

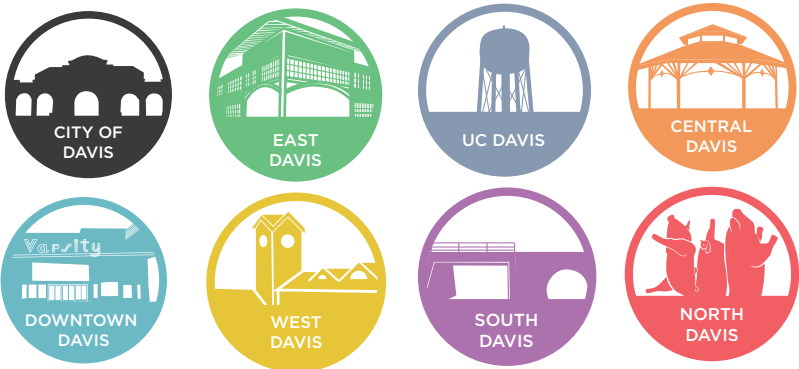
Coloring the Districts of Davis

WAYFINDING SYSTEM FOR DAVIS PATHFINDER

DAVIS PATHFINDER

PROJECT DESCRIPTION

The Davis Pathfinder project aims to provide new signtypes around the city of Davis that will improve wayfinding for pedestrians and cyclists. The concept revolves around the different districts of Davis: Central Davis, North Davis, South Davis, East Davis, West Davis, Downtown Davis, and UC Davis. Using color has a main component in differentiation and wayfinding, the sign types change depending on the district the audience is in. The idea is to make it as clear as possible to the audience where they are and for them to identify where they need to go at a quick glance.



SITE EVALUATION/EXISTING CONDITIONS:

The existing conditions in Davis are variable depending on where the person is. Existing sign types do exist to help guide cyclists around the city. However, the majority of the signs do not address both cyclists and pedestrians together. Paths are not labeled which may confuse those who frequent them.



As for existing infrastructure many areas around the park have plentiful lightpoles for signs to be installed on to. When in more residential areas, available locations for sign installation become sparse. Foliage and other structures may block signs as well, reducing visibility to cyclists and pedestrians.



AUDIENCE PERSONAS:



This is Alan. He is a new student at the University of California. This is his first time biking and so he is not familiar with the bike lanes and rules of the road. He wants to figure out the easiest and fastest way to navigate through Davis on his bike.



This is Beth. She is a senior citizen in the city of Davis. She often walks or bikes to her destinations around the city including from her residence to the farmer's market. She mainly uses the available bike lanes to get to her destination.



This is Jane. she is a commuter that lives in Dixon, but works in an office at Davis. She likes to different foods from Davis during her lunch break. To get to places, she drives around or walks around, usually using google maps to navigate where she is going.



This is Paul. He is a 3rd year student at UC Davis. He has gotten used to the usual routes he takes from his apartment in North Davis to campus. He usually bikes or walks. He occasionally likes to explore new parts of Davis he has never been to.

PRELIMINARY SKETCHES :



In the initial phases of sign form and development, many different sign shapes were considered. Sign placement and heights for each individual sign type were sketched out to consider possibilities and how they would come together as a group.

VOCABULARY OF SIGNS:



The entire sign vocabulary in proportion to its surroundings and other signs. The color palette will change depending on the location of the signs (the different districts in Davis). They are optimized specifically for cyclist and pedestrians to improve wayfinding around the city and Davis Bike Loop.

SIGN LOCATION PLAN:



Surveying the area, the plots on the EAMS Surveyor display where signs are most crucial in the decision making of the cyclist and pedestrian along the path. Along straight, are identification signs to signal to the audience that they are on the correct path. At intersections, directional signs are crucial in guiding the cyclist or pedestrian where to proceed to their destination.

LOOK BOOK:



To gather inspirations for the signs, many different signage systems were looked at. Some signage systems that were successful used colors to make the signs stand out against its environment. The pull out tab from the middle image was a huge inspiration for the project, because it allowed for more information on the sign that was distinct from everything else.

FORM, PALETTE, AND MATERIALS:

TYPE:

Gotham Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gotham Medium Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

COLOR:

North Davis
CMYK: 0, 79, 83, 0
RGB: 238, 95, 103
HEX: #F16666

Central
CMYK: 2, 48, 71, 0
RGB: 242, 152, 91
HEX: #F29958

West Davis
CMYK: 11, 18, 90, 0
RGB: 231, 188, 58
HEX: #E7C63A

East Davis
CMYK: 65, 0, 88, 0
RGB: 105, 182, 127
HEX: #6AC280

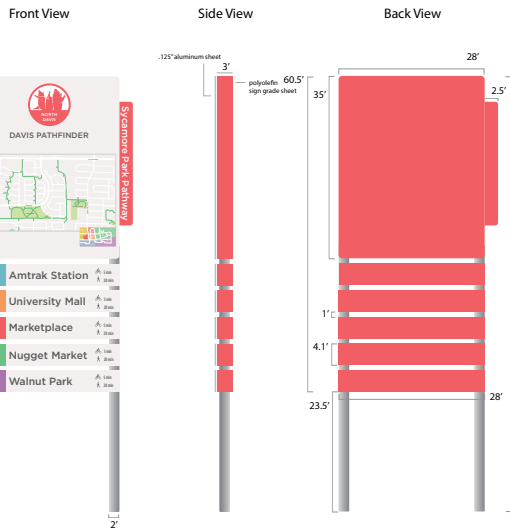
Downtown
CMYK: 55, 0, 23, 0
RGB: 102, 201, 203
HEX: #66C9C8

South Davis
CMYK: 33, 65, 0, 0
RGB: 173, 113, 175
HEX: #ADE7E7

UC Davis
CMYK: 24, 14, 0, 30
RGB: 134, 152, 177
HEX: #86B8B1

General Logo
CMYK: 65, 25, 0, 25
RGB: 76, 96, 171
HEX: #4C698F

SIGN DETAIL: Orientation Sign



The orientation sign is one of the more complex signs out of all the sign types. It does not rest on existing infrastructure and instead relies on two treated aluminum poles. This ensures that the orientation sign can be installed at more specific locations around the city of Davis that would require one.



IDENTITY:



To make Davis easier to navigate, the project aims to split Davis into districts. By dividing it into districts, people will easily know where they are in relation to the whole Davis. To further enforce the idea of districting Davis, logos were created and colors were assigned for different districts.

MATERIALS:



The materials used for the signage systems will be treated aluminum to ensure that it will withstand weather. To make signs that can't be placed on an existing pole, it will require treated aluminum poles to be installed. For the actual signs, they will be made with printed aluminum sheets. And to have colors in the signage system, it will use colored aluminum sheets.

IN SITU RENDERINGS:



The in situ renderings are meant to show where the signs could be found. For instance, directional signs could be found at intersections, identification signs are found on long stretch of roads, and orientation signs are found in parks and other places where people gather. These signs are meant to stand out in their environment so that cyclists and pedestrians can quickly notice them and read them.