

5.0 WAYFINDING



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5.0 WAYFINDING

OVERVIEW

A major part of creating a unique identity for Colfax Ave includes implementing a signage package that is unique to the corridor. This signage package on the following pages includes preliminary designs for gateway monumentation, signage and wayfinding elements, and enhanced placemaking features. They are described on the following pages.

SIGN TYPE A: GATEWAY

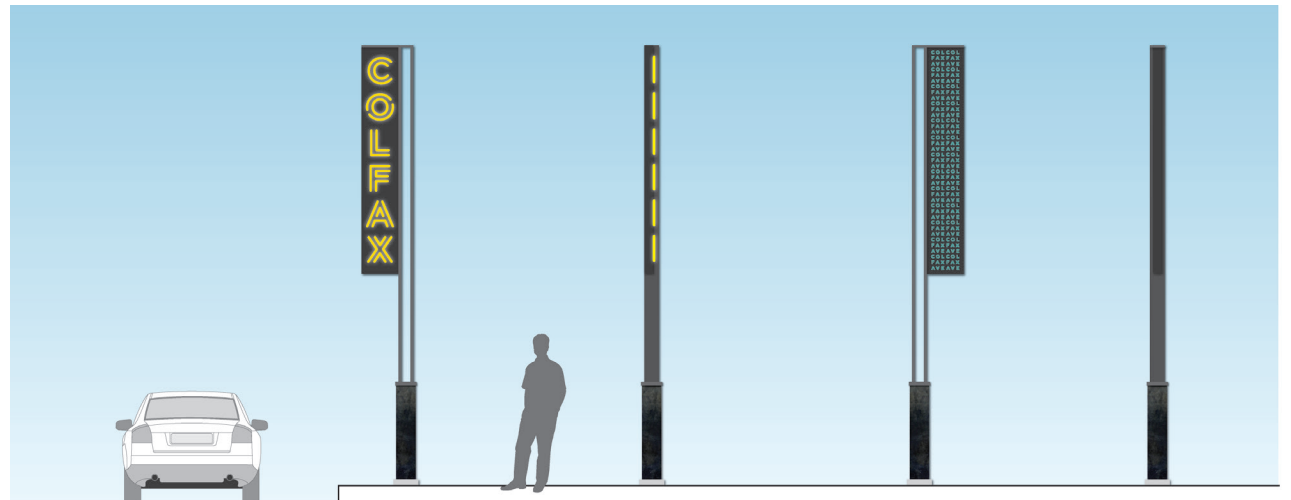
An important element in the placemaking efforts of the new Colfax Ave streetscape plan is fostering a sense of arrival at each end of the district. With iconic gateways that flank each side of the street the new brand is reinforced and a threshold is created. With design elements like neon and colorful illumination, the gateway elements are inviting and friendly, while paying homage to the area's past and creating an impression of newness and progress. Through the use of asymmetry, pedestrians and vehicular traffic will have a clear impression of entering the district from both the Grant/Colfax intersection and the Josephine/Colfax end of the district. It is anticipated that another major gateway will be implemented near Park Avenue as well. This will help distinguish the BID from other adjacent commercial areas in a way that is exciting and encourages repeat visits.



The "COLFAX" letters on the monument sign would be similar to this installation made with neon light.



Street section view showing the asymmetrical design. As one approaches the district from the east or west, the "right" side of the street includes a gateway monument sign with big "COLFAX" letters illuminated with neon (or LED) lighting while the "left" side of the street includes a similar gateway monument sign with repeated pattern of the new "COLFAX AVE" stacked logo.

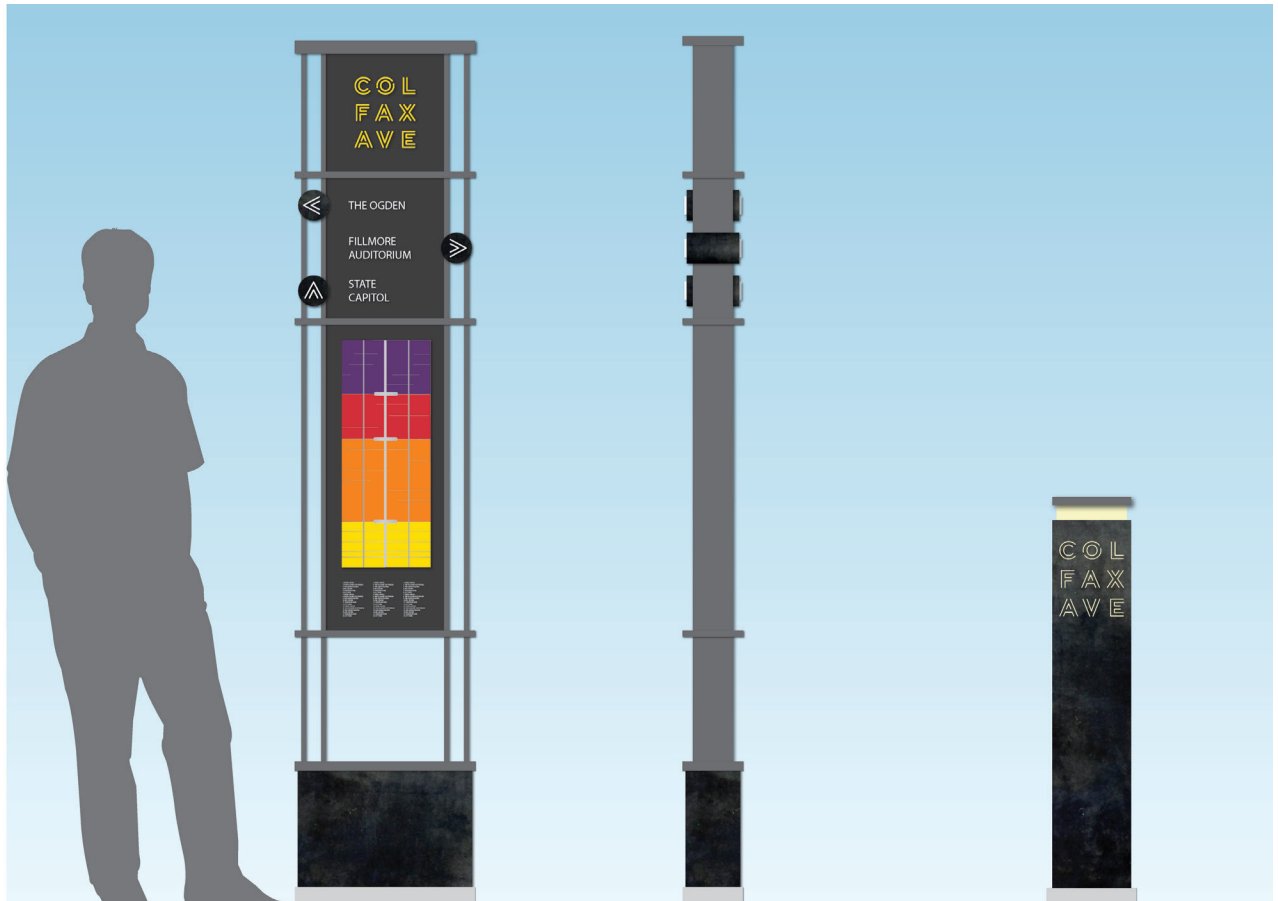


A close up of each sign (front and side views) shows the scale to humans and cars. The sign is approximately twenty feet tall.

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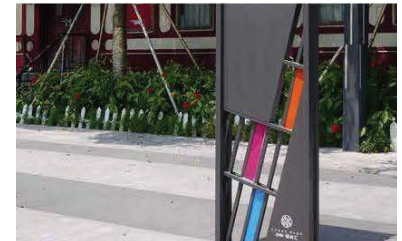
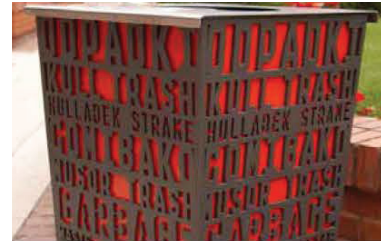
SIGN TYPES B & C: WAYFINDING KIOSKS & BOLLARDS

All of the signage and wayfinding elements incorporate a cohesive palette of materials, colors, forms and geometry to provide visual cues to visitors and residents about where to look for information and branding. Due to the linear nature of this commercial district, wayfinding and map kiosks will be important to highlight key attractions, list business and provide direction on one face as well as provide opportunities for advertising for events or businesses on the other (presenting the BID with an opportunity to generate further income, similar to the 16th Street Mall IKE Kiosks). Illumination, splashes of color and key wayfinding destinations add to the safety and pedestrian friendliness of the district, while bollards provide additional illumination and subtly reinforce the district brand. Depending on which hub you are in, the kiosks and bollards could include color-matching features that represent each hub as well.



Sign Type B includes a wayfinding kiosk with arrows directing people to major destinations as well as a map of the district highlighting the subareas and individual business locations.

Sign Type C includes a custom bollard with the "COLFAX AVE" stacked logo punched out of the steel and light at the top.

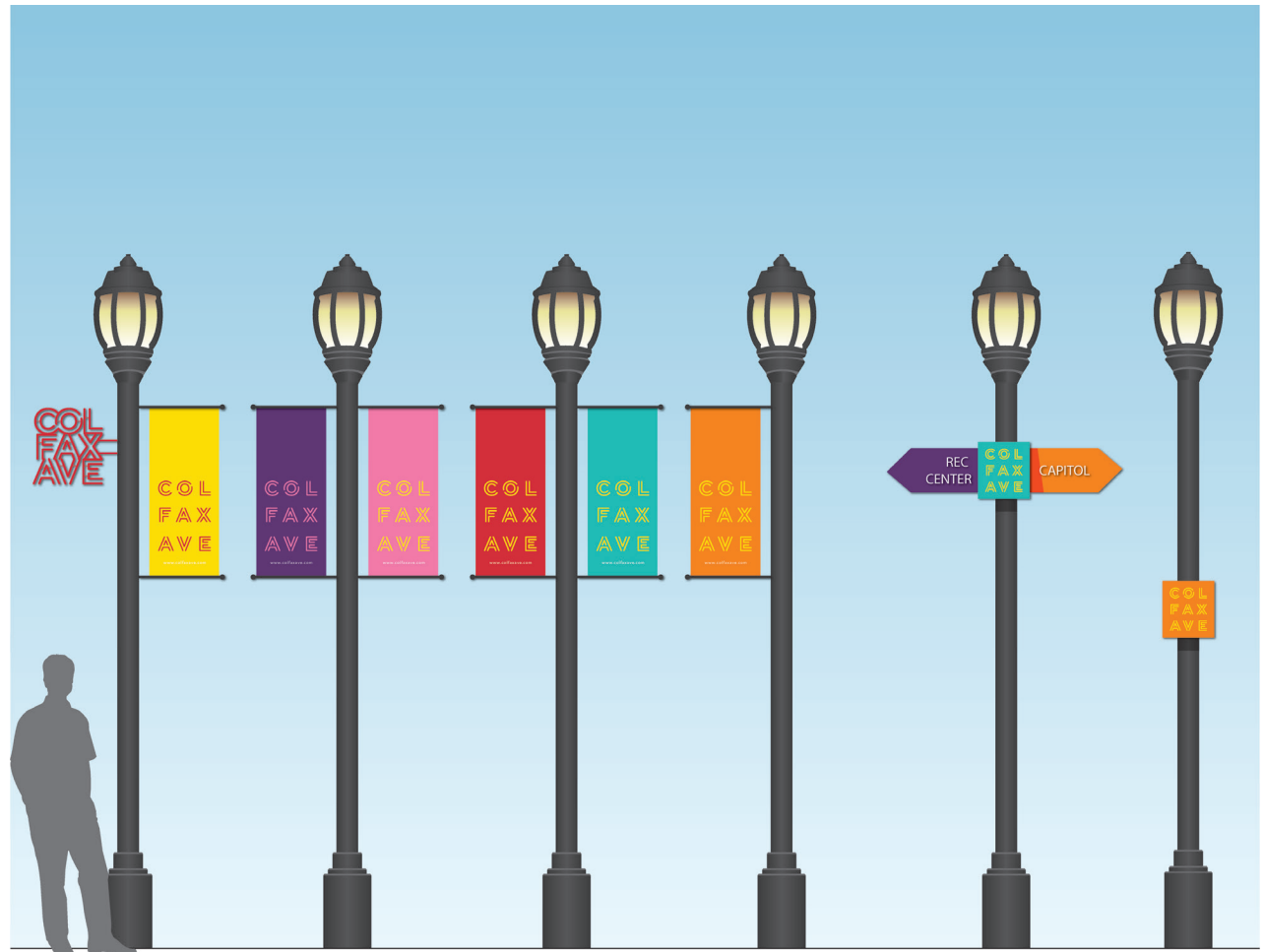


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SIGN TYPES D: POLE MOUNTED ELEMENTS

Pole mounted elements play a significant role in the branding and placemaking of Colfax Ave due to the space constraints that the narrow sidewalks afford. Through the continued use of banners, pole mounted wayfinding and other permanent branding elements, visitors, residents and local businesses will have a keen sense of place and excitement, as well as a sense of pride in their neighborhood and district as a destination.

The new “COLFAX AVE” banners should be rolled out immediately to start to promote the new brand of the district. Other pole-mounted signs and logo features shall follow as funding is identified. Again, color can play a role depending on which subarea you are in.



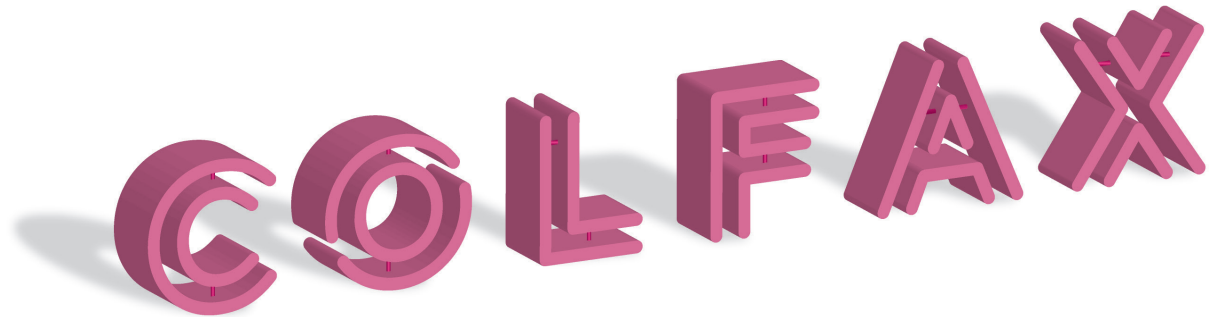
Pole mounted elements play a significant role in the branding and placemaking of Colfax Ave due to the space constraints that the narrow sidewalks afford.



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SIGN TYPE E: LARGE-SCALE TYPOGRAPHIC INSTALLATION

The proposed inclusion of a large scale, iconic, vibrant typographic installation is a simple way to generate excitement and social media buzz and to create a tourist destination for the district. This installation would help to launch the Colfax Ave BID into the forefront of the city's mind, allowing local businesses to capitalize on the increased tourism and reinforcing the new dynamic and fresh brand.



This large scale, iconic, vibrant typographic installation would help to launch the Colfax Ave BID into the forefront of the city's mind, allowing local businesses to capitalize on the increased tourism and reinforcing the new and dynamic brand.



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SIGN TYPE F: VERTICAL “CHOPSTICKS”

Similar to the large scale Colfax type installation, these poles could be clustered in medians, pocket parks and other key areas throughout the district to provide color and placemaking where there may currently be none. Their bright color and small footprint allows for maximum impact with minimal space being taken. They will also help reinforce the boundaries of the district and can be located near BRT stations, B-Cycle stations and other key destinations as a subtle landmark for people passing through or visiting the district. These poles can also be installed in a linear fashion to provide a visual screen in front of less aesthetically pleasing surface parking lots as redevelopment gets underway.



These poles help to establish identity for the hubs and should be located at key destinations, medians, and parks or plazas to enhance the brand and identity of the corridor.



WAYFINDING IMPLEMENTATION TASKS

| | DESCRIPTION: | DUTY: | ACTION ITEMS FOR BID: |
|--|---|------------|--|
| PRE-CONSTRUCTION PHASE: 2017 - Design, Documentation and Mobilization Phase | | | |
| W.1 - ROLL OUT NEW LOGO ON BANNERS (SIGN TYPE D) | <i>As a way to generate knowledge of the new "Colfax Ave" logo, the BID should roll-out the new design on the banners and metal accent features that attach to light poles.</i> | <i>BID</i> | <i>Design and order banners; fabricate and install metal logo accent features.</i> |
| CONSTRUCTION PHASE 1: 2018-19 - Safety and Identity Improvements Phase | | | |
| W.2 - GATEWAY SIGNS (SIGN TYPE A) | <i>Implement gateway signs at Grant and Josephine intersections to spark interest and enhance placemaking for the corridor.</i> | <i>BID</i> | <i>Final design of gateway signs using conceptual designs from this package. Fabricate and install.</i> |
| W.3 - WAYFINDING SIGNS (SIGN TYPE B) | <i>Implement wayfinding sign kiosks at identified locations (see Chapter 5).</i> | <i>BID</i> | <i>Final designs and fabrication of wayfinding sign kiosks using conceptual designs from this package.</i> |
| CONSTRUCTION PHASE 2: 2020-22 - Beautification and Build-Out Phase | | | |
| W.4 - OTHER PLACEMAKING SIGNS/ELEMENTS | <i>Implement bollards, Sign Type E (giant COLFAX letters at major public space) and F (vertical "chopsticks").</i> | <i>BID</i> | <i>Final designs and fabrication of bollards, Sign Type E, and giant COLFAX letters.</i> |

PW = Public Works Department
 BID = Colfax Ave Business Improvement District
 CDOT = Colorado Department of Transportation

DDP = Downtown Denver Partnership
 RTD = Regional Transportation District
 CPD = Community Planning and Development

PR = Parks and Recreation Department
 CC = City Council
 HD = Historic Denver