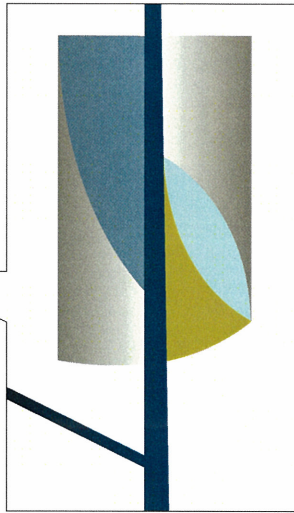


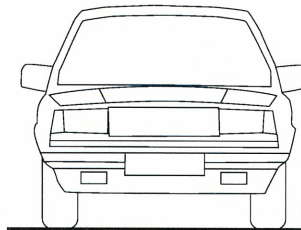
SCALE: 1/2"=1'-0"

Vehicular Directional
(front view)

NEW
Graphic Layout
Terminology



Vehicular Directional
(back of sign)



SCALE: 1"=1'-0"

Vehicular Directional
(front view)

NEW
Graphic Layout
Terminology



Vehicular Directional
(rear view)

CITY OF FREDERICK , MARYLAND

Wayfinding and Signage

Frederick, MD

Downtown Frederick's greatest strength is the variety of shopping, dining and entertainment experiences that complement the rich history found among the well preserved buildings. This "Great American Main Street" – the first in the State of Maryland – lives up to its national billing with more than 230 retailers, restaurants and art galleries, events nearly every weekend of the year, a daytime workforce of 5,000 people and more than 13,000 downtown residents. Downtown Frederick is the heart of the City of Frederick, a municipality of approximately 58,000 residents and serves as the County seat for Frederick County.

MERJE is working with the Downtown Frederick Partnership to design a wayfinding program that reflects the historic character of its downtown. Gateways, directional signage for vehicles and pedestrians, as well as parking garage identification, maps and kiosks are all essential parts of this wayfinding plan. This program will welcome, orient, direct and inform visitors and residents alike.

The firm and the City of Frederick have also been working with the State Highway Administration to coordinate the wayfinding program with the Tourism Area and Corridor (TAC) signage, which is planned for the opening of a new exit along Interstate 70. The new exit will become the primary gateway to Downtown Frederick.





DOWNTOWN PHOENIX

Wayfinding

Phoenix, AZ

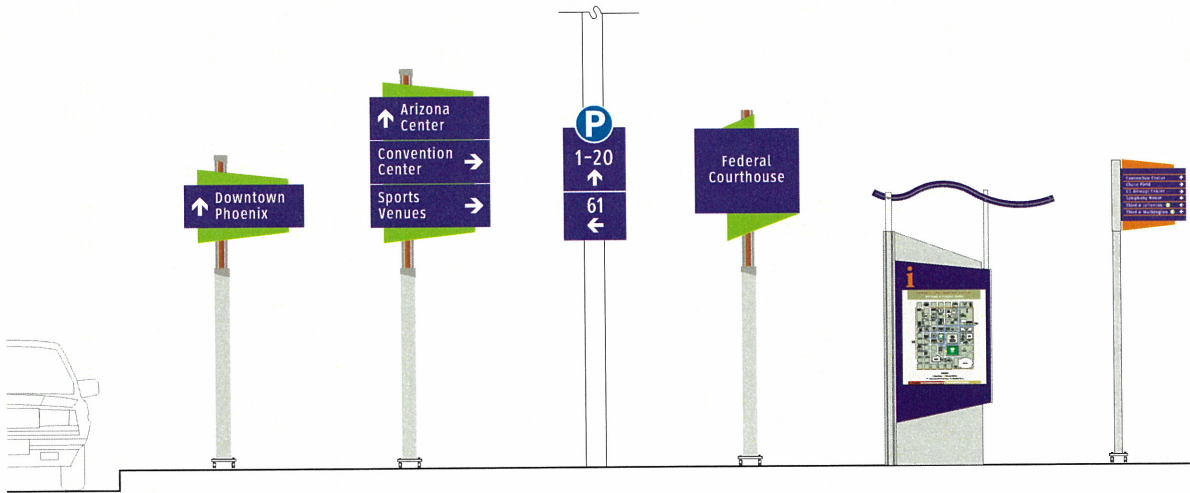
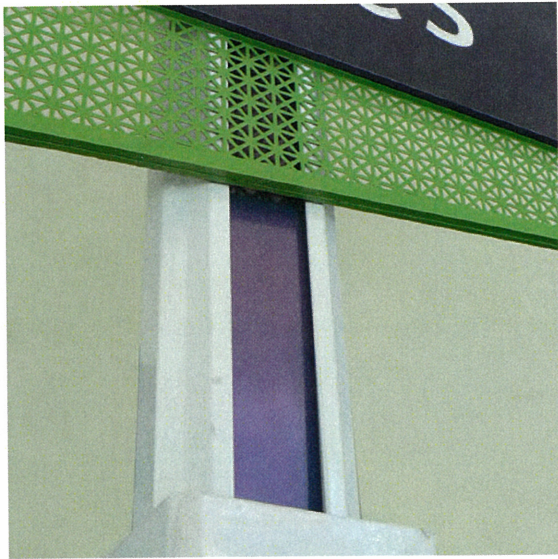


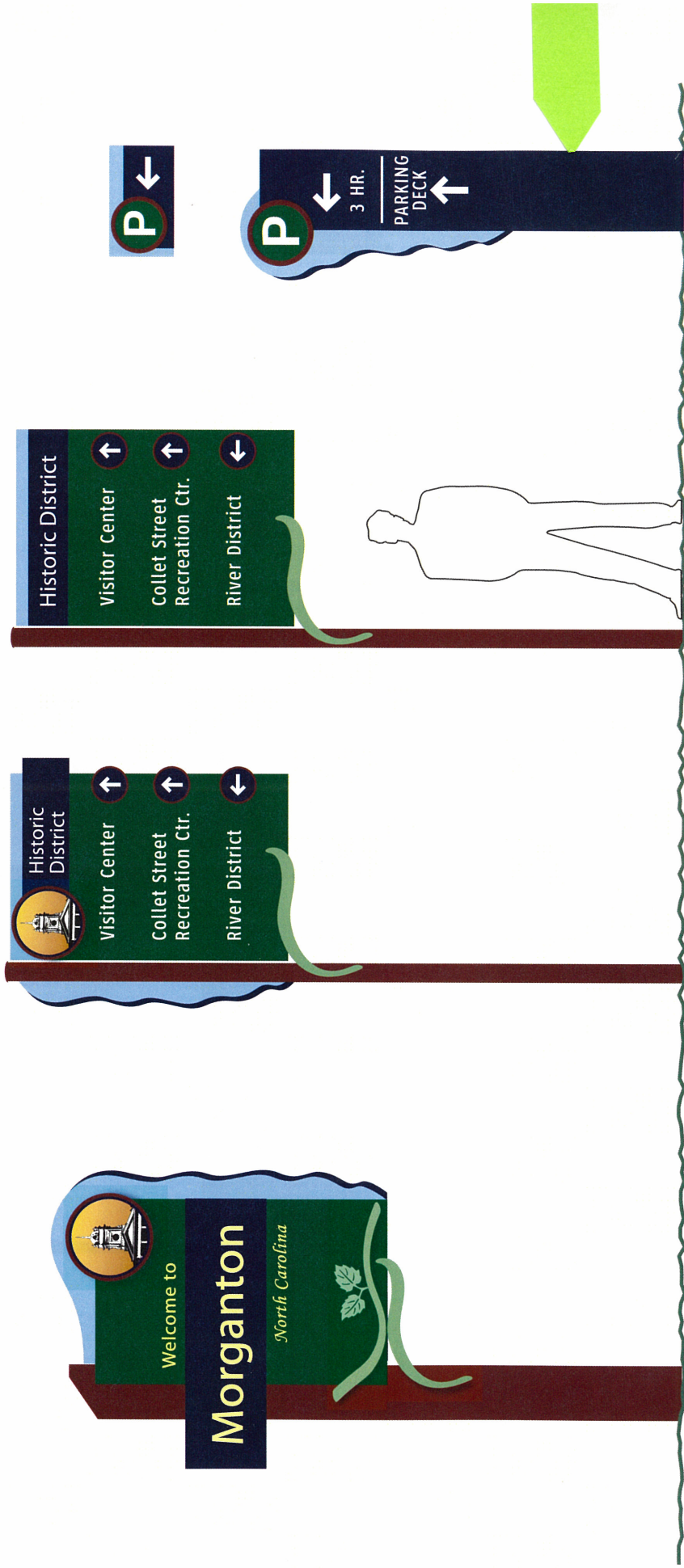
From sun-up to sundown and well into the night, Downtown Phoenix provides a truly unique urban environment. With over 90 restaurants, bars, and markets this downtown provides a vibrant and active place for visitors to spend their time. Downtown Phoenix also includes museums, live theater, and music events, and emerging education and research facilities associated with ASU and the University of Arizona. Visitors can experience the rush of professional sports at US Airways Center (Phoenix Suns) or Chase Field (Arizona Diamondbacks).

In 2008 The Downtown Phoenix Partnership commissioned MERJE along with sub-consultants ED&A/AECOM (Gateway Design and Local Project Manager) and Gannett Fleming (Sign Planning) to develop a downtown wayfinding program. The project is a comprehensive wayfinding program that includes a wayfinding analysis and the design and planning of gateways, vehicular directional, parking lot trailblazers and pedestrian signage.



The design criteria includes creating a unique and vibrant sign program that reflects the spirit of Downtown Phoenix. The program will also meet the functional requirements traffic engineering criteria, along with the effects of the arid desert environment. A pilot program was installed for the 2009 NBA All-Star Game for the area surrounding the US Airways Center and the Convention Center.





GATEWAY SIGN

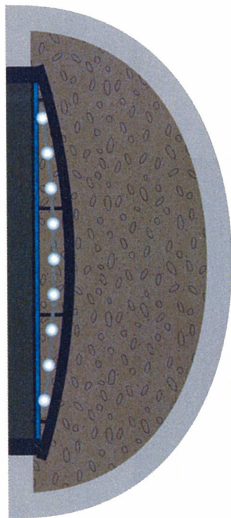
OPTION A
TRAILBLAZER SIGN

OPTION B
TRAILBLAZER SIGN

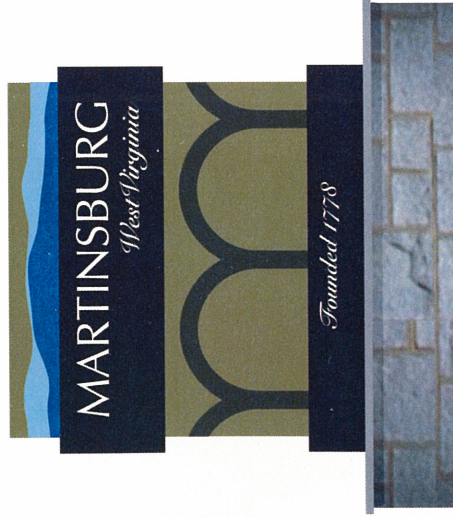
PARKING
DIRECTIONAL
SIGNS



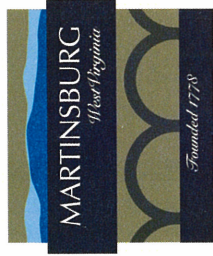
PRIMARY GATEWAY
PLAN VIEW



PARKING/DIRECTORY SIGN
PLAN VIEW



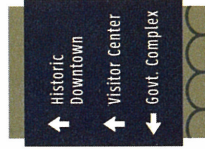
PRIMARY GATEWAY



SECONDARY GATEWAY



DOWNTOWN TRAILBLAZER



TRAILBLAZER



PARKING SIGN W/DIRECTORY MAP OPTION



BANNER OPTION



FRAZIER ASSOCIATES
ARCHITECTURE • URBAN PLANNING • WAYFINDING

MARTINSBURG WAYFINDING

MARTINSBURG, WEST VIRGINIA

Sample Programs

Sample Directional Signage Plan/System (3)



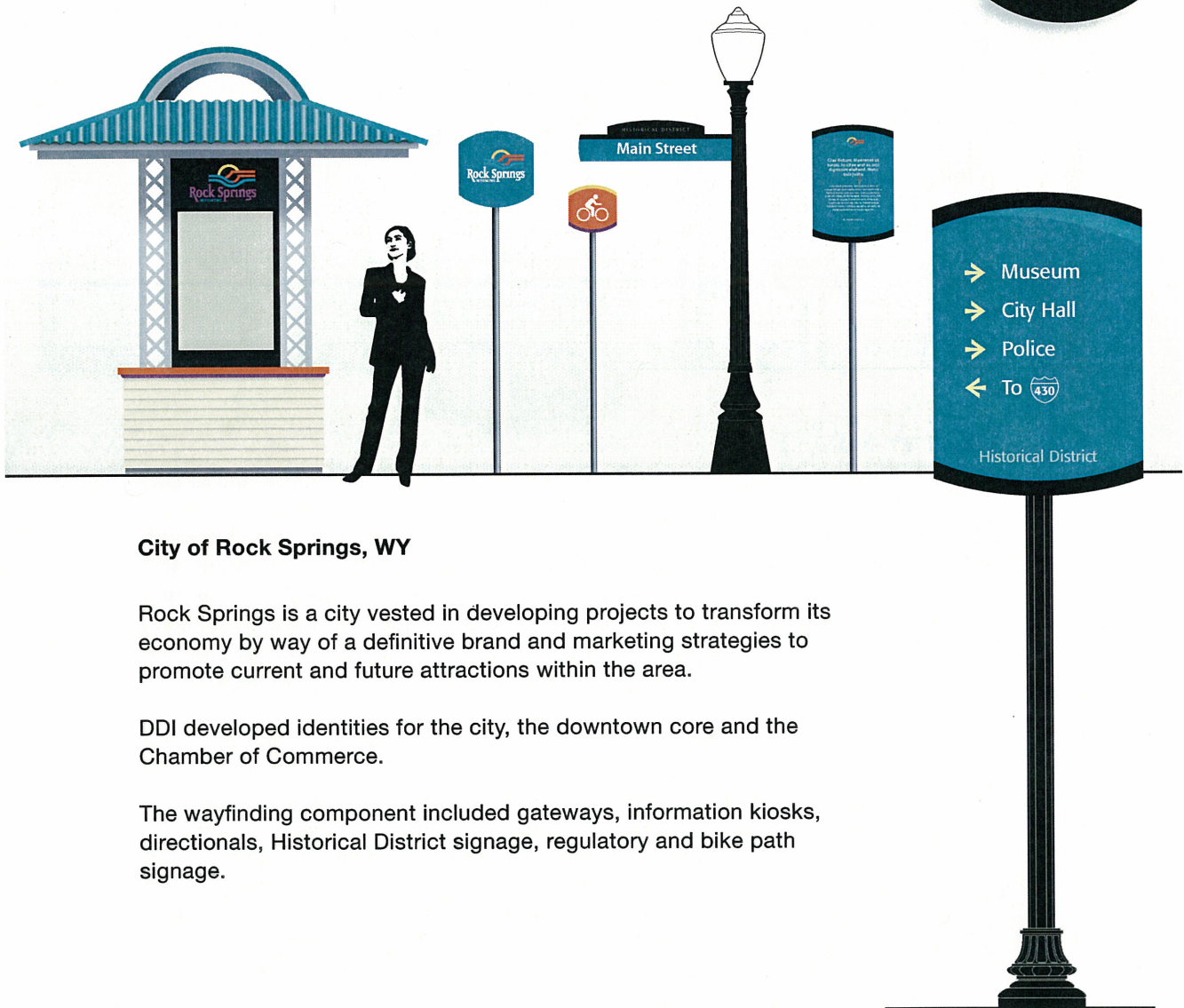
City of Bothell, WA

DDI was contracted by the City of Bothell, WA to help in redeveloping their town center district. We renamed the downtown as Bothell Landing. A brand was developed along with support collateral and a brand style guide.

The new brand was incorporated into a wayfinding system that included gateways, directionals, kiosks, street banners and trail markers.

Sample Programs

Sample Directional Signage Plan/System (3)



City of Rock Springs, WY

Rock Springs is a city vested in developing projects to transform its economy by way of a definitive brand and marketing strategies to promote current and future attractions within the area.

DDI developed identities for the city, the downtown core and the Chamber of Commerce.

The wayfinding component included gateways, information kiosks, directionals, Historical District signage, regulatory and bike path signage.

Sample Programs

Sample Directional Signage Plan/System (3)

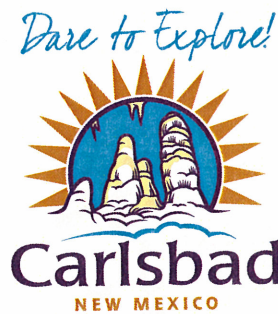


City of Carlsbad, New Mexico

A brand identity was developed for the City of Carlsbad. After thorough study and community involvement, it was determined that the caverns were the strongest, and most recognizable symbol for the area, thus the final development of a city logo. A second identity was created for the town center.

The wayfinding system was designed to support the brand while providing clear navigation through the city and its districts.

Arts Trail and Discover Carlsbad route markers were included with vehicular and pedestrian directionals. Banners, information kiosks, pedestrian maps and municipal park signage were also part of the wayfinding implementation.






↑ Civic Center
Community Center
Historical Museum
Library

