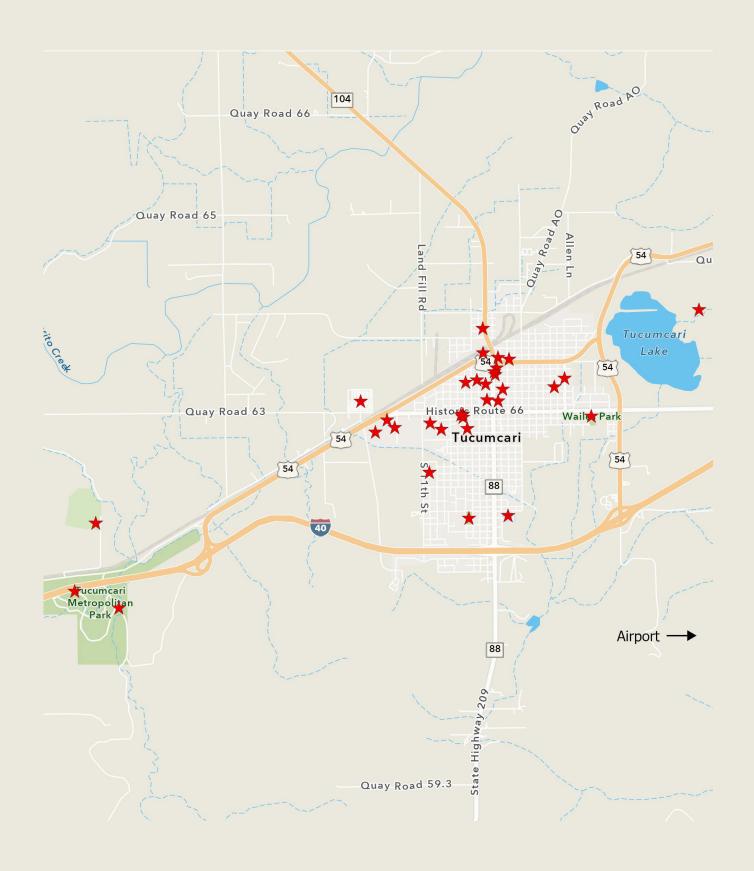
- 28. Tucumcari High School
- 29. Tucumcari Middle School
- 30. Tucumcari Elementary School
- 31. Mesalands Community College

#### **Business & Other**

- 32. Lake Street Businesses
- 33. Historic Route 66
- 34. Historic District
- 35. Tucumcari Visitor Center and Quay County

#### **Chamber of Commerce**

- 36. Dr. Dan C. Trigg Memorial Hospital
- 37. Tucumcari Municipal Airport
- 38. Tucumcari Public Library



Tucumcari Wayfinding Key Destinations Map

### **Public Engagement**

The public of Tucumcari was engaged through an online survey and two public meetings, along with two City Commission presentations. Information was also shared with the public on the Tucumcari Wayfinding website (**bit.ly/tucumcariwayfinding**) which was updated regularly.

### **Meeting Dates (2024):**

March 14: City Commission Presentation #1 – about Tucumcari wayfinding

March 18: Community Meeting #1 – about wayfinding June 17: Community Meeting #2 – draft sign designs

July 25: City Commission Presentation #2 - adoption of Tucumcari Wayfinding Plan

### **Public Survey:**

The public survey was open from March 4 to March 31, 2024. The survey link was shared on the project website, as well as on Tucumcari MainStreet website and social media accounts. The survey contained 13 questions to help guide the key destinations and sign design. A total of 77 responses were received, which the project team felt was representative of the Tucumcari community as a whole. Results are summarized below:

- 1. In one word, describe the feeling you would like Tucumcari to promote. For example: exciting, serene, historic, modern, etc (open answer) · Historic, nostalgic, welcoming, community, clean
- 2. Name the top three community destinations (museums, trailheads, parks, etc.) that are the most difficult to find in Tucumcari. (open answer) · Railroad Museum, 5 Mile Park, Route 66 Museum, Historical Museum, parks
- 3. Who should we try to reach with an improved wayfinding system? (select multiple)

  Out-of-town visitors, families with kids
- 4. What elements of the Tucumcari experience do you think wayfinding should most contribute to? (select multiple) · History & culture, family fun
- 5. What style of art best represents your vision for Tucumcari? (select multiple)

  Street art/mural
- 6. What is Tucumcari made of? What materials are beloved and meaningful to the community? (select multiple) · Neon and earthen materials
- 7. If the new wayfinding system was a chair, what kind of chair would it be? (select multiple)

  Upcycled or comfort chair
- 8. Demographics

Age: 75% over age 45, responses from all age categories over 18

Gender: 77% female, 19% male, 4% no response

Race/Ethnicity: 68% white, 21% Hispanic, 8% multiple, 3% black







Tucumcari Wayfinding Public Engagement & Presentations



# **Existing Sign Inventory**

After establishing the key destinations for Tucumcari, existing signs were inventoried through online mapping and in-person verification. The type of signs inventoried included directional, confirmation, gateway, and narrative signs. We did not include business signs or other privately-owned signs. The majority of existing signs were created by the City of Tucumcari and NM Department of Transportation. Along with logging the location of each existing sign, we noted the sign post, the condition of the sign, and the content and effectiveness of the signs in directing vehicles and pedestrians around the City.









### **Existing Sign Challenges & Issues**

The current sign and wayfinding landscape within Tucumcari presents several challenges and potential confusion for visitors and community members.

" ... 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.

#### **Aged/Damaged Signs**

The age and overall wear of many current signs is certainly showing and is extreme in some cases. Many of the existing signs are damaged enough to affect legibility.

# 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 can be confusing to visitors and leads them in less desirable routes.

### **Legibility Problems**

Legible typography is essential for both clear communication and stylistic longevity. Due to sun damage and too many destinations on one sign/font size, etc., many of the current signs lack optimal legibility for vehicular traffic.

#### **No Distinctive Placemaking**

Many of the current identification and monument signs feature jumbled iconography, colors, styles, and don't utilize the established Tucumcari brand, which represents very important pillars of Tucumcari and the lifestyle of its residents. The current state of signage and the lack of a placemaking-minded system misses out on the opportunity to symbolically represent Tucumcari & Tucumcari MainStreet.

## 2. IMPROVED WAYFINDING SYSTEM

### **Proposed Signs**

The new wayfinding system aims to be cohesive, simple, and predictable. It includes leaving some existing signs, add new signs, replacing old signs, and removing obsolete signs. The majority of the signs are for vehicular traffic, since the majority of visitors and locals get around Tucumcari by car. There are pedestrian wayfinding elements included such as pavement markings and kiosks.

### **Types of Signs in Wayfinding System:**

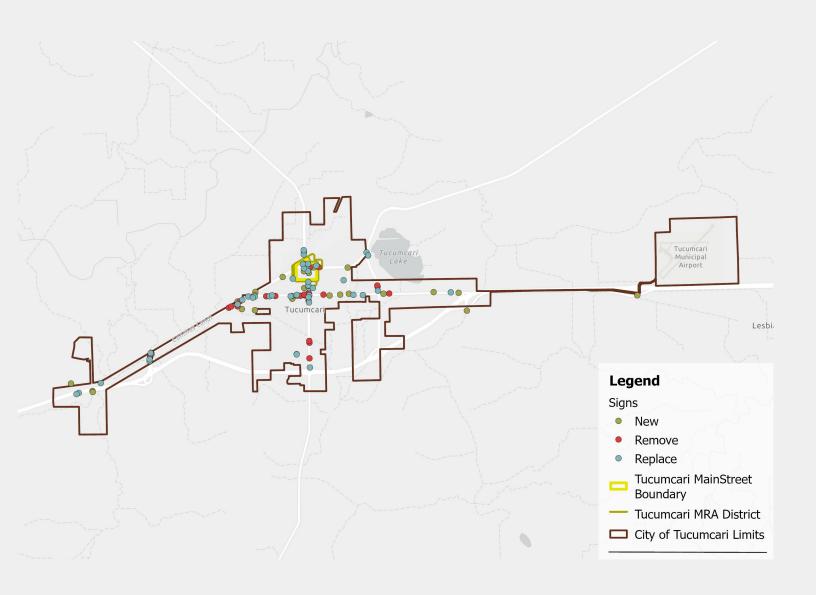
- Decision signs with multiple directions where readers make a decision
- Confirmation signs confirm going straight
- Arrival signs at destinations signifying arrival
- Monument medium signs to signify a certain area or provide information
- Gateway large welcoming signs at the edge of the City
- Pavement Markings paint or stamps on sidewalk that indicate a specific area (i.e Route 66 or Historic District)
- Kiosks covered kiosks with interchangeable information for visitors
- Narrative existing narrative signs, no edits proposed for these

#### **Wayfinding System Summary:**

(does not include pavement markings)

- 44 new
- 23 removed
- 42 replaced
- 95 remain
- 204 total signs

A complete list and summary of these signs can be found in this document's Appendix under Sign Message Schedule and Sign Removal & Replacement Plan.



## **Visual Brand/Style Design**

In 2019-2020, an extensive Tucumcari visual branding project took place which resulted in the current City of Tucumcari visual branding.

#### The Process.

Once information from city stakeholders and the New Mexico MainStreet Revitalization Specialist in Promotion were gathered, the Leighton Moon team (Lm.) met with the appointed community and professional team to learn more about the residents, amenities, and future goals of Tucumcari and what they felt was important to market to travelers. From there, Lm. developed a digital moodboard based on our previous discussions to spark conversation (and provide visual insight) on what looks and feels like Tucumcari.

#### The Inspiration.

Through the collective discussions, Lm. found that Tucumcari has a lot to offer as far as visual inspiration. Many of the amenities and perks of the city centered around five distinct cultural and historical pillars: classic neon motel signage, Indigenous American culture, "Wild West" American history, Route 66 & classic car subculture, and Hispanic culture & history. Lm. found that these cultural pillars spoke not only to the interests and motivations of Tucumcari residents, but also would spark intrigue among travelers looking to experience the nostalgic charm of Route 66.

#### The Solution.

The final logo and supporting graphics nods to every cultural pillar with subtle visual cues. This was done so that if a resident is interested in one (or more) pillar, it would resonate in a personal way, but a visitor with the same interests would also find intrigue, and the logo would in turn reflect some of the iconic experiences found when visiting Tucumcari.

Classic motel signage was reflected in the logo through the overall logo shape/curvature and the neon-like striping. Indigenous Americans (specifically Comanche) were represented through the diamond motif and striping as found in many native textiles and bead work. The type style and the logo profile, which also mimics the profile of Tucumcari Mountain, calls back to sign paintings and signage from the Old American West. Route 66 and classic car culture were also represented by the shape and layout of the mark, which also boasts a subtle resemblance to a classic automobile grille. Finally, the vibrant local Hispanic culture was represented through the brand's color story, and the overall movement of the logo's upper wave motif – which is found in traditional Hispanic dress and lace work.













#### **Classic Motel Signage**

- Logo Shape
- Neon Lighting
  - Type Style

#### **Indigenous Americans**

- Diamond Motif
  - Stripes

#### **American West**

- Type Style
- Tucumcari Mountain Profile
  - Maps & Topography

#### Route 66/Car Culture

- Auto Detailing, Striping
  - Auto Grille
- Movement, Road Motif

#### **Hispanic Culture**

- Vibrant Culture
  - Movement
- Color Palette

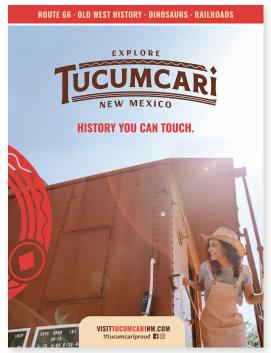
# **Brand Essence Statement:**

The legacy of the past intersects with the promise of the future in Tucumcari. Tucked away in the shadow of Tucumcari Mountain, our relaxed, rural community is packed with vintage Route 66 nostalgia, old west history, and wide-open vistas.

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. Savor local flavors at our one-of-a-kind restaurants and eateries. Indulge your sense of adventure under vibrant skies with area birding, boating, cycling, and hiking. Experience small town charm and hospitality in Tucumcari, New Mexico.

(Right) A selection of Tucumcari place branded collateral utilized since 2020. The visual brand already has 4+ years of recognition and visual equity built in via print (internationally), swag, web, and social media.

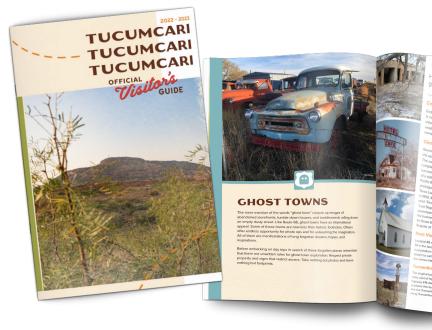














TUCUMCARI NEW MEXICO

ere are some Quay County lost towns you can explore:

LOCAL INTERACTIVE MUSEUMS



CUMCARI'S FOUR ICONIC MUSEUMS: Historical Museum - 416 s. ADAMS ST. hree floors of the 1903 schoolhouse, containing a and memorabilia from the surrounding area. Various mes with thousands of items on display.

tiny footprint casts to the 40' long s focus is on the Mesozoic period, which











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 were of the Texas/NM state line
   Quay County
   County
   County
   Time Zone: Mountain
   Climate Semi-arid; lots of sumy days



#### I DISTANCE TO MAJOR CITIES

- Albuquerque, NM 177 mi
   Santa Fe, NM 167 mi
   Amarillo, TX 115 mi
   Amarillo, TX 115 mi
   Amarillo, TX 115 mi
   Cklahoma City, OK 370 mi

#### I 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, here is a lot to see and do in fucumcarl.

  Small town with big options Affordable, quality lodging and dining and a confirmable, lial back feeling.



















### **Sign Design**

The signage design adheres to the established visual brand language of the City of Tucumcari. This visual foundation is critical, as it reinforces place-brand trust and legitimacy while fostering a cohesive sense of place.

Decorative elements, such as the borders and background graphics, are drawn directly from the Tucumcari design toolkit. These elements are designed to be subtle, ensuring maximum legibility and prioritizing the sign content.

New supporting graphics, including arrows and icons, are introduced while maintaining the spirit and characteristics of the existing graphic toolkit. Additionally, the red used on the signs is a darker shade than the brand's "neon red" to mitigate potential sun damage, despite the application of a protective coating similar to that used on regulation stop signs.









**Decision Signs** 



Confirmation Sign



Arrival Sign



### **Signage Iconography**

Tucumcari stands out as a distinctive destination in New Mexico, attracting a diverse array of visitors who speak various languages. To accommodate this multilingual audience, the wayfinding plan incorporates an icon system designed to convey key tourist destinations effectively. These icons

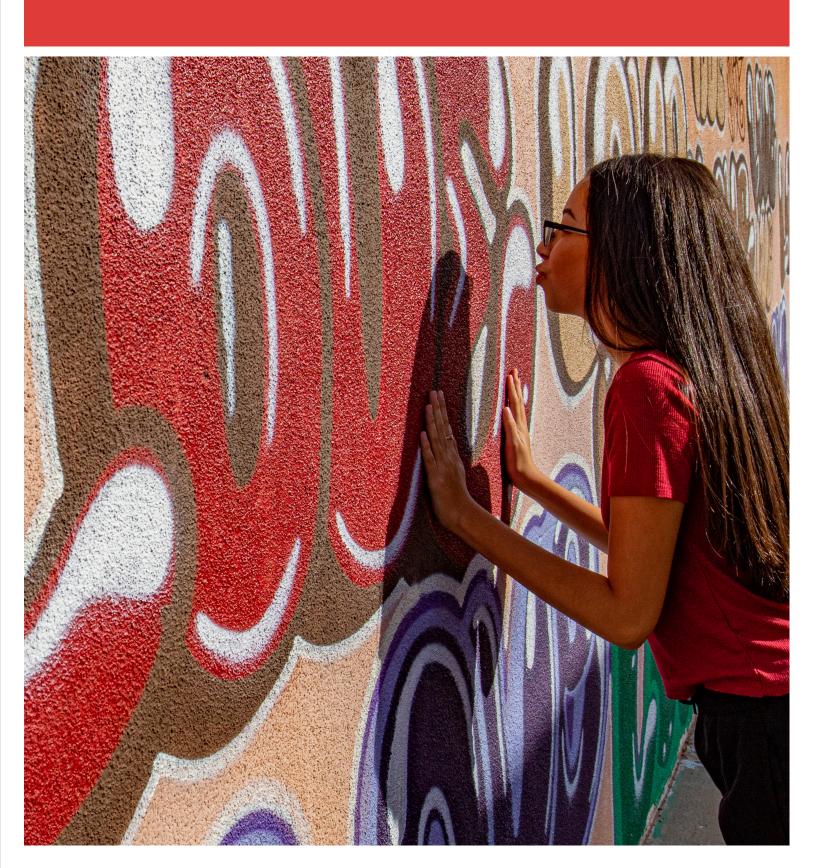
will be particularly valuable when numerous destinations must be presented on a single sign, serving as a concise visual language to supplement traditional signage/direction.



# 5. IMPLEMENTATION

After the approval of the Tucumcari Wayfinding Plan by City Commission, signs to be fabricated will be detailed with Design Intent Drawings. These will go to the sign manufacturer who create shop drawings, which are approved by designers before fabrication. Once signs are approved and fabricated, they will be delivered to and installed by a City-approved contractor at designated locations, according to the Sign Removal & Replacement Plan.

# 6. APPENDICES



### Sign Message Schedule

- 1. The numbers in the Sign Removal and Placement Plan correspond to numbers in this Message Schedule.3 confirmation signs
- 2. This primary list only includes signs to be removed, replaced, or newly installed. Signs that are remaining with no alterations are listed in a separate tab for reference.
- 3. Types of wayfinding signs included in this schedule are: monument, decision, confirmation, arrival, kiosk, maps, and narrative. Pavement markings are also recommended but do not have specific locations for installation, and therefore are left out of this message schedule.
- 4. Content that says any of the following will be represented with icons unless otherwise noted: Shopping, Dining, Lodging, Library, Museums, Airport, Police, Fire, Municipal Complex/City Hall

### 5. Summary of All Signs in Tucumcari

Sign Type	Total Count	New	Replace	Remove	Keep
Gateway	3	1*	-	-	3
Monument	9	7	2	-	-
Decision	118	22	26	17	53
Confirmation	43	4	5	4	30
Arrival	21	7	9	2	3
Kiosk/Map/Narrative	9	3	-	-	6
TOTAL	204	44	42	23	95

#### 6. Summary of Signs to be Designed and Printed

Sign Type	<b>Design Description</b>	Total Count To Be Fabricated
M1	Burma Shave riddle signs	5
M2	Historic District welcome - small version	1
M3	Historic District welcome - large version	2
M4	Experience Tucumcari billboard	1
D1	Decision signs (including icons in these designs)	48
D2	Convention center decision, double-sided	1
C1	Confirmation signs	7
A1	Arrival signs at destinations, wooden frames	14
A2	Tucumcari Golf Course, larger wooden frame	1
А3	Tucumcari Convention Center, parking lot	1
A4	Tucumcari Convention Center entrance, double-sided	1
K	Kiosks	3
TOTAL		85

#### 7. Other Sign Notes:

- » Order and install Historic Route 66 brown signs 3 pointing left and right, 1 pointing left
- » Install Gateway on north side of town (already fabricated)
- » Remove old letters from metal Damon Kvols Park sign
- » Create plaque for Grace Madrid for Northside Park sign

Sign Type	Action	Existing Content	Revised Content	Post Status	Post Type	Design Type	Other Notes	Driving Direction	Location Specifics
Arrival	New	-	Tucumcari Municipal Golf Course, small right arrow underneath	Existing	Wooden posts x2	A2	Remove horizontal bars on posts	Northbound Quay Rd AT.2 (after turn off from W Tucumcari Blvd)	Split in road after crossing train tracks
Decision	Replace	Straight: Golf Course · Left: Disk Golf	Straight: Golf Course · Left: Metropolitan Park	Existing	U-channel steel posts x2	D1		Westbound W Tucumcari Blvd	On righthand side, before left turn to 5 Mile Park Rd
Decision	New	-	Right: Metropolitan Park · Left: Shooting Range	New	U-channel steel posts x2	D1		Southbound 5 Mile Park Rd	On righthand side, on curve of road
Arrival	New	-	Tucumcari Shooting Range	New	Wooden posts x2	A1		Southbound 5 Mile Park Rd	On lefthand side, on curve of road, entrance to shooting range (unnamed road)
Decision	Replace	Left: Disk Golf	Left: Metropolitan Park	Existing	U-channel steel posts x2	D1		Westbound 5 Mile Park Rd	On righthand side, before left turn to Tucumcari Metro Park
Arrival	Replace	Robert Lumpkin Memorial Disc Golf Course at Five Mile Park with logo	Robert Lumpkin Memorial Disc Golf Course at Tucumcari Metropolitan Park	Existing	Wooden posts x2	A1		Westbound 5 Mile Park Rd	On lefthand side, entrance to Tucumcari Metro Park
Decision	Replace	Straight: Convention Center · Straight: Dinosaur Museum · Straight: Fairgrounds · Left: Golf Course · Straight: Historical Museum · Straight: Library · Straight: Railroad Museum	Left: Metropolitan Park, Golf Course · Straight: Downtown	Existing	Metal light post	D1		Northbound Hwy 54 (Rt 66)	On righthand side, after you get off I40, before intersection with W Tucumcari Blvd, on curve of road
Monument	Replace	TUCUMCARI · Business District · 3 miles ahead	Don't give up	Existing	U-channel steel posts x2	M1	Move posts closer to road if possible, may have to use new posts if don't match other monument signs	Northbound Hwy 54 (Rt 66)	On righthand side, after you get off I40, before intersection with W Tucumcari Blvd, on curve of road
Monument	New	-	Don't despair	New	U-channel steel posts x2	M1	Space these monument signs ~30ft apart, ~10 ft from side of road	Northbound Hwy 54 (Rt 66)	On righthand side, after you get off I40, before intersection with W Tucumcari Blvd, on curve of road
Monument	New	-	Keep on going	New	U-channel steel posts x2	M1		Northbound Hwy 54 (Rt 66)	On righthand side, after you get off I40, before intersection with W Tucumcari Blvd, on curve of road
Monument	New	-	You're almost there	New	U-channel steel posts x2	M1		Northbound Hwy 54 (Rt 66)	On righthand side, after you get off I40, before intersection with W Tucumcari Blvd, on curve of road
Monument	New	-	Tucumcari 2 miles ahead	New	U-channel steel posts x2	M1		Northbound Hwy 54 (Rt 66)	On righthand side, after you get off I40, before intersection with W Tucumcari Blvd, on curve of road
Confirmation	Replace	Remove and dispose of sign, post, and footings.	Straight: Golf Course, Metropolitan Park, Shooting Range	Existing	U-channel steel posts x2	C1		Westbound Hwy 54 (Rt 66)	On righthand side, as you veer right to W Tucumcari Blvd
Confirmation	Remove	Straight: Golf Course icons	-	Existing	Metal light post	-		Westbound Hwy 54 (Rt 66)	On righthand side, as you veer right to W Tucumcari Blvd
Confirmation	Remove	JCT 54 Business Loop icon · 237 icon · LEFT LANE	-	Existing	Metal light post	-		Eastbound Hwy 54 (Rt 66)	On righthand side, before Camino del Coronado
Decision	Remove	Right: Mesalands Community College	-	Existing	U-channel steel posts x2	-		Northbound Camino del Coronado	On righthand side, before Hwy 54
Decision	Remove	Right: Mesalands CC · Wind Research Ctr.	-	Existing	Same post as above	-		Northbound Camino del Coronado	On righthand side, before Hwy 54
	Arrival  Decision  Arrival  Decision  Arrival  Decision  Monument  Monument  Confirmation  Confirmation  Decision	Arrival New Decision Replace Decision Replace Decision Replace Decision Replace Decision Replace Monument Replace Monument New Confirmation Replace Confirmation Remove Decision Remove	Arrival New -  Decision Replace Straight: Golf Course - Left: Disk Golf  Decision New -  Arrival New -  Decision Replace Left: Disk Golf  Arrival Replace Robert Lumpkin Memorial Disc Golf Course at Five Mile Park with logo  Becision Replace Straight: Convention Center - Straight: Dinosaur Museum - Straight: Bistorical Museum - Straight: Bistorical Museum - Straight: Aliva Dinosaur Museum - Straight: Aliva Dinosaur Museum - Straight: Dinosaur Museum - Dinosaur Museum - Dinosaur Museum - Dinosaur Museum	Arrival New - Straight: Golf Course - Left: Disk Course small right arrow underneath Metropolitan Park Metropolitan Park New	Arrival New - Tucumcari Curuse, small right arrow underneath arrow underne	Arrival New - Course - Left: Disk Course - Lef	Arrival New	Arrival New Action Seguent Control Personal Personal Personal Property (Personal Personal Per	Armoul Name - Conference Control

No.	Sign Type	Action	Existing Content	Revised Content	Post Status	Post Type	Design Type	Other Notes	Driving Direction	Location Specifics
16c	Decision	Replace	Left and Right: Historic Route 66 icon	Left: Metropolitan Park, Golf Course Right: Mesalands Community College, Museums, Shopping, Restaurants, Lodging	Existing	Same post as above	D1		Northbound Camino del Coronado	On righthand side, before Hwy 54
17	Decision	Replace	Left: golf icon	Left and right: Historic Route 66 sign	Existing	Telespar square post	66-D (existing)	Move existing Historic Rt 66 sign (#16c) to this post	Northbound Camino del Coronado	On righthand side, before Hwy 54
18	Decision	Remove	Right: Mesalands Museum · Dinosaur icon	-	Existing	U-channel steel posts x2	-		Northbound Camino del Coronado	On righthand side, before Hwy 54
19	Arrival	New	-	Quay County Fairgrounds	New	Wooden posts x2	A1		Eastbound entrance to Fairgrounds, off Camino del Coronado	
20	Decision	New	-	Right: Memorial Park Cemetery · Left: Fairgrounds · Straight: Metropolitan Park, Golf Course	Existing	Metal light post	D1		Westbound Hwy 54 (Rt 66)	On righthand side, before Quay Road APO6
21	Decision	Replace	Business loop 54 and 237 symbols, MainStreet, veer left symbol	Left: Historic District · Right: Route 66	Existing	Metal light post	D1		Eastbound Hwy 54 (Rt 66)	On righthand side, at intersection split of road, on curve of road
22	Decision	New	-	Left: NM Route 66 Museum, Convention Center, Fairgrounds, Little League Fields	Existing	Wooden light post	D1		Westbound Hwy 54/237	On righthand side, before left turn to S 15th St
23	Decision	New	-	Straight: NM Route 66 Museum, Convention Center, Little League Fields · Left: Museums, Shopping, Dining, Lodging · Right: Golf Course	Existing	Wooden light post	D1		Southbound W 15th St	On righthand side, NW intersection of Rt 66
24a	Decision	Replace	New Mexico Route 66 Museum · with arrow (very faded)	Convention Center, Museum, and Little League Fields	Existing	Rounded metal posts x2	D2	2 sided with arrows pointing south	Southbound W 15th St	Entrance to Convention Center/Museum
24b	Arrival	Replace	Tucumcari Convention Center Entrance	Tucumcari Convention Center	Existing	Same post as above	A4	2 sided	Southbound W 15th St	Entrance to Convention Center/Museum
25	Arrival	Replace	Tucumcari Convention Center	Tucumcari Convention Center	Existing	Wooden posts x2 in flower bed	А3		Route 66	In parking lot of Convention Center
26	Arrival	New	-	Tucumcari Little League Fields	New	Wooden posts x2	A1		Southbound W 15th St	Entrance to Ball Fields
27	Decision	Remove	Left: Mesalands CC, Wind Research Ctr.	-	Existing	U-channel steel posts x2	-		Eastbound Rt 66	On righthand side, before 11th St
28	Decision	Replace	Right: Mesalands Community College (2 sided)	Right: Mesalands Community College • Straight: Visitor Center, Museums, Shopping, Dining, Lodging	Existing	U-channel steel posts x2	D1	Not two sided, only on eastbound	Eastbound Rt 66	On righthand side, before 11th St
29	Decision	Replace	Left: Mesalands CC, Wind Research Ctr. · (No parking sign below on same post)	Left: Mesalands Community College	Existing	U-channel steel posts x2	D1	Leave No Parking sign on post	Westbound Rt 66	On righthand side, before 11th St

No.	Sign Type	Action	Existing Content	Revised Content	Post Status	Post Type	Design Type	Other Notes	Driving Direction	Location Specifics
30	Decision	Remove	Straight: Mesalands Museum with dinosaur symbol	-	Existing	Metal light post	-		Eastbound Rt 66	On righthand side, before 9th St
31	Arrival	New	-	Damon Kvols Park	New	Wooden post x2	A1		Eastbound Rt 66	On righthand side, entrance to park
32	Arrival	Remove	Park	-	Existing	Wooden post	-		Eastbound W Hines St.	On south side of Damon Kvols Park, next to City Pool
33	Arrival	New	-	Tucumcari City Pool	New	Wooden posts x2	A1		Eastbound Rt 66	Next to Visitor Center
34	Kiosk	New	-	Map with destinations, walking trails, mural tour, neon tour	New	Kiosk	К		Westbound W Hines Ave	Entrance to Pool
35	Decision	New	-	Left and Right: Historic Route 66 sign	Existing	Traffic light	66-D		Northbound 4th St	Intersection with Rt 66, on traffic light over street
36	Decision	Replace	Left and right: Historic Route 66 (VERY faded)	Left and Right: Historic Route 66 sign	Existing	Traffic light	66-D		Southbound 4th St	Intersection with Rt 66, on traffic light over street
37	Decision	Remove	Tucumcari Historical Museum 2 blocks ahead turn left	-	Existing	Metal light post	-		Eastbound Rt 66	On righthand side, SW intersection of 3rd St
38a	Decision	Remove	Right: Library	-	Existing	Metal pole painted blue	-		Westbound Rt 66	On righthand side, NW intersection of 2nd St
38b	Decision	New	MainStreet District	Historic District, Shopping, Dining, Library, Railroad Museum	Existing	Metal pole painted blue	D1 · D1	2 sided, arrow pointing north	Westbound Rt 66	On righthand side, NW intersection of 2nd St
39	Decision	New	-	Left and Right: Route 66 symbol · Right: Mesalands Community College, NM Route 66 Museum, Convention Center, Golf Course · Left: Museums, Shopping, Dining, Lodging	New	Telespar square post	D1		Southbound 2nd St	On righthand side, NW intersection of Rt 66
40	Decision	Remove	Left: Mesalands Museum with dinosaur symbol	-	Existing	Metal light post	-		Eastbound Rt 66	On righthand side, SE intersection of 2nd St
41	Decision	New	-	Left: Municipal Complex, Police, Post Office, and Fire Dept, Dinosaur Museum, Historical Museum - Straight and Right: Shopping, Dining, Lodging	New	U-channel steel posts x2	D1		Eastbound Rt 66	On righthand side, SW intersection of 1st St
42	Decision	Remove	Right: Municipal Golf Course	-	Existing	Traffic light	-		Southbound 1st St	On traffic light over 1st St

No.	Sign Type	Action	Existing Content	Revised Content	Post Status	Post Type	Design Type	Other Notes	Driving Direction	Location Specifics
43	Decision	Replace	Left: Mesalands Community College · Smaller sign on same post - right and left: Historic Route 66 symbol	Left: Historic District, Mesalands Community College, NM Route 66 Museum - Straight: Museums - Right: Shopping, Dining, Lodging	Existing	U-channel steel posts x2	D1 · 66-D	Interstate 40 symbol sign to remain, replace Rt 66 sign with new one	Northbound 1st St	In median, right before Rt 66 intersection
44	Decision	Remove	Straight: Tucumcari Historical Museum and Mesalands Dinosaur Museum on same sign	-	Existing	U-channel steel posts x2	-		Northbound 1st St	In median, north of Rankin Ave
45	Decision	Remove	Left: Convention Center · Straight: Dinosaur Museum · Left: Fairgrounds · Left: Golf Course · Straight: Historic Museum · Library · Railroad Museum		Existing	Metal light post	-		Northbound 1st St	On righthand side, NE intersection of Rankin Ave
46	Decision	Replace	Left: Business District	Left: Historic District	Existing	Traffic light	D1		Eastbound Rt 66	On traffic light over Rt 66
47	Decision	New	-	Right: Municipal Complex, Dinosaur Museum, Historical Museum · Straight: Historic District, Mesalands Community College, Golf Course	Existing	Round red pole next to traffic light	D1		Northbound 1st St	On righthand side, NE intersection of Rt 66
48	Decision	Remove	Left: Municipal Golf Course	-	Existing	Traffic light	-		Northbound 1st St	On traffic light over 1st St
48	Decision	Remove	Straight: Tucumcari Historical Museum and Mesalands Museum with dinosaur symbol on same posts	-	Existing	U-channel steel posts x2	-		Northbound 1st St	On righthand side, next to real estate office
50	Decision	Replace	Right: Mesalands Community College · Straight: Hospital symbol	Right: Mesalands Community College, NM Route 66 Museum, Golf Course · Right and Left: Lodging, Dining	Existing	U-channel steel posts x2	D1	Hospital sign to remain	Southbound 1st St	On righthand side, before Rt 66 intersection (NW corner)
51	Decision	Remove	Tucumcari Historical Museum 3 blocks ahead turn right	-	Existing	Metal light post	-		Westbound Rt 66	On righthand side, after S Rock Island St
52	Kiosk	New	-	Map with destinations, walking trails, mural tour, neon tour	New	Kiosk	К		Eastbound Rt 66	At old Fina Gas Station, west of Motel Safari
53	Confirmation	New	-	Straight: Museums, Shopping, Dining	Existing	Metal light post	C1		Westbound Rt 66	On righthand side, NW intersection of S Park St
54	Decision	New	-	Left: Lake St. Businesses / Straight: Lodging, Airport	Existing	Metal light post	D1		Westbound Rt 66	On righthand side, NE corner of S Lake St
55	Decision	Replace	Business 40 symbol, some sign below not sure	Straight: Museums, Shopping, Dining, Lodging · Right: Lake St. Businesses	Existing	Metal light post	D1	Business 40 sign to remain; install new sign below	Eastbound Rt 66	On righthand side, in front of O'Reilly's
56	Arrival	Replace	Wailes Park - A Cooperative Project with New Mexico Youth Conservation Corp	Wailes Park	Existing	Wooden posts x2	A1	Top blue Wailes Park sign to remain; install new sign below	Eastbound Rt 66	Entrance to Wailes Park
57	Confirmation	New	-	Straight: Lodging, Airport	New	Telespar square post	C1		Eastbound Rt 66	SW corner of intersection with Mountain Rd
58	Confirmation	New	Straight and left: To Interstate 40 symbol	Straight: Museums, Shopping, Dining, Lodging	Existing	Metal light post	C1	Install new sign above I-40 sign	Westbound Rt 66	On righthand side, before Hwy 54 intersection

No.	Sign Type	Action	Existing Content	Revised Content	Post Status	Post Type	Design Type	Other Notes	Driving Direction	Location Specifics
59	Decision	Remove	Straight: Convention Center · Dinosaur Museum · Fairgrounds · Golf Course · Historic Museum · Library · Railroad Museum	-	Existing	U-channel steel posts x2	-		Westbound Rt 66	On righthand side, before Hwy 54 intersection
60	Decision	New	-	Wildlife Management Area	New	U-channel steel posts x2	D1 · D1	2 sided, arrow pointing north	Westbound Rt 66	On righthand side, NW intersection of Quay Rd AM
61	Decision	Replace	Straight: Convention Center · Dinosaur Museum · Fairgrounds · Golf Course · Historic Museum · Library · Railroad Museum	Straight: Dinosaur Museum (5 min) - Historical Museum (5 min) - Railroad Museum (6 min) - NM Route 66 Museum (8 min) - Golf Course (12 min) - Shopping, Dining, Lodging	Existing	Telespar square post x2	D1		Westbound Rt 66	On righthand side, just east of Super 8 Motel
62	Decision	New	-	Veer left arrow: Airport	New	Telespar square post	D1		Eastbound Rt 66	In median, approaching intersection with I40
63	Decision	New	Left arrow, end of road sign, KOA left	Left: Airport, Historic Route 66 sign	Existing	Telespar square post x4	D1 · 66-L	Install new sign on separate posts below existing sign	Southbound Rt 66	At dead end with frontage rd, left turn only
64	Decision	New	Left: I-40 symbol	Left: Airport	Existing	Telespar square post	D1	Install new sign below existing sign	Eastbound Rt 66	On righthand side, south side of intersection with 88, Quay County Rd Ai
65	Decision	Replace	Left: 54 and 237 symbol, Main Street	Left: Museums, Shopping, Dining	Existing	U-channel steel posts x2	D1	Install new sign below existing sign	Northbound Hwy 54 (S Mountain Rd)	On righthand side, before intersection with E Main St
66	Decision	Replace	Right: Hwy 54 and 237 symbols · Main Street	Right: Museums, Shopping, Dining	Existing	U-channel steel posts x2	D1	Install new sign below existing sign	Southbound Hwy 54 (S Mountain Rd)	On righthand side, before intersection with E Main St
67	Decision	New	-	Left: Lake St. Businesses, Route 66 / Straight: Historic District	New	U-channel steel posts x2	D1		Westbound E Main St	On righthand side, NE intersection with Lake St
68	Decision	New	-	Right: Lake St Businesses, Route 66	Existing	Wooden light post	D1		Eastbound E Main St	On righthand side, SW intersection with Lake St
69	Arrival	Replace	Arthur Jimenez Park - A Cooperative Project with NM Youth Conservation Corp	Arthur Jimenez Park	Existing	Wooden posts x2	A1		Southbound S Grove St	Entrance to park
70	Decision	Replace	Facing east: Additional Museum Parking - Facing north: (very faded)	Straight: Historical Museum · Left: Dinosaur Museum	Existing	Wooden posts x3	D1		Eastbound E Laughlin Ave	SW corner of intersection with Adams St
71	Decision	New	-	North-facing: Straight: Historic District, Railroad Museum / Right: Dinosaur Museum, Historical Museum · South-facing: Straight: Route 66 / Left: Dinosaur Museum, Historical Museum	Existing	Wooden light post	D1 · D1	2-sided, different content on each side	Southbound 2nd St	On righthand side, SW intersection with Laughlin Ave
72a	Decision	Replace	Right: Tucumcari Historical Museum	Straight: Municipal Complex, Historic District with Shopping and Dining, Railroad Museum · Right: Historical Museum	Existing	Metal light post	D1		Northbound 1st St	In median, between Hancock Ave and Laughlin Ave
72b	Decision	Replace	Right: Convention Center - Left: Dinosaur Museum - Right: Fairgrounds - Right: Golf Course - Left: Historic Museum - Right: Library	Left: Dinosaur Museum, Historical Museum · Right: Library	Existing	Metal light post	D1		Southbound 1st St	In median, between Hancock Ave and Laughlin Ave

No.	Sign Type	Action	Existing Content	Revised Content	Post Status	Post Type	Design Type	Other Notes	Driving Direction	Location Specifics
73	Decision	Replace	Left: Tucumcari Historical Museum	Left: Historical Museum	Existing	Metal light post	D1		Southbound 1st St	In median, between High St and Hancock Ave
74	Decision	New	Jct Business Loop 54 and 237 symbols, Main Street	Right: Municipal Complex, Police	Existing	Metal light post	D1	Install new sign below existing sign	Northbound 1st St	On righthand side, in between Aber St and Center St
75	Monument	New	-	Historic District, Tucumcari MainStreet	New	?	M2		Northbound 2nd St	NE corner of 2nd and Aber St
76	Decision	Replace	Straight: Tucumcari Historical Museum	Left: Municipal Complex, Police	Existing	U-channel steel posts x2	D1		Southbound 1st St	On righthand side, NW intersection with Center St
77	Decision	New	-	Left: Railroad Museum, NM Route 66 Museum, Golf Course · Right: Fire Department · Left and right: Shopping, Dining	Existing	Metal light post	D1		Northbound 1st St	On righthand side, in between Center St and Main St
78	Decision	Remove	Left: Mesalands Museum with dinosaur symbol · Tucumcari Historical Museum 1 1/2 block ahead turn left	-	Existing	Metal light post	-		Westbound Main St	On righthand side, in front of Molina Park
79	Arrival	Replace	George Molinas Park - A Cooperative Project with New Mexico Youth Conservation Corp	George Molinas Park	Existing	Wooden posts x2	A1		Northbound Monroe St	Entrance to Molina Park
80	Monument	New	N/A	Historic District, Tucumcari MainStreet	New	?	М3		Westbound Main St	NW corner of Main and Monroe St
81	Decision	New	-	Straight: Railroad Museum, Shopping, Dining · Left: Historical Museum, Dinosaur Museum, Route 66	Existing	Metal light post	D1		Westbound Main St	On righthand side, before Adams St
82	Decision	Remove	Left: Mesalands Museum with dinosaur symbol · Two Hour Parking	-	Existing	Metal light post	-		Westbound Main St	On righthand side, before 1st St
83	Decision	Replace	Business Loop 54 and 237 symbols · Left and Right: Main Street	Right: Railroad Museum, Shopping, Dining, NM Route 66 Museum, Golf Course · Left: Dinosaur Museum, Historical Museum, Shopping · Straight: Route 66 symbol, Shopping, Dining, Lodging	Existing	Metal post attached to bridge railing	D1		Southbound 1st St	On righthand side, attached to bridge railing
84	Kiosk	New	-	Map with destinations, walking trails, mural tour, neon tour	New	Kiosk	К		Westbound W Railroad Ave	Entrance to Railroad Museum
85	Arrival	Replace	Tucumcari Train Deport	Tucumcari Railroad Museum	Existing	Wooden posts x2	A1		Westbound W Railroad Ave	Entrance to Railroad Museum
86	Arrival	New	-	Veterans Park	New	Wooden posts x2	A1		N 3rd St	Entrance to Veterans Park
87	Monument	New	-	Historic District, Tucumcari MainStreet	New	?	М3		Eastbound Main St	West side of Veterans Park

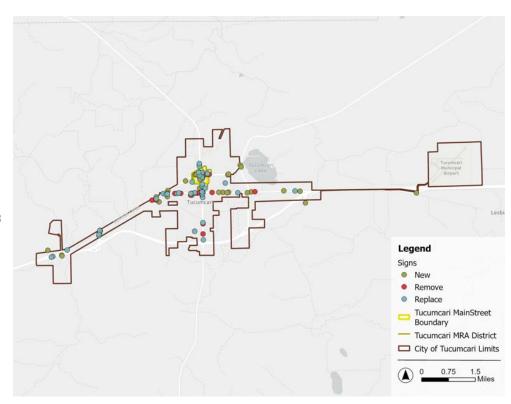
No.	Sign Type	Action	Existing Content	Revised Content	Post Status	Post Type	Design Type	Other Notes	Driving Direction	Location Specifics
88	Decision	Replace	Jct 104 symbol	Left: Railroad Museum · Right: Shopping, Dining, Route 66 symbol	Existing	Telespar square post	D1		Eastbound Main St	On rigthhandside, SW intersection with 2nd St
89	Decision	New	-	Left: Municipal Complex, Police · Straight: Route 66 symbol, Library	Existing	Metal light post	D1		Southbound 2nd St	On righthand side, NW intersection with Center St
90	Decision	New	-	Straight: Railroad Museum · Left and Right: Shopping, Dining, Museums · Left: NM Route 66 Museum, Convention Center, Golf Course	Existing	Metal light post	D1		Northbound 2nd St	On righthand side, SE intersection with Main St
91	Decision	Replace	South 237, Business 54 Main Street	Right: Railroad Museum · Left: Shopping, Dining, Route 66 symbol	Existing	Metal light post	D1		Westbound Main St	On righthand side, before 2nd St
92	Decision	Replace	Right: Mesalands Museum with dinosaur image · Tucumcari Historical Museum 1/2 block ahead turn right · 2 Hour Parking 8AM - 5PM, Saturday 8AM - 12PM	Right: Dinosaur Museum, Historical Museum, Route 66	Existing	Metal light post	D1		Eastbound Main St	On righthand side, before 1st St
93	Monument	Replace	Welcome to Tucumcari · Historic Route 66 · 3 Museums · Golf Course	Experience Tucumcari	Existing	Wooden posts x2	M4		Southbound N 1st St	Large billboard at turn for Campbell Ave
94	Decision	Replace	Straight: Convention Center · Dinosaur Museum · Fairgrounds · Golf Course · Historic Museum · Library · Railroad Museum	Straight: Museums, Shopping, Dining, Lodging, Route 66 symbol	Existing	Metal post with holes, attached to railing	D1		Southbound N 1st St	On righthand side, before Campbell Ave
95	Arrival	Replace	Northside Park	Northside Park	Existing	Wooden posts x2	A1		Southbound N 1st St	Entrance to Northside Park
96	Arrival	Replace	Original Town Park - A Cooperative Project of New Mexico Youth Conservation Corps	Original Town Park	Existing	Wooden posts x2	A1		Northbound S 5th St	Entrance to park
97	Confirmation	New	-	Straight: Shopping, Dining, Museums	Existing	Wooden light post	C1		Eastbound W Railroad Ave	In between 8th and 7th St
98	Confirmation	Replace	Straight: Tucumcari Historial Museum and Mesalands Dinosaur Museum on same sign	Straight: Shopping, Dining, Museums, Lodging	Existing	U-channel steel posts x2	C1	Top blue Wailes Park sign to remain; install new sign below	Northbound 1st St	On righthand side, across from Delk Ave
99	Confirmation	Remove	Straight: Downtown District Business	-	Existing	U-channel steel posts x2	-		Northbound 1st St	On righthand side, just north of Robison Ave
100	Confirmation	Remove	Straight: Downtown District Business	-	Existing	U-channel steel posts x2	-	Install new sign above I-40 sign	Northbound 1st St	On righthand side, just north of Amarosa Ave
101	Confirmation	Replace	Straight: Convention Center · Dinosaur Museum · Fairgrounds · Golf Course · Historic Museum · Library · Railroad Museum	Straight: Downtown, Route 66	Existing	U-channel steel posts x2	C1		Northbound 1st St	On righthand side, right after I-40 off ramp
102	Arrival	Replace	Dunn Park - A Cooperative Project with New Mexico Youth Conservation Corp	Dunn Park	Existing	Wooden posts x2	A1		Northbound S 4th St	Entrance to park
103	Arrival	Remove	Dunn Park	-	Existing	Rounded metal posts x2	-		Northbound S 4th St	Entrance to park

#### 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. THE 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. THE 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.



#### SIGNS 1-6

01 Sign type: Arrival
Content: Tucumcari Municipal Golf Course, small right arrow underneath Action: New sign to be installed. Use existing wooden posts and footings. Remove horizontal posts.

Sign type: Decision

Content: Straight: Golf Course / Left: Metropolitan Park
Action: Existing post and footing to remain. Remove and dispose of existing sign. Replace with new sign per design intent drawings and message schedule.

03 Sign type: New Content: Right: Metropolitian Park / Left: Shooting Range Action: New sign with metal post and footings to be installed.

04 Sign type: Arrival Content: Tucumcari Shooting Range
Action: New sign with wooden posts and footings to be installed.

Sign type: Decision Content: Left: Tucumcari Metropolitan Park Action: Existing post and footing to remain. Remove and dispose of existing sign. Replace with new sign per design intent drawings and message schedule.

06 Sign type: Arrival Content: Robert Lumpkin Memorial Disc Golf Course at Tucumcari Metropolitan Park
Action: Existing post and footing to remain. Remove and dispose of existing sign. Replace with new sign per design intent drawings and message schedule.



#### SIGNS 7-14

07 Sign type: Decision Content: Left: Metropolitan Park, Golf Course / Straight: Downtown

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

08 Sign type: Monument v1 Content: Don't Give Up

Action: Existing post and footing to remain. Move posts if possible to ~30 ft from the edge of the road. Remove and dispose of existing sign. Replace with new sign per design intent drawings and message schedule.

09 Sign type: Monument v1 Content: Don't Despair Action: New sign, post, and footings.

10 Sign type: Monument v1 Content: Keep On Going Action: New sign, post, and footings.

11 Sign type: Monument v1 Content: You're Almost There Action: New sign, post, and footings.

12 Sign type: Monument v1 Content: Tucumcari 2 Miles Ahead Action: New sign, post, and footings.

13 Sign type: Confirmation Content: Straight: Golf Course, Metropolitan Park, Shooting Range Action: Existing post and footing to remain. Remove and dispose of existing sign. Replace with new sign per design intent drawings and message schedule.

14 Sign type: Confirmation Content: Straight arrow with golf course icons Action: Remove and dispose of sign, post, and footings.



#### SIGNS 15-20

15 Sign type: Confirmation
Content: JCT 54 Business Loop icon, 237 icon, Left Lane
Action: Remove and dispose of sign. Leave post and footing.

Content: Right: Mesalands Community College
Action: Remove and dispose of sign. Leave post and footing.

16b Sign type: Decision
Content: Right: Mesalands CC, Wind Research Ctr.
Action: Remove and dispose of sign. Leave post and footing.

Sign Type: Decision
Content: Left: Metropolitan Park, Golf Course / Right: Mesalands Community College, Museums,
Shopping, Restaurants, Lodging

Action: Existing post and footing to remain. Remove existing sign and install on Sign #17. Replace with new sign per design intent drawings and message schedule.

17 Sign type: Decision
Content: Historic Route 66 symbol

Action: Existing post and footing to remain. Remove and dispose of existing sign. Replace with existing Historic Route 66 sign on Sign #16c post.

Sign type: Decision Content: Right: Mesalands Museum Dinosaur icon

Action: Remove and dispose of sign, post, and footings.

Sign type: Arrival
Content: Quay County Fairgrounds
Action: New sign with wooden posts and footings to be installed.

Sign type: Decision Content: Right: Memorial Park Cemetery / Left: Fairgrounds / Straight: Metropolitan Park, Golf Course Action: New sign to be installed. Use existing metal light post and footings.



#### SIGNS 21-30

21 Sign type: Decision Content: Left: Historic District / Right: Route 66

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

22 Sign type: Decision
Content: Left: MM Route 66 Museum, Convention Center, Fairgrounds, Little League Fields
Action: New sign to be installed. Use existing wooden light post and footings.

23 Sign type: Decision Content: Straight: Museum, Convention Center, Little League Fields / Left: Museums, Shopping, Dining, Lodging / Right: Golf Course Action: New sign to be installed. Use existing wooden light post and footings.

24a Sign type: Decision
Content: (2 sided with arrows pointing south) Convention Center, Museum, Little League Fields.
Action: Existing post and footing to remain. Remove and dispose of existing sign. Replace with new sign per design intent drawings and message schedule.

24b Sign type: Arrival
Content: Tucumcari Convention Center.
Action: Existing post and footing to remain. Remove and dispose of existing sign. Replace with new

25 Sign type: Arrival Content: Tucumcari Convention Center Action: Existing post and footing to remain. Remove and dispose of existing sign. Replace with new sign per design intent drawings and message schedule.

26 Sign type: Arrival
Content: Tucumcari Little League Fields
Action: New sign with wooden posts and footings to be installed.

sign per design intent drawings and message schedule.

27 Sign type: Decision
Content: Left: Mesalands CC, Wind Research Center
Action: Remove and dispose of sign, post, and footing.

28 Sign type: Decision Content: Right: Mesalands Community College / Straight: Visitor Center, Museums, Shopping, Dining, Lording

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

29 Sign type: Decision
Content: Left: Mesalands Community College
Action: Existing post and footing to remain. Remove and dispose of existing sign. Leave No Parking
Sign on post. Replace with new sign per design intent drawings and message schedule.

30 Sign type: Decision
Content: Straight: Mesalands Museum with dinosaur symbol
Action: Remove and dispose of sign. Post and footing to remain.



#### SIGNS 31-40

31 Sign type: Arrival Content: Damon Kvols Park Action: New sign with wooden posts and footings to be installed.

Sign type: Arrival

Action: Remove and dispose of sign, post, and footings

Sign type: Arrival Content: Tucumcari City Pool Action: New sign with wooden posts and footings to be installed

34 Sign type: Kiosk Content: Map with destinations, walking trails, neon tour, mural tour. Action: New sign, post, and footings to be installed.

Content: Left and Right: Historic Route 66 symbol Action: New sign to be installed on top of traffic light over road.

Content: Left and Right: Historic Route 66 symbol Action: Replace sign on top of traffic light over road.

Sign type: Decision Content: Museum 2 blocks ahead turn left Action: Remove and dispose of sign. Leave post and footings

Sign type: Decision Content: Right: Library Action: Remove and dispose of sign. Leave post and footings.

Content: (2 sided with arrows pointing north) Historic District, Shopping, Dining, Library, Railroad

Action: New sign to be installed on existing blue pole with MainStreet arrow.

39 Sign type: Decision Content: Left and Right: Historic Route 66 symbol / Right: Mesalands Community College, NM Route 66 Museum, Convention Center, Golf Course / Left: Museums, Shopping, Dining, Lodging Action: New sign to be installed on existing stop sign.

Sign type: Decision Content: Left: Mesalands Museum with dinosaur symbol Action: Remove and dispose of sign. Leave post and footings.



#### SIGNS 41-50

41 Sign type: Decision Content: Left: Municipal Complex, Police, Post Office, Fire, Dinosaur Museum, Historical Museum / Straight + Right: Shopping, Dining, Lodging Action: New sign, post, and footings to be installed.

42 Sign type: Decision Content: Right: Municipal Golf Course Action: Remove and dispose of sign. Leave post and footings.

Sign type: Decision Content: Left: Historic District, Mesalands Community College, NM Route 66 Museum / Straight: Museums / Right: Shopping, Dining Lodging
Action: Existing post and footing to remain. Remove and dispose of existing decision sign. Leave Interstate 40 sign. Replace Historic Rt 66 sign with new one. Install new decision sign per design intent drawings and message schedule.

44 Sign type: Decision Content: Straight: Tucumcari Historical Museum, Mesalands Dinosaur Museum Action: Remove and dispose of sign, post, and footings.

Sign type: Decision

45 Content: Left: Convention Center, Fairgrounds, Golf Course / Straight: Dinosaur Museum, Historic Museum, Library, Railroad Museum Action: Remove and dispose of existing sign. Post and footings to remain.

Sign type: Decision

Content: Left: Historic District

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

Sign type: Decision

Content: Right: Municipal Complex, Dinosaur Museum, Historical Museum / Straight: Historic District, Mesalands Community College, Golf Course Action: New sign to be installed on existing red pole.

48 Content: Left: Municipal Golf Course Action: Remove and dispose of sign. Leave post and footing.

Sign type: Decision Content: Straight: Tucumcari Historical Museum, Mesalands Museum with dinosaur symbol. Action: Remove and dispose of sign, post, and footings.

50 Sign type: Decision Content: Right: Mesalands Community College, NM Route 66 Museum, Golf Course / Right and Left: Lodging and Dining

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



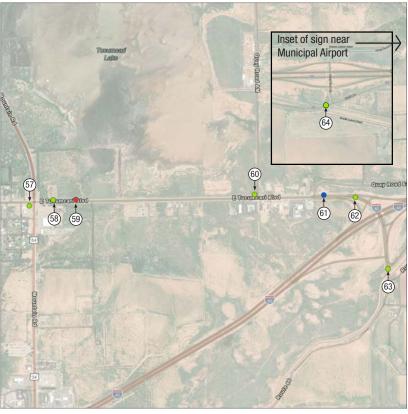
#### SIGNS 51-56

- 51 Sign type: Decision
  Content: Museum 3 blocks ahead turn right
  Action: Remove and dispose of existing sign. Leave post and footings.
- 52 Sign type: Kiosk Content: Map with destinations, walking tour, mural tour, neon tour Action: New sign, post, and footings to be installed.
- 53 Sign type: Confirmation
  Content: Straight: Museums, Shopping, Dining
  Action: New sign to be installed on existing metal light post.
- 54 Sign type: Decision
  Content: Left: Lake St. Businesses / Straight: Lodging, Airport
  Action: New sign to be installed on existing metal light post.
- 55 Sign type: Decision Content: Straight: Museums, Shopping, Dining, Lodging / Right: Lake St. Businesses Action: Existing post and footing to remain, as well as Business 40 sign. Remove and dispose of existing sign. Replace with new sign per design intent drawings and message schedule.
- 56 Sign type: Arrival
  Content: Walies Park
  Action: Existing post and footing to remain, as well as top Walles Park sign. Remove and dispose of
  existing large sign. Replace with new sign per design intent drawings and message schedule.



#### SIGNS 57-64

- 57 Sign type: Confirmation
  Content: Straight: Lodging, Airport
  Action: New sign, post, and footings to be installed.
- 58 Sign type: Confirmation
  Content: Straight: Museums, Shopping, Dining, Lodging
  Action: New sign to be installed on existing metal light post, above I-40 symbol.
- 59 Sign type: Decision Content: Straight: Convention Center, Dinosaur Museum, Fairgrounds, Golf Course, Historic Museum, Library, Railroad Museum Action: Remove and dispose of sign, post, and footings.
- Sign type: Decision
  Content: (2 sided, arrow pointing north) Wildlife Management Area
  Action: New sign, post, and footings to be installed.
- Sign type: Decision
  Content: Straight: Dinosaur Museum (5 min), Historical Museum (5 min), Railroad Museum (6 min), NM
  Route 66 Museum (8 min), Golf Course (12 min), Shopping, Dining, Lodging
  Action: Existing post and footing to remain. Remove and dispose of existing sign. Replace with new sign
  per design intent drawings and message schedule.
- Sign type: Decision
  Content: Veer Left: Airport
  Action: New sign, post, and footings to be installed.
- Sign type: Decision
  Content: Left: Airport, Route 66 symbol
  Action: New sign to be installed on existing post and footings, below existing sign.
- 64 Sign type: Decision
  Content: Left: Airport symbol
  Action: New sign to be installed on existing post and footings, below existing sign.



#### SIGNS 65-69

65 Sign type: Decision
Content: Left: Museums, Shopping, Dining Action: New sign to be installed on existing post, below existing sign.

66 Sign type: Decision
Content: Right: Museums, Shopping, Dining Action: New sign to be installed on existing post, below existing sign.

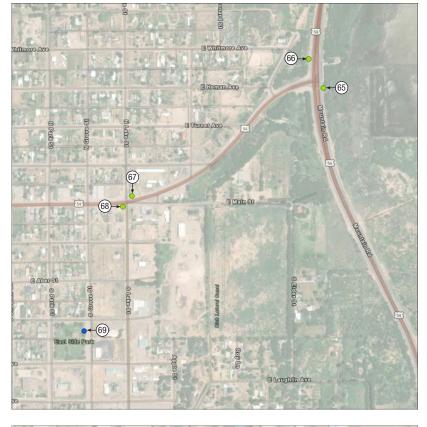
67 Content: Left: Lake St. Businesses, Route 66 / Straight: Historic District Action: New sign, post, and footings to be installed.

Sign type: Decision

Content: Right: Lake St. Businesses, Historic Rt 66 Action: New sign to be installed on existing wooden light post.

Sign type: Arrival

Content: Arthur Jimenez Park Action: Existing post and footing to remain. Remove and dispose of sign. Install new sign per design intent drawings and message schedule.



#### SIGNS 70-75

70 Sign type: Decision
Content: Straight: Historical Museum / Left: Dinosaur Museum

Action: Existing post and footing to remain. Remove and dispose of existing sign. Replace with new sign

per design intent drawings and message schedule.

71 Sign type: Decision Content: (2 sided)
North-facing: Straight: Historic District, Railroad Museum / Right: Dinosaur Museum, Historical Museum South-facing: Straight: Route 66 / Left: Historical Museum, Dinosaur Museum Action: New signs to be installed on existing wooden light post.

Content: Straight: Municipal Complex, Historic District, Shopping Dining, Railroad Museum / Right: Historical Museum

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

72b Sign type: Decision
Content: Left: Dinosaur Museum, Historical Museum / Right: Library
Action: Existing post and footing to remain. Remove and dispose of existing sign. Replace with new sign per design intent drawings and message schedule.

Sign type: Decision Content: Left: Historical Museum Action: Existing post and footing to remain. Remove and dispose of existing sign. Replace with new sign per design intent drawings and message schedule.

Sign type: Decision 74 Sign type. Decision Content: Right: Municipal Complex, police Action: Add new sign onto existing sign, post, and footing

Sign type: Monument v3 Content: Historic District, Tucumcari MainStreet Action: New sign, post, and footing to be installed



#### SIGNS 76-83

Sign type: Decision

Content: Left: Municipal Complex, police

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

77 Content: Left: Railroad Museum, NM Route 66 Museum, Golf Course / Right: Fire Department / Left and right: Shopping, Dining Action: New sign to be installed on existing metal light post.

Sign type: Decision
Content: Left: Mesalands Museum with dinosaur symbol, Tucumcari Historical Museum 1 1/2 block ahead left turn Action: Remove and dispose of existing sign. Post and footings to remain.

Sign type: Arrival

79 Content: George Molinas Park

Action: New sign to be installed on existing wooden posts.

80 Sign type: Monument v2
Content: Historict District, Tucumcari MainStreet Action: New sign, post, and footings to be installed.

81 Sign type: Decision
Content: Straight: Railroad Museum, Shopping, Dining / Left: Historical Museum, Dinosaur Museum,

Action: New sign to be installed on existing metal light post.

82 Sign type: Decision

Content: Left: Mesalands Museum with dinosaur symbol, two hour parking Action: Remove and dispose of existing sign. Post and footings to remain.

Sign type: Decision Content: Right: Railroad Museum, Shopping, Dining, NM Route 66 Museum, Golf Course / Left: Dinosaur Museum, Historical Musuem, Shopping / Straight: Route 66 symbol, Shopping, Dining, Lodaina

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



#### SIGNS 84-92

Sign type: Kiosk

84 Content: Maps with destinations, walking trails, neon tour, mural tour Action: New sign, post, and footings to be installed.

Sign type: Arrival 85 Content: Tucumcari Railroad Museum

Action: New sign to be installed on existing wooden posts.

Sign type: Arrival 86 Content: Veterans Park Action: New sign, wooden posts, and footings to be installed.

Sign type: Monument v3 Content: Historic District, Tucumcari MainStreet

Action: New sign, post, and footings to be installed. Sign type: Decision

Content: Left: Railroad Museum / Right: Shopping, Dining, Route 66 symbol Action: Existing post and footing to remain. Remove and dispose of existing sign. Replace with new sign per design intent drawings and message schedule.

Sign type: Decision 89 Content: Left: Municipal Complex, police / Straight: Route 66 symbol, Library Action: New sign to be installed on existing metal light post.

Sign type: Decision

Content: Straight: Railroad Museum / Left and Right: Shopping, Dining, Museums / Left: NM Route 66 Museum, Convention Center, Golf Course Action: New sign to be installed on existing metal light post.

Sign type: Decision Content: Right: Railroad Museum / Left: Shopping, Dining, Route 66 symbol
Action: Existing post and footing to remain. Remove and dispose of existing sign. Replace with new sign per design intent drawings and message schedule.

Content: Right: Dinosaur Museum, Historical Museum, Route 66 Action: Existing post and footing to remain. Remove and dispose of existing sign. Replace with new sign per design intent drawings and message schedule.



#### SIGNS 93-97

93 Sign type: Monument v4
Content: Experience Tucumcari

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

94 Sign type: Decision Content: Straight: Museums, Shopping, Dining, Lodging, Route 66 symbol Action: Existing post and footing to remain. Remove and dispose of existing sign. Replace with new sign per design intent drawings and message schedule.

Sign type: Arrival Content: Northside Park Action: New sign to be installed on existing wooden posts.

96 Sign type: Arrival Content: Original Town Park Action: New sign to be installed on existing wooden posts.

97 Sign type: Confirmation Content: Straight: Shopping, Dining, Museums
Action: New sign to be installed on existing wooden light post.



#### SIGNS 98-107

Sign type: Confirmation

Content: Straight: Shopping, Dining, Museums, Lodging
Action: Existing post and footing to remain. Remove and dispose of existing sign. Replace with new sign per design intent drawings and message schedule.

Sign type: Confirmation Content: Straight: Downtown Business District Action: Remove and dispose of sign, post, and footings.

Sign type: Confirmation Content: Straight: Downtown Business District
Action: Remove and dispose of sign, post, and footings.

Content: Straight: Downtown, Route 66
Action: Existing post and footing to remain. Remove and dispose of existing sign. Replace with new sign per design intent drawings and message schedule.

Sign type: Arrival Content: Dunn Park Action: Existing post and footing to remain. Remove and dispose of existing sign. Replace with new sign per design intent drawings and message schedule.

Sign type: Arrival Content: Dunn Park Action: Remove and dispose of sign, post, and footings.







### TUCUMCARI WAYFINDING PLAN

